

4. EDUCATION

DESIRED OUTCOME

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

INTRODUCTION

Learning opportunities are a means by which people gain assets that will assist in meeting their future needs. Educational achievement plays a part in determining income levels, which has a bearing on outcomes such as health and housing. Good education and training outcomes are more likely to occur when basic income, health and housing needs are met. Our community indicated through the community outcomes processes that quality education and lifelong learning opportunities are important for our district.

Three indicators and their measures portray Ashburton Districts' progress towards achieving its education goal. These indicators are; education participation; education achievement; and education quality.

	State	Trend
4.1 Education Participation		
• Participation in Early Childhood Education (ECE)	😊	↑
• Retention rates of students at school to age 17.5	😞	↔
• Youth who are Not engaged in Employment, Education or Training (NEET)	😊	↔
• Suspension and exclusion rates	😊	↑
4.2 Education Achievement		
• Highest qualification gained	😞	↑
• Number of students leaving school with NCEA Level 2 and higher	😞	↔
4.3 Education Quality		
• Resident satisfaction with education services in the district	😊	↔

Key:

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

4.1 EDUCATION PARTICIPATION

Participation in education is the first step to ensuring that individuals and our community is able to reach its full potential and contribute to the district’s wellbeing and economy. Our community indicated that people of all ages need opportunities to develop their skills and enrich their knowledge.

PARTICIPATION IN EARLY CHILDHOOD EDUCATION

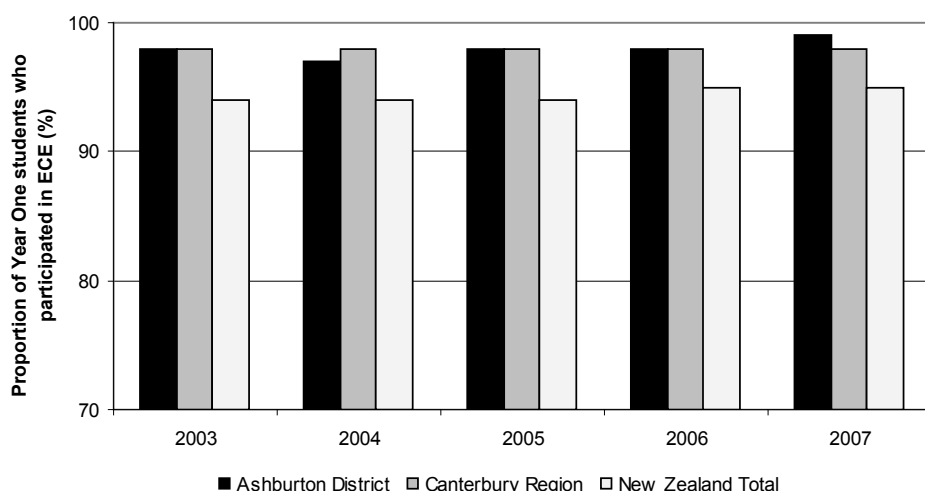
What is this about?

The early years of childhood are vital to a child’s development. Attending a kindergarten or pre-school contributes significantly to a child’s development, preparing them for future learning and helping to equip them with social skills. Early childhood education (ECE) programmes can help narrow the achievement gap between children from low socio-economic families and those from high socio-economic families. Participation in early childhood education can be a vital predictor of future education outcomes.

Early childhood education participation shows the proportion of children in Ashburton District entering formal education at primary school (year one), who participated in an early childhood education programme, compared with the Canterbury region and New Zealand.

In 2008, there were 26 licensed early childhood education centres in Ashburton District (Ministry of Education, 2008).

Fig 36. Proportion of Year One Students who have Attended Early Childhood Education



Proportion of Year One Students who have Attended Early Childhood Education 2003-2007
 Source: Ministry of Education, Education Counts

Key Points

- Since 2003, the early childhood education (ECE) participation rate in the Ashburton District has remained relatively constant, ranging between 97% and 99%. This rate has been consistently higher than the national participation rate, which ranges between 94% and 95%. ECE participation rates for Canterbury have remained at 98% for the five year period
- Since 2003, the proportion of Year One Maori students who have attended early childhood education has consistently been much higher in Ashburton District than the national average. The 2007 figures show that 100% of Year One Maori students had attended early childhood education; compared to the national figure of 90.6%. Maori participation in Ashburton District has also remained above the Canterbury region rate for every year except 2006

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher early childhood education participation rate than New Zealand as a whole	😊	↑

Data Limitations

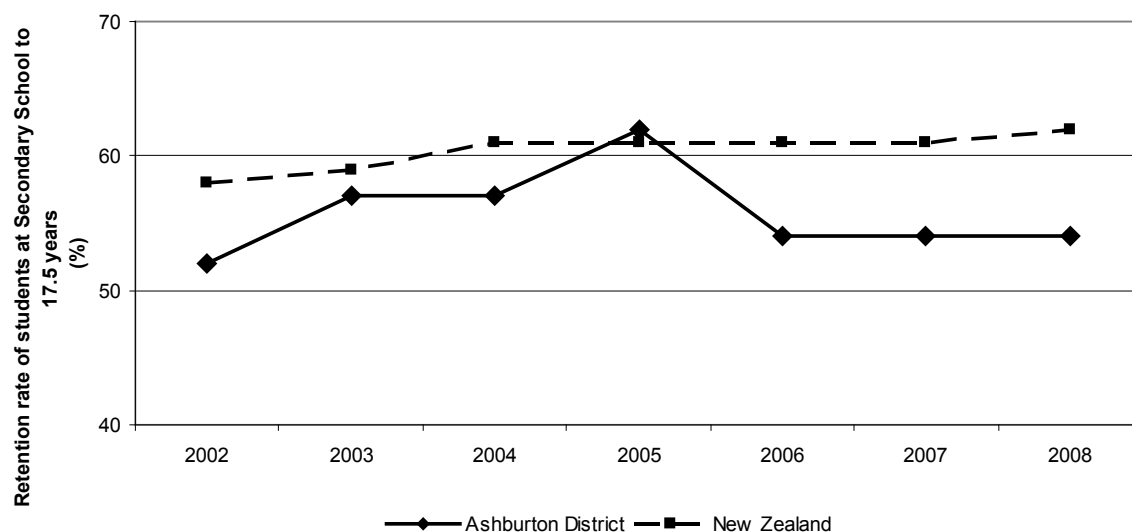
The data collected has been made at the territorial authority level which refers to the area of the early childhood centre and not the child’s residential address, which may or may not differ from the area in which they attended the early childhood education. The number of students with unknown attendance at early childhood education has also been excluded.

RETENTION RATE OF STUDENTS AT SCHOOL

What is this about?

The retention rate measures student participation at secondary schools to at least 17.5 years of age. Those who are still attending secondary school at the age of 17.5 are more likely to obtain higher formal school qualifications, leading to a wider range of opportunities for education, training and work.

Fig 37. Retention Rate of Students at Secondary School to Age 17.5 Years



Retention Rate of Students at Secondary School to Age 17.5 Years, Ashburton District and New Zealand 2003-2008
Source: Ministry of Education

Key Points

- Ashburton District has had a lower rate of retention of school students to age 17.5 than New Zealand as a whole for each of the years between 2002 and 2008
- New Zealand as a whole shows a consistent increase in the rate of retention across the six year period, while the trend for Ashburton District is unclear, showing no significant change in the same timeframe
- In 2007, retention of school students until they are at least 17.5 years of age in Ashburton District was significantly below both the national and Canterbury regional rates (54% in Ashburton District compared with 62% for Canterbury and 61% nationally)
- In 2008, Ashburton District’s retention of Maori students was 35%; lower than the national figure of 40%
- The main employment sectors in Ashburton District are predominantly manual in nature (particularly the agricultural and manufacturing sectors). This may enable students leaving school to enter the workforce at a younger age

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher student retention rate than New Zealand as a whole	☹️	↔️

Data Limitations

The data collected has been made at the territorial authority level which refers to the area of the school and not the student’s residential address, which may or may not differ from the area in which they attend secondary school.

YOUTH NEET RATE (NOT ENGAGED IN EMPLOYMENT, EDUCATION OR TRAINING)

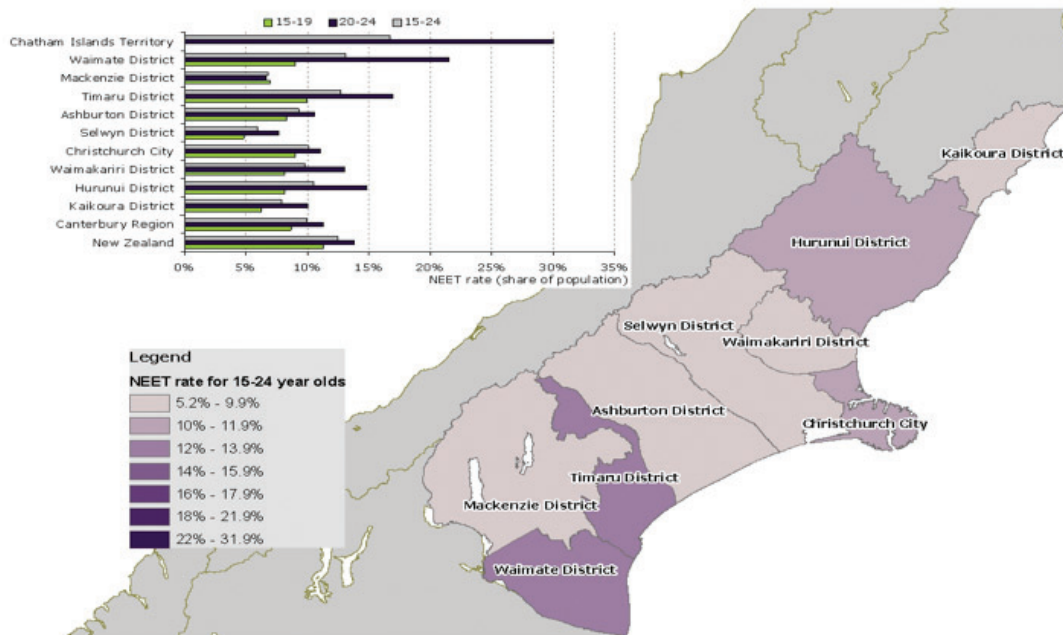
What is this about?

This measure evaluates the proportion of young people in Ashburton District not engaged in Employment, Education or Training (NEET). The inverse of this measure is recognised as an indicator of youth engagement in training and employment.

Youth classified as NEET are disengaged from both formal learning and work, and as such are considered to be missing the opportunity to develop their potential at an age which heavily influences future employment and other quality of life outcomes.

The importance of youth engagement in employment, education or training is reflected in the target set by the Mayors Taskforce for Jobs - “That all young people under 25 years be in paid work, in training or education, or in productive activities for our communities.” For further information visit www.mayorstaskforceforjobs.co.nz

Fig 38. Canterbury Youth Not engaged in Employment, Education or Training



Canterbury Youth Not Engaged in Employment, Education or Training 2006 & 2008

Image Source: Department of Labour, Annual In-Depth Regional Report – Canterbury 2008

Source: Statistics New Zealand, Census Data 2006

Key Points

- Just under 10% of Ashburton District youth were classified as NEET in 2006, below the national average of 12.5%
- NEET rates for youth are generally lower in the South Island and higher in the North Island
- The proportion of Canterbury youth classified as NEET in 2006 was smaller than the national average (9.9% compared to 12.5%)

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower Youth NEET rate than the Canterbury region and New Zealand as a whole.	😊	↔

Data Limitations

In the census, youth who are acting as caregivers are unable to be separated from others who are not engaged in employment or education. This difference can lead to higher rates of youth classified as NEET.

SCHOOL SUSPENSION AND EXCLUSION

What is this about?

The number of suspensions and exclusions may be an indicator of schools' approach to the management of student behaviour. Such disciplinary actions can impact negatively on an individual's education, limiting further opportunities, especially in cases of expulsion. Stand-down, suspension, exclusion and expulsion rates also relate to the greater potential risk of involvement in future criminal activities.

Four disciplinary measures can be taken in schools. An explanation of each of these is given below:

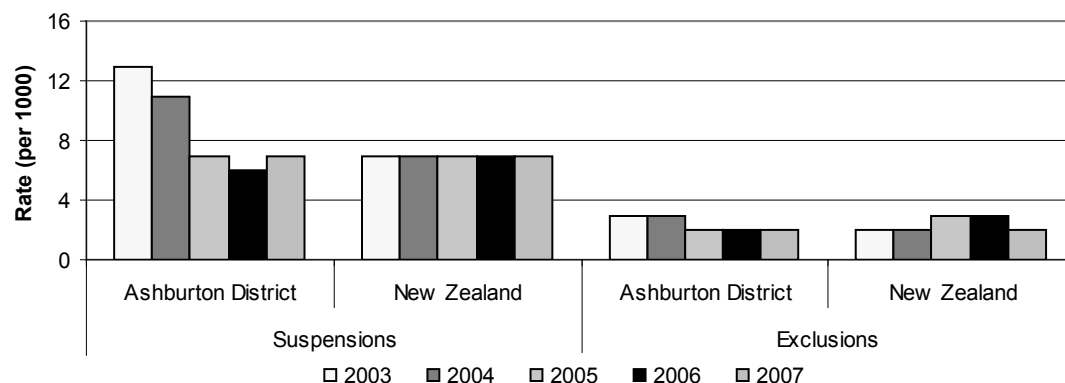
Stand-down: The formal removal of a student from school for a specified period. Stand-downs of a particular student can total no more than 5 school days in a term or 10 school days in a year.

Suspension: The formal removal of a student from school until the Board of Trustees decides the outcome at a suspension meeting.

Exclusion: The formal removal of a student aged under 16 from the school and the requirement that the student enrol elsewhere.

Expulsion: The formal removal of a student aged 16 or over from the school.

