



# Future *Taranaki*

Progress report on community outcomes for Taranaki

## TARANAKI

like no other

## 2009



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MINISTRY OF SOCIAL DEVELOPMENT  
*Te Manatū Whakahiato Ora*



Te Puni Kōkiri

Prepared by the Taranaki Regional Council  
On behalf of the Future Taranaki Facilitation Group  
December 2009  
Document # 656083



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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 fourth in a series of reports that will assess Taranaki's progress towards achieving the desired outcomes of 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:

- As at 30 November 2009, 131 families were recorded on the Housing New Zealand waiting list for Taranaki. This represents a 27% decrease from the 180 recorded in September 2008 **[this compares with 10,423 families recorded nationally in November 2009, a 5% increase from the 9,957 families recorded in September 2008]**.
- Home affordability in Taranaki improved by 22.2% over the 12 month period to November 2009. Taranaki recorded a home affordability index figure of 19.4 in November 2009, compared with an index figure of 24.95 in November 2008 **[this compares with a national affordability index figure of 25.7 in November 2009, an improvement of 20.3% from the 32.26 recorded in November 2008]**.
- Recorded crime in Taranaki increased in 2008 by 0.85% **[this compares with a national increase of 1.17%]**.
- In 2008, the Taranaki full-time equivalent GP ratio to population was 69 per 100,000 of population; up from the 62 per 100,000 recorded in 2007 **[this compares**

**with a national GP ratio to population of 76 per 100,000; up from the 72 per 100,000 recorded in 2007]**.

- The prevalence of adults who are current smokers in Taranaki is similar to the national figure. In 2006 Taranaki recorded a rate of 22.40% of the total population **[this compares with the national average for New Zealand of 20.70% for the same period]**.
- 18.4% of the sample population for Taranaki are deemed to have a hazardous drinking habit, this compares with 18.3% recorded in 2002/03 **[of the national sample, 19.6% are recorded as having a hazardous drinking habit slightly higher than the 18.9% recorded in 2002/03]**.
- 3.2% of the sample population for Taranaki was diagnosed with diabetes, this compares with 4.0% recorded in 2002/03 **[of the national sample, 4.2% are recorded as having diabetes, this compares with 4.1% recorded in 2002/03]**.
- 58.4% of all adults surveyed in Taranaki eat at least two or more servings of fruit a day, this compares with 46.8% recorded in 2002/03 **[of the national sample, 59.2% eat at least two or more servings of fruit a day, higher than the 53.9% recorded in 2002/03]**.
- 59.2% of all adults surveyed in Taranaki do at least 30 minutes a day of physical activity on five or more days of the week, higher than the 54.9% recorded in 2002/03 **[of the national sample, 51.4% of all adults surveyed do at least 30 minutes a day of physical activity on five or more days of the week, slightly lower than the 52.9% recorded in 2002/03]**.
- Sixty eight percent of respondents surveyed as part of the Community Survey <sup>1</sup> are satisfied with health services in Taranaki.
- The annual average unemployment rate for Taranaki stood at 3.5% in the year to September 2009, up from the 3.2% recorded the year before **[this compares with the national average unemployment rate of 5.5% for the year to September**

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<sup>1</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.

**2009, up from the 3.9% recorded the year before].**

- In the year to September 2009, the annual average employment rate for Taranaki stood at 64.6%, down from the 65.9% recorded the year before **[this compares with a national average employment rate of 64.7% for the year to September 2009, down from the 65.6% recorded the year before].**
- Year-on-year growth for Taranaki to September 2009 decreased by 2.9% **[this compares with a decrease in national growth of 1.8%].**
- As at June 2009, Taranaki employees earned an average of \$23.74 per hour, representing a 2.5% increase from June 2008 **[this compares with a 4.5% increase for the whole of New Zealand over the same reporting period. The national average for New Zealand employees, as at June 2009 was \$25.09].**
- As at June 2009, people in the Taranaki region had an average weekly income of \$679.0 per week, a decrease of 3.3% from June 2008 **[this compares with a national average of \$680.0, down 0.3% over the same reporting period].**
- The Taranaki Business Survey (August 2009) reported that in terms of the New Zealand economy, 38% predicted that general business conditions in New Zealand would decline; 22.9% anticipated conditions would improve while the remainder expected conditions to remain the same. This reflects greater optimism than the November 2008 survey when 66.5% of respondents believed conditions would deteriorate.
- In Taranaki in 2008, 69.4% of all year 11 students obtained the NCEA level 1 qualification, up from the 66.1% recorded the year before **[this compares with the national rate of 63.2% in 2008, up from the 62.6% recorded the year before].**
- The proportion of Taranaki students leaving secondary school with no formal qualifications dropped from 12.3% in 2006 to 5.1% in 2007 **[this compares with the national rate of 11.1% in 2006 and 4.9% in 2007].**
- A total of 7 deaths were recorded on Taranaki roads in 2008, compared with 11 in 2007. Per 100,000 of population, Taranaki recorded 6.5 road deaths in 2008 **[this compares with the national rate of 8.6].**
- 87.4% of the hill country is being used sustainably with no significant soil erosion problems **[this compares with 85.1% in Taranaki in 2007].**
- 40 birds, mammals, reptiles and invertebrates have been identified as threatened in Taranaki, approximately seven of these are either stable or improving.
- Over the past 12 years, the ecological health of streams in Taranaki (measured by studying the communities of invertebrates living in them) has demonstrably improved at a number of sites, including a number in the middle and lower reaches of catchments, and has not demonstrably deteriorated at any sites.
- Taranaki's coastal water quality for swimming is excellent, with most popular bathing beaches complying with national bathing standards.
- Significant improvements continue to be made in terms of waste treatment and disposal systems.
- On the basis of national guidelines, air quality in Taranaki is rated as excellent, enabling the Taranaki community to enjoy one of the healthiest regions in New Zealand in terms of air quality.
- Total surface water use is over 474,371 m<sup>3</sup> per day **[this compares with 442,562 m<sup>3</sup> in 2003].**
- A total of 1,345 heritage buildings or structures and 1,774 archaeological sites have been identified. 193 historic heritage sites are protected by the three district councils through their district plans **[this compares with 1,405 heritage sites and 1,651 archaeological sites in 2003. 273 historic heritage sites were protected by district plans in 2003].**

# 1 Introduction

The Future Taranaki *Progress Report on Community Outcomes for Taranaki 2009* 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.

A progress report containing information on indicators used to report on the community outcomes is prepared each year. Every three years the progress report also updates information from a community survey for those indicators that rely on community survey techniques.

## 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.

Furthermore, 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 region<sup>2</sup>.

### 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 website<sup>3</sup> 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”.*<sup>4</sup>

- 4 A public meeting was carried out in each district. These were advertised by region-wide and local newspapers.
- 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 a 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

<sup>2</sup> Refer to *Future Taranaki, A report on community outcomes for Taranaki*. March 2004. Community Outcomes Project Team.

<sup>3</sup> www.trc.govt.nz

<sup>4</sup> Section 91(3)(1)(ii) of the Act.

## 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 11).

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, The Department of Conservation, Anglican Churches and Federated Farmers.

The indicators were developed through workshops, comparative reviews and discussions with other councils and agencies<sup>5</sup> 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 Report 2009, Taranaki District Health Board, 2006/07 New Zealand National Health Survey, AMP Home Affordability Index, National Bank Trend Reports, Ministry of Education, Tertiary Commission, Department of Internal Affairs, Work & Income New Zealand, New Zealand Transport Agency 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.

## Taranaki Community Survey 2008

Ten of the agreed indicators require the completion of a community survey to gather

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

information on what people think about certain aspects of the community outcomes (for example satisfaction with health services, perceptions of safety etc). The FTFG has agreed that a community survey to gather information for these indicators be undertaken every three years to coincide with the three yearly reporting requirements under the Local Government Act 2002.

The Nielsen Company was commissioned by the Taranaki Regional Council on behalf of the FTFG to undertake the Taranaki Community Survey. The survey was carried out and completed in 2008.

The survey consisted of telephone interviews with residents aged 15 years and over in New Plymouth, Stratford and South Taranaki districts.

1056 interviews were completed between, 21 July 2008 – 7 August 2008.

The survey required respondents to answer a series of questions related to five of the community outcomes (i.e. Secure and Healthy Taranaki, Connected Taranaki, Sustainable Taranaki, Together Taranaki and Vibrant Taranaki).

A summary of the Survey findings is contained under the heading "community survey" within each of the relevant sections throughout the report.

Over half of the interviews (56%) were achieved in the New Plymouth district, 18% in the Stratford district and 26% in the South Taranaki district.

## 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.

Since 2007, the FTFG has initiated three projects as a result of the findings from the progress reports. The projects include:

- **The regional skills strategy** – the objective of the regional skills strategy is to ensure that the region's supply of labour meets its

potential demand. The strategy includes 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.

- **Working together for a smokefree strategy** – the objective of the project is for Taranaki to become the first smokefree region in New Zealand. 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 sport stadiums.
- **Safe families, safer communities – eliminating family violence in Taranaki** – the project aims to provide intervention and education on family violence, to develop awareness, education and support in workplaces. This will include introducing family violence resource/support officers in Taranaki workplaces, along with efforts to encourage a workplace culture of non-tolerance of family violence.

### 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.



Photo 1: A petroleum exploration drilling rig in Taranaki

## 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 1 below. However, as indicated in the sections that follow, not all indicators are reported on at this stage.

**Table 1: Desired community outcomes and associated indicators**

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

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

## 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

12 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;
- levels of safety from injury at home, work and play; and
- the satisfaction of the community with health services in the region.

**Data sources:** Housing New Zealand, 2009 AMP Home Affordability Report, 2000 – 2009; Taranaki Police; New Zealand Police; Taranaki District Health Board, 2009; Ministry of Health, New Zealand Health Survey, 2006/07; Accident Compensation Corporation, 2009; The Nielsen Company, Taranaki Community Survey 2008 & Statistics New Zealand, Census Data, 2006.

### 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.

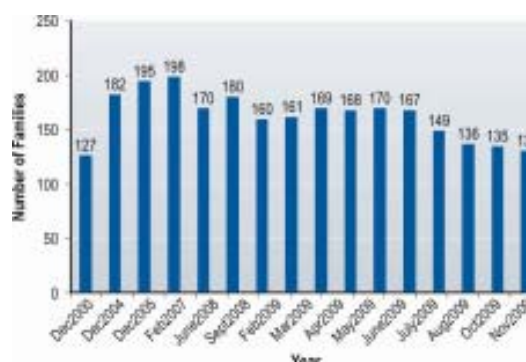
#### Overview of Housing New Zealand

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.

As at 30 November 2009, the number of Housing New Zealand properties (owned and leased) in the Taranaki region stood at 1,255.

#### Current level & trends

As at 30 November 2009, 131 families were recorded on the Housing New Zealand waiting list for Taranaki. This represents a 27% decrease from the 180 recorded in September 2008 and a 3% increase from the 127 families recorded in December 2000 (refer to [Figure 1](#)).



**Figure 1: Taranaki families on Housing New Zealand rental waiting lists (December 2000 – November 2009)**

#### Nationally

As at 30 November 2009, 10,423 families were recorded on the Housing New Zealand waiting list, a 5% increase from the 9,957 families recorded in September 2008.

Source: [Housing New Zealand, 2009](#).

### 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 earnings 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

Over the quarter ending 30 November 2009 the national affordability index improved by 3.0%, compared to a 2.2% improvement in the quarter ending August 2009. The November quarter recorded a 0.3% increase in the average weekly wage, a 2.3% increase in the national median house price and a 4.5% reduction in the average weighted mortgage interest rate. However, the statement recently issued by the Reserve Bank makes it increasingly unlikely the current low interest rate environment will be sustainable through 2010.

Over the last quarter ending 30 November, eight out of twelve regions showed improvements in affordability; **Taranaki** went from an index figure of 22.8 in August to an index figure of 19.4 in November, representing a **14.9%** improvement in affordability (refer to [Table 2](#)). Central Otago Lakes recorded an improvement of 13.5%, Southland 11.0%, Otago 8.0%, Wellington 5.1%, Waikato 4.6%, Nelson/Marlborough 2.3% and Auckland 0.7%. Regions showing quarterly reductions in affordability were Northland 15.0%, Hawke's Bay 3.9%, Canterbury/Westland 1.4% and Manawatu/Wanganui 1.2%

On an annual basis national regional affordability index improved by 20.3%, which was good news for first home buyers. Every region showed improved affordability. Regional improvements were led by Central Otago/Lakes 34.1%, Hawke's Bay 27.7% in second place and Manawatu/Wanganui 27.1% in third place. The remaining regions were ordered as follows: Nelson/Marlborough 26.5%, **Taranaki 22.2%**, Canterbury/Westland 21.7%, Otago 20.4%, Wellington 19.4%, Waikato/Bay of Plenty 19.2%, Northland 18.8%, Auckland 16.3% and Southland 13.4%.

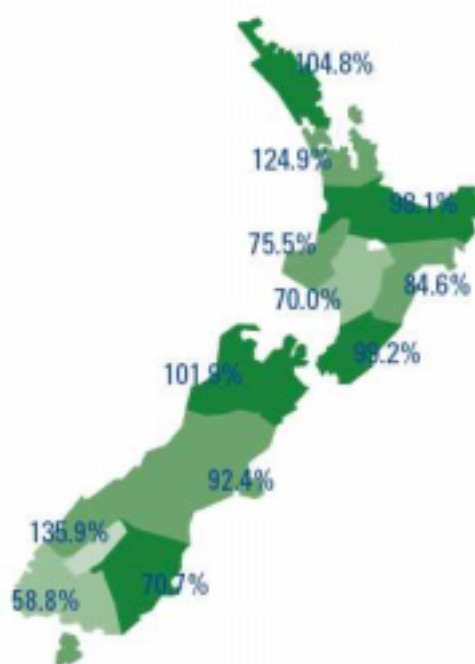
Central Otago Lakes remains the least affordable region with an index of 135.9% of the national average. Next was the Auckland region at 124.9% followed by Northland at 104.8%.

Southland retains its place as the most affordable region with an index of 58.8% of the national average, with Otago in second place at 70.7%, closely followed by Manawatu/Wanganui in third at 70.0%, and at fourth place **Taranaki** with an index of 75.5% of the national average (refer to [Figure 2](#)).

**Table 2: Regional Affordability August & November 2009**

	Home Affordability Index		% change in home affordability in the last 12 months	
	Aug - 09	Nov - 09	Improv	Decline
Northland	23.5	26.9	18.8%	
Auckland	32.4	32.1	16.3%	
Waikato/BOP	26.5	25.2	19.2%	
Hawke's Bay	21.0	21.7	27.7%	
Taranaki	22.8	19.4	22.2%	
Manawatu/Wanganui	17.8	18.0	27.1%	
Wellington	26.9	25.5	19.4%	
Nelson/Marlborough	26.9	26.2	26.5%	
Canterbury/Westland	23.5	23.8	21.7%	
Otago	19.8	18.2	20.4%	
Central Otago Lakes	40.5	35.0	34.1%	
Southland	17.0	15.1	13.4%	
New Zealand	26.5	25.7	20.3%	

**Regional Affordability as a percentage of National Average**



**Figure 2: Regional affordability as a percentage of the national average (November 2009)**

Source: AMP Home Affordability Report, November 2009.

### 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 eight years.

Taranaki recorded a total of 9,850 criminal offences in 2008; an increase of 0.85% from the previous year and a decrease of 2.9% from 2001 (refer to Table 3).

Police crime statistics for the year to December 2008 showed overall crime was up 2.2% in rural Taranaki with New Plymouth recording an increase of 0.4% for the year. Crime in New Zealand increased by 1.17% for the year end 2008.

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 (2001-2008)**

	2001	2002	2003	2004	2005	2006	2007	2008
Rural Taranaki	3506	2829	2953	2567	2541	2750	2620	2677
New Plymouth	6634	6657	7254	6135	6111	7095	7147	7173
Total Taranaki	10140	9486	10207	8702	8652	9845	9767	9850
(%) Change		-6.4	7.6	-14.7	-0.60	13.60	-0.8	0.85
NZ	426526	440129	442489	406363	407496	424134	426360	431381
(%) Change		3.19	0.54	-8.16	0.28	4.08	0.53	1.17

Source: New Zealand Police, 2009.

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 2008 were dishonesty (43.3% of total) followed by property

damage (18.0%), drugs and anti-social behaviour (16.4%) and violence (15.0%) (refer to Table 4).

The areas that experienced the greatest increase over the year included: sexual related crimes increasing by 7.0%, crimes related to drugs and anti-social behaviour increasing by 6.0% and crimes related to property damage increasing by 3.5%. Administrative related crimes decreased by 7.6%, crimes related to dishonesty decreased by 1.0%, crimes related to property abuse decreased by 0.8%, and crimes related to violence decreased by 0.8%.

