

ASHBURTON DISTRICT COUNCIL
STATE OF THE COMMUNITY REPORT

09

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Contact Us:

Ashburton District Council Community Planning Team



MESSAGE FROM THE MAYOR

WELCOME TO ASHBURTON DISTRICTS' FIRST STATE OF THE COMMUNITY REPORT.

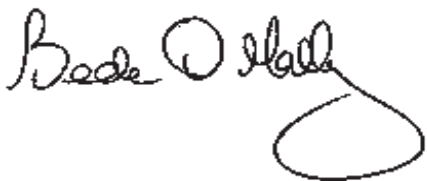
This report measures our community's progress towards achieving our seven community outcomes, which were identified in a consultative process with the community in 2005. Being our first community outcomes monitoring report, it provides a snapshot in time of our community and establishes a baseline for future state of the community monitoring and reporting.

Community outcomes are our community's aspirations and goals for the future. If we are to achieve these goals we will need to work together and play to our individual and collective strengths.

The State of the Community Report will also provide key information about our district which can be used by Council, central government, community organisations, businesses and individuals for research, planning and decision-making.

Our district has thrived over the past five years, having experienced rapid growth since 2001 and we are now one of the fastest growing rural districts in New Zealand. We are performing well and this is reflected through our high level of community spirit, resident satisfaction with a number of core facilities and services and overall quality of life.

We will continue to work to improve on all areas, especially those which are signalled as having room for improvement. Council and community organisations must work together to achieve our community outcomes. Together we can build a positive future for the Ashburton District.



Mayor Bede O'Malley, 2009



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ABOUT THE STATE OF THE COMMUNITY REPORT

Community outcomes are the aspirations and goals which each community in New Zealand is working to achieve. These outcomes were identified by the community in a consultative process in 2005 and provide signposts of where the community wants to be in the future.

Every three years Council will report on progress made to achieving our district's community outcomes through the State of the Community Report which monitors indicators across the broad range of sectors that our community outcomes cover. As this is the first State of the Community Report for Ashburton District it will provide the baseline report for progress made towards achieving community outcomes.

This information will 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.

Our district's seven community outcomes cover the areas of our economy, environment, identity and heritage, education, health, recreation and democracy. Each outcome has indicators and measures to signal our progress to achieve the community outcomes.

To plan and prioritise effectively, decision makers need information about the current situation, developing trends and pressure points and about the impacts or effects interventions or policies have had. 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 see what has been successful and what hasn't, where resources might be needed to be allocated in the future and closes the planning loop.

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.

The indicators used for this report 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 comparative source of data, so our performance can be compared and tracked over time. The indicators include a mix of qualitative and quantitative data to ensure sound representation.

If we, as a community, are to make progress to achieving our community outcome goals we need to work together and to play to our individual and collective strengths. This is likely to include working collaboratively and exploring new ways of working that perhaps have not been considered in the past.

DISTRICT PROFILE

INTRODUCTION

Ashburton District is located in the central South Island, an hour's drive south from Christchurch. Home to over 28,700 people, the district has a thriving and diverse rural economy.

As a district, Ashburton has experienced significant changes to its demography, economy and community since community outcomes were first developed in 2005.

Key trends have emerged in Ashburton District that need to be recognised in future planning processes by Council, businesses and community organisations as they prepare to provide the district with infrastructure and services for the future.

OUR PEOPLE

Ashburton District has experienced rapid growth since 2001 due to migration and natural population increases (births). Ashburton District is one of the fastest growing rural districts in New Zealand with an economy based on agriculture and light manufacturing. 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.

