

**Analysis of Community Outcomes from
Draft Long-term Council Community Plans
2006 - 2016**

**The Department of Internal Affairs
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1 Summary

The Local Government Act 2002 requires all local authorities to facilitate a process, at least once every six years, to identify community outcomes. This identifies the social, economic, environmental and cultural outcomes that communities want for their future well-being.

The Department of Internal Affairs has analysed the community outcomes identified in the draft long-term council community plans of the 85 New Zealand councils. The analysis offers a high level summary only of the information included in councils' community outcomes and is not intended to supersede its sources. The community outcomes themselves should be referred to for the most accurate picture of the outcomes communities want.

The analysis identified 11 key themes:

- Economy;
- Natural Environment;
- Urban Environment;
- Community;
- Arts, Culture and Recreation;
- Governance;
- Health;
- Education;
- Safety;
- Services; and
- Maori Specific Outcomes¹.

When analysed according to different community characteristics, with the exception of Maori Specific Outcomes, these themes were generally consistent across all communities. Five themes in particular were consistently among the most frequently referenced. These were the Natural and Urban Environments; the Economy; the Community; and Arts, Culture and Recreation.

Where variations did occur, they most commonly involved shifts in the frequency of references to the Economy, Natural Environment and Urban Environment. In general, a proportionately higher frequency of references to the Urban Environment was associated with a proportionately lower frequency of references to both the Natural Environment and Economy and vice versa. For example, the communities of metropolitan councils made proportionately fewer references to the Economy and Natural Environment and more references to the Urban Environment than provincial and rural communities. The situation was similar for the most urbanised communities in comparison with the least urbanised communities.

There is no standard approach to presenting community outcomes. Councils have used up to three layers of detail, and while the median number of outcomes was seven, the minimum number was four and the maximum number was 62.

A key challenge for councils is to make sure the meanings of the outcomes are clear to local communities. This is because, while the themes are relatively constant, there is some variation in the meanings of each theme between different communities. This also elevates the importance of the implementation of community outcomes reflecting the unique characteristics of local communities.

¹ Community outcomes developed specifically with and/or for Maori communities.

2 Introduction

The Local Government Act 2002 (LGA) introduced a requirement for every territorial authority to facilitate a process, at least once every six years, to develop community outcomes (COs). The COs identify the social, economic, environmental and cultural outcomes that communities want for their future well-being. Local authorities are encouraged to work with their communities and other parties, including central government, to assist their communities in identifying their outcomes.

The COs are published in a council's long-term council community plan (LTCCP). The LTCCP explains the activities the council proposes to engage in, the reasons for engaging in those activities, and how the activities fit together to achieve the community's desired outcomes. Councils also need to identify how they will work with other territorial and regional councils, central government, and non-governmental organisations to achieve the COs.

Under the LGA, councils were required to have adopted their LTCCPs for 2006- 2016 by 1 July 2006. This report presents an analysis of the COs that were included in draft LTCCPs for 2006 – 2016.

The aims of the research are to summarise:

1. How the community outcomes are communicated: Is there a standard format? What does this mean for how they can be interpreted by their communities?
2. The key messages within the community outcomes: What are New Zealand communities' aspirations for their futures?
3. The key messages within the community outcomes of different types of councils and their communities: In what ways do the aspirations of different communities and councils differ?

3 Methodology

3.1 Sample

This analysis is based on the draft COs included in the LTCCPs of the 85 New Zealand local authorities.

CO statements have been communicated using up to 3 levels of detail. As in TABLE 1 below, the first level is usually a title that summarises the CO. Most councils also included a second level of information that provides further detail on the focus of the CO. A small proportion of councils used a third layer to expand upon the information in Level 2.

TABLE 1. Structure of Community Outcomes

Level 1	Level 2	Level 3
CO topic heading <i>usually</i> with accompanying definition statement. e.g. A Healthy Community: People of all ages enjoy an excellent standard of health.	Details on the meaning of the CO. e.g. Specifically this means: (a) Excellent access to health services.	Sub-categories. e.g. Specifically (a) means: (i) Everyone can afford to visit their GP; (ii) We have ready access to hospital care.

This analysis has focused on the information included in Level 2 of the COs. The information in Level 1 was omitted² because it was not considered to provide enough detail to capture variations between different communities. The information in Level 3 was omitted because too few councils provided this level of detail in their COs.

3.2 Analysis

The analysis was designed to capture the key messages in the community outcomes. As a first step, the information contained in Level 2 of each set of community outcomes was read for key messages. A number of key themes/topic areas were identified which were then broken into a number of sub-themes that captured the specific characteristics of each theme/topic area.

For each set of COs, the analysis records the number of times that a particular topic/theme area was referred to and specifically, which sub-themes were referred to. The analysis focuses on the frequency with which each themes/topic area and its respective sub-themes were referred to as a proportion of the total number of references to all themes/topic areas.

3.3 Challenges

The limitations of this analysis are that:

1. it rests upon the researcher's interpretation of the meaning/intent of the COs; and
2. the way in which different COs are described can affect the number of references to a particular theme/topic area (see below).

The classification of COs into themes and sub-themes relies upon the researcher's interpretation of their meanings. Some COs however, lend themselves to a range of interpretations. For example, with respect to a CO describing "A Community which enjoys its natural and cultural values", the word "Cultural" might refer to Maori traditions, arts and recreational activities or the values and practises of the community as a whole.

Analysing the number of references to themes and sub-themes can be affected by the detail used to describe COs. For example, compare the following phrases:

² A small number of Councils had Community Outcomes composed of only one layer of detail. For these Councils, Layer 1 information was included for analysis.

- “A Safe Community” would register 1 reference for the Safety theme (Sub-theme: ‘Safety in general’), while “A community that is free of crime, injury and drug abuse” would register 3 references for safety (1 for the Sub-theme ‘Crime’, 1 for ‘Injury’ and 1 for ‘Drug abuse’).
- “A sustainable community that respects the environment, appreciates its environmental resources and is committed to good planning for their future use” would register 2 references for the Natural Environment (1 for the sub-theme ‘Sustainable use’ and 1 for ‘Community caring’).

Finally, this analysis provides only a quantitative summary of the key messages contained in the community outcomes statements. It is not intended as a substitute for the original community outcomes statements. Rather, the most accurate picture of the meanings of the community outcomes remains in the original community outcomes statements.

4 Findings

4.1 How are the COs communicated?

Councils have used a range of approaches to communicate the aspirations of their communities. As in TABLE 2 below, both the median and the most common number of COs per council was seven. One council identified 62 COs and one council identified only four.

In terms of the levels of detail included across the 85 sets of community outcomes, again, a range of approaches was recorded. Most councils used two levels of detail to describe their community's outcomes. Only ten councils used three levels to describe their community's desired outcomes.

TABLE 2: Levels of Detail and Outcome Structure

	Number of:	
	Outcomes	Levels
Median	7	2
Mode	7	2
Maximum	62	3
Minimum	4	1

4.2 What are the key messages within the community outcomes?

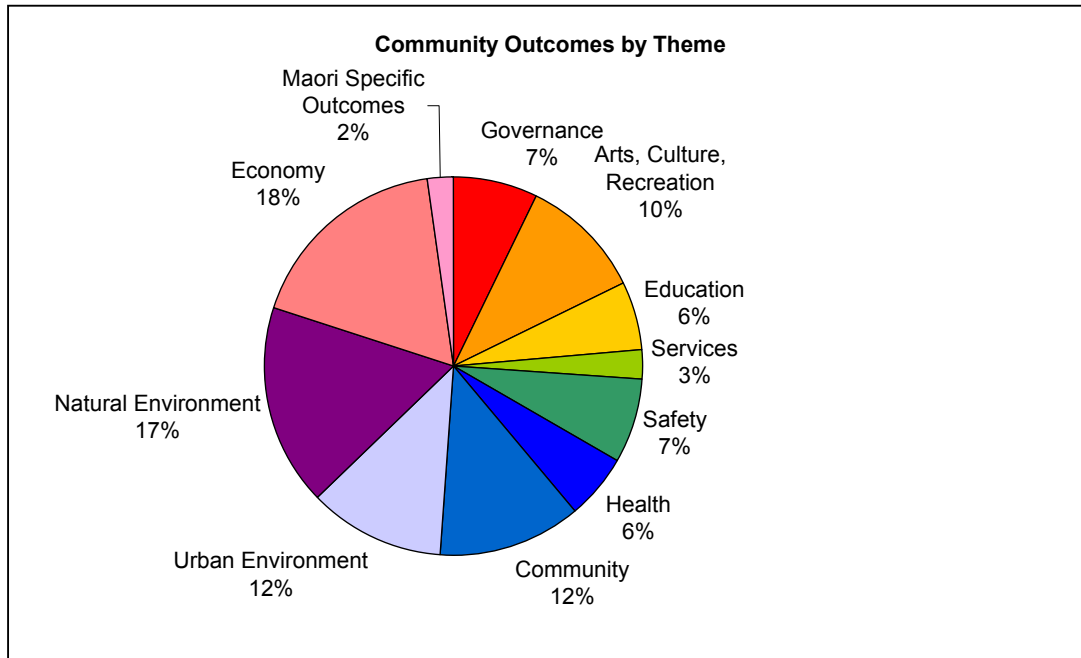
The analysis revealed 11 themes/topic areas (See GRAPH 1 below). These were the:

- Economy;
- Natural Environment;
- Urban Environment;
- Arts, Culture and Recreation (ACR)
- Community;
- Governance;
- Safety;
- Health;
- Education;
- Services; and
- Maori Specific Outcomes.

Across the 85 sets of community outcomes, particular themes were more frequently referred to than others. As in GRAPH 1 below, as a proportion of the total number of references to all themes across all 85 sets of COs, the Economy and the Natural Environment themes were referenced most frequently with 18% and 17% respectively.³ The second most frequently referenced themes were the Community (12%), Urban Environment (12%) and Arts, Culture and Recreation (10%) themes. The Governance, Safety, Education and Health themes received between six and seven percent of the total number of references. Maori Specific Outcomes represented 2% of all references to CO themes.

³ For example, across the 85 sets of community outcomes, 2,766 references to the 11 themes were recorded. Of these 2,766 references, 495 related to the Economy theme, and 469 to the Natural Environment. This equates to 18% and 17% of total references respectively.

GRAPH 1:



4.2.1 Community Outcome Sub-themes

Each community outcome theme was broken into a number of sub-themes. The sub-themes provide a more detailed picture of what each theme means. The most common sub-themes within each theme are summarised below. The percentage scores indicate the frequency of references to each sub-theme as a proportion of the total number of references to that theme.⁴ For example, a total of 495 references to the Economy theme were recorded. Twelve per cent (or 61 references) of the 495 references were made to the sub-theme “Infrastructure for the Future”.

4.2.1.1 The Economy

Outcome statements relating to the Economy theme were broken into 30 different sub-themes. Among these, the following seven represent the most common community aspirations:

- Infrastructure having the capacity to meet present and future needs (12%)⁵;
- Attracting and retaining new and existing businesses (12%);
- Having access to employment, and more specifically, local employment (11%);
- Aspirations for prosperity, innovation or economic growth in general (8%)
- Transport infrastructure meeting present and future needs (7%);
- Having access to a skilled workforce (6%); and
- Pursuing opportunities for tourism (5%).

4.2.1.2 Natural Environment

Outcome statements relating to the Natural Environment theme were broken into 21 sub-themes. Among these, the following six sub-themes were most commonly referred to:

- Preserving the health of the natural environment in general (13%);
- Protecting the quantity and quality of water resources (13%);
- Sustainable use of the environment (11%);

⁴ The percentage scores for sub-themes within a particular theme do not add to 100%. This is because this section summarises only the most common sub-themes for each theme.

⁵ Three other Economy sub-themes also related to infrastructure: Communication, Utilities and Transport. Transport infrastructure was also a common sub-theme.

- The community taking responsibility/caring for the environment (8%);
- Effective waste management (8%); and
- Ensuring access for everyone to public space e.g. beaches, walkways and national parks (7%).

4.2.1.3 The Community

Outcome statements relating to the Community were broken into 18 sub-themes. Among these, the following six represent the most common community aspirations:

- Having a supportive, caring and/or welcoming community in general (22%);
- Having a strong identity and/or positive community image (15%);
- Valuing and/or recognising cultural diversity (14%) and
- Ensuring that people have the capacity/opportunity to participate (9%);
- Recognising Maori (8%); and
- Caring and providing opportunities for youth (7%).

4.2.1.4 The Urban Environment

Outcome statements relating to the Urban Environment were broken into 22 sub-themes. Among these, the following six sub-themes represent the most common community aspirations:

- Managing the growth of the region/community (19%);
- Ensuring accessibility to, from and within the community (16%);
- Being able to access quality housing (14%);
- Having a sustainable transport system, particularly, having access to public transport (12%); and
- Ensuring the viability/utility/popularity of town centres (6%).

4.2.1.5 Arts, Culture and Recreation

Outcome statements relating to ACR were broken into only 6 sub-themes. Among these, the following three represent the most common community aspirations:

- Retaining community heritage (30%);
- Having access to recreation resources (27%);
- Having a creative community in general, particularly, access to opportunities for arts and recreation (18%).

4.2.1.6 Governance

Outcome statements relating to Governance were broken into 18 sub-themes. Among these, the following six sub-themes represent the most common community aspirations:

- Having a high level of community participation in decision-making (23%);
- Collaborative leadership, for example, working across government and with other sectors (15%);
- Accessible leaders and information relating to governance (12%);
- Recognising the rights of Maori under the Treaty of Waitangi (9%);
- Good governance in general (7%); and
- Leaders having, and being guided by, a long-term vision (7%).

4.2.1.7 Safety

Outcome statements relating to Safety were broken into 13 sub-themes. Among these, the following five sub-themes represent the most common community aspirations for safety:

- Having a safe community in general (32%);
- Safety on the roads (19%);
- Living free of crime (13%); and
- Emergency and/or hazard management and preparedness (10%).

4.2.1.8 Education

Outcome statements relating to the Education theme were broken into 15 sub-themes. Among these, the following five sub-themes represent the most common community aspirations for education:

- Having access to a range of quality and affordable education options (25%);
- Education services being attuned to the needs of the economy (18%);
- Education services being of a high standard in general (14%);

- Good education in general (14%); and
- Having access to lifelong learning opportunities (9%).

4.2.1.9 Health

Outcome statements relating to the Health theme were broken into 11 sub-themes. Among these, the following four sub-themes represent the most common community aspirations for health:

- Having access to quality, affordable health services (38%);
- Being healthy in general (21%);
- Living/being able to live healthy lifestyles (19%); and
- Placing greater emphasis on health promotion and illness prevention (8%).

4.2.1.10 Services

Outcome statements relating to Services in General were broken into 6 sub-themes. The following three sub-themes represent the most common community aspirations relating to services in general:

- Having access to services (47%);
- Services being appropriate to people's needs (27%); and
- Having access to public facilities (15%).

It is noted however, that in addition to the Services theme, other themes also included sub-themes that related to services. In total, 38% of Health references, 14% of Education references and 6% of Safety references also related to services.

4.2.1.11 Maori Specific Outcomes

A small number of councils developed outcomes that relate specifically to the aspirations of Maori. Four councils developed two sets of outcomes by complementing the typical set with a set developed for and by Maori. One council included an outcome relating specifically to Maori.

From this small sample, 31 sub-themes were identified. Of these, 15 were mentioned only once. The most common sub-themes were 'Cultural Well-being/Live as Maori' and 'Treasure the Natural Environment'. These sub-themes received 13% and 10% of total references to the Maori Specific Outcomes respectively (it should be noted however, that this actually represents only eight and six references each). Other common sub-themes were:

- Education (6%);
- Healthy people and lifestyles (5%);
- Caring for and providing opportunities for youth (6%);
- Retaining Maori heritage and having access to cultural amenities (6%).