**Table 4: Recorded crime – key offence areas in Taranaki & New Zealand (2007-2008)**

Offence	Taranaki			New Zealand	
	Number in 2008	% of all offences	% variance 07-08	% of all offences 2008	% variance 07-08
Administrative	219	2.2	-7.6	2.8	0.9
Dishonesty	4269	43.3	-1.0	51.6	-0.9
Drugs & antisocial	1618	16.4	6.0	14.3	4.2
Property Abuse	372	3.8	-0.8	4.0	-0.5
Property Damage	1771	18.0	3.5	12.6	2.6
Sexual	122	1.2	7.0	0.9	3.3
Violence	1479	15.0	-0.8	13.9	5.2
<b>TOTAL</b>	<b>9850</b>	<b>100</b>	<b>0.85</b>	<b>100.0</b>	<b>1.17</b>

Source: New Zealand Police, 2009.

### 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 8 years. The year ended 2008 figure for youth offending stood at 1,423, a 2.4% increase from the rate recorded in 2007 and an increase of 16.4% from 2004 (refer to Table 5 & Figure 3).

##### New Plymouth Police District

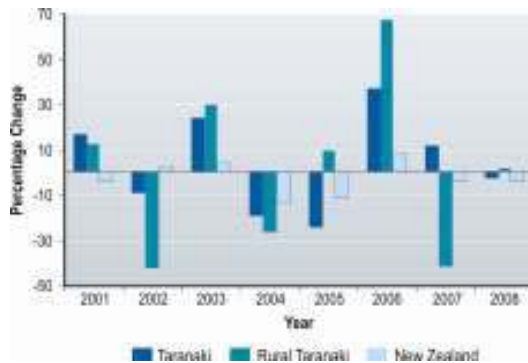
The New Plymouth police district has experienced a 7.8% increase in youth offending since 2001, and a 18.3% increase since 2004.

##### Rural Taranaki Police District

The Rural Taranaki police district has experienced a 37.8% decrease in youth offending since 2001, and a 11.9% increase since 2004.

**Table 5: % change in youth offending in New Plymouth, Rural Taranaki & New Zealand policing districts (2001-2008)**

	2001	2002	2003	2004	2005	2006	2007	2008
New Plymouth	946	862	1070	862	656	897	1049	1020
(%) Change		-8.9	24.1	-19.4	-23.9	36.7	11.8	-2.8
Rural Taranaki	648	374	486	360	395	659	395	403
(%) Change		-42.3	30	-25.9	9.7	66.8	-41.3	2.0
Total Taranaki	1594	1236	1556	1222	1051	1556	1390	1423
(%) Change		-22.6	25.9	-21.6	-13.9	46	-10.7	2.4
NZ	49673	50738	52750	45749	40771	44055	43370	41661
(%) Change		2.1	4	-13.3	-10.9	8.1	-3.8	-3.9



**Figure 3: % change in youth offending in the New Plymouth, Rural Taranaki & New Zealand (2001 - 2008)**

Source: New Zealand Police, 2009.

### New Zealand at a glance

The year ended 2008 figure for youth offending stood at 41,661, a 3.9% decrease from the rate recorded in 2007 and a 8.9% decrease from that recorded in 2004 (refer to Table 5).

### Indicator 5: Survey of key personnel in community and social agencies<sup>6</sup>

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

#### The Bishop’s Action Foundation

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

<sup>6</sup> 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.

moving forward in the areas identified by the regionally agreed community outcomes.

The research covered the following key areas:

- Housing
- Crime
- Health and Disability Services
- Health and Wellbeing of People
- Education
- Continuing Education and Training
- Employment
- Availability of Skills
- Road Safety
- Public Transport
- Infrastructure
- Access to Local Services and Facilities
- Participation in the Voluntary Sector
- Pride in Taranaki as a Region and Strong Sense of Place
- Arts, Culture and Leisure Participation
- Taranaki as Inclusive, Caring and Tolerant
- Taranaki as Respectful to Maori and Ethnic Diversity.



Photo 2: Hollards Garden Fair, Kaponga

### 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.

Source: Taranaki District Health Board, 2006.

## 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 result in difficulty in accessing primary health care for local populations and is associated with higher rates of hospitalisation.

### Current level

In 2008, the Taranaki full-time equivalent GP ratio to population was 69 per 100,000 of population; up from the 62 per 100,000 of population recorded in 2007.

The national full-time equivalent GP ratio to population in 2008 was 76 per 100,000 of population; up from the 72 per 100,000 of population recorded in 2007.

Source: Medical Council of New Zealand, 2009. The New Zealand Medical Workforce in 2008.

## 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 and the Ministry of Health's 2006/2007 New Zealand Health Survey for Taranaki.

The results for alcohol use, diabetes, nutrition and physical activity are from a sample population, referred to by the Ministry of Health as synthetic predictions (i.e. they are estimates in both ethnicity and gender). The estimates have been prepared due to the small sample size of Taranaki and the under representation of certain sub-groups in the region. The reader therefore needs to bear in mind that the data provided are estimates, rather than actual data.

The synthetic predictions have been created for district health board planning purposes. They represent an estimate of the prevalence of each item for each of the sub-groups.

The synthetic predictions are useful for forward looking planning purposes; however, caution should be exercised when using them for the evaluation of particular regional initiatives, especially those that are targeted to a specific ethnic group.

The upper and lower confidence limits of the synthetic predictions are provided throughout the analysis which follows. The upper and lower confidence limits take into account the extra variance in estimating the ratio of national prevalence rates.

## 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 the OECD countries.

### Current level

The prevalence of adults who are current smokers in Taranaki is similar to the national figure. 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 20.70% (refer to Table 6 & Figure 4).

In Taranaki the rates of smoking for Maori are 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	20.70	21.90	19.50	22.90	21.90
Maori	42.60	42.00	46.80	45.50	38.40	38.50
European	21.05	19.45	20.50	18.60	21.60	20.30
Pacific	34.3	30.4	31.8	27.3	36.8	33.5
Asian	15.15	11.45	7.4	4.8	22.9	18.10
MELAA <sup>7</sup>	14.95	14.95	9.10	9.60	20.80	20.30
Other	18.40	16.60	17.50	15.80	19.30	17.40

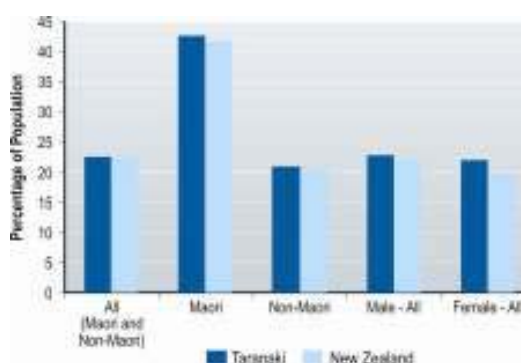


Figure 4: Prevalence of adults who are current smokers by ethnicity (2006)

Source: Statistics New Zealand, Census Data, 2006.

<sup>7</sup> Middle Eastern, Latin American and African.

## Alcohol use

### Relevance

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

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

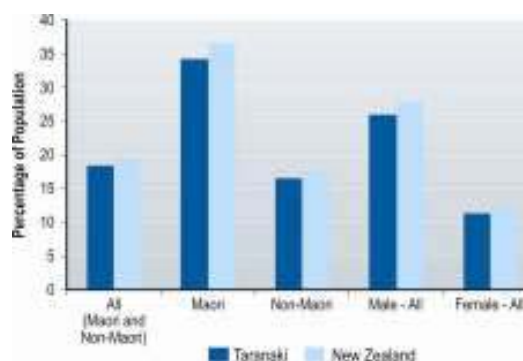
### Current level

18.4% of the sample population for Taranaki are deemed to have a hazardous drinking habit, this compares with 18.3% recorded in 2002/03.

Of the national sample, 19.6% are recorded as having a hazardous drinking habit, slightly higher than the 18.9% recorded in 2002/03.

The Taranaki rate for hazardous drinking of 18.4% is slightly lower than the national rate of 19.6%, but not statistically significant.

Taranaki follows the trend shown in the national sample with both males and Maori having significantly higher rates of hazardous drinking than females and non-Maori (refer to [Figure 5](#) & [Table 7](#)).



**Figure 5: Prevalence of adults who have hazardous drinking habits by ethnicity & gender (2006/07)**

**Table 7: Hazardous drinking rates by gender and ethnicity in Taranaki and New Zealand (2002/03 & 2006/07)**

	2002/03						2006/07					
	Taranaki			New Zealand			Taranaki			New Zealand		
	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit
All	18.3	13.6	24.0	18.9	17.6	20.3	18.4	13.2	24.5	19.6	18.6	20.6
All - Male	26.2	20.6	32.5	27.1	23.9	30.4	25.9	20.2	32.2	27.7	25.4	30.0
All - Female	11.0	6.3	17.5	11.4	9.4	13.6	11.4	6.4	18.3	12.2	10.7	13.7
All - Maori	29.9	22.6	38.0	30.8	25.3	36.8	34.2	26.8	42.1	36.5	31.4	41.8
Male - Maori	38.2	28.2	49.0	39.4	30.6	48.8	43.4	33.8	53.0	46.1	38.5	54.0
Female - Maori	21.7	15.0	29.6	22.4	17.5	27.9	25.6	19.2	32.9	27.3	23.6	31.4
All - Non-Maori	16.8	11.7	23.0	17.3	14.9	20.0	16.4	11.2	22.9	17.5	15.9	19.3
Male - Non-Maori	24.3	18.5	31.0	25.1	21.6	29.0	23.5	17.9	30.0	25.1	22.8	27.6
Female - Non-Maori	9.2	4.7	15.9	9.5	7.7	11.6	9.2	4.4	16.6	9.9	8.3	11.7

Source: Ministry of Health, New Zealand Health Survey, 2006/2007.

## Diabetes

### Relevance

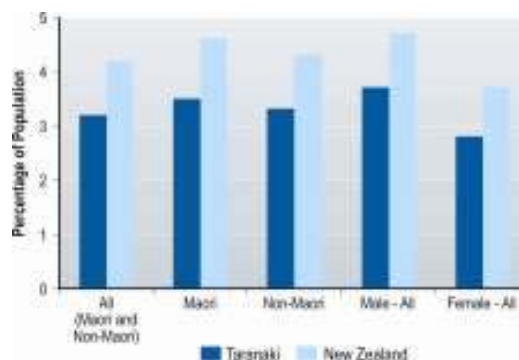
Diabetes is often related to obesity and a general unhealthy lifestyle. A rise in the rate of diabetes results in increased pressure and strain in the medical facilities in the region. Furthermore, diabetes is a significant cause of morbidity in New Zealand.

### Current level

3.2% of the sample population for Taranaki was diagnosed with diabetes, this compares with 4.0% recorded in 2002/03.

Of the national sample, 4.2% are recorded as having diabetes, this compares with 4.1% recorded in 2002/03.

The rate of diabetes for Taranaki of 3.2% is slightly lower than the national rate of 4.2, but not statistically significant (refer to [Figure 6 & Table 8](#)).



**Figure 6: Prevalence of diabetes by ethnicity & gender (2006/07)**

**Table 8: Diabetes rates by gender and ethnicity in Taranaki and New Zealand (2002/03 & 2006/07)**

	2002/03						2006/07					
	Taranaki			New Zealand			Taranaki			New Zealand		
	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit
All	4.0	2.9	5.3	4.1	3.6	4.6	3.2	2.4	4.3	4.2	3.8	4.5
All - Male	4.4	3.1	6.0	4.5	3.6	5.7	3.7	2.7	4.9	4.7	4.1	5.4
All - Female	3.6	2.4	5.1	3.7	2.9	4.6	2.8	1.7	4.4	3.7	2.8	4.8
All - Maori	4.9	3.3	7.0	5.1	3.7	6.8	3.5	2.4	5.0	4.6	3.7	5.5
Male - Maori	5.5	3.2	8.8	5.7	3.6	8.7	4.2	2.7	6.1	5.4	4.1	6.9
Female - Maori	4.3	2.7	6.5	4.5	3.1	6.3	2.9	1.6	4.8	3.8	2.6	5.2
All - Non-Maori	3.4	2.2	4.9	3.5	2.7	4.4	3.3	2.3	4.6	4.3	3.6	5.0
Male - Non-Maori	3.7	2.4	5.5	3.9	2.8	5.1	3.7	2.7	5.0	4.8	4.1	5.6
Female - Non-Maori	3.0	1.9	4.6	3.1	2.3	4.0	2.9	1.7	4.4	3.7	2.8	4.8

Source: Ministry of Health, New Zealand Health Survey, 2006/2007.

## 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 New Zealand in 1997 (30.0% of all deaths that year) were as 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 1997.

Source: Ministry of Health. 2004. [Looking Upstream: Causes of death cross-classified by risk and condition.](#)

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

### Current level

#### Nutrition

##### Fruit intake – overview

58.4% of all adults surveyed in Taranaki eat at least two or more servings of fruit a day, this compares with 46.8% recorded in 2002/03 (refer to [Table 9](#)).

Of the national sample 59.2% eat at least two or more servings of fruit a day, higher than the 53.9% recorded in 2002/03.

The intake of fruit in Taranaki of 58.4% is slightly lower than the national intake of 59.2%, but not statistically significant.

Taranaki mirrors the national findings, in that overall women are significantly more likely than men to eat the recommended amount of fruit each day (refer to [Figure 7 & Table 9](#)).

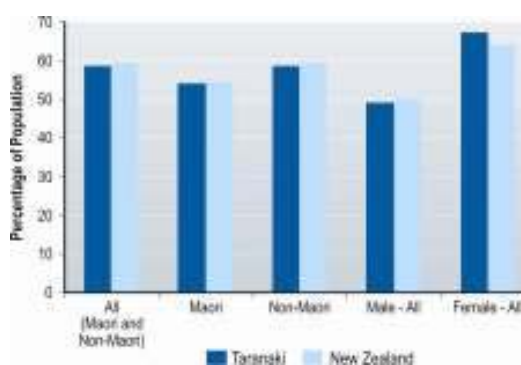


Figure 7: Prevalence of adults who eat the recommended intake of fruit (2006/07)

Table 9: Fruit intake by gender & ethnicity in Taranaki & New Zealand (2002/03 & 2006/07)

	2002/03						2006/07					
	Taranaki			New Zealand			Taranaki			New Zealand		
	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit
All	46.8	42.3	51.5	53.9	52.4	55.3	58.4	53.6	63.2	59.2	57.8	60.6
All – Male	37.6	32.1	43.4	43.3	39.8	46.8	49.0	43.7	54.3	49.7	47.0	52.3
All - Female	55.4	50.3	60.4	63.7	61.2	66.2	67.1	61.8	72.2	68.0	65.6	70.4
All - Maori	39.2	32.2	46.4	45.0	39.6	50.6	53.8	47.3	60.3	54.5	50.0	59.0
Male - Maori	30.4	23.2	38.4	35.0	29.1	41.3	45.3	37.7	53.1	45.9	39.8	52.1
Female - Maori	47.7	39.3	56.2	54.9	47.7	62.0	61.9	55.5	68.0	62.7	58.4	66.9
All - Non-Maori	47.4	42.4	52.4	54.5	52.1	56.9	58.4	53.0	63.7	59.2	56.5	61.8
Male - Non-Maori	38.3	33.0	43.9	44.1	41.0	47.3	49.3	43.7	54.9	49.9	46.8	53.1
Female - Non-Maori	56.4	51.3	61.4	64.9	62.3	67.4	67.7	62.1	72.9	68.6	65.7	71.3

Source: Ministry of Health, New Zealand Health Survey, 2006/2007.

## Vegetable intake - overview

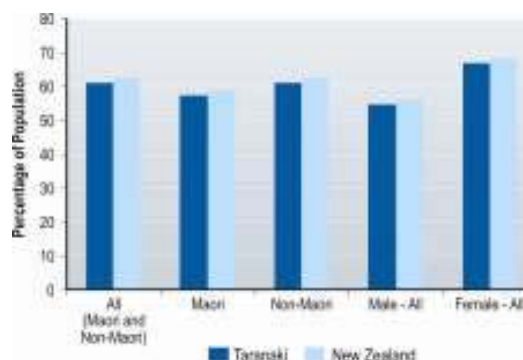
60.7% of the adults surveyed in Taranaki eat at least three or more servings of vegetables a day, lower than the 69.3% recorded in 2002/03; however the difference is not statistically significant.

Of the national sample, 62.6% eat at least three or more servings of vegetables a day, lower than the 67.3% recorded in 2002/03.

The intake of vegetables in Taranaki of 60.7% is lower than the national intake of 62.6%, but not statistically significant.

