

16 SECTION B: Structure of the Community

B.1 The demographic structure of the community

Demographic Features

Marlborough's estimated population is 45,620. The age composition of the population is shown in the following table:

At 30 June	Population by age group (years)								
	0–14	15–39	40–64	65+	Total	0–14	15–39	40–64	65+
	Number					Percent			
2006	8,000	12,700	15,800	7,100	43,600	18.5	29.1	36.2	16.3
2011	8,200	12,300	16,500	8,600	45,600	17.9	26.9	36.2	18.9
2012 P	8,100	12,000	16,500	9,100	45,700	17.8	26.2	36.1	19.9

The population of the region has a number of features that have implications for safety. Four in particular are:

- The higher than average median age
- The relative high proportion of new residents, including residents for whom English is a second language.
- The lower population density and the physical; geography of the district.
- The dependence of some key industries on manual labour

Ageing population

The estimated median age in Marlborough at 2012 was 44.5. The local median age is considerably higher than the national average – New Zealand's median age is not expected to reach 40 until 2031.

The median age is projected to continue to rise over the next 20 years as the wave of people born between 1945 and 1964 ages. In proportionate terms, the largest growth is likely to be in the age groups 80 and older.

Safety in the home is one of the key challenges for this older age group. Fall prevention, and the management of prescription medicines, are two examples of safety risks. Pedestrian and road safety are also issues.

New residents

It is also notable that over 10% of people aged 65 and over living in Marlborough have moved to the region from elsewhere in New Zealand. This is consistent with another feature of the local population, which includes a relatively high number of people who have moved here from other parts of New Zealand, or from overseas.

New arrivals tend to have weaker social connections, including access to social support in times of stress or trauma, may be less aware of local support opportunities and may face language or cultural barriers in accessing information and assistance.

The seasonal nature of the viticulture industry generates high demand for labour that attracts workers from Asia and the Pacific as well as young tourists on working holiday visas. Besides the issues of workplace safety noted below, these temporary or transient populations have their own risk profiles for safety and injury, including risks of alcohol and drug misuse, domestic violence, social isolation and road safety.



Manual labour

Viticulture, aquaculture, and forestry are all highly dependent on manual labour, with workers in these three industries exposed to varying degrees of risk of physical injury. In viticulture particularly, workers (and some employers) may have limited English language skills, affecting their understanding and compliance with safe workplace practices. Some aspects of the viticulture industry are also poorly regulated, with associated risks to workers.

Population density and geography

Over half of the population is concentrated in Blenheim and over 80% of the population in southern Marlborough. Outside of this, the regional population is distributed widely in a large number of small and sometimes isolated communities. Many of these people face long travelling times to access primary health services, with limited public transport available. For communities in the Marlborough Sounds, water access is often the only or most viable means of transport. Emergency services can correspondingly often be some hours away.

There is also an association between the large network of rural roads and increase incidence of traffic related injuries. The risks of accident or injury for people employed in aquaculture and forestry, and to a lesser degree viticulture, are exacerbated by the remoteness of some of their workplaces, and the distances to travel.

Visitors

Tourism has a seasonal impact on the demography of Marlborough and is a major source of employment, underpinned by the attraction of the Marlborough Sounds. In 2010 international and domestic travellers made a total of 1.367M visits to the region. \$215 million was spent by international and domestic visitors in Marlborough in 2010. International visitors made a total of 370,000 day and overnight visits to the Marlborough region in 2010 representing 27% share of total visits to the region for the year. Domestic visitors made a total of 996,000 day and overnight visits to the region in 2010 representing 73% of total visits to the region for the year.

"It's great advertising for Marlborough – it's a wonderful boost to our promotion to have our main town recognised by an international website as one of the 'best destinations' in NZ,"

Mayor Alistair Sowman

Blenheim's recent ranking in Trip Advisor's 'Top 10 New Zealand destinations' (May 2013) further indicates the level of international and domestic interest in Marlborough as a popular tourist destination.



