

A 'HAPPENING' COMMUNITY

36. Activities

Why is this important?

Rotorua communities have said they want to live in an exciting place with lots of activities and events, where people welcome diversity and are inspired by creativity. Activities in the District also provide additional attractions for visitors, leading to economic benefits.

What are the measures?

36a Always something to do

How are we doing?

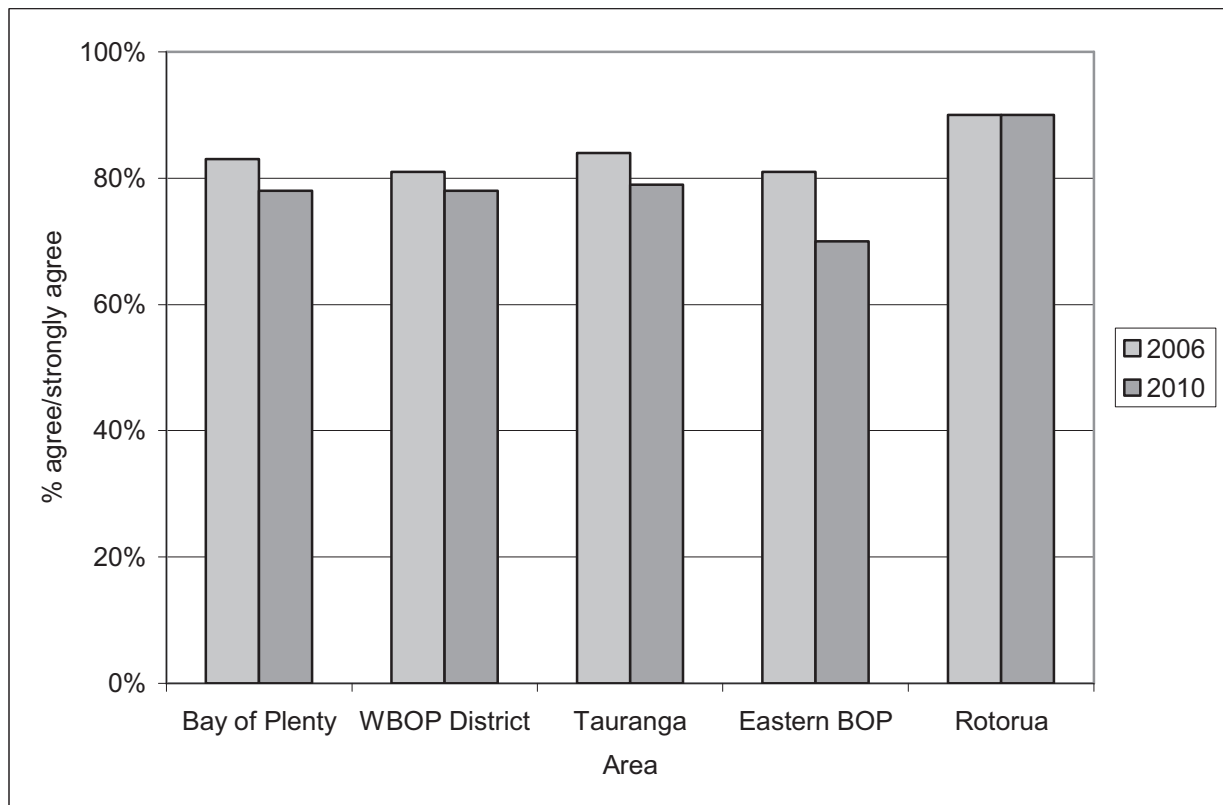
- Rotorua residents are more likely than residents in other parts of the Bay of Plenty Region to agree there is “always something to do” in their town.

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
36a	Always something to do	90% agree or strongly agree	78% agree or strongly agree	B	B

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of 400 Rotorua residents how much they agreed or disagreed with the statement ‘there is always something to do in your area’. Figure 36a shows that respondents from Rotorua were more likely than respondents in other parts of the Bay of Plenty Region to agree or strongly agree (90%) that there is always something to do in their town. Only 6% disagreed in Rotorua that there is always something to do, mostly because they felt activities were aimed at tourists.