Overall women are significantly more likely than men to eat the recommended amount of vegetables each day. In Taranaki the rate for

women was higher than the rate for males, but not statistically significant (refer to [Figure 8 & Table 10](#)).



**Figure 8: Prevalence of adults who eat the recommended intake of vegetables (2006/07)**

**Table 10: Vegetable intake by gender & ethnicity in Taranaki & New Zealand (2002/03 & 2006/07)**

	2002/03						2006/07					
	Taranaki			New Zealand			Taranaki			New Zealand		
	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit
All	<b>69.3</b>	60.1	77.4	<b>67.3</b>	65.6	69.1	<b>60.7</b>	52.0	68.9	<b>62.6</b>	61.3	63.9
All - Male	<b>65.0</b>	55.5	73.7	<b>63.2</b>	59.9	66.5	<b>54.4</b>	45.5	63.1	<b>56.1</b>	53.4	58.9
All - Female	<b>73.2</b>	63.6	81.4	<b>71.2</b>	68.4	73.8	<b>66.5</b>	57.3	74.8	<b>68.6</b>	66.0	71.1
All - Maori	<b>66.3</b>	56.3	75.3	<b>64.4</b>	60.2	68.6	<b>57.1</b>	48.1	65.8	<b>59.0</b>	55.9	62.0
Male - Maori	<b>63.4</b>	52.5	73.4	<b>61.7</b>	55.5	67.6	<b>51.4</b>	41.4	61.3	<b>53.1</b>	47.7	58.3
Female - Maori	<b>69.1</b>	58.6	78.3	<b>67.2</b>	62.1	72.0	<b>62.5</b>	53.1	71.4	<b>64.6</b>	60.8	68.2
All - Non-Maori	<b>69.7</b>	60.1	78.2	<b>67.8</b>	64.5	70.9	<b>60.7</b>	51.8	69.2	<b>62.7</b>	60.2	65.2
Male - Non-Maori	<b>65.2</b>	55.0	74.4	<b>63.4</b>	58.7	67.9	<b>54.5</b>	45.8	63.2	<b>56.2</b>	53.3	59.2
Female - Non-Maori	<b>74.3</b>	64.6	82.5	<b>72.2</b>	69.4	75.0	<b>67.1</b>	57.8	75.4	<b>69.2</b>	66.5	71.8

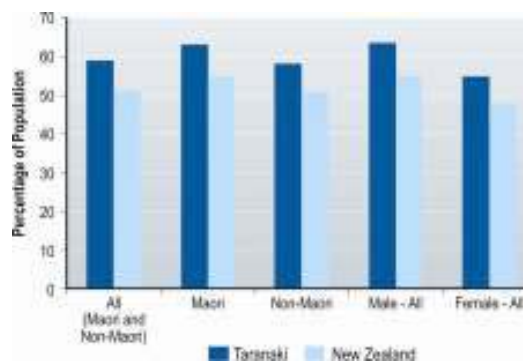
Source: Ministry of Health, New Zealand Health Survey, 2006/2007.

## Physical activity

59.2% of all adults surveyed in Taranaki do at least 30 minutes a day of physical activity on five or more days of the week, higher than the 54.9% recorded in 2002/03, but not statistically significant.

Of the national sample, 51.4% of all adults surveyed do at least 30 minutes a day of physical activity on five or more days of the week, slightly lower than the 52.9% recorded in 2002/03, but not statistically significant.

The Taranaki rate of physical activity of 59.2% is slightly higher than the national rate of 51.4%, but not statistically significant (refer to Figure 9 & Table 11).



**Figure 9: Prevalence of adults who take part in physical activity for at least 30 minutes per day 5 days a week (2006/07)**

**Table 11: Physical activity rates by gender & ethnicity in Taranaki and New Zealand (2002/03 & 2006/07)**

	2002/03						2006/07					
	Taranaki			New Zealand			Taranaki			New Zealand		
	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit	Rate	Lower Confidence Limit	Upper Confidence Limit
All	54.9	47.6	62.1	52.9	51.5	54.4	59.2	51.2	66.9	51.4	49.9	52.8
All - Male	59.2	51.5	66.7	57.1	54.4	59.7	63.6	55.1	71.5	55.1	52.4	57.8
All - Female	51.0	42.3	59.6	49.1	44.3	53.9	55.2	47.0	63.2	47.9	45.4	50.4
All - Maori	58.9	50.3	67.2	56.8	52.4	61.1	63.5	55.0	71.5	55.1	52.1	58.0
Male - Maori	61.2	50.8	70.9	59.0	51.9	65.8	69.8	60.2	78.4	60.6	55.8	65.2
Female - Maori	56.7	44.7	68.1	54.6	45.3	63.7	57.6	48.9	65.9	49.9	46.4	53.4
All - Non-Maori	54.7	46.9	62.3	52.7	49.7	55.6	58.6	50.3	66.5	50.8	48.3	53.3
Male - Non-Maori	58.7	50.9	66.3	56.6	53.7	59.4	62.7	53.9	70.9	54.3	50.9	57.7
Female - Non-Maori	50.6	42.3	58.8	48.8	44.6	52.9	54.4	46.2	62.4	47.2	44.7	49.7

Source: Ministry of Health, New Zealand Health Survey, 2006/2007.

## 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.

### Current level

The non-intentional injury rates recorded in Taranaki have continued to fluctuate. Over the 11 year period, 1998/99 – 2008/09, the non-intentional injury rates recorded have increased by 39.3%, whilst the rate from 2007/08 to 2008/09 increased by 9.8% and the rate from 2004/05 increased by 6.4%.

Taranaki recorded a total of 3,770 non-intentional injuries in 2008/09, making up 3% of all injuries recorded in New Zealand. Per 1000 of population, Taranaki recorded 36.2 non-intentional injuries. This rate was above the national rate of 27.2 per 1000 of population. On a regional comparison Taranaki was ranked third out of the 16 regions (refer to [Figure 10](#)).



**Figure 10: Non-intentional injuries per 1000 of population – a regional comparison 2008/09**

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 12](#), pg 24).

Workplace claims increased by 22.4% over the 11-year period, from 868 claims recorded in 1998/99 to 1,062 claims recorded in 2008/09.

Farm claims increased by 17.2% over the 11-year period, from 198 claims recorded in 1998/99 to 232 claims recorded in 2008/09.

Home claims increased by 65.6% over the 11-year period from 727 claims in 1998/99 to 1,204 in 2008/09.

Sport claims increased by 13.3% over the 11-year period from 646 claims in 1998/99 to 732 claims in 2008/09.

### Workplace claims

Taranaki workplace claims made up 2.9% of the total New Zealand workplace claims in 2008/09.

Taranaki recorded 10.2 claims per 1000 of population, this compares with a national rate of 9.2 per 1000 of population.

Taranaki was ranked eleventh equal with Manawatu-Wanganui on a regional comparison of claims per 1000 of population.

### Farm claims

Taranaki farm claims make up 5.4% of total New Zealand farm claims.

Taranaki recorded 2.1 claims per 1000 of population, this compares with a national rate of 1.1 claims per 1000 of population.

Taranaki was ranked fifth on a regional comparison of claims per 1000 of population.

### Home claims

Taranaki claims make up 2.9% of total New Zealand claims.

Taranaki recorded 11.6 claims per 1000 of population, this compares with a national rate of 10.3 per 1000 of population.

Taranaki was ranked sixth on a regional comparison of claims per 1000 of population.

### Sports claims

Taranaki sport claims make up 2.7% of total New Zealand claims.

Taranaki recorded 7.0 claims per 1000 of population, above the national rate of 6.7 per 1000 of population.

Taranaki was ranked tenth equal with Bay of Plenty on a regional comparison of claims per 1000 of population.

Source: Accident Compensation Corporation, 2009

Table 12: Workplace, farm, home and sport claims recorded per 1,000 of population on a regional basis (2008)

Workplace claims	Claims recorded	Farm Claims	Claims recorded	Home claims	Claims recorded	Sports claims	Claims recorded
<b>National average</b>	9.2	<b>National average</b>	1.1	<b>National average</b>	10.3	<b>National average</b>	6.7
Southland	18.8	Gisborne	3.0	Northland	14.0	Otago	10.9
West Coast	15.2	Souhtland	2.9	Nelson	13.8	Nelson	9.2
Nelson	14.1	Waikato	2.4	Gisborne	12.9	Marlborough	8.3
Marlborough	13.3	Tasman	2.2	Waikato	12.1	Waikato	7.8
Waikato	12.3	<b>Taranaki</b>	2.1	Bay of Plenty	12.0	Manawatu-Wanganui	7.5
Otago	12.1	Marlborough	1.9	<b>Taranaki</b>	11.6	West Coast	7.3
Hawke's Bay	11.7	Otago	1.8	Hawke's Bay	11.2	Gisborne	7.3
Gisborne	11.3	Northland	1.7	Marlborough	11.1	Tasman	7.1
Bay of Plenty	11.1	West Coast	1.7	Otago	11.1	Canterbury	7.1
Canterbury	10.8	Hawke's Bay	1.6	Canterbury	10.7	<b>Taranaki</b>	7.0
Manawaty-Wanganui	10.2	Manawatu-Wanganui	1.6	West Coast	10.5	Bay of Plenty	7.0
<b>Taranaki</b>	10.2	Bay of Plenty	1.4	Southland	10.0	Northland	6.0
Northland	10.1	Canterbury	1.2	Tasman	9.4	Wellington	5.9
Tasman	9.0	Nelson	0.5	Auckland	9.2	Hawke's Bay	5.8
Auckland	6.2	Wellington	0.3	Wellington	8.6	Auckland	5.6
Wellington	6.0	Auckland	0.1	Manawatu-Wanganui	8.0	Southland	5.6

Source: Accident Compensation Corporation, 2009

### 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 the mortality experiences of the Taranaki community in the period 2005-2007, life expectancy at birth was 77.2 years for males and 81.5 years for females.

#### New Zealand at a glance

Based on the mortality experiences of New Zealanders in the period 2006-2008, life expectancy at birth was 78.2 years for males and

82.2 years for females. Since the mid-1980s, gains in longevity have been greater for males than for females. Between 1985-1987 and 2006-2008, life expectancy at birth increased by 7.1 years for males and 5.1 years for females. As a result, the gap between males and females in life expectancy narrowed from 6.0 years to 4.0 years over this period.

The gains in life expectancy at birth since the mid-1980s can be attributed mainly to reduced death rates for people in the late-working and retirement age groups (55-84 years). However, reduced rates for infants (from 11.2 deaths per 1,000 live births in 1996 to 5.0 per 1,000 in 2008), for people aged 45-54 years, and for women aged 85 years and over were also significant.

Source: Ministry of Social Development, Social Report, 2009.

## Indicator 12: Community Survey<sup>8</sup> - % people satisfied with health services and perceptions of safety

### % Satisfaction with health service

Sixty eight percent of respondents surveyed were satisfied with health services in Taranaki (refer to Figure 11).

However, a significantly larger proportion of residents of the Stratford District (32% dissatisfied) and South Taranaki District (38% dissatisfied) expressed dissatisfaction with health services than New Plymouth residents (16% dissatisfied).

Among different demographic groups, there were only slight variations in levels of satisfaction with health services, although dissatisfaction is lowest among young residents (11% dissatisfied) and highest among 40-59 year olds (29% dissatisfied).

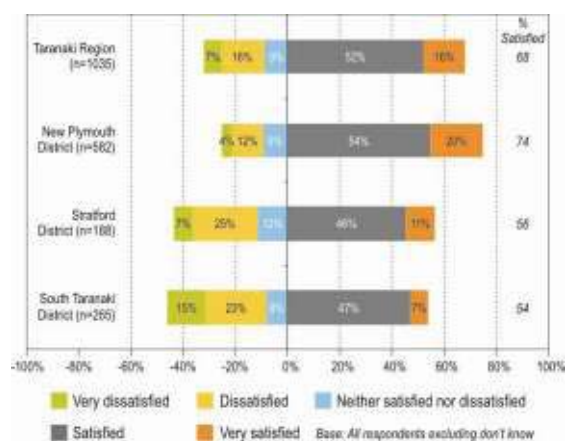


Figure 11: Satisfaction with health services

Source: The Nielsen Company, Taranaki Community Survey 2008.

### % Emotional health

Ninety three percent of Taranaki residents surveyed were satisfied with their life in general, with half of these residents being **strongly** satisfied (refer to Figure 12). This was the consistent picture across the three districts in Taranaki. This was also the picture across all demographic groups, with the exception of household income, where those on incomes in excess of \$100,000 express significantly stronger satisfaction than those on incomes

under \$100,000 (59% very satisfied with life in general compared with 42%).

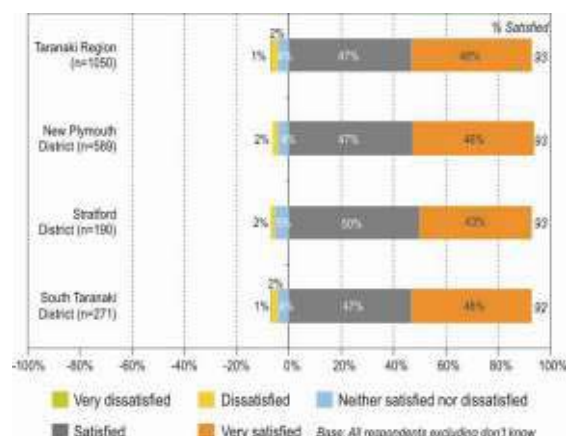


Figure 12: Emotional health

Source: The Nielsen Company, Taranaki Community Survey 2008.

### % Perception of safety

According to the survey 96% of Taranaki residents feel safe in their normal day-to-day living during daylight hours (refer to Figure 13), while 77% generally feel safe in their day-to-day living after dark (refer to Figure 14). Feelings of safety during daytime are consistently high, peaking among people who were not born in New Zealand (99% feel safe during daytime).

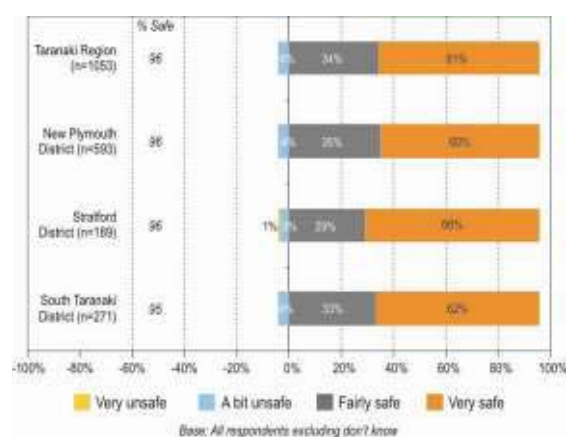


Figure 13: Perceptions of safety during daylight hours

Source: The Nielsen Company, Taranaki Community Survey 2008.

Feelings of safety after dark are slightly lower among New Plymouth residents (26% feel unsafe, compared with 17% of South Taranaki residents and 18% of Stratford residents) (refer to Figure 14 on the next page). However, this is most likely a reflection of urban-rural differences,

<sup>8</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.

as a significantly higher proportion of urban residents feel at least a bit unsafe after dark than rural residents (26% versus 18%). A significantly higher proportion of people of New Zealand European ethnicity feel unsafe after dark than Maori residents (26% versus 15%). There is also a suggestion that feelings of being unsafe, both during daylight and after dark, are more prevalent among those on lower income levels.

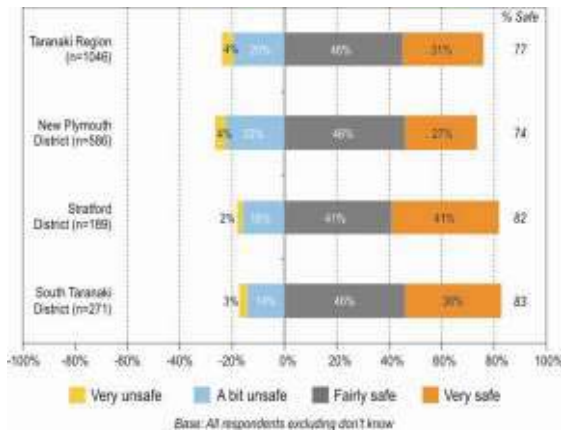


Figure 14: Perceptions of safety after dark

Source: The Nielsen Company, Taranaki Community Survey 2008.



Photo 3: Mountain and fisherman



Photo 4: A sunny day for mountain bikers

## 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 development 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 – 2009; Statistics New Zealand 2009; National Bank Trend Reports 2009; 2006 Census Data; Venture Taranaki; Household Labour Force Survey; & New Zealand Income Survey 2000 - 2009.

### 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 primary<sup>9</sup>, secondary<sup>10</sup> and tertiary<sup>11</sup> sectors and subtracts the purchases from these sectors.

