

# 1. ECONOMY

## DESIRED COMMUNITY OUTCOME

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

- a. Our community has access to quality infrastructure (roading, water, footpaths, wastewater & storm water) that is efficient and reliable (**Priority**)
- b. 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**)
- c. Ashburton District has a growing population enjoying a high quality of life
- d. We have a prosperous and diverse local economy, and a skilled workforce

## INTRODUCTION

Economic growth and development underpin our quality of life and enhance our prosperity. Sustained economic activity is critical for ensuring our district has the resources necessary to fund many other areas of wellbeing such as health and education. The economy is dependent on, and contributes to, quality employment opportunities, income levels, training / skill development and innovation. The state of our local economy also impacts on our inward and outward migration flows.

Nine indicators and their measures depict Ashburton District's progress towards achieving its economic goal of being a thriving and diverse local economy that provides the foundation for a quality lifestyle. These indicators are population growth, a skilled workforce, income, home ownership, quality of infrastructure, building and construction, water resources, tourism and quality of life.

	State	Trend
<b>1.1 Population Growth</b>		
• Population growth	☹️	↑
<b>1.2 Skilled Workforce</b>		
• Industry training and modern apprenticeships	😊	↔️
<b>1.3 Income</b>		
• Median annual personal income	☹️	↑
• Median annual household income	☹️	↑
• Workforce participation rate	😊	↑
<b>1.4 Home Ownership</b>		
• Home Ownership Rate	😊	↓
<b>1.5 Quality of Infrastructure</b>		
• Resident satisfied with the quality of services provided by Council	☹️	↔️
• Higher residential satisfaction than peer group comparisons	😊	↑
• Resident access to internet services	☹️	↑
<b>1.6 Building and Construction</b>		
• Building consents	😊	↑
<b>1.7 Water Resources</b>		
• Resident satisfaction with Council's role in the management of the district's water resources	☹️	↔️
<b>1.8 Tourism</b>		
• Guest night numbers	☹️	↔️
<b>1.9 Quality of Life</b>		
• Resident satisfaction with their overall quality of life	😊	↔️

Key:

<b>State</b>	😊	Achieving out Target	☹️	Close to Achieving	☹️	Not achieving our Target
<b>Trend</b>	↑	Favourable / Improving	↔️	No significant change	↓	Declining / Unfavourable

## 1.1 POPULATION GROWTH

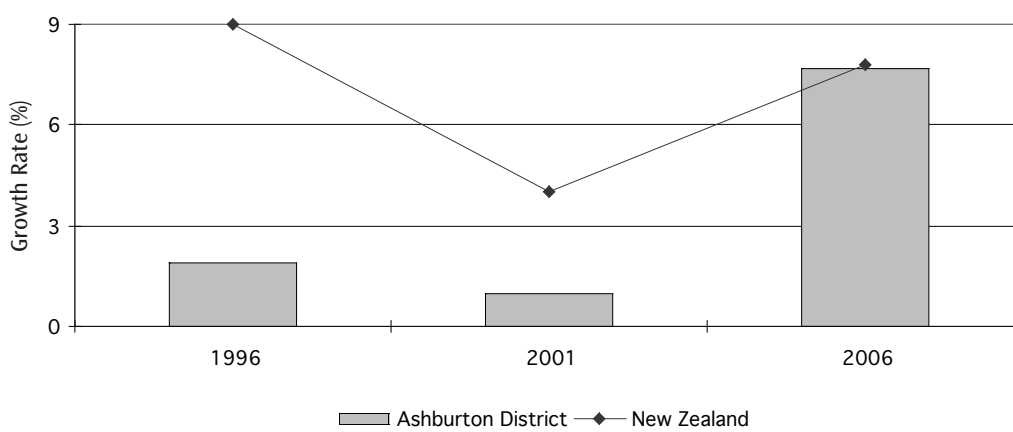
People are a key strength of the local economy. The community indicated in the community outcomes process, that a growing population is important for the district in terms of economic growth and prosperity. A larger population generally can sustain higher standards of community facilities and services and a wider range of commercial services. However, population growth still needs to remain sustainable.

### ASHBURTON DISTRICT POPULATION GROWTH

#### What is this about?

Population growth or decline, occurs because of two drivers; natural population change (number of births – number of deaths), and net migration gains and losses. Together these two factors indicate overall population growth or decline.

**Fig 1. Ashburton District and New Zealand Population Growth Rate between Census Cycles**



Ashburton District and New Zealand Population Growth Rate 1996 - 2006

Source: Statistics New Zealand: Sub-national Population Estimates, Counts and Projections based on Census 2006

#### Key Points

- The population in Ashburton District has grown 8.9% in the 10 years since 1996, strongly at odds with previous population predictions from Statistics New Zealand which forecast low or no growth over this period
- The district's population increased by 7.6% during the last census period (2001-2006), close to the national growth rate of 7.8%
- The district's population is projected to continue to grow by 20% from the current population over the next 25 years
- The main driver of population growth during the 2001 – 2006 census cycle has been the arrival of international migrants to the district, accounting for 62% of population growth in this period (n = 1194). Natural population increase (more births than deaths) and internal migration have accounted for the remaining growth
- From 2001 – 2006 the population growth in Ashburton District make it one of the fastest growing districts in the country not directly linked to the urban growth of a nearby city and is among the fastest growing districts with a local economy focused on agriculture

#### How are we doing?

Target:	State:	Trend:
Ashburton District has a higher population growth rate than for New Zealand as a whole	☹️	↑

## FORECAST POPULATION GROWTH

Population estimates are sourced from the latest population projections forecast by Statistics New Zealand. The ‘high’ population projections have been used for this table; these are currently considered the most realistic projection for the district. The decision to use the ‘high’ growth forecast is based on the rapid growth in the district over the past 5-6 years and a belief that this trend will continue in the short to medium term.

**Fig 2. Ashburton District Population and Growth Projections**

	<i>Estimated Resident Population</i>	<i>‘High’ Population Estimates (December 2007)</i>	<i>5 year Numeric Change</i>	<i>5 year Percentage Change</i>
<b>1996</b>	25700			
<b>2001</b>	26000		300	1.20%
<b>2006</b>	28000		2000	7.70%
<b>2011</b>		29600	1600	5.70%
<b>2016</b>		30800	1200	4.00%
<b>2021</b>		31800	1000	3.20%
<b>2026</b>		32800	1000	3.10%
<b>2031</b>		33600	800	2.40%

Actual and Forecast Population Growth in Ashburton District. 1996 - 2031

Source: Statistics New Zealand Census: Sub-national Population Estimates, Counts and Projections based on Census

### Data Limitations

Statistics New Zealand caution users of their population projection forecasts as they are based on assumptions made about future fertility, mortality and migration patterns of the population. They should be used as guidelines only and not exact forecasts. For further information please refer to: <http://www.stats.govt.nz/people/default.htm>

## 1.2 SKILLED WORKFORCE

A skilled workforce is vital to our district's economic growth, our standard of living and our business competitiveness. Knowledge and innovation are the key drivers of economic growth and social cohesion, which our community has indicated as being important for the future of Ashburton District.

### MODERN APPRENTICESHIPS AND INDUSTRY TRAINING

#### What is this about?

Modern apprenticeships and industry training have been developed to help give the New Zealand workforce the skills and knowledge needed to keep our industries at the cutting edge of technology.

Modern apprenticeships are a combination of the apprenticeship tradition in New Zealand with the latest knowledge in workplace training.

Industry training concentrates on workplace learning that raises skills of employees. This is subsidised by the government as part of their commitment to progressing New Zealand's knowledge economy.

	2008 Working Aged Population >15 years	People undertaking Industry Training		People undertaking Modern Apprenticeships		Total in Industry Training or Modern Apprenticeships
		N	%	N	%	
Ashburton District	17,900	1,569	8.8%	108	0.6%	9.4%
New Zealand	2,813,200	123,344	4.4%	11,513	0.4%	4.8%

Proportion of the working aged population in Modern Apprenticeships or Industry Training – 31st March, 2008  
Source: Tertiary Education Commission

#### Key Points

- As of 31 March, 2008, 9.4% of Ashburton District's working aged population were undertaking Industry Training or a Modern Apprenticeship
- In comparison, New Zealand has 4.8% of their working aged population undertaking industry training or a modern apprenticeship
- The top three Industry Training Organisations in the Ashburton District are as follows
  - NZITO - New Zealand Industry Training Organisation (eg dairy manufacturing & meat processing and inspecting) with 381 registered trainees
  - EXITO – Extractive Industries Training Organisation (eg water drilling) with 364 registered trainees
  - AGITO – Agriculture Industry Training Organisation (eg dairy, sheep & beef and arable farming) with 338 registered trainees

#### How are we doing?

Target:	State:	Trend:
Ashburton District has higher participation rates in Modern Apprenticeships and Industry Training than for New Zealand as a whole	😊	↔

#### Data Limitations

Trainee numbers have been counted for each program they have been involved in; therefore an individual may be involved in industry training and a modern apprenticeship. In this instance a single individual will be counted twice.

### 1.3 INCOME

Income (as a result of earnings) is an important driver of the economy as the level of disposable income, derived from weekly income minus fixed expenses, indicates the spending power people have. What people buy and consume with their earnings contributes to the health of the local economy.

Income is the central determining factor of health and education outcomes and quality of life in general. Participation in and access to paid employment is the main determinant of achieving an adequate income.

#### MEDIAN ANNUAL PERSONAL INCOME

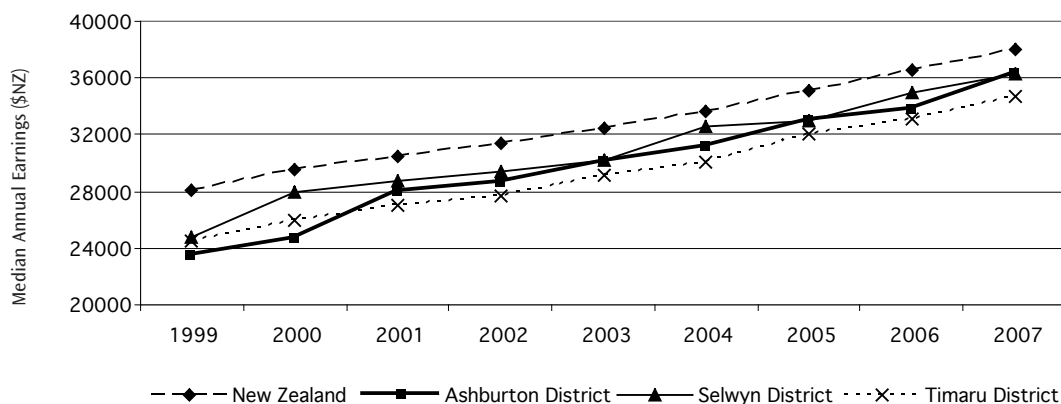
##### What is this about?