The 2010 Bay of Plenty Community Outcomes Survey asked a similar set of questions to the 2006 survey, at both the regional and sub-regional level. According to results from the 2010 survey, most areas in the Bay of Plenty exhibited a drop in the percentage of residents who agree or strongly agree that ‘there is always something to do in your area’. The exception was Rotorua, which maintained its 2006 level of 90%.

Figure 36a: Always something to do 2006-2010 (agree/strongly agree)



Source: BOP Community Outcomes Survey 2006 and 2010.

37. Major events

Why is this important?


Major iconic events are an important part of Rotorua's overall events programme, providing enjoyment to residents and visitors and a boost to the local economy.

What are the measures?

37a Attendance at major events

How are we doing?

- The number of major and community events monitored by Rotorua Events & Venues increased from 51 in 2005/06 to 74 in 2006/07, 142 in 2008/09 and 121 in 2009/10. Overall participation at these recorded events increased from approximately 74,000 in 2005/06 to 194,000 in 2009/10.

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
37a	Attendance at major events	125 major and community events attended by 210,000 people	N/A		N/A

Estimates of attendance at major events are compiled by Rotorua Event Venues to assist with planning and funding decisions. Table 37a shows information on selected major events during 2009/10, defined as events attended by more than approximately 200 people and using a Rotorua District Council facility (eg, parks and reserves, lakes, roads), plus several other events that have a substantial impact on the city. The table shows there is a mix of sports, culture and arts events including new events. The number of major and community events monitored by Rotorua Events & Venues increased from 51 in 2005/06 to 74 in 2006/07, 142 in 2008/09 and 125 in 2009/10. Overall participation at these recorded events increased from approximately 74,000 in 2005/06 to 210,000 in 2009/10.

Table 37a: Major events for 2009/10 (as at 29 June 2010)

Dates	Event Name	Participants	Location	Type
2009				
4-5 JUL	WOMEN'S LIFESTYLE EXPO	5,000	EEC	Exhibitions
12 JUL	NDURO WINTER MTB AND DUATHLON SERIES	254	Forest	Sports
31 JUL	BOP vs NORTHLAND	3,000	International Stadium	Rugby
8 AUG	TOUGH GUY	1,800	Lakes Ranch	Sports
12 AUG	BREAKERS GAME	2,000	EEC	Basketball
15 AUG	BOP vs WELLINGTON	4,500	International Stadium	Rugby
15 AUG	TOUGH GUY	2,000	Lakes Ranch	Running
15 AUG	THE GAME	800	EEC	Concert
21 AUG	WEARABLE ARTS	1,000	EEC	Arts
22-23 AUG	WAKA AMA WOMENS WORLDS TRAINING SQUAD	100	Lake Rotorua	Waka Ama
22 AUG	WAKA AMA MENS WORLDS TRAINING SQUAD	100	Lake Okareka	Waka Ama
26 AUG	NETBALL - SILVER FERNS	3,000	EEC	Netball
28-29 AUG	KURANGAITUKU	1,000	WestBrook Netball Centre	Netball
30 AUG	NDURO WINTER MTB AND DUATHLON SERIES	232	Forest	MTB / Running
31 Aug -5 Sep	Secondary Sch prems Basketball	800	Sportsdrome	Basketball
4-5 SEPT	KURANGAITUKU	1,000	WestBrook Netball Centre	Netball
12-13 SEPT	KURANGAITUKU	1,000	WestBrook Netball Centre	Netball
12-13 SEPT	WORLD MTB TRIALS	2,000		MTB
13 SEPT	ALL BLACKS ROAD SHOW	2,500	Village Green	Rugby
13 SEPT	REDWOODS FOREST RELAY	500	Redwoods	Running
26 SEPT	NZ WATER SKIING ASSOCIATION	100	Lake Rotorua	Water Skiing
27 SEPT	NDURO TRAIL RUN	141	Forest	Running
2 OCT	BOP vs HAWKES BAY	7,000	International Stadium	Rugby
3 OCT	NDURO WINTER MTB SERIES WHAKA 100	300	Forest	MTB
10 OCT	EKIDEN	2,878	Round Lake Rotorua	Running/Wlaking
11 OCT	WILD BOAR HUNT	1,000	Village Green	Hunting
15 OCT	RUGBY LEAGUE - KIWI'S vs TONGA	9,000	International Stadium	Rugby League
17-18 OCT	CENTRE BOARD YAGHT SPRINTS	50	Lake Rotorua	Sailing
17-18 OCT	CRNZ	100	Blue Lake	Canoe
17 OCT	RUAMATA WAKA AMA	100	Lake Rotorua	Waka Ama
16 - 18 OCT	AUSTRALASIAN FIREFIGHTER CHAMPS	100	Village Green	Family

