

FOREWORD

More than six centuries ago Te Arawa people moved inland from their landing at Maketu on the Bay of Plenty coast to Rotorua, an area discovered by their ancestors. Rotorua is centred around a thriving urban area on the southern shore of Lake Rotorua and Rotorua district extends to include a substantial rural area as well as a number of lakeside communities.

Rotorua is a bicultural district with an increasingly multicultural population. It is the heart of Te Arawa people and Maori culture in New Zealand. 65,901 people usually live in Rotorua District (Census 2006).

European settlers arrived in New Zealand throughout the 18th Century. The subsequent development of Rotorua district was driven by tourism generated through the unique geothermal and cultural attractions of the area.

Today, the Rotorua District Council has responsibility under the Local Government Act for the provision of a wide range of services to the community and for coordination and planning of Rotorua's social, cultural, economic and environmental development.

Part of the district council's work is to help contribute to the social, cultural, environmental and economic wellbeing of the community.

This report is part of an expanding series of publications produced by the council's Community Policy and Resources Department to track social trends and to assist with community planning.

Also incorporating 2006 Census data are separate publications on:

- Changing Communities Rotorua – Rotorua District Demographic Profile 2007.
- Young People Rotorua – Rotorua District Youth Demographic Profile 2007.
- Aging Population Rotorua – Rotorua District Older Persons Profile 2007.
- Patterns of Wellbeing Rotorua – Rotorua District Indicators of Socio-Economic Status 2008.

The publication 'Good Health, Rotorua District Health and Wellbeing Services' also provides up-to-date information for businesses, students, not-for-profit organisations, and local and central government agencies.

Naku noa na

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This document is available on the Rotorua District Council website:

www.rdc.govt.nz

A series of demographic profiles is also available on the website (keyword: “statistics”)

Disclaimer: Care has been taken in the production of this publication to ensure its contents are as accurate as possible. However, the authors take no responsibility for any incorrect information contained within, or any actions that may result from the use of information in this publication.

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.

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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
<p>1. HEALTH</p> <p>DESIRED OUTCOME STATEMENT</p> <p>A healthy community – health is holistic; people are supported to enjoy and experience physical, mental, emotional, and spiritual well-being.</p>	<p>MEASURES</p> <p>Infant Death Rate Low Birth Weight Babies Young Parenting Death Before Age 65 (Plus Life expectancy)</p>
<p>2. HOUSING</p>	<p>MEASURES</p> <p>Home Ownership Overcrowding Government Housing Provision</p>
<p>3. STANDARD OF LIVING</p> <p>DESIRED OUTCOME STATEMENT</p> <p>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.</p>	<p>MEASURES</p> <p>Median Household Income Unemployment Rate Income Support Sole Parent Families Socio-Economic Inequality</p>
<p>4. EDUCATION</p> <p>DESIRED OUTCOME STATEMENT</p> <p>A learning community – people of all ages and backgrounds are inspired to achieve and supported to learn and be well informed.</p>	<p>MEASURES</p> <p>School Decile Ratings Early Childhood Education School Suspensions and Stand Downs Early School Leavers Highest Qualifications Gained School Leavers With NCEA 1 or above</p>
<p>5. COMMUNITY SAFETY</p> <p>DESIRED OUTCOME STATEMENT</p> <p>A safe and caring community – families and whanau are safe and strong; people are considerate and respect cultural diversity.</p>	<p>MEASURES</p> <p>Perceptions of Safety Reported Offences Youth Apprehensions Notifications to Child, Youth and Family. Road Traffic Casualties</p>
<p>6. SOCIAL CONNECTION</p> <p>DESIRED OUTCOME STATEMENT</p> <p>A safe and caring community.</p> <p>A community that values its living Maori culture.</p> <p>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.</p>	<p>MEASURES</p> <p>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</p>
<p>7. DEMOCRACY</p> <p>DESIRED OUTCOME STATEMENT</p> <p>Visionary community leadership – visionary, inclusive leadership is supported and fostered within Rotorua communities.</p>	<p>MEASURES</p> <p>Turnout at National Elections Turnout at Local Elections Confidence in Mayor and Councillors Satisfaction with Council Consultation Community Involvement in Decision-making</p>

KEY RESULTS

Health

Infant death rate in the Lakes DHB (District Health Board) region was higher than the 2010 national rate.

Life expectancy is gradually increasing but is still below the national average.

Housing

Over the past decade home ownership has fallen substantially at both the local and national level.

Overcrowding has fallen during the past decade at both the national and local level.

Housing New Zealand's social housing stock has stayed at around the same level since 1999 following a period of significant sales of state houses.

Education

Less than a third of Rotorua students attend schools with a decile rating of 3 or lower.

There has been an increase in the rate of participation in early childhood education services by Rotorua children compared to a year earlier.

The number of students stood down from school has decreased in recent years. Early leaving exemptions have also decreased to a total of 4 early leaving exemptions issued in 2010, compared to 95 in 2006.

An increasing proportion of people have a qualification at NCEA Level 1 or above, although the Rotorua figure remains below the national average.

Standard of living

Real household income growth in the Rotorua District grew at an average rate of 1.2% per annum over the period 1996-2006 compared to an average rate of 2.1% per annum for New Zealand as a whole.

The Rotorua district unemployment rate fell to 6.6% in 2006 from 8.9% in 2001.

The number of people receiving the Unemployment Benefit in Rotorua was down 1,118 in June 2011 from 1,131 in June 2009.

The percentage of Rotorua 0-4 year-olds living in sole-parent families has increased over the past decade.

Almost half of the district's population lives in areas that are considered to be the 30% most deprived in the country.

Community safety

The proportion of residents who feel the Rotorua district is a safe place to live remains high.

Recorded youth apprehensions have decreased slightly.

There has been a decrease in notifications to Child, Youth and Family.

Annual traffic accidents in the Rotorua District are below the national average.

Social connection

Approximately 18% of Rotorua residents undertake voluntary work through an organisation, group or marae.

The proportion of households in the Rotorua district with access to a telephone increased to 96.7% in 2006.

Community spirit in Rotorua is relatively high.

46% of Rotorua residents feel they can trust strangers. .

A relatively high proportion of surveyed citizens feel cultural diversity makes Rotorua a much better place to live.

Rotorua has an above average proportion of Maori language speakers when compared to the national average.

Democracy

The Rotorua turnout for national elections was 75% in 2011 compared to 80% in 2008.

Voter turnout for the Rotorua District Council election was 43% in 2010 compared to 44% in 2007, 49% in 2004 and 54% in 1998.

The percentage of residents who rate the mayor and councillors' performance as fairly good or very good was 46% in 2011 compared to 45% in 2010.

The percentage of surveyed citizens who are satisfied with the way Council involves the public in its decisions was 41% in 2011 compared to 45% in 2010.

The percentage of survey respondents who feel the public has at least some influence on council decisions was 47% in 2011 compared to 40% in 2010.

Where to from here...

The information in this report is kept updated on the Rotorua District Council website, www.rdc.govt.nz (keywords: "statistics"). The Social Monitor reporting happens annually and reflects the latest information available about the seven general areas covered.

HEALTH

Why is this important?

Research has found that health status is often related to socio-economic status and living conditions. Poor health can limit educational opportunities and employment, and lead to long term impacts.

Health indicators

- Infant death rate.
- Low birth weight babies.
- Young parenting.
- Deaths before age 65.²

How are we doing?



The infant death rate in the Lakes DHB region rose to 7.5 per 1,000 live births in 2010, compared to 5.4 per 1,000 live births in 2009 and 1.9 per 1,000 live births in 2006. The infant death rate in the Lakes region was higher than the national rate (5.1 per 1,000 live births) in 2010.

The rate of low birth weight babies in the region was below the national average in 2010, after rising in 2009.

The rate of young parenting fell in Rotorua between 1996 and 2006 but is still above the national average.

Mortality rates of children aged 0-14 years increased in 2010 compared to 2009, and were higher than the 2006 rate.

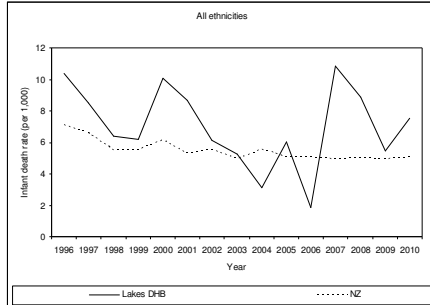
² In terms of deaths before age 65, this report provides age-specific deaths rates and standardised rates. Age-specific death rates calculate the number of deaths in relation to the population size of a particular age group. The numerator and denominator for this rate refer to the same age group, that is, both have the same age distribution. Standardised death rates (SDRs) provide a summary measure of the mortality experience for each area, but also allow for the different age-sex composition of each area. However, they are meaningful only in comparison with similarly computed rates. (Source: Statistics New Zealand)

Infant Death Rate

Why is this important?

An infant death is one that occurs before a child's first birthday. The infant death rate is measured as the total number of infant deaths per 1,000 live births. Infant deaths are closely related to socio-economic conditions, and access to effective health services. A low infant death rate indicates a healthy community.

How are we doing?



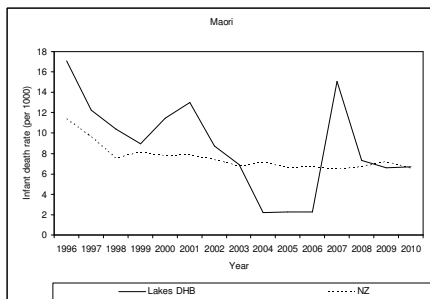
Infant death rate (all ethnicities), Lakes DHB and New Zealand, 1996-2010

Source: Statistics New Zealand

In the 1970s the infant death rate at Rotorua Hospital was consistently higher than the national rate. Since then it has come more in line with the national average, and continued to decline and fluctuate.

There were 10 infant deaths in the Rotorua district in 2010, comprising 5 neonatal and 5 post-neonatal deaths³. This compares to 2 infant deaths in 2006, comprising 1 neonatal and 1 post-neonatal death and 13 infant deaths in 2007, comprising 4 neonatal and 9 post-neonatal deaths.⁴

There were 12 infant deaths in the Lakes DHB region in 2010 - 6 neonatal and 6 post-neonatal deaths.



Infant death rate (Maori), Lakes DHB and New Zealand, 1996-2010

Source: Statistics New Zealand

The infant death rate in the Lakes DHB region has increased in 2010 to 7.5 per 1,000 live births, compared to 5.4 per 1,000 live births in 2009. The infant death rate in the Lakes region was higher than the national rate (5.1 per 1,000 live births) in 2010.

Infant deaths for the region's Maori population have increased slightly to 6.7 per 1,000 live births in 2010 compared to 6.6 per 1,000 live births in 2009. The infant death rate for the region's Maori population was slightly higher than the national rate (6.6 per 1,000 live births) in 2010.

³ A neonatal death is a live born infant dying in the first 28 days after birth.

A post-neonatal death is a live born infant dying after 28 completed days and before the first year of life is completed (NZIS - <http://www.nzhis.govt.nz/stats/fetal/glossary.html>).

