



Rangitikei – a path to well-being Conference Report

Incorporating the
Community
Outcomes
Monitoring Report
2008/09 and
2009/10

Rangitikei District Council
August 2010

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EXECUTIVE SUMMARY

Local authorities are obliged under the Local Government Act 2002 to identify and report against community outcomes. Rangitikei District Council has reported twice before now: this report provides the third report back to the community on progress towards the aspirations they identified for their future. The results are mixed. Access to health services measured by the ratio of GPs to the population has got worse: in November 2007 there were eleven registered GPs in the District; in May 2010 there were just eight. The number of employees in agriculture, forestry and fishing in February 2009 was lower than in the three previous years as was the number of visitors nights recorded through Statistics New Zealand's Accommodation Survey. Economic growth was slower in the District than the national average. However, the recorded crime for the year ending December 2009 was lower than that for the three previous years and achievements of our local high school students was improved.

The report also provides a write-up from the plenary and workshop sessions from the Rangitikei – A Pathway to Well-Being conference that was held on Friday 16 April 2010 at Taihape Area School. The conference provided an opportunity for 130 delegates from 68 organisations across the District to share ideas and resources to progress the community outcomes. The aim of the conference was to bring some local flavour to the bare statistics of the quantitative report and identify and address localised issues within the District.

The conference identified a series of action points from each of the theme groups that corresponded to the community outcomes. More than that, it identified a desire from those present to continue to meet and take the actions forward. To support and co-ordinate these specific actions, a formal partnership structure representing the key stakeholders in the District has been established.

This report is published during the passage of the Local Government Act 2002 Amendment Bill which is likely to see the end of a statutory obligation by Councils for community outcomes. Whether or not the partnership structure will be successfully replace these in taking forward a collaborative and District-wide approach for the future of our communities remains to be seen.

INTRODUCTION

Under the Local Government Act 2002, all local authorities are responsible for the process of identifying Community Outcomes, and for monitoring and reporting on progress to achieve Community Outcomes at least once every three years. This process is aligned with the Council's ten year planning process, the Long Term Council Community Plan (LTCCP) but is not part of the process of long term planning.

Community Outcomes are goals that the community has identified as being important for the social, economic, environmental and cultural wellbeing both in the present and in the future. There are no right or wrong outcomes – instead, they reflect what the community believes is important for its future well-being.

In 2005, the Council started the process of identifying the Community Outcomes for inclusion in its 2006-16 LTCCP. The result of this process was a set of fifteen prioritised Community Outcomes. Council produced two monitoring reports for these Outcomes for the years 2006-07 and 2007-08 and also reported against them as part of the Annual Report 2008-09.

These reports highlighted that more work was needed to ensure that progress is effectively monitored and reported. Consequently through the 2009-19 LTCCP consultative process, the fifteen Community Outcomes were condensed to six, reflecting broader themes. A monitoring regime was suggested that provides a greater mix of quantitative and qualitative measures which reflect more closely the local situation. The 2009-19 LTCCP proposed that further work was needed to develop partnerships with the community and other agencies to facilitate information gathering and sharing in order to develop better, local services.

The District Council saw value in taking a leadership role in facilitating and enabling partnerships between the community and the agencies which serve it, as one step towards ensuring the well-being of our communities. A conference based on the six themes of the Community Outcomes was considered the best way to proceed.

On 16th April 2010, a conference, Rangitikei – a path to well-being, was held in Taihape at the new Taihape Area School. Over 130 delegates from 68 agencies and organisations attended. They spent a day in six themed workshop groups considering potential solutions and planning specific actions to address issues that were pertinent to our District at this time.

Following the conference, consideration was given to how best to support the theme groups in their follow up and the actions. The approach proposed is a Partnership Board that represents the key stakeholders within the District and the Chairs from each group.

On 29 April 2010, the government introduced the Local Government Act 2002 Amendment Bill. This proposed a number of changes to give effect to the Minister of Local Government's concern for improved transparency, accountability and financial management ('TAFM') in local government. One significant change is that 'community outcomes' are redefined to be the outcomes that a local authority aims to achieve in order to maintain and improve the social, economic, environmental and cultural well-being of its district or region. The provisions in the Local Government Act which specify the process to be used for identifying community outcomes and the requirement to report on progress made on actions to progress the actions are proposed for repeal. However, the Bill continues the requirement for the annual report to relate the outcomes to which each group of activities primarily contributes and report the results and any measurement undertaken during the year of progress towards the achievement of these outcomes.

The Select Committee is due to report to Parliament on 4 November 2010, following consideration of public submissions on the Bill. If the provisions on community outcomes are enacted, the Council will need to decide whether to adopt the current community outcomes for the 2011/12 planning year or to develop a new set.

OUTCOME 1: GOOD ACCESS TO HEALTH SERVICES

QUANTITATIVE MEASURES

Indicator	Evidence	Most recent measure	Previous measures
Ratio of General Practitioners to population	No. GPs taken from NZ Medical Register at any point in time. Population statistics taken from latest District estimates from NZ statistics.	May 2010: 8 registered GPs in the Rangitikei Ratio is 1: 1,861	November 2007: 11 registered GPs in the Rangitikei Ratio is 1:1,337 December 2008: 10 registered GPs in the Rangitikei Ratio is 1: 1,495 November 2009: 9 registered GPs in the Rangitikei Ratio is 1: 1,654

REPORT FROM THEME GROUP WORKSHOP AT DAY CONFERENCE

The workshop at the day conference was facilitated by Sharon Duff, health promotion manager from Whanganui Regional Public Health Organisation. It was informed by a case study of the Whanau Ora integrated contract being managed by Te Kotuku Hauora o Rangitikei.