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Dates	Event Name	Participants	Location	Type
24 OCT	XTERRA TRAIL RUNNING CHAMPS	1,200	Forest	Running
28 OCT	PINK WALK	1,700	Village Green	Walk
1 NOV	ROTORUA CAR CLUB	100	Manawahe Road	Car
6-8 NOV	STREET ROD NATIONALS	120	Blue Lake / EEC?	Expo
7 NOV	LOCAL ROWING REGATTA	100	Blue Lake	Rowing
7 NOV	RUAMATA WAKA AMA	100	Lake Rotorua	Waka Ama
8 NOV	BIKE THE LAKE	2,000	Round Lake Rotorua	Cycling
11 NOV	ARMISTICE DAY	80	Government Gardens	
14 NOV	MOKOIA ISLAND CHALLENGE	100	Lake Rotorua	Waka Ama
14 NOV	TOUR DE LAKEFRONT	600	Village Green / Sulphur Point / Government Gardens	Kids Cycling
15 NOV	ROTORUA TO OHOPE FUN RIDE	100	Rotorua ro Ohope	Cycling
21/22 NOV	TRI NZ	200	Blue Lake	Triathlon
24 NOV	ACTIVATOR SERIES	50	Blue Lake	Training
28 NOV	WAKA AMA -TPWPNZ	100	Lake Okareka	Waka Ama
30 NOV - 4 DEC	NORTH ISLAND VOLLEYBALL CHAMPS	1,500	EEC	Volleyball
1 DEC	ACTIVATOR SERIES	50	Blue Lake	Training
5 DEC	SANTA PARADE	3,000	CBD	Childrens
5-6 DEC	CRNZ	100	Blue Lake	Canoe
5-6 DEC	Te PUKA O Te IKA - WAKA AMA	50	Lake Rotoma	Waka Ama
16 DEC	THE AMAZING RACE	237	Kuirau Park	Youth
19 DEC	ROTORUA HALF IRONMAN	800		Triathlon
31 DEC	MARDI GRAS	10,000	Village Green	Music
2010				
10 JAN	NDURO SUMMER MTB CUP	200	forest	MTB
13-19th	CIRCUS AOTEAROA	1,000		
16-17 JAN	NZ WATER SKIING ASSOCIATION	100	Lake Rotoma	Water Skiing
22 JAN	SUMMER JAM	1,000	Kuirua Park	Concert
23 JAN	RAGGAMUFFIN 3	29,000	International Stadium	Concert
23-24 JAN	BLUE LAKE ROWING REGATTA	2,000	Blue Lake	Rowing
24 JAN	ROTORUA CAR CLUB HILL CLIMB	100	Mountain Road / Aorangi Peak 8am to 5pm	Car
24 JAN	NDURO SUMMER MTB CUP	200	forest	MTB
27-30 JAN	WORLD INDIGENOUS TOUCH TOURNAMENT	300	Neil Hunt Park	Touch
29-31 JAN	NORTH ISLAND PWC SUMMER TOUR	100	Lake Rotoma	Jet Boat
30-31 JAN	BLUE LAKE MULTISPORT FESTIVAL	250	Blue Lake / Lake Okareka	Multisport
30 JAN	LAKESIDE	30,000	Village Green	Concert
5 FEB	CHIEFS V HURRICANES PRESEASON	2,000	International Stadium	Rugby
5-6 FEB	NZ MTB CUP	100	Forest	MTB
5-6 FEB	KIWANIS OPEN WATER SWIM	200	Lake Rotoma	Swimming
6 FEB	WOODEN BOAT PARADE	70	Lake Rotoiti	Boats
13 FEB	RUAMATA WAKAAMA CLUB	100	Lake Rotoma	Waka Ama
14 FEB	NDURO SUMMER MTB CUP	200	forest	MTB
15 FEB	AUCKLAND WARRIORS V SYDNEY ROOSTERS	10,000	International Stadium	Rugby League
15th-18th FEB	ROTORUA SWIMSATION	50	Blue Lake	Lake Safety Programme
17 FEB	RATS CLUB CHAMPS	50	Blue Lake	Multisport
20 FEB	ACTIVATOR 2	30		
21 FEB	ROTORUA CAR CLUB HILL CLIMB	100	Mountain Road / Aorangi Peak 8am to 5pm	Car
21 FEB	TRI WOMEN SERIES	200	Blue Lake	Triathlon
25-28 FEB	CRNZ	100	Blue Lake	Canoe
27 FEB	FROCKS ON BIKES	100	Village Green / Telly Tubby Hill	Biking
27 FEB	BEAT DAY	60	Fam land	Bike Ride and Run
6 MAR	ROTORUA WAKE AND SKI CLUB	100	Blue Lake	Water Skiing
7 MAR	REDWOODS HALF MARATHON	1,371	Whaka / Waipa Mill Rd	Running
7 MAR	CHILDRENS & FAMILY FUN DAY @ THE REDWOODS	1,500	Redwoods	
12-13 MAR	RELAY FOR LIFE	2,000	International Stadium	Running
13 MAR	RUAMATA WAKAAMA CLUB	100	Lake Rotoiti	Waka Ama
13-14 MAR	AIR SHOW	4,000	Rotorua Lake Front	Show

