

Hawke's Bay Community Outcomes Regional Monitoring Report

May 2009



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REGIONAL COUNCIL



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May 2009

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Table of Contents

Regional Monitoring Report Summary	1
1.0 Introduction	1
2.0 Hawke's Bay Community Outcomes	1
3.0 Measuring Outcomes Progress	3
4.0 Methodology	3
5.0 Economic Well-being	3
(i) Economy	3
(a) Demographic	4
(b) Business Numbers	5
(c) Economic Performance	6
(d) Standard of Living	6
(e) Rural Sector	7
(f) Other Industries	8
(g) Tourism	8
(h) Employment	9
(i) Residential and Public Investment	10
(j) Education and Training	12
(k) Skilled Labour	15
(l) Labour Earnings	16
(m) Staff Retention	17
(n) Business Promotion Initiatives	18
(o) Quality of Life	18
(ii) Transport Infrastructure and Services	18
(a) Traffic Crashes	18
(b) Vulnerable User Results	19
(c) Transport Safety	19
(d) Public Transport	20
(e) Effectiveness of Local Roothing Networks	22
(f) Transport and Regional Development Contribution	23
(iii) Summary	24
6.0 Cultural and Social Well-being	26
(i) Heritage	26
(a) Heritage Protection and Development	26
(b) Maori Heritage Protection and Development	28
(c) Community Appreciation of Maori Culture and Language	28
(ii) Leadership	29
(a) Regional Collaboration	29
(b) Economic Development and Regional Well-being	30
(c) Public Involvement in Governance	31
(iii) Community	32
(a) Socio-Economic Deprivation	32
(b) Maori Socio-Economic Development	33
(c) Community Involvement	35
(iv) Recreation	37
(a) Regional Collaboration	37
(b) External Marketing of Facilities	37
(c) Use of Facilities	37
(d) Resident Satisfaction with Facilities	38
(e) Investment in New Facilities	39

(v)	Summary	39
7.0	Environmental Well-being	40
(i)	Safety and Security	40
(a)	Crime	40
(b)	CCTV Monitoring	41
(c)	Policing Resources	41
(d)	Family Violence	42
(ii)	Health	43
(a)	Life Expectancy	43
(b)	Socio-Economic and Environmental Health Determinants	43
(c)	Access to Primary and Secondary Health Services	45
(d)	Quality of Health Services	46
(iii)	Physical Environment	46
(a)	Community Awareness of the Environment	46
(b)	State of the Environment	47
(iv)	Summary	50
8.0	Regional Outcome Achievement Since Year 2000	50

Regional Monitoring Report Summary

Background

As part of its long-term/ LTCCP planning work, the Local Government sector in Hawke's Bay in association with regional organisations and the regional community developed in 2003/04 a series of high-level and regionally focused community outcomes or goals.

The purposes for establishing the outcomes were to provide: a regional context for the ongoing work of the public, private and community sectors in the area; a common strategic focus for these sectors; a series of long-term development goals for the Hawke's Bay region to aspire to; and a basis for monitoring the region's progress against the outcomes or goals. The outcomes broadly cover economic, social/cultural and environmental well-being in the region.

Within each of these sectors, a series of sub-outcomes or objectives were also developed in order to reflect regional/ community priorities, and to provide a more specific focus for monitoring future community wellbeing and regional progress in terms of achieving the broad outcomes or goals. Specific indicators have been identified for the various sub-outcomes, to enable regional progress on them to be monitored and measured. Appendix 1 to the report shows the range of indicators covered in the report analysis.

Purpose

The aims of this first regional monitoring report are to provide:

- A framework/ template for the future monitoring of the progress of the Hawke's Bay region in terms of achieving the broad and specific outcomes
- An evaluation of how the region has fared over the past decade in terms of outcome achievement
- A benchmark for measuring the future progress of the region in terms of the broad and specific outcomes

It is noted that whilst the focus of the report is at the region-wide level, local authority district level results are also reported for a number of the indicators covered in the analysis. In the intervening period prior to the preparation of the next outcomes monitoring report, further district level information capability will be investigated and developed, and incorporated in that report.

Indicator Trend Summary

The table over-page summarises the findings of the accompanying detailed report on Hawke's Bay community outcome related trends since around Year 2000. The table does this from two perspectives, namely:

- A description of the overall trend since 2000 in relation to each outcome measurement indicator
- A comparison of indicator performance at the Hawke's Bay region and national levels

With regard to the Hawkes Bay versus New Zealand situation, comparisons are drawn only for those indicators for which reliable and sufficiently detailed information is available. In addition, the comparison for each indicator relies on a single or small number of dataset(s). Consequently, the comparisons should be treated with a degree

of caution. Again, further investigative work will be undertaken in the future to strengthen this aspect of the overall monitoring framework.

The keys for interpreting these two different aspects in the table below are as follows:

Indicator Trend Since 2000	Local-National Comparison
	Hawke's Bay has performed:
↑ Improved situation	😊 Better than the national situation
↓ Worsening situation	😐 About the same as the national situation
-	😞 Worse than the national situation

	Performance Indicator	Overall Trend Since 2000	Local-National Comparison	
Economic Well-being	Demography (population and dwellings)	↑	😞	
	Business numbers	↑	😊	
	Number of business start-ups vs. closures (net gain)	↑	😞	
	Uptake of business support programmes	↑	-	
	Economic performance	↑	😊	
	Standard of living	↑	😊	
	Rural sector growth	↑	😊	
	Other industry growth	↑	😊	
	Tourism growth	↑	😊	
	Employment	↑	😊	
	Residential and public investment	↑	😊	
	Education and training	↑	😐	
	Recruiting skilled labour	↑	😐	
	Income and labour earnings	↑	😞	
	Staff retention/ labour turnover	↑	😐	
	Transport	Traffic crashes	↓	😞
		Vulnerable road user accidents	↓	😞
		Transport safety	↑	-
		Public transport use	↑	😞
		Alternative transport options provided	↑	-
Effectiveness of the transport network		↑	-	
Transport and regional development link		↑	😞	

Social and Cultural Well-being	Culture and Heritage	Heritage protection and development	↑	-
		Maori heritage protection and development	↑	-
		Appreciation of Maori culture & language	↑	😊
	Leadership	Regional collaboration	↑	-
		Economic development and regional wellbeing	↑	😊
		Public involvement in governance	↓	😞
	Community	Socio-economic deprivation	↑	-
		Maori socio-economic development	↑	😞
		Community involvement	↓	-
	Recreation	Regional collaboration in facilities provision	↑	-
		Use of recreation facilities	↑	😊
		Investment in recreation facilities	↑	-
Environmental Well-being	Safety and Security	Recorded crime	↑	😞
		CCTV monitoring	↑	-
		Policing resources	↑	-
		Family violence offending	↓	😞
	Health	Life expectancy	↑	😞
		Socio-economic and environmental health determinants	↑	-
		Access to primary health services	↑	-
		Quality of health services	↑	-
	Physical Environment	Community awareness of the environment	↑	-
		State of the environment	↑	-

The table identifies 44 monitoring indicators. Of these, 39 improved over the period and just five worsened, these being traffic crashes, vulnerable road user accidents, the level of community involvement in governance, the level of community involvement generally and the level of recorded family violence offending. Of the 26 indicators for which an indicator performance comparison is drawn between Hawkes Bay and the whole country, the region has out-performed the country as a whole in 11 of the indicators and equalled the national performance in 6 of them. Thus, for 65% of the indicators, Hawkes Bay has equalled or bettered the national performance in broad terms.

Outcome Achievement

The table below provides a summary assessment of the progress of the region over the past decade in achieving the various sub-outcomes or objectives listed in Appendix 1.

Outcome/Sub-Outcome	Assessment of Regional Progress Since 2000
<p><i>A strong, prosperous and thriving economy</i></p> <ul style="list-style-type: none"> <li data-bbox="224 285 789 352">▪ <i>Coordinated facilitation of regional and local economic growth and development in Hawke's Bay</i> <li data-bbox="224 852 699 919">▪ <i>Hawke's Bay is a key and growing tourism destination in New Zealand</i> <li data-bbox="224 1157 737 1262">▪ <i>A well-educated, trained and skilled workforce meets the needs of employers and supports a thriving regional economy</i> <li data-bbox="224 1682 760 1749">▪ <i>The rural /agricultural base will be protected and appropriate development encouraged</i> 	<p>Despite the increasingly negative impacts in the region of the more recent major world financial sector upheaval and associated economic downturn, Hawke's Bay still recorded significant overall growth in population, housing development, economic activity, business activity and public/private investment over 2000-2008. Assisted by the long-term period of favourable economic and business conditions prevailing since 2000, economic development and business agencies in Hawke's Bay have been proactive in facilitating economic growth in the region, as well as new business establishment, increased investment and increased business sector uptake of Government assistance programmes.</p> <p>At the same time, the region recorded significant overall growth in visitor activity, particularly in the international sector. The region has been amongst the leading tourism activity growth areas in the North Island/Top South Island, over the period. The range and quality of tourism product and visitor amenities available in the area has steadily increased over time.</p> <p>The level of formal educational and training achievement has increased over time in the region, including a noticeable improvement at the tertiary and university levels. The proportion of the population without formal educational achievement has fallen. Industry trainee numbers have remained solid. Public and private education/training agencies have increasingly focused their work on the key employing industries in the region. There has been a significant increase in income/earnings levels over the past five years. The region has pursued active skilled migrant attraction policies to address industry skilled labour gaps. The regional labour-market has eased in recent years and labour turnover has reduced.</p> <p>The total land area in the region under agricultural, horticultural and forestry use has increased slightly. There has been a significant increase in forestry and wine-growing land-use over the past decade. Approximately three-quarters of the total regional land area in Hawkes Bay is considered by the HB Regional Council to be sustainably used at present. There has</p>

Outcome/Sub-Outcome	Assessment of Regional Progress Since 2000
	<p>also been a significant growth in the level and range of rural sector activity. Pastoral and horticultural soils in the region continue to face quality issues and hillside erosion is a major problem area.</p>
<p><i>Transport infrastructure and services that are safe, effective and integrated</i></p> <ul style="list-style-type: none"> ▪ <i>A safe and efficient transport network</i> ▪ <i>An inclusive, accessible and affordable transport system</i> ▪ <i>An integrated transport system with efficient linkages supporting national and regional economic development</i> 	<p>There have been many positive developments and initiatives in the region in the areas of transport safety improvement, encouraging increased use of public transport and new investments in the local roading infrastructure. However, at the same time, there has been an overall increase during the past five years in vehicle crash rates in Hawkes Bay.</p> <p>Formal public satisfaction surveys indicate a relatively high level of community satisfaction with the overall quality of the overall transportation system in Hawke's Bay. Patronage of urban public transport in the region has increased significantly. More transport options are being provided for the community.</p> <p>Transport and roading network developments and improvements in the region during the past decade have been primarily aimed at improving both resident and commercial related transport effectiveness and efficiency in the area. This is particularly important in relation to the increasingly important regional economic role of the Port of Napier. Over the period, the GDP/ economic contribution of the transport sector to regional development in Hawke's Bay has increased significantly.</p>
<p><i>Communities that value and promote their unique culture and heritage</i></p> <ul style="list-style-type: none"> ▪ <i>Places, spaces, activities and events celebrating and strengthening the identities of all cultures within Hawke's Bay.</i> ▪ <i>Maori culture and language is respected, promoted and strengthened in the community</i> 	<p>Local authority district plan and NZ Historic Places Trust listings in Hawke's Bay currently contain a total of in excess of 3100 heritage items, including important Maori cultural sites. A number of major heritage buildings in the region have been upgraded and refurbished over time. These include Marae complexes. A number of major Maori cultural, musical and social events are now held on a regular basis in the region, along with other activities celebrating the culture and heritage of the different local communities in Hawkes Bay. This is partly a reflection of the increasing ethnic diversity of the region.</p> <p>A number of initiatives have been implemented in the region, in relation to such sectors as Iwi organisation</p>

Outcome/Sub-Outcome	Assessment of Regional Progress Since 2000
	and leadership, Local Government policy, tertiary education, early childhood education and health, to reflect the important Maori culture in the region. A third of Maori people in Hawkes Bay are able to speak the Maori language with some degree of proficiency.
<p>Strong regional leadership and a sense of belonging</p> <ul style="list-style-type: none"> ▪ <i>Strong and coordinated leadership and governance across the Hawke's Bay region</i> 	<p>A number of joint regional/Napier-Hastings collaborative initiatives have been implemented over the past decade, in relation to, for example, transportation studies, rubbish disposal, regional development facilitation, urban development planning and strategies for sport and active recreation. Hawke's Bay performed in the 'middle of the field' in terms of changes in a number of key socio-economic indicators since Year 2000 amongst the different regional areas of the country. There was an improvement in the level of socio-economic deprivation within a majority of the more deprived localised communities in Hawke's Bay between the 2001 and 2006 Census periods. Whilst public involvement in standing for 'local authority' elected positions increased on balance during the 2001-2007 period, nevertheless, the level of 'voter turnout' at local elections fell during the period. Almost half of Hawke's Bay residents are satisfied with the opportunities to contribute to Local Government decision-making in the region, according to the results of the 2008 formal resident satisfaction survey.</p>
<p>Supportive, caring and inclusive communities</p> <ul style="list-style-type: none"> ▪ <i>The delivery of key social services in Hawke's Bay is undertaken in a coordinated and accessible manner</i> ▪ <i>Improved housing for Maori and strengthening of Marae communities</i> 	<p>Central Government policy for its service delivery departments is to achieve increasing coordination and integration of services, in order to promote more effectiveness and efficiency in service delivery. There were significant gains over the 2001-2008 period in the socio-economic profile of the Hawke's Bay community as a whole. Levels of reported family violence offences have increased during the past decade but this is partly due to increased reporting of offences.</p> <p>Initiatives have been undertaken to upgrade Housing New Zealand properties generally, deliver specific Housing New Zealand programmes (e.g. Rural Housing Programme and the Housing Innovation Programme), investigate alternative housing options for the Maori community, develop new (urban) and upgrade existing Marae and explore new Marae based social and economic development opportunities. The general</p>

Outcome/Sub-Outcome	Assessment of Regional Progress Since 2000
<ul style="list-style-type: none"> ▪ <i>Hawke's Bay people are engaged with their community regardless of age, ability or ethnicity</i> 	<p>socio-economic status of the Maori community in Hawke's Bay increased noticeably over the 2001-2006 Census period.</p> <p>Napier City community survey figures show that there has been a fall over the past five years in the level of community volunteerism. A high proportion of regional residents rate the level of community spirit in their localities as good or better, whilst over half of the residents feel supported and included in their local communities.</p>
<p>Safe and accessible recreational facilities</p> <ul style="list-style-type: none"> ▪ <i>Coordinated regional provision and use of recreational facilities and associated recreational services</i> ▪ <i>Enhanced provision of a variety of safe physical and recreational opportunities</i> 	<p>There have been a number of regional coordination initiatives in relation to the provision of recreation facilities in Hawkes Bay. They include Sport Hawkes Bay's regional sports and active recreation strategy, regional facilities inventory and 'sports house' model at the Pettigrew Green Arena. As a result of active external marketing work, the region has attracted a number of major international and national sports events to the area. Figures for key sports/leisure facilities in Hawkes Bay indicate significantly increased patronage levels over the past five years. Resident satisfaction survey results point to a sustained high level of community satisfaction with the quality of recreational facilities in the region.</p> <p>The last decade has seen the development of a number of new sports and recreational facilities and amenities in Hawkes Bay and the upgrading of a number of other ones.</p>
<p>Safe and secure Communities</p> <ul style="list-style-type: none"> ▪ <i>People in Hawke's Bay will be free from burglary, theft and property damage</i> ▪ <i>Hawke's Bay will be free from violent crime</i> ▪ <i>Hawke's Bay homes and public spaces will be safe</i> 	<p>Over the last decade, recorded dishonesty offences as a proportion of total recorded criminal offences in Hawkes Bay have fallen significantly. The proportion for property damage offences has increased from 8.4% to 14.1%. The proportion for property abuse offences has fallen slightly.</p> <p>The proportion for general violence offending in the region has risen from 8.6% to 13.5%. The rate of family violence offending has increased from just under 60 per 10,000 population to 80 per 10,000 population, partly as a result of increased reporting of such offending.</p> <p>CCTV monitoring and other anti-crime initiatives have resulted in reductions in recorded criminal offending in CBD (Central Business District) areas in the region. Over 60% of residents are currently satisfied with crime</p>

Outcome/Sub-Outcome	Assessment of Regional Progress Since 2000
	prevention efforts in their localities. The January 2009 formal Hawkes Bay satisfaction survey indicated that 86% of residents feel that their local area is a safe place to live in.
<p>A lifetime of good health and well-being</p> <ul style="list-style-type: none"> ▪ <i>Hawke's Bay residents will have access to high-quality health and disability services</i> ▪ <i>Hawke's Bay will have high standards of population health</i> ▪ <i>The factors which influence health are effectively managed</i> 	<p>The Hawkes Bay PHO (Primary Health Organisation) has implemented a number of initiatives since 2005 to improve public access to primary health care services. The Hawkes Bay DHB has also introduced a number of primary health care improvement initiatives, as well as new developments at HB Regional Hospital. Ministry of Health patient satisfaction surveys indicate a high level of satisfaction with service quality at public hospitals in Hawkes Bay; there has also been a gradual increase in the level of satisfaction from Year 2006. Over 70% of Hawkes Bay residents are presently satisfied with the range and quality of health services and health professionals in the region.</p> <p>There has been a fall in the incidence of a number of key health issues in Hawkes Bay over the past five years-e.g. obesity, hazardous drinking, ever-diagnosed diabetes and hospitalisation rates in relation to a number of health problems. Both male and female life expectancy has increased gradually in the region, since the early 1990s.</p> <p>Since 2002/03, Ministry of Health surveys indicate improvements in Hawkes Bay in a number of socio-economic health determinants e.g. fruit consumption, reduced obesity, increased physical activity, and reduced hazardous drinking and tobacco use by second-year high school students.</p>
<p>An environment that is appreciated, protected and sustained for future generations</p> <ul style="list-style-type: none"> ▪ <i>The Hawke's Bay community is well informed and educated about the environment</i> ▪ <i>Development in Hawke's Bay is sensitive to the need to protect and promote environmental well-being</i> ▪ <i>The natural qualities of Hawke's Bay's lakes, streams, waterways and coastlines are protected and enhanced</i> 	<p>Local territorial Councils, HB Regional Council, specialist local environmental organisations and the school sector all play an active role in improving community awareness of the importance of maintaining a high-quality physical environment in the region. Whilst the overall quality of the physical environment in Hawkes Bay is good, there are a number of specific issues which are being addressed by the Hawkes Bay Regional Council in particular. There has been an overall increase in the number of air quality complaints fielded by the HB Regional Council over the past five</p>

Outcome/Sub-Outcome	Assessment of Regional Progress Since 2000
<ul style="list-style-type: none"> ▪ <i>Hawke's Bay is clean, green and pollution free</i> 	<p>years. The incidence of PM₁₀ air pollution in Napier-Hastings fell steadily over 2005-2007 but then increased sharply during 2008. There has been an increased focus within the region on the management of contaminated sites.</p> <p>Over 90% of Hawkes Bay residents are currently satisfied with the quality of the natural features in and around their communities.</p>

1.0 Introduction

In 2003/04, the Local Government sector in Hawke's Bay, in consultation with the regional community and a range of community organisations, developed a series of high-level, region-wide 'community outcome' or goal statements. This was partly in response to the requirements of the Local Government Act 2002.

The main purposes for establishing the outcomes were to provide:

- a regional context for the ongoing work of the public, private and community sectors in the region
- a common strategic focus for the sectors
- a series of long-term development goals for the Hawke's Bay area to aspire to
- a basis for monitoring the region's future progress against the outcomes and goals.

Since the outcomes were first formulated, they have been actively used by Local Government in the region, as part of the LTCCP (Long Term Council Community Plan) activities.

The outcomes comprise a mixture of economic, social, cultural and environmental perspectives, consistent with Central Government requirements for Local Government long-term planning.

2.0 Hawke's Bay Community Outcomes

The community outcomes framework for the Hawke's Bay area is illustrated in **Table 1** on page 2. The broad outcomes for the region are as follows:

1. Economic Well-being

- A strong, prosperous and thriving economy
- Transport infrastructure and services that are safe, effective and integrated

2. Social and Cultural Well-being

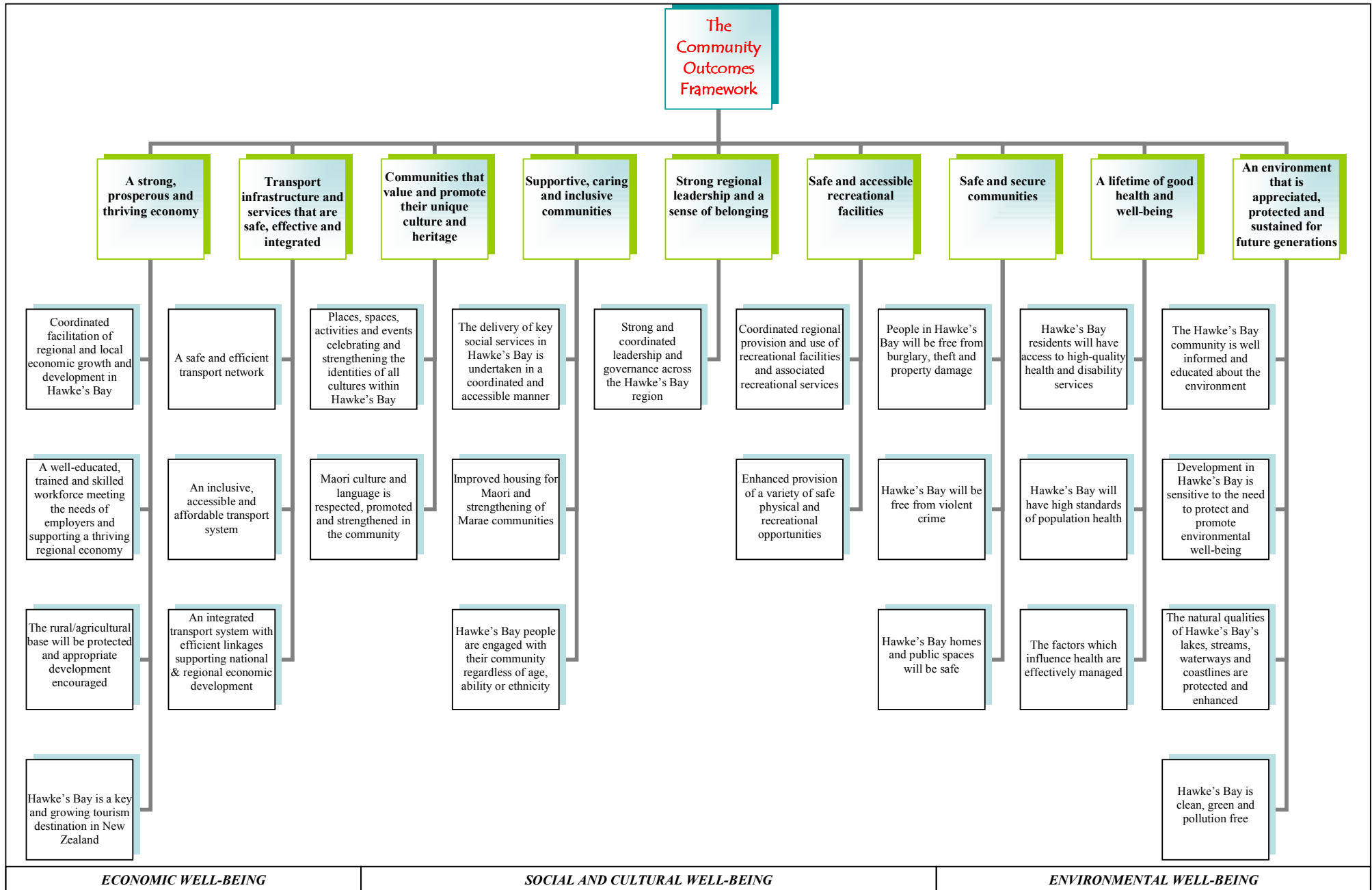
- Communities that value and promote their unique culture and heritage
- Strong regional leadership and a sense of belonging
- Supportive, caring and inclusive communities
- Safe and accessible recreational facilities

3. Environmental Well-being

- Safe and secure communities
- A lifetime of good health and well-being
- An environment that is appreciated, protected and sustained for future generations

Along with these broad outcomes, a number of more specific 'sub-outcomes' or objectives have been developed. These reflect the particular priorities of the Hawke's Bay community with regard to future economic, community and environmental development in the region. These are also shown in **Table 1**.