#### Current level & trends

The total Net GST for Taranaki in 2007 (i.e. the 12 month calendar year period) stood at \$2933.8 (million) a decrease of 20.9% from the \$3711.2 (million) recorded in 2006. Nationally, Net GST increased by 2.8% over the same period (refer to [Table 13](#)).

**Table 13: Net GST \$(million) – Comparative – 2004 – 2007**

	2004	2005	2006	2007
Taranaki	2923.7	3546.6	3711.2	2933.8
% change		+21.3	+4.6	-20.9
NZ	128051.3	137428	146886	150998.8
% change		+7.3	+6.9	+2.8

Source: Statistics New Zealand, Taranaki Region quarterly Review, 2004-2007.

**Note:** Regional GST is no longer collected by Statistics New Zealand; Statistics New Zealand have advised that Retail Trade Statistics is a suitable replacement.

#### Retail Trade Survey

The Retail Trade Survey (RTS) is designed to provide short-term economic indicators of the retail trade sector.

For the year end September 2009, the actual value of retail trade in Taranaki was valued at \$1,573.4 (million), representing a 4.6% decrease from the \$1,648.5 (million) recorded for the year end September 2008.

The national value for year end September 2009 was \$64,528 (million), representing a decrease of 2.6% from the \$66,239 (million) recorded for the year end September 2008 (refer to [Table 14](#)).

<sup>9</sup> Primary sector includes ‘Agriculture, Forestry & Fishing’ & ‘Mining’ industries.

<sup>10</sup> Secondary sector includes ‘Manufacturing’, ‘Electricity’, Gas & Water Supply’ and ‘Construction’ industries.

<sup>11</sup> 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’.

**Table 14: Retail Trade \$(million) – Taranaki and New Zealand – October 2007 – September 2009**

	TKI (\$ million)	NZ (\$ million)
Oct-07	132.2	5443
Nov-07	142.8	5723
Dec-07	161.4	6613
Jan-08	142.3	5513
Feb-08	131.7	5442
Mar-08	134.8	5612
Apr-08	137.7	5347
May-08	139.4	5399
Jun-08	131.3	5171
Jul-08	142.5	5411
Aug-08	126.1	5279
Sept-08	126.3	5286
Oct-08	135.6	5478
Nov-08	133.2	5487
Dec-08	157.8	6225
Jan-09	127.4	5310
Feb-09	121.3	5066
Mar-09	132.0	5505
Apr-08	129.5	5255
May-09	129.2	5268
Jun-09	129.0	5112
Jul-09	126.6	5337
Aug-09	124.6	5224
Sept-09	127.2	5261

Source: Statistics New Zealand 2009

## Indicator 2: Economic activity: National Bank Trend Report

### Relevance

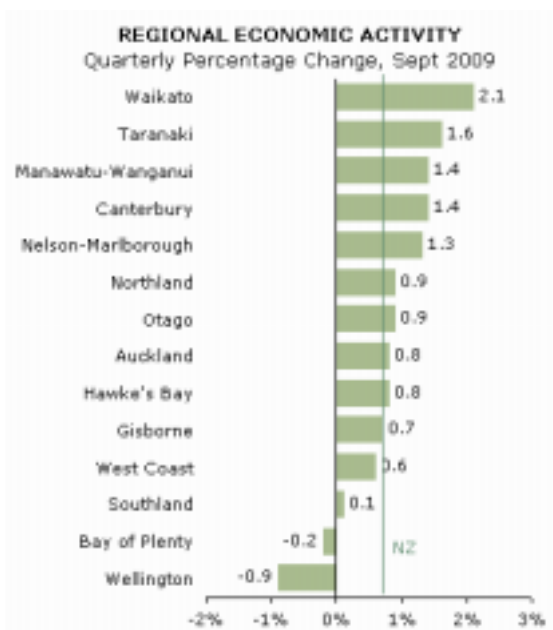
This indicator measures economic activity through a number of indicators including employment, business growth and business confidence.

### Current level & trends

Taranaki recorded its first quarterly rise in economic activity in over a year with a 1.6% increase in the September 2009 quarter (refer to [Figure 15](#) & [Figure 16](#)). The region recorded a large increase in the number of dwelling approvals, rising 8.7% from the three months earlier. The value of permits lifted an even more impressive 41%, indicating some higher valued projects in the pipeline. Paymark electronic transactions data recorded a 1.7 percent increase, twice the 0.8% nationwide rise. This contrasts with the official retail sales data for Taranaki, which recorded a 1.9% fall in the region in the September quarter. After a surge in June, house sales eased 4.1%, but remained at the second highest level in the past 1.5 years. Commercial building consents in the quarter took a tumble, dropping to a five-year low.

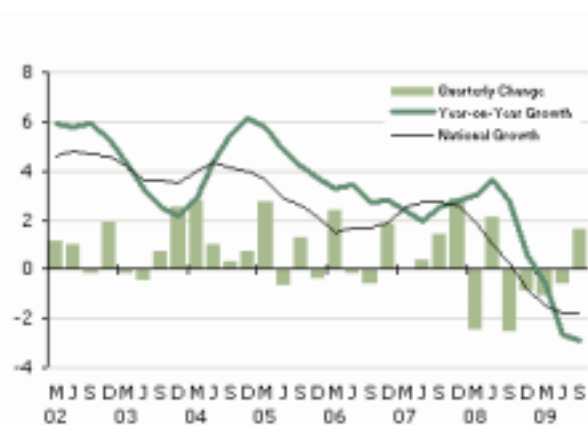
Year-on-year growth to September 2009 showed a 2.9% decline in economic activity in the region; the third highest decline behind Northland and Waikato [refer to [Figure 17](#)]. National growth decreased by 1.8% for the year to September 2009.

Source: National Bank Regional Trend Report, November 2009



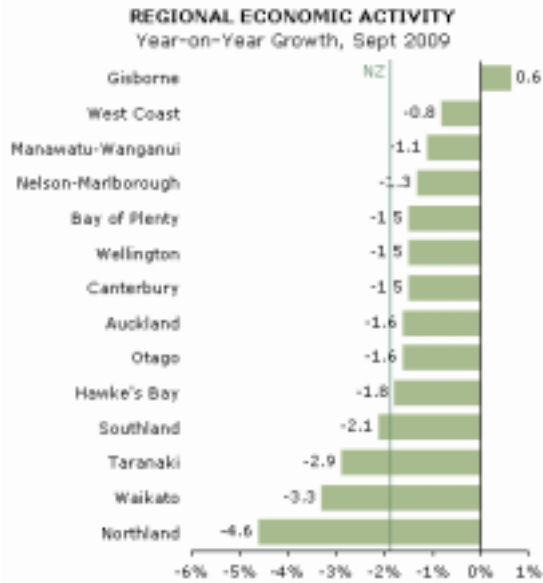
**Figure 15: Quarterly Percentage Change, September 2009**

Source: National Bank Regional Trend Report, November 2009.



**Figure 16: Quarterly Change & Year-on-Year Growth for Taranaki & Nationally (March 2002 – September 2009)**

Source: National Bank Regional Trend Report, November 2009.



**Figure 17: Regional economic activity year-on-year growth (September 2008 - September 2009)**

Source: National Bank Regional Trend Report, November 2009.

### 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

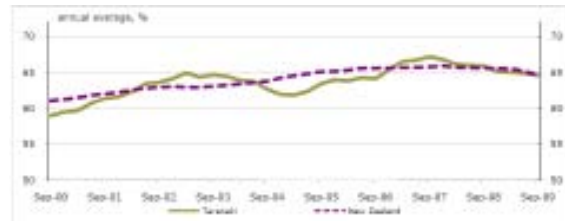
The employment rate is the best available indicator of the prevalence of paid employment. It is the proportion of the population aged 15-64 that is employed for at least one hour per week. It is affected by trends in both unemployment and labour force participation (proportion of the working-age population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

#### Current level & trends

The annual average employment rate for Taranaki stood at 64.6% during the year to September 2009 period, down from the 65.9% recorded the year before.

In comparison, the national average employment rate was 64.7% for the year to September 2009, down from the 65.6% recorded the year before (refer to [Figure 18](#)).

The number of employees in the Taranaki region stood at 57,900 in the year to September 2009.



**Figure 18: Regional and national trends in the employment rate September 2000 - September 2009**

Source: Department of Labour & Ministry of Social Development, quarterly Regional Labour Market Update, September 2009.

### Indicator 4: Unemployment rate

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

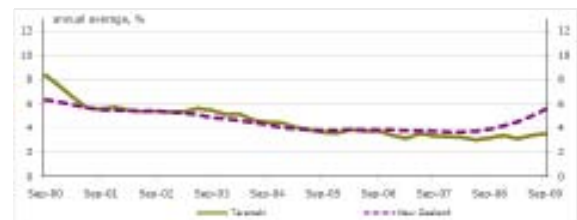
It is an important reflection of overall economic conditions and may give a sense of the ease with which people are able to move into employment.

#### Current level & trends

The annual average unemployment rate for Taranaki stood at 3.5% in the year to September 2009, up from the 3.2% recorded the year before.

In comparison, the national average unemployment rate was 5.5% for the year to September 2009, up from the 3.9% recorded the year before (refer to [Figure 19](#)).

The number of unemployed people in the region (as measured by the Household Labour Force Survey) is estimated at 2,200 for the year to September 2009.



**Figure 19: Regional and national trends in the unemployment rate September 2000 - September 2009.**

Source: Department of Labour & Ministry of Social Development, quarterly Regional Labour Market Update, September 2009.

## 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 June 2009, Taranaki employees earned an average of \$23.74 per hour, representing a 2.5% (or \$0.59) increase from June 2008. This increase compares with a 4.5% increase for the whole of New Zealand over the same reporting period.

The national average for New Zealand employees as at June 2009 was \$25.09 per hour, compared to \$24.00 recorded in June 2008 (refer to [Table 15](#)).

**Table 15: Average hourly earnings in Taranaki (TKI) & New Zealand (September 2006 – June 2009)**

	TKI (\$)	NZ (\$)
Sept 2006	21.43	22.24
Dec 2006	21.51	22.40
March 2007	22.31	22.63
June 2007	22.26	22.81
Sept 2007	22.71	23.11
Dec 2007	22.42	23.34
March 2008	22.92	23.69
June 2008	23.15	24.00
Sept 2008	23.49	24.37
Dec 2008	23.00	24.6
Mar 2009	23.01	24.91
June 2009	23.74	25.09

Source: Statistics New Zealand, Taranaki Region quarterly Review, September 2006 – March 2008. Statistics New Zealand, June 2008 – June 2009.

In June 2009, males and females in the Taranaki region earned an average hourly rate of \$26.13 and \$20.31 respectively, representing an increase of 2.9% for males and 2.1% for females from June 2008. The national average for males was 26.54\$ and \$23.31 for females (refer to [Table 16](#)).

**Table 16: Average hourly earnings in Taranaki (TKI) & New Zealand (September 2006 – June 2009)**

	TKI(\$)		NZ(\$)	
	Male	Female	Male	Female
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
June 2007	24.33	19.48	24.29	20.99
Sept 2007	24.98	19.55	24.53	21.35
Dec 2007	24.78	19.10	24.72	21.57
March 2008	25.50	19.44	25.04	21.91
June 2008	25.39	19.89	25.42	22.22
Sept 2008	25.99	20.17	25.81	22.60
Dec 2008	25.22	20.03	26.09	22.79
Mar 2009	25.48	19.86	26.37	23.14
June 2009	26.13	20.31	26.54	23.31

Source: Statistics New Zealand, Taranaki Region quarterly Review, September 2006 – March 2008. Statistics New Zealand, June 2008 - June 2009.

### Average weekly income

#### Relevance

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

#### Current level

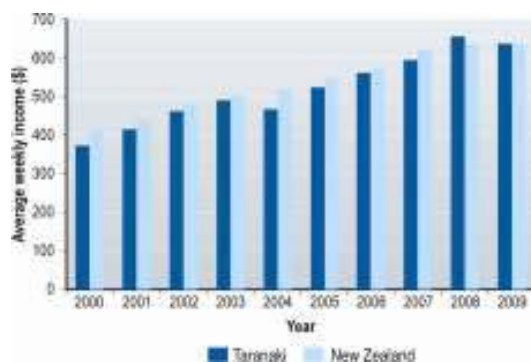
As at June 2009, people in the Taranaki region had an average weekly income of \$679.0 per week, slightly lower than the national average of \$680.0 per week.

The average weekly income for people in the Taranaki region decreased by 3.3% between June 2008 and June 2009. The average weekly income for people in New Zealand decreased by 0.3% over the same reporting period.

Average weekly income in Taranaki rose from \$441.0 in June 2001 to \$679.0 in June 2009; while the average weekly income for New Zealand as a whole rose from \$467.0 in June 2001 to \$680.0 in June 2009 (refer to [Table 17](#) & [Figure 20](#)).

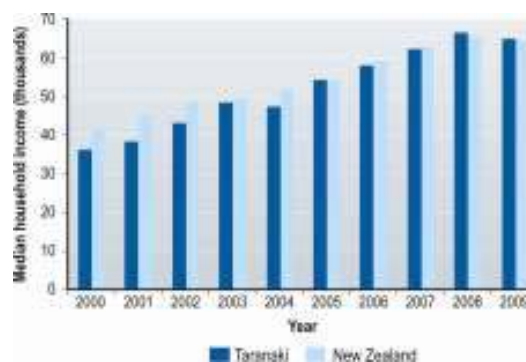
**Table 17: Average weekly income in Taranaki (TKI) & New Zealand (June 2001 – June 2009)**

	TKI(\$)	NZ(\$)
2001	441.0	467.0
2002	495.0	513.0
2003	523.0	539.0
2004	498.0	552.0
2005	560.0	584.0
2006	599.0	608.0
2007	634.0	664.0
2008	702.0	682.0
2009	679.0	680.0



**Figure 20: Average weekly income in Taranaki and New Zealand (June 2000 – June 2009)**

Source: Statistics New Zealand, Taranaki Region quarterly Review, September 2006 – March 2008. Statistics New Zealand, June 2008 and June 2009.



**Figure 21: Median household income in Taranaki & New Zealand (June 2000 – June 2009)**

Source: Statistics New Zealand, New Zealand Income Survey June 2009 quarter.

### 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 2009, the median household income for Taranaki was \$64,844 per year; above the national rate of \$64,168 (refer to [Table 18](#) & [Figure 21](#)).

The median household income for Taranaki has risen by 81% since 2000, while the median household income for New Zealand has risen by 54% over the same reporting period.

**Table 18: Median household income for Taranaki & New Zealand (2000 - 2009)**

	TKI(\$)	NZ(\$)
2000	35880	41600
2001	38012	44876
2002	42900	47996
2003	48048	49452
2004	47320	51584
2005	53976	54080
2006	57824	58708
2007	62244	62556
2008	66144	65364
2009	64844	64168

### 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 businesses<sup>12</sup>. Its purpose is to monitor the local economic climate and key issues that affect businesses. The survey was undertaken in August 2009.

The survey was sent to 1000 Taranaki businesses. A total of 207 business participated in the survey.

#### Current level & trends

In terms of the New Zealand economy, 38% of the businesses surveyed predicted that general business conditions would decline; 22.9 percent anticipated conditions would improve while the remainder expected conditions to remain the same.

31.4% of businesses anticipated industry conditions will deteriorate in the months ahead. 23.7% anticipated improvement, and 41% believe stability will prevail.

Businesses predominately anticipated sales will remain the same over the next six months (41%). 24.8% anticipated sales would increase.

The majority of responding businesses (69%) believed that employee numbers will remain the same over the coming six months.

<sup>12</sup> Venture Taranaki, *Business Survey*, August 2009.

Only 18% of businesses reported they were experiencing skills shortages and/or difficulties in recruiting staff. In November 2008 31.7% of businesses reported skills shortages or difficulties.

Key factors impacting on general business growth and profitability include the price of commodities such as electricity, fuel and wages, as well as government regulations.

In terms of the current global financial situation and its impact on New Zealand, 23% of respondents believed it was having a serious impact and 54.4% a reasonable impact. Only 1% of respondents believe it had no real impact. These numbers are similar to the last survey in November 2008.

In terms of impact on Taranaki, only 7.4% of respondents believed it was serious, again similar to the last survey. However, 49% felt there was a reasonable impact and 40.7% stated that there was some impact but Taranaki was reasonably protected from the situation. Only 2.6% of respondents believed the global financial situation had no real impact.

In relation to their own businesses, 7.5% of Taranaki respondents stated that the global financial situation was having a very negative impact on their business whilst 50.7% described the situation as moderately negative. 34.3% felt the situation was having no real impact. These results are relatively similar to those reported in the previous survey.

A key difference from the previous survey however, is the decline in proportion of respondents who believed actions should be taken by the Government in relation to the global financial crisis. Whereas in November 2008 seventy six percent of respondents believed the Government should be responding to the situation, in May/June 2009 this had almost halved to 40%.

