

News Release

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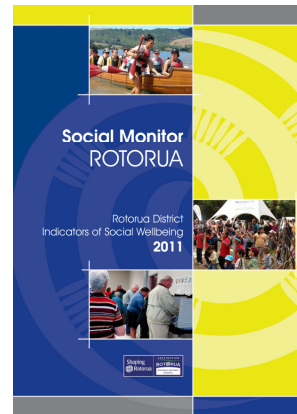


Rotorua social trends revealed in new Social Monitor

Rotorua District Council today released an update on social trends in the local community.

RDC social research Officer Caroline Matangi said the report enabled the council to increase its understanding of key social trends, and to examine the current levels of wellbeing in Rotorua, how they had changed over time, and how different groups in the population were fairing.

“It reveals that Rotorua is progressing in many areas of social wellbeing. These include an increase in the number of children in early childhood services, more academic qualifications being attained, a decrease in the number of people receiving an unemployment benefit and a decrease in notifications of care and protection.”



The report also shows some negative trends including an increase in the number of reported crimes, an increase in fatal crashes, and a decrease in the number of people voting in local and national elections.

Ms Matangi said Rotorua District Council was working on several projects in partnership with other local organisations to achieve shared goals that support the wellbeing of Rotorua residents. Some of the issues identified in this report would best be improved through collaborative effort she said.

The Social Monitor was first published over ten years ago and is updated on an annual basis. Using data gathered from various agencies including central government and not for profit organisations, the report offers analyses and insights into social trends in the district.

The Social Monitor is part of a series of publications produced by the Rotorua District Council's Community Policy and Resources team tracking social trends and assisting with community planning.

Copies of the Social Monitor Update report have been mailed to various local agencies including central government and not for profit organisations. The Social Monitor is also held at the Rotorua District Library or can be downloaded free of charge from the Council website www.rdc.govt.nz (keyword: social) or purchased for \$12 per copy from the council's Customer Centre.

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