Table 1:



ECONOMIC WELL-BEING

SOCIAL AND CULTURAL WELL-BEING

ENVIRONMENTAL WELL-BEING

3.0 Measuring Outcomes Progress

As the outcomes and sub-outcomes represent the long-term development aspirations of the Hawke's Bay community, and provide an important basis for the work of Local and Central Government in the region, it is also important that regional progress in achieving the outcomes/goals is effectively monitored and measured. In order to do this, a series of progress indicators or measures have been developed. These are shown in **Appendix 1**. The indicators provide the reference point for the analysis contained in this report.

The overall aims of the report are to:

- (i) assess how the Hawke's Bay region has performed since around the Year 2000 in relation to the various outcomes and sub-outcomes indicated in Table 1.
- (ii) evaluate the current situation of the region in respect of the outcomes and sub-outcomes
- (iii) provide (through (i) and (ii) above) the basis for monitoring the future progress of the Hawke's Bay region towards the desired community outcomes for the area.

4.0 Methodology

The main points to note in respect of the analytical approach adopted for this report are as follows:

- (a) The specific indicators/measures used relate closely to the progress indicators listed in Table 1.
- (b) Indicator results and information have been obtained from a range of sources including Statistics New Zealand, other Central Government agencies, Local Government and community organisations.
- (c) A variety of analytical approaches, including statistical, tabular and graphical analyses, are used in the report.
- (d) Where appropriate, and where the available indicator information allows, results are provided at both the region-wide and local/district levels, with comparisons drawn between them.
- (e) The report includes within each broad outcome section a summary table of the various indicator trends presented in the document and an overall assessment of regional progress towards the community outcomes.

It is noted that the indicator information provided in the report is supplemented by the views of Hawke's Bay residents on regional progress in relation to the community outcomes, via a suitable resident satisfaction survey. The survey results are also included in the report.

5.0 Economic Well-being

(i) Economy

The indicators covered in this section relate to demographic, economic, industry, tourism, investment, infrastructural and employment growth in Hawke's Bay.

(a) Demographic

Table 2 indicates the trend in the estimated population of the different local authority districts in Hawke's Bay and the region as a whole since Year 2001. The base data for the table is sourced from Statistics New Zealand.

Table 2: Hawke's Bay Local Authority Population Growth 2001-2008

District	Resident Population		Population Change	
	2001	2008	Number	%
Wairoa	9,260	8,480	-780	-8.4
Napier	55,200	57,000	1,800	3.3
Hastings	69,600	73,900	4,300	6.2
Central Hawke's Bay	13,200	13,300	100	0.8
Hawke's Bay Region ¹	147,300	152,800	5,500	3.7

Note: 1. Also includes small parts of Taupo and Rangitikei districts

Key points to note:

- Overall average annual population growth in Hawke's Bay of 0.5% since 2001
- Most significant population growth in Hastings district, followed by Napier City
- Declining population in Wairoa district and a slight gain in Central Hawke's Bay
- Population growth in the region has been driven over the period by natural population gain (total births outweighing total deaths). There has been an overall net migration loss for the period (more people leaving the region than coming into it), primarily due to net migration loss to overseas countries.

Table 3 shows the change in the number of occupied dwellings within the Hawke's Bay region over the 2001-2008 period. This information is sourced from Statistics New Zealand Census and building consent data.

Table 3: Hawke's Bay Local Authority Occupied Dwelling Change 2001-2008 ¹

District	Occupied Dwellings		Dwelling Change	
	2001	2008	Number	%
Wairoa	3,174	3,198	24	0.8
Napier	20,913	22,715	1,802	8.6
Hastings	24,207	26,496	2,289	9.5
Central Hawke's Bay	4,782	5,211	429	9.0
Hawke's Bay Region ²	53,124	57,677	4,553	8.6

Notes:

1. Total occupied dwellings
2. Also includes small parts of Taupo and Rangitikei districts

Key points to note:

- Overall housing growth for all districts and the region as a whole during the period.
- Napier-Hastings combined has accounted for 90% of the total housing growth.
- Housing growth in the region has been much higher than population growth.

(b) Business Numbers

Figure 1 shows the annual trend in the number of businesses in the Hawke's Bay region since Year 2000. The base information for the graph is sourced from Statistics New Zealand's annual business demography survey results. Agricultural production enterprises and businesses with a \$30,000 or less annual turnover are not covered by the survey. The graph shows a steady increase in business numbers over the period, with a 3,590 or 24.3% gain, similar to the national increase. The total number of surveyed businesses in Hawke's Bay in 2008 stood at 18,383.

Figure 1:

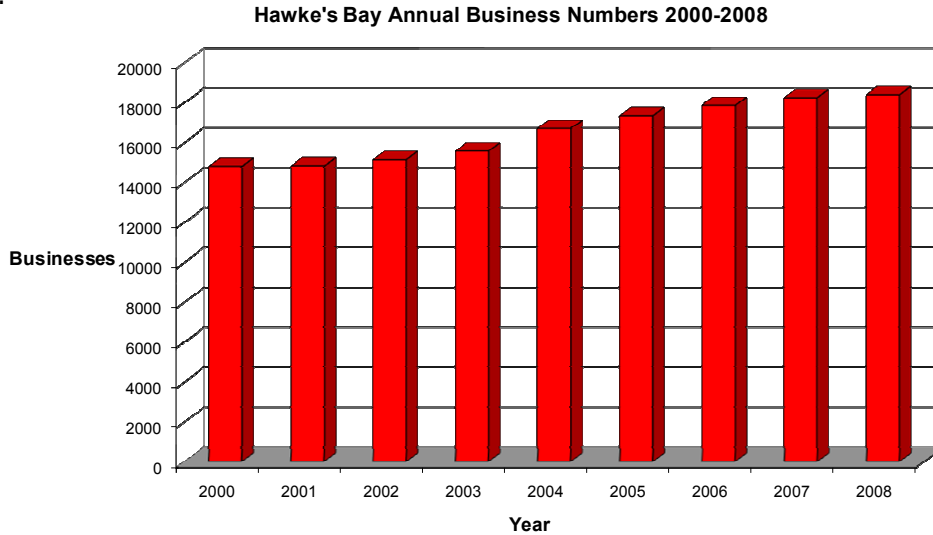


Table 4 indicates the number of business start-ups and closures in the Hawke's Bay region, from 2001. The information is sourced from Statistics New Zealand's annual business demography surveys.

Table 4: Hawke's Bay Business Start-ups and Closures 2001-2007

Year	Number of		Difference
	Start-ups	Closures	
2001	1,563	1,532	31
2002	1,689	1,399	290
2003	1,796	1,396	400
2004	2,521	1,484	1,037
2005	2,345	1,742	603
2006	2,169	1,680	489
2007	2,004	1,770	234
TOTAL	14,087	11,003	3,084

The number of business start-ups in the region increased over 2001-2004, but has since fallen steadily. Over the whole period, there were a total of over 14,000 new business start-ups. The number of business closures fell during 2001-2003, but has increased overall since. There were a total of just over 11,000 business closures for the whole period. The net excess of business start-ups over closures in the region increased sharply over 2001-2004, but has since fallen steadily. Overall, there was a gain of 3,084 new businesses during 2001-2007.

On an industry basis, the property/business services, rural (excluding agricultural production), construction, retailing and finance/insurance sectors recorded the highest numbers of new business start-ups in that order. The property/business services, rural, retailing and construction sectors also recorded the highest number of

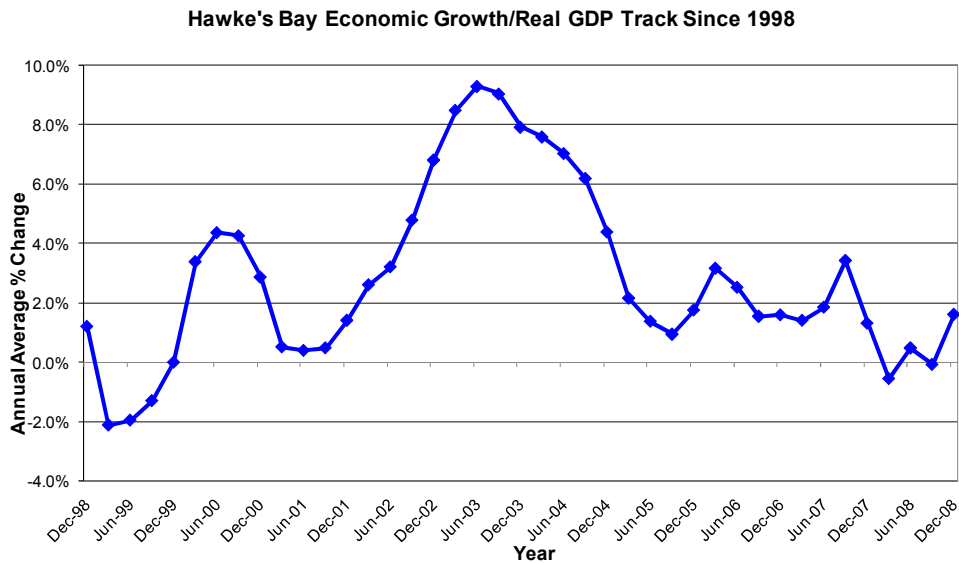
business closures. The largest overall net gains in new businesses over the period were recorded by (in this order) property/business services, financial/insurance services, construction and manufacturing. The rural sector recorded an overall significant net loss of businesses.

During the 2007/08 financial year, the Government's economic development agency, NZTE (New Zealand Trade and Enterprise), provided a total of 236 grants to 156 Hawke's Bay businesses, with a combined value of \$8.62 million. The largest grant allocations were made under the EDG-Business Capability Building, Market Development, Growth Services and Regional Partnerships funding schemes.

(c) Economic Performance

Figure 2 tracks the trend in annual economic growth in Hawke's Bay, since 1998. The base data for the graph was prepared by Infometrics Economic Consultancy in Wellington and incorporates trends in a wide range of individual economic indicators for the region. Overall economic growth in the region has generally been positive and relatively solid throughout the period, although it has fluctuated noticeably. The peak period of growth was during the 2002-2004 interval. Growth has generally been falling since mid 2003.

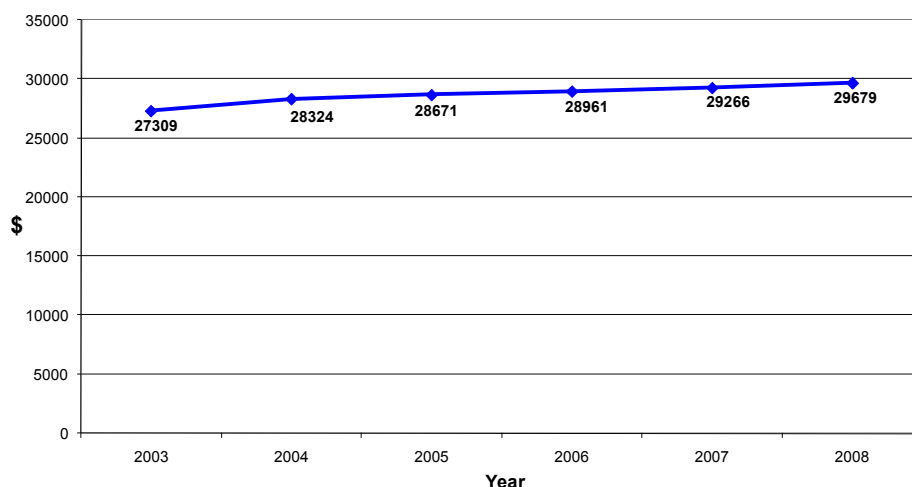
Figure 2:



(d) Standard of Living

The economic standard of living refers to the amount of goods and services available to each member of the population. It is best measured by the indicator 'real GDP per capita'. Real GDP means GDP in dollar terms adjusted for inflation whilst 'per capita' refers to 'per person'. **Figure 3** over-page shows the trend in the results since 2003. The graph shows a gradual improvement in the standard of living in Hawke's Bay during the period, with the overall gain being in the order of 9%. The standard of living results are based on Infometrics regional GDP data and Statistics New Zealand population estimates.

Figure 3: Hawke's Bay Economic Standard of Living 2003-2008



(e) Rural Sector

Table 5 indicates the broad land cover profile of the Hawke's Bay region in both 1996 and 2002, and the changes in the profile between those two years. The information in the table was sourced from Hawke's Bay Regional Council records.

Table 5: Hawke's Bay Region Land Cover Profile 1996-2002

Land Use Type	Area (Ha)		Change	
	1996	2002	Number	%
Forestry	465,838	480,639	14,801	3.2
Grass/Pastoral/Tussock	755,693	742,197	-13,496	-1.8
Vegetation/Scrub, etc	137,089	137,518	429	0.3
Orchards/Horticulture	20,985	20,996	11	0.1
Coastal/River Water	13,008	13,008	-	-
Vineyards	6,133	6,284	151	2.5
Alpine/River/Gravel/Rock, etc	9,355	9,259	-96	-1.0
Built-up Areas	5,797	5,797	-	-
Other	3,684	1,883	-1,801	-48.9
TOTAL	1,417,582	1,417,582	-	-

The major gains over the period were in relation to forestry and vineyards. There was a noticeable loss of grassland generally. The table below provides examples of Hawke's Bay rural industry growth trends since Year 2003. The information is sourced from Statistics New Zealand and Hort Research databases:

Table 6: Hawke's Bay Rural Industry Growth Trends Since 2003
<ul style="list-style-type: none"> • The contribution of the rural industry to overall economic activity in Hawke's Bay increased by over 40% during the 2003-2008 period. • Total employment in the primary production sector increased by 23.5%. • Total employment in the primary commodities processing industry (food, textiles, wood) increased by 3%. • The total vineyard producing area has increased by 24%; the number of grape growers by 37%; the number of wineries by 20% and wine production by 64%. • The total kiwifruit planted area has increased by 17%, onions by 43% and squash by 12%.

- Total sheep numbers have fallen by almost 8%.
- A total of 1092 new farm buildings, with a combined value of \$42 million, received building consent. Building consent was also given for 223 farm building alterations, with a total value impact of \$5.4 million.
- Total employment within the agricultural servicing sector almost doubled.

(f) Other Industries

Table 7 below provides growth trends for other industries in Hawke's Bay, for the 2003-2008 period. Data sources are Statistics New Zealand business demography surveys and building consent data.

Table 7: Hawke's Bay Manufacturing and Service Sector Growth Trends Since 2003
<ul style="list-style-type: none"> • Total manufacturing sector employment in Hawke's Bay increased by 14% over the 2003-2008 period. • A total of 402 new industrial including storage premises, with a combined value of \$157 million, received building consent over the period. • The total number of manufacturing sector enterprises increased by 19%. • The total number of construction sector enterprises increased by 44% and employment by 45%. • Total service sector enterprise numbers increased by 2,743 or 31%, with service sector employment rising by 6860 or 17%. • A total of 293 new commercial premises, with a combined value of \$164 million, received building consent.

(g) Tourism

Figure 4 shows the annual trend in total visitors and visitor nights for Hawke's Bay for 2003-2008, for the commercial accommodation sector only. The base data for the graph is sourced from Statistics New Zealand. Both indicators show ongoing annual increases in visitation to the region, with the largest gains occurring in 2004/2005. However, the 2008 year saw an approximate 3% decline in commercial visitor activity levels. The overall gains for the period were 5.7% for visitor arrivals and 11.7% for visitor nights.

Figure 4:

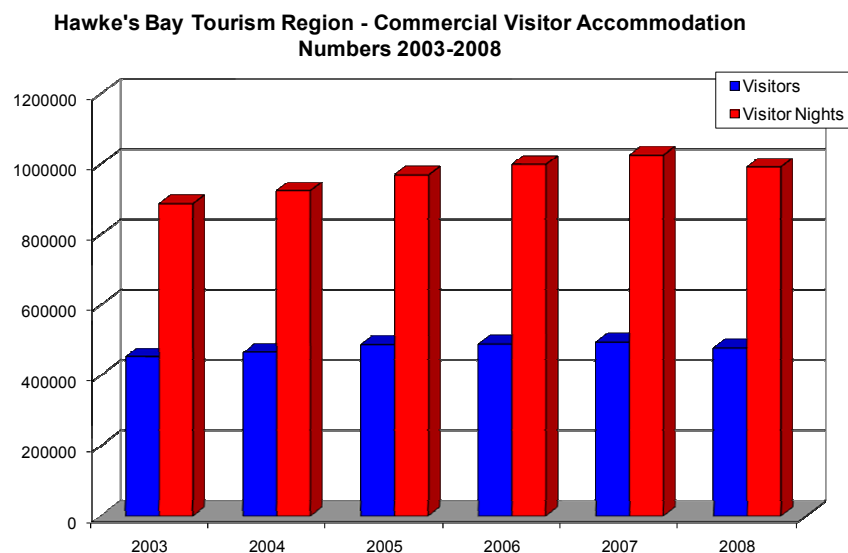


Table 8 compares Hawke's Bay's visitor performance over the 2003-2008 period against a number of other tourism regions in New Zealand and against the country as a whole, for the commercial visitor accommodation sector only:

Table 8: Comparative Hawke's Bay and Other Regions' Tourism Performance 2003-2008

Tourism Region	% Change 2003-2008	
	Visitor Arrivals	Visitor Nights
Hawke's Bay	5.7	11.7
Northland	-1.5	2.8
Waikato	8.3	13.4
Eastland/Gisborne	-4.4	2.6
Rotorua	0.9	-0.3
Bay of Plenty	22.4	19.9
Lake Taupo	-5.6	-7.8
Taranaki	27.1	24.2
Wanganui	2.6	6.5
Palmerston North	-4.6	0.8
Nelson	9.8	4.6
Marlborough	5.3	9.7
New Zealand	10.5	11.2

Hawke's Bay achieved a ranking (among the 12 comparison regions listed in the above table) of fifth for arrival numbers and fourth for visitor nights. Hawke's Bay also outperformed the country as a whole for the visitor nights indicator.

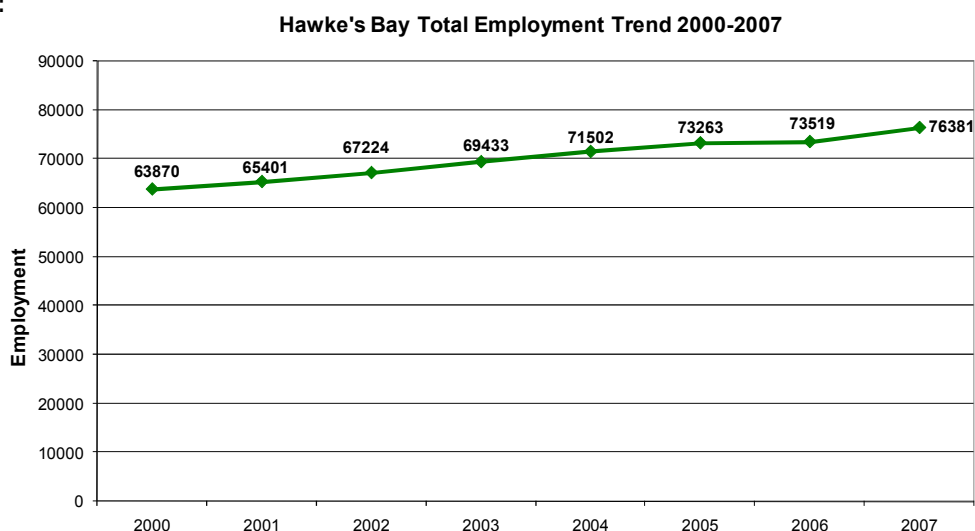
Some other trends to note for the region's visitor sector over 2003-2008 include the following:

- 48 new visitor accommodation outlets, with a combined value of \$31 million, received building consents
- The number of tourism and hospitality enterprises (cafes, restaurants, accommodation outlets) in the region increased by 60 or 10.6%
- Direct employment in the region's tourism sector increased by 750 or 19%
- The total capacity of Hawke's Bay commercial visitor accommodation premises increased by 14.3%
- The overall commercial visitor accommodation occupancy rate was unchanged at 37%
- The number of nights spent in Hawke's Bay by domestic visitors from other parts of the country increased by 5.4%, whilst the number of international visitor-nights rose by 35.8%

(h) Employment

Figure 5 over-page tracks the annual trend in total industry employment in Hawke's Bay since Year 2000. The base data for the graph is sourced from Infometrics Economic Consultancy in Wellington. Employment in the region increased steadily over 2000-2005, slowed considerably over 2006-2007 and then increased significantly over the September 2008 year. Over the full period, employment rose in the area by approximately 13,600 or 21%.

