



Long Term Council Community Plan

2009-2019

Final

Volume 1

Community Outcomes

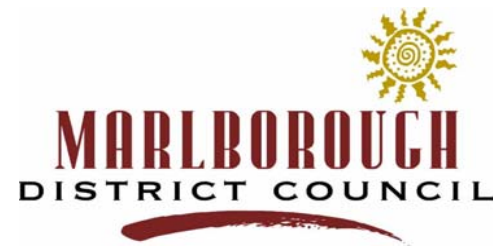


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OVERVIEW OF THE COMMUNITY PLAN

The Long Term Council Community Plan (LTCCP) represents the overall planning framework for all the activities that Council is involved in. The Plan comprises two volumes:

Volume 1: Community Outcomes (This volume)

An “outcome” is the result of an action. Community Outcomes are statements that describe the sort of community Marlborough could be in the future, as a result of actions that get taken now and in the years to come. It is up to the community as a whole to achieve these outcomes, by working together, and making best use of all the resources that we have available to us.

Volume 1 describes the outcomes that have been identified for the Marlborough community for the period 2009 – 2019. Council activities will be contributing to these outcomes, and Volume 1 includes statements from many of the other organisations, local and national, that are also in a position to influence achieving the outcomes.

Volume 1 also includes a section that paints a picture of the state of the Marlborough community as we start the 2009 LTCCP. Drawing information from a wide range of sources, this section provides a benchmark for monitoring future progress against the community outcomes.

Volume 2: Council Activities and Funding

The activities that Council undertakes will make a contribution to the community outcomes, but the choices about what activities to undertake, what levels of service to provide, and how much money to spend on an activity, are taken by the Council with many other factors in mind. Many of the activities are required by legislation, and in several cases legislation also sets mandatory levels of service.

This volume includes information on the rationale behind the different activities, how change will be managed, how performance will be monitored, and how much the activity will cost.

An important function of the Plan is to set out how Council proposes to fund its activities over the coming years. As well as describing the current financial position of the organisation, this part of the Plan includes extensive information on the funding policies that will apply, how debt will be managed, and the expected impact on rates, together with other important information describing the overall financial management of the Council.

Although the Plan covers a ten year period, predicting financial information over such an extended period does require a number of assumptions to be made. The Plan is updated every three years, and in intervening years an Annual Plan is produced incorporating any proposed changes to the LTCCP budget and activities.

Volume 2 also includes the various policy statements and supplementary information required in the LTCCP by the Local Government Act 2002.

MAYOR'S INTRODUCTION

Welcome to the Marlborough District Council Long Term Council Community Plan (LTCCP) 2009-19. This document details the services we will provide to our community over the next decade and how they will be paid for.

The Council plays a crucial role in our community; it is a provider of essential services, a regulator, a major employer, a large purchaser, and a voice and focal point for the community's ambitions. The Community Outcomes identified in 2006 are reaffirmed in this Plan as priorities for the Council. In these troubled economic times the Council has kept rates low whilst maintaining, and improving where possible, the level of services to our community. Balanced with this choice, Council is also fully aware of the need to invest in our infrastructure to meet the needs of our growing community and to help maintain the vitality of the local economy. We have listened to the advice given by our community as part of the LTCCP submission process to ensure we have got this balance right.

The population and the economy of Marlborough has visibly changed and grown in recent years. This growth is projected to continue beyond the life of this Plan and we need to prepare to meet the challenges that this sustained growth will bring.

Developing and maintaining our infrastructure is costly, but necessary to ensure Marlborough's facilities are fit for purpose into the next decade. Council is undertaking a capital investment programme for the next 10 years including planned improvements to: the water and sewerage systems in our major population centres; the roading network and Blenheim's CBD. In addition community facilities such as reserves, sports grounds, aquatic facilities and walking and cycling routes will be provided. This investment should also lift current service levels. We remain committed to kerbside recycling in Marlborough, but have deferred its proposed 2009/10 introduction to meet our objective of keeping rates as low as possible during the current economic downturn.

One of the new policies discussed in this document is the new Development Contributions Policy. Under this policy, we will secure a contribution towards the true costs of growth borne by the Council for expanding our infrastructure networks to support the increased use of essential services. The level of contribution required under this policy will be phased in over four years to promote continued development in the current downturn, and to provide certainty for those who are committed to investing in our future growth.

Progress is continuing with our major development projects with a constant eye on adapting plans to meet changing circumstances. The London Quay development at Picton will continue on a phased basis with site clearance, landscaping and public access works commencing in 2009 enhancing this prominent site. Work is scheduled to commence on the Regional Aquatic Centre in the Spring of 2009 and is expected to take 18 months to complete, during which time the existing facility will continue to operate. A

shortage of parking in and around the Blenheim CBD is being tackled by plans to develop sites in the town, the first of which is in Alfred Street. The proposed Marlborough Civic Theatre development will also be supported if fund raising targets are met by the Theatre Trust.

The Wairau/Awatere Resource Management Plan was made operative in March 2009. This means that the Council's resource management framework is now complete. Ironically, the Council has begun the process of reviewing this framework. This is necessary to ensure that we continue to adapt to legislative, economic and environmental changes as they occur. This review is a public process and I would encourage you to participate and contribute to developing a vision for the future.

This document contains extensive information, but if you need additional information on anything in this Plan please contact Council staff.



**Alistair Sowman
MAYOR**

PART 1: MARLBOROUGH COMMUNITY OUTCOMES

The people of Marlborough are members of many different communities. As well as the communities of geography, there are many communities of interest, as well as communities of shared history, experience, or circumstance. Every community is different, and everyone has their own individual aspirations both for themselves and for their community. The individual outcomes that have been identified for the Marlborough 'community' will have differing significance for each of us, but taken overall, they describe the sort of place that we all want Marlborough to be. The outcomes are:

- **Environmental sustainability:** a community that sustains and enriches the environment for future generations.
- **Prosperity:** a prosperous community where all people have the means to earn adequate incomes and enjoy standards of living that allow them to participate fully in society, and to have choices about how to live their lives.
- **Knowledge and learning:** a community where knowledge and learning is prized.
- **Enterprise and endeavour:** a community where enterprise and endeavour is supported and rewarded.
- **Full participation:** a community that values and supports all its members, that welcomes visitors and new arrivals, and continually enhances full participation.
- **Positive aging:** a community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.
- **Positive youth:** a community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.
- **Safety and security:** a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.
- **Energy efficiency:** a community where energy use is efficient, with a decreasing dependency on non-renewable sources.
- **Affordable housing:** a community where people have access to a range of **affordable** and quality housing options.
- **Health choices:** a community where people are served by a health infrastructure that is suited and responsive to their needs, and where they can make healthy choices for their own lifestyles.
- **Essential services:** a community that is served by a strong infrastructure of essential services, where daily life and business is able to be conducted safely and easily.
- **Heritage:** a community that acknowledges values and enjoys its heritage.
- **Fun and recreation:** a community that has fun.
- **Physical activity:** a community where people of all ages are physically active.
- **Creativity:** an enlivened and creative community in which different arts are widely practised and enjoyed.

