

ASHBURTON DISTRICT STATE OF THE COMMUNITY REPORT 2011



2011

ASHBURTON DISTRICT COUNCIL



Message from the Mayor

Welcome to Ashburton District's updated State of the Community Report, for the year 2011.

This report revisits our community outcomes, to measure the progress made in the last two years. Our community outcomes, developed in 2005 with our community, are our aspirations and goals for the future.

The 2011 State of the Community report provides us with current and key information about our district which can be used by Council, central government, community organisations, businesses and individuals for research, planning and decision-making.

Our district continues to thrive, despite challenging economic conditions and the impact of a series of earthquakes over the last 12 months. Our continued success is largely due to the strength, resilience and spirit of our community. This is reflected through our high level of community spirit, resident satisfaction with a number of core facilities and services and overall quality of life.

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



A handwritten signature in black ink that reads "Angus McKay". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Mayor Angus McKay
2011

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About the State of the Community Report

The Ashburton District “State of the Community Report” shows the progress we are making on the road to achieving our community outcomes. It is a snapshot of key indicator information that helps to tell us how we are doing as a district towards community wellbeing.

Community Outcomes

Community outcomes are the aspirations and goals that we, as a district, are working to achieve. These outcomes were identified by our community in a consultative process in 2005 and provide signposts of where we want to be in the future. Our district’s seven community outcomes relate to our economy, environment, identity and heritage, education, health, recreation and democracy.

Our community outcomes also have strategic objectives that further guide the proposed direction for the community. The draft community outcomes were made available for wider community consultation and feedback prior to formal adoption by Council.

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.

Council is in the process of reviewing its community outcomes for the Long Term Plan 2012-22. Requirements around the process used to identify community outcomes have been changed through amendments to the Local Government Act 2002. Council will again consult with the community on the revised community outcomes through the draft Long Term Plan 2012-22.

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.

Monitoring Community Outcomes

Monitoring is of critical importance in the community outcomes process as it allows us to assess our progress by understanding 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 evaluate the success of our past and current initiatives, and spot where resources might need to be allocated in the future. Trend monitoring helps us to understand the complexities of the world around us by organising the wide range of potential information available to us.

Progress toward our community outcomes is monitored by a set of indicators and measures for each outcome. The first State of the Community Report was published in 2009, which provided a baseline of information about our district’s performance in each of these indicators and measures. This report provides an update on the progress made toward each of these indicators before new community outcomes are determined for the Ashburton District Council Long Term Plan 2012-22. The delay of the 2011 Census means that some of these indicators are not able to be updated with new data, however where possible, other information has been used to give some indication of how things have changed over the last two years.

The information in this report provides 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. To plan and prioritise effectively decision makers need information about how things are, how they have been, and what is likely to happen next. The indicators monitored in this report help us to understand the current situation, as well as trends and pressure points that are potentially developing. We can also go some way toward evaluating the possible impacts of interventions or policies. This information is also useful to evaluate the impact of interventions or policies.

Indicators

Indicators are flags or summary signals that identify change. They help us understand complex systems by using particular measures which provide useful information about the whole system, without having to capture its full complexity. Measures are the pieces of information that are selected to gauge change in an indicator. We all use indicators to help us understand the world around us and to control the ways we respond to events. An example of an everyday indicator is the fuel gauge in your car. The fuel gauge shows you how much petrol is left in your car. If the gauge shows the tank is empty, you know it's time to fill up.

The indicators used for this report have been selected based on a set of criteria, to ensure that the information sourced is quality and representative of the indicator it is measuring. We have looked to have indicators and measures that are SMART:

- Specific
- Measurable
- Achievable
- Relevant
- Timebound

In addition, we have looked for linkages with regional and national indicators where possible to provide a comparative source of data, so our performance can be compared and tracked over time. The indicators include a mix of qualitative and quantitative data to ensure sound representation.

Note: Some of the indicators used to monitor trends are based on resident satisfaction. This data is gathered through a resident satisfaction survey that Council commissions annually and that is carried out by an independent research provider (currently the National Research Bureau). A representative cross-section of the community is interviewed, resulting in a very high statistical accuracy of 4.9%. The results could thus vary by this amount if the survey were to be repeated. However, these results are based on individual perception, so the data is subjective.

How to read the State of the Community Report

The State of the Community Report is separated into seven sections, for each of our community outcomes. Each section displays the strategic objectives which are used to guide the future direction of Council and community agencies.

Each community outcome section includes a table which summarises the trends and progress made in that area. Each indicator is then discussed in greater detail. The report uses symbols to show the current state of the indicator being measured, and also to indicate emerging trends.

The key to understanding these symbols is as follows:

STATE		TREND	
☺	Achieving our Target	↑	Favourable / Improving
☹	Close to Achieving	↔	No Significant Change
☹	Not Achieving our Target	↓	Unfavourable / Declining

All indicators and symbols shown in grey are those for which there is no new information available. The grey symbols show the last available data, as published in the 2009 State of the Community Report.

What's New?

Overall, the indicators we monitor point to many positive developments in Ashburton District. Positive improvements include a strong economic performance in challenging global conditions, environmental improvements, more students staying at school and gaining qualifications and increases in physical activity, road safety and workplace safety. Potential areas for concern point to where negative trends may be developing. These include reduced access to health services and comparatively increasing crime rates.

Economy

Key economic changes are evident, and many are the result of the global economic downturn.

- The most recent population projections released by Statistics New Zealand indicate an expectation of Ashburton District's continued population growth rate. The 20 year growth forecast for the district is now 12% higher than the estimate released in 2007.
- Ashburton District experienced a decrease in industry training activity, reflecting national activity in this area. Industry training is highly sensitive to changes in economic conditions. Despite this, Ashburton District continues to have a higher proportion of our working aged population engaged in industry training or modern apprenticeships than the national average.
- Building consent figures also reflected the impact of difficult economic conditions, which was echoed in the national data. However, the number of residential and commercial building consents issued per 1,000 people in Ashburton District remains above the New Zealand average. Furthermore, the average value of residential building consents issued has grown by 15% in the last 5 years.
- Annual increases in guest nights spent in the district, a key indicator of tourism activity, have increased significantly in the last three years. Annual increases are now on par with regional and national growth averages for the first time since 2002.
- Resident perception of the quality of life in our district has remained very positive, and results are still above the national average. However an increase in the overall New Zealand quality of life perception over the last three years has led to a narrowing of this gap.

Environment

Our environmental indicators paint a mixed picture. Key changes include positive trends in air quality and water management, with less promising results in areas such as groundwater quality.

- PM₁₀ levels are a key indicator of air quality. The number of days per year that the Ashburton urban area exceeded the acceptable PM₁₀ have reduced since 2008, a positive result.
- The level of nitrate-nitrogen detected in Ashburton District wells monitored by Environment Canterbury indicates increasing levels of groundwater nitrate-nitrogen at some sites. The number of wells measured by Environment Canterbury which exceed the national recommended nitrate levels has more than doubled between 2001 and 2010.
- Average drinking water consumption per connection has consistently decreased over the last three years. Reasons for this improvement are likely to include increased awareness of water conservation, improving quality of the water supply network (less leaks) and improved results from demand management (water restrictions) in Ashburton District.

Community Identity

The indicators we monitor for community identity have remained steady overall in the last two years. However, changes in results at a national level have impacted how well our performance compares in some measures.

- Resident perception of community spirit has become less positive in Ashburton District since 2007; however the 2010 result (81% of residents rating community spirit either good or very good) is still well above the national average of 60%.
- The view Ashburton residents have of the impact of increased cultural diversity has remained steady, with 52% of residents saying increasing ethnic diversity in our community is positive. However, this is now well below the national average, which increased from 53% in 2008 to 62% in 2010.

Education

The state of education is positive overall. However, some areas lag behind national averages, and in some cases this gap is widening.

- The retention rate of secondary students in Ashburton District to age 17 has dramatically increased between 2009 and 2010. Our retention rate reached a level on par with regional and national averages in 2010, with 83% of Ashburton District students continuing to attend secondary school at age 17.
- Suspension and exclusion rates per 1000 students in Ashburton District have increased slightly in the last two years, and are currently higher than the national average. Suspension rates for Maori students are well above the national average, and have more than doubled since 2005.
- The proportion of school leavers in Ashburton District attaining at least NCEA Level 2 has steadily increased since 2005, reaching 65% in 2009. This remains below the national average, and this gap has been widening since 2007.
- The percentage of school leavers with no formal qualifications has significantly decreased over the last five years, in our district and across New Zealand. Ashburton District now has a considerably lower proportion of school leavers with no formal qualifications than the national average.
- The rate of Maori students attaining at least NCEA Level 2 has increased in Ashburton District from 36% in 2007 to 56% in 2009.

Health and Safety

Positive trends are evident in beneficiary numbers, physical activity, road safety and workplace safety. Measures relating to access to health services and crime statistics indicate further room for improvement.

- The overall proportion of working aged residents receiving means-tested benefits in Ashburton District has increased. However, the proportion of working aged residents receiving a means-tested benefit remains below national and regional averages.
- A recent Communitrak survey indicates increased levels of physical activity in our community, with a 7% increase in residents who are physically active for at least 30 minutes, five or more times week.
- An increasing proportion of residents face perceived barriers to health services. Eighteen percent of Ashburton residents reporting having wanted to see a doctor in the last 12 months but not seeing one. In contrast, only six percent of New Zealanders report the same experience.
- The most common reason given by residents in Ashburton District for not seeing a GP is cost. For New Zealanders overall, the most common reason was their GP being too busy.
- While the crime rate remains much lower in Mid/South Canterbury than New Zealand overall, there is a trend of increasing levels of crime in the district, in contrast to a decrease in New Zealand overall.
- Public order offences are the fastest increasing crime category in Mid/South Canterbury, increasing by 55% since 2006, compared to a 15% rise nationally.
- Resident perception of community safety remains steady; however responses within particular age profiles have changed. In previous years, residents aged 60 and over were most likely to respond that they felt unsafe in the district, this has now shifted to those aged under 40.
- Road crash injury rates have trended downward in the last three years. The road crash fatality rate fell in 2009, after experiencing consecutive increases between 2005 and 2008.
- The proportion of working aged residents lodging new work-related ACC claims has steadily decreased since 2007. While Ashburton District still has more than twice the proportion of claims of New Zealand overall, the gap between district and national claim rates has been narrowing ever year for the last five years.

Recreation

Results indicate a greater proportion of the community are accessing Council-provided facilities and services.

- The Ashburton Art Gallery has attracted increasing numbers of visitors over the last two years.
- The Ashburton Community Pool has experienced a strong increase in admissions over the last four years, with 95,588 admissions between July 2010 and June 2011, well above the target of 80,000.

Democracy

- Democratic participation in Ashburton District remains strong, with local government voter turnout remaining above the South Island and New Zealand District average.

Ashburton District Profile

Introduction

Ashburton District is located in the central South Island, an hour's drive south from Christchurch. Home to over 29,400 people, the district has a thriving and diverse rural economy.

As a district, Ashburton has experienced significant changes to its demography, economy and community since our community outcomes were first developed in 2005. Key trends have emerged in Ashburton District that need to be recognised in future planning processes by Council, businesses and community organisations as they prepare to provide the district with infrastructure and services for the future.

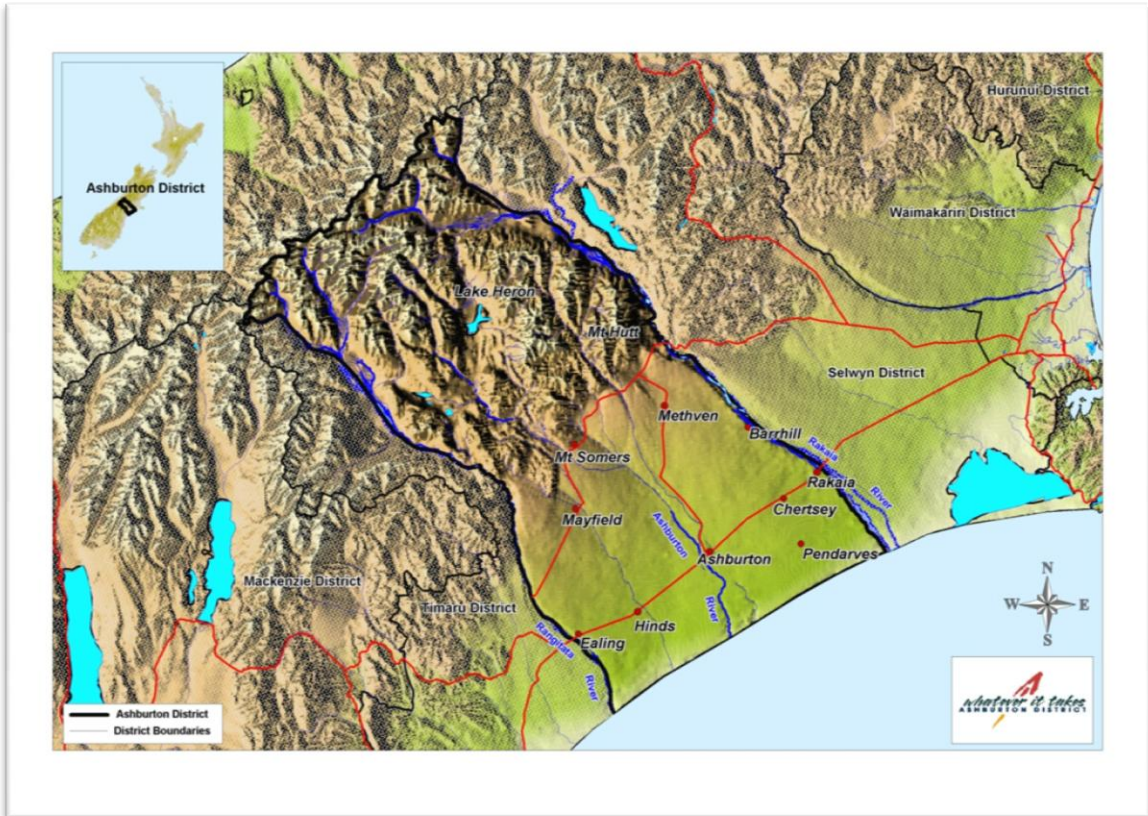
Our People

Ashburton District has experienced strong population growth since 2001 due to migration and natural population increases (births). Ashburton District is one of the fastest growing rural districts in New Zealand with an economy based on agriculture and light manufacturing. As a district, Ashburton has 0.7% of the total New Zealand population, and is 42nd in population size of the 73 city and district councils in New Zealand.

- **Growing Population** – Expected to reach a population of 37,700 by 2031. Statistics New Zealand projections forecast continued population growth in the district, with the growth in the current census cycle (2006-2011) expected to be 7%, or an additional 2000 residents.
- **Ageing Population** – The number of people in the 'over 65' age group is expected to almost double by 2031, with decreasing proportions of the population in the 'working aged' group (aged between 15 – 64 years) and 'children' group of the population (aged under 15 years).
- **Increasing Ethnic Diversity** – Ashburton District's population has historically been overwhelmingly European in ethnicity. While this is still the case, the population is becoming more ethnically diverse as new residents make Ashburton District their home. The 2006 Census identified that over 60% of the population growth between 2001 and 2006 was due to international migrants to our district.

Our Economy

- **Agriculture** underpins the economy of Ashburton District, with over 25% of the district's Gross Domestic Product (GDP) coming directly from agriculture, forestry and fisheries (primary industries) in 2010 (Infometrics, 2010). Our agricultural exports, including; dairy products, livestock, vegetables, grains, berry fruits and flowers, are three and a half times higher than the New Zealand average, based on population (BERL, 2007).
- **Industry and Manufacturing** is growing features of our expanding local economy with food processing and engineering being key sectors. There are also a large number of seed companies in the district with seed-cleaning, packing and distribution facilities. Ashburton District accounts for over 43% of all arable production in New Zealand.
- **Tourism** continues to grow in the district with the main attractions being Mount Hutt ski field in winter and the scenic attractions of the foothills and high country areas throughout the year. The development of Lake Hood has added another dimension to the district's attractions with a championship rowing course, recreational boating and swimming.
- Ashburton District's GDP has grown by 8.3% in the last three years (2007-2010), while the New Zealand total GDP has contracted 1.4% in the same period.
- The largest employment sectors in Ashburton District are meat processing (11%), dairy farming (8%), sheep, beef and grain farming (6%) and agriculture, forestry and fishing support services (4%)
- Together, our primary and secondary industries make up over 50% of our local GDP.



Our Towns and Villages

Ashburton District consists of a main urban centre, smaller main towns and rural communities.

Ashburton – is the major town in the district, and is the commercial and services hub of the district. There is also a strong manufacturing sector based in Ashburton.

Methven – at the base of the foothills of the Southern Alps, is the ski village servicing Mount Hutt and an agricultural service centre for the surrounding area.

Rakaia – is situated on the southern bank of the Rakaia River and is famous for salmon fishing and the productive land bordering the river

Mt Somers – adjacent to Ashburton Gorge, is the gateway to the high country of the district,

Hinds, Chertsey and Mayfield – are rural villages that service their respective surrounding areas.

Community Outcome 1 - Economy

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

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

* indicates a Priority objective.

Introduction

Economic growth and development underpin our quality of life and enhance our prosperity. Sustained economic activity helps enable us to afford the resources necessary to improve other areas of community wellbeing such as health and education. The economy is dependent on, and contributes to, quality employment opportunities, income levels, training, skill development and innovation. The state of our local economy also impacts on our inward and outward migration flows.

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

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

Key

STATE	😊 Achieving our target	😐 Close to Achieving	😞 Not achieving our target
TREND	↑ Favourable / Improving	⇒ No significant change	↓ Declining / Unfavourable

1.1 Population Growth

What is this about?

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

Ashburton District has experienced significant population growth in recent years, and was one of the fastest growing districts in the country between 2001 and 2006. The district is projected to continue to grow by 22% between 2011 and 2031.

What's New?

- New population data will not be available until the completion of the next Census, but updated projections are available, as shown below.
- Statistics New Zealand has revised its population projections for Ashburton District since the last State of the Community Report. Estimates released in February 2010 reflect an acknowledgement of the strong population growth experienced in the district over the last 10 years.
- The projected population for 2031 is now 12% higher than previously forecast.
- Ashburton District's population is projected to grow by 22% between 2011 and 2031. The projected population growth for New Zealand overall in the next 20 years is 16%
- Ashburton District's population is estimated to have grown by 10% between 2006 and 2011. The estimated population growth for New Zealand overall in the last 5 years is 5%.

Forecast Population Growth

Population estimates are sourced from the latest population projections forecast by Statistics New Zealand. The table show 'high' population projections. The decision to use the 'high' growth forecast is based on the rapid growth in the district over the past 10 years and a belief that this trend will continue in the short to medium term.

Figure 1 - Ashburton District population and growth projections

	Estimated Resident Population	'High' Population Projections (February 2010)	5 year Numeric Change	5 year Percentage Change
2006	28,000			
2011		30,800	2,800	10%
2016		32,600	1,800	5.8%
2021		34,400	1,800	5.5%
2026		36,100	1,700	4.9%
2031		37,700	1,600	4.4%

Forecast Population Growth in Ashburton District. 1996 - 2031

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

How are we doing?

TARGET	STATE	TREND
Ashburton District has higher population growth than NZ as a whole	😊	↑

Data Limitations

Statistics New Zealand caution users of their population projection forecasts as they are based on assumptions made about future fertility, mortality and migration patterns of the population. They should be used as guidelines only and not exact forecasts. For further information please refer to:

<http://www.stats.govt.nz/people/default.htm>

Skilled Workforce

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

Modern Apprenticeships and Industry Training

What is this about?

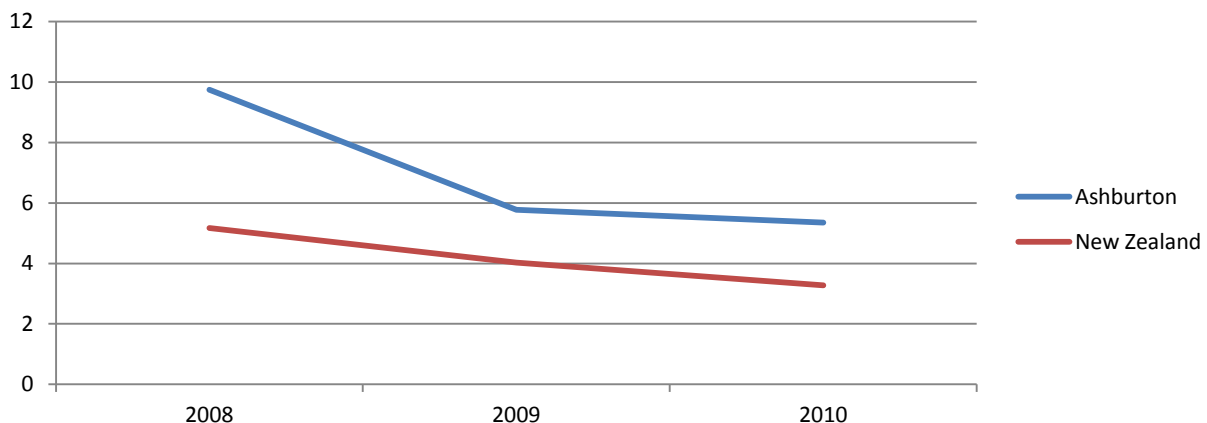
Modern apprenticeships and industry training have been developed to help give the New Zealand workforce the skills and knowledge needed to keep our industries at the cutting edge of technology.

Modern apprenticeships are a combination of the apprenticeship tradition in New Zealand with the latest knowledge in workplace training. Industry training concentrates on workplace learning that raises skills of employees. The government contributes to these schemes as part of a commitment to progressing New Zealand's knowledge economy.

What's new?