Median annual personal income is the measure of the middle point of the distribution of personal annual earnings. For example, if there were 99 people, the median annual earning would be the annual income of the fiftieth person when people were ranked by annual earning.

The data below reflects the median annual earnings of all those ‘employed’ who receive income from which tax is deducted at source. These payments are made by employers to Inland Revenue. The fundamental basis of this data is ‘jobs’. A job is defined as a unique employer-employee pair and for inclusion in this data the job must:

- Relate to a person 15 years of age and over
- Have PAYE tax deducted at source
- Be in relation to “paid employment” rather than a social assistance payment
- Have a valid IRD identifier

**Fig 4. Ashburton District Median Annual Personal Earnings**



Ashburton District Median Annual Earnings 1999 – 2007 with comparisons to Selwyn District, Timaru District and New Zealand

Source: Statistics New Zealand LEED Measures by Territorial Authority

##### Key Points

- Ashburton District median earnings have grown steadily since 1999, when it was below the Selwyn and Timaru Districts and the national median
- Ashburton District now has a median earning (for those employed) of \$36,320, still below the national average of \$38,040, but above Timaru District and on par with Selwyn District

##### How are we doing?

Target:	State:	Trend:
Ashburton District median personal income is higher than the New Zealand median personal income.	☹️	↑

##### Data Limitations

Linked Employer Employee Data (LEED) is collected by Statistics New Zealand from their Business Frame and from monthly administrative data from the Inland Revenue Department (IRD) taxation system. The data does not contain any information relating to the number of hours worked for the earnings.

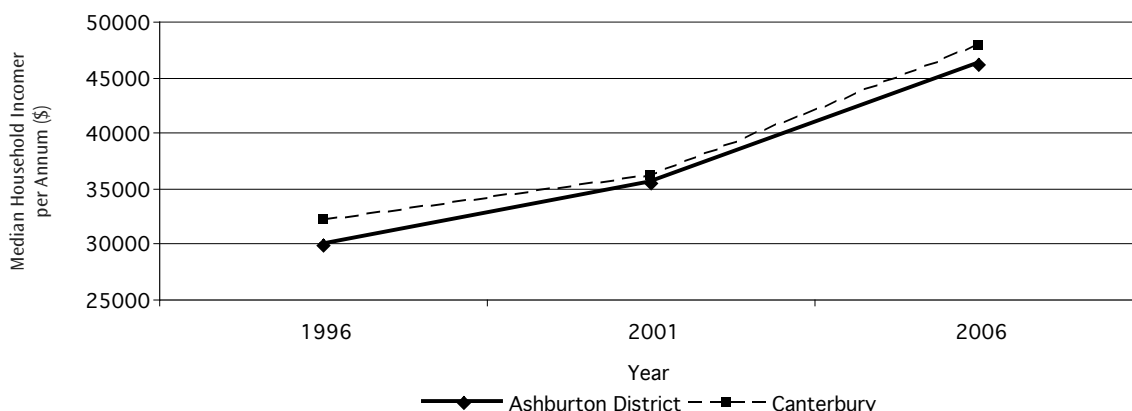
## MEDIAN ANNUAL HOUSEHOLD INCOME

### What is this about?

Median annual household income is the measure of the middle point of the distribution of household annual earnings. For example, if there were 99 households, the median annual earning would be the annual income of the fiftieth household when ranked by annual earning. Use of median income data is a more accurate measure of income than average income, as it limits the impact of the extreme ends of the income spectrum.

Median household income provides an indication of income generated by household members (related or not) and their ability to meet living costs. Median household income is the income of all households in the district, including people living alone.

**Fig 5. Ashburton District and Canterbury Regional Median Annual Household Income**



Ashburton District & Canterbury Regional Median Annual Household Earnings 1996-2006

Source: Statistics New Zealand Census

### Key Points

- In 2006, the median household income in Ashburton District was \$46,100; \$1800 below the Canterbury median of \$47,900
- Between 2001 and 2006 the median annual family income increased by 30% in Ashburton District, whereas in Canterbury it increased by 24%
- Since 1996 the Ashburton District household income has increased from \$29,900 to \$46,100

### How are we doing?

Target:	State:	Trend:
The Ashburton District median household income is greater than the Canterbury regional median household income	☹️	↑

### Data Limitations

Statistics New Zealand has noted income questions in the census have higher non-response than other questions. High levels of non-response affect the quality of income counts, averages and medians. In 2006 the non-response rate was 16.2%. Population groups that tend to have higher non-response rates for income questions include the elderly, the young, certain ethnic groups and people in receipt of a benefit or pension. Please note that data was not freely available for the New Zealand median annual household income from Statistics New Zealand, therefore Canterbury regional statistics have been used as the comparison.

## WORKFORCE PARTICIPATION

### What is this about?

The workforce participation rate identifies the proportion of the working aged population who are employed and unemployed.

People who are counted as “not in the labour force” are either retired, have personal or family responsibilities, are attending educational institutions, have physical or mental barriers to employment, are temporarily unavailable for work, or do not want to work.

**Fig 6. Workforce participation rates for New Zealand and Ashburton District**

	2001		2006	
	New Zealand	Ashburton District	New Zealand	Ashburton District
Employed Full Time	46%	50%	48%	53%
Employed Part Time	14%	16%	14%	17%
Total Employed	60%	66%	63%	70%
Unemployed	5%	2.30%	3.40%	1.50%
Total Labour Force	65%	68%	66%	71%
Not in the Labour Force	32%	31%	31%	29%

Workforce participation rates for New Zealand and Ashburton District 2001 - 2006

Source: Statistics New Zealand Census 2006

### Key Points

- The proportion of the working aged population employed in 2006 in Ashburton District was 70%, this is 10% higher than the national rate of 60%
- The total proportion of the working aged population in the labour force in Ashburton District is 71%, higher than the national proportion by 5%
- Unemployment, as from the 2006 Census, was nearly 2% lower in Ashburton District when compared with New Zealand proportions

### How are we doing?

Target:	State:	Trend:
Ashburton District has a higher labour force participation rate than New Zealand as a whole	😊	↑

### Data Limitations

Statistics New Zealand cautions the comparison of status in employment data across census cycles, as data from 1996 and 2001 includes ‘not stated’ data, whereas 2006 data includes ‘response unidentifiable’ and ‘not stated’ data.

## 1.4 HOME OWNERSHIP

Home ownership is regarded as having a positive influence on society as it increases people's connection with their community and can improve people's wellbeing and economic situation.

### RATE OF HOME OWNERSHIP IN THE DISTRICT

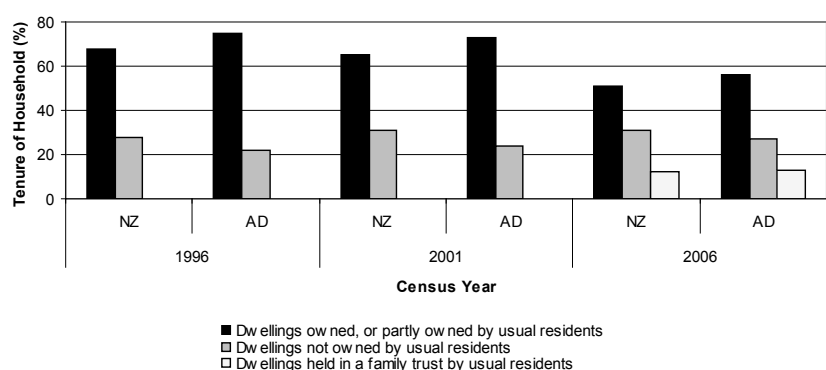
#### What this indicator is about?

As costs increase or wages decrease, home ownership often falls, leading to a higher proportion of the population renting. Research indicates that the higher cost of renting results in less discretionary income. This influences the economic situation of residents as often it limits the ability to pay for essential items or irregular costs, for example medical care.

In addition, research on housing and health has found that higher costs of living can result in poor housing situations, such as substandard conditions and overcrowding.

The tenure of household measure identifies if the household rents or owns the dwelling. It does not refer to the tenure of the land on which the dwelling is situated. Landlord refers to the type of organisation or person from whom households rent or lease private occupied dwellings. An examination of the landlord sector gives an insight into the increasing demand on the private and public sector to provide affordable and suitable rental housing for the New Zealand population, now and in the future. Census data does not differentiate between public and private landlords.

**Fig 7. Tenure of Households (private occupied dwellings) in NZ and Ashburton District**



Tenure of households (private occupied dwellings) in New Zealand and Ashburton District 1996 - 2006

Source: Statistics New Zealand Census

#### Key points

- The level of home ownership in Ashburton District has consistently been above that for New Zealand over the 10 year period 1996 – 2006
- In 2006, 83% of dwellings were recorded in family trust ownership, or owned by usual residents in the district, 1% higher than recorded for New Zealand as a whole. Please note that information on family trust ownership of a home was not recorded prior to 2006
- Over this 10 year period there has been a steady increase in the number of dwellings rented or not owned by the residents living in them, with dwellings in the district not owned by residents increasing by 2% each census cycle

#### How are we doing?

Target:	State:	Trend:
Ashburton District has a higher home ownership rate than for New Zealand as a whole	😊	↓

#### Data Limitations

The 2006 census was the first time that Statistics New Zealand asked questions about family trust ownership. This has meant that making comparisons between census cycles is difficult as no data has been collected on family trusts owning dwellings prior to 2006.

## 1.5 QUALITY OF INFRASTRUCTURE

Efficient and reliable infrastructure is vital to ensuring that our communities have the essential services they require to enable a strong local economy to develop and as a contributor to overall quality of life. Our community indicated through the community outcomes process that developing and maintaining the district's infrastructure is a priority, and therefore, Council is committed to maintaining and enhancing these services.

### RESIDENT SATISFACTION WITH THE QUALITY OF COUNCIL-PROVIDED INFRASTRUCTURE

#### What is this about?

Council provides much of the core infrastructure in the district including;

- Roading and footpaths
- Drinking water supply in the towns and villages
- Wastewater collection, treatment and disposal
- Stormwater collection and disposal
- Solid waste collection and disposal

These essential services provided by Council have the potential to significantly impact on people's quality of life. Resident satisfaction with Council's provision of essential services is one way in which the quality of the district's infrastructure can be measured.

Satisfaction with the quality of the district's infrastructure also helps Council to gauge the level of support the community has for the level of service provided and of priorities for the future.

