A.1 The community and its historical development

Introduction

The Marlborough district is situated at the Top of the South Island, New Zealand. The area is known for its lifestyle, climate, produce and outdoor recreation, and is a popular tourist destination for New Zealanders as well as visitors from overseas. The Marlborough region covers an area of 1,049,128 ha with a marine area of 725,637.44 ha and a coastline of 1,814.08 km which is one fifth of the total New Zealand coastline. As our region borders Kaikoura to the south and Nelson and Tasman to the west, there are many opportunities for marine based recreation and employment opportunities.

The region is well known as the "sunshine capital of New Zealand" with approximately 2,400 hours of sunshine per year. The region boasts great water recreation, fine wines and many people are attracted to the area for retirement.

Settlement

The region has had continuous occupation by early Maori for over 700 years. The Maori name for the top of the South Island is Te Tau Ihu – the prow of Maui's waka. Tangata Whenua iwi in Te Tau Ihu include Ngati Kuia, Ngati Rarua, Te Atiawa, Ngati Koata, Ngati Toa Rangitira, Ngati Apa, Ngai Tahu and Rangitane.

There are four marae in the region:

- Omaka Marae in Blenheim
- Waikawa Marae in Picton
- Te Hora Marae in Canvastown
- Wairau Pa in the Wairau Bar

In the 2006 census, 10.5% of Marlborough residents identified as Maori, compared to the national average of 14.6%

History

From as early as the twelfth century the sheltered coastal bays of Marlborough supported a small Maori population. Maori in the region lived by fishing and cultivating crops.

In 1770, Captain James Cook was the first to explore the area and sixty years later, the first Europeans arrived and set up a number of whaling stations. At first Maori in the region and the European settlers co-existed, but with the arrival of the New Zealand Company in 1840 and its subsequent land purchases on behalf of Nelson settlers, conflict ensued.

The early history of Marlborough was closely linked with the settlement at Nelson. However, the people of Marlborough demanded independence from Nelson and nineteen years after the original Nelson settlement, this request was approved and Marlborough became a separate province in 1859.

In the early 1860s, gold was discovered in Marlborough, swelling the region's population. However, the boom did not last long. Gold-mining soon became unsustainable and the development of pastoral farming began to provide the region with its greatest long-term benefits. During this period, Marlborough settlers developed huge sheep runs, rivalling neighbouring Canterbury's sheep stations in size.

Today Marlborough continues to be rural based, with pastoral and horticultural farming providing a major source of income. The region continues to utilise its marine resources, with salt production at Lake Grassmere, the country's only source of salt, plus fishing and marine farming. Wine production has been one of the fastest growing industries and Marlborough is New Zealand's largest wine producing region.

Economy

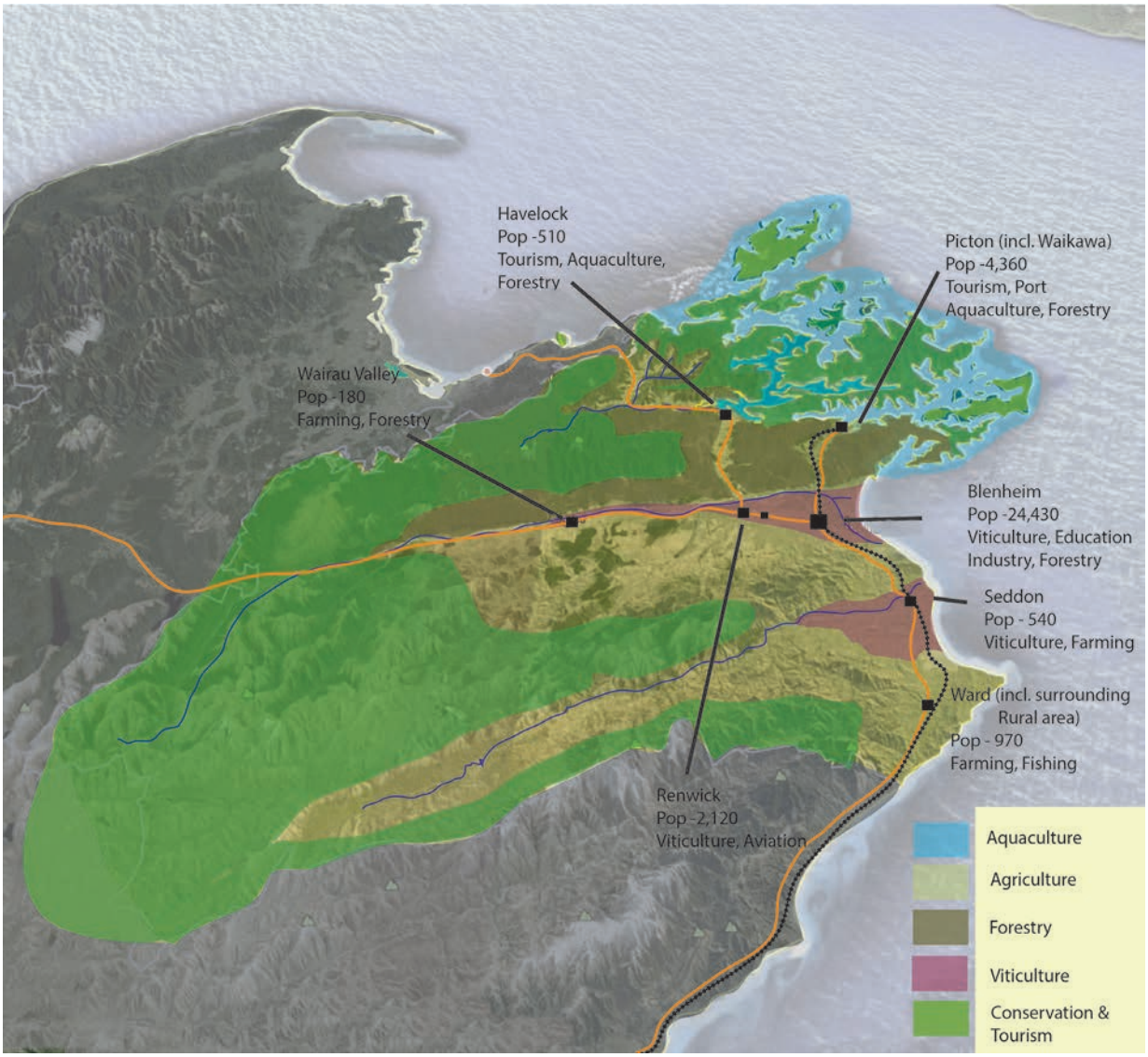
There is some light manufacturing in the region, and marine and aviation engineering. Marine engineering is largely associated with the aquaculture industry in the Marlborough Sounds, while Safe Air NZ, at Woodbourne, near Blenheim, and the cluster of vintage aviation collectors at nearby Omaka provide a base for the aviation engineering. Viticulture also generates demand for engineering, irrigation, and other ancillary services.

