

Future *Taranaki*

Progress report on community outcomes for Taranaki



TARANAKI



2006



Prepared by the Taranaki Regional Council
On behalf of the Future Taranaki Facilitation Group
April 2006

The Future Taranaki Facilitation Group have great pleasure in presenting to you, the *Progress Report on Community Outcomes for Taranaki 2006*.

This is the first in a series of reports that seeks to identify Taranaki's progress towards achieving the outcomes seen as a priority by our community. The priorities for our community were to be secure and healthy, prosperous, skilled, connected, sustainable, together, and vibrant.

In 2004 Taranaki undertook the process of identifying the community outcomes. This process was through a joint approach by central and local government agencies, key industries, Iwi groups and core service providers of the region. The four local authorities agreed to work collaboratively towards these common outcomes whilst recognising the differences of each district. This approach was unique and one that we are particularly proud of.

The essence of this report is to set the scene and provide benchmark levels of where Taranaki is at and where we are heading. Overall we are very satisfied with the progress made towards these outcomes. We congratulate those private and public sector organisations and individuals that have contributed to the improved wellbeing of our community.

The Future Taranaki Facilitation Group is committed to providing leadership in this process. With the help of the Taranaki Community, we will continue to work towards achieving these outcomes.



Gloria Campbell
Chair
Future Taranaki Facilitation Group

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Executive Summary

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

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

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

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

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

- The number of Taranaki families on Housing New Zealand lists increased over the 2005 period by 7.1% **[this compares with a national decrease of 1.3%]**.
- Buying a house in Taranaki became even less affordable in 2005 following declines in affordability over the previous two years. Taranaki recorded a home affordability index figure of 20.1 for the year **[this compares with a national affordability index figure of 28.8]**.
- Recorded crime in Taranaki increased in 2005 by 5.9%, after a reduction of 15.6% in 2004 **[this compares with a national increase of 0.3 % in 2005]**.
- Youth offending has continued to fluctuate over the past five years. The year ended figure for 2005 stood at 1051, a 13.9% decrease from the rate recorded in 2004 **[this compares with a national decrease of 6.8%]**.
- The rates for smoking, alcohol use and diabetes in Taranaki mirror national levels.
- 41.2% of the adults surveyed in Taranaki eat at least three servings of vegetables and two servings of fruit per day **[this compares with the national rate of 40.5%]**.
- 54.4% of the adults surveyed in Taranaki do at least 30 minutes a day of physical activity on five or more days of the week **[this compares with the national rate of 52.5%]**.
- Non-intentional injuries in Taranaki made up 3.1% of all non-intentional injuries recorded in New Zealand.
- Taranaki continues to lead economic growth with a 3.7% increase in year-on-year growth **[this compares with a national growth rate of 1.6%]**.
- Taranaki recorded a 4.3% increase in the number of people employed in the region, setting a high of 57,500 people employed **[this compares with a national decrease of 0.1%]**.
- Taranaki recorded an unemployment rate of 3.8% in the December 2005 quarter **[this compares with a national rate of 3.5% for the same quarter]**.
- Taranaki employees earned an average of \$20.22 per hour in December 2005 **[this compares with a national average of \$21.4]**.
- During the June 2005 quarter, people in the Taranaki Region had an average weekly income of \$565.0 per week **[this compares with the national average of \$586.0 per week]**.

- Median annual household income for the Taranaki Region in 2004 was recorded at \$47,320.0 **[this compares with a national figure of \$51,584.0]**.
- The level of business confidence in Taranaki, in December 2005, was the second highest across the regions and consumer confidence exceeded the national figure.
- Total business numbers in the Taranaki region in 2005 represented 2.3% of all businesses in New Zealand.
- In March 2001, 72.7% of Taranaki's adult population had obtained an education qualification of upper secondary level or above **[this compares with the national rate of 75.5%]**.
- In Taranaki in 2005, 60.3% of all year 11 students obtained the NCEA level 1 qualification **[this compares with the national pass rate of 56.5%]**.
- The proportion of Taranaki students leaving secondary schooling with no formal qualifications dropped from 20.0% in 2003 to 15.0% in 2004 **[this compares with the national rate of 15.0% in 2003 and 13.0% in 2004]**.
- The early childhood participation rate for Taranaki in 2004 was 95.2% **[this compares with the national rate of 94.3%]**.
- 24,860 students in Taranaki were enrolled in continuing education in 2005.
- In March 2001, 96.4% of Taranaki's population recorded that they had access to a telephone in their home **[this compares with a national average of 96.0%]**.
- In March 2001, 37.8% of Taranaki's population recorded that they had access to the internet in their home **[this compares with the national average of 38.4%]**.
- A total of 13 deaths were recorded on Taranaki roads in 2005, a reduction of 13.3% from 2004. Per 100,000 of population, Taranaki recorded a rate of 12.6 road deaths in 2005 **[this compares with the national rate of 12.8]**.
- 92.5% of the land area of the region is sustainably managed.
- Taranaki's rivers and streams show good to excellent water quality on most measures.
- Voter turnout in Taranaki of the eligible population was 55.0% for local body elections in 2004 **[this compares with the national rate of 45.0%]**.
- 69.0% of adults in Taranaki aged 18 years and over were reported to be engaging in at least 2.5 hours a week in leisure activities **[this compares with the national average of 68.3%]**.

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

However, we need to be mindful of the health and safety aspects presented in this report.

We must also be aware of the potential skill shortage that Taranaki will be facing if the leaving rates of students with no formal qualifications are not reversed.

1.0 Introduction

The Future Taranaki *Progress Report on Community Outcomes for Taranaki 2006* uses a set of indicators to monitor trends and progress towards the achievement of the seven community outcomes identified for Taranaki.

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

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

Future Taranaki Facilitation Group

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

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

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

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

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

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

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

Purpose

The report has three key aims:

- to assess the progress of the Taranaki region towards achieving the community outcomes that the people of Taranaki have identified for the region;

- to assess how Taranaki compares with the rest of New Zealand on measures of wellbeing and community welfare; and
- to help identify key issues and areas where we need to take action, which in turn can help with planning and decision making and coordination among stakeholders.

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

The Local Government Act 2002

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

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

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

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

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

Identification of community outcomes

The four local authorities in Taranaki agreed to a joint approach to the process of identifying community outcomes for the Taranaki region¹.

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 website² to provide additional information to the public.

¹ Refer to *Future Taranaki, A report on community outcomes for Taranaki*. March 2004. Community Outcomes Project Team.

² www.trc.govt.nz

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”*.³
4. A public meeting was carried out in each district. These were advised by region-wide and local newspapers.
5. Meetings with key sector stakeholders from a variety of business, social and cultural background and representatives of Crown departments, ministries and agencies were held. A regional hui was also held to which representatives of iwi and hapu within the Taranaki Region were invited.
6. A total of six focus group meetings were held; two in each of the district council 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 the comments and recommendations, the community outcomes were then agreed upon and finalised.

Agreed community outcomes

Seven broad regional outcomes were identified as follows:

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

Indicators

As part of the monitoring and reporting process indicators have been developed for each outcome to measure the progress towards achieving the outcomes (Refer to [Table 1](#), pg 11).

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

³ Section 91(3)(1)(ii) of the Act.

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

The indicators were developed through workshops, comparative reviews and discussions with other councils and agencies⁴ 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 2005, 2002/03 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, Land Transport New Zealand* and state of the environment monitoring carried out by the Taranaki Regional Council.

⁴ Refer to *Regional Community Outcome Indicators for Taranaki*. December 2005. Karen Bell, Enviro Solutions New Zealand Ltd.

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

Scope of 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 and outlines the scope of the report.

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

Section 3 provides a summary and conclusion.

2.0 Progress towards the achievement of outcomes

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

Table 1: Desired community outcomes and associated indicators

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

	number of businesses, FTEs.		5. Community survey – satisfaction with infrastructure, transport and communication systems*
Sustainable Desired Outcome A region that appreciates its natural environment and its physical and human resources in planning, delivery and protection	Indicators 1. Sustainable land use 2. Number of key indicator species & population changes 3. Water quality – fresh water and coastal 4. Water availability – proportion of fresh water allocated for consumptive use 5. Air Quality 6. Loss/gain of significant protected heritage items 7. Community survey – satisfaction with management of natural & built environment*	Vibrant Desired Outcome A region that provides high quality and diverse cultural and recreational experiences, and encourages independence and creativity	Indicators 1. % voter turnout 2. % satisfaction with access to, the condition of and suitability of community facilities* 3. % participation in sport, leisure, arts and culture and/or community activities/events 4. % satisfaction with work/life balance* 5. % of people who think Taranaki is a vibrant place to live/visit (community & visitor surveys)*
Together Desired Outcome A region that is caring and inclusive, works together, and enables people to have a strong and distinctive sense of identity	Indicators 1. % of population participating in the voluntary sector* 2. Community survey - % of people who report perceived discrimination/exclusion* 3. % of people who agree that local distinctiveness and pride in the region exist, are valued and thriving* 4. % of people reporting that Taranaki is an inclusive, caring and tolerant community* 5. % of Maori who report examples of positive relationships within the Taranaki community*		

Key: * These indicators will not be presented in this report as a survey is needed to obtain the information. The survey is scheduled to be carried out in 2006/07 for the Key Informant Survey & 2008/09 for the Community Survey. ** Still awaiting information.

Secure & Healthy Taranaki

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

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

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

Indicators

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

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

Data sources: Housing New Zealand; AMP Home Affordability Report 2000 – 2005; Taranaki Police; New Zealand Police; Taranaki District Health Board; 2002/03 New Zealand Health Survey; & Accident Compensation Corporation.

Indicator 1: Housing availability - number of families on Housing New Zealand rentals waiting list

Relevance

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

Overview of Housing New Zealand

Housing New Zealand provides New Zealanders with access to good quality, affordable rental accommodation.

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

The current number of Housing New Zealand properties (owned and leased) in the Taranaki region stands at 1,261.

Current level & trends

At the year end 2005, 195 Taranaki families were recorded on the Housing New Zealand waiting list. This represents a 7.1% increase from the 2004 period and a 53.5% increase from the 2003 period (refer to [Figure 1](#)).

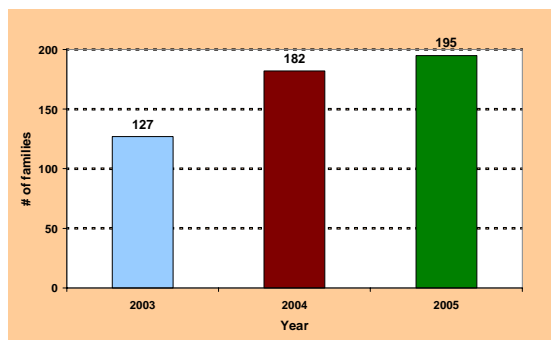


Figure 1: Taranaki families on Housing New Zealand rental waiting lists (2003-2005)

The rise in family numbers on the waiting list is largely due to the rise in house prices throughout the region. This in turn has resulted in an increase in rental costs in the private sector and a rise in a) the number of families unable to afford quality housing and b) families applying for Housing New Zealand rental accommodation.

