

# bright future rotorua - community outcomes

The Local Government Act requires councils to identify community outcomes for the intermediate and long-term future of the district and, not less than once every three years, report on the progress made by the community in achieving these community outcomes.

The purpose of the community outcomes process is to:

- Provide the Rotorua community with an opportunity to discuss its present situation and prioritise issues for Rotorua's future
- Influence and guide priorities in relation to the council and other organisations' activities
- Help the community, council and other organisations to work together in a more efficient and co-ordinated manner, to better promote well-being in the district
- Check how we are progressing towards Rotorua's agreed outcomes

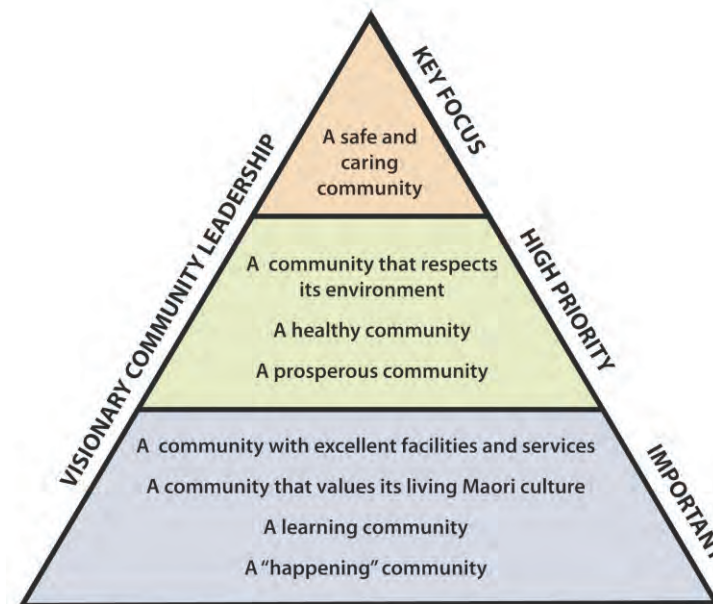
Community outcomes are overarching strategic goals that councils and other organisations use to guide their service delivery and resource allocation. They are also a focal point for promoting closer working relationships, to ensure resources are used effectively and in a coordinated manner.

In accordance with provisions of the Local Government Act, Rotorua District Council takes a collaborative and inclusive approach to identifying and monitoring community outcomes. In mid-2004 the council discussed community outcomes requirements with other key organisations that promote community well-being in the Rotorua District. These organisations endorsed a process of public consultation which took shape in the latter part of 2004, as the Bright Future Rotorua project.

A set of community outcomes and priorities (or aspirations of the local community) was identified. This was used as the basis for further consultation undertaken in 2008. Proposed amendments were initially incorporated into the community outcomes based on results from community consultation between 2003/04 and 2008, from key stakeholder interviews and a stakeholder workshop during February-March 2008. Subsequently, feedback was sought through a combination of face-to-face surveys, online surveys, self-return newspaper surveys and targeted focus group meetings.

The 2008 Community Outcomes Review essentially reconfirmed the initial community outcomes and priorities. 'A safe and caring community' is still regarded as the most important outcome for Rotorua residents. Minor changes resulting from the 2008 consultation process included the addition of 'Visionary Community Leadership' as an overarching theme and introduction of specific statements related to sustainability in the supporting detail of the community outcomes.

The updated community outcomes are shown in the diagram below and the detail behind them is provided on the following pages.



Bright Future Rotorua  
Community Outcomes

# bright future rotorua - community outcomes cont.

## Community Outcomes

*Mā te korero tahi, mā te mahi tahi, kā tutuki ā tatou moemoea hei painga mo ngā uri whakatipu*

*By talking together and working together our dreams and aspirations will be fulfilled for a brighter future for coming generations.*

**A safe and caring community** – families and whanau are safe and strong; people are considerate and respect cultural diversity.

*He Iwi Whanui e ngakau nui ana ki te manaaki motuhake.*

- Strong sense of community spirit
- Respect for cultural diversity
- Support for new New Zealanders to become part of the Rotorua community
- Support for young people and older people
- Safe homes and streets
- Less crime
- Fewer road accidents
- Organisations working together on agreed priorities
- Providing safe public spaces
- Families and whanau work, play and talk together

**A community that respects its environment** – people value, respect and understand the needs of our lakes, streams, forests and geothermal resources; commitment to sustaining, monitoring and improving the natural environment is owned by everyone.

