



Whakatane District Community Outcomes

Baseline Report 2008

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Summary of Results

This is the first report on the progress being made towards achieving the community outcomes of the Whakatane District.

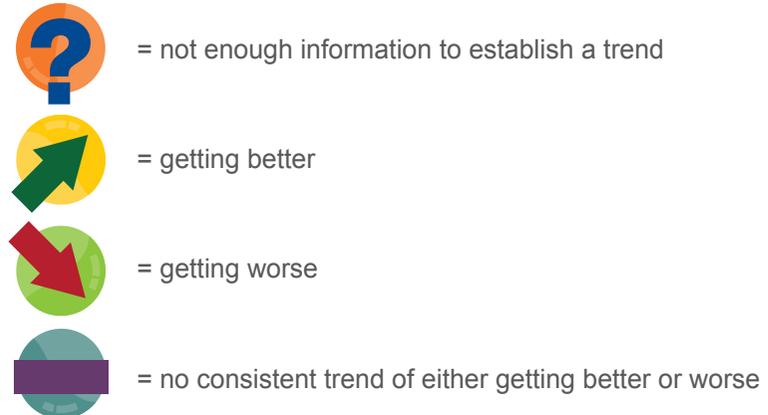
A series of indicators are used to monitor community outcomes. Each indicator includes data and information about some aspect of the outcome, and the majority show baseline data, which provide a starting point against which to gauge progress in the future. Historical data, available in some cases, helps show progress as to whether we are getting better, getting worse or staying the same.

While much of the data in the report is baseline data, it has been possible to determine trends in some areas, as follows:

- Under the 'prosperous economy' outcome, most indicators show we are getting better. These include increases in the median annual personal income, the total number of businesses, number of annual guest nights in visitor accommodation, levels of employment; and a decrease in unemployment.
- Under the outcome of 'education and training opportunities for all', results are also generally positive. These include a decrease in the proportion of the population with no formal education and an increase in the number of modern apprenticeships being undertaken in the district.
- The 'healthy people and quality housing' outcome showed mixed results with some indicators getting better, some getting worse and others providing baseline results. Areas of concern include a decrease in the affordability of housing, and increases in the proportion of low birth-weight babies and the rate of hazardous drinking.

In future, the council will continue to build on the data collected and refine the indicators used. This will allow more trends to be identified and show progress towards the district's community outcomes.

The following table provides a list of the indicators used and summarises results. The symbols used in the table are as follows:



Clean and Protected Environment

Perceived state of the natural environment	<ul style="list-style-type: none"> 84% of COBoP survey respondents within the Eastern Bay of Plenty believe the state of the natural environment is good or very good (2006). 	
	<ul style="list-style-type: none"> 37% of COBoP survey respondents within the Eastern Bay of Plenty believe the state of the natural environment is improving (2006). 	
Cover of indigenous and exotic forest	<ul style="list-style-type: none"> 48% of the Whakatane District is covered by native forest (2002). 	
	<ul style="list-style-type: none"> 29% of the Whakatane District is covered by exotic forest (2002). 	
Community involvement in environmental care	<ul style="list-style-type: none"> 12 environmental care groups operate within the Whakatane District, six of which are focused on coast care (2007). 	
	<ul style="list-style-type: none"> 15 schools within the Whakatane District participate in the EnviroSchools programme (2007). 	
Level of recycling	<ul style="list-style-type: none"> Of the waste passing through Whakatane's recycling park in 2007, 18.1% was recycled, 17% was green waste and 64.9% went to the landfill. 	
Recreational water quality	<ul style="list-style-type: none"> 17 of 19 sites monitored within the Whakatane District for recreational water quality over the past three summers complied with the standard 90-100% of the time; 2 of 19 sites complied with the standard 75-90% of the time; 0 sites complied with standard less than 75% of the time. 	
Air quality	<ul style="list-style-type: none"> No exceedances of the pm10 standard set for air quality were recorded within the Whakatane District. However, two recordings came close (2007). 	



Environmentally Responsible Development

Residential growth capacity	<ul style="list-style-type: none"> 1145 lots were available for potential residential development within the Coastlands, Ohope and Whakatane urban areas, as at 2007,. Based on high growth estimates the projected demand is for 1867 lots by 2016. 	
Natural environment enforcement action	<ul style="list-style-type: none"> The number of pollution complaints within the Whakatane District increased from 284 in 2003/04 to 386 in 2006/07. 	
	<ul style="list-style-type: none"> The number of formal enforcement actions in response to pollution issues within the Whakatane District increased from 28 in 2003/04 to 42 in 2006/07. 	
Sense of pride in the district	<ul style="list-style-type: none"> 80% of COBoP survey respondents within the Eastern Bay of Plenty agreed or strongly agreed that they feel a sense of pride in the look and feel of their local area (2006). 	
Sustainable energy use	<ul style="list-style-type: none"> Fossil fuels make up 66% of all energy (2002) within the Whakatane District,. 	
	<ul style="list-style-type: none"> Solar power represents only a very small proportion of the methods used to heat the home within the Whakatane District compared to wood, gas and electricity. However, the use of solar power for home heating has more than doubled from 1996-2006. 	



Prosperous Economy

Incomes throughout the district	<ul style="list-style-type: none"> The median annual personal income increased from \$17,106 in 1996 to \$21,700 in 2006 within the Whakatane District. 	
Business growth	<ul style="list-style-type: none"> The total number of businesses increased from 3448 in 2000 to 3944 in 2007 within the Whakatane District. 	
Tourism activity	<ul style="list-style-type: none"> The average number of guest nights in commercial accommodation per month increased from 16,391 in 1998 to 21,623 in 2007 within the Whakatane and Kawerau districts. 	
	<ul style="list-style-type: none"> The average length of stay for guests in commercial accommodation decreased from 2.42 nights in 1998 to 2.06 nights in 2007 within the Whakatane and Kawerau districts. 	
Employment and unemployment	<ul style="list-style-type: none"> The proportion of the total labour force that was unemployed fell from 12.2% in 2001 to 8% in 2006 within the Whakatane District. 	
	<ul style="list-style-type: none"> The proportion of the Maori labour force that was unemployed fell from 24.8% in 2001 to 16.7% in 2006 within the Whakatane District. 	



High Quality, Affordable Infrastructure

<p>Roading infrastructure</p>	<ul style="list-style-type: none"> The number of vehicle kilometres travelled on local roads increased from 171.4 million kilometres in 2003 to 193.7 million kilometres in 2007 within the Whakatane District. Smooth Travel Exposure on Whakatane roads showed little change from 2000 to 2007 and was consistently higher than the average for territorial authorities. 	
<p>Road crashes</p>	<ul style="list-style-type: none"> The rate of injury crashes per 10,000 people is fluctuating within the Whakatane District with 30 injury crashes per 10,000 people in 2001, peaking at 43 per 10,000 in 2003, and falling to 37 per 10,000 in 2006. 	
<p>Level of bus services</p>	<ul style="list-style-type: none"> 14.98% of the population within the Eastern Bay of Plenty lived within 500m of a bus stop in 2007. 	
	<ul style="list-style-type: none"> 8.3% of COBoP survey respondents within the Eastern Bay of Plenty agreed public transportation was convenient. 	
	<ul style="list-style-type: none"> The use of bus services within the Whakatane District increased from 0.2 trips per person in 2002/03 to 0.7 trips per person in 2006/07. 	
<p>Access to telecommunications</p>	<ul style="list-style-type: none"> The proportion of the population with no access to telecommunications within the Whakatane District decreased from 8% in 2001 to 5% in 2006. 	



Strong, Transparent and Open Leadership

Voter turnout	<ul style="list-style-type: none"> Voter turnout to local elections within the Whakatane District declined from 62% in 1989 to 48% in 2007. 	
Inter-sectoral partnerships	<ul style="list-style-type: none"> 59% of COBoP survey respondents within the Eastern Bay of Plenty agreed or strongly agreed that the way business, local government, education and not-for-profit organisations work together had improved. 	
Understanding the decision-making process	<ul style="list-style-type: none"> 70% of COBoP survey respondents within the Eastern Bay of Plenty agreed or strongly agreed they understood how their local council made decisions 	
Confidence in decision-making	<ul style="list-style-type: none"> 70% of COBoP survey respondents within the Eastern Bay of Plenty agreed or strongly agreed they had confidence in the decision-making of their local council. 	



Education and Training Opportunities for All

Level of educational attainment	<ul style="list-style-type: none"> The proportion of the population within the Whakatane District with no formal education decreased from 47% in 1996 to 32% by 2006. 	
Education reflects cultural heritage	<ul style="list-style-type: none"> The proportion of all students enrolled in Kura Kaupapa Maori schools within the Whakatane District increased from 3.7% in 2000 to 4.3% in 2007. 	
	<ul style="list-style-type: none"> The proportion of school Board of Trustees within the Whakatane District that is Maori decreased from 52.7% in 2003 to 47.4% in 2007. This was still well above the national average of 19.3%. 	
Level of industry training	<ul style="list-style-type: none"> The number of modern apprenticeships being undertaken within the Whakatane District increased from 34 in 2002 to 131 in 2006. 	



Safe, Caring Community

Level of crime	<ul style="list-style-type: none"> The level of recorded crime within the Eastern Bay of Plenty Police Area decreased from 6431 recorded offences in 1998 to 5159 in 2007. 	
	<ul style="list-style-type: none"> The level of recorded crime that is resolved within the Eastern Bay of Plenty Police Area increased from 45% in 1998 to 58% in 2007. 	
Perception of freedom from crime	<p>Within the Eastern Bay of Plenty:</p> <ul style="list-style-type: none"> 96.7% of COBoP survey respondents felt safe or very safe in their homes during the day 93.2% felt safe or very safe in their local neighbourhood during the day 87.1% felt safe or very safe in their town centre during the day 84.2% felt safe or very safe in their own homes at night 36.2% felt safe or very safe walking alone in their local neighbourhood at night 25.7% felt safe or very safe in their town centre at night. 	
Involvement in unpaid work	<ul style="list-style-type: none"> 90% of residents within the Whakatane District participated in unpaid work within four weeks of the 2006 census. 	
	<ul style="list-style-type: none"> 21% of residents within the Whakatane District participated in volunteer work through an organisation, group or marae, within four weeks of the 2006 Census. 	
Youth involvement in decision-making	<ul style="list-style-type: none"> Whakatane District Council adopted a Youth Policy and established a new Whakatane Youth Council in 2007. 	



Healthy People and Quality Housing

Housing affordability	<ul style="list-style-type: none"> Housing has become less affordable within the Whakatane District. The Massey housing affordability index shows an increased score from 17.3 in 2001 to 29.6 in 2006. 	
Life expectancy	<ul style="list-style-type: none"> Life expectancy for Whakatane males increased from 72.5 years in 1995-97 to 74.4 years in 2000-02. Life expectancy for Whakatane females increased from 76.8 years in 1995-97 to 78.2 years in 2000-02. 	
Low birth-weight babies	<ul style="list-style-type: none"> The proportion of low birth-weight babies in the Whakatane District increased from 4.9% in 2000 to 7.1% in 2006. 	
Main causes of injury	<ul style="list-style-type: none"> 14.8 injuries resulted in hospitalisation per 1000 people per year from 2000 to 2003 within the Whakatane District. The main causes were falls and motor-vehicle traffic. 	
	<ul style="list-style-type: none"> 0.4 injuries resulted in fatality per 1000 people per year from 2000 to 2001 within the Whakatane District. The main causes were suicide and motor vehicle traffic. 	
Rates of smoking drinking and obesity	<ul style="list-style-type: none"> The estimated rate of smoking for all adults in the Bay of Plenty District Health Board (BoP DHB) area was 15% in 2006/07. The estimated rate of smoking for Maori adults in the BoP DHB area was 43% in 2006/07. 	
	<ul style="list-style-type: none"> The estimated rate of hazardous drinking for all adults in the BoP DHB area was 15% in 2002/03 rising to 19% in 2006/07. The estimated rate of hazardous drinking for Maori adults in the BoP DHB area was 25% in 2002/03 rising to 36% in 2006/07. 	
	<ul style="list-style-type: none"> The estimated rate of obesity for all adults in the BoP DHB area was 31% in 2002/03 decreasing to 26% in 2006/07. The estimated rate of obesity for Maori adults in the BoP DHB area was 49% in 2002/03 decreasing to 41% in 2006/07. 	
Barriers to medical care	<ul style="list-style-type: none"> 12.4% of COBoP survey respondents within the Eastern Bay of Plenty indicated there had been a time when they wanted to see a doctor but didn't, the main reason being the expense. 	



Diverse, Creative and Active Community

Perception of recreation and leisure opportunities	<ul style="list-style-type: none"> 81% of COBoP survey respondents within the Eastern Bay of Plenty agreed or strongly agreed that there was always something to do in their area in 2006. 	
Number of feature events	<ul style="list-style-type: none"> 106 listings were made on the Whakatane Visitor Centre events register for 2007. 	
Perception of a culturally diverse arts scene	<ul style="list-style-type: none"> 65% of COBoP survey respondents from the Eastern Bay of Plenty agreed or strongly agreed that the area has a culturally diverse arts scene. 	
Te Reo Maori	<ul style="list-style-type: none"> Despite an increase in the number of Maori speakers within the Whakatane District, the proportion of the Maori population that can speak Maori decreased slightly, from 40% in 2001 to 39% in 2006. 	
	<ul style="list-style-type: none"> The proportion of the total population within the Whakatane District that can speak Maori decreased slightly from 17% in 2001 to 16% in 2006. 	
Historic and archeological heritage	<ul style="list-style-type: none"> 1367 archeological sites and 54 historic buildings were listed in the Whakatane District Plan in 2007. 	



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Introduction

Purpose of the report

This report monitors progress towards each of the community outcomes of the Whakatane District.

The community outcomes are high-level goals for the present and future, identified by the community. They are intended to reflect what the people of the district believe is important to their social, cultural, economic and environmental wellbeing.

The identification and reporting of community outcomes is intended to guide and inform the planning processes and setting of priorities of local authorities and other organisations. The community outcomes help local authorities and other organisations focus on a community vision for the district.

About the indicators

This report uses a series of indicators to monitor progress towards community outcomes. Each indicator includes data and information about some aspect of the outcome. The majority show baseline data and provide a starting point against which to gauge progress in the future. In some cases historical data has been available and it has been possible to determine progress - showing whether we are getting better, getting worse or staying the same.

The indicators draw on data from various local and central government sources and from surveys including the Bay of Plenty Community Outcomes (COBoP) Survey, Quality of Life survey and the New Zealand Census.

The (COBoP) Survey was a joint project between the Bay of Plenty local authorities, overseen by Environment Bay of Plenty. Its purpose was to determine how people felt the community was progressing towards their community outcomes and to establish baseline data for the indicators which rely on perception measures. Results of the survey are statistically significant at an Eastern Bay of Plenty level only, rather than a Whakatane District level. As such, results include the Opotiki and Kawerau districts as well as the Whakatane District. As part of the survey, 398 Eastern Bay of Plenty respondents were interviewed. This equated to a maximum margin of error of +/- 4.99%.

Sources of information for this report include:

- Bay of Plenty Community Outcomes Survey
- Bay of Plenty District Health Board
- Energy Efficiency and Conservation Authority
- Environment Bay of Plenty
- Industry Training Federation
- Land Transport New Zealand
- Massey University
- Ministry for the Environment
- Ministry of Education
- Ministry of Social Development
- New Zealand Census Survey
- New Zealand National Health Survey
- New Zealand Police
- New Zealand Quality of Life Survey
- Public Health Information Service
- Reserve Bank of New Zealand
- Statistics New Zealand
- Tertiary Education Commission
- Whakatane District Council
- Whakatane Visitor Information Centre

The indicators used in this report differ slightly from those outlined in the Whakatane District Ten Year Council Community Plan 2006-16 (p24-25). The indicators have been refined through a collaborative process involving other territorial authorities in the Bay of Plenty region. Any change to indicators from those in the Council Community Plan has been either due to the intention of developing indicators that allow comparison to other areas and/or reflects the availability of data at the time this report was produced.

In future, the Council will continue to build on the data collected and refine the indicators to improve the monitoring and reporting process.

Working together towards community outcomes

Under the Local Government Act 2002, it is the role of local councils to facilitate the process of identifying and monitoring outcomes on behalf of their communities. However, community outcomes provide high level goals for the community as a whole rather than specifically for the council.

The activities undertaken by the Whakatane District Council contribute towards the achievement of these goals but the goals cannot be achieved by the council alone. Achievement of community outcomes requires a collaborative community approach. Significant progress towards the achievement of outcomes will happen when a wide range of groups and organisations including community groups, central government, iwi, business and local councils all play a role in implementation.

Community outcomes of the Whakatane District

The community outcomes of the Whakatane District were identified in 2005. This involved a joint process with Environment Bay of Plenty, Kawerau District Council and Opotiki District Council known as “Eastern Bay – Beyond Today” (see www.easternbay.org.nz).

The following nine outcomes were identified for the Whakatane District:

Clean, protected environment



Where:

- the environment is clean and natural resources are protected and conserved
- the community is educated and involved in environmental care
- natural and cultural heritage places are recognised and protected
- waste is well-managed

Environmentally responsible development



Where:

- development is planned, managed and controlled sustainably
- economic growth is balanced with cultural, social and environmental responsibility
- environmental laws are actively enforced
- sustainable energy use is encouraged
- there is a sense of pride and enjoyment about how attractive the district is.

Prosperous economy



Where:

- the economy is prosperous in both urban and rural areas
- business builds on the district's assets to support the economy
- Maori economic development is supported
- new businesses are attracted to the area and all businesses are encouraged
- employment opportunities are available for all.

High-quality, affordable infrastructure



Where:

- high-quality affordable infrastructure supports growth (eg, transport, water, energy, waste)
- transport links to the district are maintained and enhanced
- roading is safe, convenient, and appropriate to all users
- people, infrastructure and the environment are protected from natural disasters
- improvements in communications technology are available throughout the district (eg, mobile coverage and fast internet access).

Strong, transparent and open leadership



Where:

- leaders are visible, strong, have a clear vision and listen to all sectors of the community
- decision-making processes are transparent, open and inclusive
- Council, the community and Maori work in partnership
- Council costs are appropriate for the services provided.

Education and training opportunities for all



Where:

- quality education and training is affordable and accessible to all
- education and training supports economic growth
- participation in education is encouraged and supported, especially for youth
- education values and promotes cultural heritage.
-

Safe, caring community



Where:

- communities help themselves and care about each other
- drug, alcohol and gambling abuse is diminished
- homes and neighbourhoods are free from fear of violence or crime
- youth development is supported and youth gain from and contribute to our community.

Healthy people and quality housing



Where:

- affordable, quality housing is available for all
- initiatives are in place to encourage self-sufficiency in housing
- quality primary and secondary health care and facilities accessible to all
- information and support for preventative health issues is made available to all
- appropriate support is available for disadvantaged, disabled and those in need.

Diverse, creative and active community



Where:

- facilities and venues are in place to accommodate a wide range of activities for all
- activities and events support and celebrate culture, creativity and recreation
- parks, reserves and recreational facilities are enhanced and increased
- Maori culture is valued, celebrated, promoted and protected
- diversity is valued and different cultures, genders and ages are respected
- all forms of art are catered for.

About The Whakatane District and People

Our environment

The Whakatane District is in the Bay of Plenty region between the Western Bay of Plenty and Opotiki districts. It extends southward to border the Western Bay, Rotorua, Wairoa, Gisborne and Taupo districts. Whakatane-Ohope is the major urban area in the district with Edgcumbe and Murupara serving as the other main urban centres. Several smaller rural settlements located throughout the district are associated with the district's farming, forestry and horticulture activities and traditional land ownership patterns.

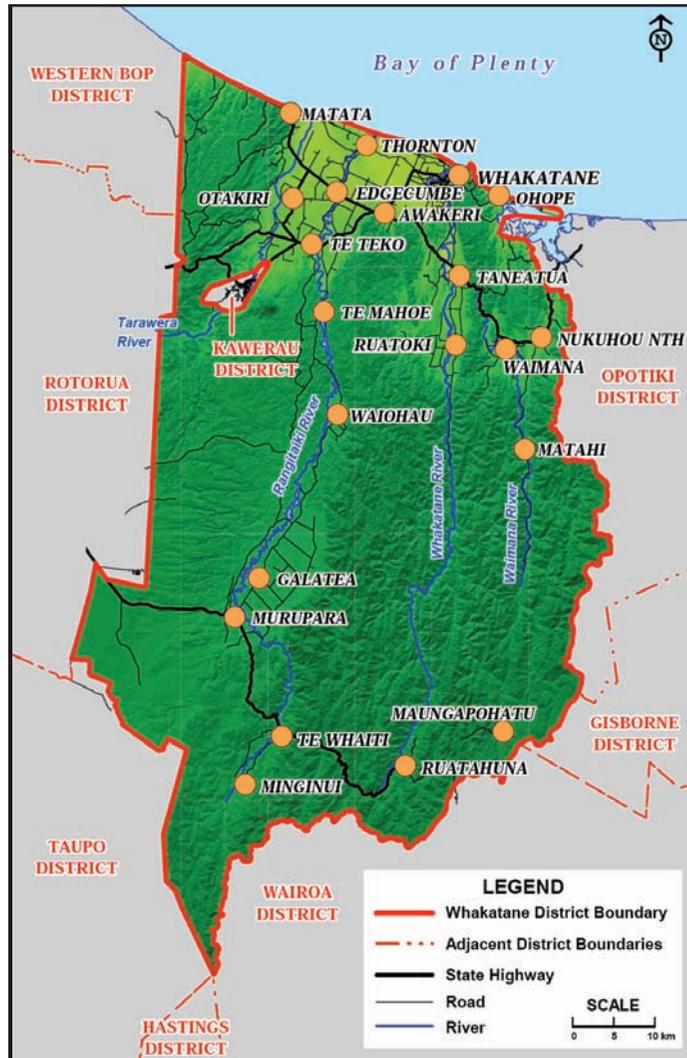
The Whakatane District extends inland over part of the volcanic plateau and covers 4,445km². Sandy beaches are predominant along the 54 kilometres of coastline that stretches from Otamarakau in the west to Ohiwa in the east. Central areas include fertile lowlands and farming areas on the Rangitaiki Plains through to Murupara. Low, rolling hill country reaches to the sea west and east of the plains. Te Urewera National Park in the south makes up 41% of the district. Its protected native forest is home to a rich array of flora and fauna.

