



**ROTORUA**  
**LAKES COUNCIL**

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# Te kimihanga report

March 2024



# objective

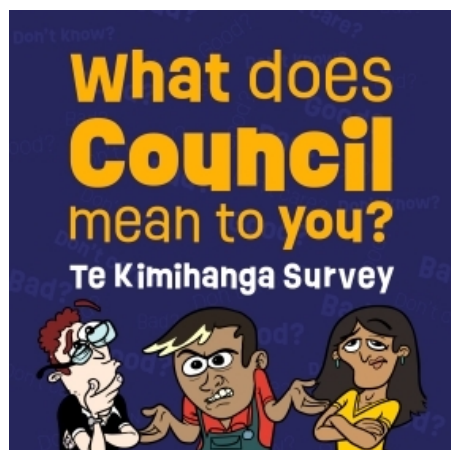
To enhance communication with  
our community

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Targeting to people based on age, gender and life-stage isn't always enough.

We need to understand people's motivations, behaviours, and use of communications channels in order to reach them.

**Objective:** to create groupings of our community based on the above, to make communications from Council more relevant and accessible to them.



# FIELD WORK

13 October – 14 November

Participation promoted to the community via:

- Social media
- Digital screens and flyers at customer centre and the library
- RLC website
- E-Panui
- Flyer in rates invoice
- Email to relevant RLC community databases
- Posters put up at local shops, community centres, sports clubs etc

Incentives sourced from local businesses

# results

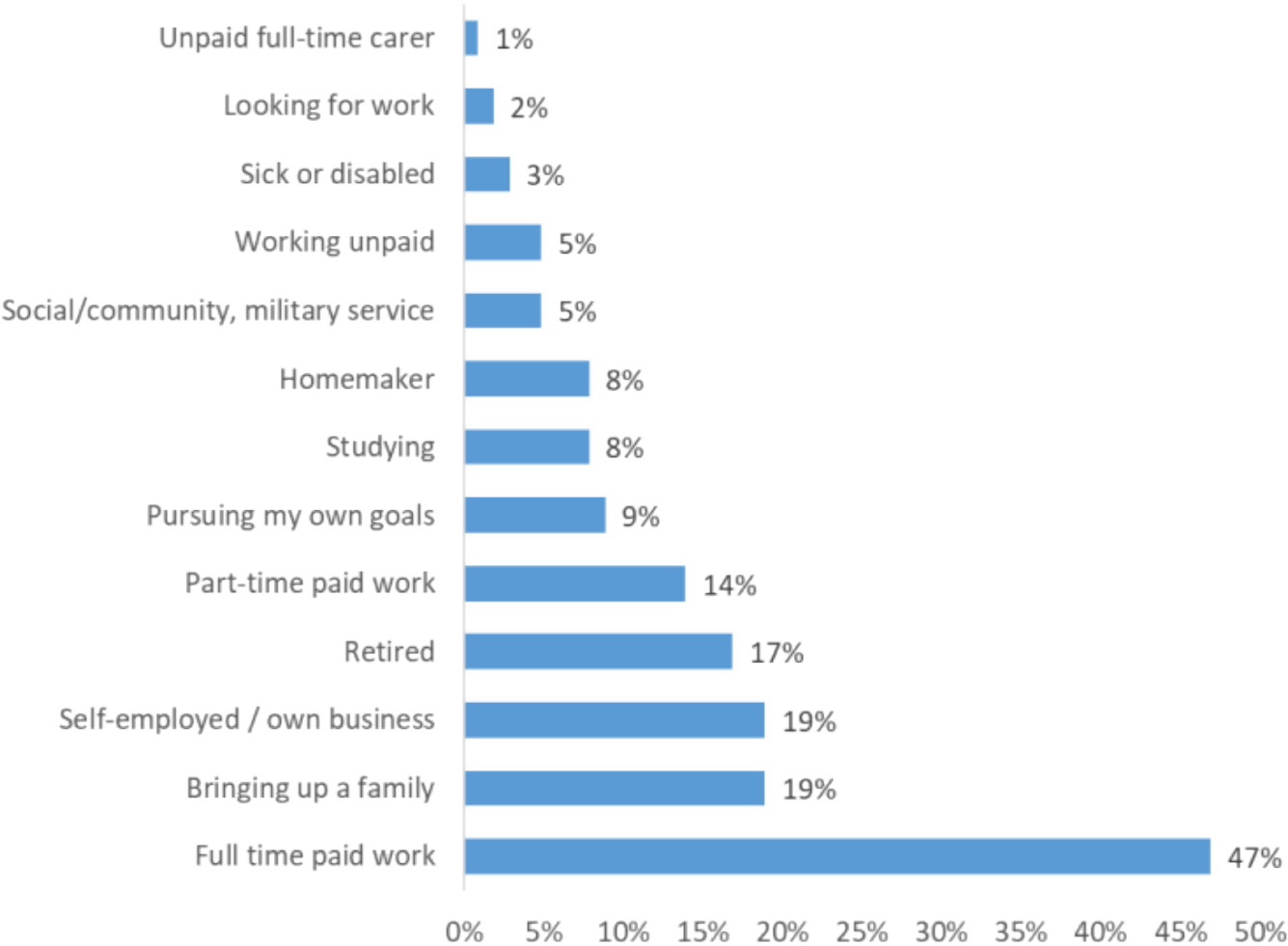
## Demographics – individual (n = 1,242)

