

well-being statements

The four well-beings of community sustainability

- Social Well-being
- Economic Well-being
- Environmental Well-being
- Cultural Well-being

Within the Local Government Act 2002, is the intent to care for the community, served by each local government. Two key aspects are recognised. Firstly, that each community is more than the industry it has, or its geographic location; that people and their culture are also vital considerations. Secondly, that those who live now, need to make decisions that will allow the people who follow to enjoy the same, if not better, living in that space.

This Ten Year Plan (TYP) has already shown how community outcomes are essentially a statement from the community, about what it considers necessary, for promoting the social, economic, environmental and cultural wellbeing, in the present and future.

In introducing the four well-being statements in the Ten Year Plan, Rotorua District Council (RDC) has connected each to one or more community outcomes. RDC knows that this does not do justice to each well-being. They are four interwoven aspects that lead to community well-being. The well-beings cannot be discussed in isolation from each other. In an effort to reflect the essence of each one, RDC has taken a simplistic approach. In reality, the interweaving and connections between the four are fundamental to the strength of the whole community.

The reader will notice that Maori culture and tourism, defining features of Rotorua from its earliest days, appear in several well-being discussions. This is a reflection of the ways these two areas have been blended into a range of activities that help to define this community.



The intent in the Ten Year Plan is to outline the components RDC sees as inherent in each of the four well-beings. In each annual report that follows the adoption of the Ten Year Plan, RDC will provide examples of how the council has worked to contribute positively, to each well-being.

Council's reporting recognises that community outcomes are collaborative strategic goals for a variety of agencies, all of whom contribute to community well-being. The goals can be used by all agencies to guide their service delivery, and efficient, coordinated resource allocation. The community outcomes offer a focal point for promoting closer working relationships.

Over several years Council has developed sets of indicators for each of the four dimensions of well-being. These indicator sets will be further developed in coming years. Measuring and reporting the extent to which the Rotorua community values its living Maori culture is a challenge. Measuring and reporting cultural well-being is a developing field in NZ. Indicators for this aspect of well-being are fairly new.

RDC will produce a variety of monitoring reports, in addition to the well-being updates provided in each annual report. The monitoring reports are able to reflect the combined impact/results from the work of a number of agencies.

There are many influences on community well-being, including council activities, government policies and services, national and international economic conditions, technological advances and many other factors. Council activities can be as direct as providing funding or staff resources that support a component of well-being. Council also provides support indirectly, for example, via its own policies, plans, and contracts for services.

This section looks at the four aspects of caring for our community: social, economic, environmental and cultural well-being.

social well-being

Social well-being

“A safe and caring community”

“A healthy community”

“A community with excellent facilities and services”

“A learning community”

There are nine aspects of social well-being which RDC contributes to:

1. Knowledge and skills

The levels of knowledge and skills present in a community are important as they allow people to enhance their ability to meet their basic needs. They also widen the range of options for people in their everyday life and enable them to have choices in life. The skills people develop can also enhance their sense of self-worth, security and belonging. Knowledge and skills include education and training, alongside abilities gained through work and daily life.

2. Social ‘connectedness’

Social ‘connectedness’ refers to the relationships people have with others and their sense of belonging to their community. Every person has a range of roles in the community. A person may be a partner, parent, friend, student, staff member or caregiver. The connections between people are important to each person's well-being as they can offer support in hard times, belonging and contentment. A community can create opportunities for people to come together around a project, issue or event. By coming together for a purpose or shared goals, connections are strengthened and their contribution encouraged.

3. Health-personal and public

Council acknowledges that health includes the dimensions of social, emotional, mental and spiritual well-being. Good health is important for everyone. There are two core aspects: how long people live and the quality of their lives. Good health means ensuring that people living in Rotorua have access to health and social support services.

4. Civic duty and political rights

Encouraging people to exercise their civic duties and political rights is one way for them to participate in society and to have a say in what happens in their local communities.