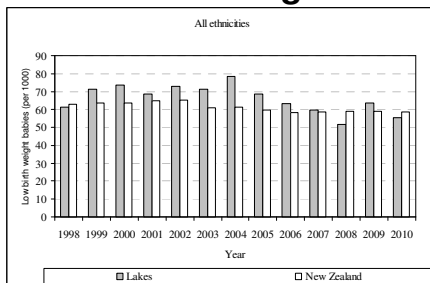
⁴ Because infant death numbers are very small when distributed across territorial authority, annual fluctuations can be proportionately large. Therefore infant death rates by TA are not recommended.

Low Birth Weight Babies

Why is this important?

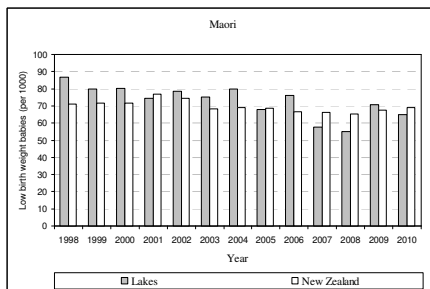
Babies that weigh less than 2,500 grams tend to have increased risk of health problems, and a greater risk of early death. Birth weight is linked with the overall health of the mother (including nutrition and cigarette smoking) as well as the quality and accessibility of prenatal care. The higher the number of low birth weight babies per 1,000 live births, the higher the social cost of poor health and educational attainment in the future. The incidence of low birth weight babies is correlated with the infant mortality rate.

How are we doing?



Incidence of all low birth weight live births, Lakes DHB region, 1998-2010

Source: NZ Health Information Service



Incidence of low birth weight live births (Maori), Lakes DHB region, 1998-2010

Source: NZ Health Information Service

Before 2008 in any given year around 60 to 70 of every 1,000 live babies born in the Lakes DHB region had a low birth weight. Historically, Lakes region has generally had a higher rate of low birth weight babies than the national average, although data for 2008 and more recently 2010 belied that trend. 2010 data showed there were 55.5 low birth weight babies per 1,000 live births in the Lakes region compared to 58.5 for New Zealand overall. Data for Lakes region shows a decreased level in 2010 compared with 63.7 per 1,000 live births in 2009.

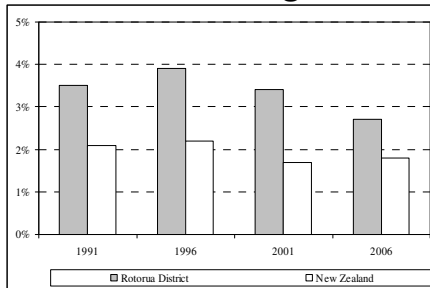
Similarly, the rate of low birth weight babies born to Maori mothers in the Lakes region was below the national average in 2010, after rising in 2009. Data for 2010 showed there were 65.1 low birth weight babies per 1,000 live births in the Lakes region compared to 69 for New Zealand overall. However, Lakes region data shows that the 2010 level remains higher than the 2007 and 2008 levels of 57.7 and 55 low birth weight babies per 1,000 live births respectively.

Young Parenting

Why is this important?

Teenage parenthood can be a turning point that reduces young people's life opportunities in such areas as education, and employment. Young people whose schooling is shortened because of the birth of a baby generally have less education, work experience and income, and are more likely to be single parents. This has significance for their personal health, as well as the health of their children.

How are we doing?



Percentage of people aged 15-19 years who stated a parent role, Rotorua District and New Zealand, 1991-2006

Source: Statistics New Zealand/Census

Census results show that the proportion of Rotorua 15-19 year-olds who are parents increased between 1991 and 1996 but has subsequently fallen. In 2006 there were 135 (2.7%) young parents aged 15-19 years compared to 159 (3.4%) in 2001, 186 (3.9%) in 1996 and 189 (3.5%) in 1991. However, this is still higher than the national average (1.8%).

In the 20-24 years age group in Rotorua there has also been a decline in the numbers of parents to 774 (21.6%) in 2006 compared to 1,080 (22.7%) in 1991. The comparable national figure for the 20-24 years age group in 2006 was 11.1%.

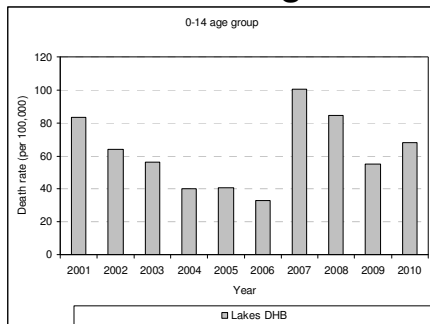
Deaths Before Age 65

Why is this important?

Life expectancy is a key indicator of overall health status. Regional differences in life expectancy may reflect differing social and economic conditions, lifestyle choices and access to health services. The Ministry of Health publishes annual data on age at death for district health boards, and sub-regions throughout New Zealand.

Although numbers and proportions of deaths for a certain group present a good snapshot of the community, when comparing different populations, especially those that might have different age structure and ethnicity composition (both factors usually influence mortality trends), it is worthwhile to look at age-specific death rates in addition to the crude numbers.

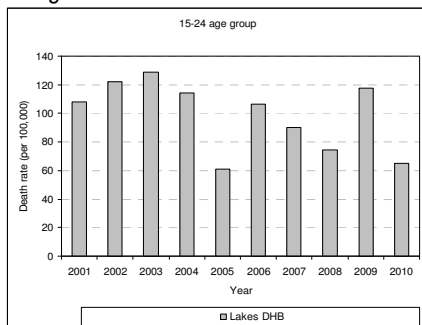
How are we doing?



Age-specific mortality rates per 100,000 for the 0-14 years age group, Lakes DHB area, 2001-2010

Source: Statistics New Zealand

Note: Deaths are based on deaths registered in NZ, of NZ residents, by date of registration.



Age-specific mortality rates per 100,000 for the 15-24 years age group, Lakes DHB area, 2001-2010

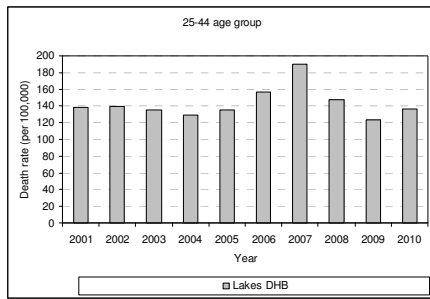
Source: Statistics New Zealand

Life expectancy in Rotorua District is gradually increasing but remains slightly below the national average. The 2005-2007 official estimates show that life expectancy at birth was 75.6 years for Rotorua males and 80.1 years for Rotorua females. The comparable national figures were 78.1 years and 82.2 years.

The 2005-2007 standardised death rates show that there were 6.9 deaths per 1,000 population in the Rotorua District. The comparable national figure was 5.8 deaths per 1,000 population. Standardised death rates in the Rotorua District in 1995-97 (8.7 per 1,000 population) and 2000-02 (7.8 per 1,000 population) remained consistently above the national average of 7.5 per 1,000 population and 6.5 per 1,000 population respectively.

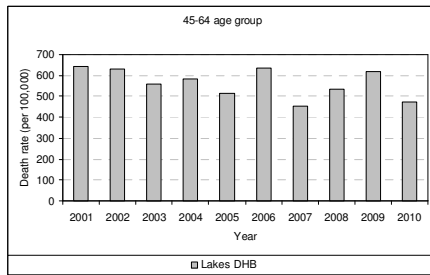
Mortality rates of children aged 0-14 years in the Lakes DHB region have increased and were up to 67.9 per 100,000 in 2010 compared to 55 per 100,000 in 2009. They are above the 2006 rate of 32.9 per 100,000. National rates have remained quite stable and were up to 50.3 per 100,000 in 2010 compared to 49.3 per 100,000 in 2006.

Mortality rates of the age group 15-24 years have decreased during the last year in the Lakes DHB area to 64.9 per 100,000 in 2010, compared to 117.6 per 100,000 in 2009. The 2010 figure is also significantly lower than the 2006 rate of 106.2 per 100,000. National rates for this age group were down to 56 per 100,000 in 2010, compared to 61.2 per 100,000 in



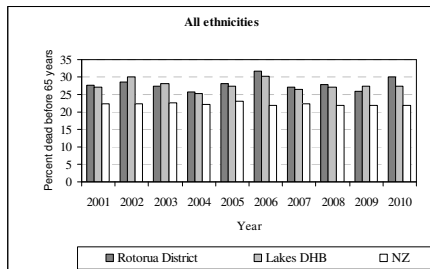
Age-specific mortality rates per 100,000 for the 25-44 years age group, Lakes DHB area, 2001-2010

Source: Statistics New Zealand



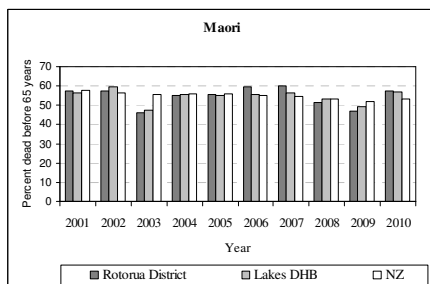
Age-specific mortality rates per 100,000 for the 45-64 years age group, Lakes DHB area, 2001-2010

Source: Statistics New Zealand



Percentage of deaths before age 65 years (all ethnicities), Rotorua District, Lakes DHB area and New Zealand, 2001-2010

Source: Statistics New Zealand



Percentage of deaths before age 65 years (Maori), Rotorua District, Lakes DHB area and New Zealand, 2001-2010

Source: Statistics New Zealand

2009. This is down from 62.2 per 100,000 in 2006.

Mortality rates of the age group 25-44 years have increased and were up to 136.7 per 100,000 in 2010, compared to 123.6 per 100,000 in 2009. This is below the 2006 rate of 156.2 per 100,000. National rates were down to 88.9 per 100,000 in 2010 compared to 96.1 per 100,000 in 2009 and 94.0 per 100,000 in 2006.

In the 45-64 years age group mortality rates have decreased during the last year in the Lakes DHB area and were down to 474.9 per 100,000 in 2010, from 619.1 per 100,000 in 2009. The 2010 rate is significantly lower than the 2006 figure of 635.3 per 100,000. National rates have steadily fallen over the past nine years to 398.1 per 100,000 in 2010, from 429.3 per 100,000 in 2006, and 482.7 per 100,000 in 2001.

In summary, the proportion of people in the Rotorua district who died before age 65 decreased from 31.6.2% (158) of all deaths in 2006, to 29.9% (129) in 2010. A similar trend is noticeable in the Lakes DHB area and nationally, however the percentage of people who die before the age of 65 is consistently lower nationally than in either Rotorua or Lakes DHB areas, and was 21.8% in 2010.

The proportion of Maori people in the Rotorua District who died before age 65 years decreased from 59.7% (71) of all deaths in 2006, to 57.5% (65) in 2010. A similar trend is noticeable in the Lakes DHB area. However due to the small numbers, and the overall trend over the last few years, this decrease does not seem to be statistically significant.

HOUSING

Why is this important?

