

## *MASTERTON DISTRICT COUNCIL*

# **REPORT ON COMMUNITY OUTCOMES AND EFFECTS ON SOCIAL, ECONOMIC, ENVIRONMENTAL AND CULTURAL WELLBEING**

### **Community Outcomes**

The 2006-16 Community Outcomes are used in this year's annual report to provide a broader community context to Council's role in the District. The community outcomes have guided Council's strategic direction, and Council has set priorities in response to these outcomes. In this way, Community Outcomes assist in maintaining and enhancing the services that Council provide to you.

The Community Outcomes agreed for the Masterton District in 2006 were:

- Sustainable Use of Environment
- Educated and Knowledgeable People
- Equitable Society
- Vibrant, Strong and Healthy Communities
- Safe and Efficient Transport
- Buoyant Local Economy
- Grow Masterton

The financial year 2007/08 was the second year of the 2006-16 Long Term Council Community Plan. Throughout the financial year our activities have contributed to achieving the Community Outcomes in many ways. A summary of some of the accomplishments and successes for this financial year follows. In many cases the projects listed contribute to more than one outcome so secondary outcomes are listed in italics. Whilst this section focuses on 'highlights', more information about Council activities and how they have performed during the 2007/08 year can be found in the Activity section of this Annual Report.

This year the Council is required to report on how its own activities have contributed to the Community Outcomes. In the third year government departments and other contributors will also report.

### **Community Wellbeing**

Council is required, under the Local Government Act 2002, to promote the social, economic, environmental and cultural wellbeing of its community now and for the future.

The community outcomes are the vehicle through which Council aims to promote community wellbeing. Together the outcomes reflect all four wellbeings, and any progress made toward achieving the community outcomes will also enhance community wellbeing. Whilst many outcomes contribute to more than one wellbeing, the key outcomes contributing to each wellbeing are:

#### **Social:**

- Educated and Knowledgeable People
- Equitable Society
- Vibrant, Strong and Healthy Communities

#### **Economic:**

- Safe and Efficient Transport
- Buoyant Local Economy
- Grow Masterton

#### **Environmental:**

- Sustainable Use of Environment

#### **Cultural:**

- Equitable Society
- Vibrant, Strong and Healthy Communities

## **OUTCOME 1: SUSTAINABLE USE OF ENVIRONMENT**

*Sustainable management and use of natural resources and infrastructure, now and for the future.*

As a community we will work to:

- Protect and preserve natural resources
- Reduce pollution
- Enhance the natural environment
- Educate people regarding environmental issues

### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to Sustainable Use of the Environment:

- Waste Services: Wastewater; Stormwater; Solid Waste Management
- Water Services: Urban and Rural Water Supplies
- Community Services: Community Development; Arts & Culture
- Community Facilities: Parks, Reserves & Sportsfields; Genesis Energy Recreation Centre; Cemeteries
- Regulatory Services: Resource Management & Planning; Environmental Health, Liquor Licensing & Inspection; Rural Fire Control; Civil Defence & Emergency

For more information about these activity areas, and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Some highlights and key achievements for the 2007/08 financial year include:

#### **Wairarapa Combined District Plan**

Further progress was made during the year on the Wairarapa Combined District Plan. In a first for New Zealand, the three Wairarapa Councils (Masterton, Carterton and South Wairarapa) have come together to develop a Combined District Plan to create a single resource management framework for the entire area. The work is the culmination of five years of work on the project. The proposed plan was released and consultation undertaken during 2007/08. Decisions on all submissions were released in May 2008. A number of appeals were received and mediation will continue during 2008/09.

*This Project also contributes to: Vibrant, Strong & Healthy Communities; Safe & Efficient Transport; Buoyant Local Economy; Grow Masterton.*

#### **Biodiversity Co-ordinator**

Council secured funding from the Biodiversity Condition & Advice Fund to employ a Biodiversity Co-ordinator for a period of 12 months. The Co-ordinator is developing a biodiversity strategy for the District.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities.*

#### **Riversdale Beach Management Plan**

A Riversdale Beach Management Plan is being developed. An initial consultation document was released for community comment in February 2008. Further consultation will be undertaken during the 2008/09 year with the aim of progressing this project.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities.*