PROCESS

The Community Outcomes were identified during the development of the 2006 – 2016 LTCCP. The outcomes were promoted and discussed at a Council workshop on the development of the 2009 – 2019 Long Term Council Community Plan (LTCCP). The discussion allowed both councillors and officers to provide input that encapsulates the latest views of neighbouring communities and Community Partners with confirmation of their desired outcomes. Community consultation as part of the LTCCP process has further tested the appropriateness of these outcomes.

How Council will contribute to the Community Outcomes

Council activities are intended to contribute to various community outcomes over the long term, but they are primarily directed at achievable, intermediate outcomes in the short to medium term. These intermediate outcomes are described in the LTCCP. In combination with the outcomes that come through the activities of our community partners, progress is made towards the Community Outcomes.

The outcomes that our community partners are working towards are described on page 9.

How the Outcomes Relate to Other Planning Documents and Processes

The Community Outcomes represent different aspects of the community's wellbeing. Economic, environmental, social and cultural wellbeing are also promoted by way of activities undertaken by Council under the framework of other legislation, for example the Resource Management Act. The Community Outcomes and the LTCCP are both part of an extensive network of related planning documents and processes, shaped in response to government and community expectations of Council. Key documents are the Regional Policy Statement, the Marlborough Sounds Resource Management Plan, the Wairau/Awatere Resource Management Plan, and the Regional Land Transport Strategy.

The Community Outcomes are also linked to the plans and processes of other organisations, including the plans of neighbouring local authorities. These relationships are illustrated in the graphic on page 9.

Working with Maori

The Mana Whenua of Marlborough iwi is acknowledged through this plan. Marlborough District Council will work with iwi, and with Maataa Waka, to find ways and means of achieving positive outcomes for Maori in Marlborough, and in particular, building the capacity of Maori to contribute to Council's decision-making processes.

Marlborough iwi, and Marlborough Maataa Waka, make an important contribution to community wellbeing for Maori, and for the wider community. Progressing Treaty of Waitangi settlements with the Crown is understood to be a principle objective for Marlborough iwi, and Council is committed to assisting these processes as it can, and according to the preferences of each iwi.

Council's Roles

Council will contribute to the Community Outcomes in several capacities: as a Provider, a Purchaser, a Regulator, an Educator and Advocate, and as a Partner:

- **Partner:** In virtually every case, Council will not be the only contributor to an outcome. Whether or not we have another role to play, Council will assist and collaborate with anyone that is working towards the community outcomes, according to the opportunities and resources that are jointly available.
- **Provider:** Council may directly provide goods or services that help to achieve an outcome - for example, the provision of water supply services helps to make Marlborough a safe and healthy place to live.
- **Purchaser:** As an alternative to providing a service itself, Council may pay another organisation the whole or part costs of providing a service. Rubbish collection services in Picton and Blenheim, for example, are paid for by Council, even though they are actually delivered by a contractor. In other cases, Council makes a contribution towards a portion of the cost of a service, with the remainder being funded from other sources. Contributions may be in the form of grants or loans, or can take other forms (for example, rates remission).
- **Regulator:** Council may apply rules, regulations and bylaws that encourage or discourage activities that may affect an outcome. Council may also act as the agent of central government in this capacity. An example is the regulation of navigation lights on moorings - this activity helps to ensure that the Sounds' waterways are safe for commercial and recreational boating and shipping, and helps make Marlborough an easy place to get around in.
- **Educator and Advocate:** Council may distribute information to ensure people are appropriately informed about the issues confronting the region, and about the consequences of choices they may make. For example, education forms a major plank in the waste minimisation strategy - by giving people information about how they can manage their household wastes, we reduce the total volume of waste that is produced, and make Marlborough both a healthier place to live, and one where future generations are not burdened by the costs of our waste. Council may also act as an advocate, providing information on behalf of or in support of another party.

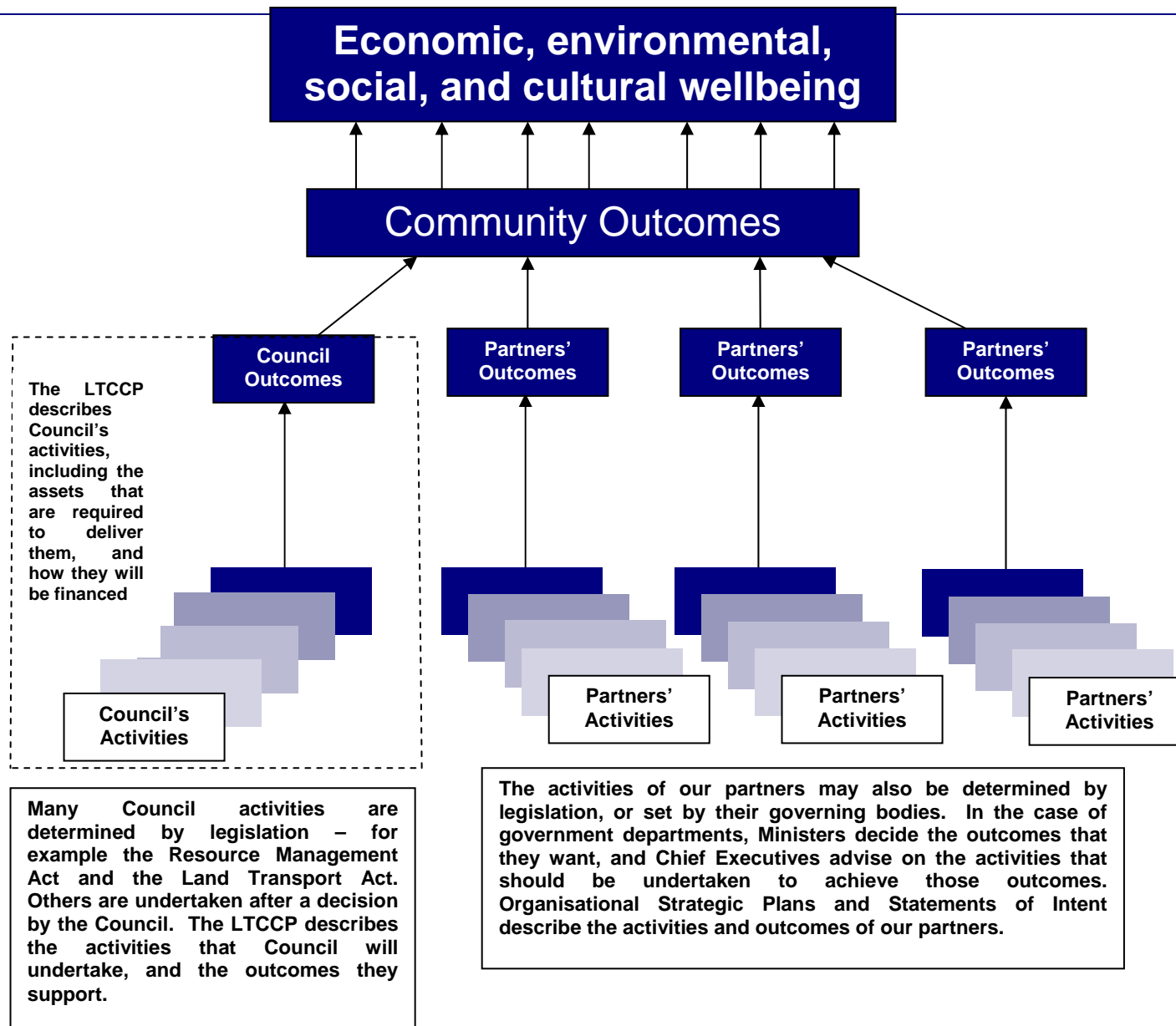
COMMUNITY PARTNERS – WORKING WITH OTHERS