WHANAU ORA PRESENTATION/CASE STUDY

Kia Kemp and Gaylene Nepia from Te Runanga o Ngati Apa presented on behalf of Te Kotuku Hauora o Rangitikei, operating within the iwi boundaries of Ngati Apa and Ngati Hauti, including Ratana and Marton. Te Kotuku manages the only current integrated contract providing holistic whanau ora services. The programme is a national exemplar and has won awards for best small health provider for two years.

To provide these services, Te Kotuku has two registered nurses who work with and manage four case workers. Te Kotuku Hauora also employs two social workers, one based in Marton and one based in Ratana. These positions take a holistic whanau ora approach to their work by assisting individuals and their whanau to cope with many of the social difficulties associated with poverty, isolation and loss of identity. Te Kotuku also employs a driver to transport people from their homes to health services.

The general thrust of whanau ora is health promotion and assisting people live healthier lives and, when required, to access primary health services. The programme enables Te Runanga to understand population needs and plan for the future.

In discussion during the presentation, the following points were made:

1. The programme operates through a database that registers individuals and develops a careplan;
2. The database extends the careplan into components to track various outcomes and run comprehensive programmes;
3. Components could be asthma; diabetes; financial; transport; WINZ issues;
4. Careplans designed by families and can track whole families;
5. Now adapting to group careplans that cover all issues;
6. All staff input into the database and the information can be accessed by all staff in the service and the client;
7. Previously the services were crisis orientated – the use of the comprehensive database has helped in prevention;
8. Enables the service to respond to the client, for example, support is focused around inviting people to participate in activities which have the health benefits rather than talking about the illness
9. Ngati Apa's experience of integrated contract management has made it an obvious choice to pilot Whanau Ora under Te Puni Kokiri. An Ora worker will join the team.
10. Big issue is to get other providers to come into Marton to provide service, so they tend to do it themselves.

Key issues:

- Workforce recruitment and retention
- Access/transport – who pays?
- Whanau Ora extend and expand
- Advocacy for client outcomes
- Equity of funding between rural and urban
- Planning for demographic change

The detailed planning and prioritisation session the afternoon identified the following:

STAFF RECRUITMENT AND RETENTION

A key issue for health sector that is shared across sectors experiencing skills shortages.

The difficulties were seen to include:

- Lack of peer support
- Lack of population / sparsity
- Transport dispersed population
- Poor ICT connections
- Jobs for spouses
- Integration (particularly for non-European/non English-speaking immigrants)

Potential solutions were identified as:

- Selling the district: through welcome packages, induction processes, work-life balance and quality of life offered,
- Incentivised retention (e.g. paying off student loans, sponsoring local school leavers to undertake training (grow our own!))
- Health careers promotion through e.g. UCOL – midwifery and Pathways programmes
- Family package recruitment, provide jobs for spouses
- Develop support groups/community development support for migrants
- Flexible working i.e. based in Wanganui but works 2/3 days per week in the rural area
- Joint appointments / shared services

EMPOWERING COMMUNITIES AND FAMILIES USING EFFECTIVE MODELS SUCH AS WHANAU ORA

There are a whole range of issues which affect communities differently and locally. Some of those identified were:

- Alcohol / Drugs
- Violence
- Mental health
- Young people
- Parenting skills
- Social isolation – invisible needs
- Range of services that could be provided given the lack of economies of scale
- Changing needs/demographics impacting on e.g. rest homes
- Cost (dentist and others)
- Longer-term care for under 65's.

It was seen to be the need to engage across the District on the commonalities and support each other at a more local level to address different area issues. Examples that could be implemented locally were:

- Whanau Ora in General Practice
- Programmes for young parents
- Youth health initiatives
- Local health and social service directories
- Mobility scooter safe routes
- Leisure / exercise programmes
- Choices of client / patient
- Positive Ageing e.g. Taihape Older and Bolder, SeniorNet Marton
- Home safety audits
- Screening of older people on first admission / through primary health
- Asking Pacifica – using lessons learned

COLLABORATION TOWARDS CONTINUITY OF CARE

There was seen to be a duplication and/or fragmentation of services when being provided in rural areas. Key issues are:

- transport to services, including for carers and a lack of understanding on the patterns of service delivery and therefore transport needs supported through the National Travel Policy assistance
- centralisation was seen as a barrier to collaboration e.g. poor discharge planning because transitional care can be centralised and cannot be provided close to family/whanau/home
- likely impact on rural services of amalgamation of DHB's / PHO's
- access to equitable funding: 33% patients live in rural areas – funding doesn't necessarily follow, for example, is green prescription available in rural areas?
- poor communication between and within service providers

The solutions tended to relate to a more bespoke approach to services delivered in rural areas, where the needs and circumstances of the patient/client are not assumed to be equivalent to an urban dweller. Key contributing factors are:

- Different mechanisms to deliver e.g. potential of mobile services – Including Public Health and GP services
- Advocacy improvement and co-ordination – information to patients / clients training for staff, e.g. communication of the system of ACC falls help.
- Tailored respite care solutions to allow recuperation
- Include rural providers in planning
- Using ICT to provide solutions to access
- Formalising co-ordination of transport services

PRIORITISED ACTIONS:

1. investigate the possibility of joint recruitment drives across all sectors to meet skill shortages (local and national government, health, education, large employers). Rangitikei District Council to pull together an initial meeting
2. Identify assets of the community and pull together. Work initially through the Marton Health Network and the Taihape Networking Group/Otaihape Health Trust.
3. Rural Health Forum to be held annually to continue the discussions held and to support activities taken. To be held in rural areas and to have break-out groups for each separate area. Co-ordinated by the WDHB and to involve all health agencies.