The district has three distinct landscape character areas:

- Te Urewera National Park (Ikawhenua and Huiarau Ranges)
- Kaingaroa Plateau/Taupo Volcanic zone, west of Kawerau/Matata
- Rangitaiki Plains and Galatea Basin.

Climatic conditions vary across the Whakatane District, reflecting the range of geographic characteristics. The coastal area of the district enjoys a temperate climate and records some of New Zealand's highest sunshine hours. In 2007 Whakatane's average annual sunshine was 2550 hours, making it the third sunniest place in New Zealand. Whakatane's summer daytime temperatures average 22-26°C, while the winter average daytime temperatures range between 12 and 19°C. The average rainfall for Whakatane is 1,321 mm a year.

Figure 1: Map of the Whakatane District



Our history

The first inhabitant, more than 1,000 years ago, was Tiwakawaka, a grandson of Maui, the legendary voyager and discoverer of Aotearoa. Tiwakawaka's people had lived in Kakahoroa (later to be named Whakatane) for some generations before the arrival of the famed Toi, founder of numerous tribes (Te Tini o Toi - the multitude of Toi), which occupied much of the North Island's East Coast, Taranaki and the Far North.

Toi's people married into the original settlers and from his stronghold above Whakatane – Kapu-te-rangi (one of the oldest known pa sites in New Zealand) –, his sons Rauru and Awanuiarangi in turn went forth to found tribes of their own.

Some 200 years later came the waka Mataatua bringing the kumara.

Following the directions of his father, Irakewa, the Captain Toroa, his brothers Puhi and Taneatua, sister Muriwai, son Ruaihona, daughter Wairaka and other members of his family sailed to Kakahoroa, mooring in the river estuary near the town's current commercial centre. The men then climbed the hillside to Kapu-te-rangi, leaving Mataatua in the care of the small group consisting mainly of women. The outgoing tide was threatening to carry away the waka when Wairaka exclaimed: "E! Kia whakatane au i ahau" (let me act the part of a man). In breach of tradition, the women paddled the canoe back to safety and from this incident, Whakatane received its name.

Some time later, Toroa and Puhi fell into dispute over the planting of the kumara and Puhi and some of his followers departed in Mataatua for the Far North where he founded the Nga Puhi tribe.

Again, Toroa's people intermarried with the tangata whenua and from them descend the Ngati Awa, Tuhoe and Te Whakatohea iwi, which remain the guardians of the mana whenua (spirit of the land) of the Eastern Bay of Plenty region to this day.

European settlement began in the 1830s when whalers, sealers and later missionaries and traders made their homes here. The area became a major shipbuilding centre and the vessels were used to carry maize, potatoes, wheat and flax to other northern population centres for sale or barter.

Although most Eastern Bay of Plenty Maori took no active part, the area nevertheless became embroiled in the New Zealand land wars during the 1860s and 70s. In 1869, the famed fighting chieftain Te Kooti raided the town, razing its few buildings. This led to the stationing of a unit of armed constabulary in Whakatane and the construction of a defensive redoubt on the promontory above the town centre.

With the advent of more peaceful times, industrial and agricultural development continued, that process accelerating from 1910 onwards when work began to drain the swamplands of the Rangitaiki Plains. Reclamation in Whakatane also created new land for residential and commercial development.

Agriculture remains an economic mainstay, but since the 1950s, plantation forestry and wood processing have also become increasingly important.

In latter years, tourism too has taken on an important role as more and more people have come to appreciate the region's rich heritage, wonderful coastal and bush resources and outstanding climate.

Our people

In 2006, the total usual resident population of Whakatane District was 33,297 people. Of these 16,956 residents were female, 16,344 male. The population has experienced a small decrease of 435 (1.3%) since 2001. In the same period the national population increased by 7% and the Bay of Plenty population increased 7.5%.

The Whakatane District population is ageing. The median age (half are younger, and half older, than this age) for the Whakatane District was 36 years. This is up from 33 in 2001 and 31 in 1996. In comparison the median age for Maori is 24.4 years.

The biggest decrease in population was seen in the 20 to 24 year age group which dropped from 1,740 in 2001 to 1,485 in 2006. In contrast the 45 to 65+ age groups were all higher than the last two Census counts, resulting in an overall older population than has been seen in past censuses.

Figure 2: Whakatane District, total population by age group and sex, 2006

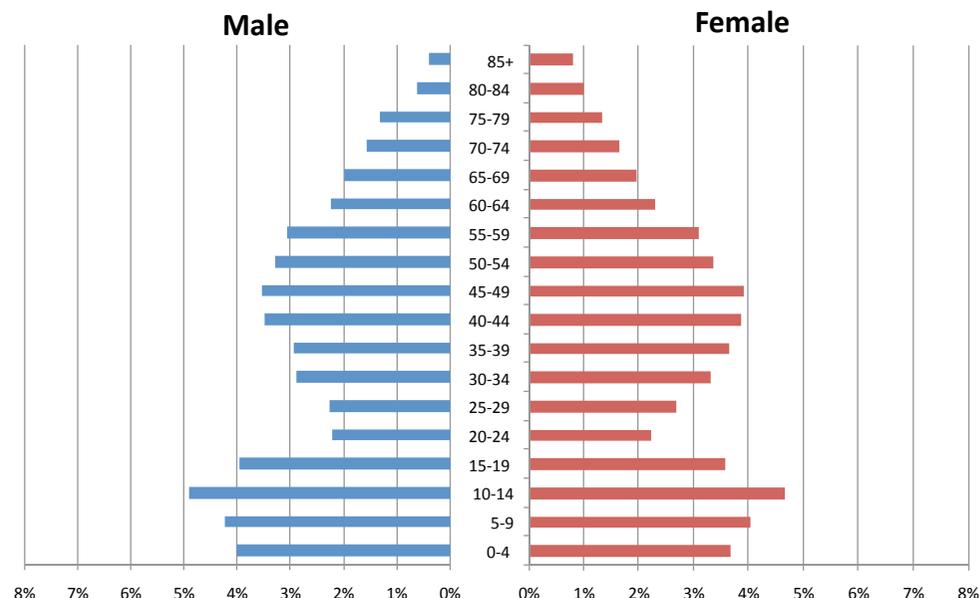
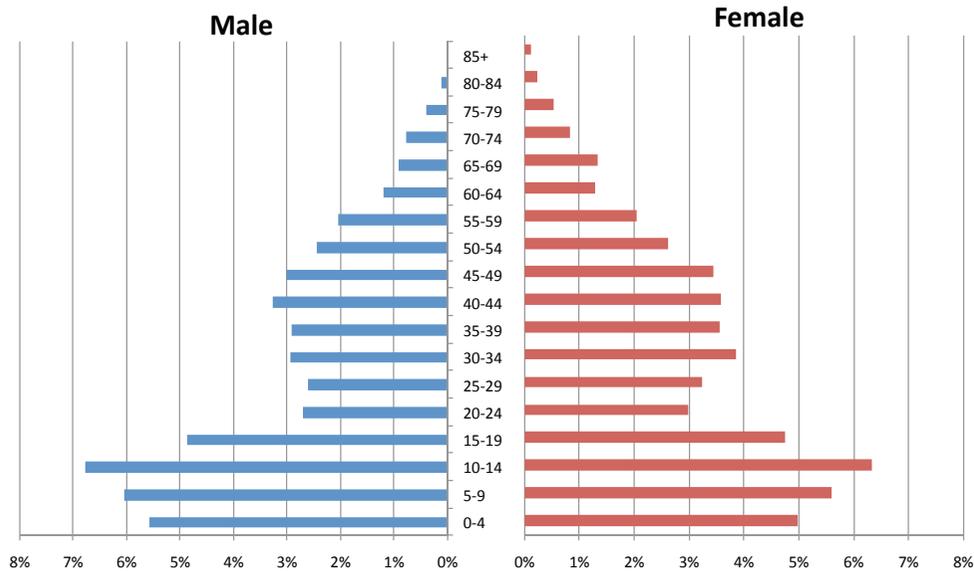


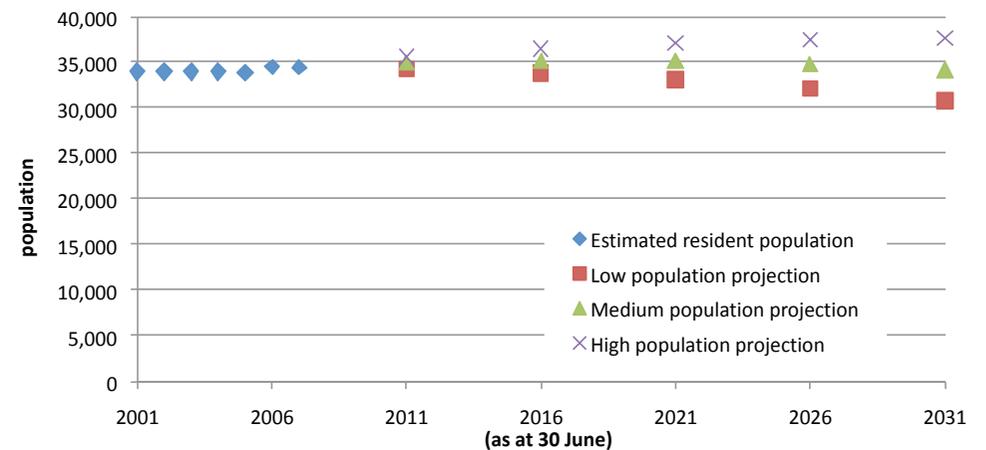
Figure 3: Whakatane District, Maori population by age group and sex, 2006



The pattern of population growth in the district varies, both within and between rural and urban. The parts of the district that recorded the highest rates of population gain over the latest Census period were, in order: Coastlands, Maraetotora, Rotoma, Urewera and Taneatua. Noticeable population decline was recorded in Matata, Edgecumbe, Whakatane North, Matahina-Minginui, Waimana and Murupara.

The following graph illustrates estimated future population growth for the Whakatane District using a base population figure of 34,500 people in 2006. The low, medium and high level projections reflect different assumptions for levels of fertility, mortality and migration. Assuming the high population projection, the Whakatane District is expected to grow by 3200 people by the year 2031, resulting in a population of 37,700. The mid range projection results in a slight decline, with a population of 34,200 by the year 2031, while the low range projection results in a population of 30,800 by the year 2031.

Figure 4: Whakatane District, population projection, 2006 base



Levels of deprivation

The New Zealand Index of Deprivation is a weighted average of nine key Census indicators of socioeconomic status. The components of the index include levels of home ownership, household income, prevalence of income support and unemployment, lack of access to a motor vehicle and telephone, overcrowding, sole-parenting and low educational attainment.

The index classifies New Zealand geographic areas into equal tenths, illustrating levels of deprivation that are comparable across the country. Areas are scored 1 to 10 with 1 indicating that an area is in the 10% least deprived in New Zealand, and a score of 10 indicating an area is in the 10% most deprived.

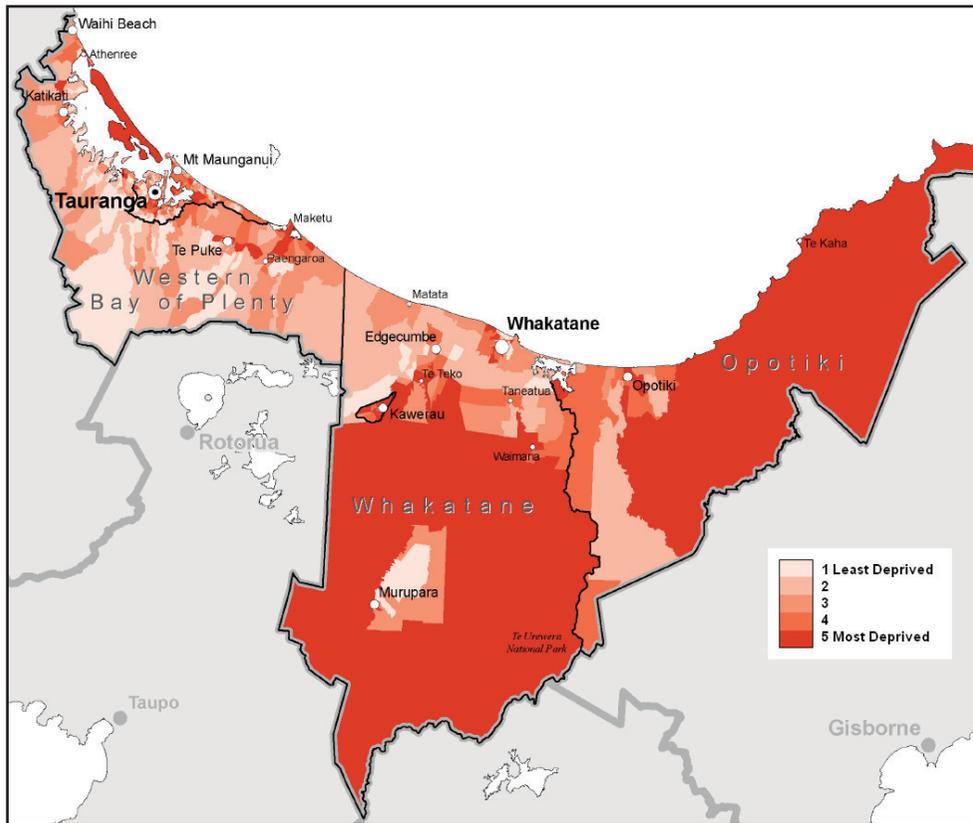
Levels of deprivation vary from household to household but are averaged to illustrate deprivation for an area or for the district as a whole. The average level of deprivation across different areas of the district, according to the 2006 deprivation index, are shown in the table. For the Whakatane District as a whole the average level of deprivation was 8.

Figure 5: Whakatane District, deprivation index levels, 2006

Area	Deprivation score
Coastlands	1
Ohope	4
Otakiri	4
Maraetotara	6
Allandale-Mokorua	7
Matata	9
Edgecumbe	9
Whakatane North	9
Whakatane West	9
Poroporo	9
Rotoma	9
Taneatua	10
Te Teko	10
Trident	10
Orini	10
Matahina-Minginui	10
Waimana	10
Urewera	10
Murupara	10

Figure 6 illustrates the deprivation map for the Bay of Plenty region and is produced by the Ministry of Health. Unlike Figure 5, the map aggregates data across five quintiles rather than 10. Level one represents areas of the district that are within the 20% least deprived of all areas in New Zealand. Level five represents the areas of the district that are within the 20% most deprived.

Figure 6: Bay of Plenty Region, map of deprivation, 2006



Source: Ministry of Health

Clean, Protected Environment



What's in this chapter?

- Perception of the environment
- Cover of indigenous forest
- Community involvement in environmental care
- Level of recycling
- Recreational water quality
- Air quality

Perceived state of the natural environment

This indicator looks at the community's perception of the state of the natural environment and whether they believe it is improving, staying the same or getting worse.

The natural environment is central to our way of life in the Whakatane District. It forms an important part of our identity and culture, underpins a large proportion of our economy, provides recreational opportunities and has an impact on our health.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the overall state of the natural environment and to state whether they believed it was improving, staying the same or getting worse.

Within the Eastern Bay of Plenty, 84% of respondents believed the state of the natural environment to be either good or very good. This compared to an average of 76% for the entire region. Within the Eastern Bay of Plenty, 3% believed the state of the natural environment to be poor or very poor compared to 7% across the region.

A total of 37% of Eastern Bay of Plenty respondents believed the state of the environment to be improving while 18% believed it was getting worse. For the region as a whole 34% believed it to be improving while 25% believed it to be getting worse.

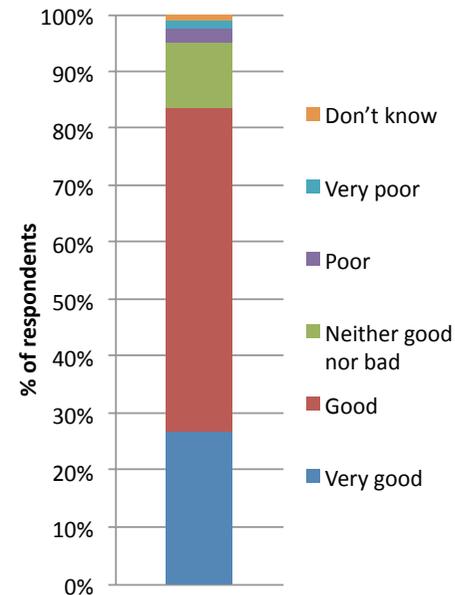


Figure 7: Eastern Bay of Plenty, perception of the state of the natural environment, 2006

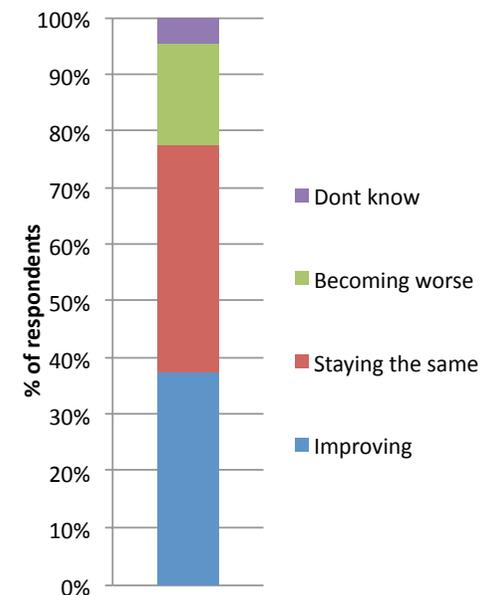


Figure 8: Eastern Bay of Plenty, perception of the change in the state of the natural environment, 2006

Source: Bay of Plenty Community Outcomes Survey 2006



Cover of indigenous and exotic forest

This indicator looks at the proportion of the Whakatane District that is covered by both indigenous and exotic forest.

The forests of the Whakatane District are important for their environmental, cultural, economic and recreational significance. Forests also play an important role in the water cycle and controlling erosion. The indigenous forests of the Whakatane District are home to a wide variety of flora and fauna including threatened endemic species.

The New Zealand Land Cover Database (LCDB) uses satellite imagery to classify land cover classes. This project is undertaken by the Ministry for the Environment and is expected to be updated every five years. The map illustrating the land cover within our district is sourced from LCDB2 undertaken in 2002.

The protected native forests of the Te Urewera National Park comprises 41% of the Whakatane District. In total, 48% of our district comprises native forest.

A further 29% of the district comprises exotic forest, the majority being production pine forest.

