

## Part One - Community Outcomes

# Community Outcomes

### What are Community Outcomes?

They are goals that the community believes are important for its present and future environmental, social, cultural and economic well-being.

It is important to remember that these outcomes belong to the community – they are not Council outcomes. The role of the Council is to give the community an opportunity to have their say in the future direction and well-being of the Wairoa District.

### How were these determined?

Five Hawke's Bay Councils - Hastings District Council, Napier City Council, Central Hawke's Bay District Council, Wairoa District Council and the Hawke's Bay Regional Council made a decision to take a regional approach and work collectively together with the community to identify community outcomes and determine a long term vision for the future of our region.

### The Process

A rigorous and comprehensive mix of consultation was undertaken between July 2003 and March 2004 to identify the nine community outcomes.

Face to face meetings were held with stakeholders including WINZ, Police, Department of Conservation, Te Puni Kokiri, the Hawke's Bay District Health Board, Hawke's Bay Tourism, Federated Farmers, EIT, and Transit New Zealand.

Hui were also held with Ngati Kahungunu Iwi Incorporated, Kahungunu Executive and Councils' Maori Advisory Officers and Maori Standing Committees.

Other stakeholders were contacted by way of letter requesting written information on the role and responsibilities of their organisations and

seeking any further documents that may be relevant to identifying community outcomes.

All households in our region received a copy of the submission form via the Regional Council's magazine – *The Big Picture*. Further submission forms were available in libraries, community centres, information centres, Council buildings, shops and sports stadiums.

A telephone survey of 500 respondents provided an insight into community thinking and showed levels of satisfaction with services provided. It was a snapshot study with a margin of error + or – 4.38%. The sample has an equivalent ratio of Males 50%: Females 50%, 60% urban/town addresses and 40% rural. The number of respondents interviewed from each district was in proportion to their respective population figures.

### Wairoa 2005 Survey

In recognising that the outcomes identified in 2004 were a regional response to desired community outcomes, Council sought active involvement in the development and confirmation of the Wairoa District's community outcomes.

'Nga Kete e Toru ki Te Wairoa, (The Three Baskets of Knowledge) is the theme under which our community outcomes consultation took place.

According to traditional Maori thinking, our universal existence is defined by three sources of knowledge, unity (kotahitanga), education (matauranga), and health and well-being (orangatanga). The three sources of knowledge are contained within three baskets (kete). Our outcomes, which cover the key areas of economic, environmental, and social and cultural well-being, fit within this framework.

In May 2005 all households in the Wairoa District were sent a brochure, introducing them to the community outcomes theme 'Nga Kete e Toru ki Te Wairoa (The Three Baskets of Knowledge) and reintroducing the regional community outcomes identified in 2004.

## Part One - Community Outcomes

A survey form was attached to this brochure encouraging recipients to participate in the community outcomes consultation process. Recipients were given the option of reconfirming the outcomes identified in the regional process, or to suggest changes to, or alternatives to, the regional outcomes. Stakeholders with an interest in the economic, environmental, and social and cultural well-being of the Wairoa District were also contacted by letter and asked to contribute in reconfirming and/or determining community outcomes.

Eighty-nine percent (89%) of survey respondents confirmed that the nine regional outcomes identified in 2004 were representative of Wairoa District community outcomes, with minor changes to two of the outcomes to remove "regional" references. The two outcomes that were changed were:

1. "Strong "regional" leadership and a sense of belonging" was altered to "Strong "district" leadership and a sense of belonging"
2. "Regional" approach to safe and accessible recreational facilities" was altered to "Safe and accessible recreational facilities"

### Community Priorities

The survey also provided an opportunity for respondents to rank the outcomes in order of importance from one to nine. The process of identifying priorities during May 2005 returned the following results for the Wairoa Community.

1. A strong prosperous and thriving economy.
2. A safe and secure community.
3. A lifetime of good health and well-being.
4. An environment that is appreciated, protected and sustained for future generations.

