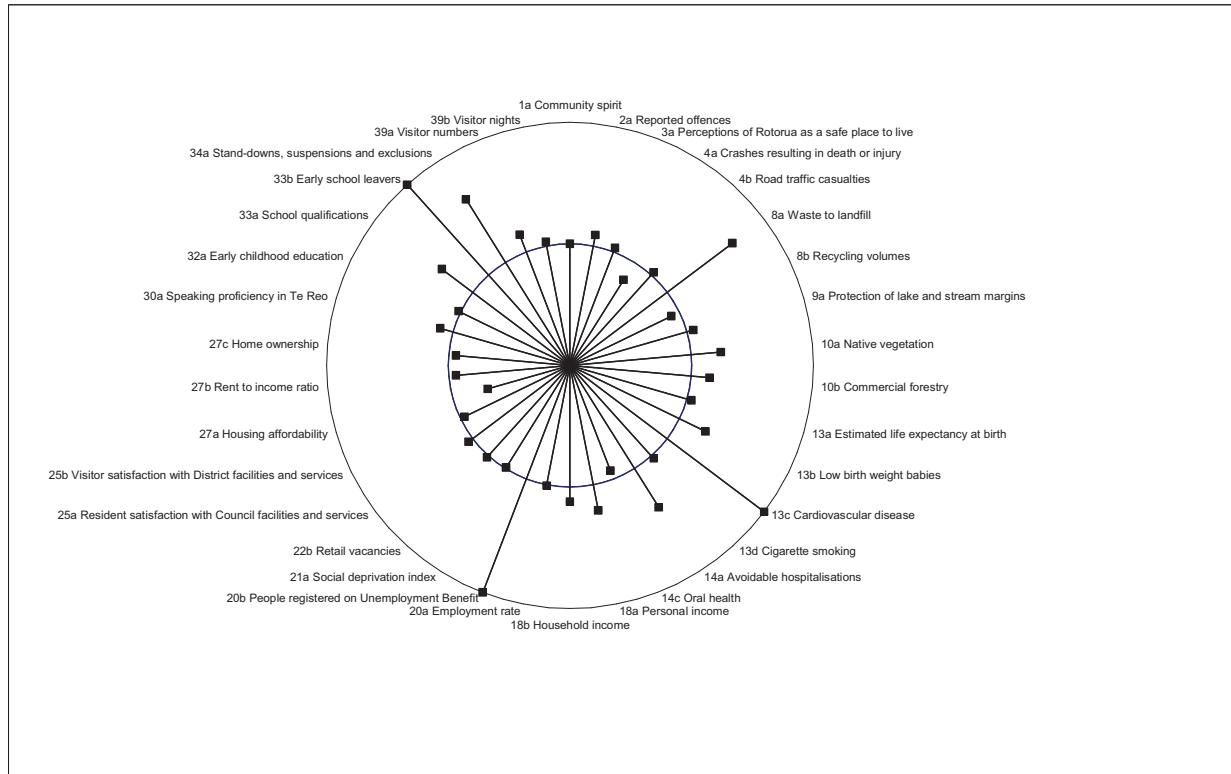


CIRCLES OF WELL-BEING

Key trends for the District over the past ten year period are summarised in Figure 1. This shows only indicators for which adequate historical data is available.

In Figure 1 the central circle represents community wellbeing in the Rotorua District during the mid-late 1990s and the spokes show progress to the mid-late 2000s. Where a spoke extends outside the circle it means community wellbeing has improved over time. Where a spoke falls within the circle, community wellbeing has declined.

Figure 1: Rotorua District well-being trends 1990s to 2000s



Source: Rotorua District Community Outcomes data

Notes: Indicator selection was based on availability of reliable Rotorua District time series data from approximately the mid-late 1990s to approximately the mid-late 2000s. The data table is contained in a supplementary spreadsheet.

In summary, Figure 1 illustrates the following improvements:

- A substantial long-term fall in the number of people registered on the Unemployment Benefit, from 3,468 in December 2000 to 1,056 in March 2010. The number of unemployment beneficiaries reached a record low of 399 in June 2008 but has subsequently increased due to the effects of the recent economic recession.
- The rate of early leaving exemptions from school for 15 year-olds has dropped substantially since 2006, due to the Ministry of Education strengthening its early leaving application and approval process. Prior to 2006, the rate of early leaving exemptions had been increasing.
- Reduction in the age-standardised number of stand-downs and suspensions from school, from 29.0 per 1,000 students in the year 2000 to 18.0 per 1,000 in 2008.
- Increase in the proportion of school leavers with at least 14 credits at NCEA Level 1 or equivalent, from 70.0% in 1996 to 92.2% in 2008.
- Per capita levels of waste to landfill almost halved between 1996 and 2009 to a low of 956kg per annum.

