



ROTORUA
LAKES COUNCIL

TE KIMIHANGA REPORT
March 2024



OBJECTIVE

To enhance communication
with our community

Targeting to people based on age, gender and life-stage isn't always enough.

We need to understand people's motivations, behaviours, and use of communications channels in order to reach them.

Objective: to create groupings of our community based on the above, to make communications from Council more relevant and accessible to them.

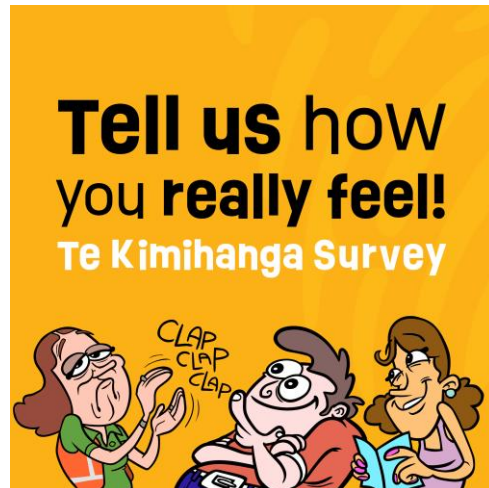
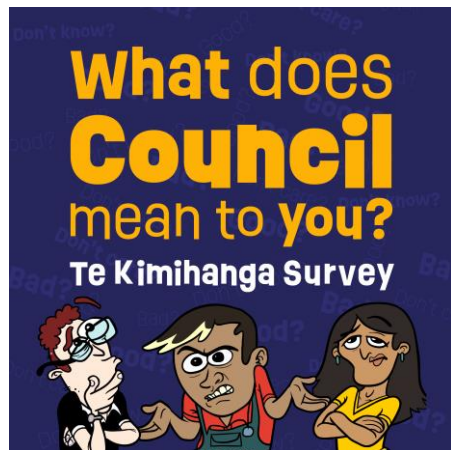
FIELD WORK

13 October – 14 November

Participation promoted to the community via:

- Social media
- Digital screens and flyers at customer centre and the library
- RLC website
- E-Panui
- Flyer in rates invoice
- Email to relevant RLC community databases
- Posters put up at local shops, community centres, sports clubs etc

Incentives sourced from local businesses



RESULTS

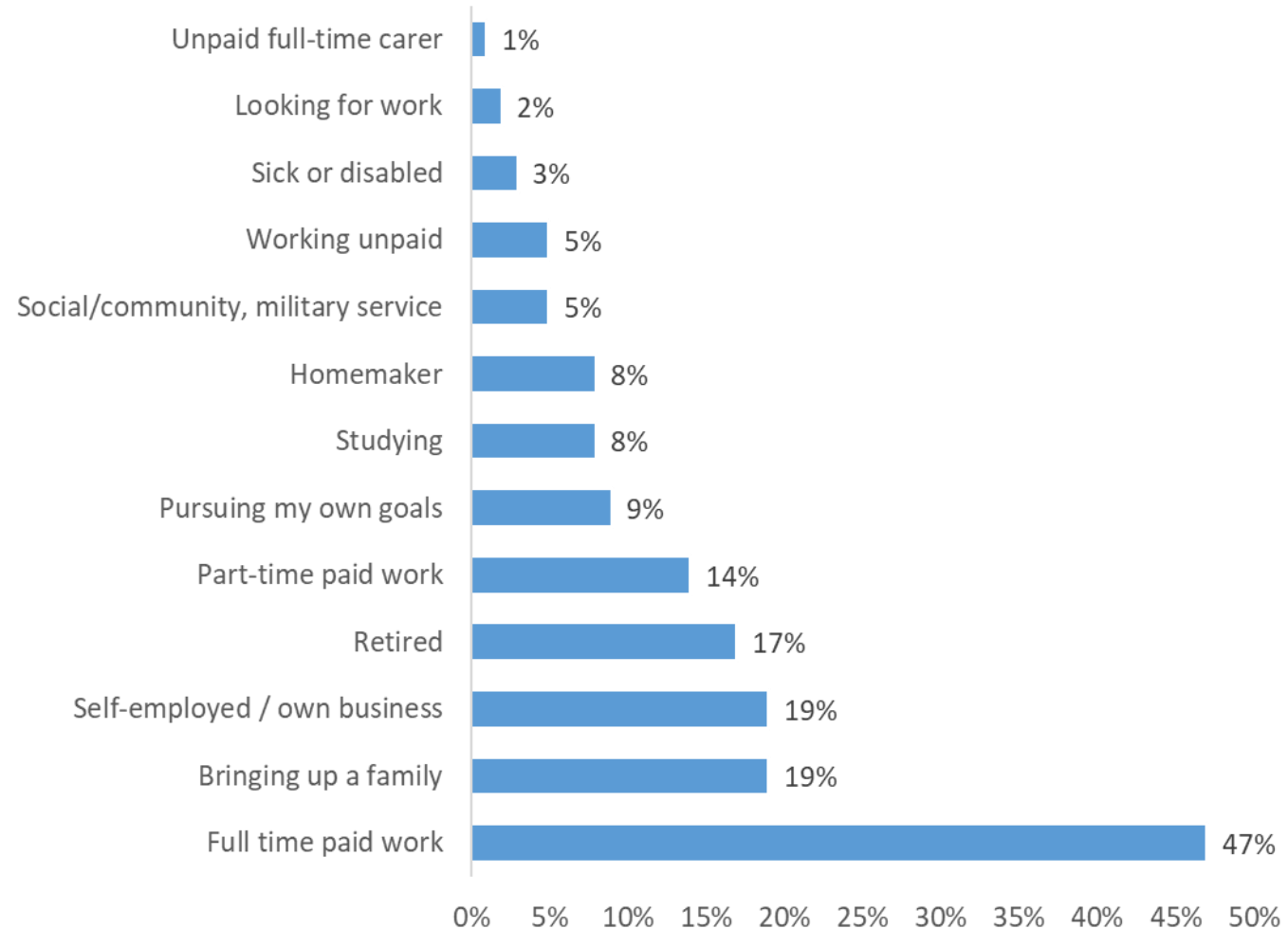
Demographics – individual (n = 1,242)

