

# Future Ruapehu

## COMMUNITY OUTCOMES SURVEY 2005

### Final Report

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## 1. Executive Summary

### Community Outcomes – Prioritisation

- By far the majority of respondents stated that they agreed that each Community Outcome should be a priority. That is, there was a significant proportion of the community who were likely to perceive each Community Outcome as relevant and appreciate the need to pursue the visions or goals expressed as Community Outcomes.
- The Community Outcome for which the highest level of agreement was recorded, and by proxy is the highest priority is *The incidence of crime and violence are reduced and police are open and accessible* (CO19). This Community Outcome evoked the largest number of verbatim comments (53 comments). In addition, 66% of respondents stated that they *strongly agreed* that this Community Outcome should be a priority.
- The Community Outcomes that were second equal in priority were *A community that respects the welfare and safety of others* (CO20) and *An environment which has an excellent quality of water, soil and air* (CO22).
- *A district where a range of medical services are provided and accessible* (CO5), *Core facilities, services and infrastructure planning and provision (water, sewerage, solid waste, power, roading and medical) keep pace with development* (CO10) and *Leadership is respected, trusted, transparent, accountable, visionary and has integrity and a positive attitude* (CO6) were ranked 4<sup>th</sup> equal and 6<sup>th</sup> respectively in the list of 42 Community Outcomes.
- The Community Outcome with the lowest weighted score was *A community that respects and promotes understanding of the environmental values of tangata whenua* (CO32). A significant disparity was evident for the responses from Maori and Non-Maori. Almost 9 in 10 Maori respondents (89%) *strongly agreed* or *agreed* that this Community Outcome should be a priority compared to 66% of Non-Maori respondents.
- The Community Outcomes which were also ranked at the foot of the list of priority were *Average household incomes increase as the economy prospers* (CO11) and *a community that understands, embraces, respects and celebrates the traditions and history of all ethnic groups* (CO1).

### The Main Issues Facing the Community

- Residents were most likely to state that *Reducing unemployment/creating employment opportunities* was the main issue facing the community (152 respondents). This aspect was recorded by a significantly greater proportion of respondents than any other issue facing the community.
- A cluster of issues - *Access to health services and improved health related* (97 respondents), *Safety and crime reduction related* (95 respondents), and *Economic development related* (94 respondents) - were also likely to be mentioned by respondents as main issues facing the community.

### The Main Strengths of the Community

- Residents were most likely to state that *The people of the district* was the main strength of the community (254 respondents). This aspect was by far the most significant of those identified as a strength of the community (more than one third of all respondents stated that this was a strength of the community). Residents stated that the 'character' of the people of the district made a significant contribution to the community.
- *A clean/unspoilt/scenic/beautiful natural environment* was also likely to be identified by a large number of respondents as a strength of the community (113 respondents).

### General Differences Between Groups

- Stakeholders were more likely to state *strongly agree* to Community Outcomes as priorities than residents or students.
- Students were more likely than any other group to state that they *did not know* whether Community Outcomes should be priorities.
- Respondents aged 75+ were more likely than any other age group to state that they *did not know* whether Community Outcomes should be priorities.
- Urban respondents rated *'Core facilities, services and infrastructure planning and provision (water, sewerage, solid waste, power, roading and medical) keep pace with development'* (1<sup>st</sup> on the list of weighted scores, with a weighted score of 1.64) higher than rural respondents (6<sup>th</sup>= on the list of weighted scores, with a weighted score of 1.55).
- *'Employment opportunities for school leavers are encouraged and supported through apprenticeships and affirmative employment action by the local business community'* and *'River catchment areas and waterways are protected from erosion and pollution'* were rated higher by rural respondents (4<sup>th</sup>=, 1.56, respectively) than urban respondents (8<sup>th</sup>, 1.54 and 9<sup>th</sup>, 1.53 respectively).
- Respondents who were defined as being from the Northern part of the district did not rate *'A community that respects the welfare and safety of others'* (7<sup>th</sup>, 1.55) as highly as Southern district respondents (3<sup>rd</sup>=, 1.60) but rated *'Employment opportunities for school leavers are encouraged and supported through apprenticeships and affirmative employment action by the local business community'*(4<sup>th</sup>, 1.61) and *'The provision of excellent medical, educational, leisure and retail services attract families and skilled workers to the district'* (5<sup>th</sup>, 1.57) higher than Southern district respondents (9<sup>th</sup>=, 1.51 and 9<sup>th</sup>= 1.51 respectively).
- Southern district respondents also rated *'Public access to bush, waterways, open spaces, and mountains is retained and enhanced'* (5<sup>th</sup>, 1.59) higher than Northern district respondents (13<sup>th</sup>, 1.40).
- Respondents aged 18-44 gave a higher weighted score for *'A district where a range of medical services are provided and accessible'* (3<sup>rd</sup>, 1.69) than respondents aged 45+ (5<sup>th</sup>, 1.57). This was the only significant difference in weighted scores between age groups.