Shelter from the elements is a fundamental human need. Community wellbeing is enhanced if residents have access to affordable, safe and uncrowded dwellings.

Housing indicators

- Home ownership.
- Overcrowding.
- Government housing provision.

How are we doing?

Over the past decade home ownership has been falling at both the national and local level. In 2006 64.5% (13,917) of Rotorua District households owned their own home compared to 66.9% for the whole of New Zealand.



Census results show that overcrowding has fallen at both the national and local level. As at 2006, 522 dwellings in the Rotorua District were classified as 'high occupancy' households.

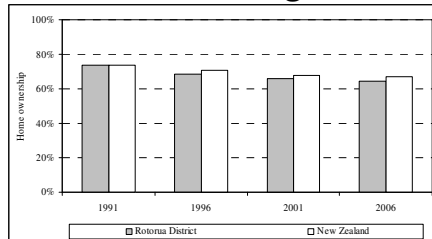
Housing New Zealand Corporation (HNZC) currently owns 684 houses in the Rotorua area. HNZC housing stock has stayed at around this same level since 1999 following a period of significant sales of Government-owned housing throughout New Zealand.

Home Ownership

Why is this important?

Home ownership is an indicator of the overall standard of living as well as community stability and cohesion. Research has shown that a high level of home ownership is reflected in better managed schools, and lower crime rates.

How are we doing?



Percentage of dwellings owned by usual occupants (with or without a mortgage), Rotorua District and New Zealand, 1991-2006

Source: Statistics New Zealand/ Census

Over the past decade home ownership has been falling at both the national and local level. However, ownership in the Rotorua district remains slightly below the national average. In 2006, 64.5% (13,917) of Rotorua district households owned their own home compared to 66.9% for the whole of New Zealand.⁵ The 1991 figures were 73.6% (14,799) for Rotorua and 73.8% for New Zealand overall.

There is considerable variation in home ownership rates in the district, ranging from more than 80% in suburbs with a high average income, to less than 40% in less well-off suburbs.

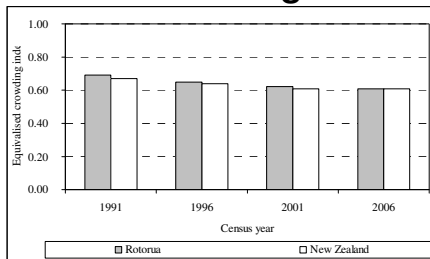
⁵ 2006 data includes information on dwelling held in a family trust by usual occupants. This data was first collected in 2006.

Overcrowding

Why is this important?

Overcrowding is often associated with an inability to pay housing costs. There is evidence that occupants of overcrowded houses have a greater likelihood of catching infectious diseases and experiencing concerns with their mental health. Research has also indicated a link between overcrowding and poor educational attainment.

How are we doing?



Equivalised Crowding Index, Rotorua District and New Zealand, 1991-2006

Source: Statistics New Zealand/Census

The most commonly reported measure of crowding in New Zealand is the Equivalised Crowding Index (ECI). This is based on census results and is calculated as the number of occupants relative to the number of bedrooms. The ECI formula is adjusted to “adult equivalents”, with married and de facto couples counted as a single adult and children under 10 years counted as half an adult.

The latest ECI results show that crowding has fallen over the past decade at both the national and local level. As at 2006, the Rotorua ECI was 0.61, the same as for New Zealand as a whole.

An alternative measure of overcrowding is to define “high occupancy” as:

- Any one-bedroom dwelling with three or more occupants; and
- Any two-bedroom dwelling with five or more occupants; and
- Any three-bedroom dwelling with seven or more occupants; and
- Any other dwelling with eight or more occupants.

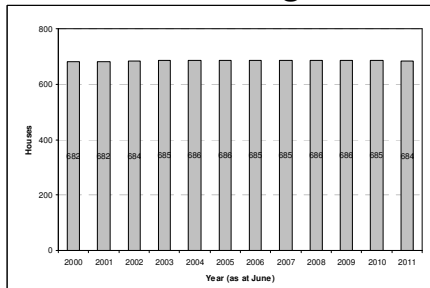
Based on this measure, 2.4% (522) of dwellings in the Rotorua district were high occupancy in 2006 compared to 1% for New Zealand as a whole. The areas with the highest proportion of high occupancy dwellings were Fordlands (7.3%) and Tikitere (5.3%).

Government Housing Provision

Why is this important?

In recognition of the public benefits of low-cost housing the government provides subsidised housing to qualifying residents. The main focus of Housing New Zealand Corporation (HNZC) is to provide sustainable housing solutions for those in greatest need.

How are we doing?



Stock of HNZC houses in the Rotorua District, 2000-2011

Source: Housing New Zealand Corporation

The stock of houses provided by HNZC in Rotorua fell to a low of 682 in 2000 compared to 858 in 1995. Additional houses have been purchased by HNZC over the last few years, for a net result of 686 as at June 2005. The stock of houses fell to 685 in 2006 due to a house fire. The stock of houses was at 684 as at June 2011, as a result of the sale of a house, after rising to 686 in 2008. In addition to standard houses, HNZC provides 3 relocatable houses and 6 leased houses.⁶ HNZC has also recently undertaken improvement to its housing stock and living conditions, including insulation retrofits, refurbishments and upgrades, landscaping work and a Community Renewal programme in Fordlands.

Additional social housing is provided by Rotorua District Council for older people on fixed incomes. The council owns and manages units for eligible older persons, throughout Rotorua city and Ngongotaha.

During 2005/06, in partnership with HNZC, Council undertook an upgrade of some of the oldest current housing stock at the Rawhiti Complex in Miller Street. A total of 24 bedsit-type units (built in 1955) were demolished and replaced with 30 units, each with a separate bedroom and contemporary design, layout and materials. This redevelopment took the total stock of council accommodation for older persons up to 152 units (132 single units and 20 double units).

⁶ Relocatable houses within RDC area are not a new product, rather a historic one. Relocatables were provided approximately 2 decades ago, and numbers have been slowly reducing as they have generally become surplus to requirements. HNZC's Home Lease Program product is a relatively newly introduced acquisition initiative for RDC area. The first leased acquisition within RDC area commenced during June 2006. Nett loss of standard houses during 2006/07 financial year was replaced by leased property.

EDUCATION

Why is this important?

Education increases employment opportunities and fosters community cohesion. Education is a key factor in improving individual and community wellbeing.

Education indicators

- School decile ratings.
- Early childhood education.
- School suspensions and stand downs.
- Early school leavers.
- Highest qualification gained.
- School leavers with qualifications.

How are we doing?



30% (4,209) of Rotorua students attend a school with a decile rating of 3 or lower.

Early childhood services provide an early start to the formal education of more than 3,600 Rotorua children.

The number of Rotorua students stood down from school increased to 178 in 2010, compared to 162 in 2006.

The annual number of early leaving exemptions decreased to 4 in 2010, compared to 95 in 2006.

According to census results the percentage of people aged 15 years and over in the Rotorua district with some form of academic qualification increased to 71.5% in 2006, compared to 68.9% in 2001. There was a particular increase in the percentage of Rotorua working age people with a high school qualification only.

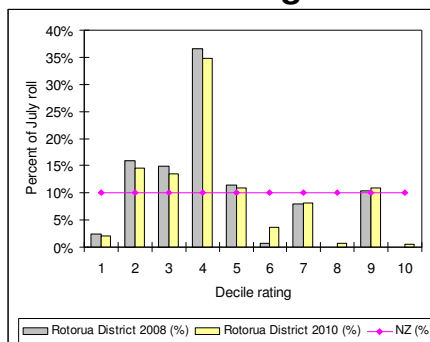
The percentage of Rotorua school leavers with NCEA Level 1 or above increased to 84.6% in 2010 compared to 69% in 2006, but remains below the national average of 87%.

School Decile Ratings

Why is this important?

The Ministry of Education targets its school funding because students from more deprived communities face greater challenges. A school's decile rating indicates the extent to which it draws its students from low socio-economic communities. For example, a decile 1 rating is given to the 10% of New Zealand schools which have the highest proportion of students from low socio-economic communities. Census information and school ethnicity data are used to calculate the decile rating.

How are we doing?



July school roll by decile rating, Rotorua District schools, 2008 and 2010

Source: Ministry of Education

In the past the Ministry of Education has revised the decile rating of schools to account for ethnicity changes. In the five years between the 1996 and 2001 censuses there was a drift towards lower deciles as schools sought reviews (and hence additional funding). A major review was undertaken in September 2002 on the basis of census results, with funding adjustments effective from 1st January 2003. Due to the nature of the decile calculation, ratings were more likely to change for smaller schools.

As of January 2005, the calculation of school deciles changed so that the ethnicity of students is no longer included as a factor.

The Rotorua district has a total of 46 schools;⁷ 15 full primary schools, three intermediate/middle schools, two composite Kura Kaupapa Maori schools, 18 contributing schools, one Teen Parent Unit, one specialist school and six secondary schools. Based on July 2010 school rolls about 30% (4,209) of Rotorua school students attend a school with a decile rating of 3 or lower. This compares to 30% (4,245) in 2009, 33% (4,351) in July 2008, 34.8% (4,921) in 2007, 35.6% (5,090) in July 2006, 41.4% (6,058) in July 2004 and 46.6% (6,630) in July 2002.⁸

⁷ This figure includes schools technically designated Waikato region.

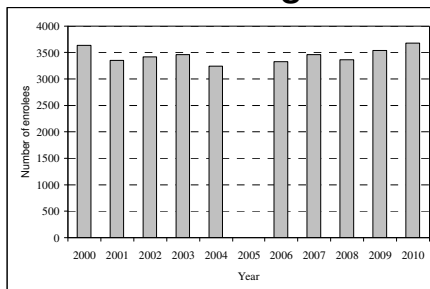
⁸ This figure must be interpreted in the context that at the time of calculation, the ethnicity of students was incorporated into the Ministry's calculation of decile scores.

Early Childhood Education

Why is this important?

The foundation for academic success is laid at an early age, beginning in the home and supplemented by early childhood education services. In recognition of this, the Ministry of Education collects information from all New Zealand early childhood education institutions as at 1st July each year.

How are we doing?



Total roll, early childhood education services, Rotorua District, 2000-2010

Source: Ministry of Education

Note: Excludes casual education and care.

Comparable 2005 data are not available

Pre-school education in Rotorua is available through 104 early childhood services, including kindergartens, play centres, education and care services⁹, kohanga reo and play groups. The number of children in the Rotorua District attending early childhood services increased to 3,675 as at July 2010 compared to 3,540 a year earlier, rising above the figure of 3,640 enrolled in 2000. Around 46% of enrollees are in the Maori ethnic group (up from 39% in 2001) compared with around 19.5% nationally.