Recovery is perceived by many respondents to be some time off – possibly not until post 2010.

Survey participants were asked about how they believed the region was perceived by those living in other regions. Provided with a list of items, respondents ranked Taranaki's work-life balance as being perceived the most favourably (mean score = 4.2/5) and our roading infrastructure as the least positive attribute (mean score = 3.0/5).

Source: Venture Taranaki, Business Survey, August 2009.

## **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 14,458 businesses<sup>13</sup> were located within the Taranaki region as at February 2009, representing 2.8% of all businesses in New Zealand. This compares with 14,346 businesses in 2008 and represents a growth rate of 0.8%. The growth rate was slightly above the national rate for New Zealand (a 0.3% increase).

The principal industry within the Taranaki region was the agriculture, forestry and fishing industry, which accounted for 30.5% of all businesses in the region. The next most significant industries within the region were the rental, hiring and real estate market (17.5%), construction (9.0%), retail trade (5.5%) and professional, scientific and technical services (5.4%).

### **Full-Time Equivalent – Employees by industry**

The largest industry within Taranaki in terms of employees as at February 2009 was the manufacturing industry, which employed 17.4% of all employees in the region. Health care and social assistance employed a further 10.5% of total employees in the region, retail trade employed 10.2%, construction employed 8.9%, and agriculture, forestry and fishing employed 7.4%.

The percentage of individuals employed per industry has remained largely unchanged over the 2000 and 2009 reporting period (refer to [Table 19 & Figure 22](#)).

In 2000 the manufacturing industry employed 21.6% of all employees in the region. The retail industry employed 11.3%, health care and social assistance employed 10.9%, education and training employed 8.9% and agriculture, forestry and fishing employed 8.0%.

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<sup>13</sup> Total business numbers include: the primary, secondary and tertiary sectors.

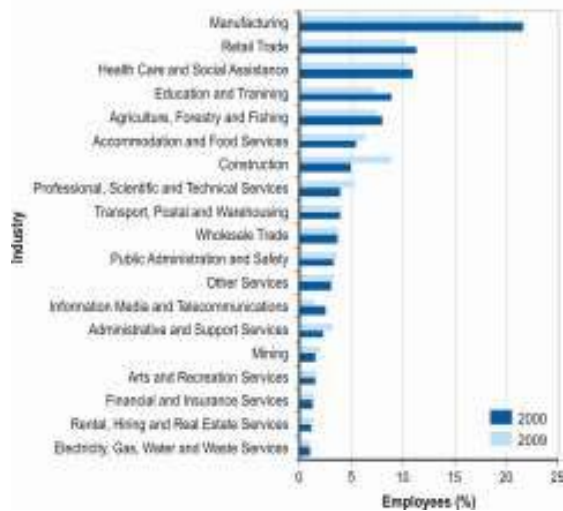
**Table 19: Employees by Industry in Taranaki 2000 & 2009**

	2000 (%)	2009 (%)
Manufacturing	21.6	17.4
Retail Trade	11.3	10.2
Health Care and Social Assistance	10.9	10.5
Education and Training	8.9	7.2
Agriculture, Forestry and Fishing	8.0	7.4
Accommodation and Food Services	5.4	6.3
Construction	4.9	8.9
Professional, Scientific and Technical Services	3.9	5.3
Transport, Postal and Warehousing	3.9	4.0
Wholesale Trade	3.7	3.8
Public Administration and Safety	3.3	3.6
Other Services	3.0	3.3
Information Media and Telecommunications	2.5	1.4
Administrative and Support Services	2.3	3.2
Mining	1.5	2.0
Arts and Recreation Services	1.5	1.7
Financial and Insurance Services	1.3	1.4
Rental, Hiring and Real Estate Services	1.1	1.3
Electricity, Gas, Water and Waste Services	1.0	1.0



**Photo 5: Fonterra Whareroa Dairy Factory, Hawera**

**Employees by industry**



**Figure 22: Employees by industry in Taranaki 2000 & 2009**

Source: Statistics New Zealand, 2009.



**Photo 6: Welding training at the Western Institute of Technology (WITT), Taranaki**



## 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:** The Social Report 2009, Ministry of Social Development; and the Department of Labour 2009; & the Tertiary Education Commission, 2009.

### Indicator 1: Highest level of educational/vocational qualification obtained

#### Relevance

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

#### Currently level & trends

In 2008, 70.0% of the population of Taranaki aged 25-64 had attained an educational qualification of upper secondary level<sup>14</sup> or above, slightly up from the 69.5% recorded in 2007.

The national average recorded in 2008 was 75.2%, slightly down from the 75.7% recorded in 2007.

On a regional comparison Taranaki had the lowest rate for education attainment of the population aged 25-64 (refer to Figure 23).

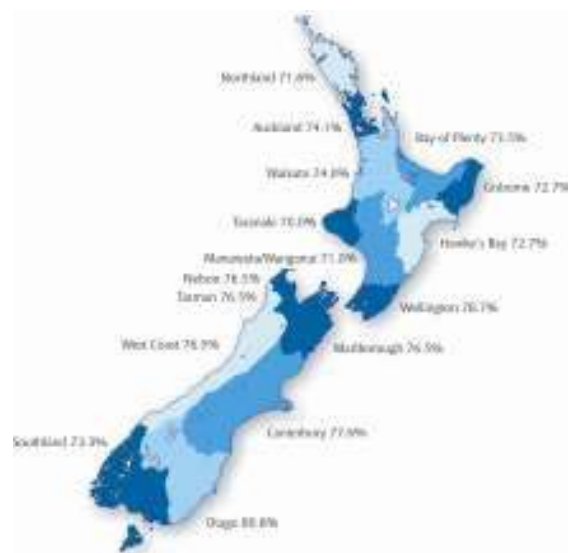


Figure 23: Educational attainment of the adult population a region comparison (2008)

Source: Ministry of Social Development, Social Report, 2009.

<sup>14</sup> School leavers with NCEA level 2 with at least 14 credits or with sixth form certificate in at least one subject.

## 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

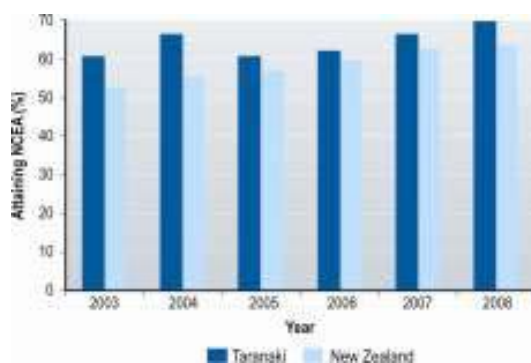
In Taranaki in 2008, 69.4% of all year 11 students obtained the NCEA level 1 qualification, up from the 66.1% recorded the year before.

The national rate recorded for year 11 students obtaining the NCEA level 1 qualification was 63.2% in 2008, up from the 62.6% recorded the year before.

Over the last six years the rates of NCEA level 1 attainment in Taranaki have consistently been higher than the national rates recorded (refer to Table 20 & Figure 24).

**Table 20: % of year 11 students who attained NCEA Level 1 qualification – Taranaki (TKI) & New Zealand (NZ) - 2003 – 2008**

	TKI (%)	NZ (%)
2003	60.3	52.5
2004	66.1	55.4
2005	60.3	56.5
2006	61.7	59.3
2007	66.1	62.6
2008	69.4	63.2



**Figure 24: % of year 11 students who attained NCEA Level 1 qualification – Taranaki & New Zealand (2003 – 2008)**

Source: NZ A New Zealand, 2009.

## % 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.

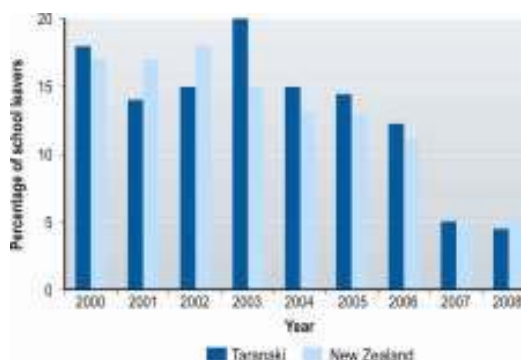
### Current level & trends

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

The proportion of Taranaki students leaving secondary school with no formal qualifications dropped from 12.3% in 2006 to 5.1% in 2007; this compares with the national rate of 11.1% in 2006 and 4.9% in 2007 (refer to Table 21 & Figure 25).

**Table 21: Percentage of school leavers with no formal qualifications Taranaki (TKI) & New Zealand (2000 - 2007)**

	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
2006	12.3	11.1
2007	5.1	4.9



**Figure 25: Percentage of school leavers with no formal qualification Taranaki & New Zealand (2000 – 2008).**

Source: Department of Labour, Annual In-depth Regional Labour Market Reports, 2009.

### Indicator 3: % of children participating in early childhood education

#### Relevance

Evidence from New Zealand and international research shows that the 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 2008 was 102.7%<sup>15</sup>, up from the 96.4% recorded in 2007.

When compared with other regions within New Zealand, Taranaki is ranked seventh for early childhood participation rates (refer to Figure 26).

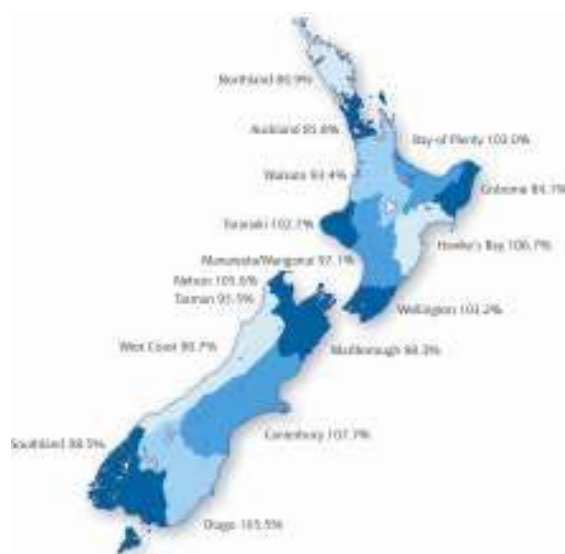


Figure 26: Participation in early childhood education by region (2008)

The New Plymouth District recorded the highest rate of attendance in Taranaki in 2008 (refer to Table 22).

Table 22: Participation in early childhood broken down to districts (2004 - 2008)

	South Taranaki	Stratford	New Plymouth
2004	100%	104%	94%
2005	105%	99%	93%
2006	110%	88%	86%
2007	104%	85%	84%
2008	114%	94%	81%

Source: Ministry of Social Development, Social Report, 2009.

### 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

A total of 27,143 individuals in Taranaki were enrolled in continuing education throughout 2008. This compares with a total of 29,361 enrolments in 2007, a decrease of 7.6%.

This is broken up into the following categories:

Modern Apprenticeships: 1,169 individuals participating in the modern apprenticeship scheme, as at 30 September 2008. This compares with 957 individuals in 2007.

Industry Training: 17,679 individuals participating in training, as at 30 September 2008. This compares with 17,862 individuals in 2007.

Targeted Training (Training Opportunities): 820 individuals enrolled, as at 19 December 2008. This compares with 1,017 enrolments in 2007.

Targeted Training (Youth Training): 470 individuals enrolled, as at 19 December 2008. This compares with 630 enrolments in 2007.

Western Institute of Technology: 4,532 individuals enrolled, as at 31 July 2008. This compares with 5,076 enrolments in 2007.

<sup>15</sup> Note: the measure takes into account children who may be attending two or more centres; therefore attendance may be greater than 100%.

Pacific International Hotel Management School: 443 students<sup>16</sup> enrolled in 2008. This compares with 462 students enrolled in 2007.

Practical Education Institute: 2,030 students enrolled, as at 31 July 2008. Of which 104 were enrolled in on-campus studies and 1,926 were enrolled in extramural studies. This compares with 3,357 students enrolled in 2007. Of which, 71 were enrolled in on-campus studies and 3,286 were enrolled in extramural studies.

Source: Tertiary Education Commission, 2008 and the Pacific International Hotel Management School, 2008.

### 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 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.

Up until 2008 the research involved 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 involved a survey of employers who have recently advertised to recruit employees.

The Department of Labour no longer publishes the monthly Job Vacancy Monitoring (JVM) figures. The decision not to publish was based on concerns that the JVM figures, which were gathered from newspaper advertisements only, may no longer be a reliable representation of labour market change because of the growth of internet advertising.

#### Jobs Online Series

The Department has now released the *Jobs Online Series*. The *Jobs Online Series* replaces the Job Vacancy Monitoring series. The *Jobs Online Series* brings together advertised job vacancy information from the major internet job boards.

#### Current Level

In December 2009 the *Jobs Online Series* outlined that :

- The Skilled Vacancies Index showed that the number of advertisements for skilled jobs increased by 5.0% between September and December 2009. In annual terms, the index for December 2009 was 23% lower than December 2008.
- The recent increase in job advertisements was reasonably evenly spread across the regions.
- Most industries had a rebound in job advertisements, although the construction and engineering industry has continued to fall.
- The education and training industry has run counter to the trend, with job advertisements rising during the recession as more students remained in the education system or returned to study, and falling over the past six months as the economy recovers.

Source: Department of Labour, *Jobs Online Series* December 2009



Photo 7: School children participating in the Enviroschools day at Matapu School in South Taranaki

<sup>16</sup> Total includes 15 English language students.

## 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

Five 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 2009, Ministry of Social Development; Vodafone; Telecom; National Land Transport Programmes, 2000/01-2009-2012, 2001 & 2006 Census Data; Taranaki’s Territorial Authorities; Ministry of Development, Social Report, 2009 & The Nielsen Company, Taranaki Community Survey, 2008.

### 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 from the 96.1% recorded in 2001.

The national rate for telephone access was recorded at 91.6%, down from the 96.3% recorded in 2001.

The decrease in telephone access appears to be directly linked to the increase in cell phone 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 cell phone, 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 predominate 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 27](#)).

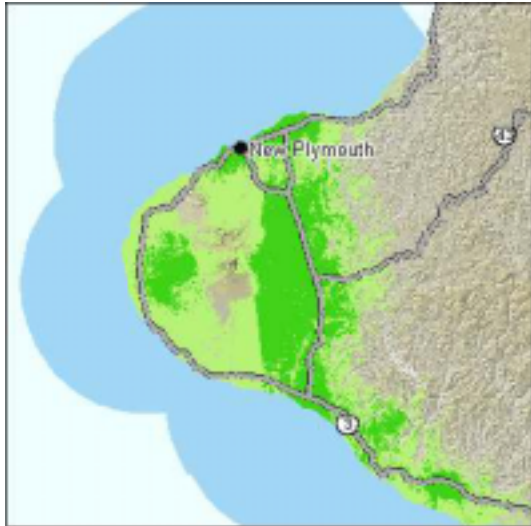


Figure 27: Cell phone coverage in Taranaki 2007

**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 28].



Figure 28: cell phone coverage in New Zealand (2006)

**Internet access**

In March 2006, 54.5% of Taranaki households recorded that they had access to the internet, up from the 31.6% recorded in 2001.

The national average for internet access was recorded at 60.5%, up from the 37.4% 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 2008, a total of 7 deaths were recorded in Taranaki, a decrease of 36% from the 11 recorded in 2007 (refer to Figure 29).

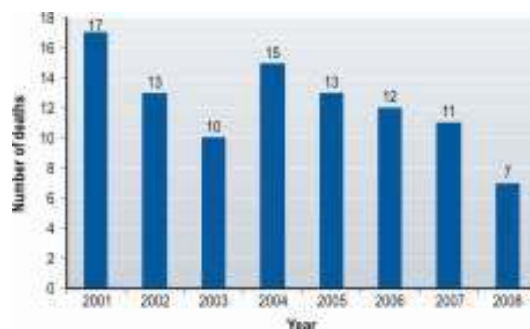


Figure 29: Road deaths on Taranaki roads (2001 – 2008)

The road deaths in Taranaki in 2008 accounted for 1.9% of the total New Zealand road deaths.

Per 100,000 of population Taranaki recorded a rate of 6.5 road deaths, compared with the national rate of 8.6.

Taranaki was ranked twelfth on a regional comparison of road deaths per 100,000 of population (refer to Figure 30).



**Figure 30: Road deaths per 100,000 of population (2008)**

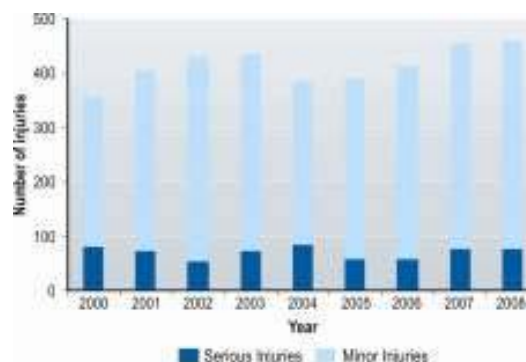
Source: Land Transport New Zealand, 2009 and Ministry of Social Development Social Report, 2009.