#### **Communities For Climate Protection (CCP-NZ)**

Council has continued to participate in the Communities for Climate Protection Programme. During 2007/08 Council supported several initiatives as part of the implementation of the Local Community Action Plan to reduce carbon emissions in the District. Actions included community education and pollution reduction initiatives including supporting EECA to hold a local seminar on the NZ Energy Efficiency Strategy; supporting the Makoura Stream Restoration Project and World Environmental Day. Implementation of this plan will continue over coming years.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities; Safe & Efficient Transport.*

## Measuring Progress Towards This Outcome:

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	As at 30/6/07:	Progress to Date
Green Space	Council is a key contributor in that it is the key provider of parks, reserves and green space in the District	9.51 hectares of park per 1000 residents in the Masterton District (Yardstick, 2005)  45 QEII covenants covering approximately 900 hectares (GWRC, 2005)  10.6% of the land area of the Masterton District is classed as 'high value eco-systems' (GWRC, 2006)	8.92 hectares of park per 1000 residents in the Masterton District (Yardstick, 2006)  No update reported  No update reported	8.89 hectares of park per 1000 residents in the Masterton District (Yardstick, 2008)  ⊙ 65 QEII covenants covering approximately 1186 hectares (GWRC, March 2008)  10.6% of the land area of the Masterton District is classed as 'high value eco-systems' (GWRC, 2008)
Pest Management	Council is not a key contributor. GWRC is primarily responsible for pest management	Of the 420 recorded eradication and containment sites in the Masterton District, 28.3% were clear at last inspection (GWRC, 2006)	No update reported	⊙ Of the 584 recorded Total Control and Containment sites in the Masterton District, 46 % were clear at last inspection (GWRC, 2008)
Water Quality	Council contributes to recreational water quality via its management of sewage, stormwater and water systems  Council is a key contributor to drinking water quality in that it is the provider/manager of urban and some rural water supplies	Recreational: Grades for Masterton District sites (GWRC, 2005):  Coastal (5 sites) – 60% good; 40% fair  Freshwater (6 sites) – 33% fair; 17% poor; 50% very poor  Drinking Water: Full compliance with NZ Drinking Water Standards and an Aa rating (RPH, 2005)	No update reported  No update reported	Recreational: Grades for Masterton District sites (GWRC, 2007/08):  ⊙ Coastal (5 sites) – 20% very good; 80% good  ⊙ Freshwater (5 sites) – 40% fair; 20% poor; 40% very poor  Progress will be reported when the drinking water rating is next assessed.

Indicator	Council's Role	Baseline	As at 30/6/07:	Progress to Date
Air Quality	Council is not a key contributor. GWRC is primarily responsible for air quality management	Carbon monoxide and nitrogen rates are at least 'good' 100% of the time. Fine particle (PM10) rates are at least 'good' 96% of the time but reached 'alert' levels 4% of the time (GWRC, 2005)	No update reported	Carbon monoxide and nitrogen rates are at least 'good' 100% of the time. Fine particle (PM10) rates are at least 'good' 74% of the time but reached 'alert' levels 3% of the time (GWRC, 2007)
Recycling Behaviour Change	Council is a key contributor in that it provides recycling services and waste management education/awareness raising	22.3% of waste is recycled in the Masterton District (GWRC, 2004)	☺ 23.6% of waste is recycled (composted or recycled) in the Masterton District (MDC, 2007)	16% of waste is recycled (composted or recycled) in the Masterton District (MDC, 2008)
Satisfaction with Preservation of the Environment	Council is a key contributor in that it manages key environmental assets for the District, eg parks and reserves	76% of people are very/fairly satisfied with efforts to preserve the natural environment (Feb, 2005)	73% of people are very/fairly satisfied with efforts to preserve the natural environment (Feb, 2007)	69% of people are very/fairly satisfied with efforts to preserve the natural environment (Feb, 2008)

## **OUTCOME 2: EDUCATED AND KNOWLEDGEABLE PEOPLE**

*Lifelong learning and development, to achieve personal, life, community and work goals.*

As a community we will work to:

- Develop work skills
- Develop life and personal skills
- Enhance literacy and numeracy
- Inform the community
- Enable access to education and learning for all

### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to Educated and Knowledgeable People:

- Transport Services: Roads, Streets and Footpaths
- Waste Services: Solid Waste Management
- Community Services: Economic Development & Promotion; Community Development; Arts & Culture; Library & Archive
- Community Facilities: Parks, Reserves & Sportsfields; Genesis Energy Recreation Centre; Cemeteries
- Regulatory Services: Resource Management & Planning; Building Control; Environmental Health; Liquor Licensing & Inspection; Animal Control; Rural Fire Control; Civil Defence & Emergency

For more information about these activity areas and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Some highlights and achievements for the 2007/08 financial year include:

### Community Education Programmes

Council has supported and/or facilitated a range of community education programmes including Library programmes for pre-schoolers, school age children (Summer Reading and Summer Maths), Maori and older people. Several Activity areas also undertake community education by visiting schools and speaking to groups, for example Animal Control; Civil Defence; Liquor Licensing; Road Safety and the Archive.

*This initiative also contributes to: Vibrant, Strong and Healthy Communities.*

### Council Consultation/MDC Newsletters

Council has endeavoured to keep the community informed of progress with its various projects and services throughout the year via its quarterly newsletter the Messenger, and newsletters on both the Riversdale Sewerage Scheme and the Urban Wastewater Treatment Upgrade; networking meetings (eg Government Agencies Networking Group; Regional Intersectorial Forum), Task Groups (eg Maori Liaison Task Group, Street Trees Group) and via consultation on key decisions and strategies (eg Annual Plan, Wairarapa Combined District Plan).

*This initiative also contributes to: Vibrant, Strong and Healthy Communities.*

### Measuring Progress Towards This Outcome:

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	Progress to Date
Educational Achievement	Council is not a key contributor	29.1% of people aged 15+ have post school qualifications; and 34.9% have no formal qualifications (Census, 2001)	☉ 41.9% of people aged 15+ have post school qualifications; and 29.8% have no formal qualifications (Census, 2006)
Early Childhood Education	Council is not a key contributor	703 three and four year-olds participate in early childhood education (2005). This is approximately 43.7% of those aged 0-4 based on census 2001 population statistics	☉ 75.8% of 0-4 year olds in the Masterton District are enrolled in early childhood education (Ministry of Education, 2007)*
School Leaver Qualifications	Council is not a key contributor	37% of school leavers left school with NCEA 3 or above; 25% with NCEA 2 and/or credits toward NCEA 3; 21% with NCEA 1 and/or credits toward NCEA 2; 10% some credits toward NCEA 1 and 5% with no formal attainment (2004)	35.1% of school leavers left school with NCEA 3 or above; ☉ 29.7% with NCEA 2 and/or credits toward NCEA 3; ☉ 21.6% with NCEA 1 and/or credits toward NCEA 2; ☉ 12.2% some credits toward NCEA at any level without completing NCEA level 1 and ☉ 1.4% with no formal attainment (2007)
Internet Access in the Home	Council is not a key contributor	30.7% of people in the Masterton District have access to the internet in their home (Census, 2001)	☉ 52% of people in the Masterton District have access to the internet in their home (Census, 2006)

Voting at local body elections	Council is a key contributor in that it can help to promote participation in local body elections	65% of enrolled voters in the Masterton District cast a vote in the last local government election (2004)	57.5% of enrolled voters in the Masterton District cast a vote in the last local government election (2007)
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### **OUTCOME 3: EQUITABLE SOCIETY**

*Diversity of the community is appreciated, respected, celebrated and encouraged.*

As a community we will work to:

- Encourage appreciation of diversity
- Enable people to participate
- Improve outcomes and opportunities for all

#### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to an Equitable Society:

- Transport Services: Roads, Streets and Footpaths; Parking Control
- Community Services: Economic Development & Promotion; Community Development; Arts & Culture; Library & Archive
- Community Facilities: Property; Parks, Reserves & Sportsfields; Genesis Energy Recreation Centre
- Regulatory Services: Resource Management & Planning; Building Control; Environmental Health; Liquor Licensing & Inspection; Animal Control; Rural Fire Control; Civil Defence & Emergency

For more information about these activity areas and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Some highlights and achievements for the 2007/08 financial year include:

#### **Waitangi Day Origins Festival**

The second Waitangi Day Origins Festival was held in Queen Elizabeth Park on Waitangi Day 2008. The Festival was a celebration of the diversity of our community whilst also acknowledging the special place of Maori as tangata whenua and raising awareness of the Treaty of Waitangi. The Festival attracted approximately 5000 people and consisted of entertainment, food, interactive displays and information, representing the broad range of cultures now residing in the District. The kaupapa was one of inclusiveness and participation. It was considered an even greater success than the first event and will be held again in 2009.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong and Healthy Communities; Grow Masterton.*