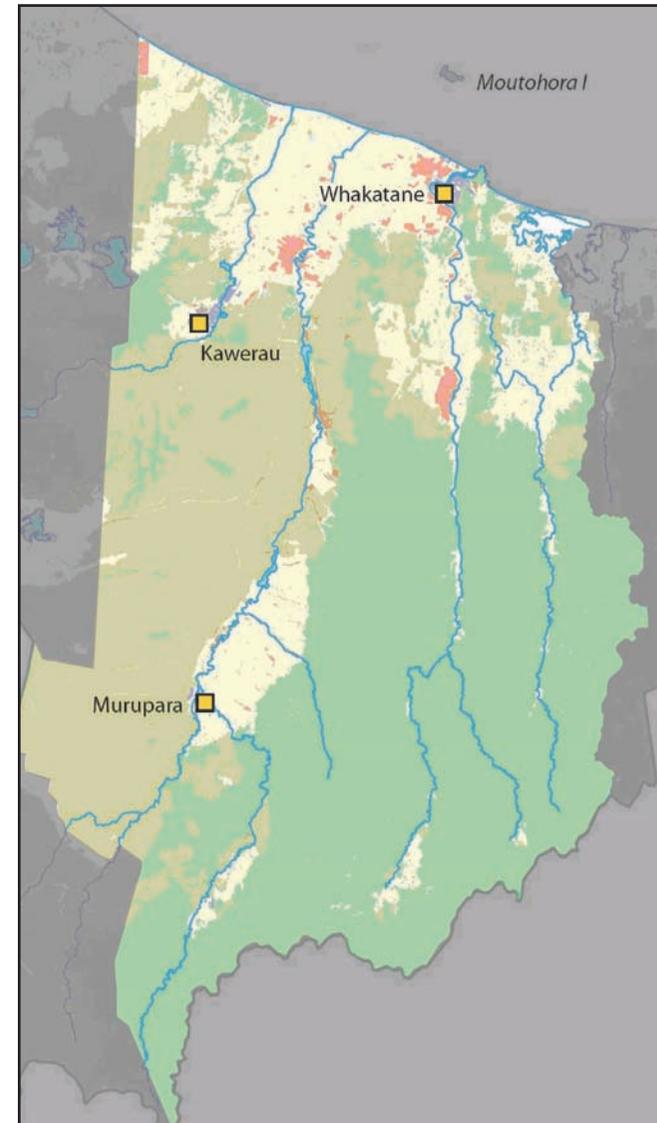


Figure 9: Whakatane District, Land cover, 2002

Source: Ministry for the Environment; Whakatane District Council



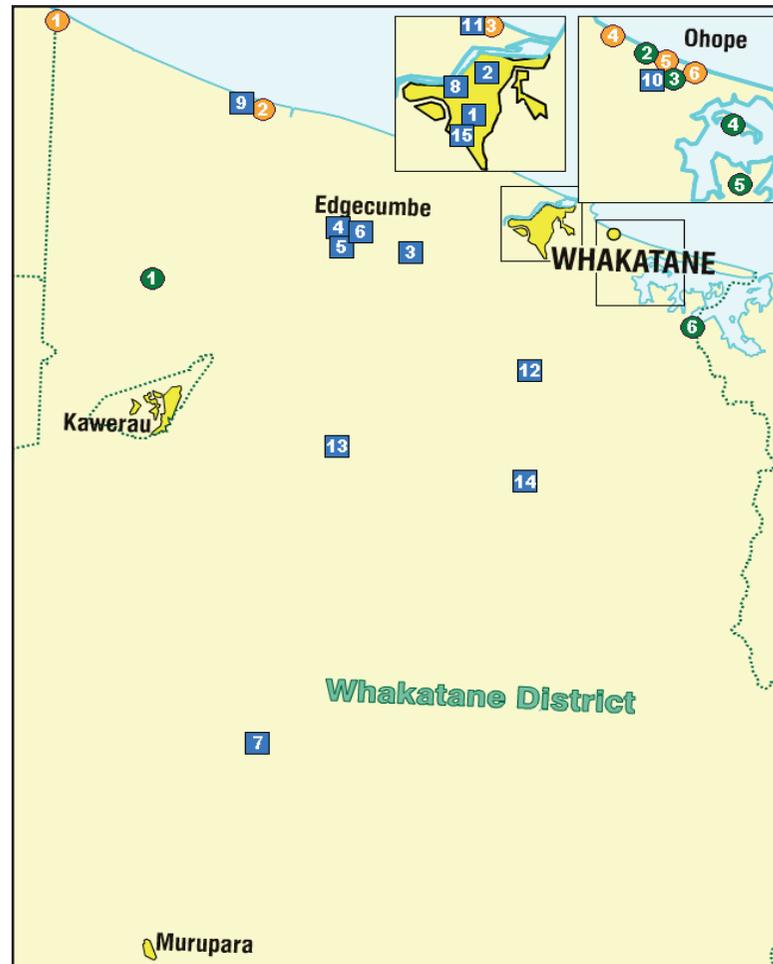
Community involvement in environmental care

This indicator tells us about the level of involvement by the community in environmental care groups and programmes within the Whakatane District.

Care groups help to protect areas that are environmentally important to the local community. This may include bush reserves and areas of public land alongside streams, lakes, estuaries and the coast, with potential for environmental enhancement. These places are often recreational and heritage assets to the community, but may suffer from invasion by pest plants and animals, or require erosion protection. Control of these threats, along with activities like restoration planting, help to protect and preserve these areas for future generations. For communities that aspire to protect and enhance their local environment, care groups are a means of empowerment.

Currently 12 environmental care groups function in the Whakatane District, six of which are Coast Care groups. These are illustrated in Figure 10.

Within the Whakatane District, 15 schools currently participate in the Enviroschools programme. This is a national programme, sponsored locally by Environment Bay of Plenty with support from Eastbay REAP. The programme aims to build awareness of environmental issues and equip children with the competencies they need to become future leaders in sustainability.



- COAST CARE**
 1. Otamarakau
 2. Matata/Pikowai
 3. Coastlands
 4. West End
 5. Ohope
 6. Waterford Estate
- CARE GROUPS**
 1. Manawahe Kokako Trust
 2. Bring back the Birds Ohope
 3. Ohope Beach Primary School Care Group
 4. Ohakana Island Landowners/Ratepayers Association
 5. Paparoa Road Care Group
 6. Nukuhou Salt-marsh Care Group
- ENVIROSCHOOLS**
 1. Allandale School
 2. Apanui Kindergarten
 3. Awakeri School
 4. Edgecumbe College
 5. Edgecumbe Kindergarten
 6. Edgecumbe Primary School
 7. Galatea School
 8. James Street School
 9. Matata Public School
 10. Ohope Beach School
 11. Rangitaiki Independent School
 12. Taneatua School
 13. Te Mahoe School
 14. Te Wharekura o Ruatoki
 15. Trident High School

Figure 10: Whakatane District, coast care/care groups and Enviroschools, 2007

Source: Environment Bay of Plenty



Level of recycling

This indicator tells us about the proportion of waste diverted for green waste and recycling, and the proportion destined for the landfill.

In New Zealand, the majority of rubbish is buried in landfill sites. This can have, and has had, negative effects including that:

- landfills don't allow rubbish to break down very well, taking tens to hundreds of years
- landfills produce methane, a greenhouse gas 20 times worse than carbon dioxide
- landfills produce toxic leachates, a toxic liquid that contaminates surface and ground water.

While we need landfills to manage some of our rubbish, over half of the rubbish we put in our rubbish bags can be recycled or composted. The more recycling and composting we all do, the less we will need landfills to provide a 'final' solution to rubbish.

The Whakatane District Council is responsible for the management of our solid waste, including collection, disposal and recycling. Following the commissioning of the Whakatane Recycling Park in 2005/06, there is one landfill site in the district with a transfer station in Murupara. The council is currently implementing a zero waste policy for the district.

The level of recycling undertaken by the Whakatane community has been monitored since the opening of the recycling park. Figure 11 shows the proportions of waste recycled, green waste and the residue that goes to landfill. Over the monitoring period shown in Figure 11 (February 2007-January 2008) the total waste stream amounted to 23,267 tonnes. This works out to an average 56 kilograms of waste per person per month within the Whakatane District. Early trends suggest that the proportion of total waste recycled is relatively steady.

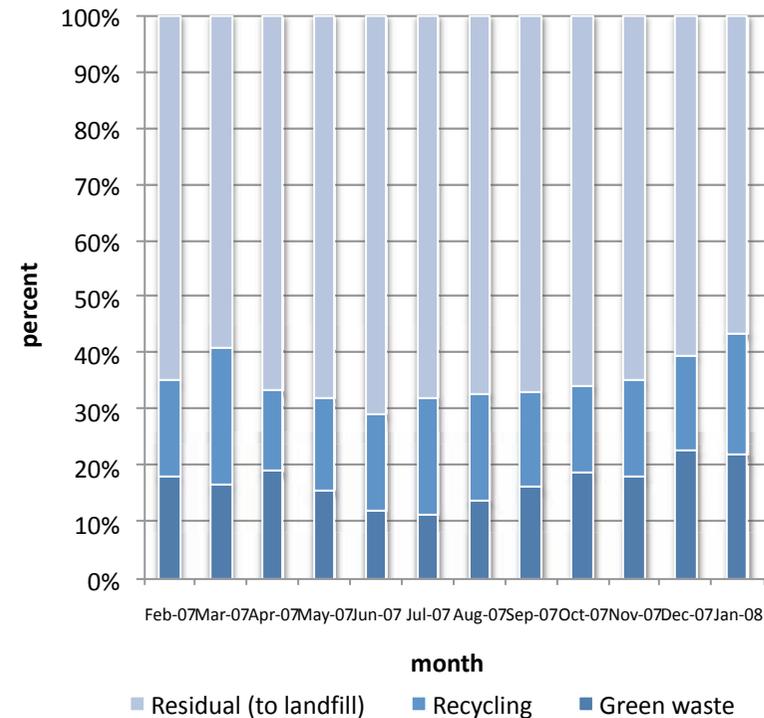


Figure 11: Whakatane District, proportion of waste reused and recycled, February 2007-January 2008

Source: Whakatane District Council Ministry for the Environment

Did you know: If your household puts out one bag of rubbish a week, in a year you probably throw away:

- enough kitchen scraps and garden waste to make over seven bags of compost
- enough paper and cardboard to make a stack of magazines eight metres high
- enough recyclable plastic to fill at least five wheelbarrows.



Recreational water quality

This indicator tells us about the quality of water for recreational purposes at our popular coastal beaches, swimming holes and lakes.

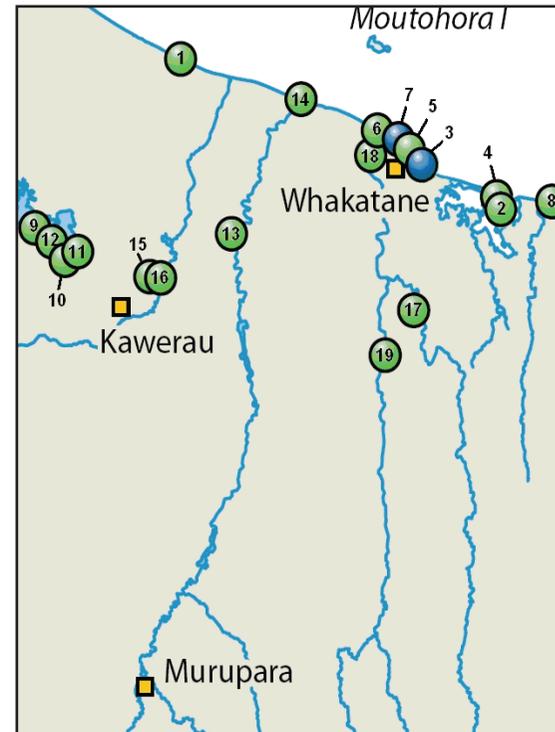
To assess the quality of water for recreational purposes, Environment Bay of Plenty measures the levels of Escherichia coli (E. coli) and enterococci. Although generally not harmful themselves, E. coli and enterococci indicate the possible presence of pathogens (disease-causing bacteria, viruses, and protozoans).

When our waters contain high levels of pathogens, the health risks when swimming or eating shellfish increase. Recreational water quality is affected by contaminants from sewage and stormwater outfalls, septic tanks, sanitation discharges from boats, and effluent run-off from agricultural areas.

Over the past three summers, the waters used by the Whakatane community have generally complied with the recreational water standard set by the Ministry for the Environment. However, Ohope Beach near the surf club and Otarawairere Bay have very occasionally exceeded the levels set for enterococci concentrations. Investigations at these two sites have found sources of enterococci difficult to isolate. The Whakatane River is likely to contribute some enterococci and large numbers of seagulls that congregate at Ohope Beach may also contribute to occasional high levels.

Figure 12 shows the local monitoring sites and their level of compliance with the standard set for recreational water quality, over the past three summers.

Figure 12: Whakatane District, recreational water quality, 2005/06-2007/08



Level of compliance with standard set by MFE

- 90-100% compliance
- 75-90% compliance
- < 75% compliance

Monitoring sites include:

1. Kohioawa Beach Murphy's Motor Camp
2. Ohiwa Harbour Reserve Boat Ramp
3. Ohope Beach Surf Club
4. Ohope Beach Surf'n Sand Motor Camp
5. Otarawairere Bay
6. Coastlands Piripai Beach / Ocean Beach
7. Whakatane Heads Oceanside of Boat Ramp
8. Waiotahi Beach Estuary
9. Lake Rotoehu @ Waitangi springs
10. Lake Rotoma @ Anaputa Point, Beach
11. Lake Rotoma @ Matahi Lagoon Rd, Beach
12. Lake Rotoma @ Whangaroa
13. Rangitaiki River @ Te Teko Bridge
14. Rangitaiki River @ Thornton Domain
15. Ruruanga Stream @ Cricket Pavilion
16. Tarawera River @ Boyce Park
17. Waimana River @ Gorge Picnic Area
18. Whakatane River @ Landing Road Bridge
19. Whakatane River @ Ruatoki Bridge

Source: Environment Bay of Plenty; Ministry for the Environment

Did you know: You should avoid swimming in rivers for 48 hours (two days) after heavy or prolonged rain. This is because the water can be contaminated by farm and urban runoff.



Air quality

This indicator tells us about the level of particulate matter (PM10) in our air.

To assess the quality of our air, Environment Bay of Plenty measures the levels of airborne PM10. PM10 are tiny particles that come from the burning of fuels such as coal, wood, oil, petrol and diesel. The main sources in the urban environment are home heating and vehicles, as well as some industrial processes.

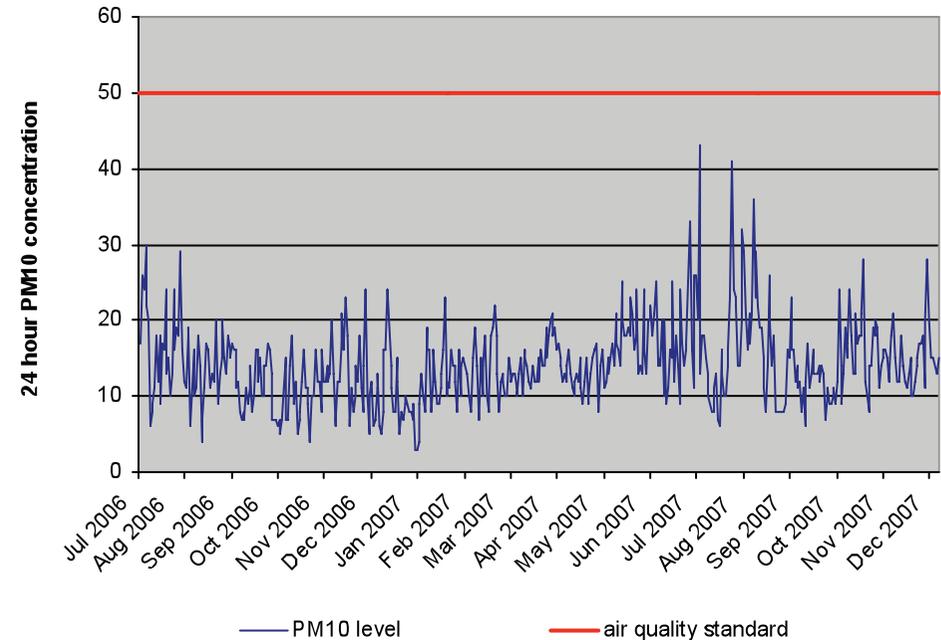
Health effects associated with exposure to high levels of PM10 range from minor effects, such as nose and throat irritation, to more serious effects such as aggravation of existing respiratory and cardiovascular disease, increased hospital admissions and school absences, and premature death.

Because PM10 can affect people's health, national environmental standards have been introduced to set acceptable levels for air quality. In any 24-hour period, the average concentration of PM10 in the air should not be more than 50 micrograms per cubic metre ($\mu\text{g}/\text{m}^3$). The average annual concentration of PM10 should not exceed 20 $\mu\text{g}/\text{m}^3$. The PM10 standard permits only one exceedance in a 12 month period.

In the Whakatane urban area, a monitoring site was established at King Street in 2006. As shown in the graph, early monitoring at this site already shows a dominant seasonal pattern with increases in concentrations being recorded in winter months. No exceedances have been recorded to date at this location. However, two recordings in the winter of 2007 show readings above 40 $\mu\text{g}/\text{m}^3$.

Rural areas, such as much of the Whakatane District, can be expected to have low concentrations of PM10, usually around 10 $\mu\text{g}/\text{m}^3$ - 24 hour average. In the rural areas surrounding Kawerau, airborne contaminants generated by industrial activities are also monitored. While odour has been identified as an issue, air quality is considered to be at an acceptable level and airborne emissions from Kawerau's major industrial activity continues to improve.

Figure 13: King Street Whakatane, PM10 Levels, July 2006-December 2007



Source: Environment Bay of Plenty; Ministry for the Environment



Environmentally Responsible Development



What's in this chapter?

- Residential growth capacity
- Natural environment enforcement action
- Sense of pride in the district
- Sustainable energy use

Residential growth capacity

This indicator looks at the capacity for development of residential land in the Whakatane District.

The availability and use of land for residential purposes has an impact on the wellbeing of the community. Growth puts pressure on services, infrastructure and the environment and affects housing affordability. Understanding the level of growth capacity feeds into important planning documents and growth strategies prepared by the Whakatane District Council.

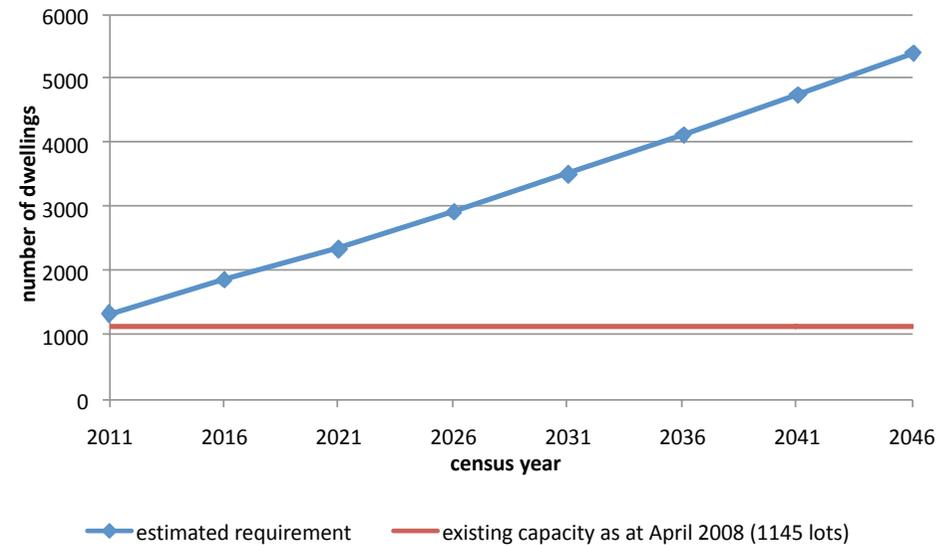
Within the Whakatane District, residential growth pressures are particularly evident in coastal areas including Ohope and Coastlands, and the Whakatane urban area. Rural settlements (such as Edgecumbe and Murupara) have sufficient land to accommodate expected growth for the next 20 years.

Within Ohope, Coastlands and Whakatane urban area, estimates from the Whakatane District Council as at April 2007 suggest that there is potential for further residential development in the 1145 lots. This includes sites that are currently vacant, proposed for residential use or have potential for infill.

Figure 14 provides a summary of projected dwelling demand for Ohope, Coastlands and the Whakatane urban area, compared to current development capacity. Demand has been based on Statistics New Zealand projections and assumes a high growth scenario.

By 2016 projected demand indicates a requirement of 1867 dwellings above those existing in 2006. This would require an additional 722 lots above the current capacity. By 2026, the demand is for 2916 dwellings above those existing in 2006. This would require an additional 1771 above the current capacity.

Figure 14: Ohope, Coastlands and Whakatane urban, residential growth demand versus current capacity, 2011-2046



Source: Whakatane District Council



Natural environment enforcement action

This indicator looks at the level of pollution complaints received by Environment Bay of Plenty from the community, and the level of subsequent enforcement actions required.

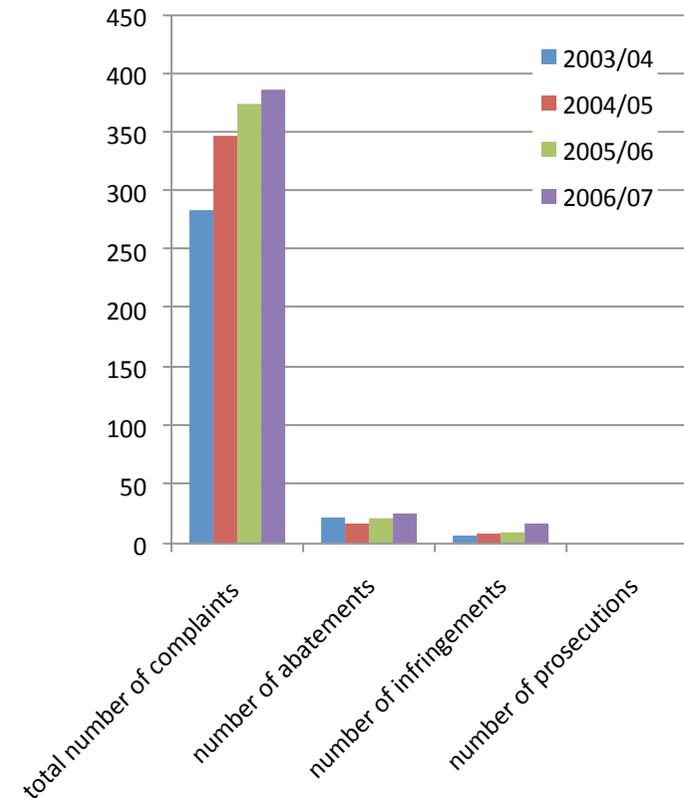
Pollution complaint numbers can be used to indicate the level of community awareness of environmental issues. They can also be used as a flag to authorities, highlighting issues that need to be responded to and that are of concern to the community. Receiving and responding to complaints is a function of the regional council, Environment Bay of Plenty.