- Maori respondents rated *'A community that respects and promotes understanding of the environmental values of tangata whenua'* (12<sup>th</sup>, 1.47) much higher than Non-Maori respondents (42<sup>nd</sup>, 0.75). This was the only significant difference in weighted scores between the ethnic groups.
- The Community Outcomes *'Key organisations facilitate business growth through a coordinated approach and support beneficial business and economic conditions'*, *'A community that recognises and rewards excellence and achievement in sport, arts/cultural pursuits, community service and business'*, *'A community that understands, embraces, respects and celebrates the traditions and history of all ethnic groups'*, *'Average household incomes increase as the economy prospers'* and *'a community that respects and promotes understanding of the environmental values of tangata whenua'* were consistently the lowest across each variable.

## 2. Introduction

The Local Government Act 2002 requires every territorial authority to identify Community Outcomes at least every six years in order to promote social, economic, cultural and environmental well-being in communities.

Community Outcomes are desired goals sought by the district and communities that stakeholders, such as Council, can target through their activities. Outcomes provide an indication to Council of the type of community people say they would like to live in.

Key Research & Marketing undertook 5 discussion groups with residents of the Ruapehu district in September 2004. These groups provided the basis for the construction of 42 Community Outcomes. The Community Outcomes are to be prioritised by the community by way of a large scale survey.

Key Research & Marketing conducted a self-completion survey across the Ruapehu district. The purpose of this survey is to determine the level of agreement that Community Outcomes should be priorities and to allow respondents the opportunity to provide comment on the Outcomes themselves and to identify the main issues and strengths of the community.

This report presents the findings of the self-completion phase of the project.

### 2.1 Research Objectives

The specific objectives of the self-completion survey were to:

- Identify the level of agreement that Community Outcomes should be priorities;
- Ascertain perceptions of each of the Community Outcomes;
- Determine the main strengths of the community;
- Determine the main issues facing the community.

### 2.2 Research Method

Questionnaires were sent to every household in the district, absentee ratepayers, key stakeholder organisations across the district and high school children (Ruapehu College and Taumarunui High School, years 11-13). The send and receipt of the questionnaires was administered by Ruapehu District Council.

<i>Respondent group</i>	<i>Questionnaires sent</i>	<i>Questionnaires received</i>	<i>Response rate</i>
Residents	5265	651	12%
Absentee ratepayers	1872	67	4%
Stakeholders	200	36	18%
High school	410	81	20%

*Note: Residents and absentee ratepayer's findings are aggregated and presented as one group – Residents.*

- The questionnaires were sent and received over the period November 2004 – February 2005.
- The overall results for the residents sub-sample have a margin of error of +/- 3.7% at the 95% confidence level.

The following steps were taken to ensure objectivity, validity and reliability of the study:

- The questionnaire was designed in partnership with Ruapehu District Council;
- Every household in the district was given the opportunity to participate in the survey. Almost all residents in the district were indirectly presented with the opportunity to participate in the survey.

*Appendix One* is the questionnaire.

*Appendix Two* is the analysis of each Community Outcome.

*Appendix Three* is the verbatim answers to the open-ended questions.

*Appendix Four* contains a detailed breakdown of the results by age, gender, ethnicity, town/settlement (live closest to) and urban/rural.