Fig 39. Suspension and Exclusion Rates per 1000 Students



Suspension and Exclusion Rates per 1000 Students in Ashburton District and New Zealand 2003-2007
Source: Ministry of Education

Key Points

- Since 2003, suspension rates in the Ashburton District have dropped from 13 suspensions per 1,000 students to 7 in 2007. Suspension rates have been significantly higher than those nationally, but this substantial decrease almost meets national rates.
- The Ashburton District exclusion rate per 1,000 students decreased from 3 in 2003, to 2 in 2005, and has remained consistent since. This district's exclusions rates are now equal to those of New Zealand
- The significant decrease in the number of students suspended or excluded from formal schooling in the Ashburton District may be attributable to changes in schools' behaviour management policy's
- Suspension rates for Maori students in the Ashburton District have decreased since 2003 but have remained higher than the total suspension rates for all years measured. Maori students were between 2 and 2.4 times more likely to be suspended than all students

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower suspension and exclusion rates than for New Zealand as a whole	😊	↑

Data Limitations

This data set excludes stand-down and expulsion disciplinary measures. Suspension and exclusions are used as they are considered more disruptive than other disciplinary measures to a student's attainment of basic qualifications.

4.2 EDUCATION ACHIEVEMENT

Education achievement has an important role in securing the district's future in an increasingly complex world. To meet these demands, central government is focusing on continuously improving achievement outcomes and eliminating education barriers that separate high achievers from low achievers.

HIGHEST QUALIFICATION GAINED

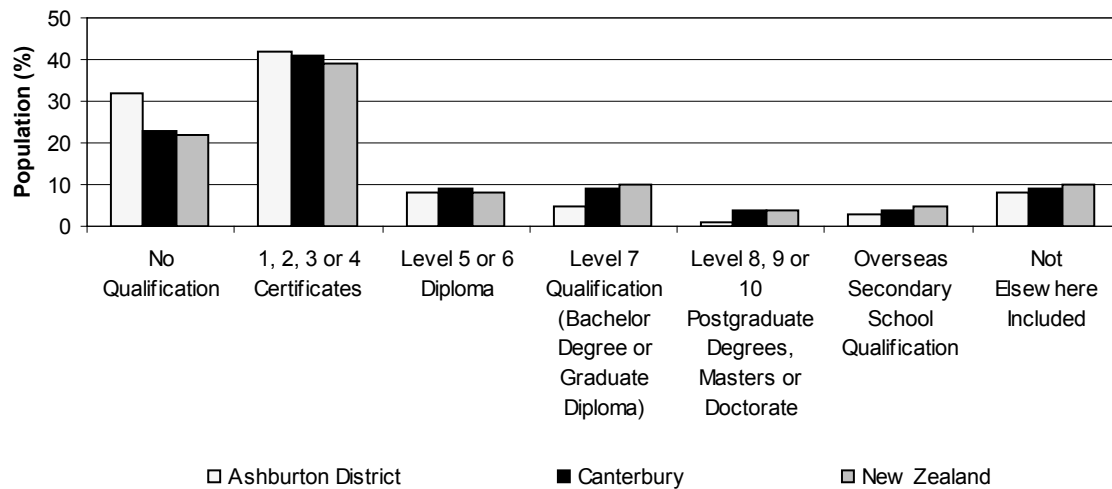
What is this about?

Education qualifications are linked to income and labour force status. In most cases, those with a bachelor degree earn more than those with no formal qualifications. By determining the highest qualification gained by the population aged over 15 years, an interpretation can be made of the job readiness of the workforce.

Qualification categories have changed in recent years. For instance, between 2002 and 2004, NCEA (National Certificate of Educational Achievement) Levels 1, 2 and 3 were introduced nationally, replacing School Certificate, Sixth Form Certificate and University Bursaries respectively. Level 4 (school and post-school), 5 and 6 qualifications include basic, skilled, intermediate and advanced vocational qualifications, such as trade certificates and nursing diplomas.

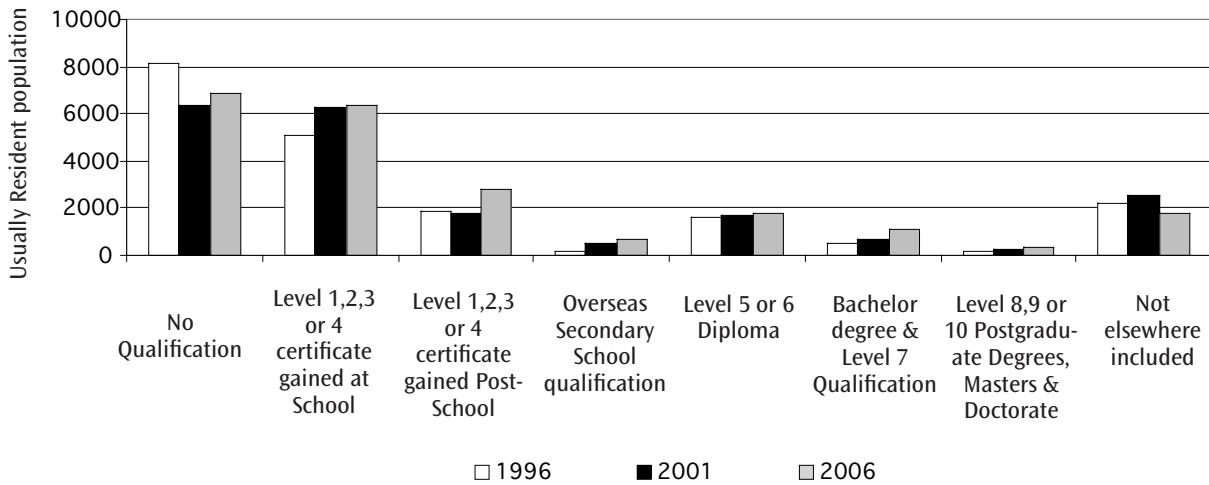
The Ashburton District labour market mainly consists of primary (e.g. agricultural and horticultural) and secondary (e.g. manufacturing) industries. As a result, demand for staff with high educational attainment is likely to be lower than other areas of New Zealand that have a higher proportion of tertiary (e.g. service) industries.

Fig 40. Highest Qualification Comparison for Population Aged Over 15 Years



Highest qualification gained for the population of Ashburton District compared to Canterbury and New Zealand 2006
Source: Statistics New Zealand census

Fig 41. Ashburton District Highest Qualification for the Population Aged Over 15 Years



Ashburton District Highest Qualification for the Population aged over 15 years 1996 – 2006
Source: Statistics New Zealand census

Key Points

- Over the last ten years there has been significant improvement in the district’s proportion of the working-aged population with formal qualifications. In 1996, nearly half the working-aged population held no formal qualification. By 2006 this proportion had dropped to just over a third of the Ashburton District working-aged population
- The proportion of the Ashburton District population who hold no formal qualifications is still significantly higher than for New Zealand
- In 2006, 30% of the working aged population gained their highest qualification post-school
- The number of working aged people holding bachelor degrees or higher qualifications has doubled between 1996 (705) and 2006 (1,413)
- The proportion of highest qualification above Level 4 for the Ashburton District population (15%), is lower than the Canterbury region (22%) and New Zealand (23%)
- As the Ashburton District primary industry sector becomes more capital-intensive it should follow that the demand for qualified and / or formally trained workers will increase

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher proportion of the population with a formal qualification than the Canterbury region and New Zealand as a whole	☹️	↑

Data Limitations

A ‘qualification’ is a formally recognised award for attainments resulting from a learning course, or from on the job training. A limitation of this data is the difficulty in measuring skills or knowledge learnt on the job. Industry Training Organisations (ITO’s) are going some way to bridge this gap in New Zealand.

SCHOOL LEAVER QUALIFICATIONS

What is this about?

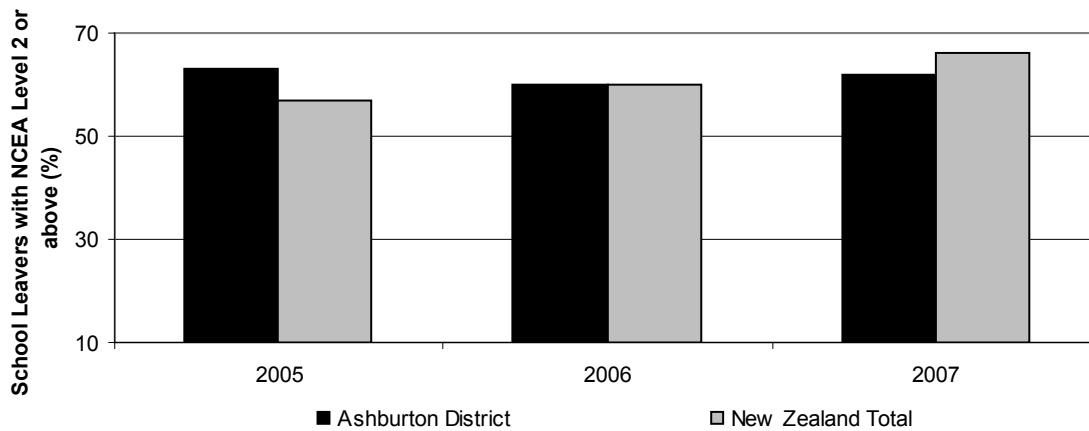
School leaver qualifications are an important measure of the following key elements:

- The performance and quality of our education system
- The number of young adults who have completed the basic pre-requisite for further education, training and many entry-level jobs

In 2002, the National Certificate of Educational Achievement (NCEA) qualification system was phased into New Zealand secondary schools. This system recognises student achievement through the collection of credits, which count towards levelled certificates. This system provides opportunities for a greater number of students to achieve qualifications that they may have not otherwise achieved under the previous qualification systems

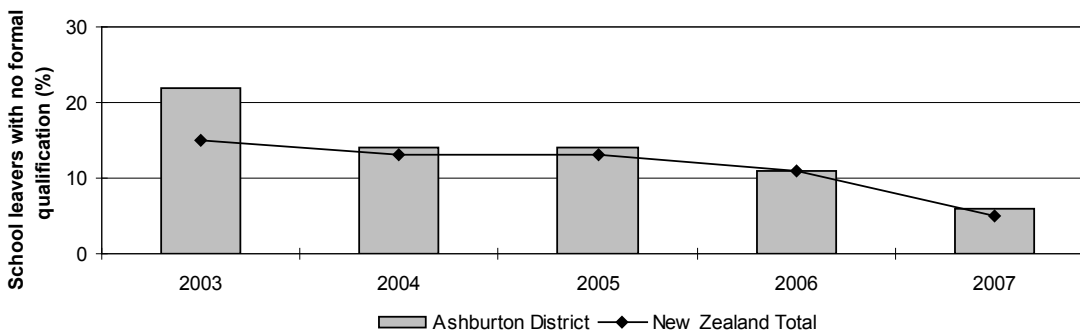
NCEA Level 2 has been identified as a key qualification to gain before leaving school, as those who leave school without Level 2 or higher will be limited in future educational and job prospects (Ministry of Education, 2009).

Fig 42. Percentage of School Leavers with NCEA Level 2 or Above



Percentage of School Leavers with NCEA Level 2 or Above, Ashburton District and New Zealand 2005-2007
Source: Ministry of Education - Education Counts

Fig 43. School Leavers in Ashburton District and New Zealand with No Formal Qualification



Percentage of School Leavers in Ashburton District with no Formal Qualifications 2003-2007
Source: Ministry of Education

Key Points

- The general trend for the number of school leavers with a formal qualification of NCEA Level 2 or above for New Zealand has steadily increased since 2005, rising from 57% to 66% in just two years
- No clear trend is evident in the Ashburton District data over the three year period, with figures remaining relatively constant at between 60% and 63%
- The average percentage of Ashburton District school leavers with NCEA Level 2 or above has been slightly higher than the national rate, at 62 % compared to 61% nationally for the period 2005-2007
- The rate of Maori students attaining NCEA Level 2 or above has decreased in Ashburton District since 2005. In 2007, Maori students were 1.7 times less likely to achieve NCEA Level 2 or above than all students. National data indicates an increase in the number of Maori school leavers with NCEA Level 2 or above, however they continue to be proportionally underrepresented
- The percentage of school leavers with no formal qualification has dropped significantly since 2003, both in Ashburton District and New Zealand as a whole. This is probably the result of the introduction of the NCEA qualification system

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher proportion of secondary school leavers with NCEA Level 2 or above than New Zealand as a whole	☹	↔

Data Limitations

Due to changes in the method of collection, figures collected prior to 2005 are not comparable and have been excluded.

Figure 43 has data limitations as the data set does not include any historical data which covers the previous national qualification assessment framework. Consequently, any relationship between the number of school leavers with little or no formal qualifications and form of assessment cannot be correlated.

4.3 EDUCATION QUALITY

Our community values access to quality education opportunities for all who live here. Quality education opportunities will help us to achieve our goal of life long learning for our district.

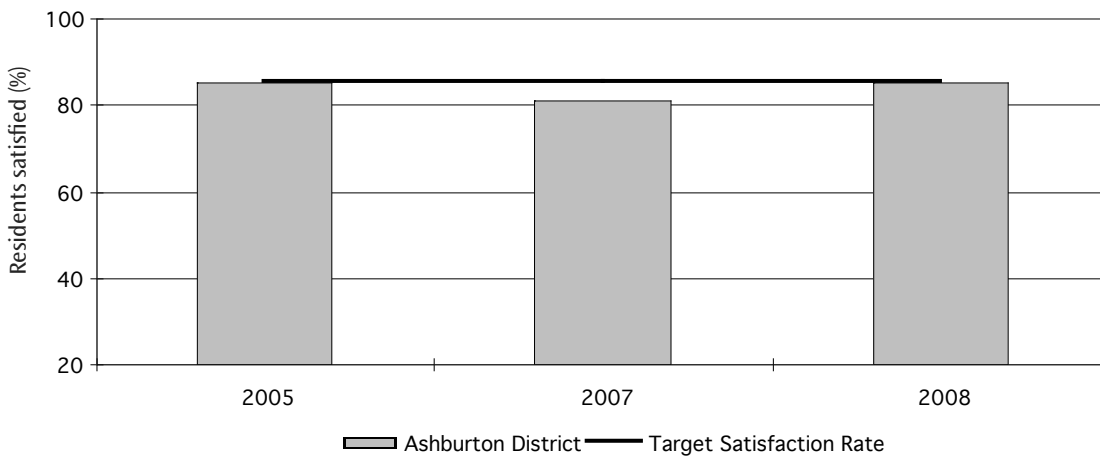
RESIDENT SATISFACTION WITH EDUCATION SERVICES IN THE DISTRICT

What is this about?

