A PROSPEROUS COMMUNITY

18. Incomes

Why is this important?

Income levels are an important driver of the local economy, reflecting the community's ability to purchase goods and services. Much of what is earned locally is also spent locally, creating flow-on effects for businesses and communities.

What are the measures?

18a Personal income
18b Household income

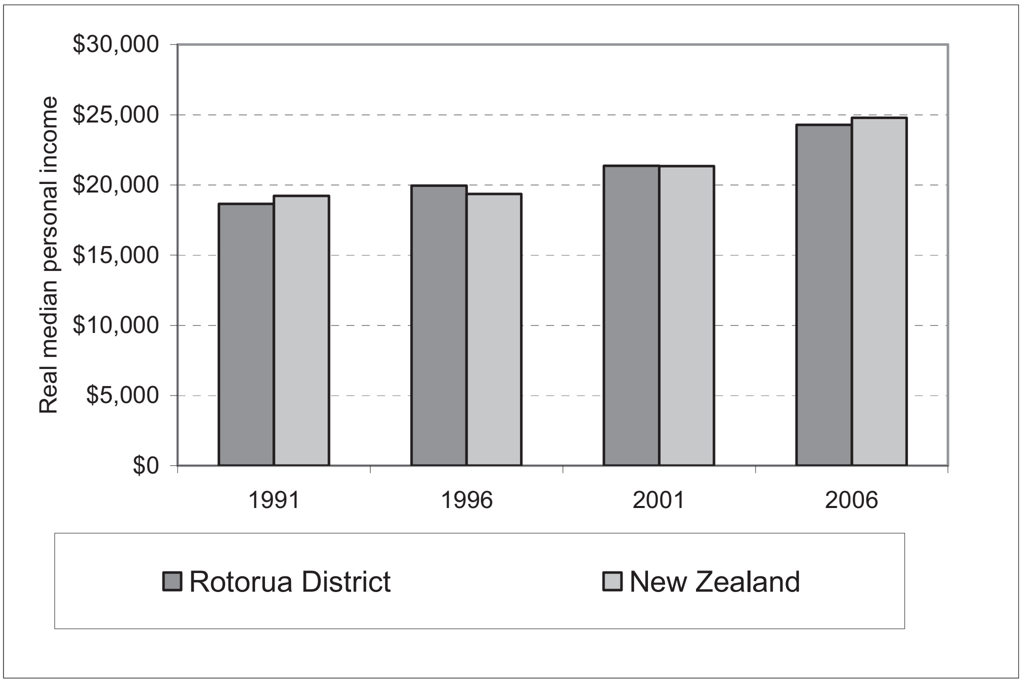
How are we doing?

- In real terms (adjusted to June 2006 dollars) median personal income in the Rotorua District increased to $24,264 in 2006 from $19,960 in 1996. The 2006 figure is approximately $500 per annum below the national median personal income. Real personal income growth in the Rotorua District grew at an average rate of 2.2% per annum over the period 1996 to 2006, compared to 2.8% for New Zealand as a whole.
- In real terms (June 2006 dollars) median household income in the Rotorua District increased to $48,325 in 2006 from $43,081 in 1996. The 2006 figure is approximately $3,800 per annum below the national median household income. Real household income growth in the Rotorua District grew at an average rate of 1.2% per annum over the period 1996 to 2006, compared to 2.1% for New Zealand as a whole.

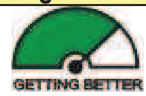
	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
18a	Personal income	$23,900 (March 2006 Census)	$24,400 (March 2006 Census)		

Median income is the middle point of all incomes. Exactly half of all people earn higher and half earn lower then the median. Figure 18a shows that in real terms (adjusted to June 2006 dollars) median personal income in the Rotorua District increased to $24,264 in 2006 from $19,960 in 1996. The 2006 figure is approximately $500 per annum below the national median personal income of $24,772 (in June 2006 dollars). Real personal income growth in the Rotorua District grew at an average rate of 2.2% per annum over the period 1996 to 2006, compared with 2.8% for New Zealand as a whole. Note there are considerable income disparities between groups within the District, including between males and females, Māori and non-Māori, and different suburbs and rural communities.

Figure 18a: Real median personal income (June 2006 dollars)



Source: Statistics New Zealand Census (median income)/Reserve Bank of New Zealand (CPI deflator)

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
18b	Household income	$47,600 (March 2006 Census)	$54,400 (March 2006 Census)		

Household income is the sum of gross income received by each household member aged 15 years or over from wages and salaries, self-employment, benefits, pensions and investments. Trends in household income may differ from trends in personal income due to changing household characteristics (eg, larger average household size for people earning lower incomes). Figure 18b shows that in real terms (adjusted to June 2006 dollars) median household income in the Rotorua District increased to $48,325 in 2006 from $43,081 in 1996. The 2006 figure is approximately $3,800 per annum below the national median household income of $52,183 (in June 2006 dollars). Real household income growth in the Rotorua District grew at an average rate of 1.2% per annum over the period 1996 to 2006, compared with 2.1% for New Zealand as a whole. Note there are considerable income disparities between households within the District, including different suburbs and rural communities.

Figure 18b: Real median household income (June 2006 dollars)

Source: Statistics New Zealand Census (median income)/Reserve Bank of New Zealand (CPI deflator)

19. Economic growth

Why is this important?

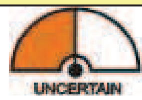
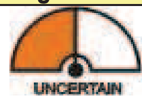
Economic development underpins quality of life and prosperity. Strong businesses and industries create employment opportunities, profits and wages for the District. Māori economic development has a strong focus in the Rotorua District, including the development of Māori land, resources and cultural tourism.

What are the measures?

19a Economic growth index
19b Business confidence index
19c Ability to develop Māori land

How are we doing?