*He Iwi Whanui tenei e ngakau nui ana ki te Taiao.*

- Looking after our air, land and water resources
- Improved lake water quality
- Beautiful, litter-free urban environments
- Waste reduction, re-use and recycling
- Kaitiakitanga (guardianship)
- People using and enjoying our natural environment
- Historical sites and buildings are protected and promoted

- Managing and protecting geothermal resources and our springs, trout, lakes, forests, geysers
- Enhancing our forests and farmland
- Conserving energy and reducing our reliance on non-renewable energy
- Encouraging sustainable modes of transport

**A healthy community** – health is holistic; people are supported to enjoy and experience physical, mental, emotional, and spiritual well-being.

*He Iwi Whanui tenei e ngakau nui ana ki tona oranga.*

- Increasing recreational opportunities
- Good access to health services
- Safe drinking water
- Improving health status for all
- Improved youth health
- Effective responses to developing health issues
- Improved self esteem/confidence
- Partnerships to promote healthy living
- Healthy whanau, healthy communities
- Warm, healthy homes
- Clean air

**A prosperous community** – people and businesses are motivated to be successful; jobs are created and rewards are shared.

*He Iwi Whanui tenei e kokiri whakamua ana i roto inga take Houkura.*

- Rising average incomes
- Encouraging private enterprise
- Enhancing tourism as an iconic sector of Rotorua's economy
- Encouraging development of Māori land and resources
- Reducing unemployment rate
- More investment in our district
- More employment opportunities
- More new business
- Celebrating and promoting our district's unique qualities
- Encouraging growth
- An attractive and lively city centre
- Affordable housing that meets people's needs
- Sustainable development

**A community with excellent facilities, services, activities and events** – a community that plans well to ensure facilities and services are accessible, the district is easy to get around, there are lots of activities and events, and people welcome diversity and are inspired by creativity.

*He Iwi Whanui tenei e mau pu motuhake ana ki ona taonga me ona ratonga, he Iwi Whanui tenei e tumeke ana.*

- Easy to get from place to place
- Good, safe, maintained services and roads
- Good quality infrastructure for future
- Excellent reliable communication infrastructure
- Affordable facilities and reserves and services
- A great trans-Tasman airport

**A community that values its living Maori culture** – the history of Te Arawa in the district and the value of Maori culture are recognised and fostered.

*He Iwi Whanui e manawa nui ana ki te Ao Māori.*

- Preservation and sustainable development of Maori resources
- Improved economic and social development opportunities
- A community that recognises the value of partnerships including the Treaty of Waitangi
- Fostering Maori cultural performance, arts, activities and expression
- Respecting Te Arawa as part of the unique heritage of Rotorua District
- Strengthening relationships between all cultures



## bright future rotorua - community outcomes **cont.**

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**A learning community** – people of all ages and backgrounds are inspired to achieve and supported to learn and be well informed.

*He Iwi Whanui tenei e ngakau nui ana ki te Ako me te Matauranga.*

- Learning activities accessible for everyone
- Quality educational institutions
- Increased participation in early childhood education
- Addressing skill shortages through successful pathways into tertiary education, training and work
- Engagement and achievement at all levels of education and learning
- Improved literacy and numeracy achievement
- Increased availability and quality of Maori language education
- Whanau supported learning
- Commitment to science, innovation and research

**A “Happening” Community** – Rotorua is an exciting place with lots of activities and events, people welcome diversity and are inspired by creativity.

*He Iwi Whanui tenei e tumeke ana.*

- Lots of events including sporting, cultural, festivals, arts
- Leading edge activities and events
- Provision of good quality event, conference and tourism facilities
- Celebrating and nurturing traditional Māori culture
- Foster artistic expression, art, music, dancing, public performances and exhibitions
- Great facilities to visit e.g. museum, arts village, aquatic centre

Overarching these Community Outcomes is a desire by Council to exercise **Visionary Community Leadership** - visionary, inclusive leadership is supported and fostered within Rotorua communities.

*He Matakiteinga - ma nga haponi o Rotorua te amokuratanga e taurima e tautoko.*

- Rotorua communities have a clear vision for sustainable development, prosperity and well-being.
- Communities are informed and engaged in planning and developing the District's future.
- Organisations and communities work together at all levels to achieve shared outcomes.
- Māori are respected as partners in decision-making and have a voice in issues affecting the District.