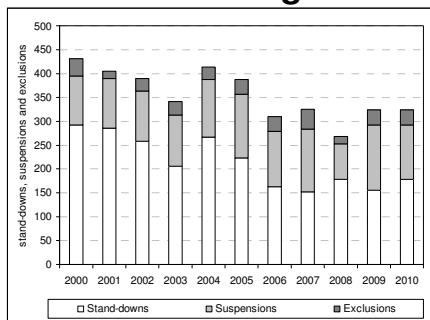
⁹ Education and care centres provide sessional, all-day, or flexible hour programmes for children from birth to school age. They may be privately owned, non-profit making, or operated as an adjunct to the main purpose of a business or organisation.

School Suspensions and Stand-downs

Why is this important?

One of the challenges for education providers is the minority of young people who can disrupt the learning of others. Suspensions and stand-downs are part of a broad range of ways in which student behaviour is managed. A stand-down is the formal removal of a student from school for a limited period. A suspension is the formal removal of a student until the board of trustees decides their outcome. In the most serious of cases a student can be excluded from a school entirely, with the requirement that they enrol elsewhere. The use of stand-downs is the preferred method of dealing with student behaviour rather than suspensions. The government launched a series of programmes in 2001 aimed at reducing suspensions and stand-downs.

How are we doing?



School suspensions, stand-downs and exclusions, Rotorua District, 2000-2010

Source: Ministry of Education

The total number of stand-downs, suspensions, exclusions and expulsions increased in Rotorua District schools in 2004, but has subsequently fallen. The longer-term trend is an overall decrease.

The number of Rotorua students stood down from school has increased to 178 in 2010, compared to 155 in 2009 and is higher than the 162 in 2006. At a national level the number of stand-downs has decreased to 19,389 after increasing consistently to 22,467 in 2006 from 16,933 in 2000.

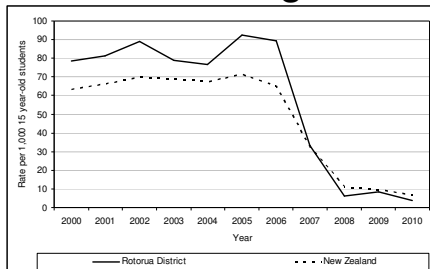
The number of students suspended from Rotorua schools fell to 114 in 2010 compared to 138 in 2009 and 116 in 2006. Suspension numbers fell to 4,223 in 2010 compared to 4,755 in 2009, and 5,013 in 2006 at the national level.

Early School Leavers

Why is this important?

Schooling is compulsory for everybody between their sixth and sixteenth birthday but it is possible to leave school earlier with the permission of the school principal (and on application from the parent/s). The Ministry of Education monitors the number of students leaving school before turning 16 years of age. This group constitutes an increasing proportion of all young people who leave school without qualifications.

How are we doing?



Early leaving exemption rates per 1,000 15 year-old students, Rotorua District and New Zealand, 2000-2010

Source: Ministry of Education

The rate of 15 year-olds receiving early leaving exemptions in New Zealand rose over the first few years of the decade but has subsequently fallen. In the Rotorua district there were 3.8 early leaving exemptions per 1,000 15 year-old students in 2010 compared to 7 per 1,000 at the national level. There were a total of 4 early leaving exemptions issued in Rotorua district schools in 2010, compared to 95 in 2006.

The downward trend in early leaving exemptions is a result of the Ministry of Education strengthening its early-leaving application and approval process. The process involved:

- imposing a stricter interpretation of the early leaving legislation criteria, which sets a very high threshold for early leaving eligibility,
- ensuring direct contact between parents and Ministry staff at the first stage in an early leaving process, to actively dissuade early leaving and to support parents to find ways of keeping their children engaged in learning, and
- encouraging alternatives to early leaving, such as a combination of school and work-based learning.¹⁰

The rate of early leaving exemptions for 15 year-olds continued to decrease at the national level. There were 7 early leaving exemptions per 1,000 15 year-old students in 2010 compared to 9.6 per 1,000 a year earlier, and 65.3 in 2006 at the national level.

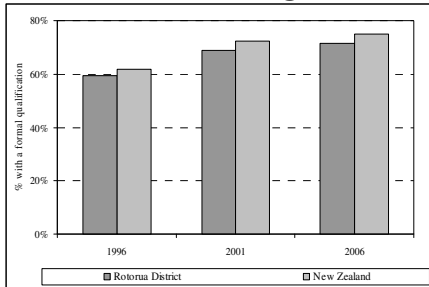
¹⁰ Source: <http://www.educationcounts.govt.nz>

Highest Qualification Gained

Why is this important?

Formal educational attainment is a key indicator of employment suitability. Educational attainment is an increasingly important determinant of earning potential in the modern labour market.

How are we doing?



Percentage of population with a formal qualification, Rotorua District and New Zealand, 1996-2006

Source: Statistics New Zealand/ Census

According to census results, educational attainment in the Rotorua district remains slightly below the national average but continues to improve. The percentage of people aged 15 years and over in the Rotorua district with some form of academic qualification, increased to 71.5% in 2006 compared to 68.9% in 2001. There was a particular increase over this period in the percentage of Rotorua working age people with a high school qualification (only), increasing from 38.3% in 2001 to 51.3% in 2006.

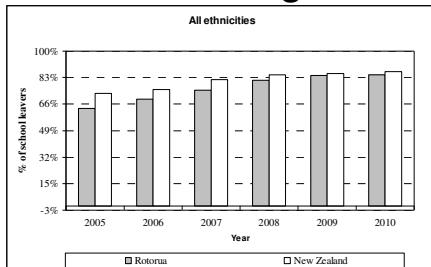
There remains a considerable gap in educational achievement for people with Maori and Pacific Islands backgrounds. As at 2006, 61.7% of Maori and 62.8% of Pacific Island working age people in the Rotorua district had some type of formal academic qualification compared to 73.8% of European working age people.

School Leavers with Qualifications

Why is this important?

When young people leave school without a formal academic qualification it severely limits their opportunities in later life. A poorly educated population tends to have increased unemployment and related social costs.

How are we doing?

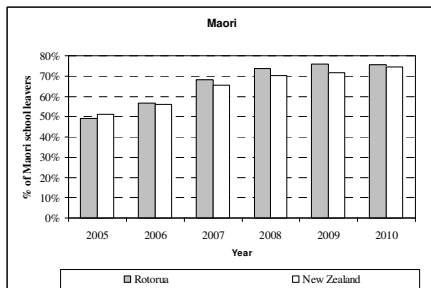


In 2010 84.6% of school leavers (833 students) left school with a qualification at NCEA Level 1 or above, an increase from 69% (703 students) in 2006. In comparison, the national percentage of school leavers with NCEA Level 1 or above increased to 87.0% (48318 students) in 2010 from 75.3% (42849 students) in 2006.

Proportion of school leavers (all ethnicities) with NCEA Level 1 or above, Rotorua District and New Zealand, 2005 - 2010

Source: Ministry of Education

The proportion of Rotorua school leavers of Maori ethnicity with NCEA Level 1 or above increased to 75.6% (334 students) in 2010 from 56.9% (253 students) in 2006. In comparison, the national percentage of Maori school leavers with NCEA 1 or above increased to 74.3% (7830 students) in 2010 from 56.1% (6054) in 2006.



Proportion of Maori school leavers with NCEA Level 1 or above, Rotorua District and New Zealand, 2005 -2010

Source: Ministry of Education

STANDARD OF LIVING

Why is this important?

Social trends and economic trends are often closely related. A strong economy provides employment opportunities and income that are vital to wellbeing. Employment also increases people's sense of self-esteem and community connection. In turn, educational attainment and other social outcomes contribute to Rotorua's ability to attract, and retain local industry and employment.

Standard of Living indicators

- Median household income.
- Unemployment.
- Income support.
- Sole parent families.
- Socio-economic inequality.

How are we doing?



Household income growth in the Rotorua district grew at an average rate of 1.2% per annum over the period 1996 to 2006 compared to 2.1% for New Zealand as a whole.

1,118 people were registered as receiving the Unemployment Benefit at Rotorua service sites as at June 2011, down -1.15% from 1,131 in June 2010. Unemployment Benefit figures at the national level decreased by -9.38% over the same period.

The percentage of Rotorua 0-4 year-olds in sole-parent families increased to 34% in 2006 compared to 32.9% in 1991.

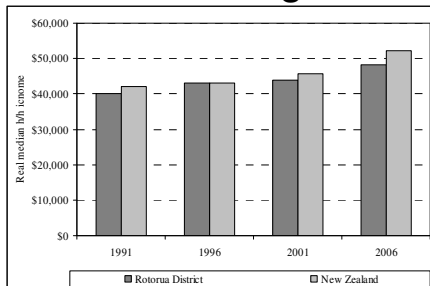
45.7% of the district population live in areas that are considered the 30% most deprived in the country.

Median Household Income

Why is this important?

Income is a key contributor to overall quality of life. Household income levels determine how much can be spent on food, housing, clothing, health care and other goods and services. Median or average household income is a key indicator of socio-economic status.

How are we doing?



Real median household income (June 2006 dollars), Rotorua District and New Zealand, 1991-2006

Source: Statistics New Zealand/ Census

In real terms (adjusted to June 2006 dollars) median household income in the Rotorua District increased to \$48,325 in 2006 from \$43,081 in 1996. The 2006 figure is approximately \$3,800 per annum below the national median household income of \$52,183.

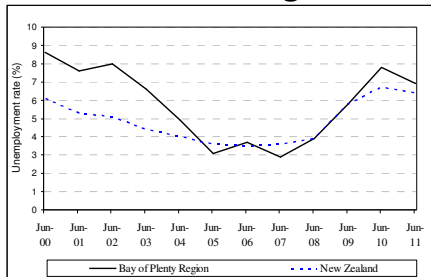
Real household income growth in the Rotorua District grew at an average rate of 1.2% per annum over the period 1996-2006 compared with 2.1% per annum for New Zealand as a whole. Note, there are considerable income disparities between households within the district, including different suburbs and rural communities.

Unemployment Rate

Why is this important?

The unemployment rate is a reflection of overall economic conditions and the ability of people to find suitable jobs. Unemployment restricts earning potential and is associated with crime and other social costs. Unemployment can isolate people from society and cause them to lose self-confidence. There is also evidence that welfare dependency can become entrenched within a community.

How are we doing?

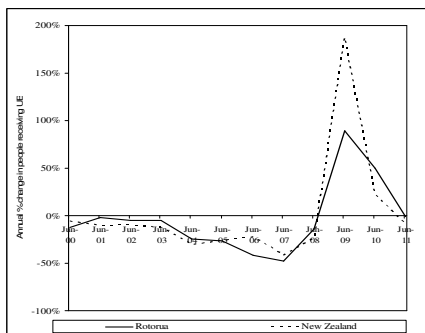


Unemployment rate, Bay of Plenty and New Zealand, 2000-2011

Source: Statistics New Zealand/Household Labour Force Survey

Note: This data has not been seasonally adjusted, as Statistics New Zealand does not produce seasonally adjusted rates by region.

Census results show that the Rotorua district unemployment rate fell to 6.6% in 2006 from 8.9% in 2001. In comparison the national unemployment rate in 2006 was 5.1%. The unemployment rate for Maori residents in the Rotorua district in 2006 was 12.8% compared to 11.0% for all Maori in New Zealand. The unemployment rate for the 15-24 years age group in the Rotorua district in 2006 was 16.3% (900 young people) compared to 13.3% for all New Zealand young people.