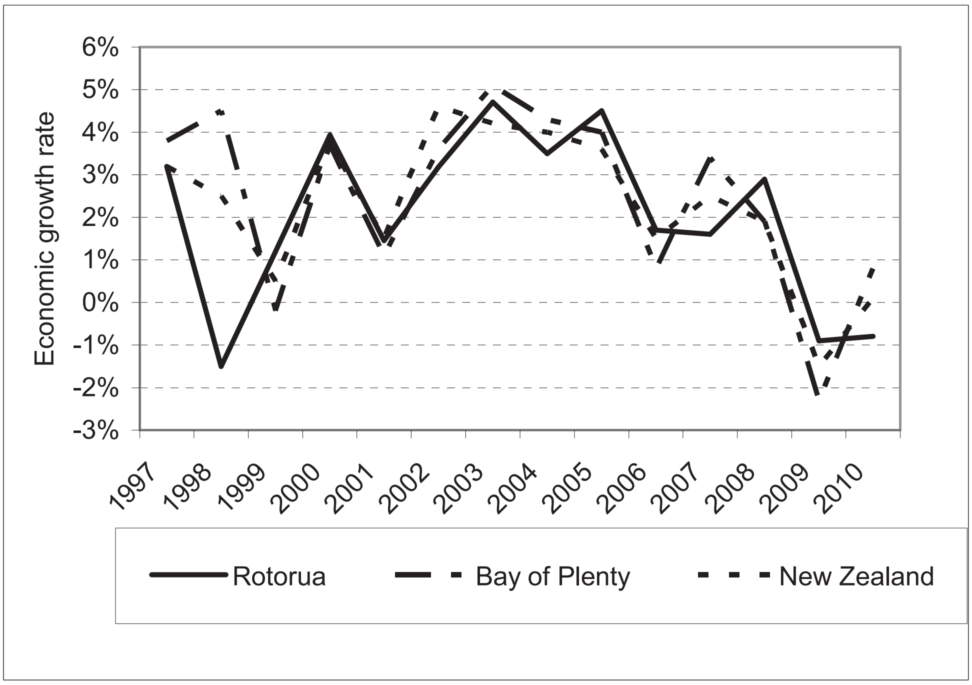
- Annual economic growth rates averaged around 3% over the period 2000-2008 but the economy subsequently slipped into a recession during 2009. More recent figures suggest the start of a recovery. Economic growth trends in the Rotorua District generally mirror changes at the regional and national level.
- Business confidence in the Rotorua District has been consistently higher than the national level since the late 1990s. In the June 2009 survey, a net 18.0% of Rotorua businesses expected local general business conditions to improve, compared with a net 5.5% of national businesses that expected New Zealand general business conditions to improve. Note that national business confidence over the past decade has been predominantly low, with pessimists outnumbering optimists. However, as the economy starts to recover from the 2008/09 recession, the number of optimists is likely to increase.
- Council staff are discussing with stakeholders the best approach for quantifying the level of Māori land development in the District. This is likely to involve a multi-pronged approach of looking at the number of resource consents, value of building consents, provisions in the District Plan to enable development of Māori land, and funding available for Māori land development. RDC's District Plan is under review and there are a number of provisions being considered which would better enable the development of Māori land. RDC's Mana Whenua Fund was launched and implemented in 2007. This fund of $40,000 per annum targets Māori land trusts located in the Rotorua District. Since its inception, RDC has supported 14 applicants and projects.

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
19a	Economic growth index	Average 2.2% real annual growth over the past decade	Average 2.2% real annual growth over the past decade		

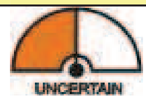
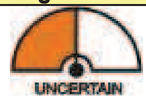
Gross Domestic Product (GDP) measures total economic activity at the national level. When estimated at a regional or local level it provides an indication of the size and structure of the local economy. Various methods can be used for this estimation. The National Bank of New Zealand's quarterly estimates of regional economic activity and APR Consultants' monthly estimates of local economic activity are based on key economic indicators such as business confidence, real estate sales, building activity and vehicle registrations.

Figure 19a shows that annual economic growth rates averaged around 3% over the period 2000-2008 but the economy subsequently slipped into a recession during 2009. More recent figures suggest the start of a recovery. Economic growth trends in the Rotorua District generally mirror changes at the regional and national level.

Figure 19a Economic growth estimates (annual percent change)



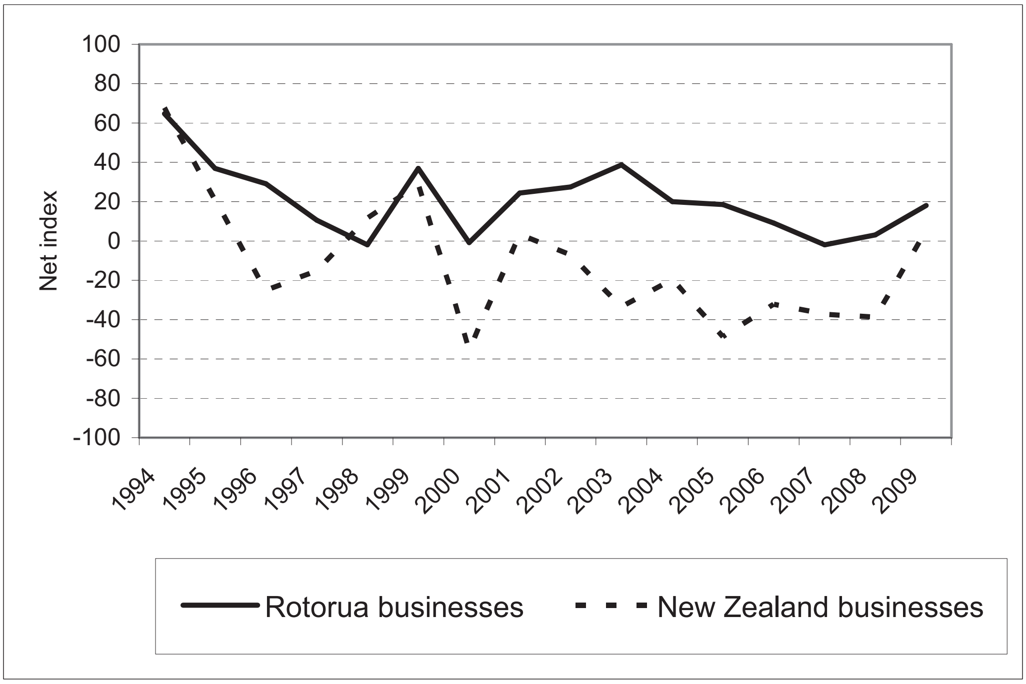
Source: APR Consultants (Rotorua Growth Index); National Bank of New Zealand (Bay of Plenty and NZ Growth Index).

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
19b	Business confidence index	Net 18.0% of businesses expect local conditions to improve	Net 5.5% of businesses expect national conditions to improve		

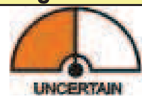
Business confidence is measured through regular surveys of businesses asking whether the owner/manager believes local general business conditions will improve or decline over the coming 12 month period. The business confidence index is calculated as the percentage of businesses that expect business conditions to improve less the percentage that expect conditions to decline. If the index is negative this means more businesses expect a decline than an improvement. Business confidence is a broad indicator of expected future economic activity.

Figure 19b show that business confidence in the Rotorua District has been consistently higher than the national level since the late 1990s. In the June 2009 survey, a net 18.0% of Rotorua businesses expected local general business conditions to improve, compared with a net 5.5% of national businesses that expected New Zealand general business conditions to improve. Note that national business confidence over the past decade has been predominantly low, with pessimists outnumbering optimists. However, as the economy starts to recover from the 2008/09 recession, the number of optimists is likely to increase.

Figure 19b: Business confidence index



Source: APR Consultants (Rotorua)/National Bank (New Zealand)

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
19c	Ability to develop Māori land	Various measures are in place to facilitate the development of Māori land	?		

Over the past several years, Council staff have been discussing with stakeholders the best approach for quantifying the level of Māori land development in the District. This is likely to involve a multi-pronged approach, looking at such things as: (1) the number of resource consents granted and declined for Māori land; (2) the value of building consents issued for Māori land; (3) provisions in the District Plan to enable development of Māori land; (4) funding available for Māori land development; and other measures. Current progress is summarised as follows.