Key Facts:

Census data shows that since 1991, Ashburton District has experienced some key demographic changes, including being a:

- **Growing Population** – Expected to reach a population of 33,600 by 2031. Statistics New Zealand projections forecast continued population growth in the district, with the growth in the current census cycle (2006-2011) expected to be 5.5%, or an additional 1600 residents. This will have implications for housing, transport, essential services (such as water and waste water), community services and facilities, and health services.
- **Ageing Population** – The number of people in the 'over 65' age group is expected to double by 2031, with decreasing proportions of the population in the 'working' group (aged between 15 – 64 years) and 'children' group of the population (aged under 15 years). An ageing population will impact on both the community services and facilities required and demanded, and the ability of the declining working populations' ability to fund such community services and facilities.
- **Increasing Ethnic Diversity** – Ashburton District's population has historically been overwhelmingly European in ethnicity. While this is still the case the population is becoming more ethnically diverse as new residents make Ashburton District their home. 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. An implication of an increasingly diverse population is the increased need for additional support services to assist the newcomer settling-in process.

For more detailed information of the population changes experienced in the district, please refer to Appendix Two, page 95.

OUR ECONOMY

Agriculture continues to underpin the economy of the Ashburton District, with over 37% of the district's Gross Domestic Product (GDP) coming directly from the agriculture, meat and vegetable processing industries in 2007. Our agricultural exports, including; dairy products, livestock, vegetables, grains, berry fruits and flowers, are three and a half times higher than the New Zealand average, based on population.

As a district we are at the forefront of New Zealand's agricultural industry. Our farmers are constantly seeking ways to maximise return from the land, while maintaining the efficient use of resources, resulting in technology developments that are leading edge nationally and internationally.

Our agricultural performance is complemented by significant processing, service and advisory sectors with a range of innovative businesses built on world-leading intellectual property.

Irrigation has transformed Ashburton District into one of the powerhouses of New Zealand's agricultural economy. Water is the life-blood of the district and continues to be the single biggest issue our district will face in the years to come - securing reliability of supply and using water to maximum effect to improve the overall wellbeing of the people and the environment.

Industry and Manufacturing are growing features of our expanding local economy with food processing and engineering being key sectors.

There are also a large number of seed companies in the district with seed-cleaning, packing and distribution facilities. Ashburton District accounts for over 43% of all arable production in New Zealand.

Commerce the district is well served with financial and commercial services. Ashburton is the retail and commercial hub of the district, while Methven and Rakaia both have retail and commercial businesses servicing the local communities.

Tourism continues to grow in the district with the main attractions being Mount Hutt ski field in winter and the scenic attractions of the foothills and high country areas throughout the year.

The development of Lake Hood has added another dimension to the district's attractions with a championship rowing course, recreational boating and swimming.

Key Facts:







- In 2007, \$1.17 billion in GDP (Gross Domestic Product) was contributed by Ashburton District to the New Zealand economy, 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.
- The agricultural, forestry and fishing industry is the largest employer in the Ashburton District, with over 24% of the employed population working in this industry.
- The manufacturing industry is the second largest employer in the district, with over 17% of the employed population working in this industry.
- One in six Full Time Equivalent 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 District's 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, employs 6.2% of the working population and accounts for 7.4% of all businesses.

For more detailed information of our economy, please refer to Appendix Three, page 98.

EXECUTIVE SUMMARY













The following tables summarise the indicators and target for each community outcome, and how we are performing as a district. Each indicator is noted with two symbols, one representing the current state of the district with respect to the indicator, the other showing the general trend and whether we are moving closer to achieving our target, staying about the same or deteriorating. Each indicator is discussed in detail in the report.

