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APPENDIX ONE

COMMUNITY OUTCOMES – MONITORING & REPORTING

WHAT ARE COMMUNITY OUTCOMES?

Community outcomes are statements of aspirations and priorities set by the community in a consultative process at least every six years. They provide signposts of where the community wants to be in the future that can guide the planning processes and work programmes undertaken by Council, government agencies and community organisations.

The Ashburton District community outcomes were identified through a community consultation process facilitated by Ashburton District Council in 2005. A series of workshops were held with various community sector groups to look at what, in terms of future social, economic, environmental and cultural wellbeing was important to our communities. Over 100 people attended these meetings with around 70 different groups and agencies represented. The Council also surveyed local residents, and received comments from over 600 people on a wide range of issues relating to the community. Other survey information already held by Council was reviewed to further explore the views of the district's residents.

The result is a set of seven community outcomes, each with strategic objectives that further guide the proposed direction for the community. The strategic objectives were prioritised to ensure further direction was provided in terms of what our community regards as important for its future development. The draft community outcomes were made available for wider community consultation and feedback prior to formal adoption by Council.

The final set of community outcomes was adopted by Council and formed the strategic basis for planning and work programmes contained in the Ashburton District Community Plan 2006-2016. The Community Plan is essentially Council's response and contribution to achieving community outcomes over the coming 10 year period.

Some of the community outcomes and accompanying objectives identified are in areas where Council is not the main provider of services, such as health and education. Other agency's activities will also have impact on our progress to achieving our community outcomes, and these agencies have helped to provide measurable information regarding the success of the community in achieving the Community Outcomes.

Decisions on the level and type of involvement from Council in response to community outcomes are up to the Council to decide itself. However, if we, as a community, are to make progress to achieving these goals we will need to work together and to play to our individual and collective strengths. This is likely to include working collaboratively in many areas and exploring new ways of working that perhaps have not been considered in the past.

WHAT IS THE STATE OF THE COMMUNITY REPORT?

Every three years Council will report on progress made to achieving our community outcomes, using indicators and measures across the broad range of sectors that our community outcomes cover. This is the first of these reports, and is in many ways a baseline report. The aim is not only to produce a report that effectively measures progress being made to achieving our community outcomes, but also to provide an effective source of key information about Ashburton District that can be used by Council, government agencies, community organisations, businesses and individuals for research, planning and other information requirements.

Council is required under the Local Government Act, 2002 to monitor and report back to the community the progress made by the community in achieving the Community Outcomes. As this is the first Community Outcomes Monitoring Report for the district, it will serve as the baseline report for future monitoring. Council worked with stakeholders and community groups and organisations to determine how to monitor and report back on progress to achieving the Community Outcomes.

WHAT IS MONITORING?

Monitoring is the deliberate act of observation and surveillance over time with a defined purpose. It is not just data collection; it is a systematic process involving:

- Planned and repeated data collection
- Analysis
- Interpretation
- Reporting

To improve outcomes and manage communities effectively, decision makers need information about the current situation, about developing trends and pressure points and about the impacts or effects of interventions or policies that have been implemented. Trend monitoring helps us to understand the complexities of the world around us by organising the wide range of potential information available to us.

Monitoring is of critical importance in the community outcomes process as it provides a picture of whether things are improving, remaining static, fluctuating or declining over time. This allows us, as a community, to assess the state of progress toward achieving our outcomes. Monitoring our progress means we can assess what has been successful and what hasn't, where resources might be needed to be allocated in the future and closes the planning loop.

Monitoring is therefore an essential ingredient of decision making. Ultimately, we measure outcome progress to improve the future of our communities.

WHAT ARE INDICATORS?

Indicators are flags or summary signals that identify change. They help us understand complex systems by identifying measures that provide useful information about the whole system without having to capture its full complexity. The measures are the actual pieces of information or data used to gauge an indicator.

We all use indicators to help us understand the world around us and to control the ways we respond to events. An example of an everyday indicator is the fuel gauge in your car. The fuel gauge shows you how much petrol is left in your car. If the gauge shows the tank is empty, you know it's time to fill up.

For each indicator one or more measures describe a specific aspect of that indicator. For example, the indicator Population Change is composed of measures relating to population composition, growth over time, and projected numbers.

HOW HAVE OUR INDICATORS BEEN SELECTED?

