

WESTERN BAY OF PLENTY'S

VitalSigns®

Whiria te tangata • Weave the people together

Fitting the pieces together

2015



Inspiring generosity
For our community - Forever



Message from the Chair and General Manager

Connecting people who care with causes that matter was the impetus for the Acorn Foundation to publish this first Vital Signs® report. Information and knowledge are at the heart of our ability to work with donors to make an impact.

Vital Signs® is a tool developed by Community Foundations in Canada to identify issues in the community. We believe Vital Signs® will be widely used by our donors, councils, and by charitable organisations working in our community – making the Acorn Foundation a key resource for vital information.

Research in a reader-friendly format is the root of Vital Signs®. As a catalyst for networking, Vital Signs® has been very successful overseas in initiating and fuelling important conversations about our quality of life.

A key challenge for philanthropy and Councils is sorting through competing priorities, identifying opportunities, and creating space for deeper conversations and solutions. This is a baseline report to look at what we are currently doing and what we can do in future to improve the rating in each sector. We hope you find it helpful and interesting.

We wish to thank the local funders and Councils who have supported this initiative, being the first Vital Signs® research project in New Zealand.

"It is inspiring to see the growing awareness that indeed, if you want to go far, you have to go together."

Garfield Foundation



Glenn Keaney - Chair
Acorn Foundation



Nicky Wilkins - General Manager
Acorn Foundation

This Vital Signs® project was possible because of the generous support of the following:



Tauranga City



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

Summary

Vital Signs® is an initiative aimed at measuring the vitality of a region; identifying trends, strengths, and areas for improvement. Residents choose grades for 12 key areas, and statistics on elements of those 12 areas are brought together to build a picture of life in the Western Bay of Plenty sub-region.

What we love best

Survey respondents were asked for the best things about living in the Western Bay of Plenty or Tauranga city. These are the top 5, and the percentage of people who chose them.



1. **Climate (69%)**
2. **Natural environment (54%)**
3. **Friends and family/whanau (26%)**
4. **Recreation opportunities (26%)**
5. **Parks and reserves (17%)**

What concerns us most

In an open-ended question, we asked what was the main issue facing us. Of the 1,943 main issues raised, the two most common named issues were...

1. **Affordable housing and housing availability (18%)**
"If I can't feed my family or put and keep a roof over their head, how can I start to look at other things in my community?"
2. **The economy is not providing enough employment opportunities (16%)**
"Encourage an increase in the number and diversity of small businesses to provide opportunities for employment and a flourishing local community."

Other issues highlighted by 5% or more of residents were:

1. **Council debt/high rates**
2. **Intolerance/bullying/racism**
3. **Lack of sense of community**
4. **Lack of education**

How did we score?

AREA	GRADE	PAGE
Arts & Culture	B-	4
Belonging & Engagement	C+	6
Economy	B-	8
Environment	B-	10
Gap between Rich & Poor	C-	12
Getting Around	C	14
Getting Started	C+	16
Health	C	18
Housing	C-	20
Learning	C+	22
Safety	C	24
Sport & Recreation	B	26

Grades

Participants chose a grade for each of the 12 areas:

A = Excellent. Continue current approach

B = Good. Some improvement could be made

C = Average. Additional effort should be made

D = Below average. Additional work is required

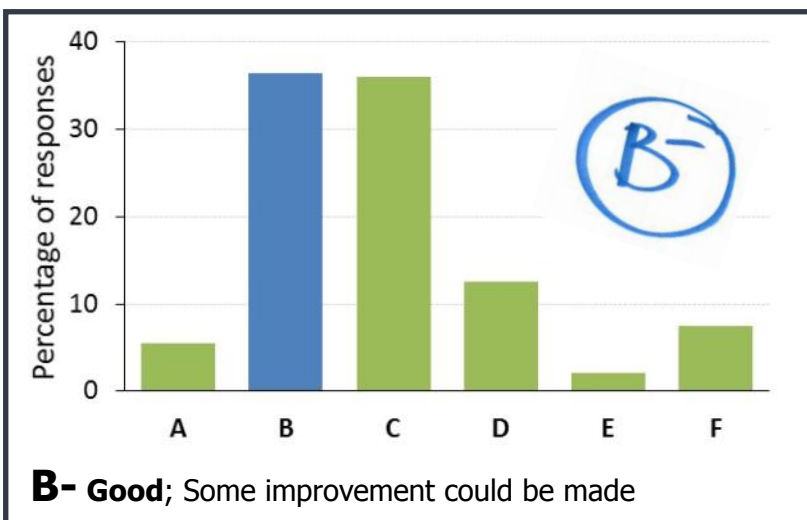
E = Failure. Immediate action is crucial

ARTS & CULTURE

Te toi whakairo, ka ihiihi, ka wehiwehi, ka aweawe te ao katoa
Artistic excellence makes the world sit up in wonder

AT A GLANCE...

How are we doing with respect to Arts and Culture?



Your top 3 priorities for art and culture:

- 1 More festivals and community celebrations
- 2 More affordable arts and cultural activities
- 3 Opportunities for citizens to engage in arts and cultural activities



ACORN & TECT GRANTS

Filipe Manu, the first recipient of a \$1500 award at the Tauranga Performing Arts competition established by Acorn donor, Christine Tustain, in 2014.

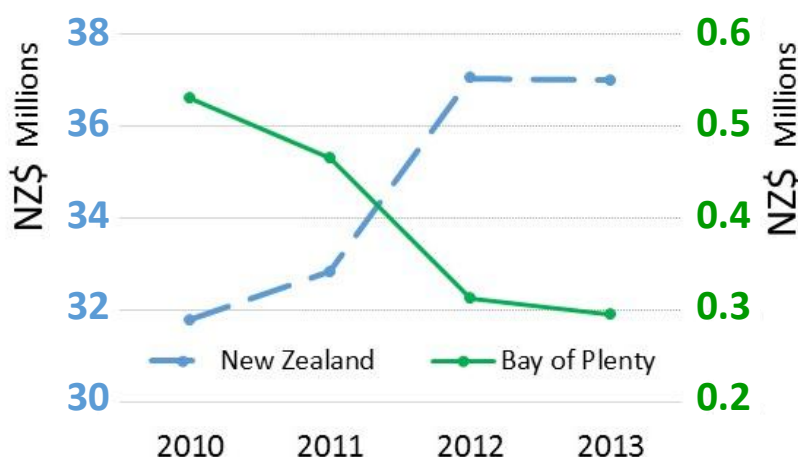


Six out of 7 New Zealanders participate in the arts⁶.

Be a piece of the puzzle:

- + Visit the art gallery
- + Join the library
- + Walk Katikati's Haiku pathway

Funding for the arts 2010 to 2013⁵



ABOVE: ⁵Arts Council of New Zealand: www.creativenz.govt.nz

Did you know...

- In 2013, there were 60,782 visitors to the Tauranga Art Gallery, up from 55,900 in 2012¹.
- The Incubator in the Historic Village runs free monthly workshops to share art skills².
- Ra Whakangahau is a free two-day festival held in November each year in Tauranga to celebrate Kapa Haka. Children from primary and intermediate schools perform.
- A Mural Contest & Arts Festival was held in Katikati in 2013, with another planned for 2015. The week-long festival features a mural contest, a community "paint by numbers" event, music, and other forms of art³.
- Creative Te Puke is a group of volunteers committed to the cultural and aesthetic enhancement of Te Puke⁴. They contribute to many arts and culture projects including the Heritage Walkway.



"We need a museum to house our local history and to have a place for tourists to go when they want to learn about Māori culture."

Male respondent from Gate Pa

"Visual art in any form brings the community together. "

Female respondent from Katikati



Residents of which ward were LEAST satisfied with arts and culture?

ANSWER: Kaimai residents

Residents of which ward were MOST satisfied with arts and culture?

ANSWER: Katikati-Waihi Beach residents



"We are becoming more inter-generational as a community. We need to know and celebrate the area's history...Let the arts, cultural activities, and sports become the opportunities to draw us together and make us proud."

Female respondent from Omokoroa

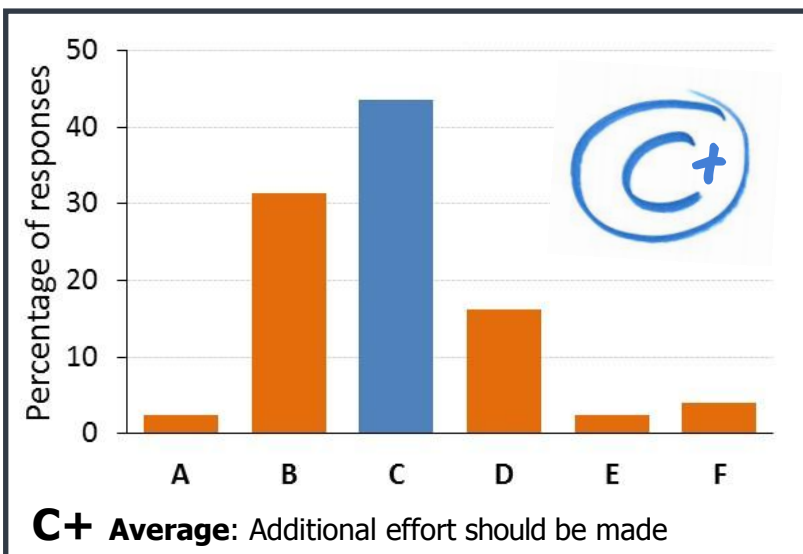
BELONGING & ENGAGEMENT

Ehara taku toa i te toa takitahi, engari he toa takitini ke

My strength does not come from me alone but also from others

AT A GLANCE...

How are we doing when it comes to having residents who are engaged?