In addition, sub-themes in seven of the 10 remaining community outcome themes also described aspirations relating to Maori. In total, 90 additional references were made to Maori. Considered together, 5% of total references were actually made to Maori themes or sub-themes.

TABLE 3 below, reveals the proportion of references within each theme that related to Maori. Between eight and nine percent of the Community, ACR and Governance themes included references to Maori.

TABLE 3. Maori Related Themes and Sub-themes (excluding Maori Specific Outcomes)

Theme	Maori Related Sub-themes	References to Maori Related Sub-theme as a Proportion of Total References to Theme
Economy	Maori in Tourism Maori Participation	2%
Urban Environment	Housing for Maori	0.3%
Natural Environment	Kaitiakitanga	2%
Community	Maori Participation	8%
Arts, Culture and Recreation	Maori Heritage/Culture	8%

Governance	Maori/Recognition of Treaty	9
Education	Maori Curriculum	1

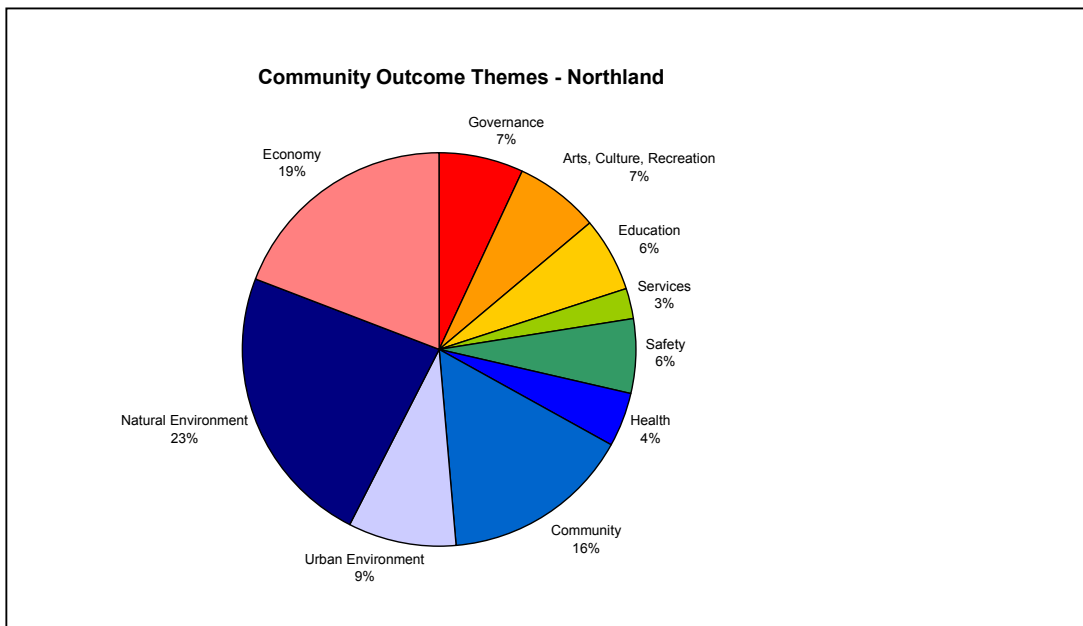
4.3 Community Outcome Themes by Regions

This section provides a summary of how the themes are distributed across different regions. The COs are grouped into 16 local authority regions: Northland, Auckland, Waikato, Gisborne, Bay of Plenty, Taranaki, Hawke's Bay, Wellington, Manawatu- Wanganui, Marlborough, Tasman, Nelson, West Coast, Canterbury, Dunedin and Southland.⁶

4.3.1 Northland

Four councils and their respective communities are situated in the Northland region. Northland councils used 25 COs to communicate the aspirations of their communities. Two councils used two levels of detail and two used only one level. In total, 118 references were recorded across ten CO themes.

GRAPH 2.



The relative emphasis given to each theme generally reflects the pattern for New Zealand as a whole. Some variation with the national average however, occurs with:

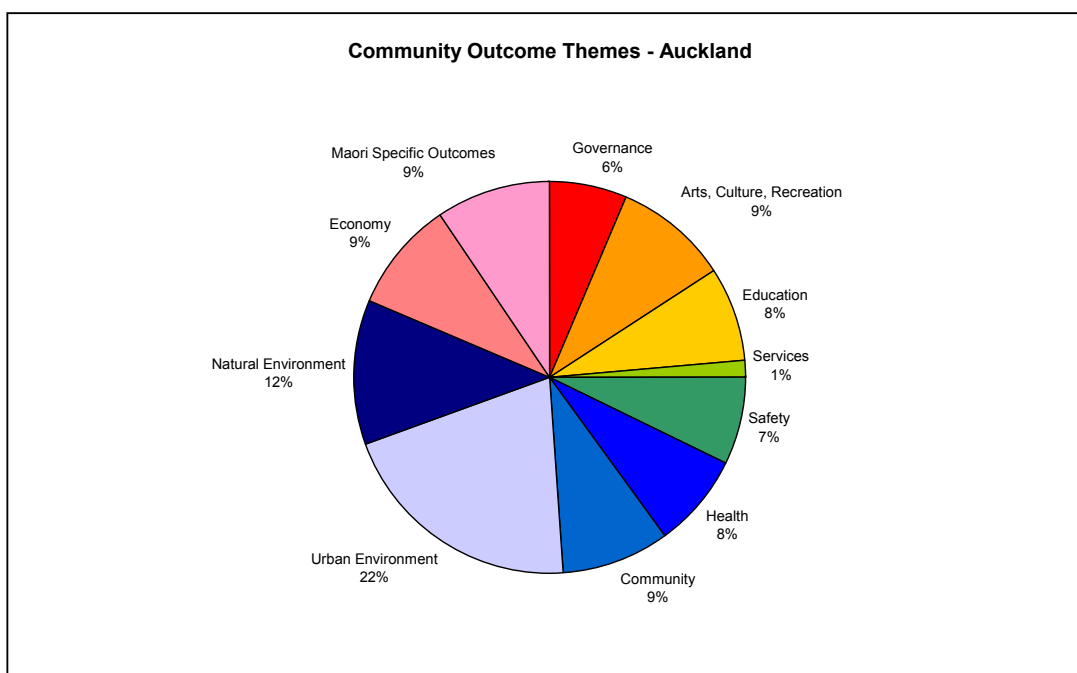
- A greater proportion of references to the Natural Environment in comparison to the Economy;
- A markedly higher proportion of references to the Community; and
- A lower proportion of references to the Urban Environment, ACR and Health.

⁶ It is important to note that the nature of the regional boundaries means that certain councils are included in more than one regional grouping. These are Taupo, Stratford, Rangitikei, Waitaki, Waitomo, Waikato and Franklin. For the purpose of this analysis, these councils have been included in more than one regional grouping.

4.3.2 Auckland

Eight councils and their respective communities are situated in the Auckland region. Auckland councils used 65 COs to communicate the aspirations of their communities. In total, 307 references to 11 themes were recorded across the COs of Auckland communities. Five councils used 3 levels of detail, two used two levels. One council used only one level of detail to communicate their community's outcomes.

GRAPH 3.



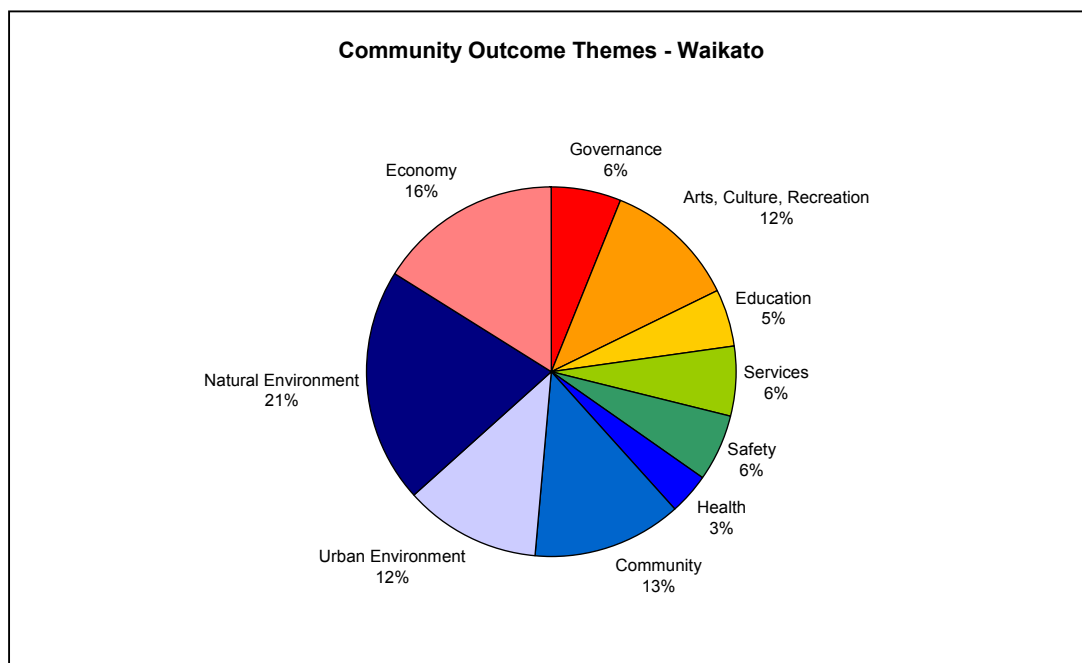
The relative emphasis given to the different themes by Auckland communities differs from the trend for New Zealand as a whole:

- The Urban Environment was referenced most frequently at 22%.
- The Natural Environment comprised only 12% of references while the Economy, Maori Specific Outcomes, ACR, Education, Health and the Community were similarly referenced at between 8-9%.
- Services received a lower than average proportion of references at only 1% of the total.

4.3.3 Waikato

Thirteen councils and their respective communities are situated in the Waikato region. The total number of COs across these twelve councils was 131. This included 415 references across ten different themes. Two councils communicated their community's outcomes using 3 levels of detail, one council used only one level. Ten councils included two levels of detail in their COs.

GRAPH 4.



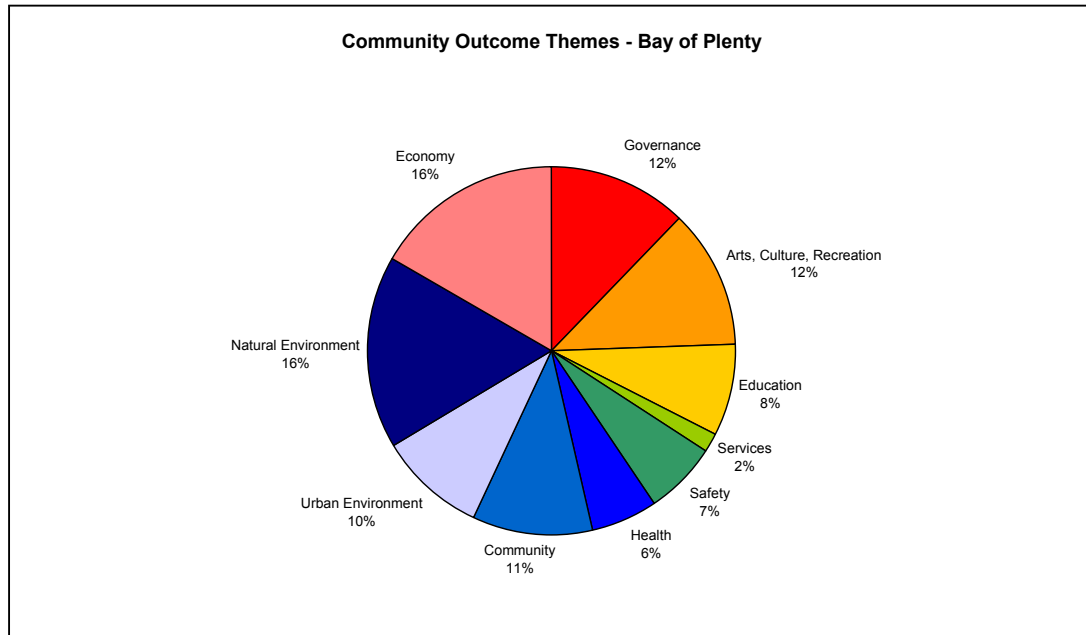
The relative emphasis given to the community outcome themes by Waikato communities is similar to the trend for New Zealand as a whole although the Natural Environment was referenced more frequently than the Economy. In addition:

- the Community, Urban Environment and ACR are clustered at between 11-13% of references; and
- Governance, Education, Services and Safety were all similarly referenced at between 3-6% of total references. This also represents a high proportion of references to Services in comparison to NZ as a whole.

4.3.4 Bay of Plenty

Eight councils and their respective communities are situated in the Bay of Plenty region. The total number of COs across these eight councils was 60. This translated into 320 references across ten themes. All eight councils used two levels of detail in their COs.

GRAPH 5.



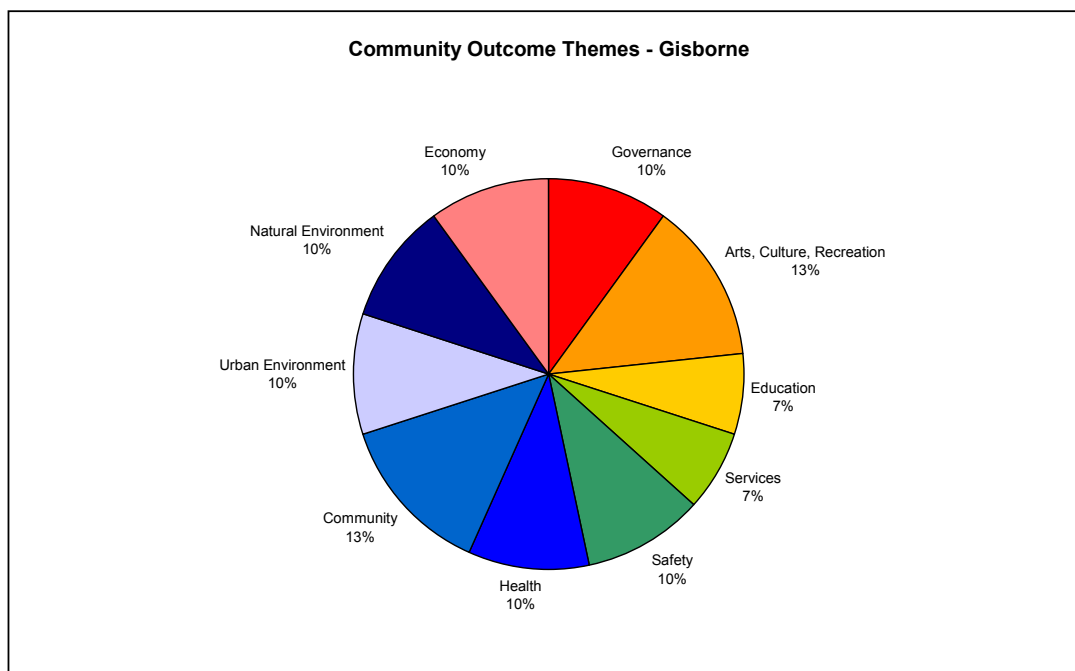
The relative emphasis given to each theme by communities in the Bay of Plenty is generally similar to the national trend. A key difference however, is that the Governance theme represents 12% of references for Bay of Plenty communities in comparison to 7% for all New Zealand.

4.3.5 Gisborne

Gisborne District Council is a unitary council. Unitary authorities are district councils that have both the functions of a territorial council and regional council. There are five unitary councils in New Zealand. It is noted that for regions covered by unitary authorities, the sample size is very small as it includes only one set of community outcomes.

Gisborne District Council used six COs, each with two levels of detail to communicate their community's outcomes. This translated into 30 references across ten themes.

GRAPH 6.



The relative emphasis placed on the different community outcome themes by the Gisborne community differs markedly from the national average.