Gender	Percentage
Male	36%
Female	62%

Age	Percentage
19 years or less	2%
20-34 years	16%
35-64 years	61%
65 years or older	19%

Ethnicity	Percentage
NZ European	70%
Māori (Te Arawa)	15%
Māori (another iwi)	15%
Pasifika	4%
Indian or Chinese	2%
Another ethnicity	13%
Prefer not to say	4%

### WORK AND TIME USE



# results

## Household

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- 81% of respondents were home-owners
  - Predominantly aged 35+
  - Higher amongst low deprivation suburbs, but still c. 70% in high deprivation
- Over 65's most likely to live alone or with spouse/partner
- Solo parent families were more likely to be:
  - Māori and Pasifika
  - Live in high deprivation suburb
- Multi-generational households were more likely to be:
  - Māori
  - Live in high deprivation suburbs
- 22% of households speak Māori at home
  - Most likely amongst younger respondents

# results

## Where people live

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- Study captured a good spread across all suburbs of Rotorua, including rural areas
- Only 30% of respondents were born in Rotorua (higher amongst under 35's), and 37% grew up in Rotorua. A further 20% spent some of their childhood here or came to Rotorua on holiday as a child
- 77% have lived elsewhere in New Zealand
- 53% have lived overseas
- Place of birth or where childhood was spent didn't show meaningful differences in how people feel about Rotorua.



# THEMES

What's good about Rotorua?

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Primarily natural environment / lakes / forests / beauty / mountain biking / walking (62%)

Te Arawa Māori most positive about Rotorua, most likely to cite community / whānau / home / culture (43%), and tourist town / activities (23%)



# THEMES

## What needs to change?

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76% of respondents said that Rotorua was “a little” or “much worse than it used to be”

- Reduce crime / gangs (35%)
- Reduce homeless population / out of town homeless (27%)
- Improve CBD (18%)
- Tidy/reduce litter/mowing/maintenance (16%)

Dangerous drivers/motorcyclists were stated as a “problem in my neighbourhood” by 42% of respondents.

Barking dogs, litter, noise and problem neighbours (c. 20% each).

15% felt their neighbourhood wasn't safe. A third of respondents said there were no major problems.





# THEMES

What do you see as the main job of Council?

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- Management: keeping Rotorua running, water, waste, planning, tidying, governance (48%)
- Community wellbeing, ensuring a safe and enjoyable environment, addressing issues related to safety, good public spaces, access for all (37%)
- Infrastructure e.g. roads, paths, parks, 3 waters, new projects (25%)



# THEMES

How is the Council serving the community well?

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- A third mentioned top of mind that Council were delivering infrastructure, services and events well
- 27% mentioned beautification and maintenance
- 13% mentioned community engagement and communication
- 11% stated leadership and governance
- 9% mentioned emergency housing reduction, new housing developments, community safety

# themes

## Views on service provision from Council

### **Happy with, the Council does this well:**

- Walking tracks (79%)
- Library (72%)
- Safe drinking water from tap (71%)
- Parks, reserves and gardens (69%)

### **Overdone, the Council does too much:**

- Footpaths, shared paths, bike lanes (16%)
- Performing arts venues (15%)
- Parking (14%)
- Building consents, resource consents and zoning (14%)