Many local and regional organisations have a contribution to make to the Community Outcomes, through their own activities, and the particular outcomes that they are working towards. So too do central government and non-governmental organisations, and the private sector. As is the case with Council, the activities of our partners are often determined by legislation, or set by their governing bodies or principal funders. In the case of government departments, Ministers decide the outcomes that they want, and Chief Executives advise on the activities that should be undertaken to achieve those outcomes.

Organisational Strategic Plans and Statements of Intent describe the activities and outcomes of many of our partners. The outcome statements of some of our partners are set out on their websites below and a description of the community partners and their desired outcomes is provided as Appendix 1. The list here is not exhaustive – many other organisations are working together, and with the community to make Marlborough a better place to live and work. Council is committed to working collaboratively with all these like-minded organisations.

- *Ministry of Social Development* <http://www.msd.govt.nz/>
- *Family and Community Services* <http://www.familyservices.govt.nz>
- *Department of Conservation* <http://www.doc.govt.nz/>
- *New Zealand Police* <http://www.police.govt.nz/>
- *Ministry for the Environment* <http://www.mfe.govt.nz>
- *Ministry of Economic Development* <http://www.med.govt.nz>
- *Accident Compensation Corporation (ACC)* <http://www.acc.co.nz/>
- *Creative New Zealand* <http://www.creativenz.govt.nz/>
- *Department of Internal Affairs* <http://www.dia.govt.nz/>
- *Tertiary Education Commission* <http://www.tec.govt.nz/>
- *Housing New Zealand Corporation* <http://www.hnzc.co.nz>
- *NZ Transport Agency* <http://www.nzta.govt.nz/>
- *The Energy Efficiency and Conservation Authority* www.eeca.govt.nz
- *Port Marlborough New Zealand* www.portmarlborough.co.nz/
- *Department of Labour* <http://www.dol.govt.nz/>
- *Nelson Marlborough Institute of Technology (NMIT)* <http://www.nmit.ac.nz/>
- *Federated Farmers* <http://www.fedfarm.org.nz/>

- *Rural Women New Zealand* <http://www.ruralwomen.org/>
- *Marlborough Chamber of Commerce* <http://www.mcoc.org.nz/>
- *Marlborough Regional Development Trust* <http://www.mrdt.co.nz/>
- *Tasman Regional Sports Trust/Sport Marlborough* <http://www.tasmanregionalsports.org.nz>
- *New Zealand Historic Places Trust* <http://www.historic.org.nz/>
- *IDEA Services* <http://www.ihc.org.nz/>
<http://www.ihc.org.nz/services/aboutIDEAservices/tabid/1122/default.aspx>
- *New Zealand Trade and Enterprise* <http://www.nzte.govt.nz/>
- *Destination Marlborough* <http://www.destinationmarlborough.com/>
- *Nelson Marlborough District Health Board* <http://www.nmdhb.govt.nz/>
- *Community organisations including non government organisations (NGOs) and not for profit organisations (NFP)*



MEASURING PROGRESS

Progress at the overall Community Outcome level will reflect the achievements of the whole community as there are many factors affecting performance some of which are beyond the control of Council. This section provides assessment of the overall progress towards the community outcomes, Council is required to report on this every three years.

The information provided in the 'State of the Community' and 'Quality of Life' sections provide a basis for assessing the community's progress towards the outcomes at an overall level, and to report on progress against the 2006 LTCCP. The table below provides a summary of some of the key indicators for each of the Community Outcomes and makes comment on Marlborough's overall progress towards these outcomes. Measuring progress against the Community Outcomes presents challenges as the

timescale for change is often quite long. It is important to see the outcomes not as distinct or isolated aspects of wellbeing, but as aspects of the whole. Similarly, progress on the outcomes needs to be considered in total - the focus is on the bigger picture of community wellbeing.

On balance Marlborough is progressing well towards the majority of the Community Outcomes. This is reflected in the regions "overall quality of life". Marlborough Residents rate their overall quality of life highly, the majority (93%) of residents in the 2008 survey believe they had a good or extremely good quality of life, This was a 3% improvement of the 2005 survey findings. 45 % of Marlborough's residents rated their quality of life as extremely good in the 2008 survey compared to 28% in the 2006 national survey.

Note: The following section includes some information on the state of the environment. Although one of the community outcomes is that Marlborough shall be a community that sustains and enriches the environment for future generations, progress in respect of this outcome can be judged from reading the Councils' State of the Environment Reports.

OVERALL PROGRESS TOWARDS COMMUNITY OUTCOMES

Community Outcome	Key Indicators	Overall Progress
<p>Environmental sustainability: <i>a community that sustains and enriches the environment for future generations.</i></p>	<p>State of the Environment Reporting:</p> <p>Below are summaries from the State of the Environment report for the key components of air quality, soils quality, coastal water quality, fresh water quality, and surface water and aquifer levels.</p>	
	<p>Air Quality - The key indicator for air quality is particulate matter (PM₁₀).</p>	<p>Air quality in Marlborough is generally good due to its rural nature and does not have the same issues as the major centres. However, Council monitoring in the Blenheim airshed shows that domestic heating during winter is the primary contributor to poor air quality (with regard to PM₁₀). Monitoring at the long term site in Blenheim suggests a very slight improvement in PM₁₀ concentrations (2000-2008), but it is unlikely that this trend is sufficient to meet national environmental standards set for 2013. Exploring future management options (eg; banning outdoor burning) to ensure the targets for national environmental standards for air quality are met by 2013 will continue.</p> <p>Further monitoring shows that Picton is the only other urban area in Marlborough where PM₁₀ concentrations may be a problem. Monitoring in Picton needs to continue to verify the state of air quality within this urban area.</p>
	<p>Coastal Water Quality:</p> <ul style="list-style-type: none"> Coastal water quality monitoring & shell fish sampling compliance. 	<p>Up to 20 coastal sites are monitored for compliance with the Ministry for the Environment's national bathing water standards.</p> <p>In general open coastal water sites have excellent compliance records with only the exception of sites that are influenced by water quality from the Wairau River and diversion, following high rainfall events. Coastal bathing water monitoring from 1996 to 2008 shows that bathing water quality across Marlborough has not changed much since regular sampling began in 1996. The percentage compliance show no significant trends for any of the sites for the sampling time period, Bathing water quality at the Picton and Waikawa sites shows very similar results for the past 10 years. The percentage compliance at the Momorangi monitoring site has decreased in recent years.</p> <p>Shellfish sampling began in 1999 with two main objectives:</p> <ol style="list-style-type: none"> To investigate possible sources of faecal contamination in Queen Charlotte Sound. To assess the water quality for compliance with the Ministry for the Environments recreational shellfish gathering standards. <p>Results from the investigations into faecal contamination of shellfish show no unusual trends emerging. Of the 14 routinely monitored coastal sites assessed against compliance with the Ministry for the Environments recreational shellfish gathering standards, water quality is generally good enough for the recreational gathering of shellfish.</p>
	<ul style="list-style-type: none"> Number of discharges to coastal marine waters. 	<p>The 1994 State of the Environment Report for Marlborough identified 24 resource consents operating for the discharge of waste to coastal water (not including the discharge of stormwater or from septic tank systems). Today, there are just six consented discharges, with land based disposal being a preferred option in many cases.</p>