Also adding to the pressure on the waiting list is the reduction in Housing New Zealand tenants moving away from Housing New Zealand accommodation and onto private sector rental accommodation due to the increased rental costs in the private sector.

The rise in the number of families on the rental waiting list in Taranaki is greater

than that recorded nationally. At the year end 2005, 11,631 families were recorded on the national waiting list. This is a slight decrease of 1.3% from the numbers recorded in 2004 and an increase of 3% from the numbers recorded in 2003.

Indicator 2: AMP Housing affordability index

Relevance

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

Buying a home in Taranaki during 2005 became even less affordable for members of the Taranaki community.

The Taranaki index reflected an annual affordability decline of 24.5%, the steepest decline recorded in New Zealand for that period. National affordability for the year declined by 16.3% (refer to [Table 2](#)).

Table 2: Regional Affordability December 2005 Quarter

	Home Affordability Index	% change in home affordability in the last 12 months	
		Improv	Decline
Northland	26.3		18.9
Auckland	35.4		10.3
Waikato/BOP/Gisborne	28.8		22.3
Hawke's Bay	26.9		12.1
Taranaki	20.1		24.5
Manawatu/Wanganui	19.9		24.5
Wellington	26.8		14.7
Nelson/Marlborough	28.4	4.3	
Canterbury/Westland	27.7		22.4
Otago	22.8		17.1
Central Otago Lakes	42.3		3.5
Southland	13.5		3.9
New Zealand	28.8		16.3

House prices in Taranaki rose by 23.7% over the 2005 financial year, reaching a median dwelling price of \$230,000.

While average weekly earnings increased by 12.8% over the 2005 financial year and interest rates remained relatively stable over the year the upward pressure on house prices offset these gains.

However, in terms of regional affordability, Taranaki is still placed in the top quartile and for the 2005 year Taranaki was ranked third on a regional comparison, behind only the Southland and Manawatu-Wanganui regions. Taranaki's regional affordability as a percentage of the national average is 69.8% for the year (refer to **Figure 2**).



Figure 2: Regional affordability as a percentage of the national average (2005)

Indicator 3: Recorded crime Relevance

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 five years.

Taranaki recorded a total of 9,384 criminal offences in 2005; an increase of 5.9% from the previous year and a decrease of 12.4% from 2000 (refer to **Table 3**).

Police crime statistics for the year to December 2005 showed overall crime was up 8.1% in rural Taranaki with the New

Plymouth district recording an increase of 5.0% for the year. Crime in New Zealand increased by 0.3% for the year ended 2005.

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

Table 3: Recorded crime - # of incidents in Taranaki & New Zealand (2000 – 2005)

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

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 2005 were dishonesty (48.5% of the total) followed by, drugs and anti-social behaviour (14.6%), violence (14.3%) and property damage (14.3%) (refer to **Table 4**).

The areas that experienced the greatest increase over the year included sexual related crimes increasing by 32.6%, crimes related to property damage increasing by 25.4%, and crimes related to violence increasing by 11.1%. Administrative offences declined by 34.1%.

Table 4: Recorded crime – key offence areas in Taranaki & New Zealand (2004 – 2005)

Offence	Taranaki			NZ	
	# in 2005	% of all offences 2005	(%) change 2004 - 05	% of all offences 2005	(%) change 2004 - 05
Violence	1341	14.3	+11.1	11.9	+6.9
Sexual	114	1.2	+32.6	0.8	+6.4
Drugs & AntiSocial	1367	14.6	+6.8	12.7	+0.3
Dishonesty	4551	48.5	+0.3	56.5	-0.1
Property Damage	1490	15.9	+25.4	10.7	+5.4
Property Abuse	401	4.3	+4.4	4.6	-4.7
Admin	182	1.9	-34.1	2.8	-6.3
Total	9384	100	+5.9	100	+0.3

New Plymouth Police District

The New Plymouth police district reversed a national trend for the year with crimes relating to dishonesty decreasing. All other crime categories slightly increased over the year.

Rural Taranaki Police District

Property and administrative crimes decreased in rural Taranaki for the year.

Crimes related to violence, sexual, drugs and anti-social related behaviour marginally increased over the year.

Indicator 4: % change in youth offending

Relevance

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 5 years. The year ended 2005 figure for youth offending stood at 1051, a 13.9% decrease from the rate recorded in 2004 and an overall decrease of 24.3% since 2000.

New Plymouth Police District

The New Plymouth police district has experienced a 19.1% decrease in youth offending since 2000.

Rural Taranaki Police District

The Rural Taranaki police district has experienced a 31.5% decrease in youth offending since 2000.

Table 5: % change in youth offending in the New Plymouth, Rural Taranaki & New Zealand policing districts (2000/01 – 2004/05)

	2000	2001	2002	2003	2004	2005
NP	811	946	862	1070	862	656
(%) Change		+16.7	-8.9	+24.1	-19.4	-23.9
Rural Taranaki	577	648	374	486	360	395
(%) Change		+12.3	-42.3	+30.0	-25.9	+9.7
Total Taranaki	1388	1594	1236	1556	1222	1051
(%) Change		+14.8	-22.5	+25.9	-21.5	-13.9
NZ	51929	49673	50738	52750	45749	42653
(%) Change		-4.3	+2.1	+4.0	-13.3	-6.8

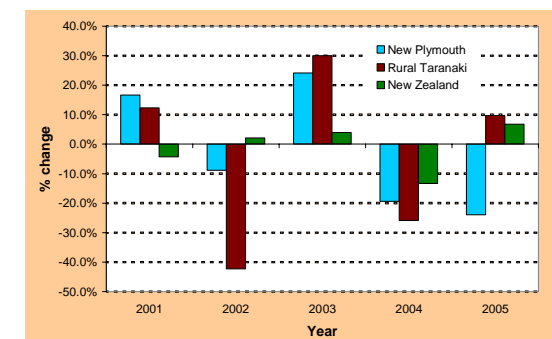


Figure 3: % Change in youth offending in the New Plymouth, Rural Taranaki & New Zealand policing districts (2000/01 – 2004/05)

New Zealand at a glance

Nationwide youth offending has generally followed the same pattern of fluctuation over the past five years as that of Taranaki.

The year ended 2005 figure for youth offending stood at 42,653, a 6.8% decrease from the rate recorded in 2004. Youth offending in Taranaki declined by 13.9% over the same period – more than twice the national decline (refer to [Table 5](#)).

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

Awaiting survey – 2006/07

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

Relevance

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

97.0% of Taranaki residents are within 30 minutes of a primary care provider.

Indicator 7: GP ratio to population

Relevance

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

Current level

In Taranaki, the GP ratio to population is 69.9 per 100,000 of population; below the national ratio of 75 per 100,000 of population.

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

Statistics used for this indicator are obtained from the 2002/03 New Zealand National Health Survey for Taranaki. Results are obtained from a sample population. The sample size for Taranaki

has been boosted⁵ to provide more reliable data. The data provided are estimates, rather than actual data. The results are compared against national data from the same survey.

Rates for smoking

Relevance

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

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

Current level

The prevalence of adults who are current smokers in Taranaki is similar to the national sample. Taranaki recorded a rate of 24.1% of the total population, whilst the national average for New Zealand was 23.4% (refer to [Table 6](#)).

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

⁵ Refer to key findings from the *2002/03 New Zealand Health Survey for Taranaki*, Taranaki District Health Board.

Table 6: Smoking rates by gender & ethnicity in Taranaki (TKI) & New Zealand (2002/03)

(%)	All		Females		Males	
	TKI	NZ	TKI	NZ	TKI	NZ
All	24.1	23.4	21.9	22.9	26.6	24.0
Maori	44.5	47.2	47.0	51.1	41.8	42.9
Non-Maori	21.7	20.5	18.8	19.4	24.7	21.8

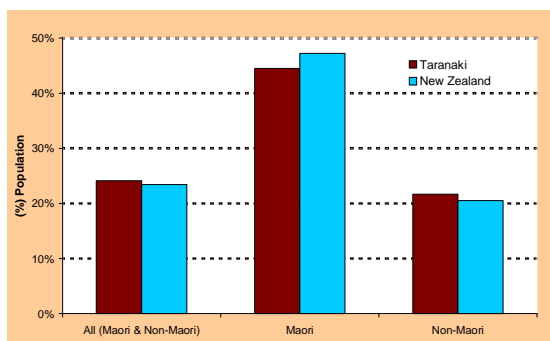


Figure 4: Prevalence of adults who are current smokers by ethnicity (2002/03)

Alcohol use

Relevance

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

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

Current level

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

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

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

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

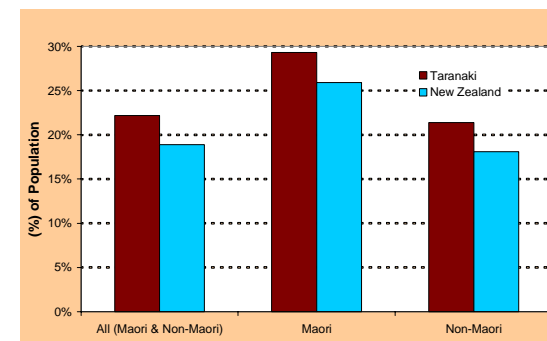


Figure 5: Prevalence of adults who have hazardous drinking habits by ethnicity (2002/03)

Diabetes

Relevance

Diabetes is often related to obesity and a general unhealthy lifestyle⁶. A rise in the rate of diabetes results in increased pressure and strain on the medical facilities in the region.

Current level

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

⁶ *An Indication of New Zealanders' Health, 2002a, Ministry of Health.*

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

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

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

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

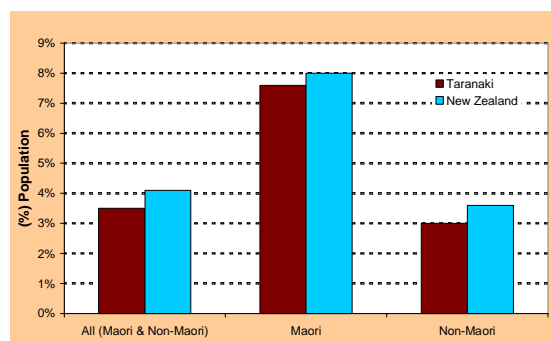


Figure 6: Prevalence of diabetes by ethnicity (2002/03)

Indicator 9: Nutrition and physical activity

Relevance

Diet is a leading cause of deaths when deaths are classified by risk factor. Approximately 8,500 deaths reported in 1997 (30.0% of all deaths that year) where a result of poor diets; the majority of these deaths were related to cardiovascular diseases, with diabetes and cancers also contributing. Insufficient activity was responsible for about 10.0% of the deaths in 1997⁷.