Gender	Percentage
Male	36%
Female	62%

Age	Percentage
19 years or less	2%
20-34 years	16%
35-64 years	61%
65 years or older	19%

Ethnicity	Percentage
NZ European	70%
Māori (Te Arawa)	15%
Māori (another iwi)	15%
Pasifika	4%
Indian or Chinese	2%
Another ethnicity	13%
Prefer not to say	4%

WORK AND TIME USE



RESULTS

Household

- 81% of respondents were home-owners
 - Predominantly aged 35+
 - Higher amongst low deprivation suburbs, but still c. 70% in high deprivation
- Over 65's most likely to live alone or with spouse/partner
- Solo parent families were more likely to be:
 - Māori and Pasifika
 - Live in high deprivation suburb
- Multi-generational households were more likely to be:
 - Māori
 - Live in high deprivation suburbs
- 22% of households speak Māori at home
 - Most likely amongst younger respondents

RESULTS

Where people live

- Study captured a good spread across all suburbs of Rotorua, including rural areas
- Only 30% of respondents were born in Rotorua (higher amongst under 35's), and 37% grew up in Rotorua. A further 20% spent some of their childhood here or came to Rotorua on holiday as a child
- 77% have lived elsewhere in New Zealand
- 53% have lived overseas
- Place of birth or where childhood was spent didn't show meaningful differences in how people feel about Rotorua.



THEMES

What's good about Rotorua?

Primarily natural environment / lakes / forests / beauty / mountain biking / walking (62%)

Te Arawa Māori most positive about Rotorua, most likely to cite community / whānau / home / culture (43%), and tourist town / activities (23%)

THEMES

What needs to change?

76% of respondents said that Rotorua was “a little” or “much worse than it used to be”

- Reduce crime / gangs (35%)
- Reduce homeless population / out of town homeless (27%)
- Improve CBD (18%)
- Tidy/reduce litter/mowing/maintenance (16%)

Dangerous drivers/motorcyclists were stated as a “problem in my neighbourhood” by 42% of respondents.

Barking dogs, litter, noise and problem neighbours (c. 20% each).

15% felt their neighbourhood wasn't safe. A third of respondents said there were no major problems.



THEMES

What do you see as the main job of Council?

- Management: keeping Rotorua running, water, waste, planning, tidying, governance (48%)
- Community wellbeing, ensuring a safe and enjoyable environment, addressing issues related to safety, good public spaces, access for all (37%)
- Infrastructure e.g. roads, paths, parks, 3 waters, new projects (25%)



THEMES

How is the Council serving the community well?

