

Future *Taranaki*

Progress report on community outcomes for Taranaki

TARANAKI

like no other

2007



Prepared by the Taranaki Regional Council
On behalf of the Future Taranaki Facilitation Group
September 2007
#316149

After the progress report on Taranaki's community outcomes which we presented last year, the Future Taranaki Facilitation Group continues its work in working towards achieving the outcomes that our community identified as priorities for the region's future. Those priorities came under the headings of secure and healthy, prosperous, skilled, connected, sustainable, together, and vibrant.

This is the first update of the indicators which measure the community's progress towards those community outcomes. As well as an update on last year's indicators report with the latest statistical data and information, this report includes a summary of the key informant research project undertaken by the Bishop's action foundation on the group's behalf. This information measures the objective view of the community, rather than just hard statistical data and is valuable as a snapshot of the opinion of members of our community as to 'how we are doing' in Taranaki.

As a group we are proud of the work achieved so far in recognising the strengths and achievements of our community as well as identifying and highlighting issues that we, as a community, need to work on. The collaborative approach and commitment of councils, government departments, professional groups and businesses and community organisations is to be commended and will result in a stronger, more cohesive and inclusive Taranaki.

We thank all those who have contributed to this process for their input and support and look forward to continuing to work together towards achieving Taranaki's community outcomes.

This report marks the end of my term as Chair of the Future Taranaki Facilitation Group, a duty that now passes to Taranaki District Health Board Chief Executive Officer Tony Foulkes.

Gloria Campbell
Chair
Future Taranaki Facilitation Group

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Executive Summary

The Report uses a set of indicators to monitor trends across seven areas of people's lives (the community outcomes).

The community outcomes were identified by the people of Taranaki through an extensive survey and questionnaire process.

The indicators were developed by a joint working party in Taranaki.

The report is the second in a series of reports that will assess Taranaki's progress towards achieving the desired outcomes for the community.

The aim of the report is to identify key issues and areas where action needs to be taken, which in turn can help with planning and decision making and coordination among key agencies.

Set below is a summary of Taranaki's progress towards achieving the desired community outcomes:

- The number of Taranaki families on Housing New Zealand waiting lists increased over the 2006 period by 1.5% **[this compares with a national decrease of 13.2%]**.
- Buying a house in Taranaki became even less affordable over the May 2006 – May 2007 period. Taranaki recorded a home affordability index figure of 25.13 in May 2007, compared with an index figure of 22.73 in May 2006 **[this compares with a national affordability index figure of 32.44 in May 2007, up from the 28.89 index figure recorded in May 2006]**.
- Recorded crime in Taranaki increased in 2006 by 4.9% **[this compares with a national increase of 4.1% in 2006]**.
- Youth offending in Taranaki increased in 2006 by 34% **[this compares with a national decrease of 4.2%]**.
- The rates for smoking, alcohol use and diabetes in Taranaki continue to mirror national levels.
- The unemployment rate in Taranaki stood at 3.5% in the year to June 2007; unchanged from that recorded in the previous year **[this compares with the national average unemployment rate of 3.7% for the year to June 2007, also unchanged from that recorded in the previous year]**.
- As at March 2007, Taranaki employees earned an average of \$22.31 per hour, representing an 8.6% increase from March 2006 **[this compares with a 4.6% increase for the whole of New Zealand over the same reporting period. The national average for New Zealand employees as at March 2007 was \$22.63]**.
- As at June 2006, people in the Taranaki region had an average weekly income of \$602.0 per week, an increase of 6.5% from June 2005 **[this compares with a national average of \$610.0, up 4.1% over the same reporting period]**.
- Median annual household income for the Taranaki Region in 2006 was recorded at \$44,700 **[this compares with a national figure of \$51,400]**.
- The majority of Taranaki businesses remain confident about the economy.
- Total business numbers in the Taranaki region in 2006 represented 2.3% of all businesses in New Zealand, unchanged from the 2005 period.
- In 2005, 74.0% of Taranaki's adult population had obtained an education qualification of upper secondary level or above, an increase of 0.5% from 2004 **[this compares with a national rate of 75.5%, unchanged from the 2004 period]**.
- In Taranaki in 2006, 61.7% of all year 11 students obtained the NCEA qualification, an increase of 1.4% from 2005 **[this compares with 59.3% nationally, an increase of 2.8% from 2005]**.

- The proportion of Taranaki students leaving secondary school with no formal qualifications dropped from 15% in 2004 to 14.4% in 2005 **[this compares with the national rate of 13% in 2004 and 12.9% in 2005]**.
- The early childhood participation rate for Taranaki in 2006 was 106.4%¹, an increase of 11.1% from 2005.
- A total of 7,220 students were enrolled in full-time or equivalent continuing education in Taranaki in 2006.
- Advertised vacancies in Taranaki grew by 12.8% in the year to June 2007 **[this compares with a fall of 6.4% at the national level]**.
- In March 2006, 91.3% of Taranaki households recorded that they had access to a telephone in their home, down 5.1% from the rate recorded in 2001 **[this compares with a national rate of 91.6%, down 4.4% from the rate recorded in 2001]**.
- In March 2006, 72.0% of Taranaki households recorded that they had access to a cellphone **[this compares with the national rate of 74.2%]**.
- In March 2006, 54.5% of Taranaki households recorded that they had access to the internet, up 16.7% from the rate recorded in 2001 **[this compares with the national average of 60.5%, up 22.1% from the rate recorded in 2001]**.
- A total of 12 deaths were recorded on Taranaki roads in 2006, compared with 13 in 2005. Per 100,000 of population, Taranaki recorded a rate of 11.5 road deaths in 2006 **[this compares with the national rate of 13.8]**.
- Taranaki's rivers and streams show good to excellent water quality on most measures.

- Voter turnout in Taranaki of the eligible population was 55.0% for local body elections in 2004 **[this compares with the national rate of 45.0%]**.

Overall, good progress has been made to date towards achieving the outcomes. In particular, with the desired outcomes of a prosperous and sustainable Taranaki.

However, youth crime increased significantly during the year and skill shortages in the region persist.

¹ Note: the measure takes into account children who may be attending two or more centres, therefore attendance may be greater than 100%.

1 Introduction

The Future Taranaki *Progress Report on Community Outcomes for Taranaki 2007* uses a set of indicators to monitor trends and progress towards the achievement of the seven community outcomes identified for Taranaki.

The community outcomes are intended to reflect what is important to members of the community in terms of social, economic, environmental and cultural issues.

The process of identifying the outcomes was carried out in 2004 by Taranaki's four local authorities and involved a range of consultation methods to obtain the views of the community. Details of the process and the community outcomes that were identified are set out later in this Introduction.

Future Taranaki Facilitation Group

Having identified community outcomes for the region, Taranaki's four local authorities then led a process to determine how best to structure a regional partnership that would enable regional stakeholders to work together towards the achievement of the community outcomes.

A wider Future Taranaki Partners (FTP) group was brought together to discuss this issue. The FTP is a broad grouping of government agencies, sector groups, service organisations and local government representatives. The FTP group determined that a smaller grouping – the Future Taranaki Facilitation Group (FTFG) –

should be formed to work on behalf of the FTP. The primary role of the FTFG is to facilitate coordination and collaboration in the delivery of the seven community outcomes for Taranaki and to direct the required professional, technical and operational staff to work in partnership towards this end.

Membership of the FTFG is made up of senior managers of the following organisations:

- New Plymouth District Council
- Stratford District Council
- South Taranaki District Council
- Taranaki Regional Council
- Taranaki District Health Board
- Ministry of Social Development
- Te Puni Kokiri
- Venture Taranaki Trust

One of the functions of the FTFG is to develop and monitor performance indicators to measure progress towards achieving the community outcomes.

This report has been prepared for the Future Taranaki Facilitation Group in furtherance of its objectives.

Purpose

The report has three key aims:

- to assess the progress of the Taranaki region towards achieving the community outcomes that the people of Taranaki have identified for the region;
- to assess how Taranaki compares with the rest of New Zealand on measures of wellbeing and community welfare; and
- to help identify key issues and areas where we need to take action, which in turn can help with

planning and decision making and coordination among stakeholders.

The report is a requirement of the Local Government Act 2002.

The Local Government Act 2002

A central requirement of the Local Government Act 2002 [the Act] is the identification of 'community outcomes' by local authorities. These 'outcomes' influence how communities organise themselves and their resources in two important ways. These are:

- They allow for the coordination and prioritisation of resources across very different organisations such as councils, government agencies, industry and business groups, iwi, community groups, clubs, societies and support organisations and across different activities; and
- They enable the community to plan for the longer-term, with a change of focus for local government from annual planning to long-term community planning through the preparation of long-term council community plans.

Section 91 of the Act requires that all local authorities must "*carry out a process to identify community outcomes for the intermediate and long-term future of its district or region*".

In addition to identifying community outcomes, local authorities are also required under section 92 of the Act to:

"monitor and, not less than once every 3 years, report on the progress made by the community of its district or region in achieving the community outcomes for the district or region".

Identification of community outcomes

The four local authorities in Taranaki agreed to a joint approach to the process of identifying community outcomes for the Taranaki region².

The process

The process consisted of 9 distinct steps that involved:

- 1 Informing the region. The Taranaki region was informed about the outcomes process through a number of methods, including a public notice in the *Daily News*, an article in the Taranaki Regional Council's newsletter *'Recount'*. The Stratford District Council placed a notice about the process in the *Stratford Press*. A web page was also developed and placed on the Taranaki Regional Council website³ to provide additional information to the public.
- 2 Existing work on community outcomes was then analysed in an attempt to avoid duplication with later stages of the process and to acknowledge the value of that information.
- 3 Meetings were held with groups and organisations of the public that were identified as "*capable of influencing either the identification or the promotion of community outcomes*".⁴
- 4 A public meeting was carried out in each district. These were advised by region-wide and local newspapers.

² Refer to *Future Taranaki, A report pm community outcomes for Taranaki*. March 2004. Community Outcomes Project Team.

³ www.trc.govt.nz

⁴ Section 91(3)(1)(ii) of the Act.

- 5 Meetings with key sector stakeholders from a variety of businesses, social and cultural background and representatives of Crown departments, ministries and agencies were held.
- 6 A total of six focus groups meetings were held; two in each of the district councils centres, each with a maximum of eight participants. The participants were randomly selected and each group was made up of representative cross-section of the community.
- 7 A telephone survey was carried out and involved interviewing 540 people across the three districts.
- 8 A community flyer with a series of simple questions and a pre-paid return mail response slip was sent to all households and post office box holders in the Taranaki region.
- 9 A draft report on the community outcomes was then produced and released. A public notice placed in the *Daily News* called for written submissions on the draft report. A hearing on the draft outcomes and report was then held at the New Plymouth District Council. Following comments and recommendations, the community outcomes were then agreed upon and finalised.

Agreed community outcomes

Seven broad regional outcomes were identified as follows:

- Secure & Healthy Taranaki
- Prosperous Taranaki
- Skilled Taranaki
- Connected Taranaki
- Sustainable Taranaki
- Together Taranaki

- Vibrant Taranaki

Indicators

As part of the monitoring and reporting process indicators have been developed for each outcome to measure the progress towards achieving the outcomes (Refer to **Table 1**, pg 10).

Indicators are signs about our progress. Indicators provide us with information on key trends and tell us when further information is needed.

The indicators were developed by a working group that included representatives from: the New Plymouth, Stratford and South Taranaki District Councils, the Taranaki Regional Council, New Zealand Police, the Taranaki District Health Board, Ministry of Social Development, Ministry of Education, Housing New Zealand, Te Puni Kokiri, Venture Taranaki, Department of Conservation, Anglican Churches and Federated Farmers.

The indicators were developed through workshops, comparative reviews and discussions with other councils and agencies⁵ and were adopted by the Future Taranaki Facilitation Group as a basis for monitoring.

The indicators will be used throughout the report to illustrate the progress of the Taranaki region in achieving the community outcomes.

Data collection & sources

The information for this report has been collected from various sources including: *Statistics New Zealand, Venture Taranaki, New Zealand Police, Housing New Zealand, the Ministry of Social Development's Social*

⁵ Refer to *Regional Community Outcome Indicators for Taranaki*. December 2005. Karen Bell, Enviro Solutions New Zealand Ltd.

Report 2006, Taranaki District Health Board, 2002/03 New Zealand National Health Survey, AMP Home Affordability Index, National Bank Trend Report, Ministry of Education, Tertiary Commission, Department of Internal Affairs, Work & Income New Zealand, Land Transport New Zealand and state of the environment monitoring carried out by the Taranaki Regional Council.

The most up to date information available has been utilised at the time of producing this report.

Key Informant Research Project

The Bishop's Action Foundation was commissioned by the FTFG to undertake the Key Informant Research Project. The research was carried out and completed in 2006

The objective of the research was to ascertain from key community representatives working and living "at the coal face" whether Taranaki was moving forward in the areas identified by the regionally agreed community outcomes.

Interviews were carried out with 30 key informants and four focus group meetings were held.

A summary of the findings is contained under the heading "survey of key personnel in community and social agencies" with each of the relevant sections throughout the report.

The reader should always bear in mind that the responses are the opinions of the 30 people that were interviewed.

Future Taranaki - projects

The information gathered for this report is largely indicative of a historical reflection of what has occurred in Taranaki. However, the information gathered in the

reporting process is still a very useful tool to monitor/track progress in achieving the outcomes. From there decisions can be made about future funding allocations and targeted campaigns and increased education and awareness.

Listed below are three projects that the FTFG have initiated as a result of the findings from the previous *Progress Report (2006)*.

Project 1 – Regional skills strategy

Surveys of employers reveal that skill shortages are foremost impediment to business growth. The Taranaki economy has experienced very positive growth over the past six years but there are still pockets of real poverty and indications of a widening gap between those who are benefiting from growth and those who are not.

Large employers in Taranaki indicate that job applicants frequently do not have the social or communication skills to succeed even in entry level positions, while there is a continuous need to up-skill staff in the workplace.

Project objective: to ensure that the regions supply of labour meets its potential demand.

Action will include research on long-term skill requirements, establishing effective partnerships with relevant agencies and tertiary providers and supporting business and industry to improve staff retention and capability.

Lead agency: New Plymouth District Council.

Project 2 – Working together for a Smokefree Taranaki

According to Statistics New Zealand figures, 22.4% of Taranaki people are smokers. The objective of this project is

for Taranaki to become the first Smokefree province in New Zealand by Smokefree Day 2009.

The strategy involves helping adults to quit smoking by supporting, developing and promoting smoking cessation services, promoting workplace smokefree policies and reducing exposure to smoking in public places including major sports stadiums.

Lead agency: Taranaki District Health Board.

Project 3 - Safe families, safer communities – eliminating family violence in Taranaki

Between January and July 2005, police attended 494 domestic incidents in Taranaki. In 2004, 131 applications were made to the Family Court for Protection Orders. Also in 2004, 357 women registered as clients at Taranaki Women's Refuge.

This project aims to provide intervention and education on family violence by developing awareness, education and support in workplaces.

This will include introducing family violence resource/support officers in most Taranaki workplaces, along with efforts to encourage a workplace culture of non-tolerance of family violence.

Lead agency: Ministry of Social Development.

Going forward

The results from the progress report will continue to assist the FTFG with decision making, funding allocations, targeted campaigns and increased education and awareness schemes, all in an effort to achieve the desired community outcomes.

Scope of the report

The report is divided into three main sections.

Section 1 the introduction, sets out the purpose of the report, Local Government Act 2002 requirements, contains background information on the community outcomes, indicators and data sources, research and projects being undertaken and outlines the scope of the report.

Section 2 outlines the region's progress towards achieving the community outcomes.

Section 3 provides a summary and conclusion.

2 Progress towards the achievement of outcomes

The desired community outcomes and associated indicators that are reported on in this section are summarised in the table below. However, as indicated in the tables, not all indicators are reported on at this stage.

Table 1: Desired community outcomes and associated indicators

<p>Secure & Healthy</p> <p>Desired Outcome</p> <p>A region that provides a safe, healthy and friendly place to live, work or visit</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 Housing availability 2 Housing affordability 3 Recorded crime 4 % change in youth offending 5 Survey of key personnel in community 6 % residents within 30 minutes of a Primary Care Provider 7 GP ratio to population 8 Rates for smoking, alcohol use & type II diabetes 9 Nutrition and physical activity 10 Non-intentional injury 11 Average life expectancy at birth 12 Community survey - % people satisfied with ' health services & perceptions of safety* 	<p>Skilled</p> <p>Desired Outcome</p> <p>A region that values and supports learning so that all people can play a full and active role in its social, cultural and economic life</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 Highest level of education/vocational qualification obtained 2 % of year 11 students who attain NCEA level 1 qualification & % school leavers with no qualifications 3 % of children participating in early childhood education 4 Number of people participating in continuing education or training 5 Skill shortages survey
<p>Prosperous</p> <p>Desired Outcome</p> <p>A region that boasts a sustainable resilient and innovative economy that prospers with the natural and social environment</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 Regional GST 2 Economic activity: National Bank 3 Employment rate 4 Unemployment rate 5 Income – Average earning, average weekly income, median household income 6 Business confidence 7 Net business growth by industry type: number of businesses, FTEs 	<p>Connected</p> <p>Desired Outcomes</p> <p>A region that delivers accessible and integrated infrastructure, transport and communication system which meets the needs of residents, businesses and visitors</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 Phone (including cell) and Internet connections and coverage (people & area) 2 Number of road based fatalities and injuries 3 Level of investment in Infrastructure as % of value of assets** 4 % of population that has access to public transport** 5 Community survey - satisfaction with infrastructure, transport and communication systems*

<p>Sustainable</p> <p>Desired Outcome</p> <p>A region that appreciates its natural environment and its physical and human resources in planning, delivery and protection</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 Sustainable land use 2 Number of key indicator species & population changes 3 Water quality – fresh water and coastal 4 Water availability – proportion of fresh water allocated for consumptive use 5 Air quality 6 Loss/gain of significant protected heritage items 7 Community survey - satisfaction with management of natural & built environment* 	<p>Vibrant</p> <p>Desired Outcome</p> <p>A region that provides high quality and diverse cultural and recreational experiences, and encourages independence and creativity</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 % voter turnout 2 % satisfaction with access to, the condition of and suitability of community facilities* 3 % participation in sport, leisure, arts and culture and/or community activities/events 4 % satisfaction with work/life balance* 5 % of people who think Taranaki is a vibrant place to live/visit (community & visitor surveys)*
<p>Together</p> <p>Desired Outcome</p> <p>A region that is caring and inclusive, works together, and enables people to have a strong and distinctive sense of identity</p>	<p>Indicators</p> <ol style="list-style-type: none"> 1 % of population participating in the voluntary sector* 2 Community survey - % of people who report perceived discrimination/exclusion* 3 % of people who agree that local effectiveness and pride in the region exist, are valued and thriving* 4 % of people reporting that Taranaki is an inclusive, caring and tolerant community* 		

Key *These indicators will not be presented in this report as a survey is needed to obtain the information. The survey is scheduled to be carried out in 2008/09.