Key:

State	 Achieving out Target	 Close to Achieving	 Not achieving our Target
Trend	 Favourable / Improving	 No significant change	 Declining / Unfavourable

1. A thriving and diverse local economy that provides the foundation for a quality lifestyle

- Our community has access to quality infrastructure (roading, water, footpaths, wastewater and stormwater) that is efficient and reliable (**Priority**)
- We recognise the importance of access to sustainable water sources for our economy and work together to make a water storage facility a reality (**Priority**)
- Ashburton District has a growing population enjoying a high quality of life
- We have a prosperous and diverse local economy, and a skilled workforce

Indicator	Measure	Source of Information	Target	State	Trend	
1.1	Population Growth	Ashburton District population growth	Statistics NZ - Census	Higher population growth than NZ as a whole		
1.2	Skilled Workforce	Proportion of working aged population undertaking industry training or modern apprenticeships in the District	Tertiary Education Commission	Higher participation than New Zealand as a whole		
1.3	Income	Median Annual Personal Income	Statistics NZ – Linked Employee Employer Data (LEED)	Higher median annual personal income than for NZ as a whole		
		Median Annual Household Income	Statistics NZ - Census	Higher median annual household income than the Canterbury region		
	Workforce participation rate	Statistics NZ – Census	Higher workforce participation rate than for NZ as a whole			
1.4	Home Ownership	Home ownership rate	Statistics NZ - Census	Higher home ownership rate than for NZ as a whole		

1.5	Quality of Infrastructure	Resident satisfaction with the quality of Council-provided infrastructure	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the quality of services provided by Council	☹️	↔️
				Higher resident satisfaction than peer group council comparisons	😊	↑
		Resident access to internet services	Ashburton District Council – NRB Survey	Higher resident access to internet than NZ as a whole	☹️	↑
1.6	Building and Construction	Annual value, type and number of building consents issued	Ashburton District Council	To have more residential building consents issued per 1000 people than New Zealand as a whole	😊	↑
1.7	Water Resources	Resident satisfaction with Council's role in the management of the District's water resources	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the quality of services provided by Council	☹️	↔️
1.8	Tourism	Tourism guest night numbers	Statistics NZ – Commercial Accommodation Monitor	Guest nights per annum are increasing faster than for the Canterbury region and for NZ as a whole	😊	↔️
1.9	Quality of life	Residents satisfaction with their quality of life in the district	ADC – NRB Survey NZ Quality of Life Survey	Higher satisfaction score than the New Zealand Quality of Life satisfaction score	😊	↔️

2. Natural and developed environments are sustained for the enjoyment of current and future generations

- Water, land and air are managed sustainably (**Priority**)
- Our towns and rural areas are developed in ways that respect the local environment and meet the needs of the community (**Priority**)
- Our community understands the need to protect our natural environment and acts to do so

Indicator	Measure	Source of Information	Target	State	Trend
2.1	Air Quality	Air quality – PM ₁₀ levels in Ashburton	Environment Canterbury	PM ₁₀ levels in Ashburton trend down to meet the national standard of below 50 ug/m ³ at all times	☹️ ↔
2.2	Water Quality	Groundwater nitrate levels in monitored drinking water wells	Environment Canterbury	All drinking water wells tested meet the national drinking water standard of 11.3 mg/litre or less	☹️ ↓
		Swimming water quality in the district's rivers and lakes	Environment Canterbury	All tested swimming sites in the district to maintain a score of either 'good' or 'very good'	☹️ ↔
2.3	Water Management	Water consumption per household connection on Council drinking water schemes	Ashburton District Council	To reduce water consumption per connection each year	☹️ ↔
2.4	Open Space	Ratio of open space	Ashburton District Council – District Plan	Higher ratio of open urban space than for New Zealand as a whole.	😊 ↔
2.5	Recycling and Reusing	Amount of reusable/ recyclable material diverted from the waste stream	Ashburton District Council	An annual increase of 1% by weight in the percentage of recyclable and reusable material diverted from the waste stream	😊 ↔
		Resident satisfaction with kerbside recycling and rubbish collection services provided by Council	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the kerbside recycling and rubbish collection service	😊 ↔
				85% or more of residents surveyed are satisfied with the kerbside recycling and rubbish collection service	😊 ↔
2.6	Protecting our Environment	Resident satisfaction that current environmental protection will preserve and sustain the District for future generations	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied that the natural environment is being preserved and sustained for future generations	☹️ ↓