- Since 2008, modern apprenticeship and industry training rates have fallen across New Zealand and in the Ashburton District. Nationally, the proportion of the working aged population in modern apprenticeships has fallen 1.89%. In Ashburton District the fall has been 4.39%.
- Industry training rates are closely related to the economic cycle, and the fall in recent years is consistent with the economic downturn and its impact on on-the-job training participation (Ministry of Education, 2009). Despite this, industry training participation rates in Ashburton District remain significantly above the national average.
- As of 31 December, 2010, 5.4% of Ashburton District's working aged population were undertaking industry training or a modern apprenticeship
- In comparison, New Zealand has 3.3% of the working aged population undertaking industry training or a modern apprenticeship
- The top five industry sectors for participation in industry training and modern apprenticeships in Ashburton District are
 - Agriculture
 - Dairy manufacturing, meat processing and inspecting
 - Building and construction
 - Community support services
 - Motor engineering

Figure 2 - Proportion of the working aged population in modern apprenticeships or industry training



Proportion of the working aged population in Modern Apprenticeships or Industry Training – December 2008-10
Working aged population figures estimates as at 31st March, 2008-10 (Statistics New Zealand.)

Source: Tertiary Education Commission

How are we doing?

TARGET	STATE	TREND
Ashburton District has higher participation rates in modern apprenticeships and industry training than New Zealand as a whole	😊	↓

Data Limitations

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

1.2 Income

What is this about?

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

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

Median Annual Personal Income

What is this about?

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

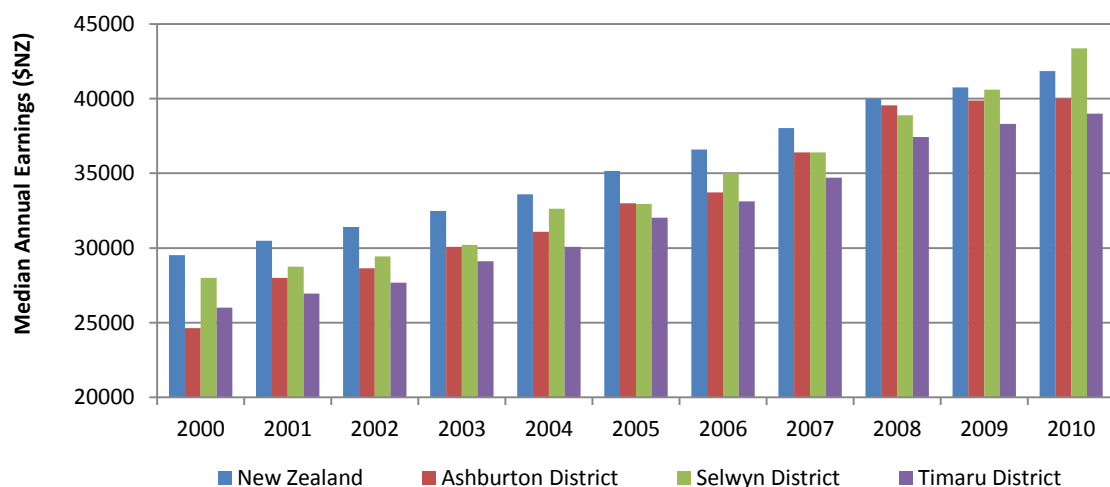
The data below reflects the median annual earnings of all those 'employed' who receive income from which tax is deducted at source. These payments are made by employers to Inland Revenue. The fundamental basis of this data is 'jobs'. A job is defined as a unique employer-employee pair and for inclusion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

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

What's new?

- In 2010, Ashburton District had a median annual personal income of \$40,000. This is below the national median of \$41,840 and well below the Selwyn District median of \$43,360. Ashburton District personal income remains above Timaru District, where the median was \$39,000.
- While median annual personal earnings have steadily increased in the Ashburton District, they have been falling comparatively since 2008, relative to the New Zealand median and Selwyn and Timaru Districts.

Figure 3 - Median annual personal income 2000-10



Median Annual Personal Earnings for New Zealand, Ashburton District and surrounding districts 2000-2010 with comparisons to Selwyn District, Timaru District and the national median

Source: Statistics New Zealand LEED Measures by Territorial Authority

How are we doing?

TARGET	STATE	TREND
Ashburton District median personal income is higher than the New Zealand median personal income.	☹️	↓

Median Annual Household Income

What is this about?

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

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

What's new?

- There is no new data available regarding the median annual household income in the Ashburton District, as this is measured in a Census.
- In 2006, the median household income in Ashburton District was \$46,100; \$1,800 below the Canterbury median of \$47,900.
- Between 2001 and 2006 the median annual family income increased by 30% in Ashburton District, whereas in Canterbury it increased by 24%.

How are we doing?

TARGET	STATE	TREND
Ashburton District median household income is higher than the New Zealand median personal income.	☹️	↑

Workforce Participation

What is this about?

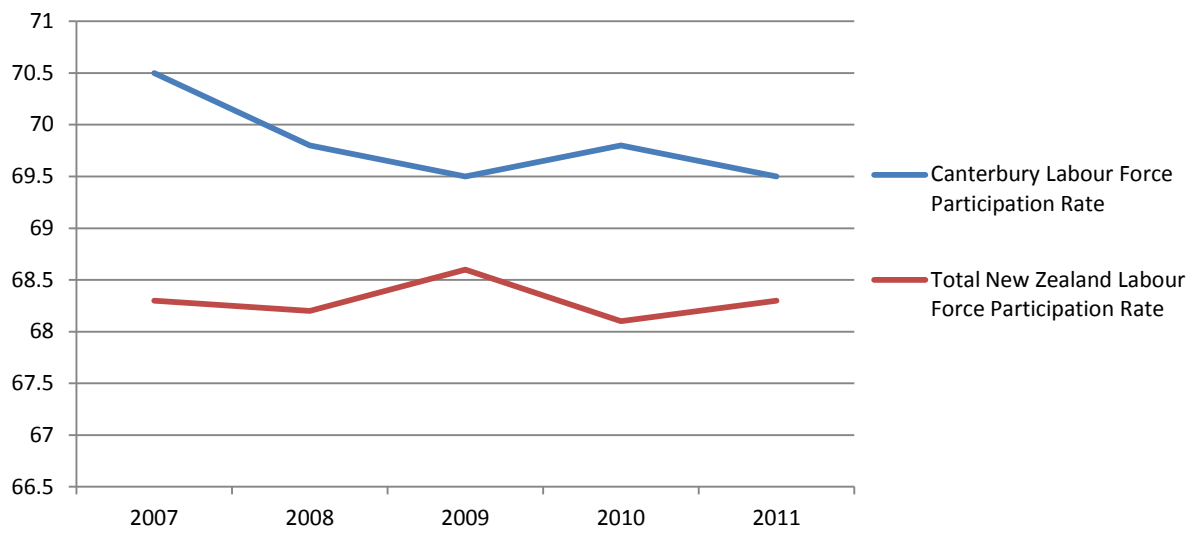
The workforce participation rate identifies the proportion of the working aged population who are employed and unemployed.

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

What's new?

- There is no new data available regarding the workforce participation rate in Ashburton District.
- Data is available at national and regional levels, which are graphed below to show that participation rates have declined since 2007 in Canterbury, but have remained steady in New Zealand.
- Ashburton District has had a higher labour force participation rate than New Zealand as a whole in the previous two Census statistics. In 2006, the proportion of the working aged population employed in Ashburton District was 70%, 7% higher than the national rate.

Figure 4 - Labour force participation rate in Canterbury and New Zealand, 2007-11



Labour Force Participation rate by Regional Council 2007-2011
 Source: Statistics New Zealand

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher labour force participation rate than New Zealand as a whole	😊	⬆️

1.3 Home Ownership

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

Home Ownership Rate

What is this about?

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

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

What's new?

- There is no new data available about home ownership in New Zealand. This information was last measured in 2006, and will be collected again in the next Census in 2013.
- In 2006, 56% of dwellings in the Ashburton District were owned, or partly owned, by the usual residents of that dwelling. This is above the 2006 average for New Zealand overall, of 51%.
- Between 1996 and 2006 there was a steady increase in the number of dwellings rented or not owned by the residents living in them, with dwellings in the district not owned by residents increasing by 2% in each census cycle.

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher home ownership rate than for New Zealand as a whole	😊	↓

1.4 Quality of Infrastructure

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

Resident Satisfaction with Council-Provided Infrastructure

What is this about?

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

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

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

Satisfaction with the quality of the district's infrastructure helps Council to gauge the level of support the community has for the level of service provided and of priorities for the future. Comparing our performance against a peer group of similar sized councils and against a national average lets us see how we are performing within a national context.

What's new?

- Ashburton District Council exceeds the average results of our peer group in almost all infrastructure services. In 2011, Ashburton District Council exceeded peer group averages in the provision of all essential services except stormwater, which received only marginally lower results than the peer average.
- Satisfaction with the service Ashburton District Council provides in drinking water, wastewater and solid waste has increased overall since 2006/7
- Wastewater and solid waste management consistently perform above the target resident satisfaction rate of 85%

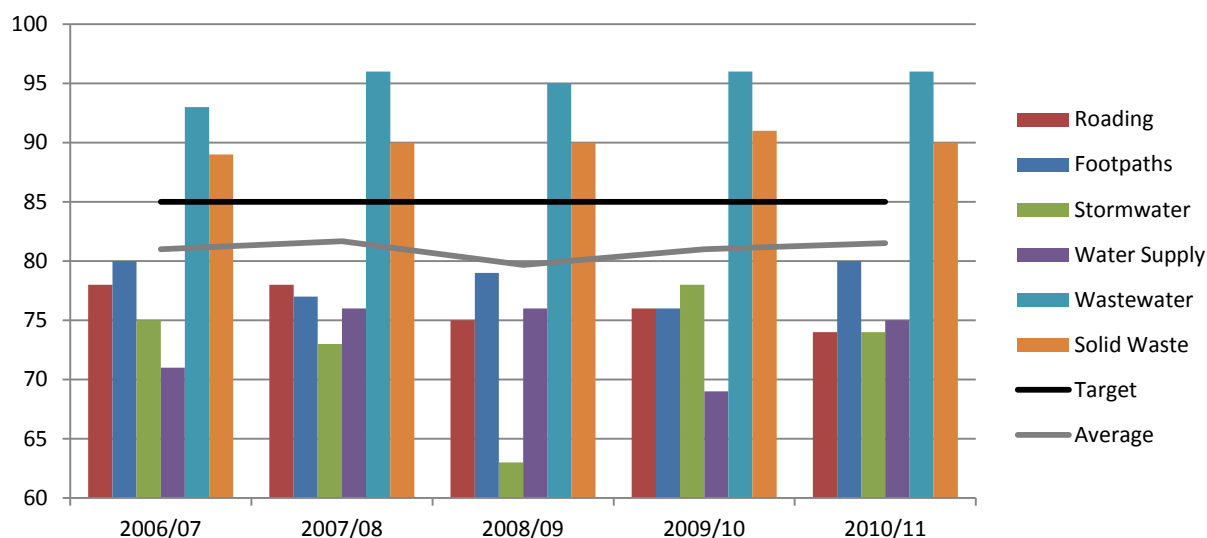
Figure 5 - Resident satisfaction with the quality of Council-provided infrastructure

	Peer Group Average Very/ Fairly Satisfied (%)			National Average Very/ Fairly Satisfied (%)			Ashburton District Council Very/ Fairly Satisfied (%)				
	2007	2008	2010	2007	2008	2010	2007	2008	2010	2011	Peer+/-
Roading	76	74	73	78	76	79	78	78	76	74	+1
Footpaths	61	63	67	73	71	75	76	74	71	75	+9
Stormwater	57	64	65	76	77	78	67	66	64	64	-1
Water Supply	57	59	61	82	82	85	85	84	62	74	+13
Wastewater	59	63	65	82	82	82	75	81	74	78	+13
Solid Waste Management	61	59	59	65	68	60	80	81	81	82	+22

Resident satisfaction with the quality of Council-provided infrastructure as compared with peer group and national averages (don't know responses included) – 2007 - 2011

Source: Ashburton District Council annual residents survey - NRB Communitrak

Figure 6 - Resident satisfaction with Council-provided infrastructure



Resident satisfaction with the quality of Council-provided infrastructure as compared ADC performance target of 85% (don't know excluded) 2008 - 2011

Source: Ashburton District Council annual residents survey - NRB Communitrak

How are we doing?

TARGET	STATE	TREND
85% or more of residents surveyed are satisfied with the quality of infrastructure provided by Council	☹️	➡️
Ashburton District has a higher level of resident satisfaction with Council provided infrastructure than the peer group average	😊	➡️

Resident Access to Internet Services

What is this about?

In 2009, New Zealand was ranked 12 out of 35 OECD countries for access to the internet, with 75% of the population having access to some form of internet, whether dial-up, broadband or satellite.

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

What's new?

- In 2009, 75% of households in New Zealand had access to some form of internet. This is an increase from 65% in 2006.
- No new data has been collected to measure resident access to internet services in Ashburton District.
- In 2008, 77% of Ashburton District residents had access to the internet services. This is 2% higher than New Zealand overall.

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher proportion of the population with access to the internet than for New Zealand as a whole	☹️	⬆️

1.5 Building and Construction

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

Building Consents

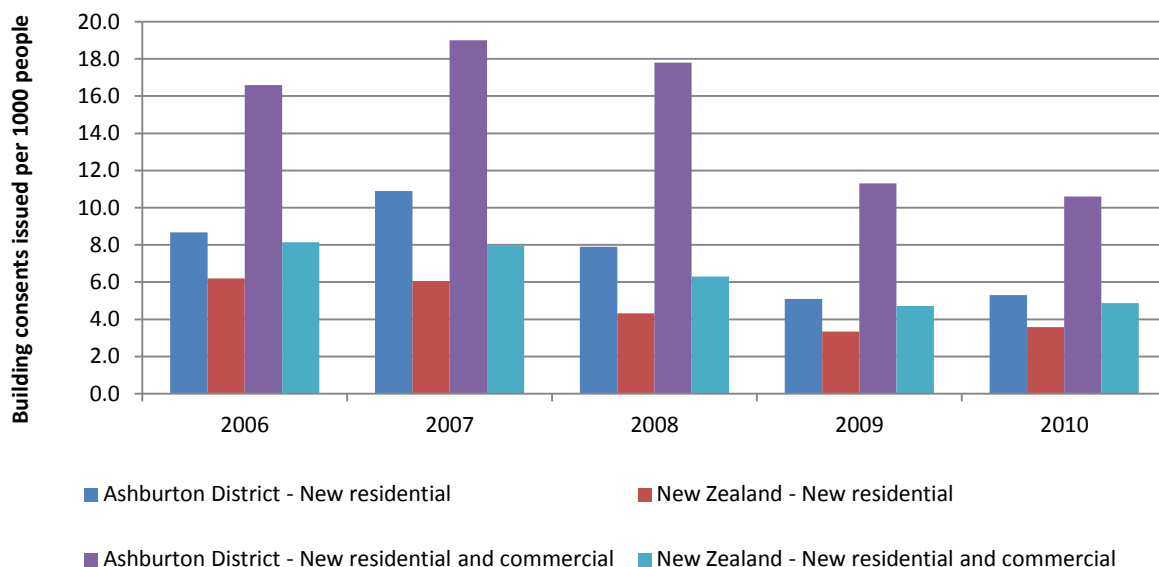
What is this about?

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

What's new?

- The number of building consents issued in Ashburton District has fallen in recent years as a result of the tighter global economic conditions. Consent numbers peaked in 2007, and then significantly declined in both Ashburton District and New Zealand overall between 2008 and 2010.
- While new residential building consent issues have remained steady in the last two years, the economic downturn has continued to impact on non-residential building consent issues in both New Zealand and Ashburton District. The average value of a new residential building consent in Ashburton District has increased from \$228,427 in 2006 to \$263,330 in 2010 (an increase of 15%).
- Ashburton District has continued to issue more new residential and non-residential building consents per 1000 people than New Zealand as a whole since 2006. In 2010, Ashburton District issued building consents for 5.3 homes for every 1000 people living in the district, while for New Zealand as a whole the figure was 3.6 building consents for every 1000 people.
- The annual number of building consents issued for new milking sheds in Ashburton District¹ peaked at 44 in 2008, a 33% rise from the previous high reached in 2007. Consents issued fell to 14 in 2009, but have risen 43% in 2010 when 20 were issued. The number of building consents issued for new milking sheds is a good indicator of the number of farms converting to dairy farming.

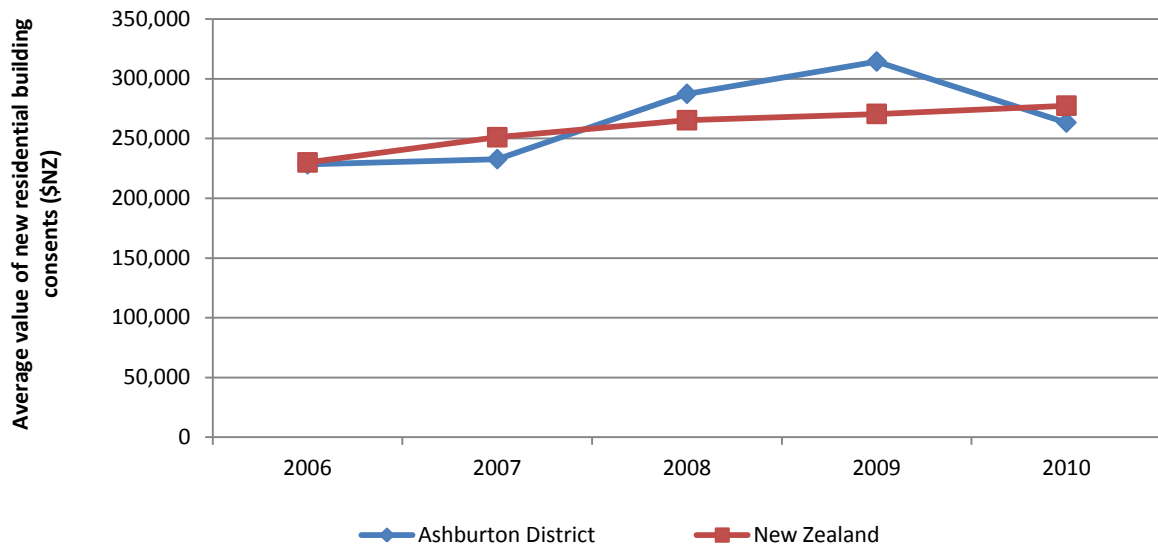
Figure 7 - New residential and commercial building consents in Ashburton District & New Zealand 2006-10



New residential and commercial building consents – Ashburton District and New Zealand 2006 - 2010
Source: Statistics New Zealand: Building consents issued

¹ Milking shed consent figures are those provided by the Ashburton District Council "Building Consents Issued" report, while all other data is sourced from Statistics New Zealand.

Figure 8 - Average value of new residential building consents in Ashburton District and New Zealand 2006-10



Average cost of new residential building consent in Ashburton District and New Zealand 2006 - 2010
 Source: Statistics New Zealand: Building consents issued

How are we doing?

TARGET	STATE	TREND
To have a higher number of building consents for new residential houses issued per 1,000 people than New Zealand as a whole	😊	➡

Data Limitations

Building consent data collected by Council, including consents for new buildings and alterations to existing buildings, excludes consents valued at less than \$5,000, resulting in a small undercount of alterations and additions to both residential and non-residential buildings

1.6 Water Resources

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

Management of the District’s Water Resources

What is this about?

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

What’s new?

- Resident satisfaction with Council’s performance in district water management has increased in the past year, reaching 76% in 2011. The formation of the Ashburton Zone Committee to implement the Canterbury Water Management Strategy in 2010 is likely to have had a positive impact on resident satisfaction
- Since 2002, resident satisfaction with Council’s role in the management of the district’s water resources has fluctuated, with an average of 67% resident satisfaction
- Satisfaction has trended up since 2006

Figure 9 - Resident satisfaction with Council’s role in the management of the district’s water resources



Resident satisfaction with Council’s role in the management of the district’s water resources (don’t knows excluded) 2002–2011
 Source: Ashburton District Council – NRB Communitrak survey

How are we doing?

TARGET	STATE	TREND
85% or more of residents are satisfied with Council’s role in the management of the district’s water resources	☹️	⬆️

1.7 Tourism

Tourism has grown in importance in our district as visitors have continued to come and experience what we have to offer. Our attractions and tourism infrastructure have improved, with investment in a range of ventures. Investment in tourism has increased employment options for our community and has made our local economy stronger and more diverse. In 2009, BERL identified that tourism contributed nearly \$42 million dollars (3.6%) to the district's economy (Norman, Leung-Wait, & Nana, 2009).

Ashburton District – Guest Night Numbers

What is this about?

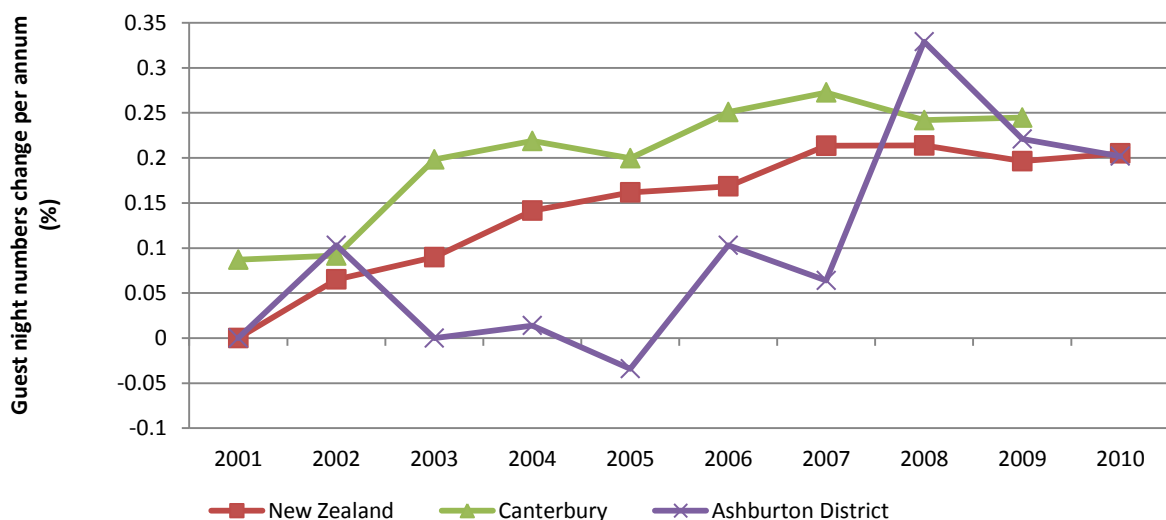
Domestic and international visitors are an important source of income for businesses in the district. The number of nights visitors to the district have spent in commercial accommodation is indicative of the overall trend in visitor demand.