#### **Memorandum of Partnership with Rangitāne o Wairarapa**

A Memorandum of Partnership with Rangitāne o Wairarapa was completed and signed during 2007/08. An implementation plan to action this is being developed.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities; Grow Masterton.*

### Maori Liaison Task Group

The Maori Liaison Task Group has contributed to the promotion of Maori development for the District including owning and promoting the Waitangi Day Origins Festival and driving the development of the Memorandum of Partnership with Rangitāne o Wairarapa. The task group will continue to provide a Maori perspective and voice for Council.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities; Grow Masterton.*

### Youth Council

The Youth Council consists of representatives from all eight secondary schools in the Wairarapa and has contributed to the promotion of youth development and youth initiatives for the District. During 2007/08 the Youth Council made a submission to the Annual Plan, planned an event for youth, and advised on potential activities for the proposed Youth Centre. The Youth Council will continue to provide a youth perspective and youth voice for Council and other organisations in the District.

*This Project also contributes to: Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities.*

### Measuring Progress Towards This Outcome:

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	Progress to Date
Number of languages spoken	Council is a contributor in that it can assist in attracting new and diverse people to the District	8.1% of people speak 2 languages; 1.3% speak three languages and 88.6% speak one language only (Census, 2001)	8.1% of people speak 2 languages; 1.0% speak three languages and 88.0% speak one language only (Census, 2006)
Māori language speakers	Council is not a key contributor	22.7% of Maori in the Masterton District speak Te Reo Maori (Census, 2001)	22.3% of Maori in the Masterton District speak Te Reo Maori (Census, 2006)
Social deprivation	Council contributes to social deprivation and/or the alleviation of this in that decisions made by Council can impact on socio-economic factors	16.6% of people in Masterton live in decile 10 areas; 25.2% in deciles 7-9; 44.6% in deciles 4-6 and 13.6% in deciles 1-3 (NZ Dep Measure, 2001)  The average decile rating for Census Area Units in the Masterton District is: 5.8 (NZ Dep Measure, 2001)	16.3% of people in Masterton live in decile 10 areas; 52% in deciles 7-9; 9.8% in deciles 4-6 and 21.9% in deciles 1-3 (NZ Dep Measure, 2006)  The average decile rating for Census Area Units in the Masterton District is: 6.1 (NZ Dep Measure, 2006)  Of the 12 Census Area Units in the District: 6 received the same decile rating; 4 declined and 2 improved.

Indicator	Council's Role	Baseline	Progress to Date
Telephone and internet access in the home	Council is not a key contributor	95.9% of people have access to a telephone; and 30.7% have access to the internet (Census, 2001)	90%* of people have access to a telephone; and ⊖ 52% have access to the internet (Census, 2006)
Households with access to a motor vehicle	Council is not a key contributor	88.5% of households have access to a motor vehicle (Census, 2001)	⊖ 90% of households have access to a motor vehicle (Census, 2006)

*\*This decrease in the number of people who have access to a landline at home may reflect the increasing use of mobile and cell phones.*

## **OUTCOME 4: VIBRANT, STRONG AND HEALTHY COMMUNITIES**

*Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people are involved and contribute.*

As a community we will work to:

- Facilitate social cohesion and sense of belonging
- Enable people to participate and contribute
- Develop a safe environment
- Develop a diverse arts, culture and heritage sector
- Improve health outcomes
- Increase physical activity rates

### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to Vibrant, Strong and Healthy Communities:

- Transport Services: Roads, Streets and Footpaths; Hood Aerodrome
- Waste Services: Wastewater; Stormwater; Solid Waste Management
- Water Services: Urban and Rural Water Supplies
- Community Services: Economic Development & Promotion; Community Development; Arts & Culture; Library & Archive
- Community Facilities: Property; Parks, Reserves & Sportsfields; Genesis Energy Recreation Centre; Cemeteries
- Regulatory Services: Resource Management & Planning; Building Control; Environmental Health, Liquor Licensing & Inspection; Animal Control; Rural Fire Control; Civil Defence & Emergency

For more information about these activity areas and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Some highlights and achievements for the 2007/08 financial year include:

#### **Arts, Culture & Heritage Strategy Facilitators**

A part-time Maori Arts, Culture and Heritage Facilitator was appointed to implement the Wairarapa Arts, Culture & Heritage Strategy during 2007/08. The key responsibility for this role is to promote awareness and development of Maori Arts, Culture and Heritage in the Wairarapa. A coordinator to implement the Wairarapa Arts, Culture and Heritage development in general commenced her contract in August 2007.

