

Our Community Our Future - How are we doing? Monitoring our Community Outcomes



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Introduction

What are “Community Outcomes”?

Community outcomes are statements about what our communities wish to achieve, both now and in the future. Community outcomes set a list of priorities to help guide not just Council, but Government agencies, other businesses, groups and individuals.

How were Matamata-Piako’s Community Outcomes Developed?

During 2004/05, over 1000 people took the opportunity to have their say on their vision for Matamata-Piako. This consultation involved people from Matamata, Morrinsville, Te Aroha, the rural areas and Māori. It is from these “visions” that the community outcomes were derived for the future of the district.

The Role of Council in the Community Outcome Process

The Local Government Act 2002 defines the role of Council as being a facilitator in the development of community outcomes and also requires Council to report on progress made towards achieving those community outcomes at least every three years. The achievement of the community outcomes is a collaborative effort between many diverse organisations and individuals, it is not simply the role of Council to work towards these community outcomes but it is the role of everyone within the district.

Key Stakeholders

Council’s general approach is to work in a partnering way with other stakeholders to promote progress toward community outcomes. This involves consideration of strategic planning documents, activities, processes and systems, and how these relate to and contribute toward Matamata-Piako’s community outcomes.

A substantial number of groups have been involved to date through the process of identifying the community outcome statements, including participation in visioning and focus group meetings. A number of partnerships exist between Council and various organisations and groups to support progress toward community outcomes, including partnerships to foster community safety, public health and economic development. In some areas there is a need for partnerships to be developed further. This will continue to be worked on over the coming few years. A sample of Matamata-Piako stakeholders includes the following (in alphabetical order), with whom Council seeks to work in a partnering way on a wide variety of issues:

- Accident Compensation Corporation
- Arts Waikato
- Department of Child, Youth and Families
- Department of Conservation
- Department of Internal Affairs
- Department of Labour
- Environment Waikato
- Energy Efficiency and Conservation Authority
- Federated Farmers
- Forest and Bird
- Hauraki Māori Trust Board
- Land Transport New Zealand
- Local businesses and clubs
- New Zealand Housing Corporation
- Ministry of Youth Development
- New Zealand Ecological Society
- New Zealand Police
- New Zealand Trade and Industry
- Ngāti Maru
- Ngāti Paoa
- Ngāti Tumutumu
- Ngāti Whānaunga
- Raukawa Trust Board
- Sport and Recreation New Zealand
- Sports Waikato
- Te Hauora o Ngāti Te Haua Trust.
- Te Manawhenua Forum
- Te Puni Kōwhiri
- Te Wānanga o Aotearoa

- Ministry for the Environment
- Ministry for Culture and Heritage
- Ministry of Agriculture and Forestry
- Ministry of Economic Development
- Ministry of Education
- Ministry of Health
- Ministry of Justice
- Ministry of Pacific Island Affairs
- Ministry of Social Development
- Ministry of Tourism
- Tertiary Education Alliance
- Tertiary Education Commission
- Tourism Waikato
- New Zealand Transport Authority
- Trust Waikato
- University of Waikato
- Waikato Biodiversity Forum
- Waikato District Health Board
- Waikato Institute of Technology
- Work and Income New Zealand

Choosing Futures Waikato and the MARCO Group

In parallel with public consultation by Matamata-Piako District Council to identify local community outcomes, additional consultation has been taking place at the regional and iwi levels. The 12 territorial authorities of the Waikato Region, together with Waikato Regional Council (Environment Waikato), jointly coordinated a process in 2005 to identify regional-level community outcomes. The on-going regional community outcomes process is called Choosing Futures Waikato. An associated group of technical staff is called MARCO (Monitoring and Reporting Community Outcomes). A set of regional community outcomes has been identified by MARCO for Councils, Government agencies, community organisations and the community as a whole to work towards. For further information refer to www.choosingfutures.co.nz. Matamata-Piako District Council will continue to engage with the Choosing Futures Waikato process to ensure long-term cost savings and other benefits for Matamata-Piako's community outcomes process.

Perception Survey 2007

Some of the data in this report comes from a Perception Survey carried out in June 2007 in partnership with other Councils as part of the Choosing Futures Waikato collaboration. The purpose of the Perception Survey 2007 was to measure people's attitudes and awareness, and assist in monitoring progress towards district-level community outcomes. A total of 900 respondents from the Waikato Region were interviewed, including 73 from Matamata-Piako District. The following table shows the margin of error for the regional sample and Matamata-Piako sub-sample at the 90% and 95% confidence levels.

Sample size	Margin of error	
	90% confidence level	95% confidence level
900	+/- 2.8%	+/- 3.3%
70	+/- 13.9%	+/- 16.6%

State of the Environment (SoE) Monitoring

A number of community outcomes identified during Matamata-Piako's 2004/05 consultation process related to environmental wellbeing. In certain cases it was considered appropriate to measure progress with existing indicators already used for SoE monitoring as required under the Resource Management Act. Information gathered through SoE monitoring is used to help determine the impact that our activities are having on the natural environment and the effectiveness of Council's environmental objectives, policies and rules. Council uses environmental indicators to measure the pressure on a resource, the state of the resource and the responses taken by Council and other organisations to protect the resource. Appropriate indicators were identified using the 'Pressure-State-Response' framework. The Ministry for the Environment's indicator evaluation criteria was also used to assess the appropriateness of each of the indicators for monitoring. SoE monitoring is updated annually on Council's website; www.mpd.govt.nz.

Māori Wellbeing Indicators

While a large number of Matamata-Piako's community outcomes encompass the wellbeing of Māori, four outcome statements are of specific interest to Māori. Late in 2007 Te Manawhenua Forum (a standing committee of Council with representatives from each iwi in the district) was asked to develop indicators for these four outcomes, as a result the following ten indicators were developed and measured for the first time in the 2007/08 financial year.

'Tangata whenua with manawhenua status are recognised and involved in decision-making'

- How many times the Te Manawhenua Forum meet each year
- Percentage of Forum presentations accepted to be included on an agenda (How many times the forum makes recommendations at Council meetings in person?)
- Annual Satisfaction Survey for Te Manawhenua Forum members (Do forum members feel Tangata whenua with manawhenua status are recognised and involved in decision-making?)

'Organisations making decisions on behalf of the community will have an understanding of Māori values'

- A questionnaire will be sent out to these organisations asking 'how have they ensured that they are informed of local Māori value when making significant decisions on behalf of the community?'
- Satisfaction Survey of Te Manawhenua Forum members (how satisfied are you that organisations making significant decisions on behalf of the community have an understanding of Māori values?)

'Our koroua and kuia (elders) will be respected for the valuable contributions they make to our community'

- Send questionnaire to district schools to see if they visit/do anything for elderly members of our community
- Questionnaire for forum members (how satisfied are you that our koroua and kuia (elders) are respected for the valuable contribution they make to our community?)
- Council Awards (volunteer awards, business awards) - Number and percentage of elderly people recognised at these awards

'All settlements for lands and properties confiscated unjustly will be negotiated to fair and durable outcomes'

- Satisfaction Survey of Te Manawhenua Forum members (how confident are you that all settlements for lands and properties confiscated unjustly will be negotiated to fair and durable outcomes?)
- Number of major settlement claims successfully negotiated to reach an outcome

District Profile



The Matamata-Piako District is a rural authority in the Waikato Region. Its three main settlements are Matamata, Morrinsville and Te Aroha. A little more than half the district's population lives in these towns, with the remainder living in rural areas.

	Matamata-Piako District	Rest of New Zealand
Median Age	37.0 years	35.9 years
People Aged 65 years +	15.6%	12.3%
People Aged Under 15 years	23.1%	21.5%
Median Income	\$25,600	\$24,400
Average Hourly Wage ¹	\$20.38	\$21.90
% of people Enrolled to Vote (Aged 18 years+) ²	91.98% Waikato 96.92% Coromandel	93.91%
Residents that Speak Māori	4.0%	4.1%
Unemployment Rate	3.7%	5.1%
Ethnicity: ³		
New Zealand European	77.9%	67.6%
Māori	13.2%	14.6%

Source: Statistics New Zealand 2006 census for most items.

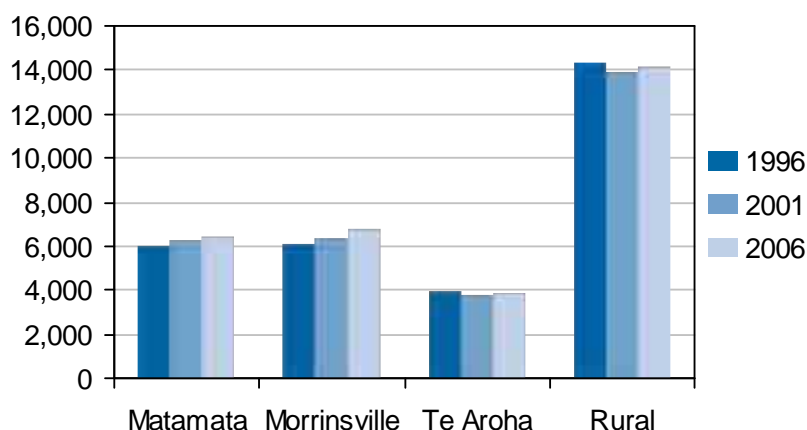
(1) Average hourly earnings at June 2006. Source: Statistics New Zealand, Quarterly Employment Survey

(2) New Zealand Electoral Commission Website June 2009. Note that for the 2008 election the Matamata-Piako District fell partly in the Waikato and partly in the Coromandel electorates, also some voters may be enrolled to vote in the Waikato or Coromandel Electorates but reside elsewhere, for example due to tertiary study

(3) Ethnicity may add to more than 100% due to people identifying with multiple ethnicities

Population Trends

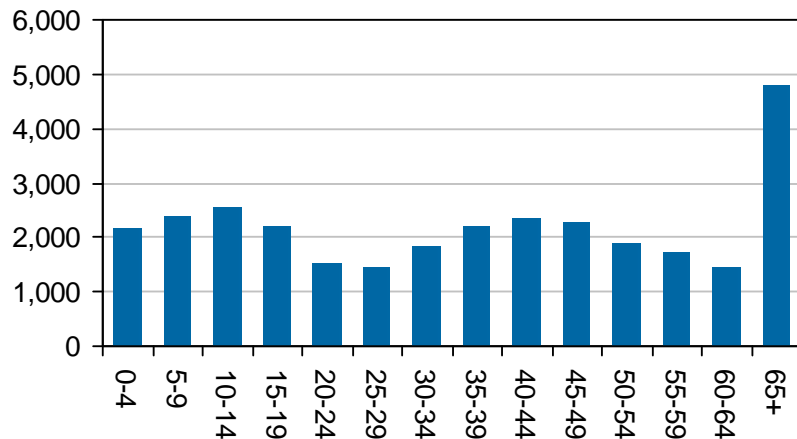
Estimated usually resident population 1996-2006



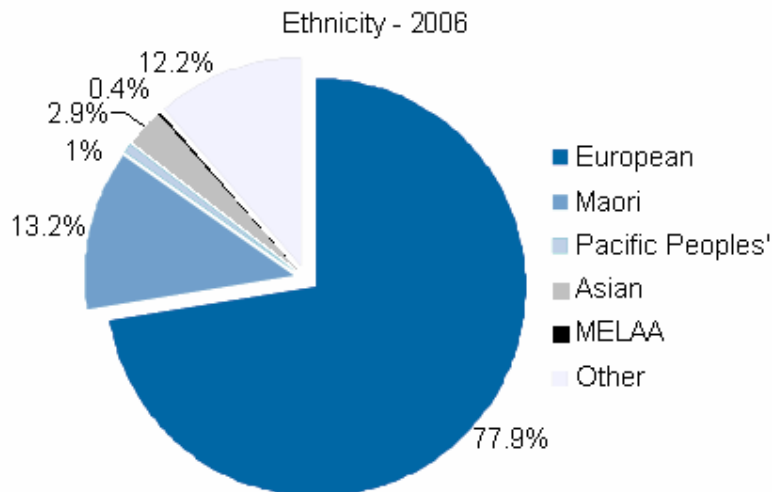
- The district population as at June 2006 was estimated at 31,200 people
- Population growth in the district overall was 3.0% over the period 1996-2006, or an average rate of 0.3% (90 people) per annum. Note: This compares with average growth of 3.4% per annum at the national level over the same period, driven primarily by population increases in metropolitan areas
- Growth was fastest in Morrinsville township which averaged 1.2% (71 people) per annum increase over this period
- Growth in Matamata township averaged 0.7% (43 people) per annum
- Population declined in Te Aroha by an average 0.2% (6 people) per annum
- Population change varied in rural areas and villages from a substantial decline in Waitoa (falling almost 30% during the ten year period) to slight increases in Okauia and Tahuroa
- Overall in rural areas of the district, population fell by an average 0.1% per annum

Note: Estimated resident population includes all residents present in New Zealand and counted by the census (census usually resident population count), residents who are temporarily overseas (who are not included in the census), and an adjustment for residents missed or counted more than once by the census (net census undercount)

District age structure - 2006



- As at June 2006, Matamata-Piako District had a higher than average proportion of people aged 65 years and over (15.7% compared to 12.2% nationally) and also a slightly above average proportion of people aged 0-14 years (22.8% compared to 21.2% nationally) Hence the proportion of people in the 15-64 age group was less than the national average
- Parts of the district with a relatively younger age profile include Waharoa, Okauia, Waihou-Walton, Springdale, Morrinsville West and Tahuroa
- Parts of the district with a relatively older age profile include Matamata township, Te Aroha and Morrinsville East

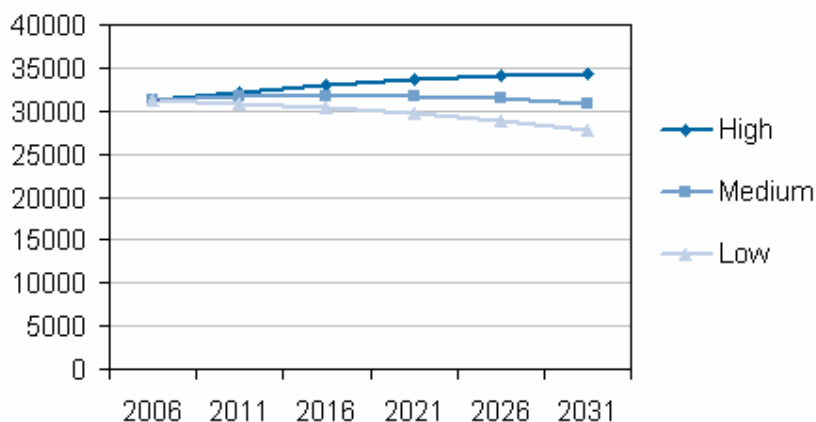


- Matamata-Piako District has a relatively high proportion of people who identify with European ethnic groups (77.9% compared to 67.6% national average)
- The district has a slightly lower proportion of Māori residents compared to the national average (13.2% compared to 14.6% national average)
- Matamata-Piako has a relatively low proportion of Pacific and Asian residents

Note: MELAA = Middle Eastern, Latin American and African

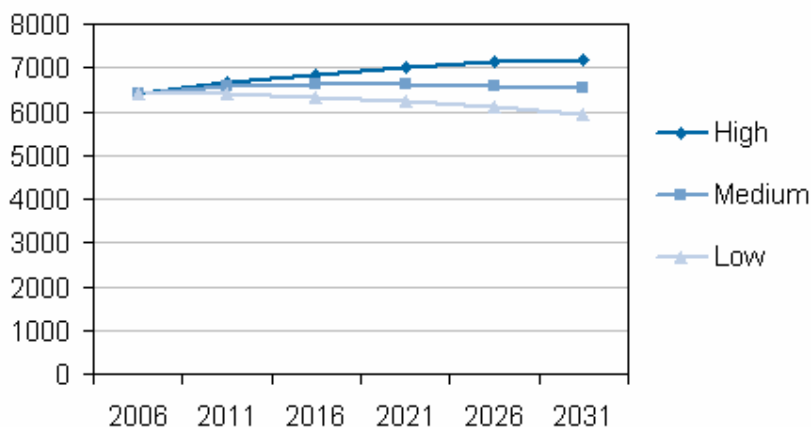
Population Projections

District population projections 2006-2031



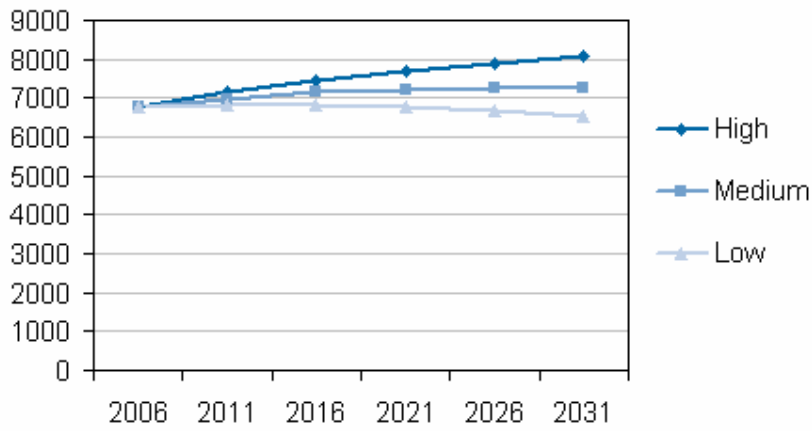
- Using medium assumptions of future fertility, mortality and migration rates, Matamata-Piako District's population is projected to peak at 31,700 people in the period 2016-2021 and subsequently fall to current (2006) levels by 2026-2031
- Under a high-growth scenario, Matamata-Piako District's population would increase by approximately 10% over the period 2006-2031. This would be marginally faster than the district growth rate experienced over the period 1996-2006
- Under a low-growth scenario, Matamata-Piako District's population would decrease by approximately 11% over the period 2006-2031

Matamata population projections 2006-2031



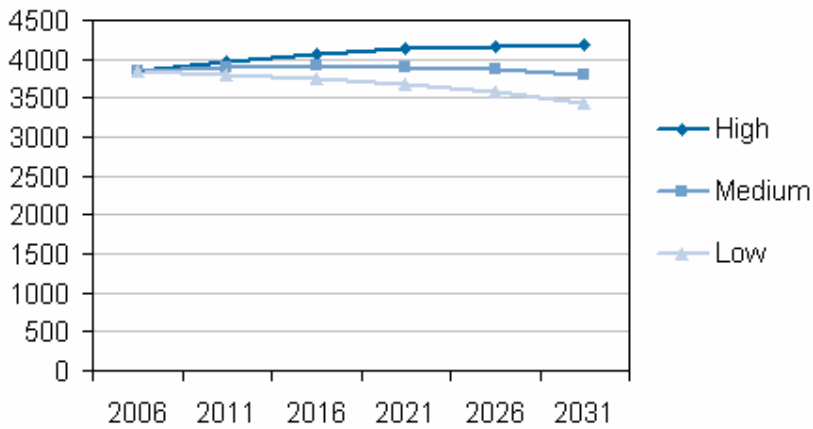
- Matamata's population is projected under medium assumptions to increase by approximately 1.7% (110 people) over the 25 year period

Morrinsville population projections 2006-2031



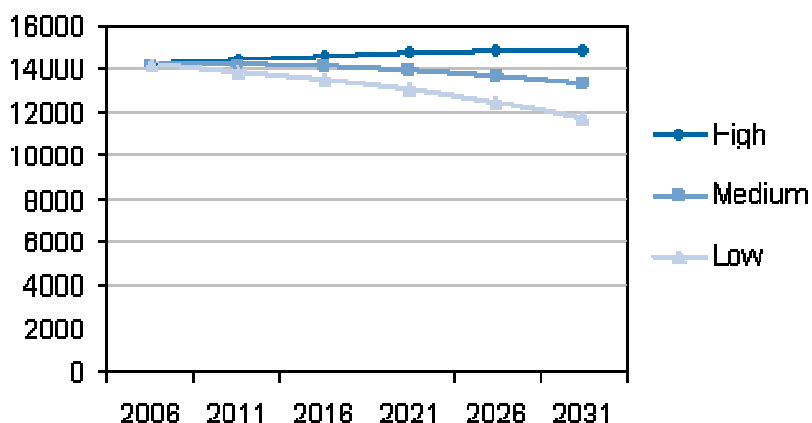
- Morrinsville's population is projected under medium assumptions to increase by approximately 7.4% (500 people) over the 25 year period

Te Aroha population projections 2006-2031



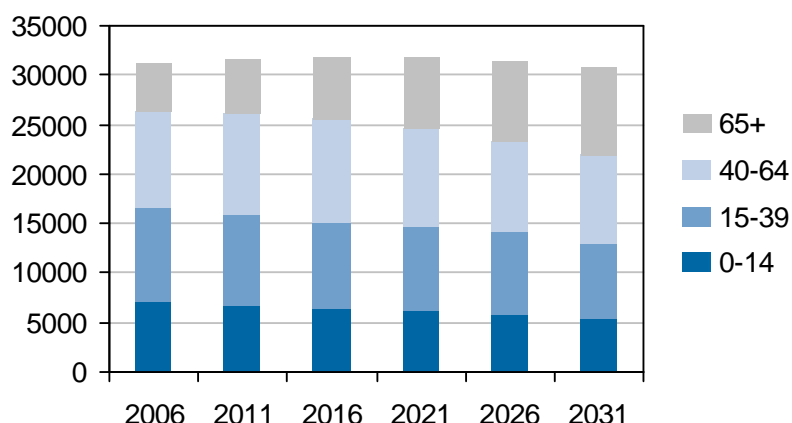
- Te Aroha's population is projected under medium assumptions to decline by approximately 1.3% (50 people) over the 25 year period

Rural population projections 2006-2031



- The overall population of the rural areas is projected under medium assumptions to decline by approximately 5.9% (840 people) over the 25 year period

Medium Age profile projections 2006-2031



- The district population profile is projected to continue growing older. By 2031 the proportion of residents aged 0-14 years is projected to decline from 22.8% to 17.5%, whereas the proportion of residents age 65 years and over is projected to increase from 15.7% to 29.1%. A similar trend is occurring at the national level
- Between 2006 and 2031 the median age of residents in Matamata-Piako District is projected to increase from 37.9 to 46.6 years. At the national level the projected increase is from 35.8 to 40.9 years over the same period. Hence, the trend toward population ageing is projected to be more prevalent in Matamata-Piako District than at the national average level

It is important to note that these projections are neither predictions nor forecasts. They are calculated using statistical techniques by Statistics New Zealand, supplemented by a small number of key informant opinions, and are based on selected assumptions about likely future population changes.

Executive Summary

This is the first report of this kind and data has gone back as far as possible with a cut off date of 30 June 2008 to allow the next report, and reports to follow to represent a three year period. Some data is older than 2008 with no further up to date data available, for example census data is as at 1 July 2006.

Some indicators may not represent the current economic climate, for example the economic indicators are reported for 2007/08 and won't represent what is happening today. However the effects of this shall be seen through the next report.

Overall progress toward community outcomes

Monitoring results suggest that economic growth and development is placing increasing pressure on Matamata-Piako District's natural environment, and that communities are facing an expanding range of social issues. Positive results from the district include the following:

- Unemployment has fallen considerably over the long-term, reflecting a national trend. Other positive economic indicators include increased real median weekly earnings, numbers of businesses, estimated economic growth and visitor nights. Matamata-Piako has an increasingly diverse economic base, placing less reliance on traditional primary industries. Overall, the district has a higher median income than many other parts of New Zealand, coupled with a lower level of income inequality.
- According to survey results, local people feel a sense of pride in the way the district looks and feels and are generally happy with their quality of life. Community members also report a high level of satisfaction with local recreational and cultural facilities and with the availability of community and tertiary education opportunities.
- The number of criminal offences recorded locally has been declining over time, and perceptions of safety are relatively higher in the Matamata-Piako district than in many other parts of the region.
- Evidence suggests that young people have a relatively high quality of life in the district.
- There has been a substantial increase in Council expenditure for protecting, enhancing and promoting heritage features, rising from around \$6,000 in 2004/05 to an estimated \$136,800 in 2006/07 and \$280,000 in 2007/08.

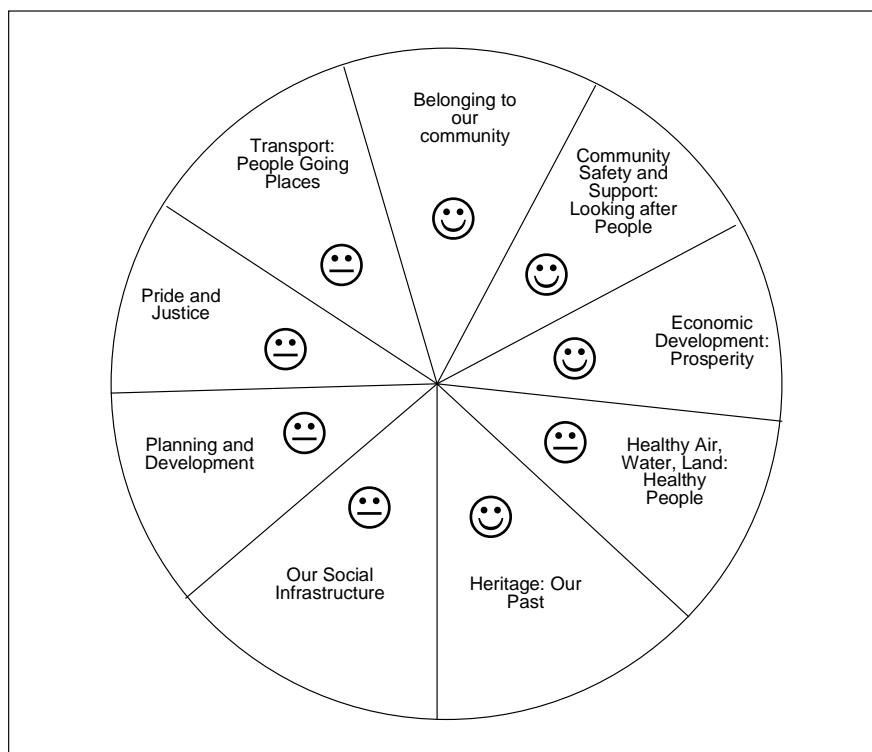
Areas we are not doing well as a district include:

- The average lot size for rural subdivisions on class I, II and III soils has been gradually decreasing. During 1997/98 the average lot size was 18 hectares, but by 2007/08 it had reduced to around 10 hectares. Such land fragmentation on productive soils could potentially result in future shortages of properties of suitable size for viable farming and horticultural units.
- Due to the intensity of land use throughout the Waikato Region, many of the streams and rivers in the Matamata-Piako District have unsatisfactory ecological health and do not meet standards for swimming water quality. Reportedly, there are insufficient incentives being offered for farmers to protect water bodies.
- In terms of potable water supply, Council received a relatively large number of complaints during 2007/08 that water quality was not at a satisfactory standard.
- There remains only a limited level of access to public transport to other parts of the Waikato region for participation in events and activities.

Addressing the priority issues above will make Matamata-Piako District an even better place to live over the coming years. Note that indicators of social and economic well-being are more readily available than environmental and cultural indicators. There is a need to develop

better cultural indicators in particular, and improve the ways we measure environmental and cultural well-being at a local and national level.

Summary of Key Results



The remainder of this summary presents key information for each of Matamata-Piako's nine community outcomes.

Belonging to our Community

This is about the things people feel make a community more than just a collection of houses. It is about knowing your neighbours, participating in community events, having good arts and recreation facilities, actively caring about your community, and being involved in local decision-making.

We are progressing well toward this community outcome, despite some gaps in our ability to measure it. Positive features include that:

- The district is doing well economically, with increasing weekly incomes, businesses and jobs. Generally a more prosperous community is a more involved community;
- The community has a sense of pride in the way the district looks and feels;
- There is a high level of satisfaction with local recreational and cultural facilities. Most Council facilities in the district are multi-use facilities that provide a range of recreational and entertainment opportunities;
- The Te Manawhenua Forum, made up of representatives of local iwi, provides opportunities for iwi to have input into Council decision-making.

Areas that we can improve on for this outcome include:

- Greater voter turnout at local government elections;
- More young people involved on governance and decision-making bodies in the district;
- Increasing access to public transport for our community members to participate in regional events and activities.

Community Safety and Support: Looking after People

This is about resident's concerns with being safe in their communities and homes. It also refers to an appreciation of the challenges facing young people and the importance of supporting them to become valued members of our community.

Council meets regularly with Police to improve safety and contribute towards this outcome. Based on the information available, positive features include that:

- People perceive that they are safer in the Matamata-Piako District than in many other parts of the Waikato Region;
- Criminal offences in our district are declining;
- Young people have a good quality of life in the district. Secondary school students are happy with the amount of time they spend with their parents/caregivers and their level of involvement in Council decision-making.

Economic Development: Prosperity

Prosperity is about economic wellbeing and employment. It is the issues people feel are important for vibrant, diverse and growing business and industry.

Long-term economic development is progressing relatively well in the Matamata-Piako district. Positive features include that:

- The number of businesses and jobs are increasing;
- Unemployment is low, with dairy farming and other positions being frequently advertised;
- Our economic base continues to grow, making the district less reliant on the traditional primary industries;
- People are generally satisfied with the availability of community and tertiary education opportunities;
- Matamata-Piako has a higher median income than many other parts of New Zealand;
- Tourism continues to grow, with the number of visitors staying in commercial accommodation overnight increasing by 39% between 2002 and 2008;
- The town centre of Te Aroha (a tourist highlight) has not been altered significantly through development, to retain its tourism appeal.

Healthy Air, Water, Land: Healthy People

The environment is important to everyone - we're talking about our air, water and land. Predominantly the concerns represented in this topic refer to people's desire to protect the health of people and land, and to balance economic wellbeing with cultural values and environmental sustainability.

Results for this outcome paint a mixed picture. Based on the information available, positive features include that:

- Life expectancies continue to increase;
- Residents are generally happy with their quality of life;
- No reported incidents or spills involving hazardous waste have occurred in the district between July 2000 and June 08;
- Council achieved a 100% level of compliance with its consent conditions for waste management between July 2006 and June 2008;
- During 2005 and 2006, Council identified significant natural features in the district, with more than 3,000 hectares of the district ecologically surveyed.

However, areas for improvement in the district include:

- Streams and rivers that currently do not meet standards for ecological health or swimming water quality;
- Offering incentives to farmers who protect water bodies and their margins. A review of the Kaitiaki Zone (20m alongside rivers) is being undertaken to identify new methods to clean up waterways and their margins;
- Improving drinking water quality from Council water supplies.

Heritage: Our Past

Our heritage involves the legacy left to us by our ancestors and the legacy we intend to leave for our future generations. Incorporating both natural and cultural elements of heritage reflects our communities appreciation of the richness of our history and geography.

Positive indicators for this outcome include that:

- Council significantly increased spending on protecting, enhancing and promoting heritage features;
- Very few buildings within the Te Aroha Character Area have had substantial modifications over recent years. There were no applications for consents to modify listed heritage features throughout the rest of the district between July 2006 and June 2008;
- There were no resource consent applications involving sites that contain or adjoin a culturally significant site between July 2003 and June 2008;
- There were no resource consents applications relating to Mount Te Aroha between July 2005 and June 2008;
- The proportion of Māori residing in the Matamata-Piako District who speak te reo increased between 2001 and 2006 and is now slightly above the national average. In contrast, the proportion of Māori people who speak te reo declined at the regional and national level.

Our Social Infrastructure

Social infrastructure is our schools, our hospitals and all the facilities and services that communities regard as essential to their future.

Council currently is not able to report many of the indicators for this outcome as the information is not accessible. However, survey results do show that Matamata-Piako residents are generally happy with their quality of life and the access they have to education and healthcare sites within the district.

Planning and Development

The main issues in this topic are the infrastructure that communities need to operate and the importance of careful planning when deciding the layout and needs of our towns for the future.

Results for this outcome are mixed. Positive indicators include that:

- The number of businesses and jobs are increasing;
- With the exception of noise complaints and a small number of odour complaints, Council received few complaints about adverse effects from activities;
- Residents have a relatively high level of confidence in Council decision-making;
- Rent remains relatively affordable;
- Residents are generally satisfied with the appearance and special character of their towns, the way their towns reflect the diversity of residents, and the way the community treats natural assets;
- Council has the capacity to meet ten-year forecasted demands based on population assumptions;
- Development contributions collected to provide infrastructure to meet growth have increased substantially, from around \$200,000 between July 2003 and June 2004, to \$1.5 million Between July 2007 and June 2008.

However, areas for improvement in the district include:

- The retention of productive soils for farming or horticulture as land fragmentation may result in future shortages;
- Increasing home ownership rates as they have fallen over the past 15 years, though only moderately compared to other parts of New Zealand;
- Increasing home mortgage affordability as this has declined both regionally and nationally.

Pride and Justice

Throughout our consultation people talked about a number of social justice issues. Often discussed in terms of feeling proud that people are respectful of others and believe in justice for all; this topic refers to pride and the sense of fairness that our residents value.

Positive indicators for this outcome include that:

- Local people feel a sense of pride in the way the district looks and feels;
- Residents are relatively satisfied with the way Council involves the public in its decision-making processes;
- Based on census results, Matamata-Piako District overall is less deprived than many other parts of the Waikato region and New Zealand.

However, areas for improvement in the district include that:

- Matamata-Piako residents are less likely than the Waikato regional average to agree that 'Your family is knowledgeable and shows respect for the many and diverse cultures of the people who live here';
- Matamata-Piako residents are less likely than the Waikato regional average to agree that 'Your neighbourhood is knowledgeable and shows respect for the many and diverse cultures of the people who live here';

These were measured through a Waikato Regional Perception Survey.

Transport: People Going Places

People Going Places is about our roading networks and it being easy to get around. It is also about being able to get to neighbouring towns and cities easily, finding a park in town, and being safe on and near our roads.

Based on the information available, positive indicators for this outcome include that:

- Residents in the Matamata-Piako District are fairly satisfied with the availability of parking in their towns. Residents in Te Aroha and Morrinsville are more satisfied than those in Matamata;
- The number of traffic accidents on Matamata-Piako District roads has been gradually decreasing, from around 100 injury crashes in 2000/01 to less than 60 during 2007/08.

Areas that we can improve on for this outcome include:

- Increasing access to public transport for our community members to participate in regional events and activities.

How to Read This Report

Matamata-Piako’s community outcomes are grouped into nine themes, and within these they are also grouped into sub-themes.

Example:	Theme	1 Belonging to our Community
	Sub-theme	1.1 Doing things together
	Community outcome	We will have regular events in our towns where people can get together as a community
	Indicator	1.1a Number of public events within the district

Indicator	State	Trend
1.1a Number of public events within district	☹	?

This means that the indicator “number of public events within district” is showing mixed or uncertain results throughout the district, and the overall long-term trend is uncertain.

The state and trend are summarised using symbols as follows.

State:

- ☺ Good/Satisfactory (relative to trend or regional/national average)
- ☹ Mixed/Uncertain
- ☹ Unsatisfactory

Trend:

- ↑ Improving/favourable (e.g. decrease in unemployment rate or increase in life expectancy)
- ↓ Declining/unfavourable (e.g. increase in unemployment rate or decrease in life expectancy)
- No significant trend
- ? Uncertain, i.e., no trend data available

In some cases in this report, the same indicator has been chosen to measure more than one outcome. This occurs because themes are interrelated. For example the number of businesses and employees by industry is important to the sub-theme ‘improving life on a day to day basis’ as well as the sub theme ‘business, farming and industry’. Where indicator double-ups have occurred, only one set of results is provided and the reader is referred to the specific section containing relevant results.

The focus of analysis throughout this report is on national and regional comparisons and trends over time. This is summarised using text, tables and graphs as appropriate to the data. For each indicator there is also a summary of the current state and past trend (where available).

Belonging to our Community



Belonging to our Community

This topic is about the things people feel make a community more than just a collection of houses. It is about knowing your neighbours, participating in community events, having good arts and recreation facilities, actively caring about your community, and being involved in local decision-making



Belonging to our Community

1.1 Doing Things Together

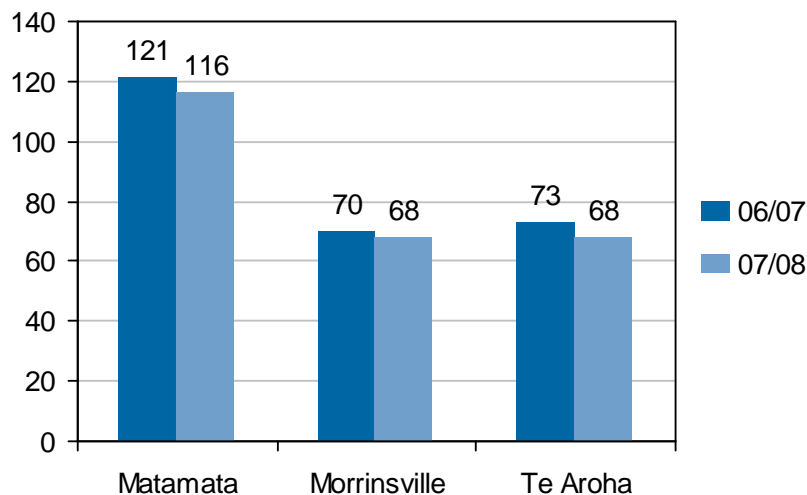
Residents have indicated that having a community with a strong bond is important. The presence of formal and informal relationships between people enables participation in society, encourages a sense of belonging and fosters stable communities. Ideally everyone in the district will feel like they belong, whether they are young or old, new to the district or lived here their whole life. We need to ensure that opportunities exist for people to be involved with their friends and neighbours. Public events and social gatherings help us 'do things together' and cater to a variety of needs and interests. They provide residents with an opportunity to bond, share interests and become active and caring members of the community.

Community Outcomes

- We will have regular events in our towns where people can get together as a community
- People will know about upcoming events and activities
- The district will be known for running events people want to come to
- Networks will exist to help new people to the district get to know other residents
- There will be a range of activities and events occurring in the community for parents and children to do things together as a family

Indicator	State	Trend
1.1a Number of public events within district	☺	?

Public events such as flea markets, craft fairs, book fairs, market days, as well as performances, fundraisers and many more types of events are recorded by the information centres in Matamata, Morrinsville and Te Aroha and are displayed on their websites. The current trend shows that the numbers of events displayed by the information centres are decreasing slightly however only two full years of events have been recorded, these will continue to be recorded to allow greater comparisons and to establish trends.