Gender

Age Group and Sex, Marlborough Region, ⁽¹⁾ 2006 Census			
Age group (years)	Male	Female	Total
	0–4	1,215	1,155
5–9	1,332	1,308	2,643
10–14	1,494	1,419	2,913
15–19	1,473	1,227	2,697
20–24	1,050	891	1,941
25–29	1,047	1,101	2,148
30–34	1,293	1,284	2,577
35–39	1,407	1,554	2,961
40–44	1,515	1,671	3,183
45–49	1,677	1,668	3,345
50–54	1,533	1,527	3,057
55–59	1,590	1,602	3,192
60–64	1,341	1,314	2,655
65–69	1,113	981	2,094
70–74	813	846	1,656
75–79	651	774	1,425
80–84	432	561	993
85 and over	240	468	708

Education

There are 31 schools in Marlborough. The region contains rural and small town primary schools, a combined primary/secondary school at Rai Valley, a small secondary school in Picton, urban primary schools, an intermediate school, one small secondary school and two large secondary schools in Blenheim. All schools are coeducational except for Marlborough Boys' and Girls' Colleges in Blenheim. There are also several tertiary training institutes.

- 36.8 percent of people aged 15 years and over in Marlborough District have a post-school qualification, compared with 39.9 percent of people throughout New Zealand.
- In Marlborough District, 29.3 percent of people aged 15 years and over have no formal qualifications, compared with 25.0 percent for New Zealand as a whole.



Decile rates

The decile rates given here for all Marlborough schools (31) are those provided by the Ministry of Education, based on figures from June 2011

Decile rating	Number of schools	Decile rating	Number of schools
Decile - 1	0	Decile - 6	5
Decile - 2	1	Decile - 7	6
Decile - 3	2	Decile - 8	3
Decile - 4	3	Decile - 9	1
Decile - 5	7	Decile -10	3

Ethnic Groups

Ethnic Groups in Marlborough District, 2006 Census		
	Male (%)	Female (%)
European	77.5	79.5
Maori	10.3	10.4
Pacific Peoples	1.6	1.5
Asian	1.5	1.7
Middle Eastern / Latin American / African	0.5	0.5
Other Ethnicity		
New Zealander	16.8	15.5
Other Ethnicity - Other	0.0	0.0
Total	16.8	15.5

- 78.4 percent of people in Marlborough District belong to the European ethnic group, compared with 67.6 percent for New Zealand as a whole.
- 10.5 percent of people in Marlborough District belong to the Māori ethnic group, compared with 14.6 percent for all of New Zealand.

Note - Since the 2006 Census, there has been a noticeable increase in numbers of Pacific and 'other ethnicity' families into the Marlborough community.



B.2 Safe Communities /Injury Prevention at present and the plans for the future.

Historic timeline of 'Safe and Sound @ the Top' project

Sept 2011	Informal planning meetings with lead agencies
Dec 2011	Expression of interest to SCFNZ
	Broader community commitment gained
	Top of the South iwi informed of project
	Working Group formalised
	Monthly meetings organised for remainder of project
	Local Community Liaison person confirmed
Feb 2012	Commitment gained from 'Talking Heads' Governance Group
	Commitment from Marlborough District Council
March 2012	Draft Database of community links established
	Communication and media subgroup established
	Strategic macro and micro level plans and timelines developed
	Community newsletter template developed
April 2012	1 st Community group meeting
May 2012	2 nd Community group meeting
	3 rd Community group meeting
	Extended community database established
June 2012	Six key safety strands confirmed
	Ownership Forms completed by Working Group members
	Interim Task Group leaders confirmed
	Community safety templates distributed and collated
	Task Groups established
	'Safe and Sound @ the Top' Logo/branding developed
	Web-link on Marlborough District Council website developed
July 2012	Project Structure design formalised
Aug 2012	Health and Safety EXPO presentation
	Collection of Community safety templates continues
Nov 2012	Short Term coordinator position established
	Gaps Analysis undertaken
	Community Project Structure developed
Dec 2012	'Letter of Intent' sent to SCFNZ
Feb 2013	Collation of draft accreditation document commences
	Case studies identified and signed off
	Letters of Support organised
June 2013	Draft accreditation document sent to SCFNZ
	Monitoring of project continues
July 2013	Community meeting update
Aug 2013	Final accreditation document completed
Nov 2013	Site visit
Feb 2014 TBC	Accreditation visit
	De brief meeting
	Planning meeting



History of 'Safe and Sound @ the Top' project.

A 'Safe and Sound @ the Top' Working Group was formally established late 2011 with an overarching goal to reduce injury by providing a coordinated community and agency response to community safety. (Please refer to Section C - Indicator 1: 1.1)

Structure:

The project structure illustrated in the diagram below weaves alongside and towards community. It is not a top down approach - more an inclusive and wide-ranging attitude to community safety. It delineates a concept involving linkages with groups and organisations at different strategic levels but always vacillating to and from the community.