** Still awaiting information.

Secure & Healthy Taranaki

A region that provides a safe, healthy and friendly place to live, work or visit

The elements of a "Secure & Healthy Taranaki" are as follows:

- There is equality of access to a comprehensive range of high quality health and disability services when required
- The environment, physical and mental health of the people of Taranaki is maintained, enhanced, promoted and protected
- A well-being model for health is promoted in the region, whereby people are encouraged to take responsibility for their own health in order to promote good health outcomes
- There is adequate and affordable housing for all
- Residents and visitors of all ages feel safe from crime
- A sustainable management approach is taken to hazards and risks across the areas of reduction, readiness, response and recovery
- Taranaki is a friendly and welcoming place

Indicators

11 indicators are used in this section. Taken together, they provide an overall picture of:

- housing availability and affordability;
- the levels of crime in the community;
- the health status of the Taranaki community; and
- levels of safety from injury at home, work and play.

Data sources: Housing New Zealand; AMP Home Affordability Report 2000 – 2006; Taranaki Police; New Zealand Police; Taranaki District Health Board; 2002/03 New Zealand Health Survey; & Accident Compensation Corporation.

Indicator 1: Housing availability – number of families on Housing New Zealand rental waiting lists

The indicator reflects the number of families that are unable to gain access to good quality, affordable rental accommodation.

Overview of Housing New Zealand

Families are allocated a rental home and/or placed on rental lists dependent on a number of factors, including: the condition of and facilities available in their current dwelling to meet their social, medical and personal needs; and their ability to gain access to a suitable home because of a lack of skills and financial means.

The current number of Housing New Zealand properties (owned and leased) in the Taranaki region stands at 1,268.

Current level & trends

As at February 2007, 198 Taranaki families were recorded on the Housing New Zealand waiting list. This represents a 1.5% increase from December 2005 and an 8.8% increase from December 2004 (refer to **Figure 1**).

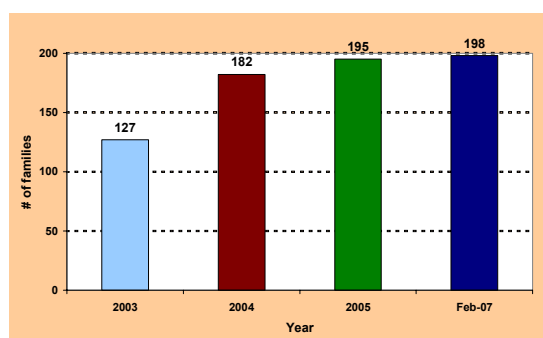


Figure 1: Taranaki families on Housing New Zealand rental waiting lists (2003-Feb-07)

The continued rise in family numbers on the waiting list is largely due to the rise in house prices throughout the region. This in turn has resulted in an increase in

rental costs in the private sector and a rise in a) the number of families unable to afford quality housing and b) families applying for Housing New Zealand rental accommodation.

Nationally

The rise in the number of Taranaki families on Housing New Zealand waiting lists is not reflective of the national trend. Nationally, the number of families on Housing New Zealand Waiting Lists has decreased over the last two years. From 11,631 families recorded in December 2005 to 10,008 families recorded in May 2007.

Source: Housing New Zealand, Taranaki Branch, 2003 - 2007 and Housing New Zealand, National Office, 2006 & 2007.

Indicator 2: AMP Housing affordability index

The housing affordability index measures how affordable home ownership is for New Zealanders.

Affordable housing is an important factor in people's wellbeing. For lower-income households especially, high housing costs relative to income are often associated with severe financial difficulty, and can leave households with insufficient income to meet other basic needs.

Housing affordability for housing in New Zealand can be assessed by comparing the average weekly earning with the median dwelling price and the mortgage interest rates. The earnings figure represents the money available to the family, or household unit, and the median dwelling price combined with the mortgage interest rates provide an indicator of the expense involved.

A low index equals affordable housing.

Current level & trends

Buying a house in Taranaki became even less affordable over the May 2006 – May 2007 period. Taranaki recorded a home affordability index figure of 25.13 in May 2007, compared with an index figure of 22.73 in May 2006.

Nationally, affordability also decreased over the same reporting period. As at May 2007 a national affordability index of 32.44 was recorded, up from the 28.98 index figure recorded in May 2006 (refer to **Table 2**).

Table 2: Regional Affordability May 2007

	Home Affordability Index	% change in home affordability in the last 12 months	
		Improv	Decline
Northland	33.50		11.5%
Auckland	39.93		10.4%
Waikato/Bay of Plenty	31.33		6.9%
Hawke's Bay	27.16		9.4%
Taranaki	25.13		10.6%
Manawatu/Wanganui	23.38		16.9%
Wellington	31.58		18.3%
Nelson/Marlborough	33.29		8.1%
Canterbury/Westland	30.57		12.1%
Otago	22.36		1.1%
Central Otago Lakes	42.75	-3.8%	
Southland	16.46		26.8%
New Zealand	32.44		11.9%

Source: AMP Home Affordability Report, 2007.

House prices in Taranaki continued to rise during the year, with median dwelling prices reaching \$281,000 in May 2007, up from the \$233,500 recorded in May 2006.

The decline in affordability is primarily due to increases in the median house price outstripping increases in the average weekly wage with mortgage interest rates also up.

In terms of regional affordability, Taranaki is still placed in the top quartile and for May 2007 Taranaki was ranked fourth on a regional comparison, behind

Southland, Otago and Manawatu-Wanganui regions.

Taranaki's regional affordability for the 12 months to May 2007 as a percentage of the national average is 77.5% (refer to **Figure 2**).

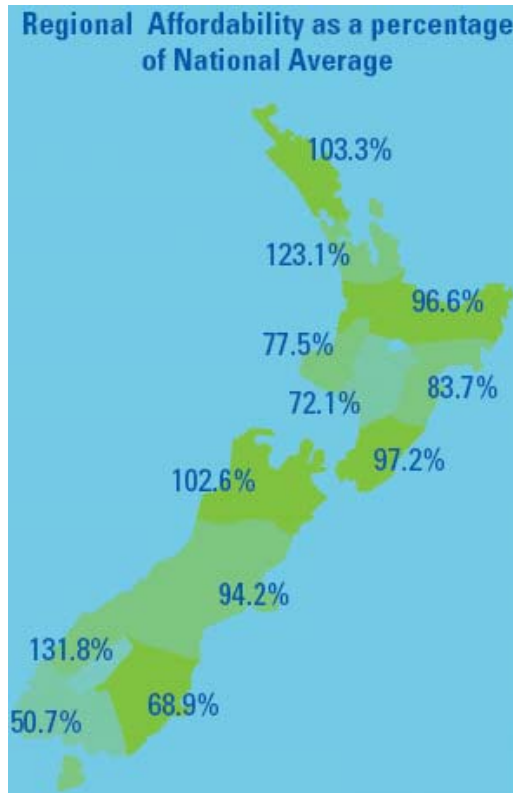


Figure 2: Regional affordability as a percentage of the national average (May 2007)

Source: AMP Home Affordability Report, May 2007.

Survey of key personnel in community and social agencies⁶ - Housing

The respondents felt that housing in Taranaki is getting worse and that unsuitable accommodation provisions results in the perpetuation of social problems, crime, unemployment, and youth delinquency.

⁶ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

The quality of state housing is seen as a problem for family health and child development. The lack of accommodation and the unsuitability of state housing is a growing problem for the elderly, disabled, and males under 65, community members in need of emergency housing and prison leavers. There is also a perceived high instance of miss-matching between occupants and accommodation types provided.

Currently the potential to become home owners is more difficult due to the significant increase in the cost of property and rentals in the region; home ownership has become increasingly prohibitive for families on low wages and first time buyers.

Respondents felt that:

1. State housing conditions are low, with inadequate quality of housing.
2. Significant lack of housing availability resulting in long waiting lists.
3. Lack of emergency housing in South Taranaki.

While improvements have been made in the following areas:

1. Retrofitting of state and private homes.
2. New green waste collection initiative by the councils.

Indicator 3: Recorded crime

The level of recorded crime provides a broad measure of personal safety and well-being for members of the Taranaki community.

Feeling and being safe and secure within our homes, communities and towns is a basic human right. It is a key determinant

of the perception of health, wellbeing and quality of life.

Caution is required when interpreting crime data – fluctuations in crime rates may be affected by changes in reporting by the public and recording by the police, as well as changes in the actual level recorded.

Current level and trends

Recorded crime has continued to fluctuate in the Taranaki region over the past six years.

Taranaki recorded a total of 9,845 criminal offences in 2006; an increase of 4.9% from the previous year and a decrease of 8.8% from 2000 (refer to **Table 3**).

Police crime statistics for the year to December 2006 showed overall crime was down 1.8% in rural Taranaki with the New Plymouth district recording an increase of 7.8% for the year. Crime in New Zealand increased by 4.1% for the year ended 2006.

Crime in the Taranaki region accounted for 2.3% of all crime in New Zealand.

Table 3: Recorded crime - number of incidents in Taranaki & New Zealand (2000 – 2006)

	2000	2001	2002	2003	2004	2005	2006
Rural Taranaki	3705	3602	2925	3032	2591	2800	2750
New Plymouth	7010	7027	6941	7475	6272	6584	7095
Total Taranaki	10715	10629	9866	10507	8863	9384	9845
% change		-0.8	-7.2	+6.5	-15.6	+5.9	+4.9
NZ	427230	426526	440129	442489	406363	407496	424134
% change		-0.2	+3.2	+0.5	-8.2	+0.3	+4.1

Source: New Zealand Police, 2007.

As illustrated in the table above, the movement of recorded crime in Taranaki is generally reflective of national movements in recorded crime.

Key offence areas

Taranaki

The key offence areas in Taranaki in 2006 were dishonesty (47.5% of the total) followed by, property damage (17.9%), drugs and anti-social behaviour (14.2%) and violence (13.2%) (refer to **Table 4**).

The areas that experienced the greatest increase over the year included: administrative related crimes increasing by 31.3%, crimes related to violence increasing by 18.1%, crimes related to dishonesty increasing by 2.8% and crimes related to drugs and anti-social behaviour increasing by 2.5%. Crimes related to property damage decreased by 28.9% and sexual related crimes decreased by 2.8% for the year.

Table 4: Recorded crime – key offence areas in Taranaki & New Zealand (2005 – 2006)

Offence	Taranaki			NZ	
	Number in 2006	% of all offences	(%) change	% of all offences 2006	(%) change 2005 - 06
Administrative	239	2.4	+31.3	2.8	+5.7
Dishonesty	4679	47.5	+2.8	55.8	+2.8
Drugs & Anti-Social	1401	14.2	+2.5	13.0	+6.0
Property Abuse	385	3.9	-4.0	4.1	-7.2
Property Damage	1761	17.9	-28.9	11.5	+12.0
Sexual	81	0.8	-2.8	0.8	+7.7
Violence	1304	13.2	+18.1	12.0	+5.0
Total	9845	100	4.9	100	+4.1

Source: New Zealand Police, 2007.

Indicator 4: % change in youth offending

The youth offending rate also provides a picture of the safety of the community along with an indicator of youth problems in the region.

Current level & trends

Youth offending has continued to fluctuate in the Taranaki region over the last 6 years. The year ended 2006 figure

for youth offending stood at 1,410, a 34.2% increase from the rate recorded in 2005 and an overall increase of 1.6% since 2000 (refer to **Table 5** & **Figure 3**).

New Plymouth Police District

The New Plymouth police district has experienced a 0.5% decrease in youth offending since 2000.

Rural Taranaki Police District

The Rural Taranaki police district has experienced a 4.5% increase in youth offending since 2000.

Table 5: % change in youth offending in New Plymouth, Rural Taranaki & New Zealand policing districts (2000/01 – 2005/06)

	2000	2001	2002	2003	2004	2005	2006
NP	811	946	862	1070	862	656	807
(%) Change		+16.7	-8.9	+24.1	-19.4	-23.9	+23.0
Rural Taranaki	577	648	374	486	360	395	603
(%) Change		+12.3	-42.3	+30.0	-25.9	+9.7	+52.7
Total Taranaki	1388	1594	1236	1556	1222	1051	1410
(%) Change		+14.8	-22.5	+25.9	-21.5	-13.9	+34.2
NZ	51929	49673	50738	52750	45749	40771	39058
(%) Change		-4.3	+2.1	+4.0	-13.3	-10.9	-4.2

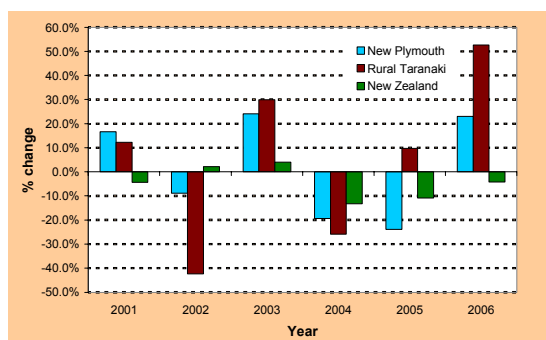


Figure 3: % change in youth offending in the New Plymouth, Rural Taranaki & New Zealand (2000/01 – 2005/06)

Source: New Zealand Police, 2007.

New Zealand at a glance

Nationwide youth offending has decreased over the last three years. The year ended 2006 figure for youth offending stood at 39,058, a 4.2% decrease from the rate recorded in 2005. Youth offending in Taranaki increased by 34.2% over the same period (refer to **Table 5**).

Indicator 5: Survey of key personnel in community and social agencies⁷

This indicator reflects the opinions of individuals at the “coal face” dealing with those involved in crime or the consequences of such crime.

Findings

The majority of respondents stated that crime is getting worse in the Taranaki region.

“You just have to read the newspaper, crime is increasing”

The instances of violent crime, theft, petty crime, youth crime, graffiti and vandalism, and domestic violence were noted as areas of major concern in the region. There was concern noted at the apparent normalisation of domestic based crime. In terms of urban and rural areas there was a sense that youth crime is prevalent.

The most common perceived incidences of crime in Taranaki include violent crime, graffiti and vandalism (seen as youth crime), domestic violence and elder abuse.

The factors which influence and contribute to the instances of crime in

⁷ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop’s Action Foundation. Interviews were carried out with 30 key informants & four focus group meetings were held.

Taranaki according to the respondents included:

1. Increased drug and alcohol use/abuse
2. Police are over burdened and unable to follow-up reported instances of crime
3. Lack of legislation to prevent youth offending and to protect older people
4. Lack of parenting skills resulting in insufficient supervision and support of young people
5. Neighbourhood watch/support is not popular anymore

The following factors have led to improvements in the incidences of crime:

1. Closed circuit camera in operation in New Plymouth, reducing vandalism and theft
2. Reduction in crime due to increased police presence in Waitara
3. Youth projects targeting youth behaviour in Stratford

Indicator 6: % of residents within 30 minutes of a Primary Care Provider

This indicator is an access measure – it reveals the percentage of the population that have access to a primary care provider within the stated travel time.

Current level

In 2005, 97.0% of Taranaki residents were within 30 minutes of a primary care provider.

Indicator 7: GP ratio to population

General Practitioners (GPs) are part of the front line of primary health care provisions. Access to a GP is an important issue in both treatment and prevention of poor health. The number of GPs per head of population may reflect accessibility to health services. A lower rate of GPs per head of population may result in difficulty in accessing primary health care for local populations and is associated with higher rates of hospitalisation.

Current level

In 2006, the Taranaki GP ratio to population was 76.0 per 100,000 of population; up from the 69.9 per 100,000 of population recorded in 2005.

The national GP ratio to population in 2006 was 75.0 per 100,000 of population.

Source: Taranaki District Health Board, 2006 & 2007.

Indicator 8: Rates for smoking, alcohol use & type II diabetes

Statistics used for this indicator are obtained from Statistics New Zealand's 2006 Census Data, Ministry of Health's New Zealand Tobacco Use Survey 2006, and the 2002/03 New Zealand Health Survey for Taranaki. Results are obtained from a sample population. The sample size for Taranaki has been boosted⁸ to provide more reliable data. The data provided are estimates, rather than actual data. The results are compared against national data from the same survey.

⁸ Refer to key finding from the 2002/03 New Zealand Health Survey for Taranaki, Taranaki District Health Board.

Rates for smoking

Tobacco smoking is a well-recognised factor for many cancers and for respiratory and cardiovascular diseases.

Internationally, smoking has been identified as the major cause of preventable death in OECD countries.

Current level

The prevalence of adults who are current smokers in Taranaki is similar to the national sample. In 2006 Taranaki recorded a rate of 22.40% of the total population, whilst the national average for the same period in New Zealand was 22.66% (refer to **Table 6**).

In Taranaki the rates of smoking for Maori are significantly higher than for non-Maori. This is also the case for New Zealand as a whole.

