



TAIRĀWHITI BY CHOICE

GISBORNE / EAST COAST



FOREWORD

*“E huri ra to kanohi ki te Tairāwhiti ki te ra e whiti ana,
Nau mai, maioha mai ra!”*

*“Turn your face to the eastern shore (seaboard)
to the shining sun
Welcome and warm greetings!”*

This document outlines a vision for Tairāwhiti. It is a document by the community and for the community. It belongs to everyone and is intended to be used by the Gisborne District Council and other organisations to inform and guide policy setting and service delivery. This vision for Tairāwhiti can be shared by all organisations, and the more people working towards a common end, the easier and faster change will come about.

The Gisborne District Council facilitated the process to identify this vision, a process branded Tairāwhiti By Choice, but it did not decide what the vision would be. The vision is described in terms of Community Outcomes. Community Outcomes are the big things the community needs to “make life better” such as well-paid jobs, access to health care, affordable housing, leisure and recreational facilities and clean waterways. The Council is just one player in achieving these outcomes. The Council must work with other organisations to make these outcomes happen. Community stakeholders helped develop these outcomes, therefore they have a stake in making sure they are achieved. Developing and working together towards a shared vision is a living, ongoing process. This document is a first step.

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SECTION ONE » Introduction

1. THE VISION FOR TAIRĀWHITI

Tairāwhiti by Choice is our districts document describing the outcomes that we see are necessary for the future development and wellbeing of our district and our people.

It is a future where Tairāwhiti is:

-  **Environmentally sustainable** through the way that we protect and value our environment.
-  **Healthy** through making informed decisions and taking actions to look after the health of our people.
-  **Connected** through making our district easier to move around in and improving our essential services (such as power, water and sewage).
-  **Prosperous** through our investments in people and economic development.
-  **Skilled and Educated** through ensuring our education and training needs meet those of our people and our economy.
-  **Vibrant** through the way we relate and value each other as well as encouraging artistic and cultural expression through building on our unique point of difference.
-  **Safe** through creating a resilient community where people feel safe and secure.
-  **Empowered** through supporting the community to actively participate in community life and the democratic processes.

These eight elements of our vision have been identified as our “Community Outcomes” and are the focus of the Tairāwhiti by Choice document. As you read this document, you may notice that there are overlaps in some of the outcome areas. This is because they are all interlinked and in some cases can not be achieved without the support of another outcome area (for example it would be very difficult for our region to be prosperous if our education and training needs were not met).

To achieve the eight outcomes, goals and priority actions have been developed. These are detailed in the following sections of this document.

How this document can be used

The Gisborne District Council (Council) will use these Community Outcomes to shape its work programme. It will use them to manage and plan for growth, and to decide on priority actions it can take. This document will be used by Council to influence its Ten Year Plan (other wise known as the Long Term Council Community Plan) as well as other Council policies, plans, programmes and projects. Council will also use the Community Outcomes to work with government and other organisations to influence what and how they prioritise their spending in the region and to facilitate a better future for Tairāwhiti.

In a similar way to Council, other organisations can use the Community Outcomes to assist with the direction of their own work programmes and priority actions. Organisations and community groups can use this document to talk to others about community needs and aspirations and to advocate and lobby for support for Tairāwhiti.

The Tairāwhiti area



The Māori name for the district is Tairāwhiti which means “The coast (Tai) where the new sun (ra) shines (whiti)”. Te rohe o Te Tairāwhiti begins north at Potikirua by the East Cape and ends south at the Mōhaka river and runs inland to Matawai and down to Tuai at Waikaremoana. Tairāwhiti is used in this document to uniquely identify and affiliate communities within the Gisborne District Council catchment.

2. HISTORY OF TAIRĀWHITI BY CHOICE

The legislative framework governing how Councils work (Local Government Act 2002) requires Councils to have more of a mandate in promoting community wellbeing. Councils are required to facilitate a process to identify Community Outcomes in consultation with the community – *Tairāwhiti by Choice* is the outcome of this process.

Prior to *Tairāwhiti by Choice*, the Gisborne District Council had already established six Community Outcomes. These were:

- ▶ Vibrant Communities.
- ▶ Connected Communities.
- ▶ Prosperous Communities.
- ▶ Safe and healthy haven.
- ▶ Positive leadership.
- ▶ Fair and active democracy.

In December 2007, Council staff facilitated a year-long review of Community Outcomes. Guiding principles of the review included building on existing knowledge of community aspirations, focusing on tangible action and reflecting uniquely “Tairāwhiti” aspirations. That review saw the involvement of over 70 different agencies and organisations from public, private and not for profit sector.

The *Tairāwhiti by Choice* document represents the collaborative efforts of the wide range of community stakeholders in the region (refer to the Appendices at the back of this document for the list of participating stakeholders).

The stages of the review were:

	PROJECT STAGE	DATE
1	Community Leaders Breakfast: An invitation to stakeholders to provide strategic planning documents and buy-in to process. Guest speakers: Rod Oram, Dr Jim Renwick (NIWA) and Hillmaré Shulz (Te Puni Kokiri).	16 December 2007
2	Desktop analysis of strategic planning within Tairāwhiti over the last 3 years. January.	January - March 2008
3	Councillor Strategy Day: A roundtable discussion of key issues for the community, priority actions and implications for the 2009-2019 Long Term Council Community Plan.	25 March 2008
4	Right Debate Workshop: Prioritisation of actions; 18 presentations over 2 days.	1-2 April 2008
5	Multi-agency Working Party: Agreement of priorities from Right Debate Workshop and stakeholder commitment.	2 September 2008
6	Community Funders' Forum: Building closer Council to funder and business relationships and establishing a means to match projects to funders.	14 October 2008
7	Endorsement by Council subject to final review with co-signatories.	December 2008
8	Convening of co-signatory representatives to carry out final review.	March 2009
9	Document final approval and co-signatory sign-off.	May 2009
10	Final endorsement by Council.	May 2009

3. MONITORING and REPORTING

Gisborne District Council has an obligation under the Local Government Act (2002) to regularly monitor the community’s progress towards achieving Community Outcomes and to report on this at least every three years. Council has taken an inter-agency and collaborative approach with stakeholders in the region to identify the most useful, appropriate and consistent indicators and measures of Community Outcomes.

A State of the Community Report will be published every three years to make sure we are on the right track. The first State of the Community Report was adopted by the Gisborne District Council in August 2008.

Notwithstanding our legislative obligations, Council has a commitment to improving its engagement with communities. Council will therefore be looking at innovative ways to share success stories where they relate to achieving our goals and actions under the Community Outcome areas.

Tairāwhiti by Choice is a living document. Therefore, progress towards actions outlined in this document will be reviewed on an annual basis in collaboration with the co-signatories delegated representatives.



SECTION TWO » Tairāwhiti by Choice-Community Outcomes

	Environmentally Sustainable Tairāwhiti/Tairāwhiti Ukauka Taiao	We value our environment ensuring it is protected and enhanced for future generations.
	Healthy Tairāwhiti/ Tairāwhiti Hauora Pai	We help each other to be healthy and active and ensure access to appropriate health services for all of our community.
	Connected Tairāwhiti/ Tairāwhiti Hononga Rau	We provide essential services and infrastructure in a way that makes the most of our region and supports all the outcome areas.
	Prosperous Tairāwhiti/ Tairāwhiti Hua Tōnui	We support and develop our economy to grow and attract positive tourism and investment, while maximising the benefits for our people and managing the impact on our environment.
	Skilled and Educated Tairāwhiti/ Tairāwhiti Mātau Nui	We ensure there are local education and training opportunities that meet the needs of our people and support our economy.
	Vibrant Tairāwhiti/ Tairāwhiti Tū Ihiihi	We treasure the special values that make Tairāwhiti unique and shape our sense of identity and pride.
	Safe Tairāwhiti/ Tairāwhiti Āhuru Mōwai	We create a resilient community that makes our people feel safe and secure. We encourage art and culture, and reflect our region's heritage and cultural diversity as a way of expressing who we are and to create a vibrant region.
	Empowered Tairāwhiti/ Tairāwhiti Whakamana Tangata	Our community leads and advocates for itself, making sure that all people are actively involved in community life and participate in the democratic process.

1. HOW TO READ THIS SECTION

Each of the Community Outcomes are supported by a synopsis of where we are today (Tairāwhiti Today) and an outcome statement of where we see ourselves in the future (Tairāwhiti Tomorrow).

The supporting goals and priority actions translate the high level vision and outcomes into achievable actions.