Figure 5:



(i) Residential and Public Investment

Table 9 indicates the annual figures for the total value of all new building work receiving building consent in Hawke's Bay since 2003. The base data is sourced from Statistics New Zealand. The analysis covers both residential, commercial/industrial (including farming) and community facilities.

Table 9: Hawke's Bay New Building Consent Activity By Value 2003-2008

Year	Residential (\$M)	Commercial/Industrial (\$M)	Other (\$M)	Total (\$M)
2003	152.2	39.7	29.8	221.7
2004	160.9	67.9	34.0	262.8
2005	189.1	55.8	39.1	284.0
2006	207.8	67.6	31.5	306.9
2007	223.7	43.7	22.0	289.4
2008	140.8	68.7	39.4	248.9
TOTAL	1074.5	343.4	195.8	1,613.7

There was a steady increase in the total value of new residential building (67% of the total new building volume consented to in the region) until the end of 2007, after which last year saw a sharp decline in activity due to the onset of the major international and domestic financial and economic sector decline. New commercial/industrial building accounted for 21% of the total and tended to fluctuate over the period. The value of other new building (e.g. community/cultural/educational facilities) receiving consent increased over 2003-2005, fell over 2005-2007 but then increased again in 2008. The total value of all new buildings consented to in the region increased steadily over 2003-2006 but then fell back over the following two years.

Table 10 lists the main new state highway, regional and local roading projects that have been implemented in the Hawke's Bay region, since about Year 2000.

Table 10: Hawke's Bay New Roothing Projects Since Year 2000
<ul style="list-style-type: none"> Initial Napier-Hastings Expressway development Major Expressway interchanges (Kennedy/Meeanee Roads)

- Hawke's Bay Airport-Taradale Road Expressway extension
- Prebensen Drive, Napier- important arterial
- Hastings District – new roads in relation to new housing subdivisions, major new roundabouts located in Havelock North (north of township) and on the Havelock North-Hastings CBD road, and upgrading of a number of urban roads
- Additional State Highway passing lanes
- Otane – SH1 intersection upgrade
- New cycleways and walkways

The total construction value of all the State Highway-related projects listed in the above table is approximately \$38 million.

Apart from the above roading initiatives, other significant local infrastructural developments indicated by local authorities in their various planning and reporting documents during the past five years include the following:

Wairoa

- Roading renewals and upgrading, including regional development projects and bridge repairs
- Piping of formerly open storm-water drains
- New footpaths

Napier

- Opening of the Ocean Spa heated pools and Marine Parade children's playground
- Additional car-parking spaces in Napier's CBD area
- Opening of the Pettigrew Green indoor sports arena and further upgrading of the Centennial Hall
- McLean Park redevelopment
- Further upgrading of the West Quay and Ahuriri recreational, hospitality and residential area, including the old wharf
- Upgrading of some Taradale urban roads, new roads in the area and a new water reservoir for the suburb
- Development of the Council's new Poraiti/Parklands residential complex
- Development of and extensions to City cycle/walkway
- Construction of the major new overland drain

Hastings

- Initial developmental work on the construction of the new regional sports park
- Completion of the major upgrading of the HB Opera House and surrounding roading network
- Expansion of the Omarunui Landfill facility
- Construction of the new wastewater facility in East Clive
- Upgrading of the storm-water disposal system in the Karamu Stream
- Provision of utility services to support new residential sub-divisions
- Havelock North CBD upgrade and new pump station
- New central Hastings car-parking space

- Ongoing asset renewals: roading, sewers, storm-water and water mains

Central Hawke's Bay

- Upgrading of footpaths
- Resealing and rehabilitation of sealed and unsealed roads in the district
- Road and railway intersection improvements
- Storm-water and water-system upgrades in Porangahau
- De-sludging of the Waipukurau and Waipawa oxidation ponds
- Upgrading of Waipawa's main street

Hawke's Bay Regional Council

- Willow sawfly remediation works
- Maintenance work on regional flood control and drainage schemes
- Grants for the upgrade of McLean Park sports facility in Napier and the Pettigrew Green indoor sports complex in Taradale
- Provision of public passenger transport options and services

With regard to external commercial investment in the Hawke's Bay area, Overseas Investment Commission figures for the 2000-2004 interval indicate a total of 127 approvals of investments by offshore sources (individuals and organisations) in both land and non-land assets, worth a combined net investment value of \$485 million. Over the period, there was a noticeable annual variance in the number of approvals and the level of investment. It is noted that the above figures cover both the Hawke's Bay and Gisborne areas. With regard to land investments only, the combined region had a national ranking of second (behind Southland) for the area of land invested in during the period.

(j) Education and Training

Table 11 indicates the formal educational achievement profile of the Hawke's Bay working-age population as at the 1996, 2001 and 2006 Censuses. The base data is sourced from Statistics New Zealand Census information.

Table 11: Hawke's Bay Educational Qualifications Profile 1996-2006

Highest Qualification Category	% of Working-Age Population		
	1996	2001	2006
No Qualification	37.8	28.8	27.5
High School:			
▪ Level 1 Certificate	12.1	14.8	14.1
▪ Level 2 Certificate	8.3	9.8	8.7
▪ Level 3/4 Certificate	2.9	3.5	3.5
▪ Overseas	1.3	3.5	3.2
Post School:			
▪ Levels 1-3 Certificate	2.9	3.8	4.2
▪ Level 4 Certificate	6.4	5.0	9.8
Diploma:			
▪ Level 5	1.2	1.9	3.3
▪ Level 6	7.0	7.1	5.3
▪ University	4.7	5.9	9.0

Over the period, there has been a significant reduction in the percentage of the population without formal educational achievement. The proportion of the population with high-school educational achievement has increased noticeably. The proportion with tertiary Certificate-level achievement has also increased noticeably, whilst the proportion with Diploma-level achievement increased in 2001 but fell back slightly in 2006. The proportion of the population with a University degree qualification has almost doubled. Thus, there has been a significant improvement in the level of educational achievement in Hawke's Bay over the past decade.

Figure 6 indicates the trend in student numbers participating in EIT Hawke's Bay-delivered courses since 2004. The student roll is measured in EFTS (equivalent full-time students) and includes Government-funded, international and other student categories. There has been an overall fall of 17% in EFTS numbers, over the period. In 2008, total EFTS numbers were recorded at 2,985 compared to 3,612 in 2003. Student numbers in more recent years have been highest for business and computing, arts and social sciences, science and technology, and health and sports science.

Figure 6:

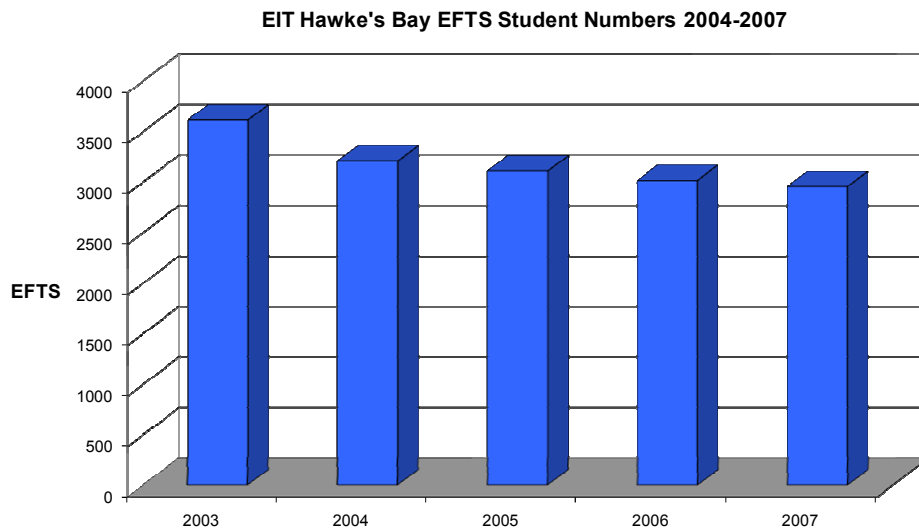


Figure 7 over-page indicates the trend over 2005-2007 in the number of qualifications awarded at EIT Hawke's Bay in the different qualification categories. During the period, the total number of qualifications awarded increased by 6%. The changes within the different achievement categories were Certificate level +8%, Diploma -4%, University degree +3% and Postgraduate +36%. In 2007, Certificate-level courses accounted for 65% of the total qualifications awarded, compared to 64% in 2005. Diploma courses accounted for 17%, compared to 19% in 2005. Degree courses accounted for 14% last year, the same as in 2005. Postgraduate study accounted for 4% of all the qualifications awarded in 2007, compared to 3% in 2005.

Figure 7:

EIT Hawke's Bay Educational Qualifications Achievement Trends 2005-2007

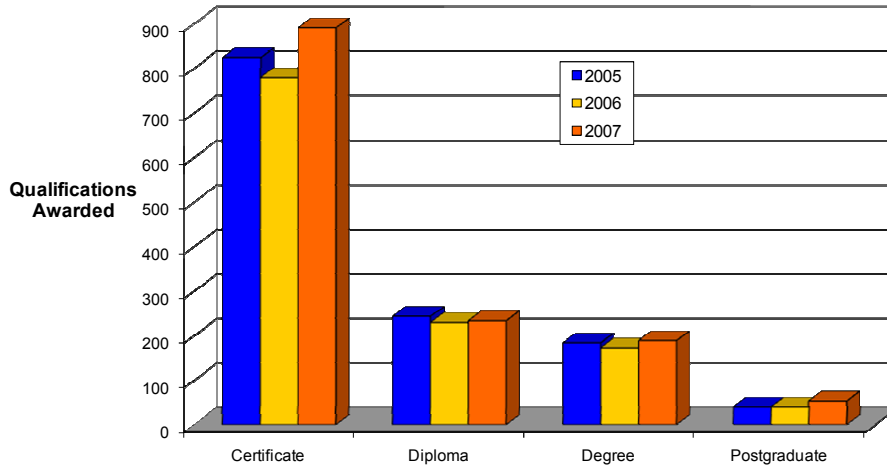
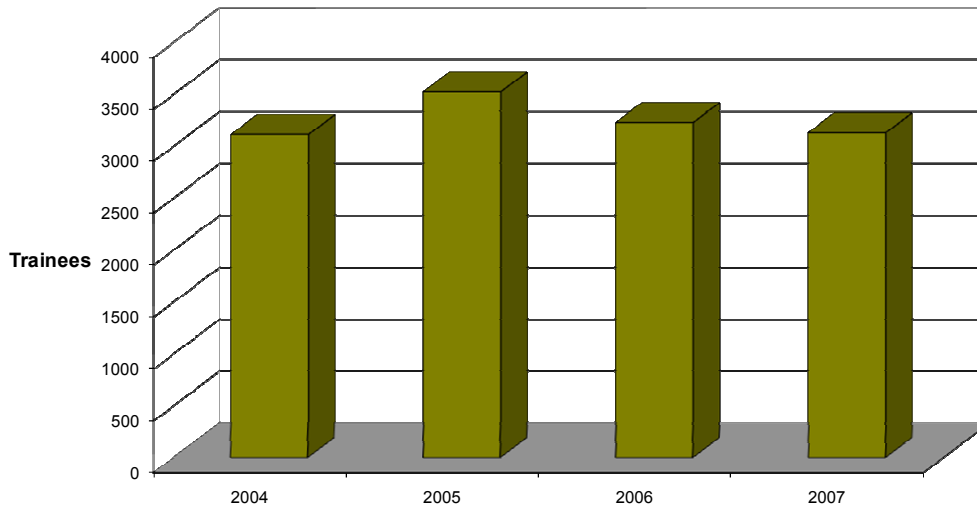


Figure 8 indicates the annual trend in industry trainee numbers in Hawke's Bay enrolled by ITOs (industry training organisations) over 2004-2007. The numbers include people enrolled under the Modern Apprenticeships programme. The base information was provided by the Tertiary Education Commission. As the graph shows, the overall number increased fairly sharply in 2005, but has since dropped back a bit.

Figure 8:

Hawke's Bay Annual Industry Trainee Numbers Enrolled by ITOs 2004-2007



The industry sectors recording the largest increases in trainee numbers in the region over the last four years have been agriculture, fire and rescue services, horticulture, hospitality, meat retailing and sport/fitness/recreation. The industries recording the largest numbers of industry trainees in 2007 were horticulture, food and textile processing, agriculture and forestry.

The number of modern apprenticeship participants in the region increased sharply (25%) in 2007, following the decline over 2004-2006. The growth in participation has been most evident in horticulture, hospitality and painting/decorating. Whilst the overall number of trainees in the region enrolled in targeted training programmes has dropped since 2004, numbers involved in the Gateway (school to work transition) programme have increased steadily by 45% overall.

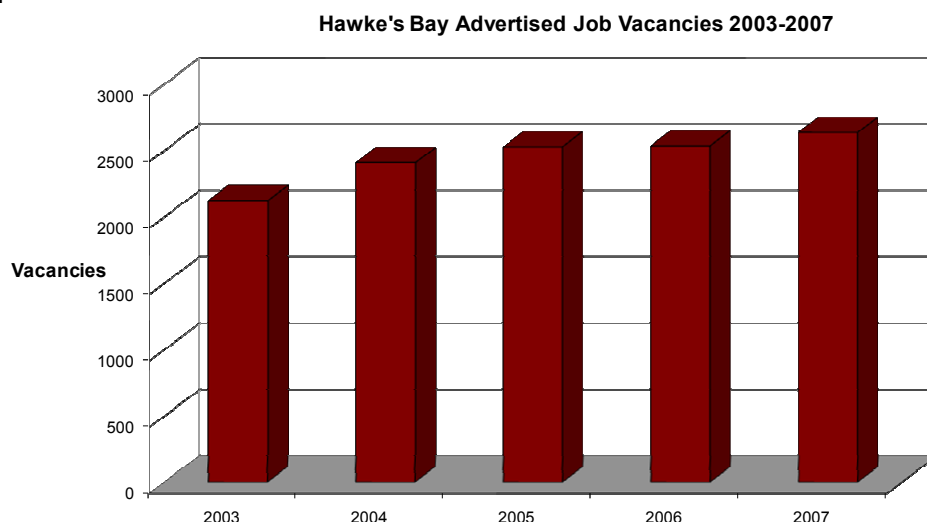
The latest formal (January 2009) survey of Hawke's Bay resident satisfaction with regard to community wellbeing and the range and quality of key community services, indicated that over 90% of residents were satisfied with the quality of education services delivered in the region, with 11% being neutral on the matter and 5% dissatisfied.

(k) Skilled Labour

This section examines trends in Hawke's Bay over the past five years or so in the demand for, and supply of, skilled labour.

Figure 9 shows the annual trend in advertised job vacancies in Hawke's Bay from 2003. There has been an ongoing increase in the number of vacancies over the period, with an overall gain of 24% being recorded. The total number of vacancies stood at 2,633 in Year 2007, compared with 2,122 in 2003. This vacancy information is sourced from the Department of Labour.

Figure 9:

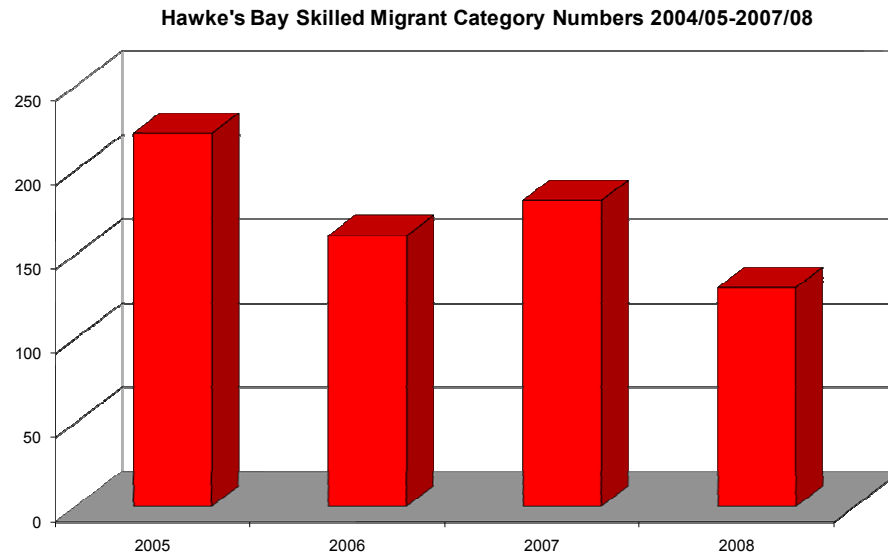


The occupational categories in the region which have recorded the highest number of vacancies over the past five years have been (in order) service and sales workers, clerical workers, plant/machinery operators and associated professionals/technicians. The occupational categories recording the strongest growth in vacancy numbers since 2003 have been (in order) those in elementary occupations, administrators/managers, professionals and agricultural/fisheries workers. Elementary work is classified by the Department of Labour as a relatively low-skilled activity; professional work is included in the high-skilled category; administrative/managerial work is also considered part of the high-skilled group; agriculture and fisheries work is classified as part of the semi-skilled group. Thus, over the past five years, vacancy numbers in Hawke's Bay have tended to be highest for semi-skilled occupations, with the strongest growth in job vacancies generally being recorded in semi- to high-skilled occupations.

NZ Institute of Economic Research industry survey information for the Lower North Island area indicates that for the first time in the period since Year 2000, firms in the last quarter of 2008 had found it on balance easier to recruit skilled labour. From early 2008, firms had also found it increasingly easier to obtain unskilled labour. By the end of 2008, access to suitably skilled labour had become a relatively minor business constraint overall, with a lack of sales being the key barrier.

Figure 10 tracks the Hawke's Bay trend over 2004/05-2007/08 in the number of approved applications for permanent residence in New Zealand under the Government's 'Skilled Migrant' scheme. The number covers the 'principal applicant' only in each application case. The data for the graph is sourced from the New Zealand Immigration Service. The trend line shows a fluctuating pattern over the period, with the fall over the 2005/06 period followed by an increase over 2006/07 and then a further fall during the 2007/08 May year. The overall fall for the whole period is -92 or -4.1%, compared to the 0.1% gain nationally. The largest occupational group numbers for skilled migrants initially settling in Hawke's Bay over the 2005-2008 period were, in order, professional workers, trades people, technicians and associate professionals, service and sales workers, and administrators/managers.

Figure 10:



(l) Labour Earnings

Figure 11 tracks the trend in the actual average hourly earnings for the Hawke's Bay region since mid-1998. This information is sourced from Statistics New Zealand. The blue line tracks the quarterly results for the indicator whilst the other line tracks the underlying annualised trend. The level of earnings rose gradually until mid 2005; since then, the level of earnings has increased significantly overall. The actual or nominal earnings level in the region at the end of 2007 was 37% above the December 1998 quarter result.

Figure 11:

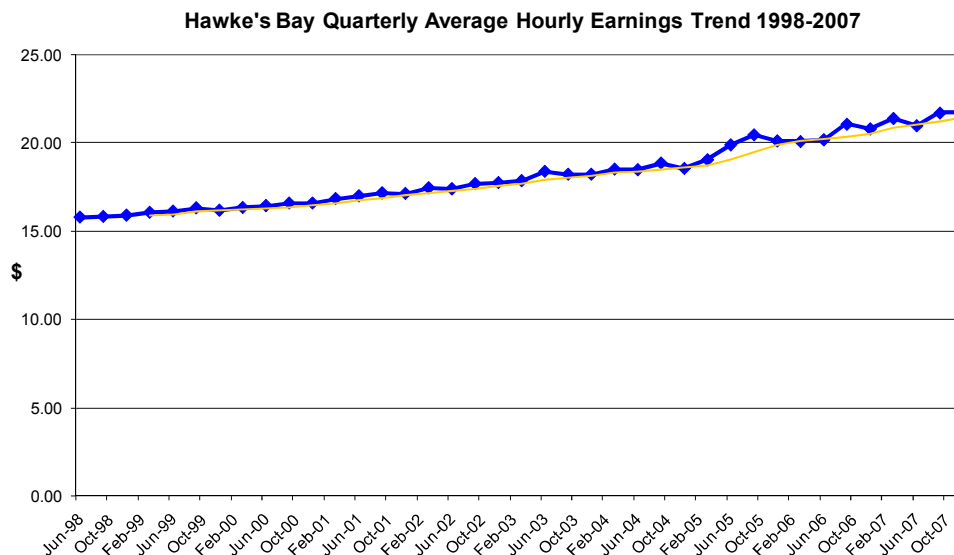


Table 12 indicates the annual trend since 2003 in the average weekly personal income figure for the Hawke's Bay-Gisborne region versus New Zealand as a whole. The underlying data is sourced from Statistics New Zealand.

Table 12: Comparative Hawke's Bay-Gisborne and New Zealand Nominal Weekly Personal Income Results 2003-2007

Year	Average Weekly Personal Income (\$)		Difference ¹
	Hawke's Bay/Gisborne	New Zealand	
2003	507	540	(-)33
2004	493	554	(-)61
2005	519	586	(-)67
2006	568	610	(-)42
2007	588	667	(-)79
% Change 2003-2007	16.0	23.5	

Note: 1. Hawke's Bay/Gisborne less than the national figure.

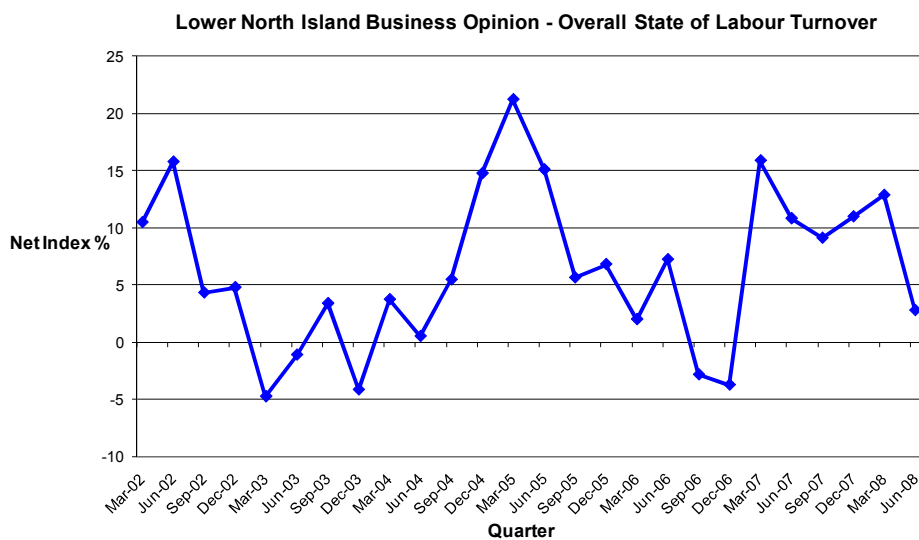
Whilst the overall level of income-earning in Hawke's Bay/Gisborne has increased since 2003, this has not impacted the income deficit compared with the national situation, which has in fact increased overall since 2003.