5. Community safety

The number one community outcome wanted by the Rotorua community is a safe and caring community. The desired result is that all people enjoy physical safety and feel secure and free from the threat of fear or harm or danger.

6. Education

Educational opportunities refer to formal education offered in Rotorua. These include pre-school, primary, secondary and tertiary. Research has shown that early and continued involvement with education, supports the standard of living people enjoy in later life. Council believes that all young people under the age of 25 should be engaged in appropriate education, training, work or other options, which will lead to long term economic independence and well-being.

7. Employment opportunities

Paid work allows people to meet their and their family's basic needs. Paid employment allows people more options for how they live their lives, and is important for social contact and self esteem.

8. Support for families

Groups of people, including family/whanau, social and health services, and friends, provide support for children and young people in our communities. These groups provide opportunities for learning life and relationship skills. Council provides activities, facilities and events that encourage family/whanau participation.

9. High standard of living

The standard of living of individuals and families refers to their ability to choose where they live, what to buy and whether they have money to spend. Food, clothing and housing are basic to social well-being. Insufficient economic resources restrict people's quality of life. The presence of extremes of incomes can cause social disconnection across communities. Council's social policies and assistance, and its support of education, training opportunities, economic development and tourism can improve the collective standard of living of the community.



economic well-being

Economic well-being

“A prosperous community”

There are eight aspects of economic well-being which RDC contributes to:

1. Business confidence

The main industry sectors of tourism, forestry & wood processing and agriculture are well established within the region and are well supported by the growing manufacturing, education, research and technology sectors. Rotorua provides a unique lifestyle and geographical position that is ideally situated to enhance the transport, communications and logistics industries. In recent times growth and development in Rotorua has seen an economic growth rate in line with the national average.

2. Tourism and hospitality

More than a third of all international visitors to New Zealand visit the Rotorua District. The Rotorua tourism industry is built on leading attractions including Maori culture and history, a unique natural environment with many lakes, parks, reserves and the geothermal experience. There are extensive adventure tourism products and a growing events sector. Rotorua has a wide range of accommodation from backpackers to major hotels to luxury lodges. Around 8500 visitors stay in Rotorua each night. Spending associated with tourism, flows into many sectors. Many households in Rotorua have members working in tourism or hospitality.

3. Forestry

Forestry contributes the most to the gross domestic product of this district. Indirect employment associated with forestry, such as manufacturing and transport, increases income and employment related to this sector. More than half of New Zealand’s annual wood harvest comes from the central North Island, and this is projected to continue. There is training available at Wairiki Institute of Technology, and research and development is undertaken at Scion (formerly Forest Research).

4. Agriculture

This is one of the foundation sectors of the Rotorua District. It is currently the third largest sector. Most farming units in Rotorua are dedicated to dairy, beef, sheep and deer farming. There is an increasing number of smaller lifestyle blocks in the district.

5. Manufacturing

Around two-thirds of all manufacturing employment in Rotorua relates to wood products and machinery production, which reflects the importance of these sectors within the local economy. Some international and domestic companies are manufacturing in Rotorua and are producing products for both domestic and export markets.

6. Construction and real estate

The construction sector, which includes building related services such as plumbing and roofing, services both the commercial and residential sectors. The property market is currently experiencing variable sales, compared to recent years.

7. Transport

Most of the services in this sector are in road transport and related activities. The agriculture, forestry and tourism industries contribute most of the road cartage business. Wood and dairy products, along with manufactured items, are intensively transported between Rotorua and the Port of Tauranga.

RDC is committed to expanding the Rotorua Airport to take direct trans-Tasman flights servicing the district and wider region. This project is pivotal to building the local economy and follows significant investment by the council in core tourism and event infrastructure.