Indicators for the Ashburton District community outcomes monitoring framework have been selected based on a set of criteria, to ensure that the information sourced is quality and representative of the indicator it is measuring. We have looked to have indicators and measures that are SMART:

- Specific
- Measurable
- Achievable
- Relevant
- Timebound

In addition, we have looked for linkages with regional and national indicators where possible to provide a comparable source of data, so our performance can be compared and tracked over time.

APPENDIX TWO

OUR PEOPLE

Ashburton District has experienced rapid growth since 2001 due to migration and natural population increases (births). As a district Ashburton has 0.7% of the total New Zealand population, and is 42nd in population size of the 73 city and district councils in New Zealand.

Fig 73. Ashburton District Population

	2001 Census Usually Resident Population	2006 Census Usually Resident Population	2001 – 2006 Population Increase	
			N	%
Ashburton District	25443	27372	1929	7.6%
Ashburton	15570	16884	1314	8.4%
Chertsey	1920	2076	156	8.1%
Hinds	3348	3702	354	10.6%
Methven	1134	1326	192	14.5%
Mt Somers	2307	2361	54	2.3%
Rakaia	960	1068	108	11.2%

Ashburton District Population 2001 – 2006 Census Cycle

Source: Statistics New Zealand: Sub-national Population Counts and Projections

Over 60% of the Ashburton District population lives in the urban area of Ashburton, with the remaining residing in rural towns or areas of the district.

The 2006 Census identified that over 60% of the population growth between 2001 and 2006 was due to international migrants to our district. The majority of these migrants come from the United Kingdom, Ireland, South Africa, Zimbabwe and Romania. Internal migration patterns within New Zealand indicate that more Maori and Pacific Island people are moving to the district from within New Zealand, with growth of our Maori population increasing by 39%, and our Pacific people by 234% between 2001 and 2006, albeit from a low population base.

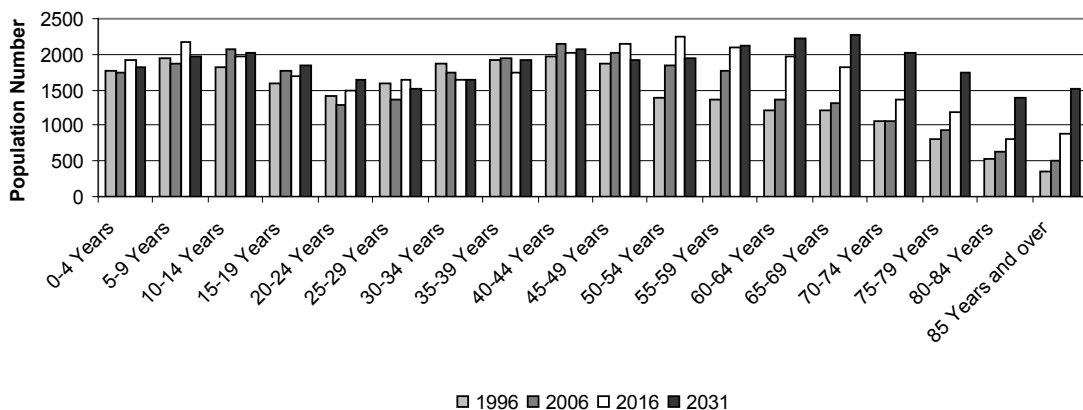
POPULATION AGE GROUPS

What is this about?

Population age groups show the resident population counts for 5 year age groupings in 1996 and 2006, with population projections for 2016 and 2031 included also. The forecast figures are based on the 2007 population projections forecast by Statistics New Zealand.

The population age groups provides information necessary to ensure appropriate community services, such as healthcare, schools and housing are planned for and provided.

Fig 74. Ashburton District Population Ages



Age Group Population Numbers and Forecasts for Ashburton District 1996 - 2031

Source: Statistics New Zealand – Census Sub-national Population Counts and Projections

Key Points

- The current median age (half of the population is older, and half is younger than this age) in Ashburton District is 38.8 years, higher than the national median age of 35.9 years. In the previous census (2001) the median age was 39.5 years for Ashburton District with the national median being 34.8. This indicates that population growth within the district over the past 5 years has been primarily through younger new residents. The district median age is showing some convergence with the New Zealand median age, though it remains to be seen whether this trend continues given the large increase in older population forecast in the graph above.
- The aging population trend is set to continue throughout New Zealand as the 'Baby-Boom' generation moves into retirement and, as indicated in the population age group projections, Ashburton District looks set to follow this trend
- The number of people aged over 65 years in Ashburton District is expected to double by 2031. (Currently 4470, forecast to increase to 8950 over the next 25 years)
- The proportion of district residents in the working population (aged between 15 – 64 years) is expected to fall from 63% in 2006 to 56% in 2031. The actual numbers within this group are, however, expected to remain about the same
- In 2006, there were 5664 children (20.7% of the total population) under the age of 15 in the Ashburton District; this proportion is expected to decrease to 17.3% of the total population (5830) by 2031, yet numbers of children is expected to remain relatively constant.