# bright future rotorua - community outcomes cont.

## Rotorua Community Outcome Indicators

Note: A small number of changes made in the draft Ten Year Plan are incorporated into the table below. In addition, shaded indicators are proposed additions from the 2008 Community Outcomes Review process. These are yet to be formally incorporated into Council's monitoring programme.

Community Outcome	Indicator	Measure	Community Outcome	Measure	
A safe and caring community	1. Community Spirit	1a Community spirit 1b Sense of community 1c Community support	A healthy community	9. Personal Health	9a Estimated life expectancy at birth 9b Low birth weight babies 9c Cardiovascular disease Proposed: Prevalence of cigarette smoking
	2. Crime	2a Reported offences 2b Victimization rates		10. Accessing Healthcare	10a Avoidable hospitalisation 10b Immunisation rates 10c Oral health
		3a Perceptions of Rotorua as a safe place to live 3b Perceptions of personal safety		11. Physical activity	11a Participation in physical activity
	4. Road traffic crashes	4a Crashes resulting in death or injury 4b Road traffic casualties		12. Emotional well-being	12a Happiness
	Proposed: Migrant support	Proposed: New citizens inducted (by nationality) Proposed: Support for migrants and refugees		Proposed: Clean air and water	Proposed: Urban air quality Proposed: Drinking water supply risk gradings
A community that respects its environment	5. Environmental behaviours	5a Personal environmental actions 5b Public environmental actions	A prosperous community	13. Incomes	13a Personal income 13b Household income
	6. Environmental attitudes	6a Attitudes towards caring for the environment		14. Economic growth	14a Economic growth index 14b Business confidence index 14c Ability to develop Maori land
	7. Solid waste management	7a Waste to landfill 7b Recycling volumes		15. Employment and unemployment	15a Employment rate 15b People registered on Unemployment Benefit
	8. Lake water quality	8a Protection of lake and stream margins 8b Reticulation of lakeside settlements 8c Algal blooms		16. Deprivation	16a Social Deprivation Index
		Proposed: Nitrate loadings in groundwater Proposed: Water quality index		Proposed: Attractive and lively city centre	Proposed: CBD pedestrian counts Proposed: CBD retail vacancy rate
	Proposed: Forest and farmlands	Proposed: Extent of native vegetation Proposed: Extent of commercial forestry Proposed: Stock density			
	Proposed: Energy conservation	Proposed: Greenhouse gas emissions Proposed: Energy conservation initiatives			
	Proposed: Beautiful urban environment	Proposed: Resident satisfaction with litter control Proposed: 'Beautiful City status,		17. Pride in the look and feel of the District	17a Pride in the look and feel of the District

# bright future rotorua - community outcomes **cont.**

Community Outcome	Indicator	Measure
A community with excellent facilities and services	18. Ease of getting from place to place	18a Perception of public transport 18b Perception of ease of walking and cycling
	19. Satisfaction with facilities and services	19a Resident satisfaction with Council facilities & services 19b Visitor satisfaction with facilities & services
		Proposed: Cost of local authority services proposed: Number of smoke-free facilities in Rotorua's urban areas.
	20. Disabled access	20a Access for people with disabilities
	Proposed: Quality, affordable housing	Proposed: Housing affordability index Proposed: Rent to income ratio Proposed: Home ownership rate



Community Outcome	Indicator	Measure
A community with excellent facilities and services	Proposed: Quality, affordable housing	Proposed: Housing affordability index Proposed: Rent to income ratio Proposed: Home ownership rate
A community that values its living Maori culture	21. Perceived value of living Maori culture	21a Importance of living Maori culture 21b Extent the community values its living Maori culture 21c Equal opportunities
	22. Bicultural relationship	22a Relationship between Maori & Council
	23. Te Ao Maori	23a Speaking proficiency in Te Reo 23b Perceived importance of Te Reo
	24. Te Ao Maori (the Maori world)	24a Maori activities and media
A learning community	25. Early childhood education	25a Early childhood education
	26. Student achievement	26a School qualifications 26b Early school leavers
	27. Student engagement	27a Stand-downs and suspensions 27b Truancy rate
	28. Further education	28a Participation in further education or training
A 'happening' community	29. Activities	29a Always something to do
	30. Major events	30a Attendance at major events
	31. Sports, arts, recreation and cultural groups	31a Participation in sports, arts, recreational or cultural groups or activities
	32. Visitors	32a Visitor numbers 32b Visitor nights

# bright future rotorua - community outcomes cont.

## Monitoring and Reporting

In June 2007 Rotorua District Council (RDC) published the first Rotorua Community Outcomes Report. The report presented information on a range of indicators (refer to the table on the preceding pages) to reflect the state of high level outcomes. The Rotorua community outcomes are not the sole responsibility of RDC. Many local and national organisations contribute to each one. The report collected data from these organisations and other sources, and reflects the current status of the district's eight community outcomes.