Number of resource consents granted and declined for Māori land

Council is compiling a report on the number of resource consents granted and declined for the development of Māori land. This can be defined as:

- Māori reservations, marae, waahi tapu, urupa (cemetery), kura kaupapa, kōhanga reo and/or whenua rahui (significant sites).
- Corpus land or land that has been bought by Māori land trusts/incorporations for the purposes of future development and/or commercial gain.
- General land which is in Māori ownership under a management structure such as a trust.
- Māori freehold land or multiple Māori owned land.

This will enable better interpretation of resource consent applications received, processed, accepted and/or declined. What is also important is that there are companies/trusts with distinctly Māori titles or names that are not necessarily Māori owned, and which are difficult to assess as being Māori or not. Interpretation only considers those entities that own Māori land which is being developed on behalf of a collective (as opposed to individual entitlement).

Value of building consents issued for Māori land

Council must be able to identify the property number or description in order to ascertain the value of building consents issued for a particular property. The database cannot be searched for Māori land. Perhaps the only way of matching the information would be to search every parcel of Māori land on file, which would be an arduous task.

Provisions in the District Plan to enable development of Māori land

RDC's District Plan is under review and there are a number of provisions being considered which would better enable the development of Māori land. These include:

- Making the District Plan more user-friendly, using plain English and reducing the amount of jargon so it is easier for people to follow. Also providing specific sections in the District Plan that would discuss Māori land development (eg, Mana Whenua section).
- Changes to the provisions for marae, including changing some activities from discretionary to controlled. This would lessen the need to obtain resource consent to

undertake maintenance, renovation and/or development within a marae complex.

- Extending provisions in the District Plan regarding the prominence of villages, to cover all marae and associated villages within the urban area.
- In response to recent and pending Treaty settlements, significant finances, land and other resources will be in Māori ownership. Hence, so there will be a need to develop a framework that facilitates Māori land and resource development whilst managing those adverse effects that can result from activities that may impact the surrounding environment.
- More responsiveness and flexibility in relation to papakainga housing, by developing a graduated system of management for papakainga developments using different numbers of houses to trigger different activity types in the District Plan.
- Removing the current provision in the plan that papakainga must be built on land linked to a Marae or another site of significance to Māori.
- Investigating a possible reduction in engineering standards that need to be applied to papakainga development, with a view to using a graduated scale of levels of service provision.
- Investigating the possibility of having reduced financial contributions for reserve purposes as part of a papakainga development associated with a marae complex.

Funding available for Māori land development

RDC's Mana Whenua Fund was launched and implemented in 2007. This fund of $40,000 per annum targets Māori land trusts (ahu whenua) located in the Rotorua District and recognised under the Te Ture Whenua Māori land Act 1993. The fund is aimed at those Māori trusts that have minimal cash resources and limited available expertise to plan, develop and implement a land development project or strategy. The fund can be applied to the following types of projects:

- Papakainga development feasibility plans.
- Environmental restoration, development/feasibility plans or projects.
- Enhancement and/or maintenance of culturally significant sites.
- Commercial and/or economic development/feasibility plans.

The fund is allocated according to the number of applications received each year. Applications are open over a period of three months from October to December. Since its inception in 2007, RDC has supported 14 applicants and projects (refer Table 19c).

Table 19c: Applicants and projects supported through the RDC Mana Whenua Fund

Year	Project type	Māori land trust
2007/08	Papakainga feasibility plan	Edward Eria Rika Ahu Whenua Trust
2007/08	Enhancement of soda springs	Waitangi No 2 Trust
2007/08	Commercial feasibility plan	Te Houoterangi Rangahau Trust
2007/08	Housing retrofit feasibility plan	Huirua Trust
2008/09	Papakainga feasibility plan	Waiteti 2A1B1E2J
2008/09	Strategic plan	Taheke Papakainga and Waipapa Māori lands
2008/09	Horticulture and water reticulation project	Tokerau A4B Trust
2008/09	Marae and kaumātua housing plan	Rotomahana Parekarangi 6G3B
2008/09	Replanting and landscaping project	Parekarangi A8B
2009/10	Walkway and landscaping	Waitangi No 2 Trust
2009/10	Stage 2 retail complex plan	Te Houoterangi Rangahau Trust
2009/10	Urupa enhancement project	Taurua Development Trust
2009/10	Papakainga feasibility plan	Okere C Ahu Whenua Trust
2009/10	Land restoration plan	Te Wehikura Lands Trust

Source: Rotorua District Council – Policy Analyst/Māori Research Officer.
Note: The 2009/10 projects are current and therefore need to provide progress reports to qualify for their next funding amount.

20. Employment and unemployment

Why is this important?

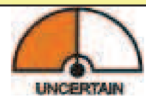
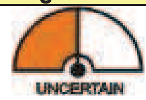
Paid employment is a major factor determining personal income, which in turn determines the ability of households to purchase goods and services. It also affects health, housing, education and community safety outcomes, and can contribute to people's sense of belonging in their community.

What are the measures?

20a Employment rate
20b People registered on Unemployment Benefit

How are we doing?

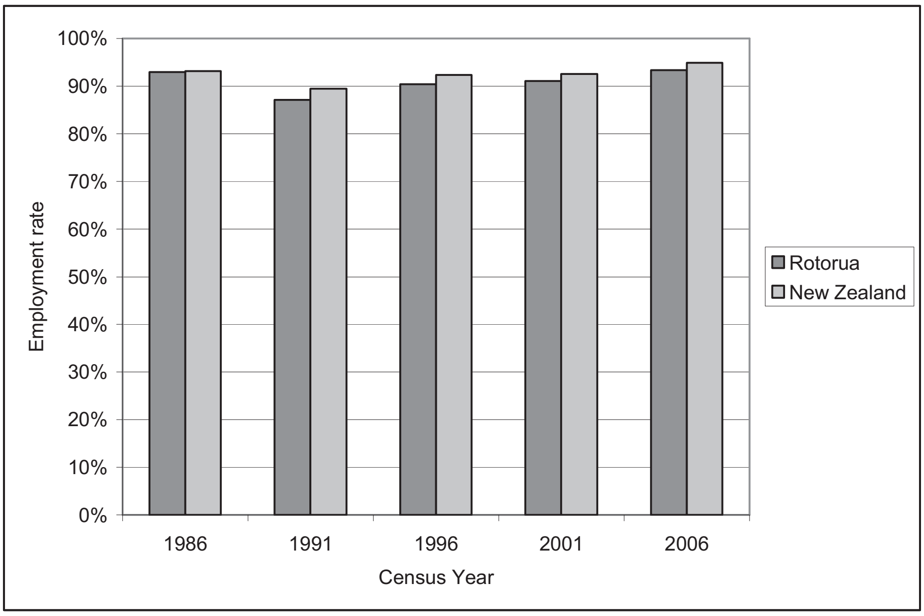
- The Census night employment rate for the Rotorua District increased from 87.1% in 1991 to 93.4% in 2006, but still lagged slightly behind the national average of 94.9%. Employment rates in New Zealand and Rotorua are now higher than in the mid 1980s. Data from the 2006 Census shows there is considerable variation of employment levels between communities within the Rotorua District, ranging from more than 97% in the Tarawera lakes, Ngakuru and Hamurana areas to approximately 77% in the Fordlands Census Area Unit. More recent survey estimates from the Household Labour Force Survey show that employment rates declined substantially over the period 2007 to 2010.
- Work and Income tracks the number of people receiving an Unemployment Benefit from each of its service sites at the end of each month. Following a period of record low levels of unemployment during 2007-2008, the number of people receiving an Unemployment Benefit in the Rotorua District increased from 399 in June 2008 up to 1,056 in March 2010.