Comparing our performance against a peer group of similar sized councils and against a national average lets us see how we are performing within a national context.

**Fig 8. Resident Satisfaction with the Quality of Council-provided Infrastructure**

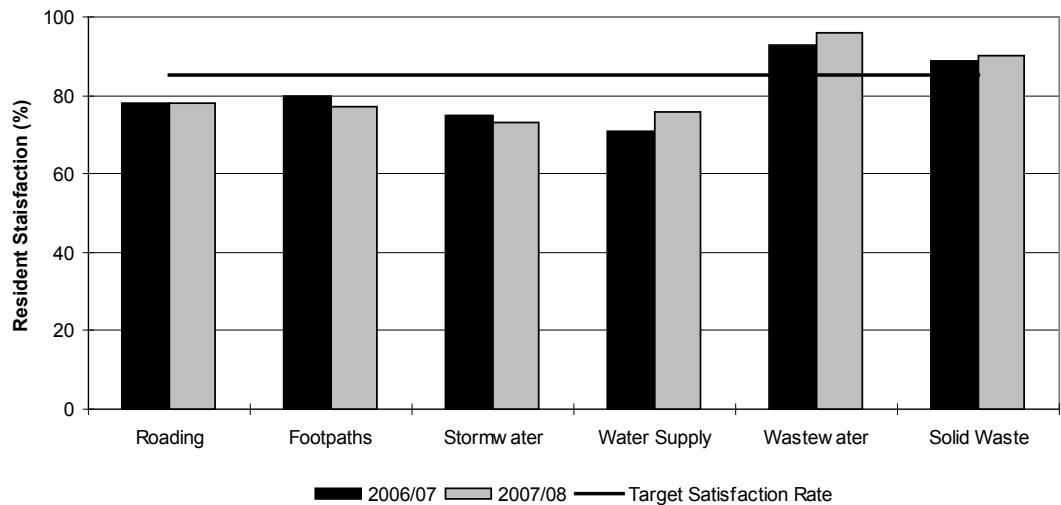
	Peer Group Average			National Average			Ashburton District Council				
	Very/ Fairly Satisfied (%)			Very/ Fairly Satisfied (%)			Very/ Fairly Satisfied (%)				
	2002	2005	2007	2002	2005	2007	2002	2005	2007	2008	Peer+/-
Roading	65	69	76	73	71	78	66	76	78	78	2
Footpaths	61	61	61	69	71	73	68	70	76	74	13
Stormwater	55	56	57	69	70	76	64	65	67	66	9
Water Supply	55	58	57	76	80	82	81	73	85	84	27
Wastewater	57	61	59	78	79	82	-	92	75	81	22
Solid Waste Management	55	56	61	62	64	65	71	75	80	81	20

Resident satisfaction with the quality of Council-provided infrastructure as compared with peer group and national averages (don't know responses included) – 2002 - 2008

Source: Ashburton District Council NRB Communitrak Survey

Note: This comparison is made with other council's that use the NRB Communitrak survey to measure resident satisfaction. No comparison is made with councils that use alternative survey providers to measure resident satisfaction.

**Fig 9. Resident Satisfaction with Council-provided Infrastructure**



Resident satisfaction with the quality of Council-provided infrastructure as compared ADC performance target of 85% (don't knows 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**

- Satisfaction with the service Ashburton District Council provides in roading, footpaths, stormwater, drinking water supply, wastewater and solid waste management have all increased since 2002
- In 2008, satisfaction with the provision of services exceeded peer group council results for all six services compared
- In comparison with national averages in the same areas, 2008 saw Ashburton District Council exceed national averages in the provision of footpaths, water supply and solid waste management
- Ashburton District Council has a performance target of 85% resident satisfaction (don't knows excluded) for all infrastructure services it provides. In 2008, wastewater and solid waste (provision of recycling and residual waste facilities at resource recovery parks) achieved this target

**How are we doing?**

Target:	State:	Trend:
85% or more of residents surveyed are satisfied with the quality of infrastructure provided by Council	☹️	↔️
Ashburton District has a higher level of resident satisfaction with Council provided Infrastructure than the peer group	😊️	↑

**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.

## RESIDENT ACCESS TO INTERNET SERVICES

### What it this about?

In 2006, New Zealand was ranked 11th out of 30 OECD countries for its access to the internet, with 65% of the population having access to some form of internet, whether dial-up, broadband or satellite.

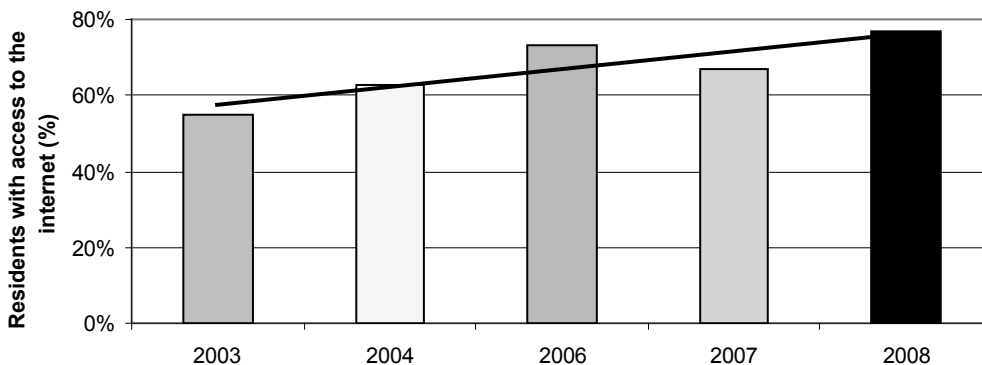
Unequal access to and adoption of technology may exclude some people from communicating with others, and from participating in the knowledge economy. “Electronic communication can facilitate social interaction, stimulate learning, and overcome mobility barriers to keeping people connected” (Quality of Life Survey Team, 2007).

The term “digital divide” refers to the gap between those who can effectively use new information and communication tools, such as the Internet, and those who cannot. While a consensus does not exist on the extent of the divide (and whether the divide is growing or narrowing), researchers worldwide are nearly unanimous in acknowledging that some sort of divide exists at present. Unequal adoption of and access to technology may exclude some people from reaping the benefits of the ‘online’ economy.

Within the Ashburton District there are barriers in accessing broadband internet. Many parts of the district are not able to connect to cabled broadband (ADSL broadband has limits on how far from a telephone exchange it can reach – currently around 2 - 3 kilometres). Wireless internet is an option for some people outside the main towns but coverage within the district is patchy meaning many rural residents have difficulty getting a reliable service or are unable to use wireless broadband at all.

Electricity Ashburton has plans to roll out a fibre optic backbone across much of the district in the future. This will enable many residents in the district to connect to a reliable broadband service.

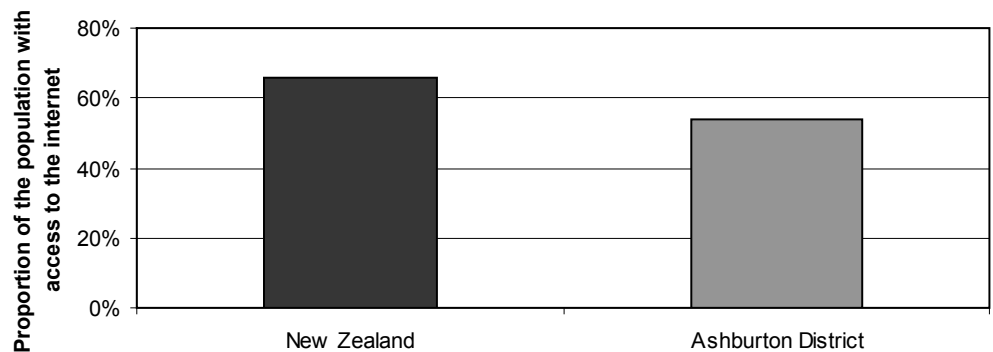
**Fig 10. Proportion of the Ashburton District Population with Access to the Internet**



Proportion of the Ashburton District population with access to the internet 2003 - 2008

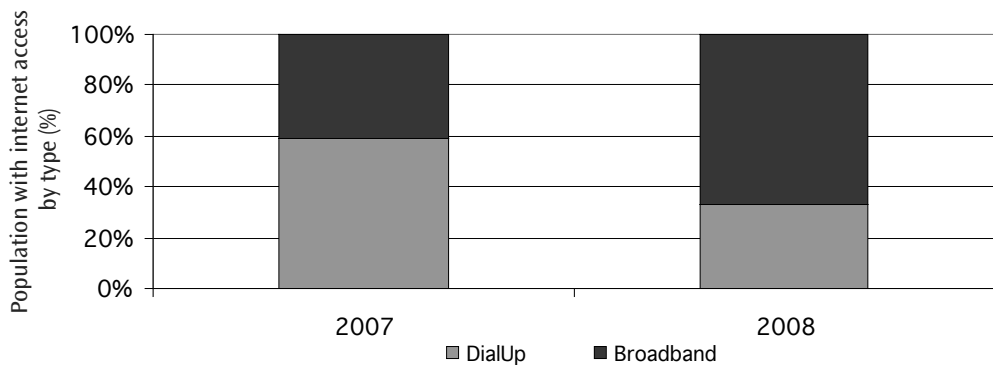
Source: Ashburton District Council NRB Communitrak Survey

**Fig 11. Proportion of the New Zealand and Ashburton District Population with Access to the Internet**



Proportion of the New Zealand and District population with access to the internet in 2006  
 Source: Statistics New Zealand Census

**Fig 12. Type of Internet Access for District Residents with Access to the Internet**



Type of internet access for the population who have access to the internet 2007 - 2008  
 Source: Ashburton District Council NRB Communitrak Survey

**Key Points**

- In 2008, 77% of respondents to the NRB Communitrak Survey in the district had access to the internet, reflecting an increase in internet access since 2003, when only 55% of the population had access
- In 2007, dial-up internet access accounted for over half of all people’s internet connection in Ashburton District
- In 2008, two-thirds of the population with access to the internet used a broadband connection
- In comparison to the national proportion of the population with access to the internet, the 2006 Census found 66% of the New Zealand population had access to the internet compared with 54% of the Ashburton District population

**How are we doing?**

Target:	State:	Trend:
Ashburton District has a higher proportion of the population with access to the internet than for New Zealand as a whole	☹	↑

**Data Limitations**

Comparison between NRB Communitrak Survey and census data is not possible as the former is a representative sample of the population while the latter is a Census (or head count) of all people and private dwellings in the district. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown; this is likely to explain the spike in 2006 in Figure 10.

