

3. IDENTITY & HERITAGE

DESIRED OUTCOME

A community with a strong sense of identity and heritage, which welcomes new residents and encourages diversity

- a. Our district has a strong sense of identity and people who participate in community life (**Priority**)
- b. Ashburton District is a community that attracts and retains new residents
- c. We have a community that values and encourages diversity
- d. Our community recognises and preserves the cultural and social heritage of the district

INTRODUCTION

Participating in community life is an important aspect of building and strengthening community relationships and connectedness. Our community indicated through the community outcomes process that community participation was a vital aspect of building a sense of identity. When people feel connected in their community they are more likely to have positive outcomes in health, education, employment and housing.

Five indicators and their measures illustrate Ashburton Districts' progress towards being a community with a strong sense of identity and heritage. These indicators include community spirit; cultural heritage; volunteer community contribution; valuing diversity; and a welcoming community.

	State	Trend
3.1 Community Spirit <ul style="list-style-type: none"> • Ashburton District residents perception of the level of community spirit in the District 	😊	↔
3.2 Cultural Heritage <ul style="list-style-type: none"> • Percentage of Maori speakers in Ashburton District • Resident satisfaction with the preservation of heritage features 	😊 😊	↑ ↑
3.3 Volunteer Community Contribution <ul style="list-style-type: none"> • Proportion of the Ashburton District population participating in unpaid work 	😊	↔
3.4 Valuing Diversity <ul style="list-style-type: none"> • Perception of cultural diversity 	😐	↔
3.5 Welcoming Community <ul style="list-style-type: none"> • Resident satisfaction with the level of support given to new residents and new migrants 	😞	↔

Key:

State	😊 Achieving out Target	😐 Close to Achieving	😞 Not achieving our Target
Trend	↑ Favourable / Improving	↔ No significant change	↓ Declining / Unfavourable

3.1 COMMUNITY SPIRIT

A sense of community creates social cohesion and helps people form relationships. A positive relationship between neighbours, even at a minimal level, encourages a sense of belonging and social cohesion within a community.

Community support and connectedness are both a cause and effect of social outcomes. If people feel connected to their community, they are more likely to participate in the community. People who do not feel connected to their community are more likely to feel alienated, which can be associated with criminal offending.

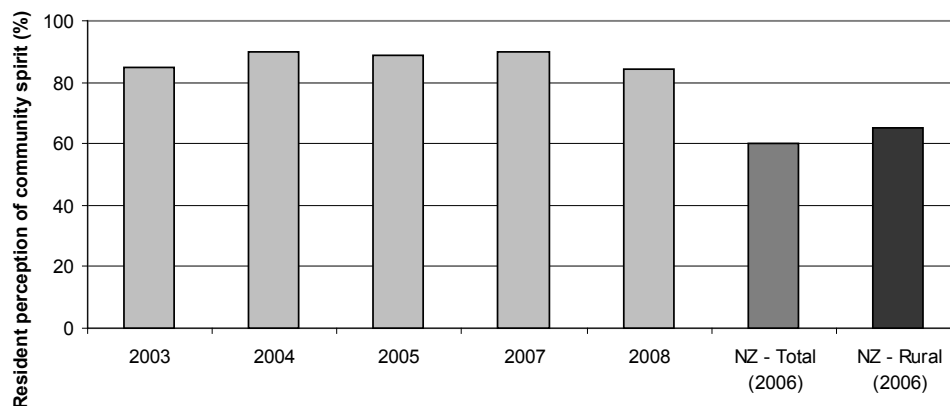
RESIDENT PERCEPTION OF COMMUNITY SPIRIT WITHIN ASHBURTON DISTRICT

What is this about?

Sense of community, or community spirit, is identified in the National Research Bureau (NRB) Communitrak Survey as being ‘...a sense of belonging and togetherness, a pride in the area and a good atmosphere among the people’.

A feature of modern communities is the growth in importance of communities of interest as well as, or instead of, communities of place. It is recognised that residents who report not having a sense of community with others in their local neighbourhood may have networks with groups outside their geographical base such as, sports, clubs, hobbies and support groups who live in other areas. For example, internet communities are becoming far more common and important. These communities have no geographic boundaries and are based around common interests rather than a specific location.

Fig 30. Resident Perception of Community Spirit in Ashburton District



Resident Perception of Community Spirit in Ashburton District 2003 - 2008

Source: Ashburton District Council – NRB Communitrak Survey and Quality of Life National Survey Report

Note: The New Zealand data in the graph was sourced from the Quality of Life National Survey conducted in 2006. The New Zealand rural scores exclude results from the twelve largest cities in New Zealand

Key Points

- 84% of residents thought community spirit was either good or very good in the Ashburton District in 2008. This is well above the total New Zealand and rural New Zealand statistics of 60% and 65% respectively
- Since data was first collected in 2003, on average 88% of the Ashburton District population thought community spirit was either good or very good

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher proportion of the population with a perception of good or very good community spirit than in New Zealand as a whole	😊	↔

Data Limitations

Resident satisfaction through the NRB Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people’s expectations and experiences. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.