Occasionally formal enforcement actions need to be taken to resolve more serious issues. These include the issuing of abatement notices, infringement notices and in some cases prosecutions.

Figure 15 shows the total number of pollution complaints received in each financial year including the proportion that resulted in formal enforcement action. The results indicate a consistent increase in the number of complaints received from 2003/04 to 2006/07. The figures also reveal that the level of enforcement compared with the number of complaints is very low. This indicates the relatively high level of compliance within the community and also reflects the preference by Environment Bay of Plenty to educate rather than use enforcement wherever possible.

By far the largest category of complaints related to air. Within that category odour and smoke featured most frequently.

Figure 15: Whakatane District, pollution complaints and enforcement actions, 2003/04-2006/07



Source: Environment Bay of Plenty



Sense of pride in the district

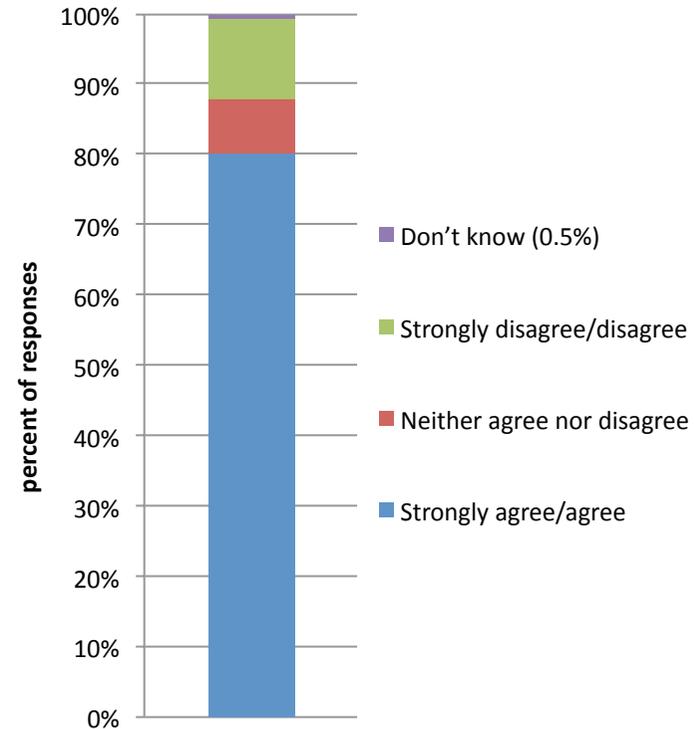
This indicator looks at the community's level of pride in the way our local area looks and feels.

Ideally, residents of the district will have a sense of pride in and enjoyment of the area in which they live. This indicator acts as a barometer of how residents feel about where they live.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent they agreed or disagreed with the statement "I feel a sense of pride in the way my area looks and feels," on a five point scale from 'strongly agree' to 'strongly disagree'.

As shown by Figure 16, about 80% of respondents indicated they agreed or strongly agreed that they feel a sense of pride in the way their local area looks and feels. This compares to an average of 74% for the remaining areas of the Bay of Plenty region and a national average of 61%.

Figure 16: Eastern Bay of Plenty, sense of pride in the way your area looks and feels, 2006



Source: Bay of Plenty Community Outcomes Survey 2006
New Zealand Quality of Life Survey's 2006



Sustainable energy use

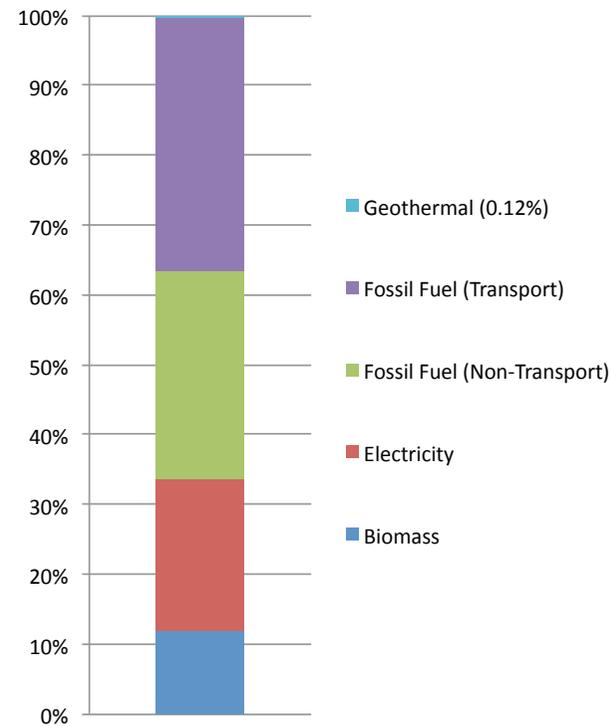
This indicator tells us about the type of energy consumed within our district.

We use energy for warming and cooling our homes, for lighting and cooking, for powering industry, for manufacturing and for transportation, among other things. Some of the sources of energy available to us are renewable such as hydro, geothermal, solar, wind and wave power. Others, like fossil fuels, are non-renewable.

The use of certain types of energy, particularly fossil fuels, can result in the release of by-products such as carbon dioxide or particulate matter. These by-products then contribute to problems such as increased greenhouse gas emissions and reduced air quality. The use of clean, renewable energy in households and other sectors such as transport, industry or agriculture will help to reduce these negative by-products.

Figure 17 shows the total annual energy consumption of the Whakatane District including all sectors during 2002. Estimates produced by EECA (Energy Efficiency and Conservation Authority) show total consumption was about 3.9 million gigajoules (GJ). One GJ is about the same amount of energy as in a tank of petrol in a car. The largest consumer of this energy was the industry sector at 1.45GJ (37%) followed by households at 1.37GJ (35%). Fossil fuels made up 66% of all energy used in the Whakatane District. This was similar to the national figure of 65%.

Figure 17: Whakatane District, estimated energy use by fuel type, 2002

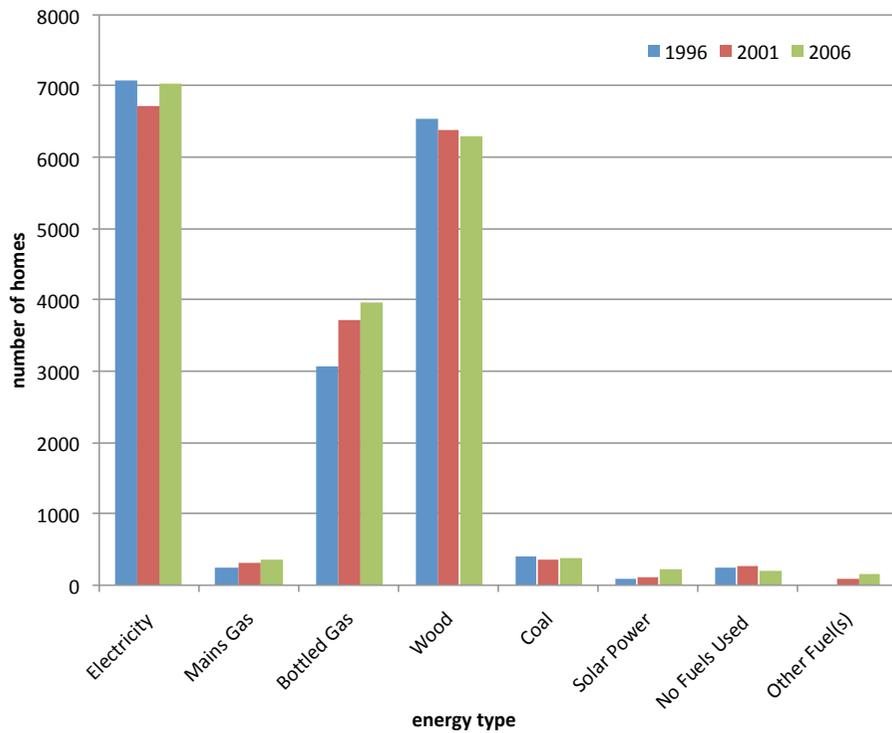


* Figure 17 is based on 2002 estimates produced by EECA. At the time of publication estimates based on 2007 figures were not available.



Figure 18 shows the type of energy used for home heating from 1996 to 2006. Electricity, wood and bottled gas are the three main types of fuel used for home heating in the Whakatane District. The data shows that the number of homes using electricity for heating is relatively steady while the number of homes heated by bottled gas has increased and those heated by wood has decreased. While solar power is used in only a small proportion of homes for heating, its use has more than doubled from 1996 to 2006.

Figure 18: Whakatane District, types of energy used for home heating, 1996-2006



Source: Energy Efficiency Conservation Authority Statistics New Zealand



Prosperous Economy



What's in this chapter?

Incomes throughout the district
Business growth
Tourism activity
Employment and unemployment

Incomes throughout the district

This indicator shows us the median annual personal income before tax.

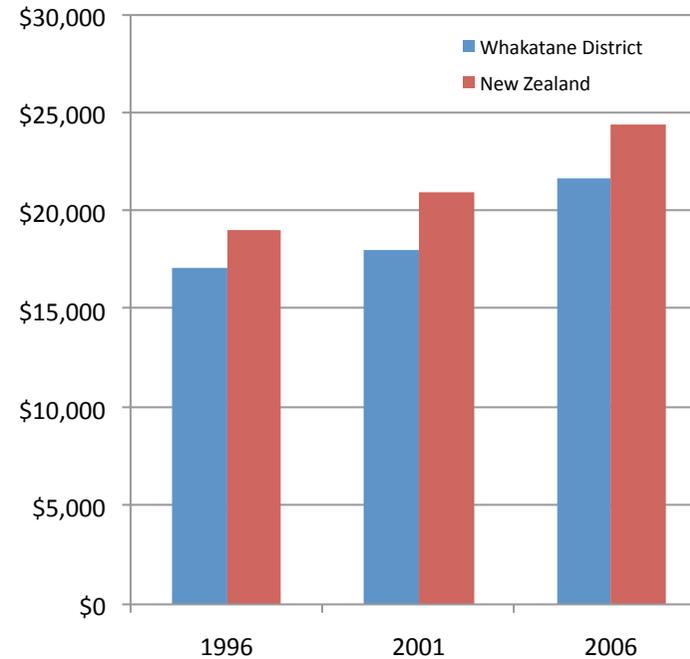
The median income is the middle point of all incomes whereby half of all people earn higher and half earn lower than the median point. Incomes have been adjusted for inflation over time and are shown as at the first quarter 2006.

Personal income is an indicator of financial well-being. An individual's level of income reflects their ability to purchase the goods and services needed to maintain their standard of living. Income levels are also an important driver of the local economy, where much of what is earned locally is also spent locally, creating flow-on effects for businesses and communities.

Figure 19 shows the median annual personal income in real terms (inflation adjusted) for the adult population, aged 15 and over. In the Whakatane District this has increased from \$17,106 in 1996 to \$21,700 in 2006.

While the median income has increased for the Whakatane District, it continues to be below that of the nation. In 2006 the median for the Whakatane District was about \$2,700 per annum below the national median of \$24,400.

Figure 19: Whakatane District, median annual personal income, 1996-2006



Source: Statistics New Zealand
Reserve Bank of New Zealand (CPI deflator)



Business growth

This indicator looks at growth in the number of businesses and employees by industry type, in the Whakatane District.

Business growth is a leading indicator of current and future employment and economic activity. Vigorous business growth is a sign of a healthy local economy.

The Whakatane District has demonstrated a sustained increase in the total number of businesses and employees since 2000. As at February 2000, there were 3,448 businesses employing 10,200 people. By February 2007 the number of businesses had risen to 3,944 employing 12,050 people.

The largest industries in terms of the number of businesses were the:

- agriculture, forestry and fisheries industry - 1202 (30%) businesses in 2007
- property and business services industry - 1000 (25%) businesses in 2007.

Property and business services as well as construction showed the largest increases from 2000 to 2007. The only industry showing a significant decline in the number of businesses was agriculture, forestry and fishing, declining from 1370 to 1202 over the period 2000 to 2007.

The largest industries in the district in terms of employment were the:

- retail trade industry – 1890 (16%) employees in 2007
- agriculture, forestry and fishing industry – 1660 (14%) employees in 2007
- education industry – 1610 (13%) employees in 2007
- health and community services industry and – 1420 (12%) employees in 2007
- manufacturing industry – 1130 (9%) employees in 2007.

The largest growth in employment from 2000 to 2007 was in the education industry, followed by the construction industry. For most industries in the district, 2000 to 2007 was a period of growth or, in some cases, stability in terms of the number of employees. The only industry showing a declining trend in the number of employees was manufacturing.

Figure 20: Whakatane District, five biggest industries by number of businesses, 2000-2007

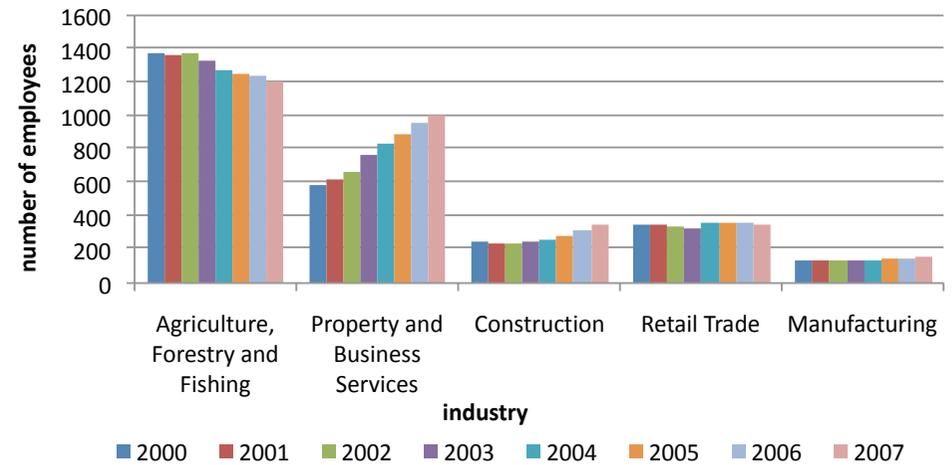
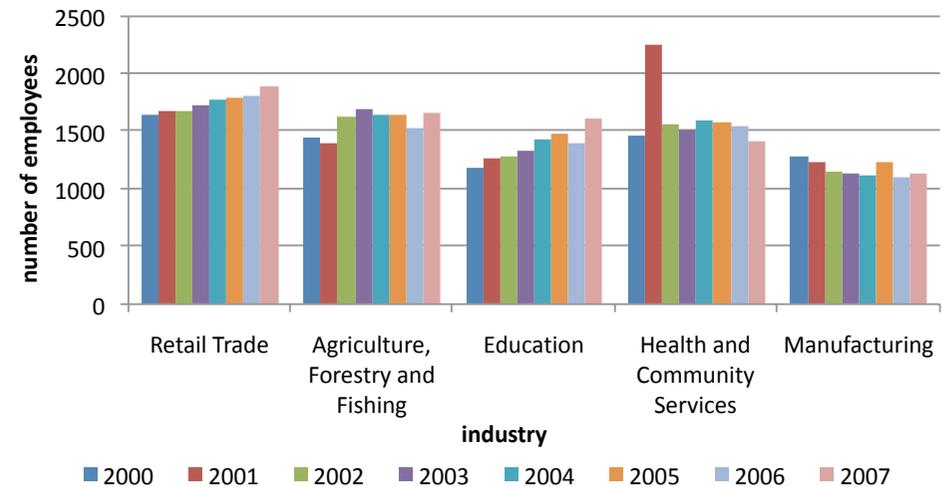


Figure 21: Whakatane District, five biggest industries by number of employees, 2000-2007



Source: Statistics New Zealand



Tourism activity

This indicator measures the number of guest nights a month in commercial accommodation for the Whakatane and Kawerau districts.

The number of guest nights is used to indicate the growth in popularity of the district as a visitor destination.

Visitors to the district make an important contribution to the local economy by generating economic activity and creating employment.

As shown by Figure 22 the number of guest nights is seasonal, peaking in the summer months and dipping during winter. January was consistently the busiest period showing typically 70,000–90,000 guest nights per month compared to 8,000–10,000 for July. While there is a clear seasonal variation the trend line indicates that the average number of guest nights a month has increased from 1998 to 2008.

The average length of stay, as shown in Figure 23, is also seasonal with guests typically staying for more than four days in January, and fewer than two days in July. Over the entire period the average length of stay for guests to Whakatane and Kawerau districts is 2.23 days. This compares to a national average of 1.90 days. Unlike the number of guest nights, the average length of stay for guests to Whakatane and Kawerau shows a decreasing trend from 1998 to 2008.

Figure 22: Whakatane and Kawerau Districts, monthly guest nights, January 1998–December 2007

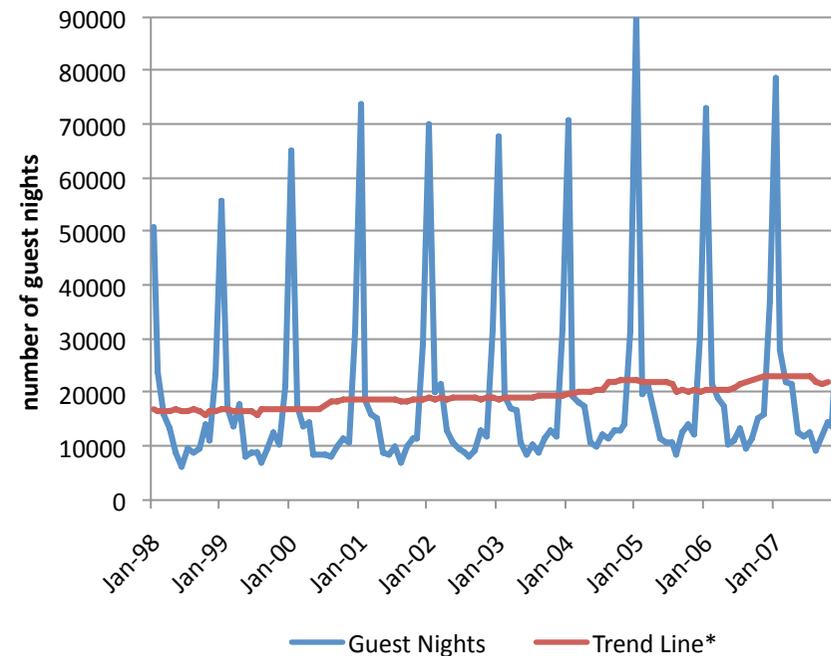
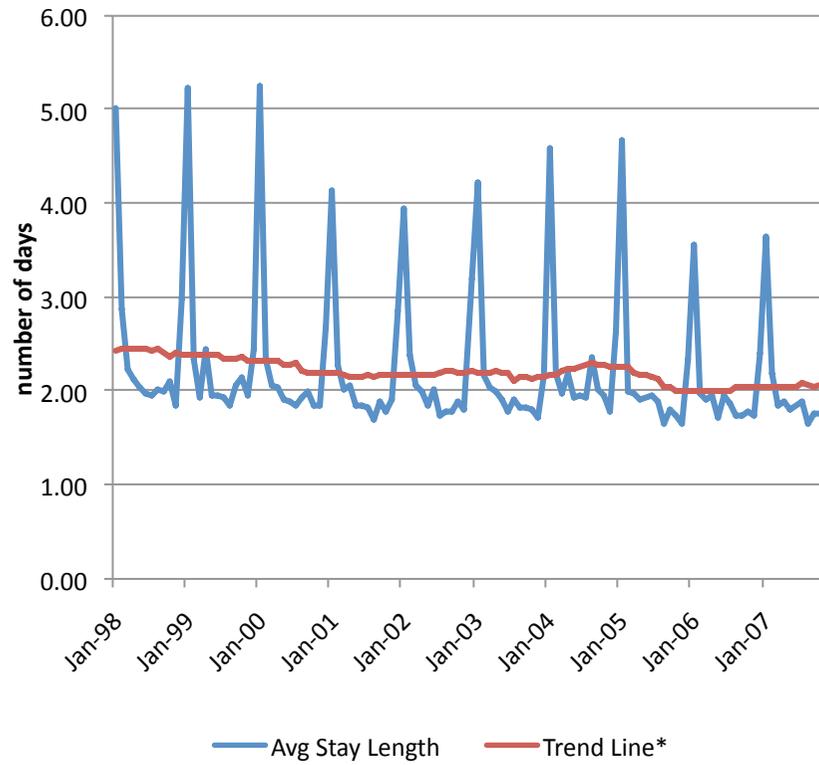


Figure 23: Whakatane and Kawerau Districts, guests' average length, January 1998-December 2007



*Trend based on average over 12 months
 Source: Statistics New Zealand



Employment and unemployment

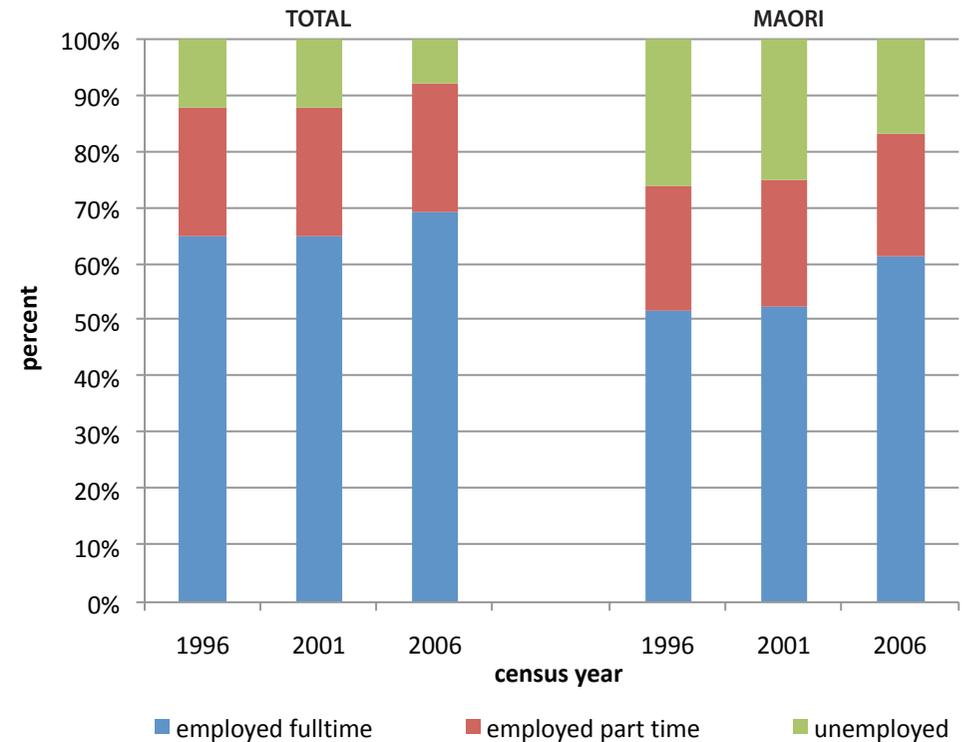
This indicator looks at the levels of employment and unemployment in the Whakatane District.