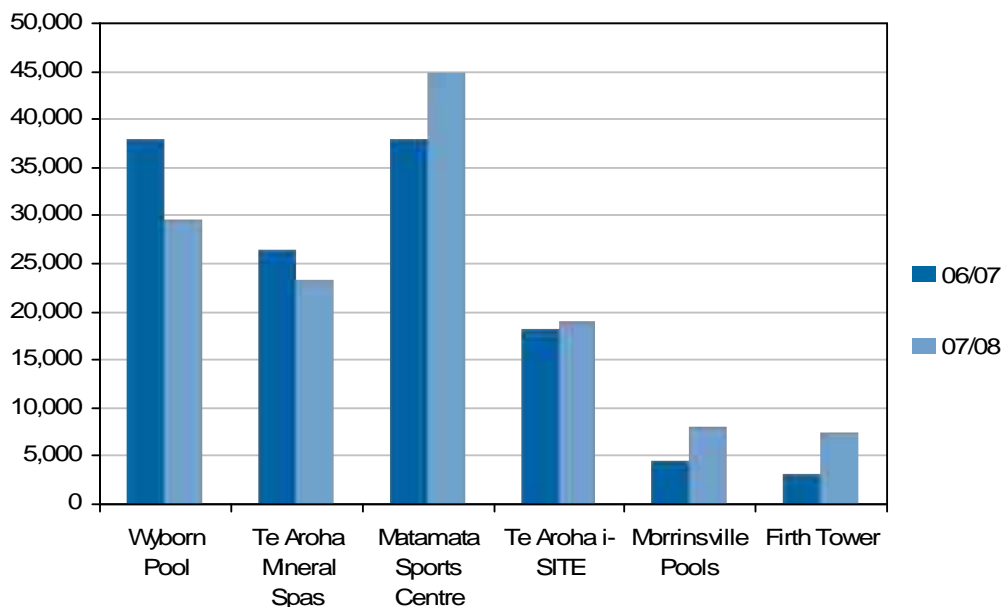


Indicator	State	Trend
1.1b Community perception of adequate promotion of events	☹	?

There is currently no procedure in place to measure this indicator. Council intends to measure this in the future by including it in the next Perception Survey.

Indicator	State	Trend
1.1c Participation in events and activities	☹	?

Each month Council records the attendances at the district's facilities. This graph shows the total number of attendances within the facilities, this includes general admission to facilities as well as organised activities such as walking groups, junior squash, upright and active, yoga and aquasize. This shows a mixed trend, the Wyborn pools and the Te Aroha mineral spas attendances have decreased from 2006/07 to 2007/08 however the other four facilities have had increased attendance. Council will continue to monitor attendances and this will allow for a more accurate trend to be shown.



Indicator	State	Trend
1.1d Community perception of adequate services and networks in existence to help new people to our towns to get to know other people	☹	?

There is currently no procedure in place to measure this indicator. Council intends to measure this in the future by including it in the next Perception Survey.

Indicator	State	Trend
1.1e Number of public family events	☹	?

The Matamata, Morrinsville and Te Aroha Information Sites have collectively identified 264 public events in 2006/07 and 252 in 2007/08, this is a slight decrease but will continue to be monitored by Council to allow for a more accurate trend. Please refer to indicator 1.1a for more information.

At this stage no measure is in place to differentiate 'public events', 'public family events' and 'recreation and public family events'.

1.2 Improving Life on a Day to Day Basis

Quality of life on a day to day basis is a key issue when visioning for the future. An important aspect of a day to day life is a prosperous environment. Employment opportunities must be available to cater for a wide variety of skills. Income levels are also important; what people buy and consume with their income determines the health of the local economy.

Community Outcome:

- The district's towns will grow and become more prosperous while remaining somewhere that is seen as attractive to raise a family.

Indicator	State	Trend
1.2a Number of businesses and employees by industry	☹	↑

Business data compiled by Statistics New Zealand shows that:

- Total employment in Matamata-Piako District increased 26% over the period 2000-2008
- Major employment sectors in the district are manufacturing (approximately 29% of total employment), agriculture and forestry (16%), retail (11%) and construction (9%)
- The highest level of employment growth over the period 2000-2008 was in the manufacturing sector (+1,180 employees), construction (+580 employees) and agriculture and forestry (+340 employees)

There is some evidence of skills shortages in a number of industries in Matamata-Piako and the wider Waikato Region.

Employee count by industry sector, Matamata-Piako District 2000-2008

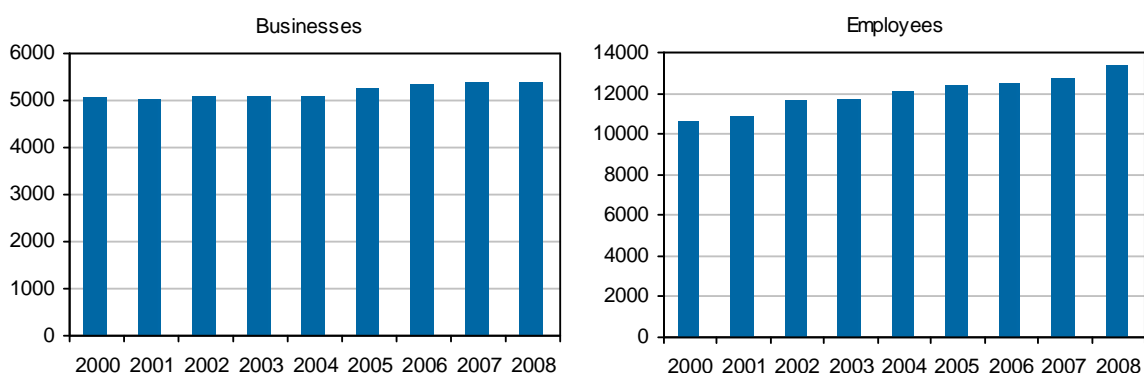
	2000	2001	2002	2003	2004	2005	2006	2007	2008
A Agriculture, Forestry and Fishing	1,760	1,790	2,100	2,050	2,020	1,970	1,950	2,070	2,100
B Mining	85	55	75	85	110	120	100	60	65
C Manufacturing	2,650	2,830	3,080	3,150	3,430	3,460	3,490	3,520	3,830
D Electricity, Gas, Water and Waste Services	50	55	20	35	30	35	30	30	40
E Construction	590	620	670	730	890	920	970	1,000	1,170
F Wholesale Trade	290	340	380	410	410	400	420	410	400
G Retail Trade	1,300	1,360	1,410	1,340	1,340	1,380	1,360	1,410	1,420
H Accommodation and Food Services	360	360	400	350	390	410	450	470	480
I Transport, Postal and Warehousing	340	340	350	370	390	380	390	400	390
J Information Media and Telecommunications	85	70	65	120	85	90	85	100	100
K Financial and Insurance Services	150	140	160	160	160	170	220	190	200
L Rental, Hiring and Real Estate Services	110	110	110	85	90	110	120	110	150
M Professional, Scientific and Technical Services	410	440	460	470	480	540	520	560	590
N Administrative and Support Services	160	160	180	170	100	140	150	200	190

O Public Administration and Safety	200	210	220	220	220	240	240	270	260
P Education and Training	830	820	740	800	740	760	710	750	740
Q Health Care and Social Assistance	550	550	610	590	570	600	620	550	570
R Arts and Recreation Services	290	320	310	240	250	230	250	230	250
S Other Services	370	270	300	330	340	350	340	370	350
<i>Total Industry</i>	<i>10,580</i>	<i>10,840</i>	<i>11,610</i>	<i>11,720</i>	<i>12,020</i>	<i>12,290</i>	<i>12,400</i>	<i>12,700</i>	<i>13,320</i>

Source: Statistics New Zealand Business Demography Data

Note: Columns may not sum due to random rounding

Number of businesses and employee counts, Matamata-Piako District



Source: Statistics New Zealand Business Demography Data

Total employment in Matamata-Piako District increased 26% over the period 2000-2008. Over the same period, the number of businesses increased 6%, which suggests that many of the new jobs are concentrated in pre-existing or larger businesses.

Indicator	State	Trend
1.2b Median weekly earnings	☹	↑

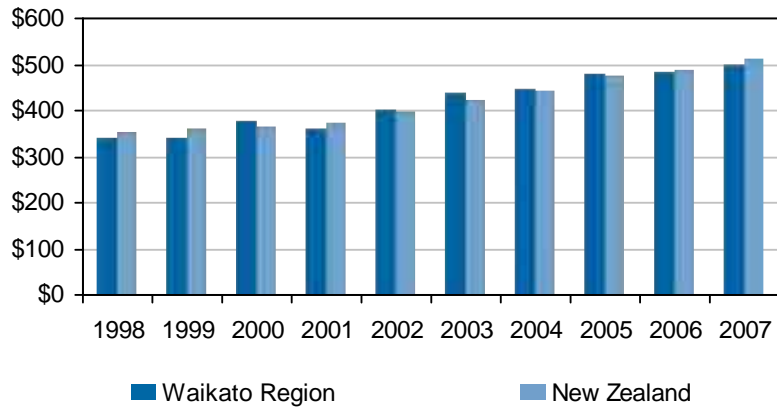
Median weekly income is a measure of the middle point of the distribution of weekly income. For example, if there were 99 people, the median weekly income would be the weekly income of the 50th person when people are ranked by weekly income.

People's income is an important driver of the local economy. The disposable income, derived from weekly income minus fixed expenses, indicates what spending power people have. What people buy and consume with their income determines the health of the local economy.

Real median weekly income in the Waikato Region is similar to the national average, with a value of \$482 as at June 2006. After adjusting for inflation, median weekly income in the Waikato Region has increased by 42% since 1998.

The median weekly income for males as at June 2007 was \$686 and for females was \$384. The disparity between male and female median weekly income rose by approximately 19% over the period 1998 to 2006 (inflation-adjusted). There are also disparities between ethnic groups, with Māori earning a lower median weekly income than the European ethnic group.

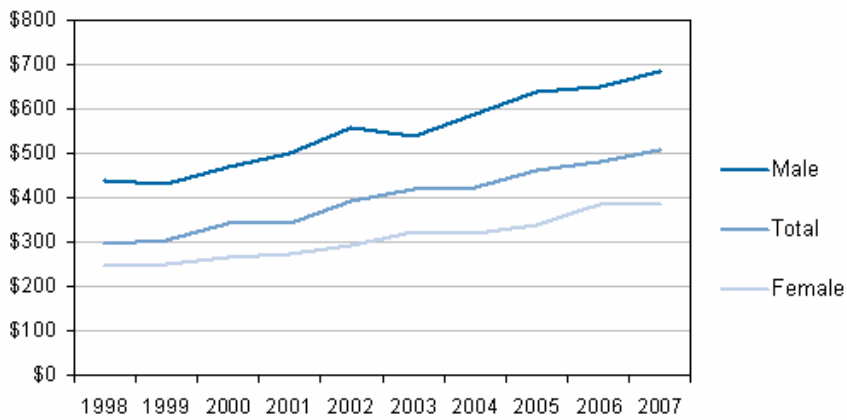
Real median weekly income, Waikato Region and New Zealand - base June 2006 quarter



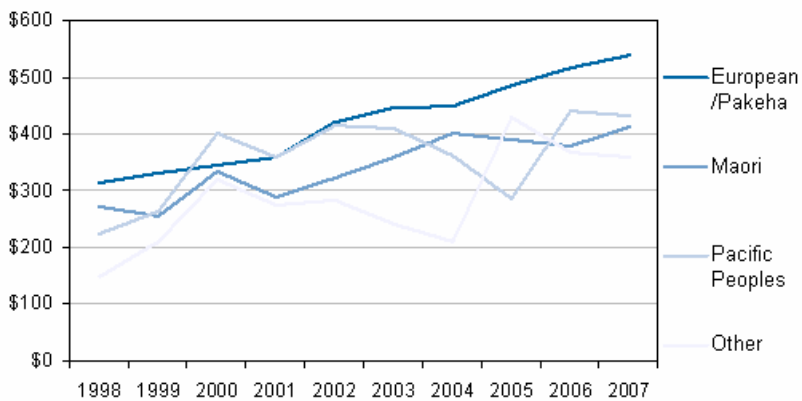
Source: New Zealand Income Survey

Notes: For the purpose of this indicator, median weekly indicator is adjusted by the Consumers Price Index (CPI) (base June 2006 quarter) to calculate real median weekly income (inflation adjusted).

Median weekly income for the Waikato Region by gender



Median weekly income for the Waikato Region by ethnicity



Source: Extracted from Statistics New Zealand Income Tables -

<http://xtabs.stats.govt.nz/eng/TableViewer/Wdsview/disview.asp?ReportName=Incomes/Income%20by%20region%20and%20ethnic%20group>

1.3 Participating in Decision-Making

Participating in decision-making means playing a role in determining the district's future. If everyone plays a part, the community will be developed in a way that takes into consideration the views of a diverse group of people. Participating in decision-making may be as simple as voting at local and general elections. It is important that groups including Māori and youth to have an influence on the decisions made that impact the district.

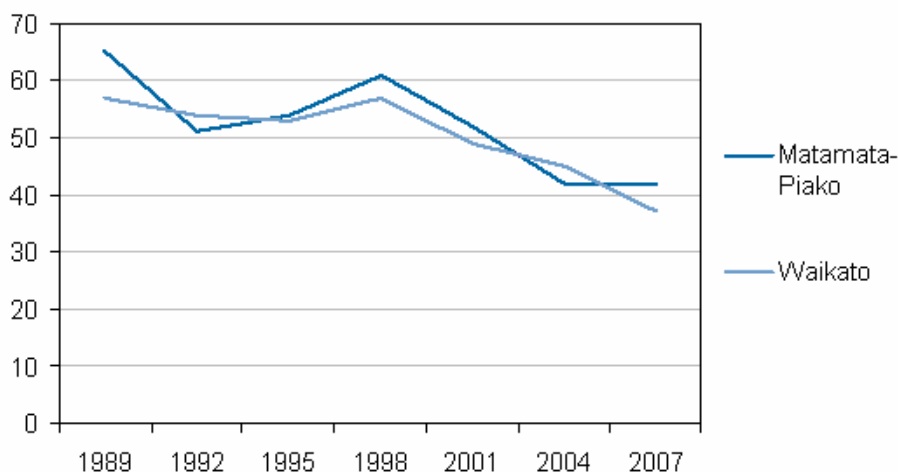
Community Outcomes:

- All people will have the opportunity to comment on the decisions that affect their lives
- Young people will be involved in local decision making at a range of levels
- Tangata whenua with manawhenua status are recognised and involved in decision making

Indicator	State	Trend
1.3a Percentage of voter turnout at local and general elections	Local	☹ ↓
	General	☹ ?

Voter turnout rates are a measure of political participation. They can be seen as an indicator of the extent to which citizens are a part of the political process, and the confidence the population has in, and the importance they attach to, political institutions.

Percentage of voter turnout at local elections



Percentage of voter turnout at general elections

	2002	2005	2008
Piako Electorate	74.7%	80.5%	
Waikato Electorate*			70.1%
Coromandel Electorate*			75.4%
New Zealand	72.5%	77.0%	78.7%

*For the 2008 election, electorate boundaries were changed, Matamata-Piako District is partly in the Waikato and partly in the Coromandel electorates.

Source: New Zealand Electoral Commission Website.

Indicator	State	Trend
1.3b Degree of representation by young people on governance and decision-making bodies	☹	?

This indicator measures the number of people under twenty five years of age who are members of decision-making bodies. It is important that the opinions of all groups of society are considered when decisions are made. In an ideal democracy, all members of society will feel represented. Young people are particularly important when looking ahead to the district's future.

As at 1 July 2008, there were four publicly elected governance and decision-making bodies in Matamata-Piako (excluding School Boards, Runanga etc). These consisted of the:

- District Council
- Matamata Community Board
- Morrinsville Community Board
- Te Aroha Community Board

No members on these governance and decision-making bodies were less than 25 years of age at 1 July 2008.

Indicator	State	Trend
1.3c Number of times Te Manawhenua Forum meet each year	☺	?

Te Manawhenua Forum comprises representatives from iwi as elected by iwi. The forum has opportunities for input into Council's decision-making. The purpose of the forum is to facilitate tangata whenua contribution to Council's decision-making. It will consider any matter that promotes the social, economic, environmental and cultural wellbeing of Māori communities today and in the future.

In both the 2006/07 and 2007/08 financial years, Te Manawhenua Forum met four times. In addition, two workshops were held for forum members to gain a greater understanding of community outcomes and to agree on indicators to measure progress towards measuring iwi outcomes.

Indicator	State	Trend
1.3d Percentage of Forum presentations accepted to be included on Council agenda	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. In the 2007/08 financial year Te Manawhenua Forum made 11 recommendations to Council.

Indicator	State	Trend
1.3e Annual Satisfaction Survey for Te Manawhenua forum members – Do forum members feel Tangata Whenua with manawhenua status are recognised and involved in decision-making	☺	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. A satisfaction survey was completed in the 2007/08 financial year and when asked if forum members feel Tangata Whenua with manawhenua status are recognised and involved in decision-making an average response of 7.7 out of 10 was received (0 very dissatisfied, 10 very satisfied).

1.4 Promotion of Citizen Responsibility

Citizen responsibility refers to the idea that as residents, business people and citizens of Matamata-Piako we should all contribute to making Matamata-Piako a great place to live. During consultation it was noted that some people felt residents' sense of 'community responsibility' was lacking. Towns have grown and not everyone knows each other any more, so some of the social cohesion may have been lost.

Community Outcomes

- All residents will recognise their responsibility to contribute to our district being a great place to live
- People will feel that there is a strong sense of 'community responsibility'

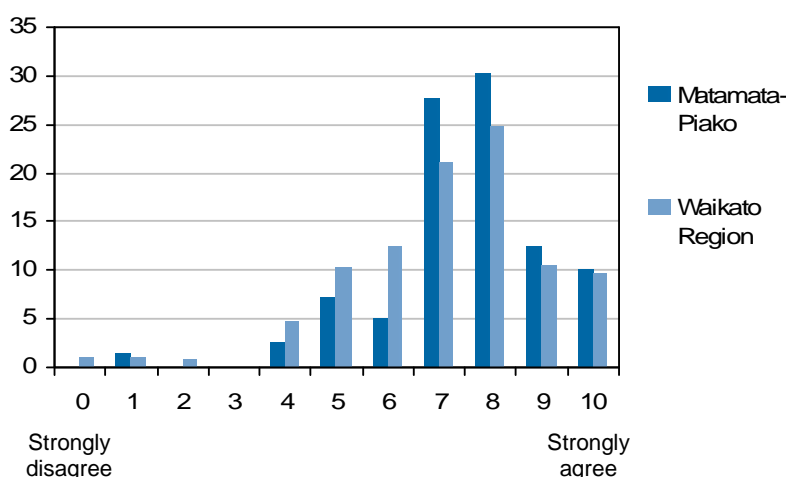
Indicator	State	Trend
1.4a Community perception of a great place to live and a strong sense of community responsibility	☺	?

This indicator measures how highly residents rate Matamata-Piako as a place to live, and whether they think there is a strong sense of community responsibility in the district. Residents who do not enjoy living here are less likely to contribute to the district's wellbeing and more likely to move away from the district.

Council measured this through its involvement in the Perception Survey. Respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement: you feel a sense of pride in the way your district looks and feels?'

Matamata-Piako's average satisfaction rating of 74.7 points was the fourth highest out of the 12 Waikato districts. The Waikato Regional agreement index was 70.1 points. The majority of Matamata-Piako respondents (85%) agreed with the statement 'you feel a sense of pride in the way your district looks and feels' (scores of 6 – 10). One-tenth of respondents (10%) strongly agreed (score of 10). The most frequent score was an 8 (30%). Less than a tenth of the sample (7%) neither agreed nor disagreed with the statement (score 5). Only a few respondents (5%) disagreed with the statement.

Sense of Pride in the way the district looks and feels



Source: Perception Survey 2007

1.5 Recreation and Arts

Cultural and recreational facilities are important to the wellbeing of the district. Good facilities provide venues for members of the community to interact and form social bonds. They reduce the need for residents from having to travel outside of the district to use facilities, and may attract outside visitors. People require different facilities and services that cater for recreation, social and competition sports they are involved in. The frequency and intensity of activities is largely determined by the facilities on offer. The number and quality of cultural facilities also influences participation in arts.

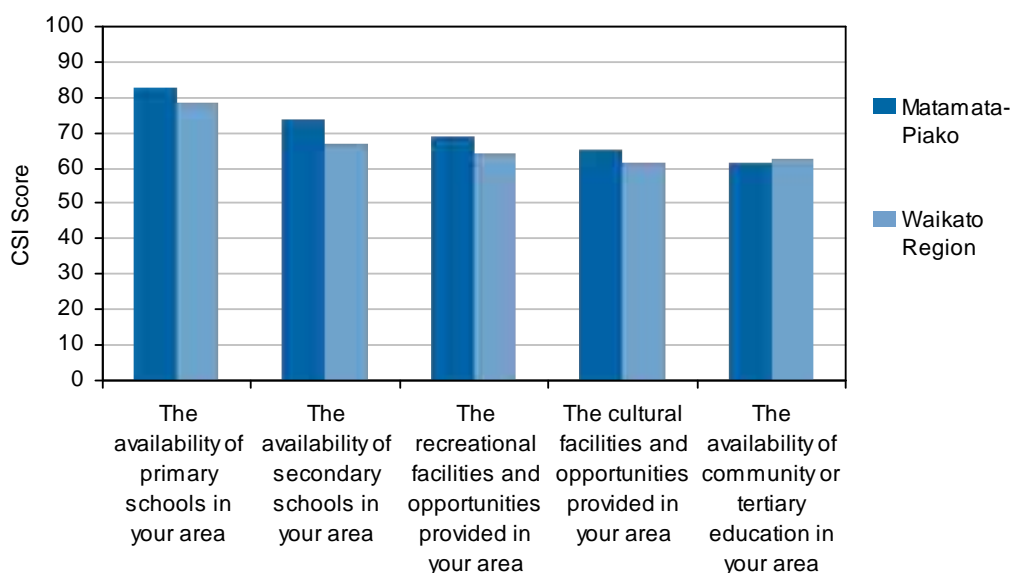
Community Outcomes:

- We will have good facilities in our district that are all easily accessible to each other
- Our facilities would be utilised to their full potential and offer a range of events and services
- People will be well informed on the resources, equipment, and facilities available
- We will have a wide diversity of recreation and entertaining events provided for a wide variety of people to hang out and enjoy
- We will have central recreation facilities
- We will have accessible transport to get to facilities outside of our community

Indicator	State	Trend
1.5a Residents satisfaction with facilities	😊	?

This indicator measures the level of satisfaction with cultural and recreational facilities by Matamata-Piako residents. Council measured this through its involvement in the Perception Survey. Residents were asked how satisfied they were with the availability and accessibility of a number of facilities, including recreational and cultural facilities.

The respondents were asked 'Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with various attributes such as availability of primary schools and preschool childcare. Satisfaction ratings for recreational and cultural facilities and opportunities in Matamata-Piako are generally higher than that of other districts in the Waikato Region.



Note: CSI scores (Customer Satisfaction Index scores) range from a low of 0 to a high of 100
Source: Perception Survey 2007

Matamata-Piako residents were also asked for their satisfaction of 1) the accessibility of health services = 70.3, 2) the availability of preschool child care in your area = 74.6. These two questions were only asked in Matamata-Piako and therefore there is no regional comparison.

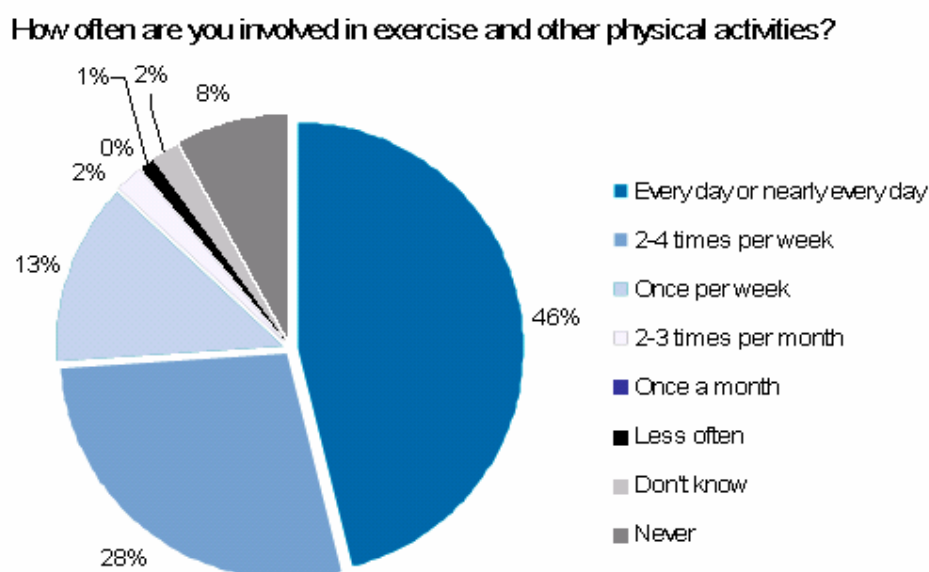
Indicator	State	Trend
1.5b Participation in sport, active leisure and arts	☹	?

For the purpose of this report, participation in sports and active leisure refers to exercise and other physical activities that increase the heart rate or breathing for 30 minutes or more. This includes brisk walking, running and gardening.

Participation in sport and active leisure is a way in which residents can belong to their community. It is a healthy activity that helps ensure our facilities are utilised to their full potential. Council contributes towards this indicator by putting funding towards Sport Waikato. Council grants partially fund a Sports Coordinator for the district who promotes active living and sport development. Additionally, Council provides and maintains recreational facilities.

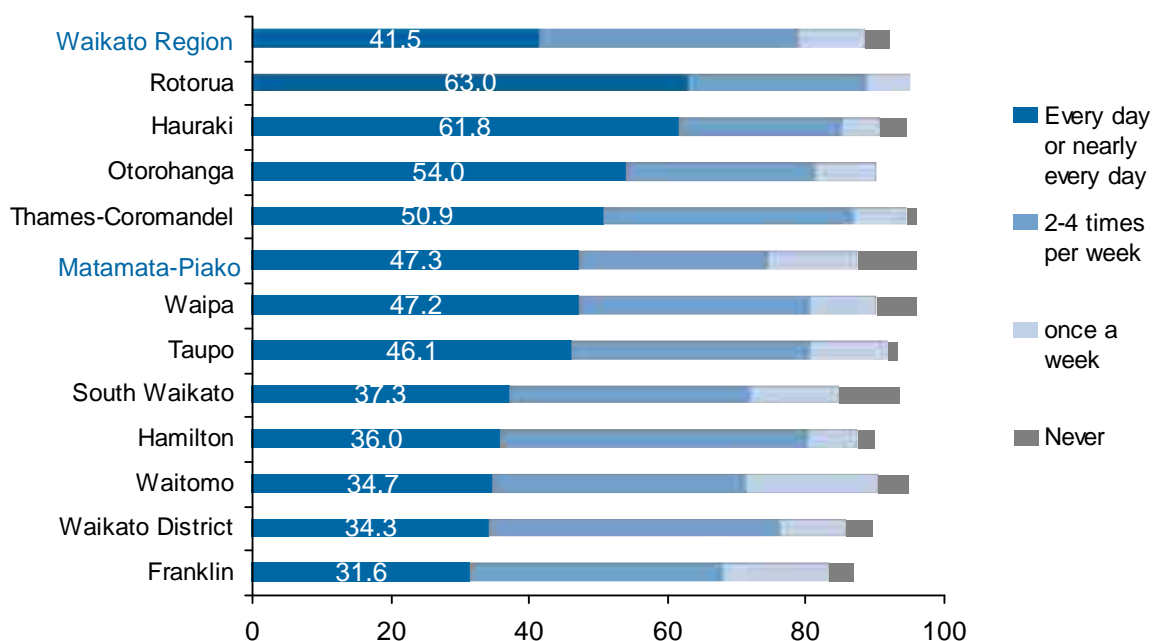
Council measured participation in sport and active leisure through its involvement in the Perception Survey. Respondents were asked *'Now a question about exercise and other physical activities. By that I mean activity that increases your heart rate or breathing for 30 minutes or more. This might include brisk walking, running and gardening. How often do you do this kind of activity for 30 minutes or more?'* For Matamata-Piako, the largest group (46%) said they exercised for 30 minutes or more every day or nearly every day. This was higher than the regional average of 42%.

For the Matamata-Piako sample, 28% said they exercised for 30 minutes or more at a frequency of two to four times per week and 13% said they did this weekly. Only 2% of the sample said they exercised for 30 minutes or more two to three times per month and 0% did this monthly while 1% did this less often. Approximately 8% of local respondents said they never exercised for 30 minutes or more.



Source: Perception Survey 2007

How often are you involved in exercise and other physical activities? (by district)

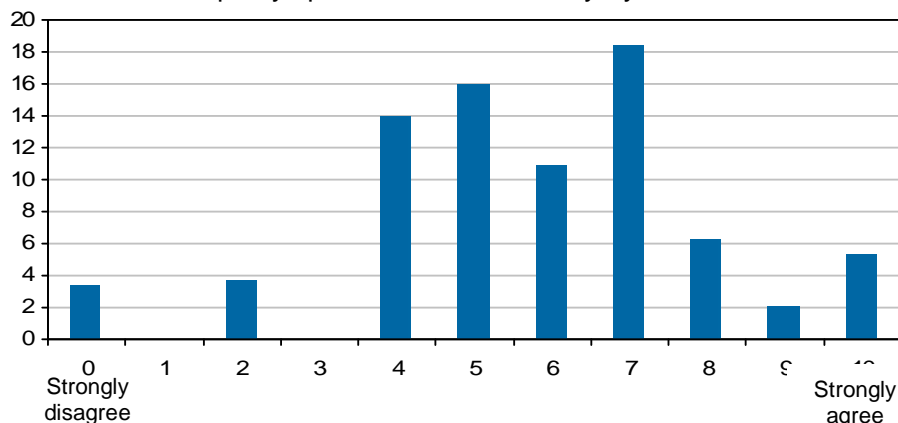


Source: Perception Survey 2007

Note: This does not include the responses, 2-3 times per week, once a month, less often or don't know due to the small percentages of these groupings

Increasing recognition is being given to the importance of cultural activities in the daily lives of New Zealanders. Our sense of nationhood and identity is dependent to a significant extent on our experience of New Zealand culture and heritage – a matter of increasing relevance in an ever-globalising world. A developed culture, an appreciation of the unique aspects of our culture, including Māori culture, and a strong cultural identity contribute positively to matters as diverse as economic growth, social cohesion, the acceptance and encouragement of diversity, creative thinking in a range of fields, and filling people with self-confidence. Intrinsic value is also derived from cultural experiences, with their power to stimulate and enlighten us. Residents who participated in the Perception Survey were asked 'how strongly do you agree or disagree, the cultural facilities and events in your community adequately represent the cultural diversity of your district?' The overall agreement index was 56.8 points.

Matamata-Piako - Do cultural facilities and events in your community adequately represent the cultural diversity of your district?



Source Perception Survey 2007

Note: A comparison to other districts is not available as not all districts were asked this question.

Indicator	State	Trend
1.5c Community perception as to knowledge of resources, equipment and facilities available	☹	?

This indicator is measuring whether residents are well informed of the recreation and arts resources, facilities and equipment they have access to. Part of belonging to the community includes being informed about its resources. This knowledge can be used by residents so that they can participate in local recreational and cultural activities.

Council's quarterly publications, 'Council in Focus' and 'Artspost' include features to increase awareness of resources, equipment and facilities. These publications are distributed to ratepayers and made available at Council offices.

There is currently no procedure in place to measure this indicator. However information is available regarding residents satisfaction with facilities. The results are listed elsewhere in this report - under 1.5a Residents satisfaction with facilities.

Indicator	State	Trend
1.5d Number of recreation and public family events in district	☹	?

At this stage no measure is in place to differentiate 'public events', 'public family events' and 'recreation and public family events'. For information about public events generally, refer to section 1.1 (Doing Things Together).

Indicator	State	Trend
1.5e Number of multi functional facilities versus number of single use facilities within the district	☺	?

This indicator measures the versatility of facilities within the district. It does this by comparing the number of facilities that have a single purpose with those that are multi functional.

It is important the district caters for a wide range of recreational and entertainment events so that all people's interests can be catered for. It is impractical for some facilities to be multi functional, but facilities that are multi functional create more recreational and entertainment opportunities. This adds to the appeal of the district and prevents residents having to travel large distances to use facilities.

Council operates a number of facilities to enable residents to participate in recreational and cultural events. Council owns single use facilities at four locations;

- Centennial Drive South
- Morrinsville SH 26
- Te Aroha Spa Pools
- Te Aroha Swimming Pool Complex

Most facilities have multiple uses; Council operates these at 17 locations;

- Firth Tower Historical Reserve
- Hetana St Railway Reserve
- Matamata Airfield - Waharoa Aerodrome
- Matamata Domain
- Matamata Sports Centre
- Pohlen Park
- Waharoa Domain
- Walton Domain
- Morrinsville Recreation Ground
- Thomas Park
- Westpac Trust Events Centre
- Wisely Reserve
- Boyd Park
- Herries Memorial Park
- Te Aroha Domain
- Tui Park
- Waihou Recreation Reserve

Indicator	State	Trend
1.5f Availability of public transport to regional events e.g. Waikato Stadium, Mystery Creek, V8 car racing	☹	→

This indicator measures the types of public transport that passes through our district, and the frequency that residents are able to use public transport.

Some residents do not possess personal vehicles to transport them long distances. However a number of events are held in Hamilton and other districts in the Waikato Region that residents may wish to attend. Public transport provides all residents with a method of traveling to nearby events and facilities. Using public transport also lowers adverse effects on the environment.

There are no public train stations in the Matamata-Piako District in use. Public transportation is available to residents through bus companies. In the 2008 Local Directory, four companies were advertised under 'Bus Charters and Services' in the Business pages:

- Greenline Motors Ltd
- Matamata Passenger Transport 1977 Ltd
- Turley Motors
- Metro Wide Passenger Transport Ltd

Greenline Motors Ltd and Matamata Passenger Transport 1977 Ltd do not offer day to day public transport. Their buses are used primarily as school buses. However they can be hired to run charter trips, e.g. to major regional events or social/scenic excursions.

Turley Motors also run charter trips for various clubs, sports and social groups to major events such as sports games and scenic and social excursions. In addition, they have buses travelling between Coromandel and Hamilton every day. The bus routes include stops in Morrinsville and Te Aroha.

Metro Wide Passenger Transport Ltd runs Auckland to Tauranga services 7 days a week and their route includes a stop in Matamata.

Environment Waikato Environmental Awareness, Attitudes and Actions (EAAA) Survey

Seventy three residents were asked if they thought public transport in their area was getting better or worse in the 2006 Environment Waikato Environmental Awareness, Attitudes and Actions Survey. The following table shows very few Matamata-Piako residents thought it was improving.

Perceptions of Changes Regarding Environmental Issues

	Worse		Same		Better	
	MP	Waikato	MP	Waikato	MP	Waikato
The public transport available in your area is getting...(urban only)	20%	11%	55%	28%	3%	47%

Note: Table excludes "unsure/don't know" responses.

Source: EAAA Survey 2006

1.6 Volunteers

Volunteers are often the heart of the community, quietly working away unnoticed. This is particularly true for rural communities that don't have the social services offered by cities. At present it is felt that it is getting harder and harder to get volunteers, which means that some community services are struggling. Additionally, volunteers play a huge role in making sure events and activities occur and are successful.

Community Outcomes:

- The residents of our district will support the activities and events offered by volunteering to help, participating and showing their appreciation
- Volunteering will be encouraged and valued in our community

Indicator	State	Trend
1.6a Perception of residents as to assistance provided by volunteers	☹	?

This indicator measures whether residents believe volunteers are providing a high level of assistance in the district. Council measured this through its involvement in the Perception Survey. Respondents were asked *'The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the level of volunteer support within your community'*. Matamata-Piako had an average satisfaction rating of 74.3 out of 100. A regional comparison is not available as not all districts were asked this question.

In total, 14 respondents (19%) were less than satisfied with the level of volunteer support within their community. Some of these felt that people were too busy to volunteer their services in the community and that there were not enough volunteers.

When the topic of volunteers in Matamata-Piako was discussed with 65 residents in Matamata during consultation in March 2005, 39.4% of people rated this issue as 'extremely important' and 45.5% rated this issue as 'important'.

Indicator	State	Trend
1.6b Number of volunteers valued through awards	☺	↑

Each year the Matamata-Piako District holds a ceremony for volunteers who have been nominated by other people in the community. All nominated volunteers get an award. About a month before the award ceremony, a form is placed in the local paper on which nominations can be made.

Volunteers play a large role in making public events happen which benefits the whole community. It is important people who make an extra effort in the district are recognised and appreciated. An award ceremony is a great way to show appreciation and encourage ongoing volunteer work from existing volunteers, and to attract new volunteer workers.

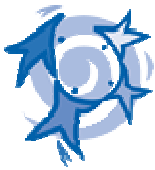
During the nomination round in 2008, 55 residents were nominated for volunteer awards. The volunteers were rewarded in a ceremony where they received morning tea and a certificate. This is an increase on previous years (48 in 2007, 40 in 2006, 30 in 2005 and 40 in 2004).

Community Safety and Support:



Community Safety and Support: Looking after People

This topic is about resident's concerns with being safe in their communities and homes. It also refers to an appreciation of the challenges facing young people and the importance of supporting them to become valued members of our community



Community Safety and Support: Looking after People

2.1 Safety

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

Criminal offences and resolution rates are recorded to determine if the community is free from crime. If crimes do occur, it is important that they are resolved to prevent re-offending.

Road deaths are a major cause of premature death, especially among young adults. Deaths, injuries and disability resulting from motor vehicle crashes inflict pain and suffering on individuals, families and communities, as well as on other road users, emergency service providers, health workers and others.