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
20a	Employment rate	93.4% of labour force employed (March 2006 Census)	94.9% of labour force employed (March 2006 Census)		

This indicator measures the number of employed persons as a percentage of the labour force. It is the inverse of the traditionally reported unemployment rate, with the focus on employment rather than unemployment. For the purpose of Statistics New Zealand surveys and Census data, "employed" typically means working for at least one hour per week for pay or profit in the context of an employee/employer relationship or self-employment. "Unemployed" means being without a paid job and actively seeking work. Together, total numbers of employed and unemployed people make up the "labour force". People who are excluded from the calculation are those not in the labour force including retirees, full-time parents and family caregivers, students, and people who are out of work but not actively seeking work.

The Census night employment rate for the Rotorua District increased from 87.1% in 1991 to 93.4% in 2006, but still lags slightly behind the national average of 94.9%. Employment rates in New Zealand and Rotorua are now higher than in the mid 1980s, following a prolonged slump that began in the late 1980s. Data from the 2006 Census shows that there is considerable variation of employment levels between communities within the Rotorua District, ranging from more than 97% in the Tarawera lakes, Ngakuru and Hamurana areas to approximately 77% in the Fordlands Census Area Unit. Detailed data from the 2006 Census should soon be available to allow comparisons of employment rate by age group and ethnicity. The employment rate for Māori in the Rotorua District as at Census night 2006 (ie, 87.2%) was below the rate for non-Māori. The employment rate for the age group 15-24 years (ie, 83.7%) was low relative to other age groups in the Rotorua District and also relative to the 15-24 age group for New Zealand overall. Central and local government are working towards a target of ensuring that all young people are in some form of work or training when they leave school.

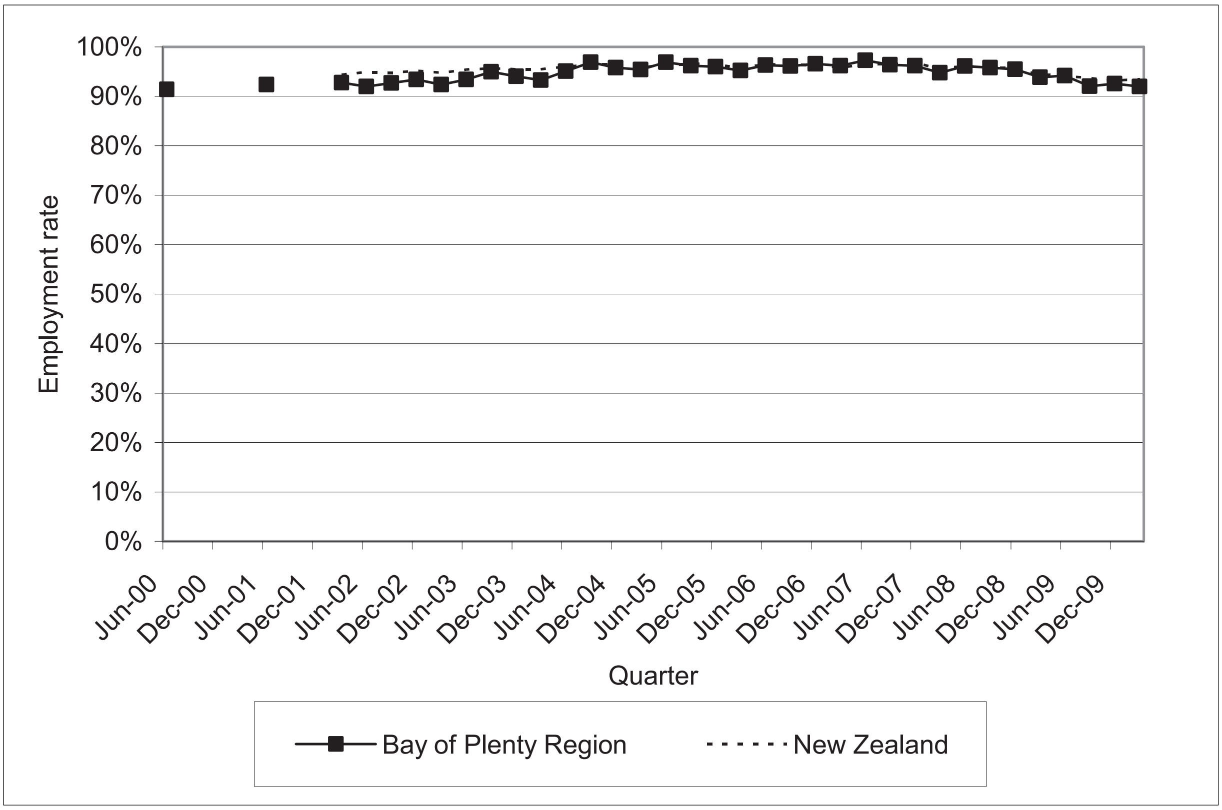
Figure 20a(i): Five-yearly employment rate – All ethnic groups



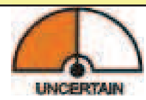
Source: Statistics New Zealand Census

More frequent data on employment at the regional level is available from Statistics New Zealand's Household Labour Force Survey (HLFS). The HLFS is based on a random sample of 30,000 New Zealand residents undertaken once every three months. According to the HLFS results, the Bay of Plenty regional employment rate increased from 93.4% in December 2002 to a high of 97.3% in June 2007, but then dropped substantially again over the period 2007 to 2010. As at March 2010, the Bay of Plenty regional employment rate was estimated at 92.0%, which was marginally below the New Zealand overall rate of 93.4%. Note that the regional figure incorporates high-employment areas such as Western Bay of Plenty and Tauranga City.