The following stakeholder organisations participated in the survey:

- New Zealand Historic Places Trust Central Region
- Taumarunui Baptist Church
- Developers - Ohakune
- Kaitieke School
- Waiouru Primary School
- Ohura Valley Primary School
- Raetihi School
- New Zealand Fire Service
- Raetihi Gospel Chapel
- Heartlands
- Play centre - Ohura
- Waiouru Military Camp
- Ngati Rangi Community Health Centre Inc
- Early Childhood
- Ohakune Catholic Church
- Ministry of Education - Taumarunui
- Land Transport New Zealand
- Order of St John
- Public Health Unit - Whanganui
- Te Peka Land Care Group & Taumarunui Ngahere Trust
- Ministry of Social Development - Work & Income
- Media Publishing
- Taumarunui Health & District Information
- Rural Women NZ
- TEI
- Te Kura Kaupapa Maori & Tourism
- Raetihi Sustainable Community Development
- Raetihi Promotions Group
- Housing New Zealand Corporation

- Taumarunui Maori Tourism Collective
- Waimarino Aroha Trust
- NZ Army - Waiouru
- NZ Historic Places Trust
- Taumarunui Co-operating Parish (Methodist-Presbyterian)

### **2.3 Survey Deficiencies/Possible Improvements**

The following areas of the research process were identified as areas where improvements in future studies could be made:

- Response rates were at a satisfactory level for self-completion studies, although steps could be taken to ensure higher response rates in the future. A low response rate (4%) was experienced for the absentee ratepayer group in comparison to the other respondent groups. Methods to improve absentee ratepayer response rates should be encouraged if this group are perceived to deserve equal opportunities to participate in the survey.
- Some respondents appeared to fail to understand the Community Outcomes process and were unable to provide valuable contributions to the exercise. This resulted in comments such as 'what a waste of time' and 'these things (Community Outcomes) are so obvious'. More clarification of the process or enhanced communications throughout could possibly lift the understanding of the Community Outcomes process.
- Respondents did not necessarily understand that Community Outcomes are 'visions for the future'. Many respondents reflected upon the current state of the district without 'projecting' towards the future.
- A number of respondents perceived Community Outcomes as visions for which the Council has ultimate responsibility. These respondents were unable to perceive a 'holistic community perspective', that is, that many organisations ultimately contribute to the vision.
- A more complete representation of the community will require a better response from those aged 18-44 (although it is typical for self completion studies of this nature to be over represented with respondents in the mid to older age groups).
- It appeared many high school respondents did not 'buy in' to the process or were unable to understand the importance/significance of the Community Outcome statements.

### **2.4 Analysis**

Each Community Outcome is analysed for residents, stakeholders and students and then by each of the following sub-sections:

- Results by Age

18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+

- Results by Gender

Male, Female

- Results by Ethnicity

Maori, Non-Maori

- Results by Town/settlement (live closest to)

*Note: The settlements of Raurimu, Ohura, and Waiouru each have a sample of less than 20 respondents. For reasons of statistical reliability these are excluded from the comparative analysis by town/settlement.*

*Note: for analytical purposes a Northern/Southern district perspective is presented. The Northern district is represented by respondents who live in or closest to: Taumarunui, Ngapuke, Ohura, Otangiwai-Hae, Owhango, Raurimu and National Park. The Southern district is represented by respondents who live in or closest to: Raetihi, Waiouru, Ohakune, and Tangiwai.*

- Results by Urban/Rural (The definition, for analytical purposes, is those who identify themselves as living in a rural area, and those who identify themselves as living in an urban area)

Urban, Rural

- The extremes of differences are compared, e.g. *Respondents who live in or closest to Owhango were more likely (86%) to strongly agree or agree with this Community Outcome as a priority than respondents who live in or closest to Raetihi (76%).*
- It can be assumed that any other differences fall within the two extremes. Where no significant differences exist between the sub-categories, this is noted.
- Rounding to the nearest whole number results in the totals for some columns not adding to 100%.

Prioritisation Weighting Analysis

- Each of the response categories for Q1, Q3, Q5, and Q7 were assigned weightings - *strongly agree (+2) agree (+1) disagree (-1) strongly agree (-2)*. The aggregation of these weightings and the resultant mean provides the ranking for each Community Outcome.

### 3. Respondent Profile

*The following demographic/geographic questions were asked of residents only.*

- The representation of respondents in the survey is similar to the profile of the district for gender.
- The survey is over represented with respondents from Waiouru and under represented with respondents from Ohakune.
- The survey is over represented in the age group 45-74 and under represented in the age group 18-44.
- There appears to be an under representation of Maori respondents. This is due to different self-identification criteria between this survey and the 2001 Census.