ETHNICITY

Ethnicity shows the proportion of Ashburton District's population who identified with each ethnic group in 1991 and in 2006 Census.

People can identify or belong to more than one ethnic group. People who do identify with more than one ethnic group have been included in each group; therefore, the figures add to more than 100 per cent.

In the 2006 Census, Statistics New Zealand included the ethnic category of 'New Zealander', for the first time. This category was included in the 'Other Ethnicity' category by Statistics New Zealand; therefore, the majority of respondents in the 'New Zealander' ethnicity category are likely to be of New Zealand European descent.

The response level in 2006 to the New Zealander category was higher than expected; demonstrating the more fluid nature of self-identification of ethnic identity and the influence that context and public debate has on the pattern of response (Statistics New Zealand, 2006).

Fig 75 Ashburton District Ethnicity

	1991		1996		2001		2006	
	NZ	Ashburton District	NZ	Ashburton District	NZ	Ashburton District	NZ	Ashburton District
European	82.4%	96.9%	79.5%	95.2%	76.8%	95.5%	64.8%	81.2%
Maori	12.9%	3.2%	14.5%	4.6%	14.1%	4.6%	14.0%	6.0%
Pacific Island	4.9%	0.2%	5.6%	0.4%	6.2%	0.5%	6.6%	1.4%
Asian	2.9%	0.5%	4.8%	0.7%	6.4%	0.7%	9.5%	1.3%
Middle Eastern / Latin American / African	0.2%	0.03%	0.4%	0.1%	0.6%	0.1%	0.9%	0.4%
Other Ethnicity (2006 includes New Zealander)	0.01%	0%	0.01%	0.01%	0.02%	0%	10.7%	13.7%

Ashburton District Ethnicity Groupings 1991 - 2006

Sourced: Statistics New Zealand Census: Sub-national Population – Culture and Identity

Key Points

- In 2006, the European ethnic group made up 81.2% of Ashburton District's population. Nationally, the 2006 national percentage for people belonging to the European ethnic group was 64.8%
- Maori, Pacific Island, Asian and Middle East/Africa/Latin America ethnic groups all increased from 1991 to 2006 in the Ashburton District
- Population projections predict all ethnic groups to increase in numbers in New Zealand over the next 15 years, but proportionately the European ethnic group is expected to decrease in comparison to others. It is expected Ashburton District will follow a similar trend

APPENDIX THREE

OUR ECONOMY

Ashburton District’s economy is largely reliant on the agricultural and light manufacturing sectors. In 2008, Enterprise Ashburton engaged BERL (Business and Economic Research Limited) to report on the most recent GDP (Gross Domestic Product) figures for the Ashburton District in four key sectors of the economy, the results are as follows.

INDUSTRY GDP, EMPLOYMENT AND BUSINESS UNITS

Ashburton District contributed \$1.17 billion in GDP (Gross Domestic Product) to the New Zealand economy in 2007, which was 1.3 percent better than the year before. Over the ten years since 1997, it has done even better, equalling the New Zealand average of 3.0 percent per annum.

What is this about?

Industry GDP, Employment and Business Units reflect our district’s economic growth. Economic development and growth underpin our quality of life. Sustained economic growth is critical for ensuring our district has the resources needed for other areas such as education and health.

Economic growth is dependant on sustainable income levels, training / skill development and innovation. It is also linked to inward and outward migration flows.