The priority actions were identified through a variety of mechanisms, such as the Right Debate Workshop held in 2008, meetings with key service providers and a review of various regional strategies. The priority actions are by no means set in concrete as it is anticipated that these will change over time as external factors change, as actions are achieved and/or when the document is reviewed.

Case studies of successful collaborative projects that contribute towards achieving the Community Outcomes are also provided for each outcome area.

Appendix One provides a page plan for how the document works.



Environmentally Sustainable Tairāwhiti / Tairāwhiti Ukauka Taiao



We value our environment ensuring it is protected and enhanced for future generations.

TAIRĀWHITI TODAY

Tairāwhiti is fortunate to have a moderate climate, easy access to nature and outdoor recreation, attractive beaches, rivers, bush and hills. Our natural environment is a key value that makes Tairāwhiti unique and attractive.

Tangata whenua, as kaitiaki, are concerned with the management of freshwater and marine environments. We have excellent air quality and are within Ministry for the Environment guidelines. Our swimming beach water quality currently complies with Ministry of Health guidelines and surface water and river quality is improving. Gisborne city leads the way in recycling and waste minimisation having exceeded our target for reducing waste sent to landfill and household waste at the kerbside.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a region with a pristine environment. The community of Tairāwhiti respects and protects its waterways and natural environment and uses all opportunities to reduce energy and resource use to minimise our footprint on the planet.

Our natural assets of high sunshine hours, long coastline and high wind areas are capitalised on and provide a model for renewable energy use. We capitalise on our seclusion to become a self-sustaining model for other regions. The environment is considered in terms of impacts from tourism, building, business, industry and households especially in regard to management of waste.

The region has successfully met its zero waste to landfill target goal by 2015. Ecological corridors provide habitat for wildlife, a recreational resource, link transport modes and improve water quality. People choose to live in Tairāwhiti because of our beautiful landscapes and the opportunity provided by our natural environment for things like recreation, sustainable harvesting and tourism.

GOALS

1. People take responsibility for their own actions and seek to reduce their impact on the environment.
2. The community are proud of their natural and built environment and embrace a stewardship role.
3. Tairāwhiti has a sustainable well functioning, diverse working ecosystem covering the full range of biodiversity habitats.
4. Water quality is improved through a focus on freshwater management.
5. Coastal environments systems are protected for the communities benefits and enjoyment.

PRIORITY ACTIONS FOR ENVIRONMENTALLY SUSTAINABLE TAIRĀWHITI

Action	Links to goal/s	Links to existing and related policies, plans and programmes	Key agencies
1. Promote, encourage and educate organisations/groups and the community about biodiversity conservation.	1,2,3	GDC Regional Policy Statement GDC Combined Regional Land and District Plan	Department of Conservation Gisborne District Council Iwi MAF Ministry for the Environment
2. Investigate ways to improve the quality of discharges into water.	4,5	Gisborne wastewater project including Wastewater Adjournment Review Group Regional Plan for Discharges to Land and Water Reserve Management Plans Open Spaces Strategy – low impact design (LID) for stormwater infrastructure Urban Development Strategy Walking and Cycling Strategy	Department of Conservation Federated Farmers Gisborne District Council Iwi MAF Ministry for the Environment Royal Fish & Bird Protection Society
3. Investigate funding opportunities to ensure that communities on non-reticulated water supplies have access to wholesome and potable water.	3,4	3 Water Review Ministry of Health Capital Assistance Programme	Gisborne District Council Tairāwhiti Development Health Ministry of Health Ministry for the Environment

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

AIR QUALITY

Meeting National Environment Standards for PM₁₀
Measured by the amount of particles in the air less than 10 microns in diameter (PM₁₀).
Gisborne District Council - Annual.

HOUSEHOLD WASTE COLLECTED

Amount of waste in tonnes collected from kerbside domestic collection in Gisborne city.
Gisborne District Council - Annual.

PRIDE IN NATURAL and BUILT ENVIRONMENT

Percentage of residents proud of the built and natural environment in the Gisborne region.
National Research Bureau - Annual.

RECYCLING

Amount of recycling materials in tonnes collected from kerbside domestic collection in Gisborne City.
Gisborne District Council - Annual.

REFUSE DISPOSED TO LANDFILL and REFUSE REDUCTION

Amount of waste disposed to landfill in tonnes.
Amount of waste reduction in refuse.
Gisborne District Council - Annual.

KEY MEASURES

SATISFACTION WITH RUBBISH COLLECTION

Percentage of residents fairly/very satisfied with rubbish bag collection.
National Research Bureau - Annual.

SURFACE WATER and RIVER QUALITY

Percentage of testing sites compliance with MoH single sample limit.
Gisborne District Council - Annual.

SWIMMING BEACHES WATER QUALITY

Testing sites compliance MoH single sample limit of 280 enterococci per 100ml sample.
Gisborne District Council - Annual.

DRINKING WATER QUALITY

Since 2006, the Gisborne district drinking water community supplies have been listed as having a public health grading of “U”, or ungraded. Several other regions also have “U” gradings.

BIODIVERSITY GRANT SUCCESSES

Successful grant application for voluntary conservation projects.
Gisborne District Council - Annual.

BROKEN GLASS AUDIT OF STREETS

Number of Request for Services relating to broken glass.
Investigate feasibility of survey to sample household residents on perceived severity of broken glass.

LOCAL INITIATIVES FOR PROMOTING SUSTAINABLE LIFESTYLES AND REGIONAL DEVELOPMENT

Number of rubbish bins.
Number of environmental sustainability programmes in the region.
Number of resource consents on new sustainability builds.

SATISFACTION WITH WASTEWATER TREATMENT and DISPOSAL

Percentage of residents fairly/very satisfied with wastewater treatment and disposal.
National Research Bureau/Survey

OUTCOMES IN ACTION

Te Wherowhero

Te Wherowhero is a collaborative project currently running in Tairāwhiti. It is a restoration programme of a nationally important estuarine lagoon south of Gisborne called Te Wherowhero.

Members of the restoration programme include the four landowners of Te Wherowhero Lagoon, local iwi Ngai Tamanuhiri, the Department of Conservation, Gisborne District Council and the Gisborne local representative of QEII.

The restoration programme has had tremendous community support to replant the lagoon surroundings with native vegetation grown for the project by Ngai Tamanuhiri. Seed for the plant propagation is sourced from local stock. The first planting was undertaken during the winter months of 2008. Funding through the Biodiversity Condition and Advice Fund has made this restoration programme possible.

The Trust secured funding to fence the entire lagoon boundary and now has a three-year funding commitment for future plantings. In addition, the Trust has secured funding through the Banrock Wines Company for wetland restoration. This funding also includes animal pest control, signage and weed control.

The strength of the Trust comes from a group of people who bring different skills to the table and are committed to seeing this estuarine lagoon restored for the benefit of both our native flora and fauna and for the community who call Tairāwhiti home.



Healthy Tairāwhiti / Tairāwhiti Hauora Pai



We help each other to be healthy and active and ensure access to appropriate health services for all of our community.

TAIRĀWHITI TODAY

Gisborne has the lowest life expectancy in New Zealand. Since 1990 life expectancy in the Gisborne region has improved by 1.3 years for males and 2.7 years for females. However, the gap between Gisborne and New Zealand life expectancy has worsened. Our low life expectancy is consistent with a study undertaken by the Ministry of Health that found there is strong association between low life expectancy and high levels of deprivation in the area in which people live. It is recognised that Māori are over-represented in our regions poor health statistics. In addition, Gisborne's mortality rate is higher than the national average but is trending downwards (from 330.92 in 1990 to 266.89 in 2004). Lifestyle factors such as poor nutrition, lack of exercise and smoking are contributing to high levels of obesity and diabetes.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is of a region of active, healthy people. There is an excellent range of health and wellbeing services, and they are readily accessible to all people in the community.

The community contributes to its own welfare by taking responsibility for developing and maintaining its own health. The health burden from chronic and vaccine preventable disease is reduced through collaborative interagency actions to address health issues in the region. We make the most of our natural features for recreation and sport. Tairāwhiti leads the country in key health indicators.

GOALS

1. The Tairāwhiti population is encouraged to be active and healthy with access to a varied range of health services and recreational facilities.
2. All people have access to affordable and culturally appropriate health services.
3. The people of Tairāwhiti enjoy better health through reduced rates and effects of heart disease, stroke, diabetes, cancer and mental health and addiction.
4. Children and young people have improved dental health.
5. Children and young people are protected from vaccine preventable illnesses.
6. Whanau and family choose to be smoke free, further supported by smoke free sport, recreation and leisure environments.
7. People live in warm, ventilated, healthy homes.
8. Businesses in Tairāwhiti support healthy initiatives and work/lifestyle balance.