### Road Injuries

In 2008, a total of 451 injuries were recorded as a result of motor vehicle accidents on Taranaki roads. The total rate was made up of 75 serious and 376 minor injuries (refer to Table 23 & Figure 31).

**Table 23: 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
2007	372	77
2008	376	75



**Figure 31: Injuries on Taranaki roads (2000 - 2008)**

Source: Land Transport New Zealand, 2000 -2008 and Ministry of Social Development, Social Report, 2009.

The road injuries in Taranaki in 2008 accounted for 3.0% of the total New Zealand injuries.

Per 100,000 of population Taranaki recorded a rate of 419.5 road injuries, compared with the national average of 352.0

Taranaki was ranked seventh on a regional comparison of road injuries per 100,000 of population (refer to Figure 32).



**Figure 32: Road injuries per 100,000 of population (2008)**

Source: Land Transport New Zealand, 2006 - 2009 and Ministry of Social Development, Social Report, 2009.

### 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 2008/2009 period, local roads expenditure for the Taranaki region totalled \$37,681,400.

Total roading assets as valued by the district councils totalled \$1,382,867,000.

Therefore the level of investment as a percentage of the value of assets stood at 2.7%, up from the 2.2% recorded in the 2007/2008 financial year.

Source: New Plymouth District Council's Annual Report 2008/2009; South Taranaki District Council's Annual Report 2008/2009; and Stratford District Council's Annual Report 2008/2009.

##### 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 33](#).

The funding allocation for 2009-2012 stood at \$85,800,000. The allocation is made up of \$33,600,000 for state highway operations, maintenance and renewal and \$52,200,000 for state highway improvements [as outlined in the National Land Transport Programme 2009-2012 - Taranaki].

The approximate allocation per year for the next three years therefore stands at \$28,600,000.

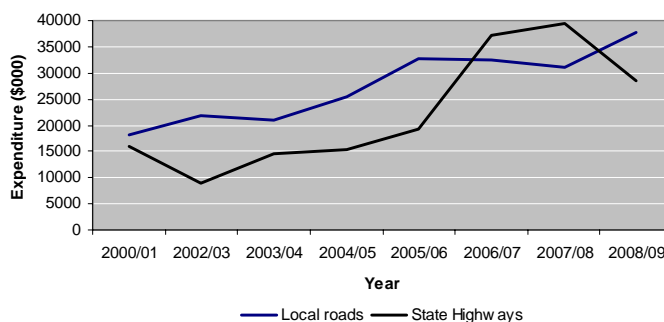


Figure 33: Roading expenditure – local roads versus state highways (2000/01 – 2008/09)

Source: National Land Transport Programme, 2009-2012, New Plymouth District Council's Annual Report 2008/2009, South Taranaki District Council's Annual Report 2008/2009 & Stratford District Council's Annual Report 2008/2009.

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<sup>17</sup> – satisfaction with infrastructure, transport and communication systems

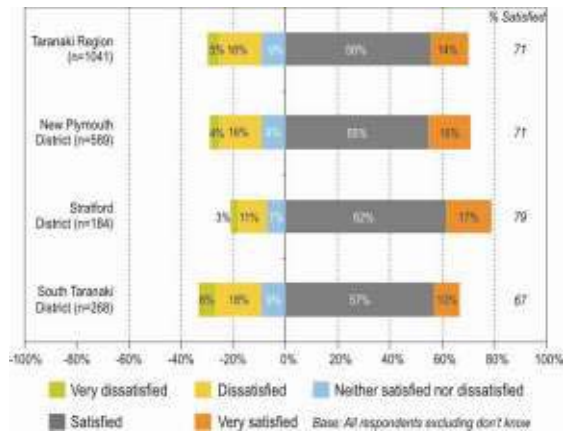
#### Satisfaction with infrastructure

Just less than three quarters (71%) of Taranaki residents surveyed were satisfied with infrastructure in the region (refer to [Figure 34](#)).

Satisfaction with infrastructure among Stratford residents (79%) is significantly higher than New Plymouth and South Taranaki residents (71% and 67% respectively).

The level of satisfaction does not vary much across different demographic groups. However, younger residents (15-24 years old) are significantly less likely to be dissatisfied with infrastructure (12% cf. average of 20% among all residents).

<sup>17</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.



**Figure 34: Satisfaction with infrastructure**

Source: The Nielsen Company, Taranaki Community Survey 2008.

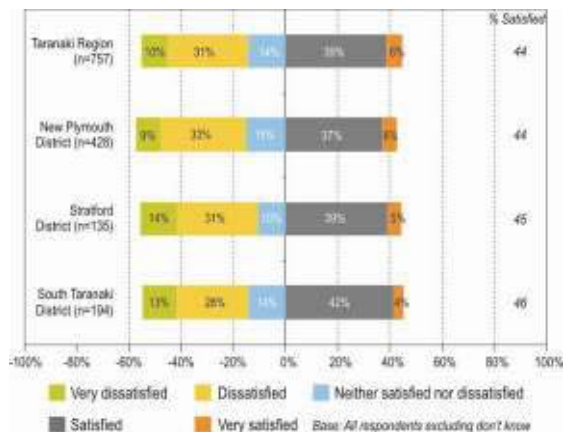
### Satisfaction with public transport

Only 72% of residents surveyed were willing to express a level of satisfaction with public transport, with 28% indicating insufficient knowledge of experience with public transport to have formed an opinion.

Forty four percent of those residents willing to express an opinion are satisfied with public transport in the Taranaki region, while 42% are dissatisfied. There was very little variation between the three districts (refer to Figure 35).

Residents aged between 40 and 59 are significantly less likely to be satisfied (35% cf. average of 44% among all residents).

Dissatisfaction with public transport is significantly higher among respondents not born in New Zealand (57% cf. 40% for those born in New Zealand), and high income earners (54% of those who have household incomes over \$100,000 are dissatisfied cf. 41% for lower household incomes).



**Figure 35: Satisfaction with public transport**

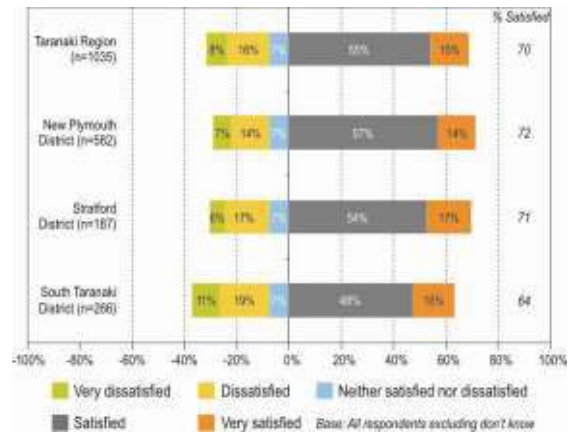
Source: The Nielsen Company, Taranaki Community Survey, 2008.

### Satisfaction with communication systems

Seven out of ten residents (70%) surveyed are satisfied with the coverage and quality of communication systems in Taranaki (refer to Figure 36).

Dissatisfaction among South Taranaki residents is significantly higher than New Plymouth district (30% cf. 21%).

Satisfaction is largely dependent on residents' locality, those who live in a rural area are significantly more likely to be dissatisfied with communication systems compared to residents in urban areas (37% cf. 17%).



**Figure 36: Satisfaction with communication systems**

Source: The Nielsen Company, Taranaki Community Survey, 2008.



**Photo 8: Tongaporutu Road – State Highway 3**



## Sustainable Taranaki

**A region that appreciates 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

Seven 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 – 2009; Taranaki Regional Council, State of Environment Report 2009, 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 Community Survey, the Nielsen Company 2008.

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 three times to date, in 1996, 2003 and 2009 State of the Environment Reports<sup>18,19,20</sup>.

### 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

Soil erosion rates vary throughout the region according to geology, slope, vegetation cover and land use. Land uses that are sustainable are those that match the capabilities of the land class. Monitoring undertaken by the Taranaki Regional Council shows that:

- 87.4% of the hill country is being used sustainably with no significant soil erosion problems;
- there has been a 2.4% increase in sustainability over the past 5 years;
- the area of land in sheep and beef farming has continued to decline (refer to [Figure 37](#) on page 46);
- 30.8% of hill country land is now reverting to scrub;
- the area in plantation forestry has doubled since 1994 to 18,629 hectares;
- 178,580 ha, or 58% of privately owned hill country land, and 5,233 ha, or 41% of privately owned sand country, is now included in the Council’s sustainable land management programme; and

<sup>18</sup> Taranaki Regional Council: ‘State of the environment, Taranaki region’. 1996.

<sup>19</sup> Taranaki Regional Council: ‘Taranaki – Our place, Our future. Report on the state of the environment of the Taranaki region – 2003’. 2003.

<sup>20</sup> Taranaki Regional Council: ‘Taranaki Where We Stand – State of the Environment Report 2009’. 2009.

- As at 30 June 2009, the Council had prepared a total of 286 comprehensive farm plans and 27 agroforestry plans, which together cover 187,133 hectares (refer to Figure 38).

The Regional Council's *Regional Soil Plan*, made operative in 2001, addresses soil erosion issues in Taranaki. The sustainable land management programme involves supporting hill country farmers to farm in a sustainable way.

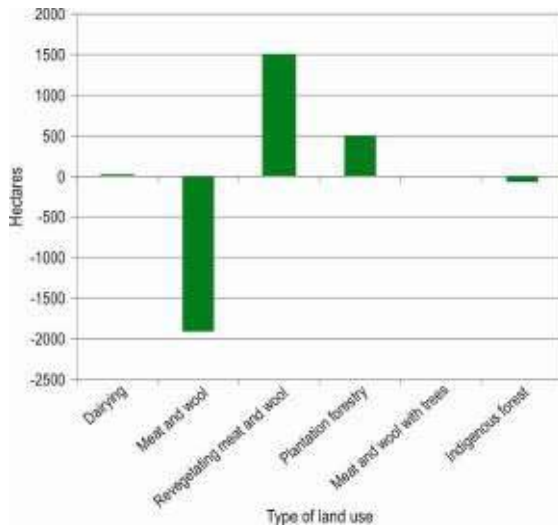


Figure 37: Land use change in Taranaki since 1994

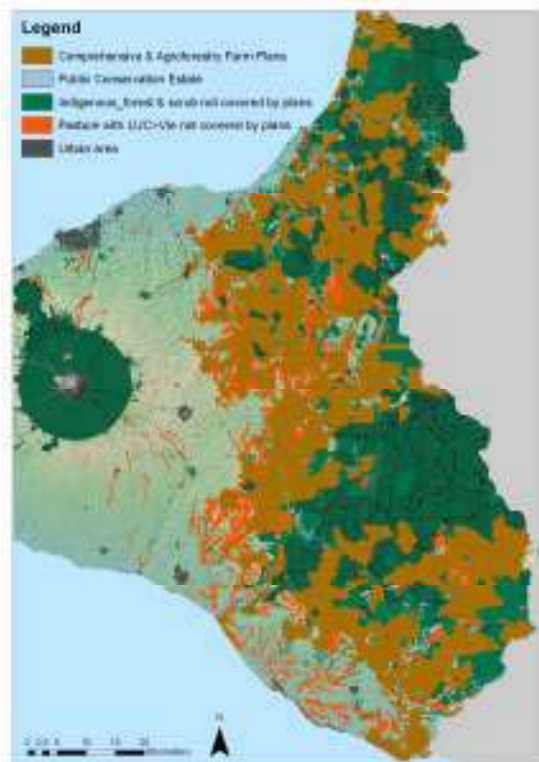


Figure 38: Agroforestry and comprehensive farm plans prepared (to 30 June 2009)

Source: Taranaki Regional Council, Land Management Annual Report, 2008/2009, Taranaki Regional Council, State of Environment Report 2009 & 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. The region is fortunate in that soil types commonly found here are naturally robust and able to retain nutrients and organic material. The Council has continued soil quality investigations and monitoring projects to ascertain whether there are any emerging trends in Taranaki relating to soil compaction, depletion of soil nutrients, and residual soil contamination, each of which would affect soil health. This research shows:

- 97% of Taranaki soils are of very low to moderate vulnerability to soil compaction;
- there is evidence of soil compaction on some Taranaki farms by cattle during wet weather, but this compaction is generally reversible with appropriate pasture and stock management;
- the carbon content of Taranaki soils is not changing suggesting that soils are not becoming depleted of their organic content;
- phosphate levels, whilst increasing, are considered appropriate;
- total nitrogen levels are higher than optimal on all dairy farms surveyed, although most nitrogen is in the organic form which does not readily leach out of the soil;
- nitrogen levels indicate vigorous pasture growth and have only minor implications for nutrient balancing;
- levels of cadmium available for uptake by plants are well below levels that would give rise to environmental concerns although are increasing slowly;
- there is no evidence of any issue of residual or cumulative agrichemicals in the soils of the region; and
- baseline studies have been undertaken to explore soil fauna diversity.

The Council's *Regional Soil Plan*, made operative in 2001, includes policies and methods to address soil health issues in Taranaki. Actions include working with landowners on sustainability issues.

Source: Taranaki Regional Council, State of Environment Report 2009

## 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 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:

- 15 years ago there were approximately 20 sites servicing the Taranaki region, some were just 'dumps'. There is now only one operative landfill in Taranaki;
- all operative and closed landfills and cleanfills have resource consents and are monitored. Results show negligible adverse environmental effects; and
- all 25 cleanfill sites have been assessed against new Ministry for the Environment guidelines.

Source: Taranaki Regional Council, Resource Investigations, Monitoring and Waste Minimisation, 2008/2009 & Taranaki Regional Council, State of Environment Report 2009

## Contaminated sites and hazardous substances

Contaminated sites are those that result from historical activities and industries where hazardous substances have been inappropriately stored, used or disposed of. The Council's register of selected land uses records 1281 sites where past or current activities could have resulted in contamination. Of these:

- 757 sites (59%) have been investigated and no contamination found to be present;
- 16 sites have been remediated, so levels of contamination no longer pose an unacceptable environmental risk;
- 480 sites contain hazardous substances, but based on current knowledge, not at levels that would pose an unacceptable environmental risk, or are currently being managed so that there is no unacceptable risk (i.e. the old Patea Freezing Works site);
- 28 sites have been classified as being low risk, but require further investigation to complete classification; and
- No sites have been deemed 'contaminated' (i.e. found to pose unacceptable risk).

The Regional Fresh Water Plan and Regional Air quality Plan contain rules controlling the discharge of contaminants. Potentially contaminated sites are managed through the register of selected land uses. Hazardous substances are managed under the Hazardous Substances and New Organisms Act 1996, and discharges under the Resource Management Act 1991. The Council inspects industries and businesses to assess compliance with regulations under these acts.

Source: Taranaki Regional Council, State of the Environment Report 2009

## 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

The Taranaki region, despite its modest size, is a biologically diverse region. It has four distinctive ecological districts which give it its biodiversity characteristics.

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 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 robin, 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.

In summary:

- 40 birds, mammals, reptiles and invertebrates have been identified as threatened in Taranaki (about 7 of these are either stable or improving);

- a number of predator control programmes, aimed at protecting threatened birds are undertaken by a range of agencies and community groups;
- research into kereru and tui in New Plymouth highlighted the importance of both native and exotic flowering and fruiting trees in the city;
- threatened plants often occupy coastal cliff edge habitats and are threatened by weed species such as giant gunnera;
- possum levels are maintained at low levels through the Taranaki Regional Council's self help possum control programme on the ring plain and by Department of Conservation programmes in conservation areas;
- areas with goat control have higher numbers of regenerating seedlings of plant species vulnerable to goat browse; and
- restoration of riparian vegetation results in an increase of both plant and bird biodiversity in these areas.

Biodiversity on land is managed by a number of agencies. The Department of Conservation is the key agency and sets out its programmes in its *Conservancy Management Strategy*. District Plans and the *Regional Policy Statement* contain policies about biodiversity on private land. The Taranaki Regional Council has prepared a *Biodiversity Strategy* to guide all the various biodiversity actions undertaken by the Council.

Source: Taranaki Regional Council, *State of Environment Report 2009* and Taranaki Regional Council, *Report on the state of the environment of the Taranaki region, 2003*.