Figure 20a(ii): Quarterly employment rate (Bay of Plenty Region)

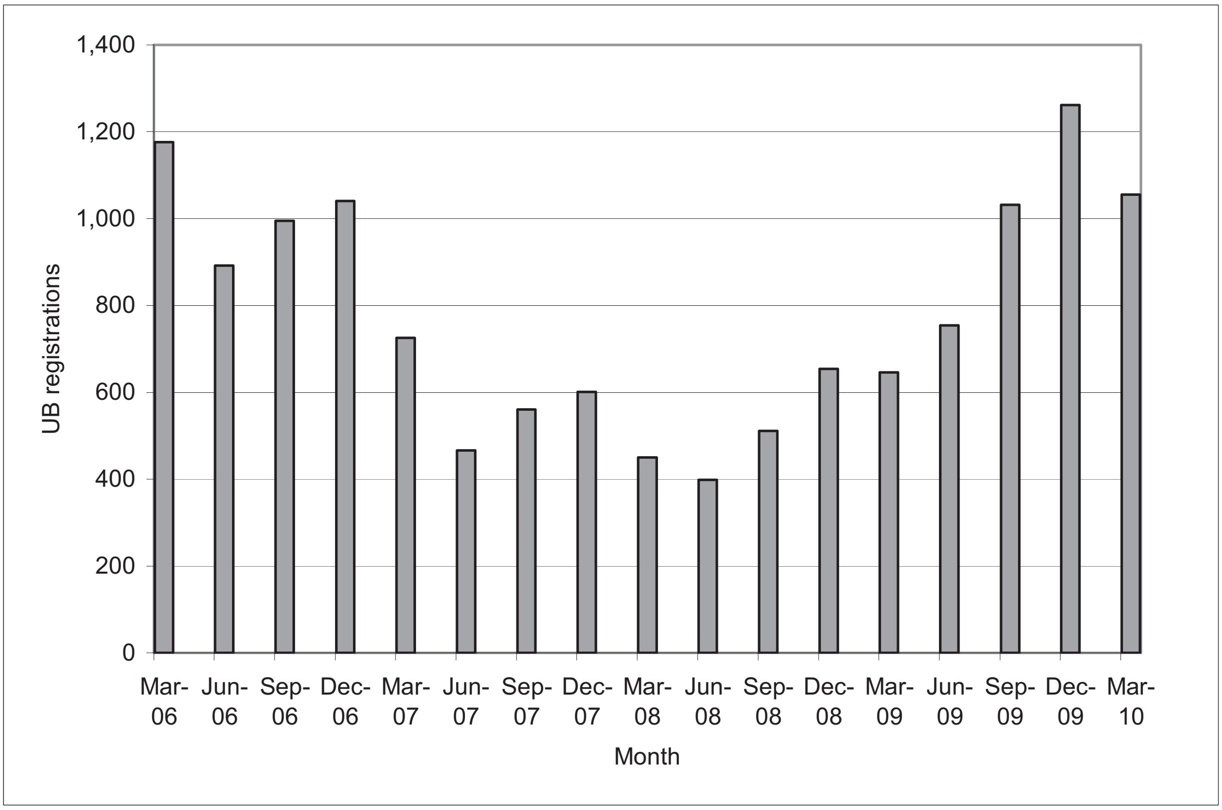


Source: Statistics New Zealand Quarterly Household Labour Force Survey

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
20b	People registered on Unemployment Benefit	1,056 people receiving UB	60,211 people receiving UB		

In addition to Census and Household Labour Force Survey information, administrative data from Work and Income (as service of the Ministry of Social Development) provides an indication of unemployment trends on a more frequent basis. Work and Income tracks the number of people receiving an Unemployment Benefit from each of its service sites at the end of each month. As at the end of June 2008, the number of people receiving an Unemployment Benefit nationally was at a 28-year low of 17,710, reflecting New Zealand's record low rate of unemployment. Similarly, the number of people receiving an Unemployment Benefit in the Rotorua District was at a record low of 399 as at June 2008. However, over the subsequent two year period there has been an upward trend, due to the effects of the global economic recession. As at March 2010 there were 1,056 working aged Unemployment Benefit recipients in the Rotorua District.

Figure 20b: Number of working aged Unemployment Benefit recipients (aged 18-64 years), Rotorua District



Source: Work and Income – Benefit Factsheets (http://www.msd.govt.nz/about-msd-and-our-work/publications-resources/statistics/benefit/index.html)

Note: The TLA factsheets start from March 2006. No historical information is available for these reports.

21. Deprivation

Why is this important?

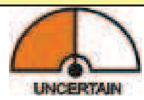
Research has found links between socioeconomic disparities and personal and community wellbeing. Social and economic inequality can lead to the formation of work-poor communities and ‘poverty traps’.

What are the measures?

21a Social deprivation index

How are we doing?

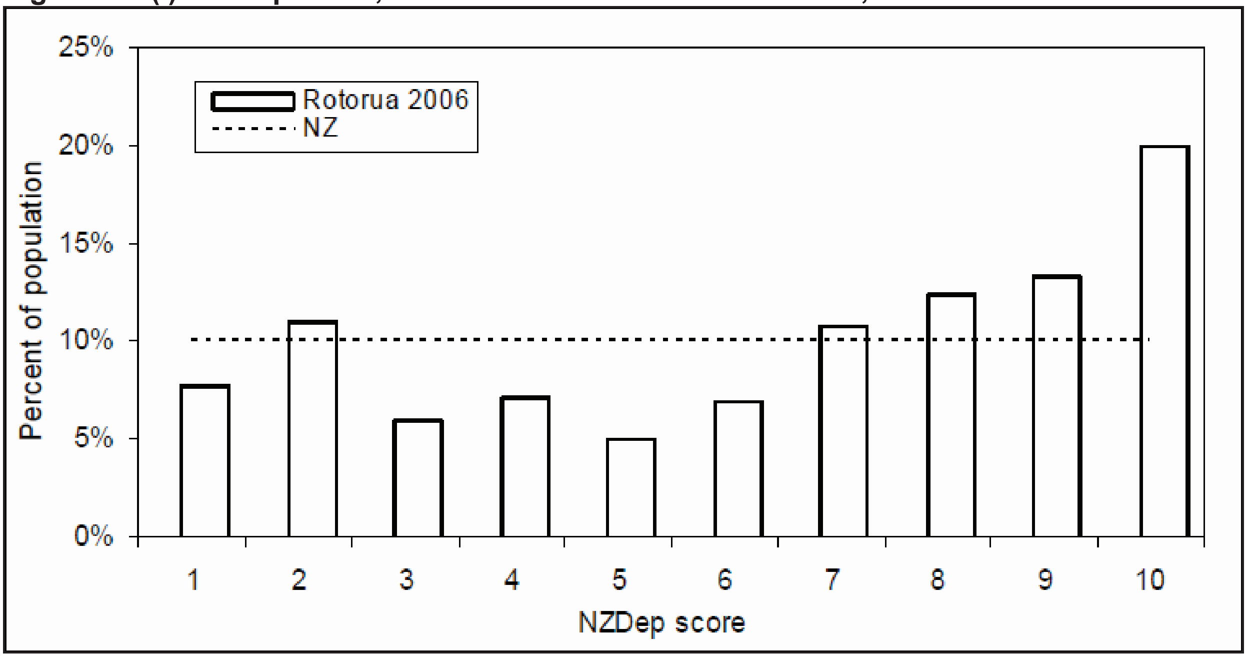
- Areas that scored a 10 (ie, most deprived) in the 2006 NZDep social deprivation index include several of the western suburbs (Fordlands, Pukehangi North, Western Heights, Koutu and Selwyn Heights), central city areas (Kuirau, Victoria and Glenholme West), Ngapuna and the rural settlement of Kaingaroa Forest. Overall the District scored a 7, which is the same as in previous Census years. The national average score is 5.5. Approximately 46% of the District population lives in areas that are considered the 30% most deprived in the country. However, in comparison with some neighbouring areas the Rotorua District is relatively advantaged (eg, Eastern Bay of Plenty areas).