Education services, like all community services, need to be appropriate for the community being served. One method of measuring this is to gauge resident satisfaction with the standard of services provided.

This chart illustrates the level of satisfaction among residents with the education services in Ashburton District; in turn this provides an indicator of the quality of our education services.

Fig 44. Resident Satisfaction with Education Services in the District



Resident Satisfaction with Education Services in the District 2005 - 2007
 Source: Ashburton District Council NRB Communitrak Survey

Key Points

- Since 2005 the level of resident satisfaction with education services in the district has been relatively constant, ranging from 82% to 85%

How are we doing?

Target:	State:	Trend:
85% of Ashburton District residents are satisfied with the education services in the 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.

5. HEALTH AND WELLBEING

DESIRED OUTCOME

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 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

INTRODUCTION

Being safe and healthy is an important aspect of our community's social wellbeing. Through the community outcomes development process our community recognised the importance of having good access to health services and of being a healthy, active and well-supported community.

Five indicators and their measures tell the story of Ashburton Districts' progress towards achieving its health and wellbeing. These indicators are as follows; supportive community; affordable housing; healthy and active community; quality health services; and community safety.

	State	Trend
5.1 Supportive Community		
• New Zealand Deprivation Index (NZDep)	😊	↔
• Proportion and distribution of all means tested benefits being received	😊	↑
5.2 Affordable Housing		
• Rent to income ratio	😊	↑
5.3 Healthy and Active Community		
• Smoking rates	😊	↔
• Frequency of physical activity	😊	↔
5.4 Quality Health Services		
• Resident satisfaction with health services	😊	↑
• Resident barriers with accessing health services	😊	↑
5.5 Community Safety		
• Recorded crime offences and apprehensions in the Mid-South Canterbury Police District	😊	↓
• Satisfaction with community safety	😊	↓
• Road crash injury rates	😊	↔
• Road crash fatality rates	😞	↔
• Workplace accidents and injury rates	😞	↔

Key:

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

5.1 SUPPORTIVE COMMUNITY

By understanding a community's socio-economic composition, planning and decision-making can best be made to meet our community's diverse needs. Our residents want to live in a well-supported community, meaning that a variety of groups and organisations will work to achieve this support.

NZ DEPRIVATION INDEX (NZDEP INDEX)

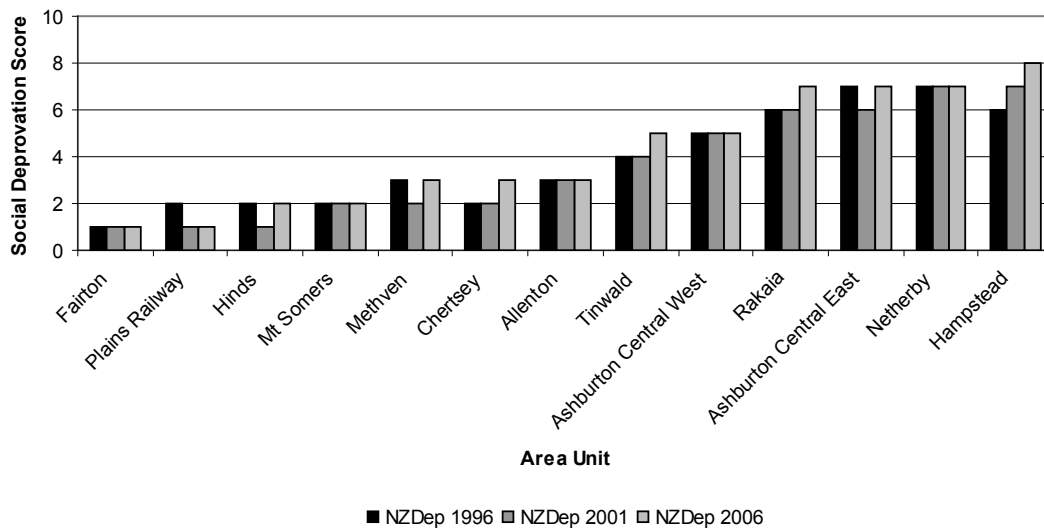
What is this about?

The New Zealand Deprivation Index (NZDep 2006 & 2001) measures the socio-economic status of small geographic areas and provides an indication of the ability of households to achieve positive outcomes in areas such as health, education, income and employment. Using data collected in the Census, the NZ Deprivation Index combines the following dimensions of deprivation:

- Income
- Home ownership
- Support
- Employment
- Qualifications
- Living Space
- Communication
- Transport

When combined, these total a deprivation score for each statistical meshblock in New Zealand, the graph below depicts the deprivation score for each area unit in the Ashburton District. The NZDep2006 score for each area reflects a continuum from 'least deprivation' (NZDep score of 1) to 'most deprivation' (NZDep score of 10).

Fig 45. Ashburton District Social Deprivation Index



Ashburton District Social Deprivation Index 1996 - 2006
 Source: New Zealand Deprivation Index, Ministry of Health

Key Points

- The areas in Ashburton District with the lowest deprivation index score are Fairton and Plains Railway (NZDep score of 1)
- Hampstead has the highest deprivation index score of 8, indicating it is an area with greater deprivation than other areas in the district. Netherby, Ashburton Central East and Rakaia each have a deprivation index score of 7 (2006)
- Hinds, Methven and Ashburton Central East have fluctuated over the ten year period, while Chertsey, Tinwald, Rakaia and Hampstead have become more socially deprived according to this measure
- In 2006 Ashburton District as a whole had an average deprivation index of 4, the same as recorded in 1996 and 2001

How are we doing?

Target:	State:	Trend:
Ashburton District has a social deprivation level of four or less	😊	↔

Data Limitations

The New Zealand Deprivation Index is about relative socio-economic deprivation and not absolute deprivation. This means there will always be 10% of the country which falls into the most deprived decile, as the index construction means the deprivation scores are divided by tenths over the whole country.

MEANS-TESTED BENEFITS

What is this about?

Means tested benefits are social support payments available for recipients who meet specific criteria. These benefits cover a range of situations and include; unemployment benefit, domestic purposes benefit (DPB), sickness benefit, and invalid's benefit.

Exclusion from paid employment is closely linked to socio-economic deprivation, poor health outcomes, lower educational attainment and lower levels of community connectedness.

Fig 45. Ashburton District Recipients of Means Tested Benefits

	June 2006		June 2007		June 2008	
Unemployment Benefit	121	11%	530	5.5%	32	3.6%
Domestic Purposes Benefit	357	34%	331	35%	320	36%
Sickness Benefit	124	12%	122	13%	107	12%
Invalid's Benefit	387	36%	384	41%	381	43%
Other	100	9%	53	5.5%	55	6%

Ashburton District - Recipients of means tested Benefits

- Number of Recipients and proportion of benefits received by type

Source: Ministry of Social Development; Benefit Factsheets

Fig 46. Proportion of Means Tested Benefits: Ashburton District, Canterbury and New Zealand

June 2008	Ashburton District		Canterbury		New Zealand	
	N	%	N	%	N	%
Unemployment Benefit	32	3%	704	3%	17,710	7%
Domestic Purposes Benefit	320	36%	7,976	33%	96,440	40%
Sickness Benefit	107	12%	5,026	21%	46,271	19%
Invalid's Benefit	381	43%	10,599	44%	82,879	34%
Total Means Tested Benefits	840	4.6%	24,305	6.6%	243,300	8.6%
Total Working Aged Population	18,100		368,300		2,841,600	

Proportion of working-aged population receiving means-tested benefits, Ashburton District, Canterbury, New Zealand (Other benefits not included)

Source: Ministry of Social Development and Statistics New Zealand – Population Estimates

Key Points

- The number of recipients receiving the unemployment benefit in the district since 2006 has dropped from 121 to 32, with 3.6% of means-tested benefit recipients receiving the unemployment benefit (June 2008)
- Since 2006, the percentage of beneficiaries receiving an invalid's benefit has increased by 9%, yet the numbers have remained relatively stable reflecting the declining total number of means-tested benefits in the district
- The total proportion of the working aged population receiving a means tested benefit is lower in Ashburton District than Canterbury and New Zealand (Ashburton District 4.6%, Canterbury 6.6%, New Zealand 8.6%)

How are we doing?

Target	State:	Trend:
Ashburton District has a lower proportion of means tested benefits received by the working aged population than for Canterbury and New Zealand	😊	↑

Data Limitations

Breakdown of benefit recipients by age and ethnicity is not possible due to the high level of suppression and confidentiality of the data. Trends in numbers receiving a benefit are more reliably shown by comparisons between the same quarters twelve months apart, than by comparison between consecutive quarters. For further information visit www.msd.govt.nz

5.2 AFFORDABLE HOUSING

Affordable housing is an important aspect of our community's quality of life, as housing costs have one of the biggest impacts on household spending. Affordable housing contributes to our community's health and wellbeing.

RENT TO INCOME RATIO

What is this about?

National research has revealed that many low income families pay a substantial portion of their salary in rent, reflecting resident's discretionary income.

If rent has a comparatively high ratio to wages, then this impinges upon resident's ability to meet their wider household needs. Further research has exposed the wide ranging effects of this, including: a lack of food (both quality and quantity), inability to visit health professionals, poor housing conditions, stress and reliance on others.

Rent to income ratio is calculated as a ratio of the median annual rent paid in each area, to the median household income. These figures are derived from census information. National results are currently unavailable as Statistics New Zealand does not have the national median household income data accessible.

Fig 47. Rent to Income Ratio for Households Paying Rent

	1996	2001	2006
Ashburton District	17%	16%	16%
Canterbury Region	21%	21%	21%

Rent to income ratio for households paying rent for the private dwellings they occupy 1996 - 2006
Source: Statistics New Zealand Census

Key points

- Ashburton District has a lower rent to income ratio than Canterbury (Ashburton District 16%, Canterbury 21%)
- Both Canterbury and our district have experienced an increase in both rent and income, meaning that the rent to income ratio has changed very little
- In 2006 the median weekly rent in the district was \$145 and weekly household income was \$886. This percentage is likely to have changed, as in 2008 the Building and Housing Department data indicated the median rent in Ashburton District was \$228. This may mean an increase in the rent to income ratio for the district since 2006

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower rent to income ratio than for Canterbury as a whole	😊	↑

Data Limitations

As there has been rapid change in the housing market over the last five years, it is likely that the current rent to income ratio would be quite different to the most current statistics from 2006.

5.3 HEALTHY AND ACTIVE COMMUNITY

A healthy and active community has social and economic benefits for individuals and the community. From improving social cohesion and engagement through to reducing health costs associated with some illnesses, a healthy and active community is important for our district.

SMOKING RATES

What is this about?

Smoking harms nearly every organ and system in the body in some way. It is estimated that half of all long-term smokers will die from a smoking-related disease. This places a significant burden on the nation's health resources and reduces the quality of life of those affected (Ministry of Health, 2008).

Significant resources have been put into promotion of the smoke-free message, as the detrimental effects on the individual and their families are recognised, this is yet to be reflected in a reduction in the smoking rates collected by Census.

Fig 48. Proportion of the Population Aged over 15 years that are Regular or Ex-smokers

	1996		2006	
	Ashburton District	New Zealand	Ashburton District	New Zealand
Regular Smokers	21%	22%	21%	22%
Ex-Smokers	22%	20%	22%	20%

Proportion of the Population Aged over 15 years that are Regular, or Ex-smokers in Ashburton District and New Zealand 1996 - 2006
Source: Statistics New Zealand census

Key Points

- The proportion of the population who are regular smokers in Ashburton District and New Zealand has remained the same from 1996 – 2006. Ashburton District has a smaller proportion of the population smoking than New Zealand by 1%
- The proportion of ex-smokers in Ashburton District and New Zealand has remained the same from 1996 – 2006. Ashburton District has a higher proportion of the population who are ex-smokers than New Zealand by 2%
- The 2008 New Zealand Tobacco Use Survey indicates that there has been a slight decline in the proportion of smokers in New Zealand, therefore when this question is repeated in the census in 2016, it is likely a reduced proportion of smokers in Ashburton District and New Zealand will be found

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower proportion of people who are regular smokers than for New Zealand as a whole	😊	↔

Data Limitations

Data at the Territorial Authority level is only collected every ten years through the census.

FREQUENCY OF PHYSICAL ACTIVITY

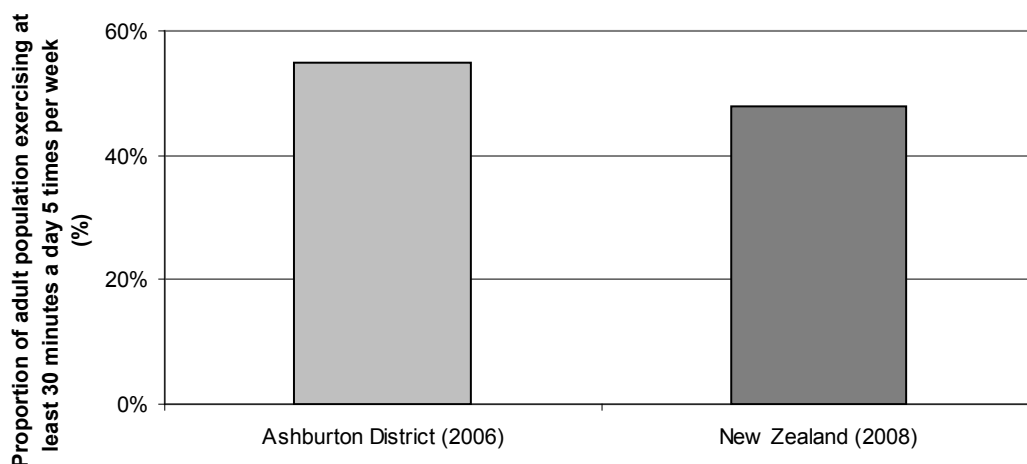
What is this about?