PRIORITY ACTIONS FOR HEALTHY TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Utilise all opportunities for sport and recreational funding.	1	Rural Travel Fund Sport Development Club Assist	Community Funders Department of Internal Affairs Gisborne District Council SPARC Sport Gisborne Tairāwhiti
2. Develop a range of affordable and accessible health services and recreational facilities.	1,2	GDC Active Recreation Strategy Tairāwhiti Active Recreation Strategy TDH Strategic Plan	Gisborne District Council NZ Transport Agency PHOs Schools Sports clubs Sport Gisborne Tairāwhiti Tairāwhiti District Health Other health providers YMCA
3. Investigate the opportunity to create a youth-focused health centre.	1,2,3	TDH Strategic Plan	Gisborne District Council Ministry of Social Development Schools Tairāwhiti District Health Tairāwhiti Youth Voice
4. Improved education and information related to the benefits of immunisation, dental health and healthy eating.	4,5	TDH Strategic Plan	Tairāwhiti District Health Schools Community groups Tairāwhiti Youth Voice
5. Promote smoke free environments.	6,8	TDH Strategic Plan Tairāwhiti tobacco Control Plan	All
6. Increase awareness about the benefits of home insulation and energy efficiency and/or increase access to healthy homes.	7	EECA Energy Wise Programme Tairāwhiti Warmer Homes Retrofit Programme	Tairāwhiti District Health Gisborne District Council Ministry for the Environment Tairāwhiti Development Partnership Iwi

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

ACTIVE / INACTIVE PEOPLE

Percentage of young people (5-17 years) and adults who are inactive (participating in 2.5 hours or less in sports or active leisure activity) or active (participating in more than 2.5 hours) during the seven days before the survey.

SPARC.

MSD Social Report (Annually).

DEDICATED RECREATIONAL SPACE

Dedicated recreational space available per 1,000 population.

Gisborne District Council - Annual.

KEY MEASURES

LIFE EXPECTANCY

Life expectancy at birth (years).
Statistics NZ - Census five yearly.

MORTALITY RATE

The number of registered deaths per 1000 estimated population.
Statistics NZ - census five yearly.

SMOKING RATES

The proportion (%) of the population in the area aged 14 and 15 who currently smoke cigarettes. Includes % exposed to smoking in the home.
THD - Annual.

STI RATES

Number of confirmed cases for the total number of SHC visits and does not separate gender, ethnicity, age or whether the case is a first time or follow up visit.
TDH - Annual.

CHRONIC DISEASE RATES

Percentage of people with diabetes accessing "Get Checked" against estimate of people with diabetes within our community.
Percentage of people with chronic condition accessing Chronic Care Management Programmes within Primary Care against estimated of population with chronic condition.
TDH.

DENTAL HEALTH RATES

Rate of access to dental services for teenagers.
TDH.

HOSPITALISATION ADMISSIONS

Rate of ambulatory sensitive hospitalisation for 0-74 year olds, 0-5 year olds and 45-64 year olds.
TDH.

IMMUNISATION COVERAGE

Progress towards the national target of 95% of two year olds fully immunised.
Number of Maori and Non-Maori immunisation rates.
TDH.

NUMBER OF REGISTERED HEALTHCARE PROFESSIONALS

Medical Council survey of rates of medical doctors perpopulation.
TDH.

NUMBER OF HOMES RETROFITTED THROUGH THE HEALTHY HOMES COMMUNITY PARTNERSHIP

Number of homes retrofitted.
Gisborne District Council - Monthly.

SECONDARY MENTAL HEALTH SERVICES

Rate of access by age and ethnicity.
TDH - Annual.

OUTCOMES IN ACTION

Warmer Homes Retrofit Programme

The Warmer Homes retrofit programme was put in place locally by the Tairāwhiti Development Partnership, (TDP), Energy Group. The Retrofit committee was formed and comprised the main contributors and members from local iwi. The contributions over the last three years have resulted in excess of 500 homes being insulated with the total cost for a large number of these homes being fully subsidised.

The programme was initially developed by the Ministry for the Environment and continues to be managed by the Energy Efficiency and Conservation Authority. The programme is the result of extensive research undertaken by Otago University. These studies indicated that regardless of income, New Zealand houses are well below the World Health Organisation (WHO) recommended indoor temperature of 18°C. The risk of illness from respiratory and cardiovascular disease increases once the temperature falls below 16°C. The results showed that the occupants of insulated homes needed fewer GP visits, fewer hospital admissions for respiratory problems and fewer days off work or school. In addition, the insulated homes were warmer and had significantly less humidity or dampness. As a result, the occupants recorded an increase in 'self-rated' health. Put simply, they felt healthier.

The introduction of the programme in the Tairāwhiti had three main objectives:

- ▶ Improved health – a warmer home reduces the risk of many respiratory and cardiovascular diseases – this in turn leads to lower absenteeism from work and school.
- ▶ Smart energy use, maximising household energy efficiency.
- ▶ Making a warm home more affordable, especially for people on lower incomes.

The results locally from the programme confirm the findings of the research undertaken by He Kainga Oranga/Housing and Health Research Programme at the Otago University.



Connected Tairāwhiti / Tairāwhiti Hononga Rau



We provide essential services and infrastructure in a way that makes the most of our region and supports all the Outcome areas.

TAIRĀWHITI TODAY

The roads in and out of Tairāwhiti are narrow, winding and variable in condition. State Highway 35, in particular, is in need of ongoing upgrade by 2012 (Gisborne Regional Land Transport Strategy 2006-2016). The region's roading network is increasingly expensive to maintain due to the difficult topography, unstable terrain and highly vulnerable soils combined with regular high-intensity rainfall and the scarcity and high costs of roading material.

The flat terrain of our town centres is well suited to cycling. However, cycling routes are perceived as unsafe and as a result the number of schoolchildren cycling to school has dropped. Despite high levels of satisfaction with the bus service, bus tickets sold and kilometres travelled has decreased. Airport passenger numbers are increasing. People are not as satisfied with our footpaths. Tairāwhiti falls below the national average for access to telephones, faxes, cellphones and internet access. Currently 47% of households in Tairāwhiti have access to the internet, compared to 61% of households nationally.

The Gisborne District Council is committed to ensuring a new treatment plant to screen and treat Gisborne city's wastewater before it enters the marine outfall into Poverty Bay is operational by 2011. The last water quality grading held by the Gisborne city reticulated water supply was an AA grading. While there has been some concern about the supply of electricity to remote users beyond 2013 this is no longer an issue as rural areas with existing lines are now guaranteed supply by the Electricity Act.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a region that is easy to get around on foot, by bike, car and public transport with good linkages between modes of transport. The disabled and mobility-impaired community choose Tairāwhiti to live and work in due to its accessibility.

Businesses use air, land and shipping to shift goods efficiently through and in and out of the region. The benefits of the central government Regional Development-funded projects to improve forestry access are realised with increasing efficiencies at the port and additional timber mills constructed.

The infrastructure to support essential urban services such as power, water, sewerage, stormwater and solid waste is well managed, sustainable and improves environmental quality. This infrastructure is provided in an affordable way that will meet the needs of the community, including business, ahead of demand. The entire region is connected technology wise.

GOALS

1. An affordable, accessible, reliable and resilient transport system with easy-to-use walking and cycling routes.

2. A variety of safe and linked transport choices that meets the diverse needs of our community (particularly considering the needs of the disabled and mobility-impaired).
3. Infrastructure for power, water, sewerage and solid waste are resilient, well maintained and provide for long-term growth.
4. Infrastructure protects and promotes public health and environmental quality.
5. The people and businesses of Tairāwhiti are connected overall and have access to national standard connectivity products such as broadband telecommunications.

PRIORITY ACTIONS FOR CONNECTED TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Give priority and greater prominence to walking and cycling in present and future infrastructure development.	1,2	Disability Strategy Open Spaces Strategy Regional Land Transport Strategy Urban Development Strategy Walking and Cycling Strategy	ACC Gisborne District Council New Zealand Police NZ Transport Agency
2. Improve accessibility for the disabled.	2	Disability Strategy Urban Development Strategy	Gisborne District Council NZ Transport Agency
3. Review Central Business District Traffic Management.	2	Disability Strategy Heart of Gisborne Strategic Plan Urban Development Strategy	Gisborne District Council Eastland Infrastructure Heart of Gisborne New Zealand Police NZ Transport Agency
4. Continue to lobby government in areas regarding power generation and security of supply.	3,4	Energy Strategy	Gisborne District Council Energy Group Eastland Infrastructure Tairāwhiti Development Partnership
5. Continue to investigate renewable energy options and energy efficiency.	3,4	Energy Strategy	Gisborne District Council Energy Group Eastland Infrastructure
6. Continue to gain support and funding to connect our rural and coastal areas to radio links to help develop broadband.	5		Gisborne District Council Tairāwhiti Development Partnership

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

AIRPORT PASSENGER NUMBERS

Passenger departure numbers per year.
Gisborne Airport - Annual.