Table 6: Smoking rates by gender & ethnicity in Taranaki (TKI) & New Zealand (2006)

(%)	All		Females		Males	
	TKI	NZ	TKI	NZ	TKI	NZ
All	22.40	22.38	21.90	21.64	22.90	23.17
Maori	42.60	41.71	46.80	45.11	38.40	38.31
Non-Maori	20.77	20.27	17.26	38.31	24.28	23.27

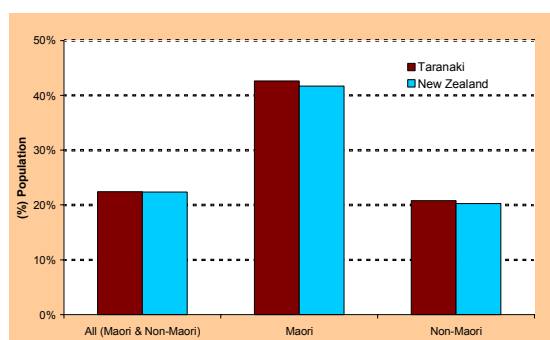


Figure 4: Prevalence of adults who are current smokers by ethnicity (2006)

Source: Ministry of Health, New Zealand Tobacco Use Survey, 2006 & Statistics New Zealand, Census Data, 2006.

Alcohol use

Relevance

This indicator documents hazardous drinking. Hazardous drinking is an established pattern of drinking that carries a high risk of future damage to physical or mental health.

Hazardous drinking can also have a detrimental effect on family life, general wellbeing and community welfare.

Current level

22.2% of the sample population for Taranaki are deemed to have a hazardous drinking habit. The rate is slightly higher than the national rate of 18.9%, but not statistically significant.

Taranaki follows the trend shown in the national sample with males having significantly higher rates of hazardous drinking than females (refer to **Table 7**).

Table 7: Hazardous drinking rates by gender & ethnicity in Taranaki (TKI) & New Zealand (2002/03)

(%)	All		Females		Males	
	TKI	NZ	TKI	NZ	TKI	NZ
All	22.2	18.9	13.5	11.4	31.6	27.1
Maori	29.3	25.9	21.6	18.4	37.6	34.5
Non-Maori	21.4	18.1	12.5	10.5	30.9	26.2

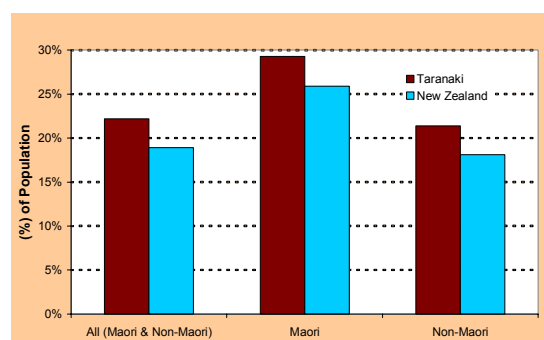


Figure 5: Prevalence of adults who have a hazardous drinking habit by ethnicity (2002/03)

Source: Ministry of Health, New Zealand Health Survey, 2002/03 & Ministry of Health, New Zealand Health Survey for Taranaki, 2002/03.

Diabetes

Relevance

Diabetes is often related to obesity and a general unhealthy lifestyle⁹. A rise in the rate of diabetes results in increased pressure and strain on the medical facilities in the region.

Current level

3.5% of the sample population for Taranaki was diagnosed with diabetes, which is very similar to the national sample rate of 4.1%

As with the national sample the prevalence of diabetes is higher in Maori than non-Maori in Taranaki. However, the difference is not very significant in Taranaki; most likely due to the small sample size.

The rate of diabetes in Maori in Taranaki (7.6%) is similar to the New Zealand rate (8.0%) (refer to **Table 8**).

Table 8: Diabetes rates by gender & ethnicity in Taranaki (TKI) & New Zealand (2002/03)

(%)	All		Females		Males	
	TKI	NZ	TKI	NZ	TKI	NZ
All	3.5	4.1	2.8	3.7	4.2	4.5
Maori	7.6	8.0	4.4	6.7	11.1	9.5
Non-Maori	3.0	3.6	2.6	3.3	3.4	4.0

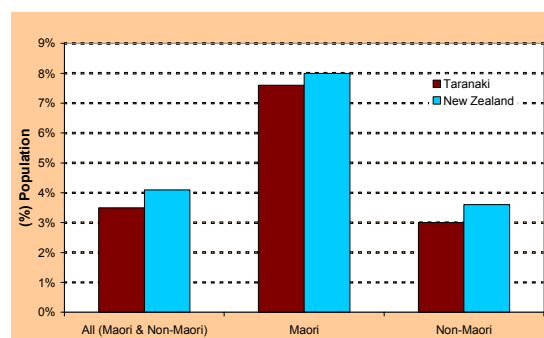


Figure 6: Prevalence of diabetes by ethnicity (2002/03)

Source: Ministry of Health, New Zealand Health Survey, 2002/2003 & Ministry of Health, New Zealand Health Survey for Taranaki, 2002/03.

Indicator 9: Nutrition and physical activity

Relevance

Diet is a leading cause of deaths when deaths are classified by risk factor. Approximately 8,500 deaths reported in 1997 (30.0% of all deaths that year) where a result of poor diets; the majority of these deaths were related to cardiovascular diseases, with diabetes and cancers also contributing. Insufficient activity was responsible for about 10.0% of the deaths in 1997¹⁰.

This indicator provides a measure of the current health state and wellbeing of the region and highlights potential future health problems.

Current level

Nutrition

41.2% of adults surveyed in Taranaki eat at least three servings of vegetables and two servings of fruit per day, which is similar to the national findings of 40.5% (refer to **Table 9**).

⁹ An Indication of New Zealanders' Health, 2002a, Ministry of Health.

¹⁰ Looking Upstream: Causes of death cross-classified by risk and condition, 2004, Ministry of Health.

Taranaki mirrors the national findings, in that overall women are significantly more likely than men to eat the recommended amount of fruit and vegetables each day.

Similarly non-Maori are significantly more likely to eat the recommended servings of fruit/or vegetables than Maori.

Table 9: Vegetable and fruit intake by gender & ethnicity in Taranaki (TKI) & New Zealand (2002/03)

(%)	All		Females		Males	
	TKI	NZ	TKI	NZ	TKI	NZ
All	41.2	40.5	50.9	49.3	30.9	31.0
Maori	35.7	34.7	42.6	42.1	28.3	26.3
Non-Maori	41.9	41.2	51.9	50.2	31.2	31.6

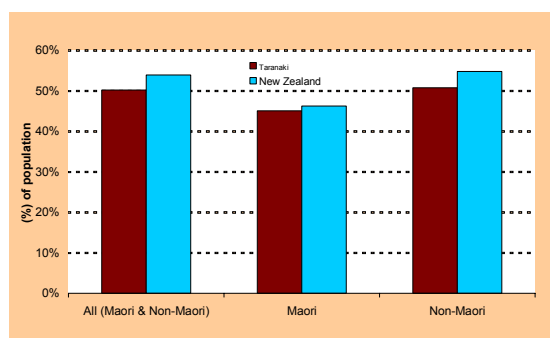


Figure 7: Prevalence of adults who eat the recommended intake of fruit & vegetables (2002/03)

Source: Ministry of Health, New Zealand Health Survey, 2002/03 & Ministry of Health, New Zealand Health Survey for Taranaki, 2002/03.

Physical activity

54.5% of all adults surveyed in Taranaki do at least 30 minutes a day of physical activity on five or more days of the week which is similar to the national findings of 52.5%.

Maori males in Taranaki are significantly more active than Maori females recording 66.1% and 43.9% respectively (refer to **Table 10**).

Table 10: Physical activity rates by gender & ethnicity in Taranaki (TKI) & New Zealand (2002/03)

(%)	All		Females		Males	
	TKI	NZ	TKI	NZ	TKI	NZ
All	54.4	52.5	51.8	48.6	57.1	56.7
Maori	54.6	55.2	43.9	51.2	66.1	59.7
Non-Maori	54.3	52.1	52.8	48.2	56.0	56.3

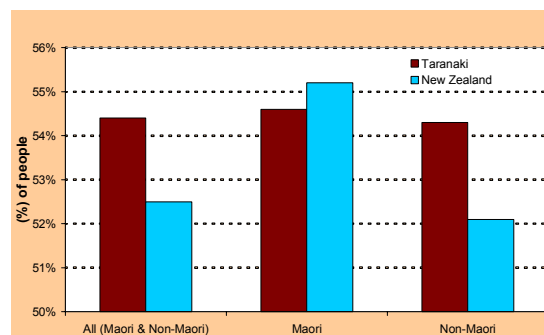


Figure 8: Prevalence of adults who take part in physical activity for at least 30 minutes per day 5 days a week (2002/03)

Source: Ministry of Health, New Zealand Health Survey, 2002/03 & Ministry of Health, New Zealand Health Survey for Taranaki, 2002/03.

Survey of key personnel in community and social agencies¹¹ - Health and Disability Services

Perceptions from the key informant research outlined that the provision of Health and Disability Services in Taranaki is satisfactory with an expectation that it will get better. The high level of service provision was commented upon by the majority of respondents and they agreed that while there are issues “overall the Taranaki District Health Board is doing a good job”. The breadth of services available and the quality of these services

¹¹ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop’s Action Foundation. Interviews were carried out with 30 key informants & four focus group meetings were held.

available for health, social services and disability result in a solid, inclusive and responsive nature of provision for the Taranaki public's health and disability needs. Three areas which were specifically praised by respondents were:

1. Provision of good quality facilities
2. Role of Primary Health Organisations
3. Mobile/satellite services

It was also acknowledged that the expectation is that service provisions will continue to improve into the future.

However, while this was the most common response, some issues were raised by the respondents:

1. Costs incurred in accessing health services
2. Access to health and disability services and entitlement information
3. Level of rural transport to the hospital – especially for older people
4. Lack of GPs in rural areas
5. Length of waiting lists
6. The lack of mental health service provision in South Taranaki
7. High staff turnover
8. One size fits all rehabilitation
9. Funding overlaps

Therefore, the comment was made that while provision of health and disability services in Taranaki is good, the public's capacity to access these services is not at a level where the public can maximise the benefit of service availability.

"There are improvements, the system is being invested in and there will be more future benefits experienced".

"The current situation is going to improve and get better".

Survey of key personnel in community and social agencies¹² - Health and Wellbeing of People

The health and wellbeing of the Taranaki population in general is getting better with people living longer and experiencing improved physical health. There is a greater awareness of individual health needs/issues and the existence of supportive organisations and services help to address social and health needs within the region.

The main contributors to improved health and wellbeing in Taranaki include:

1. Support services for the elderly
2. Volunteer based organisations
3. Effective health service facilities

However, while health and well-being in Taranaki is getting better the following factors were identified as generating a negative effect:

1. Lack of mental health facilities
2. Prevalence of shift employment in rural areas
3. Increasingly low socio economic status of families
4. Lack of parenting skills

Indicator 10: Non-intentional injury

Relevance

Safety at work and at home is an important contributor to wellbeing. The risk of accidents and/or illness can be seen as a key component affecting the quality of life.

¹² Future Taranaki, Community Outcomes Monitoring Process, key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants & four focus group meeting were held.

Current level

The non-intentional injury rates recorded in Taranaki have continued to fluctuate since 1995. Over the 10 year period, 1995-2005, the non-intentional injury rates recorded have decreased by 2.5%, whilst the rate increased by 4.9% from 2004 to 2005.

Taranaki recorded a total of a total of 3,067 non-intentional injuries in 2005, making up 3.0% of all injuries recorded in New Zealand. Per 1000 of population, Taranaki recorded 29.3 non-intentional injuries. This rate was above the national rate of 25.2 per 1000 of population. On a regional comparison Taranaki was ranked tenth out of the 16 regions (refer to **Figure 9**) – up one place from its ranking in the previous year.

The four key areas of recorded injuries in Taranaki are as follows: work related, on the farm, at home and whilst playing sport (refer to **Table 11**, pg 28).

Workplace claims decreased by 20% over the 10 year period, from 1,389 claims recorded in 1995 to 1112 claims recorded in 2005.

Farm claims decreased by 14.4% over the reporting period, from 215 claims recorded in 1995 to 184 claims recorded in 2005.

Home claims increased by 17.8% over the reporting period from 922 claims in 1995 to 1,086 claims in 2005.

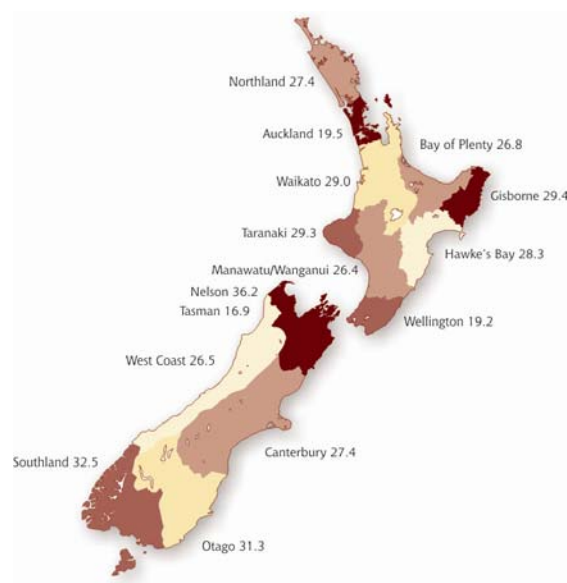


Figure 9: Non-intentional injuries per 1000 of population – a regional comparison 2005

Source: Accident Compensation Corporation, 2007.

Workplace claims

Taranaki workplace claims made up 2.9% of the total New Zealand workplace claims in 2005.

Taranaki recorded 10.6 claims per 1000 of population, this compares with a national average of 11.1 claims per 1000 of population.

Taranaki was ranked twelfth on a regional comparison of claims per 1000 of population (down from its ranking of tenth equal in the previous period).

Source: Accident Compensation Corporation, 2007.

Farm claims

Taranaki farm claims make up 6.0% of total New Zealand farm claims.

Taranaki recorded 1.8 claims per 1000 of population, this compares with a national average of 1.2 claims per 1000 of population.

Taranaki was ranked second on a regional comparison of claims per 1000 of population (unchanged from the ranking in the previous reporting period).

Source: Accident Compensation Corporation, 2007.

Home claims

Taranaki claims make up 3.2% of total New Zealand claims.

Taranaki recorded 10.4 claims per 1000 of population (up from the 9.0 claims per 1000 recorded in the previous reporting period), above the national average of 8.7 claims per 1000 of population.

Taranaki was ranked third on a region comparison of claims per 1000 of population (up from its ranking of fifth place in the previous year).

Source: Accident Compensation Corporation, 2007.

Sports claims

Taranaki sport claims make up 3.3% of total New Zealand claims.

Taranaki recorded 6.6 claims per 1000 of population, above the national average of 3.3 per 1000 of population.

Taranaki was ranked third on a regional comparison of claims per 1000 of population (up from its ranking of seventh in the previous year).

Source: Accident Compensation Corporation, 2007.

Table 11: Workplace, farm, home and sport claims recorded per 1000 of population on a regional basis (2005)

Workplace claims	Claims recorded	Farm Claims	Claims recorded	Home claims	Claims recorded	Sports claims	Claims recorded
National average	11.1	National average	1.2	National average	8.7	National average	3.3
Southland	16.5	Southland	3.1	Nelson	11.2	Otago	8.3
Nelson	14.3	Taranaki	1.8	Northland	10.8	Nelson	6.9
Marlborough	13.0	Gisborne	1.7	Taranaki	10.4	Taranaki	6.6
Gisborne	12.7	Waikato	1.5	Hawke's Bay	10.3	Marlborough	6.5
West Coast	12.5	West Coast	1.5	Gisborne	10.0	Canterbury	6.1
Waikato	11.8	Marlborough	1.4	Waikato	9.9	Waikato	5.8
Otago	11.8	Tasman	1.3	Bay of Plenty	9.5	Gisborne	5.4
Hawke's Bay	11.4	Northland	1.2	Southland	9.2	Manawatu-Wanganui	5.4
Bay of Plenty	10.8	Otago	1.2	Otago	8.7	Bay of Plenty	5.3
Manawatu-Wanganui	10.7	Manawatu-Wanganui	1.1	Canterbury	8.2	Southland	5.2
Canterbury	10.7	Hawke's Bay	1.0	Marlborough	7.9	Hawke's Bay	4.9
Taranaki	10.6	Canterbury	1.0	Manawatu-Wanganui	7.6	Northland	4.5
Northland	10.4	Bay of Plenty	0.6	West Coast	7.5	Wellington	4.4
Tasman	7.4	Wellington	0.2	Auckland	6.9	West Coast	4.4
Auckland	6.7	Nelson	0.2	Wellington	6.9	Auckland	4.1
Wellington	6.2	Auckland	0.1	Tasman		Tasman	3.2

Source: Accident Compensation Corporation, 2007.

Indicator 11: Average life expectancy at birth

Relevance

Life expectancy is a key indicator of the general health of the population.

Improvements in overall life expectancy reflect improvements in social and economic conditions, lifestyle, access to health services, and medical advances.

Current level

Based on mortality experiences of the Taranaki community in the period 2000 – 2002, life expectancy at birth was 75.9 years for males and 80.6 years for females.

The national average for life expectancy at birth over the same period was 75.1 years for males and 80.9 years for females.

The national average for life expectancy at birth in the period 2003-2005 was 77.5 years for males and 81.7 years for females.

The current national average for life expectancy at birth, for 2006, was 76.33 for males and 81.11 for females.

In Taranaki the life expectancy for Maori over 2000-2002 period was significantly lower, 69.0 years for males and 73.0 years for females.

The national average for life expectancy for Maori over the same period was similar to the rates recorded for Taranaki, 68.0 years for males and 73.0 years for females

Source: Taranaki District Health Board, 2007 & Ministry of Social Development, Social Report, 2006.