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

Current level

Nutrition

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

⁷ *Looking Upstream: Causes of death cross-classified by risk and condition, 2004, Ministry of Health.*

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

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

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

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

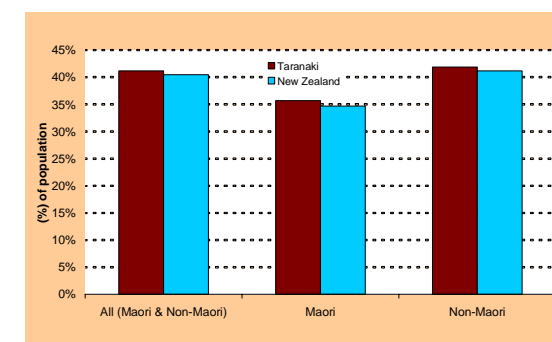


Figure 7: Prevalence of adults who eat the recommended intake of fruit & vegetables (2002/03)

Physical activity

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

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

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

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

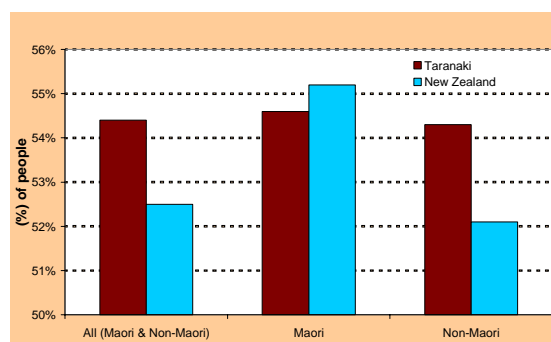


Figure 8: Prevalence of adults who take part in physical activity for at least 30 minutes per day 5 days a week (2002/03)

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 decline since 1994. Over the 10 year period, 1994 – 2004, the non-intentional injury rates recorded have decreased by 14.4%.

Taranaki recorded a total of 2,762 non-intentional injuries in 2004, making up 3.1% of all injuries recorded in New Zealand. Per 1000 of population Taranaki recorded 26.9 non-intentional injuries. This rate was above the national rate of 23.7 per 1000 of population. On a regional comparison Taranaki was ranked eleventh out of the 16 regions (refer to [Figure 9](#)).

The four key areas of recorded injuries in Taranaki are as follows: work related, on the farm, at home and whilst playing sport (refer to [Table 11](#), pg 20).

Workplace claims decreased by 33% over the 10 year period, from 1,539 claims

recorded in 1994 to 1,040 claims recorded in 2004.

Farm claims decreased by 42.5% over the reporting period, from 312 claims recorded in 1994 to 178 claims recorded in 2004.

Sport claims decreased by 17.5% over the reporting period, from 618 claims recorded in 1994 to 526 claims recorded in 2004.

Home claims increased by 5.6% over the reporting period from 876 claims in 1994 to 925 in 2004.



Figure 9: Non-intentional injuries per 1000 of population – a regional comparison (2004)

Workplace claims

Taranaki workplace claims made up 2.9% of the total New Zealand workplace claims in 2004.

Taranaki recorded 10.1 claims per 1000 of population, this compares with a national average of 10.4 claims per 1000 of population.

Taranaki was ranked tenth equal on a regional comparison of claims per 1000 of population

Farm claims

Taranaki farm claims make up 7.0% of total New Zealand farm claims.

Taranaki recorded 1.7 claims per 1000 of population, this compares with a national average of 1.0 claims per 1000 of population.

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

Home claims

Taranaki home claims make up 3.41% of total New Zealand claims.

Taranaki recorded 9.0 claims per 1000 of population, above the national average of 8.1 claims per 1000 of population.

Taranaki was ranked fifth on a regional comparison of

claims per 1000 of population.

Sports claims

Taranaki sport claims make up 3.0% of total New Zealand claims.

Taranaki recorded 5.1 claims per 1000 of population, above the national average of 3.7 per 1000 of population.

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

Table 11: Workplace, farm, home and sport claims recorded per 1000 of population on a regional basis (2004)

Workplace claims	Claims recorded	Farm Claims	Claims recorded	Home claims	Claims recorded	Sports claims	Claims recorded
National Average	10.4	National Average	1.0	National Average	8.1	National Average	4.8
Nelson	17.8	Southland	2.3	Marlborough	12.8	Nelson	7.1
West Coast	14.7	Taranaki	1.7	Northland	10.0	Otago	6.5
Marlborough	12.8	Gisborne	1.5	Nelson	9.5	Manawatu-Wanganui	6.1
Otago	12.6	Tasman	1.3	Hawke's Bay	9.1	Marlborough	5.8
Gisborne	12.4	Waikato	1.3	Taranaki	9.0	Canterbury	5.8
Waikato	11.8	Northland	1.2	Bay of Plenty	8.6	West Coast	5.5
Canterbury	11.6	Otago	1.1	Waikato	8.5	Taranaki	5.1
Northland	10.6	Hawke's Bay	1.1	West Coast	8.4	Waikato	4.9
Hawke's Bay	10.4	Marlborough	1.0	Gisborne	8.2	Gisborne	4.5
Taranaki	10.1	Manawatu-Wanganui	1.0	Southland	7.7	Bay of Plenty	4.5
Bay of Plenty	10.1	Canterbury	0.9	Otago	7.1	Northland	4.4
Manawatu-Wanganui	10.0	Nelson	0.7	Canterbury	7.0	Hawke's Bay	4.3
Auckland	6.5	West Coast	0.7	Manawatu-Wanganui	6.8	Wellington	4.0
Wellington	6.4	Bay of Plenty	0.5	Auckland	6.4	Southland	3.9
Tasman	6.3	Wellington	0.2	Wellington	5.9	Auckland	3.4
Southland	2.0	Auckland	0.1	Tasman	4.1	Tasman	1.0

Indicator 11: Average life expectancy at birth

Relevance

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

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

Current level

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

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

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

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

Indicator 12: Satisfaction with health services

Awaiting survey 2008/09

Prosperous Taranaki

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

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

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

Indicators

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

Data sources: Statistics New Zealand, Regional Analysis 2000 – 2005; National Bank Trend Reports 2005; Venture Taranaki; Household Labour Force Survey; & New Zealand Income Survey 2000 - 2005.

Indicator 1: Regional GST

Relevance

This is a key indicator of the level of economic activity in the Taranaki

economy and hence reflects the potential growth of the region.

Current level & trends

During the year to June 2005 the total net GST⁸ in the Taranaki region was \$993.7 million.

This represented 2.9% of the total net GST in New Zealand.

Table 12: Net GST \$ (million) – Comparative – June (2003 – 2005)

Region	2003	2004	2005
Northland	624.2	652.0	694.2
Auckland	11,124.6	12,051.2	13,946.6
Waikato	2,217.2	2,294.3	2,661.8
Bay of Plenty	1,399.5	1,677.2	1,579.9
Gisborne	264.9	282.5	269.0
Hawke’s Bay	843.7	992.1	890.9
Taranaki	981.5	883.7	993.7
Manawatu-Wanganui	1,168.3	1,302.0	1,457.8
Wellington	4,470.9	4,824.4	5,768.4
Tasman	187.6	208.0	204.4
Nelson	220.1	342.5	290.7
Marlborough	264.5	267.4	312.4
West Coast	139.2	192.8	151.0
Canterbury	3,357.8	3,599.3	4,055.0
Otago	1,253.9	1,318.0	1,347.2
Southland	466.8	537.3	829.7
New Zealand	29,416.9	32,857.8	34,784.2

⁸ Total net GST is: (sales – purchases).

For the year ended in June 2005, the total net GST in the Taranaki region increased by \$110 million or 12.45% from the previous year, compared with a 5.5% increase nationally during the same period.

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

The *National Bank Report* for December 2005, showed that Taranaki had one of the fastest growing regional economies over the past year.

The growth rate in Taranaki has fluctuated over the past five years, with Taranaki recording the lowest level of economic growth in 2003, and recording some of the highest levels of growth in 2004 and 2005.

Taranaki recorded a rate of 3.7% for year-on-year growth to December 2005, the

second highest growth rate in the country, according to the National Bank's regional trends survey (refer to [Figure 10](#)).

Taranaki recorded a 4.3% rise in the number of people employed in the region in December 2005, setting a high of 57,500 people employed.

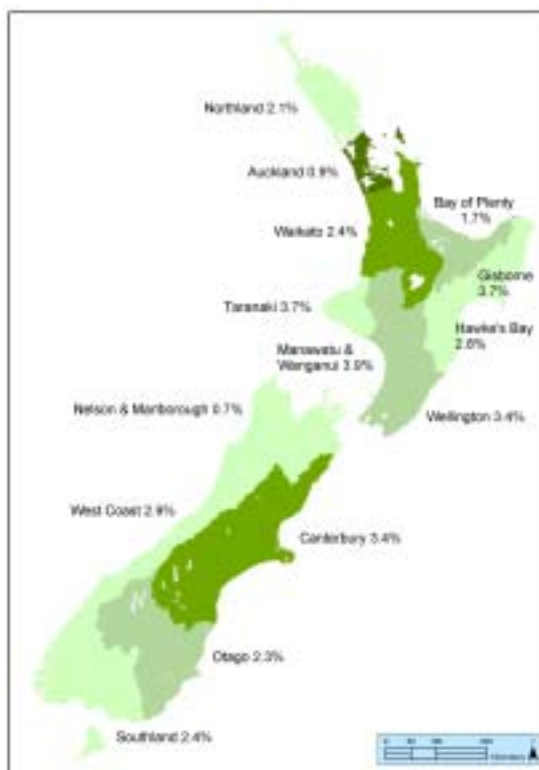


Figure 10: Regional economic activity – year-on-year growth (December 2005)

The level of business confidence recorded was the second highest recorded across the regions and consumer confidence exceeded the national figure.

Taranaki had the largest increase in accommodation occupancy rates and the second largest rise in accommodation guest nights, up 3.4% and 4.1% respectively.

However, new car registrations and retail trade declined faster than the equivalent national figures.

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

2005 – Total number of people employed

For the year ended 2005 the total number of people employed stood at 57,500.

The number of people employed in Taranaki has continued to increase over the year, with a year-to-year increase of 4.3% to December 2005.

2004 - Employment rate

The Taranaki employment rate for 2004 was 74.2%, a 2% increase from the rate recorded in 2001

While both male and female employment rose, most of the overall movement was due to an increase in female employment and this in turn was driven by a rise in female full-time employment.

The increase in full-time employment is directly related to the increase in year-on-year growth for the region.

Taranaki's rate of employment was similar to the national average of 74.4%. On a regional comparison Taranaki was ranked ninth out of the 16 regions (refer to **Figure 11**).

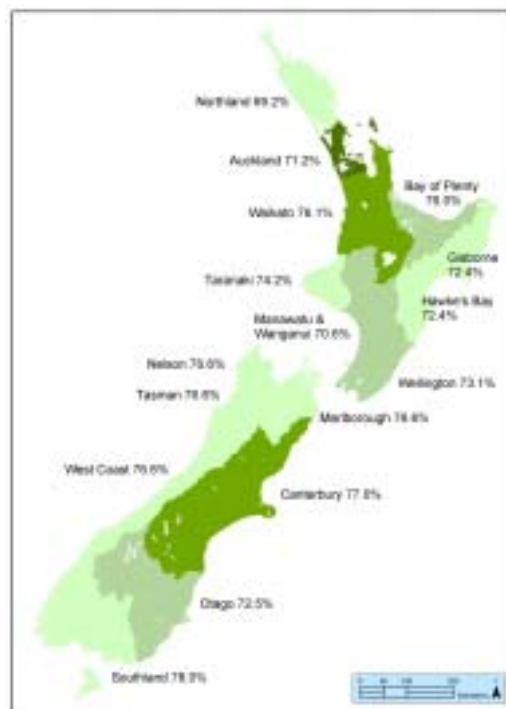


Figure 11: Employment rate – a regional comparison (2004)

Indicator 4: Unemployment rate

Relevance

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 some sense of the ease with which people are able to move into employment.