BUS PASSENGER KM TRAVELLED

Annual passenger km travelled.
Gisborne City bus provider - Annual.

KEY MEASURES

BUS TICKETS SOLD

Number of bus tickets sold.
Gisborne City bus provider - Annual.

HOUSEHOLD ACCESS TO THE INTERNET

Proportion of residents with access to the internet in the Gisborne district.
National Research Bureau - Annual.
MSD Social Report - Annual.

INCREASE IN CYCLE LANES and WALKWAYS

Need to investigate.

PEDESTRIAN and CYCLE INJURIES (only can find casualties)

Percentage of cyclist casualties in the Gisborne district.
Land Transport NZ - Annual.

RESIDENT SATISFACTION WITH ROADS

Percentage of residents very / fairly satisfied with Council roads, excluding state highways.
National Research Bureau - Annual.

OUTCOMES IN ACTION

Computers in Homes

In 2004, Awapuni School initiated a project with the 2020 Trust to provide “free” computers into the homes of families which did not have computers. To qualify, parents or caregivers had to attend eight two-hour training sessions and become proficient in using computers. Subsequently other schools got in the act, and by the end of 2005 there were upwards of 200 computers installed through these programmes.

When Central Government, through its Digital Strategy, offered funding for “Community Partnership” schemes in 2005, Gisborne District Council, in partnership with other agencies including Awapuni School, obtained funding to introduce a further 500 computers into city family homes, on the same basis as the 2020 Trust initiative. In the second round of the Community Partnership Funding in 2008, Council was funded for a further 150 computers for rural homes, Wairoa District Council obtained funding for 250 computers, and Ngāti Porou gained 250 computers.

The result of the projects is about 1350 computers now installed in Tairāwhiti homes. Our community is being connected through this collaborative initiative with most of those from the city homes being able to connect to the internet reaching others locally, nationally and globally.



Prosperous Tairāwhiti / Tairāwhiti Hua Tōnui



We support and develop our sustainable economy to grow and attract positive tourism and investment, while maximising the benefits for our people.

TAIRĀWHITI TODAY

Economic growth in the Gisborne region has been positive since 1999. For three of the last four years, Gisborne has experienced annual growth greater than the national average. We have exceeded our business growth targets for the region. The median income of our residents is improving but is still below the national average. Along with the rest of the country, home affordability has worsened.

The unemployment rate in Tairāwhiti has fallen dramatically over the past decade from 20% in December 1998 to 4.4% in December 2007. However, we are still slightly higher than the national average of 3.9%. There has been little change in social deprivation statistics and we are still well below the national average in this area.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a region where lifestyle and enterprise thrive together, with business and tourism sectors providing job opportunities for local people. The region's town centres are busy and lively, with the Central Business District providing community focal points and desirable meeting places for all.

Our region promotes innovation and research to encourage new enterprise through productive partnerships, networks, clusters, joint ventures, think-tanks, and mentor support.

The local economy works in harmony with the social, cultural and environmental outcomes of Tairāwhiti. Tairāwhiti is an affordable place to live in. People of all ages and skills choose Tairāwhiti to live and work in, thereby diversifying and strengthening the economic base of the region.

GOALS

1. The local economy is supported through maximising business opportunities.
2. The local economy is developed through encouraging research and innovation, supporting business incubators and entrepreneurial initiatives.
3. Sustainable tourism develops as a strong economic sector.
4. Investment in the region increases and is done so strategically.
5. Tairāwhiti townships are supported to develop sustainably.
6. Houses are affordable with appropriate variety and choice, and the cost of living in Tairāwhiti is reasonable.

PRIORITY ACTIONS FOR PROSPEROUS TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Improve town centres and public places to create environments that people value.	1	Heart of Gisborne Strategic Plan Open Spaces Strategy Urban Development Strategy	Chamber of Commerce Gisborne District Council Heart of Gisborne Historic Places Trust Keep Gisborne Beautiful
2. Maximise opportunities for land based industries to grow.	1	Tairāwhiti Regional Economic Development Strategy Trade & Enterprise New Zealand Regional Partnership Programme	Eastland Community Trust Gisborne District Council Tairāwhiti Development Partnership New Zealand Trade and Enterprise
3. Support businesses/groups to access research funding.	2		Gisborne District Council Tairāwhiti Development Partnership New Zealand Trade and Enterprise
4. Support business stakeholder groups (such as Chamber of Commerce, Heart of Gisborne) to encourage and foster economic development.	2		Eastland Community Trust Gisborne District Council Tourism Eastland Tairāwhiti Development Partnership Heart of Gisborne District Council Chamber of Commerce
5. Encourage Regional Tourism Operators, Maori Regional Tourism Operators and tourism providers generally to identify and support sustainable tourism ventures now and in the future.	2, 3	Tairāwhiti Regional Economic Development Strategy Trade and Enterprise New Zealand Regional Partnership Programme (potential)	Chamber of Commerce Tourism Eastland Gisborne District Council Iwi Te Puni Kokiri Māori Business Network New Zealand Trade and Enterprise Organics Network Tairāwhiti Development Partnership
6. Continue to support and encourage initiatives such as the Funders Forum.	4		Gisborne District Council Eastland Community Trust Eastern Central Community Trust Other funders
7. Coordinate central government investment in the region linked to priorities and projects identified locally. For example - Develop an investment strategy Tairāwhiti by Choice.	4		Gisborne District Council Tairāwhiti Development Partnership All government departments
8. Ensure a focus on rural townships.	5	Tairāwhiti Regional Economic Development Strategy Patutahi Township Development Plan Ruatoria Township Development Plan Te Araroa Township Development Plan Te Karaka Township Development Plan Tokomaru Bay Township Development Plan Tolaga Bay Township Development Plan	Eastland Community Trust Gisborne District Council Ministry of Social Development Tourism Eastland Tairāwhiti Development Partnership Work and Income

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
9. Investigate affordable housing options.	6		Housing New Zealand Corporation Gisborne District Council

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

ANNUAL ECONOMIC GROWTH

Annual regional GDP (Gross Domestic Product) which is the value of goods and services produced in the Gisborne region.

National Bank - Annual.

BUSINESS and PUBLIC CONFIDENCE

Percentage of businesses feeling that conditions would improve over the coming year and the percentage of households thinking that business conditions would improve over the coming year.

National Research Bureau - Annual.

MSC Social Report - Annual.

BUSINESS GROWTH

Annual change in the number of economically significant businesses.

Statistics NZ - Annual.

HOME AFFORDABILITY

Comparison of average weekly earnings with the median house price and the mortgage interest rate.

Massey University - Three Monthly.

INCOME FROM TOURISM

Visitor expenditure in Eastland by origin of traveller and trip type (\$NZM).

Ministry of Tourism - Annual.

MEDIAN INCOME

Median hourly earnings for Gisborne.

Statistics NZ - Census Five Yearly.

POPULATION ESTIMATES

Sub-national population estimates for Gisborne district and Gisborne urban area.

Statistics NZ - Annual.

POVERTY-RELATED STATISTICS - DEPRIVATION INDEX

Percentage of population living in deciles 1 to 10 of the New Zealand Deprivation Index.

Statistics NZ - Census Five Yearly.

PUBLIC PERCEPTION OF TOWN CENTRES

Survey results.

Heart of Gisborne.

SELF EMPLOYMENT RATE

Proportion of employed people who are self employed.

Household Labour Force Survey

Statistics NZ - Census Five Yearly.

KEY MEASURES

UNEMPLOYMENT RATE

Percentage of unemployed people in the labour force.

Household Labour Force Survey

Statistics NZ - Census Five Yearly.

VACANT STORE FRONTS

Number/percentage of vacant store fronts in the Gisborne town centre.

VISITOR NUMBERS and VISITOR NIGHTS

Annual visitor numbers and visitor nights.

Tourism Eastland - Annual.

OUTCOMES IN ACTION

Smile Campaign

For several years the Heart of Gisborne, the Chamber of Commerce and Gisborne District Council's Economic Development Unit have discussed the need to design and implement a "buy / shop local" programme for the Gisborne region. The impetus came from 3 key pieces of research:

- ▶ Heart of Gisborne-commissioned APR Survey into shopping habits (2004).
- ▶ Economic Development Unit survey into shopping habits and attitudes (2004/05).
- ▶ Heart of Gisborne Strategic Direction and Satisfaction Survey (2008).