Community Outcomes

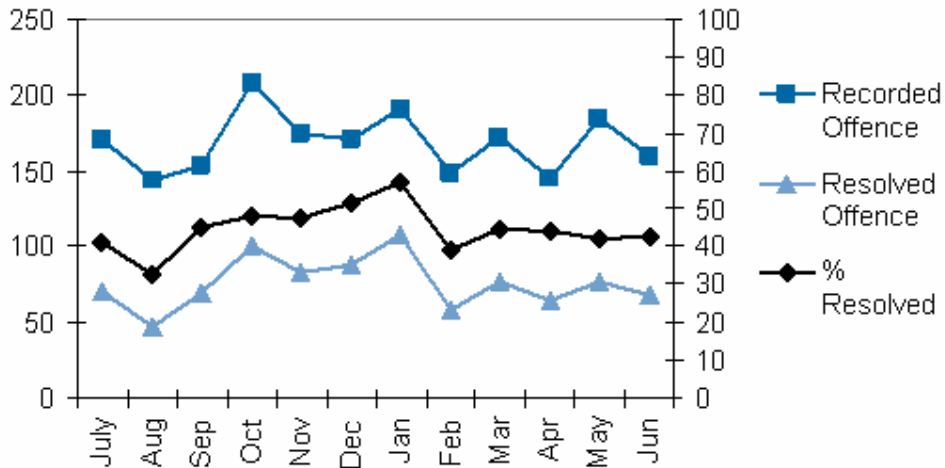
- Our communities will be free from crime
- Residents in our communities will know their neighbours and will not be isolated from each other
- Our whole community will take responsibility for reporting and preventing crime and anti-social behaviour
- Young people will be driving legally and safely

Indicator	State	Trend
2.1a Number of reported criminal offences and resolution rates	☹	↑

A recorded offence is any incident that is reported to or discovered by police where they believe an offence is likely to have been committed. A reported offence becomes a resolved offence when an offender is identified and dealt with by Police (e.g., warned, cautioned, prosecuted, etc).

Criminal activity has important social and community implications. Personal and wellbeing can be affected by criminal activity. It is important to see where these criminal victimisation rates are the highest so that social support services for victims can be most appropriately targeted, as well as supporting the development of policy and processes that seek to increase resolution rates for offences that currently have low resolution rates.

Reported and resolved offences in Matamata-Piako 2007/08



- There was a 13% drop in 2007/08 in the number of recorded offences from 2006/07
- There was a 3% improvement in the overall percentage of offences resolved

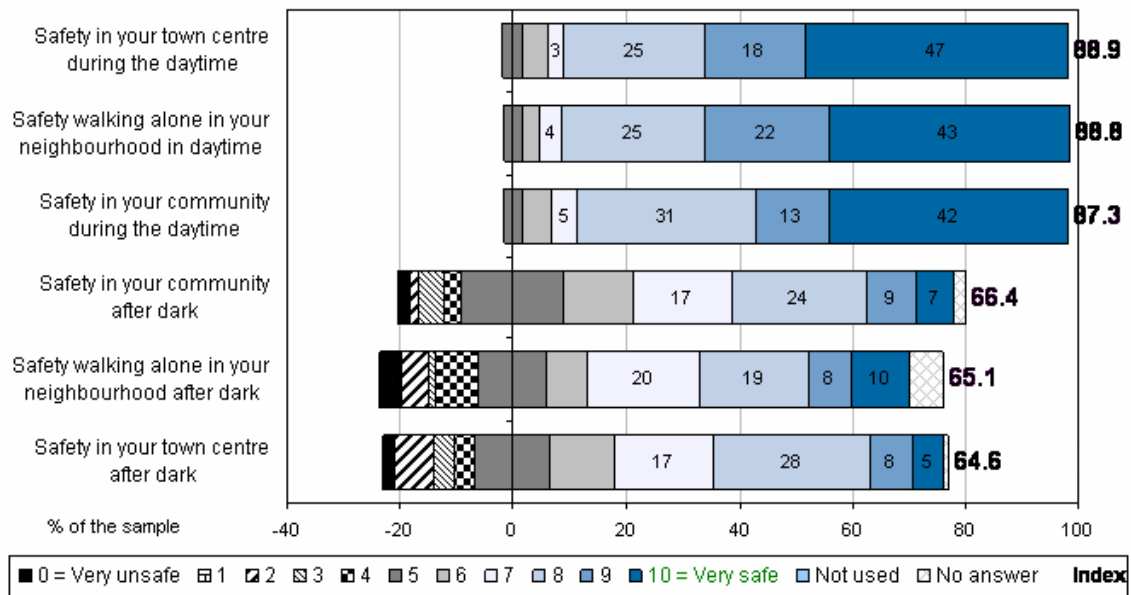
Official Police statistics are available online via Statistics New Zealand's table builder www.stats.govt.nz. These statistics break up the recorded offences into different types of offences however they are not reported to the District level. The boundary of interest is the Waikato East Police District, which encompasses Matamata-Piako as well as Hauraki and Thames-Coromandel.

Indicator	State	Trend
2.1b Community perceptions of safety	☺	?

This indicator measures whether Matamata-Piako residents feel safe in various situations. Council measured this through its involvement in the Perception Survey. Respondents were asked 'Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations'.

The majority of respondents (97%) felt safe (scores 6 – 10) with the three daytime factors and no respondents felt unsafe (scores 0 – 4). Conversely, two thirds of the sample (64%) felt safe (scores 6 - 10) with the factor 'Safety walking alone in your local neighbourhood after dark and 18% felt unsafe (scores 0 - 4)

How safe do you feel?



Source Perception Survey 2007

This may be more easily interpreted in terms of a 'Safeness Index', calculated as a weighted index of responses from the 0-10 scale. A safeness index of 0 points indicates very unsafe and a safety index of 100 points indicates very safe. Results show that Matamata-Piako residents feel relatively safe than residents in many other parts of the Waikato Region. The lower index for the factors related to after dark implies that safety after dark is more of an issue for respondents.

Safeness Index

	Matamata-Piako	Waikato Region
Safety in your town centre during the daytime	88.9	
Safety walking alone in your local neighbourhood during the daytime	88.8	
Safety in your community during the daytime	87.3	82.8
Safety in your community after dark	66.4	64.9
Safety walking alone in your local neighbourhood after dark	65.1	
Safety in your town centre after dark	64.6	

Source: Perception Survey

Note: Regional comparisons are only available for some items due to limitations of the regional sample survey.

Indicator	State	Trend
2.1c Projects undertaken under World Health Organisation Safe Communities and Safe Communities Foundation New Zealand	☹	?

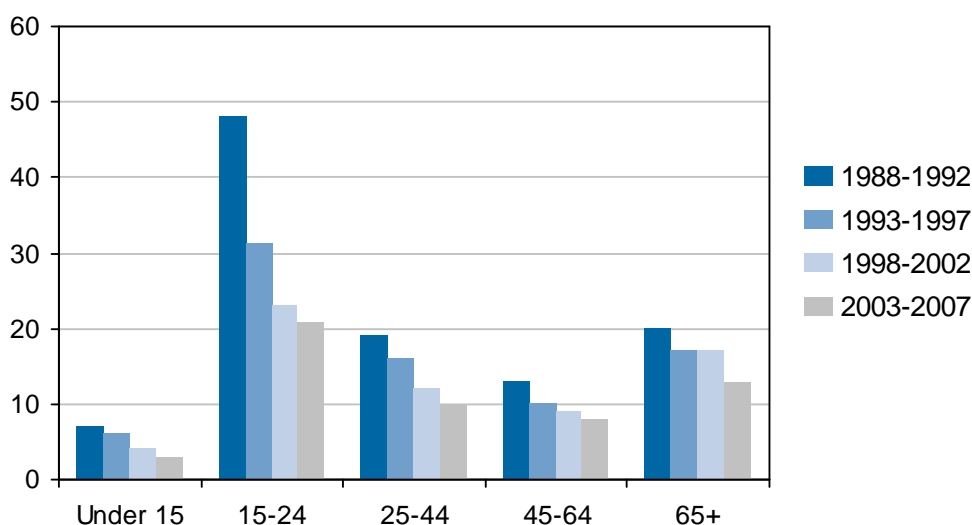
The Safe Communities Foundation New Zealand (SCFNZ), established in 2004, is a not-for-profit national organisation with charitable trust status, a visible national champion for the promotion of World Health Organisation (WHO) Safe Communities Model, International Safe Schools and Passport to Safety. SCFNZ works collaboratively with key stakeholders to further support the development of community-based safety promotion and injury prevention within New Zealand and internationally. SCFNZ is committed to supporting the development of a positive safety culture and safe environments for all, through its community and school-based safety initiatives. Undertaking projects under SCFNZ is a way the community can get involved in preventing crime and anti-social behaviour. Matamata-Piako is not currently an Accredited New Zealand Safe Community, confirmed communities can be found by visiting www.safecommunities.co.nz/sc

Indicator	State	Trend
2.1d Road traffic crashes and casualties for young people	☹	?

This indicator measures the number of young people (under 25 years of age) killed in motor vehicle crashes. Young people aged 15–24 years are at a far higher risk of death from motor vehicle crashes than any other age group. Death rates for 15–24 year olds are more than double those of the population as a whole. The death rate for all age groups has fallen steadily over the period since 1986. The decline has been particularly marked among 15-24 year olds, who had an average annual rate of 21 deaths per 100,000 in the period 2002-2006, a big improvement on the average annual rate of 50 deaths per 100,000 for the 1987-1991 period (refer MSD Social Report 2006).

There is currently no information available regarding road traffic crashes and casualties for young people at a territorial authority or regional level. Road traffic crashes and casualties rates for all age groups in the Matamata-Piako District are listed elsewhere in this report - under 9.2 'People and traffic flow'.

Five year average annual road death rates, by age, 1988-1992 to 2003-2007



Road casualty rates for the whole of New Zealand, by age and sex, 2005

Age	Reported injury rate			Death rate		
	Males	Females	Total	Males	Females	Total
Under 15	145.3	112.9	130.3	4.6	2.3	3.5
15–24	925.9	652.9	793.6	33.5	10.7	22.3
25–34	519.3	348.7	432.1	15.2	2.5	8.7
35–44	397.5	289.7	342.2	12.3	5.6	8.8
45–54	316.9	234.6	275.4	13.3	5.8	9.5
55–64	253.5	209.6	231.4	8.3	4.3	6.3
65–74	230.9	207.8	219.7	14.8	4.4	9.4
75+	246.8	191.2	213.6	19.3	9.4	13.4
Average	406.2	295.4	352.0	14.5	5.4	9.9

Source: Ministry of Transport, 2006, Table 5, rates derived by the Ministry of Social Development.

Note: 2005 injury data is provisional

2.2 Support for Young People

Protecting the physical and psychological health of our young people is a critical component of improving social wellbeing. The protection and nurturing of children is a task shared by families and communities, as well as local and national support agencies.

Being part of a social group or network generally has positive outcomes for the individual and society, and the network can be somewhere to turn to for support. The presence of formal and informal relationships between people facilitates participation in society, encourages a sense of belonging, and enables stable communities. Support also comes from family members. Healthy relationships are built through both the quantity and quality of time spent together. Young people having enough time with their parents is a proxy indicator of the extent to which those in need of care and nurturing receive appropriate support.

Involving young people in decision making is another way to give them support and an input into their community. Community involvement is critical for an effective local government. If young people feel they have an input into decisions made they are more likely to want to build a life in the district.

Community Outcomes:

- Whānau (extended family), families and young people will be at the heart of our community values and planning
- Parents will recognise the importance of spending time with their kids
- There will be good support networks and programmes for young people, their parents and families to prevent families and young people reaching crisis
- Our young people will grow up with good role-models and mentors
- Young people and older adults will share good relationships
- Older adults and parents will recognise the range of pressures young people are faced with today
- Parents will take more responsibility for their children

Indicator	State	Trend
2.2a Residents' perception of group or network that matters most to them	☺	?

Local data for Matamata-Piako is not available for this indicator. Residents from other areas were asked in the 2006 'Big Cities' Quality of Life Survey about where their main social networks were based. Nationally, 25% of people said their main social networks were in the same area that they lived, although the figure was higher outside the main metropolitan areas (29%). The survey results also shows that, nationally, 18% of people said their main social networks were based on shared interests or beliefs, but not necessarily located in the same area where they lived. Just over half the respondents nationally (51%) said their main social networks were a mix of those based locally and those based on shared interests and beliefs.

Indicator	State	Trend
2.2b Frequency of involvement in Council decision-making by young people	☹	?

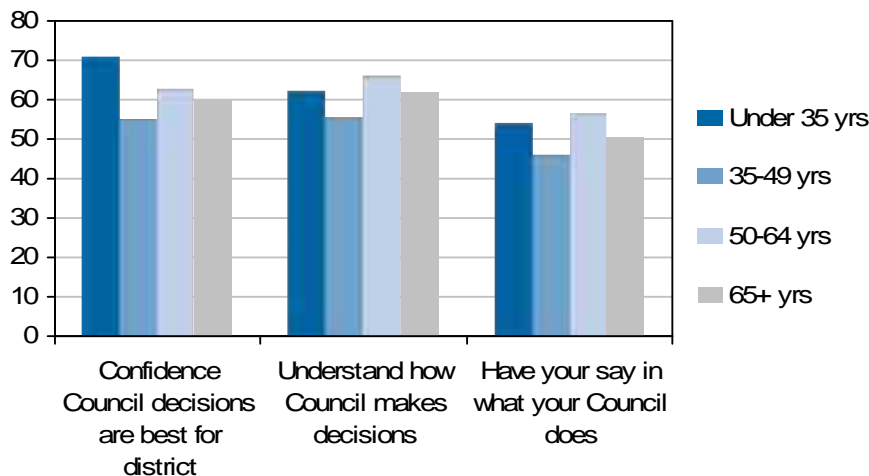
It is important the community planning process involves input from different sectors of the community. The views of young people should be considered so that developments benefit young people and encourage them to build their lives in the district. This indicator measures the level of involvement that residents under the age of 25 have in Council decision-making.

As stated in indicator 1.3b (Degree of representation by young people on governance and decision-making bodies), there were no members of governance and decision-making bodies that were under 25 years of age as at July 2008.

In September 2008 Council sought public feedback on some of the big issues - such as managing growth, roading, water and new facilities affecting our district as part of the development of the Long-Term Council Community Plan (LTCCP). The consultation publication was in both of the local newspapers, but to gauge more young people's opinions these publications were also taken to two of the main high schools in the district by Councillors and Council staff. Responses were received from approximately 100 students and their opinions on the future of the district were presented to Council to ensure that when making decisions, Council knew what the youth of the district wanted.

Indicator	State	Trend
2.2c Satisfaction of involvement in Council decision-making by young people	☺	?

Perceptions of Council's provision of opportunities for involvement in decision-making are a measure of how adequate Councils' processes are for community involvement. Council measured this through its involvement in the Perception Survey. The respondents were asked three questions regarding Council decision-making.



Source Perception Survey 2007

Satisfaction ratings have been categorised into age groups. The youngest age category is under 35 years. At 53.8%, this age group has a relatively high level of agreement with the statement: "You have enough say in what your Council does". Across most age groups, Matamata-Piako respondents were also relatively more likely to have positive perceptions of their involvement in Council decision-making than respondents in many other parts of the Waikato Region. For 'agreement index' results for all age groups combined, refer to 7.4b 'Residents' confidence in council decision-making'.

Indicator	State	Trend
2.2d Participation in family/whānau activities	☹	?

An important reflection of social connectedness is found in the extent to which people are in regular contact with family and friends, and the extent to which they participate in family/whānau activities. This indicator is measuring the extent to which family members spend time together participating in various activities.

Data is not available for Matamata-Piako District for this indicator. However Statistics New Zealand's 2000 Living Standards Survey included a question to find out the proportion of the population nationally who participated in family/whānau activities and the proportion of the population who had family or friends over for a meal at least once a month. Family/whānau activities were not specified in the surveys; respondents interpreted them in their own ways.

Results of the survey, from the Ministry of Social Development's 2005 Social Report, show that most people participate in family activities.

Proportion (%) of population participating in family activities and having family/friends over for a meal, by population characteristics, 2000

	Participation in family activities	Have family/friends over for a meal
Population estimates		
Total population	86.8	70.5
Age groupings		
Adults aged under 65	86.5	72.0
Adults 65 and over	80.4	60.5
Family ethnicity		
Māori economic family	90.9	68.9
Pacific economic family	86.1	79.6
European economic family	87.6	70.0
Other economic family	71.8	70.3
Families with dependent children		
One parent with dependent children	87.4	65.4
Two parents with dependent children	90.0	72.6
All families with dependent children	89.6	71.4
Family employment/income status		
18-64 year olds, main income earner in full-time employment	89.0	73.4
18-64 year olds, main income earner not in full-time employment	83.4	66.9
65 year olds and over, with employment or other income (above New Zealand Superannuation)	85.5	69.3
65 year olds and over, with little or no other income (above New Zealand Superannuation)	75.4	51.8

Source: 2000 Living Standards Survey

Indicator	State	Trend
2.2e Residents' frequency of being able to rely on people around them for support when feeling stressed	☹	?

Having people to rely on when feeling stressed helps prevent people from reaching a crisis point. Good support networks help young people and families get through difficult periods. This indicator measures the level of support people feel they have available when they are feeling stressed.

Council measured this through its involvement in the Perception Survey. Residents were asked how satisfied they were with the support within the community from family, friends and neighbours. Matamata-Piako residents had an average satisfaction rating of 76.2 points out of a maximum of 100 (based on weighted averages from responses on a 0-10 scale). A comparison with other Councils is not available as not all districts asked this question.

Social Support

	Satisfaction Index
Support from family, friends and neighbours	76.2
Level of volunteer support	74.3
Community support accessible	69.5
Support from networks and agencies	64.2

Source: Perception Survey 2007

Indicator	State	Trend
2.2f Perceptions of access to adequate family services and support networks	☹	?

Good family services and support networks provide help for families during difficult periods. They can prevent young people from reaching crisis points and can strengthen family bonds. This indicator measures residents' perceptions regarding family services and support networks. Interviewed residents were asked how strongly they agree with the statement that there is access to adequate family services and support networks within the district.

Council measured this through its involvement in the Perception Survey. Residents were asked how satisfied they were with the support within the community from networks and agencies. Matamata-Piako residents had an average satisfaction rating of 64.2 out of 100 points (refer Indicator 2.2e for the table of figures). A comparison with other Councils is not available as not all districts asked this question.

Indicator	State	Trend
2.2g Satisfaction with workplace family policies	☹	?

Workplace policies are increasingly designed to assist working families, to help ensure people have a good balance between work and family. These include home-based work, job sharing, regular part-time work, pregnancy at work, maternity and parental leave, child care, breastfeeding in the workplace, carer's leave, elder care, father friendly workplaces and working hours. This indicator measures people's satisfaction levels in regards to workplace family policies. People are more likely to be satisfied in their jobs if they feel their working life is not impacting negatively on their family or preventing them from their family duties. Interviewed residents were asked how satisfied they were with their workplace family policies.

Council measured this through its involvement in the Perception Survey. Residents were asked how strongly they agree that their employer has good family-friendly policies. Matamata-Piako residents had a satisfaction rating of 84.2 out of 100. A comparison to other Councils is not available as not all districts asked this question.

Work opportunities

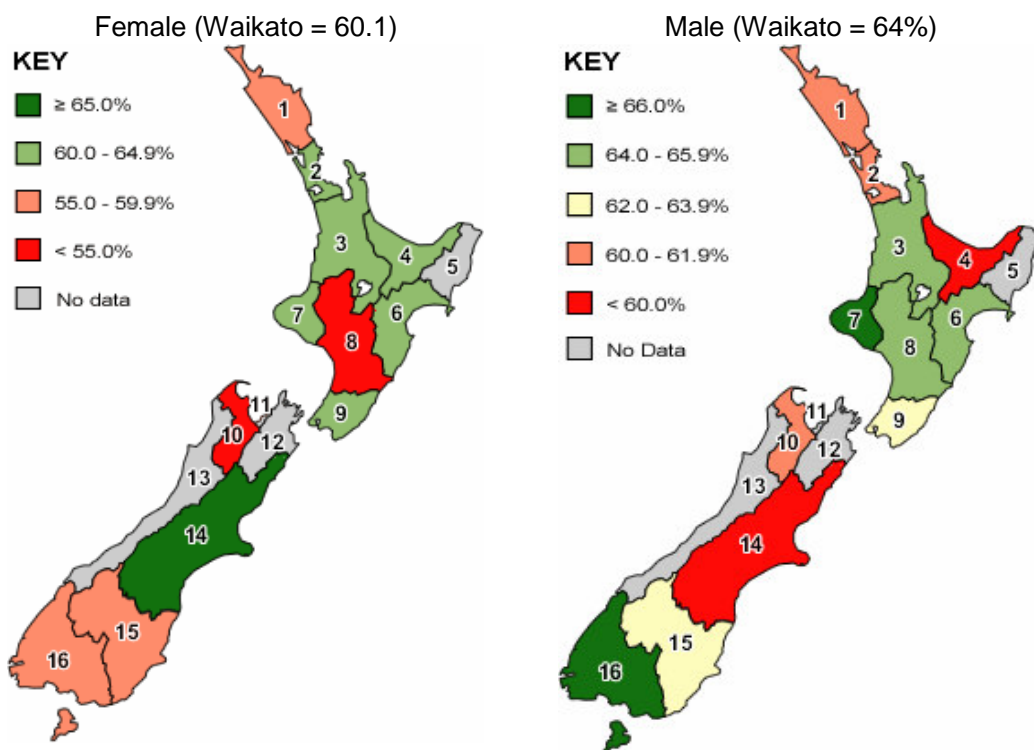
	Satisfaction Index
Employer has good family-friendly policies	84.2

Source Perception Survey

Indicator	State	Trend
2.2h Contact between young people and their parents	☺	?

This indicator measures the proportion of secondary school students aged 12–18 years reporting that most weeks they spent enough time with their parents. Data for this indicator are not available at the local level. The following regional figures from the Youth 2000 Survey show that an estimated 60% of female secondary school students and 64% of male secondary school students in the Waikato Region in 2001 reported that most weeks they spent enough time with their parents. Unfortunately more up-to-date results are not available at this time.

Proportion of secondary school students aged 12–18 years reporting that most weeks they spent enough time with their parents



Source: www.socialreport.msd.govt.nz/regional/r-councils/contact.html (from [Adolescent Health Research Group, New Zealand Youth: A Profile of their Health and Wellbeing: Regional Reports](#) University of Auckland, Auckland, June 2003).

Indicator	State	Trend
2.2i Trust in others	☹	?

Trust in others is an important indicator of how people feel about members of their community. High levels of trust facilitate co-operative behaviour among people and contribute to people's ability to develop positive relationships with others. This indicator is measuring residents level of trust of other people in the community.

Council measured this through its involvement in the Perception Survey, the respondents were asked *'The level of community / social support within a community varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with each of the following'...* *'Level of trust in others?'*

The result for Matamata-Piako District is a Satisfaction Index (weighted average index) of 69.7 points. A comparison with other Councils is not available as not all districts asked this question.

Trust in others

	Satisfaction Index
Level of trust in others	69.7

Source: Perception Survey 2007

Indicator	State	Trend
2.2j Number of FGCs (family group conferences) or CYFS (Child Youth and Family Services) cases for Care and Protection issues for young people	☹	?

This indicator measures the number of reported and substantiated cases of child abuse and neglect notified to CYFS as well as FGCs. An FGC is a formal meeting:

- In care and protection cases, for members of the family group/whānau/hapū/iwi to discuss with social workers what needs to be done to make sure a child or young person is safe and well cared for.
- In youth justice cases, for members of the family group/whānau/hapū/iwi, the young offender and the victim to decide how the young offender can be held accountable and encouraged to take responsibility for their behaviour.

The number of FGCs or CYFS cases for young people is not available at the district level. The following table shows that the national trend is toward a rise in FGCs and people being placed in Youth Justice placement/detention.

National trend in FGCs and Youth Justice Placements

Measure	2001/02	2002/03	2003/04	2004/05	2005/06
Youth Justice Referrals for Family Group Conferences received	7,802	7,660	8,616	8,153	9,064
Youth Justice Family Group Conferences held	6,094	6,613	7,506	7,654	9,190
Number of young people in Youth Justice placement /detention (at 30 June)	154	139	151	153	180

Source: Ministry of Social Development

Indicator	State	Trend
2.2k Participation in parenting programmes	☹	?

Parenting programmes enable people to learn how to ensure their babies are healthy and correctly cared for. Amongst other benefits, they can reduce death rates, injury rates and disability from unintentional injury. This indicator measures participation in parenting programmes by Matamata-Piako residents. It identifies available programmes as well as attendances. Plunket also runs a Plunket Playgroup. The playgroup meets on Wednesday mornings in Morrinsville and is attended by approximately 20 families.

Other parenting programmes in the district are run by:

- Parents Centre (antenatal and post natal parent education courses)
- La Leche League (breastfeeding education courses once a month)
- Autism NZ (support group in Morrinsville for parents of children with autism)
- Morrinsville Community House (two parenting courses a year)
- Morrinsville Piako whānau (who runs meetings to support parents)

Barnados (parenting programmes offering a wide range of topics i.e. managing difficult behaviour, setting boundaries for kids, ages and stages etc). Barnados has also put in place in the Matamata-Piako district a child advocate to help target the increase in Family Violence incidences. Barnados also provide domestic violence programmes for children who have witnessed or experienced family violence.

**Economic Development:
Prosperity**



Economic Development: Prosperity

Prosperity is about economic wellbeing and employment. It is the issues people feel are important for vibrant, diverse and growing business and industry



Economic Development: Prosperity

3.1 Business, Farming and Industry

Successful businesses and industries are the basis of a thriving economy. Business and industry form the links between economy, community and the environment. The number of businesses and employees indicates the health of the economy. An increase in new businesses and associated employees reflects a growth in economic activity. Matamata-Piako's economic wellbeing is largely dependent on farming. Agriculture is part of our culture, so it is important that opportunities exist for people to pursue it as a career.

For an economy to grow and develop it requires a healthy community to support it and a healthy environment to stand upon. During community consultation there was concern that further growth may be limited by an apparent shortage of skilled staff.

Community Outcomes

- Local businesses and industries will be experiencing sustainable growth
- Local businesses and industries will not be experiencing labour shortages preventing them from growing
- People will recognise the economic importance of farming to our district's wellbeing
- People will recognise the importance of Māori economic development to our district's wellbeing
- There will be more opportunities for people to pursue a career in farming; this would entail the development of career paths and opportunities for advancement

Indicator	State	Trend
3.1a Number of businesses and employees by industry	☹	↑

The results for this indicator are listed elsewhere in this report - under 1.2a 'Number of businesses and employees by industry'

Indicator	State	Trend
3.1b District economic activity	☹	→

This indicator is measuring the economic contributions of different business sectors to Matamata-Piako's Gross Regional Product (GRP).

According to Hughes (2008), gross regional product (GRP) for the Matamata-Piako District (the local equivalent of GDP) over the period 2004 to 2007 increased at a nominal annual rate of 5.2% or a real rate of 2.2% per annum after allowing for inflation. In comparison, New Zealand's real growth rate over this period was 2.9% per annum. Matamata-Piako District contributes approximately 8% the Waikato regional economy. Figures available from Hughes (2005 and 2008) suggest that the district's economic contribution is becoming proportionately less over time, possibly as a result of the increasing contribution made by Hamilton City.

Farming, agricultural contracting, dairy manufacturing and meat processing account for 45% of all economic activity in the Matamata-Piako District, down from the 49% recorded in 2004. Other non-primary sectors in the local economy (such as the Business Services) are increasing their share of the district economy. The top five sectors of Matamata-Piako's economy accounted for 44.7% of GRP in 2007, up from 41.6% in 2004. Exceptional growth in the Business Services sectors (e.g., Employment and Security Services) was a feature of the Matamata-Piako economy over the three years to 2007. However, according to Hughes, the local economy is still vulnerable to negative shocks in the primary farming sectors. "Dairy commodity prices may have peaked and drought conditions throughout the 2007/2008 season have significantly reduced production of milk solids". Furthermore, there are export issues associated with the outlook for the New Zealand dollar relative to a continuing weak US dollar.

Matamata-Piako Employment Data

SECTOR	2004 Full-time equivalent employees	2007 Employee counts*	2004 Percentage of total district employment	2007 Percentage of total district employment
Farming	3,255	2,074	26.3%	16.5%
Primary Industry	110	72	0.9%	0.6%
Primary Process	2,042	2,362	16.5%	18.8%
Manufacturing	1,043	1,116	8.4%	9.3%
Utilities	11	18	0.1%	0.1%
Construction	1,092	990	8.8%	7.9%
Trade & Tourism	2,524	3,015	20.4%	23.9%
Transport	280	325	2.3%	2.6%
Business Services	736	857	5.9%	6.8%
Education	530	762	4.3%	6.1%
Government	753	950	6.1%	7.4%
TOTAL	12,376	12,541	100.0%	100.0%

* In 2004, the employment data was converted to "full-time" equivalent persons as this provided for more accurate comparisons. However, in 2007 this conversion is not possible and we use the raw employment count data, which does not account for hours worked per week.

Matamata-Piako GRP Data

SECTOR	2004 Sector value added (\$m)	2007 Sector value added (\$m)	2004 Percentage	2007 Percentage
Farming	232.46	354.75	23.7%	31.2%
Primary Industry	27.39	14.67	2.8%	1.3%
Primary Process	284.00	219.99	28.9%	19.3%
Manufacturing	81.37	115.88	8.3%	10.2%
Utilities	2.77	4.85	0.3%	0.4%
Construction	65.59	62.70	6.7%	5.5%
Trade & Tourism	127.63	138.73	13.0%	12.2%
Transport	26.51	23.62	2.7%	2.1%
Business Services	66.41	109.64	6.8%	9.6%
Education	21.90	39.70	2.2%	3.5%
Government	46.58	53.97	4.7%	4.7%
TOTAL	982.61	1,139	100.0%	100.0%

Source: Hughes, W. R. (2005) "Matamata-Piako District Economic Analysis for the year ended September 2004".
Source: Hughes, W. R. (2008) "Matamata-Piako District Economic Analysis for the year ended September 2007".
Note: Total GRP and percentages have been re-calculated and may differ from original figures cited in the Hughes report.

Significance of Matamata-Piako District in the Waikato Regional economy

		Gross Regional Product or Value Added in \$M	Employee Count
Matamata-Piako District	1998	790	13,814
	2001	1,105	13,938
	2004	1,122	12,376
	2007	1,306	12,591
Waikato Region	1998	9,884	135,871
	2001	9,233	124,470
	2004	12,486	149,633
	2007	15,312	167,664
District Contribution	1998	8.0%	10.2%
	2001	12.0%	11.2%
	2004	9.0%	8.3%
	2007	8.5%	7.5%

Indicator	State	Trend
3.1c Labour shortages within the district	☹	?

Labour shortages occur when businesses and industries are unable to attract enough workers, hence preventing or slowing business operations or expansion. This indicator measures the numbers of vacancies advertised over a recent time period for industries that require more workers. Labour shortages in Matamata-Piako can result in sub-optimal economic development. By identifying industries with a high demand for workers, strategies can be developed to attract workers and minimise labour and skills shortages.

The unemployment rate in the Waikato Region increased to 3.5% for the year to December 2007 (national average 3.6%) from 3.3% in the year to December 2006. Advertised vacancies in Waikato Region declined by 0.5% in the year to December 2007, compared with a fall of 2.2% at the national level. Advertisements for highly skilled (legal/admin/managers & professionals) occupations grew by 3.7%, advertisements for skilled (ass.profs/tech & trades workers) occupations grew by 0.9% and advertisements for semi-skilled / elementary (clerks, serv/sales workers, agr/fish workers, plant/mach operators & elementary) occupations in the Waikato Region declined by 2.3% in the year to December 2007. The most frequently advertised occupations during the year to December 2007 were sales assistant, dairy farmer, truck driver, receptionist, nurse, care giver, general labourer, cleaner and secretary.

Regional and national trends in unemployment rate (annual average)

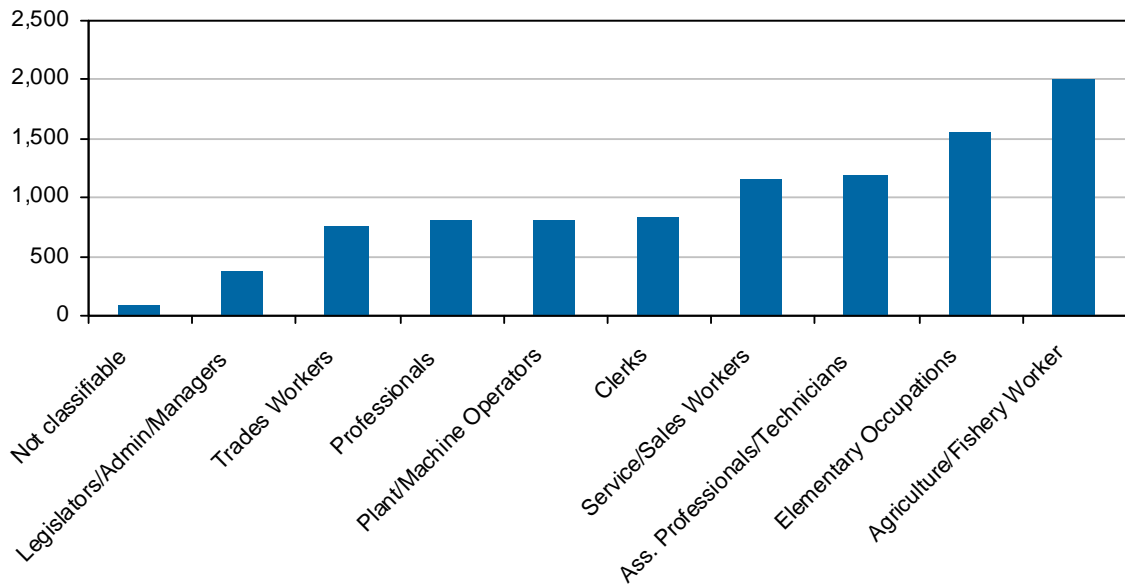
	Waikato Region	New Zealand
1998	8.0%	7.5%
1999	7.8%	6.8%
2000	6.2%	6.0%
2001	5.9%	5.3%
2002	5.4%	5.2%
2003	4.5%	4.7%
2004	3.2%	3.9%
2005	4.2%	3.7%
2006	3.3%	3.8%
2007	3.5%	3.6%
2008	3.5%	3.6%

Top Ten Employment Vacancies in the Waikato Region for the year ended December 2007

Occupation group	Vacancies
Sales Assistant	329
Dairy Farmer, Dairy Farm Worker	265
Heavy Truck or Tanker Driver	181
Information Clerk and Other Receptionist	170
General Clerk	163
Registered Nurse	156
Care Giver	151
General Labourer	130
Cleaner	130
Secretary	128

Source: Waikato Quarterly Regional Labour Market Update

Vacancies by occupation - Waikato Region,
2007



Source: Waikato Quarterly Regional Labour Market Update/Job Vacancy Monitoring Programme

Note: This is the total number of advertisements per month during the 2007 year, therefore some jobs may have been advertised over more than one month

Indicator	State	Trend
3.1d GDP contributed by primary industries (farming, horticulture, etc)	☹	↓

Farming, agricultural contracting, dairy manufacturing and meat processing account for 45% of all economic activity in the Matamata-Piako District, down from the 49% recorded in 2004. Other non-primary sectors in the local economy (such as the Business Services) are increasing their share of the district economy. For further information refer to section 3.1b 'District economic activity'. Insufficient time series exists at present in order to draw any strong conclusions about the long-term state of Matamata-Piako's primary industries relative to overall business activity.

Indicator	State	Trend
3.1e Community Perception Survey regarding the importance of Māori economic development	☹	?

Economic development for all businesses, industries and people is important. This indicator measures resident's perceptions regarding the importance of the economic development of Māori in Matamata-Piako. Interviewed residents were asked how strongly they agree with the statement that Māori economic development is important to our district's wellbeing. Council measured this through its involvement in the Perception Survey. Residents were asked how strongly they agree that their community understands and appreciates the role that Māori economic activity plays in the district's wellbeing. Matamata-Piako residents had an average satisfaction rating of 67.5 points out of 100. A comparison to other Councils is not available as not all districts were asked this question.

Perception of the importance of Māori economic development

	Satisfaction Index
Community appreciates role of Māori economic activity	67.5

Source: Perception Survey 2007

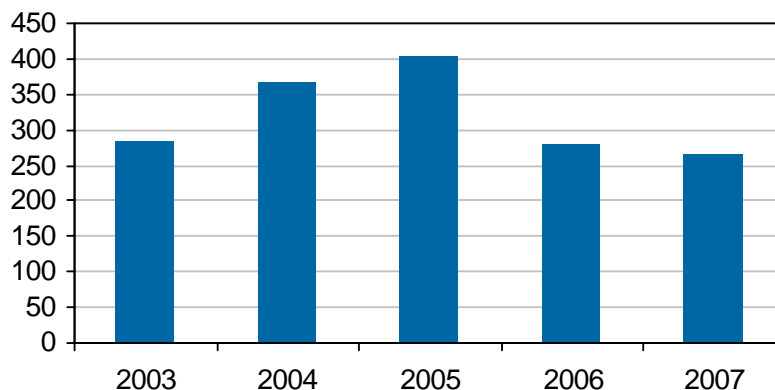
Indicator	State	Trend
3.1f Farming opportunities within the district through change in employment numbers	☺	?

This indicator is measuring the number of opportunities available in the district to pursue a career in farming.

According to data on employee counts (refer to the section 1.2a and 3.1b for more information), the number of people working in primary industries in the Matamata-Piako District increased by 340 over the period 2000 to 2008, to a total of 2,100.

There were 265 job vacancies for the dairy farming industry advertised in the Waikato Region during the year to December 2007. This indicates continued opportunities to pursue a career in farming.

Vacancies for dairy farmers/dairy farm workers -
Waikato Region, 2007



Source: Waikato Quarterly Regional Labour Market Update/Job Vacancy Monitoring Programme

3.2 Employment

Residents earn their incomes primarily through employment. People generally get more enjoyment out of their work if it is socially and financially rewarding. It is also important that people can feel safe at work. Training increases the skills of employees, and makes them a greater asset to local businesses. Therefore it is important that opportunities exist for people who want to further their personal development.

Community Outcomes:

- Young people will be occupied with activities that are socially and financially rewarding
- Our communities will have local training opportunities for young people to improve their career options without having to leave the district
- People will have access to jobs that provide a fair and appropriate wage and safe and healthy conditions

Indicator	State	Trend
3.2a Adult and community education opportunities for under 25 year olds	☺	?