Part 1: Marlborough Community Outcomes

Community Outcome	Key Indicators	Overall Progress
	<p>Fresh Water Quality</p> <ul style="list-style-type: none"> Monitoring of Surface Water Quality 	<p>Council currently monitors 23 sites for state of the environment monitoring, measuring physical and chemical parameters, nutrients and biological parameters. Bathing water quality is also assessed at a further 13 sites for compliance with the Ministry for the Environment's national bathing water standards.</p> <p>The Council works hard to maintain the levels of fresh water quality through its enforcement and monitoring process and by working with industry. Nutrients (nitrates and phosphates) are particularly elevated at urban and intensively farmed areas, but there has been few discernible changes over time with the exception of the Rai catchment where nitrates have shown to be increasing over time. Ammonia concentrations are generally not a problem for Marlborough's waters. pH levels are generally within acceptable guideline levels with the exception of some urban streams.</p> <p>Biological monitoring (using macroinvertebrates as an ecological indicator) show no significant trends over time, however, as with the water chemistry, biological monitoring shows degraded sites in urban and in intensive agriculture areas.</p>
	<ul style="list-style-type: none"> Monitoring of Freshwater Bathing Quality 	<p><i>E. coli</i> is the key indicator for the 13 bathing water sites. Monitoring since 1996 shows that urban and intensive agricultural areas have generally poorer water quality. Monitoring in the Wairau catchment shows a considerable improvement since 1996 whereas monitoring in the Rai catchment appears to show only a slight improvement in recent years.</p>
	<ul style="list-style-type: none"> Dairy Crossing Surveys 	<p>A survey of all dairy farming properties in the Rai catchment in 2003 identified 112 dairy herd stream crossings. By 2007, the total number of crossings had been halved (to 56). Habitat in the immediate vicinity of the crossings has improved.</p>
	<ul style="list-style-type: none"> Groundwater Quality 	<p>Since 1993 the Council has taken part in a 4 yearly national groundwater pesticide survey monitoring up to 20 indicator wells. The Council has also carried out its own series of quarterly surveys at four sites to see if seasonal factors influence the presence of pesticides in local ground water, these surveys indicate currently that pesticide contamination is not a major issue for Marlborough aquifers.</p>
	<p>Monitoring surface water and aquifer Levels</p>	<p>The level of the main Wairau Aquifer is considered acceptable in terms of sustainable management of the Wairau Aquifer at a regional scale. A regional monitoring network of 29 automated surface water sites measures water flow levels throughout the District. The monitoring information provides the community assurance that minimum river flow levels are sustainable, in particular from impacts of consented irrigation takes. Furthermore, 24 automated rainfall sites are continuously monitored to identify long term trends and for flood prediction. The Council also operates a network of permanent wells to monitor aquifer status since the 1970s. Monitoring shows the largest changes in aquifer levels are in the Southern Valleys aquifers and the Deep Wairau Aquifer. Four wells on the Wairau Plain with the longest standing records and which represent a variety of aquifer types and issues, show aquifer levels have fallen slightly over the past three decades.</p> <p>The Southern Valleys aquifers have been the most heavily committed and lowest yielding of Marlborough's groundwater systems. Aquifer levels have fallen by up to 10 metres since 1997, as a result of low rainfall and increasing irrigation water demand. The use of Southern Valleys Irrigation Scheme water instead of local groundwater since 2004, has generally seen aquifer levels stabilised and even shown a degree of recovery in some areas.</p>
	<p>Land Monitoring</p> <ul style="list-style-type: none"> Soil Quality Monitoring. 	<p>Twenty-five sites have been sampled representing six different land use activities (vineyards, cropping, pasture, dairy, native bush and exotic forestry). In general, it was found that soil quality in Marlborough is good with 7 out of 25 sites meeting the assigned soil quality targets and 16 others only having one indicator out of the target range.</p>
	<p>Pollution issues in Last 12 Months – Quality of Life, pg 40</p>	<p>The community's perception of air pollution in Marlborough has improved since 2005, and the perception of noise pollution has only increased very slightly (1%). A increase in the communities perception of water pollution has occurred since 2005 this perception may have been influenced by issues with water supply quality experienced during 2008. Marlborough's perception of pollution issues are between 23 - 33 percent lower than the national perceptions.</p>