With 84% of local city centre businesses identifying shopping out of town as one of the key issues facing the prosperity of the city centre and our community, Heart of Gisborne this year unveiled a multifaceted Shop Local campaign. The "Smile" campaign gives the often negative Shop Local message real soul. There is an emphasis on explaining in simple terms the positive impact we can have on our community by supporting local businesses. The over-arching message is a simple one – "smile, it's great when you shop in Gisborne".

While the campaign is in its early stages, it has been received extremely well by both the business and wider community. It is anticipated that new material will be rolled out regularly over the long term, ensuring that this is not a one-off initiative but a strategic and meaningful campaign to encourage locals to think more about how they can support and sustain their community.



Skilled and Educated Tairāwhiti / Tairāwhiti Mātau Nui



We ensure there are local education and training opportunities that meet the needs of our people and support our economy.

TAIRĀWHITI TODAY

Our young people leave the region in large numbers to seek tertiary education and work opportunities outside of Tairāwhiti, only returning in their late 30s. Tairāwhiti falls behind the rest of New Zealand in terms of educational performance. Currently 33.8% of people in the region aged 15 years and over have no formal qualifications, compared with 25% for New Zealand as a whole.

Our Māori population also lag behind, with 43.2% of Māori aged 15 years and over having no formal qualifications compared with 39.9% of the New Zealand Māori population. There is a shortage of registered early childhood teachers and long waiting lists at childcare centres.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a community that has access to good-quality educational and training opportunities. The region's Māori population has equal opportunity to access quality educational opportunities and are achieving comparatively well in terms of educational performance.

Training and learning is supported through business, industry and educational providers working collaboratively to ensure that skilled people are ready and able to work in the local workforce. Current skill gaps are addressed and future skill needs are planned for. The collaborative approach modelled by the Regional Facilitation Project serves as a model for other education sectors. The quality of our education providers attracts families and students to work and study in Tairāwhiti.

GOALS

1. All people in the region have access to high-quality education opportunities locally.
2. Literacy and numeracy levels and skills in the region are significantly improved to enable our people to fully participate in education and training.
3. Business and industry work in partnership with education and training providers to match training with employment opportunities.
4. Training and education priorities are better aligned with strategic economic priorities for the region.

PRIORITY ACTIONS FOR SKILLED and EDUCATED TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Create more job opportunities for Tairāwhiti youth.	1	Careers Advisory service Gateway Programme Health sector's Incubator Programme Ka Timata youth development programme run at the Skate Park Mayor's Taskforce for Jobs MSD's Work First Initiative	Gisborne District Council Kapai Kaiti Ministry of Education Ministry of Social Development REAP Schools Tairāwhiti Polytechnic Training providers TROTAK Youth Transition Service
2. Identify funding avenues/opportunities for initiatives that lift the level of literacy and numeracy skills.	2	New Zealand Skills Strategy, Action Plan 2008	Department of Labour Ministry of Education Tairāwhiti Polytechnic Training providers
3. Develop a regional literacy and numeracy strategy.		New Zealand Skills Strategy, Action Plan 2008 Regional Facilitation Project	Department of Labour Work and Income Ministry of Education Tairāwhiti Polytechnic Training providers
4. Undertake an analysis of why young people are leaving the region and identify what would be required to attract them back.	1	Tairāwhiti Youth Climate Survey	Ministry of Education Ministry of Social Development Schools Tairāwhiti Polytechnic Training providers Tairāwhiti Development Partnership Tairāwhiti Youth Voice Youth Transition Service
5. Develop a local Labour Market Strategy with employers and education and training providers to identify gaps in the market and determine solutions.	3, 4	New Zealand Skills Strategy, Action Plan 2008 Regional Facilitation Project Tairāwhiti Tairāwhiti Employment Strategy Tairāwhiti Regional Economic Development Strategy	Department of Labour Ministry of Social Development Training providers Tairāwhiti Development Partnership Work and Income
6. Develop an enterprise/entrepreneurship strategy.	3,4		Ministry of Education Ministry of Social Development Schools Tairāwhiti Polytechnic Training providers Tairāwhiti Development Partnership

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

ATTENDANCE STATISTICS

Percentage of students absent from schools.
Education Counts - Two Yearly.

HIGHEST QUALIFICATION GAINED

Percentage of residents aged 15+ (working aged population) with school or post-school qualifications.
Statistics NZ - Census Five Yearly.

NUMBER OF YOUTH LEAVING SCHOOL WITH NO QUALIFICATION

Percentage of residents aged 15+ with no qualifications.
Statistics NZ - Census Five Yearly.

ERO INDICATORS FOR EARLY CHILDHOOD, PRIMARY and SECONDARY SCHOOLS

<http://www.ero.govt.nz/ero/publishing.nsf/Content/Reports+-+National+Reports>

LITERACY and NUMERACY RATES

School and tertiary results and enrolments.

TERTIARY STUDY

Levels of tertiary study.
Statistics NZ - Census Five Yearly.
Ministry of Education.

OUTCOMES IN ACTION

The Regional Facilitation Project Tairāwhiti is about opening the doors for people in Tairāwhiti with a stake in education, to have a real say about where the priorities should be. It is the Tairāwhiti way of engaging in what is a government-directed process by listening to the hearts and minds of business people, industry, parents, secondary school principals, tutors, managers and community groups.

Tairāwhiti Polytechnic has been appointed by the Tertiary Education Commission to oversee the project. The aim of the project is to bring all tertiary providers in the region together and to use their feedback as a guiding document to write their investment plans. Tairāwhiti Polytechnic's Director of Business Development, Glenis Philip-Barbara, says the collaborative approach will give the community a better feel for what's on offer which will help the community to make good choices about tertiary education.

The objectives of the project are to collaborate towards building a shared understanding of regional tertiary education needs, gaps and priorities; developing system capability at a regional level through collaborative relationships; developing better outcomes for learners and other stakeholders; and efficiency benefits and capability development for TEOs and stakeholders.

The priorities for 2009 are to establish a steering group for the tertiary sector, commence mapping tertiary provision in Tairāwhiti to create a user-friendly resource for the community to build on, identify priority areas of focus for training and education in our region for the next three years, enable clusters of key stakeholders including but not limited to tertiary education providers, industry representatives, business owners, employers, community, iwi and learners to define and determine specific priorities for attention and development in tertiary education.



Vibrant Tairāwhiti / Tairāwhiti Tū Ihiihi

We treasure the special values that make Tairāwhiti unique and shape our sense of identity and pride. We encourage art and culture, and reflect our region's unique heritage and cultural diversity as a way of expressing who we are and to create a vibrant region. We capitalise on our point of difference without diminishing it as Tairāwhiti continues to grow and develop.

TAIRĀWHITI TODAY

Our climate, geographic seclusion and coastal provincial feel as well as our demographic make-up shapes the identity of our region. Tairāwhiti has the largest proportion of Māori than any region in New Zealand. Close to half of Gisborne city's population is Māori and the figure is much higher in most rural townships. We also have the highest proportion of people with conversational Māori skills. Our region has a high proportion of youth with approximately 39% of the population being under 24 years of age.

Tairāwhiti hosts a number of events each year which increase community wellbeing through community participation and attract visitors to our region. The HB Williams Memorial Library is a civic space that provides an ideal community focal point in Gisborne city's Central Business District and is valued by our people with over half of the population registered members. We are fortunate to have retained a number of the early buildings in the city centre that establish a sense of history and a link to early New Zealand colonial history. The Tairāwhiti Museum and Art Gallery has a reputation as one of the best, most innovative regional museums in New Zealand. Its vision is to stimulate passion for the stories of Te Tairāwhiti and act as a gateway/waharoa and resource for the art, culture and heritage of our communities.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a vibrant region with a strong sense of identity and special character that acknowledges and makes the most of its rich cultural heritage. The region is known worldwide as the first meeting place of Māori and European. Our rich navigational history takes pride of place.

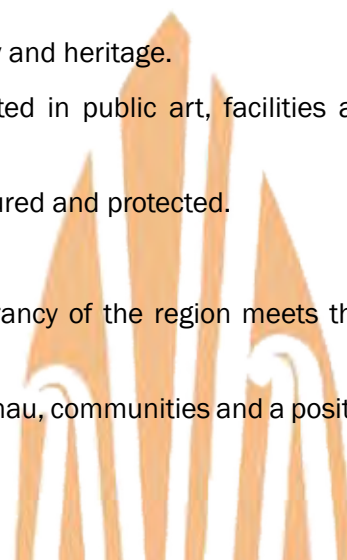
Tairāwhiti's unique identity and heritage is reflected in its public art, marae, historic buildings, facilities, literature and street names. Local stories and memories are shared with future generations to keep the region's culture and heritage alive. Visual and performance art and events that celebrate the region's culture and heritage are promoted and used as a way to unite the region's communities. Buildings use contemporary expressions of Māori architecture.