## 1.6 BUILDING AND CONSTRUCTION

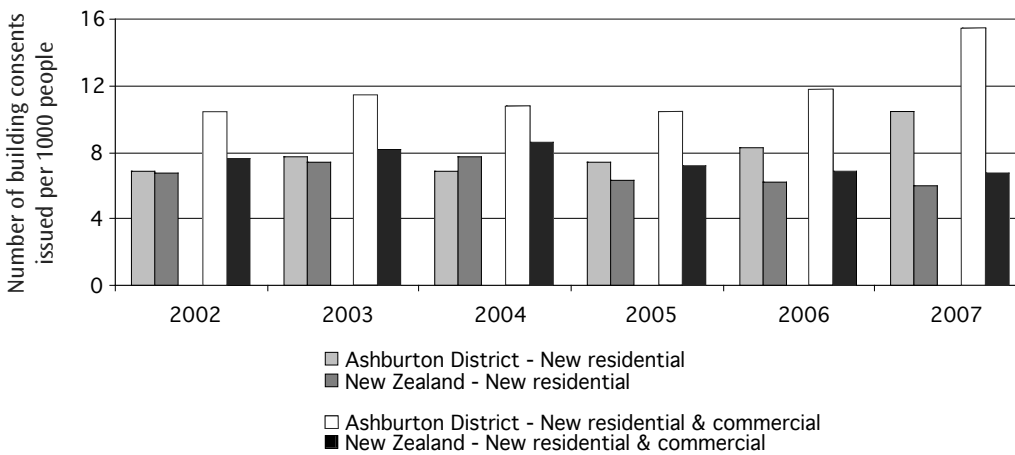
Building and construction activity is a strong early indicator of overall economic activity. Our district has experienced a period of significant building growth, which reflects our community's strong economy.

### BUILDING CONSENTS

#### What is this about?

The level of residential building generally reflects population change, interest rates, house price growth and household income growth. Non-residential building reflects business investment in the district and government spending. Construction activity can be measured as either the number, or the value of consents for new buildings; either measure provides an indication of the extent of building work, which in turn indicates the strength of the local economy.

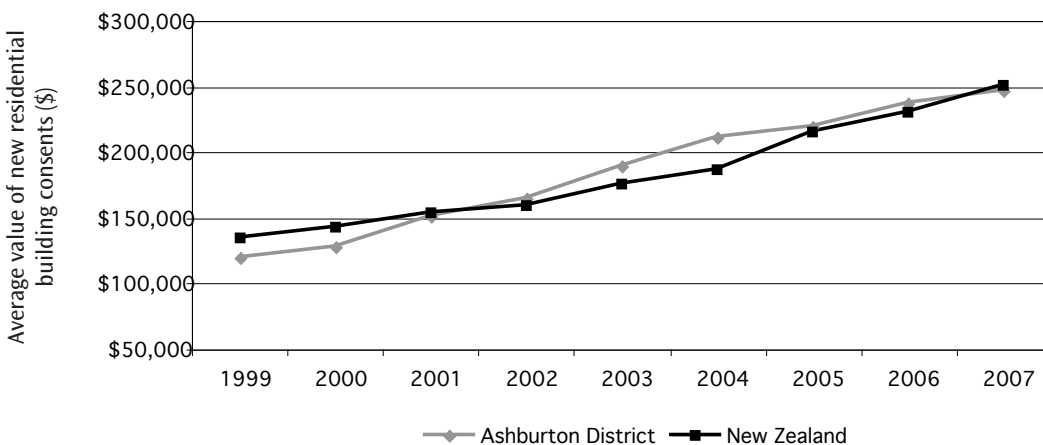
**Fig 13. New Residential and Commercial Building Consents in Ashburton District and New Zealand**



New residential and commercial building consents – Ashburton District and New Zealand 2002 - 2007

Source: Statistics New Zealand: Building consents issued

**Fig 14. Average Value of New Residential Building Consents in Ashburton District and New Zealand**



Average cost of new residential building consent in Ashburton District and New Zealand 1999 - 2007

Source: Statistics New Zealand: Building consents issued

**Key Points**

- Excluding 2004, Ashburton District has had more new residential building consents issued per 1000 people than for New Zealand as a whole since 2002
- In 2007, Ashburton District built 11 homes for every 1000 people living in the District, New Zealand as a whole built 6 new homes for every 1000 people
- The average value of a new residential building consent in Ashburton District has increased from \$119,934 in 1999 to \$246,935 in 2007 (an increase of 105%). Overall, including all types of building, the average building consent value has increased by 86% over the same period to \$250,800 in 2007
- Commercial building consents have increased steadily since 1998, with both urban and rural building consents of this type doubling since 1998
- Ashburton District has had more new residential and commercial building consents issued per 1000 people than for New Zealand as a whole since 2002. In 2007 Ashburton District had 16 new commercial and residential buildings built for every 1000 people, over double the New Zealand figure of 7 per 1000 people
- The number of milking shed building consents has increased significantly over the ten year period from 1998 – 2007. In 1998, 4 building consents were issued for new milking sheds, whereas in 2007 33 building consents were issued meaning that three times as many milking sheds were built in 2007 as there has been in any year in the past

**How are we doing?**

Target:	State:	Trend:
To have more new residential building consents issued per 1000 people than for New Zealand as a whole	😊	↑

**Data Limitations**

Building consent data collected by Council, including consents for new buildings and alterations to existing buildings, excludes consents valued at less than \$5000, resulting in a small undercount of alterations and additions to both residential and non-residential buildings.

## 1.7 WATER RESOURCES

Water is life and our community recognised through the community outcomes process that access to sustainable water sources is a priority for both our community and our economy.

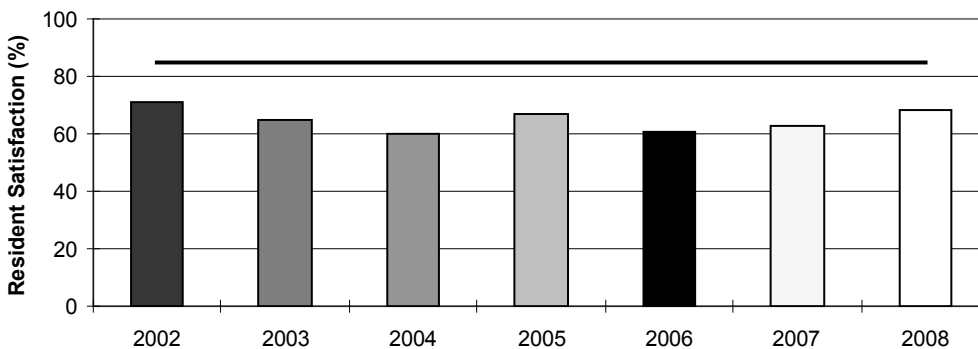
### MANAGEMENT OF THE DISTRICT'S WATER RESOURCES

#### What is this about?

Ashburton District Council provides funding to identify and research sustainable use of water resources and to educate the community on these issues. Much of this work has been commissioned by the Ashburton Community Water Trust.

Council recognises the effective and sustainable management of the district's water resources is perhaps the single biggest challenge and opportunity facing our community. Water contributes to the economic growth and overall wellbeing of our community. The district requires water for drinking, commercial and industrial use, stockwater, irrigation, recreation and the natural environment.

**Fig 15. Resident satisfaction with Council's role in the Management of the District's Water Resources**



Resident satisfaction with Council's role in the management of the district's water resources (don't knows excluded) 2002 - 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

- Since 2002, resident satisfaction with Council's role in the management of the district's water resources has fluctuated with an average of 65% resident satisfaction
- While the target of 85% satisfaction with the management of the district's water resources has never been met, the role of the Ashburton Community Water Trust may be largely unknown by the majority of the district's residents, resulting in low satisfaction scores

#### How are we doing?

Target:	State:	Trend:
85% or more of residents are satisfied with Council's role in the management of the district's water resources	☹️	↔️

#### 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.

## 1.8 TOURISM

Tourism has grown in importance in our district as visitors have continued to come and experience what we have to offer. Our attractions and tourism infrastructure has grown along the way, with investment in a range of ventures that provide interesting and rewarding employment options for our community and that have made our local economy stronger and more diverse. In 2007, BERL (Business and Economic Research Limited) identified that tourism contributed nearly \$42 million dollars (3.6%) to the districts economy.

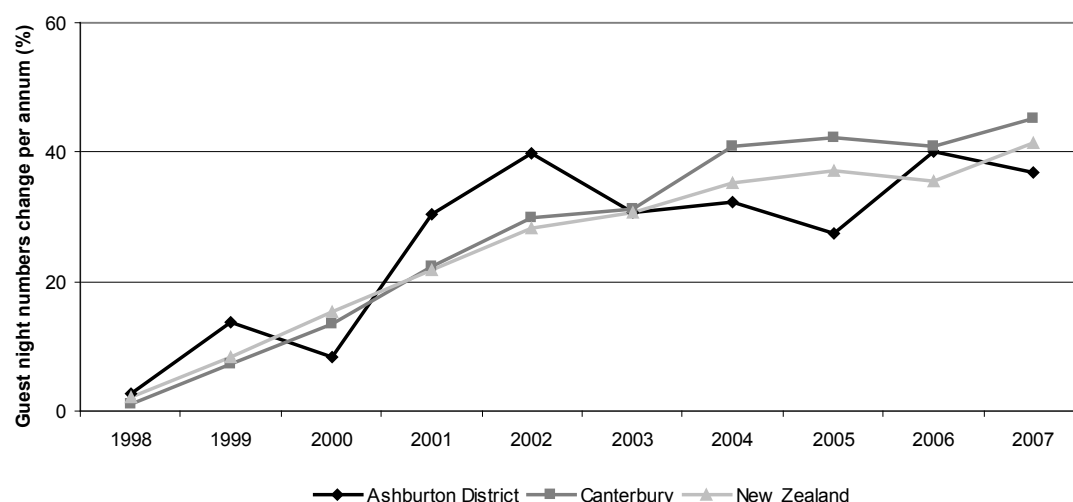
### ASHBURTON DISTRICT – GUEST NIGHT NUMBERS

#### What is this about?

Domestic and international visitors are an important source of demand for some local businesses in the district. The number of visitor nights spent in commercial accommodation is indicative of the overall trend in visitor demand.

Each month the Commercial Accommodation Monitor collects survey information from every economically significant accommodation provider in New Zealand, including hotels, motels, farm stays, bed and breakfasts, backpackers, hostels, caravan parks and camping grounds. The survey is administered by Statistics New Zealand on behalf of the Ministry of Tourism.