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

What's New?

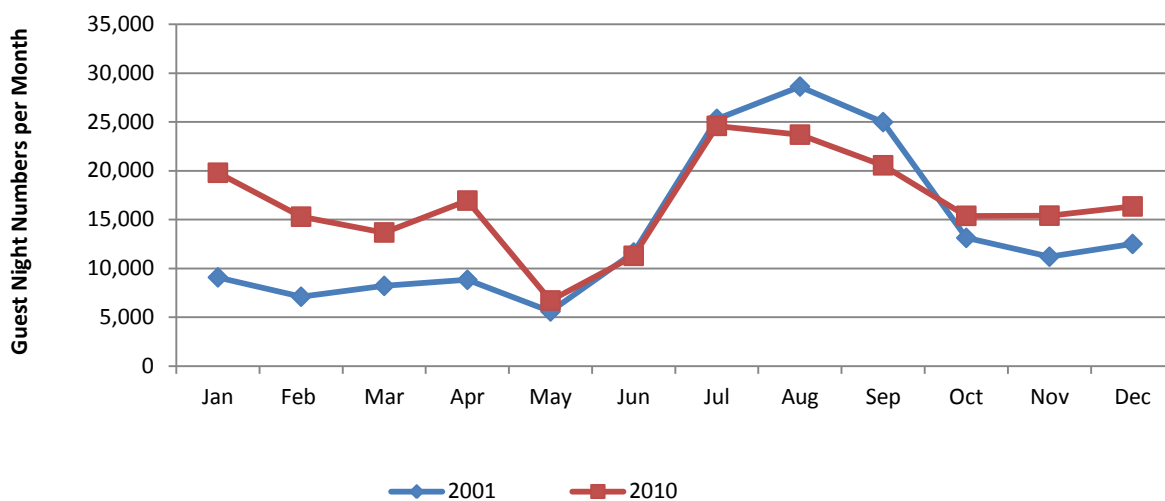
- Guest night increases per annum have improved significantly over the last 3 years and are now on par with regional and national increases
- Guest night numbers in Ashburton District show a 20% increase since 2001, compared to a 25% increase for Canterbury and a 21% increase for New Zealand
- Guest night numbers peak in Ashburton District in the winter months of July, August and September – typically the ski and snowboard season
- Guest night numbers over summer have increased significantly between 2001 and 2010, reflecting a growth in summer tourism in the district

Figure 10 - Guest night trends – New Zealand, Canterbury and Ashburton District



Guest Night Trends – Ashburton District, Canterbury and New Zealand, 2001–10
Source: Commercial Accommodation Monitor Statistics

Figure 11 - Ashburton District guest nights per month – 2001 - 2010



Ashburton District guest nights per month – 2001 - 2010
 Source: Statistics New Zealand: Commercial Accommodation Monitor

How are we doing?

TARGET	STATE	TREND
Ashburton District’s guest nights per annum are increasing faster than for the Canterbury region and for New Zealand as a whole	☺	↑

Data Limitations

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

1.8 Quality of Life

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

Resident Perception

What is this about?

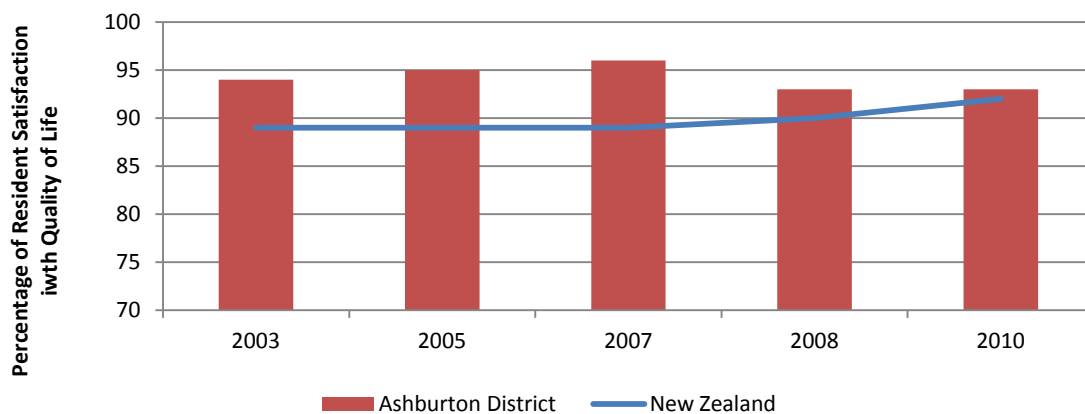
Resident's perception of their quality of life is a subjective judgement, based on an individual perception of what quality of life is. This can reflect social, economic and environmental changes that impact on people's daily lives. In this context, when interpreted alongside other data, quality of life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

The Quality of Life Survey - National Report (2010) provides a point of comparison for this measure. The survey is a multi-agency research project between eight New Zealand city councils and the Ministry of Social Development. Fifty-eight percent of New Zealand's population now lives within the eight local authorities involved in this project. Prior to November 2010, there were twelve local authorities included, but with the formation of the amalgamated Auckland Council, this number has dropped to eight.

What's new?

- Ashburton District residents have consistently perceived their quality of life more positively than residents of New Zealand as a whole
- The gap is narrowing however, with increases in satisfaction with the quality of life nationally.
- In 2010, 93% of residents surveyed in Ashburton District were satisfied with their quality of life (national data from the Quality of Life Survey 2010 indicates that 92% of those surveyed felt they had a positive overall quality of life)

Figure 12 - Ashburton District resident perception of quality of life



Ashburton District and New Zealand Resident Perception of Quality of Life 2003 - 2010

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

How are we doing?

TARGET	STATE	TREND
Ashburton District residents perception of quality of life exceeds the levels reported in the 'Quality of Life Survey - National Report'	😊	↓

Community Outcome 2 - Environment

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

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

* indicates a priority objective

Introduction

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

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

SUMMARY OF PROGRESS	STATE	TREND
2.1 Air Quality <ul style="list-style-type: none"> • Air quality – PM₁₀ levels in Ashburton township 	☹	↑
2.2 Water Quality <ul style="list-style-type: none"> • Groundwater nitrate levels in monitored drinking water wells • Swimming water quality in the district's rivers • E.Coli contamination in Council water supplies • Drinking water supply compliance 	☹ ☹ ☹ ☺	↓ ⇒ ↑ ↑
2.3 Water Management <ul style="list-style-type: none"> • Water consumption per household on Council drinking water schemes 	☺	↑
2.4 Open Space <ul style="list-style-type: none"> • Ratio of open urban space to built urban space 	☺	⇒
2.5 Recycling and Reusing <ul style="list-style-type: none"> • Amount of reusable / recyclable material diverted from the waste stream • Satisfaction with kerbside recycling services provided by the Council • Satisfaction with rubbish collection services provided by the Council 	☹ ☹ ☹	⇒ ⇒ ⇒
2.6 Protecting our Natural Environment <ul style="list-style-type: none"> • Resident satisfaction that current environmental protection will preserve and sustain the environment for future generations 	☹	↓

Key

STATE	☺ Achieving our Target	☹ Close to Achieving	☹ Not achieving our Target
TREND	↑ Favourable / Improving	⇒ No significant change	↓ Declining / Unfavourable

2.1 Air Quality

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

Air Quality- PM₁₀ Levels in Ashburton Township

What is this about?

Eighty percent of Canterbury's air pollution comes from wood or coal burners and open fires (Clean Heat Project, 2008). Home heating pollution contributes to the common air pollutant PM₁₀, which has been linked with causing serious health problems (Ministry for the Environment, 2011).

PM₁₀ is also generated by the transport and industry sectors; however on a typical winter's day in Ashburton, 81% of PM₁₀ is thought to come from home heating (Environment Canterbury, 2008). Geography and meteorology have also been identified as contributing factors to PM₁₀ air pollution as air can be caught under layers of warm air, trapping air pollution nearer the ground.

More information about the potential health risks of PM₁₀ can be found at www.ecan.govt.nz. In 2004 the Ministry for the Environment set a National Environmental Standard (NES) target of 50 micrograms of PM₁₀ per cubic metre of air, with the level able to be exceeded on only one day per year. This was to come into effect in 2013. However, in 2010, the Ministry estimated that there would be 15 "airsheds" (areas designated in each region to manage air quality) which would not comply within the required timeframe, including Ashburton, raising concerns the deadline was unachievable. In response, the NES was amended in 2011, with changes including an extension of the compliance timeline to 2016, and the increased allowance of three days per year when PM10 levels can exceed the required levels.

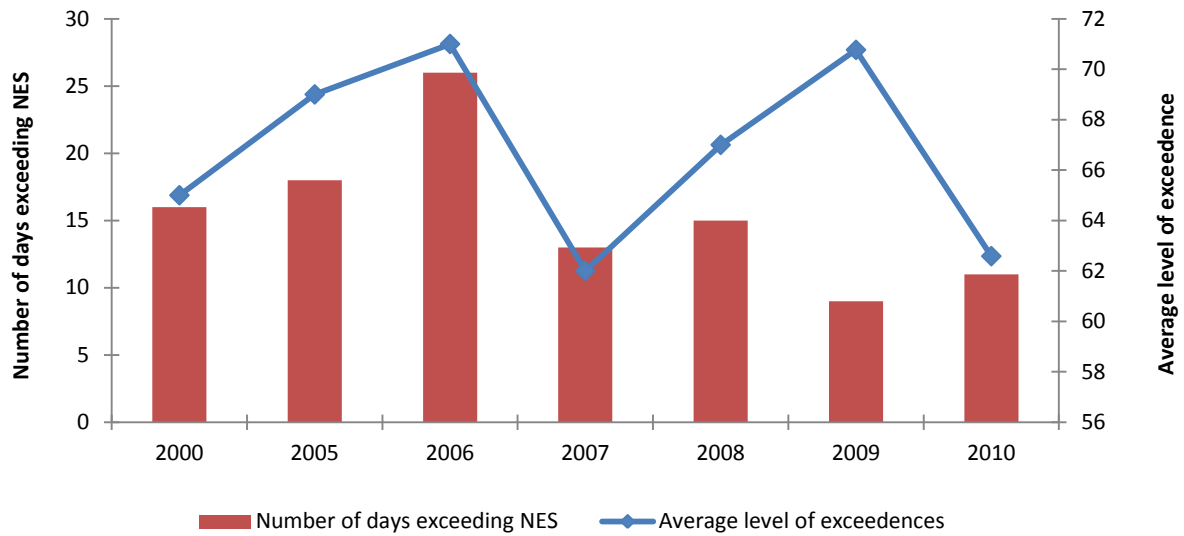
The "Clean Heat" initiative, run by Environment Canterbury, ceased to operate from July 2011. For further information see www.mfe.govt.nz or www.ecan.govt.nz

As PM₁₀ air pollution has only been identified as an issue in Ashburton, the rest of the district is currently not measured for PM₁₀ air pollution. Environment Canterbury has one monitoring station in Ashburton. Measurements are taken at 10 minute intervals and results are displayed as an average for a 24 hour period.

What's new?

- The numbers of days each year when PM₁₀ levels in Ashburton have exceeded the NES limit has declined since 2008
- The year when PM10 levels exceeded the NES limit on the most days was 2006, when the National Environmental Standard was exceeded on 26 days
- In 2011 the National Environmental Standard limit was exceeded on 11 days
- The average level of PM₁₀ exceedence in Ashburton in 2010 was on average one quarter above the National Environmental Standard, with the highest PM₁₀ recording since 2008 being 128 (September 2009)

Figure 13 - Ashburton township air quality – PM10 level exceedences and average level



Ashburton Township Air Quality – PM10 level Exceedences and Average Exceedence Level 2000 - 2010
 Source: Environment Canterbury PM₁₀ Level Datasets

How are we doing?

TARGET	STATE	TREND
PM ₁₀ levels in Ashburton trend down to meet the national standard of below 50ug/m ³ at all times, by 2013	☹️	⬆️

Data Limitations

Air quality exceedences generally correspond to the climate, which can make it difficult to analyse trends over time. For example, 2006 has a high number of days when the NES was exceeded. This was due to severe snow and frost events coupled with significant power outages across the district with a result of more open fires and wood burners being used for home heating.

2.2 Water Quality

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

Ground Water Nitrate Levels

What is this about?

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

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

Environment Canterbury monitors 64 wells in our district. The number of monitored wells is increasing as Environment Canterbury seeks to minimise gaps in their data. It is important to recognise that levels of recorded nitrates are influenced by factors such as well depth, proximity to rivers and climatic conditions. To establish trends, only those wells with nine or more years of data have been included. This has resulted in only 34 wells being used for the results in Figure 13.

What’s New?

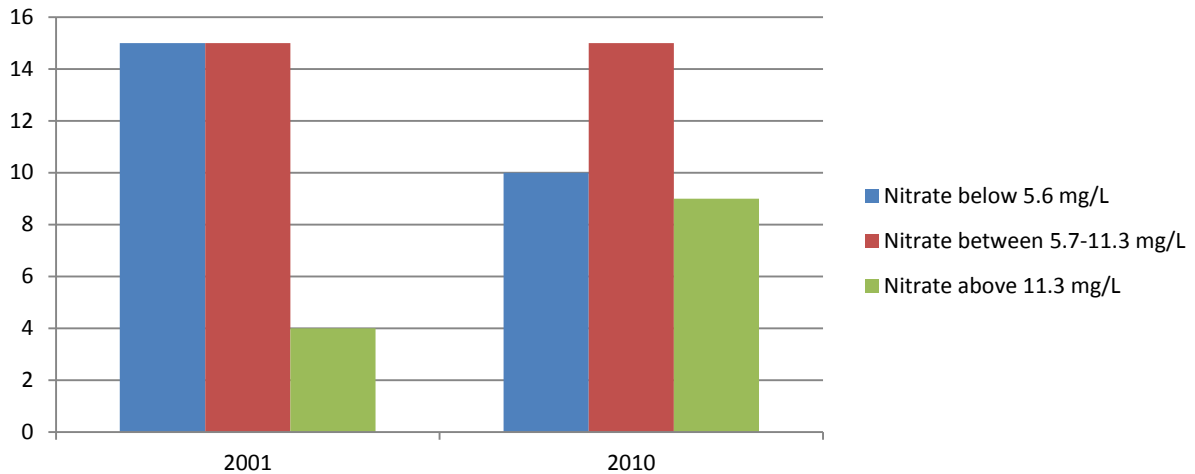
- The number of wells that ECAN monitor has risen from 47 in 2008, to 64.
- There are now 34 wells in Ashburton District with more than nine years of trend data available.
- Eighteen of the 64 wells monitored in Ashburton District during 2010 had average nitrate level readings that exceeded the acceptable level. Many wells with high nitrate concentrations are in areas affected by meat processing discharges
- The number of monitored wells with groundwater nitrate levels above the maximum acceptance levels has more than doubled since 2000, with nine wells producing readings above 11.3 mg in 2010.
- Since 2000 there has continued to be a significant increase in nitrate levels in the wells monitored in the district, with the highest recorded nitrate level in 2010 being 25.6 mg/LN

Figure 14 - Nitrate nitrogen trend summary 2001–10

Nitrate-nitrogen (2010 Result)	Trend 2001-2010		
	Increase	Decrease	Total
0 - 5.6 mg/L	7	3	10
5.7 - 11.3 mg/L	12	3	15
> 11.3 mg/L	8	1	9
Total	27	7	34

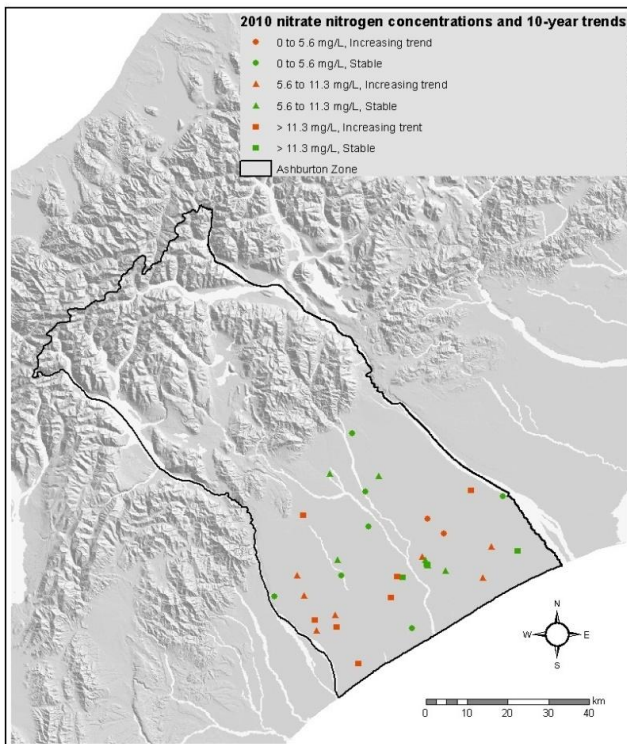
Summary of nitrate trends for 34 wells in Ashburton District 2001 - 2010
Source: Environment Canterbury nitrate datasets

Figure 15 - Nitrate nitrogen levels in Ashburton wells 2001 & 2010



Nitrate levels in Ashburton wells 2001 & 2010
 Source: Environment Canterbury groundwater nitrate level datasets

Figure 16 - Ten year trends in nitrate concentrations in wells surveyed



Ten year Trends in Nitrate Concentrations in Annual Survey Wells 2000 - 2010
 Source: Environment Canterbury Annual Groundwater Quality Survey

How are we doing?

TARGET	STATE	TREND
All drinking water wells tested in Ashburton District meet the national drinking water standards of 11.3mg/litre or less	☹️	⬇️

Data Limitations

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

Swimming Water Quality

What is this about?

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

Environment Canterbury undertakes a swimming water quality monitoring programme throughout the region's lakes, rivers, streams and beaches, focussed primarily on sites where there are known water quality issues. This is a national grading system published by the Ministry of Health and the Ministry for the Environment, and combines weekly testing with long term trend data assessing faecal indicator bacteria. Each site is graded at the start of summer, and if unsafe levels are reached during the summer period signage is erected to warn swimmers of the dangers.

The Ashburton River has recorded poor water quality readings for some years. In 1999, identified sources of faecal contamination in the Ashburton River included; terminal water race discharges, grazing of animals on the river bed, black-billed gulls, and the presence of other birds such as ducks and Canada geese (Environment Canterbury, 1999). A more recent study found issues with water quality associated with groundwater recharge, wildlife inputs, agricultural runoff and several treated wastewater discharges (Burrell, 2008). No further research has taken place to identify current sources of faecal contamination.

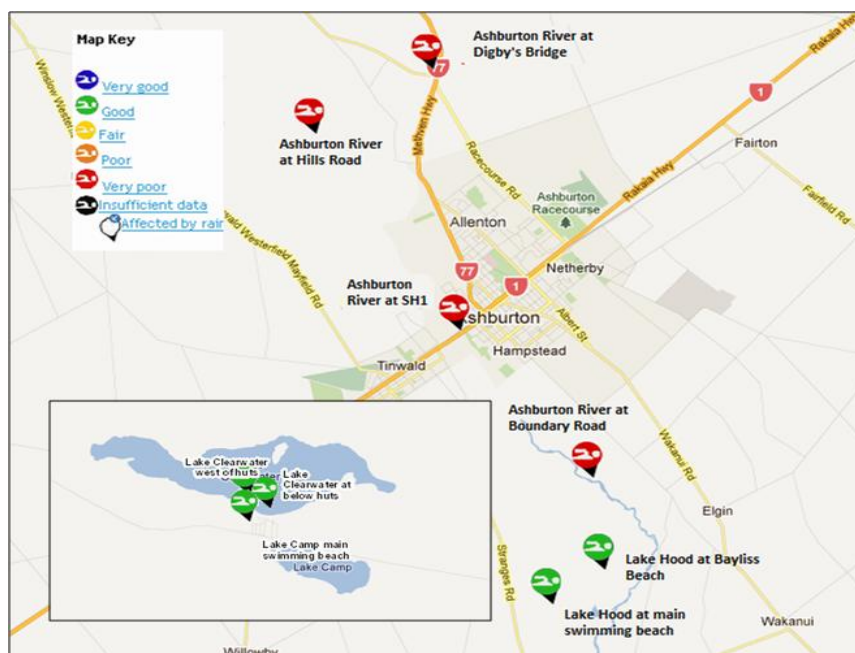
In 2009 Council opened a new wastewater treatment facility at Ocean Farm which disposes treated wastewater to land through a native wetland system. Prior to this treated wastewater was discharged to the Ashburton River.

Regular water quality monitoring is not undertaken on the Rakaia and Rangitata Rivers as previous testing has found the water to be of good quality.

What's new?

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

Figure 17 - Ashburton District swimming water quality – 2010/11



Ashburton District Swimming Water Quality 2010–2011

Source: Environment Canterbury – Swimming Water Quality Monitoring Programme

How are we doing?

TARGET	STATE	TREND
Ashburton District swimming sites maintain either 'good' or 'very good' rating	☹️	➡️

Data Limitations

Swimming water quality is measured by faecal indicator bacteria. Each year at the start of summer the swimming site is graded, indicating if the site is generally suitable for swimming. The grade does not indicate anything about the site at a particular point in time, as it is based on the aggregation of weekly testing data from the preceding year.

Safe Drinking Water

What is this about?

An important indicator of the quality of our drinking water is the presence or absence of bacterial contamination in our water. Micro-organisms which cause illness are a danger in any water supply. Testing for the presence of E.coli is used as an indicator of how microbiologically safe the water is for drinking.