Some indicators are measured more frequently than the three yearly reporting requirement, though not all indicators are measured and monitored directly by the RDC. Those that are monitored by Council complement the RDC's overall performance management framework.

The report helps decision makers in the Rotorua District to promote better co-ordination and application of community resources.

A summary of the results follows.

Progress indicators from the report reveal that Rotorua is doing well on a number of fronts, including:

- Falling crime rate and improving perceptions of community safety by residents.
- Low levels of unemployment.
- Reduced rates of school stand-downs and suspensions.
- Increased levels of educational attainment.
- Increased visitor numbers.
- Increased real median income, though still below the national average.
- Reduced rates of heart disease, though still above the national standardised rate.

Areas where the district is not doing so well include:

- Increased numbers of annual road traffic crashes and casualties since 2000, due to issues such as poor observation, speeding, failure to give way and drink driving.
- Relatively high levels of reported criminal offending, despite improvements.
- Relatively high levels of waste to landfill per capita.
- Poor oral health, with an average of 2.23 decayed, missing and filled teeth for 12-year olds compared to 1.67 for the national average.
- Increasing numbers of early school leaver exemptions.
- Algal blooms on Lakes Rotoehu, Rotoiti, Rotorua and Okaro.

A survey in 2008 recorded a further increase in the number of Rotorua residents feeling 'very safe' or 'safe' in the CBD during the daytime (91.9% of respondents felt this way in 2008, up from 90.7% in 2007).

Also, 82.9% of respondents felt that Rotorua is either 'definitely' or 'mostly' a safe place to live.

These findings reflect the effective partnerships Council has with Police, Neighbourhood Support, Maori Wardens and other organisations, to reduce crime. The Lakes District Health Board is taking a lead on the oral health issue, while Council's efforts to address the 'waste to landfill' issue are outlined in the introduction to the Infrastructural Group of activities in Part B of the Ten Year Plan.

The Rotorua District Council will continue to work with other local and regional organisations, Maori, central government organisations and non-governmental organisations to progress the achievement of the eight community outcomes and improve the well-being of the district.

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## Collaborative Approaches

To give full effect to community outcomes requires a collaborative approach from many organisations, groups and sectors of the community. In addition to close consultation with Tangata Whenua in the identification of community outcomes and indicators, Council is working closely with Maori on initiatives to give effect to outcomes. Rotorua District Council has also been party to other regional processes that bring together a wide range of stakeholders to identify and/or promote community outcomes.

The Rotorua Partner Programme (detailed in a later section) was formally established in 2005 to recognise the significant contributions from corporates and other organisations aimed primarily at developing projects for the good of the wider Rotorua community. So far more than \$23 million in philanthropic support has been invested by our Rotorua Partners.

Environment Bay of Plenty has worked in partnership with local councils and other organisations in the region to run outcomes processes. Regional Community Outcomes are a result of these processes.



Council is a member and active contributor to Community Outcomes Bay of Plenty (COBOP), a relationship network of central and local government managers in the Bay of Plenty that promotes dialogue and discussion around community outcomes. The purpose of COBOP is to promote the achievement of local and regional community outcomes through effective co-operation and collaboration and efficient use of resources.

This group has put together a list of common themes from community outcomes identified across the Bay of Plenty, and is working to identify where more work might be needed by central government, local government or the community to make progress towards achieving community outcomes. This collective process is consistent with the principles of the Local Government Act, and reflects the shared roles of many organisations and the community in working towards community outcomes.

The terms of reference for the joint group are:

- be better informed about activity contributing to community outcomes in the region;
- identify how to most effectively promote and achieve community outcomes;
- work together where projects or goals overlap, efficiently sharing resources;
- monitor progress on community outcomes, and
- identify and promote issues from the region that are not already being progressed and require a national multi-agency policy or legislative response.

'Choosing Futures Waikato' is a similar initiative of the 13 councils in the greater Waikato region. For more information see [www.choosingfutures.co.nz](http://www.choosingfutures.co.nz).