Dates	Event Name	Participants	Location	Type
13-14 MAR	RELAY FOR LIFE	776	International Stadium	Running & Walking
14 MAR	ROTORUA CAR CLUB HILL CLIMB	100	Mountain Road / Aorangi Peak 8am to 5pm	Car
14 MAR	REAL WOMENS DUATHLON	500		Duathlon
12-14 MAR	2010 JET SPORT NATIONALS	1,000	Blue Lake	Jet Boat
5th & 6th MAR	REGIONAL KAPA HAKA	3,000	EEC	Kapa Haka
18-20 MAR	NZ MARCHING CHAMPS	3,000	EEC	Marching
18-21 MAR	WALKING FESTIVAL	3,000		Walking
19 MAR	POLICE QUADRATHON	100	Blue Lake	Multisport
20 MAR	NZ WATER SKIING ASSOCIATION	200	Blue Lake	Water Skiing
20 MAR	TARAWERA ULTRAMARATHON	198	Rotorua - Kawarau	Running
20-21 MAR	WAKA AMA / SWIM	100	Lake Rotoiti	Waka Ama
22-26 MAR	WAKA AMA NATIONALS	1,000	Blue Lake	Waka Ama
27 MAR	100K FLYER	2,200	Roads - Rotorua 2 Taupo	Cycling
26 MAR	LYNMORE SCHOOL DUATHLON	300	Neil Hunt Park	Duathlon
28 MAR	ACTIVATOR 2	30		
4 APR	PISTONS V HAWKS BASKETBALL	2,000	EEC	Basketball
7 APR	ACTIVATOR 2	30		
10 APR	XTERRA	1,200	Blue Lake / EEC	Multisport
24 APR	RUAMATA WAKAAMA CLUB	100	Lake Tarawera	Waka Ama
1 MAY	MARATHON 46th	3,000	Lakefront Reserve	Running / Walking
2 MAY	KIDS BIKE JAM	350	Redwoods	Mountain Biking
7-8 MAY	CATEYE MOONRIDE	1,500	Wiapa / Whaka	MTB
8-9 MAY	CAREER EXPO 2010	2,000	EEC	Expo
8 MAY	VICTORY CHURCH OUTDOOR CONCERT	30	Glenholme Reserve	Outdoor Concert
15 MAY	GIANT R4	500	Rotorua to Whakatane	Cycling
16 MAY	TRIPLE CROWN	100	Whaka Forest	MTB
22 MAY	RUAMATA WAKAAMA CLUB	100	Lake Rotoma	Waka Ama
23 MAY	THE LEONBERGER CLUB	25	Matahi Spit Reserve, Lake Rotoma	Dog water training skills
31 MAY	MAGIC VS FIREBIRDS	2,100	EEC	Netball
4-6 JUN	TARGA ROTORUA	80	CBD	Motorsport
6 JUN	RATS DUATHLON SERIES	100	Blue Lake	Multisport
4-7 JUN	BLUES WEEK	2,000	Venues around Rotorua	Music
13 JUN	NDURO WINTER MTB SERIES #1	300	forest	MTB
18 JUN	NZ MĀORI VS IRELAND	14,000	Lakefront	Rugby
19 JUN	MAGIC VS THUNDERBIRDS	2,500	EEC	Netball
19 JUN	DAWN TO DUSK ENDURANCE	60	Redwoods	Biking
25 & 26 JUN	TARAWERA FISHING CONTEST	100	Stoney Point Reserve - Tarawera	Fishing
26 JUN	RUAMATA WAKAAMA CLUB	100	Lake Tarawera	Waka Ama
29 JUN	BOP INTERSCHOOL XC	20	Redwood Forest	Cross Country