Part 1: Marlborough Community Outcomes

Community Outcome	Key Indicators	Overall Progress
<p>Prosperity: <i>a prosperous community where all people have the means to earn adequate incomes and enjoy standards of living that allow them to participate fully in society, and to have choices about how to live their lives.</i></p>	<ul style="list-style-type: none"> Household Deprivation – State of the Community, pg 19. Income, Employment and Economy – State of the Community, pg 19. Social Indicators – State of the Community, pg 29. Extent to which income meets every day needs – Quality of Life, pg 35. 	<p>The majority of Marlborough's residents feel they have enough money to meet their every day needs. Most of Marlborough's households are in areas of low level household deprivation. Average hourly earnings and average weekly incomes in Marlborough have increased, and while incomes are remain lower than the national average the gap is slowly closing. The percentage of Marlborough's population with low incomes is nationally very competitive. Marlborough's unemployment levels have remained lower than the national unemployment rate.</p>
<p>Knowledge and learning: <i>a community where knowledge and learning is prized.</i></p>	<ul style="list-style-type: none"> Levels of Qualification – State of the Community, pg 23. Ratio of Students to Teaching Staff – State of the Community, pg 24. Preschool Education – State of the Community, pg 24. 	<p>The percentage of school leavers in Marlborough who obtain no qualification is higher than that found nationally. However there has been a marked improvement in this indicator between the 2003 figures presented in the 2006-2016 LTCCP and the 2007 figures presented in the 2009-2019 LTCCP. The student to teaching staff ratios in Marlborough schools has improved slightly; this may be reflected in improved learning outcomes in the future. Marlborough has a higher proportion of preschool children enrolled in early education than figures reported in 2006. The proportion of Marlborough's total population who hold no educational qualifications remains higher than the national average, this indicator should be viewed in the long term.</p>
<p>Enterprise and endeavour: <i>a community where enterprise and endeavour is supported and rewarded.</i></p>	<ul style="list-style-type: none"> New Business – State of the Community, pg 21. Marlborough Community Statements - Quality of Life, pg 46. 	<p>The number of new business in the region has increased indicating that the Marlborough community supports and rewards endeavour when compared to regions of a similar population size Marlborough has a high number of business enterprises. This indicator suggests that the region has made progress towards this outcome. The Quality of Life survey asks residents whether they agreed with the statement "Marlborough is a community where enterprise and endeavour is supported and rewarded". 64% of Marlborough's residents agreed with the statement in the 2008 survey, this is an improvement on the 2005 survey results where 62% of residents agreed.</p>
<p>Full participation: <i>a community that values and supports all its members, that welcomes visitors and new arrivals, and continually enhances full participation.</i></p>	<ul style="list-style-type: none"> Community, Quality of Life, pg 30. Social Networks and Neighbourhood Groups, Quality of Life, pg 44. Cultural Diversity - Quality of Life, pg 47. Social Connectedness - State of the Community, pg 28. 	<p>In general Marlborough residents have a strong sense of community. The majority of residents place importance on having a sense of community and believe that individuals can have a personal impact on making the community a better place to live. Residents in Marlborough identify family as the most common social network which is followed by work or school. Over 35% of residents belong to a sport group or interest/hobby group. Most residents experience positive contact with neighbours. Marlborough has a lower level of support for cultural diversity than reported in 2005, the most commonly cited reason for the perceived negative impact of cultural diversity was an increase in crime and gangs and lack of integration. Marlborough residents who consider cultural diversity as a positive, cited diversity, a new outlook and fresh ideas as the reason for support of cultural diversity. Marlborough has healthy rates of volunteering and voter participation this indicates Peoples ability to take part in society and their sense of belonging and identity. Marlborough has historically had a high level of voter participation in local authority elections than New Zealand as a whole. However a trend of declining participation is becoming apparent both nationally and in Marlborough, with a 10% fall in participation for Marlborough between 2004 and 2007.</p>
<p>Positive aging: <i>a community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.</i></p>	<ul style="list-style-type: none"> Marlborough Community Statements – Quality of Life, pg 46. 	<p>The Quality of Life survey asks residents whether they agreed with the statement "older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities". 64% of Marlborough's residents agreed with the statement in the 2008 survey, this is an improvement on the 2005 survey results where 58% of residents agreed.</p>

Part 1: Marlborough Community Outcomes

Community Outcome	Key Indicators	Overall Progress
<p>Positive youth: a community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.</p>	<ul style="list-style-type: none"> Marlborough Community Statements - Quality of Life, pg 46. 	<p>The Quality of life Survey asks residents whether they agree with the statement "<i>young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices</i>". 52% of residents agreed with this statement in both the 2008 and 2005 surveys.</p>
<p>Safety and security: a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.</p>	<ul style="list-style-type: none"> Crime and Safety – Quality of Life, pg 38. Safety and Security – State of the Community, pg 25. 	<p>Marlborough residents generally perceive a high sense of freedom from crime in their own homes, neighbourhoods and town after dark. However there appears to be an increase in the number of people who feel unsafe in town after dark. The number of recorded crimes for the Tasman Police District (of which Marlborough is included in) have increased slightly on those report in the 2006 LTCCP, however crime resolution rates have improved.</p>
<p>Energy efficiency: a community where energy use is efficient, with a decreasing dependency on non-renewable sources.</p>	<ul style="list-style-type: none"> Petrol and Diesel Sales – State of the Community, pg 25. Electricity Usage – State of the Community, pg 25. 	<p>Petrol sales have shown little change since 2005 and diesel sales have shown a slow but steady increase. The Average electricity usage per consumer in the region has generally increased since 2004 however the average usage decreased in 2007 from 2006 figures. Work is currently being undertaken to identify additional indicators to allow improved reporting on this indicator in the future.</p>
<p>Affordable housing: a community where people have access to a range of affordable and quality housing options.</p>	<ul style="list-style-type: none"> Housing – State of the Community, pg 26. 	<p>Housing in the region has become less affordable since 2005, however during 2008 housing affordability has improved. There is a continuing trend of housing being less affordable in the Nelson Marlborough District than for New Zealand as a whole. Household crowding typically increase as the housing supply tightens, Marlborough does not experience high levels of household crowding, however the proportion of people living in crowded conditions has increased slightly. Wait lists for Council and Housing Corporation New Zealand housing do not indicate a severe need for housing in Marlborough. These indicators have been included for the first time in the 2009 -2019 LTCCP to provide a future measure of the overall progress towards the outcome.</p>
<p>Health choices: a community where people are served by a health infrastructure that is suited and responsive to their needs, and where they can make healthy choices for their own lifestyles.</p>	<ul style="list-style-type: none"> Life expectancy - State of the Community, pg 28. Infant mortality - State of the Community, pg 29. % of children over weight or obese - State of the Community, pg 29. Utilisation of primary health care - State of the Community, pg 29. General health ratings - Quality of Life, pg 31. Wanted to visit a GP but did not - Quality of Life pg 32. 	<p>Overall the region performs well when compared to national health indicators.</p> <p>Information on the life expectancy of Marlborough's residents is not currently available from the 2006 Census; this indicator is best view in the long term to reflect the time frame for change. Infant mortality rates similarly need to view in the long term.</p> <p>Marlborough's residents rate their health as good to excellent with only 3% of residents rating their health as poor. Overall resident health ratings have remained similar to the findings in the 2005 Quality of Life survey.</p> <p>Marlborough residents have a high rate of utilisation of primary health care which compares well with other District Health Boards and national figures. This indicator was introduced in the 2009- 2019 LTCCP, the utilisation of primary health care will provide an indication of the suitability of the regions health infrastructure.</p> <p>The 2008 Quality of Life survey found that a similar proportion of residents had experienced barriers to visiting a GP in the preceding 12 months as found in the 2005 survey. The reason for these barriers provides insight into the suitability and responsiveness of the regions health infrastructure, In 2005 cost was the most common reason for not visit a GP, the 2008 survey findings indicates that travel and transport are the most common barriers to visiting a GP.</p>