8. Wholesale and retail

Increased rural incomes and visitor numbers have been major drivers of growth in recent years, and the opening of chain stores has increased the attractiveness of Rotorua for shoppers.



environmental well-being

Environmental well-being

“A community that respects its environment”

There are twelve aspects of environmental well-being which RDC contributes to:

1. Freshwater sustainability

Freshwater sustainability is about ensuring that Rotorua has access to clean water for drinking and other purposes, such as commercial and recreational use. While the focus of improving water quality in Rotorua has been on lakes, it is important to also monitor and report the health of rivers and streams. The aim is to improve long term ecological health by actions which lessen the amount of nutrients and stream bank sediment deposited directly into the water.

2. Geothermal resources

Rotorua's geothermal resources contribute to a unique sense of place. Early Maori settlers were attracted to the outstanding geothermal features of the district. European settlers saw the potential for a world-class spa resort on the shores of Lake Rotorua. Rotorua's geothermal fields are part of the larger Taupo Volcanic Zone, and extend further than just these well known sites. Geothermal resources in the Rotorua city and urban areas are used mainly for domestic heating, and commercial spas and pools. In rural areas geothermal fields have suffered from land drainage for farming practices.



3. Culture, heritage and tourism

Tourism is a major contributor to Rotorua's economy. The district's strong cultural and natural heritage, geothermal resources and adventure activities are major attractions for tourists. Rotorua continues to be a premier tourist destination due mainly to its broad suite of natural and cultural attractions, and adventure tourism opportunities. There are plans to increase tourism whilst ensuring cultural, social and environmental sustainability.

4. Biodiversity

Rotorua is home to a number of important indigenous species and contains large areas of native bush. Biodiversity is an important environmental factor for both rural and urban environments. Mokoia Island, Mt Ngongotaha, Whakarewarewa, Kuirau Park and Sulphur Point are just a few examples of areas of biodiversity close to the urban area. As is the case throughout New Zealand, the pressures on Rotorua's biodiversity are increasing due to ongoing habitat destruction and the impact of introduced pest species. Throughout the district there are numerous efforts to increase and maintain biodiversity.

5. Open spaces

Dedicated open spaces and reserves are found in both urban and rural locations throughout the district. The spaces vary in size, but all make an important contribution to the quality of life of Rotorua residents and visitors. They provide opportunities for active and passive recreation, social interaction, preservation and enhancement of biodiversity, landscape and amenity values, cultural heritage and in some cases provide access to lakes and waterways. The district plan is under review and will consider open space issues such as reserve contributions and public access to lake margins.

6. Rural land

Rural land is the predominant land type in Rotorua. The way that rural land is used and managed has a major impact on the community as a whole. Rural land encompasses a wide variety of social and economic functions, including the traditional rural industries of agriculture, forestry and wood-processing, and supports many small rural communities. Rural development has been increasing, with the growing popularity of 'lifestyle' properties; people who choose to live in rural areas do not necessarily work there. There is a need for Council to be aware of the changes brought about by rural development as there are impacts on many aspects of the environment.

7. Urban design and amenity

The appearance and vitality of the central business district, the services and facilities that are available to people, and other aspects such as heritage, transport and residential development are all key features of city life in Rotorua. An urban area is one where built structures are concentrated. Urban amenity is what people like about the urban environment. The central objective of urban design is to ensure that the needs of a community continue to be met, in a way that can adapt to the ever-changing dynamics of modern life.

8. Sustainable waste management

Every community produces waste. Sustainable waste management means giving careful consideration to both the production and disposal of waste, and applying the principal of 'Reduce, Re-Use, Recycle' whenever possible. Since recycling became available, the amount of recycling has steadily increased each year. More people are choosing to recycle and more people are reducing the amount of packaged goods they buy as a commitment to the environment.

environmental well-being **cont.**

9. Sustainable infrastructure

Many aspects of economic, environmental and social well-being in Rotorua depend on the provision of effective and sustainable infrastructure, such as water supply and wastewater treatment. Although it is not always acknowledged, the provision of services such as water, power and energy to our homes, and the removal of waste, are absolutely fundamental to the quality of life. As society continues to change, and requirements for services change with it, a long-term approach to infrastructure planning is critical. The sustainable infrastructure theme includes monitoring of six environmental indicators that relate to drinking water, wastewater and transport. Treatment of wastewater has resulted in the removal of a large proportion of nitrogen and phosphorus before the water finds its way into Lake Rotorua.