Current level & trends

Taranaki continued to reflect tight labour market conditions.

The number of people employed over the year rose and unemployment decreased to 3.8% in the December 2005 quarter (refer to **Table 13**). This compares with an unemployment rate of 4.2% for the December 2004 quarter. The New Zealand unemployment rate for December 2005 quarter was 3.5%, unchanged from the 3.5% recorded in the December 2004 quarter.

Table 13: Taranaki (TKI) & New Zealand unemployment rate – December quarter (2000 – 2005)

	TKI (%)	NZ (%)
2000	5.2	5.5
2001	5.9	5.2
2002	5.5	4.8
2003	4.3	4.5
2004	4.2	3.5
2005	3.8	3.5

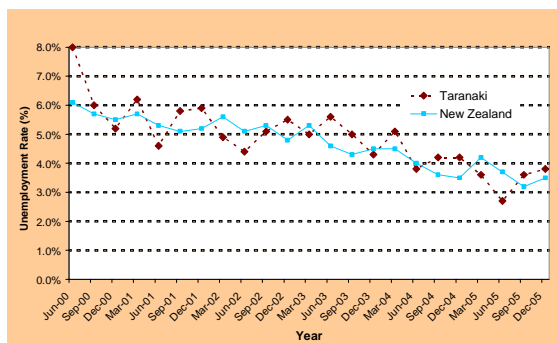


Figure 12: Taranaki and New Zealand unemployment rates (June 2000 – December 2005)

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

Taranaki employees earned an average of \$20.2 per hour in December 2005, representing a 6.4% increase from December 2004. This increase compares with a 5.9% increase for the whole of New Zealand over the same reporting period. The national average rate for New Zealand in December 2005 was \$21.4 (refer to [Table 14](#)).

In December 2005, males and females in Taranaki region earned an hourly rate of \$22.1 and \$17.7 respectively, representing an increase of 7.1% for males and an increase of 5.4% for females from December 2004. The national average for males was \$22.8 and \$19.4 for females.

Table 14: Average hourly earning in Taranaki (TKI) & New Zealand (December quarter 2003-2005)

	TKI(\$)	NZ(\$)
2000	17.0	17.9
2001	18.2	18.5
2002	18.5	19.2
2003	20.1	19.8
2004	19.0	20.2
2005	20.2	21.4

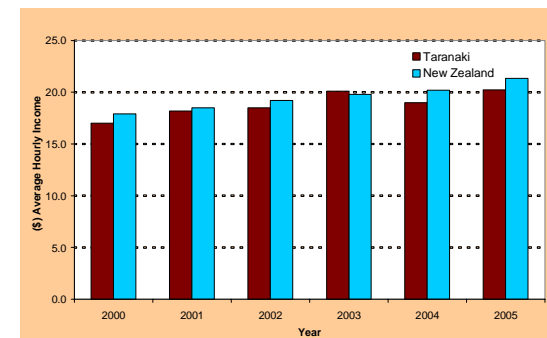


Figure 13: Average hourly earnings in Taranaki and New Zealand (December quarter 2000 – 2005)

Average weekly income

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

Current level

During the June 2005 quarter, people in the Taranaki Region had an average weekly income of \$565.0 per week, 3.6% lower than the national average of \$586.0 per week.

The average weekly income for people in the Taranaki region increased by 12.8%, between the June 2004 quarter and the June 2005 quarter. The average weekly

income for people in New Zealand increased by 5.7%, over the same reporting period.

Average weekly income in Taranaki rose from \$399.0 in June 2000 to \$565.0 in June 2005, while the average weekly income for New Zealand as a whole rose from \$442.0 in June 2000 to \$586.0 in June 2005 (refer to **Table 15**).

Table 15: Average weekly income in Taranaki (TKI) & New Zealand (June 2000-2005)

	TKI(\$)	NZ(\$)
2000	399.0	442.0
2001	444.0	471.0
2002	497.0	514.0
2003	526.0	540.0
2004	501.0	554.0
2005	565.0	586.0

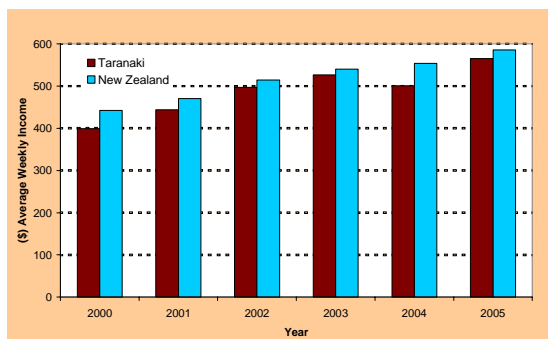


Figure 14: Average weekly income in Taranaki and New Zealand (June 2000- June 2005)

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

In 2004, the median household income for Taranaki was \$47,320.0 per year; below the national rate of \$51,584.0 per year (refer to **Table 16**).

The median household income in Taranaki has risen by 24.5% since 2001, while the median income for New Zealand has risen by 14.9% over the same reporting period.

Table 16: Median household income Taranaki & New Zealand (2001-2004)

	TKI (\$)	NZ(\$)
2001	38,012.0	44,876.0
2002	42,900.0	47,996.0
2003	48,048.0	49,452.0
2004	47,320.0	51,584.0

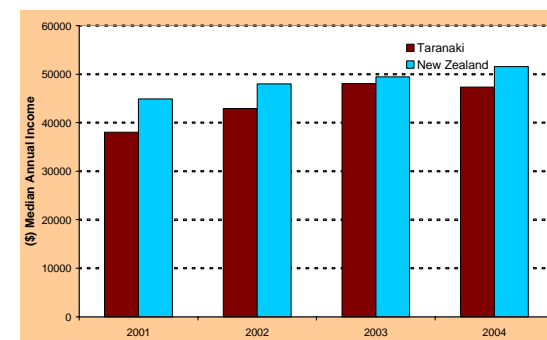


Figure 15: Median household income in Taranaki & New Zealand (2001-2005)

Indicator 6: Business confidence

Relevance

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

Current level & trends

The majority of Taranaki businesses remain confident about the national economy in 2006, but the optimism may not continue.

Venture Taranaki's six monthly survey⁹

⁹ *Business Survey Results*, November 2005, Venture Taranaki.

shows 45% of the 300 respondents believe conditions will stay the same, while 15% think the economy will improve.

Thirty- seven per cent of those who were surveyed anticipate that the economy will slow down and deteriorate; this is an increase of 13% from six months ago.

Although Taranaki firms are generally unsure of what to expect in 2006, they are still more confident than businesses in other parts of New Zealand.

The National Bank's December business outlook showed 62% of those surveyed nationwide predicted that the economy would deteriorate in 2006.

Businesses that are the most optimistic in Taranaki work in the agriculture and horticulture sectors, oil and gas exploration sectors and the restaurant and accommodation sectors.

Most respondents predicted sales and staffing levels would remain the same.

Sixty-seven per cent were looking for staff and reported difficulties in finding skilled workers.

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

Relevance

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

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

Current level

A total of 8,280 businesses were located within the Taranaki region as at February 2005, representing 2.3% of all businesses in New Zealand. This compares with a total of 7,215 businesses in February 2000 and represents a growth rate of 14.8% over the five year period. The growth rate was slightly below the national rate for New Zealand (a 16.8% increase).

The principal industry within the Taranaki region in February 2006 was the property and business services industry, which accounted for 31.8% of all businesses. The next most significant industries within the region were the retail trade industry (12.8%), construction (10.4%),

manufacturing (6.6%) and agriculture, forestry and fishing industries¹⁰ (5.4%).

There has been little change over the years in the principal industries within Taranaki. In February 2001 the property and business services accounted for 26.0% of all businesses within the region, followed by the retail trade industry (15.0%), the construction industry (10.3%) and the manufacturing industry (7.7%) and agriculture, forestry and fishing industries (5.6%)

Full-Time Equivalent – Employees by industry

The largest industry within Taranaki in terms of employees in 2005 was the manufacturing industry, which employed 20.2% of all employees in the region. The retail trade industry employed a further 14.4% of total employees in the region, health and community services employed 11.8%, property and business services employed 10.0%, education employed 7.1% and construction employed 7.2% (refer to **Figure 16**, pg 29).

The percentage of individuals employed per industry in Taranaki has remained

¹⁰ Excludes agriculture production.

largely unchanged over the 2000 – 2005 reporting year.

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

Table 17: Employees by Industry in Taranaki 2000 & 2005

	2000 (%)	2005 (%)
Manufacturing	25.5	20.2
Retail trade	14.1	14.4
Health & Community Services	9.1	11.8
Property & Business Services	9.3	10.0
Construction	7.5	7.2
Education	7.4	7.1
Wholesale trade	4.7	4.7
Accommodation, Cafes & Restaurants	4.3	6.0
Transport & storage	4.1	3.5
Personal & other services	3.3	3.2
Government admin & defence	2.2	2.7
Cultural & recreational services	1.7	2.0
Agriculture, Forestry & Fishing	1.8	1.5
Mining	1.7	2.2
Finance & Insurance	1.5	1.4
Communication services	1.0	1.1
Electricity, Gas & water supply	1.0	1.0

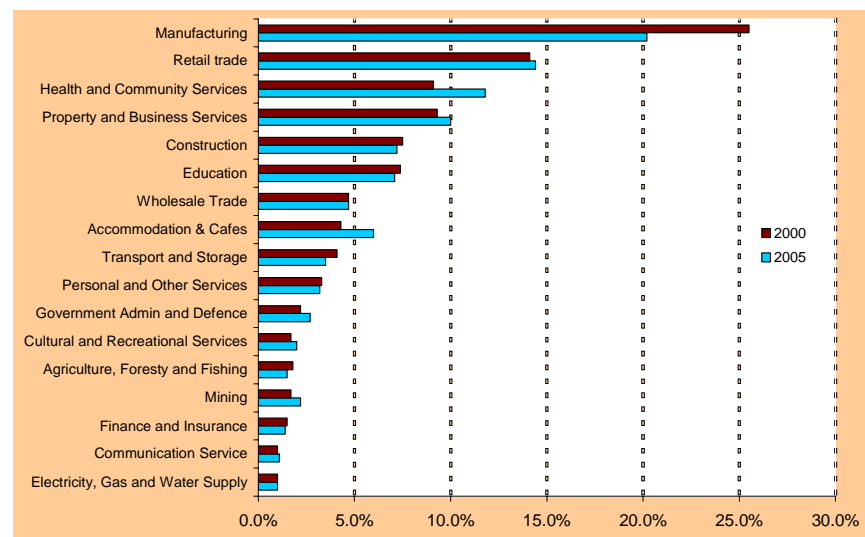


Figure 16: Employees by industry in Taranaki 2000 & 2005

Skilled Taranaki

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

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

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

Indicators

There are five indicators used in this section. Together these indicators present a picture of the skill base available in the

Taranaki economy and the acquisition of knowledge and skills by members of the Taranaki region at a particular point of time in their lives.