Annual percentage change in people receiving Unemployment Benefit, Rotorua District and New Zealand, 2000-2011

Source: Work and Income

Note: This is not an official measure of unemployment. Trends may be due to Government policy changes rather than structural changes in unemployment (for example in terms of UB eligibility criteria).

Quarterly information on unemployment at the regional level is available from Statistics New Zealand's Household Labour Force Survey (HLFS). The HLFS is based on a random sample of 30,000 New Zealand residents undertaken once every three months. The results are the most accurate and timely information on regional employment and unemployment in New Zealand. According to the latest HLFS results, the Bay of Plenty regional unemployment rate fell to 6.9% in the June 2011 quarter, compared to 7.8% in the June 2010 quarter, but remained above the 2.9% in the June 2007 quarter. The national average unemployment rate for June 2011 was 6.4%. New Zealand's unemployment rate for June 2011, seasonally adjusted, was 6.5%. This gave New Zealand the twelfth lowest unemployment rate out of 34 OECD countries that produce harmonised unemployment rates.

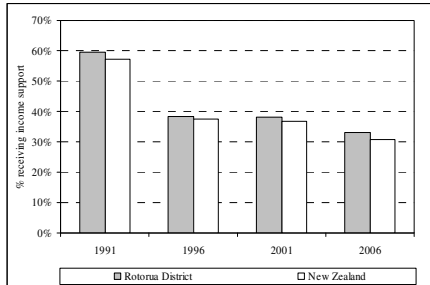
In addition to census and HLFS information the Work and Income service tracks the number of people receiving an Unemployment Benefit from each of its work service sites, at the end of each month. There were 1,118 people receiving the Unemployment Benefit in the Rotorua district as at June 2011, down - 1.15% from 1,131 in June 2010. Unemployment Benefit figures at the national level went down by - 9.38% over the same period.

Income Support

Why is this important?

The prevalence of people receiving benefit-related incomes is an indicator of living standards in the community. Reliance on welfare benefits can limit the earning potential of individuals and families.

How are we doing?



Percentage of people aged 15 years and over receiving income support, Rotorua District and New Zealand, 1991-2006

Source: Statistics New Zealand/ Census

Note: The 1991 figures include Family Benefit payments.

The five-yearly census asks respondents to indicate all the ways they received income in the previous 12-month period. In 2006, based on the total population aged 15 years and over, 60.8% of Rotorua residents received income from wages, salary, commissions, bonuses etc, 20.5% received income from interest, dividends, rent and other investments, 15.7% received income from self-employment or business and 14.3% received income from NZ Superannuation or Veterans' Pension. These figures add up to more than 100% because this is a multiple response item.

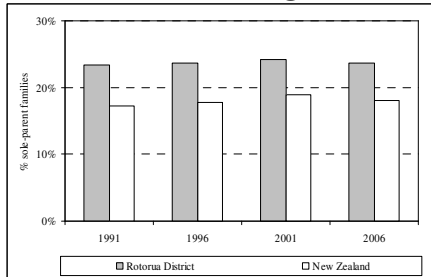
At both the local and national level the proportion of people receiving income support decreased over the period 1991-2006. This corresponds with a period of substantial welfare reforms, including the removal of Family Benefit payments between 1991 and 1996. Between 1996 and 2006 the percentage of Rotorua people receiving some form of income support fell to 33.1% from 38.4%, and the percentage nationally fell to 30.6% from 37.5%.

Sole-parent Families

Why is this important?

Sole-parent families often have limited earning potential. This has implications for the health, education and future earning opportunities of the children growing up in these families. It also has implications in terms of crime and other social costs in the future.

How are we doing?



Sole-parent families, Rotorua District and New Zealand, 1991-2006

Source: Statistics New Zealand/ Census

The Rotorua district has a relatively high proportion of sole-parent families. The proportion of sole-parent families in the Rotorua district has declined from 24.2% (3,981) in 2001 to 23.7% (4,116) in 2006. However, the percentage of sole-parent families within the Rotorua district remains higher than the national average, which has seen a decline in the number of sole-parent families from 18.9% (182,919) in 2001 to 18.1% (193,635) in 2006. Sole-parent families are particularly prevalent in the western suburbs of Rotorua.

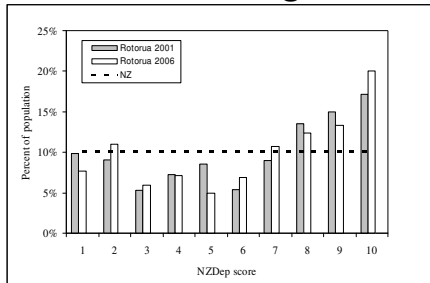
More than one-third of Rotorua children aged 0-9 years are living in sole-parent families. The percentage of Rotorua 0-4 year-olds in sole-parent families increased to 34% in 2006 from 32.9% in 1991, while the percentage of 5-9 year-olds in sole-parent families increased to 37% in 2006 from 31% in 1991.

Socio-economic Inequality

Why is this important?

Research has found a strong link between socio-economic gaps, and personal and community health and wellbeing. Social and economic inequality is also associated with social tension.

How are we doing?



NZDep Index, Rotorua District and New Zealand, 2001 – 2006

Source: Health Services Research Centre / Ministry of Health

The NZDep Index (Dep = deprivation) is a weighted average of nine key census indicators of socio-economic status. The components of the index include: levels of home ownership; household income; prevalence of income support and unemployment; lack of access to a motor vehicle and telephone; overcrowding; sole-parenting, and low educational attainment. The NZDep Index divides New Zealand into equal tenths, whereby a score of 10 indicates that a geographic area is in the most deprived 10% of all areas in New Zealand. The scoring system is interpreted in the opposite way to the Ministry of Education's decile rating system for schools.

Between 2001 and 2006 a number of suburbs and rural communities in the Rotorua district were downgraded on the NZDep Index, while others were upgraded. Areas that scored a 10 on the index in 2006 include central city areas (Kuirau, Victoria and Glenholme West), several of the western suburbs (Fordlands, Pukehangi North, Western Heights, Koutu and Selwyn Heights), Whaka in the south, Ngapuna in the east and the rural settlement of Kaingaroa Forest.

Overall the Rotorua district scored a 7 on the NZDep index, which is the same as in previous census years. In 2006 there were more Rotorua residents living in very deprived areas (with NZDep score of 10) compared to 2001, and also fewer residents living in high socio-economic areas with NZDep score of 1.

In total, 45.7% of the district population live in areas that are considered the 30% most deprived in the country. However, in comparison with neighbouring areas the Rotorua district is relatively advantaged (e.g. Eastern Bay of Plenty areas).

COMMUNITY SAFETY

Why is this important?

Safety and security contribute to a community's overall sense of wellbeing. A safe community takes active steps to prevent crime, and provide an environment where residents feel they can participate fully.

Community safety indicators

- Perceptions of safety
- Reported offences.
- Reported offending by juveniles.
- Notifications to Child, Youth and Family.
- Road traffic casualties.

How are we doing?



The proportion of citizens who feel the Rotorua district is definitely or mostly a safe place to live fell slightly to 85% in 2011 from 87% in 2010, but remained above the 79% figure of 2007.

The total number of reported offences in the Rotorua Police District was 11,367 during 2009/10, compared with 9,950 in 2008/09.

Recorded youth apprehensions decreased to 1064 in 2010/11 from 1141 in 2009/10. The majority of young people apprehended by Police are males.

There were 1,352 notifications of Care and Protection cases by the Rotorua office of the Child, Youth and Family service in 2010/11.

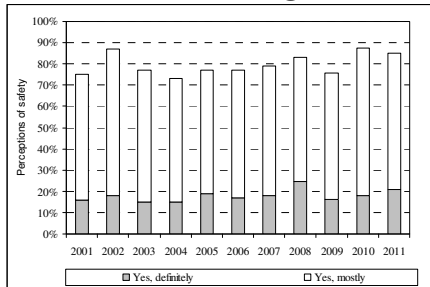
There was an increase in number of fatal crashes in 2010. The NZ Transport Agency estimates that the social cost of traffic crashes in the Rotorua district was \$104.6 million in 2010.

Perceptions of Safety

Why is this important?

Residents' sense of community safety is a key indicator of social cohesion and community wellbeing.

How are we doing?



Rating of whether residents feel Rotorua is generally a safe place to live, 2001-2011

Source: NRB Communitrak Survey and Rotorua District Safety Perception Survey

The proportion of respondents who feel the Rotorua district is definitely or mostly a safe place to live fell slightly to 85% in 2011 from 87% in 2010, but remained above the 79% figure of 2007.

As at June 2011 15% of Rotorua residents thought the district was either not really, or definitely not, a safe place to live, up from 12% in 2010.

The main reasons people felt the district was not safe were:

- Problems with young people/street kids/not enough to do - 36.2%
- High crime rate/too much crime - 34.5%
- Not safe in some areas/undesirables - 34.5%

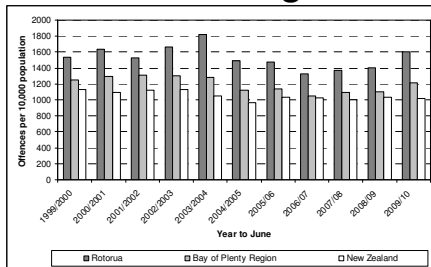
Other reasons included: crimes against tourists; culture of alcohol abuse and drunkenness; drug culture; gangs; and behaviour of local youths being allowed to hang around in the city and intimidate people.

Reported Offences

Why is this important?

Criminal activity is a major community safety concern. Crimes against property and person undermine people's sense of security, and require private and public funding to be diverted into security measures, policing and prosecution of offenders. A low crime rate contributes to the community's overall sense of well-being.

How are we doing?

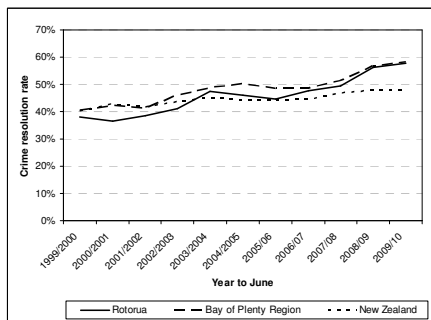


Reported offences per 10,000 population, Rotorua, Bay of Plenty, New Zealand, 1999/2000-2009/2010

Source: New Zealand Police, Crime Statistics

This section presents official statistics for reported offences per 10,000 of population and total crime resolution rate. The format has been revised significantly from that used in previous years because offences are grouped by Police in different categories than previously. This aligns with direction given by the Justice Sector Information Strategy for the whole Justice sector to categorise offences according to the Australian Standard Offence Classification (ASOC). This change does not change the total number of offences reported, just how they are grouped.

Rotorua district has historically had a higher rate of reported crime than the wider Bay of Plenty Region, which in turn has a slightly higher crime rate than the national average. In the period 2009/10 the level of reported crime per 10,000 of population rose in the Rotorua Police District and wider Bay of Plenty region, after falling significantly in 2006/07.