Participation in sport or physical activity can improve community connectedness, social relationships, health, wellbeing, and the quality of life for individuals, families and communities.

Sport and Recreation New Zealand (SPARC), recommend that New Zealand adults should participate in physical activity for at least 30 minutes, five or more times per week. This recommendation is to maintain a person's standard of health.

Significant resources have been invested into the promotion of the Active Living and Push Play initiatives. Being physically active is recognised as being beneficial to an individual's health and can reduce the risk of diseases such as Type 2 Diabetes and obesity related illnesses.

Fig 49. Proportion of the Adult Population Exercising at Least 30 Minutes per Day, 5 Times per Week



Proportion of the Adult Population Exercising at least 30 minutes per day, 5 times per week in Ashburton District and New Zealand 2006 - 2008
Source: Ashburton District Council NRB Communitrak Survey & SPARC 2007/08 Active NZ survey findings

Key Points

- Ashburton District has a higher proportion of the population participating in physical activity than New Zealand as a whole (Ashburton District – 55%, New Zealand – 48%)
- The SPARC 2007/08 Active NZ Survey identified that in New Zealand women are less likely to be physically active than men, a trend also reflected in the Ashburton District findings
- At this stage it is too early to identify if progress has been made to increase people's levels of physical activity in Ashburton District. Nationally, there appears to be a slowing in the national obesity rate (Ministry of Health, 2008, NZ Health Survey) which may indicate an increase in physical activity levels

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher proportion of people who are physically active at least 30 minutes a day, five times per week than for New Zealand as a whole	😊	↔

Data Limitations

Discrepancies may exist when comparing the two sets of data (NRB Communitrak Survey and the 2007/08 Active NZ Survey) as different data collection methods were used for each.

5.4 QUALITY HEALTH SERVICES

Access to health care provision is important for the prevention and treatment of ill health. Barriers to access are associated with factors such as cost (socio-economic constraints), time constraints; cultural and ethnic values / practices and mobility issues.

Historically, the ratio of general practitioners (GP's) per 1000 people in the population has been used as an indicator of the quality of primary health care. It is increasingly recognised, however, that this measure does not account for travel times to access a GP and social deprivation barriers (Barbyn and Barnett, 1996). At present, there is no recognised measure for access to primary health care services (including GP's) freely available at the territorial authority level.

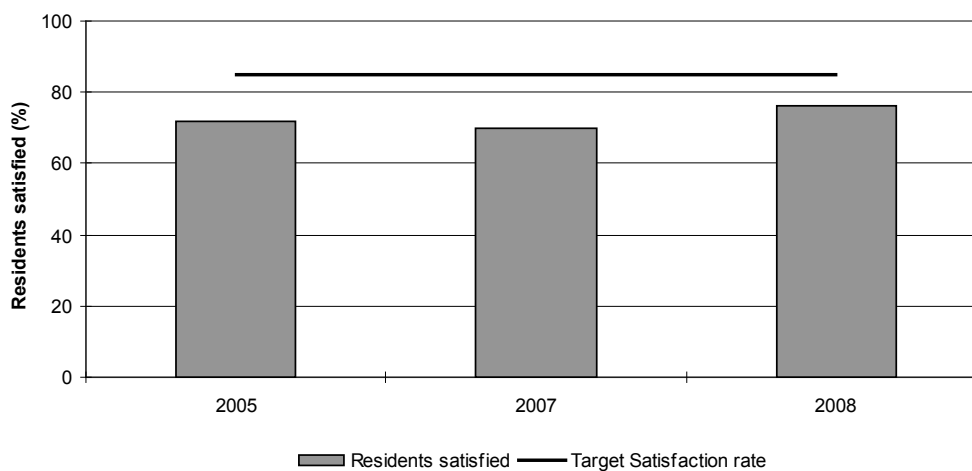
RESIDENT SATISFACTION WITH HEALTH SERVICES

What is this about?

Residents interviewed as part of Council's NRB Communitrak annual resident survey were asked how satisfied they were with the health services in Ashburton District.

Residents were asked if they were 'very satisfied', 'satisfied', 'neither satisfied nor dissatisfied', 'dissatisfied' or 'very dissatisfied' with health services in the District.

Fig 50. Resident Satisfaction with Health Services in Ashburton District



Resident satisfaction with health services in the District (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

- Resident satisfaction with health services is fairly constant but may be trending upwards with 76% of survey respondents in 2008 being either very satisfied or satisfied with the health services available
- In 2008, 56 residents (14%) were dissatisfied with health services in the district, which is an improvement from 2007 when 66 residents (23%) of residents were dissatisfied.

How are we doing?

Target:	State:	Trend:
85% or more of residents surveyed are satisfied with the health services in the 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.

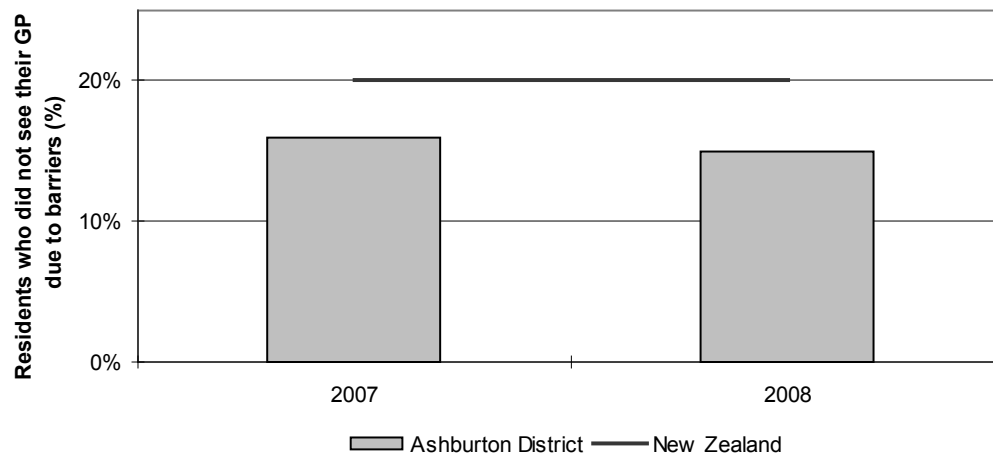
ACCESS TO HEALTH SERVICES

What is this about?

The NRB Communitrak annual resident survey asked respondents if there has been a time in the last 12 months when they, or a member of their family, wanted to see a doctor about their health, but did not see one. Residents were asked to also identify the reason why they did not see a doctor.

Early diagnosis and treatment of illness, through a GP visit, is likely to speed up recovery and reduce the long term cost of an illness. Therefore, the minimisation of barriers to primary health care access may lead to reduced long term health costs.

Fig 51. Residents who Faced Barriers to Accessing Health Services



Residents who faced barriers to accessing health care in Ashburton District and New Zealand 2007 - 2008
 Source: Ashburton District Council – NRB Survey & Quality of Life Survey National Report

Key Points

- 15% of Ashburton residents surveyed in 2007 and 2008 reported having wanted to see a doctor about their health at some stage in the previous 12 months but did not see one. Twenty percent of all New Zealanders surveyed in the National Quality of Life Survey reported the same experience
- The most common reason given for not seeing a doctor for both Ashburton District and New Zealand residents surveyed was that it would cost too much. This highlights the precarious position some residents are facing to maintain a minimum standard of living

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower proportion of people not visiting their GP due to barriers than the New Zealand proportion	😊	↑

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.

5.5 COMMUNITY SAFETY

Community safety impacts on the health and wellbeing of the individual, the family and the wider community. This in turn impacts on people's quality of life, and can be an attraction or a deterrent for people living in the District or looking to move here.

Communities that feel safe are likely to be confident and optimistic about their future, which leads to positivity and innovation.

RECORDED CRIME IN THE MID-SOUTH CANTERBURY POLICE DISTRICT

What is this about?

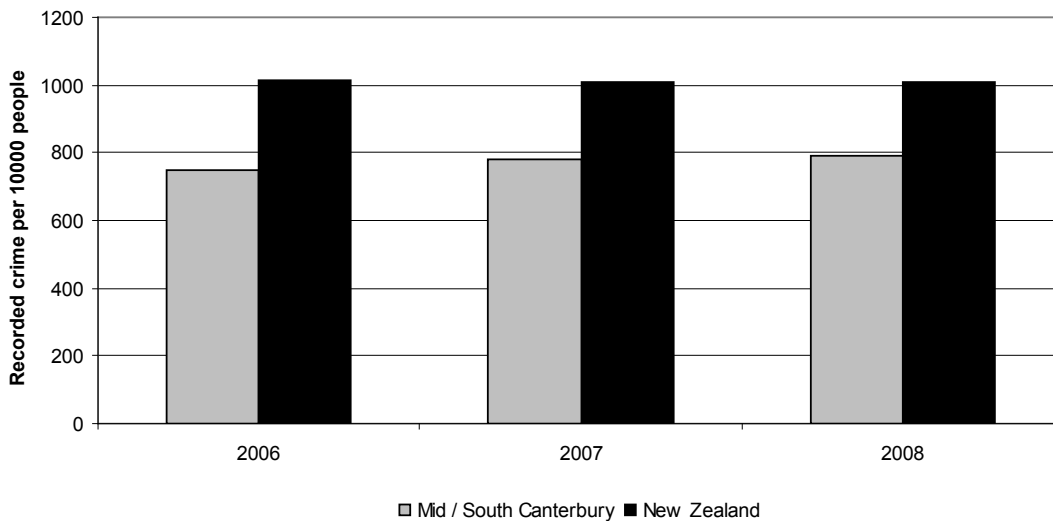
Criminal activity has important social implications as individual personal safety and wellbeing are influenced by crime.

Police crime statistics are affected by variations in actual offending, changes in reporting by victims and complainants, the deployment of police resources and by police policies and recording practices, including legislative changes.

Crime statistics only reflect reported and recorded offences, rather than the actual level of offending in the community. Actual offence levels are likely to be higher than reported offence levels.

Due to police district boundaries, data is unavailable at the district level. Ashburton District is included in the Mid / South Canterbury Police zone, which also includes Timaru, Waimate and McKenzie Districts.

Fig 52. Recorded Crime per 10,000 People in the Mid / South Canterbury Police District



Recorded crime per 10,000 people in the Mid / South Canterbury Police District 2006 - 2008

Source: New Zealand Police – Crime Statistics

Fig 53. Recorded Crime per 10,000 People by Category

Drugs & Antisocial behaviour	2006	2007	2008
Mid / South Canterbury	115	142	123
New Zealand	131	140	144
Dishonesty	2006	2007	2008
Mid / South Canterbury	302	284	312
New Zealand	566	531	521
Property Damage	2006	2007	2008
Mid / South Canterbury	157	177	190
New Zealand	116	125	127
Violence	2006	2007	2008
Mid / South Canterbury	106	107	108
New Zealand	121	135	140

Figure Nine: Recorded crime per 10,000 people by category 2006 - 2008

Source: New Zealand Police – Crime Statistics

Key Points

- Figure fifty-four shows the crime rate per 10,000 people is significantly lower in Mid / South Canterbury than for New Zealand as a whole
- Trends over the past three years show the Mid / South Canterbury crime rate has increased over 5% while national crime rates have slightly decreased (-0.3%)
- Drugs and antisocial behaviour, dishonesty, property damage and violence are the top four crime categories for both Mid / South Canterbury and New Zealand, with each category increasing in recorded crime since 2006
- Violent crimes have remained constant over the last three years in the district, while nationally these have increased significantly per 10,000 people

How are we doing?

Target:	State:	Trend:
Lower crime rate than for New Zealand as a whole	😊	↓

Data Limitations

Crime statistics are counted by the New Zealand Police District boundaries and are area boundaries only. This means that crime statistics for territorial authority is not possible.

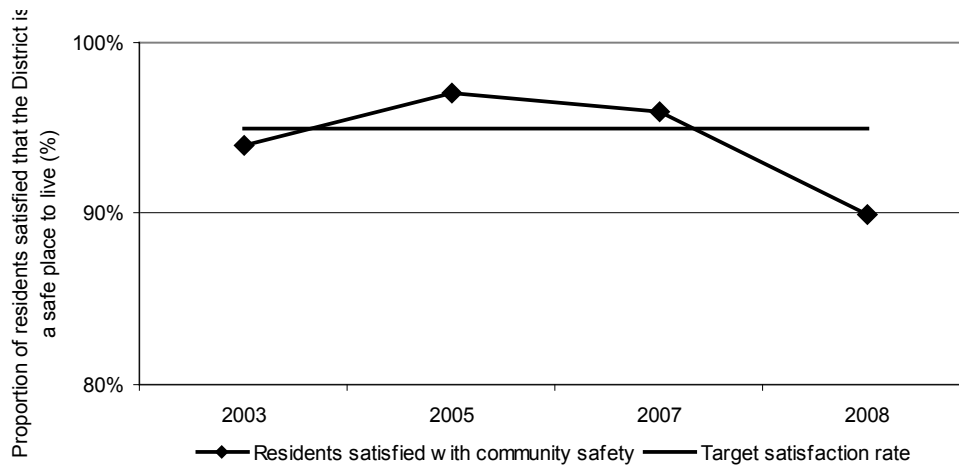
SATISFACTION WITH COMMUNITY SAFETY

What is this about?

Perception of safety impacts on the health and wellbeing of the individual, family and the wider community. This indicator is a useful supplement to official crime and safety statistics as it provides valuable information on how safe people feel in their community.

Residents who responded to Council's annual residents' NRB Communitrak Survey were asked if they thought the district was a safe place to live. They were asked to respond either 'yes, definitely', 'yes, mostly', 'not really' or 'no, definitely not'.