New Zealand's Premier Wine Region

When the first wine companies and growers planted grapes in the modern era of Marlborough's winemaking history in the 1970s, it is unlikely they would have foreseen the extent of the growth and fame that the region's wine industry would achieve.

Worldwide interest in Marlborough wines, particularly Sauvignon Blanc, has continued to fuel the regions wine boom and the ongoing expansion plantings. The region currently has 23,600 hectares of land planted in grapes, the bulk of which are located within the Wairau Valley. Over the last decade however, viticulture has also spread southeast into the cooler climes of the Awatere Valley and, more recently, into the southern side valleys of the Wairau – Fairhall, Hawkesbury and Waihopai. New Zealand's first exportation of wine in 1963 came ten years before grapes were even planted in Marlborough, however Marlborough is now the largest wine producing region in the country; accounting for 79% of New Zealand's total active wine production.

In addition to being a boom for industry and the economy of Marlborough, viticulture has also generated significant employment opportunities; well in excess of the local labour pools ability to accommodate. This has meant a dramatic influx of both seasonal and permanent workers to the district over recent years and on an annual basis, which in itself has brought with it a wide range of new issues for the community, industry and local and central government agencies to deal with.



Aquaculture
In the past 30 years aquaculture in New Zealand has grown from very small beginnings to a significant primary industry, currently estimated to be worth in excess of $380 million, with a target goal of reaching $1 billion in sales by 2025. Of this, Marlborough's aquaculture industries account for $257.1 million (80%) of NZ's total production ($171.4m mussels, $85.7m salmon)

There are approximately 645 mussel farms in New Zealand, with 565 operational marine farms in Marlborough; 478 being greenshell mussels, 6 King Salmon sites, a number of mussel spat catching and holding sites and various seaweed, paua and oysters farms.

In Marlborough there are approximately 1,000 people directly employed in aquaculture. In addition, many more are involved in the "downstream or flow on" effects of the industry. Local tourist operators in both Havelock and Picton operate marine farm cruises, creating added commercial value from the industry, while Queen Charlotte College and the Nelson Marlborough Institute of Technology also offer a range of aquaculture courses and the Seafood Industry Training Organisation provides industry specific training.

Marlborough's aquaculture industry has built its reputation on seafood produced in a clean safe environment and leads the world in its Quality Management Programmes.

The Marine Farming Association (MFA) and its members are committed to the environment and since the 1990s, the Association has operated an active Environmental Programme to minimise the

negative impacts of the industry on the local environment and its residents while the Marlborough Shellfish Quality Programme (MSQP) addresses the risks arising from the bio-toxins, bacteria, heavy metals and viruses in mussel stocks taken from the ocean farms. The industry sees itself as obligated, both commercially and morally, to ensure that their claim of their seafood being healthy and produced in pristine water is backed by a rigorous food safety programme. The industry funds just on $1 million of sampling and testing each year in the top of the South Island, and that's before the product reaches the processing plants and under goes additional testing. Considered the most robust in the world, MFA regularly host overseas industry representatives looking to learn from Marlborough's production and processing techniques, health and safety systems and leading edge technologies.