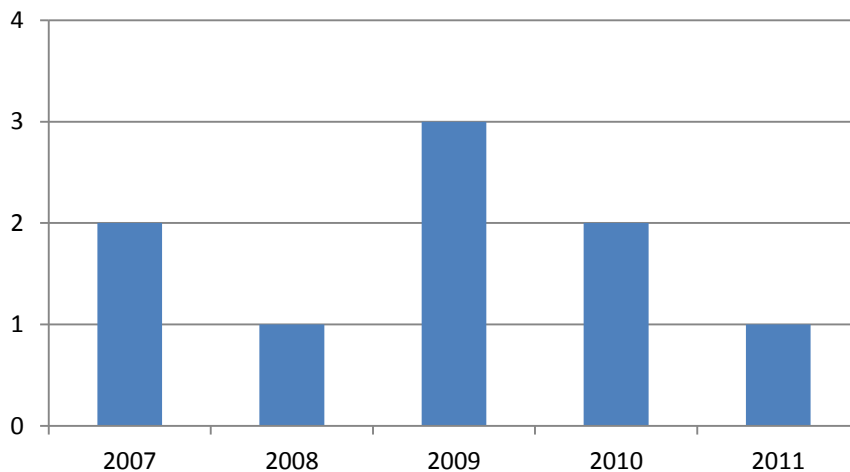
E. coli, or *Escherichia coli*, is a common gut bacteria living in humans and warm-blooded animals. While it doesn't usually cause illness on its own, its presence in drinking-water is used to indicate that the water has been subjected to recent faecal contamination. Therefore if *E. coli* is present, there is a greater risk of pathogens also being present in the water.

Ashburton District Council regularly collects samples from the source, treatment plants and reticulation network of all Council drinking water supplies. Environment Canterbury laboratories test these samples for the presence of E.coli.

What's New?

- Over the past three years, the number of incidents of E.Coli contamination in Ashburton District drinking water supplies has steadily fallen.
- In 2011, over 1000 E.Coli samples were collected, with only one positive result.

Figure 18 - Incidents of E.Coli contamination in Council water-supplies 2007-11



Incidents of E.Coli contamination in Ashburton District Council water supplies 2007-11
 Source: Ashburton District Council Water Services Department

How are we doing?

TARGET	STATE	TREND
There are no incidents of E.Coli contamination in Ashburton District drinking water supplies	☺️	⬆️

Drinking Water Supply Compliance

What is this about?

The drinking water provisions in the Health Act 1956 were amended in 2007, with the aim of protecting public health by improving the quality of drinking-water provided to communities. Changes to the Act included a requirement for drinking-water suppliers to take all practicable steps to ensure an adequate supply of drinking water that complies with the New Zealand Drinking-Water Standards, to introduce and implement public health risk management plans and to take reasonable steps to contribute to protection from source contamination.

The date for compliance with the standards varies depending on the type of water supply. While new and large drinking water supplies are required to be compliant by 1 July 2012, smaller drinking water supplies have compliance dates ranging from 1 July 2013 to 1 July 2016.

Ashburton District Council has set compliance targets for Council water-supply schemes in its Long Term Plan 2009-19, according to these requirements. This timeframe is as per the table below.

What's New?

- In 2010/11, one Council water-supply scheme complied with the drinking water provisions of the Act.
- This is an improvement on the previous year, where no Council water supply scheme was compliant, and is on track with the target compliance schedule.

Figure 19 - Compliance schedule for Ashburton District Council water supplies

2009/10-2010/11	2011/12	2012/13	2013/14
1 scheme	3 schemes	10 schemes	14 schemes

Source: Ashburton District Council Long Term Plan 2009-19

How are we doing?

TARGET	STATE	TREND
Council water supply schemes comply with drinking water provisions of the Health Act 1956.	😊	↑

2.3 Water Management

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

Water Consumption per Household

What is this about?

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

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

One measure of this is the water consumption per annum per connection. A reduction in consumption can indicate improved demand management, consumer water conservation and improvements in infrastructure quality, such as reduced leaks.

What's new?

- Average household water consumption in Ashburton District has now decreased for the last two years, after experiencing consecutive increases between 2004 and 2009.
- Between 2008/09 and 2010/11 average annual water consumption per connection decreased by 36m³

Figure 20 - Ashburton District water consumption per connection

Year	Average water consumption per connection per annum
2009	566m ³
2010	561m ³
2011	530m ³

Ashburton District water consumption per connection 2008 - 2011

Source: Ashburton District Council: Annual Report performance measures

How are we doing?

TARGET	STATE	TREND
Ashburton District reduces water consumption per connection each year	😊	↑

Data Limitations

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

Comparing water consumption between districts is difficult, due to the variations in measuring and illustrating data. In Auckland the average household uses an average 175m³ per annum (Watercare, 2011) while Christchurch during use 358m³ (Christchurch City Council, 2010).

2.4 Open Space

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

What is this about?

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

What's new?

- There is no new data specifically related to this open space indicator available. In 2001, Ashburton District had 9 hectares of Council-owned reserves per 1,000 people, while New Zealand overall had 6 hectares per 1,000 people (Ashburton District Plan 2001).
- In 2010, Ashburton District had 12.64 hectares of actively maintained park land per 1,000 people (Parks Yardstick Report, 2010). This is significantly higher than two of our peer councils, Selwyn District (with 7.27ha per 1,000 people) and Timaru District (with 10.16ha per 1,000 people).

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher ratio of open space per 1,000 people than New Zealand as a whole		

2.5 Recycling and Reusing

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

Amount of Reusable / Recyclable Material Diverted from the Waste Stream

What is this about?

Ashburton District Council provides recycling and residual waste services in the major towns and villages in the district. Waste that cannot be recycled or reused is transported to the Kate Valley regional land fill for disposal. Council has adopted a zero waste policy for the district with a target of zero waste by 2015. While we are recycling more of our waste stream there continues to be greater waste volumes generated making zero waste an elusive target.

What's new?

- Waste diversion has fluctuated in Ashburton District over the last three years.
- The proportion of waste diverted from the waste stream significantly declined in 2009, but has since increased in the last two years, to reach the same proportion as in 2008.
- Eight community recycling drop-off facilities are now available across the district, including rural areas such as Pendarves and Hakatere Huts.

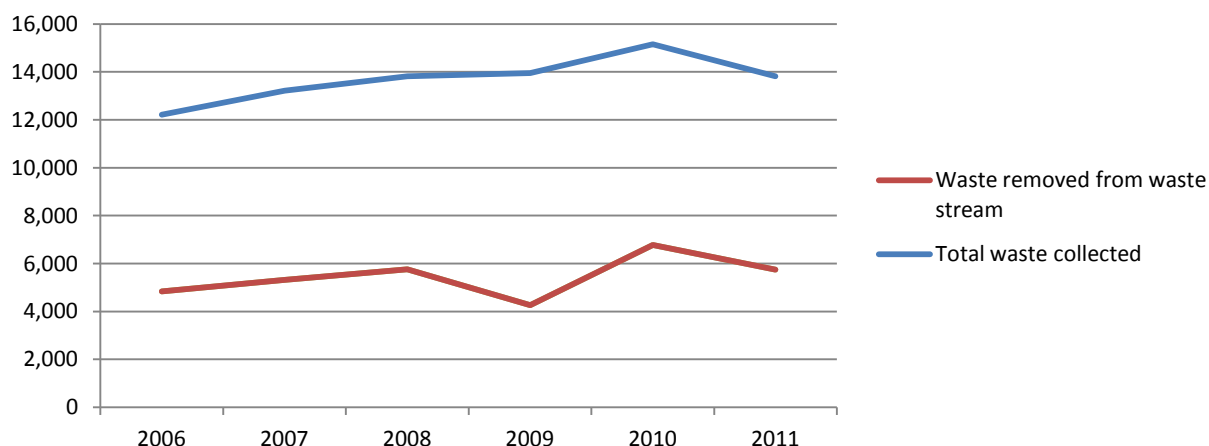
Figure 21 - Diversion of reusable and recyclable material from waste stream

	2009	2010	2011
Percentage diverted	31%	44%	42%
Annual change in percentage diverted	-9%	+7.00%	-2%

Ashburton District's waste stream 2008 - 2011

Source: Ashburton District Council Annual Report Performance Measures

Figure 22 - Waste collected and removed from waste stream, 2006–11



Waste collected and removed from the Ashburton District waste stream, 2006–11

Source: Ashburton District Council Annual Report performance measures

How are we doing?

TARGET

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

STATE TREND



Data Limitations

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

Resident Satisfaction with Kerbside Recycling & Rubbish Collection Services

What is this about?

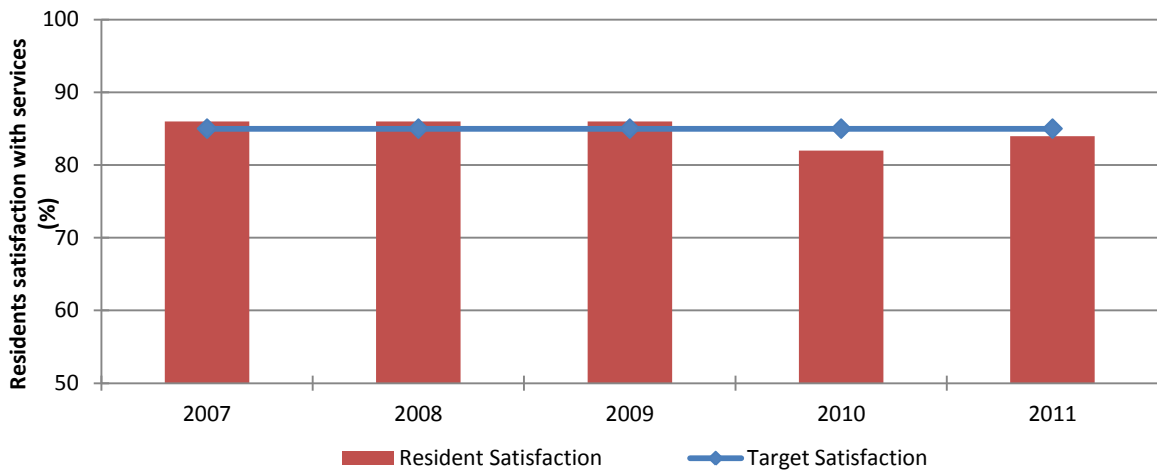
Council provides kerbside rubbish and recycling collection in Ashburton, Methven and Rakaia and the larger villages in the district. Council has also installed recycling drop-off facilities in rural areas that include Pendarves, Hakatere Huts and Rangitata Huts.

Community perception regarding satisfaction with kerbside recycling is one way of measuring the quality of the service Council provides. Satisfaction levels help Council to gauge the level of support the community has for the level of service provided and of priorities for the future.

What's new?

- Resident satisfaction with kerbside recycling collection has remained steady over the last five years
- Resident satisfaction with rubbish collection has declined over the last three years, falling below the target satisfaction in 2010 and 2011.

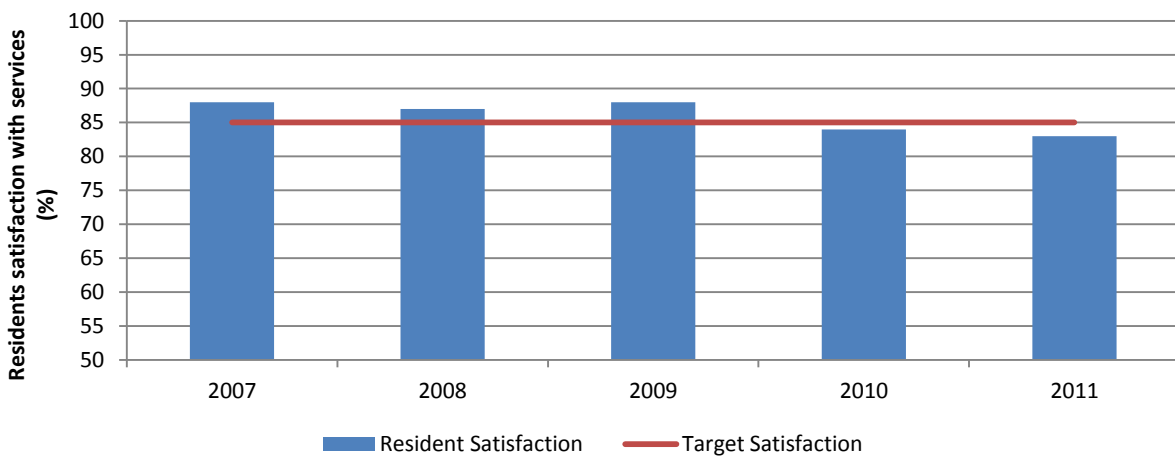
Figure 23 - Resident satisfaction with kerbside recycling



Resident satisfaction with kerbside recycling (don't knows excluded) 2007 - 2011

Source: Ashburton District Council NRB Communitrak survey

Figure 24 - Resident satisfaction with rubbish collection



Resident satisfaction with rubbish collection (don't knows excluded) 2007 - 2011

Source: Ashburton District Council NRB Communitrak survey

How are we doing?

TARGET	STATE	TREND
85% or more of residents are satisfied with the kerbside recycling service	☹️	➡️
85% or more of residents are satisfied with the rubbish collection service	☹️	➡️

2.6 Protecting our Environment

The quality of the natural environment, including the protection, restoration and enhancement of biodiversity and the minimisation of damage to the environment, is directly related to people's quality of life. Population growth and economic development place pressure on the sustainability of the natural environment.

Satisfaction with Council's Performance in Environmental Protection

What is this about?



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

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

What's new?

- This question has not been asked in the last three years, and is due to be asked in the 2012 NRB survey
- In 2008, 74% of Ashburton District residents were satisfied with Council's performance in environmental protection.

How are we doing?

TARGET	STATE	TREND
85% or more residents surveyed are satisfied that the natural environment is being preserved or sustained for future generations		

Community Outcome 3 – Community Identity

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

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

* indicates a priority objective

Introduction

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

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

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

Key

STATE	😊 Achieving our Target	😞 Close to Achieving	😞 Not Achieving our Target
TREND	↑ Favourable / Improving	⇒ No Significant Change	↓ Declining / Unfavourable

3.1 Community Spirit

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

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

Resident Perception of Community Spirit in Ashburton District

What is this about?

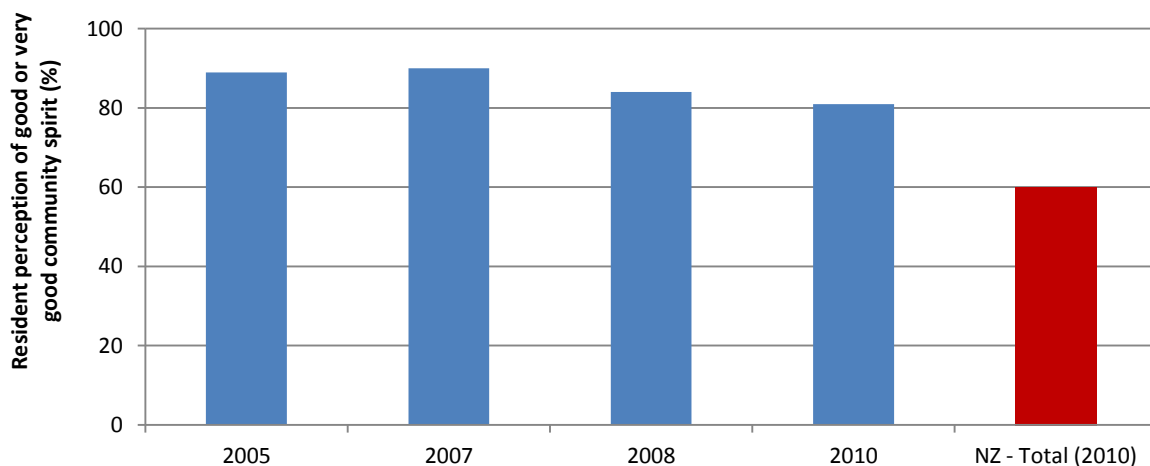
Sense of community, or community spirit, is identified in the National Research Bureau (NRB) Communitrak survey as being ‘...a sense of belonging and togetherness, a pride in the area and a good atmosphere among the people’.

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

What’s new?

- Ashburton District resident’s perception of community spirit remains comparatively high but has been declining since 2007
- 81% of residents thought community spirit was either good or very good in Ashburton District in 2010. This is well above the New Zealand result of 60%.

Figure 25 - Resident perception of community spirit in Ashburton District



Resident Perception of Community Spirit in Ashburton District 2005 - 2010
 Source: Ashburton District Council – NRB Communitrak survey and Quality of Life National Survey Report 2010

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher proportion of the population with a perception of good or very good community spirit than in New Zealand as a whole	😊	↓

3.2 Cultural Heritage

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

Maori Speakers in the District

What is this about?



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

Maori make up seven percent of the population in the South Island. As this is a much smaller proportion than the North Island demographics, our target for this indicator compares our district with the South Island only.

What's new?

- As this data is gathered in an official New Zealand Census, there is no current information available to update this indicator.
- In the last Census, 11% of residents who identify as Maori in Ashburton District spoke Te Reo Maori. This compared to 7% for the South Island.

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher proportion of Maori speaking Te Reo Maori than the total South Island		

Resident Satisfaction with the Preservation of Heritage Features

What is this about?

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

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



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

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

What's new?

- There is no new data to update this indicator, as a question has not been asked about heritage preservation in the annual Council survey since 2008. It is scheduled to be asked again in 2012.
- In 2008, 85% of Ashburton District residents were satisfied with the protection of heritage features in the district.

How are we doing?

TARGET	STATE	TREND
85% or more of residents surveyed are satisfied with the preservation of heritage features in Ashburton		

3.3 Volunteer Community Contribution

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

Proportion of the Working Aged Population Participating in Unpaid Work

What is this about?



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

Unpaid work includes unpaid childcare (both within and outside of the home), unpaid care of people with disabilities (both within and outside the home) and voluntary work.

What's new?

- As this data is gathered in an official New Zealand Census, there is no current information available to update this indicator.
- In the last Census, 17% of Ashburton District residents participated in volunteer work, higher than Canterbury and New Zealand (both 14%).

How are we doing?

TARGET	STATE	TREND
Ashburton District has a higher proportion of the population participating in volunteer work than Canterbury and New Zealand		

3.4 Valuing Diversity

Attitudes towards changes in the ethnic composition of the district provide an indicator of the social cohesion of the wider community.

Ashburton District has increasing numbers of international migrants providing the skills and expertise we need for continued economic growth and making our district home. New residents who are made to feel welcome and respected are more likely to feel connected with our community, making the district their long-term home.

Resident Perception of Increased Diversity in the Community

What is this about?

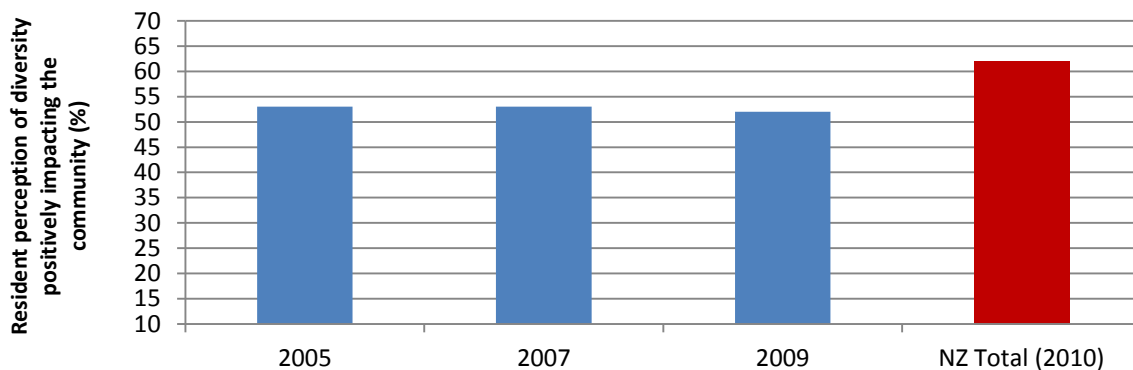
Ashburton District is home to an increasing number of people from diverse lifestyles and cultures from a range of different countries. This indicator measures resident views about whether cultural diversity makes our district a better place to live. Residents are asked if the increase in the number of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

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

What's new?

- The perception of Ashburton District residents about the impact of increased diversity has remained steady, when last surveyed in 2009.
- 52% of residents in Ashburton District in 2009 responded that an increase in cultural diversity impacts positively on the community.
- This is 10% below the result given by New Zealanders overall in the 2010 Quality of Life national survey report. The overall Quality of Life survey response has been increasingly positive to this question with an increase from 53% to 62% between 2008 and 2010.

Figure 26 - Resident perception of increased cultural diversity in Ashburton District



Resident perception of increased cultural diversity in Ashburton District 2005-2010

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

How are we doing?

TARGET

Ashburton District has a higher proportion of the population with a positive perception of increased cultural diversity than New Zealand as a whole

STATE TREND



3.5 Welcoming Community

Our community identified through the community outcomes process that they wanted to be a welcoming community for new residents that respected and encouraged diversity. It was recognised that being a welcoming community enables the integration of a diverse range of cultures into the district and builds a sense of community and commonality amongst all who live here.

With over 60% of the district’s population increase in the 2001- 2006 Census period being international migrants it is important we are a welcoming community. The Mid Canterbury Newcomers Network has been established to help meet the needs of newcomers to the district and to ensure the settling in process is as smooth as possible for our new residents.

Resident Perception of Ashburton District as a Welcoming Community

What is this about?

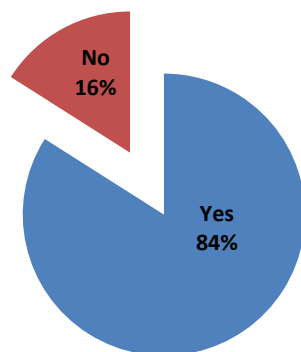
In 2007, the NRB Communitrak survey included a series of questions which focused on the cultural diversity of Ashburton District. Resident’s responses to these questions provided a measure of our self perception of being a welcoming community, and elicited further information regarding ways to encourage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

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

What’s New?

- When asked in 2009, 84% of respondents said yes, they thought new arrivals were made to feel welcome and were given adequate support, 16% stated no, that new arrivals were not made to feel welcome and were not given adequate support
- These are identical to the results when this question was asked in 2007
- When asked what should be done to make the district a more welcoming community the main responses were:
 - We need to provide more support and help to new arrivals
 - Clubs and groups need to be promoted
 - Locals need to change their attitudes and become more tolerant

Figure 27 - Resident perception of Ashburton District as a welcoming community



Resident perception of Ashburton District being a Welcoming Community (don’t know responses excluded) 2009
 Source: Ashburton District Council NRB Communitrak Survey

How are we doing?