### Indicator 3: Water quality – fresh water

#### Relevance

The quality of Taranaki's fresh water is highly valued for a wide range of uses from recreation – fishing and swimming, to uses for agriculture, industry and town supplies. Management of water quality has been a significant issue for the Regional Council and its predecessors for at least the past 20 years. Scientifically robust monitoring has shown:

- measures of ecological health, such as the communities of invertebrates living in streams, are good to excellent in the upper catchments where there is more stream bank vegetation cover but only fair further down the catchment where land use is more intense;
- over the past 12 years, ecological health has demonstrably improved at a number of sites, including a number in the

middle and lower reaches of catchments, and has not demonstrably deteriorated at any sites;

- the region's fresh water usually meets the bacterial guidelines for swimming, although at certain times of the summer (immediately after a flood event) or in certain catchments (such as the small intensively farmed catchments) water quality may not meet national guidelines;
- the region's water quality comfortably meets guidelines for dissolved oxygen and clarity;
- measures of levels of organic pollution (BOD), bacteriological pollution (faecal coliforms and enterococci) and toxicity (ammonia) are now stable regionally, after past improvements;
- Taranaki rivers are naturally high in phosphorus and so do not meet national guidelines, furthermore, levels of phosphorus are generally increasing;
- nitrogen levels meet guidelines in the upper reaches of catchments, but not further down, where impacts of agriculture are more intense;
- [Table 24](#) on the page 50 summaries 12 years of state of the environment monitoring data undertaken by the Council and compares the medians (the mid-point value of all values) with the guidelines (where the use of medians is appropriate) for aquatic ecosystems protection, irrigation, stock drinking water and contact recreation.

The Council's *Regional Fresh Water Plan*, made operative in 2001, contains policies, methods and rules to maintain and enhance water quality in Taranaki. Council officers regularly monitor for compliance with the plan and resource consents, undertaking enforcement action where necessary.

Management highlights over the past five to six years include:

- a decline in the number of point source discharges to surface water from 1,612 in 2003 to 1,413 in 2008;
- a significant growth in the Council's riparian management programme – 2,255 riparian plans have now been prepared (compared to 385 prepared by 2003, covering a total of 12,212 km of stream bank (refer to [Figure 39](#) on the next page);
- significant investments have been made by agriculture, industry and the community in waste water treatment and

disposal systems;

- 100% of dairy farms have effluent treatment and disposal systems that are monitored and inspected each year;
- the rate of compliance with consent conditions is high with an average of 96% of farm dairy discharges with consent conditions and 95% of consent holders showing high or good levels of performance;
- 1.6 million riparian plants have been provided at low cost to riparian plan holders since 1997; and
- landowners have fenced 1,014 km of stream bank through implementing riparian plans, which, added to existing fencing means that 66% of stream bank is fenced.

Source: Taranaki Regional Council, Land Management Annual Report, 2008/2009, Taranaki Regional Council, Compliance Monitoring Annual Report, 2008/2009, Taranaki Regional Council, State of Environment Report 2009 and Taranaki Regional Council, Report on the state of the environment of the Taranaki region, 2003.

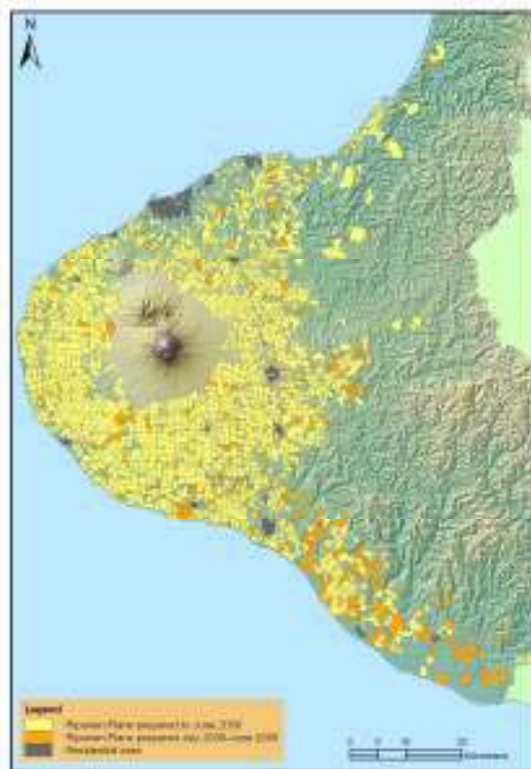


Figure 39: Riparian farm plans prepared (to 30 June 2009)



Photo 8: Dawson Falls, Mount Taranaki



Photo 9: State of environment monitoring – Surface water

Table 24: Surface water quality at state of the environment monitoring sites in Taranaki compared with guideline values

Catchment Level	Location	Aquatic ecosystem protection								Irrigation		Stock drinking		Contact recreation aesthetics	
		Biochemical O <sub>2</sub> Demand	Dissolved Reactive P	Total Phosphorus	Nitrate	Ammonia-N	Total Nitrogen	Dissolved O <sub>2</sub>	Black disc	Total Phosphorus	Total Nitrogen	Faecal coliforms	Nitrate	Black disc	Biochemical O <sub>2</sub> Demand
Upper	Patea R. Barclay Rd	😊	😞	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
Upper/Middle	Punehu R. Wiremu Rd	😊	😞	😞	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
Middle	Stony R. Mangatete rd	😊	😞	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
Middle	Patea R. Skinner Rd.	😊	😞	😞	😞	😞	😞	😊	😊	😊	😊	😊	😊	😊	😊
Middle	Waiwhakaiho SH3	😊	😞	😞	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
Middle	Waingongoro Eltham Rd	😊	😞	😞	😞	😊	😞	😊	😊	😊	😊	😊	😊	😊	😊
Lower	Maketawa St. Tarata Rd	😊	😞	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊
Lower	Mangaoraka Corbett Rd	😊	😊	😊	😞	😊	😞	😊	😊	😊	😊	😊	😊	😊	😊
Lower	Waingongoro SH45	😊	😞	😞	😞	😞	😞	😊	😊	😊	😊	😊	😊	😞	😊
Lower	Punehu R. SH45	😊	😞	😞	😞	😞	😞	😊	😊	😊	😊	😊	😊	😞	😊
Lower hill country	Mangaehu R. Raupuha Rd	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😊	😞	😊

Key:

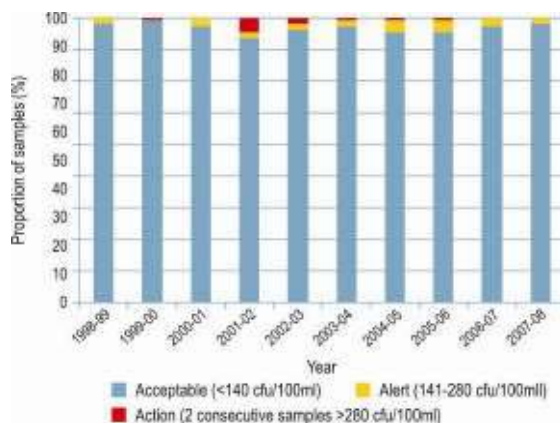
- 😊 Maximum (or minimum, depending on variable) meets the guidelines – **Very good**
- 😊 Median value meets the guidelines - **Good**
- 😞 Median value does not meet guidelines – **Poor**
- 🟡 Upper catchment site
- 🟢 Mid-catchment site
- 🟠 Lower catchment site

## Coastal

The high standard of water quality is a product of the region's high-energy wave environment. The Taranaki Regional Council monitors marine ecology, beach bathing water quality and compliance with resource consent conditions. In summary:

- rocky shore ecological health is reasonably stable at most sites monitored;
- sand inundation does reduce rocky shore species diversity, but this returns to normal once the sand moves on;
- Taranaki's water quality for swimming is excellent, with most popular bathing beaches complying with national bathing standards on a seasonal basis (refer to [Figure 40](#));
- 43 consents are held for discharges to the coast, but of these there are now only four major community or industrial treated wastewater discharges direct to coastal waters; and
- significant improvements continue to be made in terms of waste treatment and disposal systems.

The Council's *Regional Coastal Plan*, contains policies and methods to protect the high water quality of the Taranaki coast.



**Figure 40: Proportion of all samples collected each year meeting guidelines**

Source: Taranaki Regional Council, *State of Environment Report 2009* & Taranaki Regional Council's *Report on the State of the Environment of the Taranaki region, 2003*.

## 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

#### Freshwater quantity

Surface fresh water is used for a wide range of uses from agriculture and industry to town water supplies. The region is well-endowed with fresh water having no less than 530 named rivers and streams. Since 2003 the region has experienced some of the biggest floods and lowest flows on record, with floods for the Waitotara region in 2004 and 2006, and the May 2007 flash flood event between Oakura around to Egmont Village. Conversely, the region experienced a drought over the summer of 2007-08 recording extremely low rainfall totals, and low stream flows. In summary the main features of water quantity are as follows:

- there are 151 resource consents to take and use surface water, and 52 consents to direct and use surface water;
- total surface water use is over 474,371 m<sup>3</sup> per day;
- the single largest use category is for municipal and rural water supply schemes, with a total allocation of 152,333 m<sup>3</sup> per day (1,763 litres per second) or 32% of all allocated water use;
- overall there has been a 7% increase in surface water used since 2003;
- more than 20% of the average low flow is allocated for use in nine rivers, but flows at which abstraction must cease are set to safeguard ecological values; and
- interest in irrigation has increased in recent years, especially in the coastal and southern areas of the region. Eighty consents for irrigation are currently held in Taranaki.

The Council's *Regional Fresh Water Plan*, made operative in 2001, contains provisions to manage water use to protect aquatic life and other values. Measures are required to be put in place to mitigate or reduce the environmental effects of water use and these are closely monitored by the Council.

## Ground water

Taranaki's groundwater is increasingly becoming an important source of water for a variety of purposes including domestic, industrial, agricultural and domestic water supply, particularly in South Taranaki. Groundwater is also the major component of stream flow during dry weather periods for the hundreds of streams in the region. Groundwater systems are complex, being influenced by the nature of geological systems. In summary:

- there are 90 resource consents for groundwater use in Taranaki;
- a total of 1,765 wells are recorded on the Council's database, most of them are used for farm and domestic water supplies, although it is estimated that a large number of bores are not recorded on the Council's database;
- Over 44,022 m<sup>3</sup> of groundwater a day is currently allocated, twice the amount allocated in 2003, but still not a significant pressure on groundwater levels;
- the deeper aquifers generally show less variation in groundwater levels than do the shallower aquifers;
- groundwater quality in Taranaki is generally high, there are no problems associated with pesticide residues, microbial contamination or saltwater intrusion and mineral levels reflect the geology of the aquifers; and
- 94% of the 68 groundwater wells monitored had nitrate levels that met national drinking water standards but nitrate levels have been found above the guidelines in a few wells tapping into shallow aquifers in south Taranaki; and
- Shallow groundwater quality, in terms of nitrate levels, is generally improving.

The Council's *Regional Fresh Water Plan*, made operative in 2001, controls groundwater use and discharges to land that have the potential to affect groundwater quality.

Source: [Taranaki Regional Council Database 2009](#), [Taranaki Regional Council, State of Environment Report 2009](#) (& [Taranaki Regional Council, Report on the State of the Environment of the Taranaki region, 2003](#)).

## Indicator 5: Air quality (PM<sub>10</sub>)

### 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. PM<sub>10</sub> is the

primary contaminant of concern in New Zealand and it is known to affect many people with adverse health effects. PM<sub>10</sub> 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. In summary:

- on the basis of national guidelines, air quality in Taranaki is rated as excellent, enabling Taranaki to enjoy good air quality for community health;
- there are no significant widespread pressures on air quality in the region so levels of monitoring of general air quality have been reduced, although the Council still carries out comprehensive monitoring of consented activities;
- 319 air discharge permits are held in Taranaki (compared with 230 in 2003);
- consent conditions are generally more stringent, reflecting better control options and heightened community expectations;
- major air discharge permit holders continue to make significant investments in emission controls and production technology; and
- a few concerns exist about specific discharges to air, primarily involving odours, but these are managed to reduce effects on neighbours as far as possible.

The Council's *Regional Air Quality Plan*, made operative in 1997, contains policies, methods and controls to maintain and enhance air quality in Taranaki and is in the process of being formally reviewed.

Source: [Taranaki Regional Council, State of Environment Report 2009](#) & [Taranaki Regional Council, Report on the State of the Environment of the Taranaki region, 2003](#).

## 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

The Taranaki region has significant historic heritage resources that provide important links with the past. Historic buildings, structures, places, wāhi tapu or other sites have archaeological,

historic, architectural, cultural, scientific and technological value or significance. In summary:

- A total of 1,345 heritage buildings or structures and 1,774 archaeological sites have been identified. 193 historic heritage sites are protected by the three district councils through their district plans [this compares with 1,405 heritage sites and 1,651 archaeological sites in 2003. 273 historic heritage sites were protected by district plans in 2003].
- the New Plymouth District Council has identified 80 Category A heritage buildings which have not been damaged over this period, although a number of category B and C heritage buildings have been destroyed;
- archaeological sites in Taranaki are susceptible to damage from land uses and development and a number have suffered damage from stock, erosion, bulldozing for farm tracks, or in some cases by earthworks for buildings, roads and quarries.

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, Taranaki Regional Council State of Environment Report 2009 & Taranaki Regional Council Report on the state of the environment of the Taranaki region, 2003.

**Indicator 7: Community survey<sup>21</sup> – satisfaction with the management of the natural environment**

**Satisfaction with the management of the natural environment**

Almost nine in ten residents surveyed (87%) were satisfied with the management of Taranaki’s natural environment. Satisfaction levels are similar among residents across all three districts (refer to Figure 41).

Older residents (60 years of age or over) are more likely to be satisfied with the management of Taranaki’s natural environment (92% cf. average of 87% for all residents).

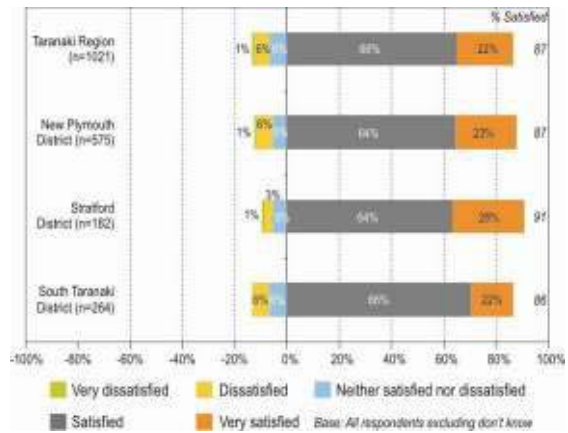


Figure 41: Satisfaction with the management of the natural environment

Source: The Nielsen Company, Taranaki Community Survey 2008.

**Satisfaction with the management of the built environment**

Seventy nine percent of residents surveyed were satisfied with the management of Taranaki’s built environment.

Stratford district (89% satisfied) and South Taranaki district (84% satisfied) have a significantly higher level of satisfaction compared to New Plymouth district (76%) (refer to Figure 42).

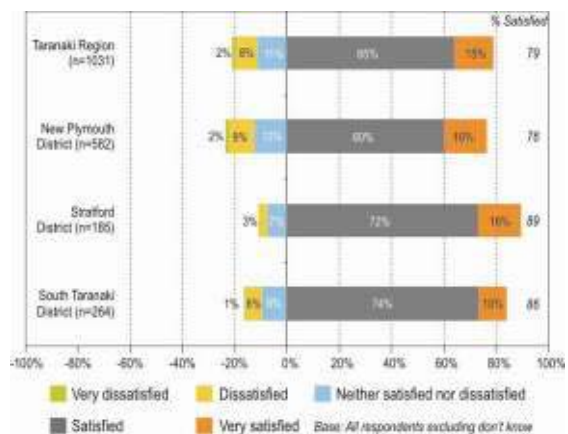


Figure 42: Satisfaction with the management of the built environment

Source: The Nielsen Company, Taranaki Community Survey 2008.

<sup>21</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.



## 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

### Indicators

Five indicators are used to provide a picture of how the people of Taranaki feel about their region.

**Data sources:** The Nielsen Company, Taranaki Community Survey 2008 & Statistics New Zealand, New Zealand Census data, 2006.

### Indicator 1 - % of population participating in the voluntary sector

In March 2006, 11.5% of the Taranaki population participated in the voluntary sector.

The national rate for participation in the voluntary sector was 10.9% in 2006.

Source: Statistics New Zealand, 2006.

### Indicator 2 –community survey<sup>22</sup> - % of people who report perceived discrimination/exclusion

Three in ten residents surveyed (30%) reported discrimination/exclusion (for reasons such as age, gender or ethnicity) on at least the rare occasion, and this is consistent across all three districts (refer to Figure 43).

The proportion reporting discrimination/exclusion from time to time or frequently is consistent across all demographic groups except for 15-24 year olds who are significantly more likely to report discrimination/exclusion occurring from time to time (19% cf. 8% average for all Taranaki residents).

Maori are significantly more likely than non-Maori to report discrimination/exclusion on at least the rare occasion (43% cf. 29%).