3.2 CULTURAL HERITAGE

Protecting and celebrating our cultural heritage as a district and nation is vital to ensuring our sense of identity. The community outcomes process highlights that our community values having a strong sense of heritage and identity.

MAORI SPEAKERS IN THE DISTRICT

What is this about?

Te Reo Maori is a central part of Maori culture and an important aspect of cultural participation and identity. Te Reo Maori preservation amongst the population is linked to the broader cultural identity and heritage of New Zealand.

Maori make up seven percent of the population in the South Island. Due to this smaller proportion, our target for the indicator compares our district with the South Island only.

Fig 31. Proportion of Maori Speakers in the District, South Island and New Zealand

	Proportion of Maori who speak Te Reo Maori		Proportion of total usually resident population who speak Te Reo Maori	
	2001	2006	2001	2006
New Zealand	25%	23%	3.5%	3.3%
South Island	7%	7%	1.0%	1.1%
Ashburton District	12%	11%	0.5%	0.6%

Proportion of Maori speakers in the District, South Island and New Zealand 2001 - 2006

Source: Statistics New Zealand Census

Key Points

- The proportion of Maori who speak Te Reo Maori in Ashburton District was 11% in 2006, compared with 7% for the South Island
- 1.1% of the South Island's total population speak Maori, higher than Ashburton District's 0.6% of the total population. This reflects the smaller population of Maori living in our district

How are we doing?

Target:	State:	Progress:
Ashburton District has a higher proportion of Maori speaking Te Reo Maori than the total South Island	😊	↑

Data Limitations

This data provides information on whether a person can speak and understand spoken Te Reo Maori. As Statistics New Zealand have indicated, ethnicity is self-perceived and people can belong to more than one ethnic group. Ethnicity is to do with cultural affiliation and therefore does not represent ancestry, nationality or citizenship.

RESIDENT SATISFACTION WITH THE PRESERVATION OF HERITAGE FEATURES

What is this about?

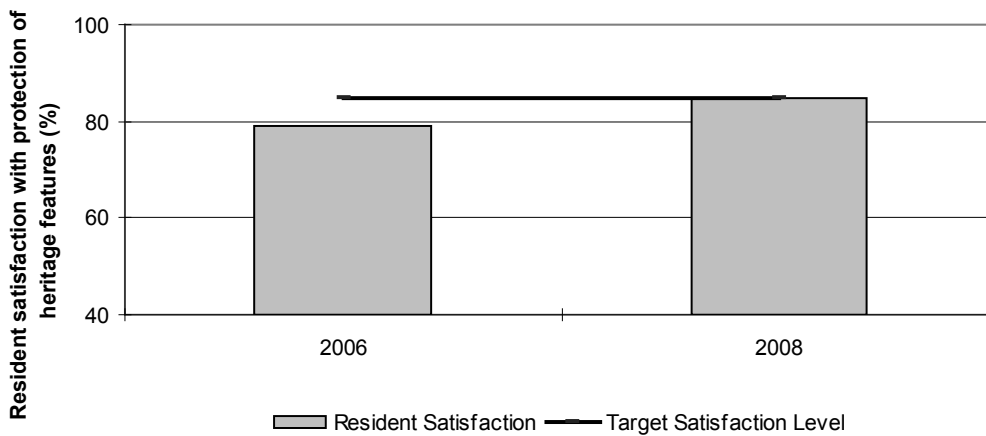
The preservation of heritage features is important for the community as without recognising and valuing the heritage of the district, important places and sites of the district's history can be lost forever. Heritage features improve people's connection with places and help build community context and understanding.

Heritage features can include buildings, structures and areas of land. These can be noted for their historical, cultural, spiritual, aesthetic, social and architectural value both at a district and national level.

In 2006 and 2008 the NRB Communitrak annual resident survey asked if people were satisfied with the protection of heritage features in the district.

Recognising the level of satisfaction with heritage preservation helps Council to gauge support people may have for proposed actions, policies and rules.

Fig 32. Resident Satisfaction with the Preservation of Heritage Features in Ashburton District



Resident satisfaction with the preservation of heritage features in Ashburton District (don't know responses excluded) 2006 - 2008
Source: Ashburton District Council NRB Communitrak Survey

Note: The measure above (with Don't Know responses excluded) is the measure Ashburton District Council uses to measure resident satisfaction in Council's Annual Report.