TARGET	STATE	TREND
85% or more of residents consider new residents and migrants in Ashburton District are welcomed and given adequate support	☹️	➡️

Community Outcome 4 - Education

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 *
- 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

* indicates a priority objective







Introduction

Learning opportunities are a means by which people gain skills and knowledge 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. Our community indicated through the community outcomes process that quality education and lifelong learning opportunities are important for our district.

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

SUMMARY OF PROGRESS	STATE	TREND
4.1 Education Participation <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Highest qualification gained • Number of students leaving school with NCEA Level 2 and higher 	 	 
4.3 Education Quality <ul style="list-style-type: none"> • Resident satisfaction with education services in the district 		

Key

STATE	 Achieving our 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 in our community are able to reach their full potential and contribute to the district's wellbeing and economy. When identifying community outcomes for our district, our community indicated that people of all ages need opportunities to develop their skills and enrich their knowledge.

Participation in Early Childhood Education

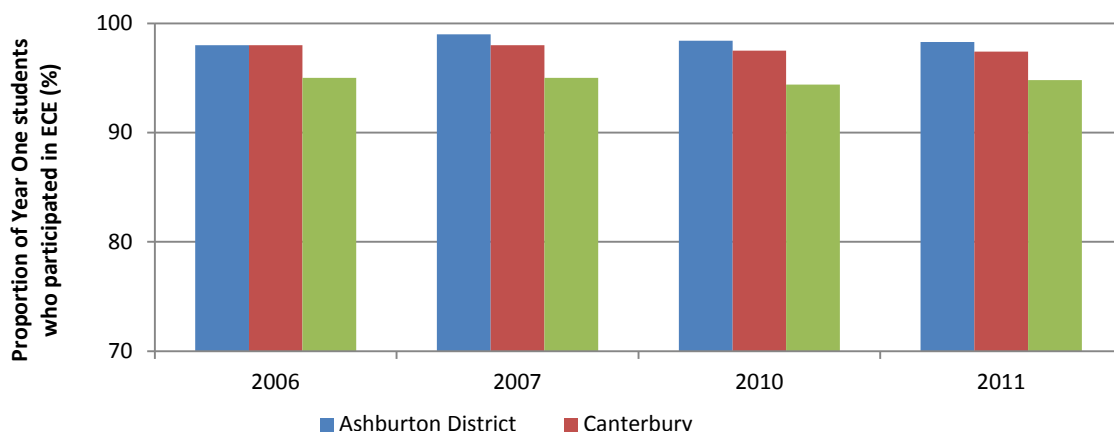
What is this about?

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 provide 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 also be a vital predictor of future education outcomes (Wylie, Thompson, & Lythe, 2001).

What's new?

- As at July 2010, there were 31 licensed early childhood education centres in Ashburton District, an increase of 3 centres since 2008.
- Since 2006, the early childhood education (ECE) participation rate in Ashburton District has remained relatively constant, ranging between 97% and 99%. This rate is consistently higher than the national participation rate, which ranges between 94% and 95%. ECE participation rates for Canterbury have remained between 97% and 98% for the last five years.
- The proportion of Year One Maori students who have attended early childhood education remains higher in Ashburton District than the national average. The 2011 figures show that 96% of Year One Maori students had attended early childhood education; compared to the national figure of 90%.
- The way that many education statistics are gathered, including ECE participation data, changed in 2010. ENROL, an electronic real-time enrolment system, is now used to collect this information, which may have implications for the comparability of data. ENROL was introduced in October 2008, which means that there is no data available for the year ending March 2009. As a result, the data for years 2010 and 2011 are used here and compared to the available data from 2006 and 2007.

Figure 28 - Proportion of year one students who have attended early childhood education



Proportion of Year One Students who have Attended Early Childhood Education 2006-2011
Source: Ministry of Education, Education Counts

How are we doing?

TARGET

Ashburton District has a higher early childhood education participation rate than New Zealand as a whole

STATE



TREND



Retention Rate of Students at School

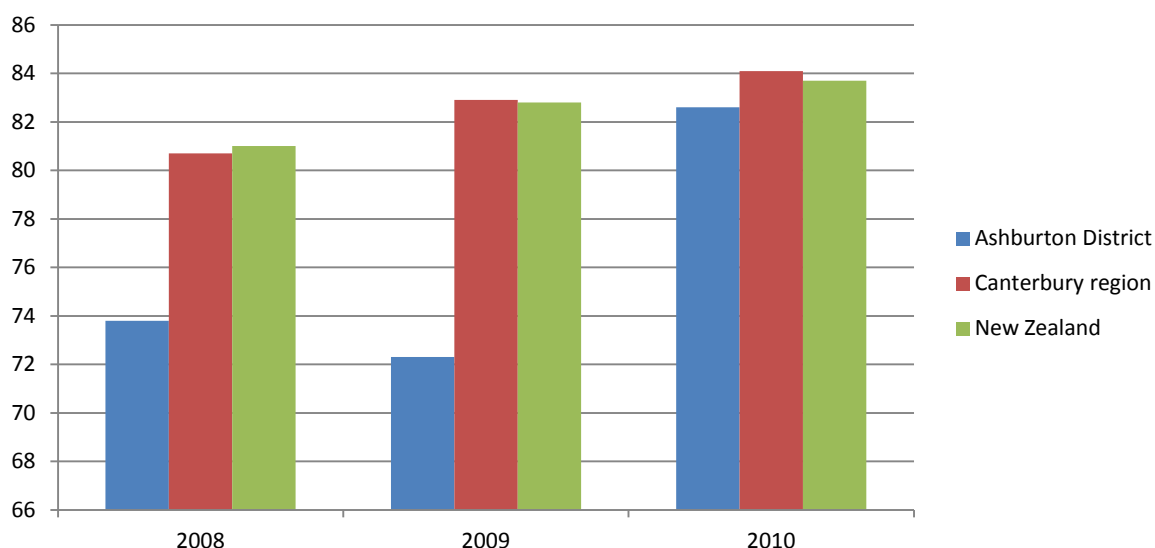
What is this about?

The retention rate measures student participation at secondary schools to at least 17 years of age. Those who are still attending secondary school at the age of 17 are more likely to obtain higher formal school qualifications, leading to a wider range of opportunities for education, training and work.

What's new?

- The retention rate of Ashburton District students to age 17 years has had a dramatic increase between 2009 and 2010, reaching 83%. While Ashburton District still retains a smaller proportion of students to age 17 than New Zealand overall, this gap has narrowed considerably. Retention rates have also increased consistently for both the Canterbury region and New Zealand in total.
- 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.
- In 2009, Ashburton District's retention of Maori students was 60%; lower than the national figure of 70%.
- The ENROL electronic system has changed how this indicator is measured. Formerly, the data was based on an aggregation of school rolls, and measured to age 17.5. The more precise electronic roll system captures student's date of birth, and measures to age 17, expressed below.

Figure 29 - Retention rate of students at secondary school to age 17 years



Retention Rate of Students at Secondary School to Age 17 Years, Ashburton District and New Zealand 2008-2010
Source: Ministry of Education Education Counts indicators

How are we doing?

TARGET

Ashburton District has a higher student retention rate than New Zealand as a whole

STATE



TREND



Data Limitations

The data collected for the above two measures has been made at the territorial authority level which refers to the area of the early childhood centre or school, and not the child's residential address. This may or may not differ from the area in which they attended the early childhood education or school.

Youth NEET Rate (Not engaged in Employment, Education or Training)

What is this about?

This measure identifies 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 Mayor's Taskforce for Jobs - "That all young people under 25 years are in paid work, in training or education, or in productive activities for our communities." For further information visit www.mayorstaskforceforjobs.co.nz

What's new?

- NEET rates have not been measured at a regional or sub-regional level since the last Census. Nationally, NEET rates are available to June 2011. The rate has recently fallen to 9.8%, a fall from 10.7% in June 2010.
- This is a reduction from a national average of 12.5% in 2006 - however, this will also be affected by the exclusion of young people with caregiving responsibilities from the NEET category.
- In 2006, the NEET rate for Ashburton District was just under 10%. This was below the national average of 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	😊	➡

School Suspension and Exclusion

What is this about?

The number of suspensions and exclusions can be an indicator of a schools' approach to managing 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:

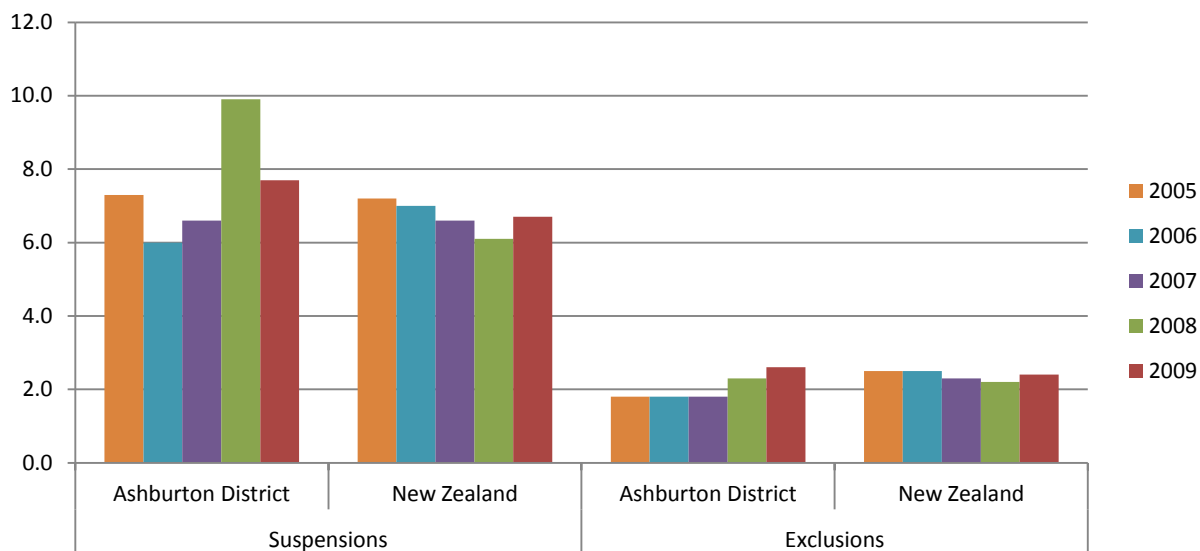
- **Stand-down:** The formal removal of a student from school for a specified period. Stand-downs of a particular student can total no more than 5 school days in a term or 10 school days in a year.
- **Suspension:** The formal removal of a student from school until the Board of Trustees decides the outcome 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.

What's new?

- Since 2005, suspension rates in Ashburton District have fluctuated, and remain at a similar level – approximately 7 suspensions per 1,000 students. Suspension rates have been on par with or below those nationally, until the last two years, when they have been higher in Ashburton District.
- The Ashburton District exclusion rate per 1,000 students increased from 2 in 2003, to 3 in 2009. A similar pattern exists – rates have decreased and tracked below the national average until the last two years, when district rates of exclusion have increased and are now higher than the national average.

- Suspension rates for Maori students in Ashburton District continue to be well above the national average, and have more than doubled since 2005. Nationally, suspension rates for Maori students in 2009 were 14.6 per 1,000 students, down from 16.2 per 1,000 students in 2005. Ashburton District rates were 28.5 per 1,000 students in 2009, compared to 12.6 per 1,000 students in 2005.

Figure 30 - Suspension and exclusion rates per 1,000 students



Suspension and Exclusion Rates per 1,000 Students in Ashburton District and New Zealand 2005-2009
Source: Ministry of Education

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 residents 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 less than some other areas of New Zealand that have a higher proportion of tertiary (e.g. service) industries.

What's new?

- As this data is gathered in an official New Zealand Census, there is no current information available to update this indicator.
In the 2006 Census, just over a third of the Ashburton District working-age population had no formal qualifications, significantly higher than the national average.

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



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.

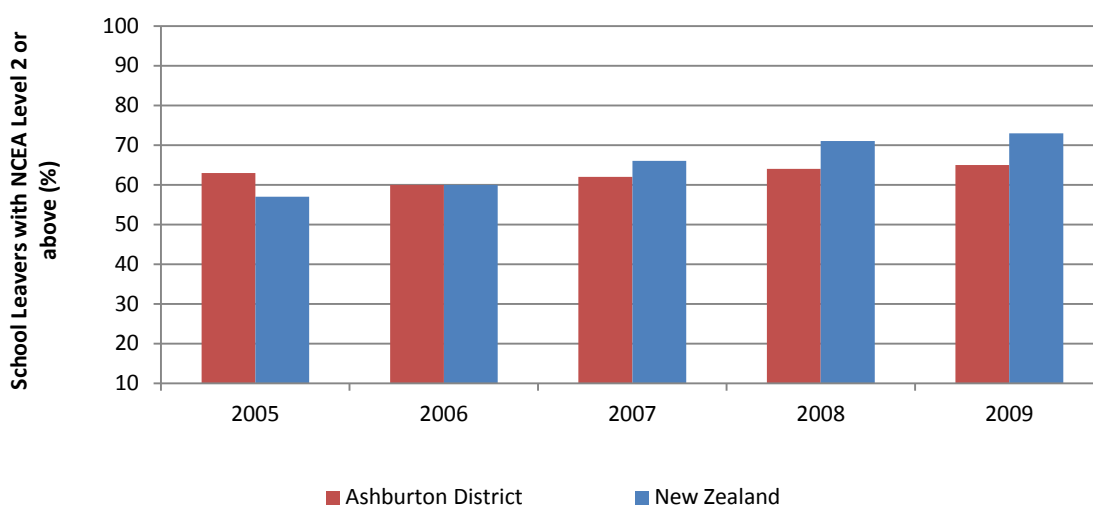
NCEA Level 2 has been identified as a key base line qualification to gain before leaving school, as those who leave school without Level 2 or higher will be limited in future educational and job prospects (Ministry of Education, 2009).

What's new?

- 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 60% to 73% in 2009.
- There is a steady trend of increasing levels of NCEA Level 2 attainment in Ashburton District, with figures rising slowly over the last four years.

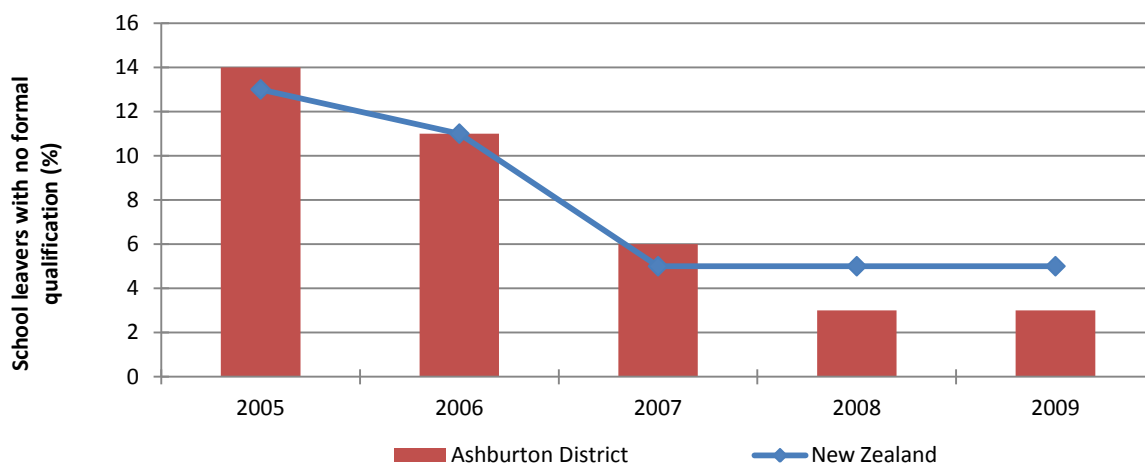
- The average percentage of Ashburton District school leavers with NCEA Level 2 or above has now dropped slightly below the national rate, at 63% compared to 66% nationally for the period 2005-2009. This difference is more significant over a three year period, with Ashburton District's average of 64%, compared to a national average of 70%.
- The rate of Maori students attaining NCEA Level 2 or above has steadily increased in Ashburton District since 2007. In 2009 the percentage of Maori school leaves attaining NCEA Level 2 or above was 56%, compared to only 36% in 2007.
- The percentage of school leavers with no formal qualification has dropped significantly over the five year period measured, both in Ashburton District and New Zealand as a whole. Ashburton District now has a significantly lower proportion of school leavers with no formal qualifications compared to New Zealand as a whole.

Figure 31 - 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 2005-2009
Source: Ministry of Education - Education Counts

Figure 32 - School leavers in Ashburton District and New Zealand with no formal qualification



Percentage of School Leavers in Ashburton District with no Formal Qualifications 2005-2009
Source: Ministry of Education

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		

Note - While Ashburton District has increasing numbers of school leavers with NCEA level 2 or above, the growth in the proportion of school leavers who are leaving school with NCEA Level 2 or above is significantly faster.

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 lifelong 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.

What's new?

- There is no new data for this indicator. The relevant question has not been asked in the Council annual resident survey since 2008 and is not scheduled to be asked again until 2014.
- In 2008, 85% of Ashburton District residents were satisfied with the quality of education services in the district.

How are we doing?

TARGET	STATE	TREND
85% of Ashburton District residents are satisfied with the education services in the District		

Community Outcome 5 - Safety

























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*
 - 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
- * indicates a priority objective







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 are used to assess Ashburton Districts' progress towards the outcome identified. These indicators are as follows; supportive community; affordable housing; healthy and active community; quality health services; and community safety.

SUMMARY OF PROGRESS	STATE	TREND
5.1 Supportive Community <ul style="list-style-type: none"> New Zealand Deprivation Index (NZDep) Proportion and distribution of all means tested benefits being received 	 	 
5.2 Affordable Housing <ul style="list-style-type: none"> Rent to income ratio 		
5.3 Healthy and Active Community <ul style="list-style-type: none"> Smoking rates Frequency of physical activity 	 	 
5.4 Quality Health Services <ul style="list-style-type: none"> Resident satisfaction with health services Resident barriers with accessing health services 	 	 
5.5 Community Safety <ul style="list-style-type: none"> 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
- Owned home
- Support
- Employment
- Qualifications
- Living space
- Communication
- Transport

When combined, measures of dimensions provide a deprivation "score" for each statistical mesh-block in New Zealand. The NZDep2006 score for each area reflects a continuum from 'least deprivation' (NZDep score of 1) to 'most deprivation' (NZDep score of 10).

What's new?

- As the NZ Deprivation Index is based on census information, there is not recent data available for this indicator.
- In 2006, Ashburton District had an average deprivation index of four, meeting the indicator target of four or less.

How are we doing?

TARGET	STATE	TREND
Ashburton District has a social deprivation level of four or less	😊	➡

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.

What's new?

- The number of recipients receiving the unemployment benefit in the district since 2009 has almost doubled, from 146 to 200, with 22% of means-tested benefit recipients now receiving the unemployment benefit (June 2011).
- There is a trend showing increasing numbers of the working aged population receiving a means tested benefit in Ashburton District, Canterbury and New Zealand.

- Ashburton District has a higher proportion of beneficiaries receiving the unemployment benefit as well as a lower proportion of beneficiaries receiving the sickness benefit than the regional or national averages.
- 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 7%, Canterbury 8.5%, and New Zealand 10.8%).
- The proportion of the working age population receiving a means-tested benefit in the last five years has grown by 1.34% in Ashburton District; compared to 1.1% in the Canterbury region and 0.9% in New Zealand overall.

Figure 33 - Ashburton District recipients of means tested benefits

	June 2009		June 2010		June 2011	
Unemployment Benefit	146	14%	336	26%	300	22%
Domestic Purposes Benefit	363	34%	394	30%	418	31%
Sickness Benefit	141	13%	162	12%	185	14%
Invalid's Benefit	355	33.5%	357	27%	392	29%
Other	54	5%	65	5%	61	4%
Total	1,059		1,314		1,356	

Ashburton District Means Tested Benefits of the Working Aged Population 2009 – 2011: Number of recipients and percentage of all means tested benefits paid in the District.

Source: Ministry of Social Development; Benefit Factsheets

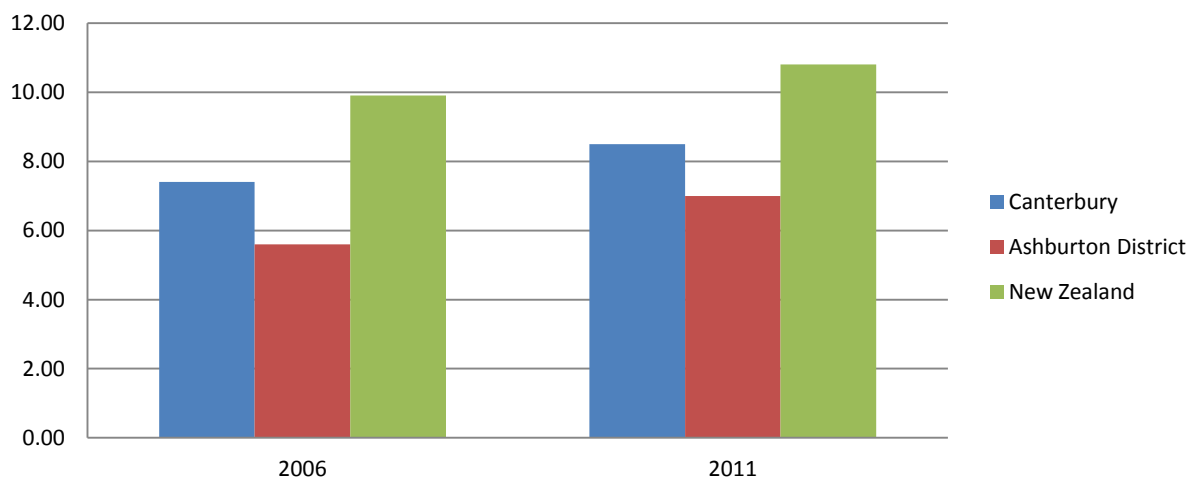
Figure 34 - Proportion of means tested benefits: Ashburton District, Canterbury and New Zealand

June 2011	Ashburton District		Canterbury		New Zealand	
	N	%	N	%	N	%
Unemployment Benefit	300	23%	6,342	20	56,264	18
Domestic Purposes Benefit	418	32%	8,999	28	113,429	36
Sickness Benefit	185	14%	6,483	20	58,009	19
Invalid's Benefit	392	30%	10,297	32	84,836	27
Total Means Tested Benefits	1,295		32,121		312,538	
Total Working Aged Population	18,400		376,100		290,410	
Proportion of Working Aged Population receiving Means Tested Benefit	7.0%			8.5%		10.8%

Proportion of means-tested benefits June 2011 – Ashburton District, Canterbury and New Zealand

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

Figure 35 - Proportion of working aged population receiving a means tested benefit, 2006 & 2011



Proportion of the working aged population receiving a means tested benefit, 2006 & 2011

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

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	😊	➡

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, impacting on household discretionary income.

