

## Welcome

He aha te kai o te Rangatira?  
He kōrero, he kōrero, he kōrero  
Mo tatou te Tairāwhiti, ka mau te wehi  
Tēnā koutou, tēnā koutou, Tēnā tatou katoa

What is the food of the leader?  
It is knowledge, it is engagement, it is understanding.  
For us the Tairāwhiti by us the Tairāwhiti, excellent  
greetings, greetings, greeting to us all

## About this report

This Annual Report tells a story of our performance in the year from 1 July 2008 to 30 June 2009. It is one way of informing our communities as to how we spent their rates and how well we did against the Annual Plan. It shows our areas of good performance and our areas for improvement. It also provides a context for where we need to head to in the following years. The report is divided into the following sections:

**Performing for our communities** (highlights and achievements) – this includes our Mayor's and Chief Executive's report, our community outcomes, financial overview and the audit opinion.

**Our Council** (how it all works) – this section tells you how it all works in Council from governance through to the various departments.

**Our Activities** (in depth) – this section provides the groups of activities, their performance measures, how much we spent on the activities and an analysis as to how well we did.

**Our Finances** – this section provides you with all the financial statements.

### **Understanding Planning and Reporting Cycles**

Council planning cycles can be quite daunting if you are not aware of how things work. Here is an overview of our planning and reporting framework and how it all fits together with the Annual Report.

### **Ten Year Plan**

The Ten Year Plan (otherwise known as the Long Term Council Community Plan) is a strategic planning document. It sets the framework for Council's activities and performance measuring and monitoring. It shows the rates that need to be collected in order to deliver the services to the communities and it also shows how the Council intends to contribute to the community outcomes of the district. The Ten Year Plan is a plan that is projected across a ten year time frame. However, the plan itself is updated on a three yearly cycle (that is, a new one is required to be adopted by Council every three years). This is because the further out past three years you go, the more difficult it is to accurately predict what is going to happen.



Twenty nine percent of employment in the region is in the meat and wool production sectors. The other main areas of employment are horticulture production and processing, manufacturing retail trade, health and community services and education. Tourism has been targeted as an industry of high potential growth.

Source: Statistics NZ, Business Demography Statistics, February 2007 and McDermott Miller Regional Economic Outlook 2009.

#### Statistical Data

District Land Area:	8,360,060 hectares *
Percentage of Total NZ Land Area:	4.9%
Reserves:	950 hectares **
Population:	44,460 (2006 Census)
Capital Value:	\$9.2 billion as at 1 September 2008
Land Value:	\$5.6 billion as at 1 September 2008
Average Population Density:	5.3 persons per sq km
Number of Dwellings:	18,956
Number of Rateable Properties:	21,610
Council's Total Asset Value:	\$1.76 billion

\* Based on the high water mark.

\*\* Land zoned "reserve".