OUTCOME 2: A SAFE AND CARING COMMUNITY

QUANTITATIVE MEASURES

Indicator	Evidence	Most Recent Measure	Previous Measure
Recorded crime ¹	Central Districts Policing Region	For year ended December 2009: 32,479	For year ended December 2005: 30,731 2006: 33,018 2007: 32,760 2008: 33,246
Respondents' perception that towns in the District are safe	Communitrak Survey (every 3 years)	80% (2007)	Not previously collected
Percentage of people who perceive that the community works together and that people support each other	Communitrak Survey (every 3 years)	Proposed new question	Satisfaction with funding for Community Organisations (2007): 50% Satisfaction with Community Assistance (2005): 58%
Satisfaction with Council services that make our communities safer – averaged over 4 services: emergency management, street lights, footpaths, control of dogs.	Communitrak Survey (every 3 years)	70% (2007)	71% (2005)

REPORT FROM THEME GROUP WORKSHOP AT DAY CONFERENCE

The workshop at the day conference was facilitated by Ellen Mildon (ACC) and Te Ora Nyman (Public Health Whanganui). It was informed by a case study of the World Health Organisation Safer Communities work that has been undertaken in Wanganui.

¹ This measure was included in the 2006-16 Long Term Council Community Plan as “Reported Crime” but has been changed to “Recorded Crime” at the request of NZ Police to align with national reporting terminology.

WORLD HEALTH ORGANISATION SAFER COMMUNITY PRESENTATION / CASESTUDY

Ellen Mildon (ACC) and Te Ora Nyman (Public Health Whanganui) gave a presentation on the World Health Organisation International Safer Community model which is run the Safer Community Foundation New Zealand (SCFNZ). Ellen and Te Ora are both involved with Whanganui's efforts to becoming a designated Safer Community.

"A Safe Community is one in which all relevant sectors of the community work together in a co-ordinated and collaborative way, forming partnerships to promote safety, manage risk and increase the overall safety of its residents and visitors." – Dr Carolyn Coggan – 'Safer Wanganui and the WHO Safe Community model'

International Safe Communities (ISC) is an initiative established by the World Health Organisation in 1989. The programme encourages groups and organisations to work collaboratively in order to implement safety strategies within a defined area (A city, or district). ISC takes a long-term view of issues and requires groups to constantly re-evaluate programmes and initiatives to identify gaps, effectiveness and further opportunities. It is a holistic approach to safety that engages the community, local authority and organisations responsible for delivering services within the community.

There are currently 10 designated safe communities in New Zealand. These are a mixture of districts and cities. There is also one region designated as a safe community – Waitakere City; Waimakariri District; New Plymouth District; Whangarei District; Wellington City; North Shore City; Tauranga City; Porirua City; Christchurch City; Wairarapa Region.

The accreditation process requires collaboration and commitment from groups. There are six criteria communities must meet before they can apply for accreditation:

- An infrastructure based on partnership and collaborations, governed by a cross-sectional group that
 - is responsible for safety promotion in their community.
- Long-term, sustainable programmes covering genders and all ages, environments, and situations.
- Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups.
- Programmes that document the frequency and causes of injuries.
- Evaluation measures to assess programmes, processes and effects of changes.
- Ongoing participation in national and international Safe Communities networks.

Becoming accredited as a safer community is not an endpoint. In order to gain accreditation, a community has to demonstrate its ongoing commitment to improving safety in the community.

There was discussion focused around how this would work in the Rangitikei, a district that is comprised of a lot of small centres, coupled with the fact that Rangitikei is then made up of a variety of different agencies boundaries – DHB boundaries, Police boundaries etc.

The afternoon session started with groups identifying issues firstly on a township basis, and then extrapolating that to common issues on a district wide basis. Issues identified by town are as follows:

MARTON

- Action versus lack of action
- Vision versus lack of vision
- Good will, good faith, trust
- Alcohol and drugs
- Isolation, telecommunication
- Improving community consciousness
- Education for young mothers
- Need for more good community leaders
- Harvest festival, Christmas, KiwiCan
- Community gardens, sport, country western, op shop, Dudding Lake Muso Jam
- Transport to hospital, social services, ambulance, employment
- Lack of regional connectedness

BULLS / HUNTERVILLE

- Two distinct communities within Bulls – Air force and civilian
- Education – choices are often driven by community gossip, not fact.
- Patched members (offspring) appearing in the community
- Graffiti
- Opportunistic theft, e.g. Car break ins
- Petty crime due to the transient nature of the community
- Roading, main intersections traffic – SH1 & SH3
- Social change – what do we need to do to get to know our neighbours?
- Drink driving
- Doctors / medical care
- Event support / control (Shemozzle)
- Facilities for youth
- SH 1 speed

TAIHAPE / MANGAWEKA

- Rates
- Ageing population
- Staffing
- Aged social and medical
- Mental health services
- Distance – isolation
- Police staffing
- Slip
- Loss of youth: to university, out of district schools, jobs
- Educational access, facilities
- Crime
- Agency presence

- Youth – activities, facilities, sports, social
- Alcohol
- Declining population
- Leadership (Council? Local?)
- Medical staff, facilities, professional
- Public transport