In December 2007, average hourly earnings in the Hawke's Bay region alone were recorded at \$21.74 which was \$1.58 less than the national earnings figure. In December 2003, the Hawke's Bay figure was recorded at \$18.23; \$1.60 less than the national figure. Over the 2003-2007 period, average hourly earnings in the region increased by 19%.

(m) Staff Retention

Results from the lower North Island area as a whole (including the Hawke's Bay region) from the quarterly surveys of business confidence run by the New Zealand Institute of Economic Research, indicate that labour turnover has fluctuated a lot overall during the last five years but, nevertheless, has generally been increasing. However, the strength of this trend has tended to lessen since 2005, as indicated in **Figure 12** below. In the June 2008 quarter, the proportion of surveyed businesses reporting increased labour turnover was down sharply on the figure for the previous year, whilst the proportion reporting reduced turnover was relatively unchanged.

Figure 12:



The quarterly national DHB (District Health Board) performance-benchmarking surveys coordinated by the Ministry of Health indicate a low and slightly increasing turnover rate for the Hawke's Bay DHB over the past four years (average annual turnover rate for the 2005-2008 March quarters of 3%, compared to 3.5% nationally).

(n) Business Promotion Initiatives

The January 2009 formal survey of Hawke's Bay resident satisfaction referred to earlier in the report indicated that over 60% of residents are currently satisfied with the initiatives of both the public and private sectors in the region to facilitate more business development in the area.

(o) Quality of Life

The survey also indicated that 95% of Hawke's Bay residents are satisfied with their overall quality of life in the region, with a further 4% describing it as fair.

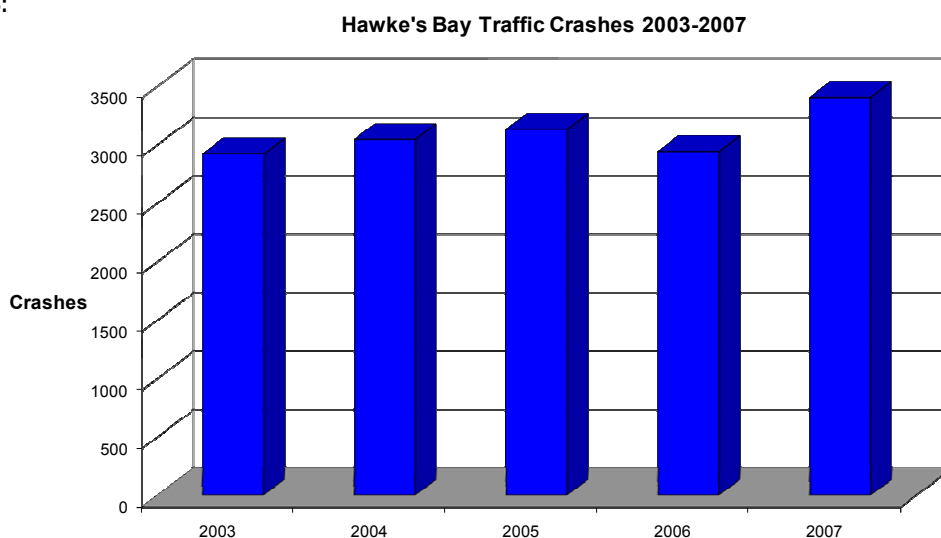
(ii) Transport Infrastructure and Services

This section covers traffic crashes, transport safety, public transport, roading quality, network effectiveness and transport's role in regional development.

(a) Traffic Crashes

Figure 13 indicates the trend in the total number of vehicle/road/traffic crashes in Hawke's Bay involving injury or non-injury since 2003. The base information was sourced from the New Zealand Transport Agency. The number of crashes increased gradually over 2003-2005, dropped back the following year but then rose noticeably in 2007. Over the full period, the incidence of crashes increased overall by 16%. On a per 10,000 population basis, the increase was 13%. Crashes involving cars and taxis accounted for 74% of all crashes and SUV vehicles/vans 16%.

Figure 13:



(b) Vulnerable User Results

Table 13 provides crash results for the different categories of accidents in Hawke's Bay, over the period 2003-2007:

Table 13: Hawke's Bay Profile of Traffic Crashes 2003-2007

Crash Type Involving	Number of Crashes					Change 2003-2007	
	2003	2004	2005	2006	2007	#	%
Bus	10	15	8	9	8	-2	-20.0
Car/Taxi	2,185	2,260	2,312	2,202	2,483	298	13.6
Cyclist	61	69	53	63	57	-4	-6.6
Motorcycle	44	61	61	64	84	40	90.1
Pedestrian	35	40	30	35	32	-3	-8.6
SUV/Van	422	452	515	441	575	153	36.3
Skateboarder	2	1	0	1	0	-2	100.0
Truck	156	141	136	120	150	-6	-3.8
Wheeled Pedestrian	0	1	0	1	4	4	-
Other	7	4	15	6	9	2	28.6
TOTAL	2,922	3,044	3,130	2,942	3,402	480	16.4
<i>Per 10,000 Pop Basis</i>	<i>196.8</i>	<i>204.2</i>	<i>209.5</i>	<i>193.4</i>	<i>223.1</i>	<i>26.3</i>	<i>13.4</i>

The most noticeable increases in crash numbers over the period were in relation to cars/taxis, motorcycles and SUVs/vans. The change over the period for 'vulnerable' road users (cyclists, motorcyclists, pedestrians, skateboarders and wheeled pedestrians) was an increase of 35 crashes or 25%. On a per 10,000 population basis, the increase was 21%.

Table 14 indicates the results for the 2003-2007 period, for the different local authority areas in the region. The figures in the table involve only crashes where there were injuries or fatalities. On a per 10,000 population basis, there was only a significant increase in the incidence of crashes over the interval.

Table 14: Hawke's Bay Local Authority District Crash Results 2003-2007

District/City	Total Number of Crashes					Change 2003-2007	
	2003	2004	2005	2006	2007	#	%
Wairoa	40	34	46	29	35	-5	-12.5
Napier	134	137	134	136	166	32	23.9
Hastings	234	263	294	286	273	39	16.7
Central HB	50	36	45	36	47	-3	-6.0
TOTAL	458	470	519	487	521	63	8.2
<i>Per 10,000 Pop Basis</i>	<i>30.7</i>	<i>31.5</i>	<i>34.1</i>	<i>31.9</i>	<i>34.2</i>	<i>3.5</i>	<i>11.4</i>

(c) Transport Safety

Table 15 below provides a list of significant safety improvements that have been made on Hawke's Bay roads over the past decade.

Table 15: Hawke's Bay Road Safety Improvements Since Late 1990
<ul style="list-style-type: none"> • Napier-Hastings Expressway extensions and intersection improvements (eg, Meeanee Rd) • New state highway passing lanes and intersections (eg, Otane) • White Pine Bush section of SH2 realigned

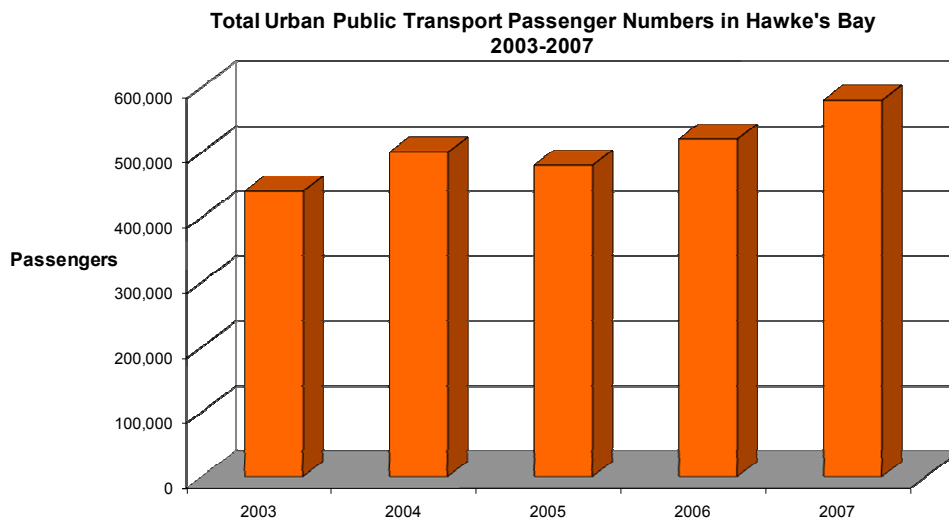
- Bridge widening and clip-ons / cycleways
- Waipukurau by-pass SH 2
- Skid-resistance improvements on all state highway roads in the region
- Many seal-widening projects throughout the region
- Hastings-St Georges Rd-Havelock North roundabout and Clive pedestrian crossing
- Guard-railing initiatives on hilly roads
- Lighting and intersection improvements
- Numerous road-safety billboards erected
- Wairoa district – installation of 24 intersection controls, sealing upgrades at some intersections, new footpaths and extension of cycle/walkways
- Central Hawke's Bay – kerb extensions Porangahau, intersection improvements, improvements to school pedestrian crossings
- Napier-Pandora-Hyderabad Road roundabout, Ahuriri by-pass, Meeanee/Awatoto Rd intersection improvements

New Zealand Transport Agency and Local Government are partners in the Government's Crash Reduction Study Programme, first established in 1985. The objective of the programme is to identify particular crash sites around the country and recommend low-cost engineering treatments aimed at reducing crashes at the sites. A system to monitor the impact of the treatments on the reduction of crashes at the sites has been operating since 1989. With regard to the application of the programme to the Hawke's Bay (and Gisborne) regions combined covering a total of 157 crash sites, a 2003 monitoring report identified that the programme had resulted in an overall 34% reduction in injury crashes at the treatment sites within the region.

(d) Public Transport

Figure 14 tracks the overall trend in public transport usage in the Napier-Hastings area since 2003. The base data was provided by the Hawke's Bay Regional Council. Total passenger numbers increased noticeably in 2004, fell back a bit in 2005 but have since increased steadily. Since 2003, user numbers have risen by approximately 30%.

Figure 14:



Other points to note with regard to the provision and use of public/bus transport services in Hawke's Bay are as follows:

- The Napier and Hastings urban areas are the only parts of the region that have a public passenger transport service offering timetabled services for a number of urban bus routes and a full range of 'total mobility' services for people with disabilities. Bus services are provided within certain parts of the Napier and Hastings/Havelock North urban areas, as well as between these areas. A limited range of Saturday bus services and an EIT Hawke's Bay student service are also provided. The range of timetabled services and the quality of buses have both improved over time, in response to market demand and the desire to attract more people to use bus services.
- The Wairoa Disability Services Trust provides transport within and around Wairoa for disabled people. Free transport services in Hawke's Bay include minibus transport for Central Hawke's Bay district residents to access local medical services, and the Hastings Red Cross branch provides a transport service link to the regional hospital. Local taxi services assist people without car access and those with physical disabilities. There are now no passenger rail services operating within Hawke's Bay or linking the region to other parts of the country.
- Census results indicate that over the past decade, the proportion of the total Hawke's Bay workforce travelling to their place of work by public bus has remained very small (0.4% of the total working-age population).
- The total number of passengers travelling on Napier-Hastings bus services under the concessionary fare scheme during the 2006/07 June year represented an increase of 6.5% on the previous June year. Over 2000-2005, the annual number of passengers was stable. Passenger numbers on the Saturday bus service between Napier and Hastings totalled 7,442 for the 2006/07 year, compared to 6,538 in 2005/06, 6,646 in 2004/05 and 7,200 in 2003/04.

Figure 15 shows the trend in the Hawke's Bay region (excluding Wairoa) for annual trip numbers under the Total Mobility Scheme since 2003. User numbers fell quite sharply in 2004 but have increased significantly overall since then, reaching 40,000 last year.

Figure 15:

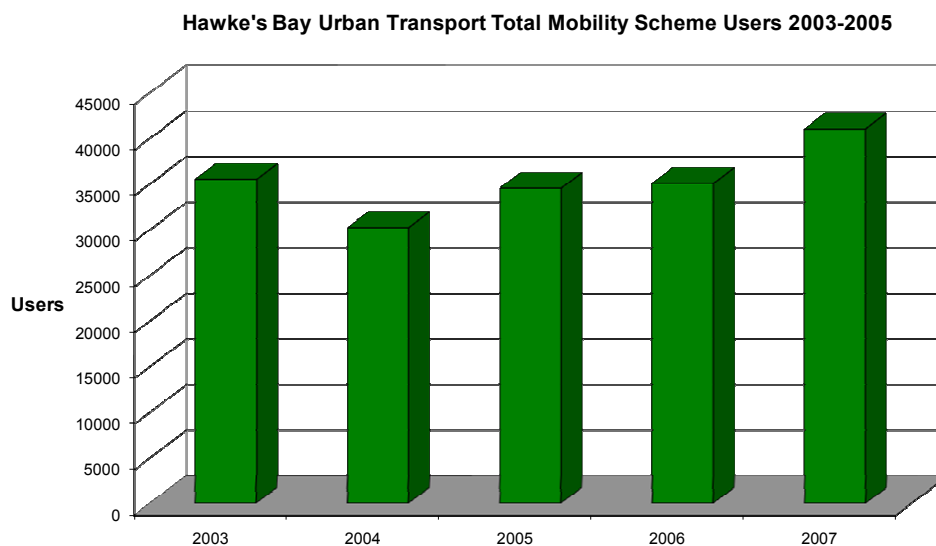
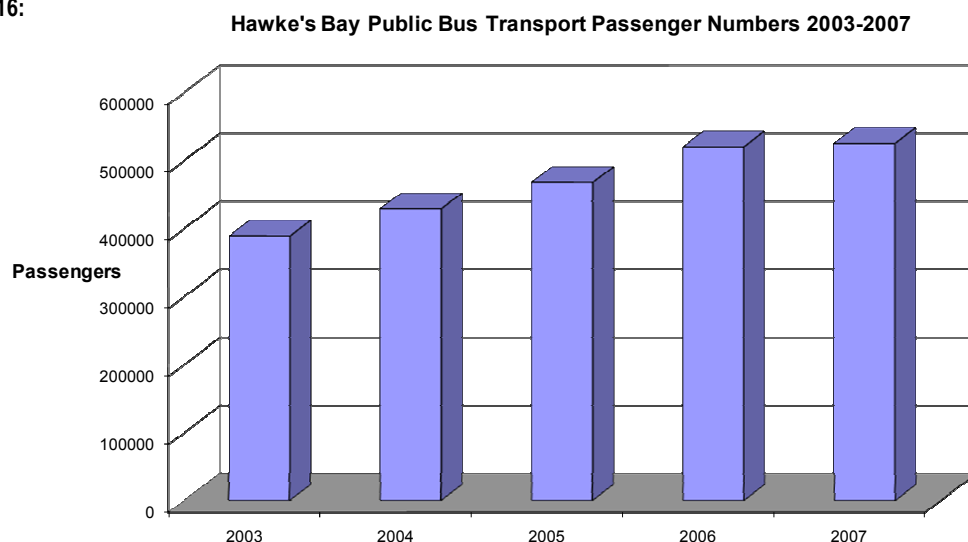


Figure 16 illustrates the current passenger market for public bus services between Napier and Hastings. Patronage increased steadily over 2003-2006 before levelling off last year. The two largest user groups are children and tertiary education students/beneficiaries/disabled people.

Figure 16:



This year's Hawke's Bay resident satisfaction survey also indicated that 70% of those living in the region who had some experience or knowledge of the public transport system in the area are satisfied with the overall quality of the system. The remaining 30% are not very satisfied with its quality. With regard to the general transport network in the region, three-quarters of residents are satisfied with the overall effectiveness and quality of the network.

(e) Effectiveness of Local Roading Networks

Table 16 indicates the level of Napier City residents' satisfaction with the overall roading network, for the period 2003-2007. The base data is sourced from the Napier City Council's annual NRB (National Research Bureau) satisfaction survey in the City.

Table 16: Napier City Council Residents' Satisfaction with the Local Roading Network 2003-2007

Level of Satisfaction	% of Total Resident Survey Population				
	2003	2004	2005	2006	2007
Don't Know	1.0	2.0	0.0	0.0	1.0
Not Very Satisfied	10.0	17.0	10.0	10.0	13.0
Fairly Satisfied	55.0	50.0	53.0	66.0	54.0
Very Satisfied	34.0	31.0	37.0	24.0	27.0

Over the period, the proportion of Napier residents 'not very satisfied' with the quality of the local roading network has remained relatively stable. The proportion 'fairly satisfied' has fluctuated from year to year, but has increased overall since 2003. The proportion 'very satisfied' has fallen noticeably since the peak results in 2005. Over the full period, Napier residents have been largely satisfied with the quality of the local roading network.

In the Wairoa district, one of the performance indicators for the Council's roading service is 'not less than 65% of respondents (to the organisation's annual public satisfaction surveys) consider the local transport service to be of fairly good, very good or better quality'. The results since Year 2000/01 are indicated as in **Table 17**.

Table 17: Wairoa District Resident Satisfaction Survey Results for Transport Service 2001/01-2006/07

June Years	Satisfaction Rate (Fairly Satisfied or Better)
2000/01	67.0
2001/02	66.0
2002/03	67.0
2004/05	66.0
2005/06	58.0
2006/07	73.0

The level of satisfaction in the district was very stable; slightly above the 65% cut-off point over the first four years, fell noticeably in the 2005/06 year but then quickly recovered in the following year to the peak level for the whole period.

Table 18 indicates the trend within the Hastings district over the 1995-2008 period in resident satisfaction with the quality of the local roading network, excluding state highways. There has been an overall significant increase in resident satisfaction with the local network, over the period.

Table 18: Hastings District Resident Satisfaction with Local Road Network 1995-2008

Year	% Very/Fairly Satisfied
1995	56.0
1998	67.0
2001	70.0
2005	64.0
2008	72.0

(f) Transport and Regional Development Contribution

Table 19 provides the results for three separate Hawke's Bay transport sector economic growth indicators for the period since 1999; namely, Net GST – a proxy for GDP (Gross Domestic Product), Port of Napier overseas trade volumes and transport sector employment. The results for the first two indicators are sourced from Statistics New Zealand and for employment from Infometrics economic consultancy in Wellington.

Table 19: Hawke's Bay Transport Sector's Regional Economic Development Contribution 1999-2007

Year	Annual Results		
	Net GST ¹ (\$M)	Total Employment ³	Port of Napier International Cargo Volumes (Tonnes) ⁴
1999	154	2,436	1,863,193
2000	162	2,597	2,148,492
2001	226	2,364	2,624,906
2002	167	2,306	2,520,138
2003	191	2,382	2,626,869
2004	267	2,346	2,613,674
2005	243	2,535	2,495,933
2006	180	2,554	2,357,999
2007	236	2,634	2,508,193
Change 1999-2007	53.2 ²	8.1	34.6

Notes:

1. GST Sales minus GST Purchases, in nominal current dollar terms. The real inflation-adjusted increase over the period is 22.4%
2. Full and part-time employment
3. Includes both export and import cargoes

All three indicators increased noticeably overall, during the period.

(iii) Summary

Table 20 over-page provides the overall trend summary and an indication of the region's performance over the monitoring period for each indicator relative to the national performance.

The key for interpreting the symbols in the table is indicated in the overall trend summary at the beginning of the report. The arrows show whether the indicators have improved or declined/worsened overall, since the start of the monitoring period. The symbols in the second column show whether or not the indicator change in the region has been better than, the same as or less than the national change.

The main points to note from the table are as follows:

- All of the economic well-being factors (15) improved over the period
- Half of these factors improved at a better rate over the period, compared with the national situation
- Five of the seven transport factors improved during the period
- The situation with respect to the overall number of traffic crashes and vulnerable road user accidents was the only one to worsen overall, during the monitoring period
- The region's performance with respect to the various transport factors listed in the table was mostly either on par with or below the national situation

Table 20: Summary of Hawke's Bay Economic Well-being

		Performance Indicator	Trend Since 2000	State
Economic Well-being	<i>Economy</i>	Demography (population/dwellings)	↑	☹️
		Business numbers	↑	😊
		Numbers of business start-ups vs closures (net gain)	↑	☹️
		Uptake of business support programmes	↑	-
		Economic performance	↑	😊
		Standard of living	↑	😊
		Rural sector growth	↑	😊
		Other Industry growth	↑	😊
		Tourism	↑	😊
		Employment	↑	😊
		Residential and public investment	↑	😊
		Education and training	↑	😐
		Recruiting skilled labour	↑	😐
		Income/labour earnings	↑	☹️
		Staff retention/ labour turnover	↑	😐
	<i>Transport</i>	Traffic crashes	↓	☹️
		Vulnerable road user accidents	↓	☹️
		Transport safety	↑	-
		Public transport use	↑	☹️
		Alternative transport options provided	↑	-
Effectiveness of the transport network		↑	-	
Transport and regional development link		↑	☹️	

6.0 Cultural and Social Well-being

(i) Heritage

(a) Heritage Protection and Development

Table 21 provides details of all the heritage features (including buildings, streetscapes and other aspects) currently listed in each local authority district plan in Hawke's Bay. The information provided in the table specifically includes the number of archaeological sites, the number of heritage items listed in each district plan and the number of items also listed in the New Zealand Historic Places Trust (NZHPT) register.

Table 21: Hawke's Bay Local Authority District Plan Heritage Listing Details 2007

District	Number of Heritage Features Listed		
	Archaeological Sites	Other Sites/Buildings,Etc	NZHPT Listing
Wairoa	780	62	29
Napier	135	183	79
Hastings	1,112	97	73
Central Hawke's Bay	423	71	75
TOTAL	2,450	413	256

NZHPT has advised the following category of heritage listings for the Hawke's Bay region – 3 historic areas, 235 historic places, 14 Wahi Tapu and 4 Wahi Tapu areas.

Over the past ten years, there have been a total of 32 new registrations of Hawke's Bay heritage items on the NZHPT register, including 17 historic places, 12 Wahi Tapu and 3 Wahi Tapu areas.

Table 22 indicates the current profile of Hawke's Bay local authority district NZHPT register listings.