Fig 76. Industry GDP, Employment and Business Units by Sector

	Full time equivalent (FTE)	GDP (\$2007m)	Business Units (BU)	Average # of FTE per BU	Average BU contribution to GDP (\$2007)
Sheep and Beef Sector	2309	174	765	3	\$227,450
Dairy Sector	1344	150	339	4	\$442,477
Arable Sector	820	42.4	332	2.5	\$127,710
Tourism Sector	617	41.9	201	3	\$208,457

Ashburton District GDP, Full time Employees and Number of Business Units 2007
 Source: BERL Report, May 2008 – ‘Profile of the Ashburton District & it’s key sectors’

Key Points

- One in six Full Time Equivalents in the district (FTE’s) are employed in the sheep and beef sector (this includes the meat processing industry which accounts for over half of those employed in the sector) and contributes to 15% of the district’s GDP
- Dairy employs 10% of the districts population, accounts for 7.5% of all businesses and contributes 13% of the GDP
- The arable sector contributes to 3.6% of the district’s GDP and employs 6.2% of the working population and accounts for 7.4% of all businesses
- Around 4.7% of all employment in the district was the direct result of tourism, compared with 6.4% nationally
- The dairy sector employs the largest number of FTE’s per business unit at 4. Sheep and beef and tourism each employ an average of 3 FTE per business unit, and the arable sector employs an average of 2.5 FTE’s per business unit
- The dairy sector has the greatest contribution to GDP with an average of \$442,477 per business unit in 2007. This is followed by the sheep and beef, tourism and arable sectors

A host of other industries in the district are reliant on the sectors discussed above. For example one third of all veterinary services in the district are reliant on the dairy sector.

DISTRICT INDUSTRY AND OCCUPATION

What is this about?

Identified below is an employee count of the employed, usually resident population (aged over 15 years) in the Ashburton District in 2006. The number of employees in each industry indicates the industry's which employ a significant proportion of our population.

Statistics New Zealand uses the number of hours worked per week to distinguish between those who are employed full time (30 hours or more per week) and part time (fewer than 30 hours per week).

Excluded from this table are people who are 'unemployed' and those who are 'not in the workforce'.

Fig 77. Ashburton District Industry and Occupation

	Total Employed	Full Time	Part Time
Agriculture, Forestry and Fishing	3645	2976	669
Manufacturing	2517	2253	264
Retail trade	1443	945	501
Construction	918	819	99
Health Care and Social Assistance	879	447	429

Ashburton District Industry and Occupation 2006

Source: Statistics New Zealand Census Data - Occupation (ANZSCO V1.0 Major Group) and Industry (ANZSIC06 V1.0 Division) for the Employed Census Usually Resident Population Count Aged 15 Years and Over,

Key Points

- 'Agriculture, forestry and fishing' is the largest industry employer in the district, with over 24% of the employed population working in this industry. Manufacturing and retail trade account for the second and third largest industries
- Part-time employment (fewer than 30 hours per week) accounts for 23% of total employment in the District
- Twenty-three percent of employees in the district are classified as 'managers', reflecting the district's large numbers of farms

FARM AND LIVESTOCK NUMBERS

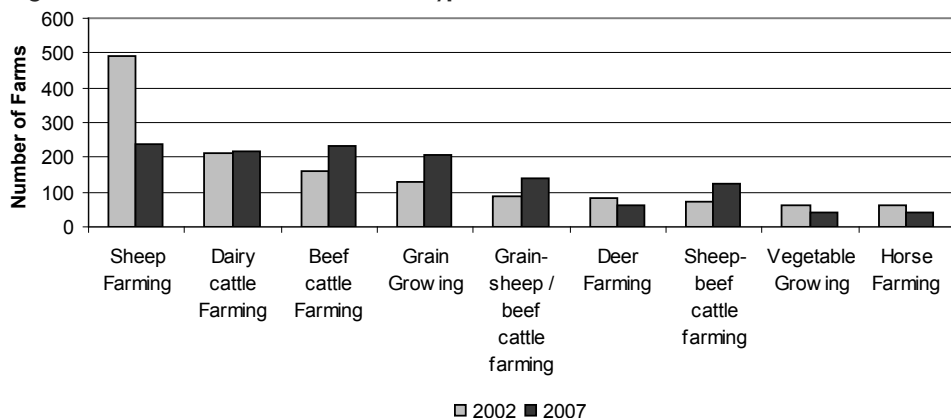
What is this about?

The agriculture sector is important to New Zealand's economy as agriculture, horticulture and forestry products account for more than half of New Zealand's export income.

Ashburton District is renowned as the home of a large and thriving arable farming industry. Farming represents a modification to the natural landscape of the district, yet provides a background from which the local economy can grow, and is an integral part of the district's economy.

The district is not reliant a single type of agricultural production as the land is used for a variety of different farm types. Changing profitability has resulted in a shift of farm practises and livestock types throughout the Ashburton District over the past five years.