Indicator 12: Satisfaction with health services

Awaiting survey - 2008/09

Prosperous Taranaki

A region that boasts a sustainable, resilient and innovative economy that prospers within the natural and social environment

The elements of a “Prosperous Taranaki” are as follows:

- Taranaki is an attractive place to work, do business and to visit
- The region is a birthplace of innovation and ideas, where technological developments and opportunities for added value are capitalised on
- Taranaki’s strengths are recognised and diversification of business and industry is valued and encouraged
- There is a high level of employment and adequate incomes for all
- Development and population growth in the region is encouraged but managed in a manner that does not compromise the natural or social environment
- People are confident and are happy to invest in the future

Indicators

Seven indicators are used in this section. Together, these indicators present a picture of people’s access to employment, how financially rewarding employment is and the growth of the region.

Data sources: Statistics New Zealand Quarterly Regional Review 2000 – 2007; National Bank Trend Reports 2007; 2006 Census Data; Venture Taranaki; Household Labour Force Survey; & New Zealand Income Survey 2000 - 2006.

Indicator 1: Regional GST

Relevance

Net GST is used as measure to monitor the performance of industries in the

Taranaki region and hence the level of economic activity in the region.

The measure adds together the sales of the primary¹³, secondary¹⁴ and tertiary¹⁵ sectors and subtracts the purchases from these sectors.

The measure should be used with caution as the results have been released from Statistics New Zealand as an experimental series while methodologies are still to be refined and fitness for use is assessed.

Current level & trends

The total Net GST for Taranaki in 2006 (i.e. the 12 month calendar year period) stood at \$3711.2 (million) an increase of 4.6% from the \$3546.6 (million) recorded in 2005. Nationally, Net GST increased by 6.9% over the same period (refer to **Table 12**).

Table 12: Net GST \$ (million) – Comparative – 2004 - 2006

	2004	2005	2006
Taranaki	2923.7	3546.6	3711.2
% change		+21.3	+4.6
NZ	128051.3	137428	146886
% change		+7.3	+6.9

Source: Statistics New Zealand, Taranaki Region Quarterly Review, 2004 – 2006.

¹³ Primary sector includes ‘Agriculture, Forestry & Fishing’ & ‘Mining’ industries.

¹⁴ Secondary sector includes ‘Manufacturing’, ‘Electricity’, Gas & Water Supply’ and ‘Construction’ industries.

¹⁵ Tertiary sector includes ‘Wholesale trade’, ‘Retail Trade’, ‘Accommodation, Cafes & Restaurants’, ‘Transport & Storage’, ‘Communication Services’, ‘Finance & Insurance’, ‘Education’, ‘Property & Business Services’, ‘Government Administration & Defence’, ‘Health & Community Services’, ‘Cultural & Recreational Services’ and ‘Personal & Other Services’ industries’.

Indicator 2: Economic activity: National Bank Trend Report

Relevance

This indicator measures economic activity through a number of indicators including employment, business growth and business confidence.

Current level & trends

Taranaki was the second slowest growing region over the June 2006 – June 2007 period, recording an economic growth rate of 1.7% (refer to **Figure 10**).

However, since 2004 Taranaki has consistently been above the national growth rate (refer to **Figure 11**), with the exception of the Year-On-Year Growth results for March and June 2007.

The economic growth rate for the period was the lowest annual rate of increase for Taranaki since March 2001 (refer to **Figure 11**), making it clear the region's growth in the preceding three years has stabilised.

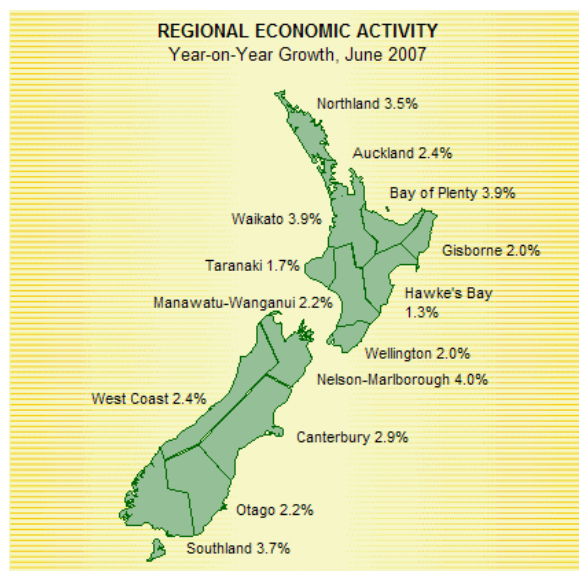


Figure 10: Regional economic activity – year-on-year growth (June 2006 - June 2007)

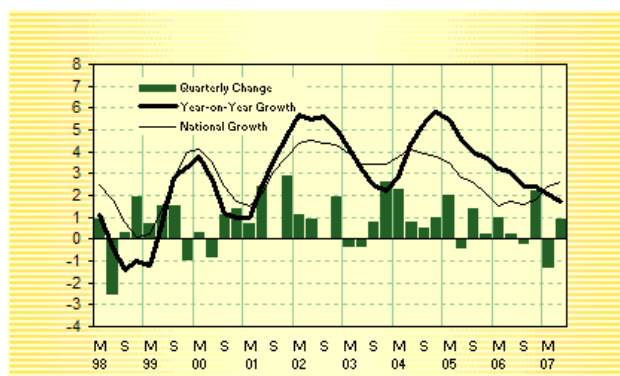


Figure 11: Year-on-Year Growth for Taranaki & Nationally (March 1998 – June 2006)

Source: National Bank Regional Trend Report, June 2007.

As reflected in **Figure 11** above Taranaki has generally matched that or been consistently higher than the national growth rate, with the exception of the following periods: late 1998, 2003, March 2007 and June 2007.

Indicator 3: Employment rate

Paid employment is a major factor determining personal income, which in turn determines the ability to purchase goods and services. It also affects health, housing, education, and crime outcomes. People often define themselves by employment status and thus employment is also related to the ability of people to participate and have a sense of belonging in their community

Relevance

The employment rate is the best available indicator of the prevalence of paid employment. It is the proportion of the population aged 15-64 that is employed for at least one hour per week. It is affected by trends in both unemployment and labour force participation (proportion of the working-age population either employed or unemployed).

Current level & trends

The Taranaki employment rate stood at 66.9% during the year to June 2007 period, up 2.2% from the 64.7% recorded the year before.

In comparison, the national rate was 65.9% for the year to June 2007, up 0.1% from the 65.8% recorded the year before (refer to **Figure 12**).

The number of employees in the Taranaki region stood at 58,000.

While both male and female employment rose, most of the overall movement continues to be due from an increase in female employment.

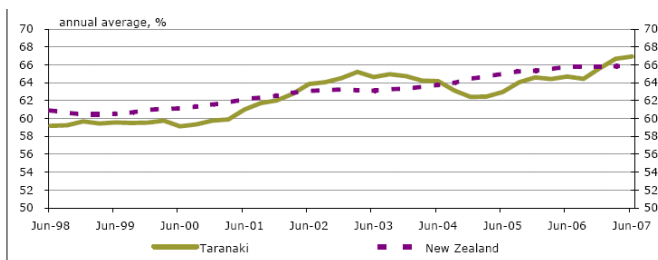


Figure 12: Regional and national trends in the employment rate June 1998 – June 2007

Source: Department of Labour & Ministry of Social Development, Quarterly Regional Labour Market Update, June 2007.

Indicator 4: Unemployment rate

The unemployment rate is the number of unemployed people expressed as a percentage of the labour force.

It is an important reflection of overall economic conditions and may give a sense of the ease with which people are able to move into employment.

Current level & trends

The region's unemployment rate stood at 3.5% in the year to June 2007; unchanged from that recorded the previous year. In

comparison, the national average unemployment rate was 3.7% for the year to June 2007, also unchanged from that recorded in the previous year (refer to **Figure 13**).

The number of unemployed people in the region (as measured by the official statistics) is estimated at 2,100 for the year to June 2007.

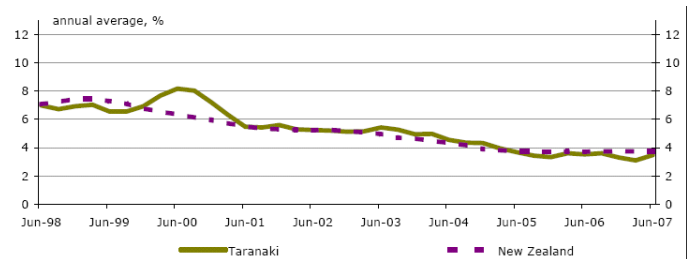


Figure 13: Regional and national trends in the unemployment rate June 1998 – June 2006

Source: Department of Labour & Ministry of Social Development, Quarterly Regional Labour Market Update, June 2007.

Survey of key personnel in community and social agencies¹⁶ – Employment

The view of the key informants was that the availability of employment and the variety of work opportunities in Taranaki is better and improving. With increasing job opportunities and subsequent low unemployment, *“opportunities are available for those willing to work”*. This is reflected in the fact that Taranaki is a net receiver of investment and skilled migration with *“a lot of people coming to Taranaki to work and set up businesses”*. According to the respondents, in the main *“there is no need for anyone to be without work”*. The Taranaki economy is doing well and the job market reflects this. *“The vacancies page is getting bigger in the paper”*.

¹⁶ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

In particular respondents highlighted the following successes:

1. Support for apprenticeships
2. An increase in the number of disabled people entering employment
3. Low unemployment figures.

However, four areas of concern were identified:

1. Lack of diverse employment opportunities in rural areas
2. Generational unemployment
3. Changing nature of unemployment (i.e. an increase in the number of individuals on a sickness benefit)
4. Dependence on Work and Income.

Indicator 5: Income

Income is a key indicator of individual, family and community wellbeing. Income levels indicate the ability of people to purchase essential and non-essential goods and services including food, housing, health, education, leisure and transport.

Average hourly earnings

Relevance

Average hourly earnings from wage and salary jobs is an indicator of the financial return from paid employment, independent of the number of hours worked.

Current level

As at March 2007, Taranaki employees earned an average of \$22.31 per hour, representing an 8.6% (or \$1.76) increase from March 2006. This increase compares with a 4.6% increase for the whole of New Zealand over the same reporting period.

The national average for New Zealand employees as at March 2007 was \$22.63

per hour, compared to \$21.63 recorded in March 2006 (refer to **Table 13**).

Table 13: Average hourly earnings in Taranaki (TKI) & New Zealand (March 2006 – March 2007)

	TKI (\$)	NZ(\$)
March 2006	20.55	21.63
June 2006	21.02	21.90
Sept 2006	21.43	22.24
Dec 2006	21.51	22.40
March 2007	22.31	22.63

Source: Statistics New Zealand, Taranaki Region Quarterly Review, 2006-2007.

In March 2007, males and females in Taranaki region earned an hourly rate of \$24.37 and \$19.45 respectively, representing an increase of 4.5% for males and 8.5% for females from March 2006. The national average for males was \$24.05 and \$20.85 for females (refer to **Table 14**).

Table 14: Average hourly earnings in Taranaki (TKI) & New Zealand (March 2005 – March 2007)

	TKI(\$)		NZ(\$)	
	Male	Female	Male	Female
March 2005	20.78	17.04	21.89	18.89
June 2005	21.87	17.23	22.31	19.32
Sept 2005	21.83	17.35	22.57	19.45
Dec 2005	22.07	17.69	22.83	19.54
March 2006	22.37	17.92	22.96	19.97
June 2006	23.07	18.16	23.35	20.08
Sept 2006	23.46	18.55	23.81	20.32
Dec 2006	23.67	18.57	23.96	20.50
March 2007	24.37	19.45	24.05	20.85

Source: Statistics New Zealand, Taranaki Region Quarterly Review, 2005 – 2007.

Average weekly income

Average weekly income is an indicator of the financial return from work and is reflective of the wealth of the region.

Current level

As at June 2006, people in the Taranaki region had an average weekly income of

\$602.0 per week, 1.3% lower than the national average of \$610.0 per week.

The average weekly income for people in the Taranaki region increased by 6.5% between June 2005 and June 2006. The average weekly income for people in New Zealand increased by 4.1% over the same reporting period.

Average weekly income in Taranaki rose from \$452.0 in June 2001 to \$602.0 in June 2006, while the average weekly income for New Zealand as a whole rose from \$474.0 in June 2001 to \$610.0 in June 2006 (refer to **Table 15 & Figure 14**).

Table 15: Average weekly income in Taranaki (TKI) & New Zealand (June 2000-2006)

	TKI(\$)	NZ(\$)
2000	339.0	442.0
2001	452.0	474.0
2002	497.0	514.0
2003	526.0	540.0
2004	501.0	554.0
2005	565.0	586.0
2006	602.0	610.0

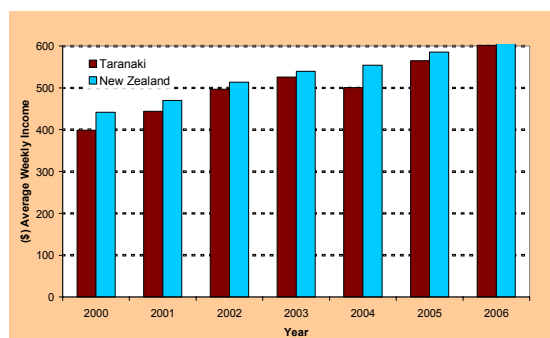


Figure 14: Average weekly income in Taranaki and New Zealand (June 2000 – June 2006)

Source: Statistics New Zealand, Taranaki Regional Quarterly Review, 2000-2006.

Median household income

Relevance

Median household income is an indicator of family welfare within the region.

A region with a high level of household income will have a greater capacity to deliver a better quality of life and standard of living to its people.

Current level

As at June 2006, the median household income for Taranaki was \$44,700 per year; below the national rate of \$51,400 (refer to **Table 16 & Figure 15**).

The median household income for Taranaki has risen by 17.6% since 2001, while the median income for New Zealand has risen by 14.5% over the same reporting period.

Table 16: Median household income Taranaki & New Zealand (2001 & 2006)

	TKI(\$)	NZ(\$)
2001	38,012.0	44,876.0
2006	44,700.0	51,400.0

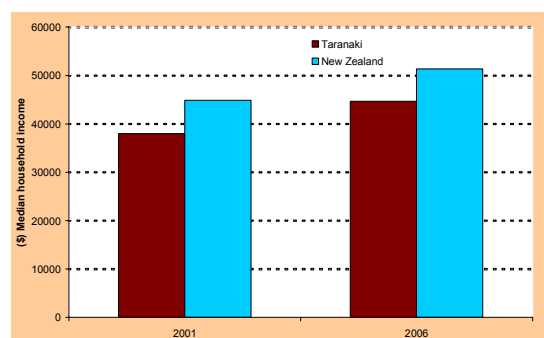


Figure 15: Median household income in Taranaki & New Zealand (2001 & 2006)

Source: Statistics New Zealand, New Zealand Census Data, 2001 & 2006.

Indicator 6: Business confidence

Relevance

Business confidence is a key indicator of current and future business behaviour and growth in the region.

This indicator briefly summaries the results of Venture Taranaki's six-monthly

survey of Taranaki businesses¹⁷. Its purpose is to monitor the local economic climate and key issues that affect businesses. The survey was undertaken in May 2007.

The survey was sent to 1000 Taranaki businesses. A total of 190 businesses participated in the survey.

Note: the survey was conducted prior to the announcement of an increased payout to dairy farmers by Fonterra Co-operative and at a time of a significantly high New Zealand dollar.

Current level & trends

The majority of Taranaki businesses remain confident about the national economy according to the Venture Taranaki survey.

Venture Taranaki's six monthly survey¹⁸ showed 46.3% of the 190 respondents believe conditions will stay the same, while 22.1% think the economy will improve. 28.9% of those who were surveyed anticipate that the economy will slow down and deteriorate.

In comparison to the previous six monthly survey, there is a small shift away from those that believe in the status quo, and a stronger belief that conditions will either improve or deteriorate.

The agriculture industry appears the most optimistic, while the manufacturing, health, transport and retail are the most pessimistic/cautious in relation to the economic climate and potential impacts in the coming 12 months. Businesses based in South Taranaki appear more optimistic (relative to New Plymouth and/or Stratford) regarding conditions in their

¹⁷ Venture Taranaki, *Business Survey*, June 2007.

own industry in the coming 12 months, as well as the New Zealand economic climate generally.

Factors of greatest concern to Taranaki businesses at present include:

- Price of fuel
- Government regulations
- Wages/staff costs
- Labour availability
- Interest rates

Indicator 7: Net business growth by industry type: number of businesses, FTEs

Relevance

Net business growth is a key indicator of the diversity of the region's economic base and future growth trends.

Vigorous business growth is a sign of a healthy local economy.

Current level

A total of 8,609 businesses were located within the Taranaki region as at February 2006, representing 2.3% of all businesses in New Zealand. This compares with a total of 7,503 businesses in February 2003 and represents a growth rate of 14.7% over the three year period. The growth rate was slightly below the national rate for New Zealand (a 16.8% increase).

The principal industry within the Taranaki region was the property and business services industry, which accounted for 32.0% of all businesses within the region. The next most significant industries within the region were the retail trade industry (12.3%), construction (11.2%), manufacturing (6.6%) and agriculture, forestry and fishing¹⁹ (5.4%).

¹⁹ Excludes agriculture production.

Full-Time Equivalent – Employees by industry

The largest industry within Taranaki in terms of employees in 2006 was the manufacturing industry, which employed 20.2% of all employees in the region. The retail industry employed a further 14.0% of total employees in the region, health and community services employed 11.8%, property and business services employed 10.0%, construction employed 7.7% and education employed 6.8%. (refer to **Figure 16**).

The percentage of individuals employed per industry has remained largely unchanged over the 2000 – 2006 reporting period (refer to **Table 17** & **Figure 16**).