Fig 16. Guest Night Trends – New Zealand, Canterbury and Ashburton District



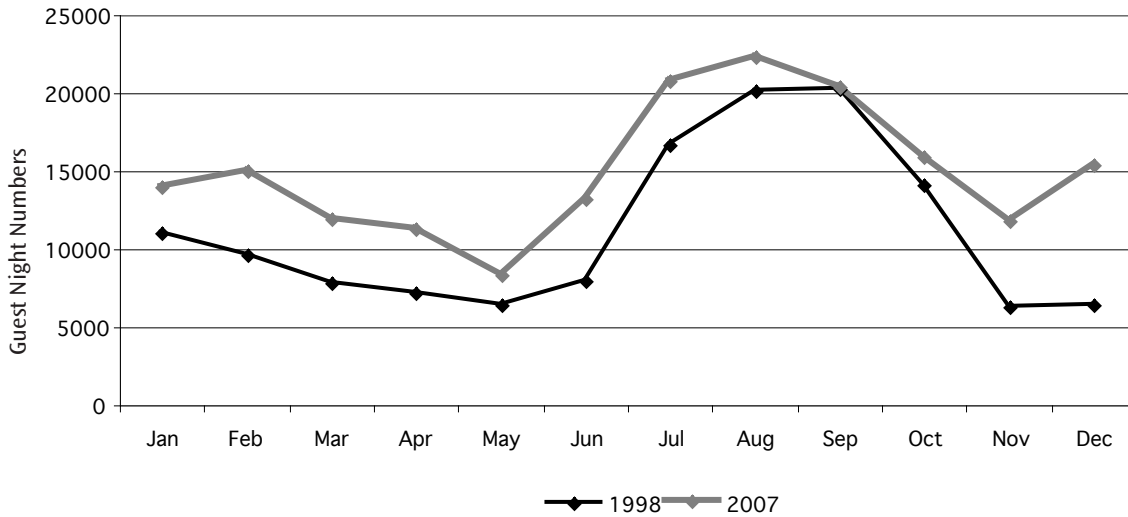
Guest night trends – New Zealand, Canterbury & Ashburton District 1998 - 2007

Source: Statistics New Zealand: Commercial Accommodation Monitor

The graph above shows the percentage change in guest nights per year in Ashburton District, Canterbury and New Zealand. While we obviously have considerably smaller numbers of guests staying in the district than at the regional and national level, this graph provides an indication that over time there has been growth in guest night numbers in the district, but that this is still below growth on a regional and national level.

The tourism sector in Ashburton District is driven mostly by visitors coming to Mount Hutt in the winter months. The graph below shows the peak in numbers in July, August and September meaning the tourism infrastructure in the district is under-utilised in the summer months. Significant work has been undertaken by Ashburton District Tourism, promotions societies and by tourism operators to increase visitor numbers in the summer. The graph below shows visitor numbers during the off-peak months have increased significantly between 1998 and 2007. Increasing off-peak visitor numbers remains a priority for the sector.

**Fig 17. Ashburton District Guest Night Trends per month – 1998 & 2007**



Ashburton District guest night trends per month – 1998 & 2007  
 Source: Statistics New Zealand: Commercial Accommodation Monitor

**Key Points**

- Guest night numbers in Ashburton District show a 35% increase since 1998, compared to a 53% increase for Canterbury and a 46% increase for New Zealand
- Guest night numbers peak in the district in the winter months of July, August and September – typically the ski and snowboard season
- Guest night numbers over summer have increased significantly between 1998 and 2007, reflecting a growth in summer tourism in the district

**How are we doing?**

Target:	State:	Trend:
Ashburton District’s guest nights per annum are increasing faster than for the Canterbury region and for New Zealand as a whole	☺	↔

**Data Limitations**

The measure of tourism guest night numbers does not capture information about day visitors to the district, people staying with friends and relatives, or people travelling through the district who stop to buy goods and services, including petrol. This measure also does not include accommodation properties that are not GST registered (any business not turning over more than \$40,000 per annum) meaning some accommodation providers may be excluded, such as farm stays and bed and breakfasts.

## 1.9 QUALITY OF LIFE

Quality of life measures provide an overall barometer of community and personal wellbeing. They can reflect the social, economic and environmental changes over time and provide a snapshot of the world in which people live. Those who experience an excellent quality of life are likely to have positive health, education, income and employment outcomes and are more likely to feel connected to their communities.

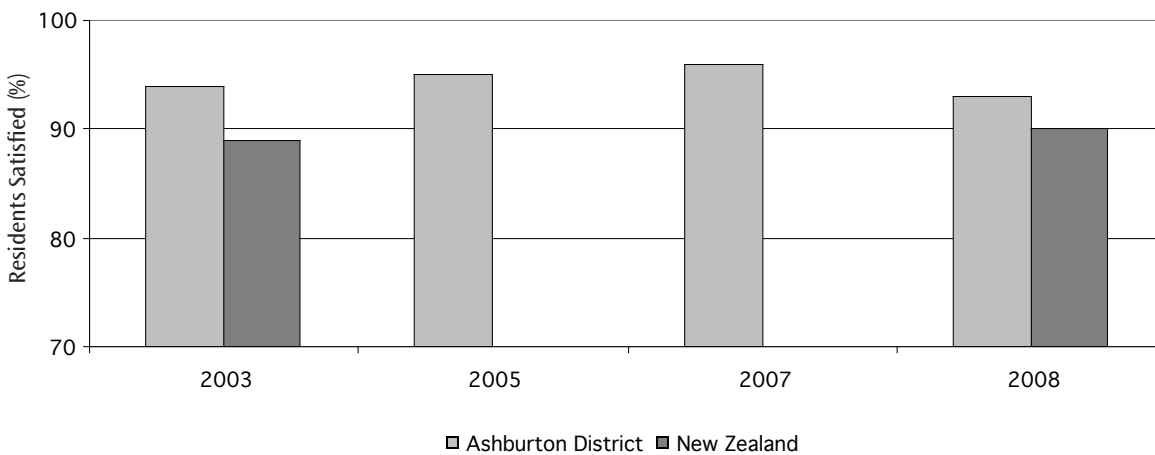
### RESIDENT PERCEPTION OF QUALITY OF LIFE

#### What is this about?

Resident perception of their quality of life is subjective and based on individual perception of what people interpret quality of life as being. This can reflect social, economic and environmental changes that impact on people's daily lives. In this context, when interpreted alongside other data, quality of life measures portray a picture of the state of the community at a certain point in time.

The Quality of Life Survey - National Report (2006) provides a point of comparison for this measure. The survey is a multi-agency research project between New Zealand's twelve largest city councils and the Ministry of Social Development. Fifty-six percent of New Zealand's population now lives within the twelve territorial local authorities involved in this project.

**Fig 18. Ashburton District Resident Perception of Quality of Life**



Ashburton District and New Zealand Resident Perception of Quality of Life 2003 - 2008

Source: Ashburton District Council - NRB Communitrak Survey; Quality of Life survey – National Report 2006

#### Key Points

- In 2008, 93% of residents surveyed in Ashburton District were satisfied with their quality of life (national data from the Quality of Life Survey 2006 indicates that 90% of those surveyed felt they had a positive overall quality of life)
- Since the first data for Ashburton District was collected in 2003, satisfaction with Quality of Life has remained consistently high

#### How are we doing?

Target:	State:	Trend:
Ashburton District residents perception of quality of life exceeds the levels reported in the 'Quality of Life survey – National Report'	😊	↔

#### 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. Comparisons between Communitrak data and the NZ Quality of Life data are made as the same question is asked in the same way for each.

## 2. ENVIRONMENT

### DESIRED OUTCOME

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

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

### INTRODUCTION

The state of our surrounding natural and developed environment is important on a local, national and global scale, with our actions playing a major role in determining the condition of our environment for future generations. The quality of both environments underpins our social, cultural, environmental and economic wellbeing. Sustainable development is vital for the Ashburton region as our district is dependent on the environment to grow and produce quality products for the world.

Six indicators and their measures have been used to provide an overview of our environment. These indicators are; air quality; water quality; water management; open space; recycling and reusing; and protecting our natural environment.

	State	Trend
<b>2.1 Air Quality</b> <ul style="list-style-type: none"> <li>Air quality – PM<sub>10</sub> levels in Ashburton township</li> </ul>	☹️	↔️
<b>2.2 Water Quality</b> <ul style="list-style-type: none"> <li>Groundwater nitrate levels in monitored drinking water wells</li> <li>Swimming water quality in the district's rivers</li> </ul>	☹️ ☹️	↓ ↔️
<b>2.3 Water Management</b> <ul style="list-style-type: none"> <li>Water consumption per household on Council drinking water schemes</li> </ul>	☹️	↔️
<b>2.4 Open Space</b> <ul style="list-style-type: none"> <li>Ratio of open urban space to built urban space</li> </ul>	😊	↔️
<b>2.5 Recycling and Reusing</b> <ul style="list-style-type: none"> <li>Amount of reusable / recyclable material diverted from the waste stream</li> <li>Satisfaction with kerbside recycling services provided by the Council</li> <li>Satisfaction with rubbish collection services provided by the Council</li> </ul>	😊 😊 😊	↔️ ↔️ ↔️
<b>2.6 Protecting our Environment</b> <ul style="list-style-type: none"> <li>Resident satisfaction that current environmental protection will preserve and sustain the environment for future generations</li> </ul>	☹️	↓

#### Key:

<b>State</b>	😊	Achieving out Target	☹️	Close to Achieving	☹️	Not achieving our Target
<b>Trend</b>	↑	Favourable / Improving	↔️	No significant change	↓	Declining / Unfavourable

## 2.1 AIR QUALITY

Air quality can have a major impact on people and the environment in which they live. Through the community outcomes development process, our community told us that managing water, land and air sustainably is important to them. Monitoring air quality is one way in which to monitor how we are doing with regard to managing our impact.

### AIR QUALITY- PM<sub>10</sub> LEVELS IN ASHBURTON TOWNSHIP

#### What is this about?

Eighty percent of Canterbury's air pollution comes from wood or coal burners and open fires (Clean Heat Project, 2008). Home heating pollution contributes to the common air pollutant PM<sub>10</sub> which has been linked with causing serious health problems.