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
21a	Social deprivation index	Average NZDep score of 7 (relatively deprived)	Average NZDep score of 5.5 (baseline)		N/A

The NZDep Index of Deprivation is a weighted average of nine key Census indicators of socio-economic status. The components of the index include levels of home ownership, household income, prevalence of income support and unemployment, lack of access to a motor vehicle and telephone, overcrowding, sole-parenting and low educational attainment. The NZDep index classifies New Zealand geographic areas into equal tenths, whereby a score of 10 indicates an area is in the most deprived 10% in New Zealand. The scoring system is interpreted in the opposite way to the Ministry of Education's decile rating system. It is a relative measure that does not reflect absolute changes in deprivation. In other words, if an area becomes less economically deprived over time in absolute terms (eg, higher average incomes and lower unemployment) but there are similar improvements in other areas, its NZDep index will remain unchanged relative to these areas.

Between 2001 and 2006 a number of suburbs and rural communities in the Rotorua District were downgraded on the NZDep index while others were upgraded. More areas scored a 10 on the index in 2006 than in previous years. Areas with the highest levels of relative deprivation include central city (Kuirau, Victoria and Glenholme West), several of the western suburbs (Fordlands, Pukehangi North, Western Heights, Koutu and Selwyn Heights), Whakarewarewa in the south, Ngapuna in the east and the rural settlement of Kaingaroa Forest. Overall, the Rotorua District scored a 7 on the 2006 NZDep index, which is the same as in previous Census years. In total, 45.7% of the district population live in areas that are considered the 30% most deprived in the country. However, in comparison with neighbouring areas the Rotorua District is relatively advantaged (eg, Eastern Bay of Plenty areas).

Figure 21a(i): NZDep index, Rotorua District and New Zealand, 2006



Source: RDC 'Rotorua District Indicators of Socio-Economic Status 2008' (based on data from Health Services Research Centre/Ministry of Health).

Table 21a(ii): NZDep Index, Rotorua District Area Units

	2006 population	NZDep91 score	NZDep96 score	NZDep2001 score	NZDep2006 score	Trend (1991-2006)
Ngongotaha North	2,874	9	8	8	9	☹
Ngongotaha South	1,101	8	7	8	7	☺
Poets Corner	267	-	4	5	6	☹
Ngapuna	513	9	10	9	10	☹
Owhata South	588	-	5	5	6	☹
Lynmore	3,132	1	1	1	1	😐
Owhata West	3,576	9	8	9	9	😐
Owhata East	2,133	7	7	8	8	☹
Hamurana	2,388	3	3	3	2	☺
Tikitere	2,829	7	7	7	6	☺
Kaingaroa Forest	486	10	10	10	10	😐
Tarawera	1,395	3	2	2	2	😐
Golden Springs	1,287	5	4	3	3	☺
Reporoa	474	6	5	6	7	☹
Ngakuru	1,701	3	3	2	3	😐
Arahiwi	147	5	5	3	3	☺
Waiwhero	699	6	3	4	5	☹
Mamaku	726	8	8	8	8	😐
Selwyn Heights	1,128	9	8	10	10	☹
Western Heights	3,822	9	9	9	10	☹
Fairy Springs	2,013	9	9	9	9	😐
Pukehangi North	2,190	9	9	9	10	☹
Pukehangi South	2,790	6	5	5	6	☹
Mangakakahi	2,448	8	9	9	9	😐
Sunnybrook	1,941	4	4	5	6	☹
Fordlands	1,905	10	10	10	10	😐
Utuhina	1,407	6	6	7	8	☹
Pomare	1,494	3	3	3	4	☹
Hillcrest	1,602	8	8	8	8	😐
Springfield	4,275	2	2	1	2	😐
Kawaha Point	1,641	6	5	6	6	😐
Koutu	1,896	9	9	10	10	☹
Ohinemutu	282	9	9	9	9	😐
Kuirau	1,110	9	10	10	10	😐
Victoria	1,650	9	10	10	10	😐
Glenholme East	1,986	4	5	6	6	☹
Glenholme West	2,277	9	9	10	10	☹
Fenton	1,395	9	9	9	9	😐
Whakarewarewa	333	10	10	9	10	☹
Rotorua District	**65,901**	**7**	**7**	**7**	**7**	**😐**

Source: RDC 'Rotorua District Indicators of Socio-Economic Status 2008' (based on data from Health Services Research Centre/Ministry of Health).

22. Attractive and lively city centre

Why is this important?

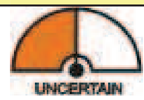
Through community consultation, Rotorua residents have said that they want an attractive and lively city centre. The vibrancy of Rotorua's CBD area contributes economically through expenditure by both locals and visitors, and also contributes to local community spirit and Rotorua's reputation as a major tourism destination.

What are the measures?

22a CBD pedestrian counts
22b CBD retail vacancy rate

How are we doing?

- Results from a 2009 CBD pedestrian survey show a total count of 9,578 pedestrians. The results have been generally lower in recent years compared to the period 1998 to 2006. This may be a reflection of the slowdown resulting from the economic recession of 2008/09, but it may equally be due to changes in the locations and overall number of counting sites. Rotorua Central Mall retains the top-ranking position it has held since 2001. The main trend from recent years has been higher volumes of foot traffic on Tutanekai Street towards the Central Mall, decreasing to the lower volumes on the fringes of the CBD.
- In May 2009 there were a total of 50 vacant premises in the 10-block area bounded by Amohou, Amohia, Arawa and Fenton Streets. This grew to 55 in January 2010 and 56 in June 2010. Hinemoa Street continued to top the list, rising from 8 vacancies in May 2009 to 20 in June 2010. Most of these vacancies fell in the block between Amohia Street and Tutanekai Street where the former Post Office building is being developed into the Royal Court Apartments.

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
22a	CBD pedestrian counts	9,578 pedestrians counted	N/A		N/A

The Property Institute of New Zealand has undertaken an annual survey of pedestrian volumes within Rotorua over a number of years. The survey results are useful for observing foot traffic trends as a result of occupancy changes and development within the city. From a commercial viewpoint, pedestrian flows and volumes translate into potential custom for retail businesses. In this regard, when viewed in conjunction with other determinants, the analysis of pedestrian volumes provides useful assistance in determining rental levels for retail outlets and businesses reliant upon foot traffic.