Table 22: Local Authority NZHPT Heritage Listings in Hawke's Bay 2008

District	Number of:				Total
	Historic Areas	Historic Places	Wahi Tapu	Wahi Tapu Areas	
Wairoa	2	27	-	-	29
Napier	1	77	-	1	79
Hastings	2	65	5	1	73
Central Hawke's Bay	-	66	9	-	75
TOTAL	5	235	14	2	256

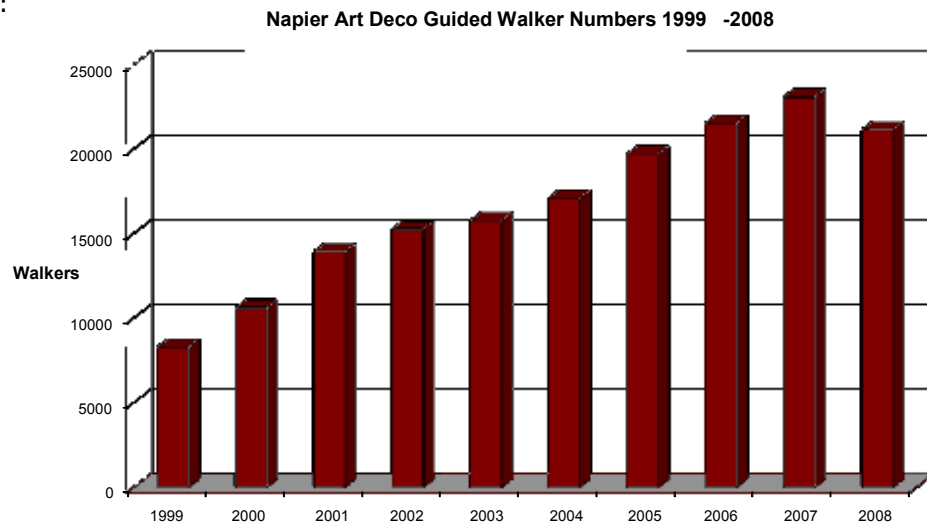
The following section provides a summary of the development of, as examples, Napier's **Art Deco** heritage development over the past decade and Hastings area heritage walks:

- *Building inventory* – There are 140 Art Deco-era listed Art Deco buildings in the Napier CBD area and 120 Art Deco buildings elsewhere in Hawke's Bay. Many of the buildings in Napier have been substantially upgraded over time, with some financial assistance from the Napier City Council's grant scheme for this purpose.
- *Art Deco Trust operation* – Since the 1992/93 financial year, the Trust's annual business turnover has grown from \$208,000 to \$1.6 million for the 2006/07 year .

- *Napier City Council financial support* – Since 1994/95, the Council has provided annual grant support to the Trust of \$54,000, with additional support for the 'Bertie' role and the annual Art Deco Weekend.
- *Art Deco Weekend registrations* – Since 2003, the number of registrations for the annual Napier Art Deco Weekend celebration has risen from 715 to about the 1,200 average mark for the last three years
- *Economic impact assessment* – A study was undertaken in 2006 into the local economic impact of the whole Art Deco 'industry' in Napier (including the annual Art Deco Weekend and Deco Decanted celebration, the Art Deco Trust organisation and its various commercial activities, and the annual walks and tours programme) in the 2004/05 year. The study concluded, among other things, that the industry had a total Napier economic activity gain impact of \$10 million. However, this figure does not include the indirect impact on economic activity in the City of a number of other aspects of the industry in the region, such as the City's main tourism promotional brand, contribution to the enhancement of civic pride in Napier, attraction of significant international tourism to the City (including cruise-ship tourism) and the strengthening of Napier's CBD area through Art Deco building/other feature upgrades.
- *Napier District Plan* – Protection of the Napier CBD special Art Deco heritage is specifically provided for in the operative Napier City District Plan.
- *Hastings district*-in recent years, a number of local heritage walk and self-drive tours have been developed and promoted, covering the central Hastings (Spanish Mission architecture and other features), Havelock North and rural parts of the district

Figure 17 indicates the annual number of walkers participating in guided Art Deco tours in the City during the past decade. Over the full ten-year period, the number of walkers has more than doubled.

Figure 17:



Significant heritage building projects undertaken over the past decade elsewhere in Hawke's Bay have included:

- Hastings District – substantial upgrading of the Hawke’s Bay Opera House and surrounding precinct, a number of commercial buildings in the CBD area of the main Hastings urban area and Stoneycroft historic homestead
- Central Hawke’s Bay District – refurbishment of the historic Waipukurau railway station
- Wairoa District – upgrading of the old Gaiety Theatre, ANZ Bank Building (now the home of the Wairoa Museum) and the former Wairoa County Council building.

(b) Maori Heritage Protection and Development

Points to note under this heading include:

- There are 16 Wahi Tapu sites/locations in Hawke’s Bay with NZ Historic Places Trust registration
- Local authority District Plans in the region include places of significance to Maori, including Wahi Tapu sites and areas
- There have been a number of Marae upgrades and new developments in the region
- Table 29 of the report lists some of the Maori cultural events now occurring regularly in Hawke’s Bay.

(c) Community Appreciation of Maori Culture and Language

Figure 18 indicates the changes in the main ethnic group populations of the Hawke’s Bay region since the mid 1990s. The base information for the graph is sourced from Statistics New Zealand Census results. During the 1996-2006 period, the region’s European population, which currently accounts for 69% (compared to 75% in 1996) of the total population, has fallen overall by 2,224 or 2%, whilst the Maori population has risen from 31,650 (21% of the total population) to 37,890 (24% of the total population); that is, a gain of 6,240 or 20%.

Figure 18:

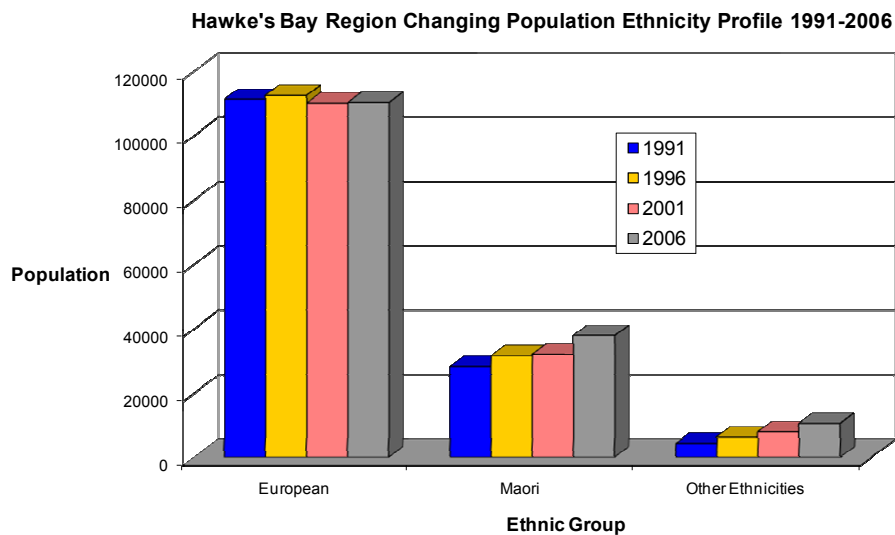
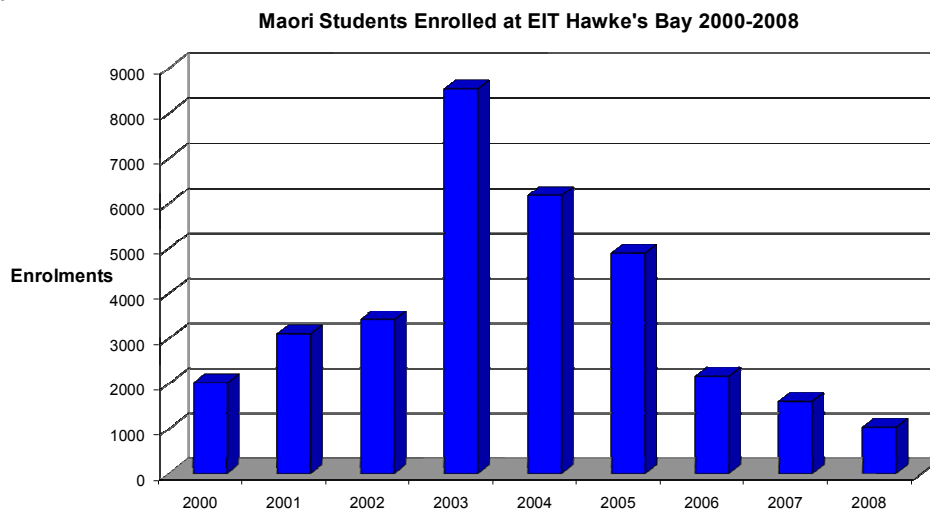


Table 23 provides examples in the region of the growing community appreciation of Maori culture and language.

Table 23: Examples of Hawke's Bay Maori Cultural and Language Development
<ul style="list-style-type: none"> • The ongoing work of Ngati Kahungunu Iwi Incorporated, the regional Maori Authority • The operation of local government Maori consultative committees • Employment of local authority specialist Maori advisory/liaison staff • Local authority district plan Maori heritage protection provisions

- Operation of the Maori Consultative Committee at EIT Hawke's Bay, providing advice to the EIT Council and Chief Executive Officer
- Kohanga Reo enrolments in the region – Year 2005 (1,044), Year 2006 (1,067) and Year 2007 (1,092)
- In 2007, there were five Kura Kaupapa schools operating in Hawke's Bay, with a total student enrolment of over 500.
- At the last three population Censuses, approximately 30% of Maori people in Hawke's Bay indicated an ability to speak the Maori language to some degree of fluency.
- EIT Hawke's Bay results 2006/07:
 - Total Maori student numbers of 1,031 in April 2008, representing 20% of all students studying at the Institute
 - **Figure 19** below indicates the annual trend in the total Maori student roll studying at EIT, since Year 2000. The significant increase in numbers over 2003-2005 can be attributed to the operation over that period of a number of national 'Introduction to Maori Language' community education courses with teaching delivered via the medium of radio. These courses ended in 2005.
 - The faculty breakdown of the current Maori student roll is arts/social sciences 184, health/recreation/sport 180, Maori studies 137, science/technology 166 and business/computing 379.
 - The total number of qualifications awarded in 2007 for EIT students enrolled in the Maori Studies faculty was 78 (compared to 76 in 2007), with Certificate-level courses accounting for virtually all of these.

Figure 19:



(ii) Leadership

(a) Regional Collaboration

Table 24 provides some examples since Year 2000 of regional collaboration in Hawke's Bay to address key issues facing the region:

Table 24: Hawke's Bay Regional Collaboration Initiatives 2000-2008

- Heretaunga Plains Transportation studies
- Formulation and application of Hawke's Bay 'Community Outcomes'
- Joint Napier-Hastings Heretaunga Plains Urban Development Strategy-currently in progress
- The joint Napier-Hastings Landfill facility and Policy Committee
- Establishment and operation of the Hawke's Bay Inc regional development agency
- Sport HB regional sports and active recreation strategy

The 2009 resident satisfaction survey identified that 35% of Hawke's Bay residents are satisfied with the level of working collaboration between different organisations and agencies in the region. 24% are neutral on the matter and 25% dissatisfied.

(b) Economic Development and Comparative Regional Well-being

Table 25 provides results for the changes during the 2001-2008 period in a range of socio-economic indicators for the different regions of New Zealand.

Table 25: Inter-regional Economic Well-being Indicator Changes 2001-2008

Region	% Change/ 2006 Census Situation For Selected Socio-Economic Indicators 2001-2008								
	Employment	Unemployment ¹	Unemployment Rate % ²	Economic Growth ⁴	Median Personal Income ¹	Number of Beneficiaries ⁵	Number of Super-annuitants	% Own Home ⁶	Number of Sole Parent Families ⁷
Northland	15.2	29.7	6.7	20.3	37.5	-17.1	8.1	52.0	6.1
Auckland	16.9	12.0	5.2	15.6	27.0	-10.0	3.6	43.9	12.3
Waikato	15.2	5.8	4.2	23.7	33.1	-20.9	5.0	50.1	4.7
Bay of Plenty	18.7	10.9	4.1	20.7	34.5	-20.5	7.0	52.5	4.8
Gisborne	4.9	45.5	} 6.3	22.9	34.6	-15.0	-3.3	45.5	2.4
Hawke's Bay	14.7	45.5		18.6	35.3	-20.3	0.9	52.8	-0.3
Taranaki	14.4	-12.5	3.5	25.8	34.1	-23.1	-3.1	55.4	3.4
Man-Wang	9.8	-27.1	3.6	19.9	32.5	-18.0	1.3	52.0	5.3
Wellington	14.3	-18.0	3.6	17.0	25.0	-14.5	3.1	50.1	5.3
Canterbury	15.6	6.1	3.4	23.5	33.5	-23.1	6.1	55.1	3.8
West Coast	10.3	52.4	3.3 ³	26.0	39.7	-20.7	-1.9	56.6	4.2
Otago	17.6	6.7	3.0	22.0	37.6	-30.8	-2.2	52.4	-3.8
Southland	1.8	-5.9	2.8	22.4	30.3	-19.9	-3.1	59.4	-5.5
Nelson-Tas	15.0	52.4	} 3.3 ³	22.7	35.0	-24.0	2.3	58.1	1.6
Marlborough	20.7	52.4		37.1	-33.2	3.8	58.7	2.9	
NZ TOTAL	15.1	6.0	4.6	19.2	31.9	-17.9	2.8	49.9	5.9
HB National Ranking/15 Regions	9/15	14/15	14/15	12/15	5/15	9/15	10/15	7/15	3/15

Notes:

1. Based on Statistics New Zealand Household Labour Force Survey results for March 2007 and December 2008 quarters
2. December 2008 quarter figure
3. Statistics New Zealand Household Labour Force Survey results for those regions combined
4. For the 2001-2008 period (National Bank figures)

5. Excludes superannuitants. Statistics New Zealand Census information
6. Level of Home ownership % of population at the 2006 Census
7. Statistics New Zealand 2001/2006 Census results

In terms of the indicator changes over the period, Hawke's Bay recorded positive trends for employment, economic growth, median personal income and the reduction in the number of people in receipt of various Government benefits. The region's average national ranking for these indicators was 9th out of the 15 regions. In December 2008, the region (Hawke's Bay-Gisborne combined) had the second highest rate of unemployment in the country. The region's level of home ownership was higher than the national average.

(c) Public Involvement in Governance

Table 26 indicates a range of councillor election results from the 2001-2007 local elections in the Hawke's Bay region. Comparison results for the country as a whole are also provided. The base information for the table is sourced from the Department of Internal Affairs and individual councils/organisations in the region.

Table 26: Hawke's Bay Region Local Authority Election Results 2001-2007

Year/Results	Wairoa District Council	Napier City Council	Hastings District Council	CHB District Council	Hawke's Bay Regional Council	Hawke's Bay District Health Board
2001						
Candidates	18	29	24	11	17	45
Positions	9	12	15	10	9	7
Candidates per Position	2.0	2.4	1.6	1.1	1.9	6.4
(NZ Candidates per Position)	(2.0 ¹)	(2.7 ⁴)	(2.0 ¹)	(2.0 ¹)	(2.2 ⁶)	(7.0 ⁸)
Voter Turnout %	67.0 ²	56.0 ²	55.0 ²	63.0 ²	55.0 ²	56.0 ²
(Voter Turnout % NZ)	(57.0 ³)	(45.0 ⁵)	(57.0 ³)	(57.0 ³)	(49.0 ⁷)	(50.0 ⁹)
2004						
Candidates	18	19	27	18	13	24
Positions	9	12	15	10	9	7
Candidates per Position	2.0	1.6	1.8	1.8	1.4	3.4
(NZ Candidates per Position)	(2.0 ¹)	(2.3 ⁴)	(1.9 ¹)	(1.9 ¹)	(2.3 ⁶)	(3.5 ⁸)
Voter Turnout %	67.0 ²	48.0 ²	41.0 ²	55.0 ²	47.0 ²	45.0 ²
(Voter Turnout % NZ)	(51.0 ³)	(43.0 ⁵)	(51.0 ³)	(51.0 ³)	(45.0 ⁷)	(46.0 ⁹)
2007						
Candidates	19	25	26	13	25	18
Positions	7	12	13	8	9	7
Candidates per Position	2.7	2.1	2.0	1.6	2.8	2.6
Voter Turnout %	60.3 ²	45.6 ²	41.6 ²	57.0 ²	44.0 ¹⁰	45.5

Notes:

- | | |
|--|--|
| 1. National figure for all district councils | 6. National figure for all regional councils |
| 2. Figure for all contested positions/areas | 7. National figure for all regional councils |
| 3. National figure for all district councils | 8. National figure for all DHBs |
| 4. National figure for all city councils | 9. National figure for all DHBs |
| 5. National figure for all district councils | 10. Figure for Napier/Hastings/CHB constituencies only |

The points to note from the above table are as follows:

- Over the full period, there was an overall small increase in the total number of candidates standing for election to one of the territorial/regional local authorities in Hawke's Bay, despite a fall in the number of available positions. All Councils, apart from Wairoa, recorded some fluctuation though in candidate numbers within the period, whilst the numbers standing for the District Health Board fell steadily.
- Across the region, the ratio of Local Government candidates to available positions was stable over 2001-2004 but then increased relatively sharply in 2007 with the noticeable increases in overall candidate numbers and fall in available positions. The ratio for the Hawke's Bay DHB has fallen significantly since 2001.
- With regard to the trend in 'voter turnout', both Wairoa and Central Hawke's Bay districts have consistently recorded significantly higher levels than the Napier/Hastings district. Wairoa's figure dropped at the 2007 elections, whilst the result for the other three local councils increased, especially Central Hawke's Bay and Napier. The turnout figure for the Hawke's Bay Regional Council continued to fall in 2007. The result for the District Health Board last year was similar to that of 2004 but noticeably below the 2001 figure. Based on the 2001 and 2004 results in particular, the voter turnout level in Hawke's Bay has generally been above the national level.

The 2009 regional satisfaction survey indicated that 48% of Hawke's Bay residents are satisfied with the manner in which local Councils in the region involve the public in the community decision-making process. Almost 20% of residents were neutral on the matter whilst 25% were dissatisfied with the level and manner of resident involvement.

(iii) Community

(a) Socio-Economic Deprivation

Following each Census, the Department of Public Health, University of Otago, Wellington, produces its Index of Deprivation results for all New Zealand 'small areas'. The results can be used to assess whether there have been improvements in socio-economic well-being throughout the country during the intervals between the Censuses. The Census indicators used to calculate the deprivation results for each Census Area Unit (roughly a suburban breakdown of each Local Government district) are income beneficiaries, household income, rental housing rates, people living in single-parent families, unemployment, people without formal educational qualifications, living space in a household, and access to cars and telephones.

Table 27 over-page indicates the Census Area Units in the Hawke's Bay region in the three most deprived decile ratings in 2001 and their respective deprivation sources. The lowest score values, whether below or above 1,000, indicate relatively lower socio-economic deprivation compared to the higher value scores. The table also shows the same information for the 2006 Census.

The table indicates that of the 29 areas listed, 18 recorded reduced socio-economic deprivation over the 2001-2006 period, with the average gain being about 2.2%. The areas recording the largest gains were, in order, Nuhaka, Frastertown, Otane, Ahuriri, Onekawa West and Omahu. Those recording the largest falls were Wairoa, Mahia, Maraenui, Onekawa South, Akina and Mahora.

Table 27: Change in Socio-Economic Deprivation in Hawke's Bay 2001-2006

Census Area Unit ¹	Local Authority District	Socio-Economic Deprivation					
		2001 Decile ²	Census Deprivation Score ³	2006 Decile	Census Deprivation Score	Change in Deprivation	
						% Change in Score	Improvement or Decline
Tuai	Wairoa	10	1,219	10	1,191	2.3	Improvement
Frasertown	Wairoa	9	1,072	7	1,018	5.0	Improvement
Raupunga	Wairoa	9	1,087	9	1,087	0.0	No Change
Whakatu	Wairoa	9	1,060	8	1,046	1.3	Improvement
Nuhaka	Wairoa	10	1,136	9	1,073	5.5	Improvement
Mahia	Wairoa	9	1,091	10	1,118	2.5	Decline
Wairoa	Wairoa	9	1,107	10	1,144	3.3	Decline
Ahuriri	Napier	8	1,057	7	1,010	4.4	Improvement
Onekawa West	Napier	8	1,055	7	1,013	4.0	Improvement
Onekawa South	Napier	10	1,109	10	1,127	1.6	Decline
Marewa	Napier	9	1,099	9	1,100	0.1	Decline
Maraenui	Napier	10	1,226	10	1,252	2.1	Decline
Nelson Park	Napier	9	1,058	8	1,028	2.8	Improvement
McLean Park	Napier	8	1,048	8	1,044	0.4	Improvement
Tamatea North	Napier	8	1,032	8	1,029	0.3	Improvement
Omahu	Hastings	9	1,081	8	1,044	3.4	Improvement
Mahora	Hastings	8	1,037	8	1,053	1.5	Decline
St Leonards	Hastings	8	1,040	8	1,039	0.1	Improvement
Raureka	Hastings	9	1,064	9	1,060	0.4	Improvement
Mayfair	Hastings	9	1,061	8	1,053	0.8	Improvement
Hastings Central	Hastings	9	1,074	9	1,062	1.1	Improvement
Akina	Hastings	9	1,074	9	1,057	1.6	Improvement
Camberley	Hastings	10	1,233	10	1,244	0.9	Decline
Kingsley-Chatham	Hastings	10	1,203	10	1,204	0.1	Decline
Lochain	Hastings	10	1,155	10	1,143	1.0	Improvement
Flaxmere East	Hastings	10	1,145	10	1,141	0.3	Improvement
Anderson Park	Hastings	9	1,062	9	1,068	0.6	Decline
Otane	Central HB	9	1,105	8	1,054	4.6	Improvement
Porangahau	Central HB	9	1,078	9	1,080	0.2	Decline

Notes:

1. The areas listed had a decile rating in the range 8-10 in Year 2001, which means that they were in the most deprived socio-economic categories in the region.
2. The area rating of socio-economic deprivation is based on decile groups, with Decile 10 representing the most deprived area category and Decile 1 the least deprived area.
3. A high deprivation score indicates that an area has a relatively high level of deprivation compared to an area with a low score, which means that it is among areas with the lowest relative level of deprivation.

(b) Maori Socio-Economic Development

Table 28 provides a range of Maori ethnic group socio-economic indicator results for the Hawke's Bay region, for the 2001 and 2006 Census periods. The 2006 results for Maori are also compared with the total regional population figures for the area. The 2006 figures provide an overall profile of the present socio-economic status of the Maori population in Hawke's Bay and changes in the profile since 2001.