Part 1: Marlborough Community Outcomes

Community Outcome	Key Indicators	Overall Progress
<p>Essential services: a community that is served by a strong infrastructure of essential services, where daily life and business is able to be conducted safely and easily.</p>	<ul style="list-style-type: none"> • Access to shopping malls and supermarkets, Quality of Life, pg 40. • Access to bank or cash machine Quality of Life, pg 41. • Access to local park or green space - Quality of Life, pg 41. • Access to a public transport facility - Quality of Life, pg 41. • Access to education provider - Quality of Life, pg 42. 	<p>The 2008 Quality of Life survey found that in general Marlborough's residents found it easy to access essential services. The region is making good progress towards providing a strong infrastructure of essential services area particularly in terms of shopping malls and supermarkets, education providers and green space. Areas in which future improvement would be desirable are public transport and banks or cash machines. It is possible that the requirement for access to banks and cash machines has become less important due to internet banking and electronic transactions.</p>
<p>Heritage: a community that acknowledges values and enjoys its heritage</p>	<ul style="list-style-type: none"> • Marlborough Community Statements - Quality of Life, pg 46. 	<p>The Quality of Life survey asks residents whether they agree with the statement "Marlborough people place a high value on their local heritage". 63% of residents agreed with this statement in the 2008 survey which is a slight decrease on the 2005 surveys findings where 65% agreed.</p>
<p>Fun and recreation: a community that has fun</p>	<ul style="list-style-type: none"> • Happiness Living in Marlborough - Quality of Life, pg 31. • Work Life Balance - Quality of Life, pg 38. • Free Time - Quality of Life, pg 33. • Membership of Social Networks or Groups - Quality of Life, pg 45. 	<p>The vast majority of residents are happy living in Marlborough and are happy with their free time. The majority of Marlborough's residents are happy with their work and life balance. There does not appear to have been any noticeable shift in these indicators from the 2005 survey results. A significantly larger percentage of Marlborough's residents were very happy in 2008 compared to national figures in 2006. The majority of Marlborough's residents are satisfied with their free time, there has been no noticeable shift in satisfaction since 2005. A higher percentage of residents reported being satisfied or very satisfied with their free time in 2005 and 2008 than found nationally in 2006. 35% of Marlborough's residents belong to a sports club or hobby group, this indicator was not included in the 2005 survey but will provide a measure of progress in the future. Marlborough has higher sports club and hobby group membership than national findings in 2006.</p>
<p>Physical activity: a community where people of all ages are physically active</p>	<ul style="list-style-type: none"> • Social Indicators – State of the Community, pg 29. • Membership of Social Networks or groups - Quality of Life, pg 45. 	<p>Marlborough has excellent levels of participation in physical activity in both young people and adults. The region has the best performance out of the 10 regions for which the data is gathered. 36 percent of Marlborough's residents belong to a sports club, this indicator was not included in the 2005 survey but will provide a measure of progress in the future. In the National 2006 survey 33 percent of residents were members of a sports club.</p>
<p>Creativity: an enlivened and creative community in which different arts are widely practised and enjoyed</p>	<ul style="list-style-type: none"> • Creative Industries, State of the Community, pg 23. • Marlborough Community Statements - Quality of Life, pg 46. 	<p>The Quality of Life survey asks residents whether they agree with the statement "People in Marlborough are innovative and creative". 79% of residents agreed with this statement in the 2008 survey which is a slight increase in agreement on the 2005 surveys findings where 76% agreed. Research undertaken in 2003 and reported in the 2006 – 2016 LTCCP indicated that creative industries were an active sector in Marlborough. This research has not been repeated in the intervening years, however it is intended to be conducted in the future.</p>

PART 2: STATE OF THE COMMUNITY

What sort of place is Marlborough?

The Community Outcomes set out in the first volume of the Community Plan describe the sort of place we want Marlborough to be in the future. What sort of place is it *now*? In this section of the Plan, we present information on a number of indicators to provide a picture of the state of Marlborough's community as it is in 2009.

Information in this section is gathered from many different places. Unless otherwise stated, statistical information has been sourced from Statistics New Zealand. Some of this information is necessarily dated – the last census was in 2006, and although population estimates have been made in the intervening years, some information is now almost 3 years old. Other statistical information has been provided by community partners – for example, the Ministry for Social Development, the District Health Board, the Police, and others have provided the latest information they have available on their areas of knowledge.

Overall the Marlborough community compares well nationally for the majority of indicators examined in this section. The region features relatively low household deprivation and the regions performance in indicators such as housing, employment, safety and security, tourism, social connectedness and health are either similar to, or of a higher standard than the national performance. Education indicators show that Marlborough performs slightly below the national standard in terms of the level of qualification of the population. However student to teaching staff ratios and preschool education figures compare well with national figures. The income of Marlborough residents is lower than the national average. However this gap appears to be slowly closing. Marlborough has low levels of unemployment and has experienced growth in the number of new business. Marlborough's population is growing; the age distribution of the population is expected to change with a dramatic increase in the number of older people (over 65). Marlborough ethnicity is predominantly "European or Pakeha" and the region has lower proportions of other ethnic groups than the national average. Ethnic diversity in Marlborough is expected to increase in accordance with national trends.

This section is followed by the Quality of Life section which presents information which has been gathered from a survey of Marlborough residents conducted by Council and provides insight on the community's perception of a number of indicators which reflect the Marlborough community..

Population Groups

(Data in this section is sourced from Statistics New Zealand)

Information on the demographic makeup of Marlborough is important in understanding the nature of our community, and how it is changing. Three outcomes are directly linked to changes in population groups:

- *A community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.*
- *A community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.*
- *A community that values and supports all its members, and that welcomes visitors and new arrivals.*

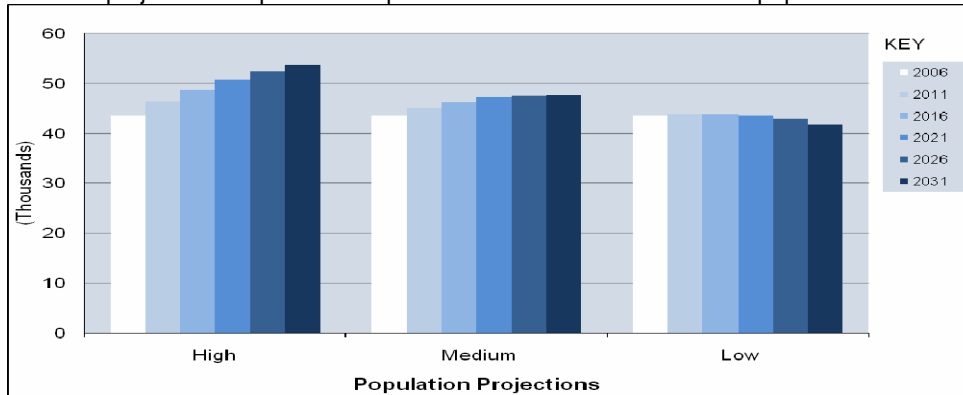
The qualitative aspects of these outcomes (whether or not people feel valued and welcomed, whether young people are optimistic about their future) are still to be uncovered. The statistics in this section provide a background context to these outcomes. Factors such as age, ethnicity, and migration are also key determinants in a range of other issues. Demographic information helps to understand how our population is similar to other parts of New Zealand, and how it may differ.

When comparing Marlborough to the national profile, it is important to take into account the very significant influence that Auckland has on the national figures. Around a third of all New Zealanders live in the Auckland region, and Auckland's profile has a significant affect on national figures. Auckland has a much larger range of ethnicities, and is on the whole a very young population, for example. Where appropriate, the figures for Marlborough are accompanied by comparative figures at both national level, and from other parts of New Zealand.