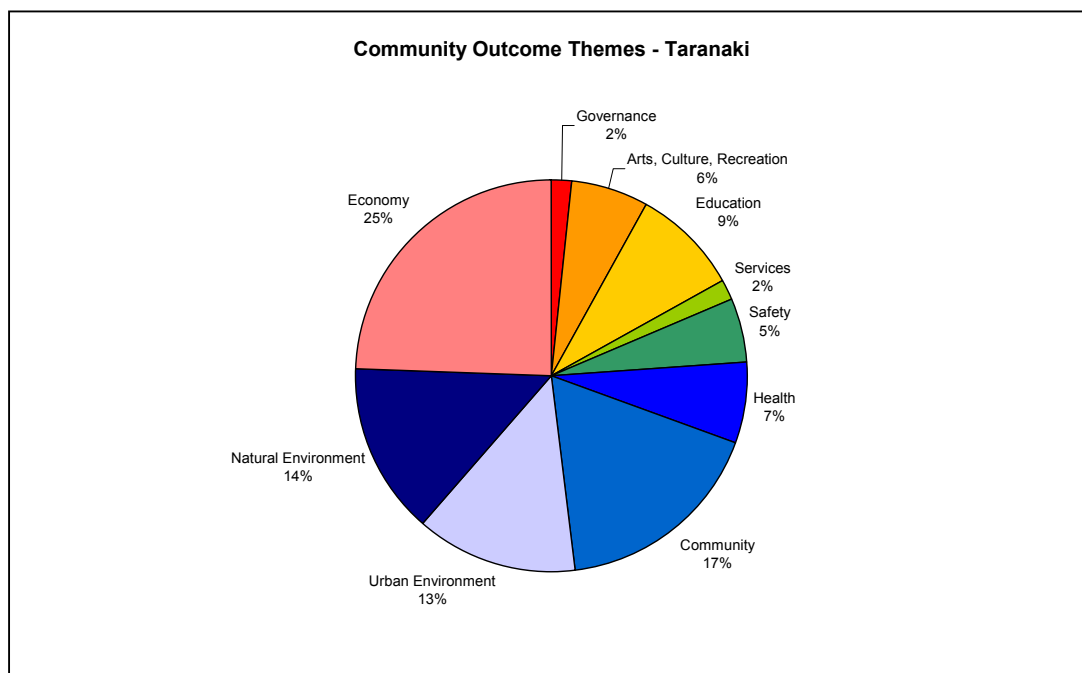
Excluding Education (7%), Maori Specific Outcomes (0%) and Services (7%), the remaining 9 themes each received 10% or 13% of total references. Notably, Community and ACR scored highest at 13% in contrast to a national trend for references to the Natural Environment and Economy to score highest.

Gisborne's community outcomes are also notable for the relative emphasis given to Services (7% of references in comparison to 3% for all of New Zealand).

4.3.6 Taranaki

Four councils and their respective communities are situated in the Taranaki region. The total number of COs across these four councils was 37. This translated into 189 references across ten themes. Three councils communicated their community's outcomes using two levels of detail, one council used only one level.

GRAPH 7.



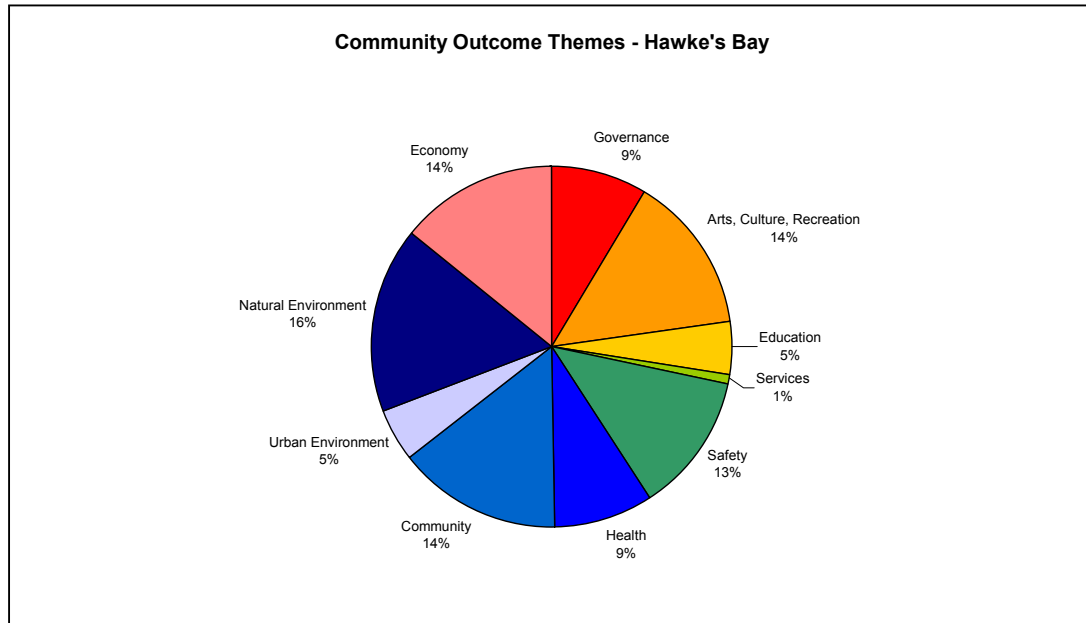
While the four most common themes for Taranaki communities are the same as for New Zealand as a whole, the relative emphasis placed on each varies slightly from the national average. The Economy represented 25% of all references, followed by the Community at 17%. The Natural and Urban Environments were similarly referenced at 14% and 13% respectively.

ACR was notably lower than the national average at 6% while Education received a higher than average score of 9%.

4.3.7 Hawke's Bay

Seven councils and their respective communities are situated in the Hawke's Bay region. The total number of COs across these seven councils was 65. This translated into 127 references across ten themes. Three councils communicated their community's outcomes using two levels of detail, four councils used only one level.

GRAPH 8.

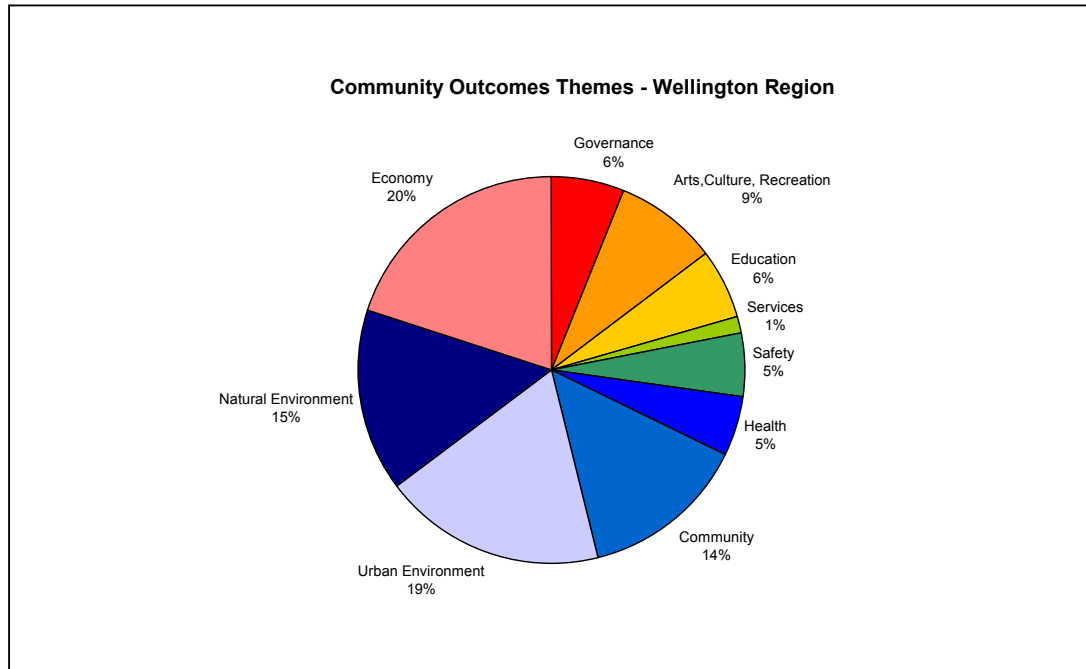


The relative emphasis placed on the different themes by Hawke's Bay communities reveals a number of variations with the national average. Five themes: the Natural Environment (16%), Community (14%), Economy (14%), ACR (14%) and Safety (13%) received similar proportions of references. This includes a particularly high proportion of references to Safety. References to the Urban Environment are also notably lower than the New Zealand average at only 5%.

4.3.8 Wellington

Nine councils and their respective communities are situated in the Wellington region. The total number of COs across these nine councils was 63. This translated into 301 references across ten themes. Six councils communicated their community's outcomes using two levels of detail, three councils used only one level.

GRAPH 9.

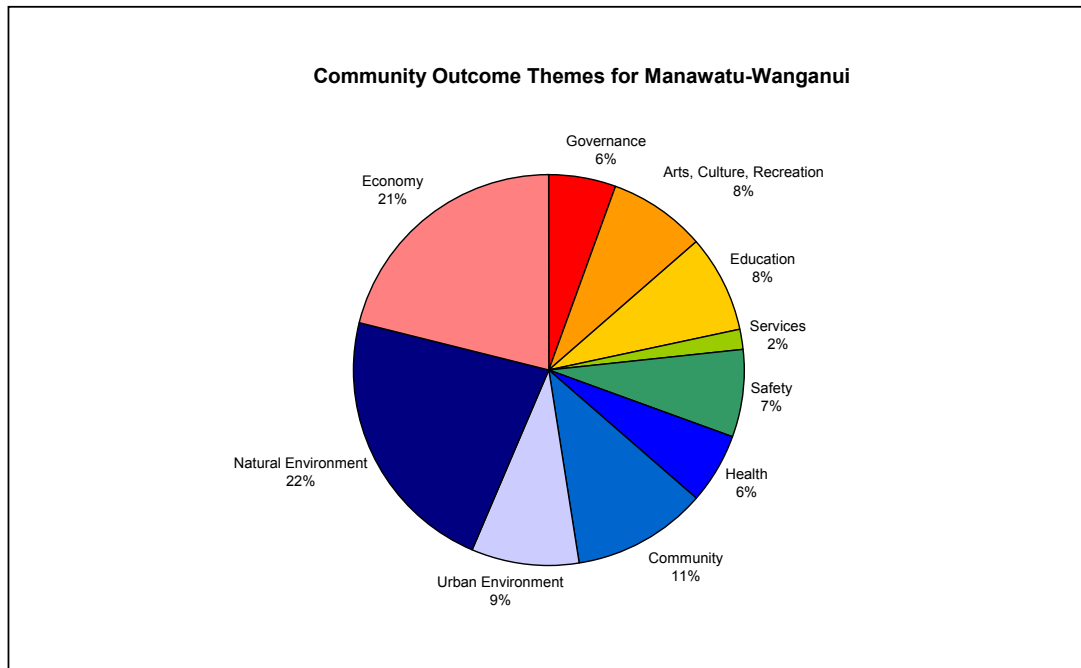


The relative emphasis given to the CO themes by communities in the Wellington region is similar to the New Zealand average. The only notable difference is that 19% of total references were made regarding the Urban Environment compared with 12% for all of New Zealand.

4.3.9 Manawatu-Wanganui

Eleven councils and their respective communities are situated in the Manawatu-Wanganui region. The total number of COs across these councils was 119. This translated into 284 references across ten themes. Two councils communicated their community's outcomes using three levels of detail, three councils used only one level. Six councils included two levels of detail in their COs.

GRAPH 10.



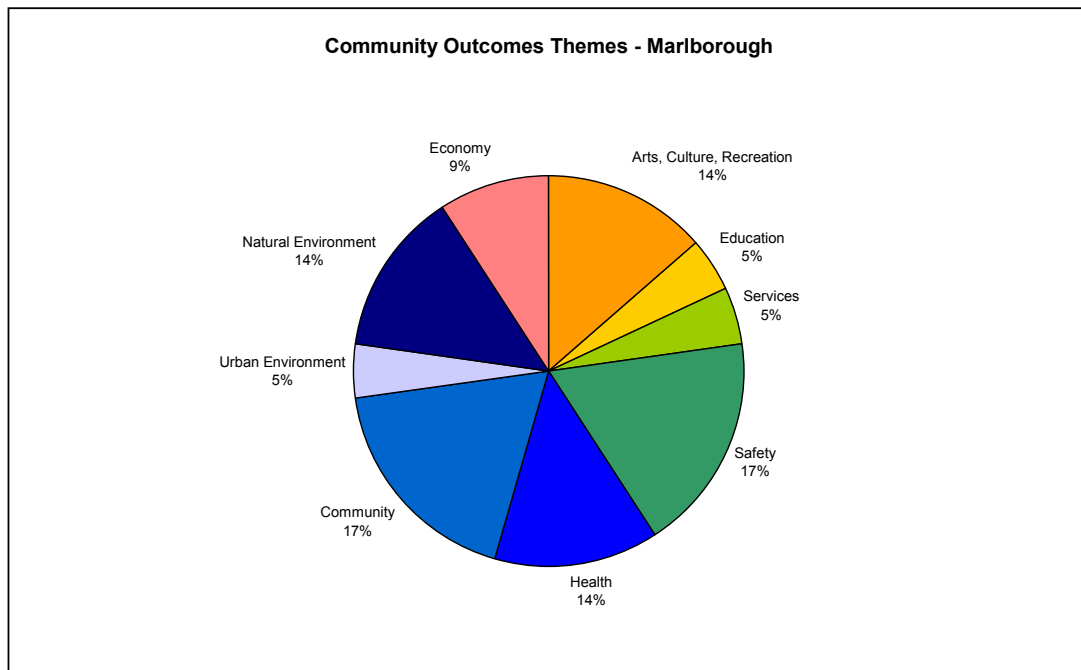
The relative emphasis given to community outcome themes by communities in the Manawatu-Wanganui region is very similar to the New Zealand average. The only notable difference is that the Natural Environment (23%) is referenced slightly more frequently than the Economy (21%). This trend is the opposite for New Zealand as a whole.

4.3.10 Marlborough

Marlborough District Council is a unitary council. Unitary authorities are district councils that have both the functions of a territorial council and regional council. It is noted that for regions covered by unitary authorities, the sample size is very small as it includes only one set of community outcomes.

Marlborough District Council communicated its community's outcomes using 16 COs, each with one level of detail. In total, 22 references were recorded across nine themes.

GRAPH 11.



Across the COs for Marlborough, references to Safety (18%) and the Community (18%) are most common, followed by Health, the Natural Environment and ACR at 14% each. This reveals a notably higher proportion of references to Safety and Health than for New Zealand as a whole.

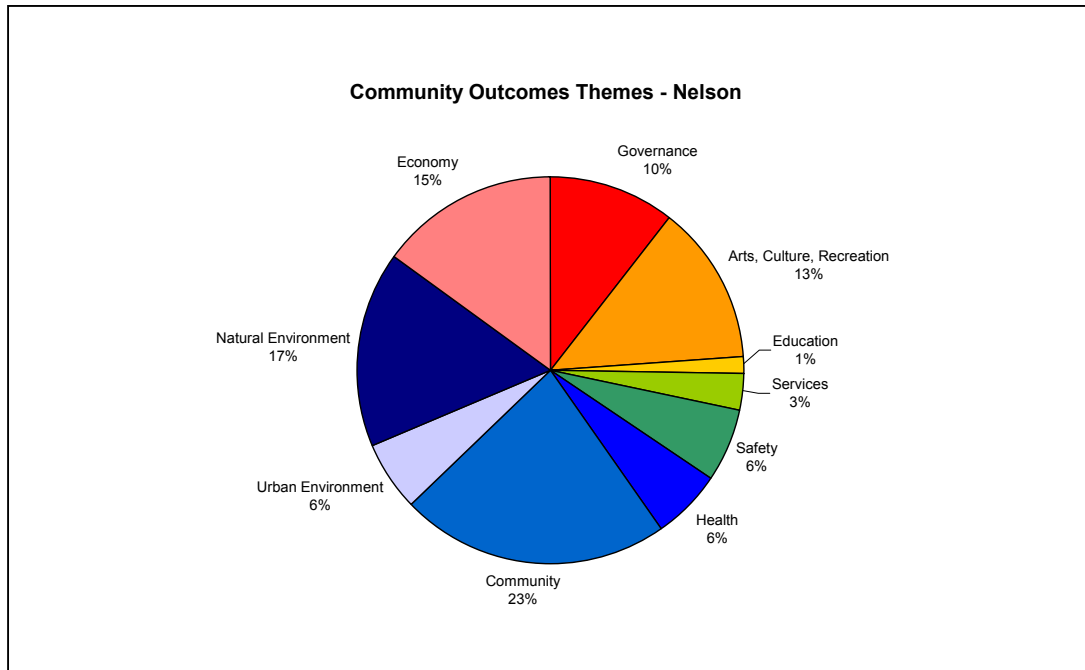
The relative emphasis placed on each of the community outcome themes by the Marlborough community reveals some significant variations with the New Zealand average. As a proportion of total references, Marlborough's community outcomes make notably fewer references to Governance, the Urban Environment, and the Economy.