Paid employment is a major factor determining personal income, which in turn determines the ability of households to purchase goods and services. It also affects health, housing, education and community safety outcomes, and can contribute to people's sense of belonging in their community. Trends in employment and unemployment also reflect the level of economic activity, skill levels and social policies.

Figure 24 shows the proportion of the total labour force that is employed fulltime or part-time and the proportion that is unemployed. In the Whakatane District the proportion of the labour force that was unemployed fell from 12.2% in 2001 to 8% in 2006. The main reason for this trend was an increase in fulltime employment from 65.1% to 69.3% over the same period, while part-time employment grew by just 0.1%.

While higher than that of the total labour force, the level unemployed for Maori in the Whakatane District has also shown a positive trend, decreasing from 24.8% in 2001 to 16.7% in 2006. The proportion of the Maori labour force in part-time employment decreased slightly over that same period while the fulltime employment rate increased from 52.5% in 2001 to 61.5% in 2006.

Figure 24: Whakatane District, employment and unemployment, 1996-2006



“Part-time employed” means working 1-30 hours a week for pay or profit in the context of an employee/ employer relationship or self-employment.
 “Fulltime employed” typically means working 30 or more hours.
 “Unemployed” means being without a paid job and actively seeking work.
 “Labour force” is the total number of employed and unemployed. People who are excluded from the calculation are those not in the labour force including retirees, fulltime parents and family caregivers, students, and people who are out of work but not actively seeking work.

Source: Statistics New Zealand





High Quality, Affordable Infrastructure



What's in this chapter?

- Roading infrastructure
- Road crashes
- Level of bus services
- Access to telecommunications

Roading infrastructure

This indicator looks at the use of, and investment into, the roading assets of the Whakatane District.

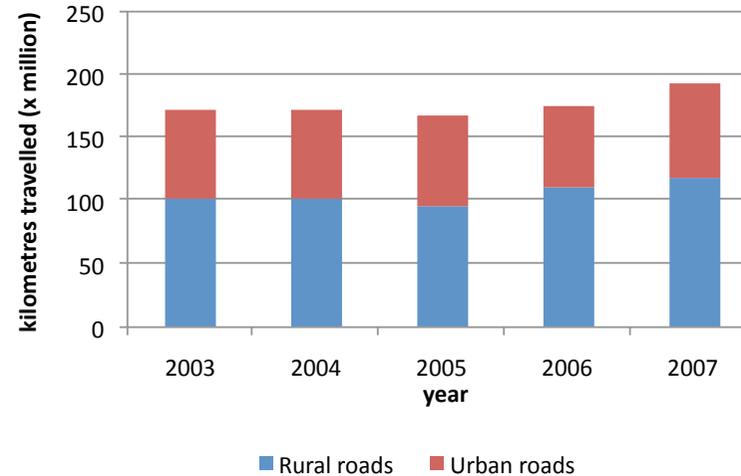
Locally, the rail network and airports provide options for transportation. However, the Whakatane District relies, to a large degree, on the roading network. The maintenance of a safe, efficient and effective road transport network is integral to the social and economic well-being of the district. People need to travel to obtain employment, education, social and recreational opportunities, as well as to gain access to goods and services.

VKT (Vehicle Kilometres Travelled) is the total annual vehicle kilometres travelled in an area on local roads* and is a measure of the level of use of roading assets. The use of road assets in the Whakatane District has increased from 2003 to 2006. In 2003, 171.4 million kilometres were travelled on local roads. This increased to 193.7 million kilometres in 2007. Most of this increase was from 2006 to 2007 and on rural roads rather than urban roads.

* Local roads do not include the national state highway network.

Smooth Travel Exposure measures the proportion of VKT in a year that occurs on 'smooth' sealed roads and indicates the ride quality experienced by motorists. A 'smooth' road is one smoother than a predetermined roughness threshold. As shown by Figure 26, smooth travel exposure for all sealed roads in the Whakatane District show little change from 2000 to 2007 and scores consistently higher than the average for New Zealand territorial authorities.

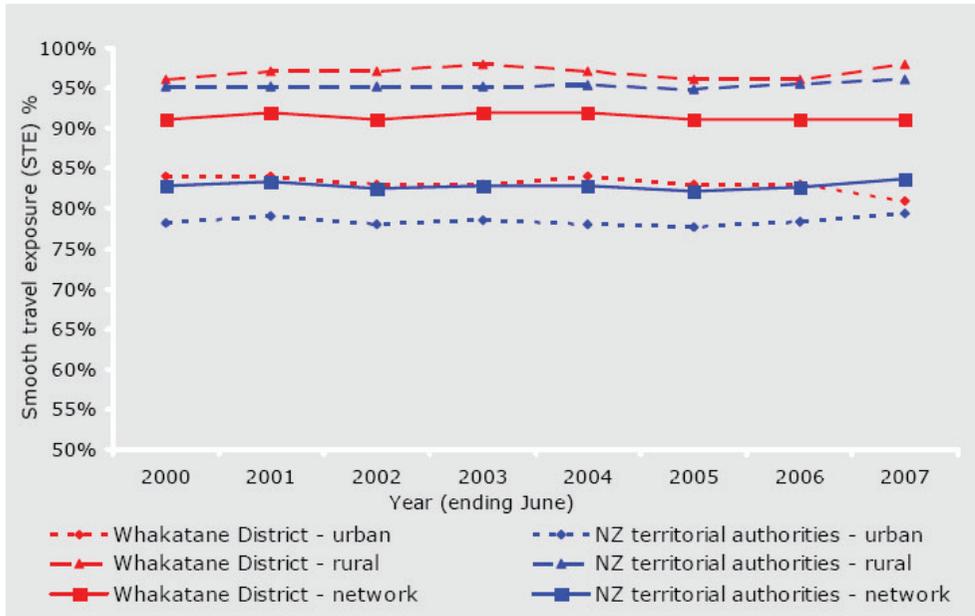
Figure 25: Whakatane District, vehicle kilometres travelled on local roads, 2003-2007



Did you know: In 2006/07 the local roading network of the Whakatane District comprised 900 kilometres of road, of which 683 kilometres was sealed.



Figure 26: Whakatane District, smooth travel exposure for all sealed roads



In the 2006/07 year about \$16.9 million was spent on our roading assets. The Whakatane District Council provided 61% of the investment into these assets with the remaining contribution coming from subsidies, mainly from Land Transport New Zealand. Of this investment in the 2006/07 year, about 30% was spent on improvements with the remainder largely used for maintenance of the existing network.

Source: Land Transport New Zealand
Whakatane District Council



Road crashes

This indicator measures the number and severity of road crashes in the Whakatane District. The casualty data encompasses casualties to the driver, passenger, motorcyclists, pedestrians, pedal cyclists and other road users.

Motor vehicle crashes are a major cause of premature death, especially among young adults. Deaths, injuries and disability resulting from motor vehicle crashes have serious consequences and costs for individuals, families and communities, other road users, emergency service providers, health workers and others.

The indicator is affected by many different factors such as roading conditions, vehicle standard, enforcement, education, weather conditions and drivers' attitudes and behaviour.

As shown by the graph, the total number of crashes resulting in injury shows a declining trend from 2003 to 2006, but 2006 figures are still higher than those of 2001.

The annual number of traffic injury crashes on Whakatane District roads increased from 30 injury crashes per 10,000 people in 2001 to 37 in 2006. Much of the increase was due to minor injury crashes rather than serious or fatal injury crashes. Injury crashes in the district during 2006 totalled 124 of which eight included fatalities, 23 resulted in serious injuries and 93 resulted in minor injuries.

Key road safety issues for the district include poor observation, drink-driving, speed, and the misuse, and lack of use, of restraints and helmets.

Figure 27: Whakatane District, rate of road crashes resulting in deaths and injury, 2001-2006

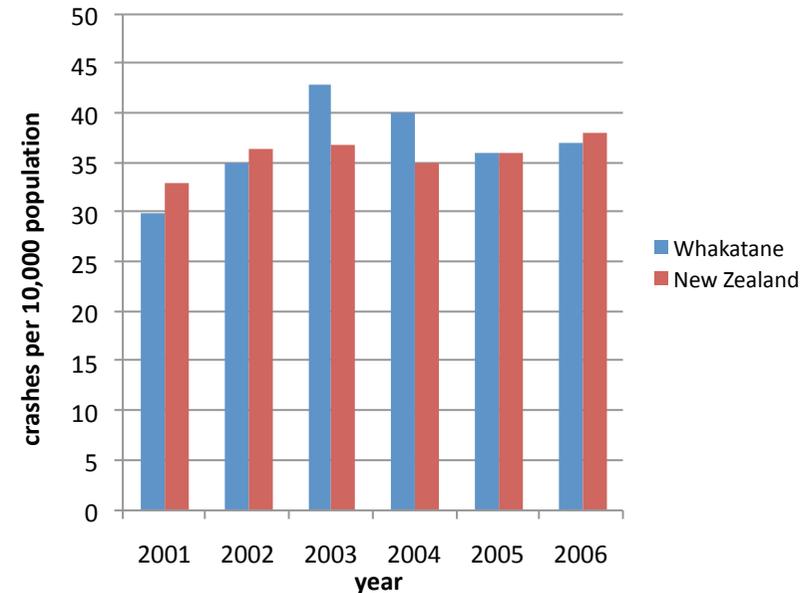
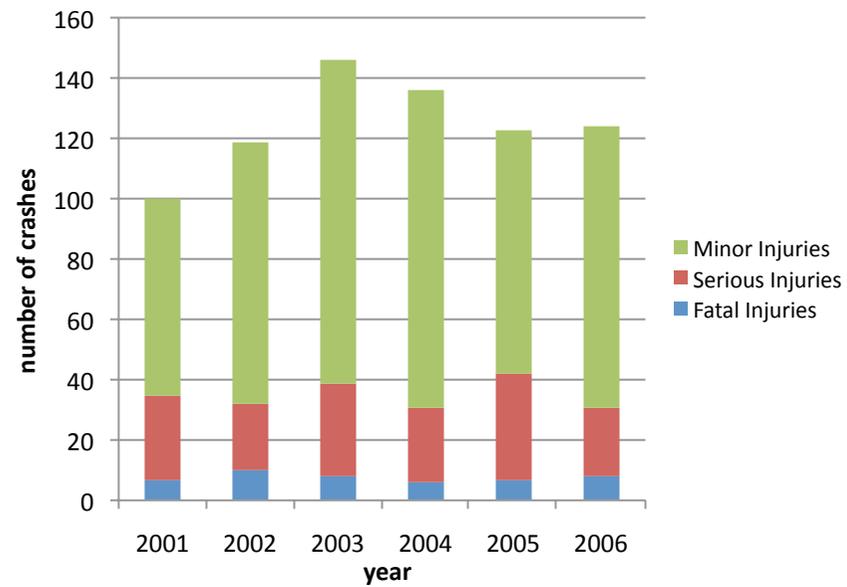


Figure 28: Whakatane District, number of road crashes resulting in minor, serious and fatal injuries, 2001-2006



Source: Land Transport New Zealand



Level of bus services

This indicator measures the accessibility and use of bus services in the Whakatane District.

The availability and use of bus services has many benefits. This includes cost savings over the use of private transport, increased mobility for those without access to private transportation, and reduced environmental impact of travelling.

Local and regional bus services are managed and subsidised by Environment Bay of Plenty. Current routes in the district, shown by Figure 29, allow access to nine centres including; Whakatane, Ohope, Awakeri, Matata, Edgecumbe, Murupara, Te Teko, Waimana and Taneatua. According to Environment Bay of Plenty, in 2007, 14.98% of the Eastern Bay of Plenty population lived within 500m of a bus stop. However, the level of service at each of those stops varies in terms of the frequency and timing of the bus run.

According to the 2006 Bay of Plenty Community Outcomes Survey, respondents from the Eastern Bay of Plenty were least likely to agree that public transportation is convenient compared to other areas of the Bay of Plenty Region. In the Eastern Bay of Plenty 8.3% of respondents agreed that public transportation was convenient, compared to a regional average of 36%.

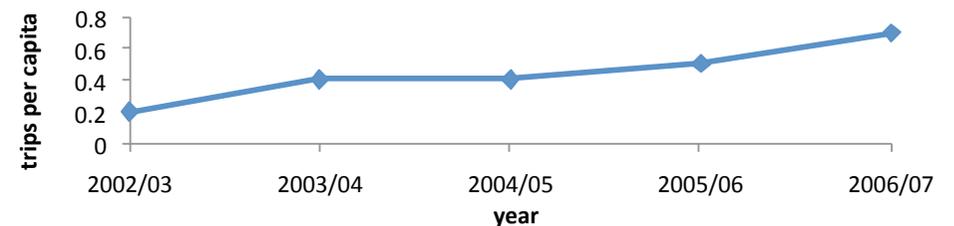
As shown by Figure 30, the use of bus services in the Whakatane District has experienced a steadily increasing trend. In 2002/03 there was an average of 0.2 trips per person across the district and by 2006/07 this increased to 0.7 trips per person.

In addition to local and regional services, inter-regional services are provided by Intercity and Naked-bus. Connections into and out of the district and region are available on most days of the week.

Figure 29: Whakatane District, regional bus services, 2007/08



Figure 30: Whakatane District, number of bus trips per capita, 2002/03-2006/07



Source: Environment Bay of Plenty



Access to telecommunications

This indicator measures access to telecommunications including mobile phones, telephones, fax and internet.

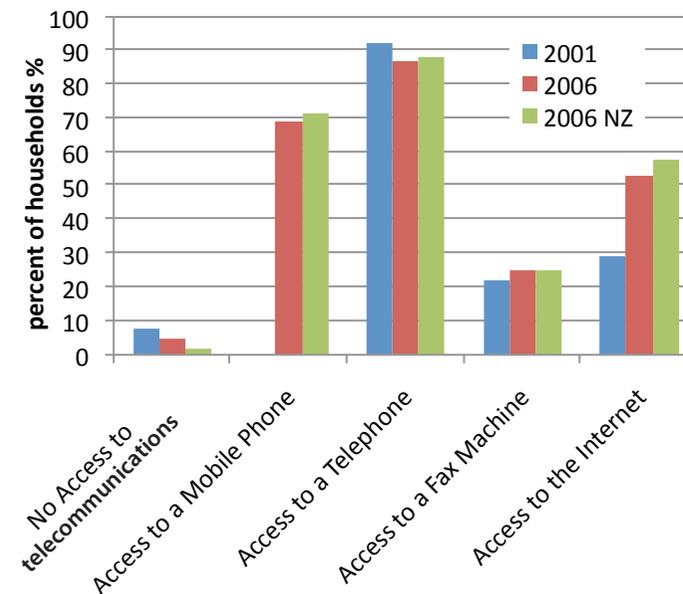
Communicating with others is fundamental to a strong and healthy society. Electronic communication can facilitate social interaction and lifelong learning and overcome mobility barriers to participation.

Overall, telecommunication access for households improved in the Whakatane District from 2001 to 2006. In 2001, 8% of Census respondents indicated they had no access to telecommunications. This improved to 5% in 2006 but was still under the national figure at just under 2%.

The level of access to telecommunications varied greatly in different areas of the district. In Ohope, Coastlands and Otakiri only 1% of the population had no access to telecommunications at the time of the 2006 Census. For Murupara this was much higher at 15% while for Matahina-Minginui and Waimana this was 14%.

In 2006, household access to a mobile phone was included as a Census question for the first time. In the Whakatane District, 69% of households indicated they had access to a mobile phone compared to a national figure of 74%. From 2001 to 2006 household access to the internet increased from 29% to 53% but was still under the New Zealand figure of 61%. Household access to a fax machine improved marginally for the district over the same period. Access to a telephone was the only form of telecommunications that did not improve within the district with a decline from 92% to 87% over the period 2001 to 2006.

Figure 31: Whakatane District, access to telecommunications, 2001-2006



Source: Statistics New Zealand



Strong, Transparent and Open Leadership



What's in this chapter?

- Voter turnout
- Inter-sectoral partnership
- Understanding of decision-making
- Confidence in decision-making

Voter turnout

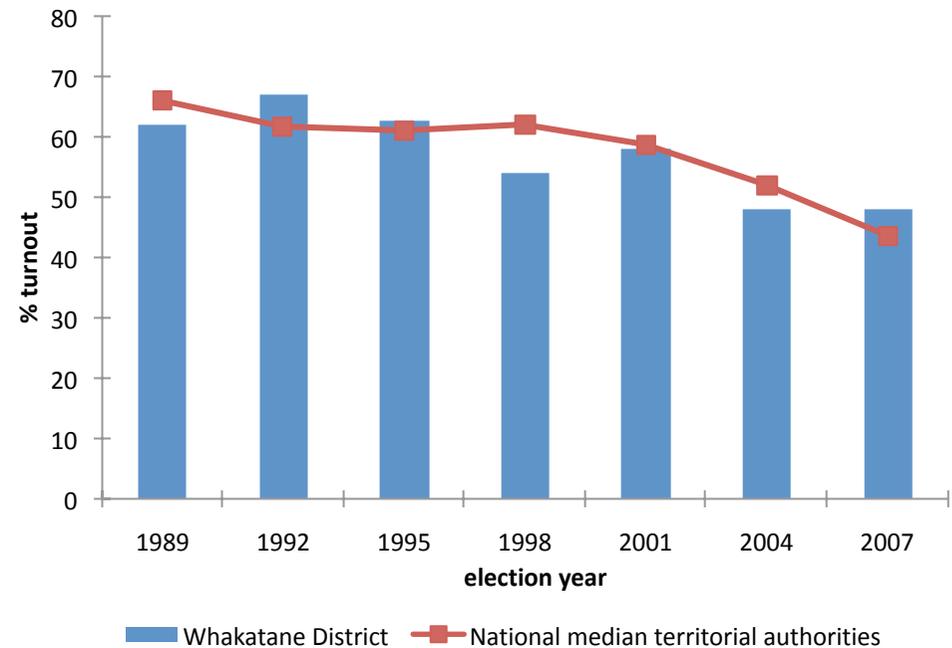
This indicator measures voter turnout for local authority elections. These elections include the selection of representatives for relevant local councils, regional councils and district health boards.

Local authority elections throughout New Zealand are held every three years. The most recent elections were held in October 2007. Our communities are built on the principle of democracy. Voting in a democracy is a fundamental role and responsibility of citizens. It is the main way in which people can express their political will, and strong voter turnout is a key to effective governance. Local authority elections provide residents of the district with an opportunity to influence key decision-making about their local communities.

Figure 32 shows the proportion of eligible electors in the Whakatane District who cast ballots in each election from 1989 to 2007.

This shows the voter turnout for local authority elections has gradually declined from 62% in 1989 to 48% in 2007. This reflects the nationally declining trend in voter turnout. In the most recent elections (2007), voter turnout was 48% for the Whakatane District compared to a national median for territorial authorities of 44%.