ACORN GRANT

Jodie Turner, local representative of People First NZ who support leadership and equal opportunities for people with disabilities, supported by the Acorn Foundation.

Your top 3 priorities for belonging and engagement:

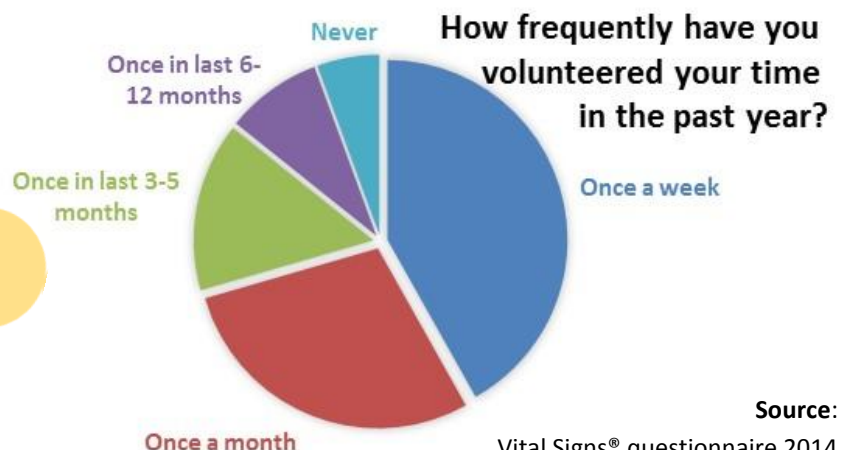
- 1 Opportunities to get involved with community and neighbourhood activities
- 2 Increase residents' voices in local policy development
- 3 Awareness of public consultation opportunities



Around One in 4 people in the Western Bay of Plenty (26%) participated in the 2014 TECT elections.

Be a piece of the puzzle:

- +Join a club
- +Vote in local elections
- +Organise a street BBQ
- +Become a volunteer



Source:
Vital Signs® questionnaire 2014

Did you know...

- Volunteering is a great way to connect with your community. Volunteers reported that cleaning oil off the beaches after the Rena oil spill helped them feel that they belonged to the community⁷.
- Volunteer Western Bay of Plenty has a website for people seeking volunteers, or people who want to be volunteers⁸.
- In 2014, the Tauranga Foodbank run by volunteers helped more than 16,000 people and gave out more than 5,000 food parcels⁹. This shows the growing gap between the rich and the poor.
- In 2013, only 38% of people registered actually voted in the Tauranga City Council and Western Bay of Plenty District Council elections¹⁰.
- Council meetings are open to the public¹⁰. Meeting schedules are published in the newspaper or on the council's website.
- An extensive list of clubs and community groups covering a diverse array of interests is available online¹¹. Community events are advertised in the Weekend Sun in print or online¹².

Residents of which ward were LEAST satisfied with belonging and engagement?

ANSWER: Welcome Bay-Te Papa residents

Residents of which ward were MOST satisfied with belonging and engagement?

ANSWER: Maketū-Te Puke residents

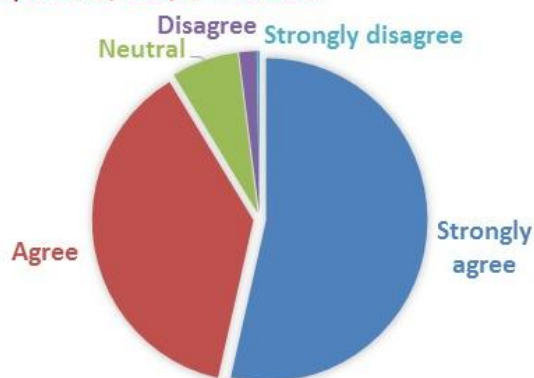
71%

= the percentage of people who felt that they have the opportunity to make a difference in their community



We asked you whether you agreed or disagreed with the statement:

I am supported by loving family, whānau, companions, and/or friends...



"Strong neighbourhoods will build a culture of people helping and supporting themselves. In a strong neighbourhood, old will help young, abled will help disabled, people will share resources, they will discuss problems and find their own solutions."

Female respondent from Aongatete

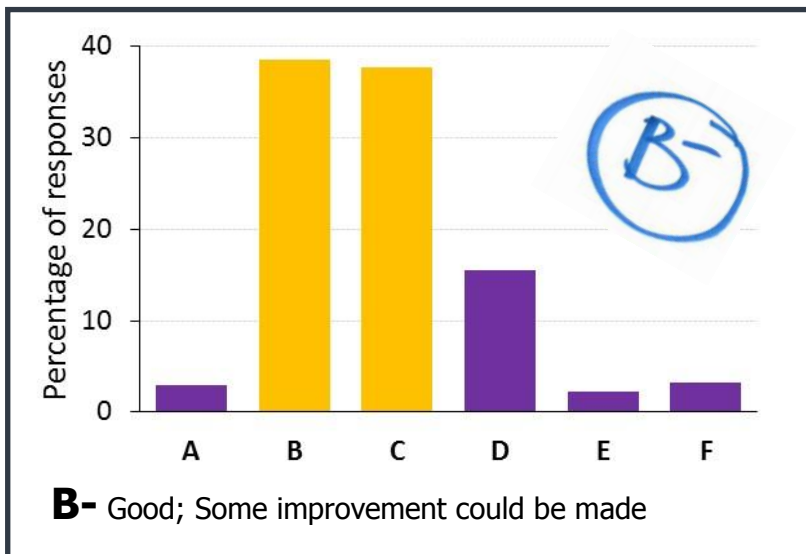
ECONOMY

He kai kei aku ringa

There is food at the end of my hands

AT A GLANCE...

How are we doing when it comes to the economy?



Your top 3 priorities for our economy:

- 1 Improve support for entrepreneurs and small business
- 2 Reduce unemployment
- 3 Diversify the economic base



GRANTS

The Coastal Marine Field Station, established in Tauranga by the University of Waikato (with support from Priority One, BOP Regional Council, Port of Tauranga, the BOP Tertiary Partnership, and SmartGrowth) positions the region as a centre for marine-based research for pharmaceutical and agrichemical innovation.



ABOVE: Main employment industries in the Bay of Plenty. The size of the text labels shown above reflects the number of people employed in that industry¹⁷.

Did you know...

- The Western Bay of Plenty is one of the fastest growing economic regions in New Zealand. The emphasis has been on land development, residential construction, the retirement sector, horticulture and agriculture and expansion of Tauranga's port¹³.
- There are 13,374 businesses in Tauranga¹⁴.
- Priority One was established in 2001 by the Tauranga and Western Bay of Plenty business community to promote economic development in our region¹³.
- Over the next 40 years, due to the ageing population, there will be insufficient new workers to replace retirees. By the mid-2020s, 1 out of 3 people aged 65+ is projected to be working^{6, 15}.
- The median income per person is \$27,100 in Tauranga and \$26,300 in the Western Bay of Plenty District¹⁶. Both these medians are below the national median personal income of \$28,500¹⁶.
- Enterprise Angels is the largest angel investor group in the country with nearly 150 members. Initially nearly all EA investment was in startup companies outside the BOP. Now \$5.2M representing 45% of all EA investments has been invested in BOP companies.

Residents of which ward were LEAST satisfied with the economy?

ANSWER: Otumoetai-Pyes Pa residents

Residents of which ward were MOST satisfied with the economy?

ANSWER: Mt Maunganui-Papamoa residents

"(We need...) growth of job opportunities along with opportunities for job seekers to learn skills that lead to employment, while actively encouraging more manufacturing in our region. This seems to be making a difference to our local economy already and hopefully this will continue!"

Female respondent from Aongatete

One out of 8 employees in the Western Bay of Plenty sub-region work in the Health sector⁶.



"We need to show leadership and community support by creating truly sustainable development."

Male respondent from Tauranga



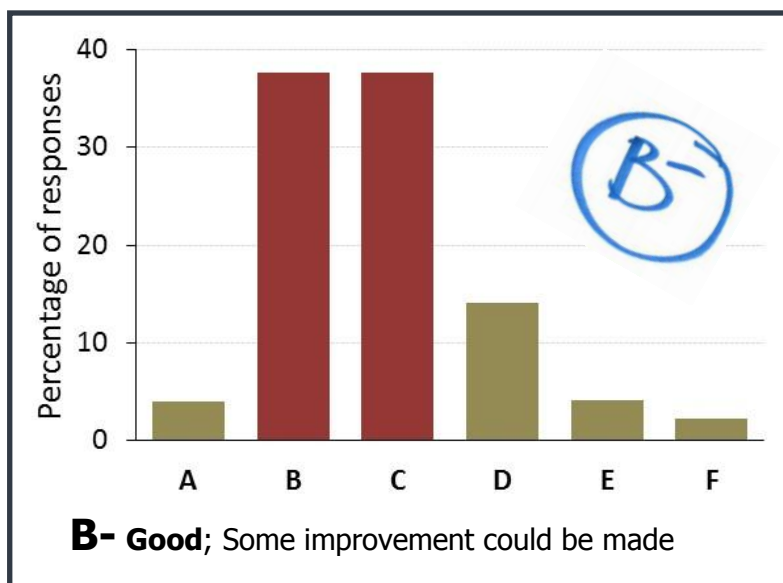
ENVIRONMENT

Hutia te rito o te pu harakeke. Kei whea te komako e ko?

If you destroy the flax, from where will the bellbird sing?

AT A GLANCE...

How are we doing when it comes to environmental sustainability?