10. Transport

Access to an effective transport system is a key factor in achieving economic and social well-being. A well planned public transport system can contribute to environmental sustainability. Rotorua benefits from good state highway connections, due to its central North Island location. Local public transport is provided around the city, and is proving popular. Six environmental indicators which monitor road safety and transport types, use and volumes, are monitored.

11. Energy resources

Like every other community in New Zealand, Rotorua depends on access to energy to maintain its economic and social well-being. Energy is needed to heat houses, cook food, power cars, and keep factories and offices running. Consideration is being given to how energy needs will be met in the future. Rotorua has some advantages in this respect, given the existence of renewable geothermal resources. The use of geothermal energy resources is an issue for the district. We must manage our geothermal resources wisely and make the best possible use of them and other resources to ensure long term sustainability. Other alternative energy options are also being explored, such as biofuel, solar and waste- to-energy technologies.

12. The global environment

Climate change, access to energy resources, biosecurity and pollution of air, land and water, are all environmental issues that affect people across the world. While many of these issues may seem remote from Rotorua, it is likely the impacts will increasingly be felt at a local level. Planning for the future of global climate change is essential. For example, if greater floods are expected to occur, infrastructure such as storm water drains, detention ponds and treatment systems need to be engineered to cope with high and fast storm water flows.



cultural well-being

Cultural well-being

**“A community that values its living Maori heritage”
“A happening community”**

There are eight aspects of cultural well-being which RDC contributes to:

1. Leisure and recreation

Both leisure and recreation activities support health and overall well-being by allowing time out from stress and anxiety, through opportunities to do different things and enjoy nature and new challenges. Leisure includes what people choose to do outside of work, and recreation often involves physical activity or sport.

2. Support for arts and culture

Many local people are involved in a range of artistic pursuits and cultural activities like kapa haka and Maori performing arts. There are many benefits when people participate in these activities. They include enjoyment and entertainment, personal growth, a means of connecting with cultural heritage, learning new skills and the chance to pass on traditions.

3. Maori heritage

A strong cultural identity can contribute to people's overall well-being. Identifying with a particular culture builds feelings of belonging and security. A shared heritage includes shared support, values and aspirations, and has positive impacts on health and education.

4. Cultural tourism

Rotorua was founded in the early 1880s around the shores of Lake Rotorua. Maori people are an integral part of the history of Rotorua. They are the original settlers and Te Arawa iwi has contributed greatly to the development of Rotorua as both a tourist destination and a great place to live.

5. Cultural associations and open space planning

As a well-known tourist and conference destination, there is a need for facilities that serve both the local community and visitors/tourists. Buildings and spaces of existing facilities are used for leisure, recreation, arts and tourism events and activities.

6. Community that understands its place in the world

The Rotorua Museum of Art and History has won a number of New Zealand tourism awards. There has been ongoing development of the building to allow a greater range of national and international exhibitions to visit Rotorua. The Museum's education programmes offer lessons to classes/schools within Rotorua and across New Zealand using video/conferencing facilities.

7. Access to information through print and electronic resources

Rotorua District Library service has one central city library and one mobile library bus providing library services to Rotorua District. An excellent library service is maintained to enhance the lives of people in the community.

8. Valuing diversity within our community

In keeping with most areas of New Zealand, Rotorua District is home to a number of people from other cultures. Some have been in the region or country for generations. Others have arrived recently. New immigrants to Rotorua come from a diverse range of countries, introducing new languages, religions and culture. All contribute to the social, cultural and economic well-being of our communities. It is important that everyone in a community has opportunities to take part in the many aspects of life.