If rent has a comparatively high ratio to wages, then this reduces the ability to meet wider household needs. Further research has exposed the potential 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.

What's new?

- As this data is gathered in an official New Zealand Census, there is no current information available to update this indicator.
- In 2006, Ashburton District had a 16% rent to income ratio, lower than Canterbury (21%). Rapid changes in the housing market over the last five years are likely to mean that the current ratio would be quite different to 2006 statistics.

How are we doing?

TARGET	STATE	TREND
Ashburton District has a lower rent to income ratio than for Canterbury as a whole	😊	↑

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 illness, 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.

What's new?

- As this data is gathered in an official New Zealand Census, there is no current information available to update this indicator.
- In 2006, 21% of the population aged over 15 years identified as regular smokers, slightly below the national average.
- The 2009 New Zealand Tobacco Use Survey indicates a continued decline in the proportion of smokers in New Zealand (Ministry of Health, 2010), therefore it is likely when this question is repeated, and there will be a reduced proportion of smokers in Ashburton District and New Zealand.

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		

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.

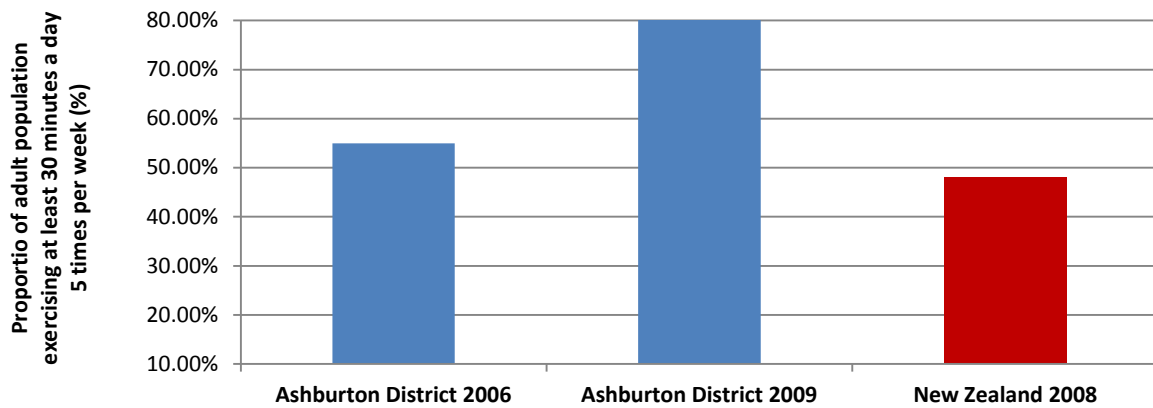
Sport and Recreation New Zealand (SPARC), recommend that New Zealand adults should participate in physical activity for at least 30 minutes, five or more times per week. This recommendation is the minimum exercise required to maintain a person's reasonable standard of health.

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.

What's new?

- When Ashburton District residents were asked about their level of physical activity in 2009, the proportion of people who answered that they exercise at least 30 minutes per day, 5 times per week, had risen from 55% from 48% in 2006
- The most recent annual survey results support an earlier trend, detected in Ashburton District and nationally, that women are less likely to be physically active than men.

Figure 36 - 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 / day, 5 times /week in Ashburton District & New Zealand 2006-2009
 Source: Ashburton District Council NRB Communitrak Survey & SPARC 2007/8 Active NZ Survey findings.

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 New Zealand as a whole	😊	↑

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.

The ratio of general practitioners (GP's) per 1,000 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?

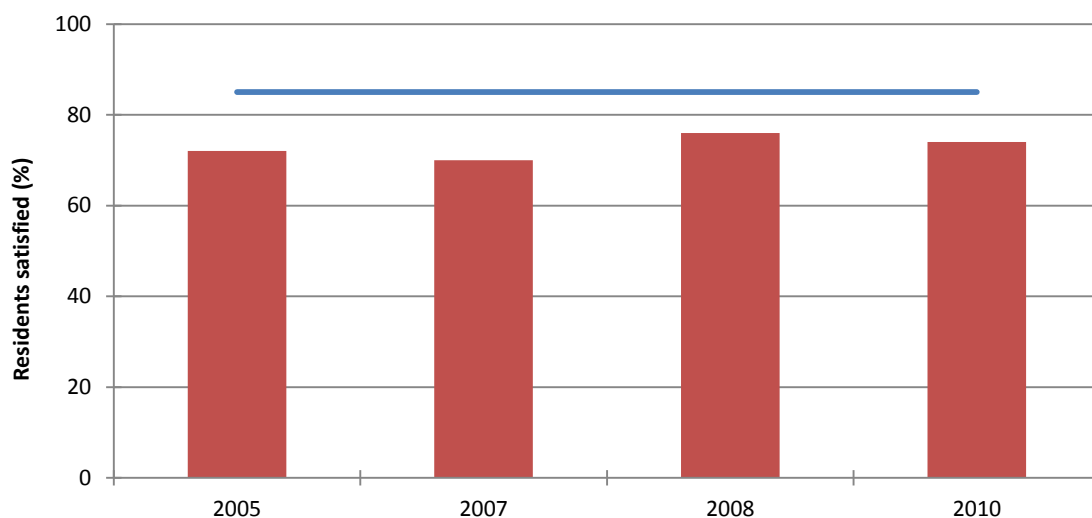
Residents interviewed as part of Council's NRB Communitrak annual resident survey were asked how satisfied they are with health services in Ashburton District.

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

What's new?

- In 2010, 74% of residents surveyed were satisfied with health services in the district, which is a small decrease from 2008 when 76% of residents were satisfied.

Figure 37 - Resident satisfaction with health services in Ashburton District



Resident satisfaction with health services in the District (don't know responses excluded) 2005 - 2010
Source: Ashburton District Council NRB Communitrak survey

How are we doing?

TARGET

85% or more of residents surveyed are satisfied with the health services in the district

STATE



TREND



Access to Health Services

What is this about?

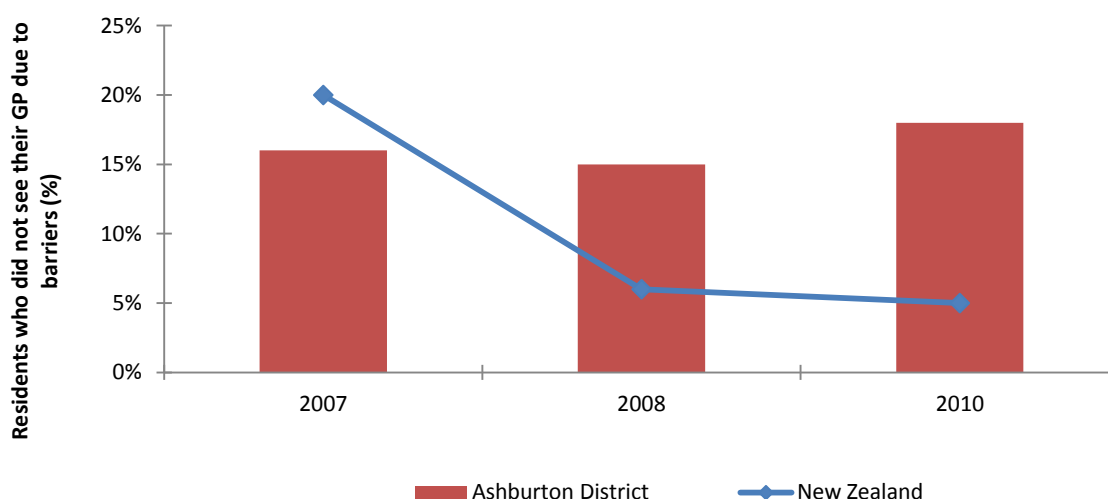
The NRB Communitrak annual resident survey asked respondents if there has been a time in the last 12 months when they, or a member of their family, wanted to see a doctor about their health, but did not see one. Residents were asked to also identify the reason why they did not see a doctor.

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.

What's new?

- 18% of Ashburton residents surveyed in 2010 reported having wanted to see a doctor about their health at some stage in the previous 12 months but did not see one. This is an increase from 15% in 2007 and 2008. The 2010 National Quality of Life Survey reported that 6% of New Zealanders surveyed had the same experience.
- The most common reason given for not seeing a doctor in Ashburton District was cost, which was also the most common reason in 2008. However, this reason ranked second for New Zealand overall, for whom the most common reason was that the GP was too busy.

Figure 38 - Residents who faced barriers to accessing health services



Residents who faced barriers to accessing health care in Ashburton District and New Zealand 2007 - 2010
 Source: Ashburton District Council – NRB Survey & Quality of Life Survey National Report

How are we doing?

TARGET	STATE	TREND
Ashburton District has a lower proportion of people not visiting their GP due to barriers than New Zealand as a whole	☹️	↓

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.

Reported Crime

What is this about?

Criminal activity has negative 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.

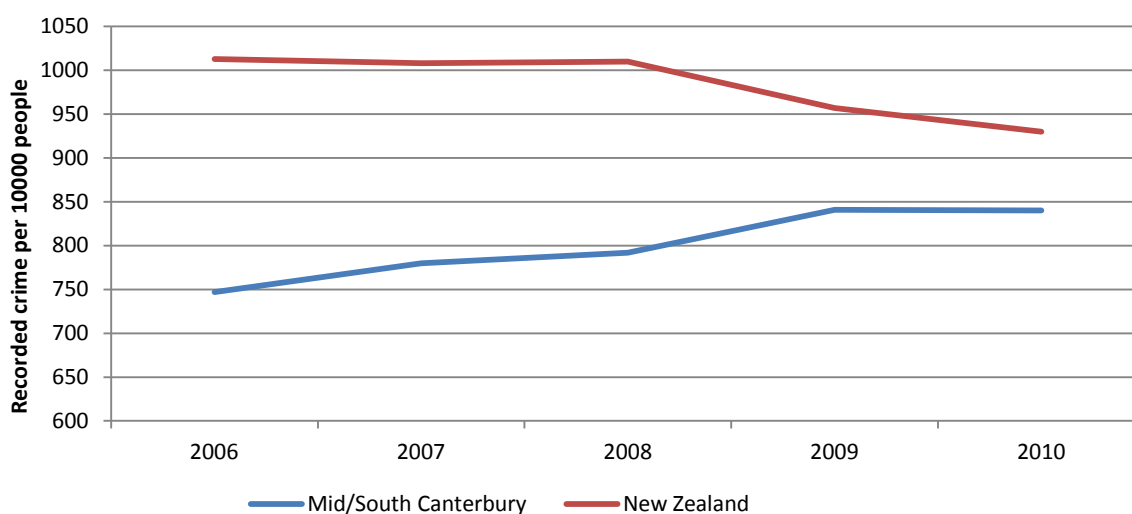
Crime statistics only reflect reported and recorded offences, rather than the actual level of offending in the community. Actual offence levels are likely to be higher than reported offence levels.

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.

What's new?

- The crime rate per 10,000 people remains significantly lower in Mid/South Canterbury than for New Zealand as a whole. However, trends over the past five years show the Mid/South Canterbury crime rate has increased over 12% while national crime rates have decreased by over 8%.
- Theft and related offences is the biggest crime category for both Mid/South Canterbury and New Zealand. Property damage and environmental pollution, public order offences and burglary/break and enter are the other highest categories of recorded crime.
- Acts intending to cause injury have increased significantly in New Zealand, and there is also an upward trend in Ashburton District.
- The fastest increasing crime category in Ashburton District is public order offences, which have increased by 55% since 2006, compared to a 15% rise nationally.
- The Police changed the way that offenses are classified in 2010, and now use the Australia New Zealand Offence Classification. This aligns the New Zealand offence classification system across justice sectors and also signifies a move toward a standardised statistical framework for offence definition between Australia and New Zealand. Thus, figures going back to 2006 have now been presented using this classification.
- The revised classification system has changed from eight to fifteen categories of crime. Of the previous eight, the offence categories that we reported on were: drugs and antisocial behaviour, dishonesty, property damage and violence.

Figure 39 - 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 - 2010
Source: New Zealand Police – Crime Statistics

Figure 40 - Recorded crime per 10,000 people by category 2006-10

	2006	2007	2008	2009	2010
Homicide and related offences					
Mid/South Canterbury	0.1	0.2	0.4	0.0	0.0
New Zealand	0.2	0.2	0.2	0.3	0.2
Acts intended to cause injury					
Mid/South Canterbury	75.6	76.6	88.0	87.3	85.1
New Zealand	82.6	93.4	98.5	105.1	101.9
Robbery, extortion and related offences					
Mid/South Canterbury	1.7	1.1	1.4	1.3	1.5
New Zealand	7.3	6.8	6.6	6.6	6.1
Unlawful entry with intent/burglary, break and enter					
Mid/South Canterbury	70.8	68.6	77.3	89.8	85.2
New Zealand	146.8	137.7	139.0	142.3	135.8
Theft and related offences					
Mid/South Canterbury	200.6	183.2	203.1	212.5	215.4
New Zealand	366.7	344.0	330.0	335.5	313.5
Fraud, deception and related offences					
Mid/South Canterbury	14.2	16.4	18.9	18.3	16.4
New Zealand	30.9	29.4	34.2	30.8	22.3
Illicit drug offences					
Mid/South Canterbury	38.5	50.8	39.9	55.3	46.6
New Zealand	45.9	45.1	48.3	57.8	52.6
Prohibited and regulated weapons and explosives offences					
Mid/South Canterbury	18.7	20.4	19.0	17.1	19.0
New Zealand	18.7	17.4	17.1	18.0	16.2
Property damage and environmental pollution					
Mid/South Canterbury	174.2	194.5	204.5	192.9	178.8
New Zealand	136.4	144.3	144.7	145.1	133.9
Public order offences					
Mid/South Canterbury	81.5	102.8	90.2	105.7	126.2
New Zealand	92.1	98.9	100.7	108.8	105.6

How are we doing?

TARGET	STATE	TREND
Ashburton District has a lower recorded 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. Ashburton District comprises approximately 34% of the population of the Mid/South Canterbury police district.

Satisfaction with Community Safety

What is this about?

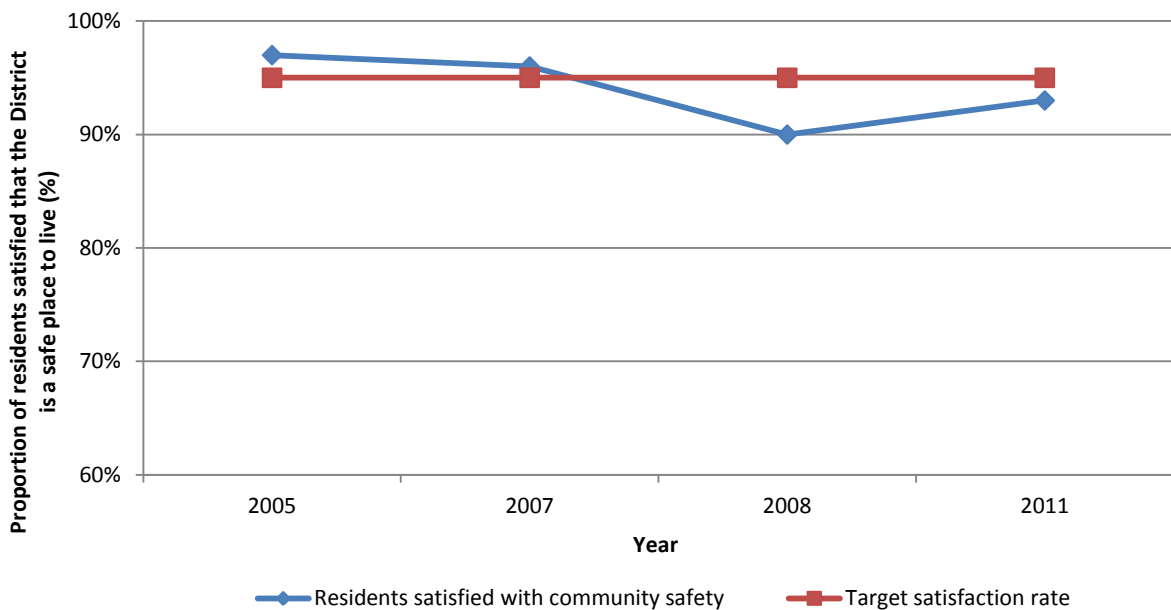
Perception of safety impacts on the health and wellbeing of the individual, family and the wider community. This indicator is a useful supplement to official crime and safety statistics as it provides valuable information on how safe people feel in their community.

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’.

What’s new?

- Resident satisfaction with community safety has averaged 94% in the last five years, just under the target of 95% resident satisfaction
- There has been a strong shift toward “yes, definitely” in these results over the last 4 years. Only 1% of respondents thought “no, definitely not” and there was also a drop in those responding “not really”, down to 6% (from 9% in 2008).
- As with previous years, more rural residents rate the district as definitely safe.
- However, while in previous years, residents aged over 60 were more likely to respond that the district is “not really” or “no, definitely not” a safe place to live, the opposite is now true. Those aged under 40 are now least likely to respond “Yes, definitely” and most likely to respond “no, definitely not”.

Figure 41 - Resident perception of Ashburton District as a safe place to live



Resident satisfaction with the district as a safe place to live (don't know responses excluded) 2005 - 2011
 Source: Ashburton District Council – NRB Communitrak survey

How are we doing?

TARGET	STATE	TREND
95% of residents report feeling “definitely” or “mostly” safe in Ashburton District	😊	↓

Road Crash Injury and Fatality Rates

What is this about?

Ashburton District has the fourth largest roading network in New Zealand, with a total of 2,639 km of roads, of which 1,486 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.

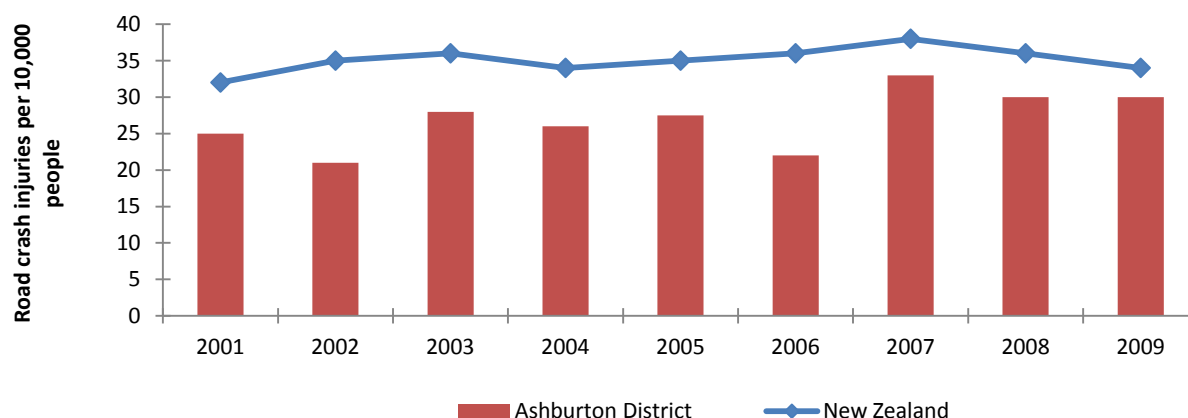
A road crash fatality is a death which occurs up to 30 days after a motor vehicle accident on a public road from injuries sustained in the accident. A road crash injury includes both serious and minor injuries.

This indicator looks at 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.

What’s new?

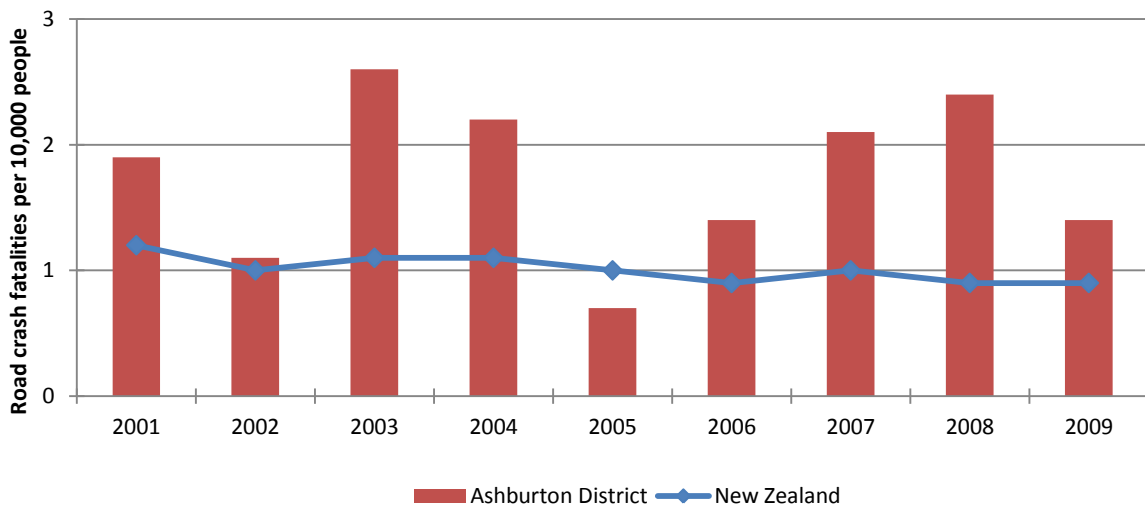
- Since 2001, Ashburton District has had a lower number of people per 10,000 injured in road crashes than New Zealand as a whole.
- In 2009 the road crash injury ratios were – Ashburton District 30:10,000 and New Zealand 34:10,000. Both Ashburton District and national crash injury ratios have trended downward for the last three years.
- Road crash fatalities in Ashburton District per resident have equalled, or exceeded the New Zealand ratio every year since 2001, 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.