4.3.11 Nelson

Nelson City Council is a unitary council. Unitary authorities are district councils that have both the functions of a territorial council and regional council. It is noted that for regions covered by unitary authorities, the sample size is very small as it includes only one set of community outcomes.

Nelson City Council used seven COs to describe its community's outcomes, each with two levels of detail. In total, 67 references were recorded across ten themes.

GRAPH 12.



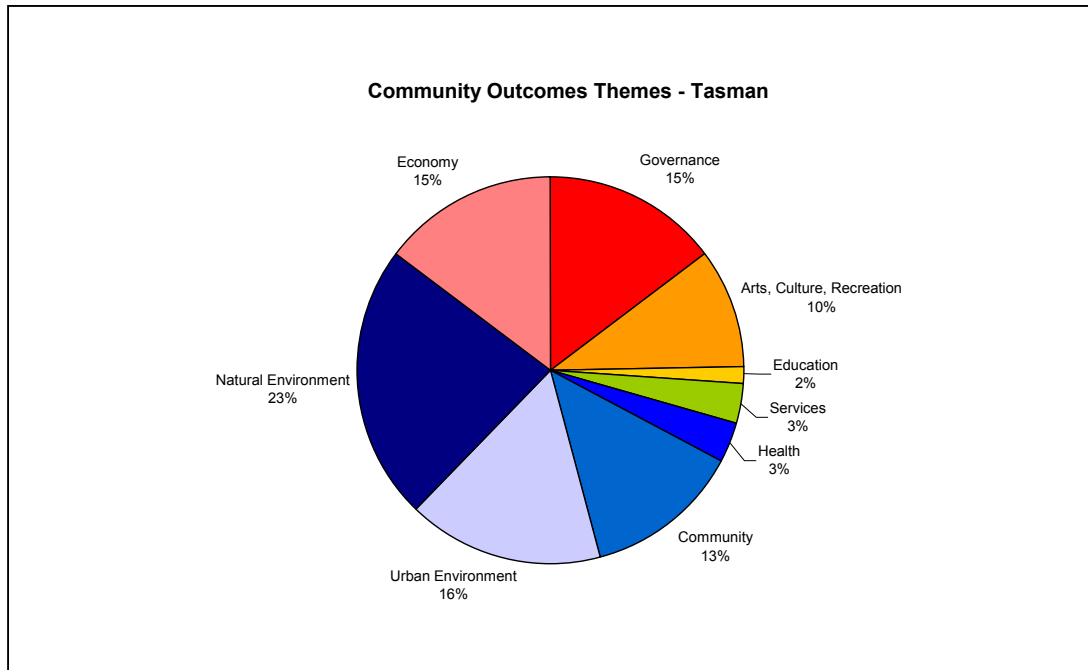
The proportional emphasis given to the community outcomes themes for Nelson reveals a number of key departures from the national average. The proportion of references to the Community is almost twice that for New Zealand as a whole and the proportion of references to Education is more than twice the national average. The Urban Environment, which features in the top four most common themes for New Zealand as a whole, receives only 6% of the total references to themes for Nelson. Both ACR and Governance receive a higher proportion of total references by Nelson than for the national average.

4.3.12 Tasman

Tasman District Council is a unitary council. Unitary authorities are district councils that have both the functions of a territorial council and regional council. It is noted that for regions covered by unitary authorities, the sample size is very small as it includes only one set of community outcomes.

The Tasman District Council used eight COs to describe its community's aspirations, each with two levels of detail. In total, 61 references were recorded across nine themes.

GRAPH 13.



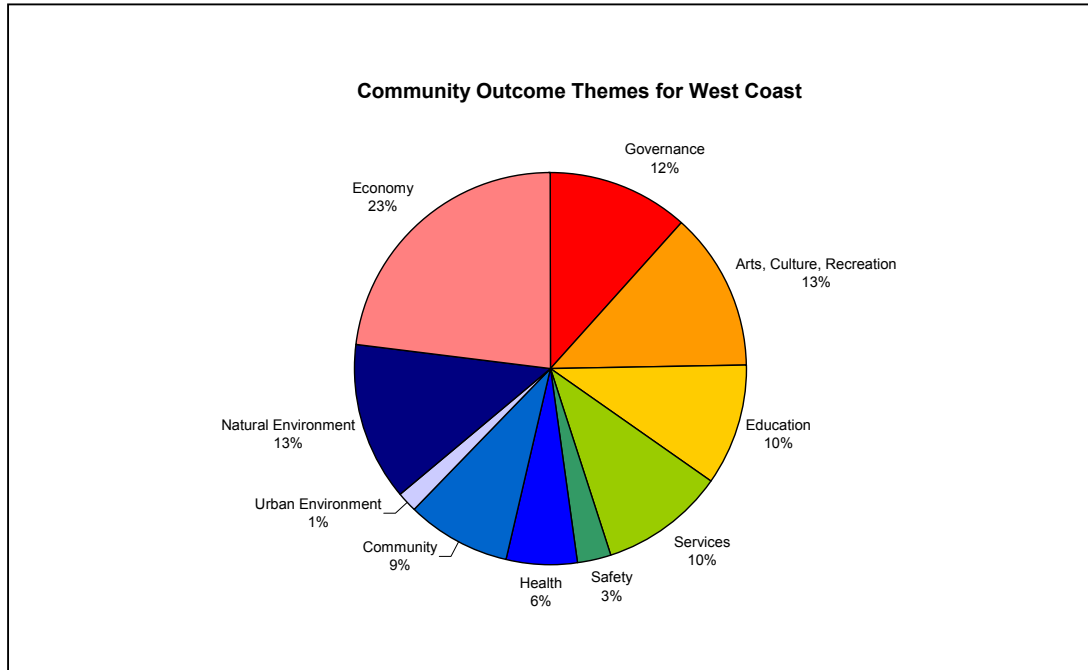
The relative emphasis placed on each of the community outcome themes by the Tasman community reflects the trend for New Zealand as a whole in that the three most common themes were the Natural Environment, the Economy and the Urban Environment.

Notable differences relate to Governance, Urban Environment, Safety, Education, and Health. The proportion of references to Governance (15%) is more than twice that for New Zealand as a whole. The Urban Environment, at 16% of references, was also higher than the national average. Safety (0%), Education (2%) and Health (3%) were referenced less frequently than the New Zealand average.

4.3.13 West Coast

Four councils and their respective communities are situated in the West Coast region. The total number of COs across these councils was 24. This translated into 69 references across ten themes. One council communicated their community's outcomes using two layers of detail, three councils used only one level.

GRAPH 14.

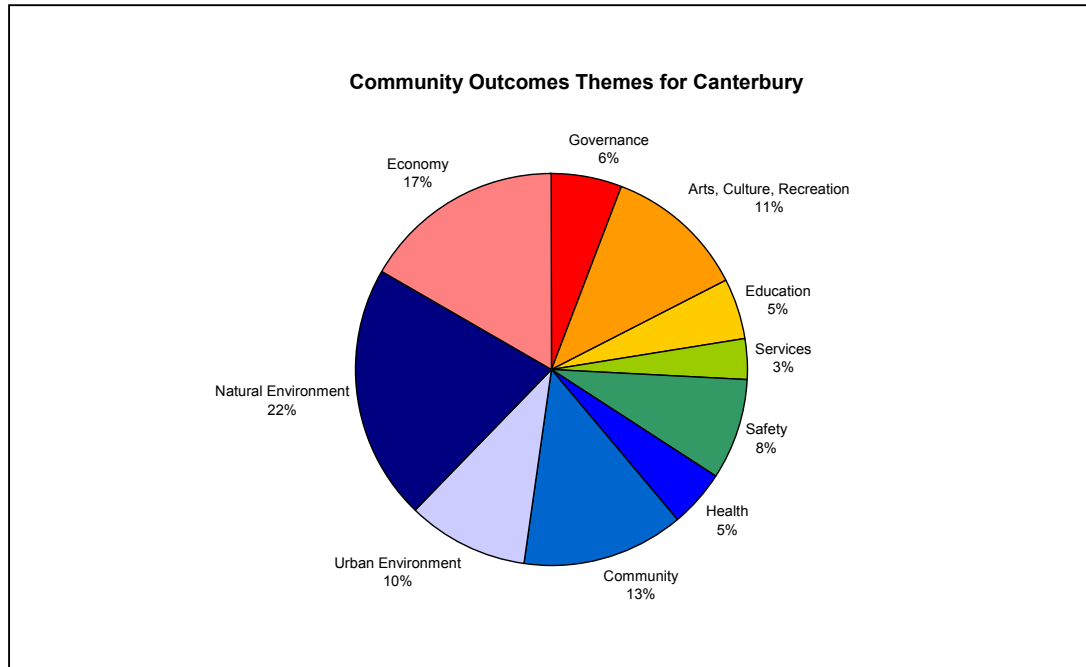


The proportion of references across the community outcomes themes for West Coast communities reveals a number of differences with the pattern for New Zealand as a whole. The greatest proportion of references by West Coast communities was made to the Economy, Natural Environment, ACR and Governance. A notably higher proportion of references are made to Governance (12%), Education (10%) and Services (10%) themes. A notably lower proportion of references were made to Safety (3%), the Urban Environment (1%) and the Natural Environment (13%).

4.3.14 Canterbury

Eleven councils and their respective communities are situated in the Canterbury region. The total number of COs identified by Canterbury councils was 123. This translated into 293 references across ten themes. One council communicated their community's outcomes using three levels of detail, four councils used only one level. Six councils included two levels of detail in their COs.

GRAPH 15.

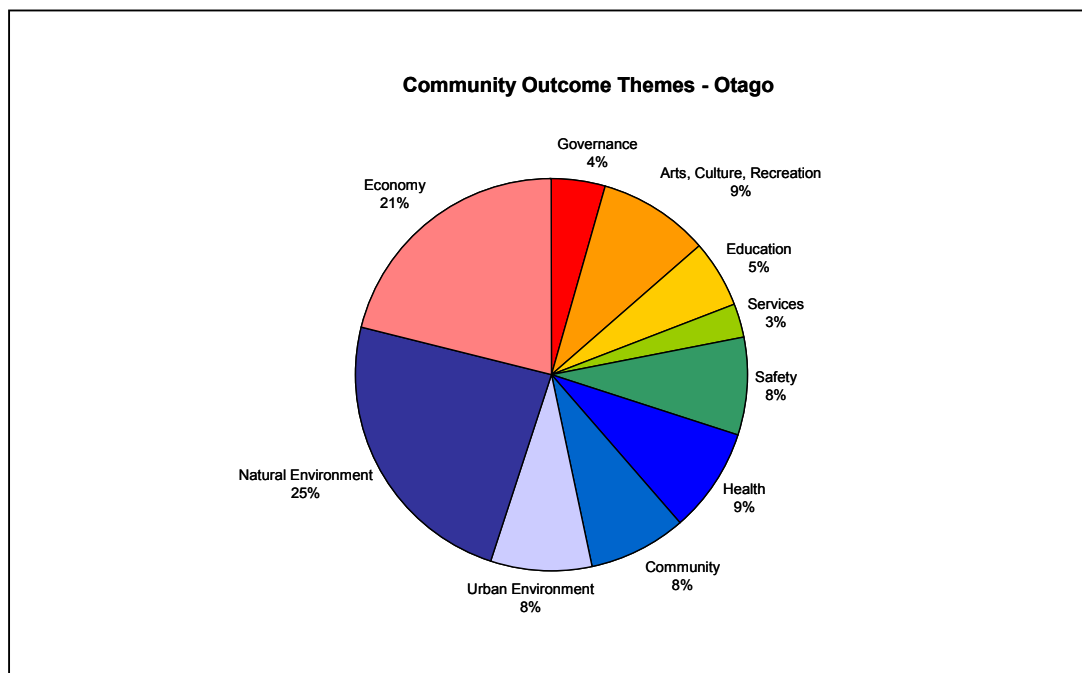


The relative emphasis given to community outcome themes by communities in the Canterbury region is very similar to the New Zealand average. The only notable variation is that the Natural Environment (21%) is referenced more often than the Economy (17%).

4.3.15 Otago

Six councils and their respective communities are situated in the Otago region. The total number of COs across Otago councils was 52. This translated into 208 references across ten themes. Four councils communicated their community's outcomes using two levels of detail, one council used only one level and one council used three levels.

GRAPH 16.



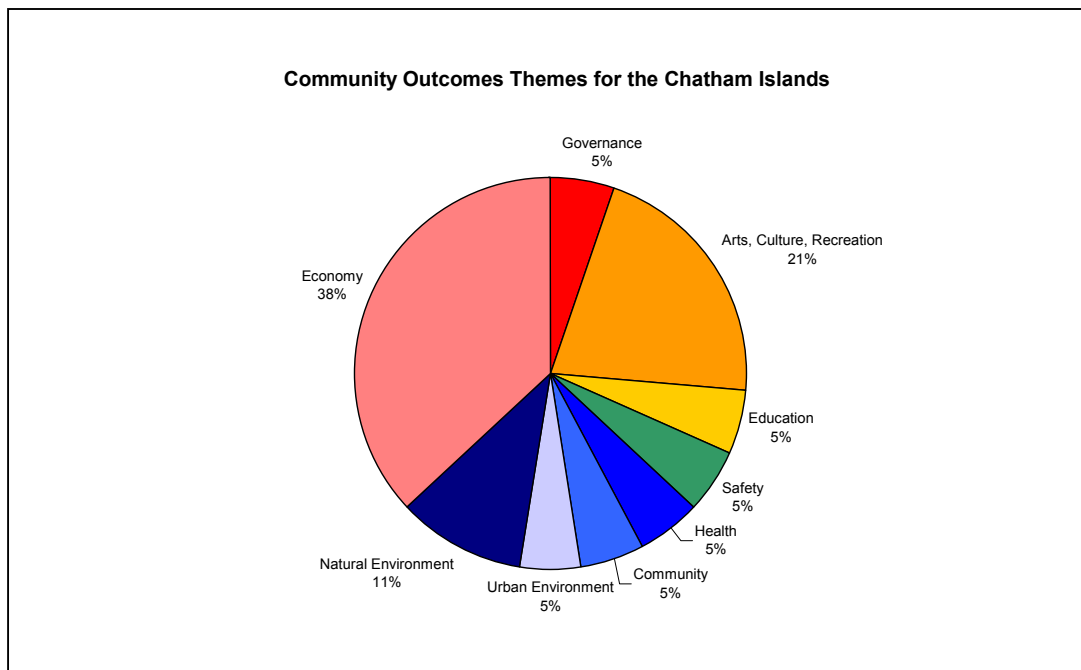
In comparison to other regions, the community outcomes of Otago communities make the highest proportion of references to the Natural Environment (25%) and the Economy (21%). ACR (9%), Health (9%), the Urban Environment (8%), Community (8%) and Safety (8%) comprise a cluster of third most commonly referenced themes. This represents higher than average proportions for Health, and lower than average proportions for the Urban Environment and Community.