5. Supportive, caring and valued communities.
6. A safe and integrated transport system.
7. Strong district leadership and a sense of belonging.
8. Safe and accessible recreational facilities.
9. A community that values and promotes its culture and heritage.

A more detailed description of each community outcome, and their grouping under economic, environmental, and social and cultural well-being can be referred to on the following page.

It is important to note that Council is not solely responsible for the delivery of these community outcomes. Council will work with the community, key organisations, and stakeholders to achieve the community outcomes together. Council's role therefore will vary, depending on the specific outcomes and the activities involved.

These nine Community Outcomes have been identified, and reconfirmed, as being most important to the Wairoa District's communities for the next ten years.

Council will re-consulted with the community regarding the community outcomes before completion of the Long Term Council Community Plan 2012-2022.

## Part One - Community Outcomes

- **ECONOMIC WELL-BEING**

1. **A Strong Prosperous And Thriving Economy**

*Central Government, Local Government and individuals working more effectively to create conditions that promote economic growth.*

2. **A Safe and Integrated Transport System**

*A safe and affordable transport system that meets the needs of the people in our district.*

- **SOCIAL AND CULTURAL WELL-BEING**

3. **A Community That Values And Promotes Its Culture And Heritage**

*The Community recognising, achieving and promoting their cultural goals. Acknowledging and protecting places of significance to pass to future generations. Communities respecting and embracing the cultural environment of all cultures represented in their communities.*

4. **Safe And Accessible Recreational Facilities**

*A co-ordinated approach where all people are able to access safe recreational facilities.*

5. **Supportive, Caring And Valued Communities**

*Caring communities where people feel respected and valued as important members of our district. They are able to access resources to reach their full potential in life and participate towards achieving strong communities.*

6. **Strong District Leadership And A Sense Of Belonging**

*Co-ordinated leadership to achieve economic, social, cultural and environmental well-being of our communities. A democratic environment where all people are able to participate in the life of their communities and achieve a sense of belonging.*

- **ENVIRONMENTAL WELL-BEING**

7. **A Safe And Secure Community**

*Central Government, Local Government and the community working together to create an environment that is safe for all people in our community.*

8. **A Life Time Of Good Health And Well-being**

*An environment in which all people are able to achieve a lifetime of good health and well-being. They are protected from the negative effects of pollution, drug and alcohol abuse and illness. They have confidence in and access to health care provided in our region.*

9. **An Environment That Is Appreciated, Protected And Sustained For Future Generations**

*Communities respecting the importance of our natural environment and working towards sustaining this for the well-being of future generations.*

# Council's Response to Community Outcomes

## ECONOMIC WELL-BEING

### A STRONG PROSPEROUS AND THRIVING ECONOMY

- *Central Government, Local Government and individuals working more effectively to create conditions that promote economic growth*

#### Stakeholders

Submissions from stakeholders centred around promoting economic growth, growing the population, creating more jobs, reducing business compliance costs, attracting and retaining skilled people, protecting the rural and horticultural base and encouraging its development.

#### Public

Public called for more support for local businesses through tax breaks, and greater job opportunities, particularly apprenticeship schemes. There was a strong push for more tourism by increasing the use of food, wine and sun as marketing tools to attract more visitors to our region.

#### Tangata whenua

Full employment for Maori, local people to be employed locally and the need for more apprenticeships were issues identified by tangata whenua. Incentives for Maori to stay at school to reduce the truancy problem in our region were an issue that they felt needed some immediate attention.

How we will work collectively together to achieve a strong prosperous and thriving economy

- Council operates the Wairoa iSite Visitor Information Centre to promote and attract more tourists to our district. Council also purchases services from Hawke's Bay Tourism and The Eastland Promotion Council where these are seen as achieving outcomes that benefit Wairoa economically.
- Council will support regional initiatives where there is a clear benefit to the Wairoa District in participating.
- Council will continue to work closely with retailers, other business, industry and the forestry and farming communities to facilitate improvements to enhance economic growth throughout the District.