Source: Rotorua Events & Venues

Note: Where there is no data for "last year's crowd" the event is generally a new one, although in some cases this information has not been provided to Event & Venues. The events listed are by no means all of the events that happened in Rotorua, however they are the majority of events that took place on Rotorua District Council land or property.

38. Sports, arts, recreation and cultural groups

Why is this important?

Participation in civic groups is a key measure of social capital. Involvement in the local community through sports, arts and other types of clubs and groups helps build social cohesion, provides a sense of identity and belonging, and contributes to other outcomes including physical and mental health.

What are the measures?

38a Participation in sports, arts, recreational or cultural groups or activities

How are we doing?

- Results from the 2007 Rotorua Community Outcomes Survey show that 60% of residents are active participants in at least one club or group. The most commonly cited forms of club or group that people were actively involved in were formal sports clubs, informal sports and recreation groups.

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
38a	Participation in sports, arts, recreational or cultural groups or activities	60.4% of residents are active participants, coaches or support people in one or clubs or groups	?	B	?

The 2007 Rotorua Community Outcomes Survey asked a sample of 400 Rotorua residents about their level of involvement in clubs and groups. Respondents were asked whether, during the previous 12 month period, they had been an active participant, coach, support person or spectator in formal sports clubs, informal sports or various other types of club or group. Table 38a shows that 60.4% of respondents were active participants in at least one club or group. Approximately one-third (36.3%) were not involved in any of the listed activities.

The most commonly cited forms of club or group that people were actively involved in were formal sports clubs (23.5%), informal sports (22.5%) and recreation groups (21.2%). Results from the 2006 Big Cities Quality of Life Survey showed that approximately one-third of New Zealanders belong to a hobby or interest group (35%), sports club (33%) or church or spiritual group (30%), although these figures are not directly comparable due to differences in the wording and context of the survey.

Table 38a: Participation in sports, arts, recreational or cultural groups or activities

	Active participant, coach or support person	Spectator	Not involved
Formal sports club	23.5%	9.2%	67.0%
Informal sports (eg, mountain biking)	22.5%	6.9%	69.8%
Recreation group (eg, Kennel Club)	21.2%	0.5%	77.2%
Arts group	11.3%	0.0%	87.5%
Māori cultural group (eg, kapa haka)	5.6%	2.8%	90.0%
Ethnic group	5.1%	0.5%	92.3%
Service club (eg, Rotary)	13.6%	0.5%	83.6%
Any of the above	60.4%	9.7%	36.3%

Source: Rotorua Community Outcomes Survey

Note: Multiple responses were permitted, therefore total may exceed 100%.

39. Visitors

Why is this important?

Tourism is one of the largest contributors to employment and economic activity in the Rotorua District. Flow-on effects from the visitor industry affect many sectors including transport, accommodation and retail.



What are the measures?