Fig. 78. Ashburton District Number and Type of Farms



Ashburton District Number and Type of Farms 2002 - 2007
 Source: Statistics New Zealand; Agricultural Production Census

Fig 79. Livestock Numbers in Ashburton District

	Dairy Cattle	Beef Cattle	Sheep	Deer
2002	188019	96772	1475764	96661
2007	261134	114382	1293527	68390
Change	73115	17610	-182237	-28271
%Change	28%	39%	-13%	-30%

Ashburton District Livestock Numbers 2002 - 2007
 Source: Statistics New Zealand; Agricultural Production Census

Key Points

- The district’s agricultural sector has changed significantly over the last 5 years, with a significant reduction in the number of sheep farms in the district
- Farm numbers have increased for dairy, grain, and sheep and beef cattle farming.
- Dairy cattle numbers grew by 73,000 (28%) between 2002 – 2007 reflecting the increased profitability in dairy farming
- Sheep numbers in the district declined by 13% (182,237) in the same period highlighting the diminished profitability of the sector
- Beef cattle numbers grew by 39% (17,600) and deer numbers declined by 30% (28,000)

AREA OF IRRIGATED LAND

What is this about?

Water in Ashburton District is the backbone of economic growth. Irrigated land is a key driver of the local economy as without the use of water, much of the efforts of the agricultural industry (including the sheep and beef, dairy and arable sectors) would not be economically viable.

Irrigated land comes in the form of flood systems (for example border strips), spray systems (for example centre pivots and linear, rotating and fixed booms) and micro systems (such as sprinklers and drips).

The collection of irrigation data has developed as the economic reliance on irrigation has increased. This has meant that there is little comparable data from previous agricultural census information as specific irrigation information has not been asked in the past.

Fig 80. Ashburton District Irrigable Land Statistics

	Total Area Equipped for Irrigation	% of total area by irrigation	Irrigable area by flood systems	Irrigable area by spray systems	Irrigable area by micro systems	Irrigable area with systems not specified
2002	114875	22.6%	na	na	na	na
2007	140163	33.5%	30450 (21%)	108033 (77%)	626 (0.4%)	3166 (2.2%)

Ashburton District Irrigable Land Statistics

Source: Statistics New Zealand: Agriculture Census 1996 – 2007

Key Points

- Total area able to be irrigated is over 140, 000 hectares in the district, this accounts for one third of all agricultural land in the district
- The largest form of irrigation in the district is by spray systems (eg centre pivots and linear, rotating and fixed booms)
- Total land area equipped for irrigation has increased by 25,000 hectares from 2002 - 2007
- The total area equipped for irrigation may increase in the future

APPENDIX FOUR

DATA SOURCES

Key sources of data for the State of the Community Report have been Council's Annual Residents Survey and Statistics New Zealand Census.

NRB ANNUAL COMMUNITRAK SURVEY

The National Research Bureau (NRB) has been commissioned by Ashburton District Council to undertake an annual resident survey since 1993. The survey's purpose is to provide Council with community feedback on how the community views the conduct and performance of Council and to provide data relating to the achievement of targets set in the Long Term Council Community Plan (LTCCP) and Annual Plan.

The survey is conducted annually as a telephone survey of ratepayers using a randomised sample selection method to select participants.

For further information on Council's Annual Residents Survey, please contact Council offices on (03) 307 7700 or email info@adc.govt.nz

CENSUS DATA

The Census is the official count of population and dwellings in New Zealand, providing a snapshot of society at a point in time. It provides detailed demographic, social, and economic data and is used as a source of information often used in research, planning and decision-making by a wide range of sectors throughout New Zealand.

The Census is conducted every five years by Statistics New Zealand, with the most recent census taken in 2006.

For further information on the Census, please refer to www.stats.govt.nz/census.

ACKNOWLEDGEMENTS

Ashburton District Council wishes to acknowledge the organisations who provided information to form the first State of the Community Report. Given the scope of the report, without support from these organisations the State of the Community Report would not have been possible. Council would like to thank the following organisations for their contribution and willingness to work together for the benefit of the community.

ACC
Ashburton Art Gallery
Ashburton Community Pool
Ashburton Museum and Historical Society
Department of Internal Affairs
Environment Canterbury
Ministry of Education
Ministry of Health
Ministry of Social Development
National Research Bureau (NRB)
New Zealand Police
New Zealand Transport Agency
SPARC New Zealand
Statistics New Zealand
Tertiary Education Commission