4.3.16 The Chatham Islands

The Chatham Islands District Council is a unitary council. Unitary authorities are district councils that have both the functions of a territorial council and regional council. It is noted that for regions covered by unitary authorities, the sample size is very small as it includes only one set of community outcomes.

The Chatham Islands District Council used four COs to describe its community's aspirations, each with two levels of detail. In total, 19 references were recorded across nine themes.

GRAPH 17.



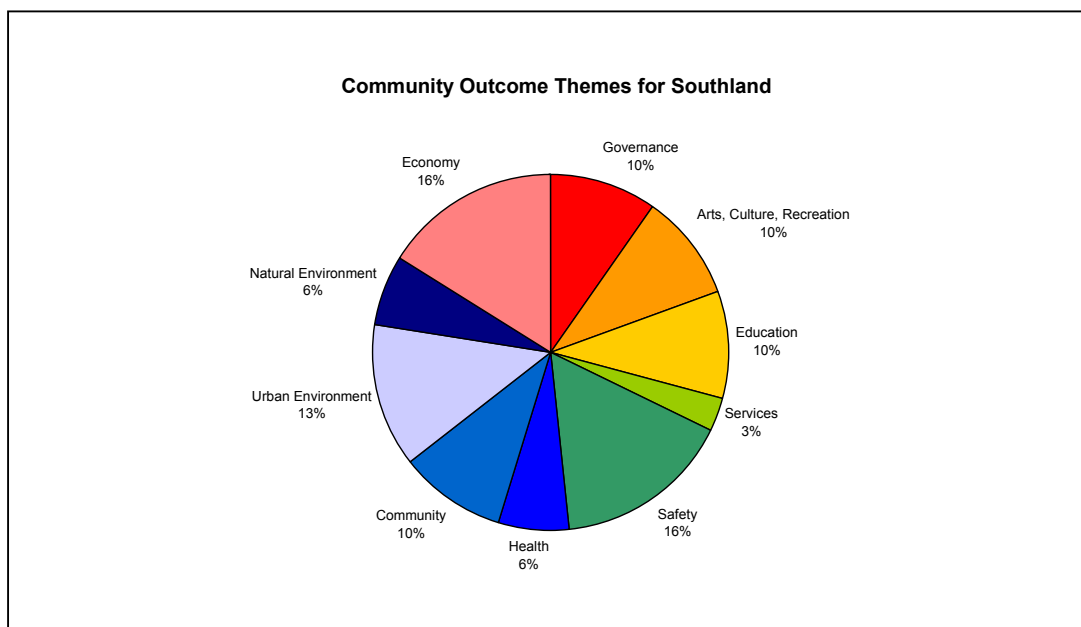
The proportion of references across the community outcomes themes for the Chatham Islands community reveals a number of differences with the pattern for New Zealand as a whole. The Economy and ACR received by far the greatest proportion of references at 38% and 21% respectively. References to the Natural Environment were next most common. References to the Urban Environment, Community, Health, Safety, Education and Governance themes were least common at five percent each. No references were recorded to the Services or Maori Specific Outcomes themes.

It is important to note that this was a very small sample with only 19 references recorded across the COs for the Chatham Islands. Consequently, five percent (the smallest proportion) actually represents only one reference to a theme.

4.3.17 Southland

Four councils and their respective communities are situated in the Southland region. The total number of COs across Southland councils was 28. This translated into 128 references across ten themes. All four councils used two levels of detail to describe their community's outcomes.

GRAPH 18.



The most notable features of the community outcomes of Southland are that Safety received one of the highest (16%) proportions of references, while the Natural Environment received one of the lowest (6%). The Urban Environment (13%), Community (10%), Education (10%), ACR (10%) and Governance (10%) comprise a cluster of second most common themes.

4.3.18 Summary

In general, most regions share the same five themes as their most commonly referenced themes, although the order in which they appear differs (see TABLE 4 below). Every region had at least three of these themes in its top four. These themes are the:

- Natural Environment;
- Economy;
- Community;
- ACR; and
- Urban Environment.

The proportion of references to the Natural and Urban Environments, the Economy, Safety and Maori Specific Outcomes vary most between regions. For example:

- 21% of references by communities in the Auckland region described aspirations relating to the Urban Environment, while only 1% of references made by communities on the West Coast described aspirations relating to the Urban Environment;
- 24% of references by communities in the Dunedin region related to the Natural Environment, while 6% of references by Southlanders related to this theme.

- Maori Specific Outcomes equated to 9% of references in the Auckland region and 0% in all other regions.⁷

Southland and Gisborne are notable for the proportion of references to Services. At 10% and 7% respectively, this is notable higher than the national average of 3%.

TABLE 4. Top Four Themes by Region (Descending order)

Region	Top Four Themes	Region	Top Four Themes
Northland	Natural Environment Economy Community Urban Environment	Manawatu-Wanganui	Natural Environment Economy Community Urban Environment
Auckland	Urban Environment Natural Environment Economy 3 rd = Community 3 rd = Arts, Culture, Recreation 3 rd = Maori 3 rd =	Nelson	Community Natural Environment Economy Arts, Culture, Recreation
Waikato	Natural Environment Economy Community Urban Environment	Tasman	Natural Environment Urban Environment Economy 3 rd = Governance 3 rd = Community
Gisborne	Community 1 st = Arts, Culture, Recreation 1 st = Natural Environment 2 nd = Economy 2 nd = Urban Environment 2 nd = Governance 2 nd = Safety 2 nd = Health 2 nd = Education 3 rd = Services 3 rd =	Marlborough	Community 1 st = Safety 1 st = Natural Environment 2 nd = Arts, Culture, Recreation 2 nd = Health 2 nd = Economy Urban Environment 4 th = Education 4 th = Services 4 th =
Bay of Plenty	Natural Environment 1 st = Economy 1 st = Arts, Culture, Recreation 2 nd = Governance 2 nd = Community Urban Environment	West Coast	Economy Natural Environment 2 nd = Arts, Culture, Recreation 2 nd = Governance Education 4 th = Services 4 th =
Taranaki	Economy Community Natural Environment Urban Environment	Canterbury	Natural Environment Economy Community Arts, Culture, Recreation
Hawke's Bay	Natural Environment Community Economy 3 rd = Arts, Culture, Recreation 3 rd =	Wellington	Economy Urban Environment Natural Environment Community
Southland	Economy 1 st = Safety 1 st = Urban Environment Community 3 rd = Arts, Culture, Recreation 3 rd = Governance 3 rd = Education 3 rd = Natural Environment 4 th = Health 4 th =	Dunedin	Natural Environment Economy Arts, Culture, Recreation 2 nd = Health 2 nd = Community 3 rd = Urban Environment 3 rd = Safety 3 rd = Education

⁷ Maori Specific Outcomes were identified by a small number of other communities, but when calculated as a proportion of all references (to one decimal place), did not represent greater than 0% for the whole region.

4.4 Community Outcome Sub-themes by Region

TABLE 5 (below), lists the most common sub-themes within each theme by region. As for the sub-themes for New Zealand as a whole, this provides a clearer understanding of what each of the themes means for each region.

A number of factors need to be considered when examining these sub-themes. As previously discussed, different themes have different numbers of sub-themes. For example, the Economy theme had 30 sub-themes, while Services had only 6 sub-themes. In addition, different councils used different structures and levels of detail to describe their community's outcomes:

- the number of outcomes ranged between 62 and four outcomes across the 85 councils; while
- across the regions, the total number of references to the community outcomes themes ranged between 415 and 19 references.

This means that in some instances, for example, as for the Chatham Islands, the actual number of references to a particular theme or sub-theme is very small. In these ways, the “most common” sub-theme may, for some regions and some themes, actually only represent a very small number of references. For example, 100% of references to the Urban Environment by West Coast communities were classified under the sub-theme “Aesthetics/Attractiveness”. In raw numbers however, this actually equates to only 1 reference.

TABLE 5. Most Commonly Referenced Sub-themes by Region

	Economy	Natural Environment	Community	Urban Environment	Arts, Culture, Recreation
Northland	Local Employment (14%) Business – New and Existing (13%) Rising Incomes (9%) Prosperity in General (9%) Tourism (9%) Youth (9%) Skilled Workforce (9%) Social/Env Conscience (9%)	Sustainable Use (27%) Coast (16%) Access (15%)	Maori (27%) Supportive/Caring/Welcoming (22%) Strong Identity/Image (11%) Viable/sustainable Population (11%)	Managing Growth (40%) Accessibility (20%) Access to Quality/Appropriate Housing (20%) Aesthetics/Attractiveness (20%)	Heritage (25%) Recreation Resources/Participation (25%) Arts/Creativity in General (25%) Festivals and Events/Facilities for (25%)
Auckland	Prosperity in General (15%) Business – New and Existing (15%) Local Employment (15%) Tourism (7%) Diversity/Resilience (7%) Using Uniqueness (7%) Skilled Workforce (7%) Transport Infrastructure (7%)	Healthy and Preserved in General (13%) Community Caring (13%) Waste Management (11%) Sustainable Use (9%) Access (9%) Water (9%)	Supportive/Caring/Welcoming (18%) Participation (18%) Valuing Cultural Diversity (15%) Strong Identity/Image (14%)	Town Centres (14%) Accessibility (13%) Public Transport/Transport Choices (13%) Managing Growth (13%) Access to Quality/Appropriate Housing (10%)	Heritage (26%) Recreation Resources/Participation (20%) Arts/Creativity in General (21%)
Waikato	Tourism (14%) Infrastructure for the Future	Healthy and Preserved in General (14%)	Maori (19%) Valuing Cultural Diversity (15%)	Accessibility (19%) Managing Growth (18%)	Heritage (33%) Recreation Resources/Participation

	(14%) Local Employment (11%)	Reduced Legislative Boundaries (14%) Water (13%) Waste Management (10%) Coast (9%) Sustainable Use (8%)	Supportive/Caring/Welcoming (12%) Strong Identity/Image (12%)	Access to Quality/Appropriate Housing (14%) Aesthetics/Attractiveness (12%)	(21%) Arts/Creativity in General (19%) Festivals and Events/Facilities for (15%)
Gisborne	Prosperity in General (33.33%) Business – New and Existing (33.33%) Local Employment (33.33%)	Community Caring (66.66%) Healthy and Preserved in General (33.33%)	Supportive/Caring/Welcoming (25%) Strong Identity/Image (25%) Participation (25%) Social/Cultural Well-being in General (25%)	Accessibility (33.33%) Managing Growth (33.33%) Town centres (33.33%)	Heritage (50%) Recreation Resources/Participation (25%) Festivals and Events/Facilities for (25%)
Bay of Plenty	Local Employment (13%) Infrastructure for the Future (11%) Business – New and Existing (11%) Using Uniqueness (9%) Communications Infrastructure (9%)	Water (12%) Sustainable Use (10%) Community Caring (10%) Healthy and Preserved in General (10%) Reduced Legislative Boundaries (8%) Waste Management (8%)	Supportive/Caring/Welcoming (25%) Strong Identity/Image (21%) Youth (18%) Valuing Cultural Diversity (15%)	Managing Growth (20%) Aesthetics/Attractiveness (17%) Accessibility (16%) Access to Quality/Appropriate Housing (16%)	Recreation Resources/Participation (23%) Heritage (20%) Maori Heritage (20%) Festivals and Events/Facilities for (20%)
Taranaki	Infrastructure for the Future (32%) Local Employment (9%) Diversity/Resilience (8%)	Access (15%) Coast (11%) Water (11%) Air (11%) Preserving the Landscape (11%) Retaining Iconic Features (11%) Retaining Biodiversity (11%)	Supportive/Caring/Welcoming (46%) Strong Identity/Image (12%)	Managing Growth (60%)	Recreation Resources/Participation (42%) Heritage (33%) Arts/Creativity in General (25%)
Hawke's Bay	Prosperity in General (27%) Transport Infrastructure (21%) Skilled Workforce (11%) Farming/Rural Industries (11%)	Sustainable Use (32%) Healthy and Preserved in General (24%) Waste Management (14%)	Supportive/Caring/Welcoming (38%) Strong Identity/Image (37%)	Public Transport/Transport Choices (49%) Aesthetics/Attractiveness (17%) Accessibility (17%) Free Parking (17%)	Heritage (33%) Recreation Resources/Participation (32%) Maori Heritage (17%)
Wellington	Infrastructure for the Future (13%) Business – New and Existing (12%) Communications Infrastructure (8%) Transport Infrastructure (8%) Skilled Workforce (8%) Local Employment (8%)	Healthy and Preserved in General (15%) Access (11%) Water (9%) Waste Management (9%)	Supportive/Caring/Welcoming (21%) Participation (20%) Valuing Cultural Diversity (15%) Strong Identity/Image (12%) Maori (7%)	Accessibility (20%) Public Transport/Transport Choices (12%) Access to Quality/Appropriate Housing (12%) Managing Growth (9%) Aesthetics/Attractiveness (9%)	Recreation Resources/Participation (28%) Arts/Creativity in General (23%) Youth (19%)
Manawatu-Wanganui	Business – New and Existing (13%)	Water (19%) Sustainable Use (14%)	Supportive/Caring/Welcoming (22%)	Aesthetics/Attractiveness (18%) Accessibility (18%)	Heritage (34%) Recreation Resources/Participation

	Local Employment (13%) Tourism (13%) Infrastructure for the Future (10%)	Access (10%) Healthy and Preserved in General (10%)	Strong Identity/Image (19%) Valuing Cultural Diversity (14%) Viable/sustainable Population (11%) Participation (8%) Disabilities (8%)	Public Transport/Transport Choices (15%) Managing growth (11%)	(31%) Festivals and Events/Facilities for (15%)
Marlborough	Business – New and Existing (50%) Prosperity in General (50%)	Sustainable Use (33.33%) Energy - Sustainable Use (33.33%) Community Caring (33.33%)	Participation (25%) Older People (25%) Youth (25%) Supportive/Caring/Welcoming (25%)	Access to Quality/Appropriate Housing (100%)	Arts/Creativity in General (33.33%) Heritage (33.33%) Festivals and Events/Facilities for (33.33%)
Tasman	Using Uniqueness (23%) Local Employment (11%) Tourism (11%) Infrastructure for the Future (11%) Transport Infrastructure (8%) Sustainability (11%) Farming/Rural industries (11%) Business – New and Existing (11%)	Sustainable Use (22%) Water (15%) Waste Management (14%)	Strong Identity/Image (24%) Valuing Cultural Diversity (13%) Youth (13%) Family (13%) Rural Communities (13%)	Managing growth (30%) Quality Design (20%)	Maori heritage/Culture (17%) Faith/Spirituality (17%) Heritage (17%) Festivals and Events/Facilities for (17%) Arts/Creativity in General (16%) Recreation Resources/Participation (16%)
Nelson	Prosperity in General (20%) Local Employment (10%) Business – New and Existing (10%) Sustainability (10%) Youth (10%) Skilled Workforce (10%) Infrastructure for the Future (10%) Transport Infrastructure (10%) Tourism (10%)	Healthy and Preserved in General (10%) Enjoyed/Experienced (9%) Sustainable Use (9%) Energy - Sustainable Use (9%) Community Caring (9%) Access (9%) Waste Management (9%) Retaining Biodiversity (9%) Pests/Weeds (9%) Preserve Rural/Productive Land (9%) Maori Kaitiakitanga (9%)	Youth (19%) People with Disabilities (13%) Older People (13%) Supportive/Caring/Welcoming (13%)	Managing growth (25%) Access to Quality/Appropriate Housing (25%) Public Transport/Transport Choices (25%) Active Transport (25%)	Recreation Resources/Participation (34%) Heritage (33%)
West Coast	Prosperity in General (24%) Local Employment (19%) Infrastructure for the Future (19%) Sustainability (19%)	Sustainable Use (33.33%) Healthy and Preserved in General (33.33%) Community Caring (33.33%)	Supportive/Caring/Welcoming (50%) Valuing Cultural Diversity (50%)	Aesthetics/Attractiveness (100%)	Heritage (33.33%) Recreation Resources/Participation (33.33%) Arts/Creativity in General (33.33%)
Canterbury	Prosperity in General (12%) Business – New and Existing (12%) Local Employment (11%) Infrastructure for the Future	Water (18%) Air (14%) Preserve Rural/Productive Land (11%)	Valuing Cultural Diversity (17%) Supportive/Caring/Welcoming (14%) Strong Identity/Image (11%) Youth (11%)	Managing growth (19%) Access to Quality/Appropriate Housing (19%) Accessibility (19%) Aesthetics/Attractiveness (18%)	Recreation Resources/Participation (32%) Heritage (26%) Arts/Creativity in General (23%)