How we will measure progress

The following measures will be used to assess our progress:

- Employment and unemployment rates – *Source: Statistics New Zealand, Department of Labour*
- Economic Growth and Activity Growth – *Source: National Bank Regional Trends*
- Tourism Activity – *Source: Wairoa Visitor Information Centre*
- *Communitrak Survey*

# Council's Response to Community Outcomes

## ECONOMIC WELL-BEING

### A SAFE AND INTEGRATED TRANSPORT SYSTEM

- *A safe and affordable transport system that meets the needs of the people in our region*

#### Stakeholders

Consultation indicated that stakeholders wanted a regional integrated transport system with efficient transport linkages to Napier and Gisborne by road and rail. They also called for a transport system that supports national and regional economic development.

#### Public

Members of our community told Council they wanted a transport system that was inclusive, accessible and affordable to all users. Improvements to State Highway 2 between Napier and Gisborne were also a priority

#### Tangata whenua

Tangata whenua called for more affordable public transport and better transport services to health professionals.

How we will work together towards achieving transport infrastructure and services that are safe, effective and integrated

- An integrated and effective transport infrastructure is vital to strong economic well-being in our region and district. Council will continue to work in partnership with the New Zealand Transport Agency and other Local Authorities to ensure strategic regional transport needs are addressed.
- Maintain a strong relationship with Road Safe HB to reduce road fatalities.
- Council will continue to work closely with Police.
- Work with other Hawke's Bay Territorial Councils and the Regional Council.

How we will measure progress

The following measures will be used to assess our progress:

- Number and type of road accidents – *Source: New Zealand Police and New Zealand Transport Agency; The Social Report, Ministry of Social Development*
- Number and quality of road improvements – *Source: New Zealand Transport Agency*
- Residents levels of satisfaction with transport infrastructure – *Source: Communitrak Survey*

# Council's Response to Community Outcomes

## SOCIAL AND CULTURAL WELL-BEING

### A COMMUNITY THAT VALUES AND PROMOTES ITS CULTURE AND HERITAGE

- *Communities recognising, achieving and promoting their cultural goals*
- *Acknowledging and protecting places of significance to pass to future generations*
- *Communities respecting and embracing the cultural environment of all cultures represented in our community*

#### Stakeholders

Stakeholders told Council they wanted the physical assets and heritage of our communities identified, and development and preservation of places of significant character encouraged, for the enjoyment and benefit of all residents. They also felt it was important to strike a balance between protecting significant sites and interpreting and facilitating public access to them.

#### Public

Members of the public asked for all cultures to be recognised and embraced throughout our region. People also wanted more art exhibitions and murals to be displayed by artists from our region.

#### Tangata Whenua

Consultation showed tangata whenua wanted Maori language and culture to be promoted and respected. They told Council that correct pronunciation of their language, and a greater understanding of their customs and heritage would lead to better working relationships. There were strong calls from tangata whenua to establish a Kahungunu cultural centre and to protect places of significance in the region.

How we will work together to achieve communities that value and promote their unique culture and heritage

Council believes that our unique culture and heritage must be encouraged and supported at all times and will work closely with the following organisations to achieve this outcome:

- Tangata Whenua
- NZ Historic Places Trust
- Other Hawke's Bay Councils
- Council has a funding partnership for the support of the Wairoa Museum Trust, which operates the Wairoa Museum.
- Local and Regional Tourism Operators

Council will continue to maintain and strengthen relationships and partnerships with Kahungunu Executive and Tangata Whenua throughout the District. The Maori Liaison Officer and the Council Maori Committee (a full standing committee of Council) also provide opportunities for relationship building and dialogue.