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

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

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

Indicator 1: Highest level of educational/vocational qualification obtained

Relevance

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

Currently level & trends

In March 2001, 72.7% of the population of Taranaki aged 25-64 had attained an educational qualification of upper secondary level¹¹ or above. This compares with a national average of 75.5%.

The New Plymouth district recorded a level of 75.1%.

The Stratford district recorded a level of 69.6%.

¹¹ School leavers with NCEA level 2 with at least 14 credits or with Sixth Form Certificate in at least one subject.

The South Taranaki district recorded a level of 66.8%

Table 18: Education attainment for Taranaki by ethnicity, sex, & age (2001)

	Value (%)
European	72.7
Maori	65.8
Pacific	72.6
Other	94.9
Male	76.0
Female	69.8
25-34	73.7
35-44	72.5
45-54	71.8
55-64	72.9

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

The recorded rate for Maori attaining upper secondary qualifications is lower than the rate for all other ethnicity groups, this is also reflective of a nationwide trend.

Slightly higher rates of educational attainment are found in the younger age

groups (25-34) than any other age groups (refer to [Table 18](#)).

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

Relevance

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

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

Current level & trends

In Taranaki in 2005, 60.3% of all year 11 students obtained the NCEA level 1 qualification. This is a decrease of 5.8% from the rates recorded in 2004.

The national rate recorded for year 11 students obtaining the NCEA level 1

qualification was 56.5% in 2005. This is an increase of 1.1% from the rates recorded in 2004. Rates of NCEA level 1 attainment in Taranaki are higher than for New Zealand (refer to [Table 19](#)).

Table 19: % of year 11 students who attained NCEA Level 1 Qualifications – Taranaki (TKI) & New Zealand (2003 – 2004)

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

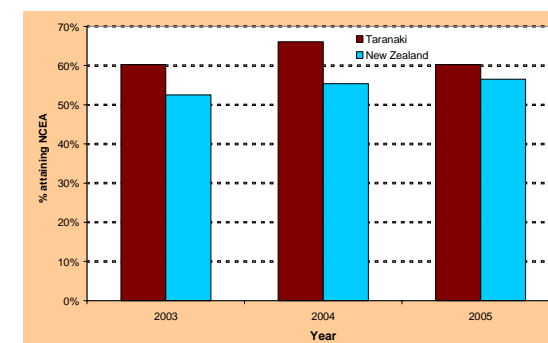


Figure 17: % of year 11 students who attained NCEA Level 1 Qualifications – Taranaki & New Zealand (2003 – 2005)

% school leavers with no qualifications

Relevance

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

Current level & trends

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

The national proportion of students leaving with no formal qualifications has dropped from 15.0% in 2003 to 13.0% in 2004. This makes the proportion in this category the lowest nationally over the past 12 years¹².

The rate of school leavers with no qualifications in Taranaki has continued to fluctuate over the last few years. In 2004 school leavers with no qualifications declined to 15.0%, from 20.0% in 2003 (refer to [Table 20](#)).

¹² & ¹³ *Taranaki School Leavers Research, 2005, Work and Income & Education Taranaki.*

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

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

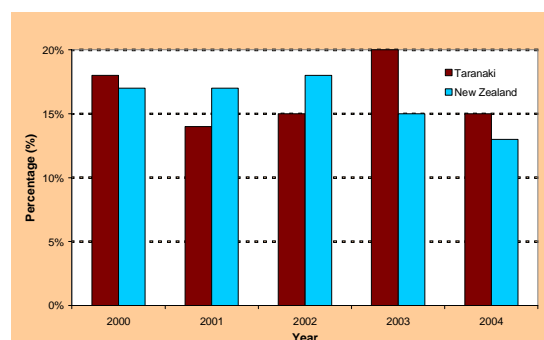


Figure 18: Percentage of school leavers with no formal qualifications Taranaki & New Zealand (2000-2004)

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

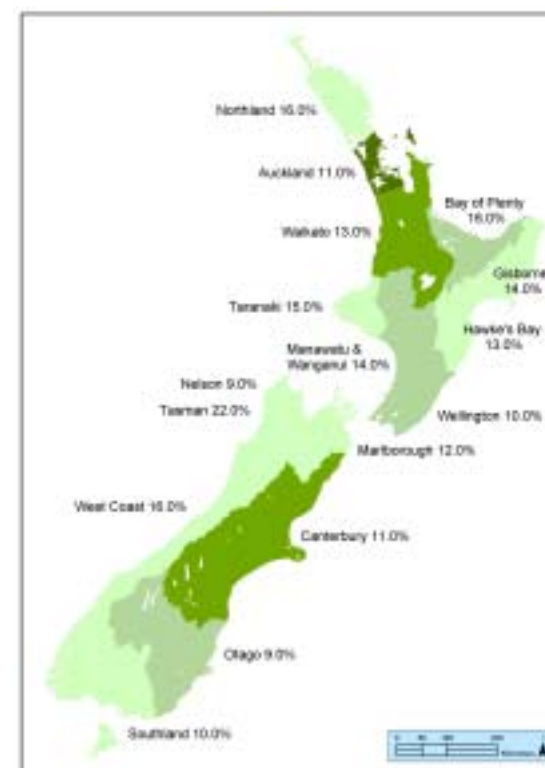


Figure 19: School leavers with no formal qualifications by region (2004)

However, Taranaki's significant drop from 20.0% to 15.0% was one of the largest declines compared to any other region¹³.

Over the past seven years an average of 255 (17.0%) young people left Taranaki secondary schooling each year with no

qualifications. Among these, Maori school leavers are over-represented.

In 2003 Maori made up 38.0% of all students leaving with no formal qualifications. In 2004 Maori students leaving a Taranaki secondary school made up 21.0% of all school leavers, but represented 28.0% of students leaving with no formal qualifications.

This drop mirrors national statistics, where in 2003, 30.0% of Maori students leaving school had no qualifications compared to 26.0% in 2004.

Another ethnic group previously over-represented along with Maori is Pacifica school leavers. Recently there has been a dramatic decline, both nationally and regionally, in the number of Pacifica students leaving with no qualifications.

European school leavers with no qualifications in Taranaki has consistently been between 13.0% and 15.0% since 2000.

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

As at 1 July 2004, the early childhood education participation rate for Taranaki was 95.2% slightly above the national average of 94.3%.

The New Plymouth district recorded a rate of 95.7%.

The Stratford district recorded a rate of 93.1%.

The South Taranaki district recorded a rate of 91.2%.

Table 21: Participation in early childhood education by ethnicity in Taranaki (2004)

	Value (%)
European	95.5
Maori	91.0
Pacific	94.7
Other	97.0

The rates of participation in early childhood education by ethnicity in Taranaki are closely aligned; this represents an overall increase in participation by all community members, although Maori are slightly lower than other ethnic groups (refer to [Table 21](#)).

Indicator 4: Number of people participating in continuing education

Relevance

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

Current level & trends

Year to date figures for 2005 in Taranaki record a total of 24,860 Taranaki students in continuing education.

This is broken up into the following categories:

The Pacific International Hotel Management School: 100 students

Western Institute of Technology: 17,000 students

Industry Training Organisations: 5,704 students

Modern Apprenticeship Scheme: 288 students

Practical Education Institute: 118 (local students)

Training Opportunities: 1000 students

Use Targeted Training: 650 students

Modern Apprenticeships

In 2005 over 8000 people throughout New Zealand were participating in the Modern Apprenticeship programme. Of these, 288 (3.6%) were from the Taranaki region, with 177 in the New Plymouth district, 27 in the Stratford district and 84 in the South Taranaki district. This is an increase from 233 Taranaki modern apprenticeships in 2004 and 206 in 2003. The number of modern apprenticeships by category is shown in [Table 22](#).

Nationally the majority of modern apprenticeships are in the areas of engineering (16.0%), building/construction (15.0%) and motor engineering (13.0%) trades. Even though engineering

apprenticeships are popular both nationally and regionally, Taranaki has a higher proportion at 34.7%. The proportion of building/construction apprenticeships in Taranaki (5.8%) was lower than the national figure of 15.0%. Agriculture apprenticeships reached 9.7% in Taranaki, compared to 5.0% nationwide.

Table 22: Taranaki Modern Apprenticeships by category (2005)

Industry Name	Number	(%)
Agriculture	28	9.7
Baking	7	2.4
Boat Building	4	1.4
Building/Construction	17	5.9
Contracting	4	1.4
Electricity Supply	6	2.1
Electrotechnology	19	6.6
Engineering	100	34.7
Flooring	8	2.8
Forest Industries	14	4.9
Furniture	10	3.5
Horticulture	20	6.9
Hospitality	1	0.4
Joinery	1	0.4
Motor Engineering	32	11.1
Plumbing	2	0.7
Printing	3	1.0
Public Sector	5	1.7
Retail	4	1.4
Sports Turf	2	0.7
Tourism	1	0.3

University profile

Typically the total number of Taranaki tertiary students enrolling in degree courses among New Zealand universities has increased each year. However 2004 was the first year that this figure has declined. Tertiary students, whose last secondary school attended was in Taranaki, totalled 330, down from 341 students in 2003.

Over the years, the most popular type of degree for Taranaki tertiary students has been in the area of humanities. In recent years more enrolments have been received for disciplines such as law, as well as sports and recreation. On the other hand, fewer Taranaki tertiary students are enrolling in education, engineering and medical degrees. According to the findings from Education Taranaki and Work and Incomes' *Taranaki School Leavers Research 2005*, Taranaki is currently experiencing a major skill shortage in careers such as engineering, pharmacy, dentistry, nursing, medicine, as well as secondary school teachers in subjects such as Te Reo, technology and science. Taking into account these types of skill shortages particular to the region, and then considering the types of degrees that most students are enrolling for, it would appear that these skill shortages are unlikely to be

addressed by Taranaki's young graduates in the short to medium term.

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.

The research involves scanning the job vacancy pages of 25 daily newspapers on the first Saturday of each month and covers three broad areas: trade, professional and technical occupations.

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

Current Level [New Zealand]

Shortages have intensified among trade workers in 2005. The proportion of trade vacancies that were filled declined from 48.0% in 2003 to 35.0% in 2005.

There has also been a deepening of shortages among professional and technical occupations. Shortages are now widespread across most sectors.

The proportion of professional vacancies that were filled declined from 70.0% to 45.0%, while for technical and professional occupations this proportion dropped from 71.0% to 42.0%.

Recruitment agencies had the most difficulty recruiting candidates who were network engineers and programme developers.

These shortages are expected to persist, certainly in the short term.