Strategic development and timelines:

The development of macro and micro level plans has provided the Working Group with an overview of actual and planned progress at both strategic and working levels. The Safe Community Designation Flowchart was used as both a template and a guide for the development of the macro level plan and is aligned into the Marlborough Safe and Sound @ the Top strategic planning documentation. The micro plan expanded the seven criteria into 'to do' tasks and provided a visual guide to the individual responsibilities of Working Group members towards completing the accreditation document. It also clearly demonstrates the collaborative involvement for the project by all the organisations involved and provides a working framework for the development of a strategic action plan post-accreditation.

Plans for the future:

Sustainable projects will be identified during the WHO CCCSP International Safe Communities process and where necessary developed as a result of Gap analysis findings, community consultation and data research.

Funding

Future funding for a coordinator to progress the 'Safe and Sound @ the Top' project post-accreditation is expected to come from ACC.

B.3 The political support for sustained injury prevention in the community and which parts of the program have been undertaken and/or supported by the regional government.

Regional political support:

Talking Heads Governance

Talking Heads was established according to the principles of the Ottawa Charter under the World Health Organisation's 'Healthy Cities' programme and with 20 years of experience, it holds a position of high regard, locally and nationally.

In November 2009, a Memorandum of Understanding or Safe Communities Accord was signed by the Talking Heads Group confirming the programmes and initiatives outlined in the Nelson/Tasman 'Safe at the Top' agreeing to act as the formal point of contact for the local Safe Communities Accreditation process.

Support for the Marlborough 'Safe and Sound @ the Top' International Safe Communities project has been arranged and maintained under the mandate of the original Safe Communities accord.

Objectives of the accord include:

1. Safety is a fundamental human right;
2. People are at the heart of making communities safer places in which to live, work, learn, travel and play; and
3. Everybody has a responsibility to promote and maintain their safety and the safety of others.

Signatories of this accord are responsible for monitoring and reporting on their performance against their respective actions, including reporting any new information relating to community safety.

Actions reflect the priorities of those agencies active in the area of concern, the availability of resources and the opportunities for collaboration to include:

- Improved community safety
- Target high-risk groups and environments
- Promote safety for vulnerable groups
- Document the frequency and causes of injury

Local political support:

The Marlborough District Council is a unitary authority established under the Local Government Act 2002. As a unitary authority it has the functions, duties and powers of both a territorial authority and a regional council. Letters of support for the project signed by local politicians include:

"This project is a whole of community approach to a safer community and is consistent with the vision of the Marlborough District Council that is: "a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury."

Mayor Alistair Sowman

As a Member of Parliament for the Kaikoura Electorate which includes Marlborough, I am extremely supportive of Marlborough's application to be recognised as a World Health Organisation International Safe Community

Colin King MNZM



Community safety - MDC / Long Term Plan (2012-2022)

Outcome Related Community - Outcome Related Council Outcome

People in Marlborough enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.

- Safety and security
- Positive Ageing
- Youth
- A place where people enjoy

How this Activity Contributes to Related Community and Council Outcomes

This activity contributes primarily to the Community Outcome of safety and security and the Council outcome a place where people enjoy living by identifying (through survey and Police liaison) and addressing safety issues in our community. Providing a safe and secure environment also contributes to Community Outcomes of positive ageing and youth.

Emerging Issues and Expected Changes

The majority of funding for community safety programmes is provided by government. Programmes are therefore focused to the priorities of the government of the day, and are often time limited. The contracts are for terms between 1-3 years. Some programmes that are successful in Marlborough could have funding withdrawn nationally due to changing governments, or changing priorities. This creates a number of issues:

1. Short term focus for projects.
2. Uncertain availability of funding.
3. Lack of appropriate programmes for new and existing clients.
4. Sustainability for effective programmes.

Community safety - MDC / Draft Annual Plan (2013-2014)

What is this Activity About?

This activity involves Council in a number of activities and relationships aimed at addressing some of the root causes of behaviours that affect community safety. This necessarily entails working closely with agencies in the policing, education, transport and health sectors. Council's role is to facilitate a regional programme of community safety initiatives that is mostly funded by government with a much smaller element of local contribution. Community safety has been identified in this Plan as one of the main components of community wellbeing. Council has reviewed its role in community safety and has resolved to commit to longer term arrangements with Police and Central Government as they become available.