RATANA

- Lack of youth orientated facilities – programmes
- Demand for housing
- Socio-economic
- Improved collaborative relationships outside of Ratana
- Youth – graffiti, vandalism
- Community apathy
- Lack of co-ordination / communication

DISTRICT WIDE

From this exercise, issues that were relevant district-wide were identified. These were:

- Lack of regional connection and connectedness in general
- Drink driving
- Rates
- Road safety – SH 1
- Transport
- Geographic isolation
- Lack of adequate / robust telecommunication
- Family violence
- Graffiti
- Youth
- Leaders and leadership
- Alcohol and its effects
- Community spirit
- GP services
- Professional services – employment

The general consensus was that recognition as a World Health Organisation safer community would be good for the Rangitikei. It is important for residents to feel safe in their community, and for outsiders to know that we feel safe in our community. This can be achieved by being recognised as a safe community.

The main barriers that our communities face is they are more fragmented and people do not know each other. Structures need to be put in place to ensure good work is recognised and continues, and that this good work is reinforced and connected to good work also being done in other towns in the district.

Many issues came back to collaboration and communication and the need to understand what is happening now and what projects are being run where and by whom. It is important to use all of our individual networks.

The group felt that issues are generally interconnected and cumulative, for example truancy can be an indicative of larger more complex issues like mental health or other social issues. Therefore it is important to take a holistic approach to safety and general well-being in the district.

PRIORITISED ACTIONS:

4. Establish a working group. The group would consist of Samuel McMillan, Te Ora Nyman, Rowena Kuia, Geoff Hipango, and Judith Tamblyn.
5. District charter for agencies and groups. This is the first task of the working group to complete.
6. Sharing our resources within the region. This would happen within the working group and will set the scene for other groups and agencies in the district. This is about sharing knowledge, contacts and resource among each other.
7. Rangitikei District Council to let us know what they bring to the table. Local authority buy-in for the international safer community model is important. It is important to know if the council support this model and how they will be willing to be involved. (Rebecca Tayler)
8. Identify leaders within each community. Leaders identified could be local government, national government, or even members from within the community not involved with local or national politics. (This is to be done by each agency at the forum).
9. Support / nurture our emerging leaders (this to be done by each agency at the forum)
10. The leaders can then advocate on the communities behalf to have needs addressed e.g. if geographic isolation is seen as a major issue, the leader could lobby for better public transport.

OUTCOME 3: LIFELONG EDUCATIONAL OPPORTUNITIES

QUANTITATIVE MEASURES

Indicator	Evidence	Most Recent Measure	Previous Measure
Level of educational attainment	Census (every 5 years)	As at 2006 Census 63% of adults between 20-64 years attained at least a secondary school qualification 9% of adults between 20-64 attained a tertiary qualification	As at 2001 Census 58% of adults between 20-64 years attained at least a secondary school qualification 6% of adults between 20-64 attained a tertiary qualification
Percentage of high school age children remaining within the District for education ² .	Local School Roll/ Stats NZ x 100		49% (March 2009)
Percentage of students achieving Level 1 literacy requirements compared to national average	NZQA website (annually)	2009 Rangitikei College 83.1% Taihape Area School 100% New Zealand 77.7%	2006 Rangitikei College 67.5% Taihape College 62.5% New Zealand 75.5% 2007 Rangitikei College 80.5% Taihape Area School 77.1% New Zealand 76.8% 2008 Rangitikei College 73.5% Taihape Area School 79.5% New Zealand 77.4%
Percentage of students achieving Level 1 numeracy requirements compared to national average	NZQA website (annually)	2009 Rangitikei College 84.6% Taihape Area School 109.5% New Zealand 85.8%	2006 Rangitikei College 80.5% Taihape College 65% New Zealand 82.7% 2007 Rangitikei College 82.9% Taihape Area School 85.7% New Zealand 84.6% 2008 Rangitikei College 75% Taihape Area School 79.5% New Zealand 85%

² Does not include home-schooled students.

REPORT FROM THEME GROUP WORKSHOP AT DAY CONFERENCE

The workshop at the day conference was facilitated by Julia Pedley, Principal, and Sally-Jane De Salazar, Assistant to the Principal & Interim Head of Creative Programmes at UCOL.

ISSUES AND SOLUTIONS

Those who achieve NCEA are generally alright, except for accessing further educational opportunities. The real issue is for those students who leave school before gaining minimum qualifications (i.e. no NCEA level 1). Distance learning doesn't work for these people; they need face-to-face learning opportunities in their own towns.

Currently there is no transition or transitional support from school to higher education or work for students within the Rangitikei. Evidence that many have no idea of what they want to do after school – and the self-assessment of some is that they are 'dumb' and therefore unsuited for further education.

The average age of farmers is 54, but frequently there is no succession plan within the family.

How do we get youth back – career opportunities but also staying connected *cf. Heyden.

Scholarship funding is one way to encourage students to achieve, however career opportunities stymied by low wages, and the attractions of going to the cities are also an influencing factor when young people in the Rangitikei are making career or study choices. Paradoxically, Smedley (an agricultural training programme in the Hawkes Bay) mainly recruits city kids who want to be farmers.

Would trades training (such as a Building Academy) attract kids from outside the district?

Westoe training farm is at least five years away to being functional. Trustees have just visited Taratahi (An agricultural training school based in the Wairarapa) which admits people who don't have formal qualifications.

Wanganui Club House targets projects for 13-18 year-olds. The projects run are not school projects, but are focused at skill enhancement, which these young people want, an opportunity to harness creativity.