In 2000 the manufacturing industry employed 25.5% of all employees in the region, the retail industry employed 14.1%, health and community services employed 9.1%, property and business services employed 9.3%, construction employed 7.5% and education employed 7.4%.

Table 17: Employees by Industry in Taranaki 2000 & 2006

	2000 (%)	2006 (%)
Manufacturing	25.5	20.2
Retail trade	14.1	14.0
Health & Community Services	9.1	11.8
Property & Business Services	9.3	10.0
Construction	7.5	7.7
Education	7.4	6.8
Wholesale trade	4.7	4.6
Accommodation, Cafes & Restaurants	4.3	6.0
Transport & storage	4.1	3.7
Personal & other services	3.3	3.1
Government admin & defence	2.2	2.6
Cultural & recreational services	1.7	2.2
Agriculture, Forestry & Fishing	1.8	1.4
Mining	1.7	2.7
Finance & Insurance	1.5	1.5
Communication services	1.0	1.0
Electricity, Gas & water supply	1.0	0.8

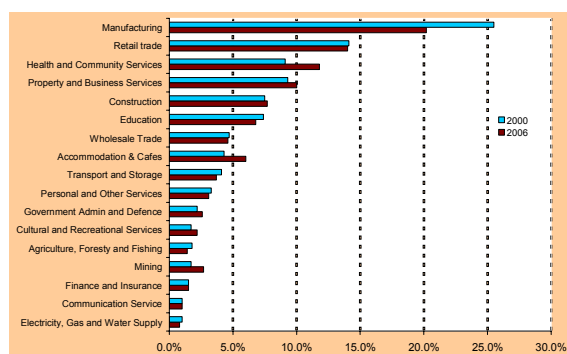


Figure 16: Employees by industry in Taranaki 2000 & 2006

Source: Statistics New Zealand, Taranaki Regional Quarterly Review, 2000 & 2006.

Skilled Taranaki

A region that values and supports learning so that all people can play a full and active role in its social, cultural and economic life

The elements of a “Skilled Taranaki” are as follows:

- Learning and the creation of knowledge is valued
- High quality education and training opportunities exist with strong links between business, schools and training institutions. There is excellent pre-school, primary and secondary education with superb teachers and literary programmes
- A wide range of innovative education and training opportunities are accessible to people of all ages
- A supportive and responsive learning environment exists where people are encouraged to participate
- The workforce has the skills to meet the needs of the region’s employers

Indicators

There are five indicators used in this section. Together these indicators present a picture of the skill base available in the Taranaki economy and the acquisition of knowledge and skills by members of the Taranaki region at a particular point of time in their lives.

Understanding the state of education provides an insight into the knowledge and skills of the members of the Taranaki region as they apply these to improve their quality of life.

The associated positive economic benefits from higher levels of education are well documented. Regions with a highly educated population are more likely to have a population on higher incomes

compared to regions with a less educated population.

Data sources: Taranaki School Leavers Research 2006, Work & Income New Zealand; Tertiary Education Commission; Education Taranaki; The Social Report 2005, Ministry of Social Development; Ministry of Education School Leavers Report 2006; and the Department of Labour.

Indicator 1: Highest level of educational/vocational qualification obtained

Relevance

The educational attainment of the adult population is an indicator of the skills & knowledge available to the Taranaki economy from among the adult population.

Currently level & trends

In 2005, 74% of the population of Taranaki aged 25-64 had attained an educational qualification of upper secondary level²⁰ or above. This compares with a national average of 75.5%

Table 18: Education attainment for Taranaki, by ethnicity, gender & age (2005)

	Value(%)
Non-Maori	76.0
Maori	57.6
Male	74.7
Female	73.4
25-44	79.3
45-64	69.4

Source: Ministry of Social Development, Regional Indicators Report, 2006 & Ministry of Social Development, Social Report, 2006.

²⁰ School leavers with NCEA level 2 with at least 14 credits or with Sixth Form Certificate in at least one subject.

The recorded rate of females attaining an upper secondary qualification is lower than the rate for males in Taranaki. The lower rate of female achievement reflects a nationwide trend.

The recorded rate for Maori attaining upper secondary qualifications is lower than the rate for non-Maori, this is also reflective of a nationwide trend.

Slightly higher rates of educational attainment are found in the younger age groups (25-44) than the older age group (refer to **Table 18**).

Indicator 2: % of year 11 students who attain NCEA Level 1 qualifications

Relevance

Obtaining the NCEA level 1 qualification requires students to obtain a minimum number of credits in areas that test literacy and numeracy skills. The percentage of year 11 students who attain the NCEA level 1 qualification is therefore an indicator of the proportion of students in Taranaki that possess basic literacy and numeracy skills.

The indicator can highlight future education problems, skill shortages and employment issues.

Current level & trends

In Taranaki in 2006, 61.7% of all year 11 students obtained the NCEA level 1 qualification. This is an increase of 1.4% from the rates recorded in 2005.

The national rate recorded for year 11 students obtaining the NCEA level 1 qualification was 59.3% in 2006. This is an increase of 2.8% from the rates recorded in 2005. Over the last four years the rates of NCEA level 1 attainment in Taranaki have consistently been higher than the national rates recorded (refer to **Table 19**).

Table 19: % of year 11 students who attained NCEA Level 1 Qualifications – Taranaki (TKI) & New Zealand (2003 – 2006)

	TKI (%)	NZ (%)
2003	60.3	52.5
2004	66.1	55.4
2005	60.3	56.5
2006	61.7	59.3

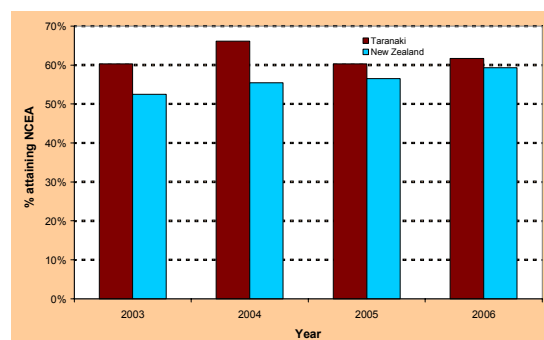


Figure 17: % of year 11 students who attained NCEA Level 1 Qualifications – Taranaki & New Zealand (2003 – 2006)

Source: Ministry of Social Development, Regional Indicators Report, 2006 & Ministry of Social Development, Social Report, 2006.

% school leavers with no qualifications

Relevance

Those who leave school early with no qualifications are at a much greater risk of unemployment or vulnerability in the labour force and of having low incomes.

Current level & trends

This measure shows the number of school leavers without qualifications as a percentage of all school leavers.

The national proportion of students leaving with no formal qualifications has dropped from 15% in 2003 to 12.9% in 2005. This makes the proportion in this category the lowest nationally over the past 13 years. Taranaki's proportion is also decreasing, having recovered from the fluctuation of 2003 to 14.4%, its lowest

figure since 2001 (refer to **Table 20** & **Figure 18**).

Table 20: Percentage of school leavers with no formal qualifications Taranaki (TKI) & New Zealand (2004)

	TKI (%)	NZ (%)
2000	18.0	17.0
2001	14.0	17.0
2002	15.0	18.0
2003	20.0	15.0
2004	15.0	13.0
2005	14.4	12.9

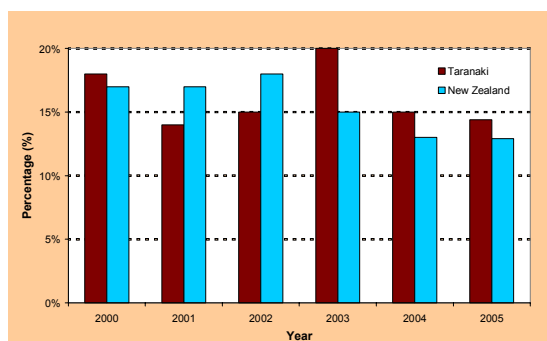


Figure 18: Percentage of school leavers with no formal qualification Taranaki & New Zealand (2000 – 2005)

Source: Work and Income New Zealand & Education Taranaki, Taranaki School Leavers Research, 2006.

When compared to other regions within New Zealand, Taranaki is in the top third of those leaving with no formal qualifications (refer to **Figure 19**).

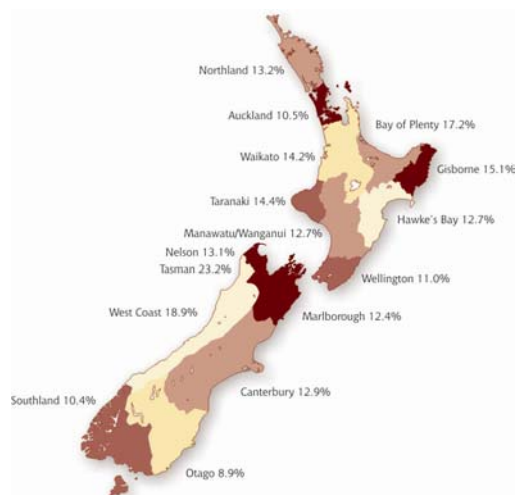


Figure 19: School leavers with no formal qualification by region (2005)

While Taranaki is in the top third of those leaving school with no formal qualifications, Taranaki has over the last three years improved in its ranking and is at the lower end of the top third (twelfth out of the sixteen regions).

Over the past six years an annual average of 16% of young people left Taranaki secondary schooling with no qualifications. Among these, Maori school leavers are over-represented.

In 2005 Maori students leaving secondary schools in this region made up 23% of all school leavers, but represented 25.7% of students leaving with no formal qualifications.

Indicator 3: % of children participating in early childhood education

Relevance

Evidence from New Zealand and international research shows that early years of childhood education are vital to a child's development and future ability to learn.

Childhood programmes prepare young children socially, physically and academically for entry into primary school education and can help narrow the achievement gap between children from low-income families and those from high-income families.

Current level & trends

The early childhood participation rate for Taranaki in 2006 was 106.4%²¹, an increase of 11.1% from the 95.3% recorded in 2005.

Source: Ministry of Education, Education Statistics New Zealand 2006, August 2007.

²¹ Note: the measure takes into account children who may be attending two or more centres, therefore attendance may be greater than 100%.

Indicator 4: Number of people participating in continuing education

Relevance

The acquisition of higher education qualifications provides individuals with skills and knowledge that allow them more options to participate in society and in the economy.

Current level & trends

Year to date figures for 2006 in Taranaki recorded a total of 7,220 Taranaki students in continuing education.

This is broken up into the following categories:

Modern Apprenticeships: 317 students

Industry Training Agreements: 4,424 students

Targeted training - training opportunities: 414 students

Targeted training - youth training: 347 students

Western Institute of Technology: 1,500 full-time students

The Pacific International Hotel Management School: 100 students

Practical Education Institute: 118 local students

Source: Tertiary Education Commission, Taranaki Branch, 2007.

Survey of key personnel in community and social agencies²² – Education

According to the key informants, the provision of primary and secondary education is seen as getting better in Taranaki. In particular, the provision of education for students who are achieving is improving with more options and varieties of response, there is more encouragement to keep children within the school system than in the past and the dramatic increase in the availability and quality of early childhood education has improved learning opportunities. Improvements were also identified as occurring in Māori language provision.

However, the following were identified as areas of concern in terms of the provisions of primary and secondary education in Taranaki:

1. Need to increase the provision of alternative education for non-academic students
2. An increase in school suspensions
3. Lack of attendance register for children constantly changing schools is a lost opportunity to flag families at risk and potential learning and behaviour problems
4. The lack of consultation utilised by the Department of Education for recent rural school closure
5. The lack of male teachers in primary schools creates an imbalance in primary school education without male role models.

²² Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

Survey of key personnel in community and social agencies²³ – Continuing Education & Training

The view of the key informants was that, the provision of Tertiary Education and Training in Taranaki is getting better. Youth training initiatives and the Mayors' Task Force for Jobs initiative to reduce youth unemployment by 2006 have made positive inroads. The educational opportunities that exist in Taranaki were seen as meeting the needs of large section of the employment market, but the core industries of petroleum and agriculture were not perceived as being adequately provided for and WITT was criticised for not providing training for some specific skill needs.

The government policy to support apprenticeships was welcomed because it will help to address the educational needs of early school leavers and non-academic students. It was noted that to access tertiary education individuals need to be able to afford the cost, have transport and access to childcare facilities.

However, two areas of weakness were identified as:

1. Lack of training facilities for single mothers 25+
2. The weakness of some Work and Income training courses.

The role and achievements of WITT and Te Wananga o Aotearoa were commented on by many respondents. While Te Wananga has provided an entry point to education in the region it is not seen as a provider of high level skills. WITT has failed to address some of the regions skill

²³ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

needs and its impact is seen as being too limited.

Survey of key personnel in community and social agencies²⁴ - Availability of skills

According to the key informants the availability of skills in Taranaki is getting worse. According to the respondents certain skill shortages in Taranaki are not being addressed. In particular, the lack of trades people, medical workers, care workers, lawyers and petroleum workers were seen as high needs. The skill deficit within the region is attributed to hesitance on behalf of employers to provide on the job training and the lack of locally provided tertiary courses to address certain skill needs. This results in skilled emigration of the region's young people who attend university or seek employment elsewhere.

However, the following initiatives to address skills shortages were acknowledged:

1. Initiatives to attract skilled youth back to the region through tax incentives and assistance with university loans
2. Recent change in support of apprenticeships for trades.

Indicator 5: Skills shortage survey

Relevance

The indicator provides insights into skills shortages in Taranaki. It aims to identify which skilled occupations are in shortage, and to better understand the supply and

²⁴ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

demand forces contributing to these shortages.

The Department of Labour Job Vacancy Monitoring Programme

The Department of Labour carries out research on job vacancies within New Zealand on a monthly basis.

The research involves scanning the job vacancy pages of 25 daily newspapers on the first Saturday of each month and covers three broad areas: highly skilled, skilled and semi-skilled/elementary.

The research also involves a survey of employers who have recently advertised to recruit employees.

Current Level – Taranaki

Advertised vacancies in Taranaki grew by 12.8% in the year to June 2007, compared with a fall of 6.4% at the national level [refer to **Figure 20**].

Advertisements for highly skilled (legislators/administrators/managers & professionals) in Taranaki grew by 36.2% in the year to June 2007.

Advertisements for skilled (associate professionals/technicians & trades workers) occupations in Taranaki grew by 8.4% in the year to June 2007.

Advertisements for semi-skilled/elementary (clerks, services/sales workers, agriculture/fishery workers, plant/machinery operators & elementary) occupations in Taranaki grew by 7.9% in the year to June 2007.

Taranaki experienced one of the highest growth rates in job vacancies over the last two reporting periods (the year to June 2006 & June 2007 - refer to **Figure 20**).

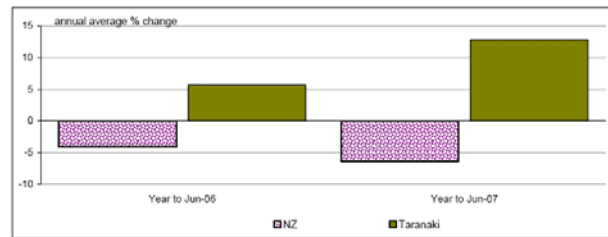


Figure 20: Taranaki and New Zealand trends in vacancy counts June 2006 & June 2007

Source: Department of Labour, Job Vacancy Monitor (JVM), June 2007.

Connected Taranaki

A region that delivers accessible and integrated infrastructure, transport and communication systems which meet the needs of residents, businesses and visitors

The elements of a "Connected Taranaki" are as follows:

- Effective, efficient, safe and reliable infrastructure is provided and maintained
- High quality communication systems, information technologies and distribution networks exist
- The land transport system is safe and responsive
- The strategic value of the region's state highways is recognised and provided for and local roading networks are maintained and enhanced where appropriate
- The capabilities of Port Taranaki and the region's airport and rail network to service the needs of the region, are maintained and where appropriate enhanced
- The public transport system is reliable, safe and accessible to all who need it

Indicators

Three indicators are used to measure Taranaki's level of connectedness. Together, the indicators measure opportunities for and the actual level of connection between the Taranaki community and the rest of the world.

Data Sources: The Social Report 2005, Ministry of Social Development; Vodafone; Telecom; National Land Transport Programmes, 2000/01-2004/05, 2001 & 2006 Census Data; Land Transport New Zealand & Taranaki's Territorial Authorities.

Indicator 1: Phone (including cell) and internet connections and coverage (people and area)

Relevance

Being able to communicate and interact easily in the absence of frequent face-to-face contact helps maintain social connectedness and increases the size of the domestic market for which local businesses can trade in.

Current level

Telephone access

In March 2006, 91.3% of Taranaki households recorded that they had access to a telephone in their home, down 5.1% from the rate recorded in 2001.

The national rate for telephone access was recorded at 91.6%, down 4.4% from the rate recorded in 2001.

The decrease in telephone access appears to be directly linked to the increase in cellphone access as detailed below.

Source: Statistics New Zealand, New Zealand Census Data, 2001 & 2006.

Cell phone access

In March 2006, 72.0% of Taranaki households recorded that they had access to a cellphone, this compares with the national rate of 74.2%.

Source: Statistics New Zealand, New Zealand Census Data, 2006.

Cell phone coverage

Telecom and Vodafone are the two providers of cell phone networks throughout New Zealand and Taranaki.

Full cell phone coverage [100% coverage] in Taranaki is only available in the major townships throughout the region.

Elsewhere, coverage is provided for to varying degrees [refer to **Figure 21**].