This indicator measures the levels of 'Adult and Community Education' (ACE) in the community. ACE happens in a wide range of situations, both formal and informal. ACE does not include education obtained at compulsory education providers or universities and polytechnics, except where provided explicitly as continuing adult or community education. Adult and community education includes industry training and community based education relating to arts and crafts, employment and personal or professional development (this education helps create a prosperous and confident knowledge society). Education and training results in personal development and can help people achieve their career goals.

Council measured this through its involvement in the Perception Survey. The respondents were asked 'Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the availability of community/tertiary education'.

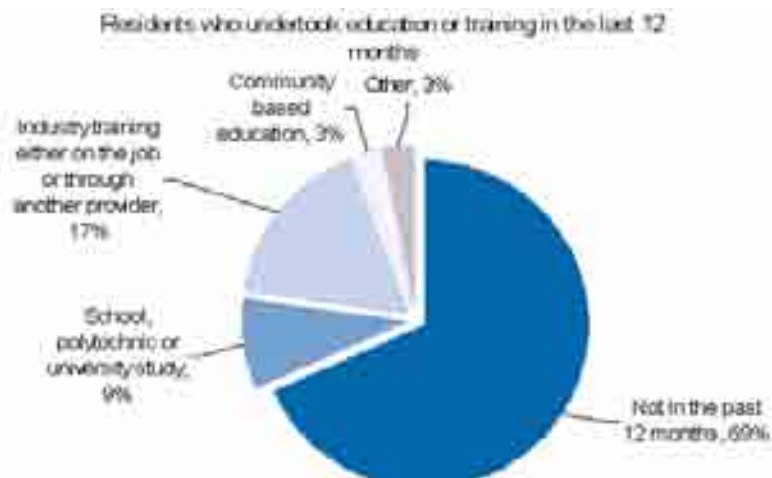
For the Matamata-Piako District the satisfaction score was 61.5 points, which was similar to the regional average of 62.4 points. Given that Hamilton residents are more satisfied with this item, which skews the regional results due to their comparatively large population, it could be said that Matamata-Piako residents are relatively more satisfied with their availability of community/tertiary education than are residents in many other provincial areas throughout the Waikato Region.

Satisfaction with availability of community/tertiary education

Availability of community or tertiary education			
Thames-Coromandel	44.5	Waikato	57.8
Franklin	47.7	Rotorua	60.2
Hauraki	50.5	Matamata-Piako	61.5
Taupo	55.1	Waipa	64.3
South Waikato	55.4	Hamilton	74.0
Otorohanga	56.9	Waikato Region weighted average	62.4
Waitomo	56.9		

Source: Perception Survey 2007

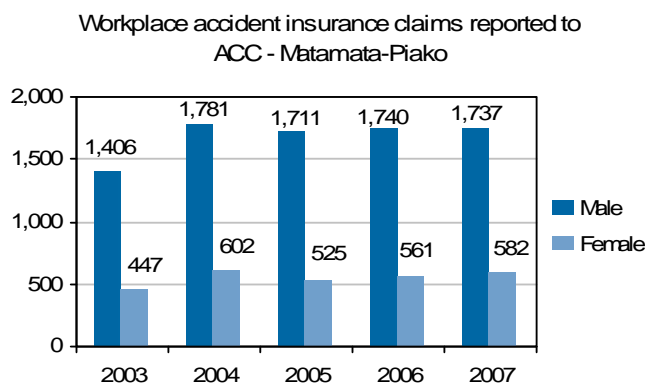
Respondents to the Matamata-Piako sub-sample of the Perception Survey 2007 were also asked 'In the past 12 months have you undertaken any education or training?' Two thirds of the respondents (69%) said they had not undertaken education or training in the last 12 months. However, a third of the sample (31%) said they had undertaken some education or training in the last 12 months. Those aged under 35 years were more likely to say they had undertaken some education or training in the last 12 months (50%). The largest group (17% of the sample) said their education was industry training either on the job or through another provider. Nearly a tenth of the sample (9%) said their education was at school, polytechnic or university study. Only a few (3%) said their training was community based education for example arts and crafts or other personal interest course.



Source:
Perception Survey 2007

Indicator	State	Trend
3.2b Injury rates	☹	→

Safety at work is a contributor to wellbeing. The risk of work-related accidents or illness can be seen as one component of workplace quality. Injury rates are also important because businesses suffer due to lost work time. The best currently available measure of the incidence of workplace injuries comes from the database of claims made to the Accident Compensation Corporation (ACC). This indicator measures workplace injury claims in terms of the number of workplace accident insurance claims reported to ACC per 1,000 full-time equivalent employees, excluding those employees who received accident and emergency treatment only. Results from the 2008 Social Report show that the number of workplace accident insurance claims have increased by 466 claims from 2003-2007 this is an average of 116.5 per year. Results also show that males claims make up approximately 75% where as females claims make up approximately 25% consistently over the five year period.



Source: MSD Social
Report 2008

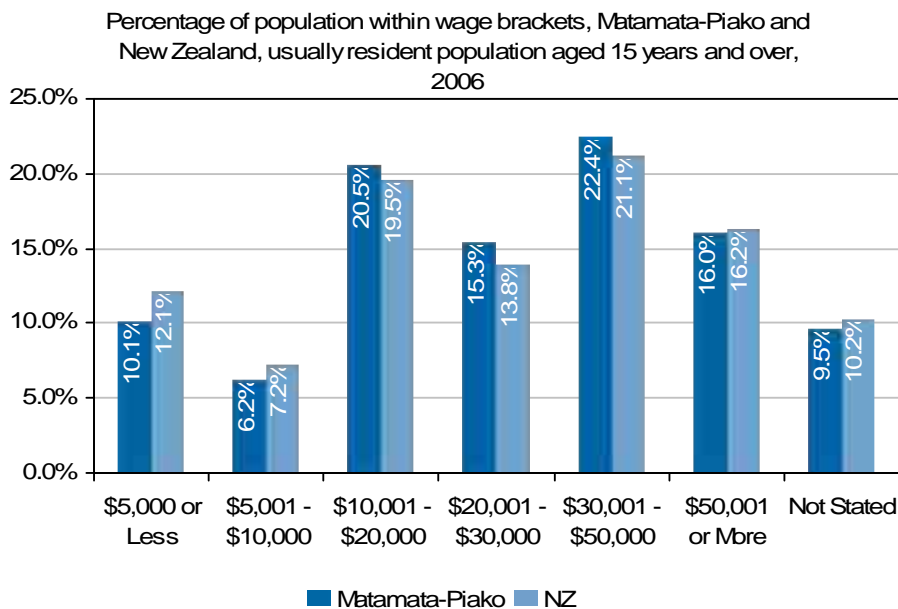
Indicator	State	Trend
3.2c Numbers within wage brackets within district	☺	?

Trends in median income in the Matamata-Piako District are shown elsewhere in this report (refer indicator 1.2b 'Median weekly earnings'). This indicator shows recent income levels for adults living in Matamata-Piako. Total personal incomes of residents have been placed into brackets in the table below to illustrate the level of variation between different parts of the district, and between Matamata-Piako and New Zealand as a whole. The results show that:

- Overall, Matamata-Piako has a higher median income than many other parts of New Zealand, coupled with a lower level of income inequality throughout the district
- On average, incomes are higher in rural parts of the district and lower in urban areas

Total personal income, usually resident population aged 15 years and over, 2006

Income	Matamata-Piako District	New Zealand
\$5,000 or Less	2,364	383,574
\$5,001 - \$10,000	1,446	226,797
\$10,001 - \$20,000	4,815	615,984
\$20,001 - \$30,000	3,591	434,958
\$30,001 - \$50,000	5,250	666,372
\$50,001 or More	3,750	511,800
Not Stated	2,238	320,889
Total	23,454	3,160,374
Median Income	\$25,600	\$24,400



Source: Statistics New Zealand Census

3.3 Tourism

According to some sources, there is potential for tourism to grow into a substantial industry in the Matamata-Piako District. Te Aroha in particular appears to be on the edge of expanding its economic base with a growing tourist industry. However Te Aroha is off the main tourist route. Also, while there are many attractions for tourists in the town, some would require development to reach their potential. The ideal situation for economic growth in Te Aroha is seen as tourism being the focal point and Te Aroha becoming recognised as more of a 'destination'. Te Aroha has the opportunity to have investors develop visitor attractions which could provide for new employment opportunities.

The character of the district must be preserved whilst encouraging tourists to visit. To protect our towns' heritage, we must preserve ancestral sites as much as possible. It is important that changes to the character area do not occur too often, and that they are controlled and monitored as modifications have the potential to damage the heritage of our buildings.

Community Outcomes:

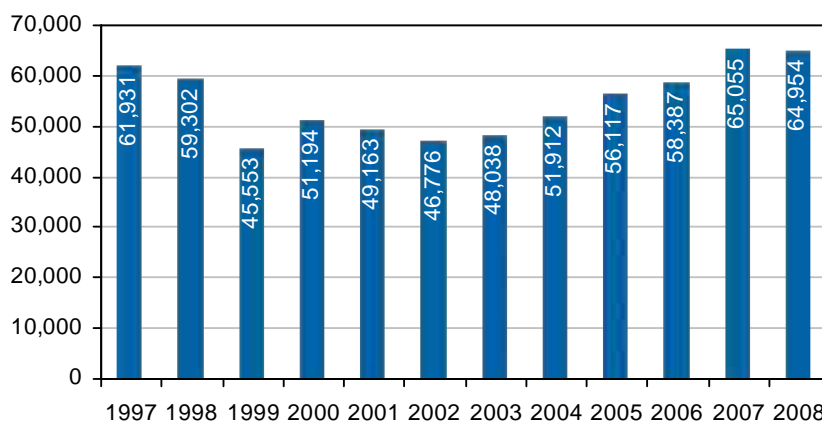
- The tourism potential in our district is recognised, developed and well coordinated for the benefit of all
- Tourism will become the focal point for Te Aroha with the town becoming recognised as more of a 'destination'
- While developing tourism the character of our towns will be preserved and economic diversity will be developed
- Our communities and their attractions will be well promoted to tourists and potential residents both nationally and internationally

Indicator	State	Trend
3.3a Visitor numbers and nights in commercial accommodation	☹	↑

This indicator measures the number of guest nights spent in commercial accommodation for Matamata-Piako. This provides an indication of the number of people visiting the district for work or leisure and the length of time they are staying in commercial accommodation.

In summary, visitor nights in the district increased by over 3,000 nights between 1997 and 2008, however there is a lot of variation in between, with a reasonably steady decline marking the period 1997-2002 and then from 2002-2008 a steady increase was seen, increasing by over 38%

Visitor nights in commercial accommodation,
Matamata-Piako District, 1997-2008



Indicator	State	Trend
3.3b Community perception as to whether tourism is the focal point for Te Aroha	☹	?

This indicator measures how important residents of Te Aroha believe tourism is for their town. Te Aroha has a number of attractions which makes it a visitor destination. If the community is more aware of its tourism potential, they may favour more initiatives to attract visitors. Increased tourist numbers would result in economic benefits for local businesses.

During community consultation in March 2005, approximately 84 residents of Te Aroha were asked questions about tourism in the town. The percentage of people that rated the issue of tourism as 'extremely important' was 49.3%. A further 34.2 percent rated the issue as 'important'. The level of support for specific items is shown below. These figures suggest that Te Aroha residents are keen to attract more tourists to the town.

Level of support for tourism development, Te Aroha residents 2005

	Support (%)	Do not Support (%)
Improve the promotion of Te Aroha: create an information sign promoting Te Aroha to be displayed on private land leading into Te Aroha	76.7%	11.0%
Improve the promotion of Te Aroha e.g. negotiate with Transit to have Te Aroha put on State Highway signs throughout the district	86.3%	4.1%
Encourage development of Rewi St with historic businesses e.g. Black smith, museum, antiques, saddlers etc	63.0%	24.7%
Develop heritage tourism	76.7%	5.5%
Develop events to attract visitors	75.3%	5.5%

Source: 2005 Community Outcomes Consultation

Indicator	State	Trend
3.3c Areas identified for preservation of character areas within District Plan and number of consents granted to alter character	☺	→

This indicator measures the processes in place to preserve Te Aroha's 'character'. A Character Area in Te Aroha has been identified in the 2005 Operative District Plan. This area is a unique array of historic buildings and places. It has a special zoning to protect and preserve its character.

This indicator also measures how many resource consents are granted which allow modifications to the historic buildings in the Te Aroha Character Area. No resource consents have been applied for and granted between 2005/06 and 2007/08 financial years to substantially modify scheduled buildings within the Te Aroha Character Area. In fact very few buildings within the Te Aroha Character Area have had substantial modifications over recent years. Between 2000/01 and 2004/05 only four resource consents were applied for (and granted) to substantially modify scheduled buildings within the area.

Te Aroha Character Area



Source: MPDC; GIS Department, Operative District Plan

Indicator	State	Trend
3.3d Survey of promotional activities undertaken	☹	?

This indicator is intended to relate to methods being implemented to promote the features in Matamata-Piako and to attract visitors.

There is currently no procedure in place to measure this indicator.

Whilst methods to promote the district are not being formally recorded, Council does promote a number of attractions through various methods. For example the Te Aroha Mineral Spas and Leisure Pools are major attractions of the district which Council promotes via a number of sources including radio advertising, brochures, magazines, website, television advertising, local newspapers and the Te Aroha i-Site. Firth Tower is also promoted through the New Zealand Motor Caravan Association, newsletters, newspapers and brochures.

**Healthy Air, Water, Land:
Healthy People**



Healthy Air, Water, Land: Healthy People

The environment is important to everyone – we're talking about our air, water and land. Predominantly the concerns represented in this topic refer to people's desire to protect the health of people and land, and to balance economic wellbeing with cultural values and environmental sustainability



Healthy Air, Water, Land: Healthy People

4.1 Air Pollution

Air is a resource that is essential to everyone. At a basic level clean air is necessary for a healthy community and environment. Odours and visibility, while not always unhealthy, can have a marked impact on the aesthetics of the community and affect sensitive industries such as tourism. Current odour problems in our community vary depending on weather conditions and work schedules of different industries. Ideally there would be no noticeable air pollution in our district and objectionable odour effects would be well managed.

It is important to realise when we talk about pollution, our understanding of what the environment can support and tolerate changes over time. What were accepted practices in the past are today seen as harmful to the environment. This can make pollution a controversial point of discussion between local residents and local industries.

Community Outcomes

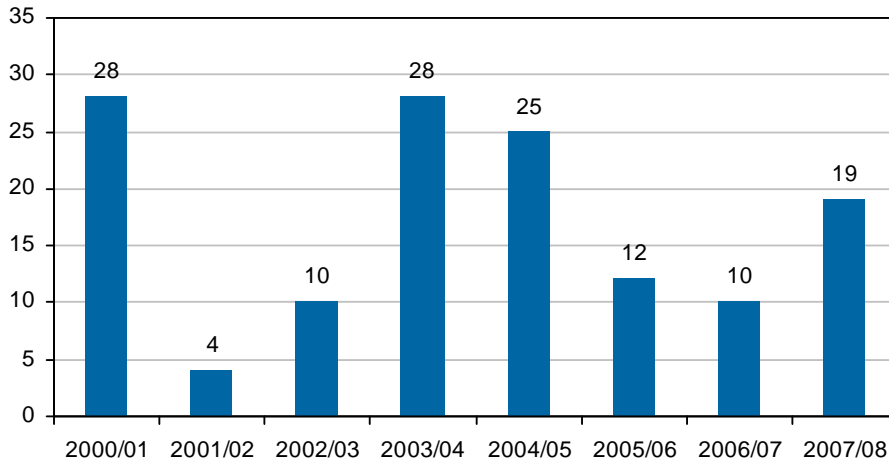
- Objectionable odour effects will be well managed

Indicator	State	Trend
4.1a Number of complaints received concerning amenity values – odour	☹	→

‘Amenity values’ are “those natural or physical qualities and characteristics of an area that contribute to people’s appreciation of its pleasantness, aesthetic coherence, and cultural and recreational attributes” (Resource Management Act, 1991). Odour can have a negative effect on amenity. Healthy air contributes to a healthy environment, and to healthy people.

This indicator measures the number of people in our district who have complained to Council about odours. It is important to keep track of the number of complaints concerning odour to make sure it does not become a problem in our district. The number of complaints Council receives also provides an indication whether resource consent conditions are being implemented and enforced to prevent the negative effects of odour.

Odour complaints to Council, 2000/01 - 2007/08

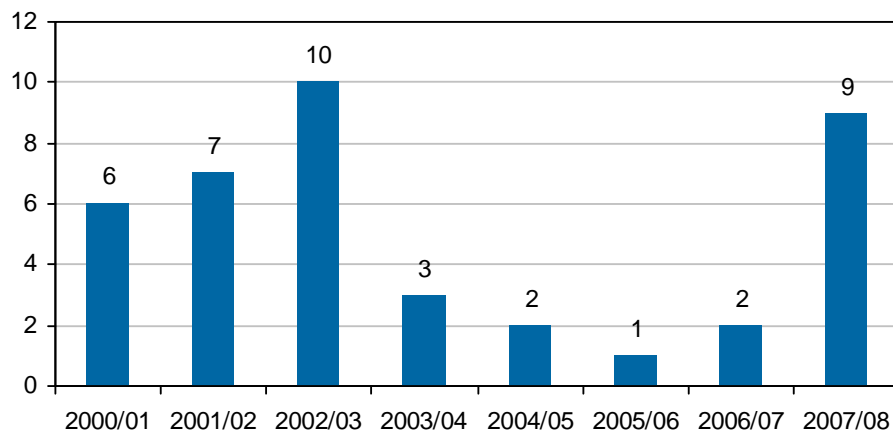


Source: Council complaints database

Indicator	State	Trend
4.1b Number of resource consent conditions imposed to control odour	☹	→

Council is able to impose conditions on resource consent applications to protect amenity values or prevent incompatible activities. This indicator measures the number of resource consents that are granted subject to the applicant undertaking measures to prevent odour problems. By imposing conditions to control odour, harmful effects are less likely to result. Conditions prevent people from being negatively affected by odour, and help maintain a healthy environment.

Resource consent conditions to control odour, 2000/01 - 2007/08



Source: Council records

4.2 Healthy People

It is important to people that they live in a healthy environment. The Matamata-Piako District enjoys a rural setting, away from a lot of urban pollution. Our setting means that health care facilities are not always easily accessible, so people want to ensure they remain free from preventable diseases and illnesses.

Community Outcomes:

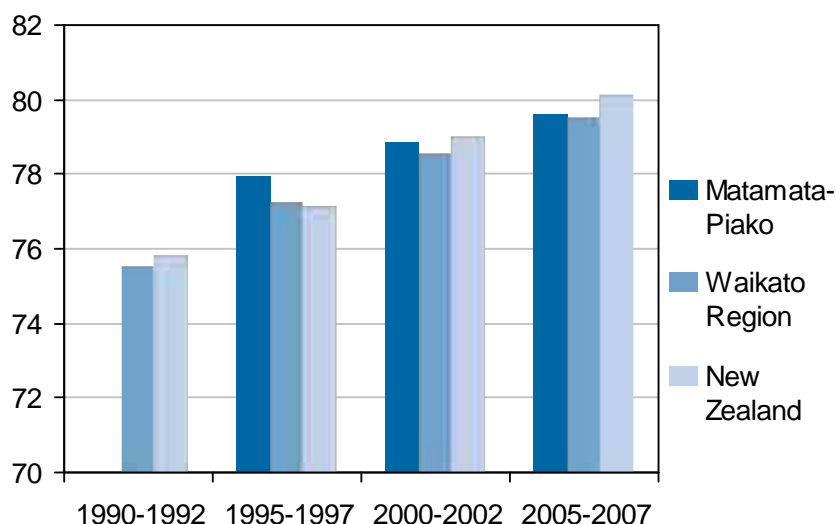
- People will be free from preventable disease and illness
- The health and wellbeing of our residents will continue to improve

Indicator	State	Trend
4.2a Life expectancy/health expectancy	☹	↑

Life expectancy is a key indicator of the general health of the population. Improvements in life expectancy reflect improvements in social and economic conditions, lifestyle, access to health services and medical advances. Health expectancy is a related summary measure of population health that captures both the "quantity" and "quality" of life dimensions of physical and mental health. Health expectancy is the number of years a person could expect to live in good health if current mortality and morbidity rates persist.

Life expectancy measurements commence with a hypothetical cohort of new-born babies and assume they would experience the observed mortality rates throughout their life. The derived life expectancies give an indication of the average longevity of the whole population but do not necessarily reflect the longevity of an individual. Life expectancy is increasing at all levels, however at different rates. 2005-2007 estimates reveal a very similar expectancy, New Zealand - 80.1, Matamata-Piako - 79.6, Waikato Region - 79.5.

Life expectancy from birth, Matamata-Piako, Waikato Region and New Zealand



Source: Statistics New Zealand Life Tables

Note : There is no available estimate for the Matamata-Piako District 1990-1992

The particular measure of health expectancy used here is the number of years a person could expect to live *independently* (i.e., without any functional limitation requiring the assistance of another person or complex assistive device. Hence it is also described as independent life expectancy). In 2001, New Zealand males had health expectancy

(independent life expectancy) at birth of 64.8 years. The figure for New Zealand females was 68.5 years, a difference of 3.7 years. For the total population, independent life expectancy at birth has improved for females since 1996 (67.5 years) but barely altered for males (64.7 years). This has resulted in an increase of almost one year in the overall sex gap in independent life expectancy at birth.

Indicator	State	Trend
4.2b Emotional wellbeing (happiness)	☺	?

As well as relating to people's personal experiences and expectations, happiness may be influenced by external factors such as wealth, crime statistics, health etc. If rates of emotional wellbeing are low, it may reflect a district with social problems that need addressing. Individuals in a happy state of mind will generally enjoy life more and better cope with its challenges. They are also more likely to remain within a district if they are happy with their lifestyle.

This indicator measures how happy people are in general with their own lives. Council measured this through the Perception Survey. The questionnaire measured a number of specific aspects of life in the district before respondents were asked *'Thinking in general about your quality of life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your quality of life?'*

The majority of Matamata-Piako respondents (91%) said they are happy with their quality of life (scores of 7 – 10). A quarter of the respondents (25%) rated their overall happiness with a score of 10 while 25% rated this with a score of 9. Less than a tenth of the sample (8%) rated their quality of life with a score that was neutral (scores 4 – 6) and only one respondent was unhappy with their quality of life. Overall, survey results show that Matamata-Piako residents are generally happy with their quality of life.

Happiness Index (weighted average of scores relating to people's satisfaction with overall quality of life)

	Happiness Index
Franklin	77.2
Rotorua	78.7
Waikato	81.3
Hamilton	81.5
Thames-Coromandel	82.1
Hauraki	82.6
Taupo	83.6
Matamata-Piako	84.0
Otorohanga	84.1
South Waikato	84.2
Waipa	86.2
Waitomo	87.0
Waikato Region	82.6

Source: Perception Survey 2007

Indicator	State	Trend
4.2c Avoidable mortality (and causes) Māori / Non-Māori	☹	↓

The concept of avoidable mortality includes deaths that are potentially preventable through population-based interventions (e.g. health promotion) and those responsive to interventions at an individual level. Almost 80% of all avoidable deaths occur in those aged 45-74 years, dominated by the emergence of chronic diseases such as heart disease, diabetes and smoking-related cancers.

Monitoring levels of mortality and levels of avoidable mortality is an important part of the ongoing process of identifying priority areas and themes in the District Health Boards' Health Needs Assessment process. Mortality rates (including those that are avoidable) can act as a measure in understanding the broader and more complex multi-layered general health of society.

Figures from the Public Health Information Development Unit show that the rate of mortality in the Waikato health region between 1997 and 2001 is relatively average compared to other District Health boards around New Zealand but is slightly higher than the national rate. The Waikato region rate of mortality is 239.8 and New Zealand's rate is 219.3 (age-standardised rate per 100,000).

Indicator	State	Trend
4.2d Life expectancy/ health expectancy – Māori/ Non-Māori	☺	↑

The results for this indicator are listed elsewhere in this report - under 4.2a 'Life expectancy/ health expectancy'.

4.3 Pests and Noxious Weeds

To protect our native trees and flora, we need to be aware of the pests that may harm them. Land owners need to have access to information about the pests that may damage their trees and flora, because they need to play a key role if pests are to be controlled.

Community Outcomes:

- Our native trees and flora will be well managed and protected on both public and private land
- Pest levels will be kept to a minimum by both private and public land owners

Indicator	State	Trend
4.3a Abundance and distribution of plant and animal pests	☹	?

This indicator is identifying pests in our district. Regional plant and animal pests have been identified in Environment Waikato’s Regional Pest Management Strategy 2002-2007. Each plant and animal pest has been placed into a category within the strategy, based on its abundance and potential to cause damage.

There are 85 plant pests and 22 animal pests identified in the 2002-2007 Waikato Regional Pest Management Strategy. For a full list of the plants and pests see; <http://www.ew.govt.nz/policy-and-plans/Regional-Pest-Management-Strategy/>

Indicator	State	Trend
4.3b Location, area and type of pest control operation	☹	?

This indicator looks at the operations in place to control pests in Matamata-Piako.

In order to keep pest levels at a minimum, control operations need to be implemented. Pest control operations will educate residents about controlling pests, to ensure our native trees and flora are well managed and protected. Environment Waikato has pest control operations in place covering the whole Waikato area. They have identified 85 plant pests and 22 animal pests identified in the 2002-2007 Waikato Regional Pest Management Strategy. The operation involves the direct management and monitoring of certain pests by Environment Waikato and the involvement of land occupiers in protecting their own properties. Environment Waikato also provides information to the community regarding identifying and controlling pests.

The location and area that the pest control operation is occurring within is the whole Waikato Region. The strategy consists of four groupings of plant pests and three groupings of animal pests. Different measures are in place for each grouping. For a full list of groupings see; <http://www.ew.govt.nz/policy-and-plans/Regional-Pest-Management-Strategy/>

4.4 Pollution and Waste

The environment is important to all of us. It is our livelihood; it provides our food and water; it is where we relax, work, play and live; it is our connection to our families; and it is a great view we really enjoy. During community consultation people were particularly passionate about the Kaimai Ranges, Hinuera Valley rocks, having green spaces in our town and protecting our open space for the future.

Pollution and waste must be controlled in a way that does not damage our environment. Waste disposal options must be environmentally friendly and appropriate sprays and pest control methods should be used.

Community Outcomes:

- Council will be promoting the cleaning up of water bodies and their margins through a variety of partnerships and programmes
- Our environment will be clear of toxins, contaminants, air pollution and litter
- All residents will have easy access to organic and inorganic waste disposal options
- Residents will feel safe about the sprays and pest control methods used
- Residents will trust public and private landowners to be sensible about the use of sprays

Indicator	State	Trend
4.4a Quality of the district waterways i.e. (temp, pH, DO, BOD, total N, turbidity, faecal coliforms, heavy metals)	⊖	→

It is important that we live in a healthy environment. Clean waterways and margins are important to fauna and flora. Unsatisfactory water quality has various negative effects including making it difficult for aquatic animals to breathe and restricting plant growth. Water pollution can also be bad for human health.

This indicator measures the condition of the waterways in the district. Each month Environment Waikato (EW) carries out various tests using national standards and guidelines to assess the condition of waterways in Matamata-Piako. EW monitors streams in various stream locations within the district and graphs the results on its website; refer <http://www.ew.govt.nz/Environmental-information/Rivers-lakes-and-wetlands/healthyivers/>

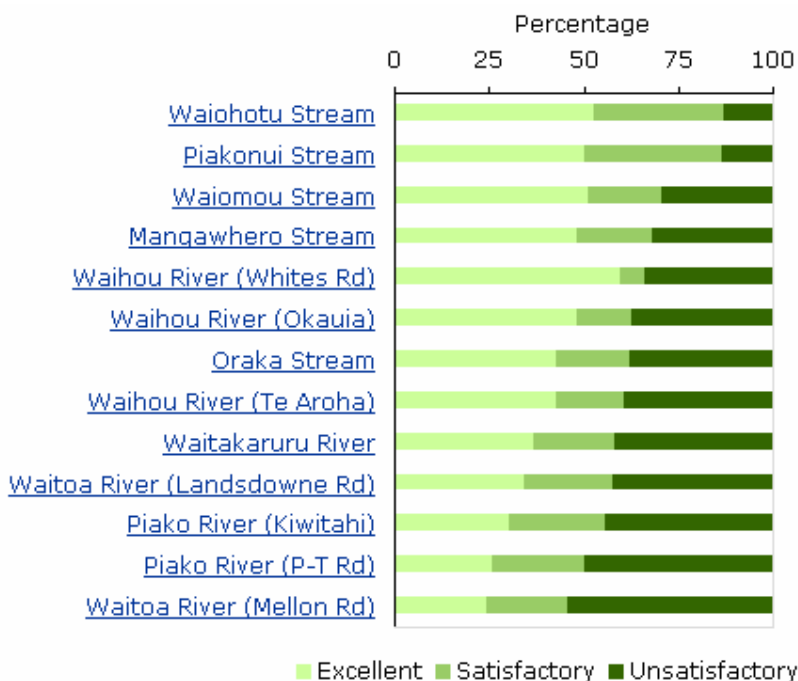
Data is collected on different aspects of water quality for the individual locations, individual graphs show that:

In general;

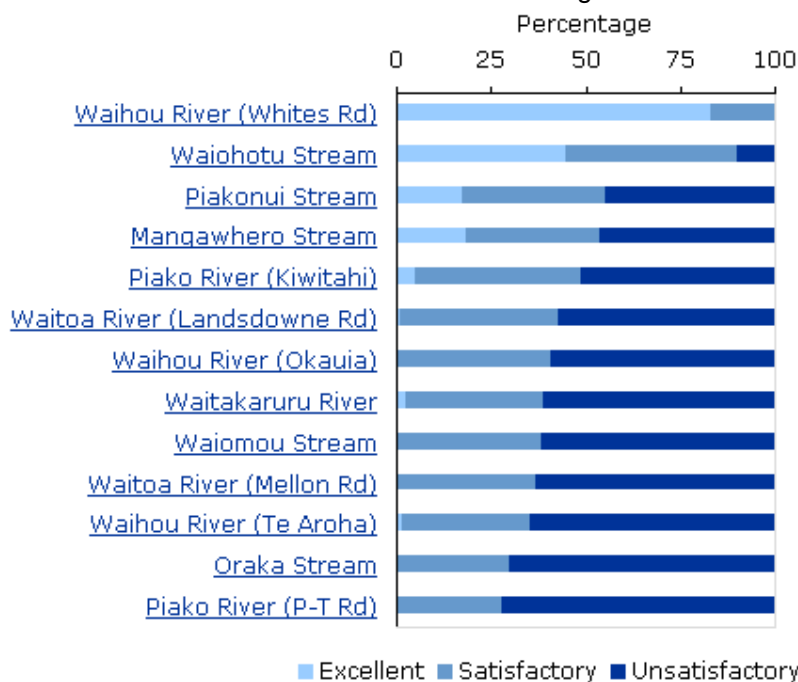
- Dissolved oxygen levels in most rivers is excellent or satisfactory
- PH levels in most rivers is excellent
- Turbidity in most rivers is satisfactory or unsatisfactory
- Ammonia in most rivers is excellent
- Temperature in most rivers is excellent or satisfactory
- Total phosphorus in most rivers is unsatisfactory
- Total nitrogen in most rivers is unsatisfactory
- Baseflow clarity in most rivers is satisfactory or unsatisfactory
- E-coli in most rivers is satisfactory or unsatisfactory

Mapped below are the average scores for both ecology and swimming compared with other sites in this zone, (note not all of the sites listed are within the Matamata-Piako district, some sites where measurement is taken is just outside of the district and is used here for comparative purposes).

Ecological health – Streams in the Matamata-Piako area and surrounding catchment 2003-2007



Swimming water quality – Streams in the Matamata-Piako area and surrounding catchment 2003-2007



Source: EW water quality monitoring, current data is based on samples collected during the period 2003 to 2007

Summary graphs show that:

- Relatively high levels of ecological stream health are observed in the Piakonui Stream at Piakonui Road and Waiomou Stream near Te Poi
- Lower levels of ecological stream health are observed in other streams in the district including the Waitoa River, Piako River and Waihou River
- Swimming water quality is considered by Environment Waikato standards to be relatively unsatisfactory in many streams and rivers in the district, particularly in the Piako River at Paeroa-Tahuna Rd Bridge

Earlier measurements show the water quality in the district's main rivers ranged from excellent/satisfactory to unsatisfactory. From 1997-2001 nearly 43% of the samples taken from rivers within the Hauraki catchment (where Matamata-Piako is situated) were excellent for the indicators measured, while 33% of samples were unsatisfactory. From 2000-2004 nearly 38% of the samples taken from the same rivers were excellent, while 41.3% were unsatisfactory.

Generally water quality is better in the upper part of the Waikato catchment than it is further downstream, primarily because of the greater intensity of land use in the lowland parts of the region.

Indicator	State	Trend
4.4b Percentage of district waterways which comply with bathing standard guidelines	☹	→

If people bathe in waterways that do not comply with bathing standard guidelines, their health and safety is at risk. A large quantity of Escherichia coli is bad for human health, and poor water clarity impedes visibility. This indicator measures whether the waterways in the district are safe to swim in based on the national bathing standard guidelines. Bathing quality has been recorded and graphed on Environment Waikato's website (refer <http://www.ew.govt.nz/Environmental-information/Rivers-lakes-and-wetlands/healthyivers/>). The graphs show how well the water passed the standards for swimming and is based on samples collected during the period 2003 to 2007.

The graphs show that baseflow clarity and Ecoli in most rivers is unsatisfactory.

The results for this indicator are listed under 4.4a 'Quality of the district waterways'.

Indicator	State	Trend
4.4c Number and value of incentives offered (e.g., rate relief)	☹	?

This indicator is measuring the number of incentives and their monetary value that is offered to landowners who participate in the cleaning up of water bodies and their margins. Landowners are more likely to support initiatives if they do not suffer adverse effects. If policies implemented to protect waterways result in restricted landuse for landowners, they need a form of compensation. This will increase their support towards achieving cleaner water bodies and margins, which is important if this goal is to be achieved.

At 30 June 2008, there were no incentives offered to farmers who protected water bodies and their margins. However a review of the Kaitiaki zone (the zone is generally 20 metres wide along side a river) is being undertaken. One of its purposes was to explore new methods to clean up waterways and their margins.

Indicator	State	Trend
4.4d Number of landcare groups in operation	☹	?

Landcare groups are voluntary, community-based groups that address issues including sustainable farm production, protection and rehabilitation of sensitive environmental areas, pest and weed control, native bush monitoring, river monitoring and rehabilitation, as well as biodiversity enhancement (protection of native flora and fauna). This indicator measures the number of landcare groups in Matamata-Piako taking steps to benefit waterways and their margins.

Landcare groups play an active role in improving the environment. They take practical steps which benefit the whole community. Council wants to ensure we have sustainable farm production, protection and rehabilitation of sensitive environmental areas, pest and weed control, native bush monitoring, river monitoring and rehabilitation, as well as biodiversity enhancement (protection of native flora and fauna). Landcare groups help the community to achieve these aims.

At 1 July 2008, Council was aware of three landcare groups operating in Matamata-Piako that were taking measures to benefit waterways and their margins.

1. Whitehall Landcare Group

This group was formed by members of the community who became concerned with the water quality of the Upper Karapiro Stream. This group undertook fencing for over 17 properties which border the banks of the Upper Karapiro Stream. Since completing the fencing, group membership numbers have declined. Remaining members have focused on possum control for Tuberculosis with Environment Waikato.

2. Mangawara Rivercare Group

This group was formed in 1994. Their aim was to improve catchment management and flood control in the Mangawara River. They have fenced and planted natives along the river, as well as willows to stabilise eroding banks. This project has resulted in a reduced nitrate runoff and reduced erosion, therefore benefiting the downstream river ecology.

3. Te Aroha Earthwatch

This group aims to improve Mount Te Aroha, especially the lower vegetation, with a focus on water quality and bush restoration.

Indicator	State	Trend
4.4e Percentage of the community which received educational material regarding riparian management	☺	?

A riparian margin is a strip of land alongside a waterway where the water and land meet. It contributes to the natural functioning, quality and character of the waterway. Improved riparian management can result in cleaner water, which can benefit stock and increase farm production. It provides habitats for fish, birds and other animal life. Riparian management can enhance the visual attractiveness of a farm and provide more opportunities for recreational activities such as swimming.

Farming has a major influence on the quality of our rivers and streams. Stock effluent and stream bank erosion caused by grazing stock degrade our streams by adding pollutants and increasing sediments. Matamata-Piako District Council does not currently distribute educational material regarding riparian management.

Environment Waikato (EW) is involved in riparian management. They have a project called 'Clean Streams' which encourages and supports farmers to reduce the impacts of farming on waterways. Farmers can contact EW for advice and financial support of up to 35% of costs for fencing and planting waterway margins. EW also distributes a newsletter to all ratepayers called 'Envirocare'. This newsletter provides information on a number of environmental issues, including riparian management.

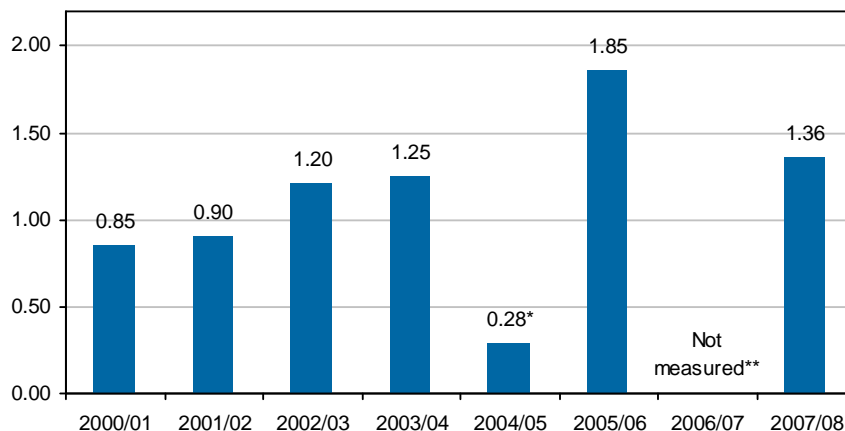
Further information and advice is given by EW to community groups and schools, and to ratepayers on request.