#### 3.1 Gender

**Table 1:**

Gender	2001 Census (%)	Community Outcomes Survey 2005 (%)
Male	50	52
Female	50	48
<b>Total</b>	<b>100</b>	<b>100</b>

*Base: 718 respondents*

#### 3.2 Age

**Table 2:**

Age	2001 Census (as proportion of population aged 18+) (%)	Community Outcomes Survey 2005 (%)
18-24	12	2
25-34	20	8
35-44	24	18
45-54	19	25
55-64	12	23
65-74	7	15
75+	6	9
No answer given	-	<1
<b>Total</b>	<b>100</b>	<b>100</b>

*Base: 718 respondents*

### 3.3 Urban/Rural

**Table 3:**

Urban/rural	Community Outcomes Survey 2005 (%)
Urban	51
Rural	49
<b>Total</b>	<b>100</b>

*Base: 718 respondents*

*Note: 2001 Census data is not available and will not necessarily fit the same definition as that identified as urban/rural for this study.*

### 3.4 Ethnicity

**Table 4:**

Ethnicity	2001 Census	Community Outcomes Survey 2005 (%)
NZ European	72	79
Maori	40	14
Other	4	6
No answer given	-	>1
<b>Total</b>	<b>116</b>	<b>100</b>

*Base: 718 respondents*

*Note: 2001 Census respondents were able to specify one or more ethnic groups, therefore the total percentage exceeds 100%.*

### 3.5 Location

**Table 5:**

Which town or settlement do you live in or closest to?	% from 2001 Census	Number of Respondents	Community Outcomes Survey 2005 (%)
Taumarunui	53	343	48
Ohakune	13	144	20
Raetihi	10	66	9
Owhango	2	42	6
National Park	3	34	5
Waiouru	16	18	3
Raurimu	-	15	2
Ohura	3	14	2
Other	-	42	6
<b>Total</b>	<b>100</b>	<b>718</b>	<b>100</b>

*Base: 718 respondents*

#### 4. Prioritisation

Respondents were asked to state whether they *strongly agreed*, *agreed*, *disagreed* or *strongly disagreed* that each of the Community Outcomes should be priorities. The following identifies the weighted analysis across each Community Outcome.

- The Community Outcome which recorded the highest weighted score was *The incidence of crime and violence are reduced and police are open and accessible* (CO19). The Community Outcomes that were second equal in priority were *A community that respects the welfare and safety of others* (CO20) and *An environment which has an excellent quality of water, soil and air* (CO22).
- The Community Outcome with the lowest weighted score was *A community that respects and promotes understanding of the environmental values of tangata whenua* (CO32).
- Five of the Community Outcomes which feature in the seven highest weighted scores fall within the *Social* wellbeing. In keeping with the response which most respondents believe is the main strength of the community (The People of the District) these Community Outcomes were those which contributed to a sense of personal wellbeing. The other two Community Outcomes which feature in the seven highest weighted scores both fall within the *Environmental* wellbeing.

**Table 6:**

Community Outcome	Weighted Score	Priority Ranking
19. The incidence of crime and violence are reduced and police are open and accessible.	1.56	1
20. A community that respects the welfare and safety of others.	1.52	2=
22. An environment which has an excellent quality of water, soil and air.	1.52	2=
5. A district where a range of medical services are provided and accessible.	1.47	4=
10. Core facilities, services and infrastructure planning and provision (water, sewerage, solid waste, power, roading and medical) keep pace with development.	1.47	4=
6. Leadership is respected, trusted, transparent, accountable, visionary and has integrity and a positive attitude.	1.46	6
23. River catchment areas and waterways are protected from erosion and pollution.	1.44	7
25. Retains the natural beauty, aesthetic values and vistas of the district.	1.43	8=
27. Tourism growth is managed to retain the natural beauty of the district's ecosystems, bush, mountains, waterways and open spaces.	1.43	8=
38. Employment opportunities for school leavers are encouraged and supported through apprenticeships and affirmative employment action by the local business community.	1.42	10
29. Public access to bush, waterways, open spaces, and mountains is retained and enhanced.	1.41	11=
31. An urban environment which is tidy, clean, safe, easy to get around and beautified.	1.41	11=
37. A rail and roading network which is reliable, well-maintained and meets the needs of users.	1.41	11=
8. A community that provides excellent role models, good parenting, career and life skills guidance for youth.	1.4	14
26. Retains the quality and number of parks and reserves.	1.39	15
17. Excellent standards of health practices are promoted and individuals take personal responsibility for their health.	1.37	16=
30. Farming, commercial and industrial practices ensure that the environment remains clean and retains its natural character and value.	1.37	16=
2. The history of the community and district is preserved and appreciated through museums, libraries, places of interest and historical attractions.	1.36	18
15. A sense of community pride and togetherness where people work towards common goals and speak positively about the community.	1.35	19=
24. A community which promotes a zero waste outlook and encourages minimisation of the impact of waste on the environment.	1.35	19=
40. A district that promotes economic diversity and retains its core economic strengths of farming, forestry, tourism, and horticulture.	1.33	21=
42. The provision of excellent medical, educational, leisure and retail services attract families and skilled workers to the district.	1.33	21=
21. Quantity of native flora and fauna is retained and the quality is enhanced.	1.32	23