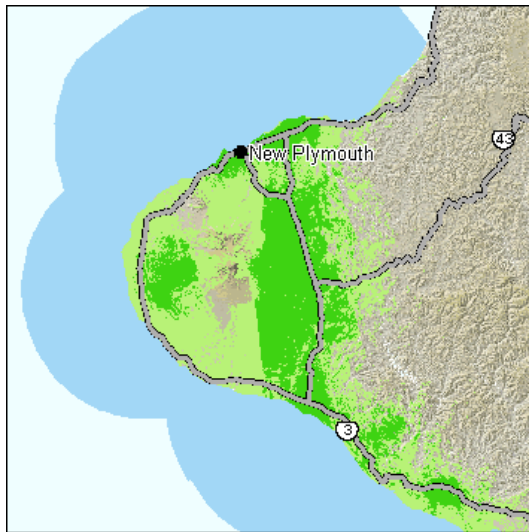


Figure 21: Cellphone coverage in Taranaki 2006

Key to maps

- 100% coverage
- 80 - 85% coverage
- Marine coverage
- No coverage

On a regional comparison it would appear that Taranaki has a relatively high range of coverage [refer to **Figure 21**].



Figure 22: cell phone coverage in New Zealand (2006)

Source: Telecom New Zealand and Vodafone New Zealand, 2007.

Internet access

In March 2006, 54.5% of Taranaki households recorded that they had access to the internet, up 16.7% from the rate recorded in 2001.

The national average for internet access was recorded at 60.5%, up 22.1% from the rate recorded in 2001.

Source: Statistics New Zealand, Census Data, 2001 & 2006.

Indicator 2: Number of road based fatalities and injuries

Relevance

Road deaths are a major cause of premature death, especially among young adults. Deaths, injuries and disability resulting from motor vehicle crashes can inflict considerable pain and suffering on individuals, families and communities, as well as on other road users, emergency service providers and health workers.

Current level & trends

Over the last six years deaths and injuries on the Taranaki roads have continued to fluctuate.

Road deaths

In 2006, a total of 12 deaths were recorded in Taranaki, a decrease of 7.7% from the 13 recorded in 2005 (refer to **Figure 23**).

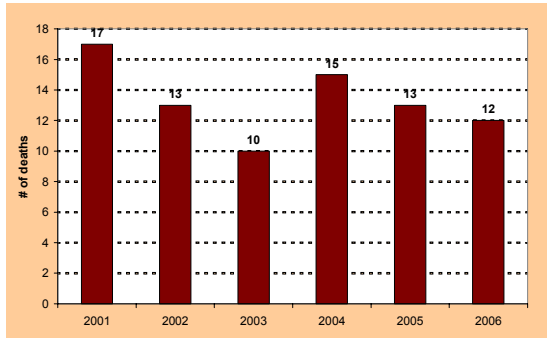


Figure 23: Road deaths on Taranaki roads (2001 – 2006)

Source: Land Transport New Zealand, 2001-2007.

The road deaths in Taranaki in 2006 accounted for 3.0% of the total New Zealand road deaths.

Per 100,000 of population Taranaki recorded a rate of 11.5 road deaths, compared with a national average of 13.8.

Taranaki was ranked fourth on a regional comparison of road deaths per 100,000 of population [refer to **Figure 24**].

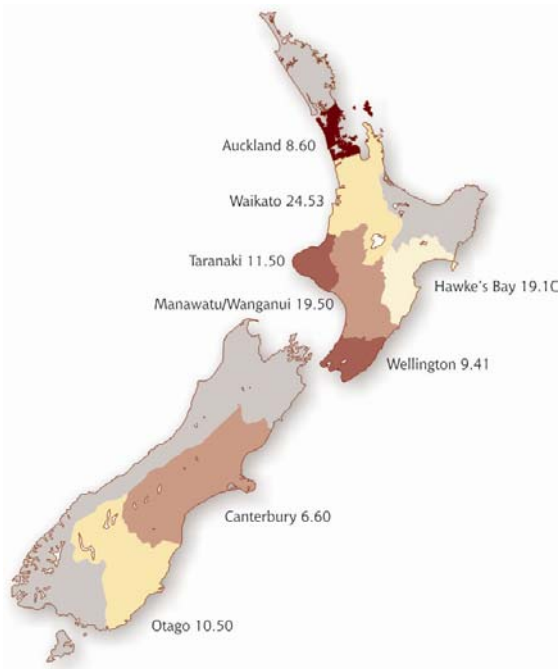


Figure 24: Road deaths per 100,000 of population (2006)

Source: Land Transport New Zealand, 2006 & 2007.

Road Injuries

In 2006, a total of 409 injuries were recorded as a result of motor vehicle accidents on Taranaki roads. The total rate was made up of 58 serious and 351 minor injuries [refer to **Table 21**].

Table 21: Road injuries on Taranaki roads – Minor injuries and serious injuries

	Minor	Serious
2000	274	79
2001	330	72
2002	376	52
2003	359	73
2004	297	84
2005	329	58
2006	351	58

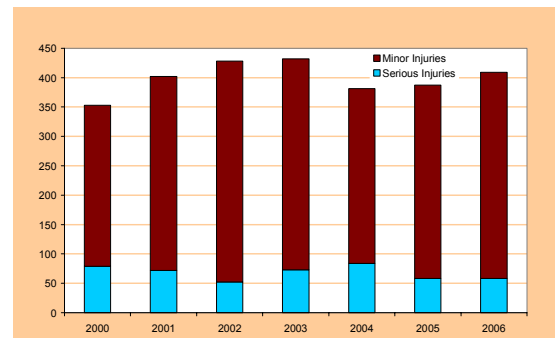


Figure 25: Injuries on Taranaki roads (2000 – 2006)

Source: Land Transport New Zealand, 2000 -2007.

The road injuries in Taranaki in 2006 accounted for 2.6% of the total New Zealand injuries.

Per 100,000 of population Taranaki recorded a rate of 390.7 road injuries, compared with the national average of 521.4.

Taranaki was ranked fifth on a regional comparison of road injuries per 100,000 of population [refer to **Figure 26** over leaf].

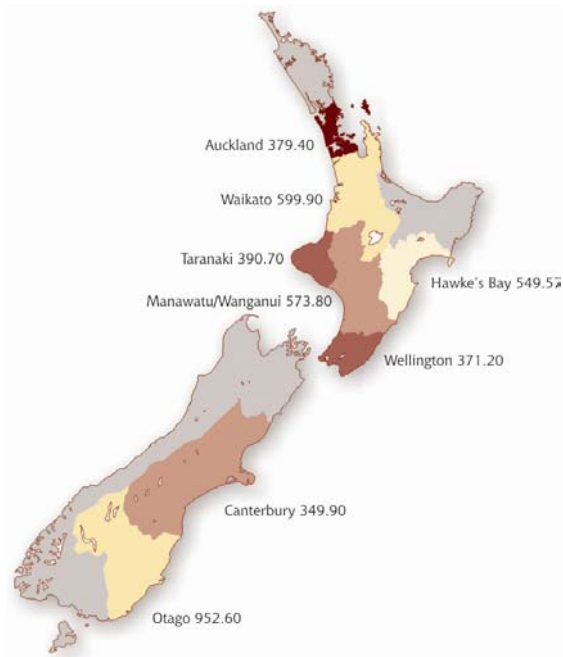


Figure 26: Road injuries per 100,000 of population (2006)

Source: Land Transport New Zealand, 2006 & 2007.

Indicator 3: Level of investment in infrastructure as % of value of the assets

Relevance

The level of investment in infrastructure as a percent of the value of assets provides a useful predictor of future road quality and related injuries and/or deaths.

Current level

Local roads

For the 2006/2007 period, local roads expenditure for the Taranaki region totalled \$32,602,370.

Total roading assets as valued by the district councils totalled \$210,733,890.9

Therefore the level of investment as a percentage of the value of assets stood at

15.5%, up from the 8.4% recorded in the 2004/2005 financial year.

Source: New Plymouth District Council's Annual Report 2006/2007, South Taranaki District Council's Annual Report 2006/2007 & Stratford District Council's Annual Report 2006/2007.

State highways

Note: At the time of producing this report the data on the value of state highways in Taranaki was not available.

However, data on funding allocations was available and is depicted in **Figure 27**.

The funding allocation for 2005/2006 stood at \$19,384,500.

As illustrated in **Figure 27** expenditure on local roads has been consistently higher than expenditure on state highways.

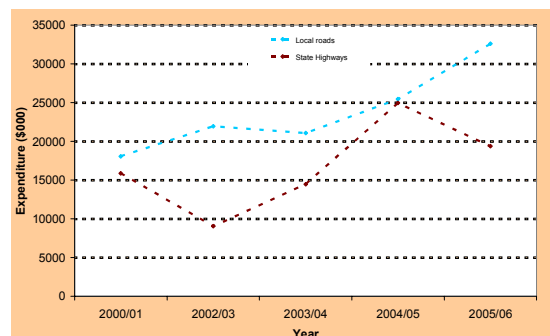


Figure 27: Roading expenditure – local roads versus state highways (2000/01 – 2005/06)²⁵

Source: Land Transport New Zealand, Network Statistics, June 2006 & New Plymouth District Council's Annual Report 2006/2007, South Taranaki District Council's Annual Report 2006/2007 & Stratford District Council's Annual Report 2006/2007.

²⁵ The funding allocations are made up of Land Transport New Zealand's contribution and an approximation of road controlling authorities (territorial authorities and transit New Zealand's) contribution as outlined in the National Land Transport Programmes.

There is no widely accepted benchmark for the level of investment. The level of investment depends on a number of variables – topography, climate, level of use and heavy vehicle usage

Indicator 4: % of population that has access to public transport

Awaiting information

Indicator 5: Community survey – satisfaction with management of natural & built environment

Awaiting survey – 2008/09

Survey of key personnel in community and social agencies²⁶ – Road Safety

There were mixed views among the key informants on road safety in Taranaki. While accident statistics reflect that accidents are decreasing, thus getting better, there are remaining issues concerning road safety in the region. In particular respondents identified intolerance on the roads in Taranaki and a lack of driving skills as major issues.

Positive initiatives which improve safety on the Taranaki roads were identified as:

1. Safety classes for older drivers
2. Infrastructural improvements that improve driving conditions
3. WOF testing helps improve car quality and road safety

However, road conditions which undermine safety were identified as:

1. Quality of roads and footpaths affects accessibility for disability scooters
2. Lack of responsiveness of Transit New Zealand to address problems which affect safety
3. The lack of access routes for large vehicles remains an issue in New Plymouth resulting in heavy traffic transiting through busy areas.

Survey of key personnel in community and social agencies²⁷ – Public Transport

The reaction from key informants to this particular question gained very definite and different responses depending on the origin of the respondent. In New Plymouth public transport was seen as serving the needs and demands of the populace adequately. However, outside of New Plymouth respondents considered that there is limited public transport and that transport needs are not being addressed.

The lack of adequate public transport outside of New Plymouth affects the following groups:

1. Older people
2. Youth
3. Disabled

Other issues that were raised in relation to public transport provision in Taranaki were:

1. Times and scheduling makes public transport unusable in South and Central Taranaki

²⁶ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

²⁷ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

2. The lack of transport affects the most vulnerable in the community

Survey of key personnel in community and social agencies²⁸ – Infrastructure

There was a resounding vote of confidence and satisfaction with the provision of infrastructure in Taranaki from the key informants. The informants felt that Taranaki was very well off in terms of the provision of infrastructure.

Infrastructure is being updated constantly and its level and quality is seen as having kept with the times. There is continuous maintenance of all council services which are improved.

However, a number of minor local issues were identified.

Survey of key personnel in community and social agencies²⁹ - Access to Local Services and Facilities

The views of the respondents varied according to location and were as follows:

1. New Plymouth has an acceptable level of public transport and access to services and facilities are high
2. In Waitara there is a higher reliance on public transport to access services, this proves problematic due to the inefficiency of current public transport provisions
3. In South Taranaki the provisions of services and facilities are not seen as being sufficient especially for older people and the disabled

4. In Central Taranaki, the community feels left out in terms of local services and the provisions of facilities, one significant issue is the loss of doctors in some areas.

The respondents identified an increasing gap between urban and rural areas with a trend for a decreasing level of local services and facilities in rural areas.

²⁸ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants and four focus group meetings were held.

²⁹ As above.

Sustainable Taranaki

A region that appreciated its natural environment and its physical and human resources in planning, delivery and protection

The elements of a “Sustainable Taranaki” are as follows:

- There is a sustainable use, development and protection of resources
- Taranaki’s land and soil, water, air and coast, its biodiversity and its natural features and landscapes are understood, valued, maintained and enhanced for future generations
- Animal and plant pests and biosecurity risks in the region are appropriately managed
- Taranaki’s historic heritage is identified, recognised and protected
- Built environments and environmental amenities are of a high standard and contribute to the well-being of people and communities
- People are valued and their contribution to the economic, social, cultural and environmental well-being of the region is recognised and supported
- Sustainable development is encouraged

Indicators

Six indicators are used in this section. The indicators provide an insight into both the current and future environmental wellbeing of the region.

The quality of the natural environment is directly related to people’s quality of life. Population growth and economic development puts pressure on the sustainability of the natural environment. Issues such as environmental pollution, waste generation and management, heritage protection and preservation of indigenous species are all issues to be

considered when regions grow and develop.

Data sources: State of the Environment Monitoring, Taranaki Regional Council, 2003 – 2005; Trends in the quality of the surface water of Taranaki, Taranaki Regional Council, 2006; and A discussion of trend analysis of State of the Environment freshwater biological data of Taranaki (1995-2005), Taranaki Regional Council, 2006.

The Taranaki Regional Council initiated comprehensive state of environment monitoring (SEM) in 1995 to inform itself and the regional community on the state of the region. The results of the programme describing Taranaki’s environment have been reported twice to date, in 1996 and 2003 State of the Environment Reports^{30,31}. The Taranaki Regional Council is currently preparing the next Taranaki State of the Environment Report to be released in 2008.

Indicator 1: Sustainable land use

Relevance

Soil is one of Taranaki’s most important resources sustaining our food and fibre industries.

Current level

Soil erosion

Taranaki has a wide range of soil types from fertile, well drained soils on the ring plain and coastal terraces to relatively infertile and erodible soils in the steep inland hill country. Human activities may increase the rate of erosion. Research and

³⁰ Taranaki Regional Council: ‘State of the environment, Taranaki region’. 1996.

³¹ Taranaki Regional Council: ‘Taranaki – Our place, Our future. Report on the state of the environment of the Taranaki region – 2003’. 2003.

monitoring by the Taranaki Regional Council shows:

- 92.5% of the region is sustainably managed with no significant soil erosion problems;
- in the hill country 85.1% of farmland is sustainably managed;
- key influencing factors are changing land use pressures and farmer attitudes;
- the area of land in sheep and beef farming has declined;
- the area of land classified as revegetating 'sheep and beef' (low fertility land reverting to indigenous scrub) has increased;
- there has been a 54.3% increase in the area of production forestry in the hill country;
- there has been a 4.9% reduction in the area of bare sand in the coastal sand country;
- as at 30 June 2007 the Council had prepared a total of 271 comprehensive farm plans and agroforestry plans, which together cover 158,602 hectares of land [refer to **Figure 28**]; and
- 45.4% of privately owned land in the hill country is now included in the Taranaki Regional Council's sustainable land management programme.

Source: Taranaki Regional Council, 2007 & Taranaki Regional Council, Report on the state of the environment of the Taranaki region, 2003.

The Taranaki Regional Council's *Regional Soil Plan* made operative in 2001, addresses soil erosion in Taranaki.

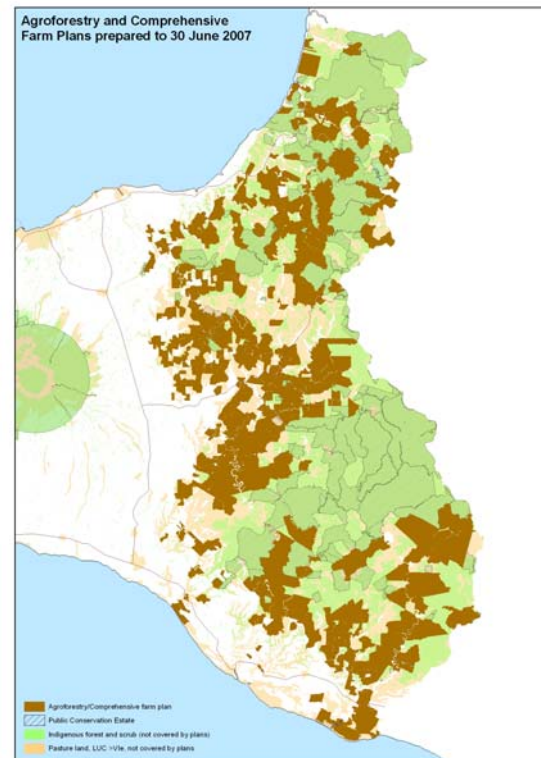


Figure 28: Agroforestry and comprehensive farm plans prepared (to 30 June 2007)

Source: Taranaki Regional Council, Report on the state of the environment of the Taranaki region, 2003.

Soil health

Soil health refers to the biological, chemical and physical state of the soil. Research and monitoring by the Taranaki Regional Council shows:

- there has been no adverse depletion of soil nutrients or soil contamination found over the monitoring period;
- 97% of Taranaki soils are of very low to moderate vulnerability to soil compaction;
- there is soil compaction at some sites but this is not widespread and there is no evidence of a long-term change in soil structure; and
- the most likely cause of soil compaction is pugging of soil caused by cattle during wet weather. Increasing stocking rates

may increase compaction. Appropriate responses to this issue are being investigated.

Source: Taranaki Regional Council, 2007.

The Taranaki Regional Council's *Regional Soil Plan* made operative in 2001 addresses soil health issues in Taranaki. The Taranaki Regional Council will continue to monitor soil health in Taranaki.

Solid waste

For many people solid waste is more or less equivalent to rubbish, however such wastes may also include by-products of manufacturing and other processes that can be recovered and reused.