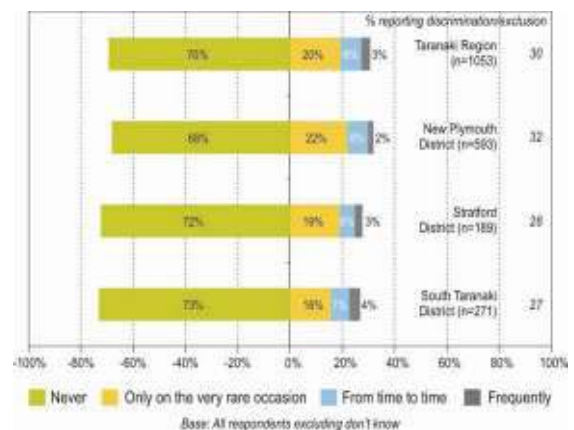


Figure 43: % of people who report perceived discrimination/exclusion

Source: The Nielsen Company, Taranaki Community Survey 2008.

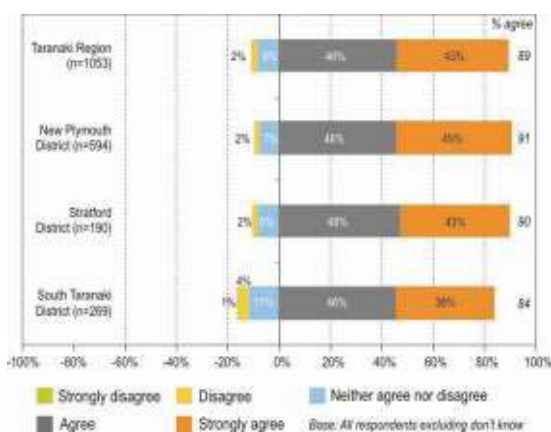
<sup>22</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.

**Indicator 3 – community survey<sup>23</sup> - % of people who agree that local distinctiveness and pride in the region exist, are valued and thriving**

Eighty nine percent of residents surveyed agreed that Taranaki has a strong regional identity that they can be proud of (refer to Figure 44).

A significantly lower proportion of South Taranaki residents (84%) agree that Taranaki has a strong regional identity that they can be proud of compared to New Plymouth and Stratford residents (91% and 90% respectively).

Residents in urban areas are also less likely to hold this view, compared to their rural counterparts (87% cf. 92% agreeing).



**Figure 44: Existence of a strong regional identity that residents can be proud of**

Source: The Nielsen Company, Taranaki Community Survey 2008.

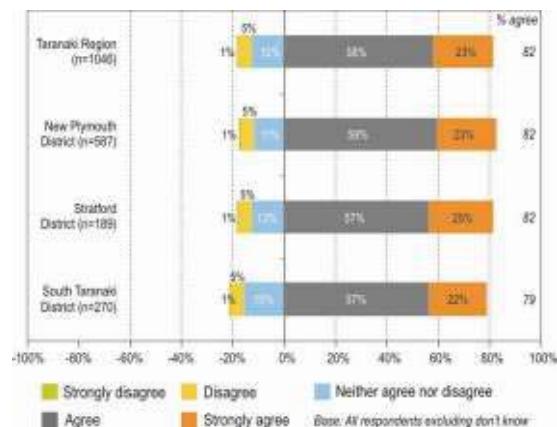
**Indicator 4 – community survey<sup>24</sup> -% of people reporting that Taranaki is an inclusive, caring and tolerant community**

Taranaki is seen as an inclusive, caring and tolerant community by 82% of residents, with very little variation among the three districts (refer to Figure 45).

Males are significantly more likely than females to agree that Taranaki is an inclusive, caring and tolerant community (85% cf. 78%).

Younger residents (aged 15 to 24) were significantly less likely to share this view (72% cf. average of 82% for all residents).

Maori were also significantly less likely than non-Maori to agree that Taranaki is an inclusive, caring and tolerant community (70% cf. 82%).



**Figure 45: % of people reporting that Taranaki is an inclusive, caring and tolerant community**

Source: The Nielsen Company, Taranaki Community Survey 2008.

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

Seventy two percent of Maori residents surveyed reported positive relationships between Maori and non-Maori in Taranaki. This ranged from 66% of Maori in South Taranaki reporting positive relationships to 76% in Stratford, and New Plymouth district at 75% (refer to Figure 46).

Interestingly, agreement in South Taranaki appears to be polarised with the highest proportion of Maori strongly agreeing that relationships between Maori and non-Maori are positive (38%), and yet also the highest disagreement overall.

In New Plymouth non-Maori do not see the relationships to be quite as positive as Maori (68% cf. 75%), and in South Taranaki non-Maori see the relationship as more positive compared to Maori (74% cf. 66%).

<sup>23</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.

<sup>24</sup> As above.

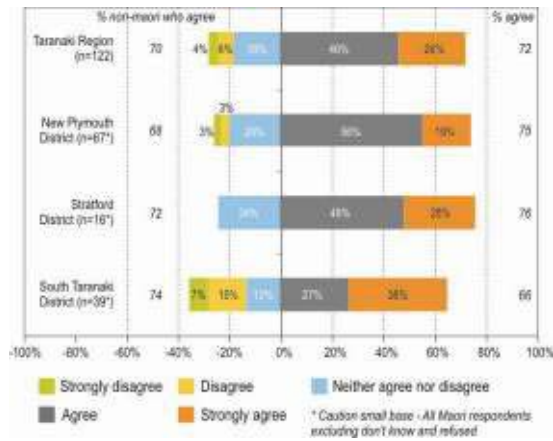


Figure 46: % of Maori who report examples of positive relationships within the Taranaki community

Source: The Nielsen Company, Taranaki Community Survey 2008.



Photo 11: The international musical festival (WOMAD) held in Taranaki annually



Photo 10: Athletics track and spectators



Photo 12: Kapa Haka - Owae Marae



## 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 five 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 2008, Ministry of Social Development, Elections New Zealand, 2008.

#### 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 population<sup>25</sup> was 52% for local body elections in 2007, down from the 55% recorded in 2004.

<sup>25</sup> To be eligible to vote, a person must be at least 18 years old and meet residential and certain other criteria.

The national rate recorded for overall turnout throughout New Zealand was 44%, down from the 45% recorded in 2004.

Taranaki was ranked third equal with Gisborne and Marlborough on a regional basis for voter turnout for the local body elections (refer to Figure 47).



**Figure 47: Voter turnout for general body elections**

Source: Ministry of Social Development, Regional Indicators Report, 2008.

##### Current level – general elections

The results for voter turnout of the eligible population<sup>26</sup> in 2008 show that:

- 78.56% of the eligible population in New Plymouth electorate voted;
- 80.32% of the eligible population in the Taranaki-King Country electorate voted;
- 79.06% of the eligible population in the Whanganui electorate voted; and
- 63.2% of the eligible population in the Te Tai Hauauru general electorate voted.

The national turnout rate for 2008 was 76.0%.

This compares with Voter turnout for the general election in 2005 for Taranaki’s eligible population of 75.3%. The national turnout rate for New Zealand was 77.0% in the same period.

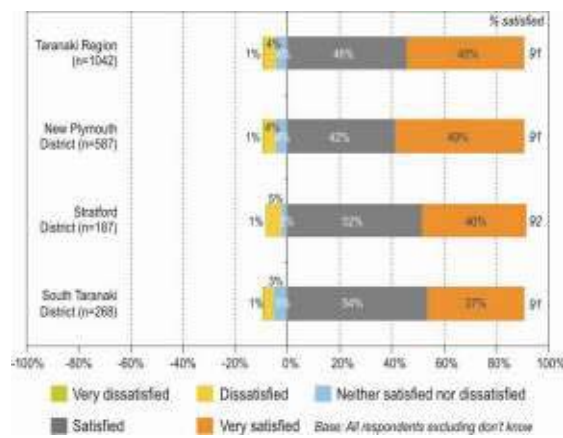
<sup>26</sup> As noted in footnote 25.

Voter turnout in Taranaki in 2002 was recorded at 68.5%. The voter turnout for New Zealand in 2002 was 72.5%.

Source: [nzvotes.org](http://nzvotes.org), Elections New Zealand 2008 and The Ministry of Social Development, Regional Indicators Report, 2009.

**Indicator 2: Community Survey<sup>27</sup> - % satisfaction with access to, the condition of and suitability of community facilities**

The majority of residents surveyed were satisfied with community facilities in the region (91%). The high level of satisfaction is evident across all three districts (refer to [Figure 48](#)).



**Figure 48: % satisfaction with community facilities**

Source: The Nielsen Company, Taranaki Community Survey 2008.

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

**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.

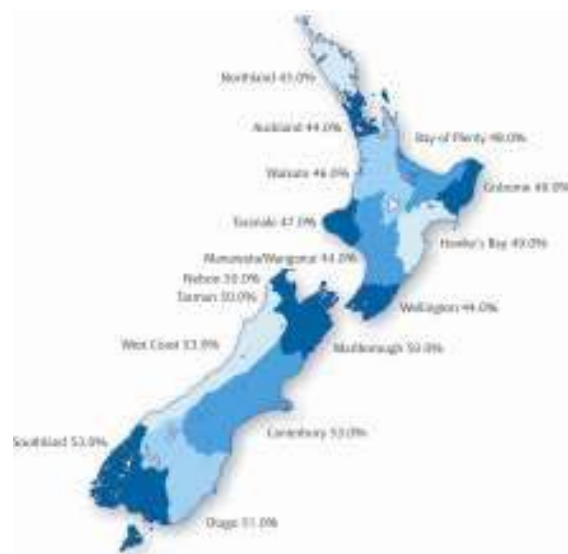
**Current level**

**Adult participation**

**(Reference period 2007/2008)**

Forty seven percent of Taranaki adults aged 16 years or over achieved New Zealand's national guideline for participating in physical activity, that is they participated in at least 30 minutes of moderate intensity physical activity on five or more days of the week. Taranaki was slightly below the national average of 48.5%.

In terms of a regional ranking Taranaki was ranked eleventh (refer to [Figure 49](#)).



**Figure 49: Adult participation in sport & leisure activities (2007/2008)**

Source: The Ministry of Social Development, Regional Indicators Report, 2009; SPARC, Active New Zealand Survey 2007/2008.

**Young persons' participation**

**(Reference period 2001)**

Young people aged 5-17 in Taranaki 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 ninth equal with Manawatu-Wanganui and the Waikato (refer to [Figure 50](#)).

<sup>27</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008.



Figure 50: Young persons' participation in sport & active leisure (2001)

Source: Ministry of Social Development, Regional Indicators Report, 2008.

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: Community survey<sup>28</sup> - satisfaction with work/life balance

Eighty one percent of residents surveyed who were in paid employment were satisfied with their work/life balance (refer to Figure 51).

South Taranaki residents were significantly more likely to be satisfied with their work/life balance compared to New Plymouth and Stratford residents (88% cf. 79% and 80% respectively).

Younger residents (15 to 24 years old) and older residents (over the age of 60) were also significantly more likely to be satisfied with their work/life balance (91% and 90% respectively cf. 81% average for all residents). This is potentially a reflection of these residents being at a stage in their life when they do not have dependent children to work in to their life.

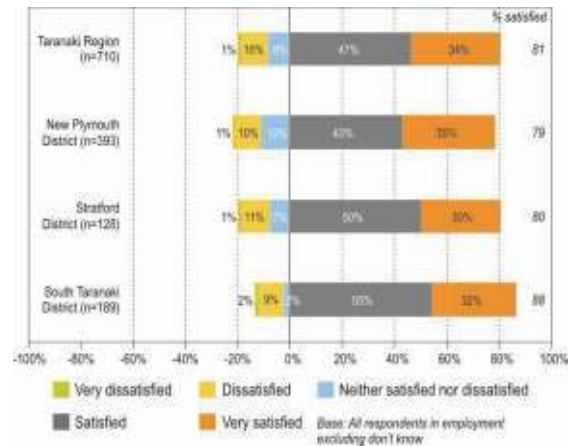


Figure 51: Satisfaction with work/life balance

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

Eighty seven percent of residents surveyed agreed that Taranaki is a vibrant place to live. This view was not as strongly held among South Taranaki residents (79% cf. 89% and 91% for New Plymouth and Stratford) (refer to Figure 52).

Rural residents were significantly more likely than urban residents to agree that Taranaki is a vibrant place (90% cf. 85%).

Residents born in New Zealand were significantly more likely to agree than Taranaki is a vibrant place (88% cf. 80% of residents born elsewhere).

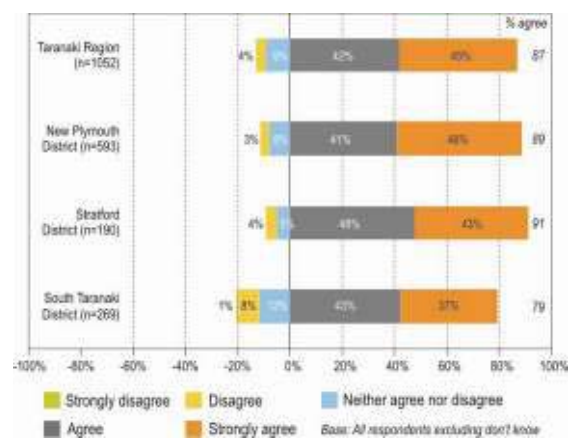


Figure 52: % of people who think Taranaki is a vibrant place to live/visit

<sup>28</sup> The Nielsen Company. 2008. Taranaki Community Survey 2008. Report prepared for the FTFG.



### 3 Summary & Conclusions

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 fourth 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.

Decisions can then be made about future funding allocations, targeted campaigns and increased education and awareness schemes.

#### Secure & Healthy Taranaki

##### Positive outcomes

The number of Taranaki families on the New Zealand Housing waiting list decreased over the year.

Home affordability improved over the year.

The Taranaki GP ratio to population increased over the reporting period.

Sixty eight percent of respondents surveyed were satisfied with health services in Taranaki. However, a significantly larger proportion of residents of the Stratford District (32% dissatisfied) and South Taranaki (38% dissatisfied) expressed dissatisfaction with health services than New Plymouth residents (16% dissatisfied).

Ninety six percent of Taranaki residents surveyed as part of the Community Survey felt safe in their normal day-to-day living during daylight hours, while 77% percent generally felt safe in their day-to-day living after dark.

#### Other trends

Recorded crime in Taranaki slightly increased.

#### Prosperous Taranaki

##### Positive outcomes

Average hourly earnings increased, along with the average weekly income for people in Taranaki.

Taranaki recorded its first quarterly rise in economic activity in over a year in the September 2009 quarter.

#### Other trends

The employment rate slightly decreased over the reporting period.

The unemployment rate slightly increased over the reporting period.

#### Skilled Taranaki

##### Positive outcomes

The educational attainment of the adult population with an educational qualification of upper secondary level or above increased over the reporting period.

The rate of year 11 students who obtained NCEA level 1 qualifications increased.

The proportion of school leavers with no qualifications decreased. However, the rate is still above the national average.

The early childhood participation rate increased.

#### Connected Taranaki

##### Positive outcomes

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

Road deaths on Taranaki roads decreased in 2008.

Internet access has increased in Taranaki since 2001.

Seventy percent of residents surveyed as part of the Community Survey were

satisfied with the coverage and quality of communication systems in Taranaki.

Seventy one percent of residents surveyed as part of the Community Survey were satisfied with infrastructure in the region.

#### **Other trends**

Road injuries on Taranaki roads slightly increased in the 2008 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.

On the basis of national guidelines, air quality in Taranaki is rated as excellent, enabling Taranaki to enjoy good air quality for community health.

Eighty seven percent of residents surveyed as part of the Community Survey were satisfied with the management of Taranaki's natural environment. Of those surveyed, 79% were satisfied with the management of Taranaki's built environment.

#### **Other trends**

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

The number of heritage buildings or structures in the region decreased in 2008.

### **Together Taranaki**

#### **Positive outcomes**

Eighty nine percent of residents surveyed as part of the Community Survey agreed that Taranaki has a strong regional identity that they can be proud of.

### **Vibrant Taranaki**

#### **Positive outcomes**

Voter turnout closely mirrors the national average.

Participation rates for young persons partaking in sport and/or leisure activities of at least 2.5 hours per week closely mirrors the national average.

The majority of residents surveyed as part of the Community Survey were satisfied with community facilities in the region (91%).

Eighty one percent of residents surveyed as part of the Community Survey who were in paid employment were satisfied with their work/life balance.

Eighty seven percent of residents surveyed as part of the Community Survey agreed that Taranaki is a vibrant place to live.

#### **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, a number of issues still persist, such as the crime rate, the road injuries recorded on Taranaki roads and the number of individuals leaving school with no formal qualifications in Taranaki.