Current Level [Taranaki]

In Taranaki the areas employers are having the most difficulty filling are also concentrated in the areas of engineering and medical professions.

These shortages are also expected to persist and will continue to do so, unless something is done to retain and/or attract individuals with these skills to the region and/or, if these professions are prompted to Taranaki students entering tertiary education.

Connected Taranaki

A region that delivers accessible and integrated infrastructure, transport and communication systems which meet the needs of residents, business 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 needs of the region, are maintained and where appropriate enhanced
- The public transport systems is reliable, safe and accessible to all who need it

Indicators

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

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

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

Relevance

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

Current level

Telephone access

In March 2001, 96.4% of Taranaki’s population recorded that they had access to a telephone in their home; similar to the national average of 96.0%.

In terms of ethnicity in Taranaki, people living in Pacific economic families have the lowest level of telephone access in the home (87.2%), followed by people living in Maori economic families (89.3%). The highest level of telephone access was recorded by people living in European economic families (98.1%). Non-European economic families¹³ recorded a rate of (96.9%)

¹³ Non-European economic families include those which do not identify with the Maori, Pacific, or European classifications. The category may include members of Asian decent.

This ranking order of telephone access by ethnicity in Taranaki mirrors national trends.

Cell phone coverage






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

Full cell phone coverage [100% coverage] in Taranaki is only available in the major townships throughout the region. Elsewhere, coverage is provided for to varying degrees [refer to [Figure 20](#)].



Figure 20: Cell phone coverage in Taranaki (2005)

Key to maps

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

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



Figure 21: cell phone coverage in New Zealand (2005)

Internet access

In March 2001, 37.8% of Taranaki's population recorded that they had access to the internet in their home; slightly below the national average of 38.4%.

In terms of ethnicity in Taranaki, people living in Maori economic families have the lowest level of internet access in the home (25.8%), followed by people living in Pacific economic families (27.1%). The highest level of internet access in the home was by non-European economic families (55.2%). European economic families recorded a level of 39.8%. Once again this ranking order is reflective of national trends.

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 five years deaths and injuries on the Taranaki roads have continued to fluctuate.

Road deaths

In 2005, a total of 13 deaths were recorded in Taranaki, a decrease of 13.3% from the 15 recorded in 2004 (refer to [Figure 22](#)).

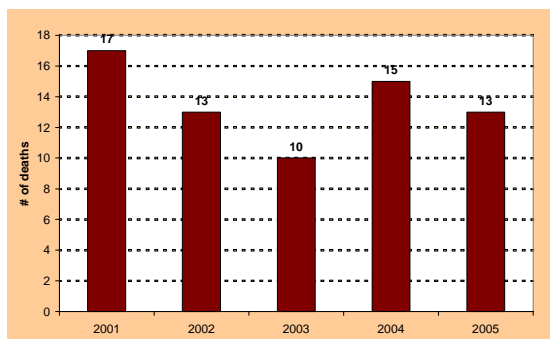


Figure 22: Road deaths on Taranaki roads (2001 – 2005)

The road deaths in Taranaki in 2005 accounted for 3.2% of the total New Zealand road deaths.

Per 100,000 of population Taranaki recorded a rate of 12.6 road deaths,

compared with the national average of 12.8.

Taranaki was ranked sixth on a regional comparison of road deaths per 100,000 of population [refer to [Figure 23](#)].



Figure 23: Road deaths per 100,000 of population (2005)

Road injuries

In 2004, a total of 381 injuries were recorded as a result of motor vehicle accidents on Taranaki roads. The total rate was made up of 84 serious injuries and 297 minor injuries [refer to [Table 23](#)].

Table 23: Road injuries on Taranaki roads – Minor injuries and serious injuries (2000 – 2004)

	Minor	Serious
2000	274	79
2001	330	72
2002	376	52
2003	359	73
2004	297	84

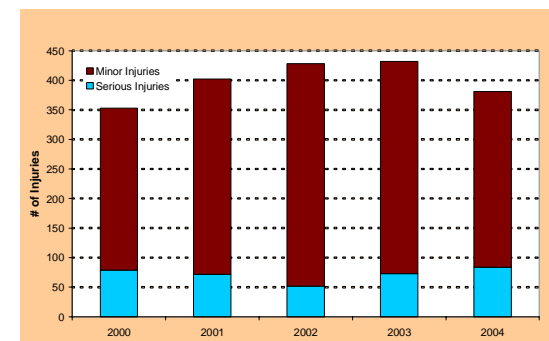


Figure 24: Injuries on Taranaki roads (2000 – 2004)

The road injuries in Taranaki in 2004 accounted for 2.7% of the total New Zealand road injuries.

Per 100,000 of population Taranaki recorded a rate of 419 road injuries, compared with the national average of 427.

Taranaki was ranked eighth on a regional comparison of road injuries per 100,000 of population [refer to [Figure 25](#)].



Figure 25: Road injuries per 100,000 of population (2004)

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 2004/2005 period, local roads expenditure for the Taranaki region totalled \$25,464,700.

Total roading assets as valued by the district councils totalled \$302,088,905 for local roads.

Therefore the level of investment as a percentage of the value of assets stood at 8.4%.

State highways

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

However, the data on funding allocations was available and is depicted in [Figure 26](#) below.

As illustrated in [Figure 26](#) the level of allocated funding on state highways in Taranaki took a sharp decline in 2002/03 and has been rising steadily since.

The funding allocation for 2004/05 stood at \$24,940,700.

Expenditure on local roads has been relatively consistent around the benchmark of \$20,000,000.



Figure 26: Roading expenditure – local roads versus state highways (2000/01 – 2004/05)¹⁴

¹⁴ The funding allocations are made up of Land Transport New Zealand's contribution and an approximation of road controlling authorities

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

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

Awaiting Information

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

Awaiting survey – 2008/09

(territorial authorities and transit New Zealand's) contribution as outlined in the National Land Transport Programmes.

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

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

The quality of the natural environment is directly related to people’s quality of life. Population growth and economic development puts pressure on the sustainability of the natural

environment. Issues such as environmental pollution, waste generation and management, heritage protection and preservation of indigenous species are all issues to be considered when regions grow and develop.

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

Indicator 1: Sustainable land use

Relevance

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

Current level

Soil erosion

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

- 92.5% of the region is sustainably managed with no significant soil erosion problems;
- in the hill country 85.1% of farmland is sustainably managed – a 1.1% increase over the 2003-2005 monitoring period;
- key influencing factors are changing land use pressures and farmer attitudes;
- the area of land in sheep and beef farming has declined;
- the area of land classified as revegetating ‘sheep and beef’ (low fertility land reverting to indigenous scrub) has increased by 3.0%;
- there has been a 54.3% increase in the area of production forestry in the hill country;
- there has been a 4.9% reduction in the area of bare sand in the coastal sand country; and
- 45.4% of privately owned land in the hill country is now included in the Taranaki Regional Council’s sustainable land management programme [refer to **Figure 27**].

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

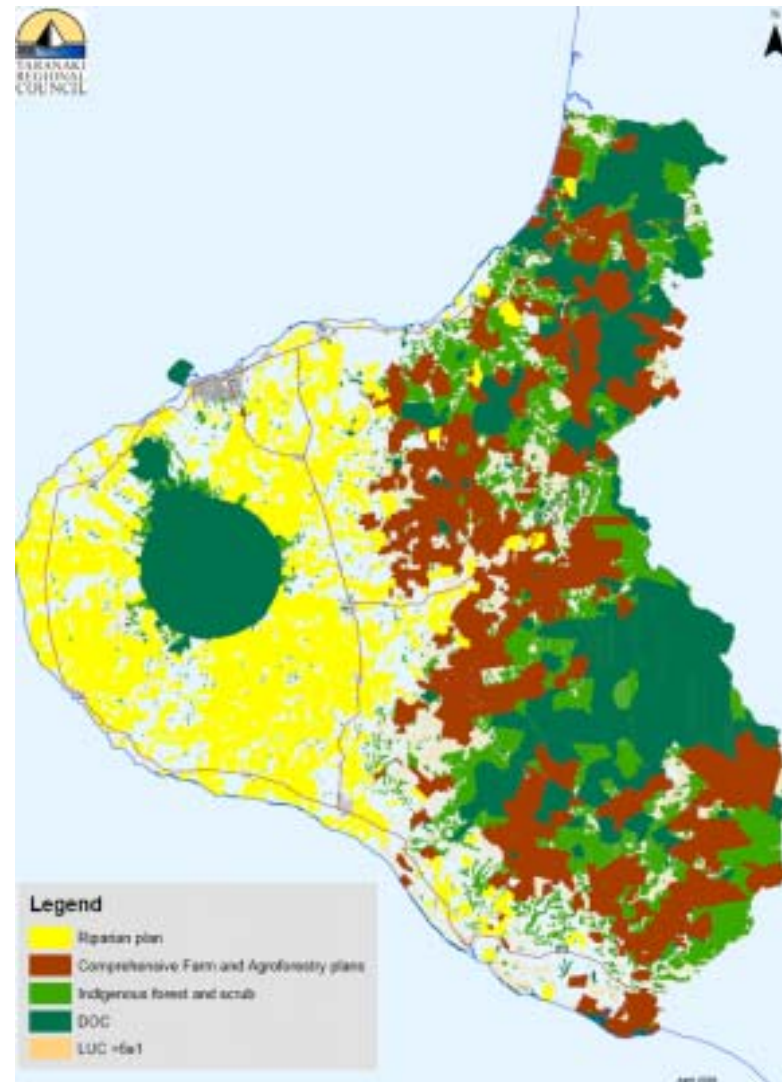


Figure 27: Riparian, agroforestry and comprehensive farm plans prepared (April 2006)

Soil health

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

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

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

Solid waste

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

If solid waste it is not effectively managed it can create a range of adverse environmental and human health effects, undermining our

ability to live sustainably. In past years, the Taranaki Regional Council has focused on improving standards of disposal of solid waste:

- there has been a continuing reduction in the number of operative landfills in the region with 15 landfills closed and rehabilitated since 1983. There are now only five operative landfills in Taranaki;
- all operative and closed landfills and cleanfills have resource consents and are monitored. Results show negligible adverse environmental effects;
- a further reduction in the number of operative landfills in Taranaki is likely in the next three years; and
- all 13 cleanfill sites have been assessed against new Ministry for the Environment guidelines.

Contaminated sites and hazardous substances

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

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

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

Indicator 2: Number of key indicator species & population changes

Relevance

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

Current level and trends

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

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

Despite the extensive areas of habitat in the Taranaki region, a large number of native plant and animal species are identified as threatened. Twenty-six native plant species and 26 native bird and animal species present in Taranaki are identified as being threatened or uncommon. These species include the kokako, brown kiwi, fernbird, spotless crane, and some species of gecko and skink

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

Indicator 3: Water quality – fresh water and coastal

Relevance

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

Fresh water

The State of the Environment Report 2003¹⁵ concluded that Taranaki's rivers and streams show good to excellent water quality on most measures and comparisons. This is despite significant increases in livestock numbers – the most significant pressure on water quality in Taranaki – over the last 10 to 15 years. Upper catchment areas show the highest water quality. There is some deterioration in lower catchment areas with increases in nutrient levels and bacteria as a consequence of intensive agricultural land use.