Figure 42 - Road crash injuries for Ashburton District and New Zealand per 10,000 people



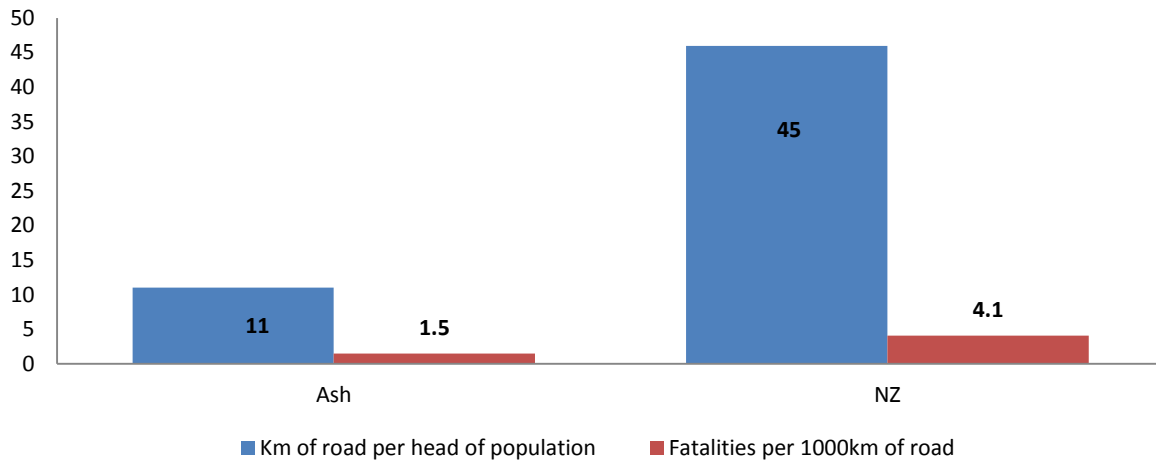
Road crash injury for Ashburton District and New Zealand per 10,000 people 2001 - 2009
Source: Ministry of Transport: Annual Report and Crash Analysis System (CAS)

Figure 43 - 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 2001-2009
 Source: Ministry of Transport Annual Report and Crash Analysis System (CAS)

Figure 44 - Kilometres of road per head of population & fatalities per 1,000km of road, Ashburton District and NZ 2009



Kilometres of road per head of population and fatalities per 1000km of road, Ashburton District and NZ 2009
 Source: Ashburton District roading data, NZTA statistics

How are we doing?

TARGET	STATE	TREND
Ashburton District has a lower road crash injury rate than New Zealand as a whole	😊	➡
Ashburton District has a lower road crash fatality rate 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). Employers have a duty to promote the prevention of harm to all people at work, and others in, or in the vicinity of, a place 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, construction and agriculture, forestry and fishing sectors.

What's new?

- Ashburton District has more than twice the proportion of the working aged population lodging new work-related ACC claims than New Zealand (Ashburton District 2.3%, New Zealand 1%)
- There is a downward trend in Ashburton District for new work-related ACC claims, with the difference between the district and national average narrowing every year over the last five years.
- Ashburton District has a higher percentage of its workforce than the national average employed in industries such as agriculture, forestry and fishing, manufacturing and construction. These sectors have historically had high levels of work related injury claims.

Figure 45 - Proportion of the working aged population that lodged new work related ACC Claims 2007–2011



Proportion of the working aged population that lodged new work related ACC claims – Ashburton District & New Zealand 2007–11
Source: Accident Compensation Corporation

How are we doing?

TARGET	STATE	TREND
Ashburton District has a lower number of new work-related accident and injury claims per resident than New Zealand as a whole	☹️	⬆️

Data Limitations

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

Community Outcome 6 - Recreation

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

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
















* indicates a priority objective

Introduction







Through the community outcomes process, our community identified that culture, heritage and recreation are important to our quality of life. Having a variety of cultural, heritage and recreation facilities that are accessible and affordable contributes to meeting our district's diverse cultural wellbeing needs.

The Ministry for Culture and Heritage takes a broad approach to defining 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 show Ashburton Districts' progress towards achieving our 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.

SUMMARY OF PROGRESS	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 important 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?

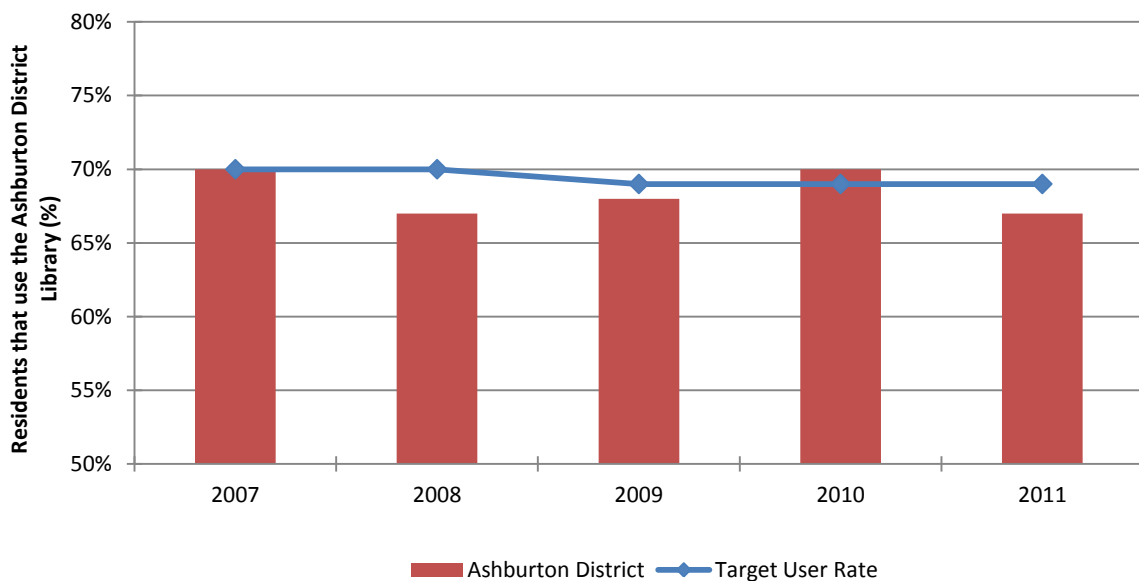
The Ashburton District Library offers access to a wide range of resources which support and enhance learning opportunities. It is a centre of knowledge and provides a wide range of leisure resources and activities that cater to the entire community.

This indicator shows the percentage of Ashburton District residents who visited the District Library at least once in the last year.

What's new?

- The library usage trend is relatively stable, with between 67% and 71% of residents visiting the District Library at least once per 12 months between the years 2007-2011. This is an average of 68% of residents visiting and/or using District Library services at least once every year during this five year period, which is only 2% below the target of 70%
- The years of highest resident visitation were 2007 and 2010, with 70%; and the lowest in 2008, with 67%

Figure 46 - Proportion of residents who visited the Ashburton District library per year, 2007–11



Proportion of residents who visited the Ashburton District Library per annum 2007–2011
Source: Ashburton District Council NRB Communitrak survey

How are we doing?

TARGET

At least 70% of residents have visited the District Library in the past year.

STATE



TREND



Use of the District Art Gallery and Museum

What is this about?

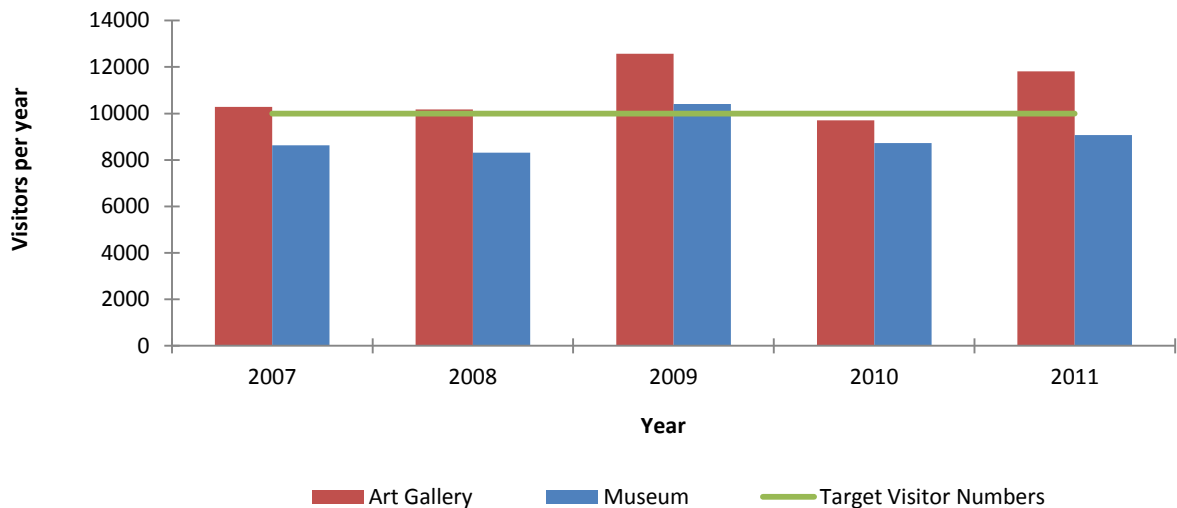
The Ashburton Museum and Ashburton Art Gallery provide our district with diverse cultural and heritage experiences, which help to shape our community’s identity. Increasing recognition is being given to the importance of cultural activities in the daily lives of New Zealanders, as they are an important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

What’s new?

- The Ashburton Art Gallery has met or exceeded the performance target of 10,000 visitors per year for four of the past five years, with attendance averaging 10,907 visits per year.
- The Ashburton Museum reached the target of 10,000 visitors per year in 2009. Attendance at the Museum has averaged 9,028 visits per year since 2007.
- The proportion of residents who visited the Art Gallery and Museum in the last 12 months has stayed steady at around 47% over the last five years.

Figure 47 - Ashburton Art Gallery and Museum visitor numbers per year



Art Gallery and Museum visitor numbers per annum 2007 - 2011
 Source: Ashburton Art Gallery and Ashburton Museum

How are we doing?

TARGET	STATE	TREND
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 in Arts and Culture

What is this about?

Council provides the Ashburton Art Gallery and the Ashburton Museum with annual operational funding and rental funding for the use of the former County Council building. It also provides an annual operating expenditure grant to the Ashburton Trust Event Centre.

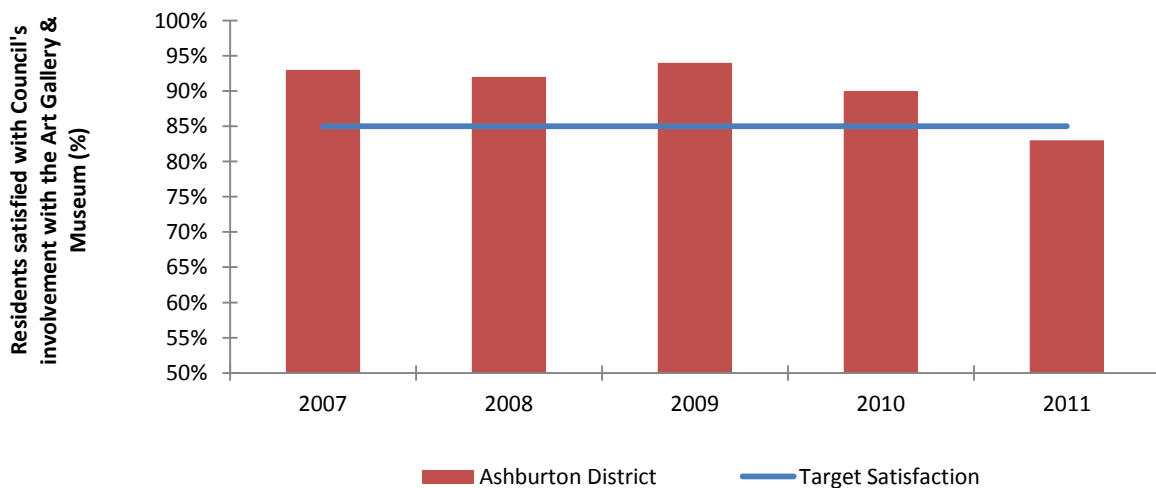
Council is to construct a new Art Gallery and Museum facility on West Street, Ashburton. The contract for construction has recently been let (August 2011) and construction will begin once a building consent has been received.

The chart below shows the level of resident satisfaction with Council involvement with arts and culture.

What’s new?

- Resident satisfaction with Council’s involvement in arts and culture has shown a downward trend over the last two years. The resident satisfaction in 2011 was 83%, just under the target of 85%.
- Over the last five years, on average 90% of residents have been satisfied with Council’s involvement, exceeding the target satisfaction rate of 85%

Figure 48 - Satisfaction with Council’s involvement with arts and culture



Residents satisfied with Council’s involvement in arts and culture (don’t know responses excluded) 2007 - 2011
Source: Ashburton District Council NRB Communitrak survey

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	☺	↓

6.2 Recreation Facilities and Services

Our community values having accessible and affordable community facilities and services for all in the community to use and enjoy. These contribute to our overall wellbeing and quality of life.

Use of the Community Pool

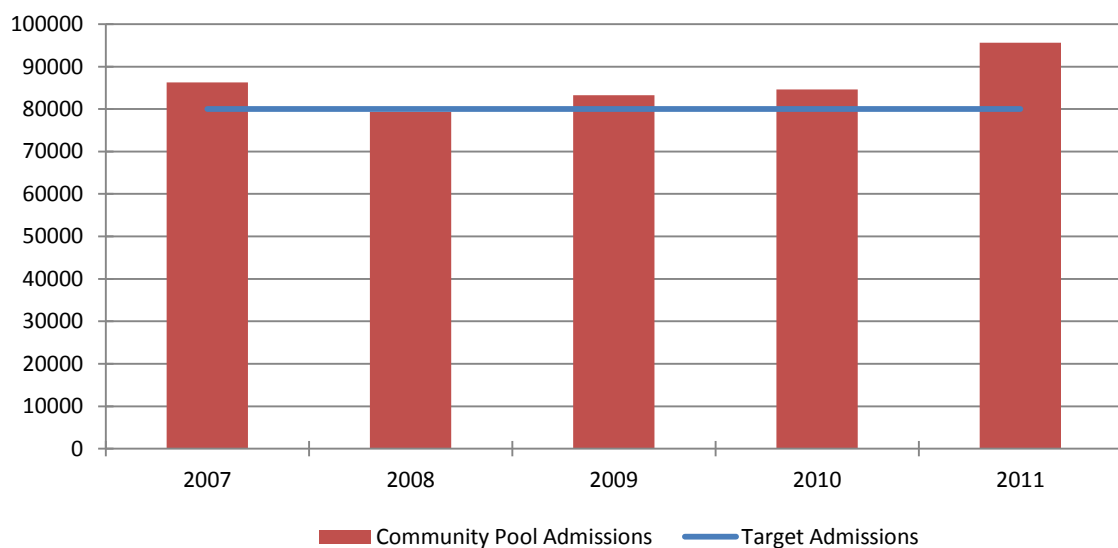
What is this about?

Council provides an annual operating expenditure grant to the Ashburton Community Pool and provides assistance to the Ashburton Community Pool Board when required. Council is committed to ensuring the community pool continues to operate and provides a service at a reasonable rate for the community.

What's new?

- Ashburton Community Pool visitor numbers exceeded the target of 80,000 users in every year over the last five years, except 2008.
- There is a strong upward trend in pool admissions over the last four years. There were 95,588 admissions in 2011.
- Admission numbers over the last five years have averaged 87,429, significantly above the target of 80,000.
- The 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 planning to construct a new aquatic facility (as part of the Riverside Sports Centre) in the next two years, with concept design and planning currently underway.

Figure 49 - Use of the Ashburton Community Pool



Use of the Ashburton Community Swimming Pool 2007 - 2011
Source: Ashburton Community Swimming Pool reports to Council

How are we doing?

TARGET

The Ashburton Community Pool has at least 80,000 admissions per year

STATE



TREND



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?

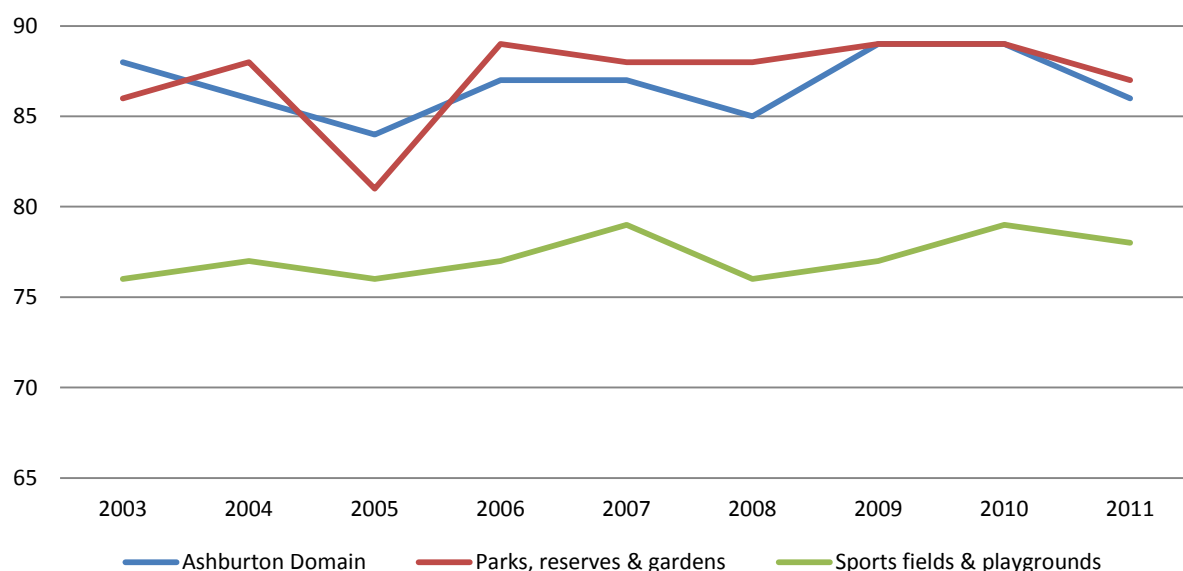
Sport and recreation facilities and areas provide opportunities for individuals to exercise and engage with others, which contributes to individual, family and community health and wellbeing.

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.

What's new?

- Ashburton Domain and parks, reserves and gardens show a consistent record of exceeding the target of 85% of residents using and visiting. The Ashburton Domain has an average of 87% over the last five years, while parks reserves and gardens have an average of 88% over the same period.
- Sports fields and playgrounds fall short of achieving the target of 85% of residents using them, but have had consistent results over the past five years. Over the last five years, an average of 78% of the population have used sports fields and / or playgrounds

Figure 50 - Users of sports fields, playgrounds, parks, and gardens as a proportion of the population



Users of sports fields, playgrounds, parks and gardens as a proportion of the population (don't know responses excluded) 2003 - 2011
Source: Ashburton District Council NRB Communitrak survey

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	☹️	➡️

Satisfaction with Council-Provided Sport and Recreation Facilities

What is this about?

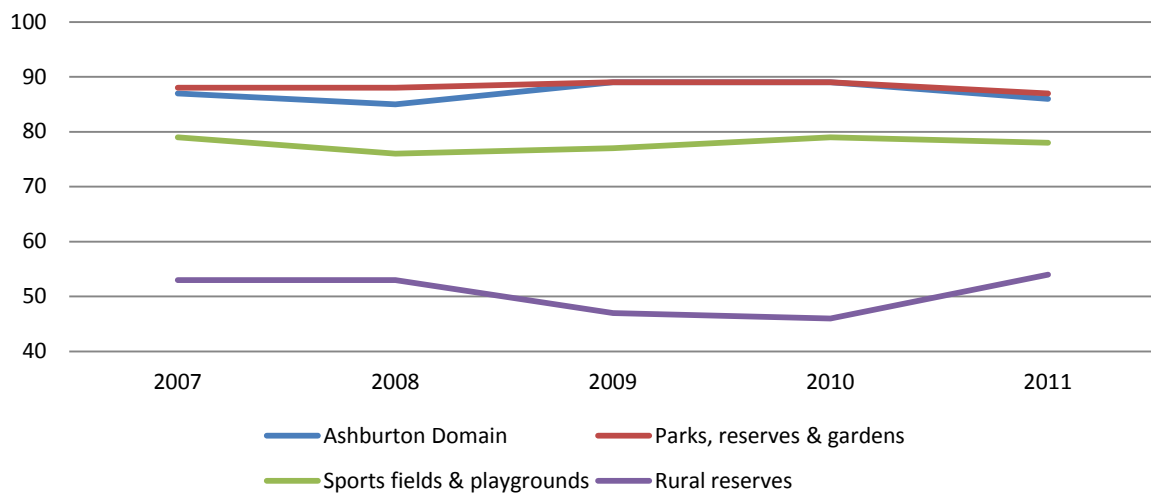
To ensure Council-provided sport and recreation facilities are utilised and meet the needs of the community, it is important they are accessible, available and affordable for the community.

Council-provided parks, gardens, reserves, sports fields and playgrounds are available to the community free of charge and are relatively accessible for all residents.

What's new?

- 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 nine years

Figure 51 - Resident satisfaction with Council-provided sport and recreation facilities



Resident satisfaction with Council provided sport and recreation facilities (don't know responses excluded) 2003 - 2011
 Source: Ashburton District Council NRB Communitrak survey

How are we doing?

TARGET	STATE	TREND
At least 85% of residents surveyed are satisfied with Council provided sport and recreation facilities	😊	➡

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?