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

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

Indicator		Measure	Source of Information	Target	State	Trend
3.1	Community Spirit	Resident's satisfaction with community spirit within Ashburton District	Ashburton District Council – NRB Survey NZ Quality of Life Survey Report	Higher proportions of the population with a perception of good or very good community spirit than in New Zealand as a whole	😊	↔
3.2	Cultural Heritage	Percentage of Maori speakers in the district	Statistics NZ - Census	Higher proportion of Maori speaking Te Reo Maori than the South Island	😊	↑
		Satisfaction with preservation of heritage features	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the preservation of heritage features in Ashburton District	😊	↑
3.3	Volunteer Community Contribution	Proportion of population participating in voluntary work	Statistics NZ - Census	Higher levels of voluntary community participation than for the Canterbury region and New Zealand as a whole	😊	↔
3.4	Valuing Diversity	Resident perceptions of diversity	Ashburton District Council – NRB Survey, NZ Quality of Life Survey Report	Higher proportion of the population with a positive perception of increased cultural diversity than in New Zealand as a whole	😐	↔
3.5	Welcoming Community	Resident perceptions of the level of support given to new residents and migrants	Ashburton District Council – NRB Survey	85% or more of residents surveyed feel that new residents and migrants are given adequate support on arriving in the district	😐	↔

4. A community with access to quality education and life long learning

- Employers and education providers work together to develop training programs that meet the needs of the local economy **(Priority)**
- People of all ages have access to opportunities to develop their skills and enrich their knowledge
- Education providers have the resources they require to meet community needs

Indicator	Measure	Source of Information	Target	State	Trend	
4.1	Education Participation	New school entrant participation in early childhood education (ECE)	Ministry of Education	Higher ECE participation rate than for NZ as a whole	😊	↑
		Retention rates of students at school to age 17.5 years	Ministry of Education	Higher student retention rate than for Canterbury and New Zealand as a whole	😞	↔
		Youth who are not engaged in employment, education or training (NEET)	Department of Labour	Lower Youth NEET rates than for New Zealand as a whole	😊	↔
		Suspension and exclusion rates	Ministry of Education	Lower suspension and exclusion rates than for New Zealand as a whole	😊	↑
4.2	Education Achievement	Highest qualification gained	Statistics NZ - Census	Higher proportion of the population with a formal qualification than for Canterbury as a region and New Zealand as a whole	😞	↑
		Students leaving school with NCEA Level 2 and higher	Ministry of Education	Higher proportion of school leavers with NCEA Level 2 or above than for New Zealand as a whole	😞	↔
4.3	Education Quality	Resident satisfaction with education services in the district	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the education services in the district	😊	↔

5. Healthy, active people enjoying a good quality of life in a caring and safe environment

- We have healthy, active people with good access to health services (**Priority**)
- A range of agencies work together to create a safe environment
- Good systems are in place to plan for, and respond, to emergencies
- Young people are supported to lead healthy and safe lives and are active participants in community life
- We have a caring community that supports the elderly and helps others in need