If solid waste it is not effectively managed it can create a range of adverse environmental and human health effects, undermining our ability to live sustainably. In past years, the Taranaki Regional Council has focused on improving standards of disposal of solid waste:

- there has been a continuing reduction in the number of operative landfills in the region with 15 landfills closed and rehabilitated since 1983. There are now only two operative landfills in Taranaki;
- all operative and closed landfills and cleanfills have resource consents and are monitored. Results show negligible adverse environmental effects;
- a further reduction in the number of operative landfills in Taranaki is likely in the next three years; and
- all 19 cleanfill sites have been assessed against new Ministry for the Environment guidelines.

Source: Taranaki Regional Council, 2007.

Contaminated sites and hazardous substances

Many people regularly use hazardous substances as a normal and accepted part of everyday life. However such substances pose a risk to the environment if not properly used or stored.

- between 1991 and 2004, 56.5 tonnes of hazardous wastes were collected;
- all wastes collected have been recycled, reused, returned to manufactures or appropriately disposed of.

District councils have licensed premises where dangerous goods can be stored and all district councils now have drop-off facilities for hazardous wastes.

Indicator 2: Number of key indicator species & population changes

Relevance

The indicator provides a record of key species and highlights areas where attention and focus is needed.

Current level and trends

Extensive areas of the Taranaki landscape are covered by native forest and scrub. These areas, along with 530 named rivers, 76 regionally significant wetlands and the coastal marine area, provide significant habitats for native plants and animals. However, some habitat types such as coastal and lowland forests and wetlands are relatively rare and are now confined to small fragmented areas. A large number of native plant and animal species are also now threatened or uncommon in Taranaki.

Taranaki's native forests and scrubland are home to one of the country's three major populations of North Island brown kiwi. These and other areas also support a large number of native plant and animal species, including native reptile (geckos and skinks) and frog species, large numbers of bats and robins, and smaller numbers of New Zealand falcon, kaka and kakarika.

Despite the extensive areas of habitat in the Taranaki region, a large number of native plant and animal species are identified as threatened. There are 40 threatened or uncommon native plants in Taranaki and 25 threatened native fish, birds, or other animals. These species include the North Island brown kiwi, striped skink and the short jawed kokopu.

At present, no data is available to compare trends on the key indicator species in Taranaki.

Source: Taranaki Regional Council, Report on the state of the environment of the Taranaki region, 2003 and Taranaki Regional Council, 2006.

Indicator 3: Water quality – fresh water and coastal

Relevance

Our water resources are highly valued for a wide range of uses from agriculture and industry to town water supplies and recreation.

Fresh water

The State of the Environment Report 2003³² concluded that Taranaki's rivers and streams show good to excellent water quality on most measures and comparisons. This is despite significant increases in livestock numbers – the most significant pressure on water quality in

³² Report on the state of the Environment of the Taranaki region, 2003, Taranaki Regional Council.

Taranaki – over the last 10 to 15 years. Upper catchment areas show the highest water quality. There is some deterioration in lower catchment areas with increases in nutrient levels and bacteria as a consequence of intensive agricultural land use.

Trends in water quality over time show relatively stable water quality, particularly in upper catchments with some improvements evident in mid and lower catchments. A few lower sites have shown increases in nutrient levels over the monitoring period.

Management of water quality has been a significant issue for the Taranaki Regional Council and its predecessors for at least the last two decades. Highlights over the last ten years include:

- a decline in the number of point source discharges to rivers and streams. The number of agricultural discharges to water has declined by 20% since 1996. Some major industrial and municipal discharges no longer discharge to rivers;
- significant investments made by agriculture and industry in waste treatment and disposal systems over the last six years;
- that all 1918 dairy farms in Taranaki have effluent treatment and disposal systems. These are monitored and inspected each year. The rate of compliance with consent conditions is high with compliance rates between 90% and 97.3% over the last nine years;
- the significant growth in the Taranaki Regional Council's riparian management programme over the last ten years with 1,706 riparian plans now having been prepared in conjunction with landowners [refer to **Figure 29**]. Of these 1,706 property plans, a

total of 12,386 kilometres of streambank has been recorded. As at 20 June 2007, 406km of streambank fencing had been undertaken and 322 km of stream bank had been planted across Taranaki;

- the *Trends in the quality of the surface water of Taranaki*³³ report prepared by the Taranaki Regional Council shows good results when compared against national guidelines [refer to **Table 22** on following page]. The report revealed that overall water quality in our rivers and streams is substantially better now than 25 years ago, although more recently nitrate levels have been deteriorating, most likely as a result of the increasing use of nitrogenous fertilisers in the region in the last few years. The report concluded that fresh water in Taranaki is as good as or better than in most equivalent water ways in New Zealand;
- in addition to trend analysis of water quality, the Taranaki Regional Council has recently evaluated trends in the biological health of the region's rivers and streams using the macroinvertebrate community index (or MCI) data (macroinvertebrates are insects, crustaceans, snails, worms etc that live in streambeds). Sixty sites were analysed for trends in the MCI over the last 10 years³⁴. Using a standard significance test (of $p < 0.05$), a considerable number of sites (21) showed statistically significant improvement in water quality as indicated by MCI. The

test also showed that most other sites are maintaining water quality in the region (i.e. no significant trends found despite increasing pressure on water quality in the region). At this significance level there was only one significantly deteriorating site of the 60 trended. Even with more stringent statistical approaches based on higher levels of significance there are sites showing significant improvement and no sites showing deterioration. Again on this analysis water quality in the region is improving or holding its own for the period trended.

The Taranaki Regional Council's *Regional Fresh Water Plan*, made operative in 2001, contains policies, methods and rules to maintain and enhance water quality.

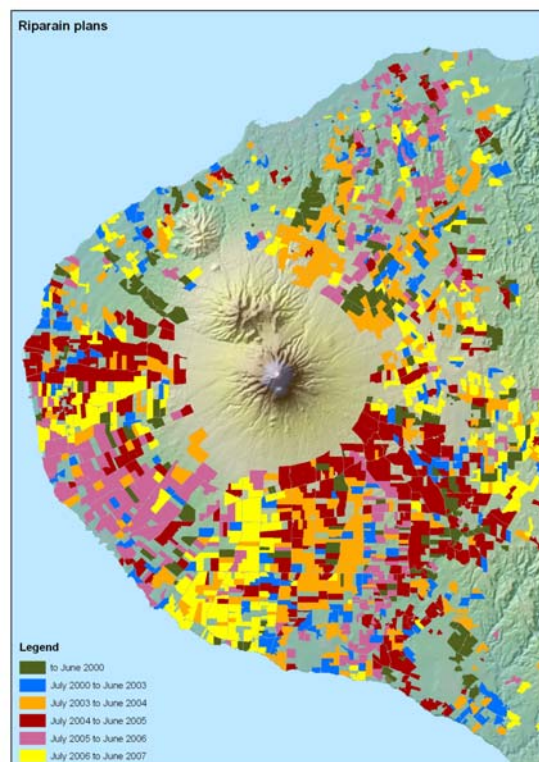


Figure 29: Riparian farm plans prepared (to 30 June 2007)

Source: Taranaki Regional Council, 2007.

³³ *Trends in the quality of the surface water of Taranaki*, 2006, Taranaki Regional Council.

³⁴ *A discussion of trend analysis of State of the Environment freshwater biological data of Taranaki (1995-2005)*, 2006, Taranaki Regional Council.

Table 22: Surface water quality at state of the environment monitoring sites in Taranaki compared with guideline values

Guideline	Aesthetics		Contact recreation		Prevention of undesirable growths			Stock water			Aquatic ecosystems			Irrigation		Drinking water
	Black disc >1.6m A,SER	BOD <3 g/m ³ M,SER	E coli <550/ 100ml M,SER	BOD <3 g/m ³ SER	DRP <0.03 g/m ³ SER	TP <0.03 g/m ³ * A*	TN <0.6 g/m ³ * A*	Faecal colif'm <1000/ 100 ml SER	Faecal colif'm median<100/ 100 ml A	NO3 <90 g/m ³ A	NO3 <0.7 g/m ³ A	NH4 <0.9 g/m ³ A	Temp <25 'C SER	TN <25 g/m ³ A	TP <0.8 g/m ³ A	NO3 <11.3 g/m ³ SER
PAT200 Patea Park boundary	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
PAT360 Patea below Stfd	😊	😊	😊	😊	😞	😞	😞	😊	😞	😊	😞	😊	😊	😊	😊	😊
WGG500 Waingongoro midreaches	😊	😊	😊	😊	😊	😊	😞	😊	😞	😊	😞	😊	😊	😊	😊	😊
WGG900 Waingongoro near coast	😞	😊	😊	😊	😞	😞	😞	😊	😞	😊	😞	😊	😊	😊	😊	😊
PNH200 Punehu Park boundary	😊	😊	😊	😊	😊	😊	😊	😊	😞	😊	😊	😊	😊	😊	😊	😊
PNH900 Punehu near coast	😊	😊	😊	😊	😞	😞	😞	😊	😞	😊	😞	😊	😊	😊	😊	😊
MRK420 Mangaoraka lower reaches	😊	😊	😞	😊	😊	😊	😞	😊	😞	😊	😞	😊	😊	😊	😊	😊
WKH500 Waiwhakaiho midreaches	😊	😊	😊	😊	😊	😊	😊	😊	😞	😊	😊	😊	😊	😊	😊	😊
STY300 Stony midreaches	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
MGH950 Mangaehu midreaches	😞	😊	😊	😊	😊	😊	😊	😊	😞	😊	😊	😊	😊	😊	😊	😊

- Key**
- 😊 maximum value (or minimum for black disc) recorded value meets suitability threshold
 - 😊 median value meets suitability threshold
 - 😞 median does not meet suitability threshold

Coastal

Coastal water quality in Taranaki is excellent and compares well with other regions. Monitoring by the Taranaki Regional Council shows:

- Taranaki's most popular bathing beaches comply with 'safe level' national bathing standards on a seasonal basis [refer to **Figure 30**];
- healthy and stable communications of marine life in Taranaki's coastal waters; and
- only four major communities or industrial treated wastewater discharges to coastal waters in Taranaki – a reduction from some 25 major discharges in the mid 1970s. Significant improvements have also been made in waste treatment and disposal systems reducing further the environmental effects of those discharges.

Case studies and community feedback show continued concern with illegal fishing or over fishing of our fisheries resources rather than water quality issues.

The main influence on water quality in our coastal waters is rivers discharging to the sea and carrying with them the cumulative effects of agriculture and stormwater run-off within their catchments.

Source: Taranaki Regional Council, 2007 & Taranaki Regional Council's Report on the state of the environment of the Taranaki region, 2003.

The Taranaki Regional Council's *Regional Coastal Plan*, controls activities in the coastal marine area.

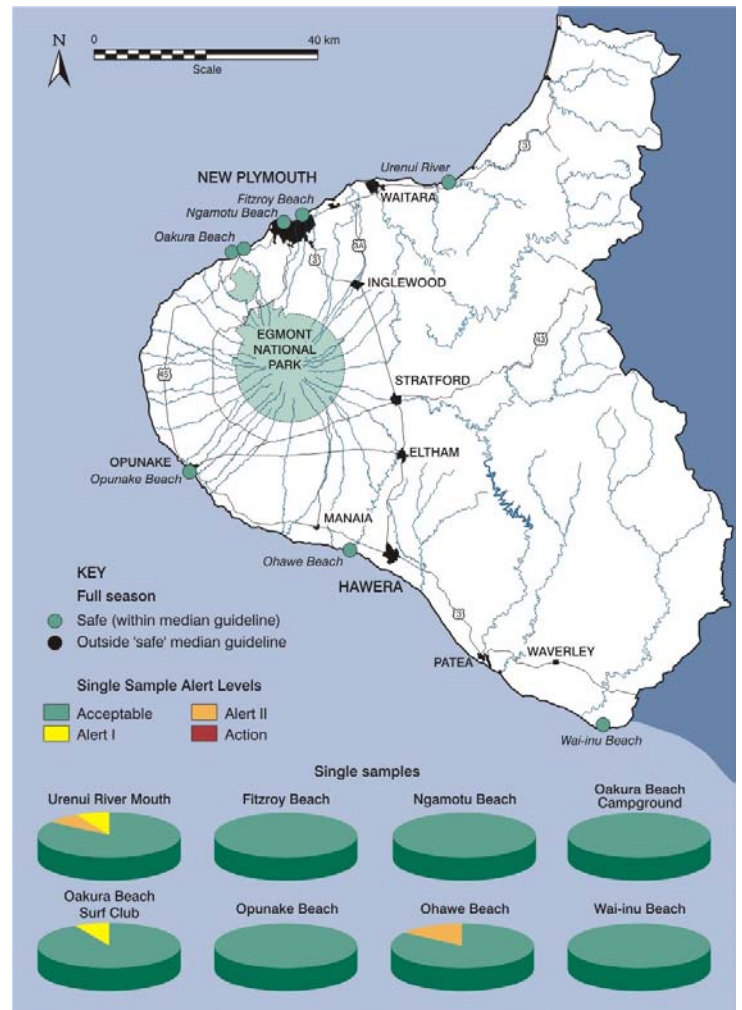


Figure 30: Frequency of compliance with national marine bathing standard at eight beaches (summers 1999-2000 & Wai-inu Beach – summer 1997-98)

Indicator 4: Water availability – proportion of fresh water allocated for consumptive use

Relevance

The indicator provides a measure of current water demand and pressures and allows for future predications to be made concerning resource allocations.

Current level & trends

The *Regional Fresh Water Plan for Taranaki* allows up to 50 cubic metres per day to be used as a permitted activity, i.e. no resource consent is required, provided

certain conditions are met. It is estimated that in Taranaki 54,300 cubic metres per day are abstracted as a permitted activity, primarily for domestic and farm water supplies.

Resource consents authorise the use of approximately a further 400,000 m³ of surface water per day. The largest water users are municipal and rural water supply schemes. There has been a significant increase in the water allocated for pasture irrigation over the last 10 years and which now accounts for 21% of all allocated water use. There are few significant water use pressures on rivers and streams in Taranaki with abstraction volumes being low compared to both normal (median) river flows and mean (coverage) mean annual low flows (MALF) [refer to **Figures 31 & 32**]. Total groundwater allocated for abstraction is approximately 1.68 million m³ per day and this is not a significant pressure on the resource.

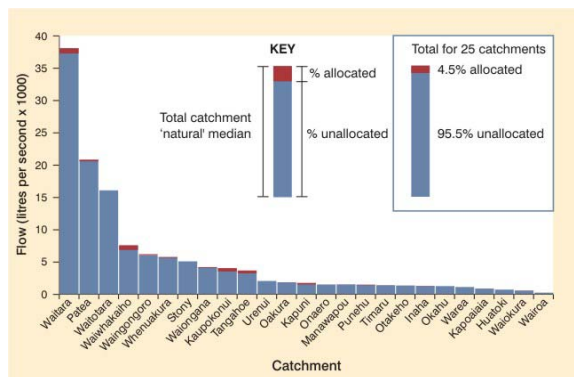


Figure 31: Comparison of consented water with median flows in 25 catchments

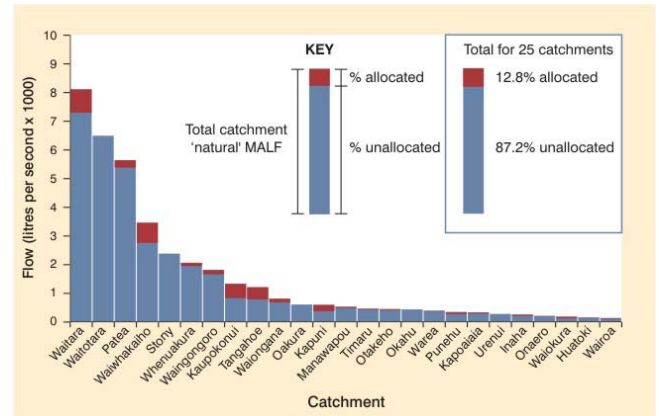


Figure 32: Comparison of consented water allocation with mean annual flows in 25 catchments

Source: Taranaki Regional Council, 2007 & Taranaki Regional Council, Report on the state of the environment of the Taranaki region, 2003.

Indicator 5: Air quality (PM₁₀)

Relevance

Good air quality is an important component in maintaining our quality of life, the appeal of New Zealand as a tourist destination, and the health of people, plants and animals. PM₁₀ is the primary contaminant of concern in New Zealand and it is known to affect many people with adverse health effects. PM₁₀ is inhalable particulate matter that is less than 10 microns in diameter.

Current level & trends

Taranaki people enjoy clean fresh air and this is an important and valued part of our quality of life. The Taranaki Regional Council regularly monitors key indicators of ambient (overall) air quality in the region. Air is monitored at up to 30 representative sites including urban areas, rural and coastal sites and pristine areas.

The Taranaki Regional Council monitoring found that:

- on the basis of national guidelines, overall air quality in Taranaki is rated

‘excellent’ [refer to **Figure 33**] and compares extremely well with other regions and countries;

- some concerns exist about discharges to air at specific sites, primarily involving odours, but these are few and being managed to reduce effects on neighbours as far as possible;
- air quality in relation to PM₁₀ levels is rated as ‘excellent’ to ‘good’. This reflects low traffic densities, comparatively low use of coal and wood for home heating, exposed topography, and the absence of heavy industry burning coal or oil in the region;
- 308 air discharge permits are held in Taranaki; and
- over the last five to 10 years major air-discharge permit holders have made significant improvements to emission controls and production.

The Taranaki Regional Council’s *Regional Air Quality Plan*, made operative in 1997, contains policies, methods and controls to maintain and enhance air quality in Taranaki.