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

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

¹⁵ *State of the Environment Report, 2003*, Taranaki Regional Council.

- a decline in the number of point source discharges to rivers and streams. The number of agricultural discharges to water has declined by 20% since 1996. Some major industrial and municipal discharges no longer discharge to rivers;
- significant investments made by agriculture and industry in waste treatment and disposal systems over the last six years;
- that all 2019 dairy farms in Taranaki have effluent treatment and disposal systems. These are monitored and inspected each year. The rate of compliance with consent conditions is high with compliance rates between 90% and 95% over the last eight years;
- the significant growth in the Taranaki Regional Council's riparian management programme over the last eight years with 1,100 riparian plans now having been prepared in conjunction with landowners. Of these 1,100 property plans, a total of 6,894 kilometres of streambank has been recorded. A total of 3,801 kilometres of this streambank is fenced, with a total of 2,672 kilometres protected by planting;
- the *Trends in the quality of the surface water of Taranaki*¹⁶ report prepared by the Taranaki Regional Council shows good results when compared against national guidelines [refer to **Table 24**]. The report revealed that overall water quality in our rivers and streams is substantially better now than 25 years ago, although more recently nitrate levels have been deteriorating, most likely as a result of the increasing use of nitrogenous fertilisers in the region in the last few years. The report concluded that fresh water in Taranaki is as good as

¹⁶ *Trends in the quality of the surface water of Taranaki*, 2006, Taranaki Regional Council.

- or better than in most equivalent water ways in New Zealand;
- in addition to trend analysis of water quality, the Taranaki Regional Council has recently evaluated trends in the biological health of the regions rivers and streams using the macroinvertebrate community index (or MCI) data (macroinvertebrates are insects, crustaceans, snails, worms etc that live in streambeds). Sixty sites were analysed for trends in the MCI over the last 10 years¹⁷. Using a standard significance test (of $p < 0.05$), a considerable number of sites (21) showed statistically significant improvement in water quality as indicated by MCI. The test also showed that most other sites are maintaining water quality in the region (i.e. no significant trends found despite increasing pressure on water quality in the region). At this significance level there was only one significantly deteriorating site of the 60 trended. Even with more stringent statistical approaches based on higher levels of significance there are sites showing significant improvement and no sites showing deterioration. Again on this analysis water quality in the region is improving or holding its own for the period trended.

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

¹⁷ *A discussion of trend analysis of State of the Environment freshwater biological data of Taranaki (1995-2005)*, 2006, Taranaki Regional Council.

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

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

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

Coastal

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

- Taranaki's most popular bathing beaches comply with 'safe level' national bathing standards on a seasonal basis [refer to [Figure 28](#)];
- healthy and stable communities of marine life in Taranaki's coastal waters; and
- only four major communities or industrial treated wastewater discharges to coastal waters in Taranaki – a reduction from some 25 major discharges in the mid 1970s. Significant improvements have also been made in waste treatment and disposal systems reducing further the environmental effects of those discharges.

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

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

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

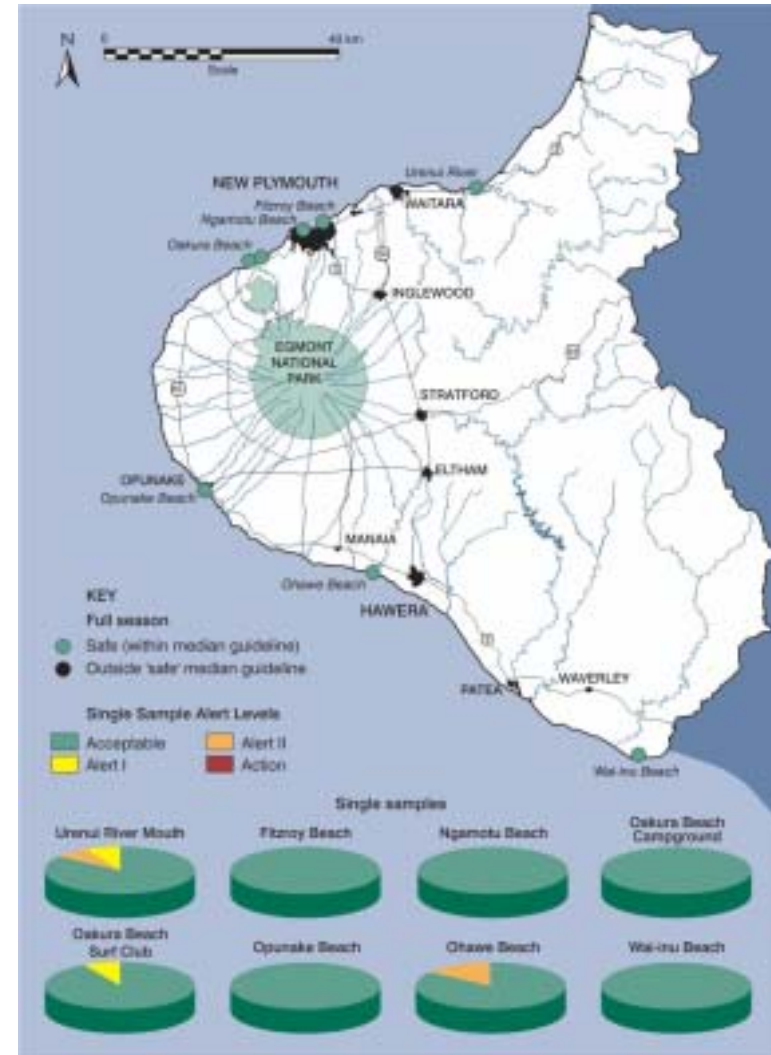


Figure 28: Frequency of compliance with national marine bathing standards at eight beaches (summer 1999-2000 & Wai-inu Beach – summer 1997-98)

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

Relevance

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

Current level & trends

The *Regional Fresh Water Plan for Taranaki* allows up to 50 cubic metres per day to be used as a permitted activity, i.e. no resource consent is required, provided certain conditions are met. It is estimated that in Taranaki 54,300 cubic metres per day are abstracted as a permitted activity, primarily for domestic and farm water supplies.

Resource consents authorise the use of approximately a further 400,000 m³ of surface water per day. The largest water users are municipal and rural water supply schemes. There has been a significant increase in the water allocated for pasture irrigation over the last 10 years and which now accounts for 21% of all allocated water use. There are few significant water use pressures on rivers and streams in Taranaki with abstraction volumes being low compared to both normal (median) river flows and mean (coverage) mean annual low flows (MALF) [refer to [Figures 29 & 30](#)]. Total groundwater allocated for abstraction is approximately 1.68 million m³ per day and this is not a significant pressure on the resource.

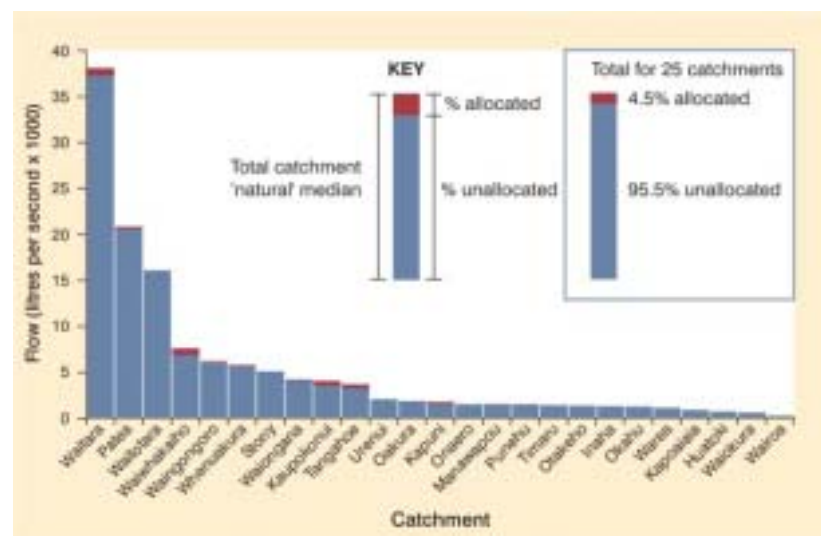


Figure 29: Comparison of consented water with median flows in 25 catchments

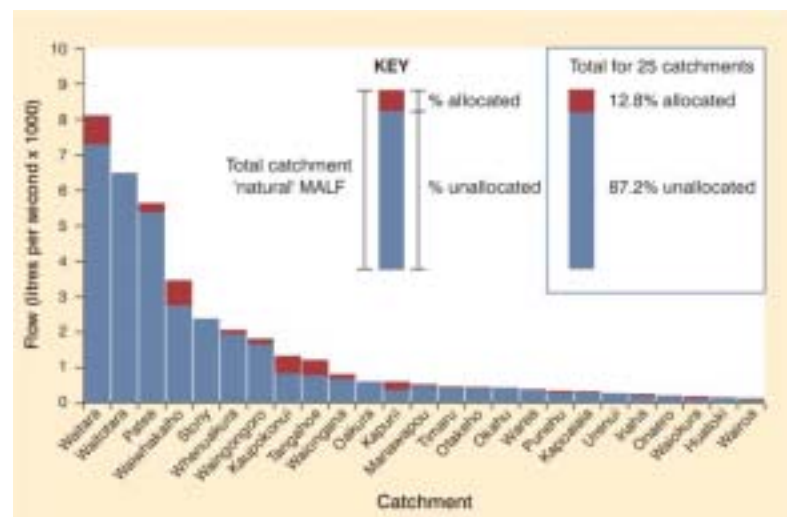


Figure 30: Comparison of consented water allocation with mean annual low flows in 25 catchments

Indicator 5: Air quality (PM₁₀)

Relevance

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

Current level & trends

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

The Taranaki Regional Council monitoring found that:

- on the basis of national guidelines, overall air quality in Taranaki is rated 'excellent' and compares extremely well with other regions and countries [refer to [Figure 31](#)];
- some concerns exist about discharges to air at specific sites, primarily involving odours, but these are few and being managed to reduce effects on neighbours as far as possible;
- air quality in relation to PM₁₀ levels is rated as 'excellent' to 'good'. This reflects low traffic densities, comparatively low use of coal and wood for home heating, exposed topography, and the absence of heavy industry burning coal or oil in the region;
- 230 air discharge permits are held in Taranaki; and
- over the last five to 10 years major air-discharge permit holders have made significant improvements to emission

controls and production technology.