Table 28: Hawke's Bay Maori Population Socio-Economic Results 2001-2006

Socio-Economic Indicator	2001 Census	2006 Census	
	Maori Population	Maori Population	Total HB Population
Total Population Change (%)	- (32,085)	4.6 (33,555)	+3.4
0-14 Population Change (%)	- (12,165)	-0.8 (12,069)	-2.0
15-64 Population Change (%)	- (18,687)	6.9 (19,971)	+4.7
65+ Population Change (%)	1,233	22.9 (1,515)	+6.9
Median Age (Years) of Population	21.6	22.4	37.0
% 15+ Population with no Formal Educational Achievement	41.4	38.9	27.5
% Population with Tertiary Level Educational Achievement	12.3	16.9	22.6
% Labour force in Employment	83.1	89.7	92.0
% Labour force Unemployed	16.9	10.3	8.0
Median Annual Personal Income \$	13,500	18,300	22,600
% of Population with Annual Income Below \$30,000	57.3	33.1	28.2
% Benefit Incomes of All Income Received	35.4	27.2	25.5

The total Hawke's Bay Maori population increased faster than the regional population as a whole over the five-year period. The 65+ Maori population grew very significantly from a relatively low base over the period, and much faster than both the 15-64 population and the Hawke's Bay-wide 65+ population. There was a noticeable fall in the proportion of the Maori population without formal educational achievement over the Census period, whilst the proportion with tertiary level educational achievement increased significantly. The Maori employment rate also rose significantly, whilst the rate of unemployment fell fairly sharply. The median annual personal income level for Maori increased significantly during 2001-2006 and there was also a very sharp fall in the proportion of the Maori working-age population on low incomes. Benefit incomes, as a proportion of all incomes received, fell very noticeably.

The 2006 Census results in the table indicate a number of significant socio-economic differences between the Maori and total regional populations, as follows:

- The Maori community's much younger overall age profile
- Its noticeably lower level of formal educational achievement
- The slightly better employment profile of the region as a whole
- The lower general income status of the Maori community

Other social and economic developments for the Maori community in Hawke's Bay that have occurred over the past five years or so include those listed in **Table 29** below:

Table 29: Maori Social and Economic Development in Hawke's Bay Since 2000

- Ongoing social and economic development policy and support work of Te Puni Kokiri (Ministry for Maori Development) Takitimu Region, of which Hawke's Bay is a part. The Maori Potential Approach is the national Maori public policy framework aiming to better position Maori to build and leverage off their collective resources, knowledge, skills and leadership capability. The Ministry has recently launched a new 'Takitimu Education' initiative.
- Ongoing work of Ngati Kahungunu Iwi Incorporated, based in Hastings. The Mission of the organisation is to enhance the mana and well-being of the Maori people in the rohe. The organisation has formulated a 25-year Vision plan to guide its future development work. Key economic sector

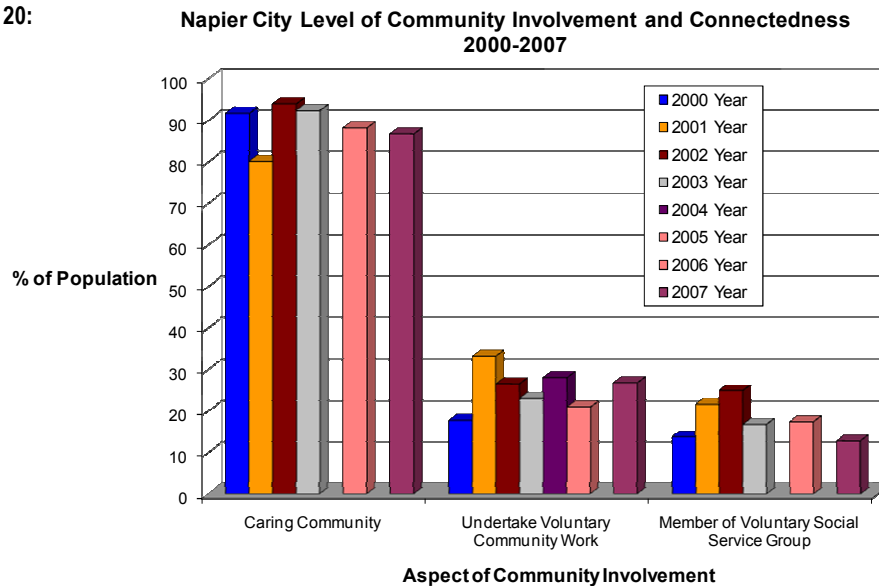
development priorities in the plan include fisheries, farming and horticulture, tourism and hospitality, Marae development, labour force upskilling, and research and development.

- Progress with local Treaty of Waitangi claims
- Maori social and cultural events; e.g. the Waitangi Day celebrations, the annual Matariki Festival, Fiesta of Lights celebrations, new Takitimu Festival and annual Maori sports events.
- Progress with an initiative to develop a strategic plan to guide the integrated management of fisheries, freshwater and coastal resources within the Kahungunu rohe. Ngati Kahungunu has established the Kahungunu Asset Holding Company Ltd to receive and manage its Treaty Fisheries Settlement and future investments on behalf of Ngati Kahungunu. The Company has formulated an investment strategy with guidelines and criteria for evaluating investment opportunities.
- Marae development initiatives; eg, urban Marae developments in Flaxmere, Hastings and Maraenui, Napier, and investigation of future land use opportunities at rural marae. The urban marae initiatives include tertiary education and trade training projects involving EIT Hawke's Bay.
- Maori tourism development projects; e.g. establishment of the regional Maori Tourism Association
- New Maori (Papakainga) housing development guide launched in Hastings in April 2008. This is a joint Te Puni Kokiri, Hastings District Council and Maori Land Court initiative.

(c) Community Involvement

Figure 20 shows the long-term trend in Napier in three different aspects of community involvement in the City by its residents. The aspects covered are involvement in voluntary work, membership of a voluntary community group and the use of a service provided by a community organisation. The base results for the graph are sourced from formal surveys run annually by the Napier City Council about general social conditions in Napier. Approximately 300 residents of the City are questioned during each survey.

Figure 20:



The key points to note from the survey results are as follows:

- An overall slight fall in the perception of Napier residents of the City as a caring community.
- An overall fall since 2001 in the proportion of the City's population who undertake voluntary community work.

- An overall fall from 2002 in the proportion of the population who are members of a voluntary social service group.

Reasons that have been commonly cited over time by survey respondents for not participating in voluntary work or the activities of community social service groups include: increasing age, poor health, lack of time and/or money, work commitments and family commitments.

Case Study 1 – Napier Community House

In May 2006, the Aon building at 62 Raffles Street in Napier, formerly known as the Langley Twigg building, became the new base for 18 community and social service organisations.

Working together with the Napier Community House Trust, the Napier City Council secured levels 1 and 2 of the Aon building to provide office accommodation for up to 29 community organisations.

Since 1 May 2006, 24 community groups have secured long-term leases for office space of various sizes and lease costs. The community groups provide a range of services such as advocacy support, budget advice, help for disabled people, employment assistance, provision of food parcels, health education, settlement support for migrants and refugees, and coordination of volunteers.

Many of the tenant organisations have already benefited from their association with the Napier Community House by networking, sharing of information and collaboration of resources. There are savings from the sharing of operational costs as well as having access to common resources such as reception services, photocopier, fax, meeting rooms and kitchen facilities.

Office sizes to meet individual organisations' requirements are available. The Community House is in a central location in the Napier CBD area, near shops, cafes and parking. It is ideal for small businesses, sole traders or for headquarters for community organisations. Support services provided include reception services, security alarm and access, and meeting rooms and kitchen facilities.

Case Study 2 – Hastings Community Service Awards

Many people in Hastings District have devoted their time and energy to making a difference in the community. They have volunteered their services as, for example, victim support volunteers, sport coaches, art enthusiasts, etc. Hastings District Council thanks these people through its Community Awards programme. Each year the Council recognises voluntary service to the community by an individual or group/organisation (Civic Honour Awards) and youth in the District who have made an outstanding contribution to the community (Hastings Rotary Youth Awards).

The January 2009 resident satisfaction survey indicates that 54% of Hawke's Bay residents feel supported and included within their local communities; 26% are neutral on this point and 9% did not feel supported and included. Over 80% of residents rated the sense of community spirit in their locality as good or better, with 12% being neutral on this point and the remaining residents rating it as not very good or poor. Approximately 60% of residents are satisfied with their level of access to social services generally in the community.

(iv) Recreation

(a) Regional Collaboration

Specific examples of regional collaboration within Hawke's Bay in the provision of sports facilities include:

- The development of the *Pettigrew Green Indoor Sports Arena* in 2003 at a total construction cost of \$9.5 million. The facility was the result of funding facilitation work and direct support from the Hawke's Bay Regional Council, Napier City and Hastings District Councils, EIT Hawke's Bay and the Sport Hawke's Bay regional sports trust.
- The Arena is also the administrative location for a number of regional sports organisations in Hawke's Bay, operating under a *Sports House model*
- Napier/Hastings/Wairoa *walkways and cycleways* project which provides about 44 km (in the Napier-Hastings area) and 2km (in Wairoa) of off-road recreational opportunity for walking and cycling. In the Napier-Hastings case, both the local territorial authorities, the Hawke's Bay Regional Council and New Zealand Transport Agency have contributed significantly to the project.
- The current Sport Hawke's Bay *regional sports strategy* received input from a wide range of regional stakeholders in the course of its preparation. Sport Hawke's Bay has also prepared a major regional facilities inventory.
- The development of the regional *hockey turf* at Park Island in Napier was the result of a collaborative effort between the Napier City Council, Hastings District Council and private enterprise.
- Initial development of the \$57 million *Regional Sports Park Complex* in Hastings. Construction of the Stage 1 all-weather athletics track and grandstand is now underway. The next stages are planned to include football fields, amenities buildings, tennis and netball courts and a velodrome.
- New *McLean Park Grandstand* in Napier currently being built

(b) External Marketing of Facilities

Marketing activity over recent years in Hawke's Bay has included promotional work by individual sports facilities and organisations to attract major regional and national events to the area, and agreement among local authorities to jointly develop a website to profile the region's sports and recreational facilities and opportunities. Major national sports events regularly attracted to the region due to the availability of good facilities include one-day and test cricket, age-group soccer, hockey competitions, Horse of the Year event and inter-provincial rugby.

(c) Use of Facilities

Examples of recent trends in the utilisation levels for sports and recreation facilities in Hawke's Bay are as follows:

- *Wairoa Sports Centre* – 109% increase in usage of the facility since 2004
- *Pettigrew Green Arena* – 12.7% increase in usage for the 2007/08 year
- The Napier City Council's current LTCCP Plan indicates the following number of international, national and inter-regional sports events held at facilities in the City over the 2000/01-2004/05 period – 2000/01 (81), 2001/02 (81), 2002/03 (72), 2003/04 (61) and 2004/05 (90).
- The Hastings District Council's major Indoor Sports Centre has made the following progress over the past five years:
 - In 2002/03 and 2003/04, there was increased daytime use of the facility with the provision of more programmes

- In 2004/05, daytime and weekend bookings increased by 300 hours during the year
- In 2005/06, a 62% occupancy rate was achieved at the facility
- In 2006/07, a total of 6,844 hours were booked at the Centre, up 41% on the target level
- *AW Parsons Complex, Waipukurau* – the number of swimmers using the pool facility increased from 60,374 in Year 2002 to 68,055 in Year 2007, which represents a gain of 7,681 or 12.7% for the period. Facility management also reports steadily increasing numbers using the gym which also has a strong membership base of around 420 people. The indoor stadium at the complex is very well used by a range of sports codes, as well as by schools and other organisations.

(d) Resident Satisfaction with Facilities

As a local authority example, **Figure 21** shows the trend in resident satisfaction with the range and quality of parks and sports fields provided in Napier City, as measured by the Napier City Council’s annual Commentary surveys. The results show a high and relatively stable level of community satisfaction with this aspect of the Council’s service provision.

Figure 21:

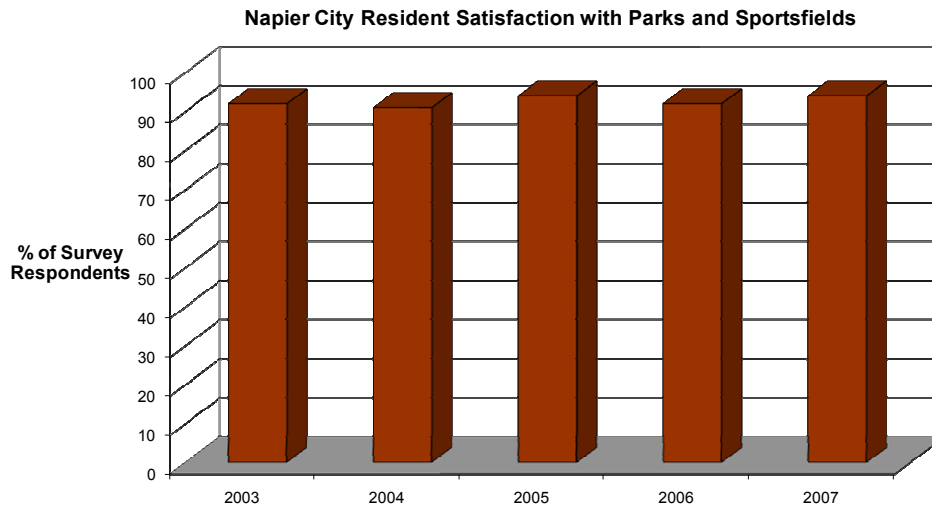
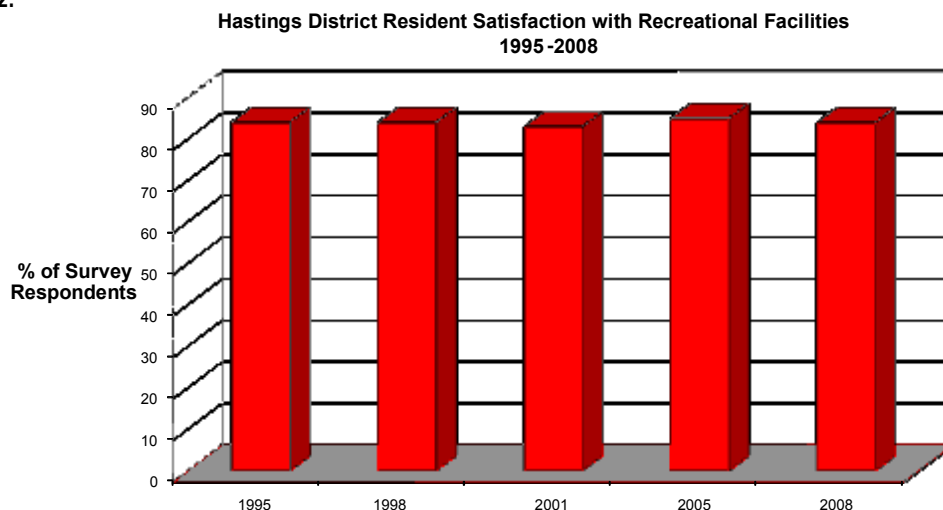


Figure 22 indicates the historical trend in the level of resident satisfaction with the range and quality of sports grounds and playgrounds in the Hastings district. The level of satisfaction has been relatively high and stable over the period.

Figure 22:



90% of Hawke's Bay residents are satisfied with the current provision of recreational facilities in the region. Over 80% of residents are also satisfied with the current provision of arts and cultural opportunities in the region.

(e) Investment in New Facilities

Examples of significant investment in the Hawke's Bay region in upgraded and new sports facilities over the past decade include:

- The AW Parsons Indoor Stadium and Westpac Trust Heated Indoor Pool in *Central Hawke's Bay*
- *Hastings District* – Hastings Indoor Sports Centre and the new Regional Sports Park (initially a new athletics track).
- *Napier City* – further upgrading of McLean Park (new stand and a range of on-ground services to meet the requirements of international and major national events) and the associated Centennial Hall Complex, ongoing developments at the Park Island sports and recreational complex (including the new hockey turf), Guppy Road/Tareha Reserve sports park and the Pettigrew Green Arena indoor stadium in Taradale.
- *Wairoa District* – major community indoor sports stadium and associated internal upgrading as required.
- New cycle and walkways (Napier/Hastings/Wairoa).

(v) Summary

Table 30 summarises the recent trends in cultural and social well-being in Hawke's Bay and the region's well-being situation relative to the national level (where this comparison is available). Seven of the nine indicators have improved over the period, with the level of community involvement and public governance decreasing over time.

Table 30: Summary of Hawke's Bay Cultural and Social Well-being

	Performance Indicator	Trend Since 2000	State	
Social and Cultural Well-being	<i>Culture and Heritage</i>	Heritage protection and development	↑	-
		Maori heritage protection and development	↑	-
		Appreciation of Maori culture & language	↑	😊
	<i>Leadership</i>	Regional collaboration	↑	-
		Economic development and regional wellbeing	↑	😊
		Public involvement in governance	↓	😞
	<i>Community</i>	Socio-economic deprivation	↑	-
		Maori socio-economic development	↑	😞
		Community involvement	↓	-
	<i>Recreation</i>	Regional collaboration in facilities provision	↑	-
		Use of recreation facilities	↑	😊
		Investment in recreation facilities	↑	-

7.0 Environmental Well-being

This theme covers the specific matters of safety and security, health provision and the region's physical environment.

(i) Safety and Security

(a) Crime

Figure 23 indicates the trend over the past decade in total recorded crime levels per 10,000 population in Hawke's Bay. Recorded crime fell overall over 1998-2004, increased over the following two years and then fell again slightly in 2007. The 2007/08 year saw a further 3% fall in the rate of recorded crime offences. At the same time, there has been an overall increase in the rate of crime resolution since 1998, from 39.1% to 48.2% in 2007. The base data is sourced from Statistics New Zealand.

Figure 23:

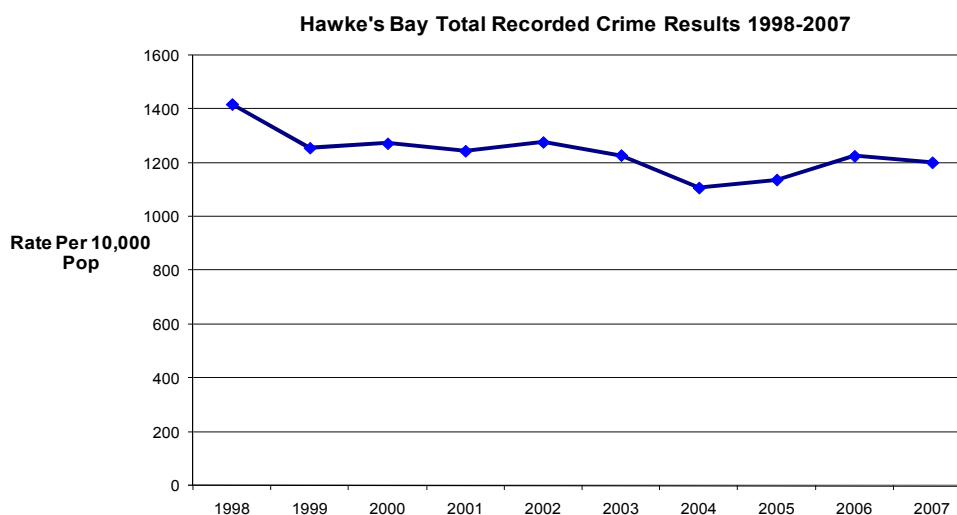


Table 31 indicates the share of the total recorded crime numbers for each main category of offending over the full ten-year period.

Table 31: Hawke's Bay Recorded Crime Profile and Trend 1998-2007

Crime Category	% of Total Recorded Crime			
	1998	2001	2004	2007
Violence	8.6	10.3	12.0	13.5
Sexual	0.6	0.9	0.9	0.8
Drugs/Anti-social	13.3	12.7	14.6	16.8
Dishonesty	61.3	57.3	53.6	48.9
Property Damage	8.4	10.0	11.3	14.1
Property Abuse	5.3	4.7	5.2	4.4
Administrative	2.5	4.2	2.5	1.6

The categories of crime recording a noticeably increased proportion of total offences over the period were violence, drugs and other anti-social activity, and property damage. The proportion for dishonesty offences has fallen very noticeably. This is still by far the largest category of offending over the full period; the rate per 10,000 population for this category fell from 869 to 587, a decrease of 32%.

(b) CCTV Monitoring

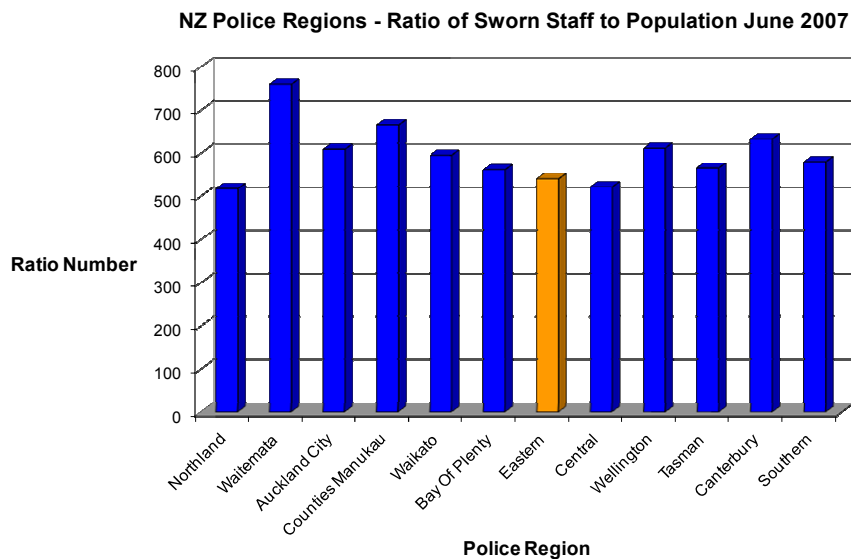
The Hastings District Council currently has 14 CCTV (Closed Circuit Television) cameras operating across the Hastings, Havelock North and Flaxmere CBD areas. The Council has made budgetary provision for the upgrade of the cameras and associated computer equipment on a three-yearly basis. Police statistics indicate a noticeable reduction in the level of recorded criminal offending at Hastings area pharmacies, offices and retail locations since 2004. During the 2006/07 year, the number of CCTV recorded incidents in Hastings was 94; this dropped to 38 during the 2007/08 year. In Napier, CCTV monitoring in the Central Business District, along with community patrols and liquor bans, have all made an effective contribution to reducing crime levels in the CBD. Police statistics also indicate a reduction in the number of recorded criminal offences at Napier CBD locations such as pharmacies, offices, public places and retail outlets.

(c) Policing Resources

Over the period 2003-2008, the total number of sworn Police personnel in the Eastern region (of which Hawke's Bay is a major component) has increased from 360 to 396, according to Police national headquarters information. At the same time, the number of non-sworn staff has increased from 54 to 62.