Indicator	State	Trend
4.4f Total quantity of hazardous waste disposed to landfill and sewer	☺	?

A hazardous waste may be a liquid, solid or gas. What they have in common is that they have harmful effects on humans and on the environment. The total quantity of hazardous waste disposed to landfills and sewer is important because there are benefits in reducing the volumes of hazardous wastes. Monitoring hazardous waste helps reveal if waste management practices within the district are improving.

Between 2000/01 and 2005/06 the quantity of hazardous waste collected from transfer stations had been generally increasing. However, there was no measurement taken in 2006/07 and the 2007/08 year saw a slight decreasing trend.

Quantity of hazardous waste collected at Matamata-Piako transfer stations (tonnes)



Note: * For the 2004/05 year, information was collected only for the period July 2004 – December 2004. There was no collection of hazardous waste from the transfer stations during the period January 2005 – June 2005 although hazardous waste was present on the sites.

**There was no collection of hazardous waste during the 2006/07 financial year although hazardous waste was present on the sites

Source: Council monitoring records

Indicator	State	Trend
4.4g Number of incidences and spills involving hazardous waste	☺	→

Hazardous waste is waste with properties that make it dangerous or potentially harmful to human health or the environment. This indicator is measuring the occasions where there have been incidences or spills involving hazardous waste in Matamata-Piako. Results of this

indicator signal whether the correct procedures are in place when dealing with hazardous waste. There have been no reported incidents or spills involving hazardous waste in the district between 2000/01 and 2007/08.

Indicator	State	Trend
4.4h Area in hectares that has been remediated or managed to reduce adverse effects	☹	→

This indicator is measuring the quantity of land that has been closed off so that adverse effects of landfills are minimised. At 1 July 2008, a total of 17.25 hectares of land had been designated for landfills. This is the area of old landfills that have been closed/remediated and managed. This area does not include sites other than landfills (e.g. Tui Mine).

Indicator	State	Trend
4.4i Compliance of disposal facilities with resource consent conditions	☺	→

Council contracts an approved collector to take samples at landfills. The sample results are provided to EW. Council receives notification from EW when samples do not comply with their standards. Compliance is required to prevent unfavourable effects on the environment.

Council achieved a 100% level of compliance with its consent conditions for waste management during the 2006/07 and 2007/08 financial years.

Indicator	State	Trend
4.4j Groundwater quality upstream and downstream of landfill	☺	↑

Groundwater around landfills is monitored to see if the landfill is affecting the quality of water. Contamination of groundwater can occur when substances make their way down through the soil into the underlying aquifers. This generally happens slowly and may not be noticed for some time, but once groundwater is polluted it is very difficult to clean up. That is why it is important to protect and monitor our valuable groundwater resource.

The groundwater quality at sampling sites has been good to satisfactory since 2000. Council's sampling sites achieved a compliance rate of 100 percent with EW's Standards during 2007/08.

Indicator	State	Trend
4.4k Number of potentially contaminated sites	☹	?

A contaminated site is a site that has the potential to present a risk of harm to human health, the environment or any environmental value due to a substance present in or on that site. This indicator is measuring how many of these sites exist in Matamata-Piako.

At 1 July 2008, Council had not identified potentially contaminated sites within the district.

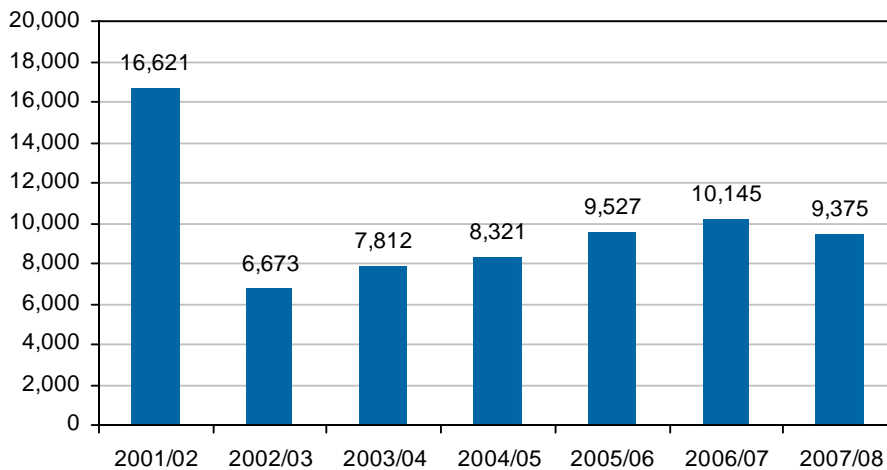
Indicator	State	Trend
4.4l Quantity of hazardous waste safely disposed of	☹	?

The results for this indicator are listed elsewhere in this report - under 4.4f 'Total quantity of hazardous waste disposed to landfill and sewer'

Indicator	State	Trend
4.4m Total quantity of waste disposed to landfill from residential and business sources	☹	?

Waste is taken from residential and business sources and placed in transfer stations. Some of it is then recycled/reused or composted. The remaining waste is then transferred to a landfill at Tirohia. It is important to know how much waste is being created in the district so that planning can be done to ensure transfer stations and landfills are not exhausted.

Tonnes of waste disposed to landfill



Source: Council monitoring records

Indicator	State	Trend
4.4n Residents' perceptions regarding the sprays and pest control methods used	☹	?

There is currently no direct measure for this indicator, however this indicator is concerned with people's environmental attitudes. People are more likely to feel happy about the environment they live in if they believe the air and water is healthy and safe. For residents to feel safe, sprays and pest control methods used in the district must not be perceived as a threat or intrude on amenity values.

Environment Waikato's 2006 Environmental Awareness, Attitudes and Actions Survey (EAAA) revealed a number of perceptions of Matamata-Piako residents. Results relating to pollution and environmental protection show that Matamata-Piako residents are generally optimistic that water quality, effluent disposal, pollution levels and the overall state of the local environment is improving or staying relatively the same.

Perceptions of environmental trends

	Worse (%)		Same (%)		Better (%)	
	MPD	Waikato	MPD	Waikato	MPD	Waikato
The water quality in your local streams, rivers, and lakes	24	32	41	42	30	18
Soil and land erosion (rural only)	24	27	47	48	12	16
The level of pollution or waste produced by nearby businesses and industries	18	25	43	40	27	20
The level of pollution or waste produced by nearby farms	16	22	37	36	36	24
Effluent disposed of according to the rules (rural only)	16	11	34	36	44	40
Overall state of your local environment	17	22	43	38	40	39

Source: EAAA Survey 2006

Note: Table excludes "unsure/don't know" responses

Indicator	State	Trend
4.4o Residents' perceptions regarding whether landowners can be trusted to be sensible about the use of sprays	☹	?

There is currently no direct measure for this indicator, however this indicator is concerned with people's environmental attitudes. If residents do not trust landowners to be sensible about the use of sprays they are likely to feel the environment is unhealthy and unsafe. Action may need to be taken to ensure landowners are sensible about the use of sprays, and to ensure residents are aware of this.

Environment Waikato's 2006 EAAA revealed a number of perceptions of Matamata-Piako residents. Results show that Matamata-Piako residents are relatively in favour of allowing landowners to do what they want on their on land, however residents are also strongly in favour of Council enforcing its rules and laws to make sure the environment is well looked after.

Perceptions of environmental regulation and control

	Agree %		Depends %		Disagree %	
	MPD	Waikato	MPD	Waikato	MPD	Waikato
Landowners should be allowed to do what they like on their own land	43	37	13	2	39	53
Council should enforce its rules and laws to make sure that the environment is well looked after	96	96	0	0	4	3

Source: EAAA Survey 2006

Note: Table excludes "unsure/don't know" responses

4.5 Protecting the Landscape

The environment is important to all of us, it is our livelihood; it provides our food and water; it is where we relax, work, play and live; it is our connection to our families and it is a great view we really enjoy.

Community Outcomes:

- The district will continue to maintain an attractive landscape that is not altered by the adverse visual effects of development
- All development would seek to avoid, remedy or mitigate the visual impact of development
- Attention will be given to promoting, protecting and regenerating our native flora and fauna

Indicator	State	Trend
4.5a Public perception regarding whether the visual effects of development is altering the attractive landscape of the district	☹	?

This indicator is measuring residents' perceptions as to whether the landscape is being protected. Development is important for economic advancement yet it can have negative impacts on the environment. The district has an attractive landscape which needs to be protected so that amenity and landscape values are not compromised as development occurs.

Environment Waikato's EAAA Survey revealed a number of perceptions of Matamata-Piako Residents. Perceptions regarding effects of development on the environment show that many Matamata-Piako residents are satisfied that "new developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs".

Perceptions of environmental regulation and control – New developments

	Agree %		Depends %		Disagree %	
	MPD	Waikato	MPD	Waikato	MPD	Waikato
New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	67	57	0	2	30	36

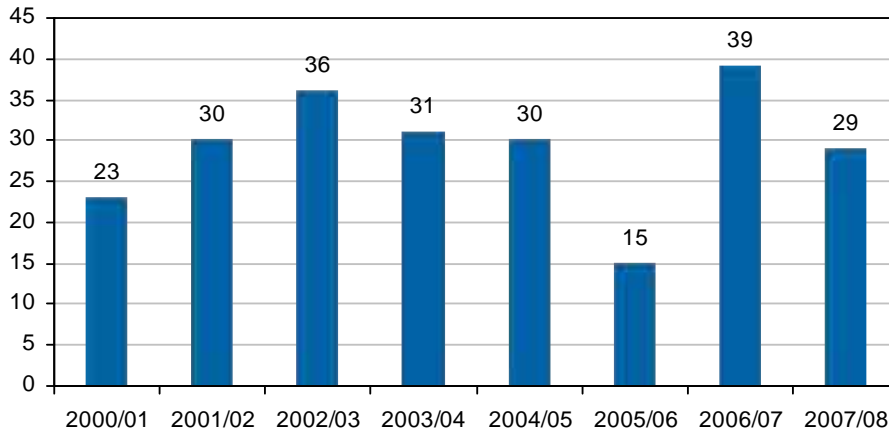
Source: EAAA Survey 2006

Note: Table excludes "unsure/don't know" responses.

Indicator	State	Trend
4.5b Number of resource consent applications to breach development standards (e.g. daylight admission, and bulk and location requirements)	☺	→

Amenity and heritage values could be adversely affected by unsuitable development. Development standards protect amenity and heritage values, and ensure development occurs in a sustainable manner. Development standards are guidelines to ensure development meets a quality standard and is sustainable. This indicator is measuring the number of resource consent applications Council received to infringe on Council's development standards. Development controls are in place for new developments to ensure any negative impacts are minimised. These include 'maximum heights for buildings', 'yards', 'site coverage' etc.

Resource consent applications to breach development standards



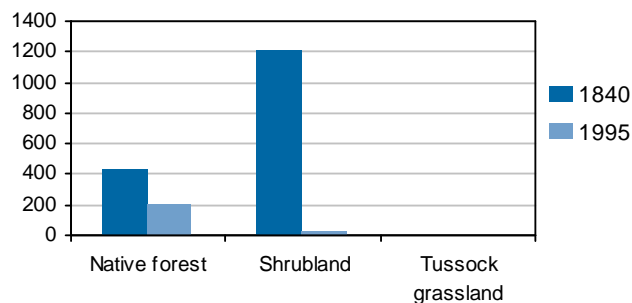
Source: Council monitoring records

Indicator	State	Trend
4.5c Area of indigenous vegetation removed per annum	☹	?

This indicator is measuring the area of native vegetation that is being removed within the district. The land cover of the Waikato Region is monitored to measure the extent of indigenous vegetation. This information can be used, over time, to monitor and report on the changes to the state of the environment and provide the basis for better resource management decisions, more efficient use of natural resources and improved environmental management.

The change in area of indigenous vegetation can be calculated using remote sensing, Geographic Information System (GIS) analysis and ground checks. Information on the area of indigenous vegetation removed per annum is not currently available due to the low frequency of monitoring. However, over the longer term, the following graph shows a substantial estimated reduction in the area of indigenous vegetation between 1840 and 1995.

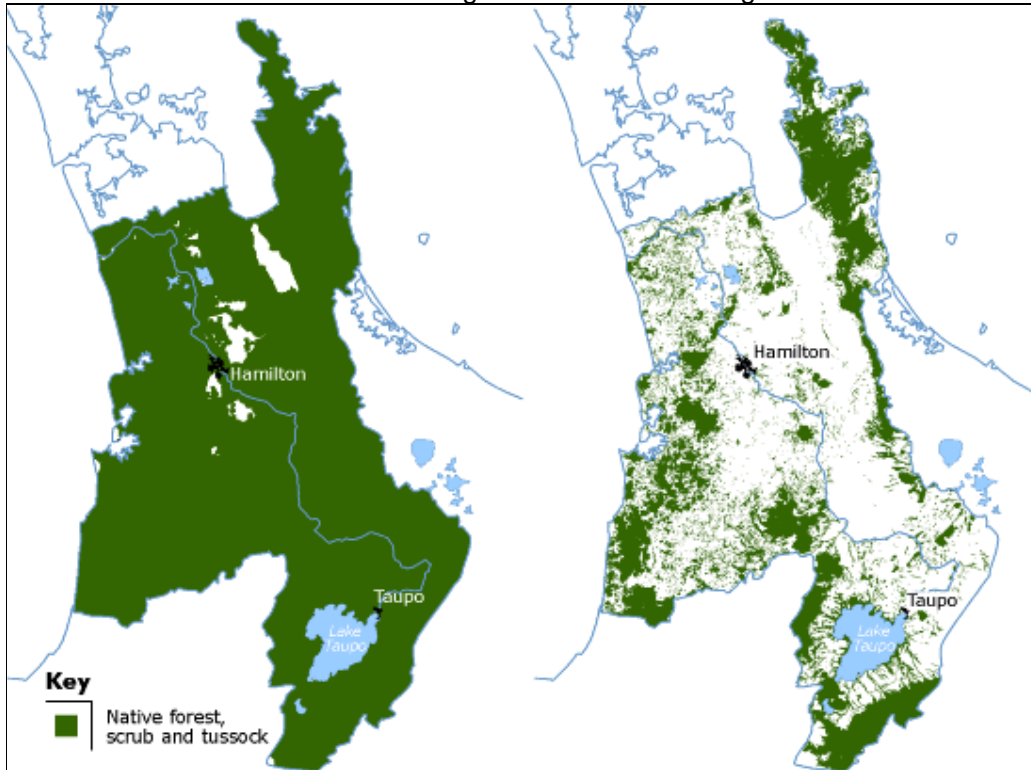
Area (ha) of indigenous vegetation in Matamata-Piako, 1840 and 1995



Source: Leathwick, J. Clarkson, B. and Whaley, P. 1995: *Vegetation of the Waikato Region: Current and Historic Perspectives*. Landcare Research Contract Report LC9596/022. Landcare Research, Hamilton.

The maps below show the historic (around 1840) and more recent (1995) extent of native forest, scrub and tussock in the Waikato Region.

Historic and recent levels of native vegetation in Waikato Region



Source: Environment Waikato

Indicator	State	Trend
4.5d Change in the surface of the Kopuatai Peat Dome	☺	?

The Kopuatai Peat Dome has National Reserve status and international significance. It contains the rare Greater Wire Rush, which is only found in three places in the world. It is a refuge for a number of rare plants and an important habitat for fernbirds, bittern, pukeko and harriers. Fifty four species of birds have been recorded in Kopuatai (27 protected, 17 unprotected and 10 game birds). The threatened Australasian bittern (*Botaurus poiciloptilus*) is found in the wetland along with banded rail (*Rallus philipensis assimillis*), marsh crake (*Porzana pusilla affinis*) and the North Island fernbird (*Bowdleria punctata vealeae*). The waters of Kopuatai contain a number of important fish species including black mudfish (*Neochanna diversus*) and the endemic long finned eels (*Anguilla dieffenbachii*).

The size of the Kopuatai Peat Dome is 10,201 hectares, making it the largest unaltered restaid peat bog in New Zealand. (Department of Conservation). Development of surrounding land would result in draining of the land. This could result in irreversible shrinkage and oxidation of the peat dome. Surface change can also affect habitat for fauna and flora. Conservation measures are being undertaken in an attempt to prevent the surface area from decreasing and to protect fauna and flora. Measures include hydrological monitoring, control of mammalian pests (possum and deer), plant pests (willow and aquatic grasses), fencing to exclude stock, restoration planting and gamebird habitat restoration.

The Kopuatai Peat Dome has undergone large changes since the beginning of the twentieth century. Until 1908 little development had taken place in the area 40 kilometres in from Thames and stretching from the Waihou River in the east to the Patearoa Ranges in the west, except for a narrow strip along the Waihou River where the kahikatea forests had been felled. Then plans were made to drain 40,000 hectares using stopbanks, drainage channels, flood gates, roads, wharfs and pumps.

By 1930 over a thousand kilometres of drains and canals had been dug and 150 kilometres of road formed, leading to the development of some of New Zealand's most productive farm land.

Indicator	State	Trend
4.5e Number of resource consents applied for/granted for excavation or any other activity within the Kaitiaki zone	☺	→

The Kaitiaki zone is also known as the 'Conservation zone' and includes areas such as the strip of land on either side of rivers, the Kaimai Ranges and the Kopuatai Peat Dome. By protecting this zone, water quality and aquatic habitat will also be protected. River banks will also suffer less damage from stock and there will be a decrease in sediment nutrient loads to waterways. Limiting resource consents for activities within this zone promotes sustainable management and helps to regenerate our native flora and fauna.

There have been ten resource consent applications granted to undertake activities within the Kaitiaki zone. Three of these were granted in 2007/08, these were to; erect a dwelling, construct two additional eco-friendly dwellings, and for a boundary adjustment between two existing lots.

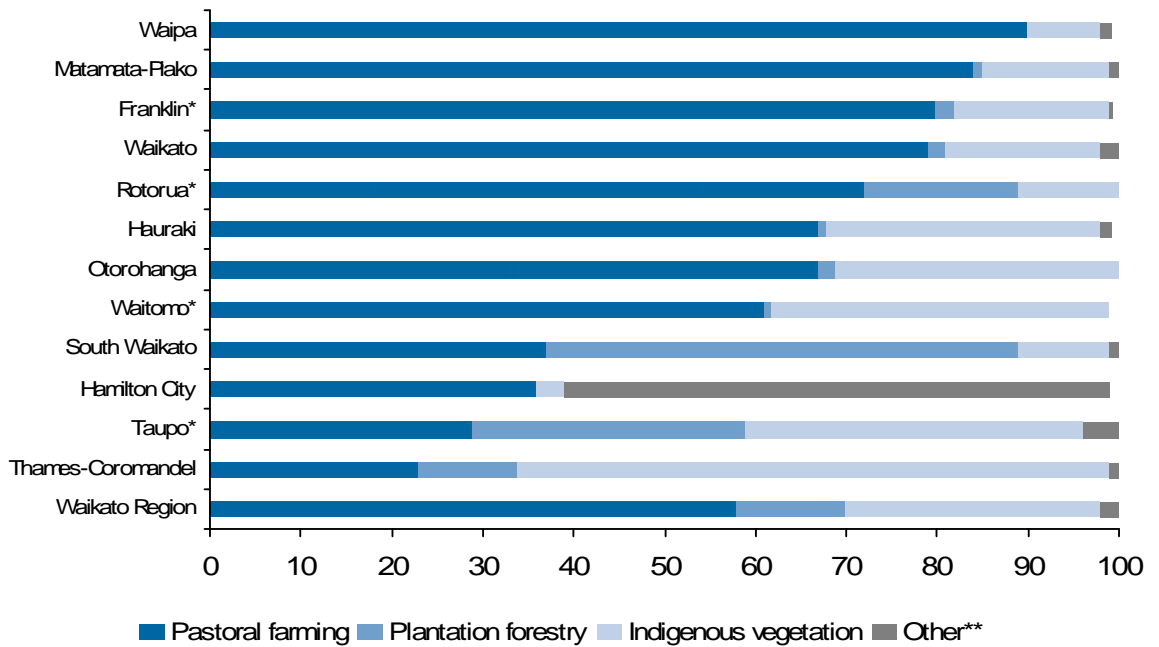
Indicator	State	Trend
4.5f Area and distribution of indigenous vegetation	☺	?

This indicator measures the extent of different land cover in the Waikato region, including native (indigenous) vegetation.

The land cover of the Waikato Region is monitored to measure the extent of indigenous vegetation and areas of pressure on the environment, such as urban, pastoral and horticultural areas. This information can be used, over time, to monitor and report on the changes to the state of the environment and provide the basis for better resource management decisions, more efficient use of natural resources and improved environmental management.

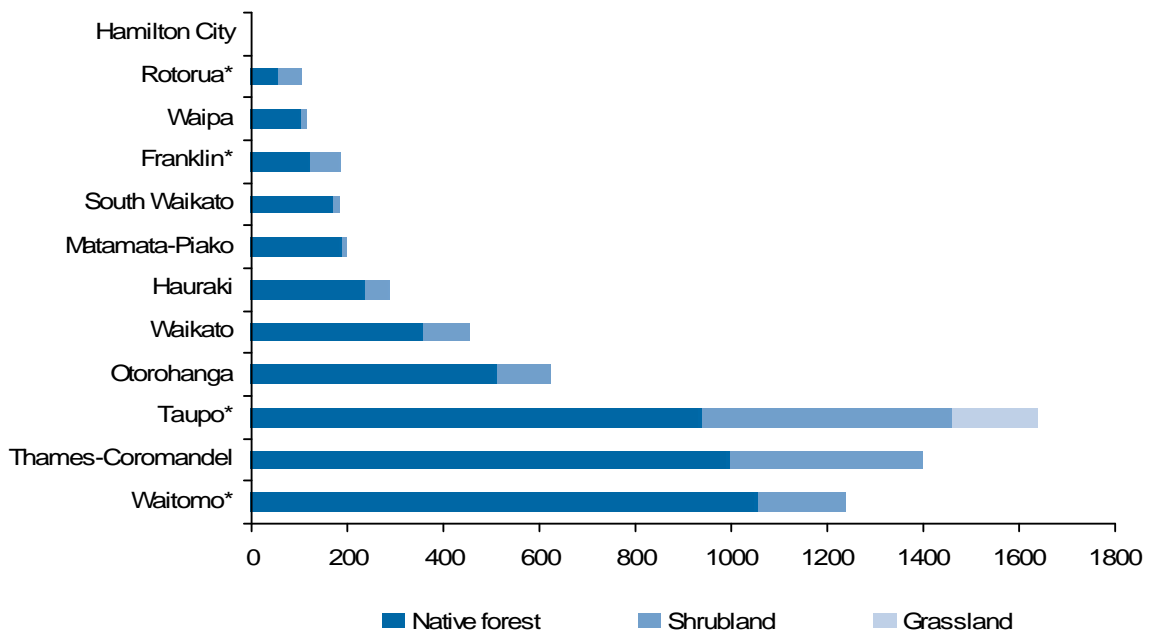
Approximately 14% of Matamata-Piako's area is indigenous vegetation, compared to 84% used for pastoral farming.

Extent of key land cover types in Waikato Region and territorial authorities, including indigenous vegetation



Source: Environment Waikato/Ministry for the Environment

Extent of native vegetation (sqkm), Waikato Region (1995)



Source: Leathwick, J. Clarkson, B. and Whaley, P. 1995: *Vegetation of the Waikato Region: Current and Historic Perspectives*. Landcare Research Contract Report LC9596/022. Landcare Research, Hamilton.

*Note only part of Franklin, Rotorua, Taupo and Waitomo districts fall within the Waikato Region. Analysis of this indicator is limited to the Waikato Region. Therefore, this indicator's information may not be representative of the whole district.

**Note, this column includes the categories of "horticulture and cropping" and "urban", which often occur at too small a scale to be accurately measured by satellite imagery.

Indicator	State	Trend
4.5g Community attitude/awareness of natural areas	☹	?

This indicator is measuring perceptions regarding natural areas and environmental issues. If residents have positive attitudes towards the environment and understand its value, they are more likely to protect and preserve it. Environment Waikato's EAAA Survey revealed Matamata-Piako residents attitudes and awareness of natural areas. Matamata-Piako residents perceive that most aspects of the environment are generally improving. Areas of concern include river water quality, soil and land erosion, availability of waste recycling services, and availability of public transport.

Perceptions of changes regarding environmental issues

	Worse (%)		Same (%)		Better (%)	
	MPD	Waikato	MPD	Waikato	MPD	Waikato
The water quality in your local streams, rivers, and lakes	24	32	41	42	30	18
The availability of waste recycling services and facilities in your area	20	17	38	30	36	49
Soil and land erosion (rural only)	24	27	47	48	12	16
The level of pollution or waste produced by nearby businesses and industries	18	25	43	40	27	20
The level of pollution or waste produced by nearby farms	16	22	37	36	36	24
Fencing off areas of native bush/wetland on private property (rural only)	10	6	19	29	50	50
Fencing off streams, lakes and rivers (rural only)	13	10	25	35	59	46
Effluent disposed of according to the rules (rural only)	16	11	34	36	44	40
Cyclist-friendly roading in your local area (urban only)	12	19	68	45	12	30
The public transport available in your area (urban only)	20	11	55	28	3	47
The natural amenities, such as open space, of your local town or city (urban only)	13	12	52	47	35	38
Overall state of your local environment	17	22	43	38	40	39

Source: EW 2006 EAAA Survey

Note: Table excludes "unsure/don't know" responses

Indicator	State	Trend
4.5h Area of significant trees or indigenous vegetation fenced to prevent grazing	☹	?

This indicator is measuring the quantity of fencing that exists within the district to prevent farm animals from having access to significant trees and indigenous vegetation. The condition of significant trees and indigenous vegetation deteriorates if stock are given access. This discourages regeneration of native features.

In 2005/06 Council worked with an ecologist to identify all of the significant natural features within the district. 74 significant part and whole sites have been identified as having adequate fencing to prevent grazing and to protect significant vegetation. A large number of significant sites have been identified as requiring fencing. The length of fencing needed for these sites ranged from 116 metres to 10,477.5 metres. The total length of fencing needed to protect significant sites in the district was calculated at 175,527.34 metres.

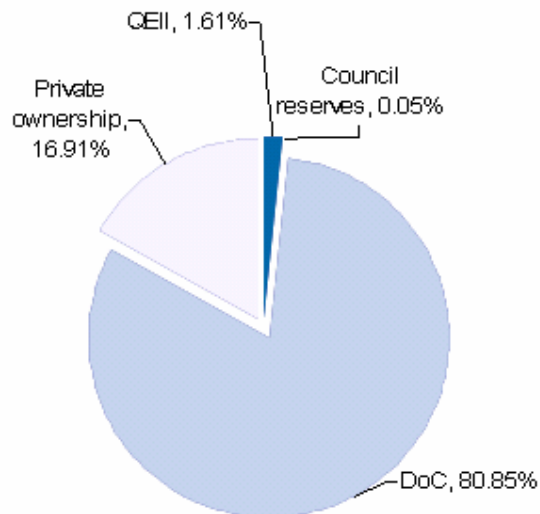
Council has established a \$35,000 grant to financially assist owners of significant sites wanting to carry out restoration projects. Council encourages owners of significant sites to apply for assistance during the funding round each year. Amongst other things, restoration projects include fencing significant sites. This assistance will hopefully provide an extra incentive for significant trees and indigenous vegetation to be fenced to prevent grazing. In the 2008/09 funding round Council granted over \$19,000 in total for fencing and project costs, and over \$1,700 worth of rates remissions.

Indicator	State	Trend
4.5i Area and percentage of natural areas (by types) legally protected through consent conditions or other methods	☹	?

Native vegetation comprises approximately 25,062 ha (15%) of Matamata-Piako.

- 404 ha protected by the QEII National Trust – 1.61% of the native vegetation in the district
- 12.6 ha in Council Reserve – 0.05% of the native vegetation in the district
- 20,262 ha protected by the Department of Conservation – 80.85% of the native vegetation in the district
- 4,337.52 ha in private ownership – 16.91% of the native vegetation in the district

Protections in place for native vegetation in Matamata-Piako District



Source: QEII Trust/ Council records

Indicator	State	Trend
4.5j Number of members of community participating in land care groups	☹	?

Information regarding land care groups is listed elsewhere in this report under 4.4d 'Number of Landcare groups in operation'. However no information is available regarding membership of each Landcare group.

Indicator	State	Trend
4.5k Location, area and type of pest control operation	☹	?

Information regarding pest control is listed elsewhere in this report under 4.3b 'location, area and type of pest control operation'.

Indicator	State	Trend
4.5l Area and percentage of natural areas ecologically surveyed	☺	→

This indicator is measuring what areas of the district have been ecologically surveyed to assess whether they possess significant natural features. It is important that natural areas in Matamata-Piako are ecologically surveyed so that Council can identify significant natural features. Once significant features are identified, measures can be made to protect them.

During 2005/06 Council worked with an ecologist to identify significant natural features in the district. 3,111 hectares have been ecologically surveyed. 23% of this area was determined to be 'significant'. Not all sites surveyed were native areas. Exotic areas have the potential to be significant if they provide a habitat for significant species, or if they provide a buffer to protect native vegetation.

Area of significant sites

	Not Significant	Significant	Total
Hectares	2,390	721	3,111
Percentage	77%	23%	100%

Source: Ecological reports

Summary of habitat types

	No. units	Mean size (ha)	Mean condition*	% Significant
Exotic forest	105	2.5	1.5	2.9
Exotic grassland	24	2.7	1.3	12.5
Exotic scrub	48	2.3	1.5	8.3
Exotic treeland	72	1.8	1.3	2.8
Indigenous forest	234	9.0	3.3	83.3
Indigenous scrub and shrubland	28	5.1	3.3	50.0
Indigenous treeland	53	2.8	2.3	52.8
Lake	1	0.2	?	0
Wetland	102	1.5	2.2	48.0
OVERALL	667	4.7	2.4	44.7

Source: Ecological reports

*Note: The condition of the various types of vegetation and habitat was assessed during field work (1 = poor condition, 5 = excellent condition)

4.6 Water Quantity and Quality

Good quality water is essential for residents and for the ecology of the district. Promoting the cleaning up of water bodies and their margins through a variety of partnerships and programmes, such as Environment Waikato and Fonterra’s clean streams programmes, can help improve the quality of our waterways. Avoiding water quality restrictions and ensuring high water quality to households is also highly important.

Community Outcomes:

- Our rivers and water supplies will be clean and safe for industrial, business and residential consumption, cultural purposes and recreational uses
- The mauri of all waterways will be maintained in optimum condition
- Systems will exist to sustainably provide enough water for all purposes at all times
- People will be aware of the issues threatening their access to clean water for both drinking and recreation

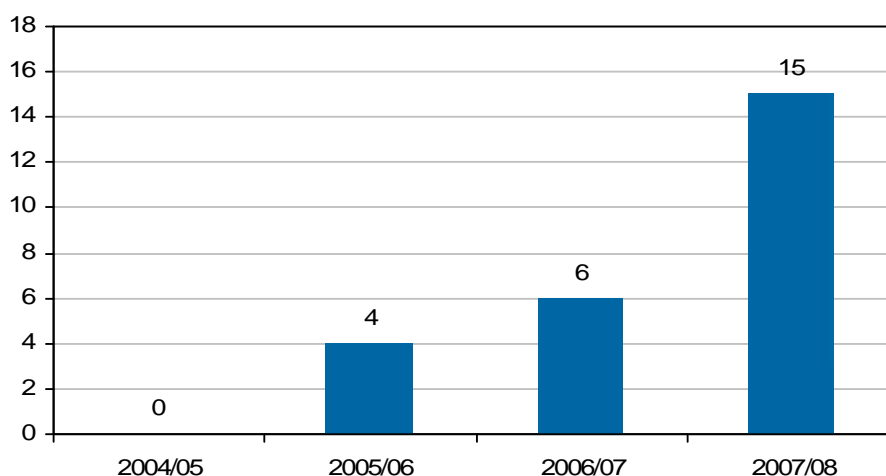
Indicator	State	Trend
4.6a Quality of the district waterways i.e. (temp, pH, DO, BOD, total N, turbidity, faecal coliforms, heavy metals)	☹	→

Information regarding the quality of waterways is listed elsewhere in this report under 4.4a ‘quality of the district waterways i.e. (temp, pH, DO, BOD, total N, turbidity, faecal coliforms, heavy metals)’.

Indicator	State	Trend
4.6b Number of complaints received per annum regarding poor water quality	☹	↓

Water supply is an important aspect of the community infrastructure that ratepayers are entitled to. It is very important water supplies are clean and safe because it is a necessity to all people. Poor water quality could mean water is contaminated and not suitable for consumption. Large numbers of complaints is one indication that water quality is not at a high standard.

Number of complaints received per annum regarding poor water quality



Source: Council complaints database

Indicator	State	Trend
4.6c Level of compliance with resource consent conditions achieved by Council infrastructure	☹	→

This indicator measures how well Council infrastructure conforms with its resource consent conditions. Council infrastructure is expected to comply with its resource consent conditions to ensure it is maintained in optimum condition. The resource consent conditions also exist to monitor the infrastructure and ensure water quality is acceptable.

Level of compliance of Council infrastructure with resource consent conditions

	00-02	02/03	03/04	04/05	05/06	06/07	07/08
Stormwater systems	100%	100%	40%	60%	100%	100%	100%
Solid waste systems	100%	100%	40%	60%	100%	100%	100%
Water supply	100%	100%	40%	60%	<90%	100%	100%
Wastewater systems	100%	100%	40%	60%	<90%	85.5%	90.8%

Source: Council monitoring records

Indicator	State	Trend
4.6d Incidence of water shortage restrictions	☹	?

This indicator measures the number of times in a one year period that water restrictions have been put in place in the district. Water restrictions are when residents are required to take measures to conserve water. If water shortage restrictions occur frequently, this indicates systems are not in place to provide enough water for all purposes at all times.

Due to generally mild summers and frequent rain there were no major water shortages in the district from 2000-2007. Short term water restrictions were imposed in Te Aroha and Tahuna in 2000/01 and again in Te Aroha, Tahuna and Te Poi in 2002/03. The restrictions related to either dwindling raw water sources or short term peak demands during the height of summer. The capacity of the Te Aroha WTP was significantly increased in 2004/05 and a new 5000m³ treated water reservoir was completed in 2006. In 2008 due to extremely dry weather, water restrictions were imposed as alternate day sprinkler ban and then became a total sprinkler ban as the dry weather continued.

Indicator	State	Trend
4.6e Percentage increase in water consumption	☹	→

This indicator is measuring the change in volume of water consumed within the district. The following table shows the percentage increase/decrease of water consumption, in comparison to the previous year's consumption. This reveals that water consumption in the district increased substantially over the period 2004/05 to 2005/06, and has remained at similar levels for 2006/07 and 2007/08. Note that this indicator is very similar to 4.6f 'Quantity of water consumed per annum'.

Percentage annual changes in water consumption

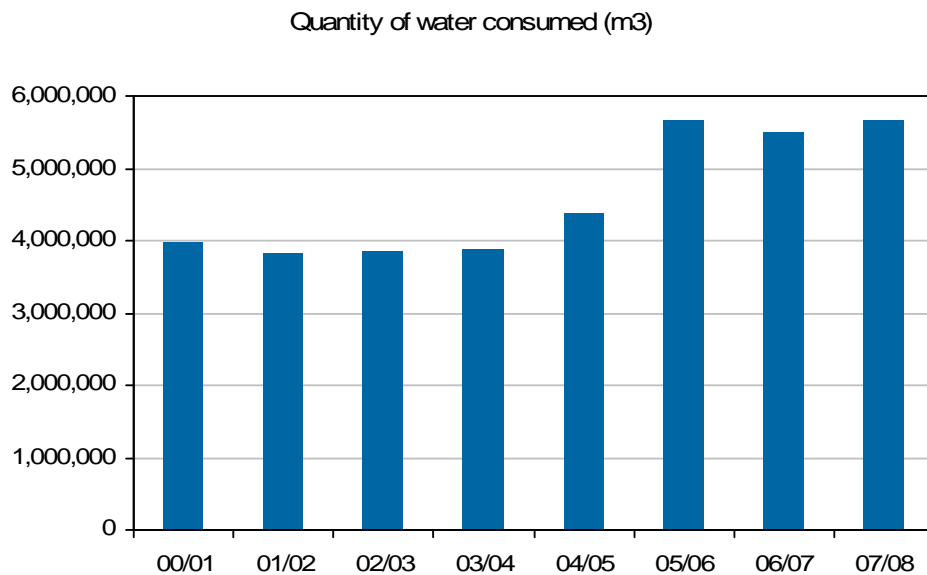
01/02	02/03	03/04	04/05	05/06	06/07	07/08
-3.6%	+0.3%	+0.5%	+13.2%	+29.7%	-3.3%	+3.3%

Source: Council monitoring records

*Note: 2001/02 and 2002/03 figures were estimated due to technical difficulties of telemetry during January and February 2002.

Indicator	State	Trend
4.6f Quantity of water consumed per annum	☹	→

Quantity of water consumed per annum is the total quantity of water consumed within the district in a one year period. Keeping track of the quantity of water consumed allows us to see if water consumption is increasing and if systems need upgrading. If consumption increases but upgrades are not carried out, the systems will not be able to sustainably provide enough water for all purposes. Between 1 July 2007 and 30 June 2008, 5.7 million m3 of water was consumed in the Matamata-Piako District.



Source: Council monitoring records

*Note: 2001/02 and 2002/03 figures were estimated due to technical difficulties of telemetry during January and February 2002.

Indicator	State	Trend
4.6g Percentage of the community which received educational material regarding riparian management	☹	?

Information regarding this indicator is listed elsewhere in this report under 4.4e 'Percentage of the community which received educational material regarding riparian management'.

Heritage: Our Past



Heritage: Our Past

Our heritage involves the legacy left to us by our ancestors and the legacy we intend to leave for our future generations. Incorporating both natural and cultural elements of heritage reflects our communities appreciation of the richness of our history and geography



Heritage: Our Past

5.1 Built Heritage

Culture and heritage are part of the fabric that makes up our lives, the buildings, monuments and artifacts that reflect our past are valuable links that could be lost forever if not preserved. Heritage also represents opportunities for the future as more and more people look to locations of heritage significance for their tourist destinations. Residents at the moment recognise that our heritage is valuable and that preserving our district's historic character is starting to pay off. However, there is an acknowledgement that heritage buildings and sites are expensive to maintain. The ideal situation is where the heritage of Te Aroha is protected, enhanced, promoted and celebrated by the local community.