## Future Ruapehu

### *Community Outcomes Survey 2005 – Final Report*

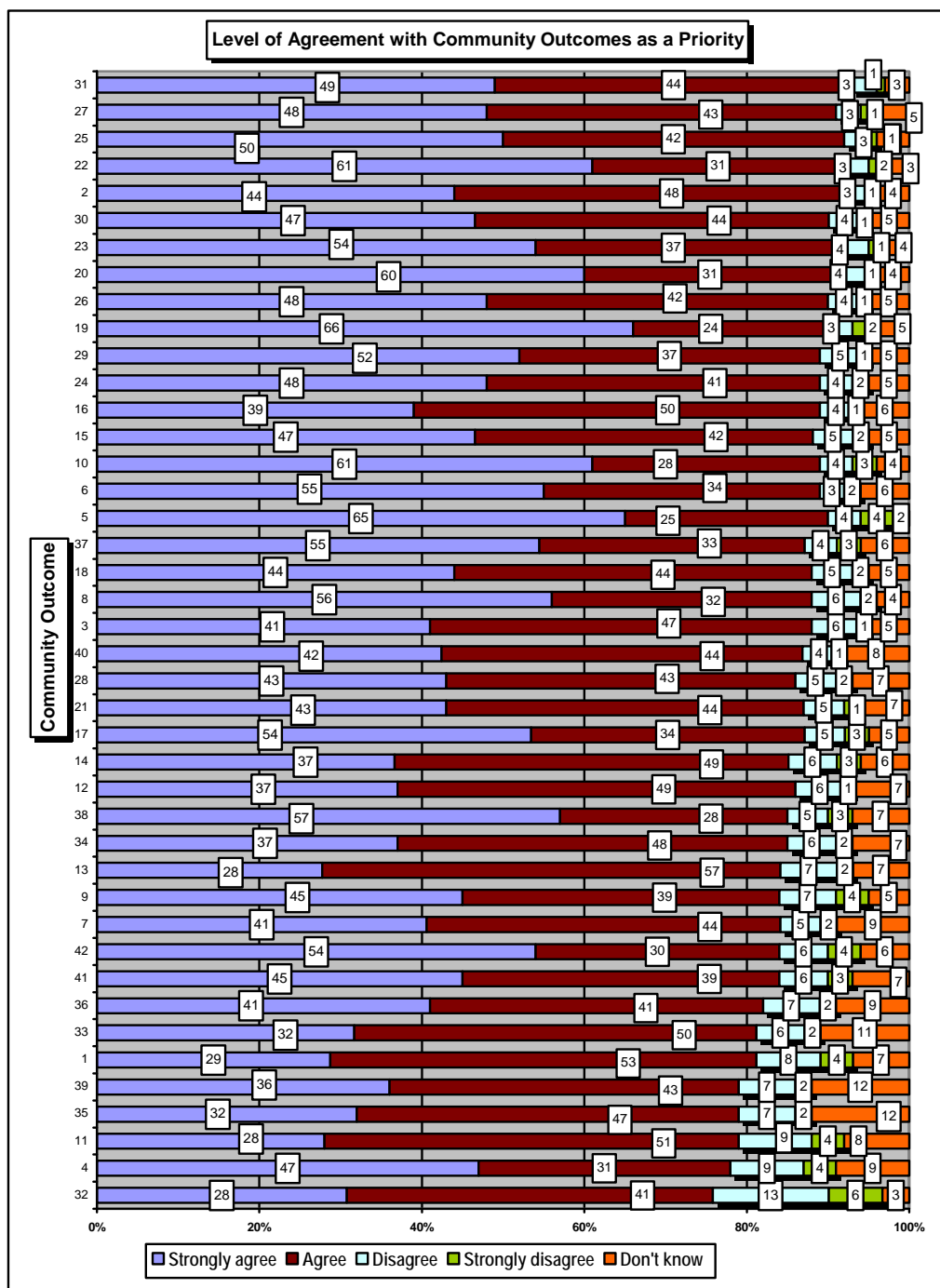
18. Excellent standards of safety are promoted and individuals take personal responsibility for their safety.	1.31	24=
28. Renewable energy resources and alternative means of energy generation are promoted and available.	1.31	24=
16. A community that encourages participation in planning around community or district issues and promotes community responsibility.	1.29	26
3. Events and festivals which are unique to the district are fostered and celebrated.	1.28	27=
7. Leadership facilitates a coordinated approach in providing effective solutions.	1.28	27=
41. A district that has a wide range of business activity, that facilitates and encourages business and economic growth, and provides upskilling and a range of employment opportunities.	1.27	29
12. Key service providers consult with the community and common goals are identified and worked towards.	1.23	30=
36. The promotion of tourism includes emphasis on rivers, railway, bush, farming, and mountains, upon the history of life in the district, is coordinated across the district and is unified under a common brand/slogan.	1.23	30=
9. A community that provides excellent activities and facilities for youth.	1.2	32=
14. Personal development and increased self esteem are enhanced through upskilling and educational opportunities.	1.2	32=
34. A community that has a range of quality retail, entertainment, hospitality business services and facilities.	1.2	32=
39. The district's core tourism functions are complemented with additional activities for more months of the year.	1.19	35
4. A district which has ownership over health provision, education provision and infrastructure maintenance.	1.16	36=
33. Modern telecommunications networks encourage tourism and business development.	1.16	36=
35. Key organisations facilitate business growth through a coordinated approach and support beneficial business and economic conditions.	1.14	38
13. A community that recognises and rewards excellence and achievement in sport, arts/cultural pursuits, community service and business.	1.11	39
1. A community that understands, embraces, respects and celebrates the traditions and history of all ethnic groups.	1.02	40
11. Average household incomes increase as the economy prospers.	0.98	41
32. A community that respects and promotes understanding of the environmental values of tangata whenua.	0.8	42