Your top 3 priorities for our environment:

- 1 Preserve the harbours and beaches
- 2 Increase public transport options
- 3 Increase opportunities to learn about sustainable practices

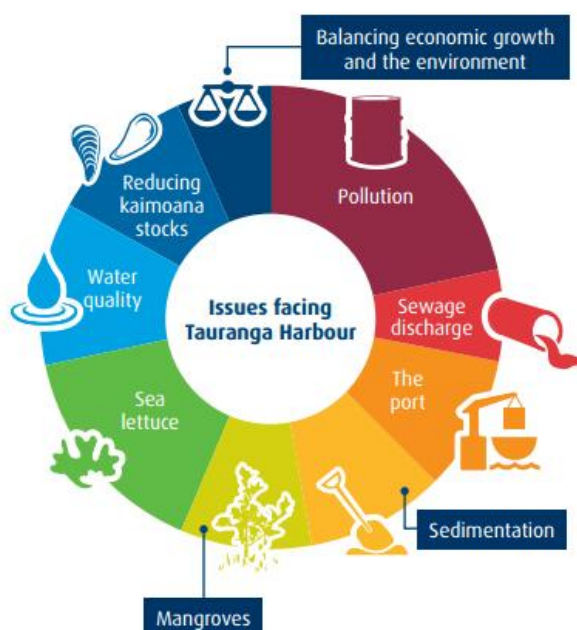
Be a piece of the puzzle:

- +Join a dune protection group
- +Recycle and re-use
- +Car pool or take the bus once a week



TECT & BAYTRUST GRANTS

To promote recycling in schools and early learning centres, students receive native trees as rewards for recycling. TECT funding helped to pay for recycling station equipment and operating costs.



Above: Main issues raised by Bay of Plenty residents in a 2012 Tauranga Harbour perceptions survey by the Bay of Plenty Regional Council²⁴.

Did you know...

- Our harbour is one of the largest in New Zealand and is used recreationally by hundreds of people every day¹⁸.
- The Western Bay of Plenty is home to the Kaimai Mamaku Forest Park; 37,000 ha of protected forest incorporating 360km of walking tracks¹⁹.
- There are 25 enviroschools in the Tauranga city, and 15 in the Western Bay of Plenty district²⁰ teaching children to live sustainable lives.
- Community groups from Waihi to Maketū are working to improve our environment²¹.
- Sea levels at Mount Maunganui have risen 11 cm since 1950, and could rise another metre by 2100²².
- Tauranga's air quality is better than the national average²³.
- An increase in sediment in Tauranga Harbour has contributed to rapid increases in mangrove cover. Climate change is likely to result in further increases in mangrove cover²⁴.
- Copper concentrations in the soil of kiwifruit orchards in the Western Bay of Plenty have increased as a result of spraying for the Psa disease. One out of six orchards was found to exceed safe guidelines²⁵.

Residents of which ward were LEAST satisfied with the environment?

ANSWER: Otumoetai-Pyes Pa residents

Residents of which ward were MOST satisfied with the environment?

ANSWER: Mt Maunganui-Papamoa residents

"Environmental sustainability... is the most important issue because it is global and it is imminent. To focus on sustainability would set us apart from other places."

Female respondent from Whakamarama



"Environmental protection is the main issue. I believe a healthy and flourishing environment is an integral part of all our lives - water, land, air, flora and fauna - without these our society and economy will invariably suffer."

Male respondent from Tauranga

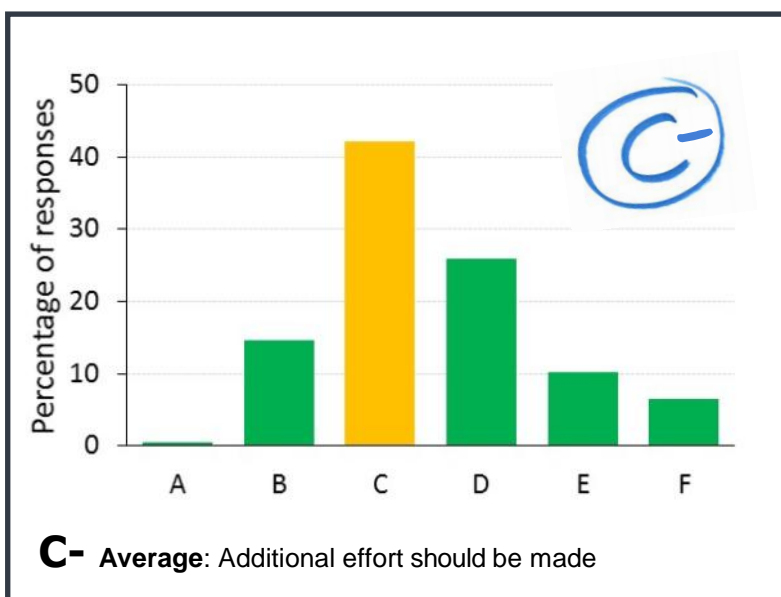


GAP BETWEEN RICH & POOR

Ki te kore nga putake e mākukungia e kore te rakau e tupu
If the roots of the tree are not watered the tree will not grow

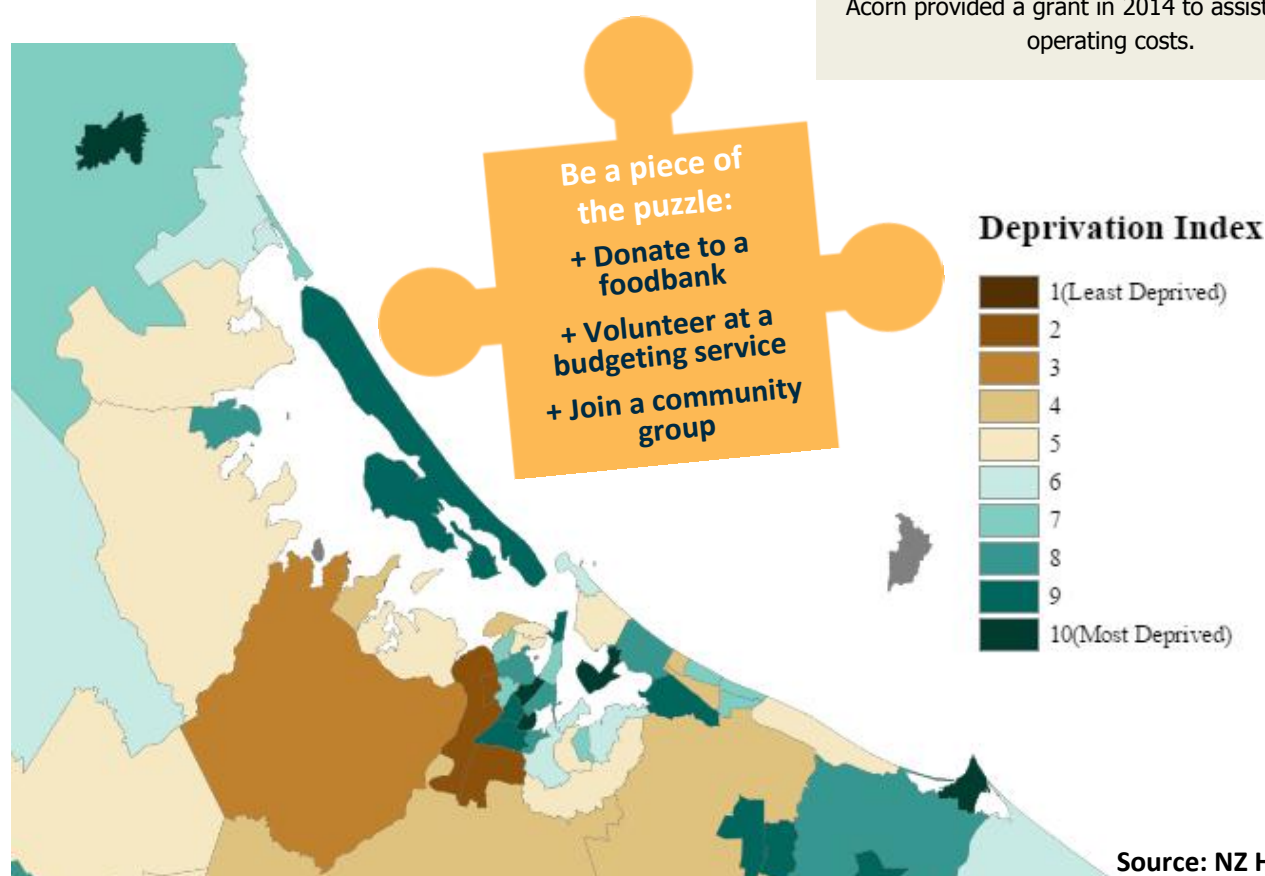
AT A GLANCE...

How are we doing when it comes to addressing the gap between rich and poor?



GRANTS

Good Neighbour Aotearoa Trust is rescuing edible but unsaleable food and giving it to organisations already doing great work in our community. Since February 2014, they have re-distributed over 20,000kgs of food that would have been thrown away, providing 57,000 meals to hungry families. Acorn provided a grant in 2014 to assist with their operating costs.



Source: NZ Herald³³

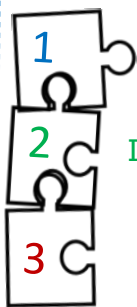
Did you know...

- In 1982, 14% of New Zealand children were living in poverty. In 2014, that number is 22%³⁰.
- The larger the gap between rich and poor, the more health and social problems a society is likely to have³¹.
- New Zealand has one of the biggest gaps between rich and poor in the developed world³¹.
- Closing the Gap is a Tauranga-based community group which aims to raise awareness about income inequality³².



Two out of 5 people in the Western Bay of Plenty sub-region, and in New Zealand in general, earn less than \$20,000 per year⁶.

Your top 3 priorities for improving the gap between rich and poor:



1 Promote local adoption of a living wage

2 Improve basic household financial skills

3 Services that support transition from unemployment to workforce

Residents of which ward were the LEAST satisfied with the gap between rich and poor?

ANSWER: Otumoetai-Pyes Pa residents

Residents of which ward were the MOST satisfied with the gap between rich and poor?