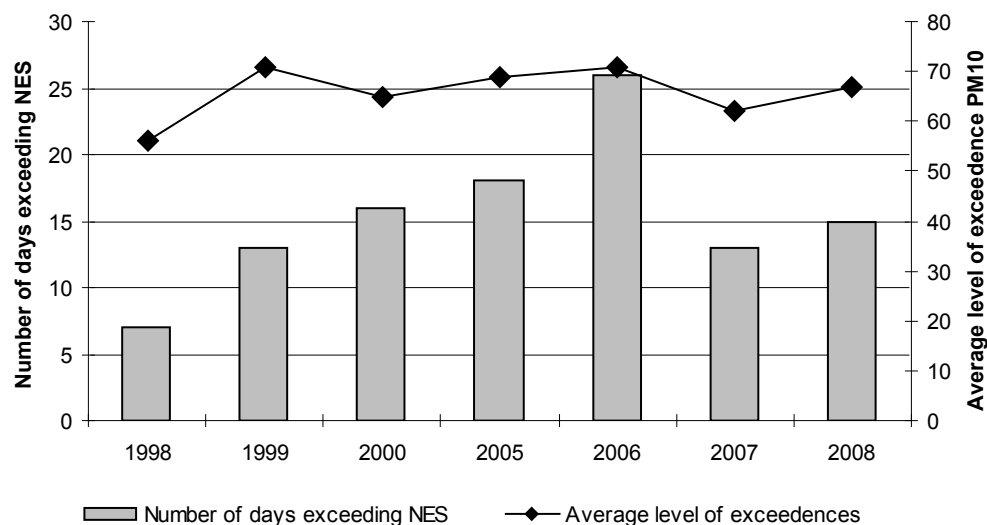
PM<sub>10</sub> is also linked with the transport and industry sectors, however on a typical winter's day in Ashburton, 81% of PM<sub>10</sub> is thought to come from home heating (Environment Canterbury, 2008). Geography and meteorology have also been identified as contributing factors to PM<sub>10</sub> air pollution as air can be caught under layers of warm air, trapping air pollution nearer the ground.

High levels of PM<sub>10</sub> are a serious health concern. PM<sub>10</sub> particles have a diameter one fifth the size of a human hair. This small particle size means that once inhaled our breathing passages can not get rid of them. PM<sub>10</sub> particles attack the respiratory tract, can block lung airways, attack the lungs' defence system and are found to enter the blood stream affecting the nervous system, lungs and heart.

In 2004 the Ministry for the Environment set a National Environmental Standard (NES) target of 50 micrograms of PM<sub>10</sub> per cubic metre of air, with only one exceedence allowed per year. This comes into effect in 2013. Currently there is a transition plan in place; steps include banning certain activities which cause PM<sub>10</sub> changing heating types, and undertaking monitoring. For further information see [www.ecan.govt.nz](http://www.ecan.govt.nz)

As PM<sub>10</sub> air pollution has only been identified as an issue in Ashburton, the rest of the district is currently not measured for PM<sub>10</sub> air pollution. Environment Canterbury has one monitoring station in Ashburton. Measurements are taken at 10 minute intervals and results are displayed as an average for a 24 hour period.

Fig 19. Ashburton Township Air Quality – PM10 level Exceedences and Average level



Ashburton Township Air Quality – PM10 level Exceedences and Average Exceedence Level 1998 - 2008

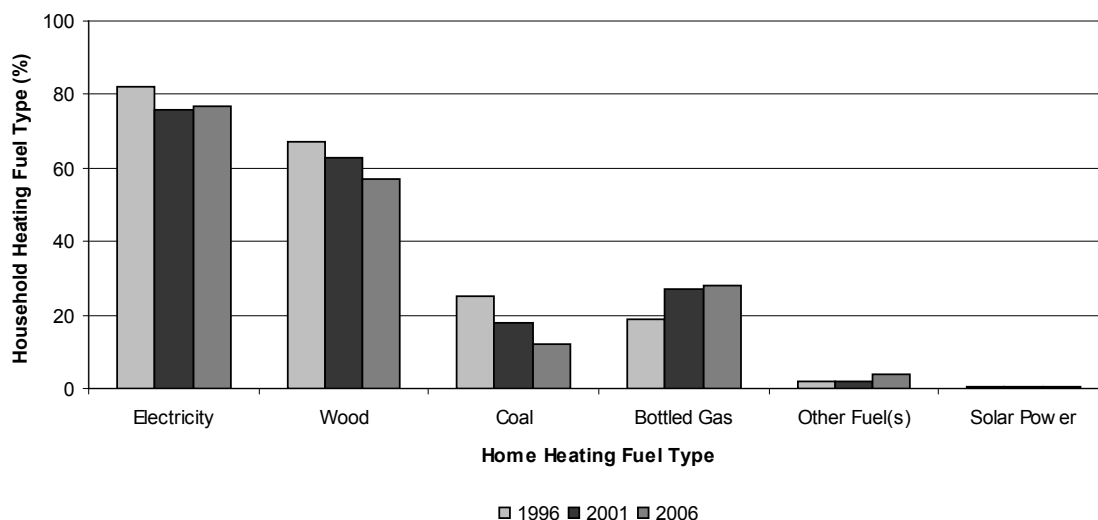
Source: Environment Canterbury PM<sub>10</sub> Level Datasets

To reduce PM<sub>10</sub> levels in Ashburton by 2013 and meet the target of 50 micrograms of PM<sub>10</sub> per cubic metre of air with only one exceedence allowed per year, Environment Canterbury has introduced the Clean Heat Project to Christchurch, Rangiora, Kaiapoi, Timaru and Ashburton. The Clean Heat Project provides financial assistance to landlords and homeowners in these areas to encourage them to change to cleaner forms of heating. This is offered through interest-free loans for clean heating or insulation, funded by Ecan through a targeted rate on Ashburton urban properties.

Within our district, the urban area of Ashburton is currently the only area eligible for this financial assistance. The Clean Heat Project has an annual target measured through conversions per year. The number of estimated conversions per year required to meet the NES by 2013 is greater than the number of targets in the Clean Heat Project, as Environment Canterbury believes voluntary conversions will make up the shortfall (Environment Canterbury, 2008).

In the Census a question is asked about the main types of home heating each household utilises. The graph below shows home heating sources in Ashburton for the ten years from 1996 to 2006. Electricity and wood are the main means of home heating in Ashburton, though the use of these fuels is declining. By 2006 reliance on these sources had declined by 5% for electricity and 10% for wood. Of concern is the increased use of bottled gas as a main source of home heating as it is recognised that unflued gas heaters release polluting gases directly into the room that can potentially harm people’s health.

**Fig 20. Main Means of Home Heating in Ashburton 1996 – 2006**



Main Means of Home Heating in Ashburton 1996 – 2006

Source: Statistics New Zealand Census

**Key points**

- All PM<sub>10</sub> exceedences in Ashburton have been recorded between the months of May to October (winter)
- The most exceedences were recorded in 2006, when National Environmental Standards were exceeded on 26 days
- In 2008 the National Environmental Standard was exceeded 15 times
- The average level of PM<sub>10</sub> exceedence is on average one third above the National Environmental Standard in Ashburton, with the highest PM<sub>10</sub> recording being 136 (2006)

**How are we doing?**

Target:	State:	Trend:
PM <sub>10</sub> levels in Ashburton trend down to meet the national standard of below 50ug/m <sup>3</sup> at all times, by 2013	☹️	↔️

**Data Limitations**

Air quality exceedences generally correspond to the climate, which can make it difficult to analyse trends over time. For example, 2006 appears to be a particularly poor year for exceeding the NES; however this was due to severe snow and frost events coupled with significant power outages across the district.

## 2.2 WATER QUALITY

Good water quality is necessary to sustain both human and ecological health. It enables key social, economic and environmental goals to be met such as community health and wellbeing. Our community has indicated that water quality and sustainability of supply is a priority for them.

### GROUND WATER NITRATE LEVELS

#### What is this about?

One indication of the quality of our groundwater is the levels of nitrate. Nitrate levels are a credible gauge of pollution as they can provide an indication of how soils and water systems are coping with sewage disposal systems, fertilisers, and animal, industrial and food processing waste. High levels of nitrate in drinking water can cause serious health concerns.

The Ministry of Health has set a “Maximum Acceptance Level” for groundwater nitrate levels of 11.3 milligrams of nitrate-nitrogen per litre (mg/L). However, the Ministry advocates monitoring and prevention methods when levels reach 5 mg/L.

Environment Canterbury monitors 47 wells in our district. The number of monitored wells is increasing as Environment Canterbury seeks to minimise gaps in their data. It is important to recognise that levels of recorded nitrates are influenced by factors such as well depth, proximity to rivers and climatic conditions.

To establish trends, only those wells with nine or more years of data have been included. This has resulted in only 31 wells being used for the results in Figure 21.

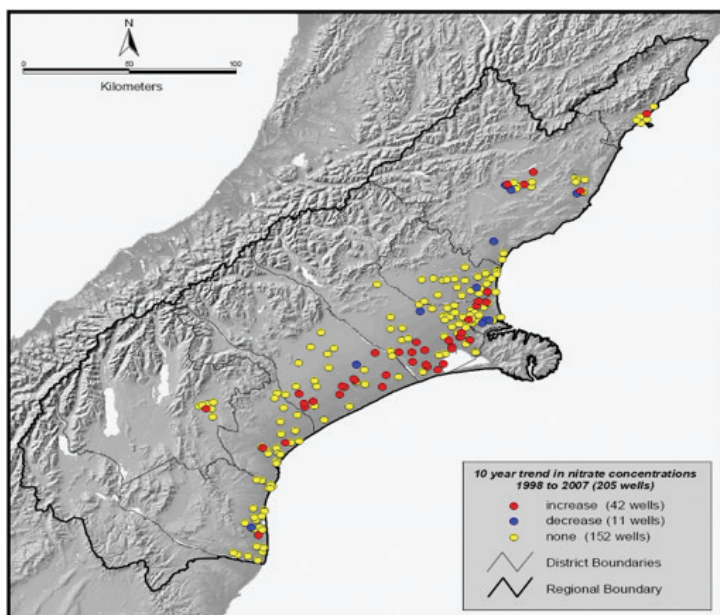
**Fig 21. Summary of Nitrate Trends for 31 wells in Ashburton District, between 1998 and 2007**

Nitrate-nitrogen levels	Trend 1998-2007			
	Increase	Decrease	None	Total
0 – 5.6mg/L	7	1	10	18
5.7 – 11.3mg/L	4	0	6	10
> 11.3mg/L	1	0	2	3
Total	12	1	18	31

Summary of nitrate trends for 31 wells in Ashburton District 1998 - 2007

Source: Environment Canterbury Nitrate Datasets

**Fig 22. Ten year Trends in Nitrate Concentrations in Annual Survey Wells**



Ten year Trends in Nitrate Concentrations in Annual Survey Wells 1998 - 2007

Source: Environment Canterbury Annual Groundwater Quality Survey

### Key points

- Since 1998 there has been a significant increase in nitrate levels in the wells monitored in the district, with the highest median nitrate level in 2007 being 7.2 mg/LN (still well below the Ministry of Health Maximum Acceptance Level of 11.3 mg/LN)
- 10 of the 47 wells monitored in the Ashburton District during 2007 exceeded the acceptable level of nitrate-nitrogen. In the Ashburton District, many wells with high nitrate concentrations have been found in areas affected by meat processing discharges
- Approximately a quarter of wells in Canterbury indicating an increase in nitrate concentrates over the last 10 years were located within Ashburton District

### How are we doing?

Target:	State:	Trend:
All drinking water wells tested in Ashburton District meet the national drinking water standards of 11.3mg/litre or less	☹️	↓

### Data Limitations

Nitrate concentrations depend on various factors such as the time of the year, weather, well depth, waste disposal and cultivation practices. These variables need to be kept in mind when interpreting data.