Fig 54. Resident satisfaction with the District as a Safe Place to Live



Resident satisfaction with the district as a safe place to live (don't know responses excluded) 2003 - 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 community safety has averaged 94% in the four years it has been measured, just under the target of 95% resident satisfaction
- In comparison to 2007 there has been something of a shift from 'yes, definitely' to 'yes, mostly' in 2008. This is something Council and other community agencies need to incorporate into their planning and communication processes
- More rural residents rate the district as definitely safe, and residents aged over 60 were more likely to respond that the district is 'not really' or 'no, definitely not' a safe place to live
- Resident satisfaction of safety, although dropping, does not illustrate the district's lower crime rates when compared nationally. This may reflect the impact media and publicity can have on resident perception

How are we doing?

Target:	State:	Trend:
95% of residents report feeling "definitely" or "mostly" safe 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.

ROAD CRASH INJURY AND FATALITY RATES

What is this about?

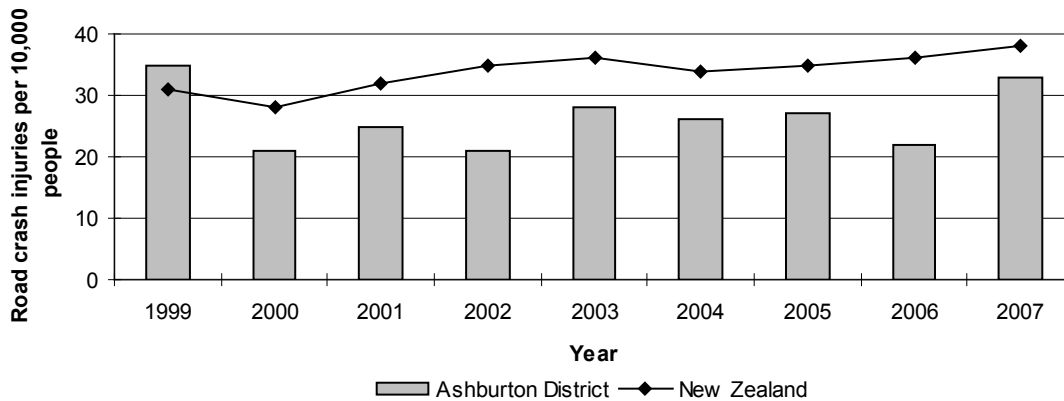
Ashburton District has the third largest roading network in New Zealand, with a total of 2,623 km of roads, of which 1,474 km is sealed and the remaining 1,153 km unsealed.

Road crash injuries and fatalities have significant social and financial costs, with ongoing health care costs, grief and trauma, which has a ripple effect on individuals, families and communities.

A road crash fatality is a death which occurs up to 30 days after a motor vehicle accident on a public road from injuries sustained in the accident. A road crash injury includes both serious and minor injuries.

This indicator looks at the road crash injury and fatality rates for Ashburton District in comparison with New Zealand as a whole. The graphs below show the number of road crash injuries and road crash fatalities per 10,000 people per year.

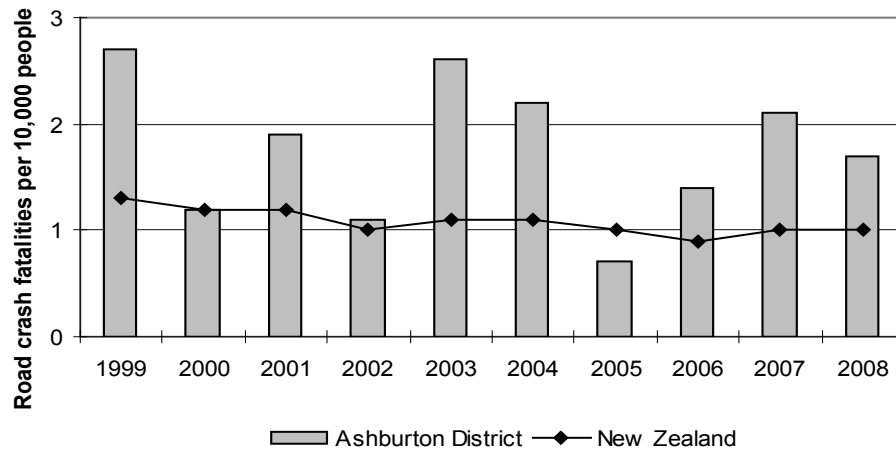
Fig 55. Road Crash Injuries for Ashburton District and New Zealand per 10,000 People



Road crash injury for Ashburton District and New Zealand per 10,000 people 1999 - 2007

Source: Ministry of Transport: Annual Report and Crash Analysis System (CAS)

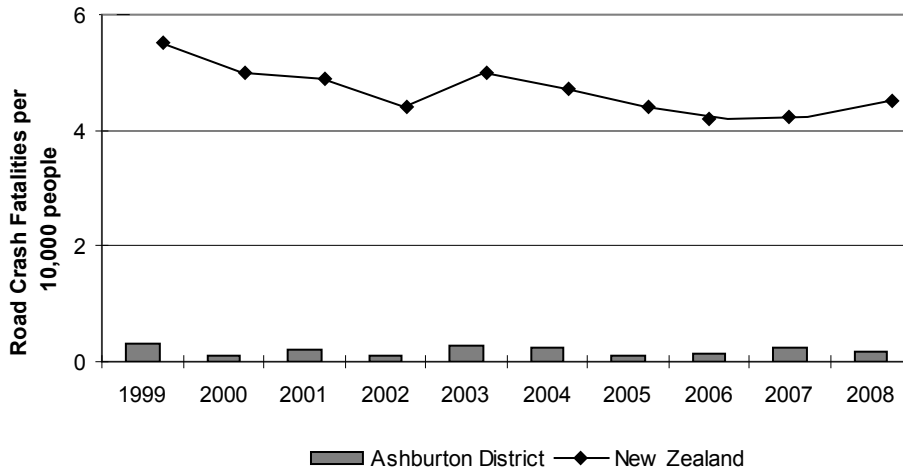
Fig 56. Road Crash Fatalities for Ashburton District and New Zealand per 10,000 people



Road crash fatalities for Ashburton District and New Zealand per 10,000 people 1999 - 2008

Source: Ministry of Transport Annual Report and Crash Analysis System (CAS)

Fig 57. Road Crash Fatalities for Ashburton District and New Zealand per 10,000 people



Road crash fatalities for Ashburton District and New Zealand per 1000 kilometres of road 1999 - 2008
 Source: Ministry of Transport Annual Report and Crash Analysis System (CAS)

Key Points

- Since 1999, Ashburton District has had a lower number of people per 10,000 injured in road crashes than New Zealand as a whole
- In 2007 the road crash injury ratios were – Ashburton District 33:10,000 New Zealand 38:10,000
- Road crash fatalities in Ashburton District have equalled, or exceeded the New Zealand ratio every year since 1999, except for 2005
- However, when comparing the number of road crash fatalities for every 1,000 kilometres of road, our district has a significantly lower road fatality rate than the New Zealand average

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower road crash injury rates than New Zealand as a whole	😊	↔
Ashburton District has a lower road crash fatality rates than for New Zealand as a whole	😞	↔

Data Limitations

The Ministry of Transport notes: “When a road traffic crash involves a motor vehicle and results in someone being injured, then the law requires that crash to be reported. However, comprehensive hospital based surveys indicate that only about two thirds of such injury crashes are reported to the Land Transport New Zealand. There may also be a reporting bias by type of road user and by day of week and by hour of day and by region” (Annual Statistics, 2006).

WORKPLACE ACCIDENT AND INJURY RATES

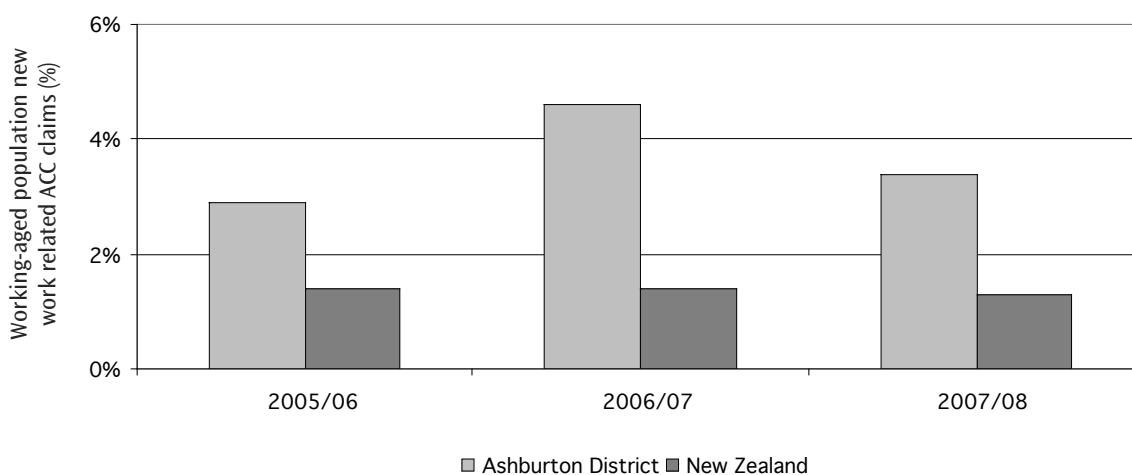
What is this about?

Providing a safe workplace for employees is a core responsibility of employers under the Health and Safety in Employment Act (1992) as they have the duty to promote the prevention of harm to all people at work, and others in, or in the vicinity of, places of work.

The Accident Compensation Corporation (ACC) provides personal injury insurance cover for all New Zealand citizens, residents and temporary visitors to New Zealand and maintains a record of claims made resulting from work-related accidents and injury.

This indicator looks at the number of new work-related ACC entitlement claims made as a proportion of the working aged population in Ashburton District and New Zealand. The highest injury-incidence rates are in the mining industry, construction industry, and agriculture, forestry and fishing sector.

Fig 58. Proportion of the Working Aged Population that lodged new work related ACC Claims 2005 - 2008



Proportion of the working aged population that lodged new work related ACC claims – Ashburton District & New Zealand
Source: Accident Compensation Corporation

Key Points

- Ashburton District has more than twice the proportion of the working aged population lodging new work-related ACC claims than New Zealand (Ashburton District 3.4%, New Zealand 1.3%)
- Three of the district's four top employment industries sectors are: agriculture, forestry and fishing; manufacturing; and construction. These sectors have historically had high levels of work related injury claims

How are we doing?

Target:	State:	Trend:
Ashburton District has a lower proportion of new work-related accident and injury claims than for New Zealand as a whole	☹️	↔️

Data Limitations

This measure is dependant on the injured party visiting a doctor and acknowledging the injury is work-related by making a claim with ACC.

6. RECREATION

DESIRED OUTCOME

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
















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

INTRODUCTION







Through the community outcomes process, our community identified that culture, heritage and recreation are important to our quality of life. By ensuring our community has a variety of cultural, heritage and recreation facilities that are accessible and affordable, our community is progressing well towards meeting our district's diverse cultural wellbeing needs.

The Ministry for Culture and Heritage takes a broad approach to cultural wellbeing. This view encompasses many of the activities which local authorities already engage in – including provision of libraries, museums, parks, venues and recreational facilities, support for the arts, celebration of events, promotion of language, heritage protection and the provision of “main street” programmes and cycle-ways etc (Ministry for Culture and Heritage, 2009).

Three indicators and their measures are used here to tell the story of Ashburton Districts' progress towards achieving its recreation goals of having access to a variety of experiences and facilities. These indicators include the following; arts, culture and heritage facilities and services; recreation facilities and services; and community events.

	State	Trend
6.1 Arts, Culture and Heritage Facilities and Services <ul style="list-style-type: none"> • Use of District Library • Use of Ashburton Art Gallery • Use of Ashburton Museum • Satisfaction with Council's involvement with the Art Gallery and Museum 	   	   
6.2 Recreation Facilities and Services <ul style="list-style-type: none"> • Use of the community pool • Use of sports fields, playgrounds, parks, reserves and gardens • Satisfaction with sports fields, playgrounds, and Ashburton Domain 	  	  
6.3 Community Events <ul style="list-style-type: none"> • Satisfaction with Council's role in community events 		

Key:

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

6.1 ARTS, CULTURE AND HERITAGE FACILITIES AND SERVICES

Arts, culture and heritage facilities and services are critical for the expression of cultural, national and local identity and are important outlets for many people's free time and enjoyment. The ability to take part in a range of arts and cultural activities is associated with community connectedness.

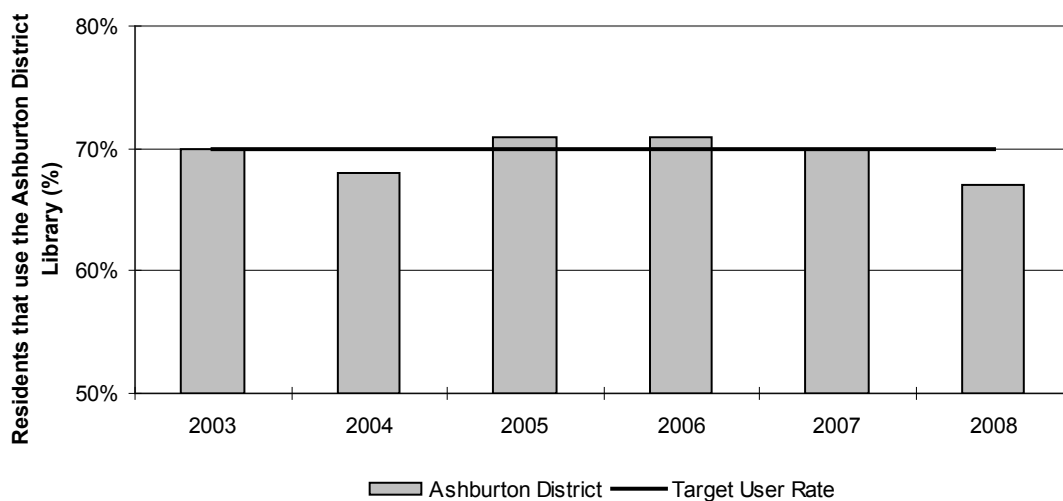
USE OF DISTRICT LIBRARY

What is this about?