ANSWER: Katikati-Waihi Beach residents

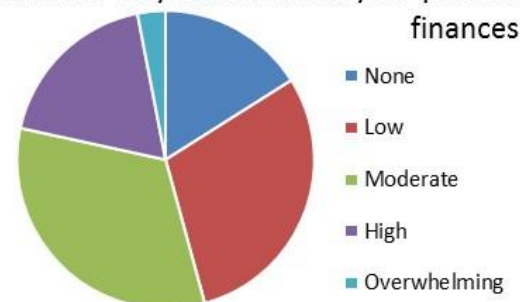
"(The main problem is the)...increasing gap between rich and poor - and the differences in access to health care, oral health, leisure pursuits, education/sporting opportunities, diet, work/life balance that accompany it."

Female respondent from Oropi

"(The main problem is the)...increasing gap between rich and poor, and the slide of middle income families into poverty. Tauranga has the appearance of affluence and so many people have no idea how others are struggling. There is real poverty in our community."

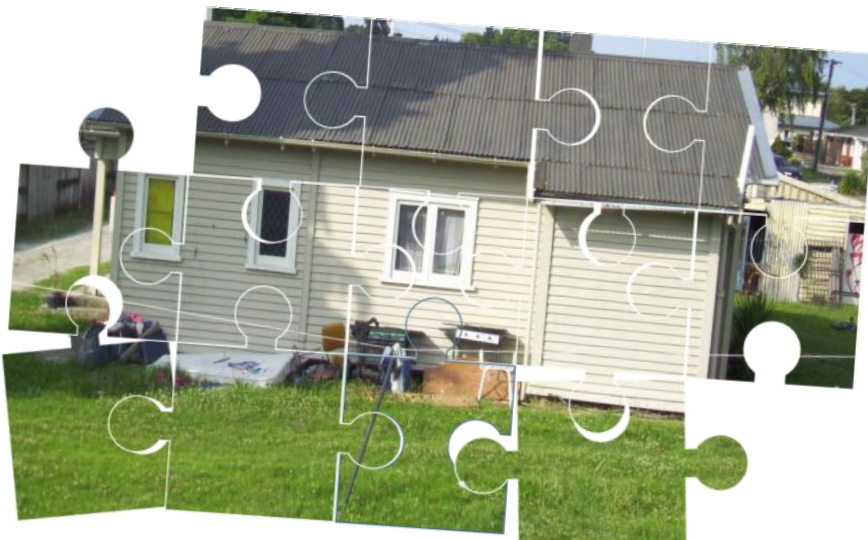
Female respondent from Tauranga South

How much stress do you feel about your personal finances?



"There is a proportion of the population living in poverty. To have a healthy community we need to have a community in which there is greater equality."

Female respondent from Pyes Pa



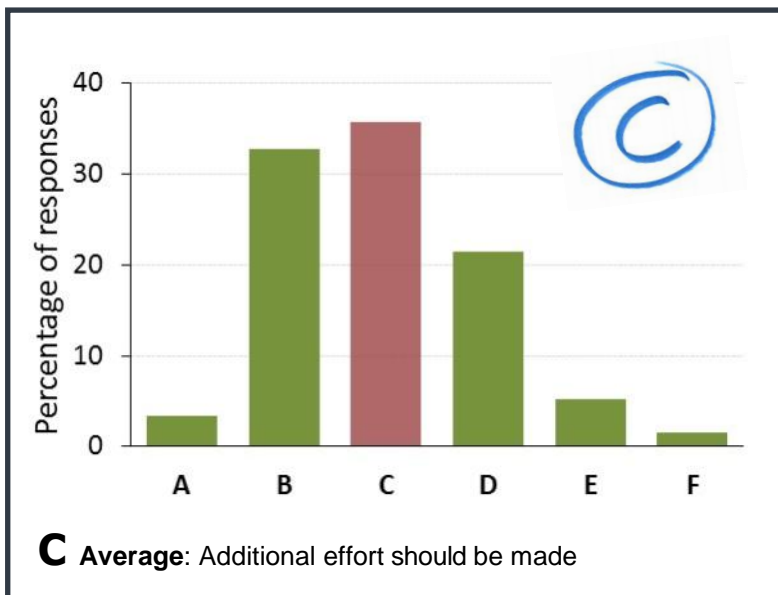
GETTING AROUND

He moana pukepuke e ekengia e te waka

Even if the sea is rough it can be crossed by canoe

AT A GLANCE...

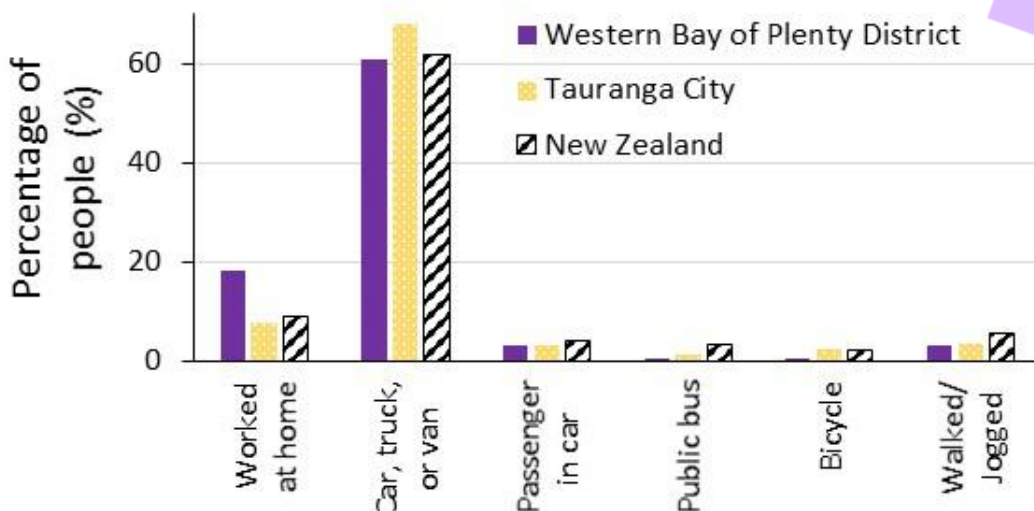
How are we doing when it comes to the ability to get around and transport people and goods through the region?



TECT & BAYTRUST GRANTS

In 2013, nearly 9,000 school students visited the art gallery through the **free ArtBus service** funded by TECT, BayTrust, and The Rotary Club of Tauranga.

Means of transport to work⁶



Be a piece of the puzzle:
 + Bike, walk, or take the bus to work
 + Join a walking school bus
 + Car pool

Did you know...

- A cycleway along the coast from Waihi to Maketu is being considered by Western Bay of Plenty District and Tauranga City Councils. This will link the Hauraki Rail Trail with Tauranga from the north and in time, the Motu Trails in the east.
- The Tauranga Eastern Link, the largest State Highway ever built in the Bay of Plenty, extending over 23 km from Baypark to Paengaroa, is expected to open late 2015³⁵.
- The East Coast Main Trunk rail line is one of the busiest rail lines in New Zealand. Kiwirail runs 14 return services through the Western Bay of Plenty every day³⁶.
- There are 51 Kids on Feet walking school buses in Tauranga³⁷. 48 children use the walking school bus to walk to Katikati Primary school each day³⁸.
- The Western Bay of Plenty sub-region is home to New Zealand's largest export port, the Port of Tauranga³⁹.
- From February 2014 - January 2015, the Tauranga BayHopper bus service carried on average about 5,200 passengers every day.
- Te Puke residents wanting to travel to Tauranga have access to four Council-contracted bus services each day on Monday, Tuesday and Thursday and five on Wednesday and Friday. They also have access to a return service on Saturday as well as inter-regional commercial services throughout the week.

Residents of which ward were the
LEAST satisfied with transport?

ANSWER: Kaimai and Maketū-Te Puke residents

Residents of which ward were the
MOST satisfied with transport?

ANSWER: Mt. Maunganui-Papamoa residents

"(The)...main issue is the lack and infrequency of public transport. Improving this will make it easier for young people to stay in the area and find work."

Male respondent from Te Puke



"(We should ensure)...a compact urban form so common destinations are closer for people and therefore public transport, walking, and cycling are more viable transport options."

Female respondent from Papamoa

Your top 3 priorities for getting around:

- 1 Improve the bus service
- 2 Improve and expand cycle networks and facilities
- 3 Make public transport more affordable