Figure 32: Whakatane District, local body elections voter turnout, 1989-2007



Source: Ministry of Social Development



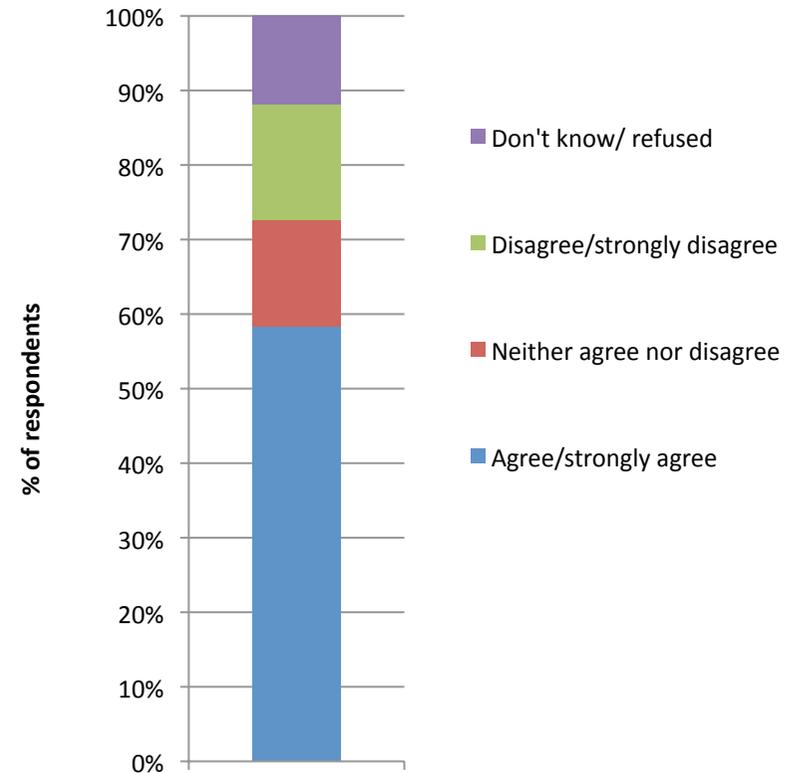
Inter-sectoral partnerships

This indicator looks at the community's perception of whether local and central government as well as non-government agencies are getting better at working together.

To make significant progress towards achieving community outcomes, cooperation among government and non-government sectors is essential. Through partnerships, local government, central government and non-government sectors can improve efficiencies and effectiveness to benefit their organisations and ultimately improve the quality of life.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent to which they agreed or disagreed that the way business, local government, education and not-for-profit organisations work together is improving in the district. Figure 33 shows that about 59% of respondents indicated they agreed or strongly agreed, 14% were neutral and 15% disagreed or strongly disagreed.

Figure 33: Eastern Bay of Plenty, perception of government and non-government sectors getting better at working together, 2006



Source: Bay of Plenty Community Outcomes Survey 2006



Understanding the decision-making process

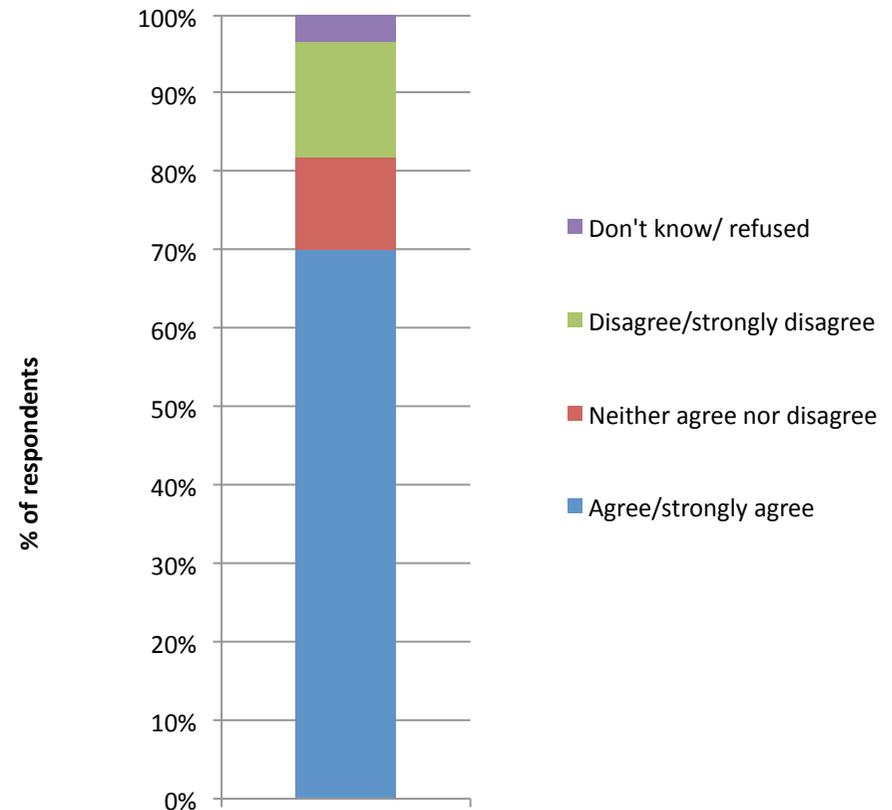
This indicator looks at the community’s understanding of local political decision-making processes.

The community needs to understand how local councils make decisions. This enables the community to be actively involved in the process, and provide input to decisions that are important to them. This understanding can also help us work to remove barriers that limit people’s ability to exercise their right to participate in decision-making.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent to which they agreed or disagreed that they understood how their local council makes decisions.

As shown by Figure 34, about 70% of respondents from the Eastern Bay of Plenty indicated they agreed or strongly agreed that they understood how their local council makes decisions. This compares to an average of 53% for the remaining areas of the Bay of Plenty region. In the Eastern Bay of Plenty 15% of respondents disagreed or strongly disagreed, while 12% neither agreed nor disagreed.

Figure 34: Eastern Bay of Plenty, understanding of local decision-making, 2006



Source: Bay of Plenty Community Outcomes Survey 2006



Confidence in decision making

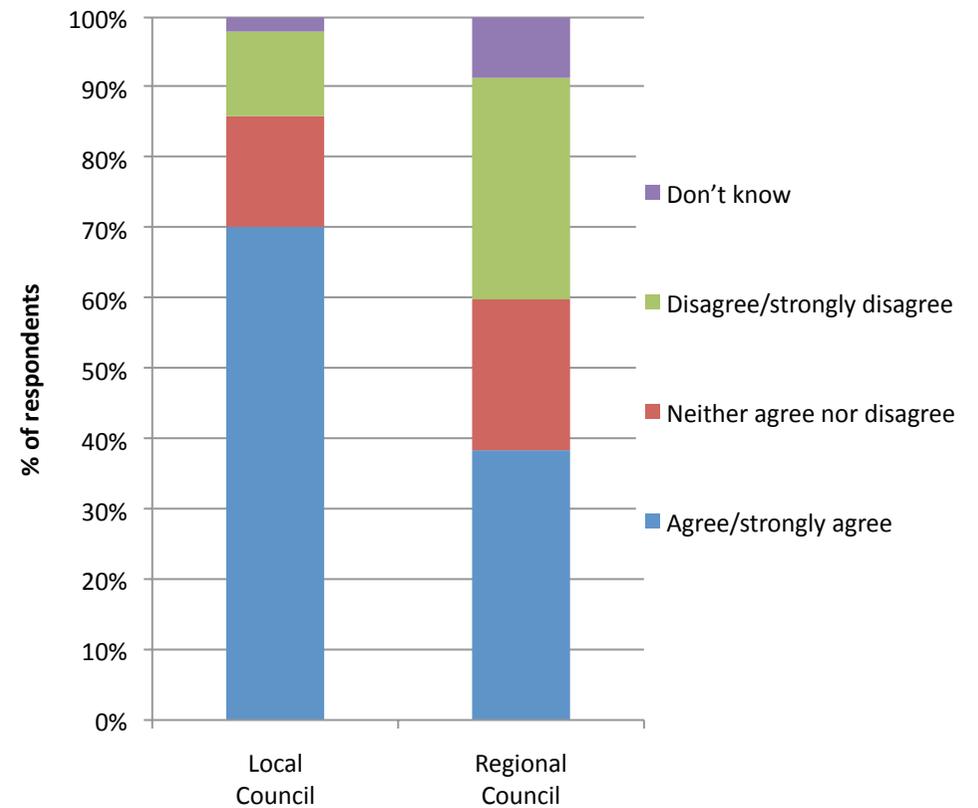
This indicator looks at the community's confidence in council decision-making processes.

Local authorities are responsible for making decisions on behalf of their communities, helping to shape the district or region and to make progress towards achieving community outcomes. Because of the community's vested interest, trust and confidence are important in the decision-making processes of the district and the region.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent to which they agreed or disagreed that they had confidence that their local council and the regional council makes decisions that are in the best interests of the area.

About 70% of respondents from the Eastern Bay of Plenty agreed or strongly agreed that they had confidence in the decision-making of their local council. This compares with 38% for the regional council.

Figure 35: Eastern Bay of Plenty, confidence in council decision-making, 2006



Source: Bay of Plenty Community Outcomes Survey 2006



Education and Training Opportunities for All



What's in this chapter?

- Level of educational attainment
- Education reflects cultural heritage
- Level of industry training

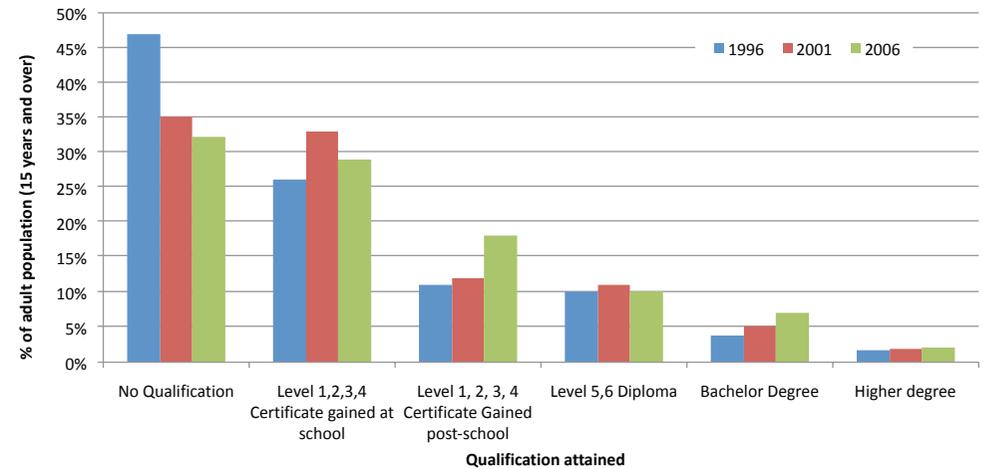
Level of educational attainment

This indicator shows the level of educational attainment gained by the population aged 15 years and over.

Higher educational attainment, in terms of recognised qualifications, is associated with a range of positive outcomes, including better income, employment and health. As the requirements for many jobs and the expectations of employers are rising, education that provides the necessary skills and knowledge has become essential for full participation in society and for a productive workforce. Education also contributes to an expansion of scientific and cultural knowledge. A population's educational levels are positively related to economic growth rates and to a country's capacity to provide its citizens with a high standard of living.

Whakatane's population is showing a positive trend in the level of educational attainment. The proportion of the adult population (aged 15 years and over) with no qualification has decreased from 47% in 1996 to 32% by 2006. The main correlating increase in the level of educational attainment included the proportion of the population gaining level 1, 2, 3 or 4 certificates post-school and those gaining bachelor degrees.

Figure 36: Whakatane District, highest level of educational attainment, 1996-2006



Source: Statistics New Zealand



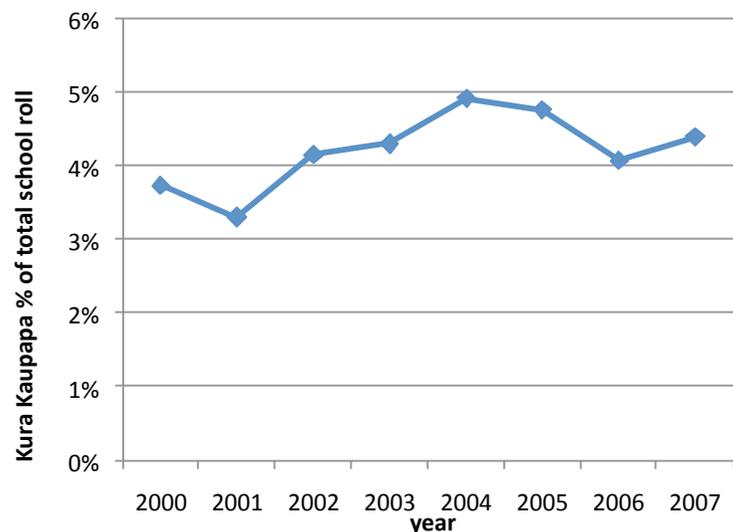
Education reflects cultural heritage

This indicator looks at the level of Maori participation in education services and includes enrolment in Kura Kaupapa Maori schools as well as Maori representation on school Boards of Trustees.

Active participation by Maori in planning, development and delivery of education services will ensure that those services are appropriate and effective for Maori.

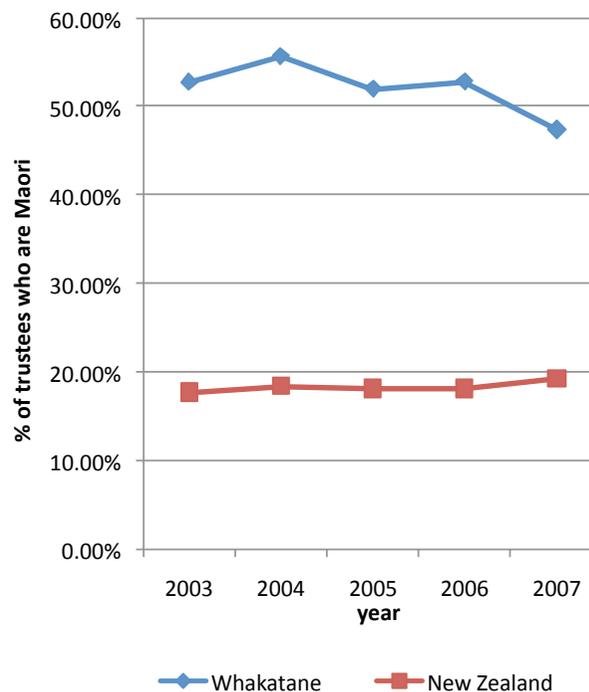
A Kura Kaupapa Maori school is a State school where lessons are taught in the Maori language. In 2007, the Bay of Plenty region had 12 Kura Kaupapa schools, including four in the Whakatane District. The proportion of all students enrolled in Kura Kaupapa schools in the Whakatane District increased from 3.72% in 2000 to 4.39% in 2007.

Figure 37: Whakatane District, rate of enrolment in Kura Kaupapa Maori schools, 2000-2007

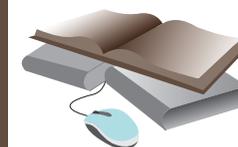


Maori representation on Boards of Trustees is one key mechanism for participation. Boards of Trustees of State and State-integrated schools must hold elections for parent and staff representatives every three years. From 2003 to 2007 Maori representation on Boards of Trustees declined slightly for the Whakatane District but was still about double the national average. In 2007, 47.4% of elected school Boards of Trustee members were Maori compared to a national figure of 19.3%.

Figure 38: Whakatane District, Maori representation on school Board of Trustees, 2003-2007



Source: Ministry of Education



Level of industry training

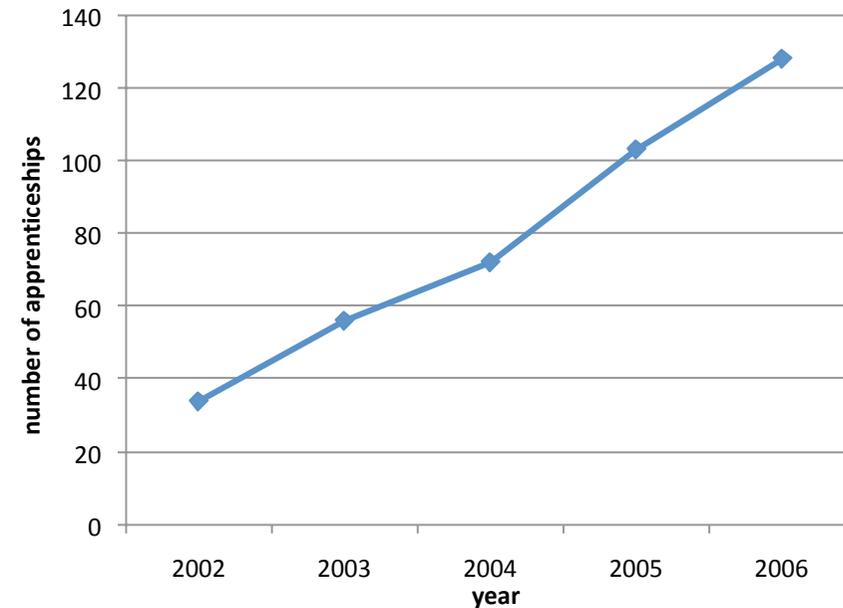
This indicator looks at the number of apprenticeships being undertaken in our district each year.

Industry training (skill development and workplace learning) covers both the traditional trades, but also many new areas in the services, primary industries, manufacturing, retail and government / community services sectors.

Industry training helps young people to gain skills, develop their career paths and to acquire national qualifications while they work. It also provides the opportunity for employers to up-skill their workforce and for industry sectors to make progress towards addressing skill shortages.

Overall the level of industry training being undertaken in our district is experiencing an upwards trend. In 2002, 34 apprenticeships were being undertaken which increased to 131 by 2007. In 2007, motor engineering provided the largest amount of industry training with 36 apprenticeships, followed closely by building and construction with 35 apprenticeships. Other significant industries providing apprenticeships in the Whakatane District were engineering, forest Industries, and painting and decorating.

Figure 39: Whakatane District, number of apprenticeships, 2000-2007



Source: Tertiary Education Commission;
Industry Training Federation



Safe, Caring Community



What's in this chapter?

- Level of crime
- Perception of freedom from crime
- Involvement in community groups and volunteer work
- Youth involvement in decision-making

Level of crime

This indicator looks at the levels of recorded and resolved crime in the Eastern Bay of Plenty Police Area. The Eastern Bay of Plenty Police Area includes the stations at Whakatane, Taneatua, Edgecumbe, Te Teko, Kawerau, Opotiki and Te Kaha. The Murupara station is within the Whakatane District but is within the Rotorua police area.

Crime is a key community concern. Feeling and being safe, secure and free from crime is a basic human right and is a key determinant of the perception of wellbeing and the quality of life in the community.

The level of recorded crime provides some insight into the level of criminal activity. However, recorded crime is also affected by a number of other factors such as the public's attitude or tolerance towards crime, the focus of police activities and campaigns, the willingness of victims to come forward, and changes to policies, procedures and legislation. As well as providing an indication of the level of criminal activity, recorded crime also indicates the workload that is placed on police, the courts and the correctional system.

Crime statistics are broken down by seven categories including violence, sexual crimes, drugs and antisocial crimes, dishonesty, property damage, property abuse, and administrative crimes.*

Overall the level of recorded crime in the Eastern Bay of Plenty Police Area has decreased from 6431 recorded offences in 1998 to 5159 recorded offences in 2007. Major decreases were seen in the categories of 'drugs and antisocial crime' and 'dishonesty' while the number of recorded property damage offences actually increased. Over the entire period 1998 to 2007 the largest category of crime was dishonesty at 53%. This was followed by drugs and antisocial crime at 17%.

Resolved offences represent the numbers of recorded offences where one or more alleged offenders have been identified and recorded. From 1998 to 2007 the level of resolved crime increased from 45% to 58%.