Indicator	Measure	Source of Information	Target	State	Trend	
5.1	Supportive Community	New Zealand Deprivation Index (Social Deprivation Index)	Ministry of Health	Maintain the district deprivation score at 4 or under	😊	↔
		Proportion and distribution of all means tested benefits being received	Ministry of Social Development	Lower rate of benefits received than for Canterbury and New Zealand as a whole	😊	↑
5.2	Affordable Housing	Rent to income ratio	Statistics NZ & Department of Building and Housing	Lower rent to income ratio than for Canterbury as a whole	😊	↑
5.3	Healthy and Active Community	Smoking rates	Statistics NZ - Census	Lower smoking rate than for New Zealand as a whole	😊	↔
		Frequency of physical activity	Ashburton District Council – NRB Survey	Higher proportion of residents doing 30 minutes of daily physical activity than for New Zealand as a whole	😊	↔
5.4	Quality Health Services	Satisfaction with local health services	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the quality of health services provided	😐	↑
		Satisfaction with access to health services	Ashburton District Council – NRB Survey	To have a lower proportion of people not visiting their GP due to barriers than the New Zealand proportion	😊	↑
5.5	Community Safety	Recorded crime offences and apprehensions in the Mid-South Canterbury Police District	New Zealand Police & Statistics NZ	Lower recorded crime rates than for NZ as a whole	😊	↓
		Satisfaction with community safety	Ashburton District Council – NRB Survey	95% or more of residents surveyed feel safe in Ashburton District all or most of the time	😐	↓
		Road crash injury and fatality rates for Ashburton District	NZ Transport Agency	Lower road crash injury rates than for New Zealand as a whole	😊	↔
				Lower road crash fatality rates than for New Zealand as a whole	😐	↔
		Workplace accident and injury rates	ACC	Lower workplace accident and injury rates than for NZ as a whole	😐	↔

6. A community with access to a variety of cultural, recreational and heritage experiences and facilities that enhance our quality of life

- Cultural, recreational and heritage facilities are maintained and developed to meet community needs **(Priority)**
- Cultural, recreational and heritage experiences and facilities are accessible to the community and actively used

Indicator		Measure	Source of Information	Target	State	Trend
6.1	Arts, Culture and Heritage Facilities and Services	Use of the District Library	Ashburton District Council – NRB Survey	At least 70% of residents have used the Library in the past year	☹️	↔️
		Patronage of the Art Gallery	Ashburton District Council – NRB Survey	The Art Gallery has at least 10,000 visits each year	😊	↔️
		Patronage of the Museum	Ashburton District Council – NRB Survey	The Museum has at least 10,000 visits each year	☹️	↑
		Satisfaction with Council’s involvement with Art Gallery and Museum	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the quality of service provided by the Art Gallery and Museum	😊	↑
6.2	Recreation Facilities and Services	Use of the Community Pool	Ashburton District Community Pool Reports	The Ashburton Community Pool has at least 70,000 admissions per year	☹️	↔️
		Use of Council provided sport and recreation facilities	Ashburton District Council – NRB Survey	85% or more of residents surveyed have used or visited sports fields, playgrounds, parks, reserves and gardens each year	☹️	↔️
		Satisfaction with Council provided sport and recreation facilities	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with Council provided facilities and services	😊	↔️
6.3	Community Events	Satisfaction with Council’s role in community events	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the quality of service provided by Council	😊	↑

7. A community that contributes to improving our quality of life through democratic participation

- Advocacy by community leaders for identified local concerns and issues at a local, regional and national level **(Priority)**
- The community is provided with opportunities to participate in local decision-making
- There is active participation in elections and consultation processes

Indicator	Measure	Source of Information	Target	State	Trend	
7.1	Democratic Participation	Voter turnout in local and central government elections	Ministry of Social Development, Elections New Zealand, Department of Internal Affairs	Higher voter turnout in Local Government elections than New Zealand District Councils as a whole	😊	↓
				Higher voter turnout in Central Government elections than New Zealand as a whole	😞	↓
	Satisfaction with the way Council involves the public in the decisions it makes	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the way Council involves the public in the decisions it makes	😞	↔	
7.2	Quality of Local Government	Satisfaction with the availability of Council information	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with the availability of Council information	😞	↔
		Satisfaction with the performance of the Mayor and Councillors	Ashburton District Council – NRB Survey	Mayor and Councillors maintain a performance rating above that of the peer group average of similar Council's	😊	↑
		Satisfaction with contact with council staff	Ashburton District Council – NRB Survey	Staff maintain a performance rating above that of the peer group average of similar Council's	😊	↑
		Satisfaction with Council's advocacy role for the district	Ashburton District Council – NRB Survey	85% or more of residents surveyed are satisfied with Council's advocacy role for the district	😊	↑