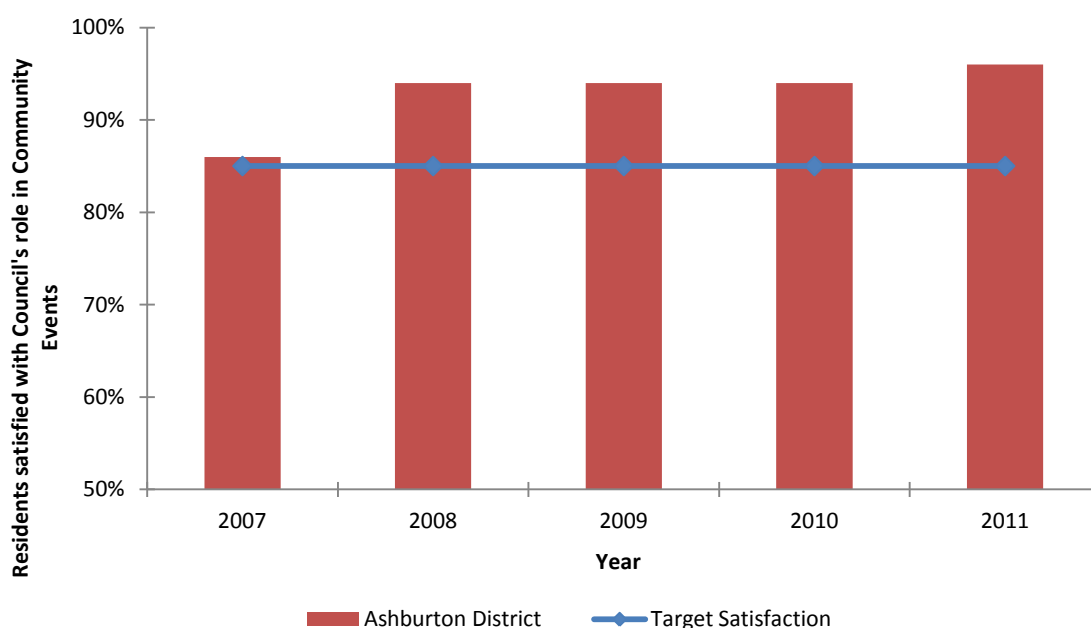
Council is a funding partner for the annual Concert in the Park and provides funding towards events through community events funding grants, administered by Ashburton District Tourism.

Community events help ensure residents have opportunities to increase their community connectedness and engagement with one another, which is important for the social wellbeing of the district.

What's new?

- Residents have been consistently satisfied with Council's role in community events, with the target of 85% being exceeded every year since 2007
- The average resident satisfaction level with Council's role in community events over the last five years is 93%.

Figure 52 - Resident satisfaction with Council's role in community events



Resident satisfaction with Council's role in community events (don't know responses excluded) 2007 - 2011

Source: Ashburton District Council NRB Communitrak survey

How are we doing?

TARGET

At least 85% of residents surveyed are satisfied with Council's involvement in community events

STATE TREND



Community Outcome 7 - Democracy

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*
- b) The community is provided with opportunities to participate in local decision-making
- c) There is active participation in elections and consultation processes

* indicates a priority objective







Introduction

Resident satisfaction with, and participation in, local democratic processes 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 progress towards achieving the goal of active community participation that improves quality of life. These indicators are democratic participation and the quality of local government.

SUMMARY OF PROGRESS	STATE	TREND
7.1 Democratic Participation <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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

New Zealanders over the age of 18 have the right to vote in local and central government elections and referendums. Democratic participation 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 and general elections.

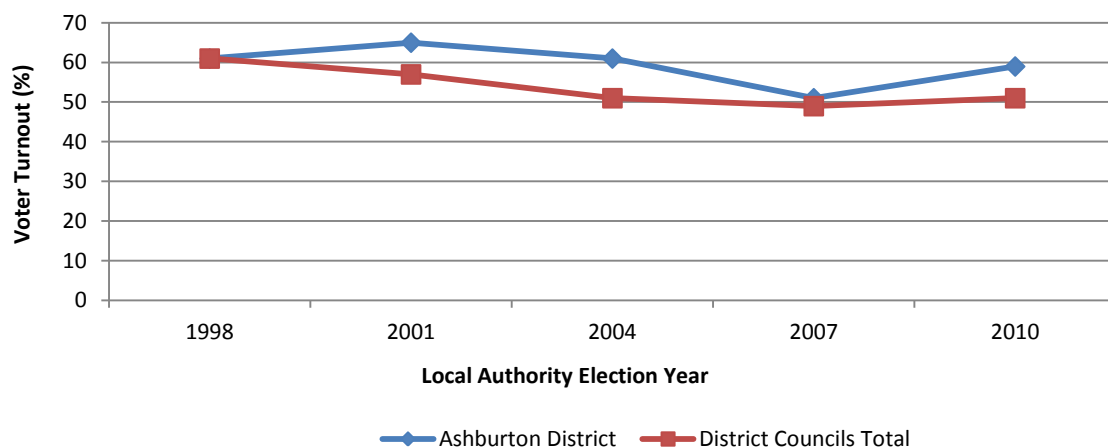
Ensuring communities are well-informed and have their say in decision making processes is part of encouraging strong and positive communities. Voter turnout rates are a measure of this, indicating the extent of democratic participation of our residents. Voter turnout can be influenced by whether candidate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

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.

What's new?

- Voter turnout in Ashburton District has fluctuated over the last five elections, declining from 2001 (65%) to 2007 (51%), and then experiencing an increase in 2010 (59%).
- The most recent statistics show a higher percentage of voter turnouts for central government elections than local government elections. 59% voter turnout was recorded in the 2010 local authority elections, compared to 67% for the 2008 general election
- Ashburton District local authority elections have had consistently higher voter turnout rates than the national and South Island averages.
- There is no new data for central government election voter turnout as there has not been another national election since 2008. The next central government election will be in November 2011.

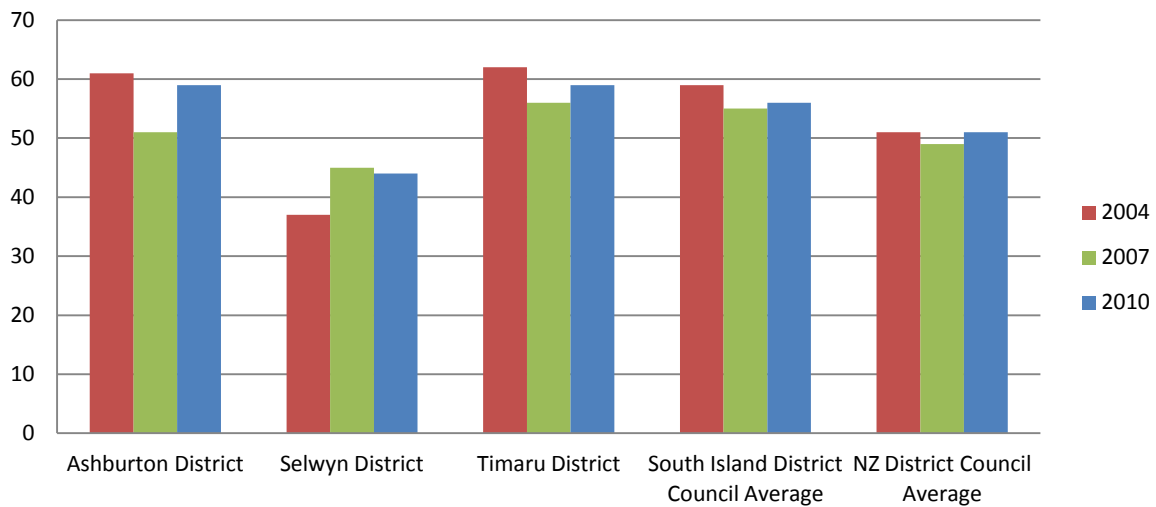
Figure 53 - Ashburton District voter turnout at local authority elections



Ashburton District voter turnout at local authority elections 1998 -2010

Source: Department of Internal Affairs, Local Authority Election Statistics 2010

Figure 54 - Voter turnout in 2004 and 2010



Voter turnout in 2004 and 2010 for the Ashburton, Selwyn and Timaru Districts & the South Island and NZ totals.
 Source: Department of Internal Affairs, Local Authority Election Statistics 2010

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	😊	➡
Ashburton District has higher voter participation rates in general elections than New Zealand as a whole	😞	⬇

Resident Satisfaction with Community Involvement in Decision Making

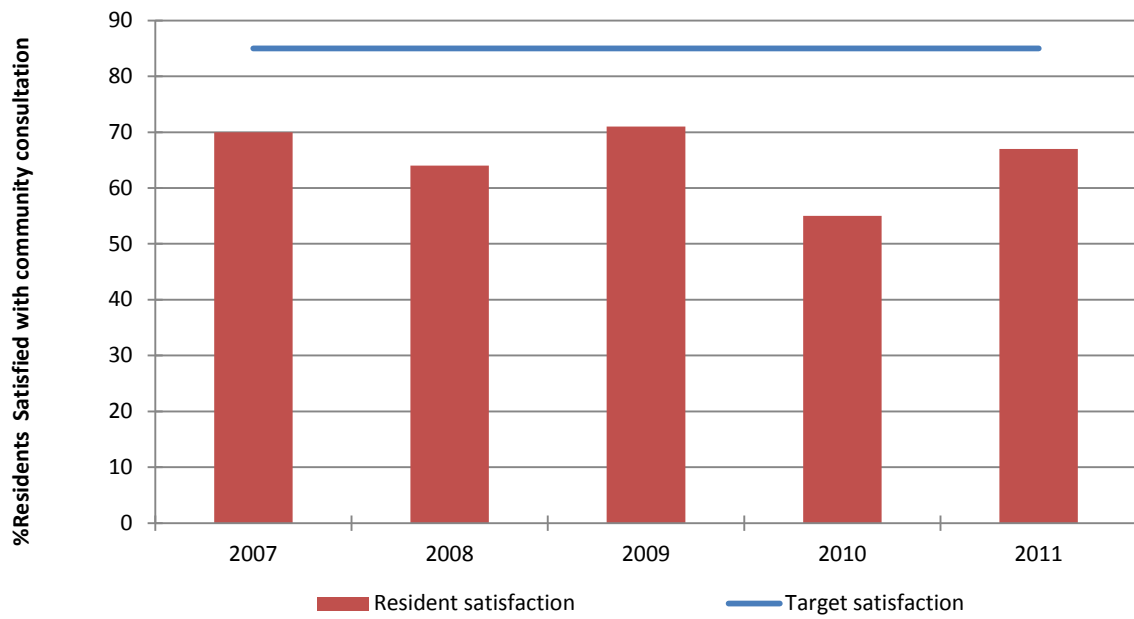
What is this about?

Involving the community in decision making is an important part of modern local government. To enable public participation in local democratic processes to occur, opportunities 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.

What's new?

- The number of residents satisfied with community involvement in Council decision making has fluctuated since 2007, with 67% of residents either very satisfied or satisfied in 2011
- The average satisfaction rate over the last five years is 65%
- 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 2007-2011

Figure 55 - Resident satisfaction with community involvement in Council decision making



Resident satisfaction with community involvement in decision making (don't know responses excluded) 2007-2011
 Source: Ashburton District Council NRB Communitrak Annual Residents survey

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	☹️	➡️

7.2 Quality of Local Government

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

Availability of Council Information

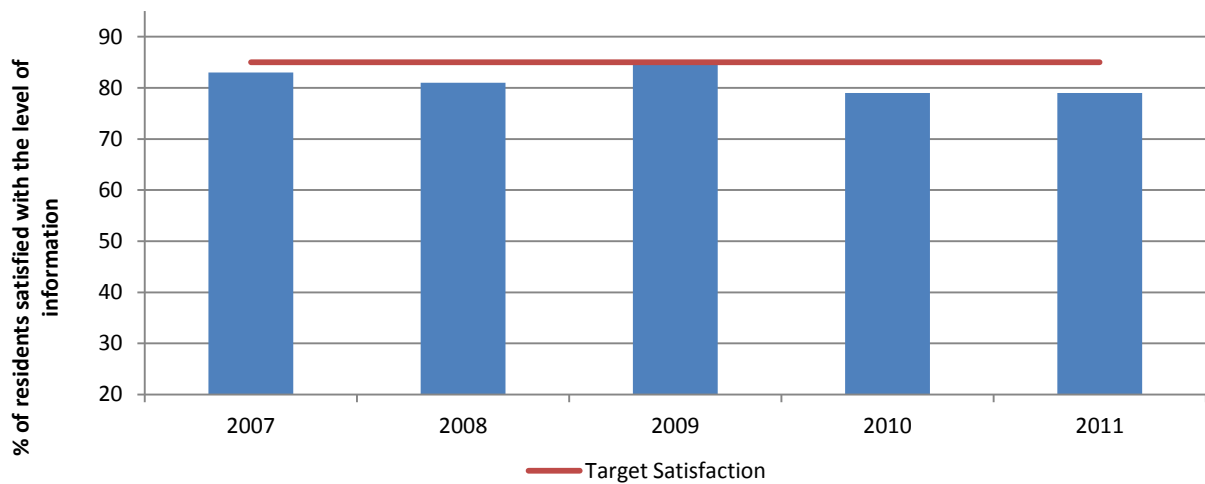
What is this about?

Having Council information available and accessible is important in 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.

What's new?

- In 2011 a total of 79% of residents were satisfied that Council provided enough information, identical to the 2010 result, but a drop from 85% in 2009.

Figure 56 - Resident satisfaction with the level of information made available to the community



Resident Satisfaction with the level of information made available to the community (don't know responses excluded) 2007-2011
 Source: Ashburton District Council NRB Communitrak Annual Residents survey

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	☹️	➡️

Performance of the Mayor and Councillors

What is this about?

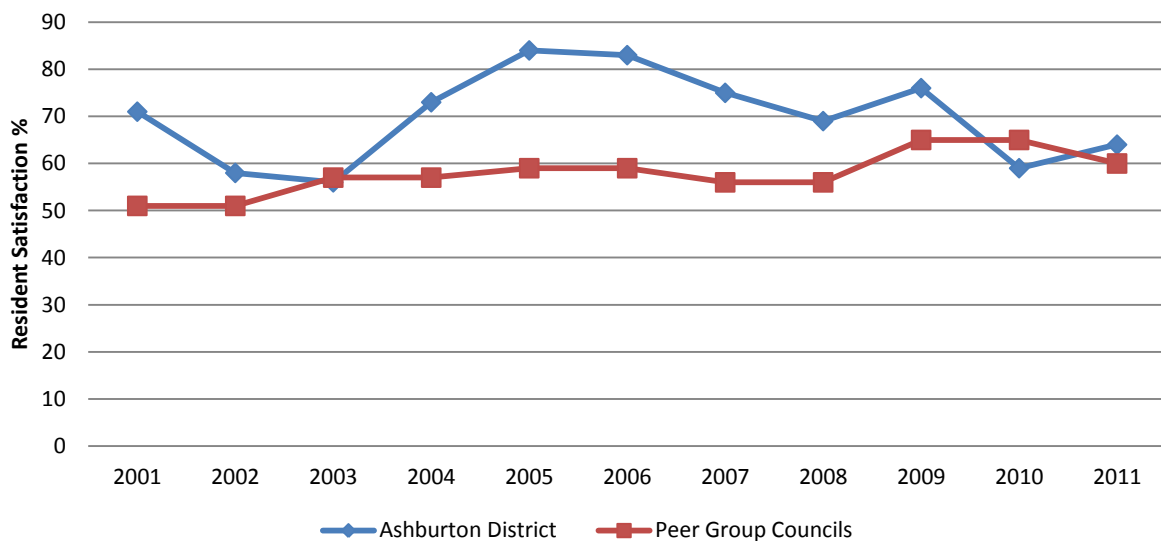
The level of public satisfaction with the Mayor and Councillors indicates the level of community support and confidence in the decision-making of the local authority. It can also give an indication of the level of public knowledge and involvement in democratic processes, which can help determine whether 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 2001 to 2011. The data for our district is compared to a peer group of 32 councils, of a similar size, from throughout New Zealand.

What's new?

- 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.
- Compared to the performance rating average of similar sized councils, ratings of performance of the Mayor and Councillors of Ashburton District have been above those of the peer group every year except for 2003 and 2010.
- The average over the last five years is 74% resident satisfaction, well above the five year peer group average of 60%. However, the peer group average is showing a slow but steady increase over time, while Ashburton District resident satisfaction has been decreasing over the same period.

Figure 57 - 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) 2001-2011
Source: Ashburton District Council: NRB Communitrak survey

How are we doing?

TARGET

Ashburton District Mayor and Councillors maintain a performance rating above that of the peer group average of similar councils

STATE



TREND



Performance of Council Staff

What is this about?

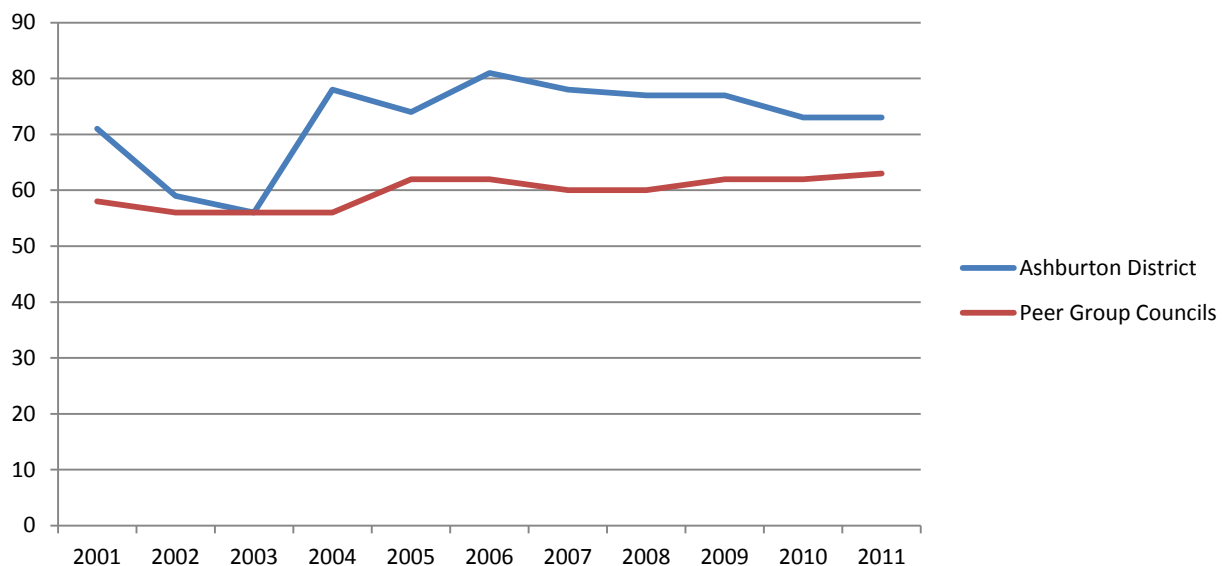
The level of public satisfaction with the performance of council staff gives an indication of the level of confidence residents have in the delivery and maintenance of council facilities and services.

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.

What's new?

- 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.
- Excluding the 'don't know' responses raises the 2011 result to a level of 83% resident satisfaction with the performance of council staff, just 2% below the target of 85% of residents satisfied.

Figure 58 - Resident satisfaction with the performance of Council staff



Resident Satisfaction with the performance of Council staff (including 'don't know' responses) 2001– 2011
 Source: Ashburton District Council: NRB Communitrak survey

How are we doing?

TARGET	STATE	TREND
Ashburton District staff maintain a performance rating above that of the peer group average of similar Councils	😊	➡

Council's Advocacy Role for the District

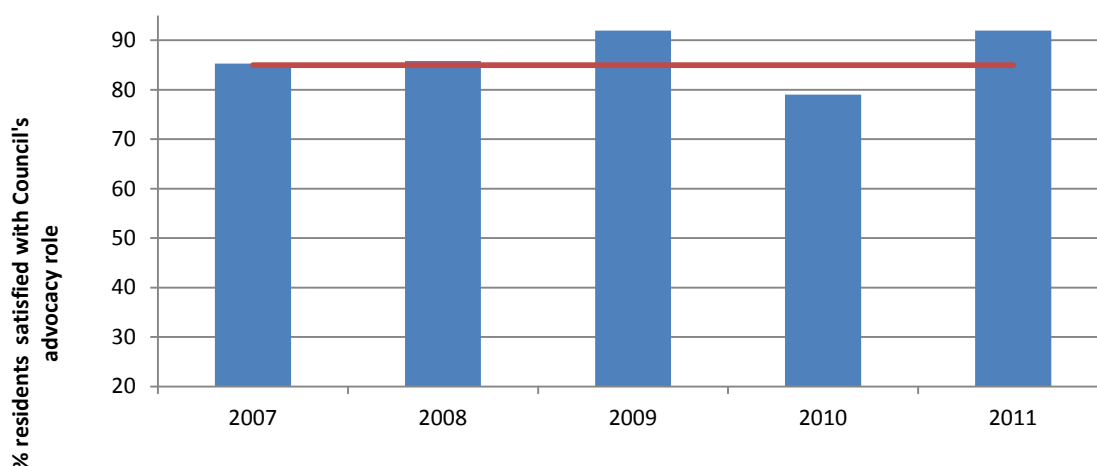
What is this about?

Council represents the needs and views of the community at the local, regional and national levels on a wide variety of issues. 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 seen to be effective and accurate.

What's new?

- Council has achieved a high rate of satisfaction for the way it undertakes its advocacy role, with the general trend increasing slightly over the past 5 years.
- The highest rates of satisfaction with council's advocacy performance were recorded in 2009 and 2011 (92%), with the lowest satisfaction level reported in 2010 (79%).
- The target satisfaction rate of 85% has been achieved in four of the last five years, with the most recent level of satisfaction recorded in 2011 at 92%.

Figure 59 - Resident satisfaction with Council's performance in advocacy



Resident Satisfaction with Council's advocacy performance (don't know responses excluded) 2003-2008
Source: Ashburton District Council: NRB Communitrak survey

How are we doing?

TARGET

85% or more of residents surveyed are satisfied with Council's performance in undertaking its' advocacy role for the district

STATE



TREND



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