Loss of local school kids to outside their towns and district

About a third of early childhood care is delivered in Wanganui; primary age kids from Marton head to Hunterville and South Makirikiri; there is also significant erosion of Rangitikei College's roll by students heading to Wanganui and Palmerston North for secondary schooling. Yet Nga Tawa is limited to 25 day pupils living within a 25 km radius from Marton and could take 70 or 80 such students if allowed.

Need to tap into and strengthen local diversity, to counter perception that the Marton community doesn't want to mix with Maori and Samoan people, and reverse the lack of investment by locals in their schools.

Nga Tawa's experience with its equestrian facilities suggests that one solution is to offer niches that other schools don't have – other examples would be the Astroturf and venture tourism.

Ratana Pa and school have seen a big transition from a situation where most adult men were employed in the meat works. Now the main careers for Ratana residents are in education³, corrections and nursing. This change and the national profile of the Ratana movement have led to the present housing strategy to expand the settlement.

PRIORITISED ACTIONS:

- | | |
|-----|--|
| 11. | Establishing and building relationships with stakeholders. This could be a collaborative venture group. REAP to lead. |
| 12. | Mentoring – in all areas of the community, both for school students and professionals. Also from a wide range of sectors e.g. Biz info mentoring businesses. |
| 13. | Career education. Developing career programmes that are relevant for school students and other members of community career services to lead |
| 14. | Building business capability to engage and develop staff. Biz info, IRD, TCDT, human resources institute NZ. Engage those in the workforce in lifelong learning. |

³ At Ratana School, all teachers but one were educated at Ratana!

OUTCOME 4: A BOUYANT DISTRICT ECONOMY

QUANTITATIVE MEASURES

Indicator	Evidence	Most Recent Measure	Previous Measure
No. Employees in the agriculture, forestry and fishing sector	Statistics New Zealand (annually)	2009: 1590	2001: 1690 2002: 1890 2003: 1810 2004: 1560 2005: 1760 2006: 1750 2007: 1650 2008: 1620
Number of "guest nights" and "guest arrivals".	Statistics New Zealand Accommodation Survey (annually)	For year ended 30 June 2009 Guest nights = 40,443	For year ended 30 June 2006 Guest nights = 38,940 2007 Guest nights = 43,665 2008 Guest nights = 46,291
Real value added(GDP) (percentage change on previous year): Regional Performance Indicators	BERL (annually)	2008 Rangitikei 0.36% NZ 3.09%	2006 Rangitikei 7.90% NZ 2.24% 2007 Rangitikei 2.00% NZ 1.60%
Percentage of population with access to the internet	Census (every 5 years)	As at 2006 Census 50% of district households cf. 61% nationally	As at 2001 Census 28% of district households cf. 37% nationally
Satisfaction with Council services that promote our district to visitors and tourists – average over 3 services: Visitor Information Centres, Council's website users, tourism promotion.	Communitrak survey (every 3 years)	66% (2007).	Only Tourism promotion was previously collected. 71% in 2005 (66% in 2007).
Satisfaction with Council services that our ratepayers need - average over 4 services: council roads, overall contact with council, building activities and consent processes, District Plan.	Communitrak survey (every 3 years)	67% (2007)	72% (2005) excluding District Plan i.e. 3 services (69% in 2007)
The Towns in the District are attractive	Communitrak survey (every 3 years)	85% (2007)	Not previously collected

REPORT FROM THEME GROUP WORKSHOP AT DAY CONFERENCE

The 'Buoyant District Economy' theme group was facilitated by Elaine Reilly, CEO of Vision Manawatu. The group had presentations from two speakers, Virginia Travers, chair of Rangitikei Tourism; and Elizabeth Mortland, Eventa Manager at Taihape Community Development Trust, who presented on Peter Kenyon's seminar held in Taihape the previous night.

RANGITIKEI TOURISM PRESENTATION / CASESTUDY

Virginia Travers (Chairperson of Rangitikei Tourism) presented to the economy theme group about the collaborative model Rangitikei Tourism operates in order to give individually small businesses a bigger voice. Rangitikei Tourism is a membership based organisation whose main function is to market the Rangitikei district as a tourist destination. They do this via mediums such as:

- The operation of a website
- Production of a brochure
- Production of a district map of operator members
- Production of a tourism DVD showcasing the district
- Rangitikei Tourism has a presence at local events
- Rangitikei Tourism administers three billboards located in prime positions along state highway 1.

Rangitikei Tourism is a membership based organisation. They represent the interests of their members as well as the Rangitikei as a tourist destination. Their status as a body representing many businesses means they have been able to link in with other organisations to help promote and drive tourism in the district. Currently, Rangitikei Tourism is represented in groups such as the Rangitikei District Council's Leisure Plan Implementation Group and Tourism Steering Group. They also have a representative from the district information centres attend their meetings. Rangitikei Tourism also links in with Te Kahui Tupua who markets the Rangitikei in conjunction with Ruapehu and Whanganui.

Rangitikei Tourism not only has a high-level strategic role as a tourism body in the district, it also directly serves members by providing networking functions, facilitates some training (for example, food safety certificates) and advertising opportunities through its brochure and publications.

In terms of an economic body, Rangitikei Tourism is a good example of an organisation that represents the interest of a wide range of businesses across the whole district.