39a Visitor numbers

39b Visitor nights

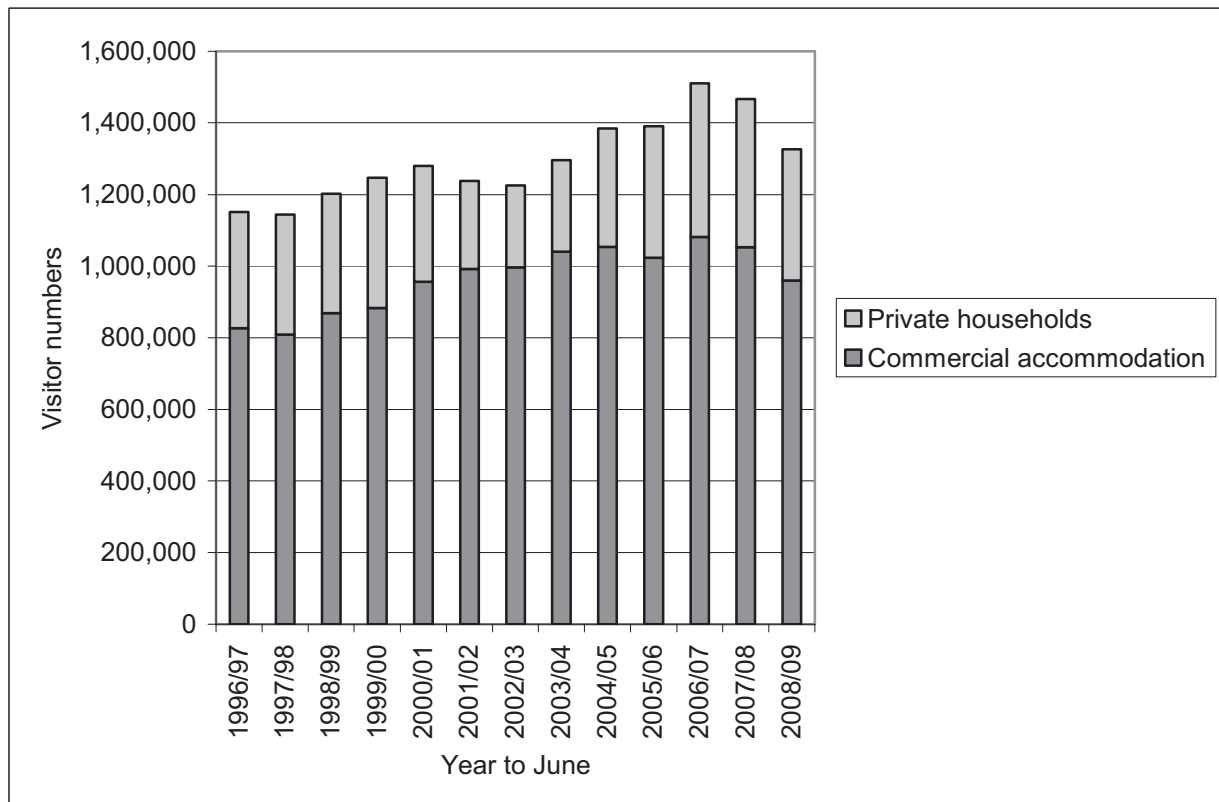
How are we doing?

- The total number of visitors to the Rotorua District increased from 1.2 million in 1996/97 to 1.5 million in 2006/07 but has subsequently fallen. Growth in recent years has been driven by increased numbers of people staying in private households. Growth in Rotorua's commercial accommodation sector has been lagging behind national visitor growth.
- The overall average length of stay for visitors to the Rotorua District increased marginally from approximately 2.3 nights in 1996/97 to 2.4 nights in 2008/09. The average length of stay for Rotorua commercial accommodation providers in 2008/09 was approximately 1.8 nights compared to 1.9 nights for all commercial accommodation in New Zealand. In total there were approximately 3.2 million visitor nights spent in Rotorua during 2008/09.



	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
39a	Visitor numbers	1.3 million visitors staying in commercial accommodation and private households	16.5 million visitors staying in commercial accommodation	 UNCERTAIN	 UNCERTAIN

This measure shows the combined results of Statistics New Zealand’s Commercial Accommodation Survey (CAM) of Rotorua District commercial accommodation operators, and APR Consultants’ Private Homes Monitor (PHM) monthly telephone survey of approximately 300 randomly selected Rotorua households. Figure 39a shows that the total number of visitors to the Rotorua District increased from 1.2 million in 1996/97 to 1.5 million in 2006/07 but has subsequently fallen. Growth in recent years has been driven by increased numbers of people staying in private households. Growth in Rotorua’s commercial accommodation sector has been lagging behind national visitor growth.