Various points covering the CBD core and fringe representing the majority of the city are surveyed. The points are generally away from corners and other points of congestion. Two half-hour counts are carried out during the day at 10.30am and 2.30pm. Only adults passing directly in front of the counter are recorded. People 'wandering' backwards and forwards more than once are not counted.

Results from the 2009 CBD pedestrian survey show a total count of 9,578 pedestrians. The results have been generally lower in recent years compared to the period 1998 to 2006. This may be a reflection of the slowdown resulting from the economic recession of 2008/09, but it may equally be due to changes in the locations and overall number of counting sites. Rotorua Central Mall retains the top-ranking position it has held since 2001. The main trend from recent years has been higher volumes of foot traffic on Tutanekai Street towards the Central Mall, decreasing to the lower volumes on the fringes of the CBD.

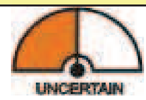
Table 22a: Rotorua CBD pedestrian counts

Street	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1290 Tutanekai	276	280	258	243	175	181	194	198	216	159	227	157
1276 Tutanekai	259	344	337	194	172	190	215	313	203	197	248	237
1252 Tutanekai	413	441	349	306	260	241	373	210	263	371	354	255
1246 Tutanekai	517	383	387	562	351	487	502	331	320	262	286	244
1228 Tutanekai	497	471	424	393	354	391	330	343	260	247	227	205
1202 Tutanekai	265	369	371	258	268	218	276	202	187	201	182	145
1289 Tutanekai	326	368	353	406	373	446	596	504	508	393	396	404
1277 Tutanekai	421	564	449	597	484	511	609	451	433	479	366	423
1255 Tutanekai	513	524	523	550	506	543	594	520	471	361	332	435
1245 Tutanekai	611	434	529	489	425	531	527	435	355	315	346	407
1225 Tutanekai	456	484	500	512	424	414	425	383	289	394	234	366
1199 Tutanekai	313	371	405	323	246	282	274	254	254	300	217	245
1204 Haupapa	106	104	82	90	96	75	61	64	63	62	77	68
1203 Haupapa	97	106	97	65	96	73	62	84	51	33	81	127
1222 Pukuatua	153	119	219	176	148	127	156	184	156	102	97	65
1221 Pukuatua	116	175	196	177	152	237	189	172	101	80	132	153
1183 Hinemoa	321	550	514	407	370	368	289	320	270	269	210	212
1180 Hinemoa	319	467	341	344	324	282	297	232	149	238	193	191
1181 Eruera	234	238	195	244	149	242	202	253	198	163	193	170
1178 Eruera	195	188	149	211	136	189	151	193	186	153	135	129
1153 Arawa	138	103	111	80	121	122	121	68	107	106	102	76
1134 Eruera	163	143	136	142	123	122	85	92	69	79	38	75
1135 Eruera	149	136	117	80	94	96	82	106	84	85	64	80
0	98	116	144	54	86	79	141	98	68	0	0	0
0	259	229	278	239	170	190	197	167	171	0	0	0
1143 Hinemoa	236	240	268	269	159	148	235	170	168	132	115	138
1142 Pukuatua	186	161	177	173	110	180	145	113	142	82	93	87
1141 Pukuatua	76	133	149	186	106	181	155	125	100	100	118	128
1144 Tutanekai	87	88	121	115	110	125	132	96	135	86	84	75
1141 Tutanekai	101	74	91	142	120	126	189	101	135	112	73	104
1265 Fenton	230	198	340	143	445	211	156	181	175	149	153	149
1241 Fenton	119	175	210	152	108	152	124	134	163	122	131	134
1199 Fenton	107	166	190	124	178	154	132	163	139	134	105	143

Street	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1106 Tutanekai	86	70	79	45	37	71	79	89	41	39	41	85
1103 Tutanekai	83	32	92	79	58	70	78	50	78	70	66	102
260 Amohia	106	145	119	124	213	136	152	193	117	76	97	126
1183 Amohau	120	133	157	129	108	63	57	103	97	79	91	69
1159 Amohau	31	40	37	32	36	35	39	44	43	63	36	32
1264 Fenton	119	82	111	51	147	70	83	56	49	42	40	55
1240 Fenton	71	84	57	26	81	57	52	31	42	44	34	51
1237 Amohia	52	56	46	42	68	56	43	48	37	52	43	42
1144 Hinemoa	426	359	229	336	226	184	253	291	173	187	166	201
0	149	193	125	132	93	126	186	86	86	0	0	0
1231 Hinemoa	227	241	291	107	187	167	161	184	144	122	169	124
1238 Amohia	148	190	115	131	138	153	85	121	68	93	117	82
0	103	116	125	71	131	128	109	95	73	0	0	0
1220 Hinemoa	256	283	244	197	359	401	433	327	87	95	132	86
0	142	111	101	66	97	93	88	90	49	0	0	0
1295 Fenton	41	83	102	84	70	67	55	44	72	60	52	60
1294 Fenton	44	29	47	91	46	51	40	29	41	24	34	30
0	97	121	61	86	79	127	119	79	71	0	0	0
1263 Amohia	71	44	68	58	96	48	60	47	58	39	39	90
Central Mall	0	0	270	654	593	674	771	716	567	610	571	798
Central Mall	0	0	0	756	795	988	1,015	885	900	876	660	886
1304 Tutanekai	0	0	0	0	0	0	0	144	96	200	145	157
1307 Tutanekai	0	0	0	0	0	0	0	372	276	385	375	463
Amohau	0	0	0	0	0	0	0	34	20	12	40	25
1237 Amohau	0	0	0	0	0	0	0	33	59	42	46	10
Amohau	0	0	0	0	0	0	0	70	58	20	28	24
1217 Eruera	0	0	0	0	0	0	0	196	104	69	82	55
1218 Eruera	0	0	0	0	0	0	0	150	117	81	74	98
	10,729	11,354	11,486	11,743	11,097	11,679	12,174	11,867	10,212	9,346	8,787	9,578

Source: Property Institute of New Zealand/ Reid & Reynolds Ltd.

Note: A number of counting sites have been added over the years, and others were removed in 2007. This should be taken into account when interpreting the total over time.