The following points were made during discussion of the presentation:

- Biggest growth areas for tourism are accommodation and adrenaline and adventure activities.
- It is better to market the region together to get higher visitor numbers in general rather than market individual businesses.
- Communication to all groups and members about what is happening is key.
- People setting up new businesses within the tourism sector in the Rangitikei don't know what is around for visitors to do.
- Have had issues in the past that the group has learned from and now they are functioning well.
- Representing a large number of businesses within the sector gives the advantage of economy of scale.

'GETTING THE TILLS RINGING' – PETER KENYON SEMINAR IN TAIHAPE 15 APRIL 2010 PRESENTATION

Peter Kenyon held a seminar at Taihape Area School on Thursday April 15 2010 for local business owners and community people.

Peter Kenyon was contracted by the Australian Government to find the 20 most successful rural businesses in Australia, and what made them so successful. In his presentation he focused on some of the businesses he studied, such as Beechworth Bakery in Victoria and Paronella Park in Queensland.

There were 7 key elements that contributed to the success of the rural businesses he studied in Australia at this time:

- Positively outrageous customer service
- Innovative marketing
- Staff pride, enthusiasm and involvement
- Continuous learning, improvement and networking
- Idea obsession
- Being passionate.

Attendees were asked to think of what helps business in our community, what hinders business in our community and what good ideas do they have to improve this.

It was important that the whole town was behind any initiatives, and subsequently any initiatives involved and promoted the whole town. Examples ranged from cross-promotion of businesses, to creating a list of 5 things visitors must do before they leave the town and placing them in places like on the back of the toilet door at the public toilets.

A booklet of 10 ideas of things for people to see, eat, experience, buy, stay etc be developed and given to all staff in local shops and information centres. This helps to build local knowledge about events and activities and staff confidence in promotion of the town.

There was discussion in the morning around what issues there were in the Rangitikei. Participants noted that there are a lack of local economic statistics, and no economic development team (chamber of commerce) present within the district. It was felt that state highway one was an underused resource, with 3.6 million travellers passing through the district each year, there needed to be a greater focus on getting those travellers to stop in the district.

There was also a sense that regulations put in place by central and local government can be barriers to starting new business, and Council should do something to minimise or simplify these processes. Overall there was a feeling that it was up to the community to progress themselves and if they really wanted something they should start to find ways to work towards it.

KEY ISSUES

- Only a small number of nationally significant companies are based within the Rangitikei
- What are the metrics for success?
- Not everyone is involved with the groups and support structures in place (e.g. Rangitikei Tourism does not have 100% of all tourism businesses signed up as members).
- Is there the right proposition / product mix for tourism and lifestyle (camping?); is this being properly communicated?
- Opportunity spotting - who is responsible for finding opportunities? How can we support this?
- Know what we have got, and capitalise on this.
- Business and the wider region should be marketing the district to tourists / residents
- Should identify more collaborative opportunities, including possible joint marketing ventures and cross-referrals.
- Rangitikei has an aging population.
- Communication of information is important
- No chamber of commerce in the district or economic development agency
- Maximise State Highway 1: create reasons for people to turn off and capitalise on the rail links.

KEY SOLUTIONS

- Increase links to surrounding districts.
- Broader network for business in the district (retail, tourism, education, manufacturing, primary etc.).
- Focus on promoting the Rangitikei as a life style choice.
- Jobs moving in
- More jobs created
- Broadband connectivity
- Inland port
- Need to develop strategies for young people and older to attract them to the district or encourage them to return.
- Create a business friendly environment and reputation
- Taupo bypass, this can work in the district's favour, there needs to be a focus on creating reasons to turn off SH1 and capitalising on the rail links.

PRIORITISED ACTIONS:

- 15.** Create a standard template for event attendance measure: (This needs to capture information such as attendance figures, weather, marketing, trends etc. This can be used for activities rather than exclusively for iconic events).
- 16.** Improve signage in the towns and throughout the district: (Posters on toilet doors in our main towns, museums etc. 5 things you must do in Taihape / Bulls / Hunterville / Mangaweka / Marton / Turakina / Ratana)
- 17.** Develop a group or structure similar to a chamber of commerce for the district. (Rangitikei Business Train)
- 18.** High speed broadband: (Investigate available resources for high speed broadband services within the district to expand – Rangitikei District Council will lead this through the rural broadband and cabinetisation programmes).
- 19.** Establish a group representing agriculture, tourism & business with paid employee.

OUTCOME 4: A TREASURED NATURAL ENVIROMENT

QUANTITATIVE MEASURES

Indicator	Evidence	Most Recent Measure	Previous Measure
Compliance with recommended water quality standards of the Rangitikei river	Horizons Regional Council (annually)	Awaiting information Horizons Regional Council.	The upper Rangitikei is classed as “excellent” in terms of contact recreation, nutrient enrichment and turbidity, decreasing to “Poor” and “very Poor” as the river approaches the Tasman (2005).
Progress with the Sustainable Land Use Initiative in the District (percentage of land developing and/or implementing a farm plan	Horizons Regional Council (annually)	As above.	
Biodiversity levels of District (percentage of native vegetation)	Horizons Regional Council (annually)	As above.	
Quantity of waste processed at Transfer Stations per capita	Rangitikei District Council (annually)	2009: 0.40 tonnes waste per capita	2006: 0.55 tonnes waste per capita 2007: 0.54 tonnes waste per capita 2008: 0.45 tonnes waste per capita
Satisfaction with Council services that protect our environment - average over 3 services: refuse disposal, including transfer stations, recycling (users) and water supply	Communitrak Survey (every 3 years)	53% (2007)	54% (2005)

REPORT FROM THEME GROUP WORKSHOP AT DAY CONFERENCE

The “treasured natural environment” theme group was facilitated by Richard Thompson, Chairman of the Whanganui Community Foundation and member of Landcare Trust. The group opened the day by examining the discussion paper developed for the ‘A Treasured Natural Environment’ theme group. The group discussed the paper and decided that the

paper focused on environment in isolation of other areas such as economy and health. In reality all of the theme groups are interconnected and in order to have a focus on true sustainability; each theme group needs to be considered together with the others to achieve wholly sustainable solutions.