- A third mentioned top of mind that Council were delivering infrastructure, services and events well
- 27% mentioned beautification and maintenance
- 13% mentioned community engagement and communication
- 11% stated leadership and governance
- 9% mentioned emergency housing reduction, new housing developments, community safety

THEMES

Views on service provision from Council

Happy with, the Council does this well:

- Walking tracks (79%)
- Library (72%)
- Safe drinking water from tap (71%)
- Parks, reserves and gardens (69%)

Overdone, the Council does too much:

- Footpaths, shared paths, bike lanes (16%)
- Performing arts venues (15%)
- Parking (14%)
- Building consents, resource consents and zoning (14%)

Worried about, want to know more, the Council should focus on:

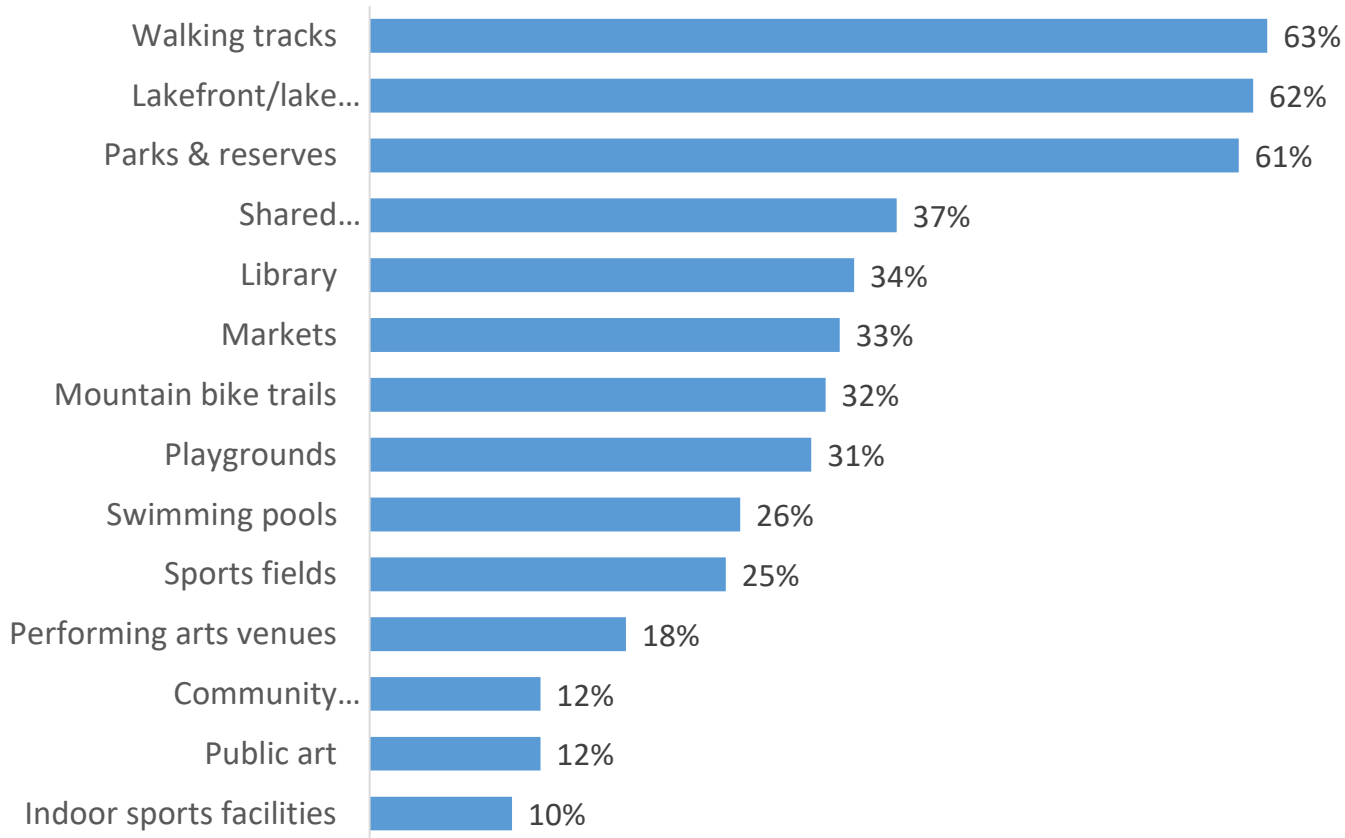
- Community safety (85%)
- Maintenance of suburban roads (64%)
- Stormwater infrastructure (59%)
- Housing for the elderly (56%)

Don't know much, but are not bothered about:

- Cemeteries and crematoriums (45%)
- Welcoming new residents to Rotorua (39%)
- Community centres and halls (35%)
- i-Site visitor information centre (34%)

THEMES

Local facilities accessed



- Larger households (families, multi-generational) and Māori have higher propensity to access facilities
 - Markets, playgrounds, swimming pools, sports fields, community centres, indoor sports facilities, library
- People in most affluent suburbs have higher usage of walking tracks, parks & reserves, shared paths/cycleways, library and mountain bike trails



THEMES

What's it like living in Rotorua these days?