Figure 40: Eastern Bay of Plenty Police Area, level of recorded crime, 1998-2007

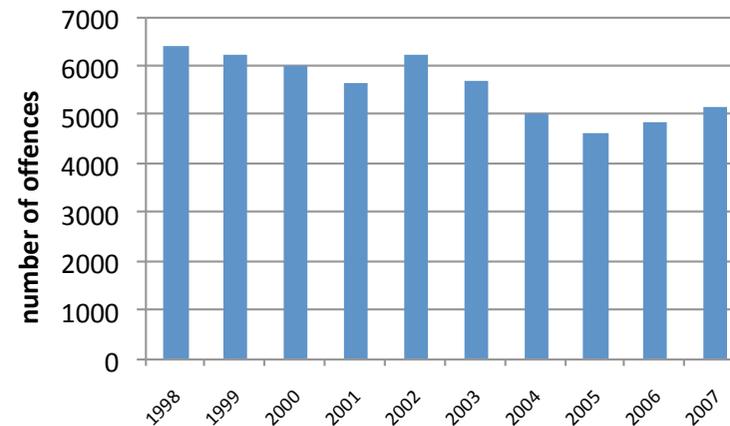


Figure 41: Eastern Bay of Plenty Police Area, level of recorded crime resolved, 1998-2007

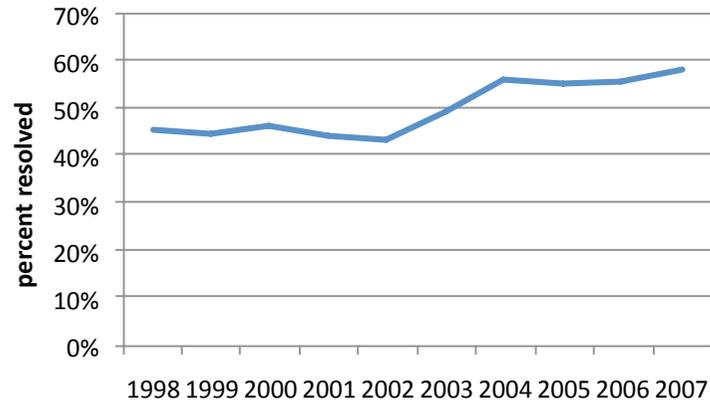
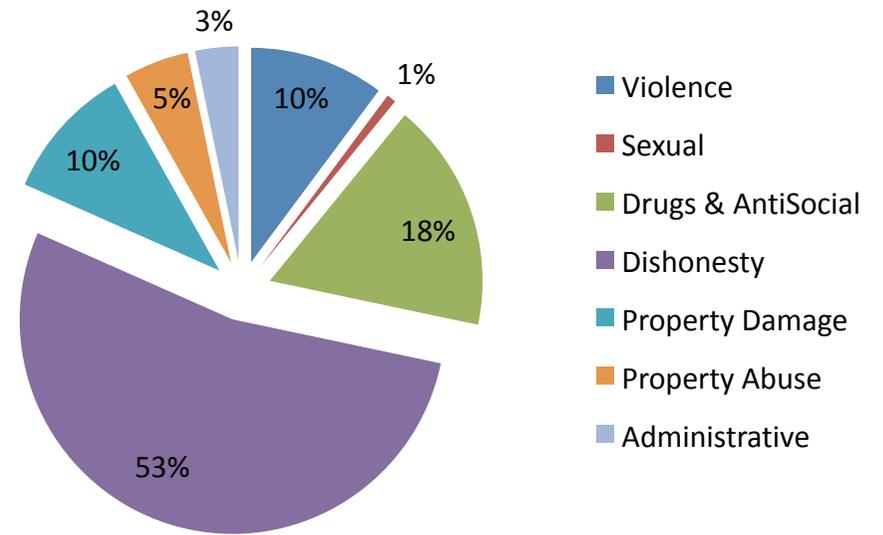


Figure 42: Eastern Bay of Plenty Police Area, recorded crime by type, 1998-2007



* definitions for the types of crime included in each category can be found in the 'Offence Hierarchy' guide on the Statistics New Zealand website: www.stats.govt.nz

Source: Statistics New Zealand; New Zealand Police



Perception of freedom from crime

This indicator measures people's sense of freedom from crime in the Eastern Bay of Plenty.

Perceptions of safety impact on the health and wellbeing of the individual, family and the wider community. If people feel unsafe, they are less likely to talk to their neighbours, use public transport, go out in the evening, use public amenities and generally participate in their communities.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent to which they feel safe in different areas during the day and the same areas during the night. Areas included their own home, local neighbourhood and town centre.

Overall, respondents felt safest during the day with 97% feeling safe or very safe in their own home. This compared to 96% in the New Zealand Quality of Life survey*.

During the night-time, perceptions of safety from crime in the three scenarios all dropped considerably. At night, 84% of Eastern Bay of Plenty respondents felt safe or very safe in their own home. This was lower than the Quality of Life Survey figure of 91%.

At night, 36% of Eastern Bay of Plenty respondents felt safe or very safe walking alone in their local neighbourhood and 26% felt safe or very safe in the town centre. Compared to the Quality of Life Survey, respondents in other areas perceived their cities and towns to be safer with 63% of respondents feeling safe or very safe walking alone in their local neighbourhood at night and 50% in the town centre.

* The New Zealand Quality of Life Survey focuses on 12 city based territorial authorities. Almost 56% of the total population of New Zealand lives in these cities.

Figure 43: Eastern Bay of Plenty, daytime perception of freedom from crime, 2006

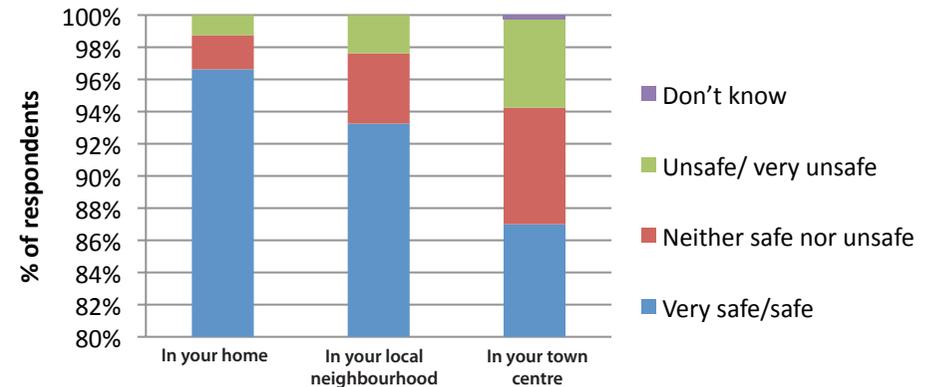
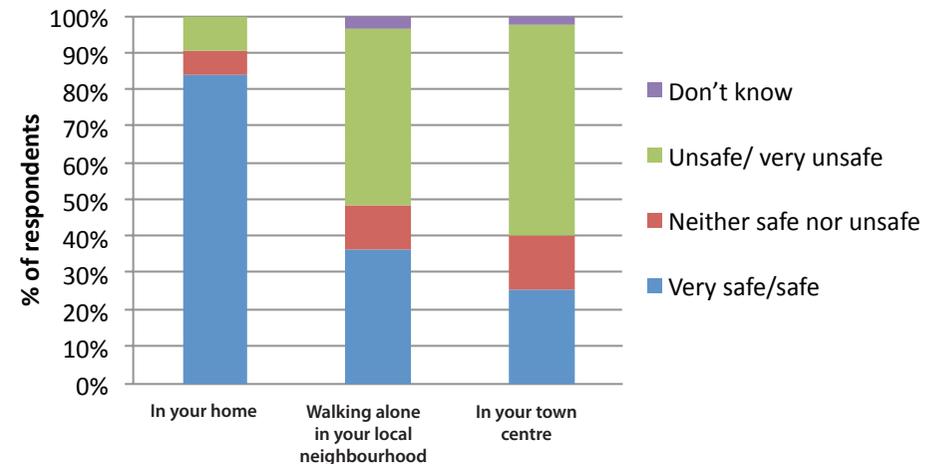


Figure 44: Eastern Bay of Plenty, night-time perception of freedom from crime, 2006



Source: Bay of Plenty Community Outcomes Survey 2006
New Zealand Quality of Life Survey 2006



Involvement in unpaid work

This indicator shows the number of people aged 15 years and over who participate in unpaid work.

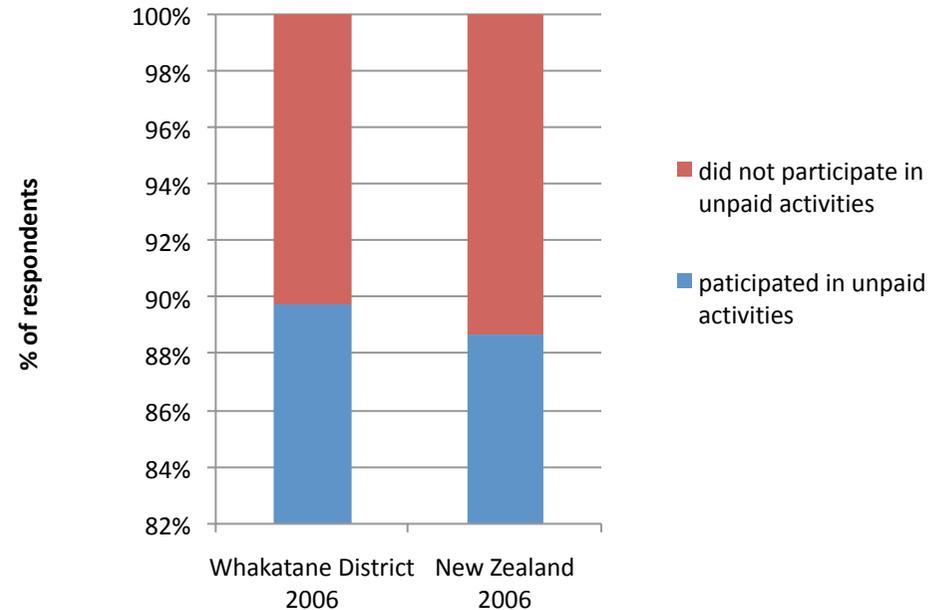
Participation in unpaid work, whether it be within one's household or outside of one's own home, is an important measure of social cohesion. It indicates a person's willingness to 'give something back' to the community and contribute to the common good. It may also provide an important source of social contact and sense of belonging for some.

Participation in unpaid work is measured in the Census and takes into account any unpaid work in the four weeks before Census night. It includes unpaid work that occurs within and outside the household, and other voluntary work through an organisation, group or marae. Due to differences in the Census question from 2001 to 2006, data is not directly comparable between these years. As such, Figure 45 shows 2006 data only.

The majority of the Whakatane District adult community (aged 15 years and over) participated in some form of unpaid work in the four weeks preceding the 2006 Census. This figure was about 90% for the Whakatane District, compared with 89% for New Zealand as a whole.

The largest proportion of unpaid work, 87% of respondents, was within the home and includes household work, cooking, repairs, and gardening. This was followed, at 36%, by looking after a child who is a member of that household. About 20% of respondents were involved in looking after a child who did not belong to their household, 11% were involved in helping someone who was ill or had a disability but was not part of their own household and 21% were involved in volunteer work for or through an organisation, group or marae.

Figure 45: Whakatane District, participation in unpaid work, 2006



Source: Statistics New Zealand



Youth involvement in decision-making

This indicator looks at the involvement of youth in decision-making in the district.

Young people, aged 15 to 24 years, make up 12% of the population in the Whakatane District. However, there is a noticeable migration of youth away from the district, particularly in the 20-24 year age group.

By listening and responding to young people and effectively involving them in decision-making processes, we can seek to ensure that young people develop the skills and attitudes they need to take part in society now, and in the future. It also allows us to ensure that the provision of recreational, social and cultural spaces and activities recognise the diversity of youth.

Whakatane District Council adopted a youth policy in March 2007 covering youth between the ages of 12 to 24. The policy sets out how the council will work with youth. An action plan is included in the policy covering the period 2006-2009. As part of the action plan, the council formed a new Youth Council replacing the previous Whakaaro Rangatahi - Whakatane Youth Council.

The Whakatane Youth Council has 16 members and meets on a regular basis. This includes six formal meetings and numerous other meetings each year. The new Youth Council has been involved in a number of activities including;

- debating youth issues
- participating in local media
- being involved in Council decision-making process
- planning youth events.

Figure 46: Whakatane Youth Council, 2008



Whakatane Youth Council with Whakatane District Councillor Jacob Te Kurapa and the Minister of Youth Affairs Hon Nanaia Mahuta, 2008.

Source: Whakatane District Council



Healthy People and Quality Housing



What's in this chapter?

- Housing affordability
- Life expectancy
- Low birth-weight babies
- Main causes of injury
- Rates of smoking, drinking and obesity
- Barriers to medical care

Housing affordability

This indicator looks at the level of housing affordability in the Eastern Bay of Plenty.

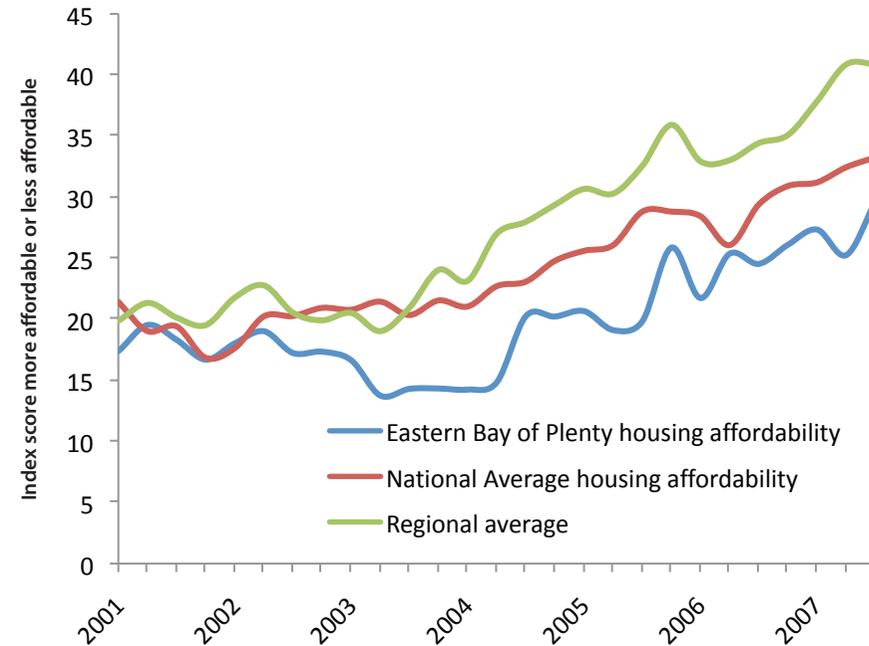
Affordable housing is an important factor in people's wellbeing. High housing costs relative to income are often associated with severe financial difficulty, and can leave households with insufficient income to meet other basic needs such as food, clothing, transport, medical care and education.

Housing affordability has been assessed using the Massey University index which compares the average weekly earnings with the median dwelling price and the mortgage interest rate. The earnings figure represents the money available to the family, or household unit. The median dwelling price, combined with the mortgage interest rates, provide an indicator of the expense involved in owning a house. The index provides a score whereby the lower the number, the more affordable housing is. The index allows comparison of housing affordability both over time and with the national average.

As shown by the graph, the housing affordability scores for the Eastern Bay of Plenty have climbed from 2001 to 2007. This means that housing has become less affordable over that period. According to the index, houses in the Eastern Bay of Plenty are more affordable compared to the region and the nation.

In the Eastern Bay of Plenty the median house price rose from \$149,000 in the first quarter of 2001 to \$275,000 in the first quarter of 2007, a growth of 84%. In comparison, the average weekly income rose from \$602 to \$875 over the same period, a growth of only 45%. Interest rates for those same quarters were 7.01% in 2001 compared with 8.71% in 2007.

Figure 47: Whakatane District, housing affordability index, 2001-2007



Sources: Massey University housing affordability index



Life expectancy

This indicator looks at the life expectancy at birth for the Whakatane District.

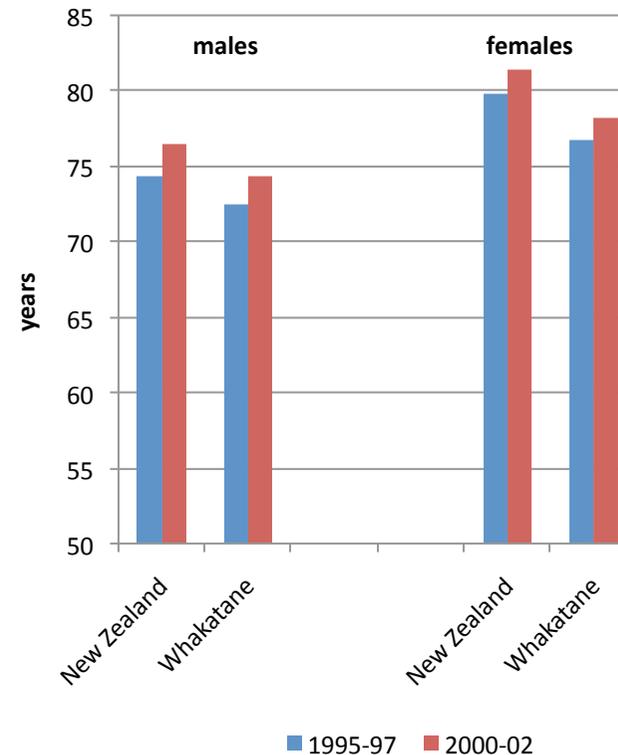
Life expectancy is a key indicator of the general health of the population. Improvements in overall life expectancy reflect improvements in social and economic conditions, lifestyle, access to health services and medical advances.

Life expectancy at birth indicates the total number of years a person could expect to live, based on the mortality rates of the population at each age in a given year or period.

Latest estimates at the territorial authority level (2000-02) show that life expectancy at birth was 74.4 years for males in the Whakatane District and 78.2 years for females. This compares to national figures of 76.5 for males and 81.4 for females over the same period.

Life expectancy is improving in the Whakatane District. Male life expectancy has increased by 1.9 years and female by 1.4 years above the 1995-97 figure. Again this trend was outperformed by the national average with male life expectancy increasing by 2.1 years and female by 1.6 years over the same period.

Figure 48: Whakatane District, life expectancy at birth, 1995-97 and 2000-02



Sources: Statistics New Zealand



Low birth-weight babies

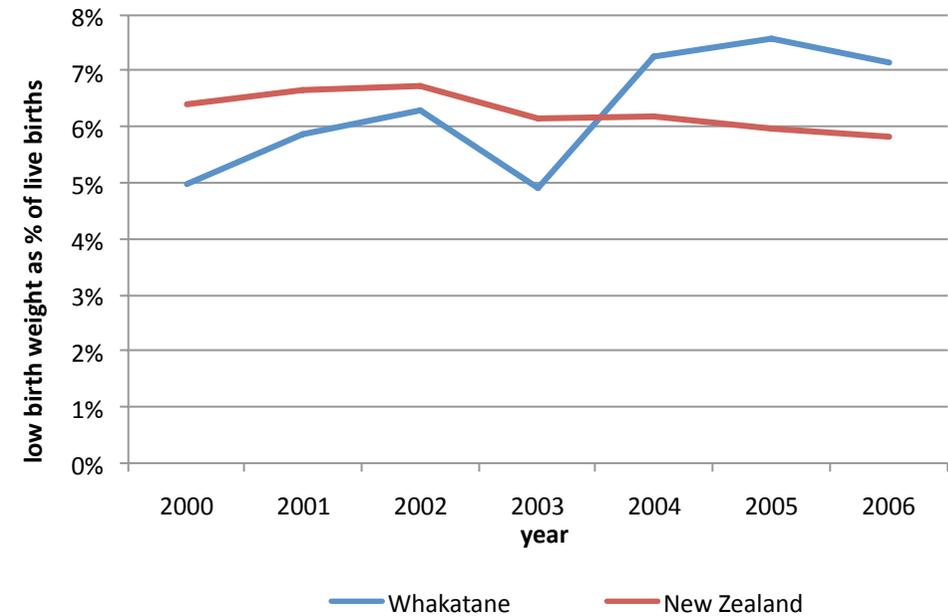
This indicator looks at the rate of low birth-weight babies as a proportion of live births.

A low birth-weight baby is one that weighs less than 2,500 grams (about 5.5 pounds). Low birth-weight babies are at greater risk of death within the first month of life and have an increased risk of illness, disability and health problems in later life.

Birth-weight is affected by the overall health of the mother and her environment. Low birth-weight babies are more common for younger or older mothers, and for first-time mothers. Other risk factors that affect low birth-weight include low socioeconomic status, multiple births, maternal cigarette smoking, alcohol consumption and nutritional status of pregnant women.

As shown by the graph, low birth-weight babies as a proportion of live births for the Whakatane District is increasing. In 2000 the proportion of low birth-weight babies was 4.9%, increasing to 7.1% by 2006. Over the same period the national trend showed a decrease from 6.4% in 2000 to 5.8% in 2006.

Figure 49: Whakatane District, rate of low birth weight babies, 2000-2006



Sources: New Zealand Health Information Service



Main causes of injury

This indicator looks at the leading causes of injury-related hospitalisations and fatalities.

The impact of injury on a person, their family, their friends and the community as a whole can be devastating. The social and economic costs at all levels are also considerable, estimated at \$6-7 billion a year nationally (2003), yet most injuries and their consequences are preventable.

The 2000 to 2003 data for the Whakatane District shows that 35% of all injury-related hospitalisations resulted from falls. Falls were also the leading cause of injury-related hospitalisations across all other local authorities in New Zealand. In Whakatane the second most common cause of injuries resulting in hospitalisations related to motor vehicle traffic at 12%. This was followed by other land transport related injuries at 7%.

The Whakatane District Council had an average annual rate of 14.77 injuries resulting in hospitalisation per 1000 people over the period 2000-2003. This was the fourth highest rate of all 74 local authorities. The lowest rate was for the Banks Peninsula at 7.04 per 1000.

At 44%, suicide was the leading cause of fatalities resulting from injury from 2000 to 2001 in the Whakatane District. This was followed by fatalities resulting from motor vehicle traffic injuries (30%) and assault (7%). Across New Zealand motor vehicle traffic fatalities ranked the highest in 39 out of 74 local authorities while suicide ranked the highest for 26 of the 74 local authorities.

The Whakatane District had an average annual rate of 0.41 injuries resulting in fatality per 1000 people over the period 2000-2003. This placed the Whakatane District 25th out of the 74 local authorities. The lowest rate was for Waimakariri at 0.22 per 1000.