Key Points

- Resident satisfaction with the preservation of heritage features achieved the target of 85% resident satisfaction in 2008, a 6% increase in satisfaction since 2006
- Of those not satisfied with the preservation of heritage features in the district, over half said that more should be done to preserve and protect heritage buildings and sites

How are we doing?

Target:	State:	Trend:
85% or more of residents surveyed are satisfied with the preservation of heritage features in Ashburton District	😊	↑

Data Limitations

Resident satisfaction through the NRB Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people's expectations and experiences. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.

3.3 VOLUNTEER COMMUNITY CONTRIBUTION

Within our community there are many people who tirelessly volunteer their time and skills for unpaid work. This unpaid contribution to society is an important aspect of community life and greatly enhances the wellbeing of all in our district.

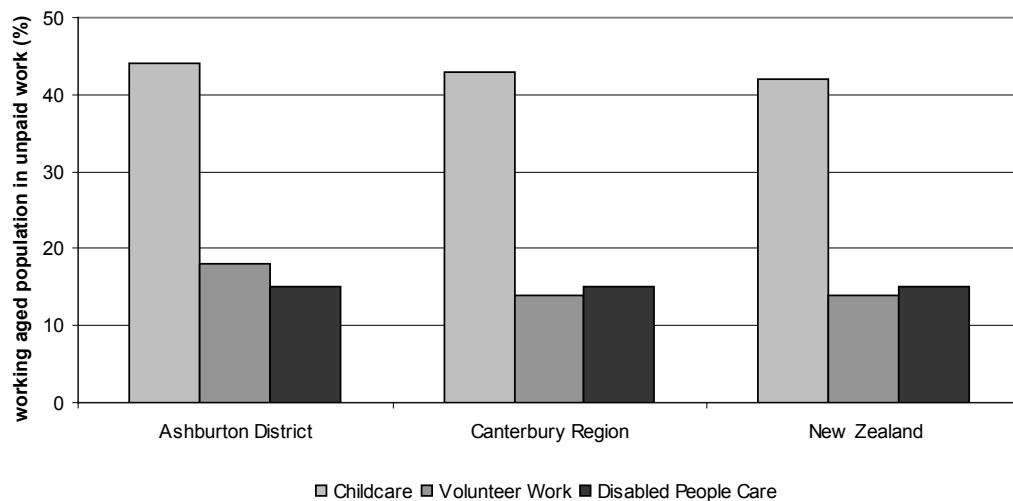
PROPORTION OF THE WORKING AGED POPULATION PARTICIPATING IN UNPAID WORK

What is this about?

Participation in unpaid work is an important measure of social cohesion. It indicates a person’s willingness to ‘give something back’ to the community and contribute to the common good. It may also provide an important source of social contact and sense of belonging for some people.

The graph below shows the proportion of the population aged over 15 years participating in unpaid work in Ashburton District, Canterbury Region and New Zealand. The data has been separated into three categories of unpaid childcare (both within and outside of the home), unpaid care of people with disabilities (both within and outside the home) and voluntary work.

Fig 33. Proportion of the Population aged over 15 years Participating in Unpaid Work



Proportion of the working aged population participating in unpaid work 2006
 Source: Statistics New Zealand Census

Key Points

- Ashburton District has a higher proportion of its population aged over 15 years participating in volunteer work than Canterbury and New Zealand (17.4% compared with 14% for both Canterbury and New Zealand)
- Unpaid childcare (both within and outside of the home) is the largest form of unpaid work shown for all three areas
- In all three areas, 15% of the population spent unpaid time caring for disabled or ill people (both within and outside of the home)

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher proportion of the population participating in volunteer work than Canterbury and New Zealand	😊	↔

Data Limitations

The data has been collected through the census question of which non-paid activities people participated in the four weeks leading up to the census. People may have answered in more than one category; therefore the percentages will not total 100 percent, this also only reflects those who participate in unpaid work on a regular basis.

3.4 VALUING DIVERSITY

Attitudes towards changes in the ethnic composition of the district may be an indicator of the social cohesion, or the fragmentation of some groups from the wider community. Some people may have little contact with cultures outside their own and consequently have less understanding or tolerance of different cultures.

Ashburton District is increasingly reliant on international migrants to provide the skills and expertise we need for continued economic growth. New residents who are made to feel welcome and respected are more likely to feel connected with our community, making the district their long-term home.