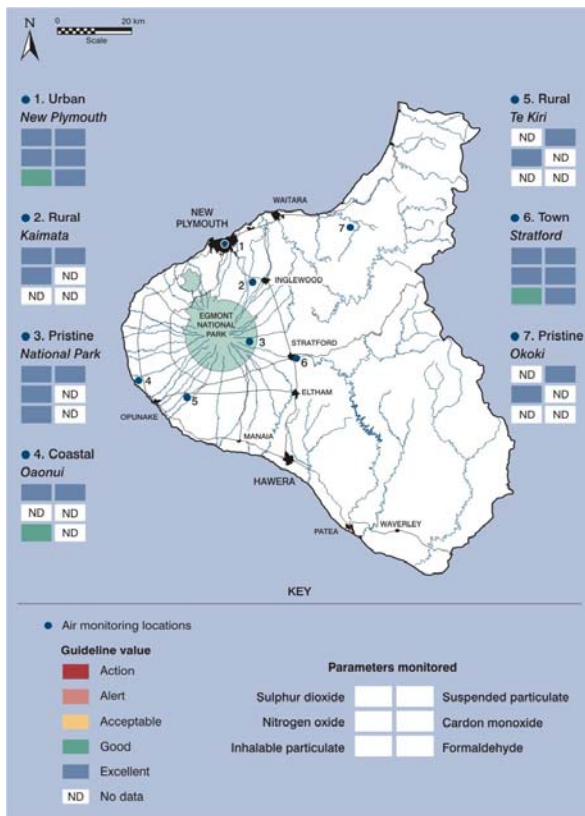


Figure 33: State of the environment air quality monitoring at selected sites

Indicator 6: Loss/gain of significant protected heritage items (i.e. trees, sites, buildings etc)

Relevance

Heritage items are an important contributor to the way people feel about where they live and has an impact on the uniqueness of the region and the attraction of the region as a tourist destination.

Current level

Taranaki has high quality landscapes, heritage and amenity values with few development pressures on them. There are a number of outstanding and regionally significant natural features and landscapes in Taranaki.

- The New Plymouth District Council has identified 80 significant natural areas in the New Plymouth District and the South Taranaki District Council has identified 35 significant natural areas. The Stratford District Plan identifies a number of protected areas in the district.
- District councils have identified 1405 heritage sites.
- Natural and built heritage in Taranaki is of a high quality.
- The level of amenity in Taranaki is very high.
- The Taranaki Tree Trust administered by the Council has contributed to the protection of a number of forest and wetland areas.
- District plans prepared by district councils contain formal methods to manage effects on natural features and landscapes, heritage items and amenity values. Regional plans prepared by the Taranaki Regional Council

also contain provision to manage effects on these values where they fall within the responsibilities of the Council.

Source: New Plymouth District Council, Operative New Plymouth District Plan 2005, South Taranaki District Council, Operative South Taranaki District Plan 2004, Stratford District Council, Operative Stratford District Plan 1997 and Taranaki Regional Council, Report on the state of the environment of the Taranaki region, 2003.

Indicator 7: Community survey – satisfaction with infrastructure, transport and communication systems

Awaiting survey – 2008/09

Together Taranaki

A region that is caring and inclusive, works together, and enables people to have a strong and distinctive sense of identity

The elements of a "Together Taranaki" are as follows:

- All people feel valued and supported within a caring community and have a sense of equality and belonging
- A cohesive, united community exists based on strong relationships between people from different cultures, communities and organisations
- Multi-ethnic diversity is celebrated and different cultural values are respected
- The place of Maori is recognised and respected
- Relationships that are mutually beneficial are built between Maori and the wider community
- People from all sectors of the community are able and encouraged to contribute to their communities and opportunities to participate are enhanced
- Cooperation, collaboration and coordination between agencies, organisation and councils occur to avoid duplication of resources, minimise 'red tape' and promote a consistent focus
- Taranaki people have a strong sense of place. The special significance of Mount Taranaki to the people of Taranaki and its role in Taranaki's identity is recognised and provided for
- There is a sense of community where local distinctiveness and diversity are valued and allowed to thrive
- The Taranaki 'brand' is recognised nationally and internationally

Indicator 1 - % of population participating in the voluntary sector

Awaiting survey - 2008/09

Key Informant Research - Participation in the Voluntary Sector

According to the key informants participation in the voluntary sector is getting worse in the region, the number volunteering is decreasing and volunteers are getting old and are no longer being replaced in the quantities required, "*there is not the quantity of replacements coming up*". Despite this reality, voluntary participation in church based activities and in smaller communities remains at a high level.

The obstacles experienced by the voluntary sector include:

1. Increased burdening of volunteers
2. Aging of the sector
3. Recently retired not joining volunteer activities
4. Dual income families negate parents availability to participate in volunteer activities
5. Fewer people sitting on committees/boards

Indicator 2 - % of people who report perceived discriminations/exclusion

Awaiting survey - 2008/09

Indicator 3 - % of people who agree that local distinctiveness and pride in the region exist, are valued and thriving

Awaiting survey - 2008/09

Survey of key personnel and social agencies³⁵ – Pride in Taranaki as a Region and Strong Sense of Place

According to the key informants pride in Taranaki and a strong sense of place is getting better according to the majority of the key informants. Pride in Taranaki is largely linked to new developments and the resultant publicity and attention these developments receive. Mount Taranaki evokes a sense of spiritual affinity and the identity it provides is clear and reinforced through its use on branding within the region.

The following areas were highlighted as having a positive impact on creating a sense of pride in Taranaki:

1. Entertainment events and facilities brought to the region
2. Coastal walkway
3. Affinity with the mountain
4. Rhododendron & Garden Festival as it represents the whole of Taranaki
5. Improvement in the economy

However, the following issues were seen as undermining pride and a sense of place in Taranaki:

1. Lack of focus on Taranaki's cultural significance such as Parihaka and its strong Maori history
2. Strong feelings of regional exclusion in peripheral and rural areas
3. Local pride and identity exists above a regional sense of pride and place

³⁵ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants & four focus group meetings were held.

Indicator 4 - % of people reporting that Taranaki is an inclusive, caring and tolerant community

Awaiting survey - 2008/09

Survey of key personnel in community and social agencies³⁶ - Taranaki as Inclusive, Caring and Tolerant

The key informants felt that Taranaki on the whole is getting better in terms of being an inclusive, caring and tolerant region.

According to the key informants Taranaki is "*a pretty good place*" with a multiethnic population and "*we are more tolerant*". In particular respondents highlighted that:

1. Taranaki is increasingly supportive of a multiethnic population
2. Taranaki is busy and active and it is easy to get involved
3. Children are being taught tolerance at school
4. Family activities help integration within the community

However, there is recognition that Taranaki is "*difficult to break into*".

In addition, it is acknowledged that some areas have limited ethnic diversity so this issue is difficult to analyse.

³⁶ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants & four focus group meetings were held.

Specific negative issues were identified as:

1. Discrimination continues in some parts of the region
2. The Not in My Back Yard mentality is pervasive
3. Taranaki is cliquey and difficult for outsiders to break into

Indicator 5 - % of Maori who report examples of positive relationships within the Taranaki community

Awaiting survey - 2008/09

Survey of key personnel in community and social agencies³⁷ - Taranaki as Respectful to Maori and Ethnic Diversity

Taranaki has grown and come a long way according to the respondents when asked whether Taranaki has improved in terms of being respectful to Maori and ethnic diversity. There is strong opinion that while respect for Maori and ethnic diversity is getting better "*there is a long way to go*".

³⁷ Future Taranaki, Community Outcomes Monitoring Process, Key Informant Research 2006, Prepared by the Bishop's Action Foundation. Interviews were carried out with 30 key informants & four focus group meetings were held.

Vibrant Taranaki

A region that provides a high quality and diverse cultural and recreational experiences, and encourages independence and creativity

The elements of a “Vibrant Taranaki” are as follows:

- People have access to land and are encouraged to participate in a wide range of high quality recreational sport, leisure, art and cultural activities
- The region has high quality public amenities and facilities
- Individual responsibility, independence and creativity are encouraged
- All people have access to local services and facilities
- There is a safe, convenient and affordable access to the natural environment and public access to the region’s coastal marine areas, lakes and rivers is maintained and where practical enhanced

Indicators

This section uses two indicators to provide a picture of how people feel about the quality and quantity of the leisure time available to them.

Data sources: Department of Internal Affairs; nzvotes.org; & The Social Report 2005, Ministry of Social Development.

Indicator 1: % voter turn out

Relevance

Voter turnout rates are a measure of political participation. They can be seen as an indicator of the extent to which citizens are a part of the political process, and the confidence the population has in, and the importance they attach to, political institutions.

Current level – local body elections

Voter turnout in Taranaki of the eligible population³⁸ was 55% for local body elections in 2004. This is decrease of 6% from the rate recorded in 2001.

The national rate recorded for overall turnout throughout New Zealand was 45%. This is a decrease of 4% from the rates recorded in 2001.

Taranaki was ranked fourth on a regional basis for voter turnout for the local body elections (refer to **Figure 34**).

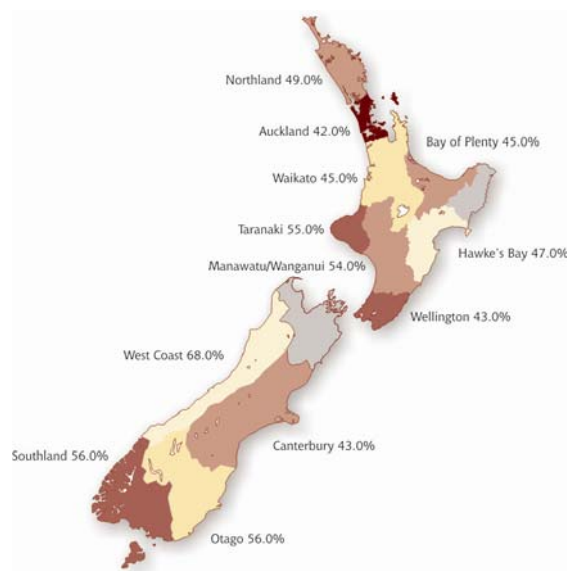


Figure 34: Voter turnout for general body elections

Source: Ministry of Social Development, Regional Indicators Report, 2006.

Current level – general elections

Voter turnout for the general election in 2005 for Taranaki’s eligible population³⁹ was 75.3%. The national turnout rate for New Zealand was 79.0%.

³⁸ To be eligible to vote, a person must be at least 18 years old and meet residential and certain other criteria.

³⁹ As above.

Voter turnout in both Taranaki and New Zealand increased from the levels recorded in 2002. Voter turnout in Taranaki increased by 6.8% whilst voter turnout in New Zealand increased by 7.0%.

Source: nzvotes.org & The Ministry of Social Development, Regional Indicators Report, 2006.

Indicator 2: % satisfaction with access to, the condition of and suitability of community facilities

Awaiting survey - 2008/09

Indicator 3: % participation in sport, leisure, arts and culture and/or community activity/events

(Reference period 2001)

Relevance

Participation in sport and active leisure is a source of enjoyment and entertainment. It can contribute to personal growth and development and is a good way to meet new people. It also has positive benefits for physical fitness and mental wellbeing.

Current level

Adult participation

69.0% of Taranaki adults aged 18 years or over were reported to be engaging in at least 2.5 hours of sport and/or leisure activities a week. The rate recorded for Taranaki was slightly above the national average of 68.3%

In terms of a regional ranking Taranaki was eighth equal with the Manawatu-Wanganui and Bay of Plenty (refer to **Figure 35**).

Taranaki males in this age group recorded a rate of 68.0% and females recorded a rate of 70.0%.

The national average for males recorded was 69.4% and for females 67.2%; the difference is not statistically significant.

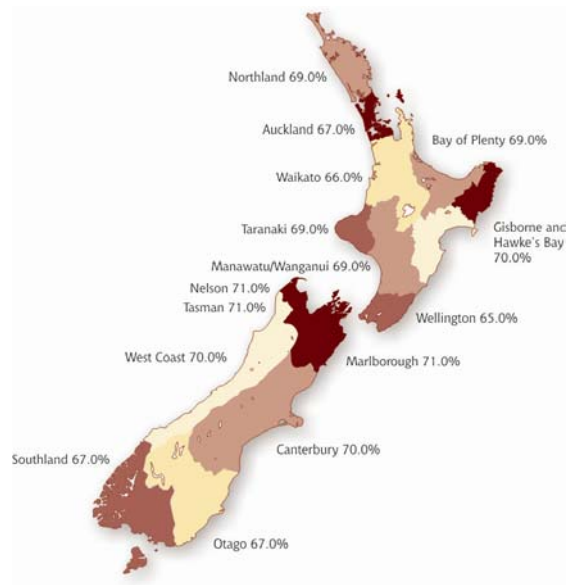


Figure 35: Adult participation in sport & leisure activities (2001)

Source: The Ministry of Social Development, Regional Indicators Report, 2006.

Young persons' participation

Young people aged 5-17 in Taranaki also recorded a rate of 69.0% for participation in sport and/or leisure activities of at least 2.5 hours a week. The rate recorded for Taranaki was similar to the national average of 69.9%.

In terms of a regional ranking Taranaki was tenth equal with Manawatu-Wanganui [refer to **Figure 36** over leaf].

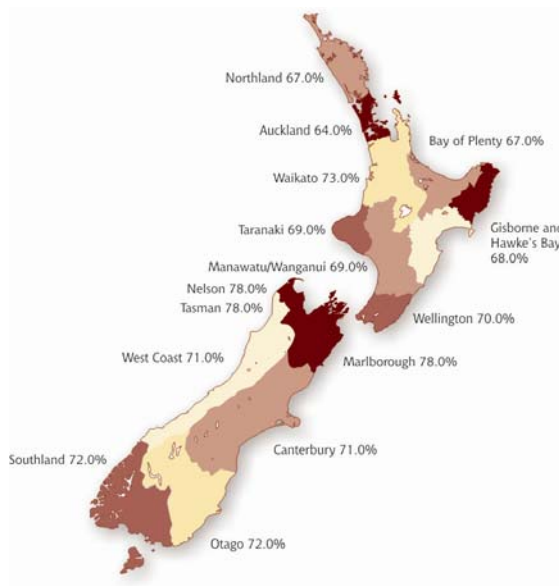


Figure 36: Young persons' participation in sport & active leisure (2001)

Source: Ministry of Social Development, Regional Indicators Report, 2006.

Taranaki males in this age group recorded a participation rate of 72.0%, significantly higher than Taranaki female participation rate of 66.0%.

The higher rate of male participation is reflective of national trends, where males recorded 74.6% and females recorded 65%.

Indicator 4: satisfaction with work/life balance

Awaiting survey - 2008/09

Indicator 5: % of people who think Taranaki is a vibrant place to live/visit

Awaiting survey – 2008/09

3 Summary & Conclusion

The report used a set of indicators developed by a joint working party to assess the progress of Taranaki towards achieving the desired community outcomes.

The report is the second in a series of reports to assess Taranaki's progress towards achieving the seven community outcomes discussed earlier in this report.

The results from each indicator are assigned a category either 'positive outcomes' or 'other trends'. 'Positive outcomes' are outcomes that have been positive for the year or longer but will still be monitored for any shifts in trends. If included under 'other trends' it indicates either that Taranaki was still below the national average or that there had been a negative shift in the indicator.

From there decisions can be made about future funding allocations, targeted campaigns and increased education and awareness schemes.

Secure & Healthy Taranaki

Positive outcomes

The Taranaki GP ratio to population increased.

The data from the *New Zealand Health Survey 2002/03 and Census 2006 Data* shows that Taranaki has very similar rates of physical activity, nutrition, diabetes, smoking and alcohol use as the national sample. This places Taranaki in a good position to be well targeted by

national campaigns that promote healthy lifestyles. Further work is also needed locally to encourage responsible use of alcohol, increase the rate of physical activity, to improve nutrition and to reduce the level of smoking.

The level of smoking in Taranaki is intended to be addressed by the FTFG's smokefree project.

Other trends

The number of families on Housing New Zealand waiting lists in Taranaki has continued to increase.

Home affordability has decreased in Taranaki.

Recorded crime rates in Taranaki have increased over the year.

Non-intentional injury rates increased in Taranaki.

Prosperous Taranaki

Positive outcomes

Total Net GST increased in Taranaki.

The number of people employed in Taranaki has continued to increase over the year with the unemployment rate decreasing.

The number of businesses located in Taranaki has continued to increase over the year.

The median household income has risen by 17.6% since 2001.

The majority of Taranaki businesses remain confident about the national economy.

Other trends

Taranaki was the second slowest growing region in terms of economic activity, as recorded by the National Bank, stabilising on the back of the preceding three years where it was consistently higher than the national growth rate.

Skilled Taranaki

Positive outcomes

The rates for Taranaki students attaining NCEA level 1 qualifications continue to be higher than the national rate.

The early childhood participation rate increased in Taranaki.

Other trends

Taranaki continues to sit in the top third of those leaving secondary school with no formal qualifications. However, Taranaki has over the last three years improved in its ranking and is at the lower end of the top third.

Taranaki is currently experiencing a skill shortage in a number of areas, including highly skilled professionals, such as legislators, managers and administrators.

Both the trends listed above are intended to be addressed by the FTFG's Regional skills strategy.

Connected Taranaki

Positive outcomes

On a regional comparison Taranaki has a high range of cell phone coverage.

The level of investment on local roads as a percentage of assets stood at 15.5%.

Road deaths on Taranaki roads decreased in 2006.

Internet access has increased by 16.7% in Taranaki since 2001.

Other trends

Road injuries on Taranaki roads increased in the 2006 year.

Sustainable Taranaki

Positive outcomes

The region's land resources are generally sustainably managed with no significant soil erosion problems.

Taranaki's rivers and streams show good to excellent water quality on most measures and comparisons.

Coastal water quality in Taranaki is excellent and compares well with other regions.

Air quality in relation to PM₁₀ levels is related as 'excellent' to 'good'.

Other trends

A large number of native plant and animal species are identified as threatened in Taranaki.

Vibrant Taranaki

Positive outcomes

Voter turnout closely mirrors the national average.

Participation rates for adults and young persons closely mirrors the national average.

Conclusion

Overall, good progress has been made to date towards achieving the outcomes. In particular, with the desired outcomes of a prosperous and sustainable Taranaki.

However, youth crime increased significantly during the year and skill shortages in the region persist.