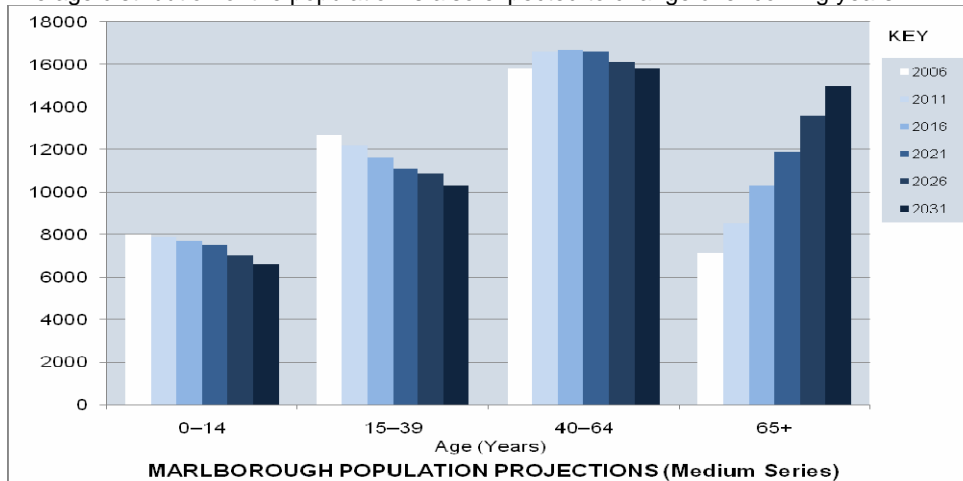
Statistics New Zealand estimates that the population of Marlborough District was 44,000 at 30 June 2007, an increase of 410 people since 30 June 2006. This represents an increase of 1.0 percent, which is same as that which occurred nationally over the same period.

Projected population change

Statistics New Zealand projections for population change through to 2031 offer three different scenarios, based on varying rates of fertility, mortality, and migration. Under the medium scenario, Marlborough's population increases to 47,700 by 2031. This is an average annual percentage increase of 0.4 and compares with a projected national annual percentage increase of 0.8 percent during the same period. In 2006 Marlborough District represented 1.0 percent of New Zealand's resident population. In 2031 the district is projected to represent 0.9 percent of New Zealand's resident population.



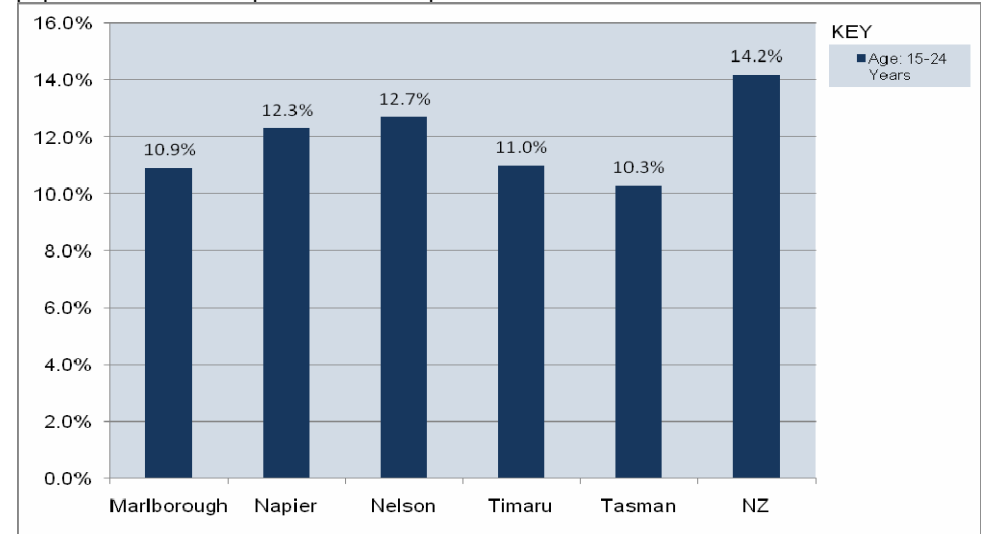
The age distribution of the population is also expected to change over coming years:



This chart shows the dramatic increase that is projected in the number of older (over 65) people in Marlborough – from 7,100 in 2006, to 15,000 in 2031. Over the same period, Statistics New Zealand projects decreases in the number of young people under 14 years old, and in the 15 – 39 year old age group.

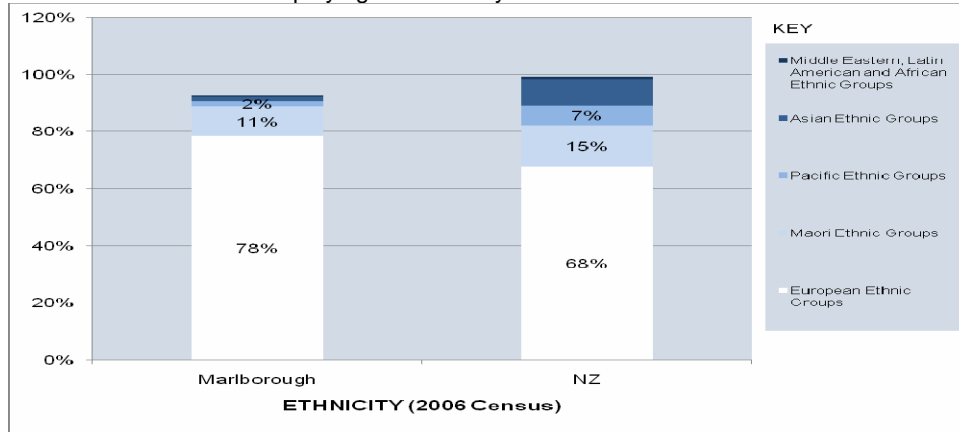
Youth as a proportion of total population (2006 census)

Marlborough's youth population is below the national average – keeping in mind the effect of Auckland's younger population. As stated above the youth population is projected to decrease. In this chart other areas of New Zealand with a similar sized population have been provided as comparisons.



Ethnicity

Marlborough's ethnicity is predominantly pakeha, and has lower proportions of non-European ethnic groups than the national average. This profile is typical of the South Island. Other ethnic groups are beginning to establish themselves in Marlborough, including Pasifika peoples, and communities from different Asian backgrounds. These changes reflect national trends. Pacific Island and Maori populations are projected to increase in all areas of New Zealand, this increase is driven by high rates of natural increase. Asian populations are also projected to increase as a result of high migration rates with natural increase playing a secondary role.