The Ashburton District Library offers access to a wide range of resources which support and enhance learning opportunities. It is a centre of knowledge and provides a wide range of leisure resources and activities for the entire community.

This indicator shows the percentage of Ashburton District residents who visited the District Library at least once in the twelve month period prior to the annual NRB Communitrak annual resident survey.

Fig 59. Proportion of Residents who Visited the Ashburton District Library per Annum



Proportion of residents who visited the Ashburton District Library per annum 2003 -2008
Source: Ashburton District Council NRB Communitrak Survey

Key Points

- Figures show that the general trend is relatively stable, with between 67% and 71% of residents visiting the District Library at least once per 12 months between the years 2003-2008. This equates to an average of 69% of residents visiting and/or using District Library services at least once during this five year period, which is only 1% below the target of 70%
- The year of highest resident visitation was 2005, with 71%; and the lowest in 2008, with 67%

How are we doing?

Target:	State:	Trend:
At least 70% of residents have visited the District Library in the past year.	😊	↔

Data Limitations

The NRB Communitrak Survey results represent a sample of the Ashburton District population aged over 18 years of age, as opposed to a census which collects information on every person. The survey is conducted over the telephone, therefore those without a telephone, and those aged under 18 years of age are excluded from the survey.

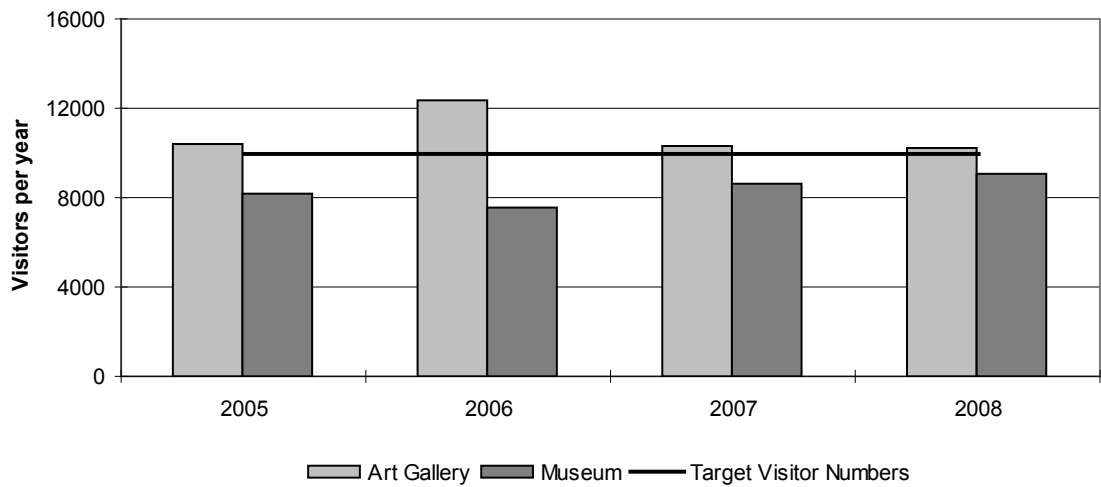
USE OF THE DISTRICT ART GALLERY AND MUSEUM

What is this about?

The Ashburton Museum and Ashburton Art Gallery provide our district with diverse cultural and heritage experiences, which help to shape our community's identity. Increasing recognition is being given to the importance of cultural activities in the daily lives of New Zealanders, as they are an important expression of personal, cultural and national identity, and are an indicator of a sophisticated, healthy society.

Council has a performance target of at least 10,000 visitors per year to both the Art Gallery and Museum. This measure provides an indication of the proportion of the community who are engaged in the cultural and heritage experiences offered at the Art Gallery and Museum.

Fig 60. Ashburton Art Gallery and Museum Visitor Numbers per Annum



Art Gallery and Museum visitor numbers per annum 2005 - 2008
Source: Ashburton Art Gallery and Ashburton Museum

Key Points

- The Ashburton Art Gallery has exceeded the performance target of 10,000 visitors per year for the past four years
- The Ashburton Museum has not reached the target of 10,000 visitors per year in the past four years, but it is showing an increasing number of visitors, with 1,500 more people visiting the museum in 2008 than 2006

How are we doing?

Target:	State:	TRrend:
Ashburton Art Gallery has at least 10,000 visitors per year.	😊	↔
Ashburton Museum has at least 10,000 visitors per year	😞	↑

Data Limitations

This data is reliant on the quality of the user number counting procedures at each location.

SATISFACTION WITH COUNCIL'S INVOLVEMENT WITH THE ART GALLERY AND MUSEUM

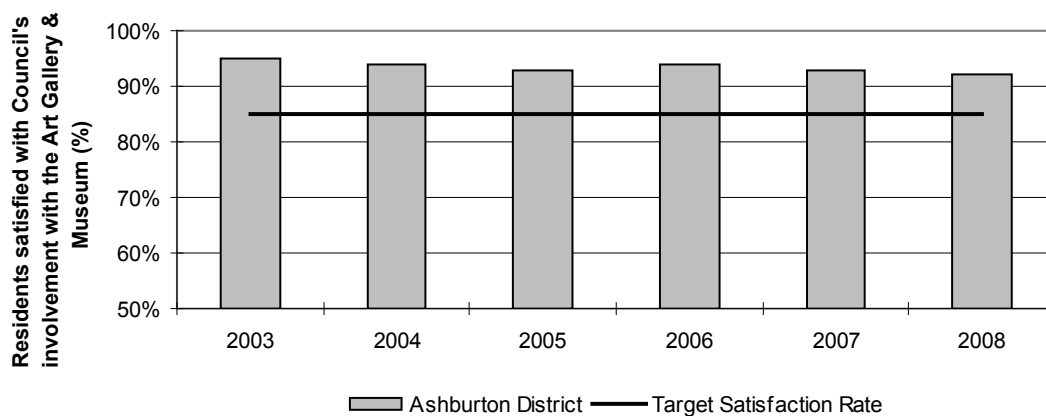
What is this about?

Council provides operational funding and the use of the former County Council building to the Ashburton Art Gallery and the Ashburton Museum.

Council is planning to construct a new purpose-built Art Gallery and Museum facility on land it owns on West Street, Ashburton. It is expected that construction will begin on the project in 2010/11.

The chart below shows the level of resident satisfaction with Council involvement with arts & culture, including the Art Gallery and Museum.

Fig 61. Satisfaction with Council's Involvement with Arts and Culture, Including the Art Gallery and Museum



Residents satisfied with Council's involvement with the Art Gallery and Museum (don't know responses excluded) 2003 - 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

- Residents have been consistently satisfied with Council's involvement in supporting the operational costs of the Art Gallery and Museum, with 92% of residents satisfied in 2008
- Over the last six years, on average 93.5% of residents have been satisfied with Council's involvement, exceeding the target satisfaction rate of 85%

How are we doing?

Target:	State:	Trend:
At least 85% of residents are satisfied with the level of Council's involvement in Arts and Culture	😊	↑

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. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.

6.2 RECREATION FACILITIES AND SERVICES

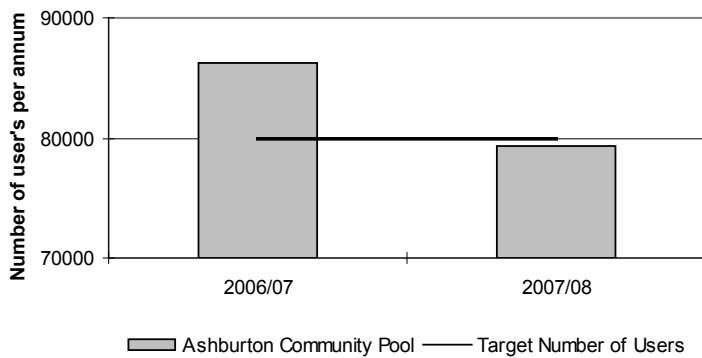
Our community values having accessible and affordable community facilities and services for all in the community to utilise and enjoy. These contribute to people’s wellbeing and their quality of life.

USE OF THE COMMUNITY POOL

What is this about?

Council is the cornerstone funder of the Ashburton Community Pool and provides expert assistance to the Ashburton Community Pool Board when required. Council is committed to ensuring that the community pool continues to operate and provides a service at a reasonable rate for the community.

Fig 62. Use of the Ashburton Community Pool



Use of the Ashburton Community Swimming Pool 2006 - 2008
 Source: Ashburton Community Swimming Pool reports to Council

Key Points

- Ashburton Community Pool usage numbers exceeded the target of 80,000 users per annum in 2006/07
- User numbers dropped slightly in 2007/08 from 86,280 down to 79,329
- The current Ashburton Community Pool is nearing the end of its economic life with significant investment needed to keep it functioning beyond the short term. Council is proposing in the Draft Community Plan to construct a new aquatic facility in 2015/16

How are we doing?

Target:	State:	Trend:
The Ashburton Community Pool has at least 80,000 admissions per year	☹️	↔️

Data Limitations

This data is reliant on the quality of the user number counting procedures at each location.

USE OF COUNCIL-PROVIDED SPORT AND RECREATION FACILITIES

What is this about?

Sport and recreation facilities and areas provide opportunities for individuals to recreate, which is an important component of individual, family and community health and wellbeing.

Access to sport and recreation facilities is closely linked with participation, as the greater the ability to access recreation facilities, then the more likely people are to utilise them.

Fig 63. Users of Sports Fields, Playgrounds, Parks, and Gardens as a proportion of the population

	Ashburton Domain	Parks, reserves & gardens	Sports fields & playgrounds
2003	88%	86%	76%
2004	86%	88%	77%
2005	84%	81%	76%
2006	87%	89%	77%
2007	87%	88%	79%
2008	85%	88%	76%

Users of sports fields, playgrounds, parks and gardens as a proportion of the population (don't know responses excluded) 2003 - 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

- Ashburton Domain and parks, reserves and gardens show a consistent record of exceeding the target of 85% of residents using them, with each averaging 86% over the last six years
- Sports fields and playgrounds fall short of achieving the target of 85% of residents using them, but have had consistent results over the past six years. Over the last six years, an average of 77% of the population have used sports fields and / or playgrounds

How are we doing?

Target:	State:	Trend:
At least 85% of residents surveyed have visited Council provided sports fields, parks or gardens in the last 12 months	☹️	↔️

Data Limitations

The NRB Communitrak Survey results represent a sample of the Ashburton District population aged over 18 years of age, as opposed to a census which collects information on every person. The survey is conducted over the telephone, therefore those without a telephone, and those aged under 18 years of age are excluded from the survey.

SATISFACTION WITH COUNCIL-PROVIDED SPORT AND RECREATION FACILITIES

What is this about?

To ensure Council-provided sport and recreation facilities are utilised and meet the needs of the community, it is vital that they are accessible, available and affordable for all in the community.

Each of the following Council-provided sport and recreation facilities are available to the community free of charge and are relatively accessible for all residents.

Fig 64. Resident satisfaction with Council-provided sport and recreation facilities

	Ashburton Domain	Parks, reserves & gardens	Sports fields & playgrounds	Rural reserves
2003	99%	98%	98%	92%
2004	99%	99%	98%	97%
2005	99%	98%	96%	97%
2006	99%	99%	95%	98%
2007	99%	98%	97%	96%
2008	99%	98%	94%	95%

Resident satisfaction with Council provided sport and recreation facilities (don't know responses excluded) 2003 - 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

- Ashburton Domain; parks, reserves and gardens; sports fields and playgrounds; and rural reserves each exceeded the target of 85% resident satisfaction in all of the past six years

How are we doing?

Target:	State:	Trend:
At least 85% of residents surveyed are satisfied with Council provided sport and recreation facilities	😊	↔

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.

6.3 COMMUNITY EVENTS

Community events provide opportunities for the community to celebrate together, enabling social connectedness and cohesion. They also help to increase the variety of experiences available in the district.

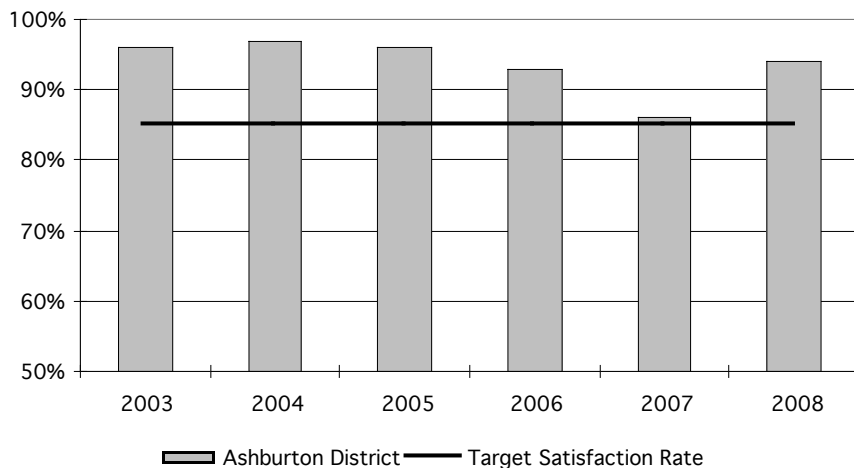
COUNCIL’S ROLE IN COMMUNITY EVENTS

What is this about?

Council funds the Concert in the Park as an annual event for local residents and provides funding towards events through community events funding grants, administered by Ashburton District Tourism.

Through the provision of community events, residents in the district are provided opportunities to increase their community connectedness and engagement with one another, which are important for the social wellbeing of the district.

Fig 65. Resident Satisfaction with Council’s Role in Community Events



Resident satisfaction with Council’s role in community events (don’t know responses excluded) 2003 - 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

- Residents in the district have been consistently satisfied with Council’s role in community events, with the target of 85% being exceeded every year since 2003
- The average satisfaction score over the last 6 years is 94% of residents satisfied with Council involvement in community events
- 2007 saw a decline in the satisfaction rating due to Council deciding to not host the New Years Eve Street Party in 2006

How are we doing?

Target:	State:	Trend:
At least 85% of residents surveyed are satisfied with Council’s involvement in community events	😊	↑

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.