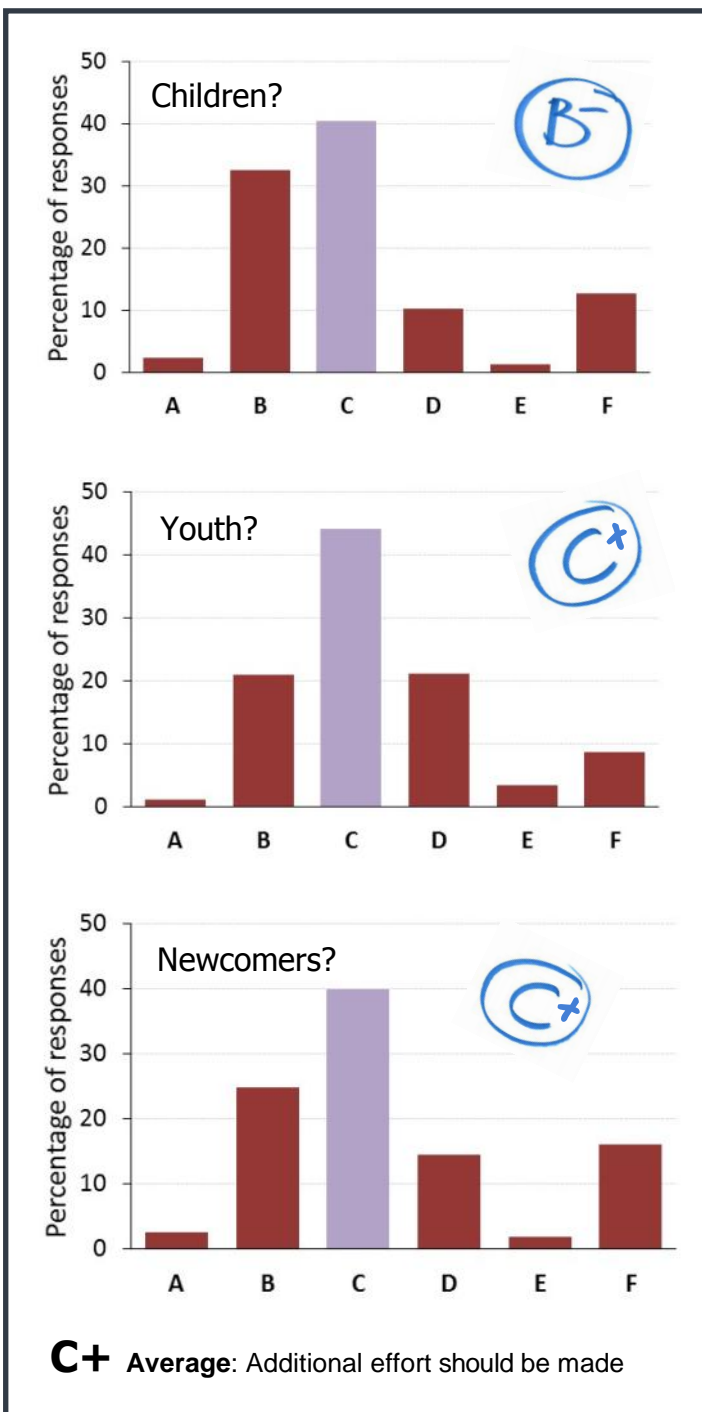
GETTING STARTED

Ma te huruhuru te manu ka rere

Adorn the bird with feathers so it can fly

AT A GLANCE...

How are we doing when it comes to successful starts for:

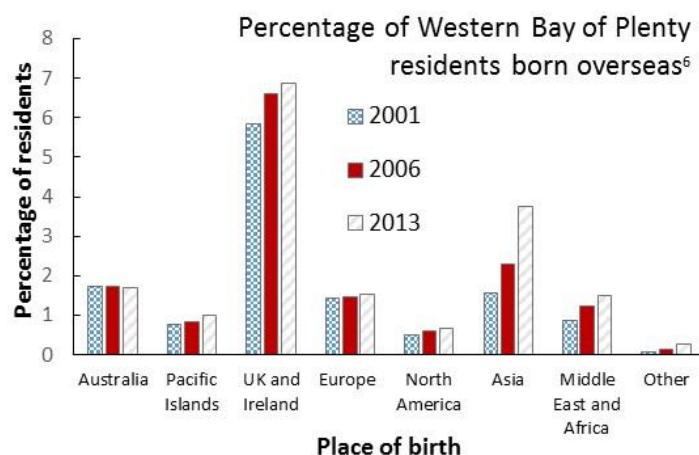


ACORN GRANT

Family Education Network is training young presenters, with the assistance of Acorn Foundation funding, to educate young people about their sexual health, life skills, and relationships.



One in 3 people have lived in this region for 20 years or more.



In this area, we wanted to know about how our community is doing in terms of supporting successful starts for children, young people, and newcomers to the region.

Did you know...

- Tauranga Regional Multicultural Council runs weekly English language courses and regular events, open to all residents, to help migrants to settle and to foster cross-cultural activities⁴⁰.
- The Youth Guarantee programme run by the YMCA provides free full-time support for young people to complete NCEA⁴¹.
- The Western Bay of Plenty sub-region is home to many Playcentres, which are parent-led early childhood centres. Playcentre also offers free parenting and early childhood education for parent members.
- 87% of 8-month olds in the Western Bay of Plenty sub-region are fully immunized⁴².

Be a piece of the puzzle:

- + Attend a multi-cultural event
- + Support your local Playcentre
- + Check your children are fully immunised

"A move toward making every culture feel they are welcomed and have something valuable to offer would help strengthen and close the gaps between people."

Female respondent from Katikati

Your top 3 priorities for children:

- 1 Flexi-time policies to better meet whānau commitments
- 2 Access to health practitioners specialising in children
- 3 Improved access to quality childcare

Your top 3 priorities for youth:

- 1 Increase job opportunities
- 2 Improve local education and training opportunities
- 3 Improve literacy and numeracy skills

Your top 3 priorities for newcomers:

- 1 Increase opportunities to learn English as a second language
- 2 Increase job opportunities for newcomers
- 3 Improve recognition of foreign qualifications



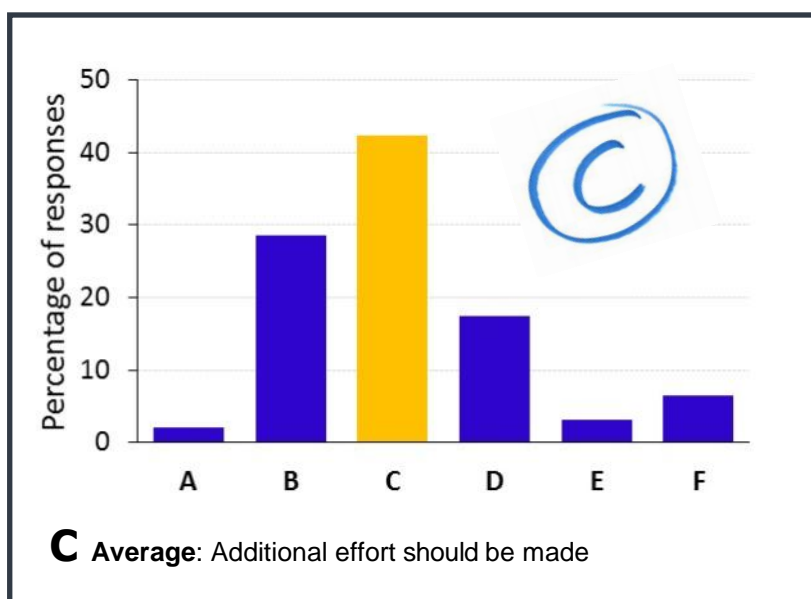
HEALTH

Me mahi tahi tātou mo te orange o te katoa

We must work together for the wellbeing of all

AT A GLANCE...

How are we doing when it comes to health and wellness ?



ACORN GRANT

Hemi Neha of Te Kanapu Meke Meke teaches focus and resilience to youth through a boxing programme run in low decile schools in the region, with help from a 2014 Acorn Foundation grant.

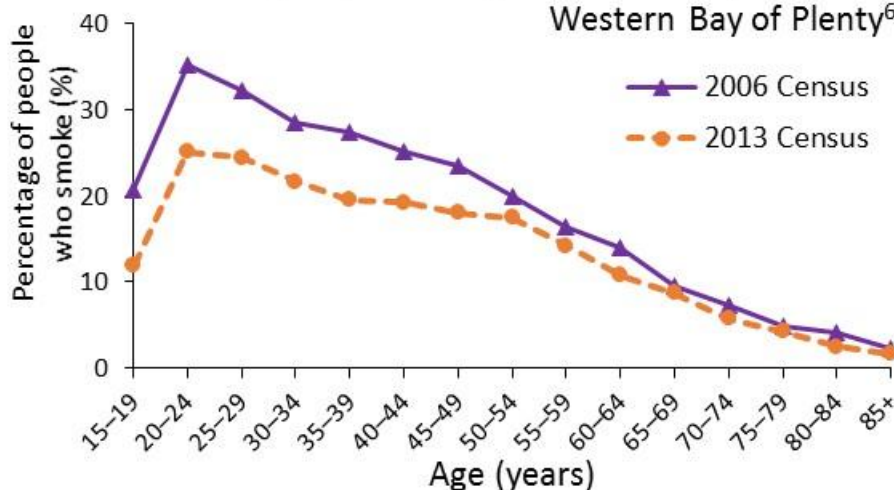


One out of 5 people (19%) in the Western Bay of Plenty sub-region are 65 or older. In New Zealand as a whole, 14% are 65 or older⁶.

Be a piece of the puzzle:

- +Grow your own vegetables
- +Help a smoker quit
- +Get to know your neighbours

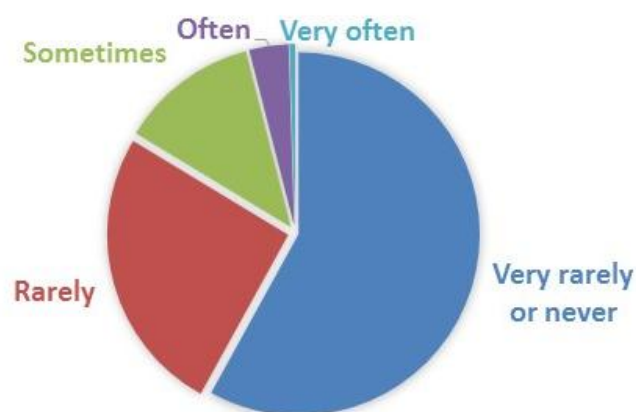
Change in percentage of smokers by age in the Western Bay of Plenty⁶



Did you know...