*This Project also contributes to: Educated & Knowledgeable People; Equitable Society; Grow Masterton.*

### Events

Council is a key contributor to several major events in the Masterton District including the annual Balloon Fiesta, Summer Hummer, Summer Swing, Summer MASH programme and Waitangi Day Origins Festival, all held during 2007/08. These events provide entertainment for our local community, attract visitors to the District and raise Masterton's profile as an interesting and vibrant place to be.

*This activity also contributes to: Buoyant Economy; Grow Masterton.*

### Measuring Progress Towards This Outcome:

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	As at 30/6/2007:	Progress to Date
Life expectancy	Council is a contributor in that many of its decisions directly or indirectly influence the health outcomes of its community; eg water supplies, safe roading, environmental management, provision of facilities for physical activity/recreation etc	78.3 years (DHB, 2005)	No update available	Progress will be reported when the Wairarapa DHB completes its next Health Needs Assessment in 2008.
Physical Activity Rates	Council is a key contributor in that it provides and manages roads, streets and footpaths and many of the parks, reserves and recreational facilities in the District	76% of people participate in regular physical activity (Wairarapa rate, 2003)	No update reported	☺ 87% of people participate in regular physical activity and are considered to be physically active (Wairarapa rate, 2007)
Perceptions of Safety	Council contributes to perceptions of safety via bylaws and regulatory functions, eg liquor control, dog control, cameras in the town centre etc	89% of people reported that they definitely or mostly felt that Masterton was a safe place to live (Feb 2005)	80% of people reported that they definitely or mostly felt that Masterton was a safe place to live (Feb 2007)	87% of people reported that they definitely or mostly felt that Masterton was a safe place to live (Feb 2008)

Indicator	Council's Role	Baseline	As at 30/6/2007:	Progress to Date
Voting at local body elections	Council is a key contributor in that it can help to promote participation in local body elections	65% of enrolled voters in the Masterton District cast a vote in the last local government election (2004)	No election held in 2006/07	57.5% of enrolled voters in the Masterton District cast a vote in the last local government election (2007)
Telephone and internet access in the home	Council is not a key contributor	95.9% of people have access to a telephone; and 30.7% have access to the internet (Census, 2001)		90%* of people have access to a telephone; and ☉ 52% have access to the internet (Census, 2006)
Households with access to a motor vehicle	Council is not a key contributor	88.5% of households have access to a motor vehicle (Census, 2001)		☉ 90% of households have access to a motor vehicle (Census, 2006)
Quality of Place	Council is a key contributor in that policies and decisions made by Council influence people's actual experiences and perceptions of living in the District	51% of people thought Masterton was a better place to live than it was 3 years ago; 41% thought it was 'about the same' (Feb, 2005)	45% of people thought Masterton was a better place to live than it was 3 years ago; 43% thought it was 'about the same' (Feb, 2007)	37% of people thought Masterton was a better place to live than it was 3 years ago; 48% thought it was 'about the same' (Feb, 2008)
Community Involvement	Council is not a key contributor	17.1% of people aged 15+ in the Masterton District reported participating in helping or voluntary work for or through an organisation, group or marae (Census, 2001)		16.0% of people aged 15+ in the Masterton District reported participating in helping or voluntary work for or through an organisation, group or marae (Census, 2006)

*\*This decrease in the number of people who have access to a landline at home may reflect the increasing use of mobile and cell phones.*

## **OUTCOME 5: SAFE AND EFFICIENT TRANSPORT**

*A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.*

As a community we will work to:

- Improve connections between Masterton and neighbouring districts/regions
- Enable all people to move around the District as and when they need to
- Minimise the environmental impact of transportation
- Promote road safety
- Promote alternative transport options

### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to Safe and Efficient Transport:

- Transport Services: Roads, Streets and Footpaths; Parking Control; Hood Aerodrome
- Waste Services: Stormwater
- Community Services: Economic Development & Promotion
- Community Facilities: Cemeteries
- Regulatory Services: Resource Management & Planning; Environmental Health, Liquor Licensing & Inspection; Animal Control; Rural Fire Control; Civil Defence & Emergency

For more information about these activity areas and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Some highlights and achievements for the 2007/08 financial year include:

#### **School Travel Plans**

Council continues to work with the Wairarapa Road Safety Council and Greater Wellington Regional Council to promote and develop the School Travel Plan initiative. This includes the involvement of pupils and the school community in developing safe travel plans for their school, and identifying any potential hazards to be addressed. The project also encourages 'greener' and more active transport options, such as walking and cycling. This programme continued to 'roll out' to schools during 2007/08.

*This activity also contributes to: Sustainable Use of Environment, Educated & Knowledgeable People; Vibrant, Strong & Healthy Communities.*

#### **Measuring Progress Towards This Outcome:**

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	As at 30/6/07:	Progress to date
Number of Crashes	Council is a key contributor given it is the key provider of roads, streets and footpaths in the District	4 Fatal. 9 Serious injury, 44 minor injury and 143 non-injury crashes (2004)	3 Fatal. 10 Serious injury, 61 minor injury and 145 non-injury crashes (2006)	2 Fatal. 12 Serious injury, 47 minor injury and 163 non-injury crashes (2007)

Indicator	Council's Role	Baseline	As at 30/6/07:	Progress to date
Road Casualties	Council is a key contributor given it is the key provider of roads, streets and footpaths in the District	4 deaths, 12 serious casualties and 61 minor casualties (2004)	3 deaths, 10 serious casualties and 82 minor casualties (2006) (includes four cyclist casualties)	2 deaths, 17 serious casualties and 65 minor casualties (2007)
Satisfaction with Roads and Footpaths	Council is a key contributor given it is the key provider of roads, streets and footpaths in the District	76% of people are "very/fairly satisfied" with roads and 56% of people are "very/fairly satisfied" with footpaths (Feb, 2005)	80% of people are "very/fairly satisfied" with roads and 68% of people are "very/fairly satisfied" with footpaths (Feb, 2007)	☺ 83% of people are "very/fairly satisfied" with roads and 72% of people are "very/fairly satisfied" with footpaths (Feb, 2008)
Provision of public transport	Council is not a key contributor. GWRC is primarily responsible for public transport	Public transport provision as outlined in the Metlink Wairarapa bus and train timetable (October, 2005)		Progress will be reported in the 2009 Community Outcomes Report
Air Quality	Council is not a key contributor. GWRC is primarily responsible for air quality management	Carbon dioxide and nitrogen rates are at least 'good' 100% of the time. Fine particle (PM10) rates are at least 'good' 96% of the time but reached 'alert' levels 4% of the time (GWRC, 2005)	No update to report.	Carbon monoxide and nitrogen rates are at least 'good' 100% of the time. Fine particle (PM10) rates are at least 'good' 74% of the time but reached 'alert' levels 3% of the time (GWRC, 2007)

## **OUTCOME 6: BUOYANT LOCAL ECONOMY**

*Sustainable economic activity to create a positive and prosperous local economy that enables improved opportunities and living standards for all.*

As a community we will work to:

- Increase economic activity
- Enhance resources to support economic activity
- Enhance living standards

### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to a Buoyant Local Economy:

- Transport Services: Roads, Streets and Footpaths; Parking Control; Hood Aerodrome
- Waste Services: Wastewater; Stormwater; Solid Waste Management
- Water Services: Urban and Rural Water Supplies
- Community Services: Economic Development & Promotion; Community Development; Arts & Culture; Library & Archive

- Community Facilities: Property; Parks, Reserves & Sportsfields; Genesis Energy Recreation Centre
- Regulatory Services: Resource Management & Planning; Building Control; Environmental Health, Liquor Licensing & Inspection; Rural Fire Control; Civil Defence & Emergency

For more information about these activity areas and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Some highlights and achievements for the 2007/08 financial year include:

### Economic Development

Council contributed operational funding to Go Wairarapa during Q1 of 2007/08, and subsequently met a 60% share of the deficits which crystallised on their winding up. October 2007 saw the establishment of Destination Wairarapa, which will focus on developing tourism in the Wairarapa. During the year, Grow Wellington rated residents to fund its responsibility for the wider regional economic development. The Fine Wine and Food Major Regional Initiative project, which received funding in 2005/06 and 2006/07 has not resulted in a cuisine school being established in the region, however the wine trail from the Hawkes Bay to Marlborough via the Wairarapa was an associated project outcome.