## SWIMMING WATER QUALITY

### What is this about?

Swimming water quality provides an indication of the aquatic health of the rivers and lakes in the district.

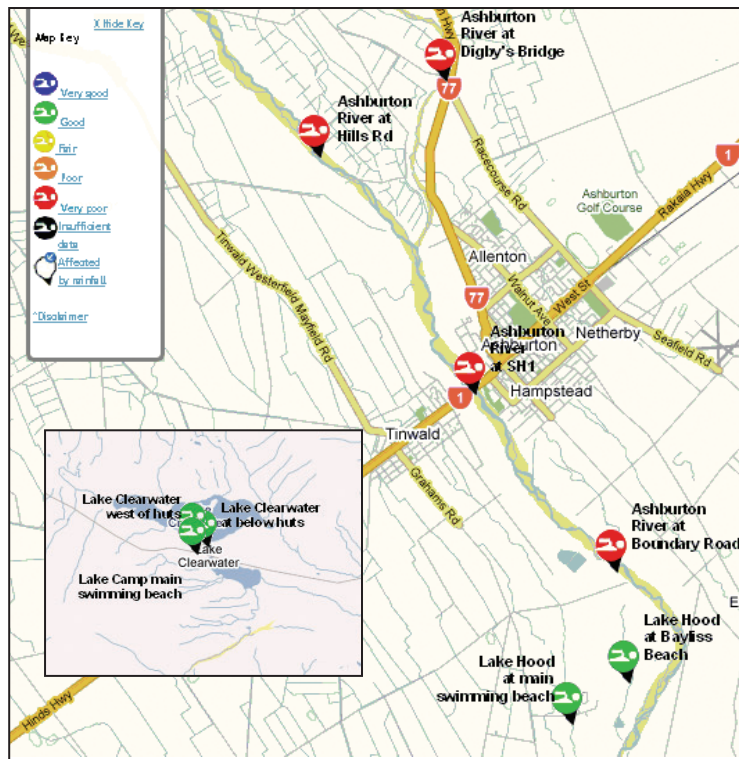
Environment Canterbury undertakes a swimming water quality monitoring programme throughout the region's lakes, rivers, streams and beaches. This is a national grading system published by the Ministry of Health and the Ministry for the Environment, and combines weekly testing with long term trend data assessing faecal indicator bacteria.

Each site is graded at the start of summer, and if unsafe levels are reached during the summer period signage is erected to warn swimmers of the dangers. Sites are selected in consultation with local Councils and public health organisations.

In 1999, identified sources of faecal contamination in the Ashburton River included; terminal water race discharges, grazing of animals on the river bed, black-billed gulls, and the presence of other birds such as ducks and Canadian Geese (Environment Canterbury, 1999). More recently a decline in water quality was associated with groundwater recharge, wildlife inputs, agricultural runoff and several treated wastewater discharges (Burrell, 2008). Although improvements within the Ashburton river vicinity have occurred, no further research has taken place to identify current sources of faecal contamination.

Within the Ashburton District eight locations are monitored. For further information please go to [www.ecan.govt.nz](http://www.ecan.govt.nz)

Fig 23. Ashburton District Swimming Water Quality – 2008/09



Ashburton District Swimming Water Quality 2008 - 2009

Source: Environment Canterbury – Swimming Water Quality Monitoring Programme

**Key Points**

- Four of the eight locations monitored for swimming water quality are rated good. These are at Lake Hood and Lake Clearwater
- Four of the eight locations monitored for swimming water quality in Ashburton District are considered to have very poor water quality to swim in. All of these sites are on the Ashburton River

**How are we doing?**

Target:	State:	Trend:
Ashburton District swimming sites maintain either 'good' or 'very good' rating	☹️	↔️

**Data Limitations**

Swimming water quality is measured by faecal indicator bacteria. Each year at the start of summer the swimming site is graded, indicating if the site is generally suitable for swimming. The grade does not indicate anything about the site at a particular point in time. This grade is made up of weekly testing data from previous years monitoring.

## 2.3 WATER MANAGEMENT

As a district, securing quality and sustainable water supplies is vital to our economic, social and environmental wellbeing. Our community is aware of the importance of looking for sustainable water options to meet current and future needs and demands.

### WATER CONSUMPTION PER HOUSEHOLD

#### What is this about?

Council has 14 community drinking water supplies within the district, with over 80% of households in the district connected to a Council drinking water supply. Council has numerous regulatory requirements to meet regarding the safety and standard of potable water supplies, and carries out regular testing to ensure drinking water provided is of a good quality.

As a part of the provision of potable water, it is also necessary, given the hot dry summers characteristic of the district, to promote water conservation. This encourages the sustainable use of the limited water resources of the district.

A measure of this is the water consumption per annum per connection, as reduction in consumption will indicate improved demand management.

Comparing water consumption between districts is difficult, due to the variations in measuring and illustrating data. In Auckland the average household uses an average 183m<sup>3</sup> per annum (Metrowater, 2008), while Christchurch during the winter months uses 200m<sup>3</sup> and in summer this can double (Christchurch City Council, 2009).

**Fig 24. Ashburton District Water Consumption per Connection**

Year	Average water consumption per connection per annum
2003/04	433m <sup>3</sup>
2006/07	536m <sup>3</sup>
2007/08	516m <sup>3</sup>

Ashburton District water consumption per connection 2003 - 2008

Source: Ashburton District Council: Annual performance measure

#### Key Points

- Between 2006/07 and 2007/08 water consumption per connection decreased by 20m<sup>3</sup>, providing an initial indication that there has been improved demand management of water
- From the recorded data available, the average water consumption per connection is 495m<sup>3</sup> per annum

#### How are we doing?

Target:	State:	Trend:
Ashburton District reduces water consumption per connection each year	☹️	↔️

#### Data Limitations

The measure of water consumption per connection consistently began in 2006, making this a relatively young indicator for the district.

## 2.4 OPEN SPACE

Open space is important for the quality of life of our districts residents and visitors. Population growth and changes in the nature of living environments, including increasing density in urban areas and changes in demographic make-up influence the types of open space needed. Our community has indicated through the community outcomes processes that open space is an important component of town and rural areas development.

### What is this about?

The Ashburton District Plan defines open space as land that serves the purpose of providing visual amenity, active and passive recreation, children's play areas, linkages for walkways and nature conservation areas in our neighbourhood.

**Fig 25. Ratio of Council Owned Reserves per 1,000 people**

Ashburton town (Tinwald included)	8.5ha/1,000 people
Methven	10.6ha/1,000 people
Rakaia	29.5ha/1,000 people
Small townships & rural areas	7.8ha/1,000 people
<b>Ashburton District Total</b>	<b>9ha/1,000 people</b>
<b>NZ Total</b>	<b>5-6ha / 1,000 people</b>

Ratio of Council owned reserves per 1000 people

Source: Ashburton District Plan 2001

### Key points

- Ashburton District has 220ha of open space in Council owned reserve land
- Rakaia has the largest ratio of open space per head of population at 29.5ha per 1,000 residents
- Different councils use various methods to calculate open space, thus it is problematic to make comparisons. However, in 2006 South Waikato, which has similar demographics to Ashburton, recorded 8.9ha per 1,000 people and stated the national average was between 5 to 6ha per 1,000 (South Waikato District Council, 2006)

### How are we doing?

Target:	State:	Trend:
Ashburton District has a higher ratio of open space than New Zealand as a whole	😊	↔

### Data Limitations

The ratio of open space does not tell the story of accessibility, quality, equity, usability or sustainability of the area. Also this measure of the ratio of open space only captures Council-owned property and does not include land owned by private or crown organisations, such as the Department of Conservation.

## 2.5 RECYCLING AND REUSING

Waste has many wide-ranging impacts on the physical, social and economic environment. A way of measuring our sustainable practices is by how much waste is diverted from the waste stream, by reusing and recycling. If we create less waste and dispose of waste prudently this benefits resident’s wellbeing, the economy and protects our environment at a local, national and global level.

### AMOUNT OF REUSABLE / RECYCLABLE MATERIAL DIVERTED FROM THE WASTE STREAM

#### What is this about?

Ashburton District Council provides recycling and residual waste services in the major towns and villages in the district. Waste that cannot be recycled or reused is transported to the Kate Valley regional land fill for disposal. Council has adopted a zero waste policy for the district with a target of zero waste by 2015. However due to population growth there is greater waste volumes and greater usage of solid waste facilities, making zero waste an elusive target.

**Fig 26. Diversion of Reusable and Recyclable Material from the Waste Stream**

	2005/06	2006/07	2007/08
Total waste collected (tonnes)	12,212	13,211	13,817
Total waste removed from waste stream through recycling and reuse (tonnes)	4,842	5,321	5,761
Percentage diverted	40%	41%	42%
Annual change in percentage diverted		1%	1%

Ashburton District’s waste stream 2005 - 2008

Source: Ashburton District Council: Performance Measures

#### Key Points

- The percentage of waste diverted from the waste stream has increased by 1% annually since 2005/ 06
- Although the amount of waste has increased so too has the percentage diverted

#### How are we doing?

Target:	State:	Trend:
An annual increase of 1% by weight in the percentage of recyclable and reusable material diverted from the waste stream, with a target of 50% of material diverted from the waste stream by 2018/19	😊	↔

#### Data Limitations

Kerbside recycling and rubbish collection is only provided in the towns and villages in the district. This measure does not, therefore, take account of what rural residents do with their rubbish and recyclables.

### RESIDENT SATISFACTION WITH KERBSIDE RECYCLING & RUBBISH COLLECTION SERVICES

#### What is this about?

Community perception regarding satisfaction with kerbside recycling, although highly subjective, is a way of measuring the quality of the service Council provides. Since 2005 the provision of kerbside recycling has been extended to the larger villages in the district, with 70% of residents in 2008 having access to kerbside recycling.