Figure 50: Whakatane District, three leading causes of injury hospitalisation, 2000-2003

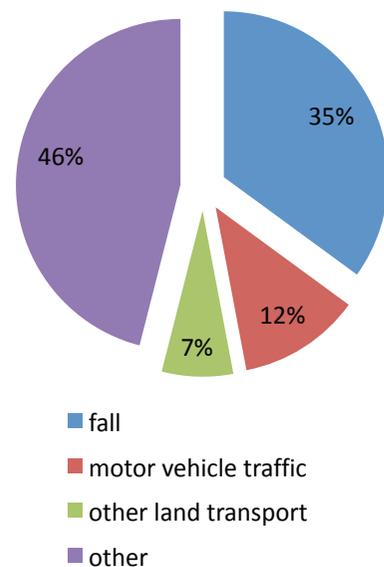
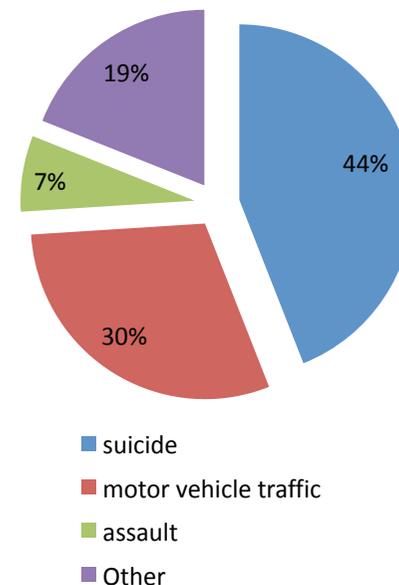


Figure 51: Whakatane District, three leading causes of injury fatalities, 2000-2001



Sources: New Zealand Health Information Service



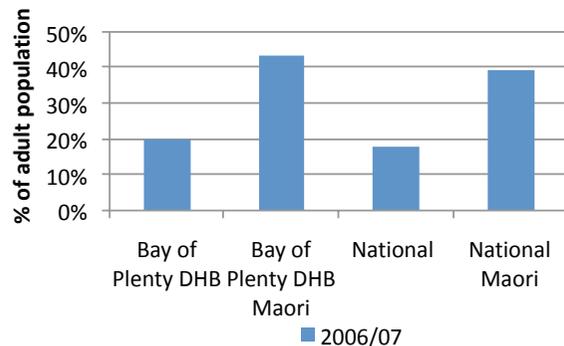
Rates of smoking, drinking and obesity

This indicator looks at the rates of smoking, drinking and obesity in adults (aged 15+) in the area covered by the Bay of Plenty District Health Board. As well as the Whakatane District this includes Tauranga City, Western Bay of Plenty District, Opotiki District and Kawerau District.

Statistics used for this indicator are obtained from the 2002/03 and 2006/07 New Zealand National Health Survey undertaken by the Ministry of Health. The data provided are estimates, rather than actual data, and are compared against national data from the same survey. The margin of error on estimates for the DHB are generally around +/- 4% while national figures are around +/- 2%.

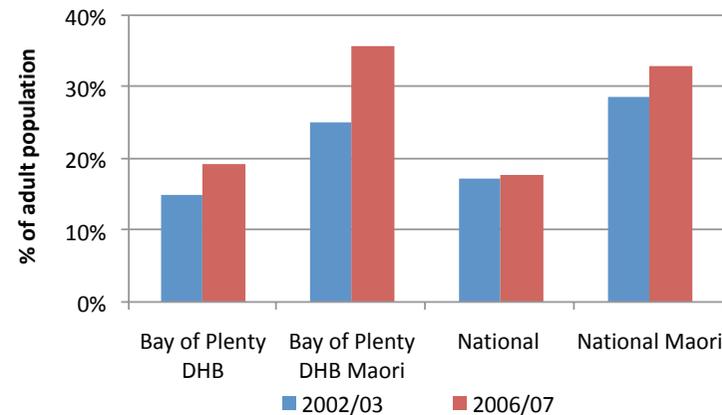
Tobacco smoking is a well-recognised risk factor for many cancers and for respiratory and cardiovascular diseases. Internationally, smoking has been identified as the major cause of preventable death in OECD countries. The rate of adults who were daily smokers was estimated at 20% for the Bay of Plenty in 2006/07. This was higher than the national figure of 18%. The rate of Maori smokers in the Bay of Plenty was 43%, which was again higher than the national figure of 39%.

Figure 52: Bay of Plenty District Health Board, estimated rate of smoking, 2006/07



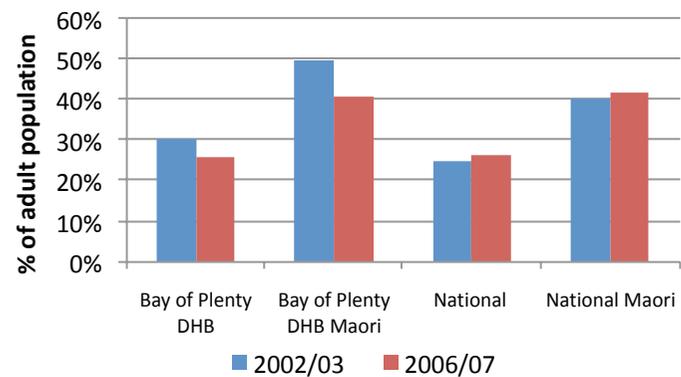
Hazardous drinking is an established pattern of drinking that carries a high risk of future damage to physical or mental health. Hazardous drinking can also have a detrimental effect on family life, general wellbeing and community welfare. Rates of hazardous drinking behaviour for the Bay of Plenty are similar to those for the nation. For the Maori ethnic group, rates were almost twice as high compared to the total population.

Figure 53: Bay of Plenty District Health Board, estimated rate of hazardous drinking, 2002/03-2006/07



Obesity is a risk factor for many chronic diseases including type 2 diabetes, heart disease, hypertension and stroke, gallstones and some cancers. Nutrition-related factors including obesity are major risk factors for causes of death in New Zealand. The most common method for measuring obesity rates for population groups is using the body mass index (BMI) classification. Adults with a BMI of 30 or greater are considered obese. In 2006 the rates of obesity for the Bay of Plenty was estimated at 26% for all adults, and 41% for Maori. This was similar to national figures for the same period with 27% for all adults, and 42% for Maori.

Figure 54: Bay of Plenty District Health Board, estimated rates of obesity, 2002/03-2006/07



Source: Ministry of Health, National Health Survey



Barriers to medical care

This indicator looks at the barriers to accessing health care.

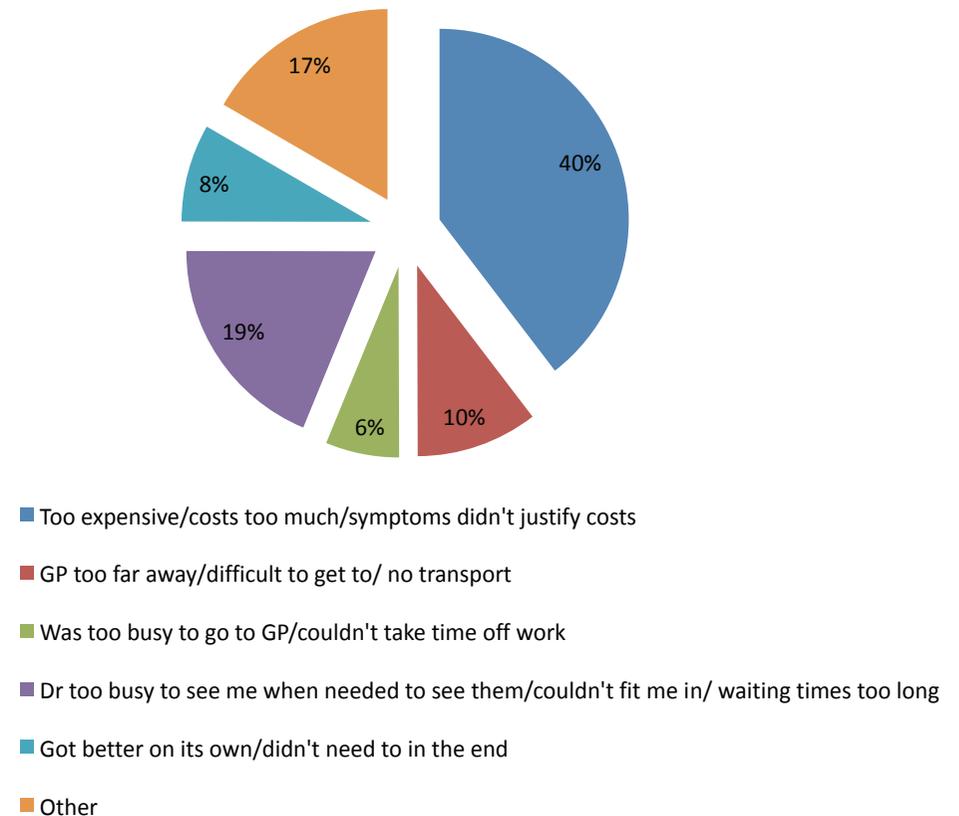
General practitioners (GPs) are part of the front line of primary health care provision. Accessibility to a GP is an important issue in both treatment and prevention of poor health. A lower rate of access to GPs is associated with higher rates of hospitalisation.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents if there had been a time in the past 12 months when they or a member of their household wanted to go to a doctor but didn't, and if so, the reason why?

In the Eastern Bay of Plenty 12.4% of respondents indicated that there had been a time in the past 12 months that they or a household member had wanted to see a doctor but did not.

Where respondents had indicated that they wanted to see a doctor but did not, the main reason, at 40%, was related to the expense involved. This included either that it was considered too expensive or that symptoms did not justify the cost. At 48%, the New Zealand Quality of Life Survey also identified cost as the largest barrier.

Figure 55: Eastern Bay of Plenty, barriers to health care, 2006



Source: Bay of Plenty Community Outcomes Survey 2006;
New Zealand Quality of Life Survey 2006



Diverse, Creative and Active Community



What's in this chapter?

Perception of recreation and leisure opportunities

Number of events

Perception of a culturally diverse arts scene

Te Reo Maori

Historic and archeological heritage

Perception of a culturally diverse arts scene

Perception of recreation and leisure opportunities

This indicator looks at the perception of whether there are recreation and leisure opportunities available for people of the Eastern Bay of Plenty.

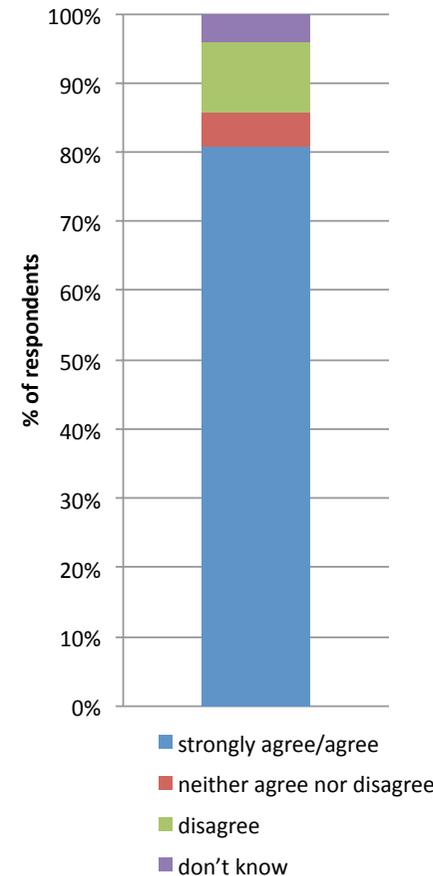
Recreation and leisure play an important role in social wellbeing by providing people with a sense of identity and personal autonomy. Involvement in leisure-time activities adds meaning to individual and community life and contributes to people's overall quality of life. Recreation can encourage personal growth and self-expression and provide increased learning opportunities, satisfying needs not met in people's non-leisure time.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent to which they agreed or disagreed that there was always something to do in their area. Where respondents had disagreed, they were asked the reasons why they had done so.

In the Eastern Bay of Plenty 81% of respondents agreed or strongly agreed that there was always something to do in their area. This compared to an average of 85% for other areas within the Bay of Plenty region.

Just 10% of Eastern Bay of Plenty respondents disagreed that there was always something to do in their area. At 51%, the main reason for this response was that there was nothing on or happening that was of interest to them.

Figure 56: Eastern Bay of Plenty, perception of recreation and leisure opportunities, 2006



Did you know: The Whakatane Information Centre keeps information on clubs and community groups in the district. In 2007 the club register listed 287 sports and recreation clubs, and 44 arts groups.

Source: Bay of Plenty Community Outcomes Survey 2006



Number of feature events

This indicator looks at the number and type of events held each year.

Events make an important contribution to the diversity, vibrancy and identity of the Whakatane District. They also provide opportunities for entertainment and boost the local economy.

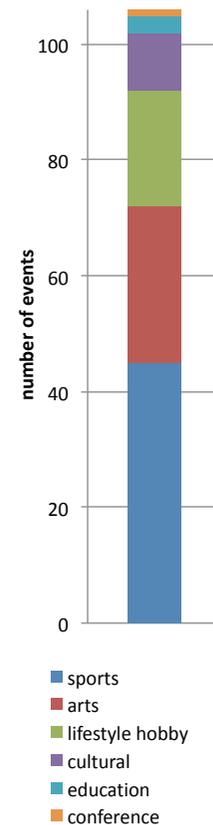
In the Eastern Bay of Plenty, during 2007, there were 106 listings on the events register. This included 45 sports listings, 27 arts listings, 20 lifestyle/hobby listings, 10 cultural listings, 3 education listings and 1 conference. Events are only listed once on the register yet a number of events, such as the Ohope Craft Market, occurred on a regular basis. As such the number of events is higher than the 106 listings on the register. The total combined attendance to all of these events was estimated at 129,000 people.

A few examples of major events that took place in the Whakatane District include:

- Whakatane’s Summer Arts Festival**
 This has been an Anniversary Weekend highlight for over twenty years and includes the Molly Morpeth Canaday Art Award and exhibition, jazz concert and Shakespeare in the Park.
- Whakatane Tuna Tournament**
 The Whakatane Sport Fishing Club runs one of the biggest fishing tournaments in NZ with a prize pool of over \$120,000. The waters of the Eastern Bay are well known sport fishing grounds and the heaviest catches are well over 50kg.
- Whakatane Great Outdoors Monty’s Revenge**
 This multisport event is a day of adventure on one of the most scenic courses in New Zealand taking in seascapes, cliffs, bush and river vistas. Monty’s Revenge is an achievable 57km course that includes run, bike and kayak sections and is open to individuals or teams.

More information about local events can be found on the website www.whakatane.com

Figure 57: Whakatane District, number of event listings, 2007



Source: Whakatane District Council;
Whakatane Visitor Information Centre



Perception of a culturally diverse arts scene

This indicator looks at the community's perception of whether the Eastern Bay of Plenty has a culturally diverse arts scene.

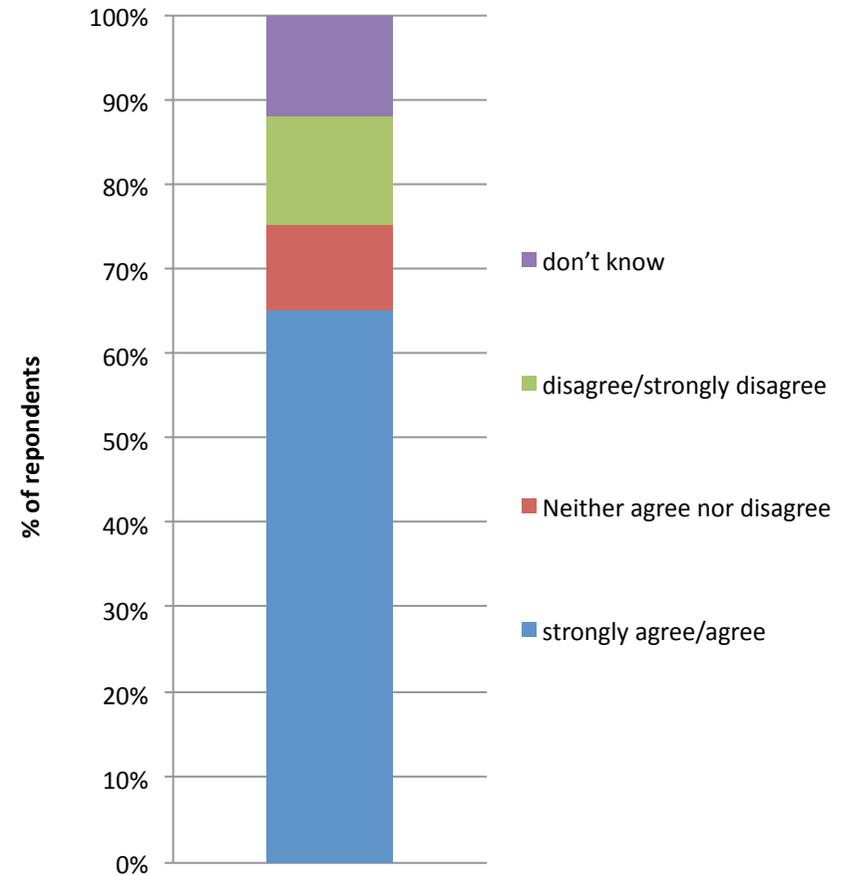
The arts make a strong contribution to community strength and identity and are increasingly recognised for facilitating communication across social, economic, cultural and ethnic groups.

The 2006 Bay of Plenty Community Outcomes Survey asked a sample of Eastern Bay of Plenty residents to rate the extent to which they agreed or disagreed that the area has a culturally diverse arts scene.

In the Eastern Bay of Plenty, 65% of respondents agreed or strongly agreed that the area has a culturally diverse arts scene. This compared to an average of 52% for the remaining areas of the Bay of Plenty region.

Nationally, according to the New Zealand Quality of Life survey, 64% of people agreed or strongly agreed, that their area had a culturally rich and diverse arts scene.

Figure 58: Eastern Bay of Plenty, perception of a culturally diverse arts scene, 2006



Source: Bay of Plenty Community Outcomes Survey 2006



Te Reo Maori

This indicator looks at the proportion of the Maori population that can speak te reo Maori (Maori language) in the Whakatane District.

Te reo Maori is an official language of New Zealand and the indigenous language of the country. Maori language is a central component of Maori culture, and an important aspect of participation and identity. It also forms part of the broader cultural identity and heritage of New Zealand.

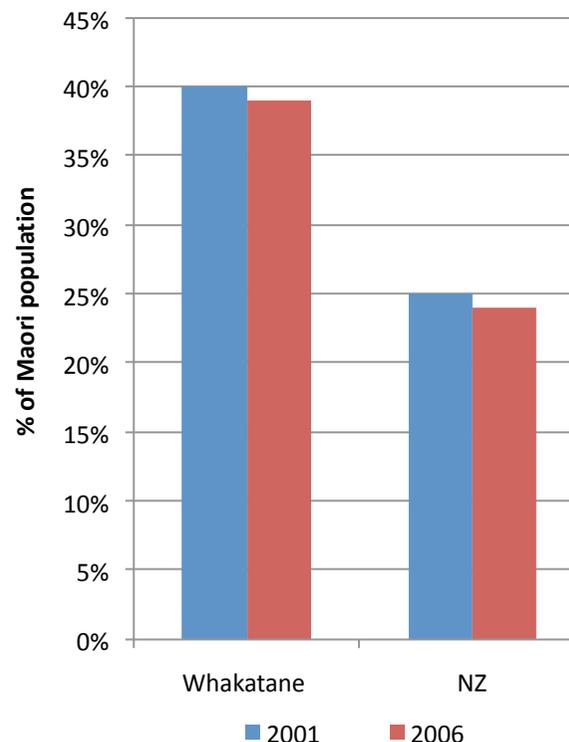
The number of Maori language speakers reduced dramatically during much of the 20th century, particularly following the rapid urbanisation of the Maori population in the 1950s and 1960s. More recently te reo Maori has enjoyed a revival through the work of the Maori Language Commission, Ministry of Education, kōhanga reo (language nest) movement and other iwi, community and government initiatives.

The first national Maori language survey in 1973 estimated the proportion of fluent speakers had fallen to 18%. By the 1996 Census, the proportion of Maori who could hold a conversation in te reo Maori had risen to 25% and was still at that level in 2001.

At a local level, within the Whakatane District, the number of speakers has increased between 2001 and 2006. Although there has been an increase in the number of people who speak te reo, the Maori population had grown by a greater number and so the proportion of Maori language speakers recorded in the Census declined slightly from 40% in 2001 to 39% in 2006.

Did you know: Te reo Maori was recognised as an official New Zealand language under the Language Act in 1987.

Figure 59: Whakatane District, proportion of Maori population that can speak te reo Maori, 2001-2006



Source: Statistics New Zealand
Ministry of Social Development



Historic and archeological heritage

This indicator looks at the number of known built heritage and archaeological heritage sites in the Whakatane District.

Knowledge of sites does not necessarily indicate that these sites will be protected. However, if sites are identified in the district plan or a heritage study they tend to have a higher level of recognition and raise the community's awareness of and interest in heritage values. It is anticipated that this will lead to greater protection of built heritage and archaeological sites.

As at December 2007, there were 1367 archeological sites and 54 historic building and structures listed in the Whakatane District Plan. A further 12 significant buildings and 167 other places of importance were identified in a study commissioned by the Whakatane District Council and Environment Bay of Plenty. This information will be used to assess new historic places within the district to be considered for scheduling in the next District Plan.

Figure 60: Whakatane District, historic and archeological sites in the District Plan, 2007

In the Whakatane District Plan	
Archaeological Sites	1367
Historic Buildings and Structures	54
Places to be considered in further scheduling	
Significant buildings	12
Other places of importance	167

Source: Whakatane District Council;
Environment Bay of Plenty