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

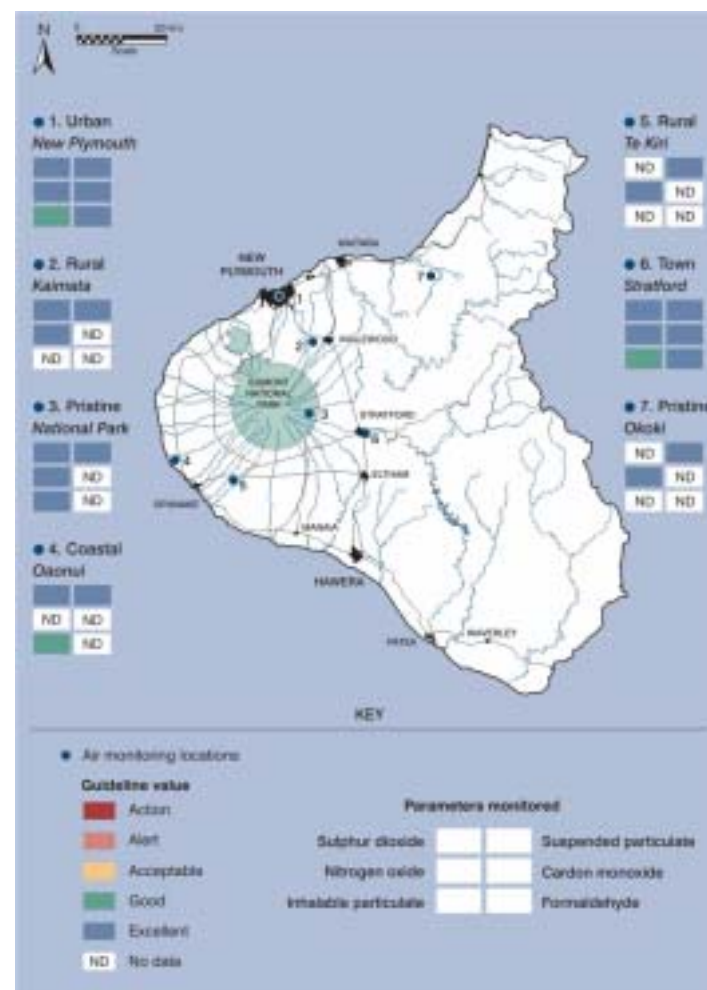


Figure 31: State of the environment air quality monitoring at selected sites

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

Relevance

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

Current level

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

- The New Plymouth District Council has identified 164 significant natural areas in the New Plymouth District and the South Taranaki District Council has identified 34 significant natural areas. The Stratford District Plan identifies a number of protected areas in the district.
- District councils have identified 1405 heritage sites.
- Natural and built heritage in Taranaki is of a high quality.
- The level of amenity in Taranaki is very high.
- The Taranaki Tree Trust administered by the Council has contributed to the protection of a number of forest and wetland areas.
- District plans prepared by district councils contain formal methods to manage effects on natural features and landscapes, heritage items and amenity values. Regional plans prepared by the Taranaki Regional

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

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

Awaiting survey – 2008/09

Together Taranaki

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

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

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

The indicators for this section are not discussed in this report as:

Awaiting survey – 2008/09

Vibrant

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 and is maintained and where practical enhanced

Indicators

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

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

Indicator 1: % voter turn out

Relevance

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

Current level – local body elections

Voter turnout in Taranaki of the eligible population¹⁸ was 55% for local body elections in 2004. This is decrease of 6% from the rate recorded in 2001.

¹⁸ 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 45%. This is a decrease of 4% from the rates recorded in 2001.

Taranaki was ranked fourth on a regional basis for voter turnout for the local body elections (refer to Figure 32).

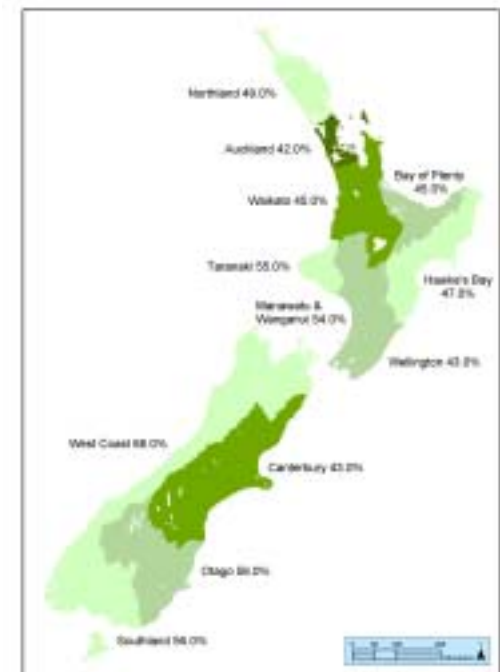


Figure 32: Voter turnout – local body elections (2001)

Current level – general elections

Voter turnout for the general election in 2005 for the Taranaki population was 75.3%. The national turnout rate for New Zealand was 79.0%.

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

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

Awaiting survey – 2008/09

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

(Reference period 2001)

Relevance

Participation in sport and active leisure is a source of enjoyment and entertainment. It can contribute to personal growth and development and is a good way to meet new people. It

also has positive benefits for physical fitness and mental wellbeing.

Current level

Adult participation

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

In terms of a regional ranking Taranaki was eighth equal with the Manawatu-Wanganui and Bay of Plenty (refer to [Figure 33](#)).

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

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

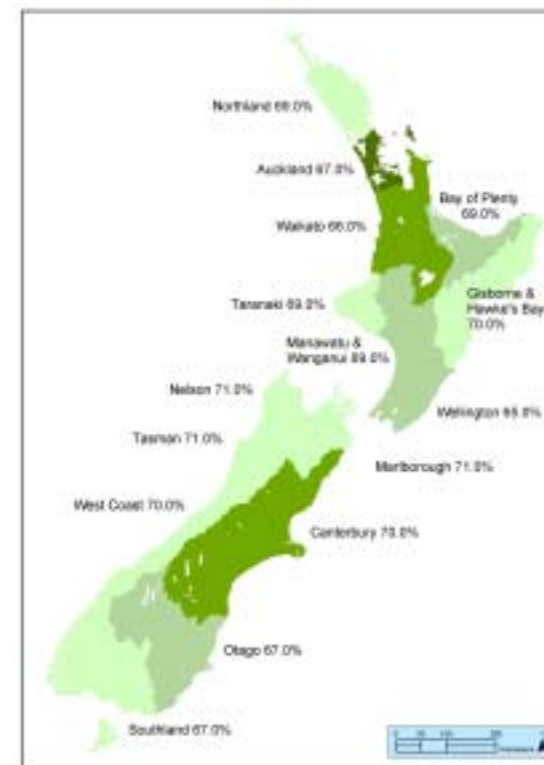


Figure 33: Adult participation in sport & leisure activities (2001)

Young persons' participation

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

recorded for Taranaki was similar to the national average of 69.9%.

In terms of a regional ranking Taranaki was tenth equal with Manawatu-Wanganui [refer to **Figure 34**].

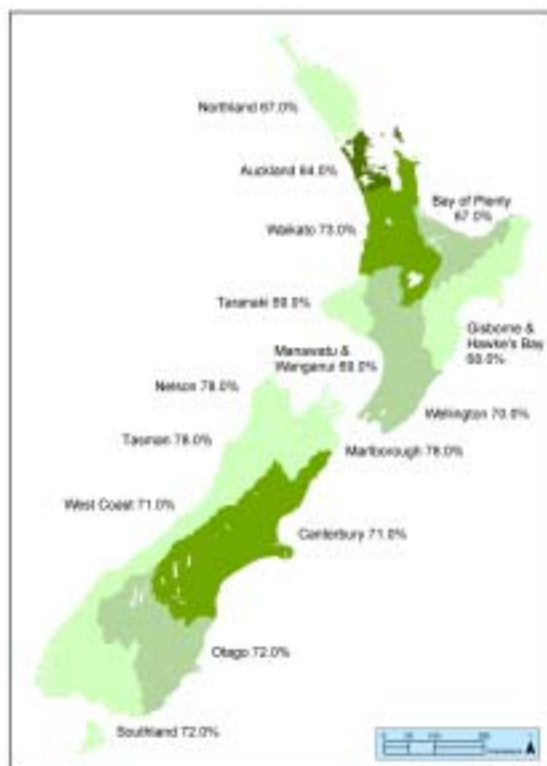


Figure 34: Young persons' participation in sport & active leisure (2001)

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

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

Indicator 4: satisfaction with work/life balance

Awaiting survey – 2008/09

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

Awaiting survey – 2008/09

3.0 Summary & conclusion

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

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

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

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

This section summarises the progress of Taranaki towards achieving the desired community outcomes.

Secure & Healthy Taranaki

Positive outcomes

Youth offending decreased for the year at a rate of more than twice the national decline.

The data from the *New Zealand Health Survey 2002/03* shows that Taranaki has very similar rates of physical activity, nutrition, diabetes, smoking and alcohol use as the national sample. This places Taranaki in a good position to be well targeted by national campaigns that promote healthy lifestyles. Further work is also needed locally to encourage responsible use of alcohol, increase the rate of physical activity, to improve nutrition and to support people to quit smoking.

Life expectancy in Taranaki compares favourably with the national average.

Non-intentional injury rates in Taranaki have continued to decline over the past 10 years. However, on a regional comparison Taranaki is ranked in the top third of regions reporting the highest rates of non-intentional injuries.

Other trends

The number of people on housing New Zealand waiting lists in Taranaki has increased by 53.5% since 2003.

Home affordability has decreased in Taranaki.

Recorded crime rates in Taranaki have increased over the year.

Although nearly all (97.0%) of Taranaki residents live within 30 minutes drive of a primary care provider, the low GP ratio in Taranaki highlights some concerns regarding access to

health services in Taranaki. Further information will be collected in the 2008/09 community survey which will seek to identify issues regarding access to and satisfaction with health services.

Prosperous Taranaki

Positive outcomes

Taranaki led economic growth for the year.

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

The average wage rate and the average weekly income and median household incomes in Taranaki have all continued to increase over the year. In addition, the median household income for Taranaki increased at a rate higher than the national rate. However, the rates are still slightly below the national average rates for New Zealand.

Business confidence in Taranaki was the second highest across all regions.

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

Skilled Taranaki

Positive outcomes

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

The rates for early childhood education participation in Taranaki are higher than the national rate.

Other trends

Taranaki is currently experiencing a skill shortage in careers such as engineering, pharmacy, dentistry, nursing, medicine, and secondary school teaching.

Taranaki is in the top third of those leaving secondary school with no formal qualifications; a pattern that needs to be addressed for both economic and social reasons. As noted earlier in the report, those who leave school without formal qualifications are at greater risk of being unemployed or having lower incomes.

Connected Taranaki

Positive outcomes

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

The level of investment on local roads as a percentage of assets stood at 8.4%.

Road deaths on Taranaki road decreased in the 2005 year.

Road injuries on Taranaki roads in the 2004 year were down on the figures recorded in 2003.

Other trends

Access rates for telephone and internet coverage are lower than the national average.

Sustainable Taranaki

Positive outcomes

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

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

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

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

Other trends

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

Vibrant Taranaki

Positive outcomes

Voter turnout closely mirrors the national average.

Participation rates in leisure activities for adults are slightly above the national average.

Conclusion

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

However, we need to be mindful of the health and safety aspects presented in this report.

We must also be aware of the potential skill shortage that Taranaki will be facing, in particular within the areas of engineering, medicine, nursing and secondary school teaching, if this area is left unattended and if the leaving rates of students with no formal qualifications are not reversed.