Figure 39a: Visitor numbers, Rotorua District

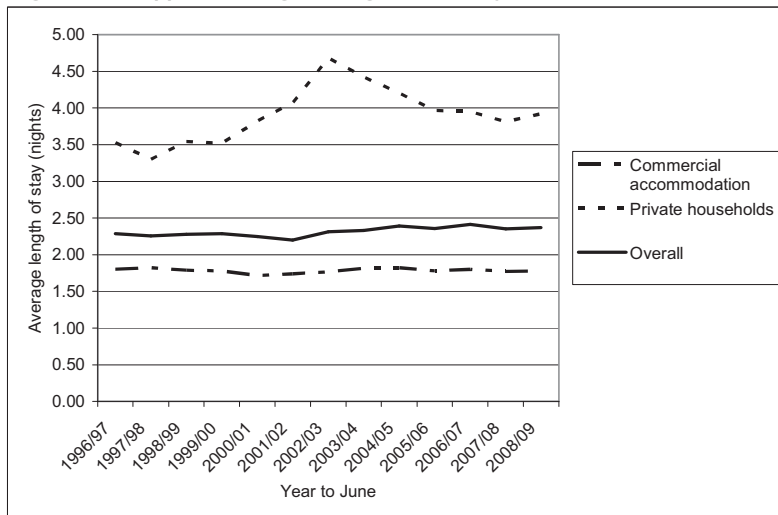


Source: Statistics New Zealand (Commercial Accommodation Monitor) and APR Consultants (Private Homes Monitor).

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
39b	Visitor nights	1.8 nights average length of stay in commercial accommodation	1.9 nights average length of stay in commercial accommodation		

When visitors stay a longer period they tend to spend more on local goods and services, enjoy more attractions and take in a wider visitor experience. Figure 39b(i) shows that the overall average length of stay for visitors to the Rotorua District increased marginally from approximately 2.3 nights in 1996/97 to 2.4 nights in 2008/09. The average length of stay for Rotorua commercial accommodation providers in 2008/09 was approximately 1.8 nights compared to 1.9 nights for all commercial accommodation in New Zealand. In total there were approximately 3.2 million visitor nights spent in Rotorua during 2008/09 (refer Figure 39b(ii)).

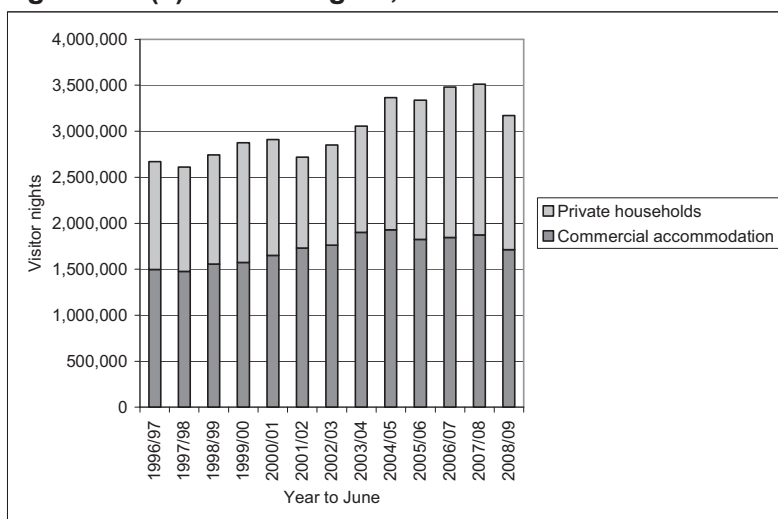
Figure 39b(i): Average length of stay, Rotorua District



Source: Statistics New Zealand and APR Consultants

Note: 'Overall' average length of stay is a weighted average based on visitor numbers in commercial accommodation and private households

Figure 39b(ii): Visitor nights, Rotorua District



Source: Statistics New Zealand and APR Consultants