Our children and young people contribute to our region's vibrancy and have a sense of connectedness to the region. Young peoples unique identities and needs are acknowledged, reflected and celebrated. People, young and old, feel connected to each other and respect and value each other's diversity. The laid back pace and friendliness is retained as the region grows and develops. People know their neighbours by name.



GOALS

1. People, young and old, know and are proud of our region's history and heritage.
2. Tairāwhiti's Māori culture and heritage is celebrated and reflected in public art, facilities and events.
3. Cultural and historic landmarks and heritage are promoted, treasured and protected.
4. Art and culture is a thriving sector in our region.
5. Children and young people enjoy living in Tairāwhiti and the vibrancy of the region meets their developing needs.
6. People (including new residents) have a sense of belonging to whanau, communities and a positive identification with the wider region of Tairāwhiti.



PRIORITY ACTIONS FOR VIBRANT TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Promote iconic public art grounded in sense of place and reflecting our community.	1,2	Art in Public Places Policy Heart of Gisborne Strategic Plan Urban Development Strategy	Art in Public Places Trust Chamber of Commerce Creative Tairāwhiti Gisborne District Council Heart of Gisborne Historic Places Trust Service clubs Tairāwhiti Museum Te Puni Kokiri
2. Support groups working in the arts to source funding and develop capability around funding applications.	4	Creative Tairāwhiti service level agreement with GDC (emerging) Community Funders' Forum	Community Funders Creative Tairāwhiti Department of Internal Affairs Ministry of Social Development Gisborne District Council
3. Support Heritage providers to coordinate and integrate their services.	1,2,3		Gisborne District Council Historic Places Trust Museum of technology Tairāwhiti Museum Te Unga Mai
4. Investigate extending the arts trail from Hawke's Bay up the coast. Add cultural heritage information to walking and cycling tracks and other attractions.	1,2,3	Open Spaces Strategy Reserve Management Plans Urban Development Strategy Walking and Cycling Strategy	Creative Tairāwhiti Gisborne District Council NZ Transport Agency Tourism Eastland
5. Support the broader Navigators Project in raising awareness of our national identity and unique historic heritage.	1,2,3	Regional Economic Strategy	Gisborne District Council Department of Conservation Tairāwhiti Development Partnership Te Puni Kokiri
6. Establish a Regional Youth Strategy with a focus on things to do and places to go.	1,4,5,6		Gisborne District Council Tairāwhiti Development Partnership Ministry of social Development Education Providers

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
7. Support events that celebrate cultural diversity.	5		Gisborne District Council Te Puni Kokiri Te Unga Mai Community groups
8. Work towards the reinstatement, development and articulation of the physical and cultural landscape in a manner that builds meaningful relationships with iwi, hāpu and whanau.	1,2,3,5	Te Aranga Māori Cultural Landscape Strategy	Gisborne District Council Te Puni Kokiri Department of Conservation Tairāwhiti Development Partnership

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

NUMBER OF EVENTS HELD AT THE LAWSON FIELD THEATRE, WAR MEMORIAL THEATRE and OUTDOOR THEATRE

Number of events held at the Theatres
Gisborne District Council - Annual.

NUMBER OF LOCAL EVENTS (GENERALLY)

Number of local events in the Gisborne region.
Tourism Eastland - Annual.

NUMBER OF BUILDINGS AND PLACES INCLUDING WAHI TAPU SITES IN TAIRĀWHITI

Number of historic places.
Historic Places Trust - Annual.

NUMBER OF EXHIBITIONS

Number of art exhibitions held annually at Museum.
Number of events at War Memorial Theatre.
Number of events at Lawson Field Theatre.

FUNDING COMING INTO THE REGION

Need to investigate.

CURRICULUM THEMES FOR LOCAL SCHOOLS

Investigate feasibility of measure.

INDUCTION and TRAINING PROCESSES THAT HAVE A FOCUS ON OUR REGION'S HISTORY and HERITAGE

Number of citizenship ceremonies.
Survey public sector - to be established.

LIBRARY MEMBERSHIP

Number of registered library members as a percentage of total population.
Gisborne District Council - Annual.

PROPORTION OF MĀORI-SPEAKING POPULATION

Proportion of Māori population speaking Maori.
Statistics NZ - Census Five Yearly.

KEY MEASURES

TAIRĀWHITI MUSEUM VISITOR NUMBERS

Annual number of people visiting the Tairāwhiti Museum.

Tairāwhiti Museum - Annual.

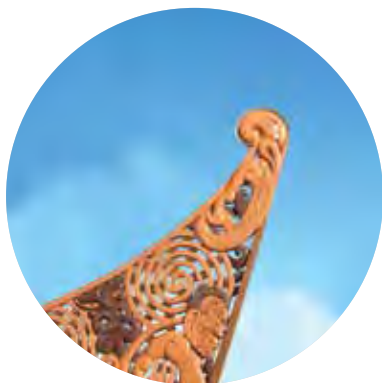
OUTCOMES IN ACTION

Nga Rama e Whitu: Seven Bright Lights

Seven Bright Lights was the name given to an exhibition held at the Tairāwhiti Museum in 2008 to celebrate Māori creativity and showcase Tairāwhiti artists making a living in the creative sectors. The exhibition represented a group of Māori companies with whakapapa links to the rohe, who are doing business on their own terms. The exhibition was supported by a number of agencies in Tairāwhiti, such as Creative Tairāwhiti, Te Puni Kokiri Tairāwhiti, Poutama Business Trust, Kahui Legal, Creative Communities Gisborne and the Tairāwhiti Museum.

The exhibition focused on presenting information about the business world relevant to the creative sectors in an accessible fashion. The aim was to illustrate that business can be hard work, it can be challenging, but ultimately also potentially incredibly rewarding. These are people who have worked through hard times but who have remained determined to succeed.

What shone through in the exploratory interviews for this show was the passion for cultural expression, for their chosen medium, for self-direction and, fundamentally, self-respect and belief. The arts may have had a hard time gaining recognition in the past, but as our economy seeks to grow it has now developed into a viable source of economic development and prospective prosperity.



Safe Tairāwhiti / Tairāwhiti Āhuru Mōwai



We create a resilient community that makes our people feel safe and secure.

TAIRĀWHITI TODAY

People's feeling of safety is slowly increasing, but is still significantly below the national average. Only 29% of people in the Gisborne region feel safe to walk at night in the city centre, compared to 50% nationally. Recorded crime levels have fluctuated from a peak of 7800 in 2002 to 6800 in 2005. Since 2005 the level has risen again to just over 7000. During that period violence and property damage were the major contributing factors to the increased crime.

Road injuries in 2007 were 257 compared with 376 for comparable areas nationally. However, road deaths for 2007 were 15.3 compared with 10 nationally. Tairāwhiti experiences a range of hazards (tsunami warnings, earthquakes, flood events) reasonably frequently. This means communities generally understand the risks and are prepared, but this can also heighten the feeling of an unsafe region.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a community that feels safe at home, at work, at school and in public spaces. All people feel that they are a part of the community and that they have equal rights and access to safety services. Communities feel free from the impacts of alcohol, drugs and crime, but supported with appropriate services when these issues do affect people. Tairāwhiti is a region that cares for its people.

Our public spaces and facilities contribute to social wellbeing, especially for young people. Our region plans and prepares for civil defence emergencies so that our communities can be resilient following a natural disaster. Physical hazards in the region are reduced and managed so that their impacts are minimised during a disaster.

GOALS

1. People enjoy the Central Business District, neighbourhoods and townships and feel safe in them both day and night.
2. People feel safe and supported in their workplace, schools, homes and marae.
3. The community of Tairāwhiti takes ownership of family violence prevention and intervention.
4. The impacts of alcohol-related harm, drugs and crime are reduced or eliminated.
5. Communities understand actions they need to take to manage hazards, risks or emergencies.