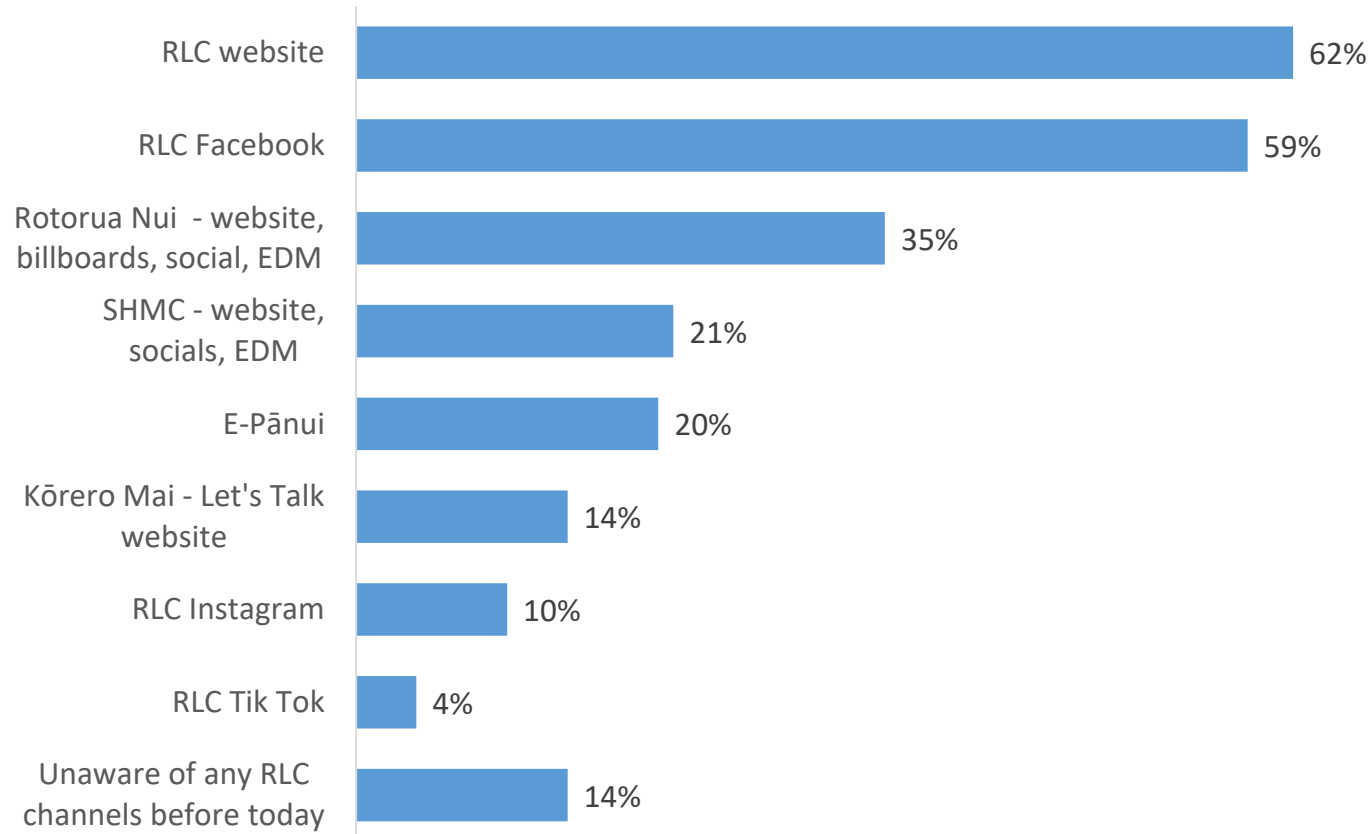
General sentiment about living in Rotorua, positivity, connection and pride is low. Our unique culture and history is something most people resonate with

43% of respondents said they'd prefer to be living somewhere other than Rotorua (now)

- 65+ and Te Arawa Māori are less likely to want to live elsewhere
- 50% of nuclear families say they'd prefer to live elsewhere

COMMUNICATIONS

RLC communication channels



Additionally:

- 83% of respondents say they hear news or information about Council on social media
 - Significantly more than other channels: Online/websites 50%, Daily Post 47%, Word of mouth 46%



USING THE INSIGHTS

A valuable communications tool

The newly created community groupings will be a valuable tool for us to create more effective communications, to reach more of our community:

- Content
- Channel
- Frequency

Te Kimihanga also provides another dataset and will be used alongside other research (i.e. Residents Experience Monitor) to inform decision making across the organisation.