### 4.1 Level of Agreement with Community Outcomes as a Priority

The figure below outlines the level of agreement and disagreement with each of the Community Outcomes as a priority.

There was a high level of agreement and a very low level of disagreement that each Community Outcome should be a priority.

Figure 1:



**Figure 1: Additional Commentary**

- The Community Outcome *'An urban environment which is tidy, clean, safe, easy to get around and beautified'* recorded the highest aggregated score of those who strongly agree or agree (93%) that this Community Outcome should be a priority.
- While most of the Community Outcomes recorded similar aggregated strongly agree and agree ratings (the first 17 Community Outcomes were separated by only 4 percentage points) a number of Community Outcomes were likely to have quite different strongly agree ratings which impacted upon the prioritisation ranking. For example, 66% of respondents were likely to state that they strongly agreed with *'The incidence of crime and violence are reduced and police are open and accessible'* (this Community Outcome was the highest ranked across the list). The comparative score for *'An urban environment which is tidy, clean, safe, easy to get around and beautified'* was 49%.
- Other Community Outcomes with high levels of respondents strongly agreeing that these should be a priority included *'A district where a range of medical services are provided and accessible'* (65%), *'An environment which has an excellent quality of water, soil and air'* (61%) and *'A community that respects the welfare and safety of others'* (60%). These Community Outcomes were ranked 4=, 2=, and 2= respectively in the rankings.
- Levels of aggregated strongly disagree and disagree ratings were highest for the Community Outcome *'A community that respects and promotes understanding of the environmental values of tangata whenua'* (19%) (which was ranked 42<sup>nd</sup> [the lowest on the list]). This aggregated strongly disagree and disagree rating was higher than that for the Community Outcomes ranked 41<sup>st</sup> and 40<sup>th</sup> on the list respectively, *'Average household incomes increase as the economy prospers'* (13%) and *'A community that understands, embraces, respects and celebrates the traditions and history of all ethnic groups'* (13%).

## 4.2 The Main Strengths of the Community

Residents were asked what they believed were the main strengths of the community.