Community safety - Perception of safety

MDC Annual Residents & Ratepayers Survey - August 2012

Each year Council undertakes a survey of 600 residents to find out their views on its performance and priorities (including community safety). The survey results are an important part of Council's performance management system as most of its services sets targets for resident satisfaction in the Long Term Plan (LTP) (please refer to Section H:6.3).



Marlborough District Council

Annual Residents and Ratepayers Survey Report, 31 August 2012



4.15 Community Safety

The Council works closely with agencies in the policing, education and health sectors to address some of the root causes of behaviours that affect community safety. Security cameras in the Blenheim CBD and street safety patrols are examples of the services provided. Respondents rated the Council performance in providing for community safety at 7.3. There was no statistical variation among responses from different areas. Satisfaction with Community Safety was 79.8%.

Table 4.33 Community Safety

	Blenheim	Havelock	Picton	Renwick	Awatere Valley	Wairau Valley	Marlborough Sounds	Overall
Community Safety							% Satisfied	79.8%
Replies	330	13	36	42	19	61	30	531
Mean	7.3	6.8	6.9	7.4	7.1	7.2	7.6	7.3

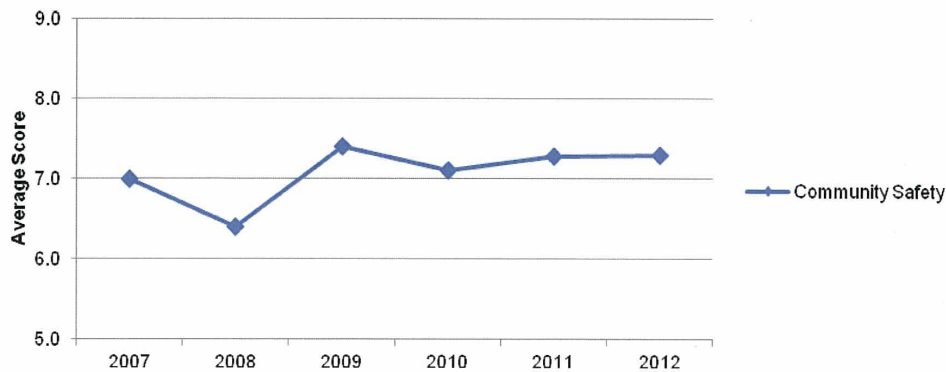
Relatively few respondents provided comments with regard to community safety. The most common responses were positive, with respondents noting that the 'security systems/cameras are good' (62); that Council provides a 'good service (49); and that there is 'good policing' (34). In contrast, 14 believed that there needs to be more policing, and 14 did not feel safe walking the streets at night.

Table 4.34 Unprompted Responses, Community Safety

Positive		Negative	
Security system/cameras are good	62	Needs more policing	14
Good service	49	Not safe to walk the streets at night	14
Good policing	34		
Feel safe	32		
No problems	15		
Community awareness	13		

An analysis of the trend in perceptions of community safety shows that there was minimal difference between the 2009 through to 2012 data, all of which reflect a higher rating than 2007 and 2008.

Figure 4-16 Trend Analysis, Community Safety



B.4 The strategic program concerning the safety promotion and injury prevention work

Initial investigations identified many active community groups. However, the following were identified and highlighted as needing constant collaborative work in the region.

Transport safety	Safe Homes	Community and family violence	Rural and outdoor safety	Alcohol and other drugs	Workplace and learning environments
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Marlborough District Council is supporting the process with staff time and some funding included in their annual plans. This is supported by local iwi and other agencies whose geographical work area includes Marlborough (e.g. Nelson Marlborough District Health Board, Ministry of Social Development, Ministry of Business, Innovation and Employment and Community Probation Service). Involvement with WHO CCCSP International Safe Communities 'Safe and Sound @ the Top' project has also been included in the action areas of the Marlborough Violence Intervention project.

B.5 Who is responsible for the management of the SC/IP program and where are they based in the local political and administrative organisation?

The 'Talking Heads' governance body is fundamentally responsible for the management of the 'Safe and Sound @ the Top' project with local government and health sectors providing practical and infrastructural support and management. Nelson Marlborough District Health Board provides administration, facilitation and project management experience: ACC provides evidence based data sources and information: Marlborough District Council provides local authority support and management. (Please refer to Section C – Indicator 1: 1.2)

B.6 Which is the lead unit for the SC/IP program?