Satisfaction levels help Council to gauge the level of support the community has for the level of service provided and of priorities for the future.

**Fig 27. Resident satisfaction with Kerbside Recycling**



Resident satisfaction with Kerbside Recycling (don't knows excluded) 2005 - 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.

**Fig 28. Resident satisfaction with Rubbish Collection**



Resident satisfaction with Rubbish Collection (don't knows excluded) 2005 - 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**

- Over 85% of residents who are able to access kerbside recycling and rubbish collection are satisfied with the service, indicating Council is providing a service that meets the community's expectations
- The high level of resident satisfaction has been consistent over the past four years

**How are we doing?**

Target:	State:	Trend:
85% or more of residents are satisfied with the kerbside recycling service	😊	↔
85% or more of residents are satisfied with the rubbish collection service	😊	↔

**Data Limitations**

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

## 2.6 PROTECTING OUR ENVIRONMENT

The quality of the natural environment, including the protection, restoration and enhancement of biodiversity and the minimisation of damage to the environment, is directly related to people’s quality of life. Pressure is placed on the sustainability of the natural environment through population growth and economic development.

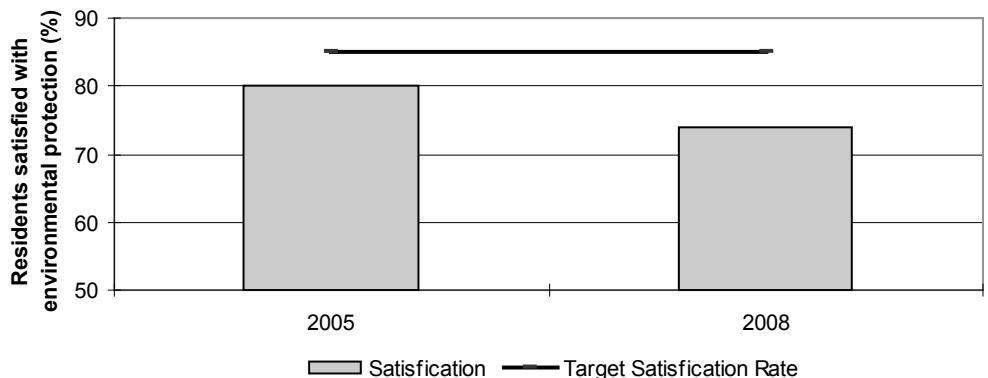
### SATISFACTION WITH COUNCIL’S PERFORMANCE IN ENVIRONMENTAL PROTECTION

#### What is the indicator about?

Resident satisfaction with Council’s performance in environmental protection provides an indication of how well we are doing as a district in protecting our natural environment. It also helps Council to gauge the level of support people may have for proposed actions, policies and rules that protect the environment.

In 2005 and 2008 the NRB Communitrak annual resident survey asked whether respondents were satisfied that the natural environment in the Ashburton District was being preserved and sustained for future generations.

**Fig 29. Resident Satisfaction with Council’s Performance in Environmental Protection**



Resident satisfaction with Council’s performance in environmental protection (don’t know responses excluded) 2005 - 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

- The majority of residents in both 2005 and 2008 were satisfied our environment was being preserved and sustained for future generations
- In 2005 Ashburton was 5% below meeting the target of 85% satisfaction; by 2008 this had fallen to 11% below target
- Between 2005 and 2008 there was a small decline in the percentage of residents either satisfied or very satisfied the environment was being preserved and sustained for future generations. There was a corresponding small increase in the percentage of residents either dissatisfied or very dissatisfied
- This shift may portray a change in public perception, or illustrate the community’s desire to improve the natural environment

#### How are we doing?

Target:	State:	Trend:
85% or more of residents surveyed are satisfied that the natural environment is being preserved or sustained for future generations	☹️	↓

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

#### Key:

<b>State</b>	😊 Achieving out Target	😐 Close to Achieving	😞 Not achieving our Target
<b>Trend</b>	↑ 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.

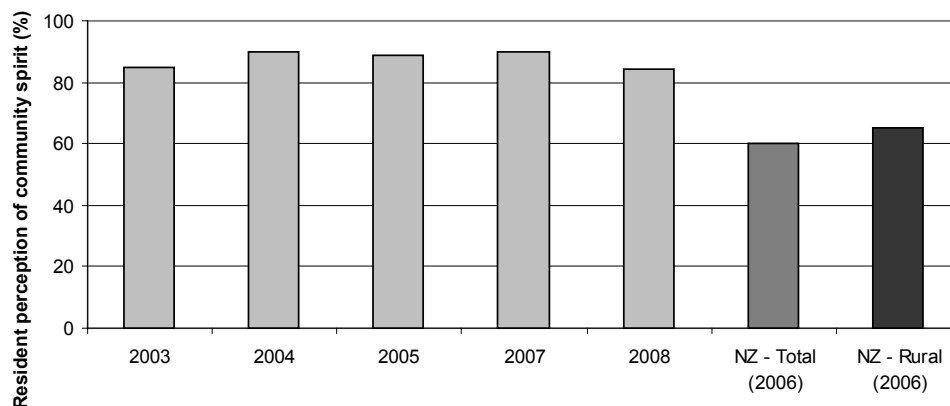
#### RESIDENT PERCEPTION OF COMMUNITY SPIRIT WITHIN ASHBURTON DISTRICT

##### 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?

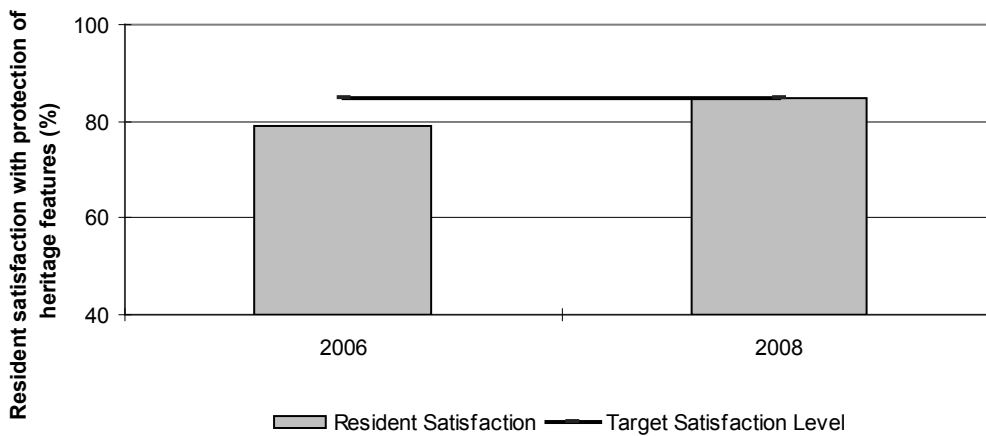
The preservation of heritage features is important for the community as without recognising and valuing the heritage of the district, important places and sites of the district's history can be lost forever. Heritage features improve people's connection with places and help build community context and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

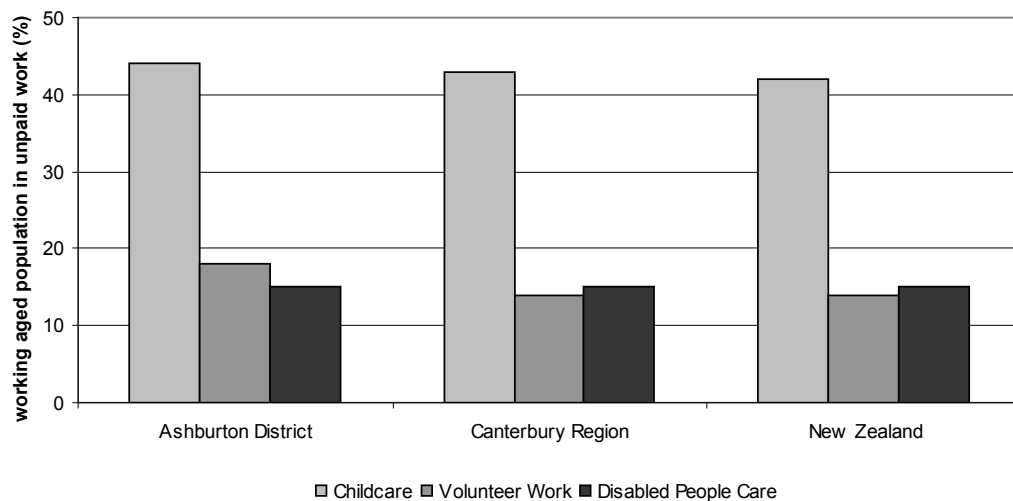
#### PROPORTION OF THE WORKING AGED POPULATION PARTICIPATING IN UNPAID WORK

##### 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

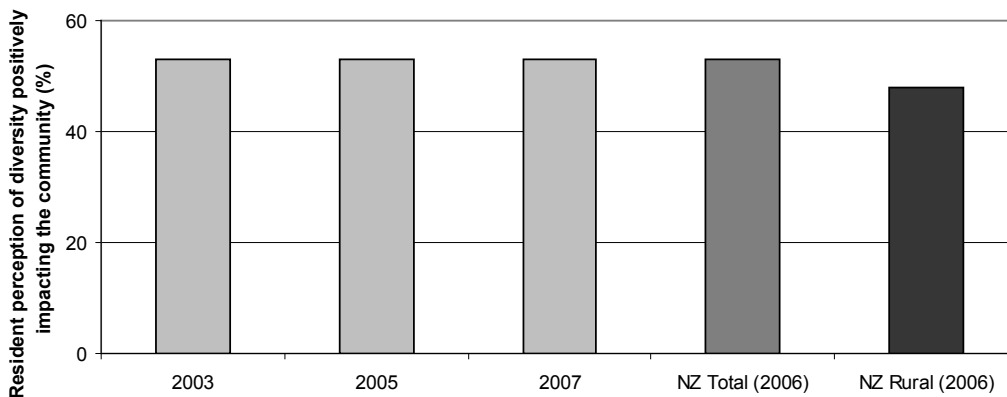
##### What is this about?

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.

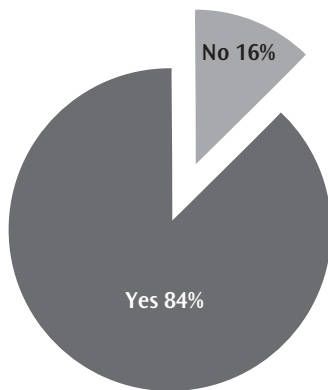
#### RESIDENT PERCEPTION OF ASHBURTON DISTRICT BEING A WELCOMING COMMUNITY

##### 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.