Crime resolution rate – All crime categories, Rotorua, Bay of plenty, New Zealand, 1999/2000-2009/2010

Source: New Zealand Police Crime Statistics

The total number of reported crimes in the Rotorua Police District was 11,367 during 2009/10 compared with 9,950 in 2008/09. Overall crime resolution rates for the Rotorua Police District and wider Bay of Plenty are slightly above the national average, and have improved greatly in recent years.

Offences are now grouped into 15 different categories. The category 'theft and related offences' has historically constituted the highest number of recorded offences and in 2010 there were 3,116 recorded offences compared to 3,653 in 2006.

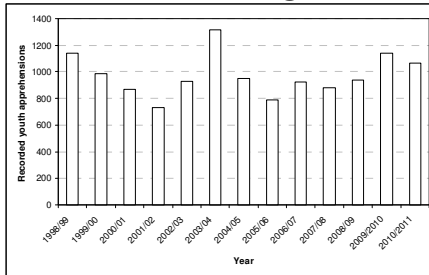
When interpreting these figures it should be recognised that changes in reported offending may partly reflect trends in public awareness and reporting of offending, rather than trends in actual offending.

Youth Apprehensions

Why is this important?

Youth offending is often reported in the media in such a way that makes other young people feel stereotyped. Accurate monitoring of youth offending is important for a clearer understanding of the scale and trend in juvenile crime.

How are we doing?



Number of apprehensions of under-17 year olds, Rotorua Police District, 1998/99-2010/11

Source: Statistics New Zealand/Table builder

The number of apprehensions by Police of under-17 year olds fell in 2010/11 to 1064 compared to 1141 in 2009/10 and 921 in 2006/07. There has been a 6.7% (77) drop in the number of young people apprehended in Rotorua during 2010/2011.

74% of those apprehended by Police were males.

Under-17 year olds are most often apprehended in relation to theft and related offences, public order offences, and unlawful entry with intent/burglary, break and enter.

Overall the Rotorua Police area experienced a 5.6% drop in recorded offences in the 12 months ending 30 June 2011. This is consistent with the national trend.

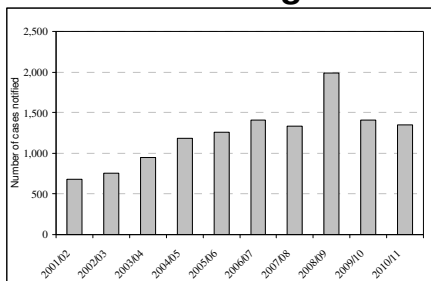
Therefore, most of the drop in youth apprehensions would have been due to the reduction in crime. When there are fewer offences, fewer apprehensions are expected. This is not a youth-specific issue, but more to do with declining crime rates. Furthermore, it is not a Rotorua specific issue, but part of a national pattern.

Notifications to Child, Youth and Family

Why is this important?

Community safety and cohesion starts at the family level. The Child, Youth and Family Service (CYFS) records all notifications of Care and Protection cases where further action and investigation by a social worker is warranted. Care and protection cases are those that involve issues of abuse and neglect of children and young persons up to the age of 17 years. A high number of notifications is indicative of low levels of family wellbeing within the community.

How are we doing?



Notifications of Care and Protection cases, Rotorua site office, 2001/02-2010/11

Source: Ministry of Social Development

There were 1,352 notifications of Care and Protection cases by the Rotorua site office in 2010/11, down from 1,990 in 2008/09 but remaining higher than the figure of 677 recorded in 2001/02.

The decrease follows a significant increase in this indicator in 2008/09 at both the local and national levels. Between 2001/02 and 2010/11 the annual number of notifications requiring further action increased by 111.68% for all of New Zealand. Over the same period there was an increase of 79.55% at the Rotorua site office.

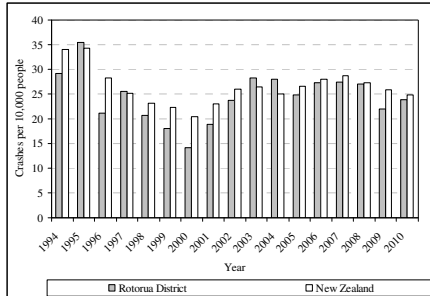
According to CYFS the national increase in notifications in recent years can be attributed in part to various public education and awareness programmes, such as Breaking the Cycle, Neglect, Alternatives to Smacking, and It's Not OK. The department has noted a direct correlation between the timing of these programmes and increases in the number of notifications received. This may indicate that members of the public are becoming more aware of the signs of abuse and neglect, and are more prepared to do their part in ensuring that abuse does not occur or continue. The most recent surge of notifications may have been triggered by high-profile cases of child abuse leading to death.

Road Traffic Casualties

Why is this important?

Road traffic accidents are a major cause of deaths, injuries and disabilities. A high rate of traffic accidents and resulting casualties reduces the wellbeing of individuals, families and communities, and places a greater burden on emergency services and health providers.

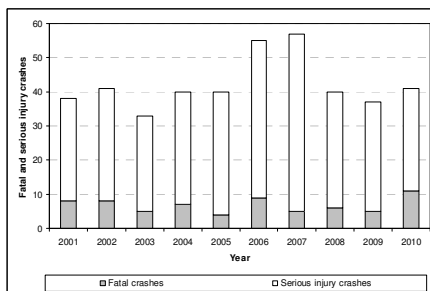
How are we doing?



Rate of road crashes per 10,000 population, Rotorua District and New Zealand, 1994-2010

Source: NZTA CAS

Road traffic crashes increased both locally and nationally over the period 2003-2008. The annual number of accidents in the Rotorua district rose to 163 in the 2010 calendar year compared to 148 (22 injury crashes per 10,000) in 2009 but remained below the 194 (28.3 injury crashes per 10,000 people) reached in 2003. The rate of crashes in the district was 23.8 per 10,000 of population in 2010, compared to a national average of 24.9 per 10,000.

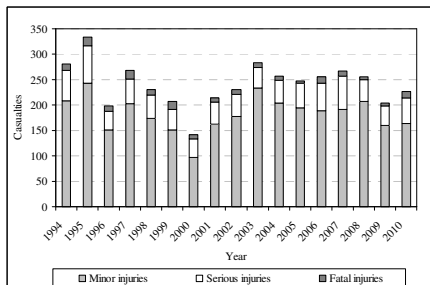


Fatal and serious injury crashes, Rotorua District, 2000-2010

Source: NZTA CAS

Note that the number of crashes per 10,000 of population can be affected by geography and transport movements (e.g. open road, trucks, tourism and commuter traffic). Lower speed crashes involve lower impacts, reducing the risk of injury. Therefore the adjacent graph illustrates only trends for serious crashes, which tend to also be reported more accurately.

Over the past several years, the Rotorua district has consistently had between 35-55 fatal and serious injury crashes. The figure for 2010 is 41 fatal (11) and serious (30) injury crashes.



Road traffic casualties, Rotorua District, 1994-2010

Source: NZTA CAS

The number of road traffic casualties in New Zealand has risen substantially since achieving record lows in the year 2000. The annual number of traffic casualties in the Rotorua district has also risen, from 142 injuries and deaths (21.2 per 10,000 people) in 2000 to 226 (33 per 10,000) in 2010. In total there were 12 deaths, 50 serious injuries and 164 minor injuries from road traffic crashes in the district during 2010. Key road issues for the district typically include: poor observation; speed; poor handling (for example losing control while braking); failure to give way or stop, and drink driving.

The NZ Transport Agency estimates that the social cost of crashes in the Rotorua District was \$104.6 million in 2010. That breaks down to \$42.3 million on local roads and \$62.3 million on State Highways.

SOCIAL CONNECTION

Why is this important?

Social connection refers to people's sense of belonging in the community. Social trust, co-operation and participation in community affairs are important to the quality of life of all residents. Research has shown a positive relationship between social connection and various social outcomes including health, safety and education.

Social connection indicators

- 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

How are we doing



19.5% of Rotorua residents undertake help or voluntary work through an organisation, group or marae.

The proportion of households in the Rotorua district with access to a telephone was 96.7% in 2006. This includes cell phones that are in the home all or most of the time.

In 2011 71% of surveyed citizens rated Rotorua's community spirit as good or very good compared with 63% in 2006.

46% of Rotorua residents feel they can trust strangers.

More than half of all surveyed citizens feel cultural diversity makes Rotorua a better place to live.

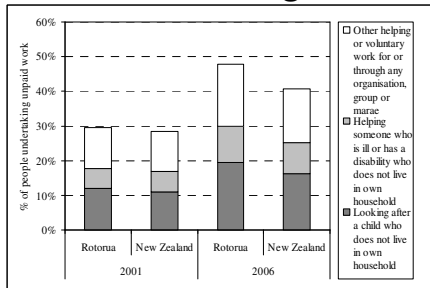
Rotorua has an above average proportion of Maori language speakers when compared to the national average.

Unpaid Work Outside the Home

Why is this important?

Unpaid work makes a significant but often unseen contribution to community wellbeing. Voluntary work is a fundamental aspect of social connection.

How are we doing?



Unpaid work, Rotorua District and New Zealand, 2001 - 2006

Source: Statistics New Zealand/Census
 Note: Similar questions from earlier census years are not directly comparable

The 2006 census asked about unpaid activities undertaken over the previous four weeks. The results show that the proportion of Rotorua residents who looked after a child who does not live in their own household increased to 19.5% in 2006, compared to 12.0% in 2001. The proportion of residents who helped someone who was ill or had a disability and who did not live in their own home also increased to 10.3% in 2006, compared to 5.7% in 2001. Similarly, the proportion of residents who did other help or voluntary work for or through an organisation, group or marae increased to 17.9% in 2006 compared to 11.7% in 2001.

Based on the 2001 census results, females were more likely than males to be engaged in unpaid activities:

- 15.3% of Rotorua females looked after a child who lived in another household compared with 8.5% of males.
- 7.3% of females looked after someone ill or with a disability compared with 4.0% of males.
- 13.2% of females did other help or voluntary work compared with 10.0% of males.

The 2001 census results also show that people of Maori ethnicity were more likely than other ethnic groups to undertake child-minding and other unpaid activities outside the home.

NOTE: NO COMPARABLE 2006 DATA AVAILABLE FOR THIS ITEM.

Telephone and Internet Access in the Home

Why is this important?

Access to a telephone in the home is an indicator of social connection and access to emergency services. Access to telecommunications is likely to become increasingly important in the future due to greater provision of services and information through the internet and call centres.

How are we doing?



The proportion of households in the Rotorua district with a telephone increased to 96.7% in 2006 from 94.0% in 2001. The comparable 2006 figure for New Zealand as a whole was 97.9%.