*This activity also contributes to: Grow Masterton.*

### Measuring Progress Towards This Outcome:

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	As at 30/6/07:	Progress to date
Tourism	Council is a contributor in that it funds Go Wairarapa (now Destination Wairarapa) and provides/manages recreational attractions, facilities, events etc	The average number of guest nights per month in the Masterton District was 10,637 with a high of 19,173 in January and a low of 6,255 in May (2005)	Total visitor nights for 2006 in Wairarapa were 771,600. Masterton figures were not available.	The average number of guest nights per month in the Masterton District was 10.180 with a high of 15,658 in January 2008 and a low of 6855 in July 2007 (2008)
Building	Council is a key contributor in that it manages safety and standards for all building construction in the District	994 building permits with a total value of \$70,396,299 were issued in the 2004/05 financial year (MDC, 2005)	931 building permits with a total value of \$50,228,860 were issued in the 2007/08 financial year (MDC, 2007)	1,011 building permits with a total value of \$60,623,665 were issued in the 2007/08 financial year (MDC, 2008)
Income	Council contributes to income levels in that decisions made by Council can influence socio-economic factors	The median income for the Masterton District was \$16,500 (Census, 2001)		☺ The median income for the Masterton District was \$21,700 (Census, 2006)

Indicator	Council's Role	Baseline	As at 30/6/07:	Progress to date
Unemployment	Council contributes in that decisions made by Council can influence socio-economic factors	The unemployment rate for Masterton District was 7.1% (Census, 2001)  At that time the number of unemployment benefit recipients per 1000 population in the Wairarapa was 33.6 (2001). This is now 8.2 (2005)		<p>☉ The unemployment rate for Masterton District was 3.0% (Census, 2006)</p> <p>☉ The number of unemployment benefit recipients per 1000 population in the Masterton District is 4.07 (June, 2008)</p>
Employment Opportunities	Council is not a key contributor however Council policies and decisions can influence employment opportunities	There are 8837 FTEs in the Masterton District. This is an increase of 0.8% compared to the previous year (BERL, 2006)  Employment by sector: 25% Retail and Distribution; 21% Social Services; 19% Manufacturing and Building; 17% Primary; 12% Business Services; 6% Recreation Services (BERL, 2006)		<p>☉ There are 9218 FTEs in the Masterton District. This is an increase of 2.9% compared to the previous year (BERL, 2008)</p> <p>The top five industries in terms of employment were: Retail Trade 14.7%; Primary 14.4%; Health &amp; Community Services 11.8%; Construction 9.7% and Manufacturing 9.1% (BERL, 2008)*</p>
Economic Growth	Council is a contributor in that it funds Go Wairarapa and the Wellington Regional Strategy	Real Value Added (GDP) Growth: 3.2% GDP per capita Growth: 3.2 Productivity Growth: 2.4 Business Units Growth: 1.7 Business Size Growth: -0.9		In 2007, the Masterton District employed 9218 FTEs in 2944 businesses and generated \$713 million in GDP (a 0.5% increase on the previous year) (BERL, 2008)*

*\* Please note: a change in the structure of the BERL report has resulted in a change in data reported here. Results are for information only and should not be directly compared with 2006 figures.*

## **OUTCOME 7: GROW MASTERTON**

*Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.*

As a community we aim to:

- Attract more people to invest human and financial resources in our community
- Increase the District's population over the next ten years

### **How Has Council Contributed to this Outcome in 2007/08?**

The following Council activities contribute to Grow Masterton:

- Transport Services: Roads, Streets and Footpaths; Hood Aerodrome
- Waste Services: Wastewater; Stormwater; Solid Waste Management
- Water Services: Urban and Rural Water Supplies
- Community Services: Economic Development & Promotion; Community Development; Arts & Culture; Library & Archive
- Community Facilities: Property; Parks, Reserves & Sportsfields; Genesis Energy Recreation Centre
- Regulatory Services: Resource Management & Planning; Building Control

For more information about these activity areas and their performance in the 2007/08 financial year, please see the appropriate Activity section of this Annual Report.