	(11%) Diversity/resilience (9%) Transport Infrastructure (9%)		Viable/Sustainable Population (11%)		
Otago	Infrastructure for the Future (13%) Transport Infrastructure (12%) Local Employment (9%) Tourism (9%) Reduced Legislative Boundaries (9%)	Water (23%) Access (13%) Healthy and Preserved in General (12%) Sustainable Use (10%) Preserve Landscape (10%)	Volunteers (19%) Valuing Cultural Diversity (19%) Strong Identity/Image (18%)	Public Transport/Transport Choices (18%) Access to Quality/Appropriate Housing (17%) Managing growth (17%) Accessibility (12%) Active Transport (12%)	Heritage (47%) Recreation Resources/Participation (26%)
Southland	Business – New and Existing (32%) Local Employment (17%) Infrastructure for the Future (17%) Using Uniqueness (17%) Skilled Workforce (17%)	Healthy and Preserved in General (50%) Community Caring (50%)	Valuing Cultural Diversity (33.33%) Strong Identity/Image (33.33%) Supportive/Caring/Welcoming (33.33%)	Safe (25%) Access to Quality/Appropriate Housing (25%) Managing growth (25%) Accessibility (25%)	Recreation Resources/Participation (33.33%) Heritage (33.33%) Arts/Creativity in General (33.33%)

	Governance	Safety	Education	Health	Services	Maori Specific
Northland	Participatory (28%) Collaborative Planning (28%) Maori/Recognition of the Treaty (28%)	Safety in General (29%) Emergency Management (57%)	Meets Needs of Economy (29%) Quality Providers (29%) Improved Outcomes for School Leavers (29%)	Health in General (60%) Access to Services (40%)	Accessible (66.66%) Public Facilities (33.33%)	—
Auckland	Participatory (20%) Collaborative Planning (16%) Representative (11%) Maori/Recognition of the Treaty (11%) Good Governance in general (11%) Sustainability (11%)	Transport/Road (32%) Safety in General (24%) Crime (14%)	Education in General (23%) Meets Needs of Economy (23%) Quality Providers (22%)	Access to Services (36%) Healthy Lifestyles (31%)	Accessible (50%) Appropriate (25%) Meet Future Needs (25%)	Celebrate/Live as Maori
Waikato	Participatory (30%) Maori/Recognition of the Treaty (25%) Youth (17%)	Safety in General (50%) Transport/Road (20%) Crime (15%)	Education in General (33%) Quality Providers (20%) Lifelong Learning (13%) Access (13%)	Access to Services (31%) Health in General (30%) Healthy Lifestyles (23%)	Accessible (53%) Appropriate (29%)	—
Gisborne	Good Governance in general (33.33%) Participatory (33.33%)	Safety in General (66.66%) Transport/Road (33.33%)	Quality Providers (50%) Meets Needs of Economy (50%)	Health in General (33.33%) Access to Services (33.33%)	Accessible (50%) Appropriate (50%)	—

	Transparent/Accountable (33.33%)			Healthy Lifestyles (33.33%)		
Bay of Plenty	Accessible Info/Leaders (20%) Collaborative Planning (17%) Financial Prudence (12%) Maori/Recognition of the Treaty (10%)	Public Space/CPTED (32%) Crime (24%) Safety in General (14%)	Meets Needs of Economy (32%) Access (22%) Lifelong Learning (17%) Participation (17%)	Health Promotion/illness Prevention (27%) Access to Services (22%) Healthy Lifestyles (17%) Health in General (17%)	Appropriate (40%) Public Facilities (40%)	—
Taranaki	Collaborative Planning (100%)	Transport/Road (30%) Emergency Management (30%) Crime (30%)	Meets Needs of Economy (23%) Access (23%) Quality Providers (18%) Education in General (18%) Participation (18%)	Access to Services (31%) Health in General (23%) Mental Health (23%) Health Promotion/illness Prevention (23%)	Accessible (100%)	—
Hawke's Bay	Collaborative Planning (37%) Participatory (27%) Good Governance in general (18%)	Safety in General (38%) Transport/Road (37%) Drugs/Alcohol/Gambling (19%)	Meets Needs of Economy (32%) Access (17%) Lifelong Learning (17%) Quality Providers (17%) Providing Role Models (17%)	Health in General (46%) Access to Services (36%)	Appropriate (100%)	—
Wellington	Participatory (38%) Youth (16%) Collaborative Planning (11%) Local Solutions to Local Problems (11%)	Safety in General (50%) Transport/Road (19%) Emergency Management (19%)	Access (22%) Education in General (21%) Quality Providers (17%) Participation (11%) Meets Needs of Economy (11%)	Health in General (39%) Access to Services (27%) Healthy Lifestyles (13%)	Accessible (50%) Appropriate (25%) Older People (25%)	—
Manawatu-Wanganui	Collaborative Planning (27%) Participatory (27%)	Safety in General (36%) Crime (18%) Flood Protection (18%) Transport/Road (14%)	Access (31%) Meets Needs of Economy (18%) Quality Providers (18%)	Access to Services (34%) Health in General (18%) Health Promotion/illness Prevention (18%) Environment Conducive to Good Health (18%)	Accessible (62%) Appropriate (25%)	—
Marlborough	—	Safety in General (50%) Crime (25%) Injury (25%)	Education in General (100%)	Healthy Lifestyles (66.66%) Access to Services (33.33%)	Accessible (100%)	—
Tasman	Good Governance in general (23%) Long term Planning/Vision (22%)	—	Education in General (100%)	Access to Services (50%) Healthy Lifestyles (50%)	Accessible (50%) Public Facilities (50%)	—
Nelson	Good Governance in	Safety in General (25%)	Quality Providers (100%)	Access to Services (25%)	Public Facilities (100%)	

	general (14.28%) Collaborative Planning (14.28%) Participatory (14.28%) Long term Planning/Vision (14.28%) Accessible Info/Leaders (14.28%) Youth (14.28%)	Services (25%) Public Space/CPTED (25%) Emergency Management (25%)		Healthy Lifestyles (25%) Health in General (25%) Health Promotion/illness Prevention (25%)		—
West Coast	Participatory (37%) Accessible Info/Leaders (37%)	Safety in General (50%) Services (50%)	Education in General (43%) Meets Needs of Economy (43%)	Health in General (75%) Access to Services (25%)	Accessible (57%) Public Facilities (43%)	—
Canterbury	Participatory (37%) Accessible Info/Leaders (13%) Representative (13%) Long term Planning/Vision (13%) Good Governance in General (12%)	Safety in General (31%) Transport/Road (18%) Crime (14%) Emergency Services (14%)	Access (50%) Quality Providers (29%)	Access to Services (61%) Healthy Lifestyles (15%)	Accessible (34%) Appropriate (33%)	—
Otago	Participatory (34%) Accessible Info/Leaders (22%)	Safety in General (31%) Services (13%) Emergency Management (13%) Crime (13%)	Meets Needs of Economy (37%) Access (27%)	Access to Services (61%) Healthy Lifestyles (22%)	Accessible (66%)	—
Southland	Long term Planning/Vision (33.33%) Participatory (33.33%) Accessible Info/Leaders (33.33%)	Safety in General (20%) Transport/Road (20%) Crime (20%) Public Space/CPTED (20%) Victim Support (20%)	Access (33.33%) Quality Providers (33.33%) Lifelong Learning (33.33%)	Access to Services (50%) Healthy Lifestyles (50%)	Appropriate (100%)	—

4.5 Community Outcome Themes by Community Characteristics

This section examines the relationship between CO themes and different council and/or community characteristics. The characteristics are:

- Population size;
- Degree of urbanisation;
- Population change;
- Council capital expenditure;
- Income; and
- Labour market performance.

4.5.1 Population Size

This section summarises the prevalence of CO themes in relation to different sized communities. The councils have been grouped according to the following classifications:

- Metropolitan – populations exceeding 90,000;
- Provincial – populations between 20,000 and 90,000; and
- Rural – populations below 20,000.⁸

Fifteen councils are classified as Metropolitan, 28 as Provincial and 26 as Rural.

As in TABLE 6 (below), the proportion of references to most themes across Metropolitan, Provincial and Rural councils is similar, both in comparison to one another and the New Zealand average. Clear differences are noted however, with respect to the proportion of references made to the Economy, Natural Environment, Urban Environment and Maori Specific Outcomes by Metropolitan and Rural communities.

TABLE 6. Community Outcome Themes by Population Size

	Econ	N.Env	Comm	U.Env	ACR	Gov	Safety	Educ	Health	Serv	Maori
Metro	13%	12%	13%	19%	10%	7%	6%	6%	7%	2%	5%
Prov	20%	18%	11%	11%	11%	7%	8%	6%	5%	3%	0%
Rural	23%	17%	11%	8%	10%	8%	7%	7%	5%	4%	0%
NZ	18%	17%	12%	12%	11%	7%	7%	6%	6%	3%	1%

The communities of Metropolitan councils made proportionately fewer references to aspirations for the Economy and the Natural Environment while the Urban Environment features more strongly. The communities of rural councils however, make fewer references to the Urban Environment and more references to the Economy. In contrast to both Provincial and Rural councils, Metropolitan councils have identified Maori Specific Outcomes.

4.5.2 Degree of Urbanisation

This section summarises trends in CO themes by of differing levels of urbanisation.

Urban areas have been defined according to population size, and proximity to and dependence upon Main Urban Areas. The latter is determined using address of usual residence and workplace address. The following analysis focuses on councils where more than 60% of the population live in Main Urban Areas.⁹ Twenty-four councils are included in this sample. Of these, 13 were also classified as Metropolitan, and nine as Provincial under

⁸ These classifications are based on those used by Local Government New Zealand (LGNZ). LGNZ also identifies a fourth sector group: Regional, which includes regional councils and unitary authorities (www.lgnz.co.nz).

⁹ *Main Urban Areas* (MUA) represent the most urbanised areas in New Zealand. Main urban areas are very large and centred on a city or main urban centre and have a minimum population of 30,000. *Satellite Urban Communities* (SUCs) are towns and settlements that have strong links to main urban centres through employment location. SUCs exist where at least 20% of the usually resident population's workplace address is in a MUA. *Independent Urban Communities* (IUCs) are towns and settlements without significant dependence on main urban centres: less than 20% of the usually resident population's workplace address is in a MUA (www.stats.govt.nz).

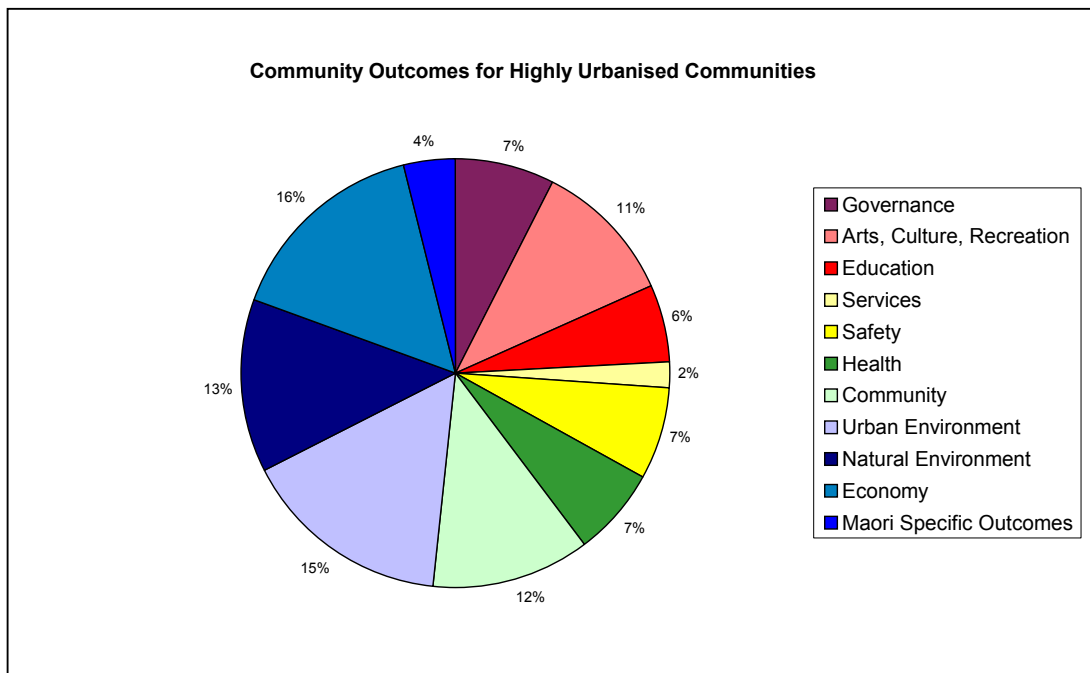
the LGNZ classifications used in 4.5.1. Two councils were unitary councils. Regional councils were not included in this analysis.

Rural communities are defined with respect to where residents' workplaces are located. The following analysis focuses on councils where more than 60% of the population live in the Rural Areas with Low Urban Influence and Highly Rural/Remote Areas.¹⁰ Seven councils are included in this sample, of these, 5 were classified as rural councils and two as Provincial councils, under the LGNZ classifications used in 4.5.1. Again, regional councils were not included in the analysis.

As in GRAPH 19, the CO pattern of highly urbanised communities differs from the national average in that a higher proportion of references are made to the Urban Environment and Maori Specific Outcomes and a lower proportion of references are made to the Natural Environment and Economy. The proportion of references to the remaining themes is relatively similar to the national average.

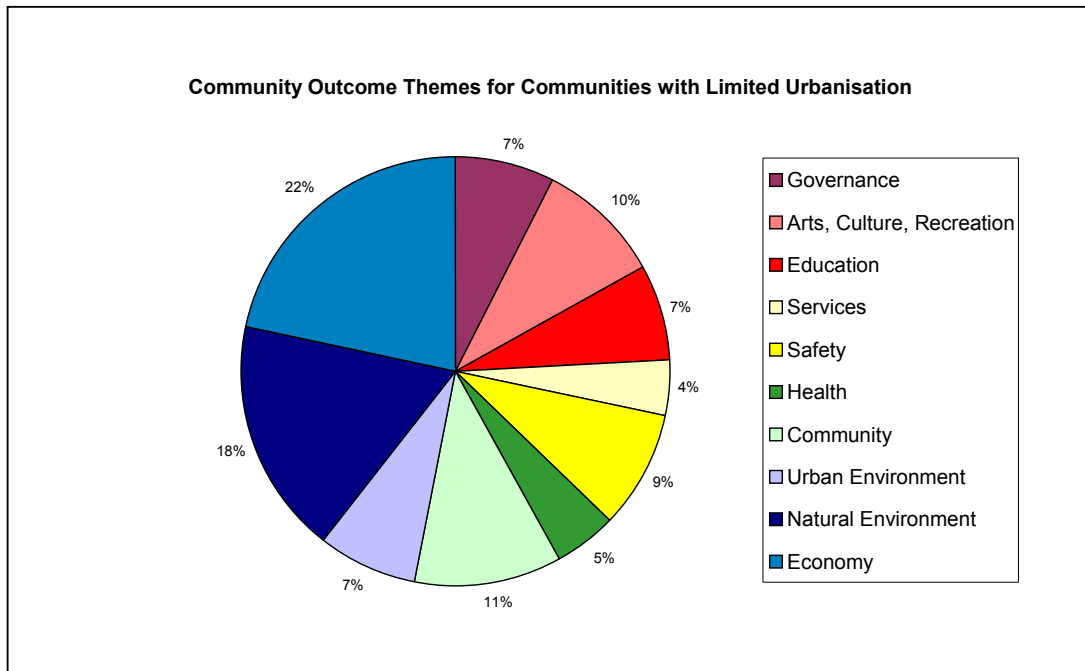
The distribution of COs by communities with limited urbanisation is relatively similar to that for New Zealand as a whole. The most notable variation is that the Urban Environment is the third *least* referenced theme representing only 7% of total references.