KEY ISSUES IDENTIFIED:

- Lack of trust between groups. This was largely between Councils and the public (both Horizons Regional Council and Rangitikei District Council).
- Water quality – There is a lack of community awareness about these issues, what it will mean and where to find the information. For example, what is point source discharge? And where does it come from?
- The Rangitikei River is an indicator for the state of the environment within the district; if it is healthy the rest of the environment is generally in good condition.
- Biodiversity – Old Man’s Beard, the lack of resources and money to control the weed and the impact it has on the environment.
- Agriculture – from a farmer’s perspective, there is blame placed on agricultural activities and farmers for the deterioration of the natural environment. In reality there is both urban and rural impact, it is unfair to only focus on rural activities as being the problem. There needs to be greater understanding between urban and rural residents in the district about the issues and pressures each are facing.
- Intensive farming – this will become an issue; intensive farming grows at a rate of 2% per year; largely through dairy conversions. This will have an impact on the natural environment, in particular water quality and there needs to be planning around this.

It is important to have genuine and sustainable relationships with other groups in the district; this is vital to achieving sustainability in the district.

POTENTIAL SOLUTIONS

- The continued management of Old Man’s Beard by Rangitikei Environment Group, this needs to be supported by DOC, Horizons Regional Council & Rangitikei District Council.
- There needs to be greater understanding of the causes (point source and non-point source) of poor water quality. Need to develop and externally run, community led forum on the district environmental issues / river / other issues such as biodiversity
- Build community awareness that this information is available and where they can find it. (For example, Horizons have information on their website about discharges to water, water allocations etc).
- The District Plan review – the need to make the new plan topical and relevant. There is a need to encourage greater participation with the community so in turn there will be greater understanding about the District Plan and its impacts. This can be used to resolve wind farm issues for example.
- Increase supplier education about the effects of their products when misused, or overused.

- Community based monitoring of catchments – this can focus on a range of environmental perimeters and help the community become more involved.
- Revise the Sustainable Land Use Initiative – look into the costs and find ways that it can work better for farmers.
- There needs to be more community advocacy and education regarding the information available about biodiversity and sustainability.
- Extending today’s conversation and engaging the community and landowners in regards to environmental issues. There is an emerging role of Iwi and the environment.
- The group agreed that a forum run externally is a good idea. The forum needs to be based on personal invitation; it is important to start small and gradually build from there. However, it is important to be aware that there are still official processes going on such as submissions and planning that the outcomes from these forums can input into.

PRIORITISED ACTIONS

20. Community led forum on the Rangitikei river – underpinned by the following principles: understanding the causes of poor water quality in the river; greater knowledge of tools and measures used for poor water quality; education; SLUI; changing and emerging role of Iwi and the environment
Led by Nga Pae o Rangitikei
21. Community led forum on regional biodiversity – focusing on: How to control pest species such as Old Man’s Beard; SLUI; communication of biodiversity initiatives to the wider community; changing and emerging role of Iwi.
Led by Rangitikei Environment Group.
22. District Plan – focusing on: making it relevant and getting people involved; issues such as wind farm concerns can be solved through planning documents such as the District Plan; Communication, giving people a greater understanding about how to access these documents, how to use them etc; Strengthen communication so there is increased understanding of the document.
Led by Rangitikei District Council

OUTCOME 6: ENJOYING LIFE IN THE RANGITIKEI

QUANTITATIVE MEASURES

Indicator	Evidence	Most Recent Measure	Previous Measure
NZ Index of Deprivation 1 = less likely to be deprived 10 = more likely to be deprived	Ministry of Health from Census data (every 5 years)	<u>2006 Census Data</u> Mangaweka : 8 Hunterville: 8 Ratana: 10 Bulls: 7 Ngamatea: 1 Moawhango: 2 Pohonui-Porewa 4 Lake Alice 4 Koitiata: 9 Taihape: 7 Marton 8	<u>2001 Census Data</u> Mangaweka: 7 Hunterville: 8 Ratana: 10 Bulls: 7 Ngamatea: 3 Moawhango: 3 Pohonui-Porewa: 3 Lake Alice 5 Koitiata: 9 Taihape: 8 Marton 8
Population Counts	Statistics NZ (annually) and Census data (every 5 years)	<u>Census 2006</u> District Population Count (usually resident population): 14,712 Projected for Census 2011 (medium range): 14,600	<u>Census 1996</u> District Population Count (usually resident population): 16,356 <u>Census 2001</u> District Population Count (usually resident population): 15,102
Percentage of adults who participate in at least 30 minutes of moderate intensity physical activity on most, if not on all, days of the week	SPARC survey (every 5 years)	Collected at SPARC regional organisations level: 43% for Wanganui (c.f. 48.2% for New Zealand)	Previous measure was the percentage of people engaging in at least 2.5 hours physical activity in the preceding 7 days. Collated at higher spatial level: 69% (Taranaki/ Manawatu - Wanganui 2001)
Supporting efforts to preserve and protect the District's history and heritage	Communitrak survey (every 3 years)	71% (2007)	Not previously collected
Satisfaction with Council community services and facilities - average over 6 services: libraries, swimming pools, parks and reserves, cemeteries, community halls and public toilets.	Communitrak survey (every 3 years)	71% (2007)	68% (2005)

REPORT FROM THE THEME GROUP WORKSHOP AT THE DAY CONFERENCE

The workshop at the day conference was facilitated by Bronwyn Meads (Bulls town co-ordinator). The background paper examined things that make this district unique, the people and heritage, voluntary action and leisure services and facilities. The headline indicator for this theme is population.