Specific programmes to attract people to live in Masterton have not been undertaken. However, people who are attracted to visit the region through tourism promotion and to visit events may decide to live here permanently.

All the projects, initiatives and activities listed in this report ultimately contribute to enhancing the Masterton District and making it a more vibrant place to be. Grow Masterton is an outcome of progress towards all the other outcomes – if we take care of our environment, promote education, equity, vibrancy, health and safety, enhance our roads and encourage economic development, people will be attracted to the District.

### **Measuring Progress Towards This Outcome:**

In 2006 when the LTCCP was adopted, progress indicators were identified for each of the community outcomes. Progress to date, where measured in the 2007/08 financial year, is listed below:

Indicator	Council's Role	Baseline	Progress to date
Population Growth	Council is a contributor in that its policies and decisions influence people's experiences and perceptions of living in the District and their decisions to relocate here and/or to continue to reside here	The provisional population count for the Masterton District is 23,100 (NZ Stats, 2006)	The 'usually resident' population for the Masterton District is 22,623 (NZ Stats, 2006)

Indicator	Council's Role	Baseline	Progress to date
Demographic Profile	Council is a contributor in that its policies and decisions influence people's experiences and perceptions of living in the District and their decisions to relocate here and/or to continue to reside here	<p>Masterton (Census, 2001):</p> <p>Gender: Male: 48.5% Female: 51.5%</p> <p>Age: Under 15: 23.4% 15-64: 61.1%; 65+: 15.5% Median Age: 38.0</p> <p>Ethnicity: European 88.5%; Maori 16.3%; Pacific 2.6%; Asian 1.5%</p> <p>Location: Urban 18,150 Rural 5120 (Statistics NZ, 2004)</p>	<p>Masterton (Census, 2006):</p> <p>Gender: Male: 48% Female: 52%</p> <p>Age: Under 15: 21.3% 15-64: 61.9%; 65+:16.8% Median Age: 40.3</p> <p>Ethnicity: European 77.9%;* Maori 16.9%; Pacific 2.7%; Asian 1.7% NZ'er 12.1%</p> <p>Location: Urban 18,050 Rural 5,200 (Elections NZ, 2007)</p>

*\*The decline in people reporting as European can primarily be explained by the option in the 2006 Census to self identify as 'New Zealander'.*

## **REPORT ON DEVELOPMENT OF MAORI CAPACITY TO CONTRIBUTE TO THE DECISION-MAKING PROCESS**

### **PARTICIPATION IN DECISION-MAKING**

The Council has an obligation to take into account the principles of the Treaty of Waitangi – Te Tiriti O Waitangi – and to recognise and provide for the special relationship between and with Maori, their culture, traditions, land and taonga.

Specific contact, interaction and consultation during the last year is detailed below:

- The Maori Liaison Task Group, under the chairmanship, initially of Councillor Owen Perry, then after the October 2007 elections, Councillor Edwin Perry, met six times during the year
- Specific opportunities for direct participation in the continuing stages of consultation on the Masterton Urban Wastewater Treatment Upgrade were provided.
- The development of the Wairarapa Combined District Plan through its final stages has involved direct consultation with iwi representatives.
- The Council included detailed consultation with the Maori community on outcomes and service levels during the development of the 2006-16 Long Term Council Community Plan.
- A joint Iwi and Council project during the year has been to reactivate the Maori Wardens service in Masterton.
- A Memorandum of Partnership between the Council and Rangitāne o Wairarapa was signed during this year.

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## **REPORT ON DEVELOPMENT AND FINANCIAL CONTRIBUTIONS**

The Council has adopted a policy, as part of its LTCCP, in accordance with Section 102(4) of the Local Government Act 2002. The policy states that the Council will rely on the financial contributions policy adopted as part of its District Plan and the proposed Wairarapa Combined District Plan.

The proposed Wairarapa Combined District Plan was launched and became operative, in August 2006. From that time the financial contributions policy has been applied as specified in the new Plan. The development contributions (for reserves, infrastructure, parking, development and roading) which have been levied and/or collected during the year total \$981,419 and have been recognised as income in the period to 30 June 2008.

At 30 June 2008 there were no outstanding appeals to the Proposed Plan which objected to the new contributions regime, hence there is little likelihood that there will be any change to the policies and no requirement to reduce and refund any part of the contributions which have been received to date.