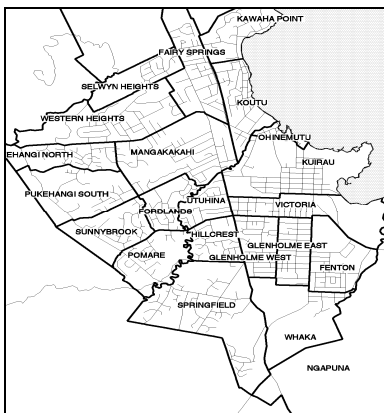
The 2006 census results also show that 54% of households in the Rotorua district have internet access compared with 60.5% for all of New Zealand.

Access to a telephone in the home, Rotorua District and New Zealand, 1996-2006

Source: Statistics New Zealand/Census
 Note: Includes cell phones that are in the home all or most of the time

3.3% of households in the Rotorua district still have no telecommunications system of any kind compared with 2% for New Zealand as a whole. Suburbs and rural communities with the highest proportions of dwellings with no access to telecommunications systems are:

- Kaingaroa Forest (where 16.7% or 21 dwellings have no access to a telecommunications system of any kind).
- Fordlands (12.6% or 51).
- Kuirau (9.4% or 33).
- Ngapuna (7.3% or 12).
- Victoria (6.5% or 48).



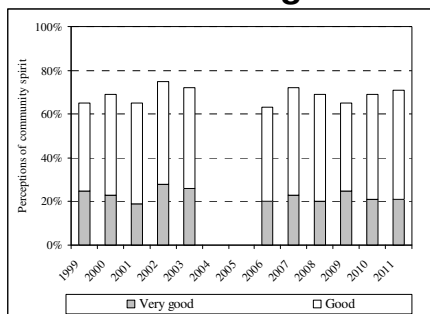
Statistics New Zealand Area Units, Rotorua District Council

Perceptions of Community Spirit

Why is this important?

Community spirit is an important measure of social connection. It contributes to community safety and a general sense of well-being. The level of community spirit affects people's perceptions of Rotorua as a place to live, work and visit. The annual Community Satisfaction survey asks a sample of 400 Rotorua residents to rate their perceptions of community spirit. For the purpose of the survey, community spirit is defined as a sense of belonging or togetherness, a pride in the area and a good atmosphere among the people.

How are we doing?



Ratings of community spirit, Rotorua District, 1999-2011

Source: NRB Communitrak Surveys and Rotorua District Council Community Satisfaction Survey

Note: Comparable 2004 and 2005 data are not available

Community spirit in the Rotorua district reached a high point of 75% in 2002. In the 2011 survey 71% of respondents rated Rotorua's community spirit as good or very good, compared with 63% in 2006. This figure is below both the Peer Group Average (80%) and slightly below the National Average (77%) in 2011.¹¹

In 2011, approximately 9% of Rotorua respondents said community spirit was poor or not very good, the same as 2010. The percent saying poor or not very good in 2011 is higher than the comparable figure for New Zealand overall (6%) in 2011.

Residents more likely to rate the community spirit of Rotorua District as "very good/good" are...

- Residents aged 60 years or over,
- NZ Maori residents.

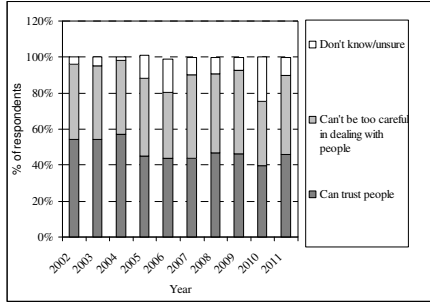
¹¹ For Rotorua District Council, Peer Group of similar Local Authorities are those comprising a provincial city or town (s), together with a rural component.

Trust in Strangers

Why is this important?

The level of trust in the community is a key indicator of social connection. Trust in strangers is also an indirect measure of community safety.

How are we doing?



Trust in Strangers, Rotorua District, 2002-2011

Source: NRB Communitrak Survey and Rotorua District Perceptions of Safety Survey

A question in the annual Perceptions of Safety Survey for the Rotorua district asks “*In general, do you feel you can trust people or you can't be too careful?*” Latest 2011 results show that trust in strangers has gone up to 46% from 40% in 2010 and 44% in 2004. The number of people who believe that one can't be too careful in dealing with people has also increased to 44% in 2011 compared with 36% in 2010 and 2006 respectively. The number of people who could not make a distinction in their trust of other people (ie, 50/50) decreased to 9% in 2011 compared with 24% in 2010.

National figures show that most people “trust a little”. A question in the World Values Survey 2005 asks “I now want to ask you how much you trust various groups of people...: Trust completely, Trust a little, Not trust very much, Not trust at all...?” Figures from the survey show that:

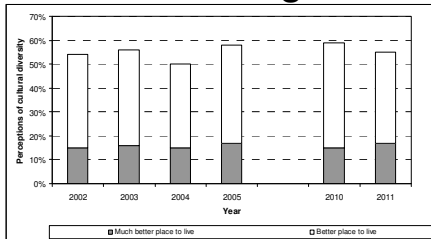
- 13.5% New Zealanders believe they can trust completely.
- 71.7% trust a little.
- 12.5% do not trust very much.
- 2.2 do not trust at all.

Acceptance of Cultural Diversity

Why is this important?

The community’s attitude towards cultural diversity is a key indicator of social cohesion. A question in the annual Rotorua NRB survey asks: “Given the increase in the number of people in Rotorua with different lifestyles and from a variety of countries and cultures, do you think this is a good thing or a bad thing?”

How are we doing?



Perceptions of cultural diversity, Rotorua District, 2002-2005 and 2010-2011

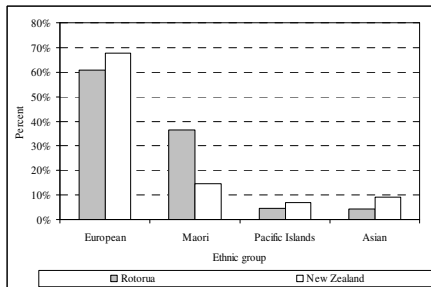
Source: NRB Communitrak Survey and RDC Community Satisfaction Survey

Note: Comparable 2006 - 2009 data are not available

The 2011 Community Satisfaction Survey results show that 55% of residents feel the diversity of cultures and lifestyles in the district makes it a better or much better place to live, compared to 59% in 2010. This figure remains up from 50% in 2004. These results are slightly below those from surveys of Christchurch City and Auckland City residents in 2010, with 62% respectively saying diversity makes it a better or much better place to live.

NOTE: NO COMPARABLE 2006 - 2009 DATA AVAILABLE FOR THIS ITEM.

“Ethnicity” is a label used to distinguish different groups within the population on the basis of ancestry, language, cultural values, customs, and other common features.



Ethnic groups, Rotorua District and New Zealand, 2006

Source: Statistics New Zealand/Census

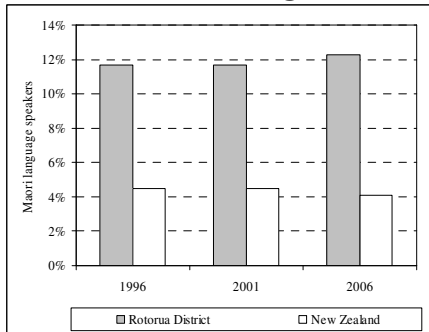
In 2006, a total of 38,076 Rotorua residents (60.9%) said they belong to the European Ethnic Group compared to 67.6% for New Zealand as a whole. A distinguishing feature of the Rotorua district is the high proportion of Maori residents. Overall, 36.4% of the district population identified as Maori in 2006 (22,734 residents) compared to 14.6% for New Zealand as a whole. In contrast, the Rotorua district is home to a smaller proportion of Pacific Island people (4.5%) and Asian people (4.4%) compared to the whole of New Zealand (6.9% and 9.2% respectively). Note that the ethnicity item in the Census questionnaire allows for multiple responses, so these figures sum to more than 100%.

Maori Language Speakers

Why is this important?

Te Reo is a central component of Maori culture and New Zealand's overall cultural heritage. Te Reo is particularly important in the Rotorua district due to the relatively high proportion of Maori residents, especially in younger age groups. The proportion of residents who speak Maori is an important indicator of identity and social participation.

How are we doing?



Maori language speakers, Rotorua District and New Zealand, 1996-2006

Source: Statistics New Zealand/Census

Note: The proportion of Maori people who speak Te Reo is higher in older age groups

Census results show that the Rotorua district has an above average proportion of Maori language speakers. 2006 Census results show an increase in the number of Maori language speakers in Rotorua from 11.7% (7,032 people) in 2001 to 12.3% (7,587 people) in 2006. This is substantially higher than the national average of 4.1% and reflects the importance placed on Te Reo.

Notably, the number of Rotorua residents who speak *only* Maori fell from 636 in 1996 to 333 in 2001. A similar trend occurred at the national level during this period, reflecting the passing of a generation of older Maori.

Further analysis of Maori language speakers shows that at the national level, an increasing number of young people speak Maori, compared to older people. This will result in an increased overall number of Maori language speakers in future years.

DEMOCRACY

Why is this important?

Citizen participation in public decision making is important for the sustainable development of communities. Voter turnout and confidence in local politicians reflect aspects of the relationship between citizens and the council.

Democracy indicators

- Turnout at national elections.
- Turnout at local elections.
- Confidence in mayor and councillors.
- Satisfaction with council consultation.
- Community involvement in decision-making.

How are we doing?



The Rotorua turnout for national elections fell to 75% in 2011 from 80% in 2008.

Voter turnout for the Rotorua District Council election fell to 42.9% in 2010 from 49% in 2004 and 60% in 1992.

The percentage of residents who rate the mayor and councillors' performance as fairly good or very good was 46% in 2010 compared to 55% in 2006.

The percentage of surveyed citizens who are satisfied with the way Council involves the public in its decisions fell to 41% in 2011 from 45% in 2010.

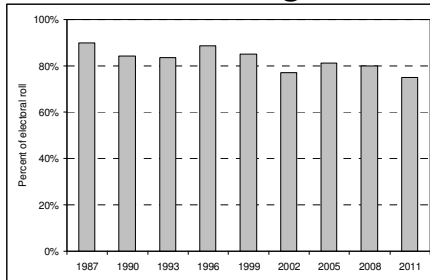
The percentage of survey respondents who feel the public has at least some influence on council decisions increased to 47% in 2011 compared to 40% in 2010.

Turnout at National Elections

Why is this important?

The local turnout at central government elections is an indicator of the level of interest and participation by Rotorua residents in public affairs.

How are we doing?



National election turnout rate, Rotorua District, 1987-2011

Source: Chief Electoral Office

The Rotorua turnout for national elections fell to 75% (32,097) in 2011 from 80% (33,847) in 2008. This figure is lower than the 77% in 2002. Historically, the turnout has been over 80%.

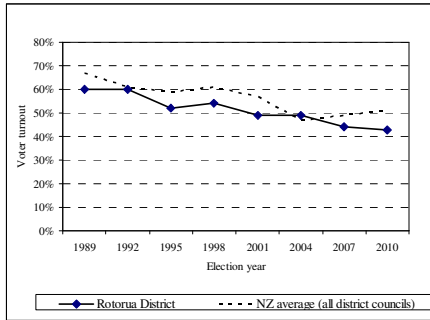
Part of the reason for the variable trend in recent years may be because a greater proportion of the electorate is now enrolled – the percentage of the electorate population that is enrolled climbed steadily to 69.7% in 2002 from 61.6% in 1987. It should also be noted that a boundary change in 1996 substantially enlarged the local electoral catchment.