RESIDENT PERCEPTION OF INCREASED DIVERSITY IN THE COMMUNITY

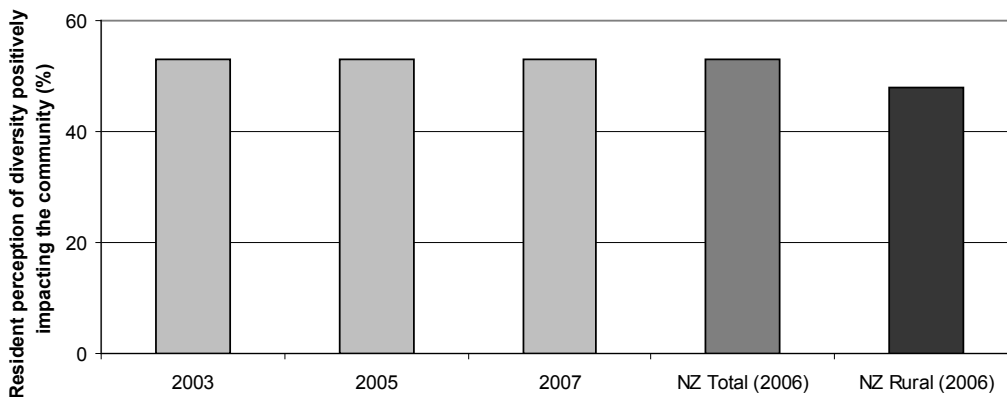
What is this about?

Ashburton District is home to an increasing number of people from diverse lifestyles and cultures from a range of different countries. This diversity impacts on how we communicate with different population groups and how they are made to feel part of the district, and enjoy a great quality of life.

This indicator measures resident views about whether cultural diversity makes our district a better place to live. Residents were asked if the increase in the number of people with diverse lifestyles, and from a variety of cultures and countries, makes Ashburton District a 'much better', 'better,' 'neither better nor worse,' 'worse' or 'much worse place to live'.

The graph below depicts the responses given by residents who thought that cultural diversity had a 'better' or 'much better' impact on the district.

Fig 34. Resident perception of Increased Cultural Diversity in Ashburton District



Resident perception of increased cultural diversity in Ashburton District 2003-2007
 Source: Ashburton District Council – NRB Communitrak Survey and Quality of Life National Survey Report

Key Points

- 53% of residents in the Ashburton District felt an increase in cultural diversity impacts positively on the community. This is the same result as given by New Zealand (in total) in the 2006 Quality of Life National survey report
- The New Zealand rural scores exclude data from the twelve major cities in New Zealand and indicates that 48% of these residents perceive that cultural diversity impacts positively on their community

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher proportion of the population with a positive perception of increased cultural diversity than in New Zealand as a whole	😊	↔

Data Limitations

Resident satisfaction through the NRB Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people's expectations and experiences. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.

3.5 WELCOMING COMMUNITY

Our community identified through the community outcomes processes that they wanted to be a welcoming community for new residents that respected and encouraged diversity. This will enable the integration of a diverse range of cultures into the district and build a sense of community and commonality amongst all who live here.

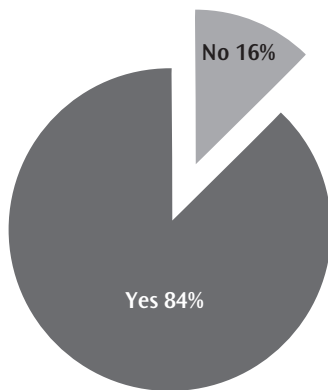
RESIDENT PERCEPTION OF ASHBURTON DISTRICT BEING A WELCOMING COMMUNITY

What is this about?

In 2007, the Ashburton District Council NRB Communitrak survey included a series of questions which focused on the cultural diversity of Ashburton District. Resident's responses to these questions provided a measure of our self perception of being a welcoming community, and elicited further information regarding ways to encourage new arrivals to the district.

One of the questions asked, 'Do you think new arrivals to the Ashburton District are made welcome and given adequate support to settle in to the district?'

Fig. 35 Resident perception of Ashburton District being a Welcoming Community



Resident perception of Ashburton District being a Welcoming Community (don't know responses excluded) 2007
Source: Ashburton District Council NRB Communitrak Survey

Note: The measure above (with Don't Know responses excluded) is the measure Ashburton District Council uses to measure resident satisfaction in Council's Annual Report.

Key Points

- 84% of respondents said yes, they thought new arrivals were made to feel welcome and were given adequate support, 16% though that no, new arrivals were not made to feel welcome and were not given adequate support
- When asked what should be done to make the district a more welcoming community the main responses were:
 - Locals need to change their attitudes and become more tolerant
 - We need to provide more support and help to new arrivals
 - Information packs about Council services should be provided to all new residents
 - Clubs and groups need to be promoted
 - It is up to new arrivals to learn English and integrate better

How are we doing?

Target	State:	Trend:
85% or more of residents consider new residents and migrants in Ashburton District are welcomed and given adequate support	☹️	↔️

Data Limitations

Resident satisfaction through the Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people's expectations and experiences.

This question has only been asked in the 2007 NRB Communitrak Survey, therefore there is no historical data available to compare results with. It is planned to be asked in the 2009 NRB Communitrak Survey.