The 'Safe and Sound @ the Top' Working Group has a tripartite collaborative leadership approach to the project. Nelson Marlborough District Health Board, ACC and Marlborough District Council have provided initial funding and significant resourcing to progress the project and keep it on track. Strong collegial support from organisations in the Working Group have provided depth, strength and leadership from a wider community perspective. Working Group members are also involved in leadership roles and external project responsibilities. (Please refer to Section C – Indicator 1: 1.3)

B.7 Is the Safe Communities initiative a sustained program or a project?

At a community level, the 'Safe and Sound @ the Top' initiative is linked to wide range of community groups and organisations that are looking to the process to support their work and help with the identification of gaps in service provision to inform their ongoing planning and delivery. By intentionally working with existing groups and networks, 'Safe and Sound @ the Top' has acted as catalyst for bringing together different sectors to look at ways of addressing community safety issues and seeking to find solutions This project has formed strong relationships across organisations and has provided a robust forum for the development of ongoing safety programmes.



B.8 Are the objectives decided by the local politicians covering the whole community?

Marlborough District Council and the Nelson Marlborough District Health Board members are elected by the community every three years. These elected representatives are tasked with making policy and strategic decisions that cover the whole of the Marlborough community. The 'Safe and Sound @ the Top' Working Group and its partners are committed to working collaboratively towards reducing the incidence and the impact of injury in the Marlborough region and are well supported by the strategic intent of organisations involved at all levels of the project. (Please refer to B.3)

B.9 Who have adopted these objectives?

The project objectives have been met at a strategic level and are ably demonstrated at a community level through the active involvement of the community itself. A comprehensive community consultation process was undertaken in the early stages of the project which in turn has identified a wide-ranging stock-take of local safety programmes, groups and organisations. This outcome has provided strength and character to the project as the community has willingly supported the rational and objectives of the safe community process.

B.10 How are the Safe Community objectives evaluated and to whom are the results reported?

Progress reports are submitted to the 'Talking Heads' governance group and representatives from the Working Group have also provided regular updates at their bi-annual meetings. Individual organisations submit progress reports through their respective organisational reporting systems and the community remains connected and informed through a series of promotional activities to include meetings, newsletters, website-link updates, media articles and presentations. A further community meeting was held in mid-August 2013 to ensure the community were made aware of the 'Safe & Sound at the Top' progress.

B.11 Are economic incentives in order to increase safety used? If yes, how are they used?

The impact of an ageing community, changes in economic profiles, global recession, adjustments in funding provision (at national, regional and local levels) has provided a challenging environment to support sustainable safety programmes. Working collaboratively on this project will provide a strategic opportunity to align economic benefits and develop a more sustainable and cohesive approach to community safety initiatives.



B.12 Local regulations for improved safety

The Local Government Act (2002) provides for democratic and effective local government that recognises the diversity of New Zealand communities; and, to that end, this Act -

- (a) states the purpose of local government; and
- (b) provides a framework and powers for local authorities to decide which activities they undertake and the manner in which they will undertake them; and
- (c) promotes the accountability of local authorities to their communities; and
- (d) provides for local authorities to play a broad role in meeting the current and future needs of their communities for good-quality local infrastructure, local public services, and performance of regulatory functions.

Some of the local regulations supporting improved safety include:

- The Bylaws address public places; traffic, parking, and movement of livestock; dog control; nuisances; control of cemeteries; keeping of animals, poultry and bees; and prevention of fire
- Dog Control Act (1996)
- Animal Control Bylaw (1996)
- Resource Management Act (1991)
- The Litter Act (1979)
- Navigation Bylaw (2009) and Navigation (Vessel Speed) Bylaw (2009)
- Marlborough District Council Liquor Ban Bylaw (2011)
- Mooring Management Bylaw
- Tradewaste Bylaw (2011)
- Freedom Camping Bylaw (2012)
- Forest and Rural Fires Act (1977)
- Hazardous substances regulations (2001)
- Sale of Liquor Act (1989)
- Health & Food Act

Source:

Marlborough District Council website
www.marlborough.govt.nz/.../News.../BlenheimMakes-Top-10.aspx
www.tripadvisor.com/New_Zealand
 Destination Marlborough website
 NZ Regional Tourism in NZ, 2010 – 2015, Released September 2011
 Statistics NZ website - Census 2006
 Marlborough Violence Intervention Project / Strategic Plan 2012-2015