- Residents were most likely to state that *The People of the District* was the main strength of the community. Residents felt that the positive character of the people made a significant contribution to the community. The beauty of the natural environment was the aspect next most likely to be identified by residents as a strength of the community.
- Industry specific strengths were the third most likely aspect to be stated as a strength of the community. These included the economic backbones of farming, forestry and tourism but also included the potential for economic growth and the resultant employment opportunities.
- 58 residents stated that they felt that the main strength of the community was the lifestyle afforded in the district which was defined as *relaxed, uncrowded and peaceful*.

**Table 7:**

	Residents		Stakeholders		Students	
	Responses	%	Responses	%	Responses	%
The People of the District (Caring/friendly/community-minded /close-knit/resourceful/proud/respectful people)	254	35	13	36	7	9
A clean/unspoilt/scenic/beautiful natural environment	113	16	7	19	10	12
Strength of industry/farming/forestry/tourism/potential for growth /employment opportunities	70	10	7	19	1	1
Lifestyle/uncrowded/relaxed outlook/peaceful	58	8	1	3	5	6
Central location	43	6	3	8	1	1
Tourism/opportunities/potential	38	5	6	17	-	-
A cohesiveness across cultures/respect and embracing of Maori culture.	36	5	1	3	3	4
Good retail/commercial and leisure facilities/businesses	33	5	1	3	3	4
Opportunities for adventure and activities	32	4	-	-	2	3
Educational facilities/opportunities	25	3	1	3	3	4
Good leadership/vision/progressive community members	25	3	4	11	-	-
A sense of history/historic aspects	19	3	-	-	-	-
A sense of community togetherness/participation	19	3	4	11	1	1
Good for families/youth	16	2	-	-	-	-
Core facilities (medical/libraries)	16	2	1	3	1	1
National Parks/World Heritage Parks/ Mount Ruapehu	16	2	1	3	4	5
A safe environment	13	2	-	-	1	1
Clean/attractive urban environment	10	1	-	-	-	-
Affordability of housing/property	8	1	-	-	-	-
Opportunities to participate in sports/quality of sport	7	1	-	-	-	-
Uniqueness/different to other towns	3	<1	1	3	-	-
Other	68	9	9	25	-	-
<b>Total</b>	<b>922</b>	<b>126</b>	<b>60</b>	<b>167</b>	<b>42</b>	<b>52</b>

Base: 718 residents  
36 stakeholders  
81 students

Note: Multiple responses were allowed; therefore total percentages may exceed 100%

### 4.3 The Main Issues Facing the Community

Residents were asked what they believed were the main issues facing the community.

- Residents were most likely to state that *Reducing unemployment/creating employment opportunities* was the main issue facing the community. A cluster of issues – ‘access to health services and improved health’ related, ‘safety and crime reduction’ related, and ‘economic development’ related - were also likely to be mentioned by respondents as main issues facing the community. Stakeholders were most likely to state that *governance issues* were the main issues facing the community while students were most likely to state that *alcohol/drug abuse/uncouth behaviour* was the main issue facing the community.

**Table 8:**

	Residents Responses		Stakeholders Responses		Students Responses	
	Responses	%	Responses	%	Responses	%
Reducing unemployment/creating employment opportunities	152	21	5	14	2	2
Access to health services/improvements in health status/health education/healthy living	97	14	3	8	1	1
Safe homes/less crime/greater police presence/personal safety	95	13	6	17	4	5
Lack of investment/new businesses/encouraging growth (sustainable) /development	94	13	6	17	1	1
Excessive rates/increases/appropriate funding	72	10	6	17	-	-
Quality roading/infrastructure/public transport	68	9	3	8	1	1
Appropriate/sound governance and decision-making/consultative processes	61	8	12	33	-	-
Activities/facilities for youth/support for youth	56	8	2	6	9	11
Lack of facilities/retail	50	7	-	-	-	-
Improved/cleaned/beautified urban environment	43	6	2	6	2	2
Celebrating/promoting district's unique qualities/creating a vision	41	6	-	-	-	-
Preserving/protection of air land water resources/quality/ natural environment	41	6	3	8	3	4
Sense of community/pride/unity	40	6	1	3	-	-
Declining population	33	5	3	8	-	-
Need for promotion of tourism	25	3	-	-	-	-
Alcohol/drug abuse/uncouth behaviour	24	3	-	-	17	21
Lack of events/facilities	23	3	-	-	2	2
Lack of confidence/self esteem	19	3	1	3	1	1
Earning/wealth disparity	15	2	-	-	-	-
Providing learning/educational opportunities/quality education	15	2	-	-	1	1
Lack of cohesion/family/community/culturally	12	2	2	6	1	1
Waste reduction/recycling	5	1	-	-	2	2
Adequate ownership/access to natural environment	5	1	-	-	-	-
Reliable communications technology	5	1	-	-	1	1
Location/isolation	5	1	-	-	-	-
Other	71	10	7	19	6	7
<b>Total</b>	<b>1167</b>	<b>164</b>	<b>62</b>	<b>173</b>	<b>54</b>	<b>63</b>