- One in three New Zealand adults is obese, and another one in three is overweight⁴³.
- Let's Get Growing is a Western Bay of Plenty community group committed to establishing community gardens to promote healthy living and community connections⁴⁴.
- The population of the Western Bay of Plenty is ageing faster than other regions of New Zealand, with the population of the Western Bay of Plenty District Council region projected to age more rapidly than the Tauranga City Council region¹⁵.
- In New Zealand, the 65+ population is expected to increase by 61% by 2026, while all other age groups combined will grow by only 5.4% in the same period¹⁵.
- 2.5 times more men die from skin cancer than women in New Zealand²⁸.
- Some of the waterways in the Western Bay of Plenty sub-region, such as Waimapu Stream, 2 and 3 Mile Creek at Waihi Beach, are subject to permanent swimming bans due to contamination from fecal matter⁴⁵.

We asked: How often do you feel lonely?



"Tauranga City has an ageing population and better provision for health, housing, transport, and safer driving routes need to be considered with older people ageing in their own homes."

Female respondent from Bethlehem

Residents of which ward were the **LEAST** satisfied with health?

ANSWER: Kaimai, Maketū-Te Puke, and Otumoetai-Pyes Pa residents

Residents of which ward were the **MOST** satisfied with health?

ANSWER: Katikati-Waihi Beach and Mt. Maunganui-Papamoa residents

"The gap between the poor and rich is getting larger. This leads to social and health issues."

Male respondent from Tauranga



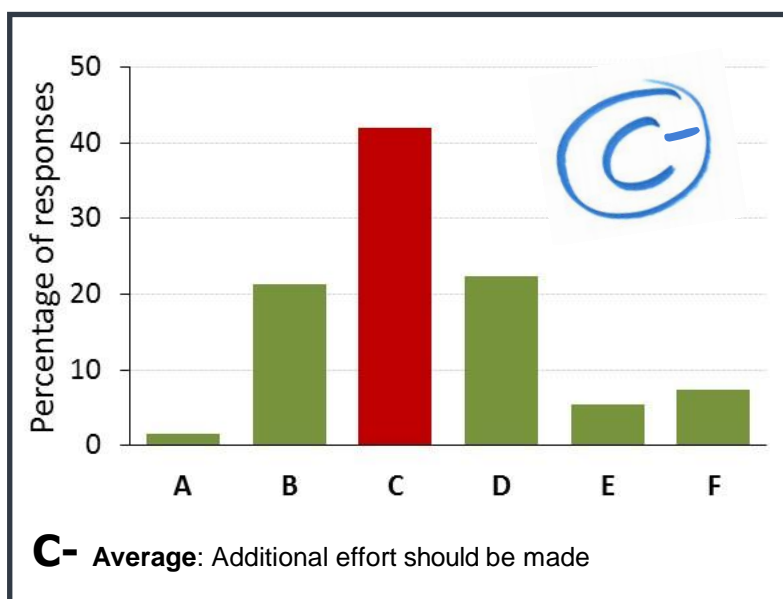
HOUSING

He kainga haumarū, he āhuru mōwai mōku

A safe home, a sheltered haven for me

AT A GLANCE...

How are we doing when it comes to housing?

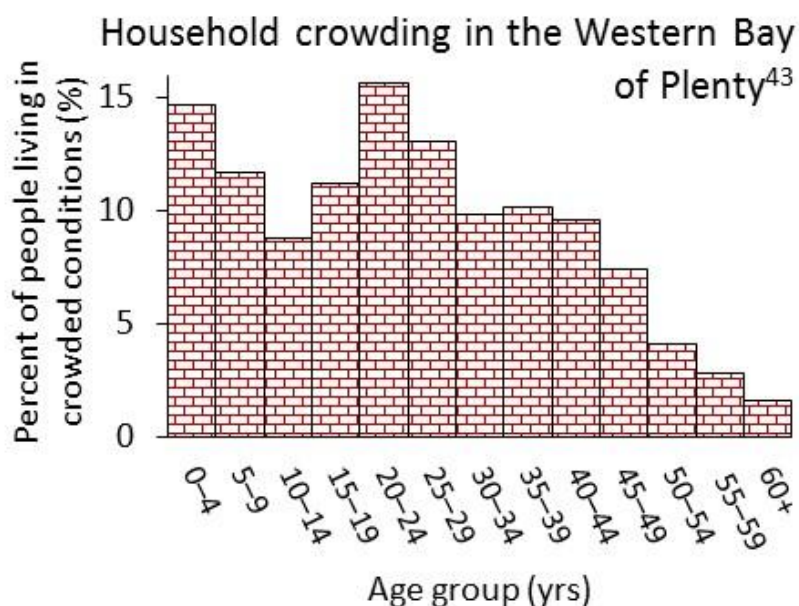


TECT & BAYTRUST GRANTS

The Tauranga Community Housing Trust village, an affordable housing initiative. The Trust also established a shelter for women and children, supported by a 2014 Acorn Foundation grant.



Four out of 6 people in the Western Bay of Plenty and Tauranga City regions own their own home⁶.



Be a piece of the puzzle:

- + Take in a boarder
- + Support affordable housing initiatives
- + Donate unwanted household items

ABOVE: Crowding based on the premise that no more than two people should share a bedroom.

Did you know...

- Tauranga city is the third most expensive place in New Zealand to rent a house, behind Auckland and Northland⁶.
- The value of building consents issued in Tauranga in 2014 was the highest in 7 years, and represents a 13.8% increase on 2013 figures⁴⁶.
- The median house price in Tauranga increased 15% over the 2014 year, to \$403,000⁴⁷.
- The number of house sales in Tauranga increased 21% from 2013 to 2014⁴⁸.
- There is a shortage of rental properties in the region, and rents increased 10% during 2014⁴⁸.
- Household crowding increases the risk of poor health outcomes. In 2013, 16,905 people (8.8%) in the region serviced by the Bay of Plenty District Health Board lived in crowded conditions⁴³.

Your top 3 priorities for housing:

- 1 Improve the affordability of owning a home
- 2 Provide more assistance for first-home buyers
- 3 Improve diversity of housing

Residents of which ward were the
LEAST satisfied with housing?

ANSWER: Te Papa-Welcome Bay residents

Residents of which ward were the
MOST satisfied with housing?

ANSWER: Katikati-Waihi Beach and Kaimai residents

"(We need)...attainable home ownership for young people, especially with families. Home ownership makes communities more responsible with a sense of belonging. Home ownership gives some control over your future and a stake-hold in the community."

Female respondent from Minden

"Preventing urban sprawl through housing developments should be a priority. Mixed land use buildings within the city would improve housing and accessibility to amenities."

Female respondent from Welcome Bay



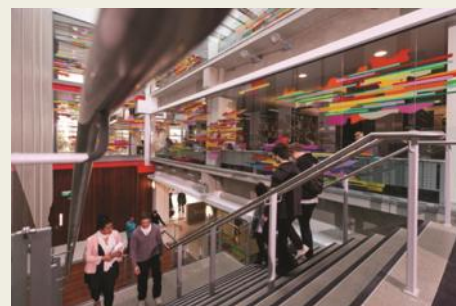
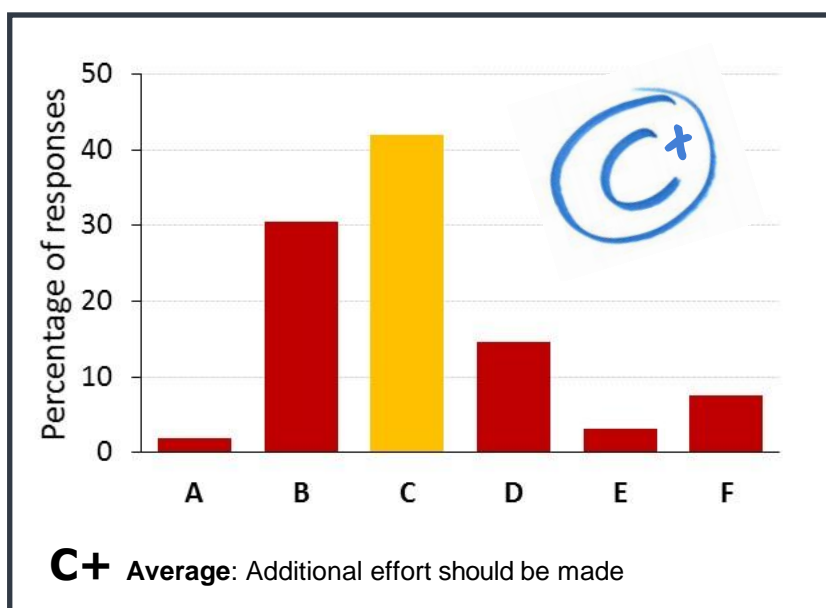
LEARNING

Whaowhia te kete mātauranga

Fill the basket of knowledge

AT A GLANCE...

How are we doing when it comes to learning?



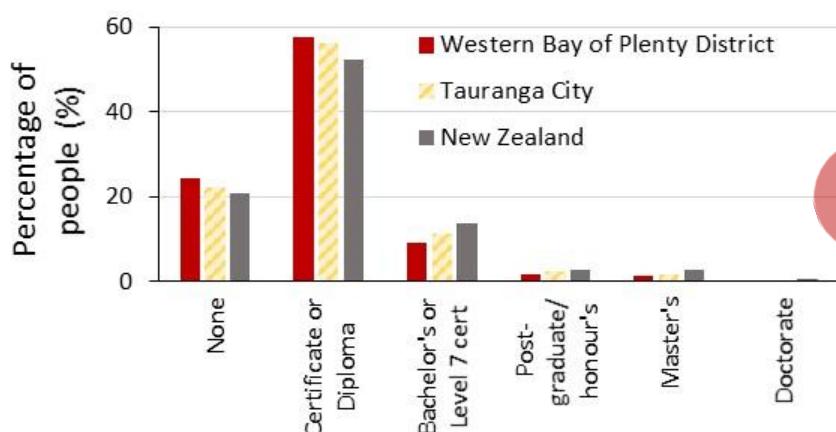
GRANTS

Bay of Plenty Regional Council and TECT have each committed \$15m to the Bay of Plenty Tertiary Education Partnership, for a purpose-built shared tertiary campus.