7. DEMOCRACY

DESIRED OUTCOME

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

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

INTRODUCTION

Resident satisfaction with, and participation in, the local democratic process contributes to improving our quality of life. It is vital residents feel they are effectively represented by their decision-makers and that Council provides appropriate and accessible opportunities for community participation. This section measures our progress towards achieving the democracy goal of effective representation and active participation in public decision-making.

Two indicators and their measures are used here to gauge Ashburton Districts' progress towards achieving its democracy goal of active community participation that improves quality of life. These indicators are democratic participation and the quality of local government.

	State	Trend
7.1 Democratic Participation		
• Voter turnout in local government elections	😊	↓
• Voter turnout at Ashburton District polling places in central government elections	😐	↓
• Community involvement in decision making	😞	↔
7.2 Quality of Local Government		
• Information made available to the community	😊	↔
• Satisfaction with the performance of the Mayor and Councillors	😊	↔
• Satisfaction with the performance of council staff	😊	↑
• Satisfaction with Council's advocacy role for the district	😊	↑

Key:

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

7.1 DEMOCRATIC PARTICIPATION

Every New Zealander over the age of 18 has the right to vote in local and central government elections and referendums. This ability to participate democratically in society is a sign of a well-developed community.

VOTER TURNOUT AT LOCAL AND CENTRAL GOVERNMENT ELECTIONS

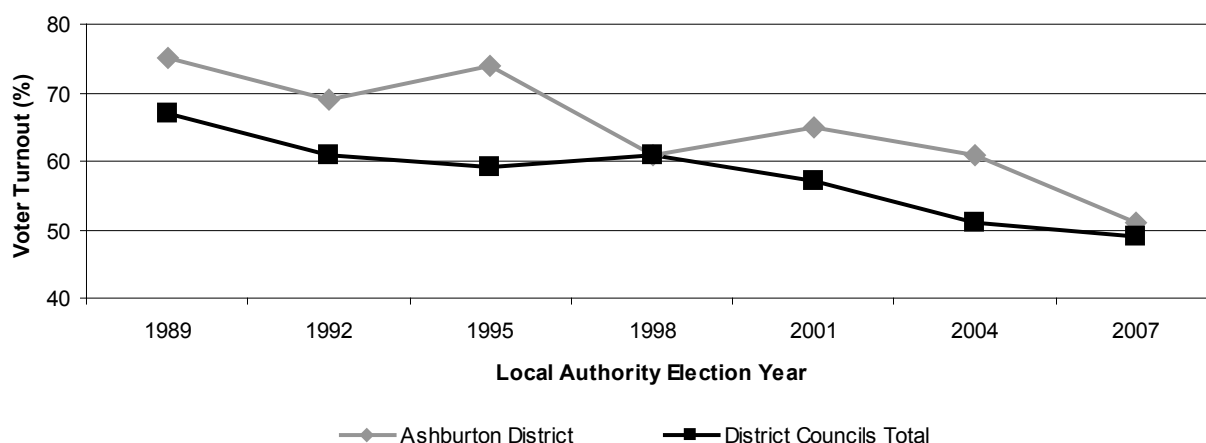
What is this about?

Voter turnout at local and central government elections identifies the proportion of Ashburton District residents and ratepayers who are enrolled to vote, and cast a vote in local body elections from 1989-2007 and in the 2008 general election.

Ensuring communities are well-informed and have their say in decision making processes is part of encouraging strong and positive communities. Voter turnout rates are a measure of this, indicating the extent of democratic participation of our residents. Voter turnout can be influenced by whether candidate positions are contested, and the level of confidence the public have in political authorities.

Voter participation was high for most territorial authorities in 1989, however, with each successive election since turnout has tended to decline (Amey, 2006). The high voter turnout in local authority elections in 1989 may have been due to local government reorganisation which saw the largest restructuring of local government arrangements ever undertaken in New Zealand.

Fig 66. Voter Turnout at Local Authority Elections



Voter turnout at Local Authority Elections 1989 -2007
Source: Ministry of Social Development, 2008 Social Report

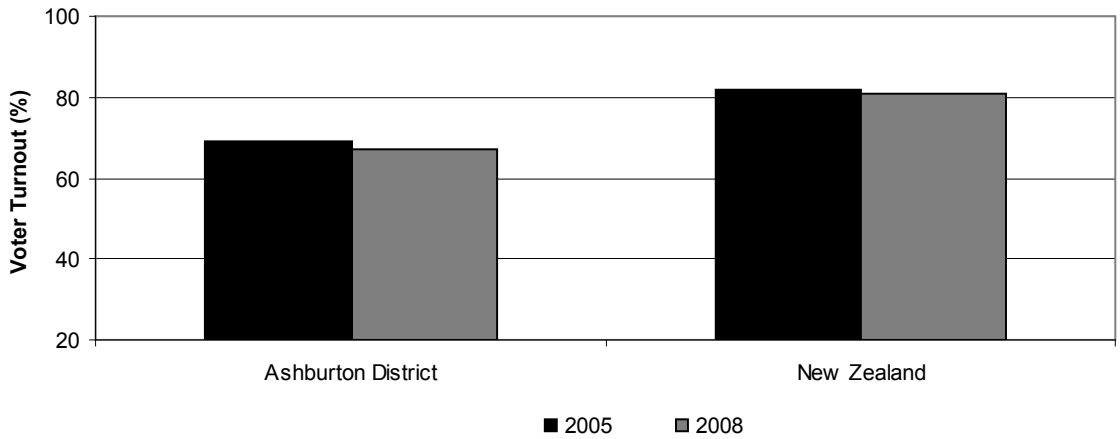
Key Points

- Voter turnout at local government elections has steadily declined since 1989 (75%); reaching the lowest rate of turnout at the 2007 local body election (51%)
- The most recent statistics show a higher percentage of voter turnout to central government elections than local government elections. 51% voter turnout was recorded in the 2007 local authority elections, compared to a 67% turnout at the 2008 general election
- In 2004, Ashburton District's local authority election voter turnout (61%) is significantly higher than the average for both the South Island (57%) and New Zealand (51%)

How are we doing?

Target:	State:	Trend:
Ashburton District has a higher rate of voter participation in local authority elections than New Zealand as a whole	😊	↓

Fig 67. Voter turnout at Ashburton District Polling Places – General Elections



Rate of voter turnout at Ashburton polling places in the 2008 general election, compared to the rate of voter turnout for New Zealand as a whole (general electorates) 2005 - 2008
 Source: www.electionresults.govt.nz

Key Points

- In 2008 Ashburton District had a high rate of elector enrolment, with 97% of the total Ashburton District population who were eligible, enrolled to vote
- Voter participation for the Ashburton District in the previous two general elections has been significantly lower than the rate for New Zealand as a whole. The level of voter participation for Ashburton District was 67% in the 2008 General Election, compared to 81% voter turnout for New Zealand as a whole
- The general trend for both the Ashburton District and New Zealand as a whole shows the rate of voter turnout has decreased since the 2005
- The number of residents who cast votes on Election Day in 2008 accounted for over one third (36%) of the total number of those who voted in the Rangitata electorate
- Voter turnout of Ashburton District residents, (67%), was lower compared to that of the Rangitata electorate as a whole (81%)

How are we doing?

Target:	State:	Trend:
Ashburton District has higher voter participation rates in general elections than New Zealand as a whole	☹️	↓

Data Limitations

It is important to note that parliamentary electorates are not aligned with territorial authority boundaries, and data for the 2008 general election is not yet available at the district level. In the case of Ashburton District, the Rangitata electorate covers Ashburton District, but also includes electors as far south as Timaru. The Ashburton District figure has been drawn from the Rangitata Electorate polling statistics, and is based on the 13,861 votes cast by electors at Ashburton District polling places. This means the figure excludes any Ashburton District residents and ratepayers who cast their votes outside the district. The data also excludes hospital votes, ordinary and special votes cast before polling day, special votes cast on polling day, overseas special votes, and Te Tai Tonga electorate votes.

For further information regarding electoral boundaries, see www.elections.org.nz/mapping

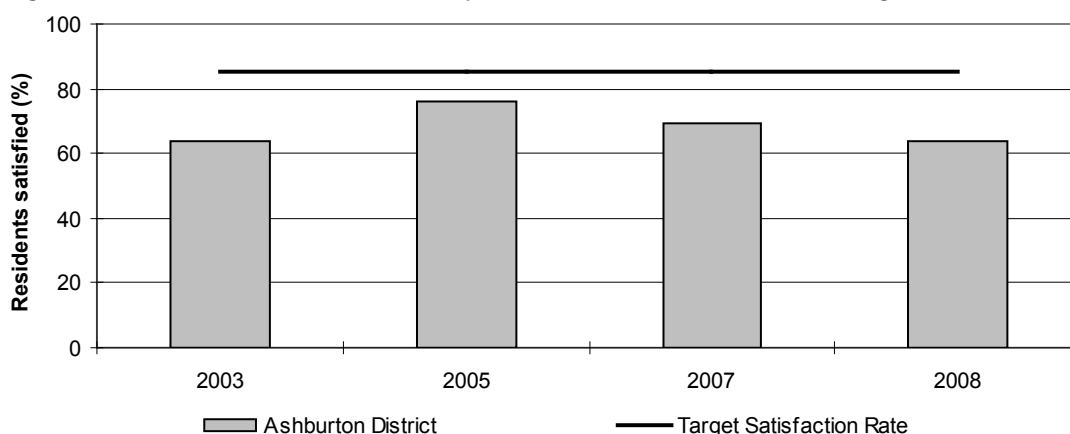
RESIDENT SATISFACTION WITH COMMUNITY INVOLVEMENT IN DECISION MAKING

What is this about?

Involving the community in decision making is an important part of modern local government. For public participation in local democratic processes to occur, opportunities to do so must be made accessible by Council. The public perception of how Council involves the community in decision making is one way of gauging if Council is providing adequate opportunities in a manner which is meaningful, effective and accessible to the community.

The chart below shows the proportion of residents who were satisfied with the way Council involved the public in the decision-making process between 2003 and 2008.

Fig 68. Resident Satisfaction with Community Involvement in Council Decision Making



Resident Satisfaction with Community Involvement in Decision Making (don't know responses excluded) 2003-2008

Source: Ashburton District Council NRB Communitrak Annual Residents 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

- There has been a decrease in the number of residents satisfied with community involvement in Council decision making since 2005 (76%), with 64% of residents either very satisfied or satisfied in 2008
- In general, residents aged 60 years and over gave a higher rating of satisfaction than younger residents
- Dissatisfaction among rate payers increased from 9% in 2007 to 19% in 2008
- The proportion of resident satisfaction with community involvement in Council decision making has not reached the target rate of 85% for any of the years from 2003-2008

How are we doing?

Target:	State:	Trend:
85% or more of residents surveyed are satisfied with the way Council involves the community in decision-making	☹	↔

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.

7.2 QUALITY OF LOCAL GOVERNMENT

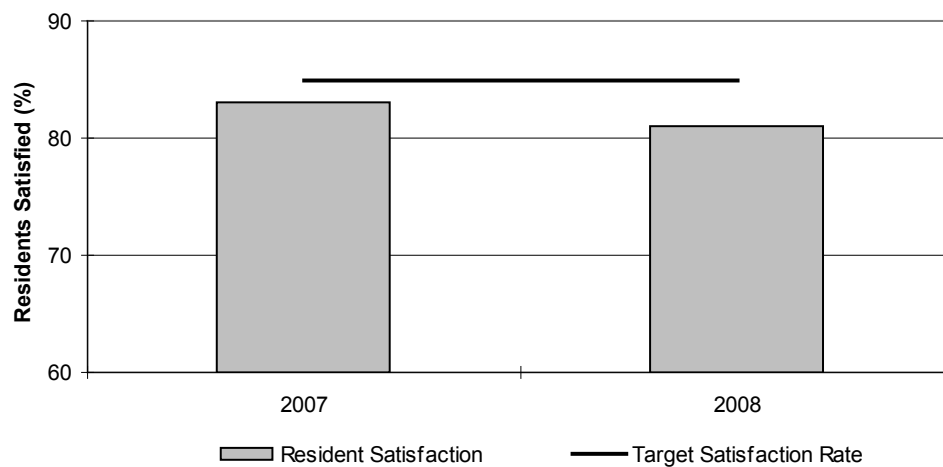
Our community signalled through the community outcomes process that they have an important role to play in participating in local decision-making. Strengthening the links between decision-making and the community will build a more transparent and communicative relationship between the two.

AVAILABILITY OF COUNCIL INFORMATION

What is this about?

Accessibility of Council information is an important aspect of involving the community in local authority democratic processes. This indicator measures public perception of the amount of information that is made available to the community.

Fig 69. Resident Satisfaction with the Level of Information Made Available to the Community



Resident Satisfaction with the Level of Information that is made available to the Community (don't know responses excluded) 2007-2008
Source: Ashburton District Council NRB Communitrak Annual Residents 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

- In 2008 a total of 81% of residents were satisfied that Council provided enough information, dropping slightly from 83% in 2007; however the proportion of residents who feel the Council provides 'more than enough' information increased from 6% in 2007 to 9% in 2008
- There was a slight increase in the proportion of residents who feel that the Council 'does not provide enough' public information rising from 17% in 2007 to 20% in 2008, with the 3% increase falling into the 'nowhere near enough' category

How are we doing?

Target:	State:	Trend:
85% or more of residents surveyed are satisfied with the amount of information Council provides to the community	☹️	↔️

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.

No historical data is available for comparison as this question was introduced to the survey in 2007.