In the morning the group focused largely on issues that arise when considering enjoying life in the Rangitikei.

It was identified that there is no single event or focus that the whole district has to unify each town. Towns already have events they hold to bring their townships together, e.g. Gumboot day in Taihape. There is a lot to celebrate about the Rangitikei.

Below is a summary of the five main areas the group focused on and the issues that were identified:

- General communication skills need to be strengthened or improved; this includes encouraging and maintaining positivity about other towns in the district.
- Lifting the profile of the district, getting more events into media coverage.
- Greater awareness about who is in the community and what skills they may have.
- Some groups or individuals do not have confidence or skills required to communicate effectively and their events or projects suffer as a result.
- There are events that bring towns within the district together, but no one event focused on bringing the district together as a whole.
- Idea's included 'love your district' at Valentine's Day, running a new event, or co-ordinating and re-branding existing events under one 'Rangitikei' theme banner.
- Lack of volunteer base willing to run clubs and organisations.
- Clubs are experiencing decline in membership. This could be due to lack of awareness about what clubs and groups there are available to join.
- Showcase what different activities residents can be involved with in their towns and throughout the district.
- Currently there are a large number of community assets such as town halls, parks, various other building structures in each community. Most are aging and are in some cases largely unused.
- Some community assets no longer fulfill their function within a township due to changing nature of social interactions, or requirements of smaller populations.
- Community pools are not open all year round.
- People commute out of the district to pools in Whanganui, Feilding and Palmerston North to swim. People create habits and structure their routines around travelling out of district, for example decide to travel to Palmerston North to swim and do weekly grocery shopping.
- What is the cost of opening the pool in winter, is it possible to raise this through the entry fee?

PRIORITISED ACTIONS

23. Strengthen Communication

- Communication skills courses or up-skilling opportunities (RDC to organise or facilitate)
- Working group to work on communication strategy
- Database of skills (a list that outlines who can do what and is willing to volunteer their time to help with projects, events, or other things groups may organise). Pooling resources.

24. Rangitikei Day

- Create a project team to take this forward. Representatives from each town and ward (e.g. town co-ordinators).
- Could be a new district-wide event or co-ordination of existing town events.
- Fundraising for Rangitikei Day – creative communities etc.

25. Open Day for Sports Clubs

- Lack of volunteers to run clubs.
- RDC to provide a venue (town hall etc)
- Have an 'expo' or open day in each town showcasing what clubs there are available for people to join.
- Pool resource to have a paid common resource e.g. administrator for a few clubs.

26. Town assets that are surplus to requirement

- Representative from each community committee or community board to liaise with RDC and look at assets and consult communities. Groups will need to have / see the assets review document. Discuss and put out to the community.
- Investigate new facilities that combine multiple purpose, e.g., town hall, library and info centre.

27. Pools

- Open all year round.
- Investigate costs, could put the entry fee up.
- Ask people if they would be happy paying more to have the pool open all year round through their rates.

AFTERWORD

The following is some of the fundamental points Peter Kenyon made in his key note speech at the Rangitikei – Path to Well-Being conference held at Taihape Area School 16 April 2010. The real life example of Hyden – a small rural Australian community was used to demonstrate these points. They are the basic community development beliefs promoted by the Bank of I.D.E.A.S.⁴

Bank of I.D.E.A.S. Belief 1:

Meaningful and lasting community change always originates from within, and local residents in that community are the best experts on how to activate that change.

Bank of I.D.E.A.S. Belief 2:

Community residents act responsibly when they care, and support what they create.

Bank of I.D.E.A.S. Belief 3:

Building and nourishing relationships is at the core of building healthy and inclusive communities.

Bank of I.D.E.A.S. Belief 4:

Communities have never been built by dwelling on their deficiencies, needs and problems. Communities respond creatively when the focus is on resources, capacities, strengths and aspirations.

Bank of I.D.E.A.S. Belief 5:

The strength of a community is directly proportional to the level that the diversity of its residents desire, and are able to contribute their abilities and assets to the well being of their community. Every single person has capacities, abilities, gifts and ideas, and living a good life depends on whether those capacities can be used, abilities expressed, gifts given and ideas shared.

Bank of I.D.E.A.S. Belief 6:

In every community something works. Instead of asking ‘What’s wrong, and how to fix it’, ask- ‘What’s worked, and how do we get more of it?’ It generates energy and creativity.

Bank of I.D.E.A.S. Belief 7:

Creating positive change begins simply with conversation. It is the way that human beings have always thought together, and initiated action.

Bank of I.D.E.A.S. Belief 8:

Having fun needs to be a high priority in all community building efforts.

Bank of I.D.E.A.S. Belief 9:

The central factor in sustainable change is local leadership and its continuous development and renewal.

Bank of I.D.E.A.S. Belief 10:

The starting point for change is always mindset and positive attitudes.

⁴ http://www.bankofideas.com.au/Downloads/Ten_Community_Beliefs.pdf