One out of 7 people in the Western Bay of Plenty have a University degree⁶.

Highest qualification in 2013 Census⁶



Be a piece of the puzzle:

- + Read to a child
- + Attend a public lecture
- + Pass on a skill

Did you know...

- The Western Bay of Plenty is home to a unique partnership between four tertiary institutions. One of the aims of the Bay of Plenty Tertiary Partnership is to increase participation in tertiary education⁴⁹.
- Bay of Plenty Education Trust awards scholarships to young people to financially assist them to undertake tertiary studies⁵⁰.
- Café Scientifique hosts regular seminars and public lectures on science and technology. Previous Cafés have discussed topics such as 3D printing; food safety; sustainability; cells, life and billion year-old bacteria⁵¹.
- U3A Tauranga is an organisation for retired people to continue to learn together. Check out their website for groups you can join to learn about topics from applied metaphysics to website design: <http://www.u3atauranga.kiwi.nz>

Residents of which ward were the
LEAST satisfied with learning?

ANSWER: Kaimai residents

Residents of which ward were the
MOST satisfied with learning?

ANSWER: Katikati-Waihi Beach
residents

Your top 3 priorities for learning:

- 1 Improve links between local industries and local training/educational institutions
- 2 Improve literacy and numeracy skills
- 3 Build a University campus in downtown Tauranga

***"I think the downtown
University Campus will add such
a lot to the city. Some of the
young people will not need to
leave the city to further their
education."***

Female respondent from Pyes Pa

***"Tauranga is a beautiful city but
more effort needs to be
undertaken to encourage
students to study here."***

Male respondent from Mt Maunganui

***"The city is the
people and needs to
reflect the needs of
the people at any age
level. If we nurture
and teach the young
they will have the
confidence to sustain
themselves and look
after the
community."***

Male respondent from
Tauranga



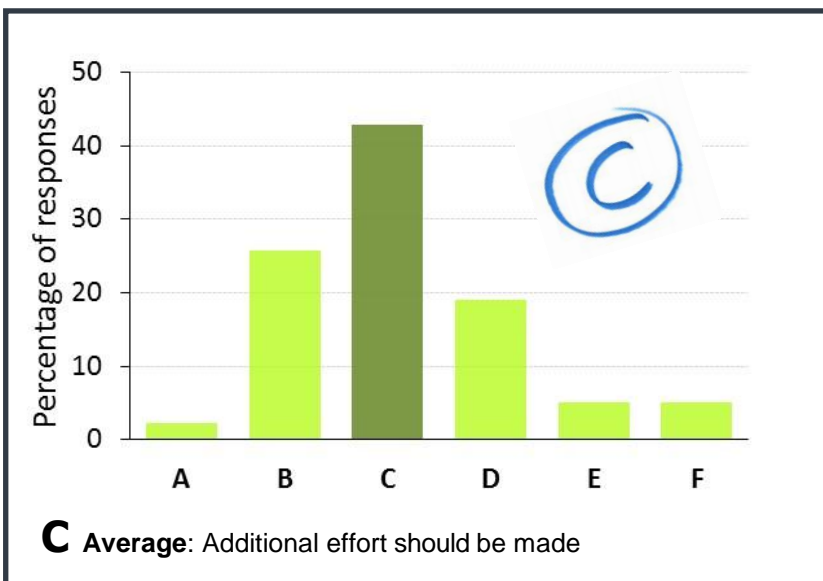
SAFETY

Te tiro atu to kanohi ki tairawhiti ana tera whiti te ra kite ataata ka hinga ki muri kia koe

Turn your face to the sun and the shadows fall behind you

AT A GLANCE...

How are we doing when it comes to safety and security?



ACORN GRANT

Coastguard Maketū, a volunteer service, were able to purchase new medical equipment for water-related medical emergencies thanks to a 2014 grant from Acorn Foundation.

Your top 3 priorities for our safety and security:

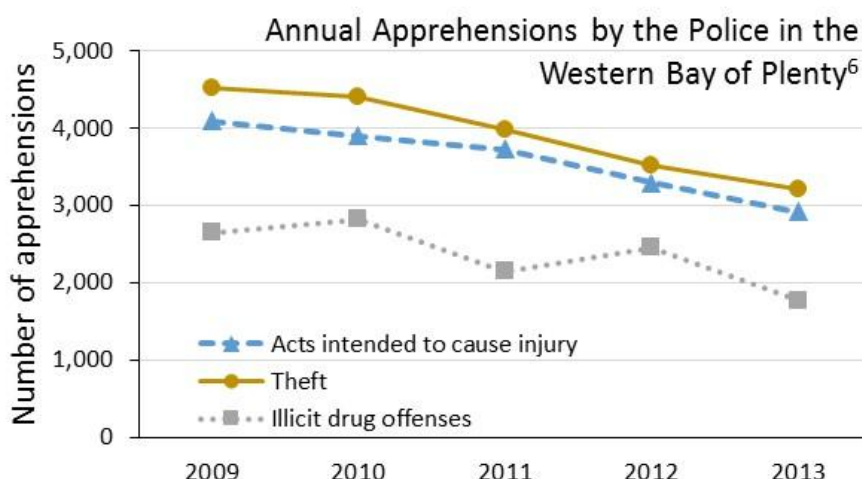
- 1 Reduce drug and alcohol abuse
- 2 Improve neighbourhood safety
- 3 Reduce domestic violence



Six out of every 7 people drowned in the Western Bay of Plenty between 2008 and 2012 were male⁵³.

Be a piece of the puzzle:

- + Don't text and drive
- + Start a Neighbourhood Support Group
- + Dial *555 to report dangerous driving
- + Learn to swim



Did you know...

- Te Aranui Youth Trust, through Bluelight WBOP⁵² run an annual expo in Tauranga for Year 11 students, and the general public, to promote safe driving practices, in particular to educate about the effects of drugs and alcohol on driving. More than 1,000 people attend each year.
- From 2008 to 2012, there were 44 deaths from drowning in the Western Bay of Plenty sub-region⁵³. Two-thirds of those deaths occurred during recreational activities⁵³.
- There were 1,333 burglaries in the Bay of Plenty in 2013, down from 1,647 in 2012⁵⁴.
- Neighbourhood Support New Zealand offers advice on multiple topics about how to keep yourself and your community safe⁵⁵. About half of the households in Papamoa are members of Neighbourhood Support⁵⁵.
- Members of the public can anonymously report crimes by dialing Crimestoppers on 0800 555 111⁵⁶.
- www.neighbourly.co.nz provides a way for people to connect with their neighbours.

Residents of which ward were the
LEAST satisfied with safety?

ANSWER: Kaimai residents

Residents of which ward were the
MOST satisfied with safety?

ANSWER: Otumoetai-Pyes Pa and
Katikati-Waihi Beach residents

***"We must promote Tauranga
as a safe and fun City that
supplies the opportunity for
young and old to exercise in
safety and comfort."***

Male respondent from Papamoa

***"Deal with drug and
alcohol abuse
because this impacts
on the safety of
everyone - on the
roads, in the home,
out and about in the
city."***

Female respondent from
Bethlehem

***"Work more on the root causes of crime -
including reducing the gap between rich
and poor."***

Female respondent from Welcome Bay



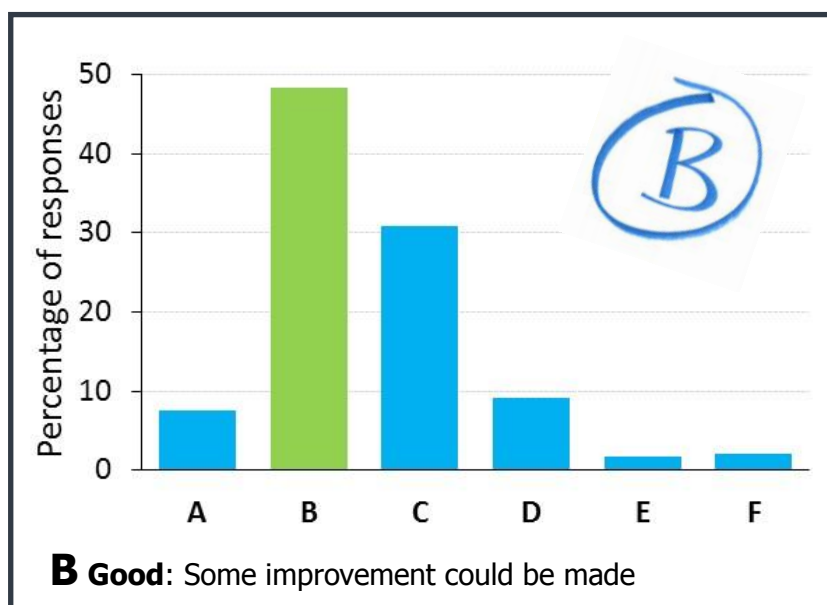
SPORT & RECREATION

Mauri tūmauri ora

An active soul is a healthy soul

AT A GLANCE...

How are we doing when it comes to sport and recreation?



ACORN & TECT GRANTS

Acorn Foundation provided a grant to Swimming NZ in 2014 to support the Kiwi Swim Safe Programme, training teachers and parents to deliver swimming programmes in local primary schools.



Nine out of 10 secondary students are physically active for less than an hour each day²⁸.