Figure 24 indicates the ratio of full-time equivalent police officers to total population for the different policing regions of New Zealand, as at June 2007. It is noted that the Eastern region, of which Hawke's Bay is a part and accounts for almost 75% of the region's total population, had the third-lowest ratio of staff to population. Tasman has a significantly lower population than the Eastern region but a higher staffing ratio. Northland has 77% of the Eastern region population but 96% of its sworn Police staffing level. Over the June 2007 year, total recorded crime numbers for the Eastern, Tasman and Northland regions, were 24,324, 16,380 and 15,886 respectively.

Figure 24:

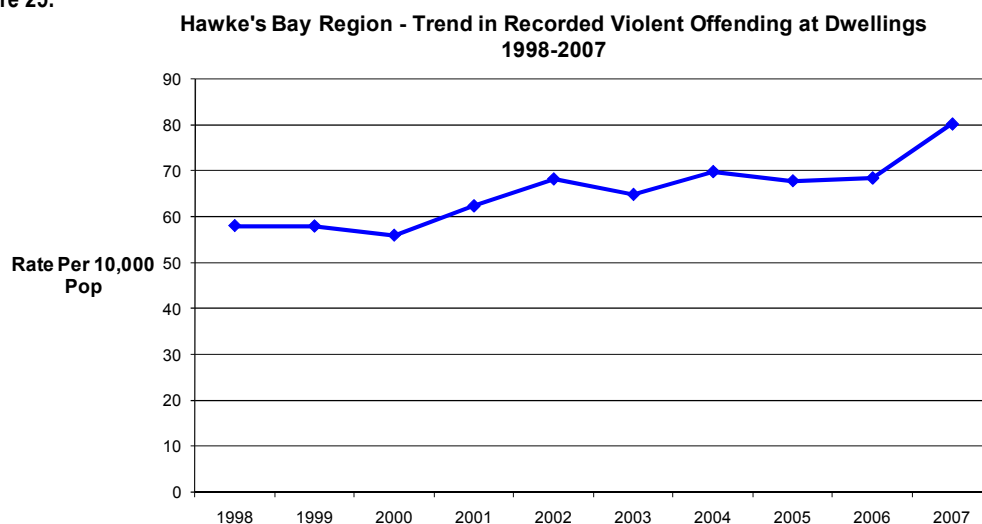


(d) Family Violence

Figure 25 shows the trend since Year 2000 across the combined Napier-Hastings Police districts, in the number of recorded violence offences occurring in dwellings. Police national headquarters in Wellington advise that this is the most appropriate indicator available from their statistics base for the purpose of measuring the trend in family violence offences. It is noted though that, according to a statistics paper released in July 2007 by the New Zealand Family Violence Clearing House (Canterbury University), New Zealand Police estimate that they deal with only approximately 20% of all violence occurring within homes. Certain categories of violence (sexual violence, and violence experienced by children, older people and new migrants) are also significantly under-reported.

The graph indicates an overall 43% increase in the level of recorded family violence offences in the Napier-Hastings area over the whole period. The level of offending was relatively stable over 2002-2006 but jumped sharply in 2007. This may be partly due to the increased level of reporting of family violence offending.

Figure 25:



Other trends to note with regard to family violence levels in the Napier-Hastings area are:

- Following a steady rise in the Police resolution rate for dwelling-based violence offences over 2000-2003, the rate has fallen overall since, although it has been relatively stable from 2005. In 2007, the rate was still relatively high though at 82.4%, compared to 48% for all recorded offences.
- Serious assaults and minor assaults have been the largest categories of recorded total violent offending in dwellings in the area since 2000. 'Assaults made on females' has been the largest category of serious assaults – the rate per 10,000 population has risen from approximately 14 in Year 2000 to 22 in 2007.
- On the same population basis, recorded criminal offences for 'assaults on child' (under 14 years) have increased since 2005.

The January 2009 Hawke's Bay resident satisfaction survey indicates that 62% of people living in the region are satisfied with crime prevention efforts in their local area. However, over a third are not satisfied. Further, 22% of residents feel that their local area is definitely a safe place to live in, with 64% of the view that their locality is a safe place to live in most of the time. Over 10% felt that their local living environment was not really a safe place to live in at all.

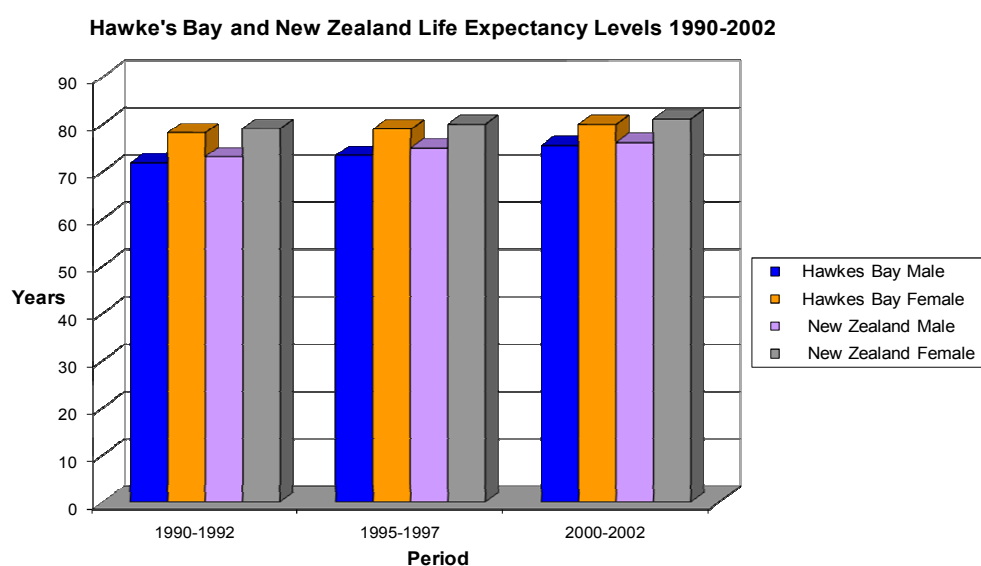
(ii) Health

(a) Life Expectancy

Figure 26 indicates life expectancy rates for the male and female populations in the Hawke's Bay region and New Zealand comparatively, over the 1990-2002 period. The base data is sourced from Statistics New Zealand. The graph indicates:

- an increase during the period in both male and female life expectancy levels in Hawke's Bay – a gain of 5.2% for males and 2.3% for females
- the female life expectancy level in Hawke's Bay is significantly higher than for the male population, although the gap between the two groups has lessened over time
- life expectancy levels in Hawke's Bay are below those for the country as a whole.

Figure 26:



(b) Risk and Protective Health Determinants

Table 32 shows the results from the Ministry of Health's National Health Survey 2002/03 and 2006/07 for the Hawke's Bay area, in relation to a number of dietary, physical activity, addiction and medical condition aspects. The information was provided by the Hawke's Bay DHB.

Table 32: Hawke's Bay Region Trends in Risk and Protective Health Determinants 2002/03-2006/07

Health Factors	% of Working Age Population	
	2002/03	2006/07
Adequate Fruit Consumption	47.6	59.9
Adequate Vegetable Consumption	72.8	68.1
Prevalence of Obesity	29.7	27.2
Undertake Regular Physical Activity	52.6	54.7
Currently Smoking	n.a.	25.1
Hazardous Drinking	23.3	21.2
Use Tobacco (Year 10 Students)	12.1	9.7
Prevalence of Ever Diagnosed Diabetes	4.9	3.8

Over the period, the positive trends have been improved fruit consumption, slight reduction in obesity levels, increase in physical activity levels, reduction in hazardous drinking, reduced Year 10 high school student tobacco use and the prevalence of diabetes. On the other hand, the level of vegetable consumption has fallen and last year a quarter of the regional population were still smoking regularly.

Other health indicators to note for the Hawke's Bay region are as follows:

Table 33: Trends in Hawke's Bay Key Health Indicators

- Rates of immunisation are increasing in Hawke's Bay (particularly for the Maori population) and are also significantly higher than those nationally.
- The rate of intentional self-harm hospitalisations in the region for the total population fell gradually over 2002/03 to 2005/06 but almost doubled in 2006/07. The rate for the 15-24 age-group population followed a similar trend but at a level well above the total population – in 2006/07, the 15-24 figure was 28.4 (rate per 10,000 population) compared to 10.6 for the whole population.
- Since 2002/03, the hospitalisation rate for falls amongst the 65+ population in Hawke's Bay has dropped overall by around 10%. However, following the steady decline until 2005/06, the rate increased fairly sharply last year (from 1,554.5 to 2,049.1)
- The proportion of health-promoting schools in Hawke's Bay has increased very significantly since 2002/03 (13.2%), reaching over 41% of all schools this year.
- The utilisation rate for the adolescent oral health service in the region has increased from 58.7% in 2001/02 to 63.4% in 2006/07. The national figure in 2006/07 was 58.3%.
- The number of live births to teenage mothers has risen from 779.2 in 2001/02 to 1,280.0 in 2006/07. The national figure in 2001/02 was 817.2 and 1,004.5 in 2006/07. The rate for Hawke's Bay residents is now significantly above the New Zealand-wide figure.
- The proportion of children in Hawke's Bay failing school-entry hearing tests has fallen slightly overall since 2000/01, from 11.2% to 9.7%. Maori and Pacific children have the highest rates, at 15.3% and 21.2% respectively, compared to 5.1% for all other ethnic groups. The figure for the Maori population has dropped slightly since 2000/01, whilst that for Pacific Islands children has fallen from 32% to 21.2%.
- The proportion of Hawke's Bay five-year-olds who live in fluoridated areas and are enrolled in the school dental service has increased from the 'low' for the past 5 years of 38.4% (in 2004) to 46.7% (2007). The proportion of children caries-free at five years of age has improved from 43% in 2004 to 45.8% in 2008.
- The number of hospitalisations of 0-4 year-olds due to poisoning has increased from 185 during the 2002/03 year to 376.2 during the 2006/07 year. The national comparison in 2006/07 was 231.8.
- The number of hospitalisations of 0-4 year-olds in Hawke's Bay due to falls has declined by well over half since 2001/02. The figure in 2006/07 was 528.7, compared to the national result of 735.2.
- The number of hospitalisations for the same age group due to burns has fallen by almost 80% since 2002/03 and in 2006/07 was 49% below the previous year's level. The Hawke's Bay result last year was also noticeably below the national figure.

(c) Access to Primary and Secondary Health Services

Hawke's Bay PHO (Primary Health Organisation) – Initiatives launched by the local PHO over the past few years have included the following:

- In June 2007, 27 GP Practices in Napier/Hastings/Central Hawke's Bay belonged to the PHO. Membership of the organisation also included 112 GPs, 114 Practice Nurses and 121,673 patients. One of the PHO's key goals is to increase access to comprehensive services to improve, maintain and restore people's health. The organisation has been operating since 2005. The total number of enrolled patients has increased by over 1,000 since this time.
- Twelve separate initiatives have been funded by the PHO to improve access to health services for the region's high-health-needs population in particular. The initiatives have included connecting pre-schools with oral health services, provision of taxi services for transport-impaired residents, increased services for patients requiring palliative care and nurse-led health and lifestyle clinics. A number of GPs are now providing an enhanced service for patients with mild to moderate mental health disease and an increasing range of services are available through general practice for acute interventions.
- From July 2007, all PHO-enrolled patients have access to subsidised healthcare through their GP, irrespective of age. In addition, five PHO Practices have agreed to provide Very Low Cost Access (with capped fees) to patients.
- PHO patients are also able to access a wide range of primary health services at no charge, including mental health care, nutrition and physical activity programmes, diabetes care, coordinated primary option care/acute demand management, oral health for under-5-year-olds and cervical screening.
- The PHO's Health Promotion Plan focuses on nutrition, physical activity and smoke-free environments. Initiatives within this relate to group exercise opportunities, 'healthy eating healthy action', 'healthy heart' annual programme within early childhood centres and Kohanga Reo, adult health education opportunities and administration of the 'Healthy Homes' insulation scheme.

Hawke's Bay District Health Board – Initiatives that have been taken by the Board over the past five years include the following:

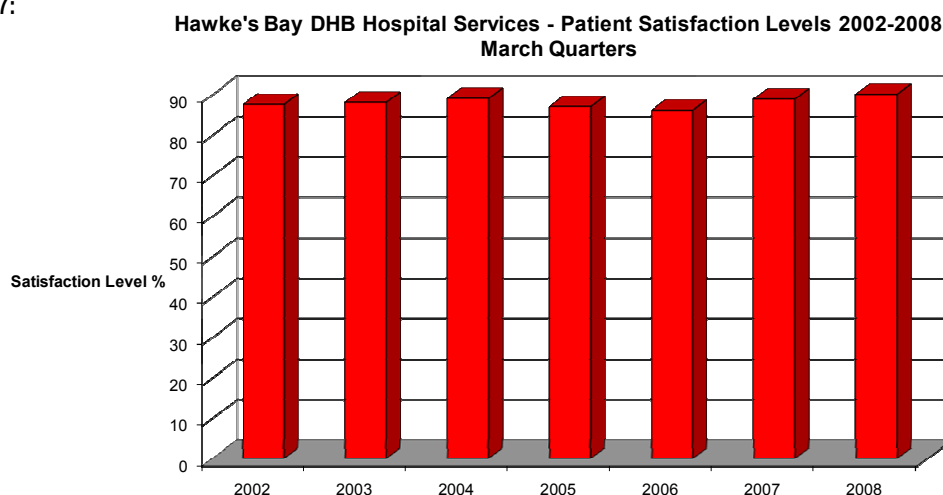
- Preparation of a strategic plan to guide the Board's activities over the 2002-2012 period
- Particular projects implemented by the Board since 2002, under the plan, have included:
 - Roll-out of the national meningococcal vaccination programme
 - Development of the 'health-promoting schools' principle
 - Comprehensive review of school dental services
 - Improved integration with primary and community health providers
 - Development of a Maori health improvement programme
 - Provision by Maori providers of a programme of health checks, ongoing health monitoring and immunisation within a marae setting
 - Provision of significant funding for services to improve access for residents with highest socio-economic needs
 - Development of child asthma care plans and strategies to reduce avoidable admissions of children to hospital
 - Implementation of a Diabetes Service Plan and greater focus on nutrition and physical activity in health promotion work

- Mental illness care and treatment initiatives
- Review of sexual health strategies and services
- Nationally recognised 'leading edge' family violence protection programme
- New 'state of the art' CT scanner at Hawke's Bay Hospital

(d) Patient Satisfaction With Public Hospital Services

Figure 27 indicates the trend since 2002 in inpatient/outpatient satisfaction with the quality of service provided by public hospitals in Hawke's Bay. The base information for the graph is sourced from quarterly surveys of district health board performance, undertaken by the Ministry of Health (Hospital Benchmark Information). There has been a small overall improvement in patient satisfaction levels since 2002 and the level of satisfaction has also remained relatively high throughout the period since then.

Figure 27:



The 2009 regional satisfaction survey indicates that 73% of Hawke's Bay residents are satisfied with the range and quality of health services and health professionals in the region, with 25% not being satisfied.

(iii) Physical Environment

(a) Community Awareness of the Environment

In addition to central and local government organisations, there are a number of organisations in Hawke's Bay which undertake initiatives aimed at increasing community awareness of the environment. These include Sustaining Hawke's Bay Trust (Hawke's Bay Environment Centre), Trees for Hawke's Bay, ECOED and Fish and Game New Zealand.

The territorial local authorities have community awareness and education programmes for waste minimisation, saving water and pollution prevention. The Hawke's Bay Regional Council, Napier City Council and Hastings District Council recognise community initiatives through the Hawke's Bay Environmental Awards.

Community education is supported by a number of schools participating in various sustainability programmes run through the Education for Sustainability Advisors and Enviroschools, the latter supported by the Hawke's Bay Regional Council. A number of other school-based initiatives also operate in Hawke's Bay.

Initiatives taken in recent years by the Hawke's Bay Regional Council in the environmental promotion and education field have included:

- The Hawke's Bay Environmental Awards
- Lifestyle Field Days
- Enviroschools programme for projects relating to waste management, energy and efficiency, growing and planting and green care policies
- Provision of prizes for environmental exhibits in the annual Hawke's Bay Science and Technology Fair
- Provision of targeted funding for specific community environmental upgrade projects
- Introduction of 'The Big Picture' newspaper which is distributed to all households in Hawke's Bay on a quarterly basis
- Provision of the special 'Lunchbox' newsletter for teachers and environmental education providers in the region
- Facilitation of Hawke's Bay's participation at the Sir Peter Blake National Youth Environment Forum and the annual regional youth environment forum
- The Council implemented a pilot project in 2007-2008 called 'Your Choice', which focuses on stormwater education and upskilling within the business sector. The second 'Your Choice' programme is underway.

The Hawke's Bay Regional Council's 2008 community awareness survey indicated that 61% of respondents had undertaken various sustainability initiatives in the last three years, including 35% of rural respondents who had planted trees, improved water reticulation or improved soil health/compost, and 84% of urban respondents who had recycled, composted or taken action to conserve electricity. The perceived time involved for protecting the environment was the main reason respondents had not undertaken more initiatives.

(b) State of the Environment

The various 'state of the environment' reports issued by the Hawke's Bay Regional Council since 2003 make a number of comments about the Council's view of the ongoing state of the region's natural and physical environment and resources. The comments include:

i) Land

- Soils under pastoral and horticultural land uses in the region face issues such as degradation of soil structure, soil compaction, carbon depletion, and elevated phosphorus and nitrogen levels.
- Monitoring of the condition of the region's protected wetlands indicates that there has been no decline in their quality and that restoration management will produce continued improvement in their status and condition over time.
- Hillside erosion remains a key issue in the region. Wind erosion events are still occurring regularly.
- A 1995 Hawke's Bay Regional Council review of the sustainability of land use in the region indicated that approximately 73% of the total land area of the region was being used sustainably. Since 1997, approximately 10,000 hectares of land had recorded improved sustainability, primarily due to pastoral hill country conversion to forestry and conversion from forestry to protection. A small amount of land had recorded reduced sustainability.

- Soil contamination - there has been a significantly increased awareness of this issue over time, in Hawke's Bay. A particular concern with the issue is the leakage of contaminated material into groundwater systems. The provision of guidelines by the Ministry for the Environment for the management of contaminated sites has led to an increased focus on the matter.

ii) Water

- Groundwater in the Hawke's Bay region remains of generally good quality. Some communities relying on groundwater for their household water supply are affected during prolonged dry periods.
- In general, across the whole region there is no health impact of drinking groundwater; however, there are localised pockets with elevated nitrate levels.
- A 2005 study into the water quality of the Mohaka River catchment indicated that nutrient concentrations had been increasing in two of its tributaries as a result of dairy farming and forest harvesting activity.
- Over the period 1996/97-2002/03, the number of new wells drilled annually in Hawke's Bay increased from approximately 91 to 157. Most of these were for irrigation purposes in the Heretaunga Plains area (for cropping, pasture and vineyards). Since then, the number of new bores has averaged 166 per year.
- A review of river and lagoon monitoring sites in Hawke's Bay under the Regional Council's Recreational Water Quality programme of the last eight years indicates that five of the sites had shown a significant improvement in water quality, with the rest of the sites maintaining their quality. Most of the shellfish gathering sites in the region continue to comply with the Council's guidelines.

iii) Air

The air in Hawke's Bay is of a generally good quality. The Hawke's Bay Regional Council's complaints register shows that localised air quality problems in the past have mainly concerned odour (usually in the vicinity of specific industries), agrichemical spray drift in and around orchard areas, and nuisance dust and smoke from a variety of sources. However, over the past five years or so, the matter of PM₁₀ air emissions/pollution in the main urban areas has come into sharper focus, particularly with the requirement to meet the Government's air emissions guidelines by Year 2013.

Figure 28 indicates the number of measured exceedances of the Government's PM₁₀ air quality guidelines in the Napier/Hastings area since 2004. The base information for the graph is sourced from the Hawke's Bay Regional Council. The 2008 figure is a calendar year-to-date result (January-August 2008). The number of exceedances increased significantly in 2005, declined gradually over 2005-2007 but has risen sharply again this year. The main contributor to PM₁₀ pollution is domestic home-heating systems in winter time.

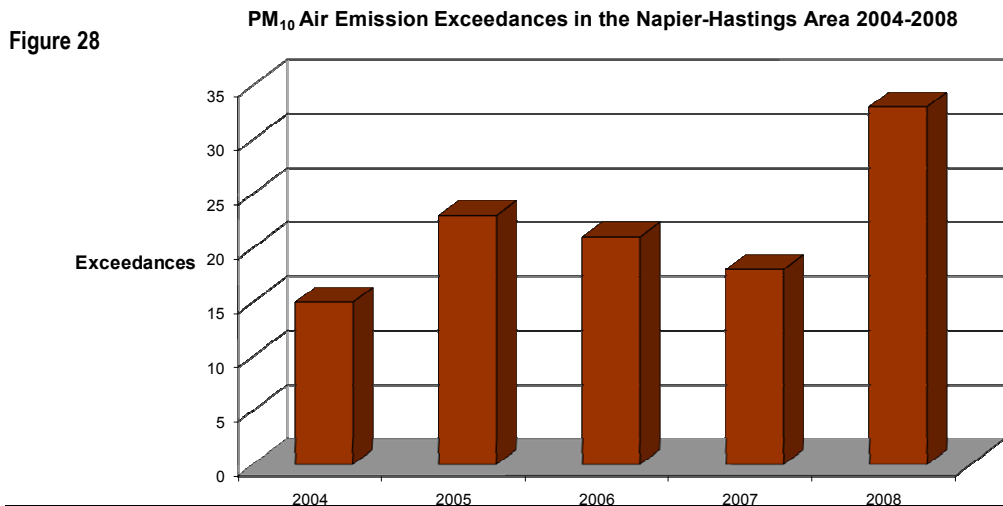
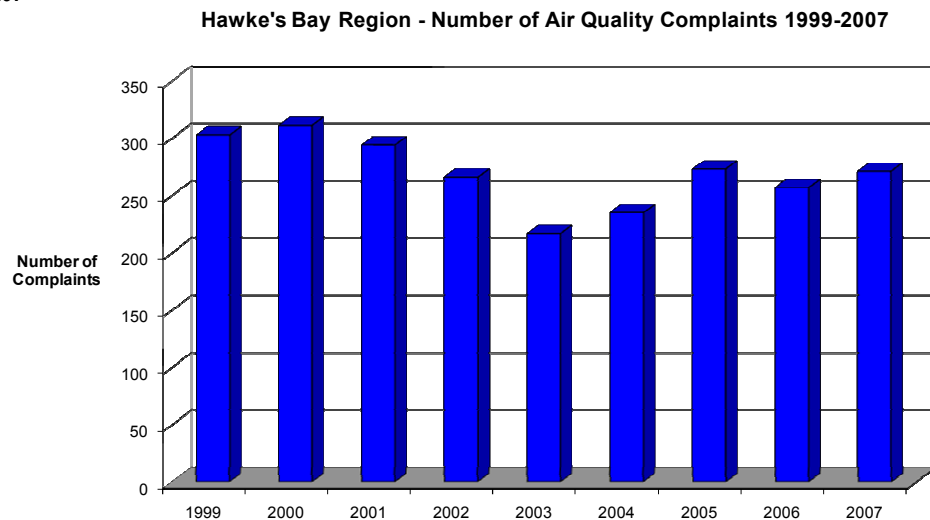


Figure 29 tracks the trend in the number of air quality complaints made to the Hawke's Bay Regional Council over the period 1998/99-2006/07. As indicated, the number of complaints has fallen significantly over the period, from around 310 in 1999/2000 to around 270 in 2007.