Turnout at Local Elections

Why is this important?

Voter turnout at local body elections is an indicator of civic engagement and general community participation in public affairs. Rotorua District Council is the closest level of government for Rotorua citizens. Council provides vital public infrastructure and regulatory services and promotes social, cultural, environmental and economic wellbeing of the community.

How are we doing?



Voter turnout for the Rotorua District Council election fell to 42.9% in 2010 compared to 43.9 in 2007 and 60% in 1992. Voter turnout for local government elections has fallen throughout New Zealand since the 1980s. Voter turnout in the Rotorua District has generally been below the national average for the past several elections.

Local body election turnout rate, Rotorua District and New Zealand, 1989-2010

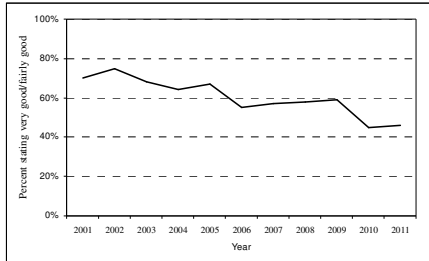
Source: Rotorua District Council Electoral Officer

Confidence in Mayor and Councillors

Why is this important?

Satisfaction with the performance of the mayor and councillors indicates the general level of public confidence in Rotorua's elected representatives.

How are we doing?



Public perception of performance of mayor and councillors, Rotorua District, 2001-2011

Source: NRB Communitrak Surveys and Rotorua District Council Community Satisfaction Survey

The results of the 2011 Community Satisfaction Survey show a slight change in residents' satisfaction with the performance of the mayor and councillors compared to the previous year. The percentage who rated the mayor and councillors' performance as very good or fairly good increased slightly to 46% in 2011 compared to 45% in 2010 but still remained below 55% in 2006 and 70% in 2001. At the same time, 14% of Rotorua respondents rated the performance of the mayor and councillors as poor or not very good compared to 7% in 2010.

2011 survey results show that in terms of those rating the mayor and councillors as very/fairly good, Rotorua residents rate their performance below the Peer Group (54%) and National Averages (53%).

Residents more likely to rate the performance of the Mayor and Councillors as very/fairly good, are:

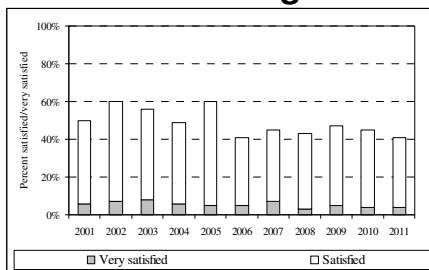
- women
- shorter term residents in the district 10 years or less,
- residents who live in a three or more, person household.

Satisfaction with Council Consultation

Why is this important?

Rotorua District Council has a policy of consulting on significant decisions that affect the community. A minimum level of community consultation is also prescribed by the Local Government Act 2002. By measuring residents' satisfaction with the way the public is consulted, Council gets an idea of how well it is meeting expectations in this important area.

How are we doing?



Ratings of residents' satisfaction with the way Rotorua District Council involves the public in its decision making, 2001-2011

Source: NRB Communitrak Surveys and Rotorua District Council Community Satisfaction Survey

The results of the 2011 Community Satisfaction Survey show that resident satisfaction with the way Council involves the public in its decisions, remains stable. The percentage of respondents who were either satisfied or very satisfied decreased slightly to 41% in 2011 compared with 45% in 2010. Most residents want the council to 'get on with the job, but keep them informed and consult on major issues.'

2011 survey results show that in terms of those rating the way Council involves the public in the decisions it makes as very satisfied/satisfied, Rotorua residents rate their performance below the Peer Group (47%) and National Averages (49%)

2011 survey results show that the dissatisfied/very dissatisfied reading (28%) is above the Peer Group (21%) and National Averages (19%).

Residents more likely to be dissatisfied/very dissatisfied with the way Council involves the public in the decisions it makes are:

- men
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

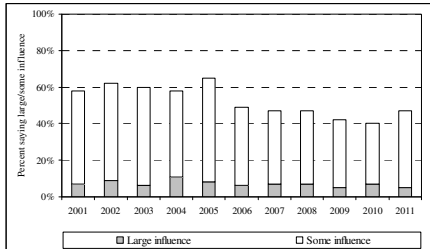
It also appears that North area residents are slightly more likely, than other area residents, to feel this way.

Community involvement in Council Decisions

Why is this important?

Research has found that meaningful community involvement in the public decision-making process is important for achieving sustainable outcomes. Community involvement leads to a sense of shared ownership in the development of the district.

How are we doing?



The percentage of Community Satisfaction Survey respondents who feel the public has at least some influence on Council decisions increased to 47% in 2011 from 40% in 2010 but remained slightly below the 2006 result of 49%.

Residents more likely to feel that members of the public have a small influence/no influence are:

- men
- residents with an annual household income of more than \$70,000.

Rating of how much influence residents feel the public has on decisions that the council makes, 2001-2011

Source: NRB Communitrak Surveys and Rotorua District Council Community Satisfaction Survey

DATA SOURCES AND LIMITATIONS

Social indicators are summary measures of aspects of community wellbeing. The information in this report is subject to certain data issues and interpretation. Sources and limitations are as follows:

Chief Electoral Office	<p>The Chief Electoral Office collects data on national election turnout rate. Note: that a decrease in voter turnout need not reflect a decrease in government effectiveness.</p> <p>Website: www.elections.org.nz</p>
Child, Youth and Family Services	<p>The Department of Child, Youth and Family Services collects data on notifications of care and protection cases. These figures may increase due to factors other than a decline in family cohesion, for instance due to increased resourcing for the department public awareness campaigns.</p> <p>Website: www.cyf.govt.nz</p>
Community Outcomes Data Analysis Report	<p>This Data Analysis Report identifies current states and long term trends in Rotorua District Community Outcomes indicators.</p> <p>Website: www.rdc.govt.nz</p>
Health Services Research Centre / Ministry of Health	<p>The Wellington based Health Services Research Centre produces an index of deprivation (NZDep) based on nine census items reflecting low socio-economic status. The index ranges from 1 to 10, where 10 represents the most deprived 10% of households in New Zealand. It is important to recognise that the NZDep index describes average deprivation in a geographic area, and does not refer to all people or households within that area. Also, the index is relative to the rest of New Zealand at a certain point in time, and is not based on an absolute measure of deprivation. The NZDep is calculated for all meshblocks (neighbourhoods) in New Zealand, and can be downloaded for free from the Ministry of Health's Public Health Intelligence (PHI) website.</p> <p>Website: www.moh.govt.nz/phi</p>
Housing New Zealand Corporation (HNZC)	<p>Housing New Zealand Corporation's Rotorua office keeps records of its housing stock. The data does not give an indication of housing quality, or the utilisation rate of HNZC dwellings.</p> <p>Website: www.hnzc.govt.nz</p>

Land Transport New Zealand	Land Transport New Zealand publishes regular information on road traffic accidents and casualties, including statistics relating specifically to the Rotorua District.
	Website: www.landtransport.govt.nz
Ministry of Education	The Ministry of Education collects annual data on decile ratings, school rolls, early childhood education, school leavers with no formal qualifications, suspensions and stand-downs and early school leaver exemptions. Decile ratings are updated from time-to-time on the basis of census results, and other information.
	Website: www.minedu.govt.nz
Ministry of Transport	The Ministry of Transport's research section contains information about travel, motor vehicle crashes, road user attitudes and behaviour in New Zealand. The studies have been produced by the Ministry's Statistics Directions Group.
	Website: www.transport.govt.nz
New Zealand Health Information Service / Ministry of Health	The New Zealand Health Information Service (NZHIS), based within the Ministry of Health, is responsible for the collection and dissemination of health related data. This includes the regular publication of national and sub-national statistics on such things as infant mortality, birth weight, and age at death.
	Website: www.nzhis.govt.nz
New Zealand Police	The Police collect regional data on reported dishonesty offences, drug offences, and violent offences. The Youth Services section of the Rotorua Police also tracks offences by juveniles. Statistics on reported offences may increase due to factors other than increased crime, including greater effectiveness of neighbourhood support and increased front-line police resources.
	Website: www.police.govt.nz
NRB Communitrak survey	The National Research Bureau Ltd (NRB) is an independent research organisation that undertakes annual customer satisfaction surveys on behalf of a number of local authorities throughout most of New Zealand. Information collected for the Rotorua district in recent years includes perceptions of safety, community spirit, social trust, acceptance of cultural diversity, local government performance, and public participation in decision-making. All NRB surveys are conducted by telephone, so the results cannot be generalised to households without a telephone.
	Website: www.nrb.co.nz

Rotorua District Council Electoral Officer	The Rotorua District Council Electoral Officer collects data on the local government election turnout. Note that a decrease in voter turnout need not reflect a decrease in local body effectiveness.
Rotorua District Safety Perceptions Survey	<p>The Rotorua District Safety Perception Survey was first commissioned by Rotorua District Council in 2005 to capture current perceptions held by local Rotorua residents in regard to safety in the district. It is intended that the survey will be conducted annually to gauge how community safety initiatives have affected perceptions of safety in the community. The survey is conducted by telephone, so the results cannot be generalised to households without a telephone.</p> <p>Website: www.rdc.govt.nz (keyword: safety survey)</p>
Rotorua District Council: Community Satisfaction Survey	In 2010 a study was undertaken involving residents in the Rotorua district to gauge residents' perceptions of a number of council services or initiatives. This study was done in place of the NRB survey and presents the results for 2010.
Statistics New Zealand / Census	<p>The New Zealand Census of Population and Dwellings is usually held every five years. Everyone in the country is required by law to fill out an individual census form. One person per household also fills out a dwellings census form. The five-yearly census is the main source of information on the social and demographic composition of New Zealand communities.</p> <p>Note: 2011 Census was cancelled after the February 2011 earthquake in Christchurch and will now take place in 2013.</p> <p>Website: www.stats.govt.nz</p>
Statistics New Zealand / Household Labour Force Survey (HLFS)	<p>The HLFS is undertaken four times per year, involves around 30,000 individuals each quarter, and provides the official unemployment statistics for New Zealand. It measures the number of working age people who are employed, unemployed and not in the labour force. The unemployment rate is the percentage of the workforce that is unemployed and looking for work. This excludes students, retirees, homemakers, and other people that are not in the labour force. Young males tend to be under-represented in the HLFS sample because they are relatively difficult to contact.</p> <p>Website: www.stats.govt.nz</p>
Work and Income	<p>Work and Income (Ministry of Social Development) collects monthly information on registered unemployment. These statistics are not considered to be an official measure of unemployment, and depend on changing government policies (for instance in relation to the criteria for classification as "unemployed").</p> <p>Website: www.workandincome.govt.nz</p>