- Reduction in the number of hospital discharges for ischaemic heart disease in the Lakes DHB area from around 1,000 per annum in 2001/02 to less than 500 per annum in recent years.
- Reduction in the rate of ambulatory sensitive hospitalisations per 100,000.
- A recent reduction in the rate of low birth weight babies per 1,000 live births in the Lakes health region.

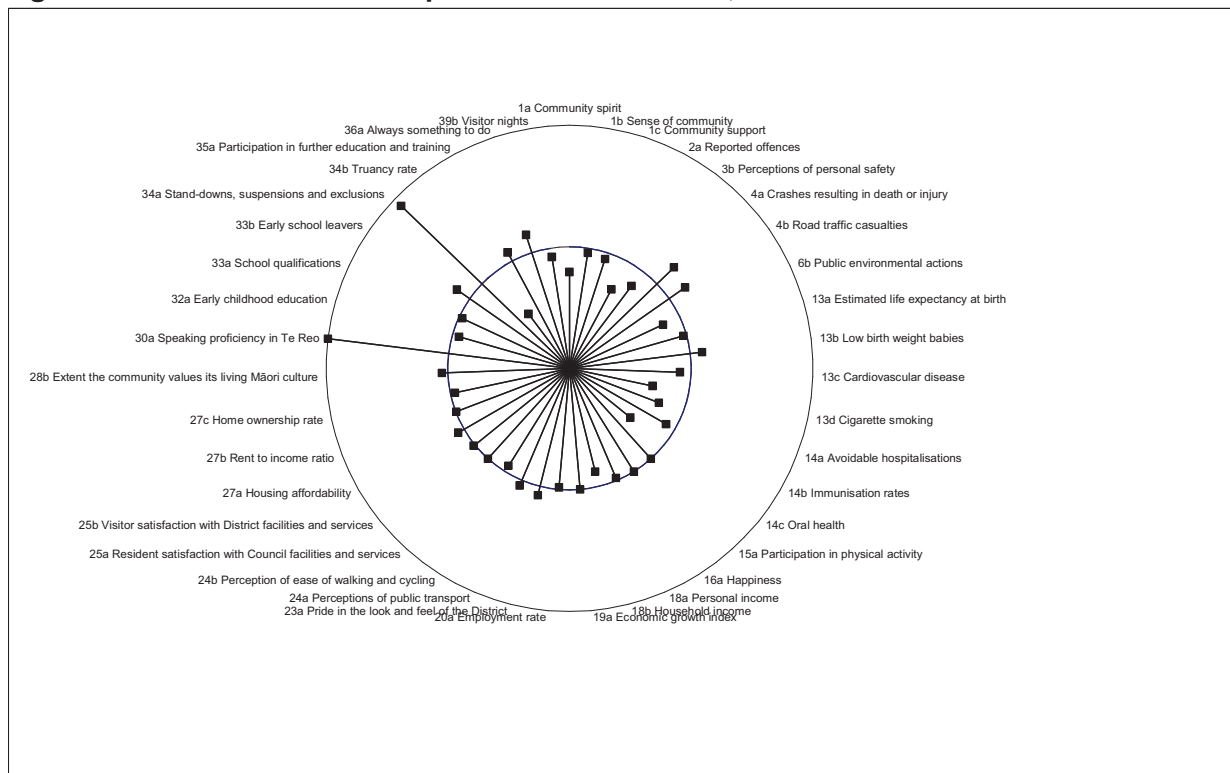
Aspects of community well-being that have been trending in the wrong direction include:

- Home ownership became substantially less affordable over the period 2002/03 to 2006/07, although it has subsequently returned to 2004 levels (likely due to the effects of the recent global financial crisis and associated economic recession).
- Increased numbers of road traffic crashes and casualties since 2000, though mostly due to 'minor injury only' crashes. In total there were 5 deaths, 39 serious injuries and 160 minor injuries from road traffic crashes in the Rotorua District during 2009. Key road safety issues include poor observation, speed, failure to give way, restraints and helmets and drink driving.

Comparisons between Rotorua and the New Zealand or regional average for specific key indicators in the 2000s are shown in Figure 2.

In Figure 2 the circle in the middle represents national average wellbeing in the mid to late 2000s. Where a spoke extends outside the circle it means local community wellbeing is better than the national or regional average. Where it falls within the circle, community wellbeing is worse than the national or regional average.