Figure 29:



iv) Coastline

- The region's coastal waters appear to be in good health and plant growth is generally limited by nitrogen levels.
- Monitoring of the Ahuriri and Porangahau estuaries indicates that they are in generally healthy condition, with heavy metal elements well below environmental guidelines.
- Sandy beaches in Hawke's Bay are under pressure from sedimentation, over-harvesting, damage from vehicular traffic and coastal urban development.
- The number of public complaints made to the Hawke's Bay Regional Council in 2007 concerning the coastal environment was up slightly on the previous year, with the calls relating mainly to hydrocarbon spills, dead fish and discharges.
- Coastal erosion continues to be a major issue in the region, with the Clifton to Awatoto, Haumoana and Whirinaki areas all experiencing longer-term erosion.

v) Biodiversity

Biodiversity is expected to have increased in specific areas through the creation of wetlands, protection of riparian areas and dune protections by landowners and community groups supported by the Regional Landcare Scheme and environmental enhancement incentives. Areas of indigenous vegetation have also been protected through QEII Covenants. The Regional Council's possum control programme also plays a significant role in improving regional biodiversity.

vi) Resident Perceptions

The 2009 regional satisfaction survey indicates that over 90% of Hawke's Bay residents are satisfied with the quality of the natural features around their local communities. The level of noise pollution is of concern to 54% of residents, with most being 'a little concerned'. Air pollution is of varying concern to 62% of residents. General pollution is of concern to almost 80% of residents in Hawke's Bay. Nearly

70% of regional residents are satisfied that their local Council is managing the environmental impacts of housing growth in their district.

(iv) Summary

Table 34: Summary of Hawke's Bay's Environmental Well-being

	Performance Indicator	Trend Since 2000	State
Environmental Well-being	Safety and Security	Recorded crime	↑ ☹️
		CCTV monitoring	↑ -
		Policing resources	↑ -
		Family violence offending	↓ ☹️
	Health	Life expectancy	↑ 😊
		Socio-economic and environmental health determinants	↑ -
		Access to primary health services	↑ -
		Quality of health services	↑ -
	Environment	Community awareness of the environment	↑ -
		State of the environment	↑ -

The results in the table indicate that:

- The Hawke's Bay region has recorded an improved situation over the period since Year 2000 in relation to 12 of the 13 progress indicators. The only indicator to have worsened during the period is family violence offending, which is likely to be partly due though to an increased level of reporting of this activity.
- It is considered that the region has performed and continues to perform below the national level of regional collaboration in respect of the overall degree of recorded criminal offending and family violence offending.

8.0 Overall Regional Outcome Achievement Since Year 2000

Table 35 over-page provides a summary assessment of the performance of the Hawke's Bay region over the past decade or so in achieving the various sub-outcomes or objectives listed in the table. The assessment is based on the detailed trend information provided in previous sections of this report.

Table 35: Hawke's Bay Outcome Achievement since Year 2000-Assessment Summary

Outcome/Sub-Outcome	
<p><i>A strong, prosperous and thriving economy</i></p> <ul style="list-style-type: none"> <li data-bbox="224 401 789 468">▪ <i>Coordinated facilitation of regional and local economic growth and development in Hawke's Bay</i> <li data-bbox="224 930 699 997">▪ <i>Hawke's Bay is a key and growing tourism destination in New Zealand</i> <li data-bbox="224 1230 737 1339">▪ <i>A well-educated, trained and skilled workforce meets the needs of employers and supports a thriving regional economy</i> <li data-bbox="224 1644 760 1711">▪ <i>The rural /agricultural base will be protected and appropriate development encouraged</i> 	<p>Despite the increasingly negative impacts in the region of the more recent major world financial sector upheaval and associated economic downturn, Hawke's Bay still recorded significant overall growth in population, housing development, economic activity, business activity and public/private investment over 2000-2008. Assisted by the long-term period of favourable economic and business conditions prevailing since 2000, economic development and business agencies in Hawke's Bay have been proactive in facilitating economic growth in the region, as well as new business establishment, increased investment and business</p> <p>At the same time, the region recorded significant overall growth in visitor activity, particularly in the international sector. The region has been amongst the leading tourism growth areas in the North Island/Top South Island. The range of tourism product and visitor amenities available in the area has steadily increased over time.</p> <p>The level of formal educational achievement has increased in the region, including a noticeable improvement at the tertiary and university levels. Industry trainee numbers have remained solid. There has been an overall easing of the regional labour-market in recent years. There has been a significant increase in income/earnings levels since 2004. Labour turnover has reduced over the past year. The level of skilled international migration into Hawke's Bay has fallen overall during more recent years.</p> <p>Pastoral and horticultural soils in the region face some quality issues. Hillside erosion is a key issue. Approximately three-quarters of the total regional land area is being sustainably used at present. There has been a major increase in forestry land-use and noticeable gain in wine-growing area. There has been significant growth in rural sector activity overall.</p>

Outcome/Sub-Outcome	
<p><i>Transport infrastructure and services that are safe, effective and integrated</i></p> <ul style="list-style-type: none"> ▪ <i>A safe and efficient transport network</i> ▪ <i>An inclusive, accessible and affordable transport system</i> ▪ <i>An integrated transport system with efficient linkages supporting national and regional economic development</i> 	<p>There have been many positive developments and initiatives in the region in the areas of transport safety improvements, increased use of public transport and new investments in the roading infrastructure. However, at the same time, there has been an overall increase over the past five years in vehicle crash rates.</p> <p>There is a relatively high level of community satisfaction with the overall quality of the transportation system in Hawke's Bay. Patronage of urban public transport in the region has increased significantly. More transport options are being provided for the community.</p> <p>Transport and roading network developments and improvements in the region during the past decade are primarily aimed at improving transport efficiency in the area. Over the period, the economic contribution of the transport sector to regional development in Hawke's Bay has increased significantly.</p>
<p><i>Communities that value and promote their unique culture and heritage</i></p> <ul style="list-style-type: none"> ▪ <i>Places, spaces, activities and events celebrating and strengthening the identities of all cultures within Hawke's Bay.</i> ▪ <i>Maori culture and language is respected, promoted and strengthened in the community</i> 	<p>Local authority district plan and NZ Historic Places Trust listings in Hawke's Bay currently contain a total of in excess of 3000 heritage items. Trust listings include 16 Wahi Tapu and 2 Wahi Tapu areas. A number of major heritage buildings in the region have been upgraded and refurbished, including Marae complexes. A number of major Maori cultural, musical and social events are now held on a regular basis in the region.</p> <p>A number of major Maori cultural, musical and social events are now held on a regular basis in the region. There are a number of examples in the region of initiatives undertaken over the past decade to develop Maori culture and language proficiency.</p>
<p><i>Strong regional leadership and a sense of belonging</i></p> <ul style="list-style-type: none"> ▪ <i>Strong and coordinated leadership and governance across the Hawke's Bay region</i> 	<p>A number of joint regional/Napier-Hastings collaborative initiatives have been implemented over the past decade, in relation to, for example, transportation studies, rubbish disposal, regional development.</p>

Outcome/Sub-Outcome	
	<p>facilitation, urban development planning, and strategies for sport and active recreation. Hawke's Bay performed in the 'middle of the field' in terms of changes in key socio-economic indicators since Year 2000 amongst the different regional areas of the country. There was an improvement in the level of socio-economic deprivation within a majority of the more deprived localised communities in Hawke's Bay between the 2001 and 2006 Census periods. Whilst public interest in standing for 'local authority' elected positions increased on balance during the 2001-2007 period, nevertheless, the level of 'voter turnout' at local elections fell during the period. Almost half of Hawke's Bay residents are satisfied with the opportunities to contribute to Local Government decision-making.</p>
<p>Supportive, caring and inclusive communities</p> <ul style="list-style-type: none"> ▪ <i>The delivery of key social services in Hawke's Bay is undertaken in a coordinated and accessible manner</i> ▪ <i>Improved housing for Maori and strengthening of Marae communities</i> ▪ <i>Hawke's Bay people are engaged with their community regardless of age, ability or ethnicity</i> 	<p>Central Government policy in respect of its service delivery departments is to achieve increasing coordination and integration of services in order to promote increasing effectiveness and efficiency in service delivery. There were significant gains over the 2001-2008 period in the socio-economic profile of the Hawke's Bay community as a whole. Levels of reported family violence offences have increased during the past decade but this is partly due to increased reporting of offences.</p> <p>Initiatives have been undertaken to upgrade Housing New Zealand properties generally, deliver specific Housing New Zealand programmes (e.g. Rural Housing Programme and the Housing Innovation Programme), investigate alternative housing options for the Maori community, develop new (urban) and upgrade existing Marae and explore new Marae based social and economic development opportunities. The general socio-economic status of the Maori community in Hawke's Bay increased noticeably over the 2001-2006 Census period.</p> <p>Napier City community survey figures show that there has been a noticeable fall over the past five years in the level of community volunteerism. A high proportion of regional residents rate the level of community spirit in their localities as good or better, whilst over half of the</p>

Outcome/Sub-Outcome	
	residents feel supported and included in their local communities.
<p>Safe and accessible recreational facilities</p> <ul style="list-style-type: none"> ▪ <i>Coordinated regional provision and use of recreational facilities and associated recreational services</i> ▪ <i>Enhanced provision of a variety of safe physical and recreational opportunities</i> 	<p>There have been a number of regional coordination initiatives in relation to the provision of recreation facilities in Hawkes Bay. They include Sport Hawkes Bay's regional sports and active recreation strategy, regional facilities inventory and 'sports house' model at the Pettigrew Green Arena. As a result of active external marketing work, the region has attracted a number of major international and national sports events to the area. Figures for key sports/leisure facilities in Hawkes Bay indicate significantly increased patronage levels over the past five years. Resident satisfaction survey results point to a sustained high level of community satisfaction with the quality of recreational facilities in the region.</p> <p>The last decade has seen the development of a number of new sports and recreational facilities and amenities in Hawkes Bay and the upgrading of a number of other ones.</p>
<p>Safe and secure Communities</p> <ul style="list-style-type: none"> ▪ <i>People in Hawke's Bay will be free from burglary, theft and property damage</i> ▪ <i>Hawke's Bay will be free from violent crime</i> ▪ <i>Hawke's Bay homes and public spaces will be safe</i> 	<p>Over the last decade, recorded dishonesty offences as a proportion of total recorded criminal offences in Hawkes Bay have fallen significantly. The proportion for property damage offences has increased from 8.4% to 14.1%. The proportion for property abuse offences has fallen slightly.</p> <p>The proportion for general violence offending in the region has risen from 8.6% to 13.5%. The rate of family violence offending has increased from just under 60 per 10,000 population to 80 per 10,000 population, partly as a result of increased reporting of such offending.</p> <p>CCTV monitoring and other anti-crime initiatives have resulted in reductions in recorded criminal offending in CBD (Central Business District) areas in the region. Over 60% of residents are currently satisfied with crime prevention efforts in their localities. The January 2009 formal Hawkes Bay satisfaction survey indicated that 86% of residents feel that their local area is a safe place to live in.</p>

Outcome/Sub-Outcome	
<p>A lifetime of good health and well-being</p> <ul style="list-style-type: none"> ▪ <i>Hawke's Bay residents will have access to high-quality health and disability services</i> ▪ <i>Hawke's Bay will have high standards of population health</i> ▪ <i>The factors which influence health are effectively managed</i> 	<p>The Hawkes Bay PHO (Primary Health Organisation) has implemented a number of initiatives since 2005 to improve public access to primary health care services. The Hawkes Bay DHB (District Health Board) has also introduced a number of primary health care improvement initiatives, as well as new developments at HB Regional Hospital. Ministry of Health patient satisfaction surveys indicate a high level of satisfaction with service quality at public hospitals in Hawkes Bay; there has also been a gradual increase in the level of satisfaction from Year 2006. Over 70% of Hawkes Bay residents are presently satisfied with the range and quality of health services and health professionals in the region.</p> <p>There has been a fall in the incidence of a number of key health issues in Hawkes Bay over the past five years-e.g. obesity, hazardous drinking, ever-diagnosed diabetes and hospitalisation rates in relation to a number of health problems. Both male and female life expectancy has increased gradually in the region, since the early 1990s.</p> <p>Since 2002/03, Ministry of Health surveys indicate improvements in Hawkes Bay in a number of socio-economic health determinants e.g. fruit consumption, reduced obesity, increased physical activity, and reduced hazardous drinking and tobacco use by second-year high school students.</p>
<p>An environment that is appreciated, protected and sustained for future generations</p> <ul style="list-style-type: none"> ▪ <i>The Hawke's Bay community is well informed and educated about the environment</i> ▪ <i>Development in Hawke's Bay is sensitive to the need to protect and promote environmental well-being</i> ▪ <i>The natural qualities of Hawke's Bay's lakes, streams, waterways and coastlines are protected and enhanced</i> 	<p>Local territorial Councils, HB Regional Council, specialist local environmental organisations and the school sector all play an active role in improving community awareness of the importance of maintaining a high-quality physical environment in the region.</p> <p>Whilst the overall quality of the physical environment in Hawkes Bay is good, there are a number of specific issues which are being addressed by the Hawkes Bay Regional Council in particular. There has been an overall increase in the number of air quality complaints fielded by the HB Regional Council over the past five</p>

Outcome/Sub-Outcome	
<ul style="list-style-type: none"> ▪ <i>Hawke's Bay is clean, green and pollution free</i> 	<p>years. The incidence of PM₁₀ air pollution in Napier-Hastings fell steadily over 2005-2007 but then increased sharply during 2008. There has been an increased focus within the region on the management of contaminated sites.</p> <p>Over 90% of Hawkes Bay residents are currently satisfied with the quality of the natural features in and around their communities.</p>

APPENDIX 1

Measurement Framework – Hawke’s Bay Regional Community Outcomes

Outcome	We will know we are succeeding when
<p>A strong, prosperous and thriving economy</p> <ul style="list-style-type: none"> ▪ Coordinated facilitation of regional and local economic growth and development in Hawke’s Bay ▪ Hawke’s Bay is a key and growing tourism destination in New Zealand ▪ A well-educated, trained and skilled workforce meets the needs of employers and supports a thriving regional economy ▪ The rural /agricultural base will be protected and appropriate development encouraged 	<ul style="list-style-type: none"> ✓ Improved trends for economic, industry and employment growth are evident ✓ Population and household growth rates are positive ✓ Investment and infrastructural growth is occurring ✓ Visitor numbers and nights spent by visitors to the region are increasing ✓ International visitor activity in the region is increasing ✓ The region is performing better than similar tourism regions elsewhere in the country ✓ Visitors are increasingly satisfied with Hawke’s Bay’s visitor offering ✓ The range of visitor attractions and amenities in the region is increasing ✓ There is an increased number of new business start-ups and a reduction in business closures ✓ Increased investment in the Hawke’s Bay economy is occurring ✓ There is increased uptake of regional business support programmes and initiatives ✓ Enough is being done to encourage economic and business development in Hawke’s Bay ✓ Higher- level educational achievement is increasing ✓ There is greater participation in ongoing training and skill enhancement ✓ The supply of skilled and semi-skilled staff meets employer demand ✓ Remuneration levels are increasing in line with productivity gains ✓ Staff turnover rates are falling ✓ Levels of skilled migration are increasing ✓ Soil quantity and soil health are being sustained ✓ The land area in rural and agricultural production is being maintained ✓ Land fragmentation is being minimised ✓ Rural industry activity is buoyant
<p>Transport infrastructure and services that are safe, effective and integrated</p> <ul style="list-style-type: none"> ▪ A safe and efficient transport network 	<ul style="list-style-type: none"> ✓ Traffic crash rates are falling ✓ Accident rates for vulnerable road users are falling ✓ Significant improvements are being made to transport safety ✓ Community use of public transport is increasing ✓ Investment in, and further development of, the transport network is occurring

Outcome	We will know we are succeeding when
<ul style="list-style-type: none"> ▪ An inclusive, accessible and affordable transport system ▪ An integrated transport system with efficient linkages supporting national and regional economic development 	<ul style="list-style-type: none"> ✓ Customers and users are satisfied with the quality of the roading network ✓ The range of community and sector groups using the transport system is increasing ✓ More transport options for users are being provided ✓ The overall operation of the transport network is more effective and efficient ✓ The contribution of the transport sector to regional development is increasing
<p>Communities that value and promote their unique culture and heritage</p> <ul style="list-style-type: none"> ▪ Places, spaces, activities and events celebrating and strengthening the identities of all cultures within Hawke's Bay. ▪ Maori culture and language is respected, promoted and strengthened in the community 	<ul style="list-style-type: none"> ✓ Our heritage is being protected and developed ✓ Maori heritage in particular is being protected and developed ✓ The range of cultural/heritage activities, events, organisations and services is increasing ✓ Community satisfaction with opportunities to express its cultural richness and diversity is evident ✓ There is increasing community appreciation of Maori culture and language ✓ There is an increase in Maori language usage and proficiency in the community
<p>Strong regional leadership and a sense of belonging</p> <ul style="list-style-type: none"> ▪ Strong and coordinated leadership and governance across the Hawke's Bay region 	<ul style="list-style-type: none"> ✓ There is increasing regional collaboration on key community issues ✓ Significant gains in overall community well-being are occurring, relative to other regions ✓ Improvements in the well-being of residents in the more deprived parts of the region are also evident ✓ Public interest and participation in regional governance processes is increasing ✓ Satisfaction with the way Councils involve the public in decision-making, is improving
<p>Supportive, caring and inclusive communities</p> <ul style="list-style-type: none"> ▪ The delivery of key social services in Hawke's Bay is undertaken in a coordinated and accessible manner ▪ Improved housing for Maori and strengthening of Marae communities ▪ Hawke's Bay people are engaged with their community regardless of age, ability or ethnicity 	<ul style="list-style-type: none"> ✓ There is increasing effectiveness and efficiency in the delivery of social services in the region ✓ Gains in the socio-economic profile of the Hawke's Bay community are occurring ✓ Hawke's Bay residents are satisfied with the quality of social service delivery ✓ Levels of family violence are falling in Hawke's Bay ✓ Maori housing status and profile are improving ✓ Maori housing development and investment is increasing ✓ Increased Marae-based, socio-economic development is occurring ✓ The socio-economic status of the Maori community is improving ✓ Levels of community involvement and participation are increasing ✓ The level of social connectedness in the region is improving
<p>Safe and accessible recreational facilities</p> <ul style="list-style-type: none"> ▪ Coordinated regional provision and use of 	<ul style="list-style-type: none"> ✓ Increased regional coordination and

Outcome	We will know we are succeeding when
<p><i>recreational facilities and associated recreational services</i></p> <ul style="list-style-type: none"> ▪ <i>Enhanced provision of a variety of safe physical and recreational opportunities</i> 	<p><i>collaboration in the provision of recreational facilities and services is occurring</i></p> <ul style="list-style-type: none"> ✓ <i>External marketing of facilities is effective</i> ✓ <i>The usage of facilities and services is increasing</i> ✓ <i>Residents are satisfied with the level and range of recreational facilities and opportunities on offer</i> ✓ <i>Ongoing maintenance and new investment in recreational facilities and amenities is occurring</i> ✓ <i>The overall safety record for recreational facilities is improving</i>
<p>Safe and secure Communities</p> <ul style="list-style-type: none"> ▪ <i>People in Hawke's Bay will be free from burglary, theft and property damage</i> ▪ <i>Hawke's Bay will be free from violent crime</i> ▪ <i>Hawke's Bay homes and public spaces will be safe</i> 	<ul style="list-style-type: none"> ✓ <i>Rates of reported crime are falling for all categories</i> ✓ <i>New anti-crime initiatives are proving successful</i> ✓ <i>Levels of family violence in the community are falling</i> ✓ <i>CCTV monitoring is proving effective</i> ✓ <i>Community satisfaction with public safety is increasing</i> ✓ <i>Police numbers/resources are above the national average for similar regions</i>
<p>A lifetime of good health and well-being</p> <ul style="list-style-type: none"> ▪ <i>Hawke's Bay residents will have access to high-quality health and disability services</i> ▪ <i>Hawke's Bay will have high standards of population health</i> ▪ <i>The factors which influence health are effectively managed</i> 	<ul style="list-style-type: none"> ✓ <i>There is improving access to primary and secondary health services</i> ✓ <i>The quality of health and hospital services is steadily improving</i> ✓ <i>Resident satisfaction with the quality of health services is increasing</i> ✓ <i>The incidence of key health problems in the region is reducing</i> ✓ <i>Rates of life expectancy are increasing</i> ✓ <i>Social, economic and environmental barriers to health improvement are being actively addressed</i>
<p>An environment that is appreciated, protected and sustained for future generations</p> <ul style="list-style-type: none"> ▪ <i>The Hawke's Bay community is well informed and educated about the environment</i> ▪ <i>Development in Hawke's Bay is sensitive to the need to protect and promote environmental well-being</i> ▪ <i>The natural qualities of Hawke's Bay's lakes, streams, waterways and coastlines are protected and enhanced</i> ▪ <i>Hawke's Bay is clean, green and pollution free</i> 	<ul style="list-style-type: none"> ✓ <i>Community awareness and contribution to preserving and enhancing the environment is increasing</i> ✓ <i>The quality of the physical environment is improving</i> ✓ <i>Pollution levels are falling</i> ✓ <i>Soil contamination is reducing</i> ✓ <i>Resident and visitor satisfaction with the environment is increasing</i> ✓ <i>The state of land biodiversity is being protected and enhanced</i>