#### How we will measure progress

The following measures will be used to assess our progress:

- Wairoa Museum attendance numbers and exhibitions – *Museum operational reports*
- Council spending levels on culture and heritage – *Source: Council data*

# Council's Response to Community Outcomes

## SOCIAL AND CULTURAL WELL-BEING

### SAFE AND ACCESSIBLE RECREATIONAL FACILITIES

- *A co-ordinated approach where all people are able to access safe recreational facilities*

#### Stakeholders

Ensuring there are equal opportunities for everyone to experience recreational facilities was a key issue for stakeholders.

#### Public

The provision of recreational facilities was one of the least important outcomes for the public; however, it also has an impact on the outcome of a lifetime of health and well-being,

#### How we will work together to achieve safe and accessible recreational facilities

Provision and maintenance of safe and accessible recreational facilities is an important focus for Council. The Wairoa District has natural advantages in terms of beaches, flat-water areas, lakes and national parks. Council will work to protect, enhance and promote these recreational opportunities wherever possible.

Council also acknowledges that it has a responsibility to assist clubs, organisations and others in the provision of as broad a range of sporting and recreational opportunities that the Wairoa Community can sustain. Council will work closely with the following organisations to achieve this outcome:

- Tangata Whenua
- NZ Historic Places Trust
- Other Hawke's Bay Territorial Councils and the Regional Council.
- Council has a funding partnership for the support of the Wairoa Community Centre Trust.
- Local and Regional Tourism Operators
- Sporting & Recreation Clubs and organisations
- Sport Hawke's Bay
- Wairoa Community Centre

#### How we will measure progress

The following measures will be used to assess our progress:

- Monitoring the number and type of district recreational facilities  
*Source: Local Government*
- Number of new recreational facilities developed *Source: Local Government*
- Residents levels of satisfaction with safety and accessibility of recreational facilities in our district *Source: Communitrak survey*
- Implementation of Sport Hawke's Bay's new regional sport and active living strategy *Source: Sport Hawke's Bay.*

# Council's Response to Community Outcomes

## SOCIAL AND CULTURAL WELL-BEING

### SUPPORTIVE, CARING AND VALUED COMMUNITIES

- *Caring communities where people feel respected and valued as important members of our district. They are able to access resources to reach their full potential in life and participate towards achieving strong communities.*

#### Stakeholders

Having a more co-ordinated approach towards health, family health and welfare, housing, employment and the provision of social services is important to stakeholders

#### Public

Consultation with residents indicated that they wanted more social service assistance, more support for families, improved community spirit and more tolerance and respect towards each other in our communities.

#### Tangata Whenua

Tangata whenua called for improved housing for Maori, and assistance to develop Maori and help with the upkeep of Marae. Having thriving communities where all their people can fully participate is a key goal for Ngati Kahungunu.

How we will work together towards achieving supportive, caring and valued communities

Strong communities are integral to the social well-being of our society. Council believes that allowing all people to reach their full potential and participate in our communities will enrich the social fabric of our district. We will work closely with the following groups to achieve this outcome:

- Police
- Ministry of Social Development
- Department of Internal Affairs
- Department of Courts
- Neighbourhood Support Groups
- Kahungunu Executive
- Te Puni Kokiri
- Primary Health Organisation (PHO)
- Hawke's Bay District Health Board
- Other Councils in Hawke's Bay (Territorial & Regional)

How we will measure progress

The following measures will be used to assess our progress:

- Number of new partnerships between Council and key providers
- Residents levels of satisfaction with access to social services in their community *Source: Communitrak Survey*
- Percentage of residents who feel supported and included in their community *Source: Communitrak Survey*

# Council's Response to Community Outcomes

## SOCIAL AND CULTURAL WELL-BEING

### STRONG DISTRICT LEADERSHIP AND A SENSE OF BELONGING

- *Co-ordinated leadership to achieve economic, social, cultural and environmental well-being of our communities*
- *A democratic environment where all people are able to participate in the life of their communities and achieve a sense of belonging*

#### Stakeholders

Many thought that co-operation, collaboration and alignment of strategic direction would be of great benefit to the Wairoa District.

