

INTRODUCTION



This report presents information on key social trends in the Rotorua district. Together with Council's economic, environmental and cultural monitoring programmes, the Social Monitor helps paint a picture of changes in social wellbeing¹.

Data for this report comes from a broad range of sources. The measures have been carefully chosen on the basis of relevance and the availability of data. There are 34 measures in this report. Twenty-two of the 34 measures in the report have been updated this year. Those not updated are either based on census data, or surveys that are not repeated annually. More new information has been accessed in this update than was possible for the previous four updates.

The measures in this report are set out in Table 1, page 2, with the updated measures highlighted in bold text.

A number of measures in this report can be compared with national data from the New Zealand Social Report (www.socialreport.msd.govt.nz) and with city data from the Big Cities monitoring programme (www.bigcities.govt.nz).

The community's age profile, ethnicity, labour force status and other demographic features are often key determinants of social outcomes. For information on Rotorua's demographic profile refers to other reports available on the Rotorua District Council website (www.rdc.govt.nz, keyword: "statistics").

¹ **Social wellbeing** encompasses factors that enable individuals, their families, hapu and communities to set goals and achieve them – these include factors such as education, health, the strength of community networks and associations, financial and personal security, rights and freedoms and levels of equity. (Source: Local Government New Zealand, 2003, Local Government Act 2002: An Overview, pg 5).

Table 1 Social Wellbeing Domains	Measures
1. HEALTH DESIRED OUTCOME STATEMENT A healthy community – health is holistic; people are supported to enjoy and experience physical, mental, emotional, and spiritual well-being.	MEASURES Infant Death Rate Low Birth Weight Babies Young Parenting Death Before Age 65 (Plus Life expectancy)
2. HOUSING DESIRED OUTCOME STATEMENT A prosperous community – people and businesses are motivated to be successful; jobs are created and rewards are shared. Everybody has access to affordable housing that meets their needs.	MEASURES Home Ownership Overcrowding Government Housing Provision
3. STANDARD OF LIVING DESIRED OUTCOME STATEMENT A prosperous community – people and businesses are motivated to be successful; jobs are created and rewards are shared. Everybody has access to affordable housing that meets their needs.	MEASURES Median Household Income Unemployment Rate Income Support Sole Parent Families Socio-Economic Inequality
4. EDUCATION DESIRED OUTCOME STATEMENT A learning community – people of all ages and backgrounds are inspired to achieve and supported to learn and be well informed.	MEASURES School Decile Ratings Early Childhood Education School Suspensions and Stand Downs Early School Leavers Highest Qualifications Gained School Leavers With NCEA 1 or above
5. COMMUNITY SAFETY DESIRED OUTCOME STATEMENT A safe and caring community – families and whanau are safe and strong; people are considerate and respect cultural diversity.	MEASURES Perceptions of Safety Reported Offences Youth Apprehensions Notifications to Child, Youth and Family. Road Traffic Casualties
6. SOCIAL CONNECTION DESIRED OUTCOME STATEMENT A safe and caring community. A community that values its living Maori culture. A community with excellent facilities, services, activities and events – a community that plans well to ensure facilities and services are accessible, there are lots of activities and events, and people welcome diversity and are inspired by creativity.	MEASURES Unpaid Work Outside the Home Telephone and Internet Access in the Home Perceptions of Community Spirit Trust in Strangers Acceptance of Cultural Diversity Maori Language Speakers
7. DEMOCRACY DESIRED OUTCOME STATEMENT Visionary community leadership – visionary, inclusive leadership is supported and fostered within Rotorua communities.	MEASURES Turnout at National Elections Turnout at Local Elections Confidence in Mayor and Councillors Satisfaction with Council Consultation Community Involvement in Decision-making