Community Outcome:

- The built heritage of our towns and district will be protected, enhanced, promoted and celebrated by the local community

Indicator	State	Trend
5.1a Number of resource consents applied for/granted to substantially modify scheduled buildings within the Te Aroha character area	☹	↑

The Te Aroha character area is a unique array of historic buildings and places. It has a special zoning to protect and preserve its character. This indicator measures how many resource consents are granted which allow modifications to these historic buildings. To protect our towns' heritage, we must preserve historical sites as much as possible. Modifications have the potential to damage the heritage of our buildings. It is important that changes to the character area do not occur too often, and that they are controlled and monitored.

No resource consents have been applied for and granted between 2005/06 and 2007/08 financial years to substantially modify scheduled buildings within the Te Aroha Character Area. In fact very few buildings within the Te Aroha Character Area have had substantial modifications over recent years. Between 2000/01 and 2004/05 only four resource consents were applied for (and granted) to substantially modify scheduled buildings within the area.

Indicator	State	Trend
5.1b Number of resource consent applications declined to substantially modify scheduled buildings within the Te Aroha character area	☹	?

By declining resource consent applications that would damage the heritage value of the Te Aroha character area, Council is able to protect an important part of our history for future generations to appreciate. No resource consents that were applied for between 2000/01 and 2007/08 have been declined. (Note: Only four resource consents were applied for.)

Indicator	State	Trend
5.1c Number of resource consents applied for/granted to substantially modify listed heritage features	☹	↑

The heritage features in our district link us to our forebears, and help make us unique to other districts. By controlling the number of heritage features that can be substantially modified, Council is able to protect the communities most valued features.

Between 2000/01 and 2004/05, four consents were granted (subject to conditions) to modify listed heritage features outside the Te Aroha character area; one each in 2000/01, 2001/02, 2003/04 and 2004/05.

Between 1 July 2005 and 30 June 2006, one resource consent was applied for and granted to substantially modify a listed heritage feature subject to a number of conditions. This was to demolish an existing toilet block and convert the area into a garden bar and to erect a garage. There were no applications during 2006/07 or 2007/08.

Indicator	State	Trend
5.1d Number, type and location of heritage buildings or features	☹	?

There are 87 listed heritage features in the Matamata-Piako District Plan. These include historic buildings such as churches and commercial buildings, as well as monuments, geological formations and landing sites. It is important that heritage buildings and features are protected in order to achieve the outcome of protecting, enhancing, promoting and celebrating the built heritage of our district. The community can use this information to locate these sites, and experience the district's heritage.

For a full list including type and location see Schedule 1 of the Operative District Plan.

Indicator	State	Trend
5.1e Public perception of condition/quality of character area	☹	?

This indicator seeks to find out if residents are happy with the condition of the Te Aroha Character Area. The Character Area is of heritage value; preserving these buildings and sites helps preserve our towns historic character and offers attractions for tourists.

There is currently no procedure in place to measure this indicator. This question will be asked in the next Perception Survey.

Indicator	State	Trend
5.1f Number of resource consent applications declined to substantially modify listed heritage features	☹	?

Heritage resources can easily be devalued or compromised by development or change, hence the need for rigorous controls over the redevelopment of these resources. Between 2000/01 and 2007/08 no resource consent applications have been declined to substantially modify listed heritage features. There have only been five applications during this period; all of which were granted.

Indicator	State	Trend
5.1g Number and type of consent conditions imposed to protect/enhance heritage resources	☹	?

Council can place conditions on resource consents to minimise or eliminate negative outcomes. It is important that new land use does not damage existing heritage resources. By imposing conditions to protect/enhance heritage resources, consents can be granted without having negative effects on the heritage resource.

In 2001/02 there were two consent conditions imposed on resource consents to protect or enhance heritage resources. These included the register of a category II historic building (which is a status given to places of historical or cultural heritage significance or value), and the waiving of car parking requirements to protect and enhance a heritage building. In 2003/04 there were three consent conditions and in 2004/05 there was one consent condition imposed to protect or enhance heritage resources. These conditions included registering the historical importance of the building on the title, and keeping in with the theme of the building through the colour scheme and materials used. There have not been any imposed conditions in 2005/06, 2006/07 or 2007/08.

Indicator	State	Trend
5.1h Percent of the community that received educational/ promotional material regarding heritage resources	☹	?

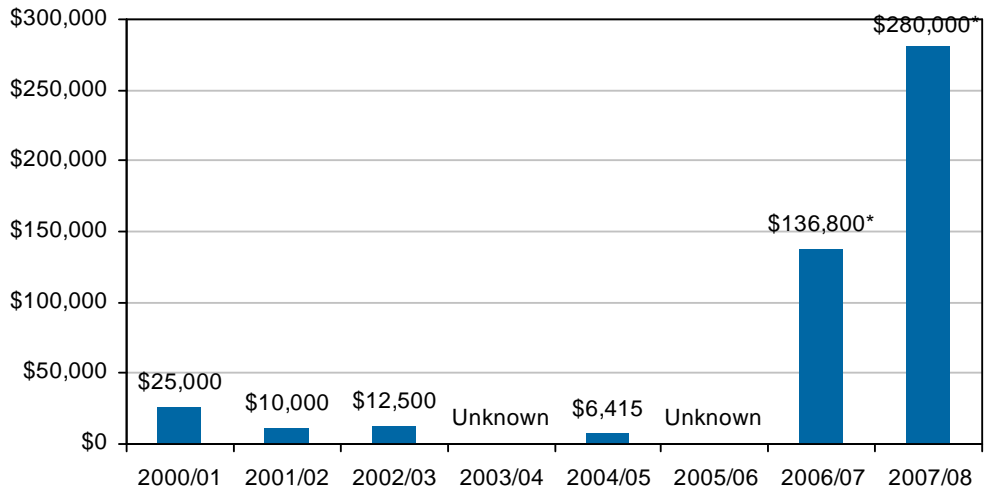
This indicator is measuring the level of information that is available in the district regarding heritage resources. Heritage resources have significant historical value. Educational material ensures the community is aware of the importance of these treasures.

At 1 January 2008, the Waikato Branch of the New Zealand Historic Places Trust had approximately 1,400 regional members. With a small annual membership fee, they receive four educational/promotional magazines a year. Regional newsletters are also attached to the magazines, with local advice and information. It is not known how many of these 1,400 members live within the Matamata-Piako District.

In addition there are three Historical Societies in the district, one in Matamata, Morrinsville and Te Aroha.

Indicator	State	Trend
5.1i Council expenditure (\$) on protecting, enhancing and promoting heritage features	☹	↑

Amount of Council spending on protecting, enhancing and promoting heritage features



Source: Council records
* Approximately

A large amount of money was spent on protecting, enhancing and promoting heritage features in the 2006/07 and 2007/08 financial years. This included:

- Reconstruction of a footbath that was historically a feature of the Te Aroha Domain;
- Advertising the Te Aroha Mineral Spas. The spas were promoted through radio advertising, brochures, magazines, the website, the Women's Lifestyle Show, television advertising, local newspapers and the i-Site;
- Advertising of both the Te Aroha Leisure Pools, and Firth Tower;
- Reconstruction of lakelets at both Howie Park and Te Aroha Domain;

Indicator	State	Trend
5.1j Number, type and value of incentives offered for the protection of heritage resources	☹	?

If residents benefit by protecting heritage resources, they are more likely to take action. Financial assistance helps residents who want to ensure heritage resources remain in good condition for future generations. An incentive of a bonus lot is offered in the 2005 Operative District Plan for the protection of heritage resources. Under Part B, Section 6 (Subdivision) it states:

(vii) Bonus Protection Lots

- a. *Where an identified significant feature registered in the Plan or any other feature proven to be of natural, historical, ecological or cultural significance is to be legally and physically protected in perpetuity, one residential lot may be created from the parent lot where the area to be protected is 1 to 15 hectares in area provided that:*
- *One further house site may be permitted where the area to be protected is greater than 15 hectares provided however in both cases the whole of the bush, feature or area worthy of protection on the property must be protected and no area of bush or other feature can be left out or divided for the purposes of obtaining additional lots.*
 - *The residential lot created is to have a maximum area of 5,000 m² and a minimum area of 2,500 m² exclusive of the area/feature to be protected.*

Indicator	State	Trend
5.1k Number of resource consents granted for the construction of new buildings within the Te Aroha character area	☹	?

Only one new building was granted consent between 2000/01 and 2005/06 within the Te Aroha character area. There were two consents granted in 2006/07 to develop structures within the character area; one was an outdoor area for a hotel and the other was a garage. There were no consents granted in 2007/08.

Indicator	State	Trend
5.1l Number of resource consent applications declined for the construction of new buildings within the Te Aroha character area	☹	?

Between 2000/01 and 2007/08, no resource consent applications were declined for the construction of new buildings within the Te Aroha character area. Only three resource consents have been applied for to construct new buildings within the Te Aroha character area from 2000/01 to 2007/08, and they were granted. This suggests the Te Aroha character area is only rarely being threatened by new developments.

Indicator	State	Trend
5.1m Number of resource consents whereby a heritage analysis has been undertaken	☹	?

Heritage analyses are carried out to help protect and preserve heritage sites. Analysis may allow for better understanding of heritage sites, and may result in alterations being carried out in a manner and design and with similar materials to those originally used, which do not detract from the heritage features. In 2005/06 there was one, in 2006/07 there was two and in 2007/08 there was one heritage analysis undertaken.

5.2 Knowledge and Treasures

Matamata-Piako has many treasures and has its own identity. Protecting and preserving treasures, culture and heritage features will help ensure this identity is maintained. This includes recognising different cultures and understanding and respecting different practices.

Community Outcomes:

- Access to traditional foods and cultural practices will be protected and preserved, while existing stocks of indigenous flora and fauna are increased
- Our history and the knowledge of our past, our customs and identity, the artifacts and treasures of our past and future will be respected and preserved
- People will have to access to opportunities to learn and use Te Reo Māori
- The intellectual property rights relating to local artifacts, images, knowledge and cultural practices will be protected, respected and preserved

Indicator	State	Trend
5.2a Population numbers of indigenous species	☹	?

This indicator is measuring the different types of indigenous animals and plant species that exist in the Matamata-Piako habitat. Indigenous species are treasures, so protecting them as well as their habitat is an important outcome for the district.

There is currently little information available regarding the population numbers of indigenous species in the Matamata-Piako District. However there are a number of rare or threatened species that are still considered to be living in the district, as listed below, many of these may be seen in the Kaimai Mamaku ranges and the Kopuatai Peat Dome.

Rare and threatened species in the Matamata-Piako District

Threatened species
Birds; North Island brown kiwi, North Island kokako, NZ falcon, Kereru, North Island kaka, Australasian bittern, Branded rail, Marsh crake, North Island fernbird,
Reptiles; Striped skink,
Amphibians; Hochsetters frog
Mammals; Both short and long tailed bat
Fish; Giant kokopu, Banded kokopu, Black mudfish,
Invertebrates; Te Aroha stag beetle
Plants; Stout milfoil, Scarlet mistletoe, Red mistletoe, King fern, Clubmoss

Source: Environment Waikato

Indicator	State	Trend
5.2b Area of indigenous vegetation removed per annum	☹	?

Information regarding the removal of indigenous vegetation is listed under 4.5c 'Area of indigenous vegetation removed per annum'.

Indicator	State	Trend
5.2c Area and distribution of indigenous vegetation	☹	?

Information regarding the distribution of indigenous vegetation is listed 4.5f 'Area and distribution of indigenous vegetation'.

Indicator	State	Trend
5.2d Number of resource consent applications declined involving sites which contain or adjoin a culturally significant site	☹	?

Matamata-Piako's culturally significant sites are an important part of our heritage. It is important that resource consent applications involving these sites are only approved if they can ensure our artifacts and treasures will continue to be respected and preserved.

No resource consents have been declined involving sites which contain or adjoin a culturally significant site between 2000/01 and 2007/08.

Indicator	State	Trend
5.2e Number and location of listed/known or protected culturally significant sites	☹	?

Matamata-Piako has 78 culturally significant sites listed in the District Plan. These sites have been identified in consultation with local iwi and include Pa Sites, Urupa (burial site) and Marae. These sites contribute to the district's identity and are part of our heritage. By identifying what they are and where they are located, we can then ensure they are protected and preserved. For a full list, type and location of scheduled culturally significant sites see Schedule 2 of the Operative District Plan

Indicator	State	Trend
5.2f Number of resource consents applied for/granted involving sites which contain or adjoin a culturally significant site	☺	↑

There have been no applications involving sites which contain or adjoin a culturally significant site between 2003/04 and 2007/08.

	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
Number of applications	9	2	1	0	0	0	0	0

Source: Council records

Indicator	State	Trend
5.2g Area of land in Māori ownership or management	☹	?

Māori have traditionally had a philosophy that land is a treasure to be preserved and passed on to future generations. They can protect this treasure if it is held within Māori title. This empowers Māori land owners to decide upon and facilitate the retention, development, use and occupation of their lands.

There are 4,802 hectares held in rateable Māori title in the Matamata-Piako District. The total land area of the district is 175,300 hectares.

Indicator	State	Trend
5.2h Number of consultations with iwi	☹	→

This indicator measures Council's involvement with iwi when considering resource consent and subdivision consent applications. Some consent applications must be consulted with iwi to ensure development does not negatively affect Māori land, artifacts or treasures. Council endeavours to create effective partnerships with local iwi. Consultation is important in creating an effective partnership in the management of the district's natural and physical resources.

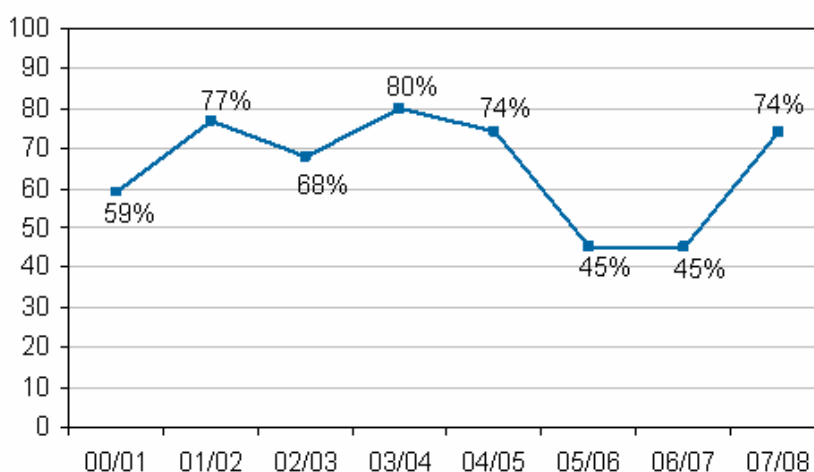
In 2005/06 and 2006/07 the percentage of responses from iwi consultation dropped below 50% however the 2007/08 year saw an increase to 74%, the same level as that seen in 2004/05

In addition, Council consults with an iwi group, Te Manawhenua Forum, through four formal meetings each year and by notifying members of proposed plan changes.

Consultations with iwi

	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
Number of consultations with iwi	111	97	63	50	54	44	66	85
Number of responses to consultation with iwi	66	75	43	40	40	20	30	63

Percentage of Responses from Iwi Consultation



Source: Council records

Indicator	State	Trend
5.2i Number of consent conditions imposed to protect iwi interests	☹	?

Developments arising from subdivisions and land-use activities can place significant pressures on iwi interests. Council responds to pressures on culturally significant sites by imposing conditions on resource consents when necessary to protect iwi interests. Council is able to impose conditions on resource and subdivision consent applications for various reasons. These include protecting amenity values or preventing incompatible activities. This indicator measures the number of consent conditions imposed to protect iwi interests, such as protecting pa and waahi tapu sites.

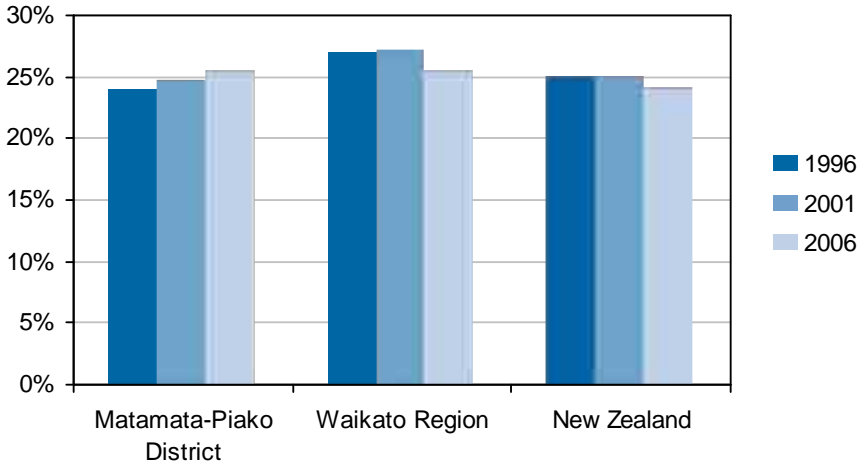
In 2000-2001 there were two consent conditions imposed to protect iwi interests, and one in 2001-2002. Since then, no consents that have been granted have had conditions to protect iwi interests. However there are 78 waahi tapu sites listed in the District Plan and these include urupa (Māori Reservation), pa and midden sites, and marae. One of these culturally significant sites (a pa site) was added to the District Plan in the 2006/07 financial year after a plan change was undertaken.

Indicator	State	Trend
5.2j Proportion of Māori speakers in the Māori population	☺	↑

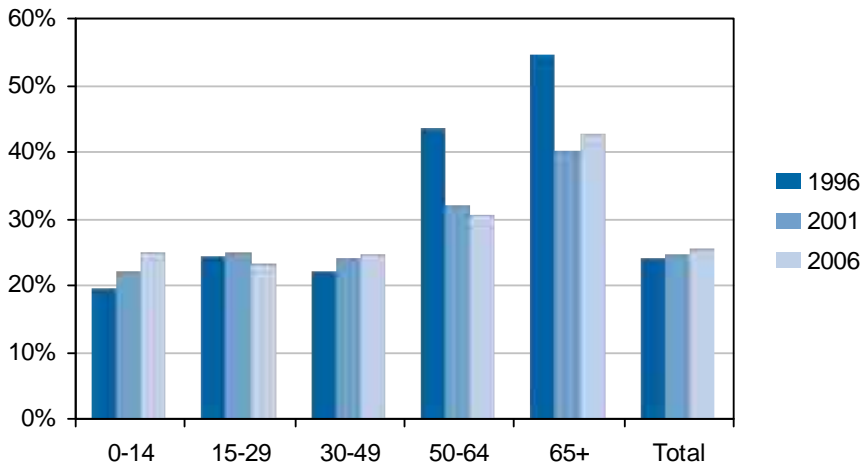
It is a desired community outcome that our customs, history and traditions will be protected and preserved. The Māori language is an important custom. This information shows us whether this custom is being preserved or whether people need greater access to opportunities to learn and use te reo Māori.

According to Census results, the proportion of Māori people who speak te reo declined at the regional and national level over the period 2001-2006. In contrast, the proportion of Māori residing in the Matamata-Piako District who speak te reo increased and is now slightly above the national average. The proportion of te reo speakers amongst the Māori population remains substantially lower in amongst children and young people compared to people aged 50 years and over, but this situation is gradually improving due to substantial efforts within the education system.

Proportion of Māori speakers in Māori population



Number of Māori in Matamata-Piako (by age) who can speak the Māori language



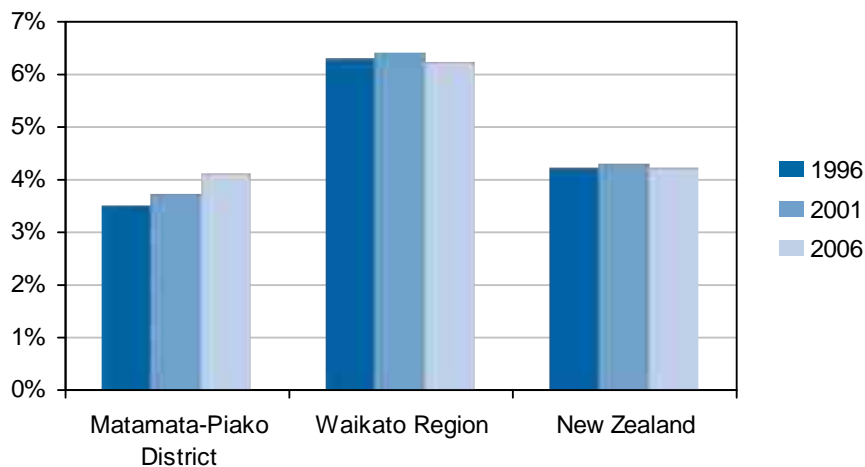
Source: Statistics NZ Census/MSD Social Report

Indicator	State	Trend
5.2k Percentage of Māori speakers in total population	☹	↑

The Māori language is part of our history, and is an important part of Māori culture. It is important that all people have access to opportunities to learn and use te reo Māori, and that the language is promoted and preserved. This indicator measures how many people can speak and understand the spoken Māori language, in the usually resident population (i.e. including all ethnic groups).

According to Census results, the proportion of people who speak te reo Māori declined slightly at the regional and national level over the period 2001-2006. In contrast, the proportion of Matamata-Piako District residents who speak te reo increased and is now close to the national average, though still well behind the Waikato regional average.

Proportion of Māori speakers in total population



Source: Statistics New Zealand Census

Indicator	State	Trend
5.2l Number of complaints received from iwi	☹	?

Iwi have a right to make a complaint if their lands, artifacts or cultural practices have not been protected, respected and preserved. Recording iwi complaints helps Council to keep track of whether iwi believe their values are being protected.

In 2006/07 Council received one complaint regarding a lack of consultation with a particular iwi hapu for the 2007/08 Annual Plan. Other than that there have been no complaints received by Council from local iwi between 2000/01 and 2005/06 or in 2007/08 that have been recorded.

5.3 Mount Te Aroha

While discussed as an important community resource that could be developed to enhance tourism in Te Aroha, it is important to recognise that Mount Te Aroha is an important heritage feature in its own right. Currently one of the main issues facing our community is the concern that development of the mountain may detract from its heritage significance and that tourism may put pressure on the local ecosystem. Most people agree, however, that the mountain is an important resource and should be developed and promoted to some extent.

Ideally people feel the mountain should be accessible to everyone, with walking tracks offering different levels of difficulty and accessibility. By doing this we would be protecting and maintaining the native bush on the mountain, and promoting the mountain as an attraction for people to enjoy.

Community Outcomes:

- The mountain will be accessible to everyone, with walking tracks offering different levels of difficulty and accessibility
- The native flora and fauna on the mountain will be protected and maintained
- The mountain would be promoted as an attraction
- Mount Te Aroha will be protected from inappropriate development

Indicator	State	Trend
5.3a Accessibility of Mount Te Aroha	☹	?

This indicator is measuring how accessible Mount Te Aroha is. It does this by identifying the number of walking tracks on the mountain and their level of difficulty. Mount Te Aroha is a major feature of Te Aroha and of the district. It is important it is accessible with tracks that offer various levels of difficulty. Walkways and tracks provide a low impact form of exercise for a wide range of ages and physical abilities, while offering an enjoyable experience.

Mount Te Aroha was discussed during consultation with approximately 84 residents of Te Aroha in March 2005. Their support for various projects suggests residents are keen to upgrade facilities whilst protecting the landscape. In addition to existing tracks, and in consideration of community consultation results, a Track Strategy was completed and adopted by Council in July 2008. Its goal is to set a strategic direction for walkways and active track recreation in the district, taking into account existing tracks and the provision for expanding the network to accommodate a forecast increase in user numbers.

Te Aroha residents' level of support for projects on Mount Te Aroha

	Support (%)	Do not support (%)
Put in a heritage trail where the miners used to go	86.3%	1.4%
Council to work with local heritage groups and iwi to name and clean up the springs on the mountain	91.8%	2.7%
Develop a long-term plan for mountain walking tracks, to include Tracks for families (i.e. Tui-Domain track)	95.9%	1.4%
Develop a long-term plan for mountain walking tracks, to include a continuous track system, perhaps involving another bridge	72.6%	12.3%
Develop a long-term plan for mountain walking tracks, to include putting in more signs	91.8%	2.7%
Develop a mountain maintenance scheme that involves the removal of pine trees and other aggressive flora and replacing these with natives	87.7%	9.6%

Source: 2005 MPDC Community Outcomes Consultation

Tracks currently on Mount Te Aroha

Track Name	Classification	Length (Metres)
Domain Upper Walk	Short Walk	707
Domain Lower Walk	Short Walk	637
Tui Walking Track	Track	5,519
Bald Spur Track	Walking Track	1,409
Disabled Geyser Access	Short Walk	81
Mountain Bike Track	Mountain Bike	7,081

Source: Council records

Indicator	State	Trend
5.3b Number of resource consents applied for/granted on Mount Te Aroha	☺	?

This indicator measures whether development is occurring on Mount Te Aroha. As well as being a culturally significant site, Mount Te Aroha is an important feature in our district. It has significant heritage value and is part of our identity. It is important this treasure is protected from inappropriate development so that the native flora and fauna on the mountain can be protected and maintained, and so that it does not lose its attraction value.

During 2005/06, 2006/07 and 2007/08 there were no resource consents applied for or granted on Mount Te Aroha.

Indicator	State	Trend
5.3c Number of resource consents declined on Mount Te Aroha	☹	?

During 2005/06, 2006/07 and 2007/08 there were resource consents declined on Mount Te Aroha. No applications were made during this period.

5.4 Te Aroha Domain

Te Aroha Domain is an area of historic and economic interest. Currently it is being developed and marketed as a tourist spot with an Edwardian theme. There is extensive native bush above the Domain which needs protecting.

The Domain is a community asset that hosts a number of community facilities, which represents a substantial portion of Te Aroha's heritage and history and has considerable potential as a tourist attraction. The Te Aroha Domain is already one of Matamata-Piako's biggest attractions. The 29 acre landscaped Edwardian-style Domain houses the Te Aroha Mineral Pools and the world's only naturally flowing hot mineral Soda Spa Baths and Mokena Geyser. The domain is also home to the Wyborn Leisure Pool complex which is heated and designed for a diverse range of visitors. The Domain offers leisurely bushwalks, mountain biking, picnic areas and the historic Cadman House Museum – New Zealand's original sanatorium where the Queen Ann Pipe Organ can be viewed (built in 1712, the oldest pipe organ in the Southern Hemisphere).

Community Outcomes:

- The Domain will be developed in a manner to link the river, the main street of town, Herries Park and the Domain into a holistic town feature
- The Domain and its facilities will be well utilised and enjoyed by residents and tourists while remaining affordable for residents
- The Domain will be well advertised and promoted through organised events

Indicator	State	Trend
5.4a Linkages to the Te Aroha Domain	☺	?

This indicator measures what links exist in Te Aroha to connect the Domain to the rest of the town. A Track Strategy as discussed elsewhere in this report (indicator 5.3a Accessibility of Mount Te Aroha) was completed in July 2008. Under the Track Strategy the creation of specific new tracks are proposed to provide increased linkages with the Domain. Note: Some proposed new tracks will not directly link to the Domain; however they will link indirectly via a walking track from the wetlands.

Existing Te Aroha tracks with linkages to the Domain	Proposed tracks to have linkages to the Domain
Kenwyn Reserve Link	Ritchie Street to Howarth Wetland Link – 60m
Disabled Geyser Access	Horsemans Trail
Domain Upper	Terminus Street to Railway Bridge – 510m
Domain Lower	Wairongomai to TA Domain
Bald Spur	Stanley Ave to Waihou River/Wetlands – 2000m
Horsemans Trail	Railway Bridge to Domain via Rolleston Street -800m
Tui Track	
Mountain Bike Track	

Source: Track Strategy 2008

Indicator	State	Trend
5.4b Utilisation and enjoyment of the Te Aroha Domain by residents and tourists, and affordability for residents	☺	?

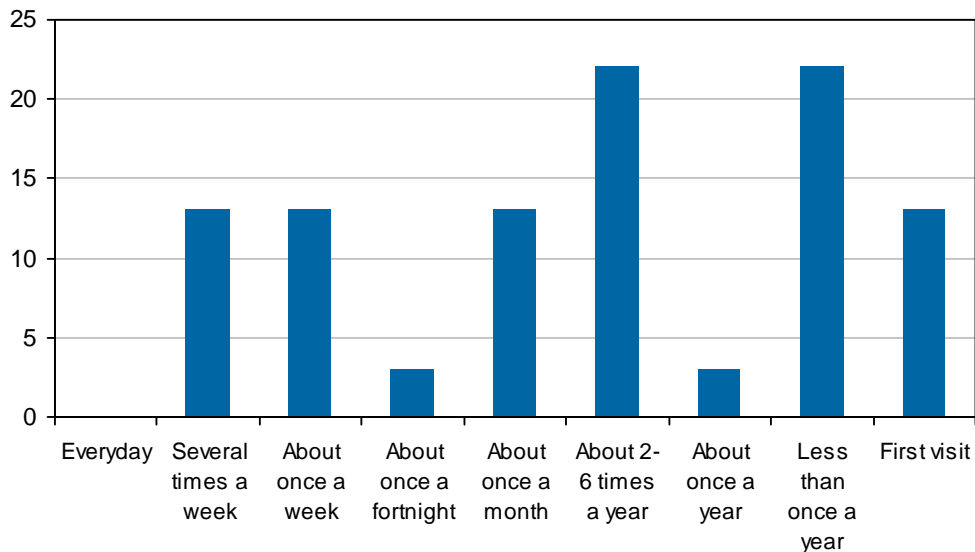
This indicator measures residents' perceptions regarding whether the Te Aroha Domain is well utilised and enjoyed by residents and tourists, and whether residents consider it an affordable possession.

The Te Aroha Domain is an important feature of the district as it possesses geographical and heritage values. The community and tourists can gain an appreciation of the district's heritage value from the Domain. Therefore, it is important this feature remains affordable, so future as well as present generations can appreciate our heritage.

Questions about the Te Aroha Domain were included in Matamata-Piako's Service Review Survey in 2006. 32 park users were approached and asked to answer questions about the Domain. The following graphs show the results. In summary:

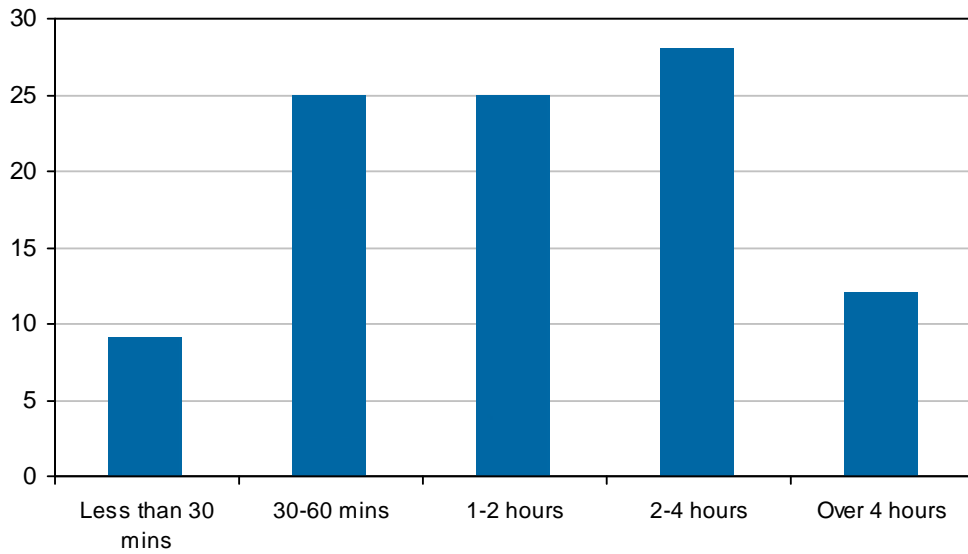
- Key reasons for visiting the Domain include walking, swimming, play activities and cycling
- Most aspects of the Domain meet or exceed users' expectation, particularly sport surfaces/grass maintenance and children's playgrounds
- Visitors to a number of parks in the district were asked how satisfied they were with the park. The Te Aroha Domain received a rating of 4.59 out of a maximum of 5 points
- Te Aroha Domain was also discussed during consultation with approximately 84 residents of Te Aroha in March 2005. There was generally a high level of support for various proposed projects, including discount passes for residents and a strategy to protect the Domain's heritage values

How often do you visit the Te Aroha Domain?



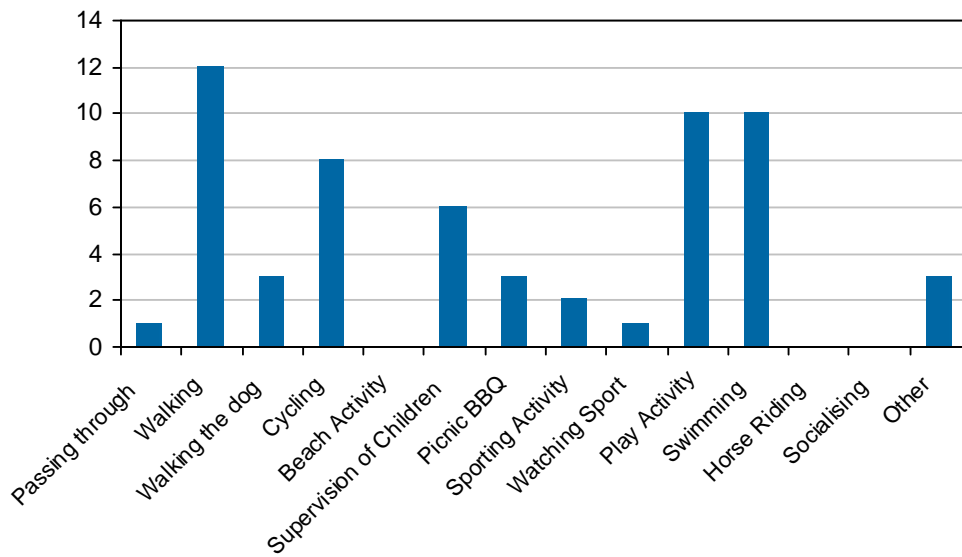
Source: MPDC Service Review 2006

How long are you planning on staying at the Domain?



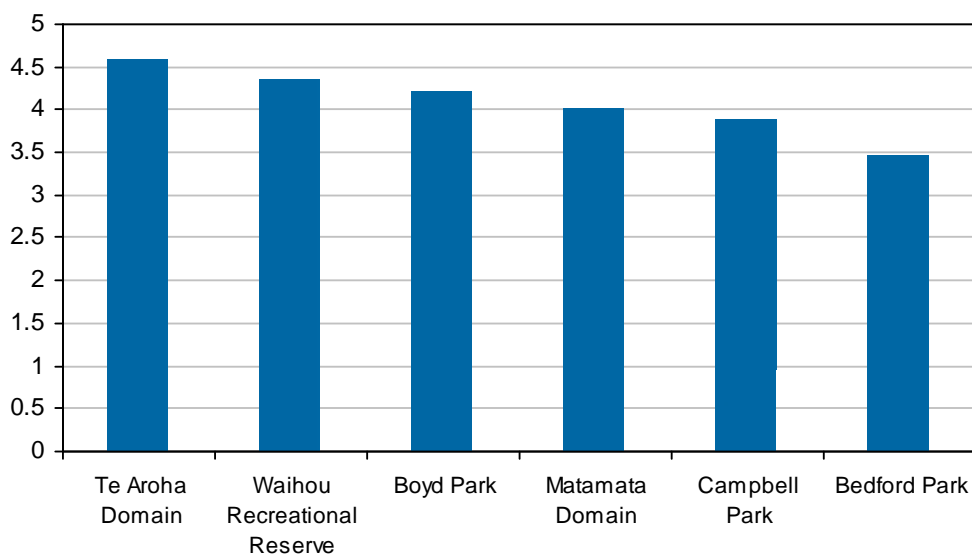
Source: MPDC Service Review 2006

What are you planning to do today?



Source: MPDC Service Review 2006

Overall satisfaction with parks



Source: 2007 MPDC Service Review 2006

Te Aroha residents' level of support for projects on Mount Te Aroha

	Support (%)	Do not Support (%)
Create a policy that allows discount passes to Domain facilities for rate payers or people with a Matamata-Piako library card	83.6%	11.0%
Employ a custodian for the Domain museum would who rotate museum display and create interactive displays	64.4%	26.0%
The Domain management plan will incorporate strategies to protect the heritage area of the Domain	93.2%	2.7%
Develop a town structure plan that caters for:		
• Parking in the street front of the Domain	75.3%	16.4%
• A continuation of streetscape	68.5%	17.8%
• A visual link between the Domain and town	72.6%	15.1%
• A connection between the Domain and river	57.5%	24.7%
• A link for visitors to walk through the Domain and the Wetlands	69.9%	12.3%

Source: 2005 MPDC Community Outcomes Consultation

5.5 Wetlands, Significant Natural Features and Wāhi Tapu

These desired outcomes relate to protecting environmental features in the district. As well as having heritage values, our wetlands, significant natural features and wāhi tapu contribute to our current identity and will continue to be of value to our district if they are protected, promoted, enhanced and restored.

Community Outcomes:

- The wetlands, significant natural features and wāhi tapu on public land throughout the district will be protected, promoted, and enhanced and restored
- The wetlands, significant natural features and wāhi tapu on private land throughout the district will be protected, promoted and enhanced for preservation purposes

Indicator	State	Trend
5.5a Area of indigenous vegetation removed per annum	☹	?

Information regarding the removal of indigenous vegetation is listed under 4.5c 'Area of indigenous vegetation removed per annum'.

Indicator	State	Trend
5.5b Change in the surface area of the Kopuatai Peat Dome	☹	?

Information regarding the surface area of the Kopuatai Peat Dome is listed under 4.5d 'Change in the surface of the Kopuatai Peat Dome'.

Indicator	State	Trend
5.5c Number of resource consents applied for/granted for excavation or any other activity within the Kaitiaki zone	☹	→

Information for this indicator is listed under 4.5e 'Number of resource consents applied for/granted for excavation or any other activity within the Kaitiaki zone'.

Indicator	State	Trend
5.5d Area and distribution of indigenous vegetation	☹	?

Information regarding the distribution of indigenous vegetation is listed under 4.5f 'Area and distribution of indigenous vegetation'.