Figure 2: Rotorua District compared to New Zealand, mid-late 2000s



Source: Rotorua District Community Outcomes data

Notes: Indicator selection was based on availability of comparative data at the national or regional level. The data table is contained in a supplementary spreadsheet.

In summary, Figure 2 illustrates that Rotorua is similar to the national or regional average on many of the available indicators, with the exception of an above average rate of Māori language speakers and a below average rate of stand-downs and suspensions from school. The latter is accompanied by an above-average truancy rate for the District, which illustrates the complex nature of educational participation.

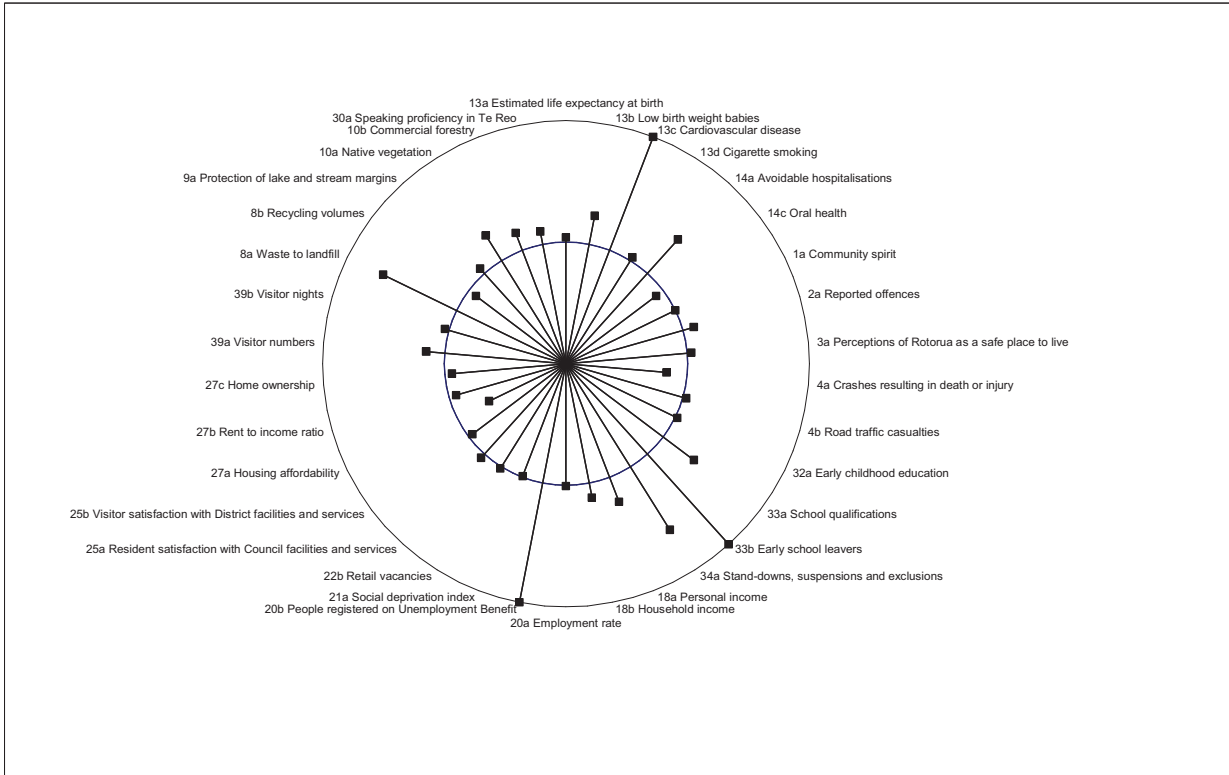
Other aspects of community well-being in which Rotorua is performing relatively poorly include:

- Reported criminal offences (1,402 reported offences per 10,000 population compared to 1,032 national average).
- Perceptions of personal safety (28% of residents feel safe or very safe in the city centre after dark compared to a regional average of 33%).
- Community spirit (65% rate community spirit good or very good, compared to a peer-group average of 74%).
- Cigarette smoking (29% of Rotorua adults are smokers compared to 21% of all New Zealanders).
- Oral health amongst children (average 2.20 decayed, missing and filled teeth for 12 year old children compared to 1.42 national average).
- Public environmental actions undertaken (14% of residents compared to the Waikato regional average of 16%).
- Less significantly, but still below the national/regional average are a range of health and economic indicators.

An issue not picked up in the diagrams above is that there are frequent algal blooms on lakes Rotoehu, Rotoiti, Rotorua and Okaro, for which action plans are being implemented. A significant proportion of the nutrient contribution to the lakes comes from groundwater, which typically has higher nitrogen concentrations than surface water. Also not picked up in the diagrams is the fact that comparison with national average levels of waste to landfill and recycling are difficult due to reporting differences between councils. A further area not covered well in Figures 1 and 2 is the extent to which the Rotorua community values its living Māori culture, due to the challenge of measuring and monitoring cultural well-being.