Marlborough's Forestry Industry

Marlborough is a more recent, but growing, player in the national forestry industry. From 74,100ha of planted forest in 2005 to 80,310ha forecast after the 2013 planting season, this figure is projected to increase by a further 114ha next season, giving a total cover of 80,424ha by the end of 2014.

From this planted production forest, over 1 million cubic metres of timber was harvested from only around 2252 ha in 2012. This represents a gross value to the Marlborough regional economy of around $238 million. It is further predicted that this harvest figure will increase to around 1.5 million cubic metres over the next 10 years.

In 2013, the forest industry in the Marlborough region employs approximately 500 Full-Time Equivalents (FTEs) working for over 350 businesses in the forestry sector. These numbers have been steadily increasing in recent years from the 389 FTE's employed by 120 businesses in 1994. This increase represents an annual growth rate well above the regional average for both employment and business growth.

Staff employed directly within the forestry sector undertake roles including planting, pruning, thinning, harvest and production. The logging sub-sector is the largest employer, accounting for around 54% of employment. A wide range of service industries provide support to the Marlborough forest industry including business and financial services, forestry management, transport and storage, engineering, biosecurity, earthmoving and construction. Ports, and port services such as stevedoring, also play an important role in transporting logs and wood products to other regions and overseas export markets.

Over half of the logs harvested from Marlborough forests are exported out of Shakespeare Bay as logs, mainly to South Korea and India. A further 24% is exported to Nelson for processing while the same volume is processed in Marlborough production mills.

The forest industry contributes indirect social benefits within the region in the form of forest land being used for recreational activities such as hunting, walking, horse riding or mountain biking. All of these benefits accrue to the Marlborough region, along with the economic benefits of employment and exports as already outlined.

Tourism and Hospitality in Marlborough

Marlborough is a region of spectacular scenic beauty from the stunning Marlborough Sounds to the magnificent high country and the wild Kaikoura coast. In the heart of all this are the Wairau and Awatere valleys – home to world famous Marlborough sauvignon blanc and the superb chardonnays, fine methode traditionelle and rich pinot noirs that make Marlborough New Zealand's premier wine region. Building on the traditional tourist attractions offered within the region, the more recent and spectacular growth of the wine industry has added a new and exciting dimension to the tourism industry in Marlborough.

The Marlborough Sounds is a coastal wonderland, with winding waterways, sheltered bays and ancient untouched forest. Cruise, kayak, water-ski, or sail the endless bays. A wide range of accommodation lodges and resorts nestled in secluded bays throughout the sounds offer the opportunity for visitors to Marlborough to experience a hike or mountain bike along breath-taking scenic paths, including the famous Queen Charlotte Track.

Employing approximately 1135 Full Time Equivalents (FTE's), the tourism and hospitality industry in Marlborough is a significant employer within the region. The sector is highly seasonal and largely dependent upon casual staff and overseas visitors with working visas. With increasing visitor expectations of quality and service, the seasonality of the sector is its single biggest challenge in building and retaining an adequate pool of quality staff who can deliver the standards required. The outlook for tourism in Marlborough is very positive and the sector is expected to grow faster than the national average as the region's growing appeal sees many making a return visit and more and more first time travellers' venturing off the traditional blue ribbon routes to experience what is *'Uniquely Marlborough'*.

Employment
In recent years the region has enjoyed lower unemployment levels than other parts of New Zealand, however the global recession had a significant impact on the local economy. Young people have been especially affected by the economic downturn. There are signs that this is improving, however the impact of three years of higher unemployment, reduced incomes and deferred investment in skills and training will take years to fully recover.

The latest data on Marlborough's economy shows that unemployment in this region is about 3.9%, nowhere near as high as national statistics. The new data has come from research into Marlborough's economic profile (Marlborough Economic Profile report 2012) commissioned by the Council from independent research and analysis company Infometrics, to provide baseline data as part of the groundwork to establish a 'smart and connected' economic development strategy for Marlborough. The report shows that Marlborough's economy is far more diverse than might have been thought; it is the ninth most diverse economy of New Zealand's 66 local authorities. Agriculture (including vineyards), forestry and fishing were the largest employers here in 2012, accounting for almost 19% of jobs. Manufacturing (including winemaking) is the second largest employer at 14.6% of jobs with almost 10% of the Marlborough workforce employed in the retail sector.

A.2 The strategy, ambitions, objectives and work in the community in regard to safety.

National/International strategic support:
The Safe Communities Foundation of New Zealand (SCFNZ) focuses on both intentional and unintentional injury and has adopted the vision of the New Zealand Injury Prevention Strategy (NZIPS): *a safe New Zealand, becoming injury free.*

SCFNZ **Goal** is:

To work collaboratively with communities, schools, industry and government agencies to improve community safety through the creation of a sense of awareness, understanding, support and leadership to implement effective community safety programmes, to create safe environments and to contribute to reducing the social and economic costs of injuries in New Zealand.