### **Worried about, want to know more, the Council should focus on:**

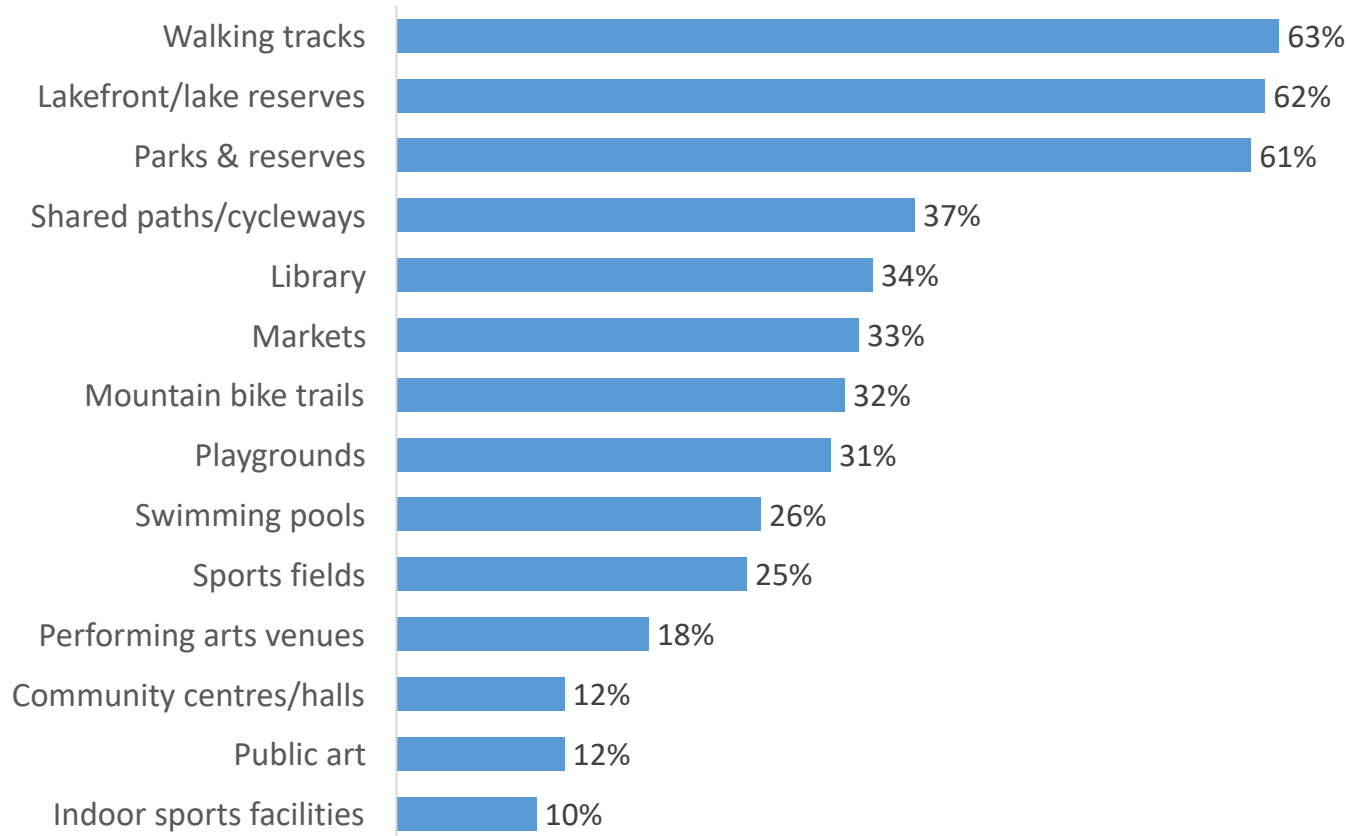
- Community safety (85%)
- Maintenance of suburban roads (64%)
- Stormwater infrastructure (59%)
- Housing for the elderly (56%)

### **Don't know much, but are not bothered about:**

- Cemeteries and crematoriums (45%)
- Welcoming new residents to Rotorua (39%)
- Community centres and halls (35%)
- i-Site visitor information centre (34%)

# themes

## Local facilities accessed



- Larger households (families, multi-generational) and Māori have higher propensity to access facilities
  - Markets, playgrounds, swimming pools, sports fields, community centres, indoor sports facilities, library
- People in most affluent suburbs have higher usage of walking tracks, parks & reserves, shared paths/cycleways, library and mountain bike trails



# THEMES

What's it like living in Rotorua these days?

