

EXECUTIVE SUMMARY

Introduction

This report provides the latest available information on key social trends in the Rotorua district. Measures were selected in consultation with key stakeholders. Data sources include government agencies, community surveys and census results. The census trend data identified below is from 2006. Due to the Canterbury earthquake of February 22 2011, the next national census has been delayed until 2013 and will provide more up-to-date information on trends.

Positive trends

A range of results in this report illustrates gradual progress towards social wellbeing, including:

- Increase in number of children in ECE
- Fewer overcrowded houses (2006 Census results)
- Decrease in number of early leaving exemptions
- Increase in number of school leavers with a qualification at NCEA Level 1 or above
- Average incomes rising (2006 Census results)
- More homes with telephone and internet access (Census 2006 results)
- Decrease in number of people receiving an Unemployment Benefit
- Decrease in notifications of Care and Protection

Concerning trends

The report also highlights areas in which increased effort and resources are required, including:

- Higher than national rate of infant death rates
- Increase in total number of reported crimes
- Reducing levels of home ownership (Census 2006)
- Increase in number of fatal crashes
- A decrease in the number of people voting in local and national elections
- Decrease in satisfaction with council consultation

The way forward

In 2003, as part of the 'Bright Future Rotorua' project, eight community outcomes were identified by the community as future priorities for Rotorua. Subsequently the first Community Outcomes Report was produced in 2007, and updated in 2010. The report's purpose is to help inform decision makers about community needs in the district, to promote better co-ordination and application of community resources. As of November 2010, the Local Government Act 2002 no longer requires councils to carry out a process for identifying community outcomes, or monitoring and reporting on community progress. Community outcomes are now council outcomes and each council can determine the outcomes it aims to achieve.