Indicator	State	Trend
5.5e Community attitude/awareness of natural areas	☹	?

Information for this indicator is listed under 4.5g 'Community attitude/awareness of natural areas'.

Indicator	State	Trend
5.5f Area of significant trees or indigenous vegetation fenced to prevent grazing	☹	?

Information for this indicator is listed under 4.5h 'Area of significant trees or indigenous vegetation fenced to prevent grazing'.

Indicator	State	Trend
5.5g Area and percentage of natural areas (by type) legally protected through consent conditions or other methods	☹	?

Information for this indicator is listed under 4.5i 'Area and percentage of natural areas (by type) legally protected through consent conditions or other methods'.

Indicator	State	Trend
5.5h Number of members of community participating in land care groups	☹	?

Information for this indicator is listed under 4.5j 'Number of members of community participating in land care groups'.

Indicator	State	Trend
5.5i Location, area and type of pest control operation	☹	?

Information for this indicator is listed under 4.3b 'Location, area and type of pest control operation'.

Indicator	State	Trend
5.5j Area and percentage of natural areas ecologically surveyed	☺	→

Information for this indicator is listed under 4.5l 'Area and percentage of natural areas ecologically surveyed'.

Indicator	State	Trend
5.5k Number of resource consents applied for/granted involving sites which contain or adjoin a culturally significant site	☺	↑

Information for this indicator is listed under 5.2f 'Number of resource consents applied for/granted involving sites which contain or adjoin a culturally significant site'.

Indicator	State	Trend
5.5l Number and location of listed/known or protected culturally significant sites	☹	?

Information for this indicator is listed under 5.2e 'Number and location of listed/known or protected culturally significant sites'.

Indicator	State	Trend
5.5m Number of resource consent applications declined involving sites which contain or adjoin a culturally significant site	☹	?

Information for this indicator is listed under 5.2d 'Number of resource consents applications declined involving sites which contain or adjoin a culturally significant site'.

Indicator	State	Trend
5.5n Extent of wetlands	☹	?

Wetlands are permanently or temporarily wet areas of land or shallow water, with fluctuating land-water margins that support plants and animals specially adapted to wet conditions. This indicator measures the quantity and proportion of Matamata-Piako that is covered in wetlands.

Wetlands are an important store of native biodiversity. Wetlands and the ecosystems they form are valued for their:

- rare and distinct plants and animals
- cultural and spiritual importance
- scientific value
- recreational opportunities.

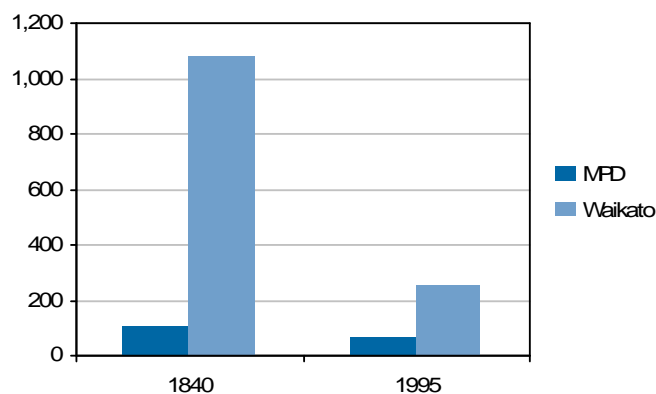
Wetlands also provide many environmental services such as:

- improving water quality
- storing carbon
- reducing the effects of floods.

In 1995, there were 54 kilometres squared of wetlands in Matamata-Piako. 20% of the Waikato Region’s wetlands were located in Matamata-Piako. Recent trends in the extent of wetlands are not available; however the following table and graph shows that wetlands historically covered a much larger area of the Waikato Region.

Extent of Wetlands (kilometres squared)

Year	1840	1995
Matamata-Piako	104	54
Waikato	1086	268



Source: Environment Waikato

Our Social Infrastructure



Our Social Infrastructure

Social infrastructure is our schools, our hospitals and all the facilities and services that communities regard as essential to their future



Our Social Infrastructure

6.1 Outside Agencies Meeting Our Community's Needs

Rural communities rely on many services being provided from a central, regional or national base, in particular health, support and social services.

During consultation, residents said they felt that the current support was not ideal. Yet it was recognised that most agencies are doing their best. One of the difficulties is getting local people interested and involved in the planning processes of these agencies. As a community we could improve by encouraging people and agencies to work together better on issues that affect them.

Community Outcomes:

- Local people will be interested and getting involved in the planning processes of external agencies
- As a community we will be encouraging people and agencies to work together

Indicator	State	Trend
6.1a Participation rates with external agencies	☹	?

This indicator is measuring the participation rates of Matamata-Piako residents/organisations with external agencies. An example would be submissions by Matamata-Piako residents towards Environment Waikato Plan Changes.

There is currently no procedure in place to measure this indicator. Refer to the section 'Additional Information' to see what is being done regarding data gaps generally.

Indicator	State	Trend
6.1b Number of programmes, protocols and partnerships in place with external agencies	☹	?

Council has a number of programmes, protocols and partnerships in place with external agencies. There is currently no specific procedure in place to measure this indicator. Refer to the section 'Additional Information' to see what is being done regarding data gaps generally.

6.2 Services

All communities need essential services and rural communities are no exception. During public consultation, overall it was felt that our rural communities have good access to services. Everyone can access the three towns, particularly with modern cars. People often resist change; however, some amalgamation of services, such as schools can result in benefits, such as a wider group of residents receiving a higher quality of service. However, it was expressed that it would be concerning to see services diminish more than the present level.

The ideal state for the future was one where services in rural areas are maintained at current levels or higher. People will not have to travel unrealistic distances to access services – particularly young people and the elderly, and Council and other service providers will be ready to respond accordingly to pressures for additional services that come from the community (eg, Council will be responding to any population increases that put more demand on services).

Community Outcomes:

- Social services in rural areas, such as schools, health services etc. will be maintained at current levels or higher
- People will not have to travel unrealistic distances to access services; in particular young and elderly people will have good access to services
- Services essential for health and wellbeing – i.e. doctors – will be affordable for all
- Council and other service providers will be ready to respond to pressures for additional services that come from the community
- To increase population levels that will serve to secure services that may be at risk of centralisation so our existing services will be maintained
- We will continue to obtain improved access to services currently absent
- Community organisations that are making a valuable contribution to our communities wellbeing are well resourced for the work they do

Indicator	State	Trend
6.2a Changes in the number of schools and health services	☺	?

This indicator is measuring the availability of schooling and healthcare in the district. Schooling and health services are vital to the wellbeing of a district. It is important they are not scarce and that people do not have to travel long distances to access necessary services. As at July 2008 there were 60 Education Sites and 12 Health Services in the Matamata-Piako District.

Education sites in Matamata-Piako District	
Bubbles Preschool	Rawhiti Kindergarten
David St School	Rukumoana Te Kohanga Reo
Elstow-Waihou Combined School	Rushton Rd Kindergarten
Ezekiel Trust Community Kindergarten	Springdale School
Firth School	St Josephs Catholic School
Froggys Childcare	St Josephs Catholic School
Hinuera Playcentre	St Josephs Catholic School
Hinuera School	Stanley Ave School
Kereone School	Tahuna Playcentre
Kids On Broadway	Tahuna School

Kidszone Early Childhood Care & Education Centre	Tangata Marae Te Kohanga Reo
Kiwitahi School	Tatuanui School
Kutia Te Kohanga Reo	Tauhei School
Learning Curves Early Childhood Education	Te Aroha College
Manawaru Playcentre	Te Aroha Kindergarten
Manawaru School	Te Aroha Playcentre
Matamata Childcare Centre	Te Aroha Primary School
Matamata Christian School	Te Au O Waikato Te Kohanga Reo
Matamata College	Te Kura O Te Rau Aroha School
Matamata Intermediate	Te Kura O Waharoa
Matamata Playcentre	Te Poi Playcentre
Matamata Primary School	Te Poi School
Mill Cres Kindergarten	Te Rau Aroha
Morrinsville College	Tower Rd Christian Preschool
Morrinsville Early Learning Centre	Waharoa Playcentre
Morrinsville Intermediate	Wairere School
Morrinsville Kindergarten	Waitoa Playcentre
Morrinsville Playcentre	Waitoa School
Morrinsville School	Walton Playcentre
Motumaoho School	Walton School

Health Services in Matamata-Piako District	
Dalemarra Home for the Elderly	Plunket
Heather-Lea Rest Home	Plunket
Kenwyn Home	Pohlen Hospital
Matamata Country Lodge Hospital	Rawhiti Rest Home
Medical Centre	Rhoda Read Hospital
Medical Centre	Te Aroha Community and District Hospital

Source: 2008/09 Yellow Pages

Indicator	State	Trend
6.2b Barriers to accessing health care and education	☺	?

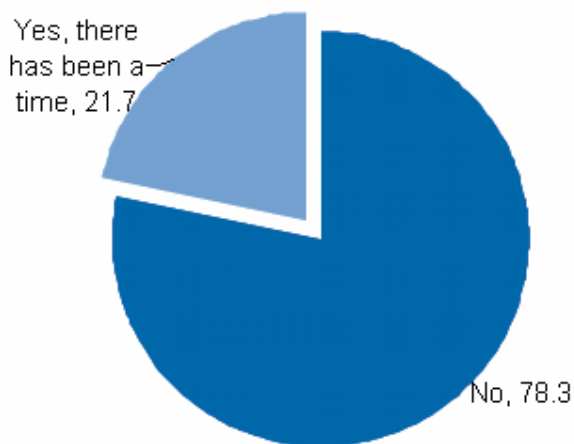
General Practitioners (GPs) are part of the frontline of primary health care provision. Accessibility to a GP is an important issue in both treatment and prevention of poor health. This indicator is measuring the percentage of people who felt unable to go to a doctor in the previous 12 months, although they wanted to.

Council measured barriers to accessing health care through its involvement in the Perception Survey. Respondents were asked *'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't'*. In summary:

- Four fifths of the respondents (78.3%) said there was no time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. The comparable regional figure was 77.0%.
- However, a fifth of the sample (21.7%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. The comparable regional figure was 22.5%.

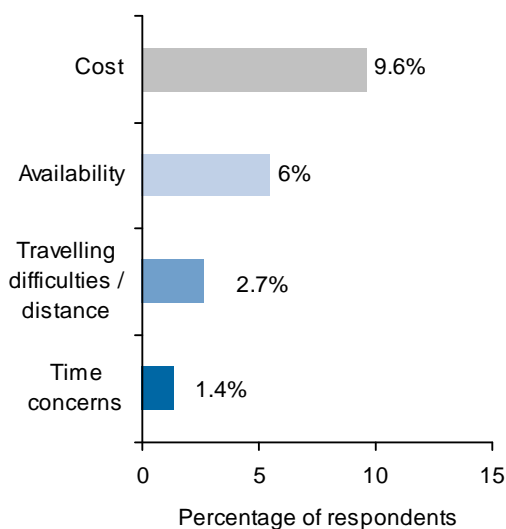
Respondents (n = 13) who said they had not visited the doctor were asked *'For what reasons did you or your family not go to the doctor when you wanted to'*. This question was asked as an open question with the answers grouped together for analysis. There were a range of responses, with the main themes revolving around cost (10%), the availability of a doctor (6%) and traveling distances (3%).

Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?



Source: Perception Survey 2007

For what reasons did you or your family not go to the doctor when you wanted to?



Source: Perception Survey 2007

Indicator	State	Trend
6.2c Avoidable mortality	☹️	?

Information for this indicator is listed under 4.2c 'Avoidable mortality (and causes) Māori/Non-Māori'.

Indicator	State	Trend
6.2d Sense of emotional wellbeing (happiness, quality of life)	☺	?

Results for this indicator are listed under 4.2b 'Overall quality of life (Happiness)'.

Indicator	State	Trend
6.2e Number of responses to community needs	☹	?

Council as a local authority usually takes an advocacy role relating to community services. Council often gets involved in groups such as the Morrinsville Youth Development group which in this case targets youth needs in Morrinsville.

There is currently no procedure in place to measure this indicator. Refer to the section 'Additional Information' to see what is being done regarding data gaps generally.

Indicator	State	Trend
6.2f Land use zones within the district provide for at least a 20 year growth period for Matamata, Morrinsville and Te Aroha	☹	?

This indicator is measuring if land is zoned appropriately to ensure Matamata, Morrinsville and Te Aroha can continue to grow for the next 20 years.

It is important we accommodate increasing growth and development pressure in the district. Residential development is spreading outside the existing urban area and may compromise natural and physical resources (including high quality soils). Council wants to ensure continued achievement of the objectives and policies as set out in the Operative District Plan. Farmland is coming under increasing pressure from development, therefore alternatives for possible consolidation of residential activities in the existing Residential Zone need to be considered.

As at 1 July 2008, limited information is available regarding if land use zones within the district provide for at least a 20 year growth period. However a plan change has been proposed to amend urban subdivision rules. This proposed plan change only deals with residential land. It seeks to increase infill development in the main residential areas of Morrinsville, Matamata and Te Aroha. The proposed amendments to the District Plan are as follows:

3.1.2 Density

Household density shall not exceed:

(i) One dwelling per 500m² of nett site area for sites greater than ~~200~~ 300 metres from a Residential/Business zone boundary in Matamata, Morrinsville and Te Aroha.

(ii) One dwelling per 350m² of nett site area for sites ~~200~~ 300 metres or less from a Residential/Business zone boundary in Matamata, Morrinsville and Te Aroha.

(iii) One dwelling per 500m² of nett site area for all sites in the Residential Zone in Waihou and Waharoa.

Extending the buffer to 300m will increase the number of lots that could potentially be subdivided from 653 to 933. In the last five years, 56 infill subdivision consents were granted. If subdivision was to continue at this rate there would be enough subdividable sites for approximately another 16 years, however it may be appropriate to review the District Plan if growth significantly increases. Also 300m is within an easy walking distance of town for most people (approximately 5 minutes maximum), reducing the use of energy via motor vehicles.

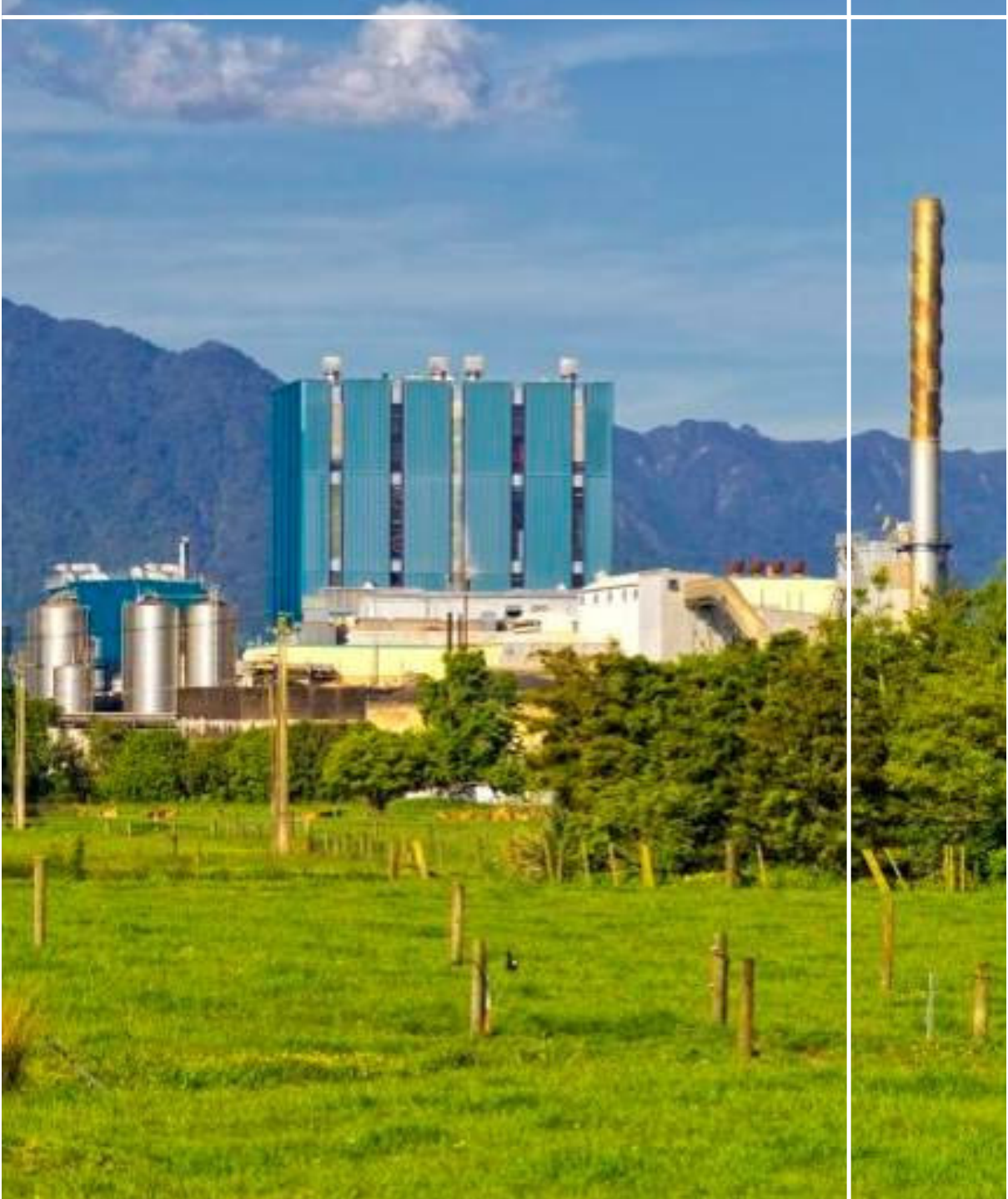
Additionally, Council has begun a proposed plan change (proposed plan change 26) to address the demand for residential land in Matamata as well as other services to sustain population growth.

Indicator	State	Trend
6.2g Number of improved access to services	☺	?

This indicator is concerning new systems that are implemented to make services more user-friendly. These include improvements to facilities or the implementation of new services.

There is currently no procedure in place to measure this indicator. Refer to the section 'Additional Information' to see what is being done regarding data gaps generally.

Planning and Development



Planning and Development

The main issues in this topic are the infrastructure that communities need to operate and the importance of careful planning when deciding the layout and needs of our towns for the future



Planning and Development

7.1 Industrial Development

Successful businesses and industries are the basis of a thriving economy. Business and industry form the links between economy, community and the environment.

The number of businesses and employees indicates the health of the economy. An increase in new businesses and associated employees reflects a growth in economic activity.

Community Outcome:

- There will be consistent and coherent growth in the industrial sector to help foster growth in the commercial and residential sectors of our communities

Indicator	State	Trend
7.1a Number of businesses and employees by industry	☹	↑

Information for this indicator is listed under 1.2a 'Number of businesses and employees by industry'.

Indicator	State	Trend
7.1b District economic activity	☹	?

Information for this indicator is listed under 3.1b 'District economic activity'.

7.2 Intensive Farming

Intensive farming activities contribute to the wealth of our district. However, there is increasing concern over the health and environmental consequences of these practices. Current trends suggest that the use of intensive farming practices are increasing in our district and the effects are not always being contained within property boundaries. Ideally all negative effects of an industry would be managed within the property, the effects of intensive farming would be monitored, and the long-term adverse effects would be minimised.

Community Outcomes:

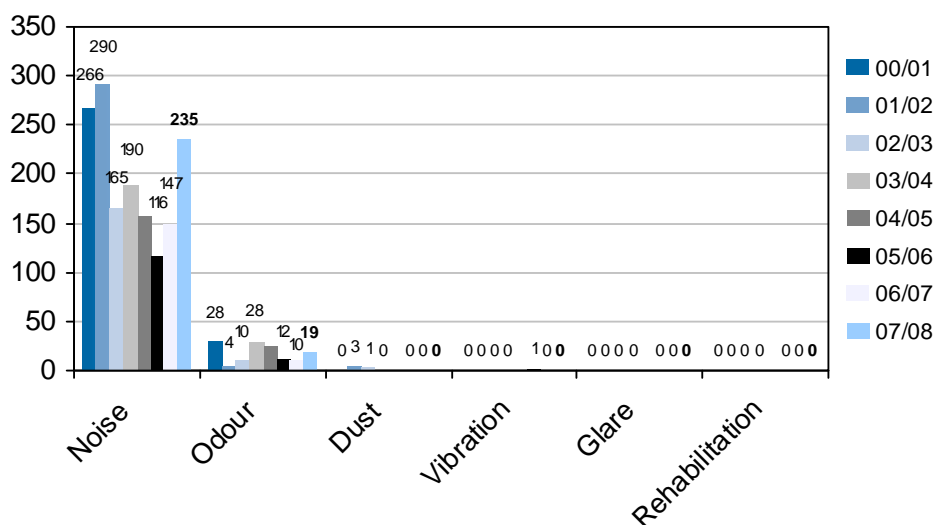
- All negative effects of an industry will be managed within the property
- The effects of intensive farming will be monitored
- The long-term adverse effects of intensive farming will be minimised

Indicator	State	Trend
7.2a Number of complaints received regarding adverse effects from activities: noise, dust, odour, vibration, glare, rehabilitation	☹	↑

Incompatible activities are when one activity has a negative impact on another nearby activity. This can happen when farming activities affect nearby dwellers, or dwellers intrude on farmland or nearby businesses. If a growing number of complaints are received, this may be an indication that developments are occurring in unsuitable areas. Incompatible activities have a higher chance of occurring if new developments and new houses are built in certain areas. These include sites neighbouring industrial spots or established intensive farms such as chicken and pig farms.

By far the majority of complaints each year are concerning noise. Complaints concerning odour have also been recorded in each of the last eight years, whilst dust, vibration, glare and rehabilitation complaints have been rare or non-existent.

Noise, odour and other complaints to Council



Source: Council records

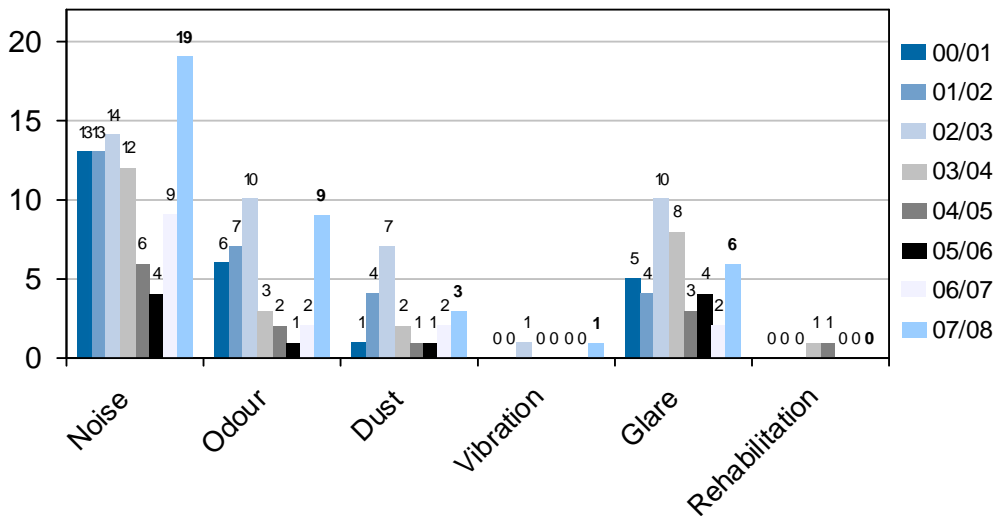
Indicator	State	Trend
7.2b Public perception regarding whether the effects of intensive farming are monitored	☹	?

Environment Waikato's EAAA Survey 2006 revealed a number of perceptions of Matamata-Piako residents. Whilst residents were not asked if they believe the effects of intensive farming are being monitored, they were asked other questions regarding farming and the environment (for details refer to 4.4n 'residents' perceptions regarding the sprays and pest control methods used').

Indicator	State	Trend
7.2c Number of conditions of resource consent imposed to control adverse effects from activities: noise, dust, odour, vibration, glare, rehabilitation	☹	?

In some circumstances resource consents are only granted if conditions are put in place to prevent or mitigate adverse effects. By imposing conditions to control adverse effects, Council is able to minimise the likelihood of incompatible activities occurring. These conditions can prevent adverse effects to neighbouring properties and help minimise long term effects of intensive farming activities.

Number and type of resource consent conditions imposed to control adverse effects from activities 2000-2008



Source: Council records

7.3 Rural Subdivision and Amalgamation

Rural subdivision trends have a considerable impact on the sustainability and viability of our rural communities.

At present there is a trend toward the amalgamation of properties instead of subdivision, resulting in little growth of small rural communities. This is economically driven with farm owners seeking to improve returns and may get worse. Subdivision in rural areas is putting pressure on Council as lifestyle blocks and rural residential subdivisions demand improved services and infrastructure; this needs to be properly planned and could be a burden on ratepayers.

Ideally we would be promoting and encouraging planned community growth, this would involve restricting subdivision in rural areas so large 'blocks' of land would be protected, while ensuring we would no longer have a shortage of rural properties. Council plans would be prepared to accommodate changes in the trends of subdivision versus amalgamation.

Community Outcomes

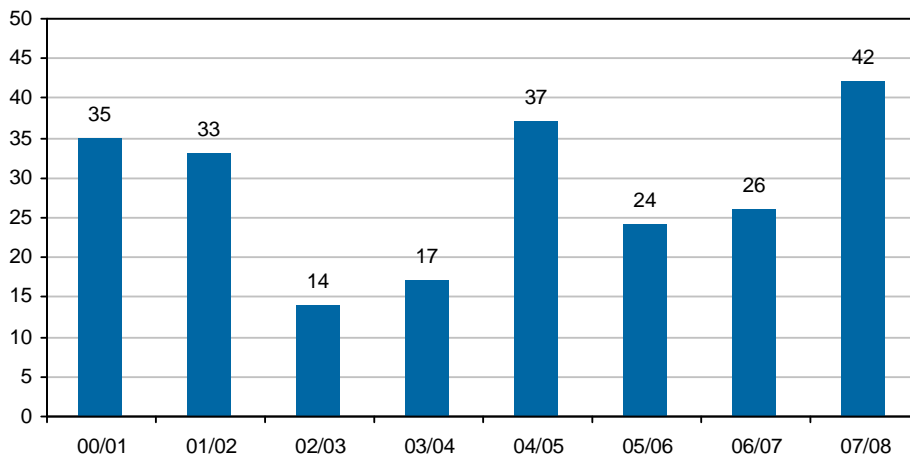
- Large 'blocks' of land will be protected through the restricting of subdivisions in rural areas
- Council plans will be flexible enough to accommodate changes in the pressures for subdivision

Indicator	State	Trend
7.3a Applications received/granted to subdivide class I, II and III soils (into lots of less than 8ha)	☺	→

This indicator measures the number of subdivision consent applications Council receives to turn areas of rural land on high quality soils into smaller lots of less than eight hectares, for residential and lifestyle purposes.

Class I, II and III soils are the most versatile, and are valuable for productive purposes. Land fragmentation could result in future shortages of properties of suitable size for viable farming and horticultural units.

Number of applications to subdivide class I, II and III soils into lots less than 8 ha



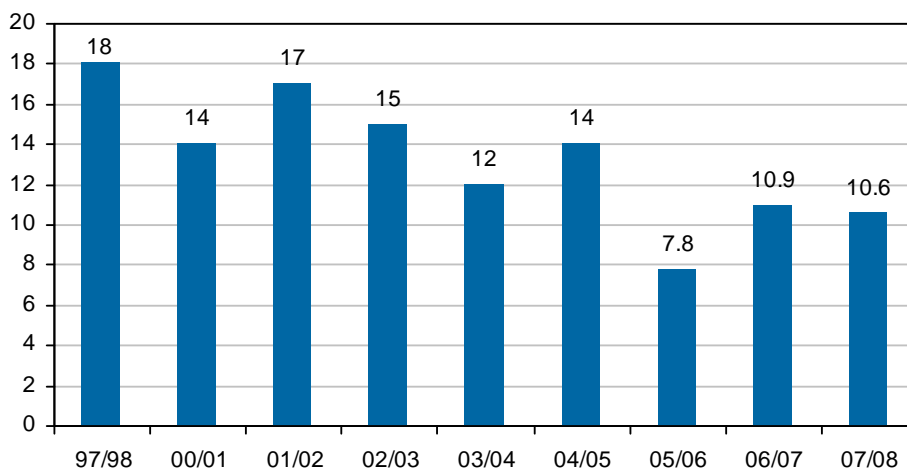
Source: Council records

Indicator	State	Trend
7.3b Average lot size for rural subdivisions on class I, II and III soils	☹	↓

This indicator measures the average subdivided lot sizes in the district's rural zone. Only subdivisions on class I, II and III soils are calculated in this equation. Class I, II and III soils are the most versatile and productive, and are valuable for productive purposes. Land fragmentation could result in future shortages of properties of suitable size for viable farming and horticultural units. It is important large 'blocks' of land are protected by restricting subdivisions in rural areas.

Between 1 July 2007 and 30 June 2008, the average lot size for rural subdivisions on class I, II and III soils was 10.6 hectares.

Average lot sizes for rural subdivisions on class I, II, III soils (ha)



Source: Council records

Indicator	State	Trend
7.3c Number of applications declined for subdivision on class I, II and III soils	☹	?

It is important large 'blocks' of land are protected by restricting subdivisions in rural areas. From 2000/01 to 2007/08, three applications were declined for subdivision on class I, II and III soils. One was in 2000/01 and the other two were in 2003/04.

Indicator	State	Trend
7.3d Number of resource consent applications declined for non-productive activities on class I, II and III soils	☹	?

It is important this productive land is utilised for productive uses which will benefit our local farmers and our local economy. One resource consent application has been declined for a non productive activity on high class soils between 2000/01 and 2007/08. This was for the erection of a billboard in 2001/02.

7.4 Small Town Culture: Large Town Infrastructure

Rural towns pride themselves on their small, close-knit, family feel. This often means there can be a lack of facilities and infrastructure a community needs to grow and be prosperous. As more people move to our district, the community facilities we have to offer get stretched and the local infrastructure is left lagging behind growth. There are shortages of available industrial land and shops are being forced to move to less than ideal locations in order to expand. Combining all these facets, suggest the possibility of our town structure and business areas becoming fragmented in the future.

Our ideal is to have towns that grow in a coherent 'well planned' manner. The decision-making for our town would be confident and visionary, projects would be started and completed seamlessly, and infrastructure would be provided for the future, not just today.

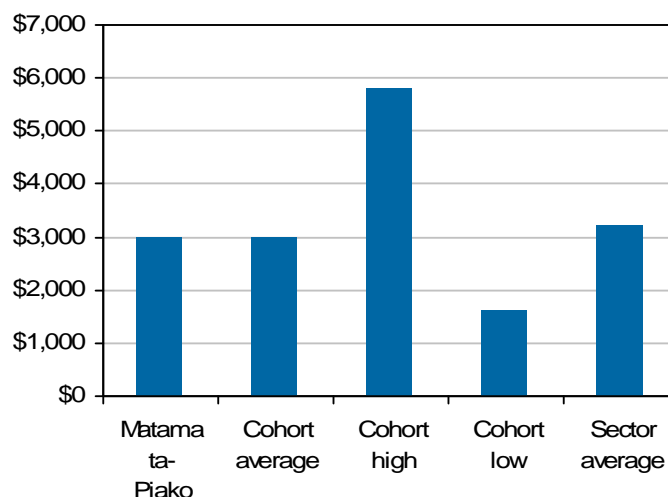
Community Outcomes:

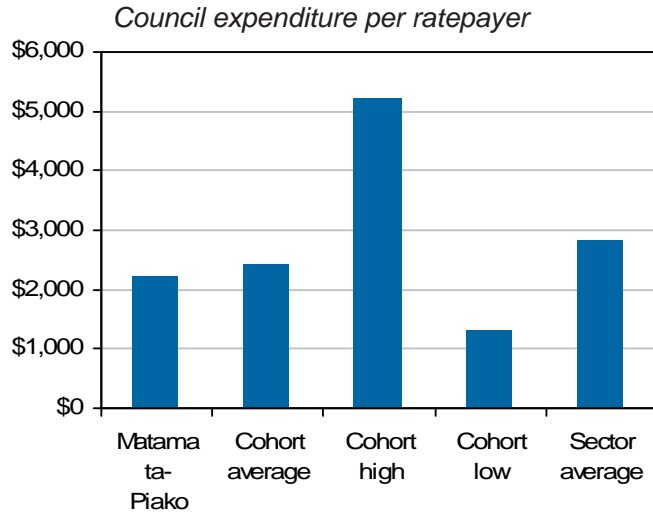
- Our towns will all grow in a coherent 'well planned' manner
- Our decision-making will be confident and visionary
- Projects will be started and completed seamlessly
- Infrastructure will be provided for the future, not just today
- Decisions and development will be conducted in a manner respectful to local tikanga (customs) and values

Indicator	State	Trend
7.4a Sustainable use of funding for services	☹	?

Sustainable use of funding for services is a measure of whether Council can provide ongoing services for the district at an affordable cost. One indicator of sustainable use of funding is the level of expenditure and revenue of Council. The Larry N. Mitchell 'Base Stats' Report analyses and compares expenditure and revenue of Local Authorities. Results for 2006 show that Matamata-Piako District Council (MPDC) had 'revenue per ratepayer' slightly below the cohort average (i.e. other similar provincial/rural councils). The report also showed MPDC had an expenditure per ratepayer slightly below the cohort average. These results indicate MPDC's revenue and expenditure ratios are similar to other councils.

Council revenue per ratepayer, 2006





Source: Larry Mitchell Base Stats Report 2006

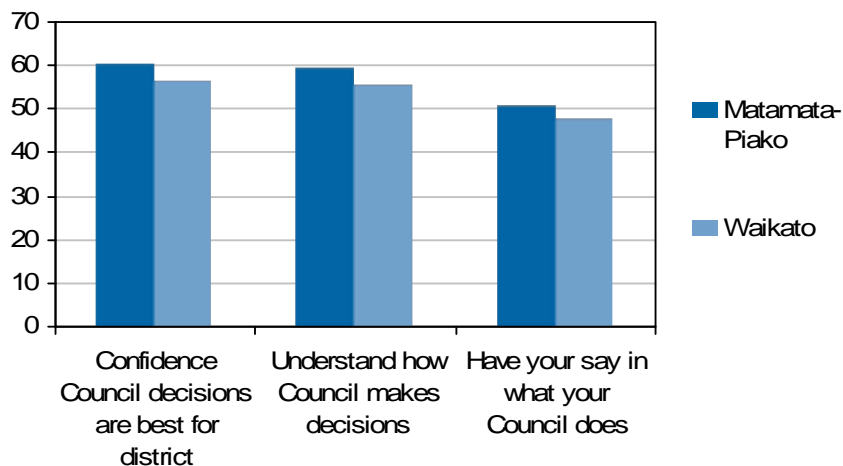
Indicator	State	Trend
7.4b Residents' confidence in council decision-making	😊	?

This indicator measures residents' rating of agreement that decisions made by their local Council are in the best interests of the district. Residents' confidence in Council's processes and decision-making is vital for a functioning democracy. Elected members have a responsibility to reflect their communities. The perception of resident's confidence in Council's decision-making is a measure of this community representation and how close local government is to their community of interest.

Council measured this through its involvement in the Perception Survey. The respondents were asked *'We are interested in understanding your views on the role of your local Council. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree.'*

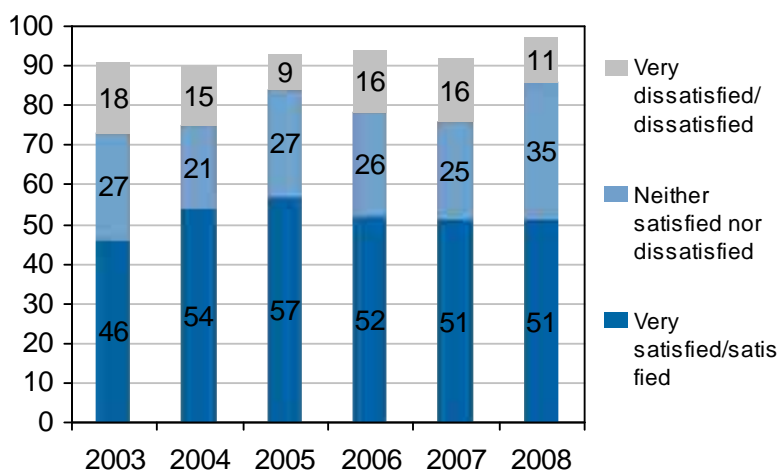
Out of the twelve Waikato districts, Matamata-Piako residents had the third highest confidence rating that the Council makes decisions that are in the best interests of their district. Matamata-Piako residents were also slightly more likely to say they understood how Council makes decisions, and that they have enough say in what Council does.

Residents' confidence in Council decision-making (agreement index)



Source: Perception Survey 2007

Additionally, Council asked residents through its National Research Bureau (NRB) Survey how satisfied they were with the way the Council involves the public in the decisions it makes. In the 2008 survey, 51% said they were very satisfied or satisfied and 35% said they were neither satisfied nor dissatisfied.



Source: NRB Survey 2008

Indicator	State	Trend
7.4c Capacity of urban services to meet 10 year forecasted demands (water, waste etc)	☺	?

This indicator is measuring if Council's urban services infrastructure is capable of meeting its demands for the next ten years. The condition of an asset is a useful tool to decide renewal, upgrade and also the performance of the particular asset. It also helps to evaluate the performance.

Council has the capacity to meet ten year forecasted demands based on population growth assumptions. Activity Management Plans have been developed for each of Council's urban services. These management plans identify the anticipated life of the water, wastewater, waste management and stormwater infrastructure.

Anticipated Life of Water Infrastructure

Currently all the water treatment plants owned by the Council have adequate capacity to cater for next ten years identified demand. Generally they provide a satisfactory service to the respective community although improvements are needed to achieve higher levels of service. Action has been taken to identify any shortcomings of the schemes and also to address them in the future.

Anticipated Life of Wastewater Infrastructure

Even with an assumed 'high' rate of population growth, projected population growth for the district is relatively slow. Therefore no significant impact on infrastructure can be anticipated due to population growth.

Anticipated Life of Waste Management Infrastructure

Currently all the Transfer Stations owned by Council have adequate capacity. However, when the Transfer Station Operation and Management Contract expires, Council will have needed to have booked more Landfill space.