PRIORITY ACTIONS FOR SAFE TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Investigate the use of technology to reduce crime.	1	CCTV Speed Cameras	Crime Prevention Trust Gisborne District Council New Zealand Police
2. Improve safety in public spaces through better environmental design and mixed use.	1	Heart of Gisborne Strategic Plan Urban Development Strategy	ACC Gisborne District Council Housing New Zealand Corporation Heart of Gisborne New Zealand Police
3. Establish and or support role model or mentoring programme to support youth development in a caring environment.	2,3	Light One Life Kaiti student success project	Gisborne District Council Faith-based Youth Groups Iwi Kapai Kaiti Ministry of Social Development New Zealand Police Schools Tairāwhiti Men Against Violence Te Puni Kokiri
4. Support activities/programmes strategies that seek to reduce family violence.	3	Who Cares Campaign Street by Street Campaign Tairāwhiti Abuse Intervention Network	Gisborne District Council ACC Faith-based Youth Groups Iwi Kapai Kaiti Ministry of Social Development New Zealand Police Schools Tairāwhiti Abuse Intervention Network Te Puni Kokiri
5. Increase driver education and road safety programmes	4	Moumou Tangata, Moumou Tinana programme	ACC Gisborne District Council New Zealand Police Te Runanga O Ngati Porou
6. Promote/encourage activities that educate the community about actions to take in an emergency.	5		Gisborne District Council



HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

CRIME STATISTICS

Total recorded crimes and total recorded crimes by categories.

New Zealand Police - Annual.

MSD Social Report - Annual.

FIRES BY TYPE

Number of fires by type.

New Zealand Fire Service - Annual.

PERCEPTION OF SAFETY IN PUBLIC PLACES

Perception of residents that feel safe in public places.

National Research Bureau - Three Yearly.

MSD Social Report - Annual.

ACC, OSH WORKPLACE BENEFIT LEVELS

Number of workplace accidents.

ACC

NUMBER OF ALCOHOL LICENCES HELD EACH YEAR

Compliance with licenses.

Gisborne District Council - Annual

OUTCOMES IN ACTION

Family Violence

Family violence is a serious and growing issue facing Tairāwhiti. In 2007 Tairāwhiti Men Against Violence held Whai Hua Pai wananga for men. This was an open hui to all men interested in seeking solutions to family violence in Tairāwhiti. The key messages that emerged from the hui were: violence is not normal, it makes the community weaker, we need to be setting the policy agenda, we need local accountability, and that every child and whanau needs to be included.

The hui identified a number of short and long-term strategies designed to stop family violence. One such strategy is the provision of a men's resource centre with the primary purpose of providing a safe place for men in the community. The provision of a men's resource centre would allow men to relocate and women and children to remain at home.

Tairāwhiti Men Against Violence director Mr Tony Robinson said the proposed men's resource centre will not only provide a safe residence for men but would be used to facilitate education programmes specifically for men on a range of topics such as drug and alcohol abuse, healthy living, adult literacy and controlling violent behaviour.

Another strategy under way in the region is the Who Cares Campaign, which is a regional initiative for Tairāwhiti that has come about through the Memorandum of Understanding between Tairāwhiti Abuse Intervention Network (TAIN) and the Gisborne District Council. TAIN was established in 1994 as a result of unacceptably high levels of violence in the Gisborne community.

The network currently comprises 56 member groups that collaborate under the Te Rito phase II contract with the Ministry of Social Development to focus on and counter domestic violence in the region.

The purpose of the Who Cares Campaign is to increase awareness of family violence so that it becomes visible and constructively talked about throughout the region, increase understanding of family violence and its many impacts, increase the personal relevance of family violence so that people of this region acknowledge that it impacts on our lives and that we can do something about it, promote greater propensity to act and create a social climate that supports behavioural change.

The Who Cares Campaign will commence in November 2009.



Empowered Tairāwhiti / Tairāwhiti Whakamana Tangata



Our community leads and advocates for itself and makes sure that all people are actively involved in community life and participate in the democratic process.

TAIRĀWHITI TODAY

Tairāwhiti has a reputation for growing great leaders. Leaders are not just elected but are everyday people who inspire others and achieve in sport, education, business, marae, religion, arts and culture, and community and neighbourhood groups. At the last local government election (2006), voter turnout in the Gisborne district was above the national average at 52.1%. Voters are fortunate to have greater choice of candidates and better representation per head of population than most other regions.

TAIRĀWHITI TOMORROW

Tairāwhiti tomorrow is a region that encourages leadership and participation in decision-making at local government, marae and community organisation level. Motivated leaders from all cultures, genders and ages are working together to get things done. Leaders in the community are visible and responsive to the community, and therefore more in touch with the needs of the people they represent. Tairāwhiti is known as a hothouse for growing leaders.

GOALS

1. Youth are supported to lead their community through involvement in decision-making processes.
2. Tairāwhiti people are a part of crafting the vision and direction of the region in order to create the lifestyle they want.
3. Resources and benefits are multiplied through communities working together toward a shared vision and common purpose.
4. New and existing leaders are nurtured and supported.
5. Participation is encouraged and valued to ensure diverse representation of the people of Tairāwhiti.
6. Elected representatives of Tairāwhiti are visible, accessible and responsive.

PRIORITY ACTIONS FOR EMPOWERED TAIRĀWHITI

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
1. Highlight and reward positive youth initiatives.	1,4,5		Community Organisations Schools Public Entities

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
2. Establish forums (catering for diversity of age, culture/ethnicity and need) for the community and local government to participate in mutually meaningful deliberation and negotiation.	1,2,4, 5, 6	Community consultation Wastewater Adjournment Review Group	Tairāwhiti Rising Legends Earth Centre Gisborne District Council Kapai Kaiti E Tu Elgin
3. Establish core interdisciplinary group to review direction/priority actions for the Tairāwhiti by Choice document to ensure community outcomes and associated actions are relevant.	3		Co-signatories Community representatives
4. Create annual leadership awards for leadership in business, education, religion, marae, sports clubs, neighbourhoods etc.	4,5	Tairāwhiti Rising Legends	Ministry of Social Development Gisborne District Council Heart of Gisborne Iwi Secondary schools Sport Gisborne Tairāwhiti Te Puni Kokiri
5. Investigate new and innovative ways to improve participation in consultation processes, e.g. texting, piggybacking on existing meetings.	1,2, 5	Relationship agreements	Gisborne District Council Kapai Kaiti E Tu Elgin Townships

HOW WE WILL MEASURE OUR PROGRESS

KEY MEASURES

ELECTED MEMBERS APPROACHABILITY

Percentage of residents who believe the elected members welcome questions, comments and requests so they would feel comfortable approaching them.

National Research Bureau - Annual.

NUMBER OF CANDIDATES FOR PUBLICLY ELECTED POSITIONS

Number of candidates standing per 1000 population by region.

Local Government, TDH, Tairāwhiti Polytechnic - Three Yearly.

PERFORMANCE RATING OF MAYOR and COUNCILLORS

Percentage of residents fairly / very satisfied with the performance of the Mayor and Councillors.

National Research Bureau - Annual.

READERSHIP OF INFORMATION PUBLISHED BY COUNCIL

Percentage of residents who have seen, read or heard in the last 12 months, information Council publishes or broadcasts specifically for the community.

National Research Bureau - Annual.

KEY MEASURES

VOTER TURNOUT

Number of votes counted as a percentage of eligible voters.
Gisborne District Council - Election Years.

DIVERSITY and NUMBER OF AWARDS PRESENTED TO PEOPLE OF TAIRĀWHITI

Need to investigate.

NUMBER OF CANDIDATES FOR RUNANGA

Number of candidates for the three Runanga in the Gisborne District.
Te Runanga o Ngati Porou - Three Yearly.

CONTRIBUTION TO LEADERSHIP

Number of awards presented to people of Tairāwhiti.
Media.

OUTCOMES IN ACTION

Tairāwhiti Youth Voice

Tairāwhiti Youth Voice is an initiative between the Gisborne District Council and the youth of Tairāwhiti aimed at giving youth an opportunity to influence and participate in the decision-making processes of their community, all the while celebrating youth and having fun.

The initiative came about through a meeting called by Deputy Mayor Nona Aston to identify and address youth issues with any and all interested in youth. One of the Outcomes from the meeting was a working party to look into establishing a voice for youth. A group of young people in Gisborne have stepped up and are driving the creation of the Tairāwhiti Youth Voice with support from Gisborne District Council. They believe it's time for the youth of Tairāwhiti to voice their ideas and have them heard.

Youth play a large role in society but questioned whether their opinions and ideas shaped the community in which they lived. Grant McDonald, Community Development Officer at the Gisborne District Council, believes the initiative will help empower the youth of Tairāwhiti to participate in the decision-making of youth issues in the region. Mr McDonald said that a site on Bebo has been established by youth to blog ideas, connect and comment on issues they are facing in the region: www.bebo.com/Tairāwhitiyouthvoice. It provides an opportunity for young people to voice their concerns through a medium that they feel comfortable with. The Tairāwhiti Youth Voice intends to establish itself as a resource for young people and organisations that influence or make decisions affecting services to youth.