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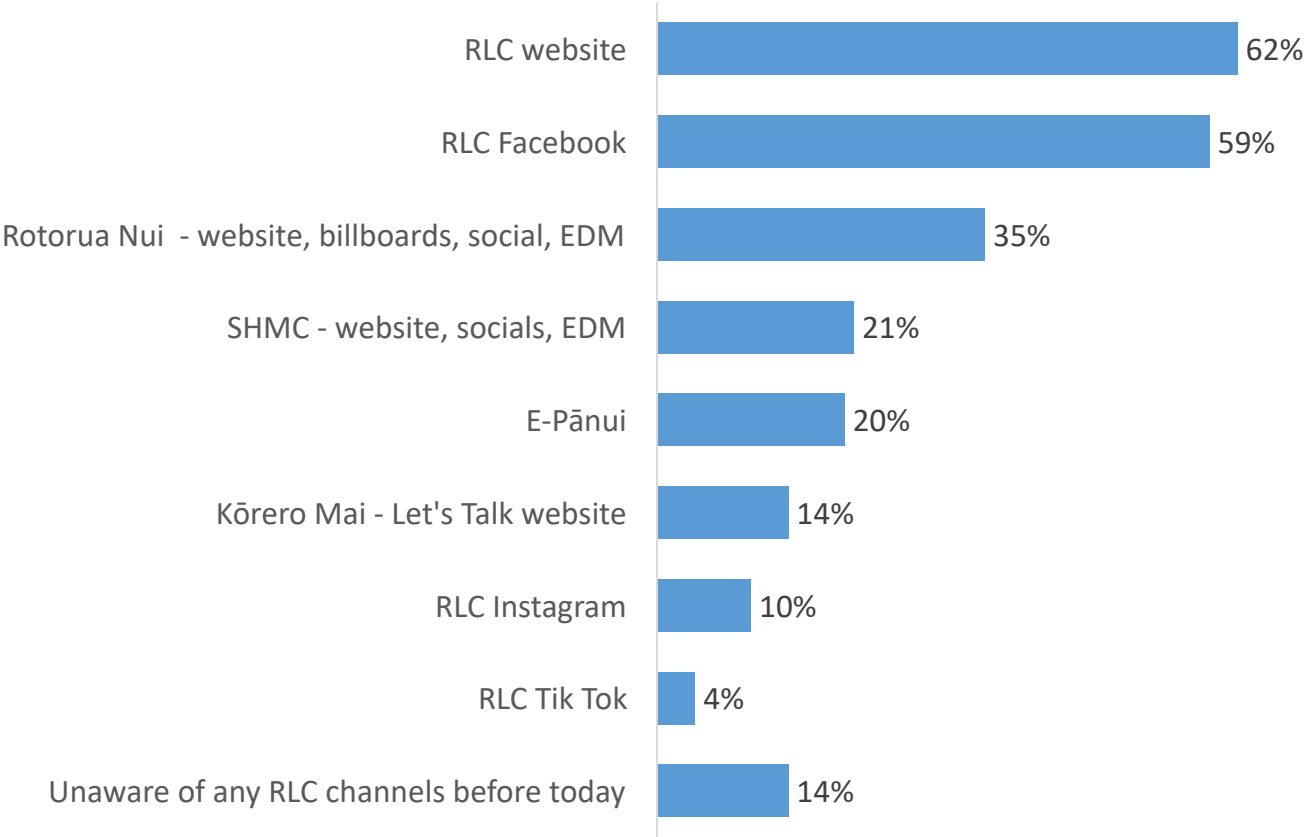
General sentiment about living in Rotorua, positivity, connection and pride is low. Our unique culture and history is something most people resonate with

43% of respondents said they'd prefer to be living somewhere other than Rotorua (now)

- 65+ and Te Arawa Māori are less likely to want to live elsewhere
- 50% of nuclear families say they'd prefer to live elsewhere

# Communications

## RLC communication channels



**Additionally:**

- 83% of respondents say they hear news or information about Council on social media
  - Significantly more than other channels: Online/websites 50%, Daily Post 47%, Word of mouth 46%



# Using the insights

A valuable communications tool

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The newly created community groupings will be a valuable tool for us to create more effective communications, to reach more of our community:

- Content
- Channel
- Frequency

Te Kimihanga also provides another dataset and will be used alongside other research (i.e. Residents Experience Monitor) to inform decision making across the organisation.