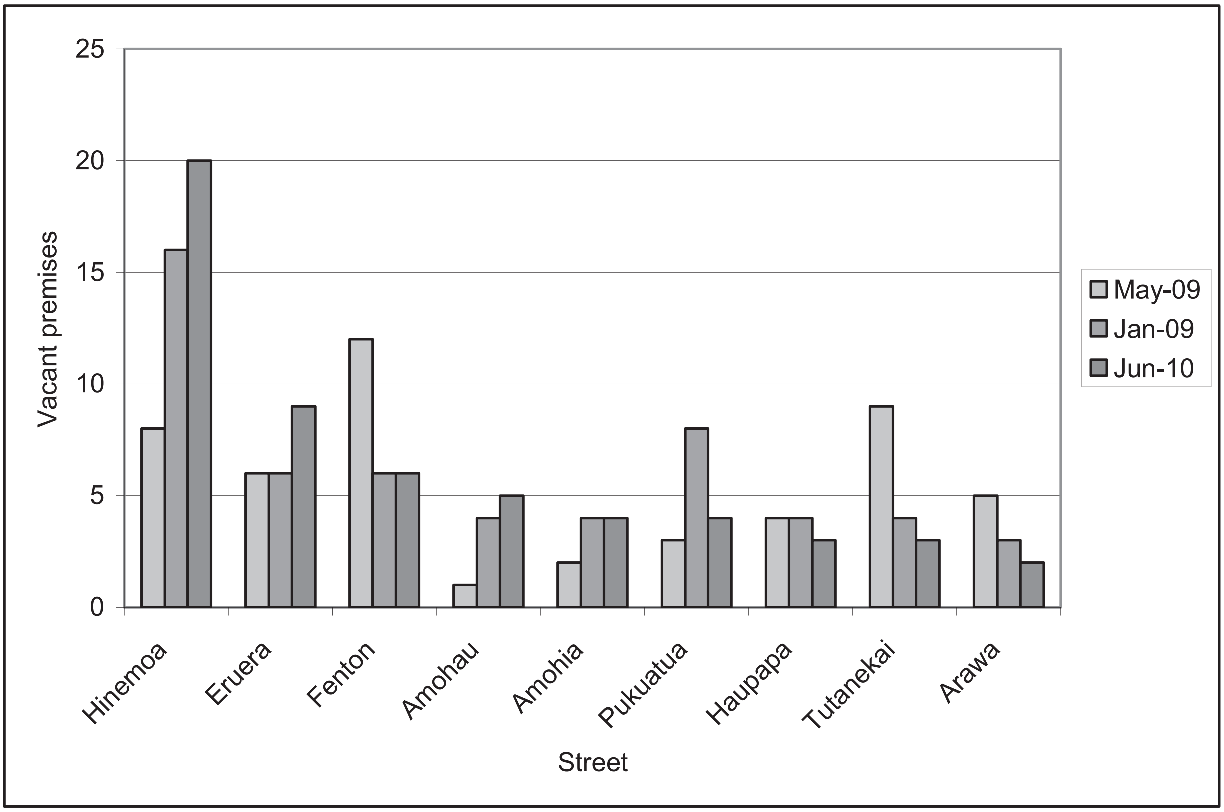
	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
22b	CBD retail vacancy rate	55 vacant shops	N/A		N/A

CBD retail vacancies give a rough indication of the level of economic development and prosperity in the central city area.

Commencing May 2009, the Rotorua Daily Post began conducting a CBD Shop Vacancies Survey. According to latest results from June 2010, the number of vacant shops had grown in Hinemoa and Eruera Streets as businesses continued to drift into Tutanekai and Pukuatua Streets. In May 2009 there were a total of 50 vacant premises in the 10-block area bounded by Amohou, Amohia, Arawa and Fenton Streets. This grew to 55 in January 2010 and 56 in June 2010. Hinemoa Street continued to top the list, rising from 8 vacancies in May 2009 to 20 in June 2010. Most of these vacancies fell in the block between Amohia Street and Tutanekai Street where the former Post Office building is being developed into the Royal Court Apartments.

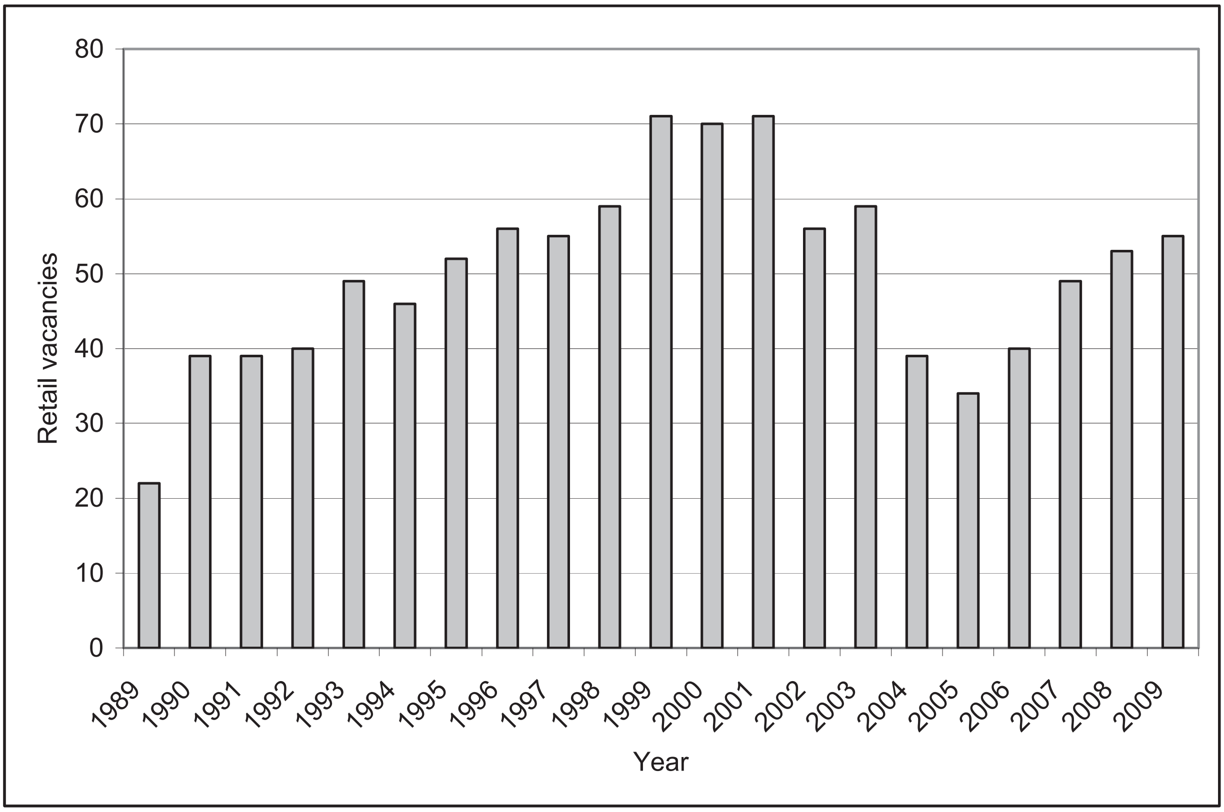
An alternative survey with a longer time series is undertaken by Reid & Reynolds Ltd, covering retail space in the Rotorua CBD. The 2009 Rotorua CBD Vacancy Survey results showed there were 55 vacant shops, which was the highest vacancy rate since 2003. As at 2009, some 11% of available shops were unoccupied. The majority of vacancies continue to occur away from the highest pedestrian count areas, which are found in the Rotorua Central Mall and along Tutanekai Street south of Pukuatua Street.

Figure 22b(i): Rotorua CBD shop vacancies



Source: Daily Post Shop Vacancies Survey.

Figure 22b(ii): Rotorua CBD shop vacancies



Source: Reid & Reynolds Ltd Rotorua CBD Vacancy Survey.