SECTION THREE » Appendices

APPENDIX ONE » How the Document Works

PAGE PLAN

The following information is provided under each Community Outcome:

TAIRĀWHITI TODAY

Description of where we are now based on indicators that Council and other organisations measure.

TAIRĀWHITI TOMORROW

Description of where we want to be in 10 years time.

GOALS

Statements of how we want our region to be. Links to our description of where we want to be in 10 years times.

PRIORITY ACTIONS

Actions are intended to inform organisational strategic planning. They are the actions that our community need to take in the short to medium term that will assist us in achieving our long term goals. These actions may change over time.

Action	Links to goals	Links to existing and related policies, plans and programmes	Key agencies
Description of the action	Goal link relevant to action.	From desktop review of strategic planning within Tairāwhiti.	Lists agencies or organisations that could be involved in delivering the action.

HOW WE WILL MEASURE OUR PROGRESS

Lists indicators or performance measures that can be used to measure the community's progress towards achieving Community Outcomes.

OUTCOMES IN ACTION

Provides a case study of a successful collaborative project that is helping to achieve the outcome.

APPENDIX TWO » Documents used to Develop Tairāwhiti by Choice

Joint Strategies

Gisborne District Council Strategies

Other Organisations' Strategies

Gisborne Regional Land Transport Strategy 2006-2016

New Zealand Skills Strategy, Action Plan 2008

Tairāwhiti Active Recreation Strategy 2005

Tairāwhiti Development Partnership Strategic Plan 2002

Tairāwhiti Positive Ageing Strategy 2009 to 2014

Tairāwhiti Youth Climate Survey, November 2007

Tairāwhiti Youth Development Strategy, November 2003

Active Recreation Strategy

Civil Defence Emergency Management Group Plan

Disability Strategy 2007

Open Space Strategy for Gisborne City and Wainui 2002-2022

Patutahi Township Development Plan 2008

Regional Plan for Discharges to Land and Water

Ruatoria Township Development Plan 2008

State of the Community Report, August 2008

Te Araroa Township Development Plan 2007

Te Karaka Township Development Plan 2007

Tokomaru Bay Township Development Plan 2007

Tolaga Bay Township Development Plan 2007

Urban Development Strategy (emerging)

Walking and Cycling Strategy for Gisborne 2006

Waste Management Plan

ACC Injury Prevention Strategy 2007-2010

DOC Strategic Direction Implementation Plan

Heart of Gisborne Strategic Plan

Housing New Zealand, East Cape Hawke's Bay Regional Strategy 2005-2008

Ministry of Social Development, East Coast Regional Plan 2007/08

Ministry of Social Development Social Report 2007

Tairāwhiti District Health District Annual Plan 2008/09 and Strategic Health Plan 2005-2010

Tairāwhiti REAP Strategic Plan 2007-2009

Te Runanga o Turanganui a Kiwa Strategic Goals 2003-2007

Te Puni Kokiri Annual Report, June 2007 and Nga Kaihanga Hou For Maori Future Makers

Trade & Enterprise New Zealand Regional Partnership Programme

Transit NZ National State Highway Strategy

YMCA Gisborne Strategic Plan 2007-2010

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APPENDIX THREE ► Tairāwhiti by Choice Participants

THANK YOU

ACC Gisborne
All Brite Industries Ltd
Business Solutions, Chartered Accountants
Career Services
CCS Tairāwhiti Disability Action
Creative Tairāwhiti
Department of Conservation
Department of Corrections
Department of Internal Affairs
Earth Centre Tairāwhiti
East Coast Hawke's Bay Conservancy
Eastland Community Trust
Eastern and Central Community Trust
Eastern Fish and Game Council
Eastland Infrastructure Limited
Eastland Port
Eastland Wood Council
E Tu Elgin
Federated Farmers of NZ Gisborne Wairoa Province
Family Works
Friends of the Olympic Pool
Gisborne Chamber of Commerce
GISCOSS
Gisborne Boys High School
Gisborne District Council Staff and Councillors
Gisborne Fire Service
Gisborne Herald
Gisborne Produce Growers Association
Gisborne Volunteer Centre
Gisborne Winegrowers
Green Party
Heart of Gisborne
He Oranga Mo Na Uri Tuku Iho Trust
Housing NZ Corporation
Ka Pai Kaiti
Kaumatua
Land Transport NZ
MAF Forest Management
Manaaki Whenua/Landcare Research
Māori Tourism/Business Network
M E Jukes & Son Ltd
Ministry of Agriculture and Forestry
Ministry of Social Development
Ngai Tamanuhiri Whanui Trust
NZ Historic Places Trust Tairāwhiti Branch
New Zealand Police
New Zealand Trade and Enterprise
Office of the Auditor-General
Pacific Centre of Participatory Democracy
Pacific Island Community Trust
Presbyterian Support East Coast
Public Health Unit
Pulse Marketing Limited
Riversun Nursery
Statistics NZ
Sport Gisborne Tairāwhiti
Survey Gisborne Ltd
Tairāwhiti Abuse Intervention Network (TAIN)
Tairāwhiti Development Partnership Trust
Tairāwhiti District Health
Tairāwhiti Employment Strategy Coordinator
Tairāwhiti Men Against Violence (TMAV)
Tairāwhiti Museum
Tairāwhiti Polytechnic
Tairāwhiti REAP
Tairāwhiti Youth Workers Collective
Te Aitanga a Mahaki Trust
Te Araroa Progressive Association
Te Puawaitango o Ruatoria
Te Puni Kokiri
Te Runanga o Ngati Porou
Te Runanga o Turanganui a Kiwa
Te Unga Mai Trust
Tourism Eastland
Transit NZ
Turanga Health
Work and Income
Williams Trust
YMCA Gisborne

ALSO A SPECIAL THANK YOU TO:

The Multi-Agency Working Party

Andy Bassett, Gisborne Area Manager, East Coast Hawke's Bay Conservancy, Department of Conservation

Barbara MacLennan, Relationship Manager, Department of Internal Affairs

Gisborne District Council staff

Glenis Philip-Barbara, Director Business Development, Tairāwhiti Polytechnic

Janet Steele, Manager, Housing NZ

Joanne Lawrence, Regional Strategic Planner, Ministry of Social Development

Kate Sykes, Team Leader Healthy Environment, Tairāwhiti District Health

Kerry Donovan, City Manager, Heart of Gisborne

Manu Caddie, Kapai Kaiti

Maui Aben, Senior Sergeant, NZ Police

Jenni Giblin, Giblin McLeod Ltd

Victor Walker, Te Puni Kokiri

Co-Signatories Working Party

Andy Bassett, Gisborne Area Manager, East Coast Hawke's Bay Conservancy, Department of Conservation

Awhina White, Department of Conservation

Glenis Philip-Barbara, Director Business Development, Tairāwhiti Polytechnic

Helene Carbonatto, Group Manager Planning and Funding Tairāwhiti District Health

Joanne Lawrence, Regional Strategic Planner, Ministry of Social Development

Kate Sykes, Team Leader Healthy Environment, Tairāwhiti District Health

Marlene Nikora, NZ Police

Victor Walker, Te Puni Kokiri

Richard Brooking (Community Representative)

FOR FURTHER INFORMATION PLEASE CONTACT:

TAIRĀWHITI BY CHOICE
COMMUNITY PLANNING and DEVELOPMENT DEPARTMENT
GISBORNE DISTRICT COUNCIL
PO BOX 747
GISBORNE
Phone: 06 867 2049

ORIGINAL ICONS DESIGNED BY RONGO TUHURA

PUHORO DESIGNED BY NICK TUPARA

TRANSLATIONS BY KIWI HAMMOND, AATEA SOLUTIONS

APPENDIX FOUR ▶▶ Co-Signatories

We the co-Signatories collectively endorse this community outcomes document “Tairāwhiti by Choice” for adoption by the respective governance body.

▶▶ Jim Green, Chief Executive, Tairāwhiti District Health

▶▶ Judy Campbell, Chief Executive, Tairāwhiti Polytechnic

▶▶ Lindsay McKenzie, Chief Executive, Gisborne District Council

▶▶ Annie Aranui (Acting), East Coast Regional Commissioner, Ministry of Social Development

▶▶ Mere Pohatu, Regional Director, Te Puni Kokiri

▶▶ Regional Conservator, East Coast Hawke’s Bay Conservancy

▶▶ Sam Aberahama, Area Commander Inspector, Gisborne Police (Acting)