Base: 718 residents  
36 stakeholders  
81 students

Note: Multiple responses were allowed; therefore total percentages may exceed 100%

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**Community Outcomes Listed by Wellbeing**

<b>Cultural</b>	1	A community that understands, embraces, respects and celebrates the traditions and history of all ethnic groups.
	2	The history of the community and district is preserved and appreciated through museums, libraries, places of interest and historical attractions.
	3	Events and festivals which are unique to the district are fostered and celebrated.
<b>Environmental</b>	21	Quantity of native flora and fauna is retained and the quality is enhanced.
	22	An environment which has an excellent quality of water, soil and air.
	23	River catchment areas and waterways are protected from erosion and pollution.
	24	A community which promotes a zero waste outlook and encourages minimisation of the impact of waste on the environment.
	25	Retains the natural beauty, aesthetic values and vistas of the District.
	26	Retains the quality and number of parks and reserves
	27	Tourism growth is managed to retain the natural beauty of the district's ecosystems, bush, mountains, waterways and open spaces.
	28	Renewable energy resources and alternative means of energy generation are promoted and available.
	29	Public access to bush, waterways, open spaces, and mountains is retained and enhanced.
	30	Farming, commercial and industrial practices ensure that the environment remains clean and retains its natural character and value.
	31	An urban environment which is tidy, clean, safe, easy to get around and beautified.
	32	A community that respects and promotes understanding of the environmental values of tangata whenua.
<b>Economic</b>	33	Modern telecommunications networks encourage tourism and business development.
	34	A community that has a range of quality retail, entertainment, hospitality business services and facilities.
	35	Key organisations facilitate business growth through a co-ordinated approach and support beneficial business and economic conditions.
	36	The promotion of tourism includes emphasis on rivers, railway, bush, farming, and mountains, upon the history of life in the district, is coordinated across the district and is unified under a common brand/slogan.
	37	A rail and roading network which is reliable, well-maintained and meets the needs of users.
	38	Employment opportunities for school leavers are encouraged and supported through apprenticeships and affirmative employment action by the local business community.
	39	The district's core tourism function is complemented with additional activities throughout the year.

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	40	A district that promotes economic diversity and retains its core economic strengths of farming, forestry, tourism, and horticulture.
	41	A district that has a wide range of business activity, that facilitates and encourages business and economic growth, and provides upskilling and a range of employment opportunities.
	42	The provision of excellent medical, educational, leisure and retail services attract families and skilled workers to the district.
<b>Social</b>	4	A district which takes ownership over issues of health provision, education provision and infrastructure maintenance.
	5	A district where a range of medical services are provided and accessible.
	6	Leadership is respected, trusted, transparent, accountable, visionary and has integrity and a positive attitude.
	7	Leadership facilitates a coordinated approach in providing effective solutions.
	8	A community that provides excellent role models, good parenting, career and life skills guidance for youth.
	9	A community that provides excellent activities and facilities for youth.
	10	Core facilities, services and infrastructure planning and provision (water, sewage, solid waste, power, roading and medical) keep pace with development.
	11	Average household incomes increase as the economy prospers.
	12	Key service providers consult with the community and common goals are identified and worked towards.
	13	A community that recognises and rewards excellence and achievement in sport, arts/cultural pursuits, community service and business.
	14	Personal development and increased self esteem are enhanced through upskilling and educational opportunities.
	15	A sense of community pride and togetherness is fostered where people work towards common goals and speak positively about the community.
	16	A community that encourages participation in planning around community or district issues and promotes community responsibility.
	17	Excellent standards of health practice in the community are promoted and individuals take personal responsibility for their health.
	18	Excellent standards of safety in the community are promoted and individuals take personal responsibility for their safety.
	19	The incidence of crime and violence are reduced and police are open and accessible.
	20	A community that respects the welfare and safety of others.