Anticipated Life of stormwater Infrastructure

In general terms the condition of the stormwater reticulation is not known but very little pipes were laid prior to 1950. There are locations in the district where larger pipes lead into smaller pipes, where pipes are structurally defective, where root ingress is a problem, and where grades and alignments are also poor. The condition of stormwater manholes is also unknown. It is assumed that the condition of manholes is similar to the pipe adjoining the manhole.

At present Council has not produced any Catchment Management Plans. Various studies have been carried out on the stormwater systems in the townships of Matamata, Morrinsville, Te Aroha and Waharoa. These studies generally confined to specific problem areas and have asset details only for that area. However, comprehensive pipe capacity study is necessary for all areas to decide on renewals and upgrades.

Indicator	State	Trend
7.4d Number and value of development contributions collected p.a. i.e. reserve, water, storm water, roading etc	☺	↑

This indicator measures the monetary contributions that Council collects from developers. New developments require new services to be provided and maintained. Developers are required to pay a development contribution to help Council afford to provide and maintain services. As more development occurs, the number of contributions must also increase.

Number and value of development contributions

	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
Number	12	32	14	35	59	261	379	263
Value \$	32,620	210,942	43,863	226,898	758,471	915,296	1,661,510	1,457,327

Note: Figures from 2004/05 includes both network contributions and parks and reserves contributions.

Source: Council records

Indicator	State	Trend
7.4e Number of complaints received from iwi	☺	?

Results for this indicator are shown under 5.2l 'Number of complaints received from iwi'.

Indicator	State	Trend
7.4f Number of consultations with iwi and number of responses to consultation from iwi	☺	→

Information for this indicator is listed under 5.2h 'Number of consultations with iwi'.

Indicator	State	Trend
7.4g Number of consent conditions imposed to protect iwi interests	☺	?

Information for this indicator is listed under 5.2i 'Number of consent conditions imposed to protect iwi interests'.

7.5 Town Appearance

Residents of Matamata-Piako care how their community looks to visitors and residents alike. The appearance of a town reflects the nature of the community that lives there. A well planned township contributes to a positive appearance and atmosphere which attracts new residents.

Community Outcomes:

- Our towns will have an appearance their residents can take pride in; free from graffiti and vandalism
- The town entrances will be maintained as gateways to the town, with a theme appropriate to the town
- Our towns will have wide streets and well maintained footpaths
- Industry will be zoned to appropriate places within the town with screening and development controls in place to help reduce the visual impact
- The appearance of our towns, the names of roads, sites and facilities, will reflect the diversity of the residents

Indicator	State	Trend
7.5a Residents rating of sense of pride in the way the district looks and feels	☺	?

Results for this indicator are listed under 1.4a 'community perception of a great place to live and a strong sense of community responsibility'. Matamata-Piako's average satisfaction rating of 74.7 points was the fourth highest out of the 12 Waikato districts.

Indicator	State	Trend
7.5b Community perception regarding whether the town entrances are well maintained gateways to the towns, with themes appropriate to the towns	☺	?

It is important that town entranceways possess a theme that is appropriate to the town. Each town has features which makes the town unique and strengthens its identity. Themes are something residents can take pride in, and should be appropriately incorporated into entranceways for residents and visitors to appreciate.

There is currently no procedure in place to measure this indicator. Refer to the section 'Additional Information' to see what is being done regarding data gaps generally.

Indicator	State	Trend
7.5c Our towns will have wide streets and well maintained footpaths	☺	?

This indicator is measuring what policies Council has in place to ensure streets are wide and footpaths are well maintained in the district. Wide streets and well maintained footpaths add to the appearance of the town. They are important things to consider when planning the layouts and needs of towns in the future.

Minimum road widths apply as a performance standard for new subdivisions to ensure our towns continue to have wide streets. These performance measures are detailed in the Operative Matamata-Piako District Plan 2005.

During the Matamata-Piako District Council Service Review Survey, residents were asked how satisfied they were with footpaths in the district. Satisfaction levels regarding 'provision of footpaths' reveals that ratepayer's expectations are not quite being met.

6.2.1 Roading Access (extract from District Plan 2005)

Road Widening
Where part of the land being subdivided is required for road widening or for other street purposes or for other works, the [subdivision](#) shall be designed as though such land had been dedicated prior to the time of subdivision.

Access to be Provided
Every owner or occupier shall provide vehicular access to their property for parking and/or loading from a formed legal road or over land by mutual right of way or service lane. For design and location of access points see Transportation, Section [9](#).

Access Lots or Private Ways
Rural and Rural-Residential Zones

The minimum width of any access lot or private way shall be 9 metres provided that Council may require additional width for the provision of drainage or other services and batter slopes if the access is either raised or cut into a hill side.

The carriageway width shall be at least 4.5 metres wide over the full length of the access lot, widening out to 6.0 metres for the first 20.0 metres from the road boundary to facilitate construction of an approved entrance onto the public road to facilitate safe entry/exit to the lots. Construction of the access lot or right of way shall be as approved by Council.

The maximum length of an access strip or a private way shall be 1,000 metres. No access lot or private way shall serve more than six allotments, and if 3 or more lots are served then the access lot or private way shall be sealed.
Residential, Business and Industrial Zones

The minimum width of one access lot or private way shall be 3.5 metres. Width requirements for access serving more lots shall be as follows:

2 - 3 lots	4.0 metres
4 - 6 lots	5.0 metres
more than 6	

The minimum requirements shall be in accordance with [Appendix 7](#)

Indicator	State	Trend
7.5d Number of complaints received concerning amenity values e.g. noise, dust, odour, glare, vibrations, chemical/effluent spray drift, signage	☺	↑

Results for this indicator are listed under 7.2a 'Number of complaints received regarding adverse effects from activities: noise, dust, odour, vibration, glare, rehabilitation'.

Indicator	State	Trend
7.5e Public perception regarding the visual impact of industry	☹	?

This indicator measures the public's opinion regarding the impact industry has on visual amenity values. If residents believe industry is having adverse effects, this could indicate that industry is not being zoned to appropriate places or that there are not enough development controls in place to reduce the visual impact of industry.

Environment Waikato's EAAA Survey 2006 revealed a number of perceptions of Matamata-Piako Residents. Residents were not asked their opinions on the visual impact of industry. However one question asked whether the level of pollution or waste produced by nearby businesses and industries was improving. More Matamata-Piako residents believed they were seeing improvements than the average for the Waikato Region.

Perceptions of changes regarding environmental issues – pollution or waste

	Worse %		Same %		Better %	
	MPD	Waikato	MPD	Waikato	MPD	Waikato
The level of pollution or waste produced by nearby businesses and industries	18	25	43	40	27	20

Source: EAAA Survey 2006

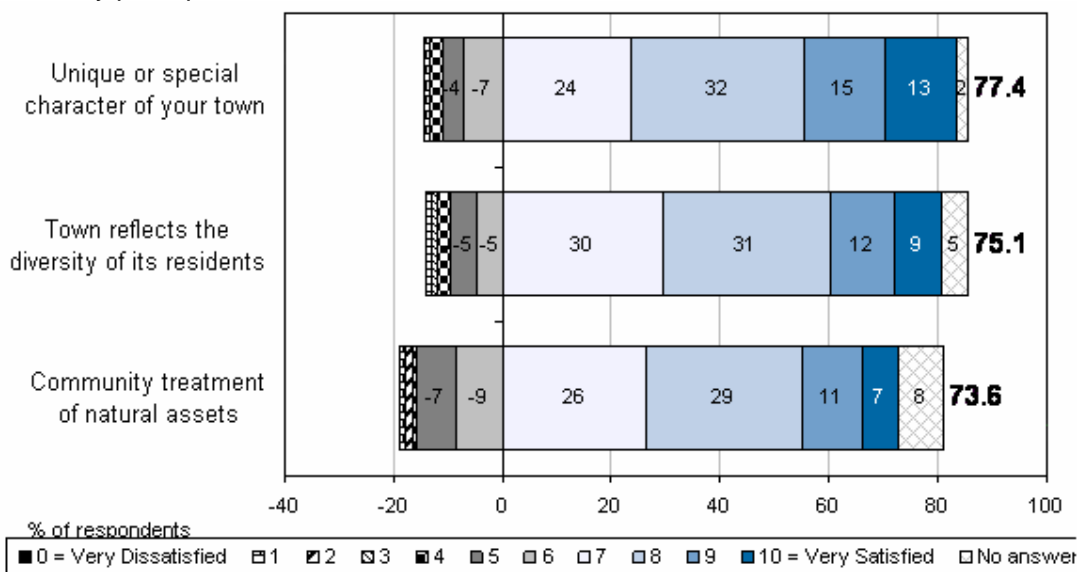
Note: Table excludes "unsure/don't know" responses

Indicator	State	Trend
7.5f Community perception of whether the appearance of our towns, the names of the roads, sites and facilities, reflect the diversity of the residents	☺	?

This indicator is measuring whether a link exists between the appearance and features of our district and the residents who live inside it. It is important that an association exists between the District and its residents. By reflecting the diversity of the residents, the district becomes more personal and over time gains a greater heritage value.

Council measured this through its involvement in the Perception Survey. The respondents were asked 'Thinking about the environment you live in and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <...>?' The results show that Matamata-Piako residents generally feel satisfied with the appearance and special character of their town, the way in which their town reflects the diversity of residents, and community treatment of natural assets. A comparison to other districts is not available as not all districts were asked this question.

Community perception of Matamata-Piako towns



Source: Perception Survey 2007

7.6 Town Planning

Planning is everywhere. We use planning in most activities that we undertake, whether it is shopping, gardening, sports or on holiday. Planning is the act of defining a goal, working out the best practice to reach that goal, to ensure that our goals are met in a coherent manner that minimises conflict. Planning for growth and development is very difficult and not an exact science. The planning for Matamata-Piako is a continual progression. Some of the main planning issues include developing more residential sites, identifying the priority areas for industry, developing a more 'friendly' business area, and providing community facilities, services and infrastructure for our future.

Community Outcomes:

- Our District Plan and Council policies will promote the retention of the character of our towns while accommodating growth and development
- Our three towns will grow bigger to the benefit of urban and rural citizens
 - Morrinsville and Matamata will expand up to a maximum of 10,000 people with a well managed growth plan
 - Te Aroha would have expanded to a vibrant community of 5,000-6,000 people permanently resident
- All people will have access to good quality affordable housing

Indicator	State	Trend
7.6a Land use zones within the District Plan provide for at least a 20 year growth period	☹	?

Information for this indicator is listed under 6.2f 'land use zones within the District Plan provide for at least a 20 year growth period for Matamata, Morrinsville and Te Aroha'.

Indicator	State	Trend
7.6b Urban population numbers, including household unit, age demographics	☹	→

This indicator is measuring the population growth of the three main urban centres in Matamata-Piako. It also measures household compositions and the population age structure of residents in the district.

Urban population numbers reveal whether our three main towns are growing in size. Information regarding household units and the age of residents is important to consider in town planning. Information about population, households and age profile can be found in the District Profile section. In summary:

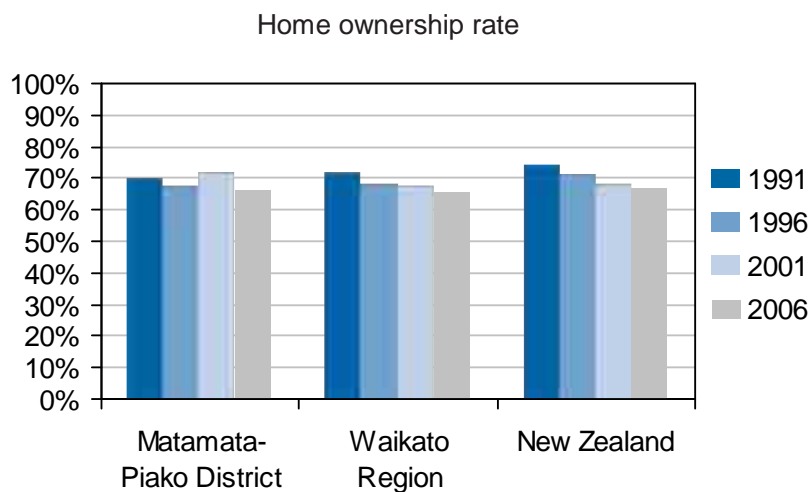
- The district population as at June 2006 was approximately 31,200 people. Medium projections are for the population to peak at 31,700 people in 2016-2021 and subsequently fall to current levels.
- The majority of growth in the district is projected to be in Morrinsville, with other towns and rural areas generally falling in population.
- The number of one-person households is projected to increase, resulting in a falling average household size from 2.6 to 2.3 people per household by 2021.
- The district population profile is projected to continue growing older. By 2031 the proportion of residents aged 0-14 years is projected to decline from 22.8% to 17.5%, whereas the proportion of residents age 65 years and over is projected to increase from 15.7% to 29.1%.

Indicator	State	Trend
7.6c Home ownership rate	☹	↓

This indicator reports the number of households living in owner occupied private dwellings, as a percentage of all households living in private occupied dwellings.

Household tenure is an important aspect of housing in New Zealand since it has implications for household security (both physical and financial), as well as for the national economy. The highest form of tenure security for a household is ownership of the dwelling it occupies. Numerous benefits accompany dwelling ownership, including a degree of financial security and a reduced risk of disruption from frequent changes of dwelling. Overseas research also indicates that home ownership encourages investment in local amenities and social capital, because ownership gives individuals an incentive to improve their community and creates barriers to mobility.

Census results show that home ownership has been falling only moderately in Matamata-Piako District compared to the downward trend at the national level. Home ownership rates in Matamata-Piako are now similar to the regional and national average.



Source: Statistics New Zealand Census

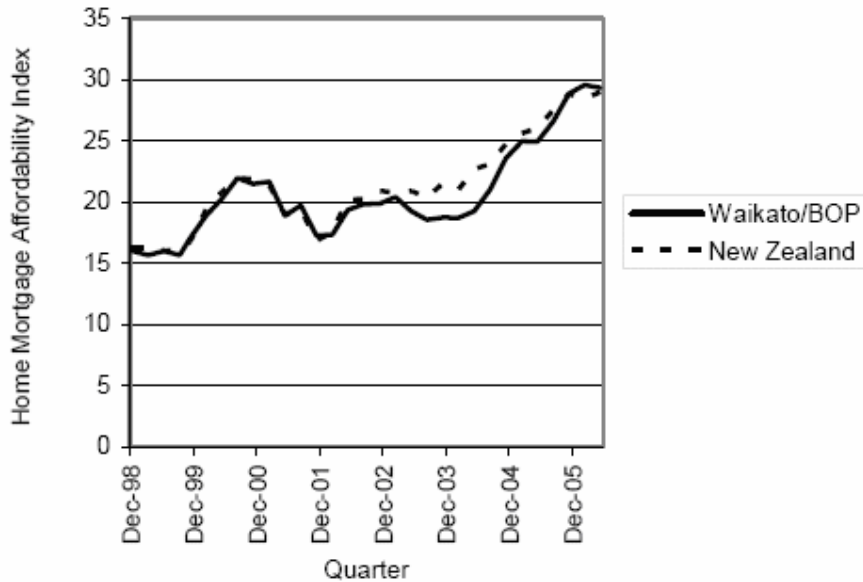
Indicator	State	Trend
7.6d Home mortgage affordability	☹	↓

This indicator measures how affordable it is to have a home mortgage. Australian Mutual Provident Society (AMP) and the Massey University Real Estate Analysis Unit compile quarterly data on housing prices, mortgage interest rates and average weekly earnings to produce a home mortgage affordability index.

People spend a large percentage of their income on housing costs. Mortgages are one of the greatest contributors to deprivation and hardship for people on low incomes.

The Home Mortgage Affordability Index for Waikato/Bay of Plenty for the June 2006 quarter was 29.30, slightly above the national average index of 28.98. This is partially due to worsening housing affordability in Hamilton City (a low index means housing is more affordable). Hence, Matamata-Piako's index score is likely to be more favourable than the regional index score. At both the regional and national level, housing is much less affordable than it was in 1998 when monitoring began.

Home mortgage affordability index



Source: AMP-Massey University

Indicator	State	Trend
7.6e Inflation-adjusted median weekly rent	☺	?

Median weekly rent is a measure of the middle point of the weekly rent paid by Matamata-Piako residents. For example, if there were 99 people renting houses, the median weekly rent would be the rent paid by the fiftieth person when people are ranked by weekly rent. Monitoring the median weekly rent over a time period provides an indication of whether people have access to affordable accommodation. Median weekly rent gives a more informative indication than mean weekly rent because the median is less sensitive to extremes.

The amount of rent paid by households for the dwelling they occupy is a significant component of housing affordability. However, high rents do not in themselves compromise affordability. Rents vary greatly according to many factors, including location, dwelling size, sector of landlord and source of income. Rent-to-income ratio is a more sophisticated indicator of how affordable rental properties are across New Zealand. As well as giving an insight into the financial burden of rent payments, this indicator explores the ability of the housing market to provide adequate rental properties for all sections of society, regardless of income. Affordability is defined in Statistics New Zealand's Housing Statistics as one of the six dimensions of housing adequacy. Housing affordability relates to the ability of households to rent or purchase housing in a locality of choice at a reasonable price, the capacity of households to meet ongoing housing costs, and the degree that discretionary income is available to achieve an acceptable standard of living. Affordable housing should leave enough residual income to cover other basic living costs, as well as allowing households to save for irregular but unavoidable costs such as medical and dental care.

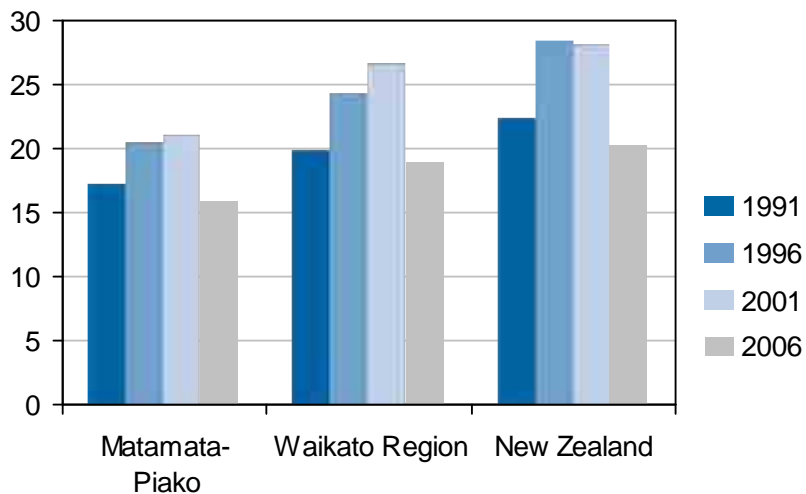
Results show that housing rentals remain relatively affordable in the Matamata-Piako District. Further checking and analysis is required before Council can make strong conclusions about local trends in housing affordability.

Market rent for Matamata-Piako, 1 September 2008 – 28 February 2009

Bedrooms	Dwelling	Bonds Received	Average Rent	Median Rent
1	Flat	11	\$152	\$150
2	Flat	42	\$192	\$190
2	House	41	\$221	\$220
3	House	186	\$251	\$250
4	House	34	\$274	\$265
5+	House	7	\$305	\$325

Source: Department of Building and Housing

Rent to income ratio (percentage) for households paying rent



Note: Calculated as ratio of median annual rent to median annual household income for each area (ratio of medians for each area).

Source: Statistics New Zealand Census

Pride and Justice



Pride and Justice

Throughout our consultation people talked about a number of social justice issues. Often discussed in terms of feeling proud that people are respectful of others and believe in justice for all; this topic refers to pride and the sense of fairness that our residents value



Pride and Justice

8.0 Pride and Justice

People’s pride in where they live is often linked to the welfare and health of the community members, the relationships they have with other people and how their town compares to others.

Community pride is often described as strength of rural living; people in small communities often feel a particularly strong sense of loyalty and pride in their township. However, not all residents experience the same level of success, just as not all residents enjoy the same recreational, educational and career opportunities that others may experience. This raises concerns about discrimination and disadvantages.

Community Outcomes:

- All people will live lives free from discrimination
- People will feel proud to say that they come from Matamata-Piako
- People will be able to feel proud of their heritage and culture
- People will have the opportunity to learn about their own heritage and culture as well as the heritage, values and traditions of others living in the district
- Organisations making decisions on behalf of the community will have an understanding of Māori values
- Our decision making will be fair and just in its consideration of the diversity and different needs of residents in Matamata-Piako
- All people will be free of poverty
- Our community will be a place where young people feel welcome and can imagine building a life
- Our koroua and kuia (elders) will be respected for the valuable contributions they make to our community
- All settlements for lands and properties confiscated unjustly will be negotiated to fair and durable outcomes

Indicator	State	Trend
8.0a Perceived discrimination	☹	?

This indicator measures residents’ views about whether cultural diversity makes their district/town a better place to live. Towns are home for an increasing number of people with diverse lifestyles and cultures from different countries. This diversity impacts on how we communicate with different population groups and how they are made to feel part of their city, and enjoy a quality of life. All people deserve to live free from discrimination.

Council measured this through its involvement in the Perception Survey. The respondents were asked *‘New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <statement>?’*

Three quarters of the respondents (75%) agreed (scores 6 – 10) with the statement *‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’* and only 8% disagreed with this (scores 0 – 4). Conversely, two thirds of the

sample (66%) agreed (scores 6 – 10) with the statement ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ and 10% disagreed (scores 0 – 4). The resulting agreement index (weighted average) score were lower for Matamata-Piako than they were for the regional average.

Perceptions of cultural diversity (agreement index)

	Matamata-Piako	Waikato Region
Family respect for cultures of our people	71.7	76.5
Neighbourhood respect cultures of our people	67.8	70.0

Source: Perception Survey 2007

Indicator	State	Trend
8.0b Residents rating of sense of pride in the way the district looks and feels	☺	?

Information for this indicator is listed under 1.4a ‘Community perception of a great place to live and a strong sense of community responsibility’. Matamata-Piako’s average satisfaction rating of 74.7 points was the fourth highest out of the 12 Waikato districts.

Indicator	State	Trend
8.0c Change in the number of opportunities available	☹	?

This indicator is measuring the opportunities available for residents to learn about their heritage and culture, and the heritage and culture of the district.

Whilst historical/museum societies exist in each of the three wards in Matamata-Piako, there is currently no procedure in place to measure the change in the number of opportunities available. Refer to the section ‘Additional Information’ to see what is being done regarding data gaps generally.

Indicator	State	Trend
8.0d Questionnaire for organisations	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. This is the first time that this indicator has been measured therefore no trend data is available.

A questionnaire was sent out to organisations making decisions on behalf of the community asking ‘how have you ensured that you are informed of local Māori value when making significant decisions on behalf of the community?’

16 out of the 38 organisations sent questionnaires responded. 69% (11) of those organisations which responded said that they were ensuring they were informed of local Māori value when making decisions on behalf of the community. Examples of how they were informed of this were with Iwi liaison officers, Māori advisory groups and external Māori reference groups.

Indicator	State	Trend
8.0e Community satisfaction with the way the Council involves the public in the decisions it makes	☺	?

Information for this indicator is listed elsewhere under 7.4b ‘Residents’ confidence in Council decision-making’.

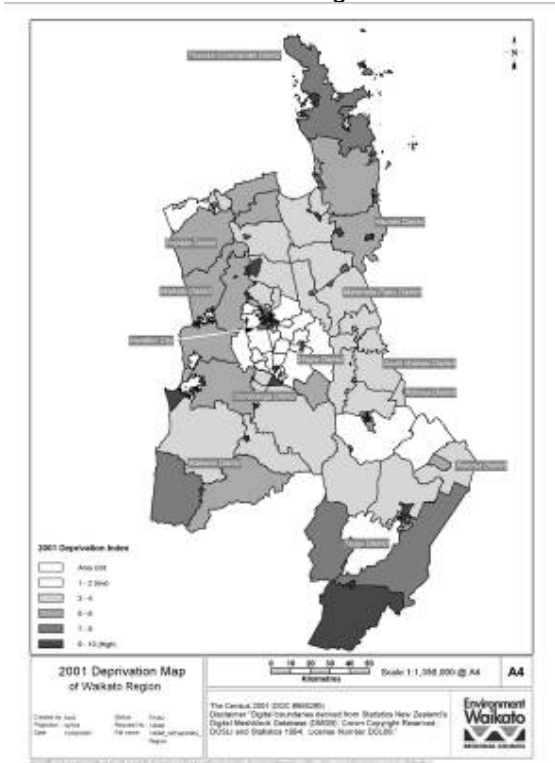
Indicator	State	Trend
8.Of Social deprivation index	☺	?

The New Zealand Index of Deprivation (NZDep) is a measure of socio-economic status calculated for small geographic areas. It shows the percentage of the population in a given area who live in each deprivation index decile. The Index combines a range of key socio-economic factors from the census and estimates a score of material and social deprivation for a particular area, on a scale of 1 (least deprived) to 10 (most deprived). Deprivation scores generally reflect the ability of households to achieve positive outcomes in areas such as health, income, education and employment.

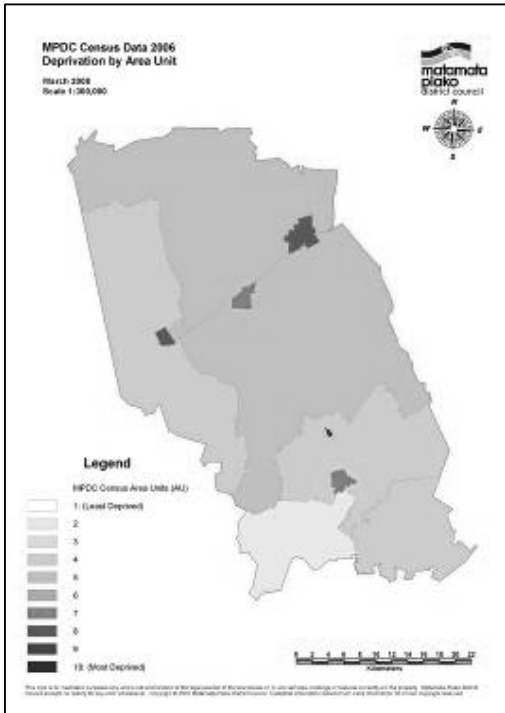
The economic and social circumstances of people impact significantly on their ability to provide for their everyday needs and to participate fully as members of their communities.

In summary, Matamata-Piako District overall is relatively less deprived than some other parts of the Waikato Region. However there is considerable variation of socio-economic status within the district, with relatively higher levels of deprivation concentrated in urban areas.

NZDep deprivation profile for the Waikato Region



NZDep deprivation profile for Matamata-Piako District



Source: Map produced by Environment Waikato using data sourced from Public Health Intelligence, Ministry of Health

Source: Map produced by MPDC using data sourced from Public Health Intelligence, Ministry of Health

Indicator	State	Trend
8.0g Survey of young people regarding whether they view our community as a place where they feel welcome and can imagine building a future	☹	?

Young people are important for the future of the district. As adults they will contribute to our economy and our growth. If they do not consider this a place where they can build a future, policy makers will need to consider new ways to attract them.

There is currently no survey of young people being undertaken about whether or not they view our community as a place where they feel welcome and can imagine building a future. However, as a proxy, residents who participated in the Perception Survey 2007 were asked if they considered their community to be a place where young people can imagine building a life. Respondents were asked *'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <...>?' The results show that most Matamata-Piako people agree that young people could imagine building a life in the district. The resulting agreement index (weighted average) score was 72.6 points. A comparison to other districts is not available as not all districts were asked this question.*

Indicator	State	Trend
8.0h Questionnaire for district schools	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007 to measure the community outcome 'Our koroua and kuia (elders) will be respected for the valuable contributions they make to our community'. This is the first time that this indicator has been measured therefore no trend data is available.

All schools in the district were sent a questionnaire regarding respecting elders and those that responded noted:

- 31% presented special awards to elderly members;
- 81% conducted trips to visit elderly;
- 67% recognised or attended special events for the elderly;
- 50% provided specific teaching regarding Māori elderly.

Indicator	State	Trend
8.0i Questionnaire for forum members	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. This is the first time that this indicator has been measured therefore no trend data is available.

Forum members were also asked if they believed our Koroua and Kuia (elders) are respected for the valuable contributions they make to our community, the average response was 6 out of 10, (0 very dissatisfied, 10 very satisfied)

Indicator	State	Trend
8.0j Number and percentage of elderly people recognised at Council awards.	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. This is the first time that this indicator has been measured therefore no trend data is available.

55 people were recognised in this years Volunteer Awards and approximately 50% of those honoured this year were elderly, contributing to our elders being respected for the valuable contributions they make to our community.

Indicator	State	Trend
8.0k Satisfaction Survey of Te Manawhenua Forum	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. This is the first time that this indicator has been measured therefore no trend data is available.

Forum members were asked if they believed that all settlements for lands and properties confiscated unjustly will be negotiated to fair and durable outcomes. The average response being 4.3 out of 10 with 50% responding as being very dissatisfied.

Indicator	State	Trend
8.0l Number of major settlement claims successfully negotiated to reach an outcome	☹	?

This indicator was chosen by members of Te Manawhenua Forum at a workshop in August 2007. We do not currently collect information relating to this indicator. Refer to the section 'Additional Information' regarding data gaps generally.

Transport:



Transport: People Going Places

People Going Places is about our roading networks and it being easy to get around. It is also about being able to get to neighbouring towns and cities easily, finding a park in town, and being safe on and near our roads



Transport: People Going Places

9.1 Parking

Parking is essential for people to access the services they require. When there is convenient and accessible parking businesses do better and towns are seen as more convenient places to stop. At present there is concern in some areas that there is insufficient parking for business staff, shoppers and through traffic to conveniently park. This is a problem that is escalating as traffic increases and businesses are being forced to relocate to improve access to parking.

Ideally we would have good access to parking in the central business district that would suit business staff, shoppers and people passing through (such as buses and campervans) without needing to resort to parking meters or other paid parking methods.

Community Outcome:

- We will have good access to parking in our central business districts that will suit business staff, shoppers and people passing through, without needing to resort to parking meters or other paid parking methods

Indicator	State	Trend
9.1a Area of carparking available	☹	?

This indicator is measuring the area of public carparking available in residential zones within the district. It is important enough parking spaces are provided so that shops and businesses are easily accessible. There is currently no procedure in place to measure this indicator. Refer to the section 'Additional Information' to see what is being done regarding data gaps generally.

Indicator	State	Trend
9.1b Community satisfaction with parking availability	☺	?

Residents want good access to central business districts without needing to resort to paid parking methods.

Residents' satisfaction with parking availability

		Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall				
Total district	2008	76	24	-
	2007	75	24	1
	2006	80	19	1
Comparison	Peer Group	74	24	2
	National Average	63	36	1
Ward	Matamata	69	31	-
	Morrinsville	76	24	-
	Te Aroha	86	14	-

Source: NRB Survey 2008

9.2 People and Traffic Flow

Good traffic flow is at the heart of any successful traffic management system. The ideal traffic system is where we have a busy town with unimpeded access to the central business district; our traffic would flow safely for pedestrians, trucks and cars and rural peacefulness would be maintained.

Community Outcomes:

- Our traffic will flow safely for trucks and cars and rural peacefulness will be maintained
- Young people will be able to safely use our roads for walking and biking
- It will be easy and safe for pedestrians to move around without impeding traffic flow on the roads
- We will have safe, fast links and roading networks to neighbouring communities such as Hamilton and Tauranga
- The aesthetics of our town's main streets will be maintained – i.e. kept clear of heavy vehicles – while maintaining busy towns with unimpeded access to the central business districts

Indicator	State	Trend
9.2a Number of accidents reported on district roads per annum	☺	↑

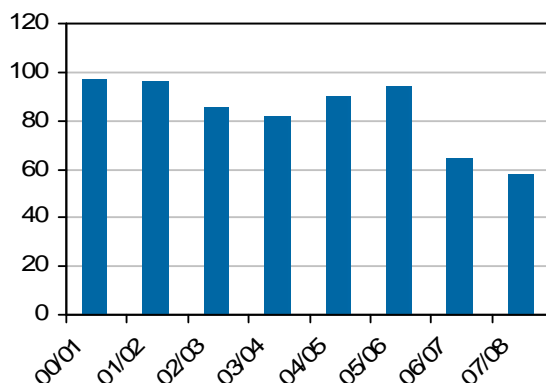
The number of accidents reported on district roads per annum is the total number of fatal, serious, minor and non-injury transport accidents within Matamata-Piako.

Recording the number of accidents gives us an indication of how safe road users are within our district. A high number of traffic accidents would also be an indication that young people using our roads for walking and cycling are at risk, and that we did not have safe links to neighbouring communities.

There were a total of 281 crashes between 1 July 2007 and 30 June 2008. They consisted of:

- 9 fatal crashes (9 casualties)
- 16 serious crashes
- 32 minor crashes
- 83 non-injury crashes

Number of accidents causing injury, Matamata-Piako District



Source: LTNZ monitoring

Indicator	State	Trend
9.2b Community satisfaction with cycleways and walkways	☹	?

Council undertook a Walking Track and Cycle Track Survey in July 2006. The survey was conducted on a personal basis with people physically using individual tracks.

Some of the common key issues raised in the survey were:

- Existing signage not clear enough
- Confusing directions
- Some track surfaces not suitable during wet weather
- Vegetation clearance not adequate for numbers of users
- The track routes are providing a pleasurable and secure experience.

Due to a small sample size, it cannot be confidently stated that results reflect the community as a whole. In addition, 73 Matamata-Piako residents were asked if roading was becoming more cyclist friendly in the EAAA Survey. The following table shows the majority of people thought there had been no change.

Perceptions of changes regarding environmental issues – cyclist friendly roading

	Worse		Same		Better	
	MPD	Waikato	MPD	Waikato	MPD	Waikato
Cyclist-friendly roading in your local area (urban only)	12	19	68	45	12	30

Source: EAAA Survey 2006

Note: Table excludes "unsure/don't know" responses

Indicator	State	Trend
9.2c Travel times	☺	?

This indicator is measuring the length of time it takes to travel to cities/towns in and around the Matamata-Piako District.

Travel times are influenced by the quality of roads. It is important our roading networks are safe, and can provide fast links to neighbouring communities. Good roading allows good traffic flow for residents and tourists traveling in and around our district.

	To Matamata		To Morrinsville		To Te Aroha	
	kilometres	hrs:mins	kilometres	hrs:mins	kilometres	hrs:mins
Auckland	163	2.00	148	1.45	135	1.45
Cambridge	36	.20	55	.35	50	.45
Hamilton	62	.45	33	.25	52	.45
Matamata	-	-	35	.25	35	.25
Morrinsville	35	.25	-	-	21	.15
New Plymouth	280	3.40	265	3.30	286	3.45
Rotorua	72	.50	108	1.10	105	1.15
Te Aroha	35	.25	21	.15	-	-
Taupo	108	1.30	153	1.45	192	2.00

Source: Matamata Visitor Centre Website

Note: Times are a guideline only. Times may vary during peak hours and as a result of road works

Indicator	State	Trend
9.2d Heavy vehicle counts on main pedestrian streets	☹	?

This data assists Council's Roading Department in making informed decisions about policies and plans. Monitoring heavy vehicle counts will allow Council to evaluate changes in truck travel in order to assess impacts on road safety; the role of travel in economic productivity; impacts of changes in truck travel on infrastructure condition, and maintaining our mobility while protecting the human and natural environment. Some of this data is out of date however it is the most recent data available

Heavy vehicle counts on main pedestrian streets

Town	Road Name	Start Point	End Point	Year Counted	Vehicles in 1 day	% Heavy Vehicles
Te Aroha	Whitaker Street	Kenrick St (LHS)	Boundary St	2004	576	3
		Boundary St	Rolleston St	2004	1,563	4
		Rolleston St	Wilson St	2004	1,415	3
	Kenrick Street	Stanley Ave	Whitaker St	2005	9,164	11
	Stanley Ave	Gordon Ave	Spur St	1996	346	10
		Aroha View Ave SH26 (Marshall St)	Hanna St Lorne St	2005	3,707	4
Morrinsville	Thames Street	SH26 (Marshall St)	Lorne St	2005	5,240	11
		Thames/Studholme	SH26 (Waverley St)	2005	5,812	5
	Studholme Street	SH26 Rotary	Thames St Rotary	1990	4,762	6
		Thames St Rotary	Anderson St	1990	5,740	6
		Anderson St	Coronation St	1996	4,782	7
	Coronation Road	Moorhouse St	David St	2004	4,211	5
		David St	Elizabeth Ave	2004	3,957	4
	Matamata	Broadway Road	Start Median	Vosper St	1990	5,157
Vosper St			Hetana St (RHS)	1997	4,266	7.4
Hetana St (RHS)			Waharoa Rd East	1990	3,526	7*
Waharoa Rd East			Rotary (end)	1990	3,526	7*
Smith Street		Sheffield St	Station Rd	2001	1,371	8.4
Station Road		Hampton Tce	Kowhai St	1997	1,179	4
		Rimu St	Smith St	2006	1,265	7
Meura Street		SH24 (Broadway)	Tui St	2001	981	6

Source: Council records

Where To From Here...

The Local Government Act (LGA) obliges Matamata-Piako District Council to update this report and present the key findings not less than once every three years. In order to make the information more readily accessible to Elected Members, staff, other agencies and the public, user-friendly summaries will be posted on Council's website and in other documents. In addition to the three-yearly monitoring and reporting cycle, Council will continue to carry out a process of identifying community outcomes on an approximately six yearly basis.

One of the challenges for Council staff and Elected Members is to leverage the information contained in this report into decision-making processes, activities and associated budgets. The overall aim is to "inform and guide the setting of priorities in relation to the activities of the local authority and other organisations" (LGA, s. 91(2)(e)). The purpose is to assist Council and its partners to identify and respond to "the right debate" – a phrase frequently used by the Office of the Auditor in relation to the framing of key issues in local authorities' Long-Term Council Community Plans or LTCCPs.

Data gaps have been identified in this report, and these limitations should be borne in mind when reading the results. In many cases only baseline data is available, and in other cases only descriptive information is available. Plans are underway to fill the data gaps by collecting additional information. Where data gaps exist, Council will explore methods to establish the ongoing collection of data. Efforts are already underway for some of these indicators.

Further Information

Council is pleased to receive feedback on its community outcomes monitoring programme. To receive further information or to comment on this report, contact:

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Te Aroha 3342
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