#### Public

The Wairoa Community wishes to remain independent. People voiced a desire to be more involved in Local Government decision-making and wanted to have a better relationship with Council.

#### Tangata Whenua

Consultation with tangata whenua indicated that they would like to participate more in their communities through better representation at a Local Government level. They want to and are ready to work constructively with Council to improve partnerships with Local Government.

How we will work together towards achieving strong district leadership and a sense of belonging

Mayoral forums and Chief Executive meetings are held regularly and provide an opportunity for information sharing, relationship building and discussion of regional initiatives. Councils have in place triennial agreement protocols and systems about how they function together at a regional level. Collectively they work together on a variety of projects such as:

- Tourism Eastland
- Hawke's Bay Tourism
- Community Outcomes
- Hawke's Bay Civil Defence Emergency Management

Wairoa has also formed working alliances with the Gisborne District Council in terms of the Tairāwhiti Development Partnership and other regional initiatives.

#### How we will measure progress

The following measures will be used to assess our progress:

- Number and type of Local Government regional projects  
*Source: Local Government*
- Residents level of satisfaction with participation in Local Government decision making  
*Source: Communitrak Survey*
- Resident's level of satisfaction with their Council.  
*Council Survey*
- Voter turnout for Local Government Elections. *Source: The Social Report, Ministry of Social Development*

# Council's Response to Community Outcomes

## ENVIRONMENTAL WELL-BEING

### A SAFE AND SECURE COMMUNITY

- *Central Government, Local Government and the community working together to create an environment, which is safe for all people in our region*

#### Stakeholders

Stakeholders identified reducing levels of violence, including family violence and keeping our children safe as important for our District. They also indicated that lowering levels of burglary, criminal activity, traffic offending and youth crime were essential to creating a safe region.

#### Public

Similarly, public consultation indicated less crime, less domestic violence, less youth crime and tougher sentences were important issues in our community. There were strong calls for police numbers to be increased, with a particular focus on community policing. A large number of people wanted more resources for road safety skills and fire awareness. Calls for safer playgrounds and to have four-wheel motorbikes banned on beaches were also strong. Young people wanted a safe and stable educational environment.

#### Tangata whenua

Family safety through the elimination of child and domestic violence was a key concern for tangata whenua.

How we will work together to achieve safe and secure communities

Ensuring safe and secure communities for our residents is important to Council. We are committed to working effectively with other organisations to ensure that our residents are protected from the negative effects of criminal activity. Council believes all people have a right to feel safe in their communities and to achieve this will continue to work closely with

- Police
- Neighbourhood Support
- Child Youth and Family
- Kahungunu Executive
- Other Hawke's Bay Councils
- Hawke's Bay Regional Council
- Central Government

How we will measure progress

The following measures will be used to assess our progress:

- Reported crime statistics *Source: New Zealand Police*
- Youth offending statistics *Source: New Zealand Police*
- Number of police in region *Source: New Zealand Police*
- How safe do you feel in your community?  
*Source: Communitrak Survey*
- Progress on Reclaiming Wairoa outcomes  
*Source: Reclaiming Wairoa*
- Communitrak Survey

# Council's Response to Community Outcomes

## ENVIRONMENTAL WELL-BEING

### A LIFE TIME OF GOOD HEALTH AND WELL-BEING

- *Our community wants an environment in which all people are able to achieve a lifetime of good health and well-being. They are protected from the negative effects of pollution, drug and alcohol abuse and illness. They have confidence in and access to health care provided in our region.*

#### Stakeholders

Stakeholders indicated that clean quality water and effective waste disposal were essential for the District. Issues such as child health, improving the health status of Maori, reducing avoidable hospitalisations, and decreasing the prevalence and impact of mental illness are seen as important issues for stakeholders.