GRAPH 19.



¹⁰ *Rural Areas with High Urban Influence* form transitions between MAUs and rural areas. *Rural Areas with Moderate Urban Influence* includes areas where a large percentage of the resident employed population works in a minor or secondary UA, or where a significant percentage work in a main UA. *Rural Areas with Low Urban Influence* have a strong rural focus: the majority of the population works in a rural area. *Highly Rural/Remote Areas* are rural areas where there is minimal dependence on urban areas in terms of employment, or where there is a very small employed population (www.stats.govt.nz).

GRAPH 20.



As in GRAPHS 19 and 20 (above), In comparison to highly urbanised communities, communities with limited urbanisation made a higher proportion of references to Services, the Natural Environment and the Economy. Proportionately fewer references were made to Health, and the Urban Environment.

4.5.3 Population Change

This section summarises the community outcomes themes of communities that experienced population growth or decline during the year to June 2005.

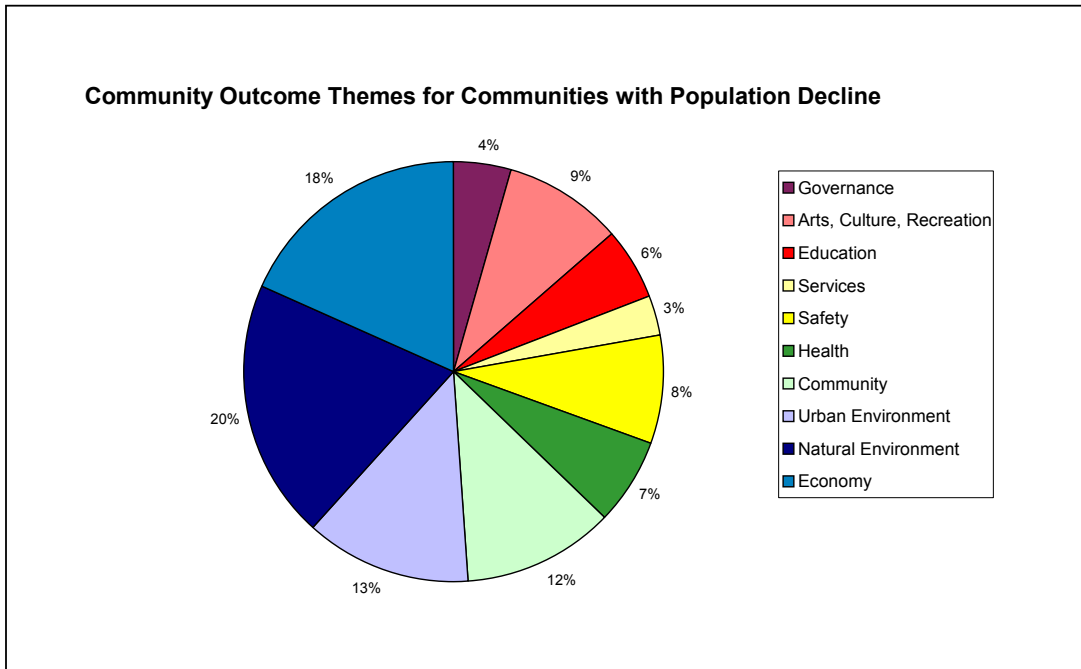
Six regions had growth rates above the national average (0.9%) during the year to June 2005. These were Tasman, Auckland, Canterbury and Bay of Plenty, Nelson and Marlborough. Five regions experienced population decline. The regions were Gisborne, Taranaki, Manawatu-Wanganui, West Coast and Southland.¹¹

As in GRAPH 21 below, the distribution of CO themes for communities that experienced population decline was relatively similar to the national average. The most notable variations are that Maori Specific Outcomes represent 4% of total references in comparison to 2% for New Zealand as a whole.

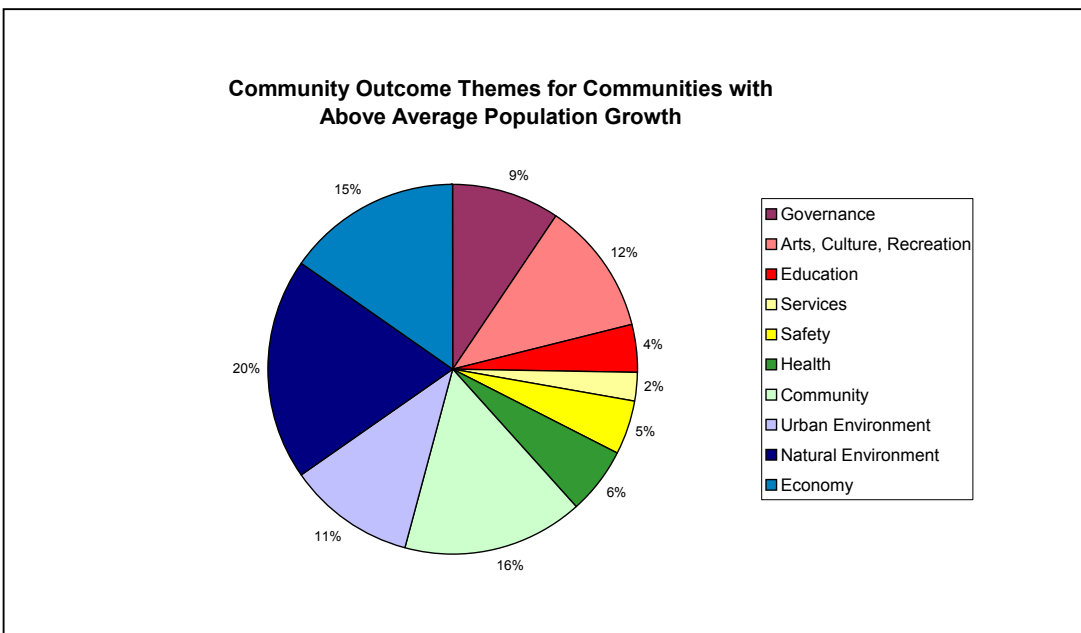
For communities that experienced population growth almost every theme differs, at least slightly, from the national average. For example, Governance, the Natural Environment and the Community receive a notably higher proportion of references, while the Economy and Maori Specific Outcomes were referenced less often than for New Zealand as a whole.

¹¹ www.stats.govt.nz.

GRAPH 21.



GRAPH 22.



As in GRAPHS 21 and 22 (above), both communities that experienced population growth and communities that experienced population decline made the highest proportion of references to the Natural Environment. The main points of difference between the two groups are that:

- communities that experienced population growth made a higher proportion of references to Governance, ACR and Community; and that
- communities that experienced population growth made proportionately fewer references to the Urban Environment and Economy themes.

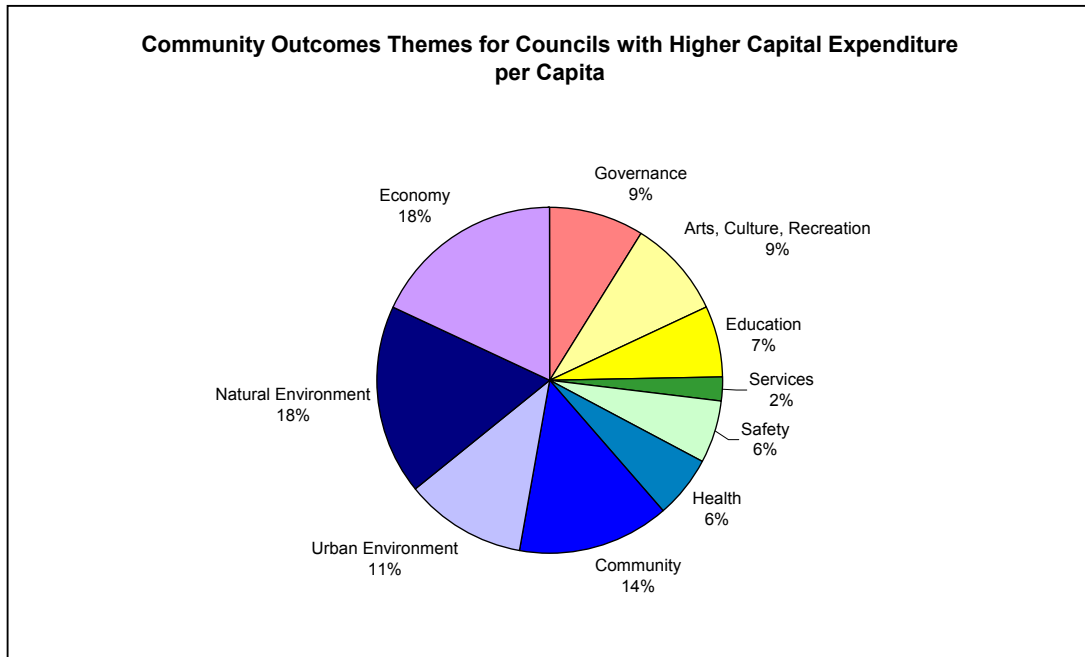
4.5.4 Council Capital Expenditure per Capita

This section summarises the community outcomes of communities whose councils had the highest and lowest levels of capital expenditure per capita.

The 73 territorial authorities were ranked from the lowest to highest level of capital expenditure per capita for the year to March 2004. This analysis compares the community outcomes themes of the 18 councils (25% of councils) who had the highest¹², with the 18 who had the lowest capital expenditure per capita¹³ for this period.

The proportions of references to each theme are shown in GRAPHS 23 and 24 below.

GRAPH 23.



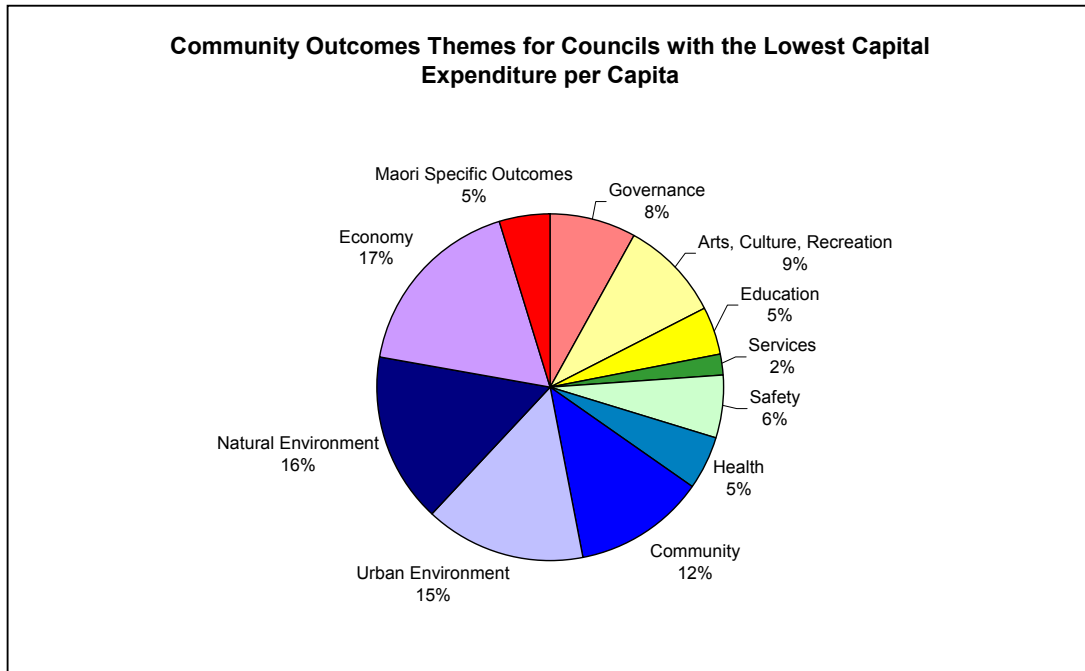
Aside from the lack of references to Maori Specific outcomes, the pattern of references across community outcome themes for councils with the highest capital expenditure per capita to March 2004 is very similar to that for New Zealand as a whole.

With respect to GRAPH 24 below, the pattern of references across community outcome themes for communities whose councils had the lowest capital expenditure per capita to March 2004 reveals a number of minor variations with the pattern for New Zealand as a whole. For example, the communities of councils with lower capital expenditure per capita made a higher proportion of references to Maori Specific Outcomes and the Urban Environment (5% and 12% respectively).

¹² Auckland City Council, Chatham Islands District Council, Clutha District Council, Kaipara District Council, Mackenzie District Council, Marlborough District Council, Masterton District Council, Nelson City Council, New Plymouth District Council, Queenstown Lakes District Council, Rangitikei District Council, Rodney District Council, Tasman District Council, Tauranga City Council, Wairoa District Council, Waitomo District Council, Wanganui District Council and Westland District Council.

¹³ Waitaki District Council, Waitakere District Council, Upper Hutt City Council, Timaru District Council, Napier City Council, Opoitiki District Council, Papakura District Council, Porirua City Council, Ruapehu District Council, South Waikato District Council, Stratford District Council, Taupo District Council, Gore District Council, Hamilton City Council, Hutt City Council, Kapiti Coast District Council, Kawerau District Council and Manawatu District Council.

GRAPH 24.



4.5.5 Levels of Income

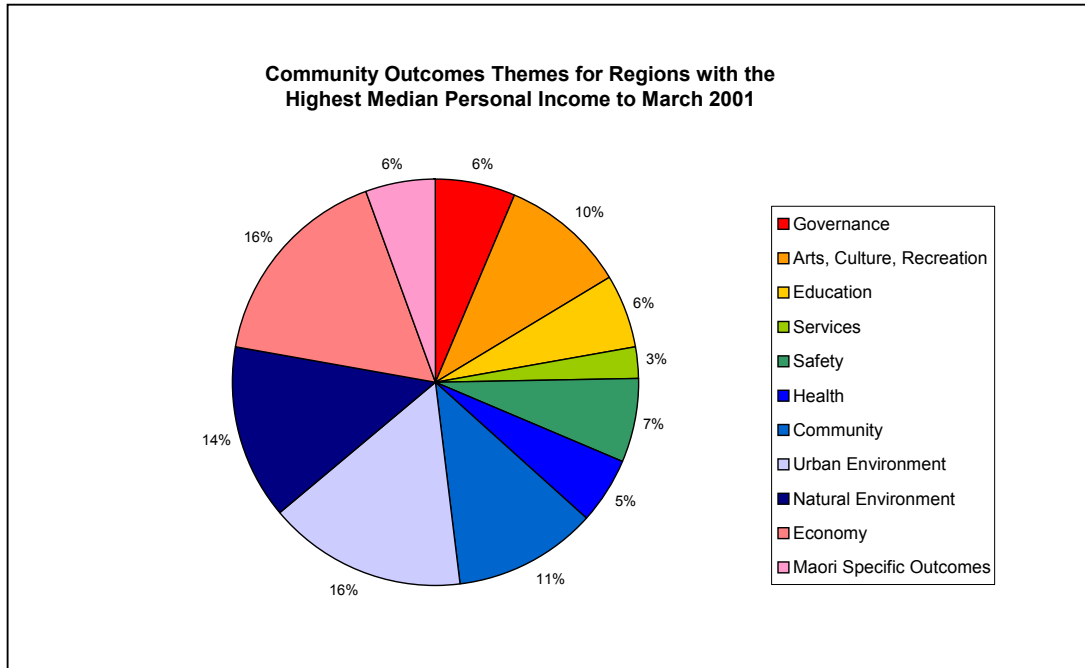
This section examines the community outcomes themes of communities with the highest and lowest median personal income levels.