An alternative view of the Community Outcomes diagrams above is to re-order the indicators into the “four well-beings” that are the basis of the Local Government Act, namely social, economic, environmental and cultural well-being. For example community health, community safety and learning indicators can all be broadly categorised as ‘social’. These appear in the diagrams below starting at the top of the circle and going in a clockwise direction, followed by economic, environmental and cultural indicators (for which there are considerably less indicators).

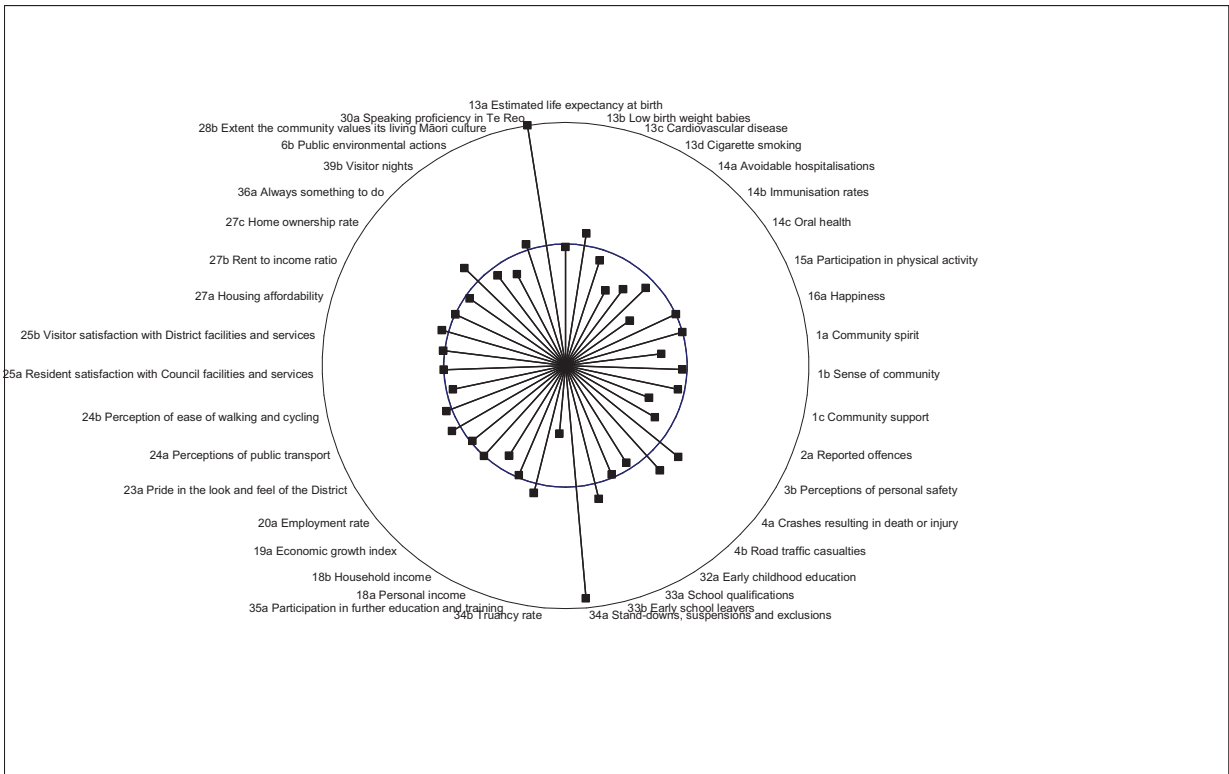
Figure 3: Rotorua District well-being trends 1990s to 2000s – Four well-beings



Source: Rotorua District Community Outcomes data

Notes: Refer notes to Figure 1.

Figure 4: Rotorua District compared to New Zealand, mid-late 2000s – Four well-beings



Source: Rotorua District Community Outcomes data

Notes: Refer notes to Figure 2.

In summary, Figures 3 and 4 show that:

- Historical data is more readily available at the local level for social and economic indicators compared to environmental and cultural indicators. In addition, social and economic indicators are more likely to enable comparisons between Rotorua and national or regional averages.
- Community well-being as a whole appears to have improved in Rotorua since the 1990s, with the exception of road traffic crashes and housing affordability.
- Compared to the national or regional average, Rotorua continues to perform relatively poorly on a number of social, economic and environmental indicators.

More detailed information on individual indicators is contained in the remainder of this report.