#### Public

A large number of people called for access to clear water and clean air, along with a reduction in sprays used in crops. Upgrading sewage systems was also important to many residents. Drug use, in particular pure methamphetamine or 'P', was a major concern for the community, and to a lesser extent alcohol abuse. People also want good access to health services, especially in rural communities like Wairoa.

#### Tangata Whenua

Similarly, tangata whenua see water as a premium resource and they have concerns over its quality in the region. Consultation also indicated polluted waterways need to be cleaned along with improving the disposal of effluent. Taking health services into people's homes and increased resources for public health nurses were also key issues.

How we will work together to achieve a life time of good health and well-being  
Council recognises that healthy residents have a positive impact on the social and economic well-being of our district. Council is committed to working closely with organisations to ensure that people can live and work in an environment that is clean, healthy and safe. Organisations that Council will continue to work closely with include:

- Hawke's Bay District Health Board
- Primary Health Organisation (PHO)
- Police
- Environmental and Residents Groups
- Federated Farmers
- Kahungunu Executive
- Other Hawke's Bay Councils
- Hawke's Bay Regional Council
- Tangata Whenua / Whanau / Hapu

#### How we will measure progress

The following measures will be used to assess our progress:

- Levels of air and water quality *Source: Hawke's Bay Regional Council*
- Drug and alcohol use *Source: Hawke's Bay District Health Board, New Zealand Police Statistics.*
- Development of sewerage facilities and services *Source: Wairoa District Council*
- Residents level of satisfaction with health services and professionals in community *Source: Communitrak Survey*
- Number and type of hospital admissions *Source: Hawke's Bay District Health Board*

# Council's Response to Community Outcomes

## ENVIRONMENTAL WELL-BEING

### AN ENVIRONMENT THAT IS APPRECIATED, PROTECTED AND SUSTAINED FOR FUTURE GENERATIONS

- *Communities respecting the importance of our natural environment and working towards sustaining this for the well-being of future generations*

#### Stakeholders

Consultation with stakeholders indicated that they felt people needed to be more informed and educated on conservation in our region. They urged Council to ensure, as they develop policies and plans as well as during resource consents procedures, to have regard for our natural environment.

#### Public

A very large number of residents had concerns regarding littering and pollution in our communities. Many more wanted better recycling facilities. There were strong calls for increased tree planting and a halt to further building development.

#### Tangata Whenua

Tangata Whenua told Council they wanted waterways protected, land to be managed in a more sustainable way, sprays to cease and extraction of shingle from the rivers halted. They saw re-stocking, re-seeding, re-vegetation of native flora, fauna and fisheries as very important to protecting our environment.

How we will work together to ensure our environment is appreciated protected and sustained for future generations.

Council believes that our unique environment should be protected and sustained for all people to enjoy. Council will work effectively across a broad range of organisations to ensure this outcome is achieved. Specifically Council will work closely with:

- Department of Conservation
- Eastern Regional Rural Fire Committee
- Hawke's Bay Tourism & Eastland Promotion Council
- Forest & Bird Protection Society
- Other Hawke's Bay Councils
- Hawke's Bay Regional Council
- Residents
- Tangata Whenua
- Federated Farmers
- Industry

#### How we will measure progress

The following measures will be used to assess our progress:

- State of the Environment Report - Monitors the overall state of the local physical environment (groundwater/surface water/coastline/air quality/land-soils/natural hazards/built environment) *Source: Hawke's Bay Regional Council*
- Residents level of satisfaction with natural features around their community (beaches, tracks, wetlands, mountains) *Source: Hawke's Bay Economic Outlook Survey*
- Residents level of satisfaction with noise, air or general pollution in their community *Source: Hawke's Bay Economic Outlook Survey; Communitrak Survey*
- Rubbish disposal/recycling trends *Source: Local Government*