The regions were ranked from least to greatest median personal income for the year to March 2001. This analysis compares the community outcomes themes of the 4 regions (25% of regions) with the highest¹⁴, with those with the lowest median personal income levels¹⁵ for this period.

¹⁴ Wellington, Auckland, Waikato and Southland.

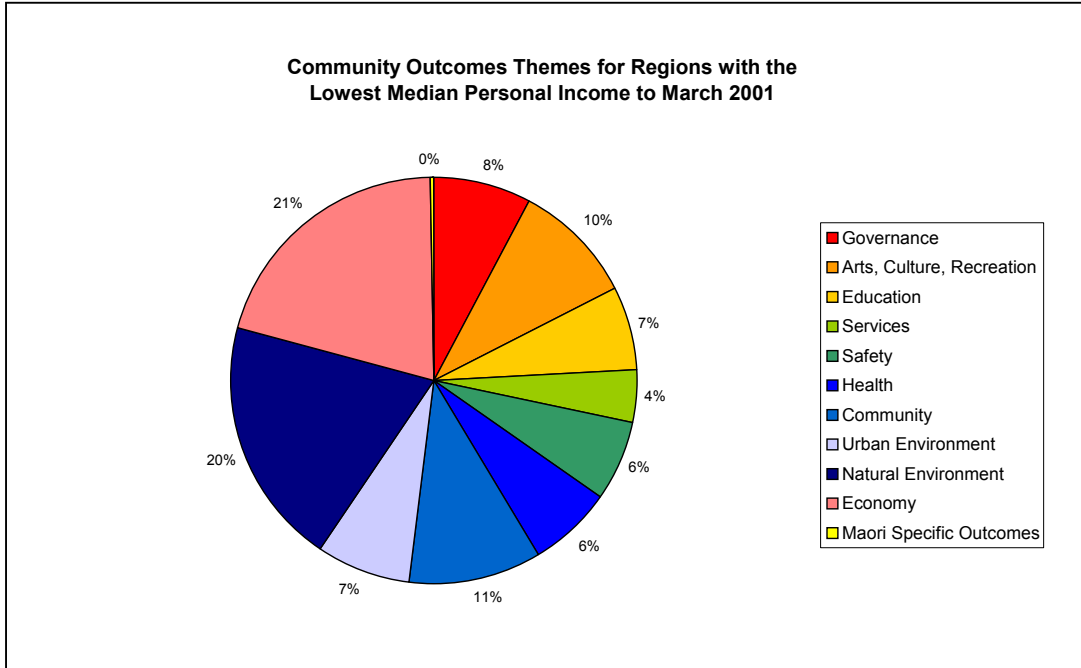
¹⁵ West Coast, Northland, Gisborne and Dunedin.

GRAPH 25.



While the four most commonly referenced themes for communities with the highest median personal income to March 2001, reflect the pattern for New Zealand as a whole, the order in which they are ranked differs. The Economy and Urban Environment score highest as a proportion of total references (16% each), followed by the Natural Environment (14%) and Community (11%). For New Zealand as a whole, the Economy and Natural Environment were notably higher than the Urban Environment and Community. Excluding Maori Specific Outcomes which represented only 2% of references, the proportion of references to the remaining themes is similar to the pattern for New Zealand as a whole.

GRAPH 26.



For the communities of regions with the lowest median personal income to March 2001, references to the Economy and the Natural Environment are most common at 21% and 20% of total references respectively. This pattern generally reflects that for the national average. References to the Urban Environment are notably lower than for New Zealand as a whole, at only 7% of references compared to 12%.

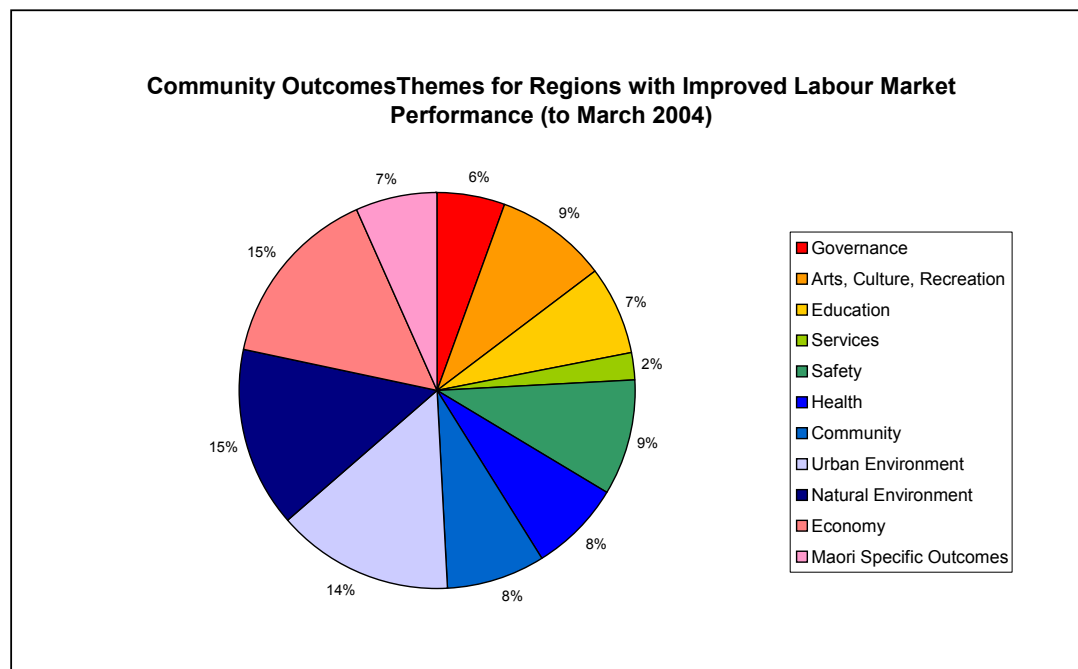
Comparing the two types of communities, variations are observed with respect to the proportion of references to the Urban Environment, the Economy and the Natural Environment. While for both groups the Economy and Natural Environment were referenced most often, a higher proportion of references to each was made by lower income communities. For lower income communities, 7% of references were made to the Urban Environment. In contrast, higher income communities made 16% of references to this theme.

4.5.6 Labour Market Performance

This section summarises trends in the community outcomes themes of communities that experienced improved and stable or poor labour market performance for the year to March 2004.

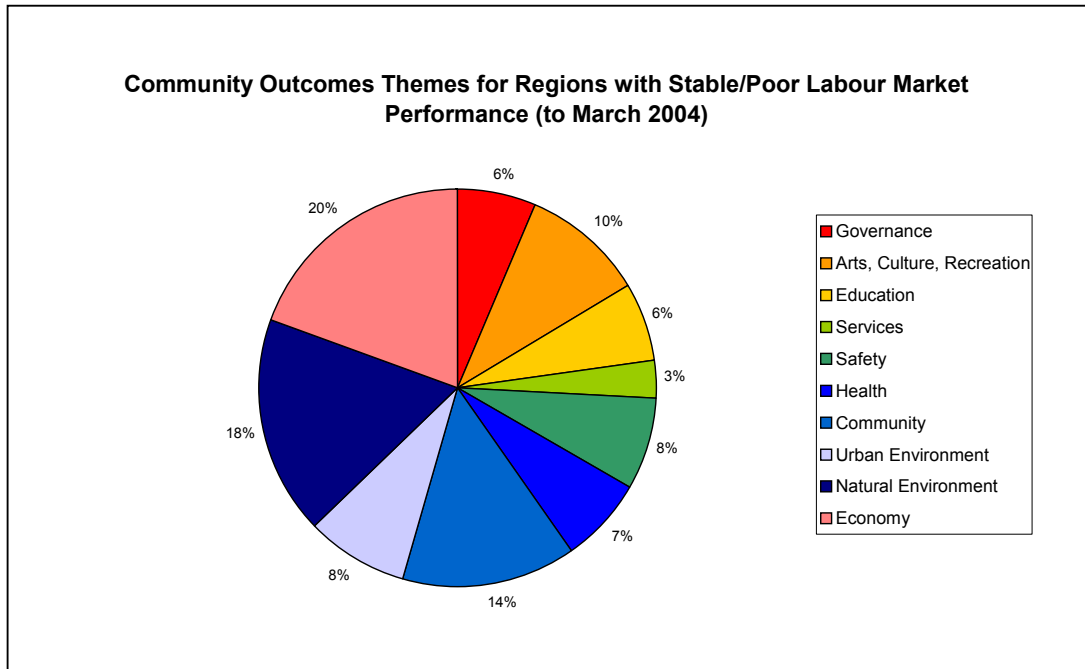
Regions with improved and stable or poor labour market performance were identified in the Regional Labour Market Reports published by the Department of Labour in July 2004.¹⁶ Regions identified as having the largest improvement in their labour market conditions experienced a rise in their rate of labour force participation and a fall in the unemployment rate as well as robust economic and job growth. The regions were Otago-Southland and Auckland. Regions identified as having stable or relatively poor performance in the year to March 2004 experienced a fall in labour force participation rate and steady unemployment. The regions were Gisborne-Hawke's Bay-Taranaki-Manawatu-Wanganui and Nelson-Marlborough-West Coast.

GRAPH 27.



¹⁶ The analysis is based upon background information on the population and main industries in each region; recent trends in employment, labour force, unemployment and job vacancies; an outlook for each regional labour market based on consumer and business confidence, employment intentions, job vacancies and population growth (www.dol.govt.nz).

GRAPH 28.



For the communities of regions that experienced improved labour market performance during the year to March 2004, the Economy, Natural Environment and Urban Environment received the highest proportion of references of all community outcomes themes. While this reflects the proportion of references to these themes for New Zealand as a whole, it represents a lower proportion of references to the Economy and Natural Environment, and a higher proportion of references to the Urban Environment.

References to the Community were lower than the national average at 8% and were comparable with the Maori Specific Outcomes, ACR, Safety and Health themes. This represents a higher proportion of references to Maori Specific Outcomes and a slightly higher proportion of references to Health, Safety and Education than the national average.

For the communities of regions that experienced stable/poor labour market performance during the year to March 2004, the Economy and Natural Environment received the highest proportion of references at 20% and 18% respectively. This is similar to the pattern for both the communities of regions that experienced improved labour market performance and New Zealand as a whole.

The proportion of references to the Urban Environment and the Community however, were 8% and 14% respectively. This is in direct contrast to the proportion given to these themes by communities that experienced improved labour market conditions. This also represents a smaller proportion of references to the Urban Environment in comparison to the national average.

5 Conclusions

5.1 Structure

The way in which the COs are presented varies significantly between communities. In general however, a number of patterns are observed:

- councils have used up to three layers of detail to communicate their community's outcomes; and
- the median and mode for the number of COs identified was seven.

5.2 Themes and Sub-themes

Eleven key themes are identified. With the exception of Maori Specific Outcomes, these themes were generally consistent across most regions.

Four key themes consistently appeared among the most commonly referenced themes. These were the Natural and Urban Environments, the Economy and the Community. References to the Arts, Culture and Recreation theme were also relatively common representing 10% of references overall.

The number of sub-themes for each CO theme varies depending upon the variation in how different communities have described them. The greatest variation overall was recorded for the Economy with 30 sub-themes. The least variation was recorded with respect to the Arts, Culture and Recreation and Services themes with only six sub-themes each

TABLE 7 below, summarises the most common sub-themes for the 11 CO themes.

TABLE 7. Interpreting Community Outcomes: Common Sub-themes

Theme	Sub-Themes	Theme	Sub-Themes
Economy	Infrastructure for the Future Business Friendly Environments Local Employment Prosperity in General Transport Networks Skilled Workforce Tourism	Governance	Participatory Collaborative Accessibility Maori and Treaty of Waitangi Good Governance in General Long Term Planning
Natural Environment	Healthy & Preserved in General Protect Water resources Sustainable Use Community Responsibility Retaining Access Waste Management	Safety	Safety in General Roads and Transport Crime Emergencies and Hazards
Community	Supportive, Caring, Welcoming Sense of Identity Cultural Diversity Participation Maori Youth	Education	Access Quality Services Education in General Lifelong learning
Urban Environment	Managing Growth Accessibility Housing Transport Options Aesthetics Town Centres	Health	Services Health in General Lifestyles Promotion
Arts, Culture and Recreation	Heritage Recreation Arts and Creativity in General	Services	Access Appropriateness Public Facilities
Maori Specific Outcomes	Celebrating Maori Natural Environment Education Youth Access to Cultural Amenities		

5.3 Regional Variations

The pattern of CO themes across regions was generally similar to that for New Zealand as a whole.

Where variations did occur, they most commonly involved shifts in the proportion of references made to the Economy, Natural Environment and Urban Environment themes. While these three themes were consistently among the most commonly referenced themes, the order in which they appeared would change. In general, a higher proportion of references to the Urban Environment was associated with a lower proportion of references to the Natural Environment and Economy.

5.4 Community Outcomes vs. Community Characteristics

When organised according to different community characteristics, some variation in the CO themes were observed. For example:

- The communities of metropolitan councils made proportionately fewer references to the Economy and Natural Environment and more references to the Urban Environment than provincial and rural council communities.
- A similar observation could be made for the most urbanised communities when compared with the least urbanised communities.
- Comparing the COs of the communities of councils with low and high capital expenditure per capita, the former made a higher proportion of references to the Maori Specific Outcomes and the Urban Environment than the latter.
- Similarly, communities with lower median personal income levels made a higher proportion of references to the Natural Environment and Economy and a lower proportion of references to the Urban Environment. Excluding Maori Specific Outcomes (which were higher for higher income communities), the proportion of references to all other themes were similar.
- The main points of difference between communities that experienced population change were that communities that experienced population growth made a higher proportion of references to Governance, ACR and Community. Communities that experienced population growth made proportionately fewer references to the Urban Environment and Economy themes.
- Comparing the COs of communities with improved and stable or poor labour market performance, the former made a higher proportion of references to Maori Specific Outcomes, the Economy and Urban Environment. The latter made a higher proportion of references to the Community and Natural Environment. For all other themes, the patterns were relatively similar.

5.5 Discussion

Summarising COs at a higher level is problematic for a number of reasons. Not least because a key purpose of community outcomes processes is to identify the aspirations of local communities. Considered this way, the process of aggregating the information contained in the COs risks losing that detail.

It is important to bear in mind that *all* COs (and therefore all themes) are important to communities. Considering the range of issues that communities might have raised during consultation on the COs, every theme included in the final set of COs might be considered significant. For example, the Services theme, even with on average, only three percent of total references reveals that the accessibility and appropriateness of Services are important for New Zealanders at this time.

The sub-themes provide a clearer understanding of what each of the 11 themes actually mean. The number of sub-themes within each of the different themes may be significant to the overall findings. It is important to bear in mind that the prevalent themes are those that were most often referred to. Considered in this way, the prevalence of certain themes may

reflect the level of importance placed on them, but it may also reflect the level of detail in which a particular theme is described. This may be affected by the ways in which communities understand and talk about a particular theme.

A key challenge for councils lies in ensuring that the meanings of the COs can be accurately interpreted by the reader, and particularly, the local communities to which they apply. In general, the use of more levels of detail to communicate community aspirations has helped to clarify the precise meanings of the COs. This was also an important factor in revealing how the meanings of certain themes varied between communities.

In closing, one of the most valuable insights that this research offers is a broad overview of what New Zealand communities are thinking about at this time. The findings however, are not intended to supersede their sources. While a number of clearly recurring themes have been identified, the truest picture of what New Zealand communities are thinking about still lies in the COs themselves. For these reasons, the original community outcomes statements should be referred to for an accurate picture of community aspirations for the future.