

Demographic Trends:

--- Changing Age Profile

- Aging population – 65+ will double in the next 25 years - 4,500 – 9,000
- Older than NZ - current median age in Ashburton District is 38.8 years, NZ 35.9
- Young families moving in to District
- Increasing older and younger age groups

New Residents

- Future economic growth dependent on new residents → likely to continue
- Support for migrants patchy from government agencies
- Tend to be younger with families — CMP, Dairy support
- Some new residents coming from no or intermittent employment

Social Services — Demand

- Higher population = higher demand
- Increase in high needs and special needs individuals and families
- Deprivation index does not reflect demand for services

Social Services Provision

- Social infrastructure probably not equipped for changing demand
- Primarily NGOs – many struggling to maintain service levels with existing resources
- Government providers often operating from Christchurch or Timaru - Snow “2006”)
- Ashburton District issues often not recognised
- Social Wellbeing Forum - Mayor

Primary Health Providers

- Ashburton - 5 primary health practices with 10 full and 3 part time GPS
- Methven – 2 GPs (winter)
- Rakaia - 1 GP
- GP:Population ratio = 1:1900 approx
 - 28,055 registered with PHO
- Dentists – 5 in the District

Primary Health Issues

- Ageing GP workforce
- Provision of after-hours medical services
- Provision of mental health services and ancillary support
- Increasing demand for services

Tertiary Health — Issues

- Implementing the “model of care” at Ashburton Hospital
 - Attracting medical officers
 - Linking with the primary sector
- Creating “sustainability” and “certainty” around the future of Ashburton Hospital

Council Involvement

- District Health Committee
- Strategic level initiatives
 - Community Outcomes
 - Mayoral Social Wellbeing Forum
 - Physical Activity Strategy
 - Cycling & Walking Strategy
 - Settling In Project
 - New LTCCP being developed

Council Involvement

- Service level initiatives
 - Upgrading roading network – safer
 - Active Transport – cycle lanes, cycling and walking networks, promotion
 - Road Safety promotion

 - Upgrading water and wastewater supplies – safer and more reliable
 - Parks, sports ground provision
 - Elderly Persons Housing
 - Community Outcomes Monitoring
 - Ashburton Clean Air Project
 - Ashburton Healthy Homes
 - Smoke Free playgrounds

Industry:

Food production is the District's major industry followed by engineering and tourism.

- **Ashburton has given birth to a number of progressive and entrepreneurial businesses**
 - eg
 - Designline
 - Medical technology
 - New generation diabetic and health socks
 - RX Plastics
 - Oil seed extraction
 - World leading kite manufacturer
 - Stock Exchange listed CBS
 - Major secondary share registry

Plus potential from North East

- **Agricultural processing**

- CMP meat processing
- Silver Ferns Farms Meat Processing
- Ashburton Meat Processors (Nitrate)
- Talleys vegetable processing
- Leader Brands vegetable processing
- McCann Foods
- Plains Produce Canterbury
- 2 international flower bulb grower / processors
- Various seed dressing plants
- Vegetable and horticultural crops very profitable (\$16,500 - \$25,000 per ha)

- **Sheep and Beef — largest industrial sector and dominant because of “value add”**

- In 2007 terms directly responsible for:
 - 2,308 employees = 17%
 - 765 businesses = 15%
 - Conservative GDP estimation of \$174 million = 17%
 - Meat works accounted for 65% of the above
 - Responsible for 30% of all “exports” out of the District
 - Responsible for ¼ of the district’s wages

- **Dairy Industry**

Ashburton district has a growing dairy farming sector. No dairy processing is performed within the district.

Key 2007 data:

- 339 businesses (farms) = 8%
- 1339 employees = 10%
- Very conservative estimate of GDP \$150m = 12%
- 2008 and 2009 seasons will be significantly better than above figures
- Ashburton Dairying is the most productive and efficient in New Zealand
- Production per herd – 1st
- Production per hectare – 1st
- Cows per hectare – 1st

Arable Sector

Key data (2008)

- Supply 50% of world's requirements for radish seeds
- Supply 325% of world's requirements for white clover seeds
- Supply 33% of world's requirements for carrot seeds
- \$210m farm gate output
- 39% of New Zealand's arable industry by area (excluding maize)
- Over 43% of industry by production (no data on vegetable seed production)
- ¼ of all feed grains produced locally
- In simple terms facilitates a \$1.452m chicken, eggs and pork industry by contributing 26% of New Zealand's raw materials for animal feed
- Does not even include: calf feed, dairy meal and feed for other animals such as deer, beef, cattle and sheep
- Again in simple terms facilitates a \$1,217 flour based industry by supplying 21.5% of New Zealand's milling wheat
- Providing 60% of the seeds for growing pasture = \$8.7b industry
- Facilitate large savings in fertiliser by supplying 60% of clover seeds that fix \$2.7b nitrogen. Cost saving and environmental saving
- The export value of pastoral products from grazing on Ashburton derived pastures is \$8.7b.

Although the district has a small population base it has a massive impact on the export sector of the New Zealand economy. This district is vitally important to the success of the New Zealand economy and New Zealanders are heavily dependent on this district for the food they eat.

The opportunities facing agriculture (+ hence Ashburton District) are as significant as they have been since the 2nd world war.

Future Challenges

- Responding to upward demand — health, education, labour
- Responding to an ageing population
- Implementation of “Model of Care” — Hospital

Attracting professional and skilled workers

- Promoting healthy lifestyles
 - Adverse publicity — irrigation
 - Nitrates --- “3 prisons”
 - Lysometers
 - HIA
 - Criticise rural **BUT** urban — dogs
 - Heathcote River
 - Sumner
 - “Salmon Fishing