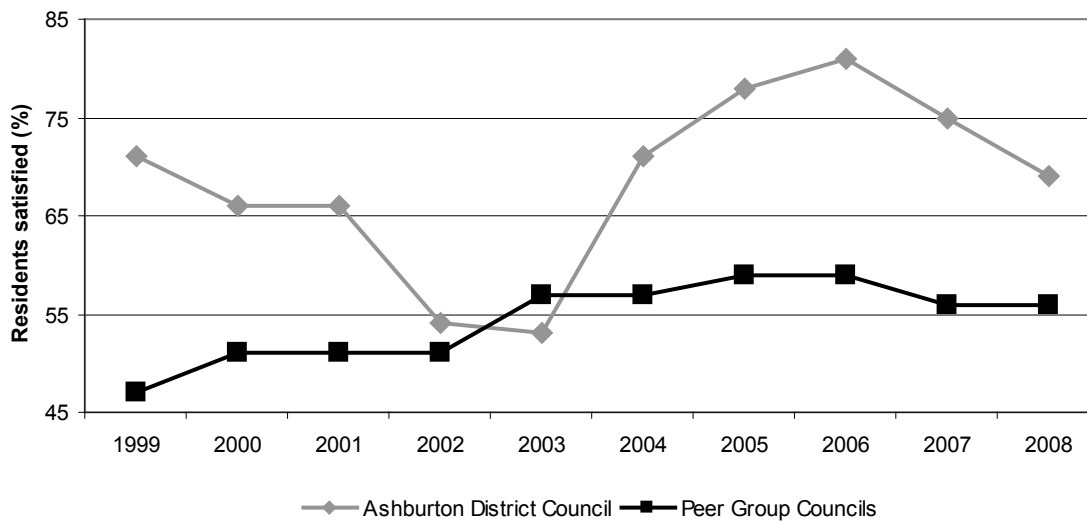
PERFORMANCE OF THE MAYOR AND COUNCILLORS

What is this about?

The level of public satisfaction with the district's Mayor and Councillors indicates the level of community support and confidence in the decision-making of the local authority. It can also give indication of the level of public knowledge and involvement in democratic processes, which can help to determine whether the district's democracy goal is being achieved.

This indicator shows the percentage of Ashburton District residents who are satisfied with the performance of the Mayor and Councillors from 1999 to 2008. The data for our district is compared to a peer group of 32 councils, of a similar size, from throughout New Zealand.

Fig 70. Resident Satisfaction with the Performance of the Mayor and Councillors



Resident Satisfaction with the Performance of the Mayor and Councillors (including don't know responses) 1999-2008
Source: Ashburton District Council: NRB Communitrak Survey

Key Points

- Overall, the community has rated the performance of the Mayor and Councillors well. The highest rating since 1999 was recorded in 2006 at 81%, from which time the rating of performance has dropped slightly
- Compared to the performance rating average of similar sized councils, ratings of performance of the Mayor and Councillors of Ashburton District have been well above those of the peer group
- Last year's rating of 69% satisfaction is the third lowest recorded by Ashburton District since 1999, yet it is still well above the 56% average of similar councils
- There was a significant drop in rating for the years 2002 to 2003. A local authority election was held in 2004, which potentially explains the restoration in public confidence

How are we doing?

Target:	State:	Trend:
Ashburton District Mayor and Councillors maintain a performance rating above that of the peer group average of similar councils	😊	↔

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.

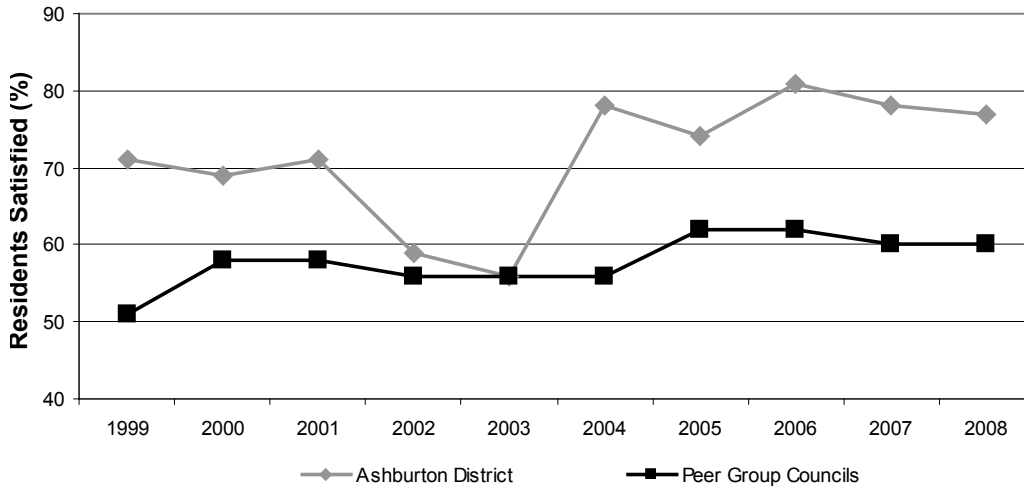
PERFORMANCE OF COUNCIL STAFF

What is this about?

The level of public satisfaction with the performance of council staff gives an indication of the level of confidence in the implementation and maintenance of council facilities and services.

This indicator shows the percentage of Ashburton District residents satisfied with the performance of Ashburton District Council staff, compared to the average of peer group councils for the years 1999 to 2008.

Fig 71. Resident Satisfaction with the Performance of Council staff



Resident Satisfaction with the Performance of Council Staff (including 'don't know' responses) 1999 – 2008

Source: Ashburton District Council: NRB Communitrak Survey

Key Points

- With the exception of 2003 where the ratings equalled the peer group average, performance ratings of Ashburton District Council staff have remained significantly above both the peer group average and national averages
- The general trend of satisfaction with staff performance is closely linked to that of the Mayor and Councillors, both showing similar ratings across the 9 year period
- Excluding the 'don't' know' responses raises the 2008 result to a level of 82% resident satisfaction with the performance of council staff, just 3% below the target of 85% of residents satisfied

How are we doing?

Target:	State:	Trend:
Ashburton District staff maintain a performance rating above that of the peer group average of similar Council's	😊	↑

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.

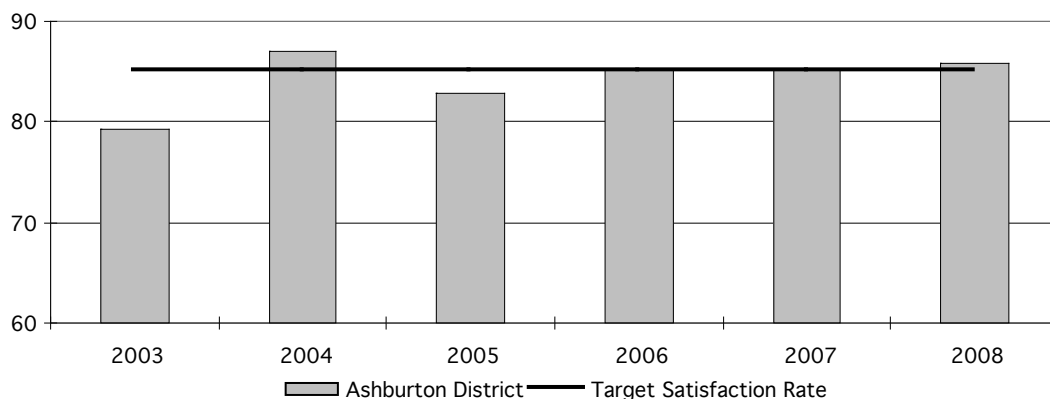
COUNCIL'S ADVOCACY ROLE FOR THE DISTRICT

What is this about?

Council represents the needs and views of the community at the local, regional and national levels on a wide variety of issues, including roading reform and hospital services. Monitoring resident satisfaction with Council's advocacy role provides a measure of the degree to which Council represents the community in a way which is effective and accurate.

This indicator shows the proportion of residents satisfied with the advocacy role Council undertakes on behalf of the district for the years 2003-2008.

Fig 72. Resident Satisfaction with Council's Advocacy Role in the District



Resident Satisfaction with Council's Advocacy Role in the District (don't know responses excluded) 2003-2008

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

- Council has achieved a high rate of satisfaction undertaking its advocacy role, with the general trend increasing slightly over the past 5 years
- The lowest and highest rates of satisfaction with council's advocacy role were recorded in consecutive years, with the lowest satisfaction level reported in 2003 (79%), and highest in 2004 (87%)
- The target satisfaction rate of 85% has been achieved for the last three years, with the most recent level of satisfaction recorded in 2008 at 86%

How are we doing?

Target:	State:	Trend:
85% or more of residents surveyed are satisfied with Council's advocacy role for the 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.

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APPENDIX ONE

COMMUNITY OUTCOMES – MONITORING & REPORTING

WHAT ARE COMMUNITY OUTCOMES?

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

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

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

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

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

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

WHAT IS THE STATE OF THE COMMUNITY REPORT?

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

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

WHAT IS MONITORING?

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

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

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

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

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

WHAT ARE INDICATORS?

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

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

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

HOW HAVE OUR INDICATORS BEEN SELECTED?

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

- Specific
- Measurable
- Achievable
- Relevant
- Timebound

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

APPENDIX TWO

OUR PEOPLE

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

Fig 73. Ashburton District Population

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

Ashburton District Population 2001 – 2006 Census Cycle

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

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

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

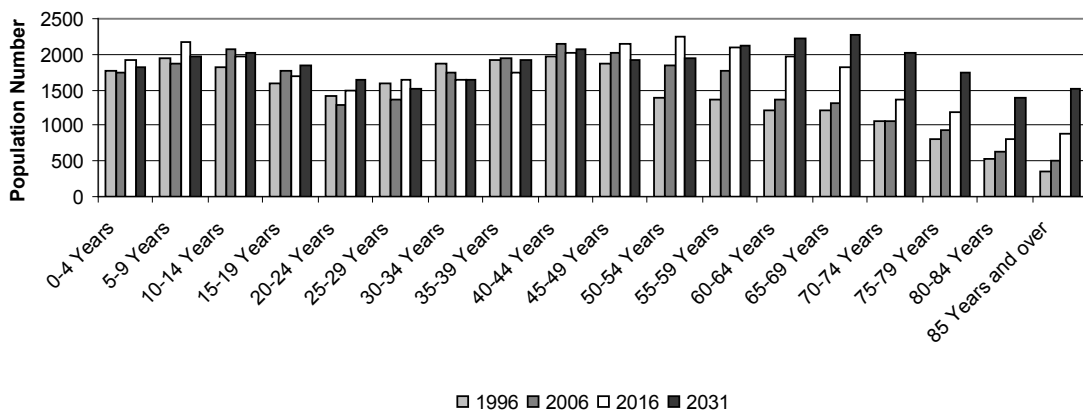
POPULATION AGE GROUPS

What is this about?

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

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

Fig 74. Ashburton District Population Ages



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

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

Key Points

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

ETHNICITY

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

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

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

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

Fig 75 Ashburton District Ethnicity

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

Ashburton District Ethnicity Groupings 1991 - 2006

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

Key Points

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

APPENDIX THREE

OUR ECONOMY

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

INDUSTRY GDP, EMPLOYMENT AND BUSINESS UNITS

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

What is this about?

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

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

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

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

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

Key Points

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

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

DISTRICT INDUSTRY AND OCCUPATION

What is this about?

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

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

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

Fig 77. Ashburton District Industry and Occupation

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

Ashburton District Industry and Occupation 2006

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

Key Points

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

FARM AND LIVESTOCK NUMBERS

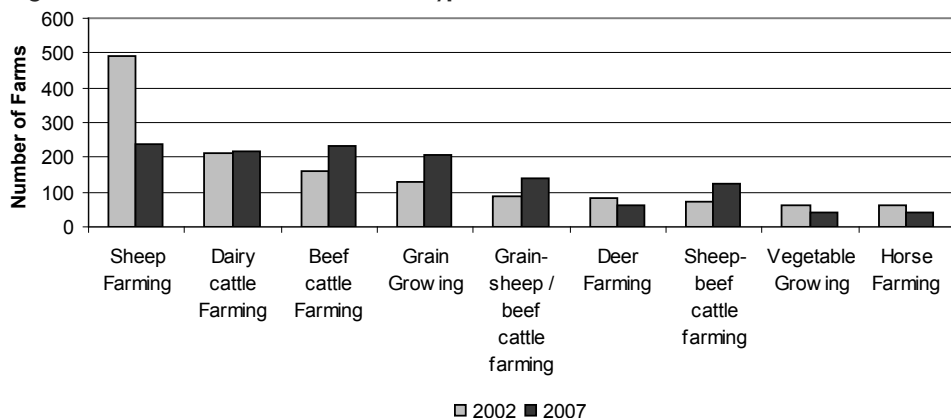
What is this about?

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

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

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

Fig. 78. Ashburton District Number and Type of Farms



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

Fig 79. Livestock Numbers in Ashburton District

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

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

Key Points

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

AREA OF IRRIGATED LAND

What is this about?

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

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

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

Fig 80. Ashburton District Irrigable Land Statistics

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

Ashburton District Irrigable Land Statistics

Source: Statistics New Zealand: Agriculture Census 1996 – 2007

Key Points

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

APPENDIX FOUR

DATA SOURCES

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

NRB ANNUAL COMMUNITRAK SURVEY

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

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

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

CENSUS DATA

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

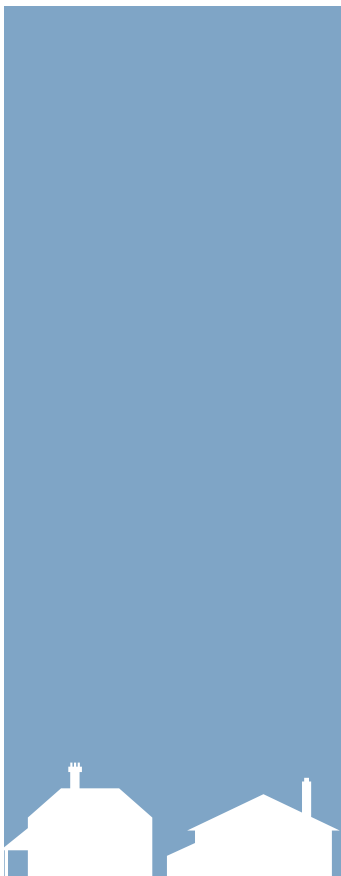
The Census is conducted every five years by Statistics New Zealand, with the most recent census taken in 2006.

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

ACKNOWLEDGEMENTS

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

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



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