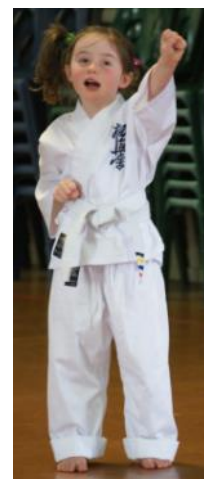
Be a piece of the puzzle:

- + Join a walking school bus
- + Become a sports coach
- + Start a walking group
- + Go to an exercise class

Top 4 reasons given by New Zealand High School students in 2012 for not participating in sports or clubs outside school²⁹:

1. *I'm not interested* (39%)
2. *I have other responsibilities* (23%)
3. *I'm not good enough at sport* (21%)
4. *I would feel shy, nervous, or embarrassed* (18%)

While 11% of boys said that they would feel shy, nervous, or embarrassed, 22% of girls gave this reason for not participating in sport.



Did you know...

- Over a million people walk the Mauao base track around Mount Maunganui each year²⁶.
- Sport Bay of Plenty provides an extensive list of exercise classes, social sporting events and clubs on its website²⁷.
- Half of New Zealand children watch more than 2 hours of television each day²⁸.
- 9 out of 10 secondary school students in New Zealand are physically active for less than an hour a day²⁸.
- The Western Bay of Plenty hosts the AIMS games each year. In 2014, more than 7,000 students from 228 schools participated²⁷.
- BayTrust has funded Coachforce (\$4m for 10 years).

Your top 3 priorities for sport and recreation:

- 1 Support the redesign of existing outdoor spaces to be multi-purpose and multi-season
- 2 Increase the number of children and youth involved in recreation or sports
- 3 Increase investment in sport and recreation facilities



Residents of which ward were the LEAST satisfied with sport & recreation?

ANSWER: Te Papa-Welcome Bay residents

Residents of which ward were the MOST satisfied with sport & recreation?

ANSWER: Katikati-Waihi Beach residents

"Encourage our youth to get involved in local clubs, sports or community groups and activities."

Male respondent from Te Puke

"Create safe routes for both walkers and cyclists. Pedestrians and cyclists should not be scared to be on the road."

Male respondent from Omokoroa



SOURCES OF INFORMATION

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- ²The Incubator: <http://www.theincubator.co.nz/>
- ³New Zealand Mural Contest & Arts Festival: <http://katikatifestival.co.nz/>
- ⁴Creative Te Puke: <http://www.creativetepuke.co.nz/>
- ⁵Arts Council of New Zealand: www.creativenz.govt.nz
- ⁶Statistics New Zealand: <http://www.stats.govt.nz/>
- ⁷Sargisson, R. J., Hunt, S., Hanlen, P., Smith, K., & Hamerton, H. (2012). Volunteering: A community response to the Rena oil spill in New Zealand. *Journal of Contingencies and Crisis Management*, 20(4), 208-218. DOI: 10.1111/1468-5973.12001
- ⁸Volunteer Western Bay of Plenty: <http://www.volunteerwbop.com/online/welcome.csn>
- ⁹Bay of Plenty Times; Nov 15, 2014: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11359143
- ¹⁰Internal Affairs: <http://www.localcouncils.govt.nz>
- ¹¹Go Tauranga: <http://www.gotauranga.co.nz/n/recreation.htm>
- ¹²SunLive: <http://sunlive.co.nz/whats-on.html>
- ¹³Priority One: <http://www.priorityone.co.nz/>
- ¹⁴Tauranga City Council, Annual Report 2012-2013: http://econtent.tauranga.govt.nz/data/documents/lead/annual_reports/2013/annual_report_summary.pdf
- ¹⁵SmartGrowth (October 2012). <http://www.smartgrowthbop.org.nz/>
- ¹⁶Building a Better Bay, Bay of Connections: <http://www.bayofconnections.com/>
- ¹⁷Government Economics Network: <https://www.gen.org.nz/tiki-index.php?page=Chart+of+the+Week>
- ¹⁸Bay of Plenty Regional Council: <http://www.boprc.govt.nz/media/31833/TaurangaHarbour-100219-Booklet.pdf>
- ¹⁹Department of Conservation: <http://www.doc.govt.nz/parks-and-recreation>
- ²⁰Enviroschools: <http://www.enviroschools.org.nz/>
- ²¹Bay of Plenty Regional Council: <http://www.boprc.govt.nz/media/160210/volunteer-guide-2011-web.pdf>
- ²²Bay of Plenty Regional Council: <http://www.boprc.govt.nz/sustainable-communities/climate-change/>
- ²³Ministry for the Environment: <http://www.mfe.govt.nz/more/environmental-reporting/air/air-domain-report-2014>
- ²⁴Bay of Plenty Regional Council (April 2014): <http://www.boprc.govt.nz/media/373665/coastal-state-of-the-environment-report.pdf>
- ²⁵Guinto, D. F., Holmes, A., Rahman, H., & Rijkse, W. (2013). Trace element status of selected kiwifruit orchard topsoils in the Bay of Plenty. http://www.massey.ac.nz/~flrc/workshops/13/Manuscripts/Paper_Guinto_2013.pdf
- ²⁶Tauranga City Council: http://econtent.tauranga.govt.nz/data/documents/lead/annual_reports/2013/annual_report_summary.pdf
- ²⁷Sport Bay of Plenty: <http://www.sportbop.co.nz>
- ²⁸Ministry of Health: <http://www.health.govt.nz/>
- ²⁹Adolescent Health Research Group, University of Auckland. *The health and wellbeing of New Zealand secondary school students in 2012*. <https://cdn.auckland.ac.nz/assets/fmhs/faculty/ahrg/docs/2012prevalence-tables-report.pdf>
- ³⁰UNICEF New Zealand: <https://www.unicef.org.nz/Child-Poverty>
- ³¹Wilkinson, R., & Pickett, K. (2010). *The spirit level* (2nd ed.). London: Penguin.
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- ³⁴SunLive: <http://www.sunlive.co.nz/news/79742-cycleways-wheels-motion.html>
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- ³⁶Bay of Plenty Times: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11052899
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- ³⁸<http://education.nzta.govt.nz/stories/bay-of-plenty/this-term-the-walking-school-bus-has-grown-to-48-walkers>
- ³⁹Ministry of Business, Innovation & Employment: <http://www.mbie.govt.nz/what-we-do/business-growth-agenda/regions/documents-and-image-library/rear-regional-report-part2.pdf>
- ⁴⁰Tauranga Regional Multicultural Council: <http://www.trmc.co.nz/>
- ⁴¹YMCA Tauranga: http://www.ymcatauranga.org.nz/youth_guarantee
- ⁴²Bay of Plenty District Health Board: <http://www.bopdhb.govt.nz/trending-topics/in-the-news/bopdhb-quarter-three-health-targets/#sthash.iGSB6DJl.dpbs>
- ⁴³Ministry of Health: <http://www.health.govt.nz/>
- ⁴⁴Let's Get Growing: <http://www.goodneighbour.co.nz/home/community-gardens/>
- ⁴⁵Toi Te Ora Public Health Service, Bay of Plenty District Health Board: http://www.ttphs.govt.nz/health_warnings
- ⁴⁶Bay of Plenty Times: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11384623
- ⁴⁷New Zealand Herald: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11190239
- ⁴⁸Professional Property Management: <http://www.rentpro.co.nz/>
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- ⁵¹Cafe Scientific, University of Waikato: <http://sci.waikato.ac.nz/news-events/whats-on/cafe-scientifique>
- ⁵²Bluelight Western Bay of Plenty: <http://www.tayt.org.nz/about-bluelight>
- ⁵³Water Safety New Zealand: <http://www.watersafety.org.nz/>
- ⁵⁴Bay of Plenty Times: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11231528
- ⁵⁵Neighbourhood Support New Zealand: www.ns.org.nz
- ⁵⁶Crimestoppers New Zealand: <http://www.crimestoppers-nz.org/>

Methodology

An online survey was conducted in Nov/Dec 2014. It was open to all residents of the Western Bay of Plenty sub-region aged over 17 years old. A total of 1,546 people completed the survey, giving a margin of error of $\pm 2.5\%$ for the results (with a 95% confidence interval). More women responded than men (61%). Most participants identified as Pākehā/New Zealand European (84%) or Māori (6%). People from each geographic area were well represented.

Data analysis

All data was weighted by age, gender, ethnicity, and residential ward to ensure that the data represented our community. Data were analysed and graphed using MS Excel® and SPSS®. Data files are available by emailing sargisson@waikato.ac.nz.

Age	% of respondents
Under 18 yrs	0.2
18-25 yrs	6.2
26-35 yrs	8.7
36-45 yrs	15.9
46-55 yrs	22.5
56-65 yrs	20.8
66-75 yrs	18.6
76-79 yrs	3.3
80+ yrs	3.7

Where to from here?

Acorn Foundation, the Councils and local funders who have supported the Vital Signs® project will use these research findings when considering future funding for the Western Bay of Plenty Sub-Region. The intention is to help improve the grades in each of the 12 sectors, over time.

Thank you to everyone who has been involved in this research – the first Vital Signs® project undertaken in New Zealand.



WESTERN BAY OF PLENTY'S

VitalSigns®

The following people formed the original steering group for this Vital Signs® project and we would like to thank them for their input and vision, in helping to make this happen.

Dr Rebecca Sargisson

The University of Waikato

Wayne Werder

Tauranga Energy Consumer Trust

Meagan Holmes

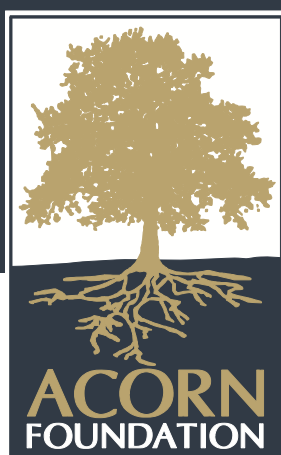
Tauranga City Council

Antoinette Denton

Western Bay of Plenty District Council

Sarah Davey

Bay of Plenty District Health Board



Inspiring generosity
For our community - Forever

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