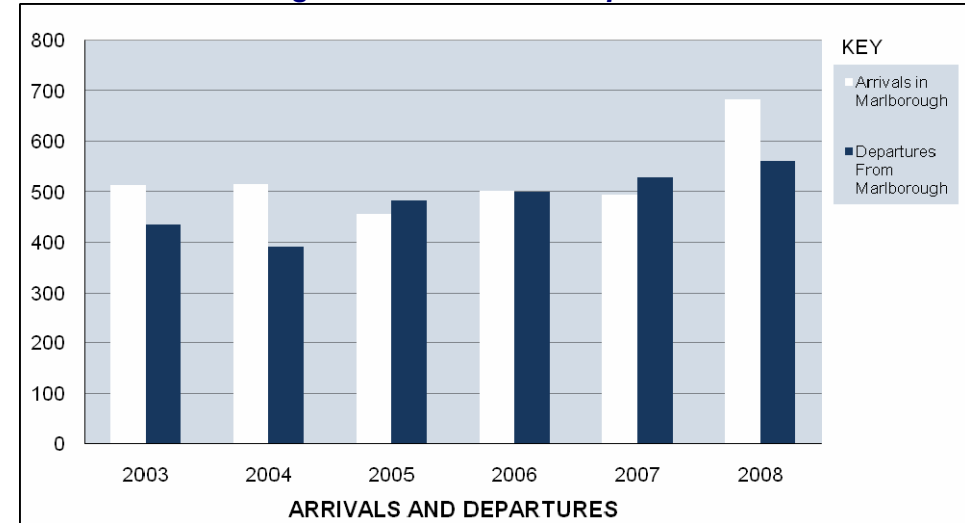
Migration

Migration is one of the three main factors affecting population change (the other being fertility and mortality rates). Migration may be internal (from other parts of New Zealand), or from offshore. Statistics New Zealand provides information on the latter, but only counts international migrants who identify Marlborough as their intended place of settlement.

There were 499 permanent and long-term arrivals in Marlborough District during the year ended December 2007, representing 0.6 percent of all immigrants who arrived in New Zealand during that time. This was a 34.1 percent increase in arrivals to the district from the year ended December 2006. There was a national decrease of 0.2 percent during the same period. In the same period there were 532 permanent and long-term departures from the District. This was a 1.6 percent increase on the departures from the district from the year ended December 2006. There was an increase in departures nationally of 13.1 percent over the same period. The arrival and departure of migrants during the year ended December 2007 resulted in a net increase of 128 people to the district which is 65% of the total net increase between December 2003- December 2007. Immigration NZ figures show that the number of work visas granted for employment in Marlborough (to non NZ or Australian Nationals) has roughly doubled every year from 2004 – 2005 to 2007 – 2008. Over half of the 2,400 visa holders in 2007 – 2008 worked in the viticulture industry.

International migrants who may move to Marlborough after first spending a period in Auckland, or some other part of the country, are not captured in this data. Internal migration is difficult to capture, and plays an important part in inter-census population changes – New Zealanders are known to be a highly mobile population.

Permanent and Long-term Arrivals and Departures



Household Deprivation

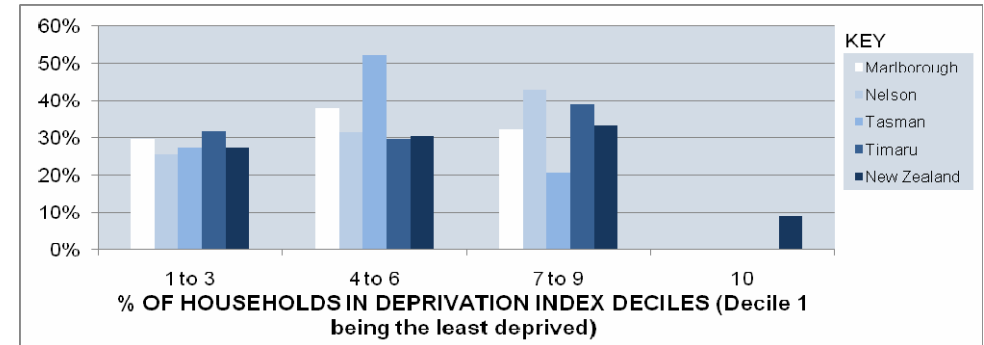
The Deprivation Index developed by the Wellington School of Medicine and Health Sciences takes a bundle of indicators that have been shown to be associated with poor health outcomes, and calculates a deprivation score for thousands of small geographic areas (corresponding approximately to blocks of 30 – 50 households). The Index then divides the country into deciles – bands of 10% - according to the deprivation score.

Areas where there are concentrations of blocks with high deprivation scores are likely to be associated with poor health outcomes. For example, a strong association has been shown between life expectancy and the level of deprivation in the area where people live. Deprivation is a relative term. Using this system, there will always be 10% of the country who are living in the least deprived areas, and 10% in the most deprived areas. Care must be taken not to individualise these scores – the index describes areas, not people.

The table below, and the graph that follows, shows that compared to households across New Zealand, most Marlborough households are in areas of low or medium deprivation.

Distribution of Households in Deprivation Index Deciles, 2006

Decile	1 least deprived	2	3	4	5	6	7	8	9	10 most deprived
Marlborough	3	10	17	16	9	13	19	13	0	0
Napier	1	0	12	27	10	3	13	14	9	12
Nelson	0	6	19	7	13	12	2	27	14	0
Timaru	14	0	18	1	15	14	21	17	0	0
Tasman	1	14	12	14	16	22	12	8	1	0
New Zealand	8	10	9	9	11	10	11	12	11	9



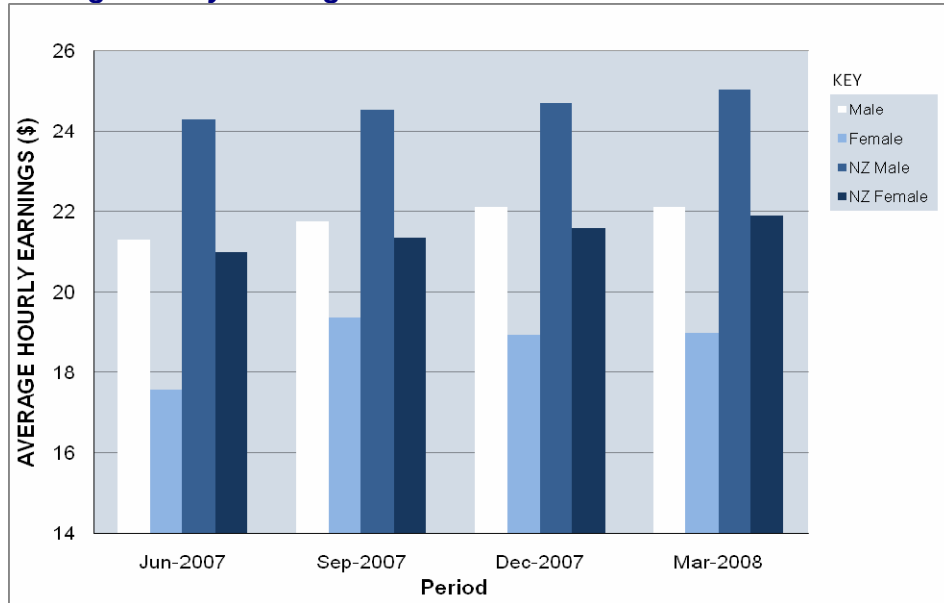
Income, Employment and Economy

A number of factors conspire to make information on the Marlborough economy difficult to extract. In some cases, the geographic boundaries of the collection area do not correspond to local authority boundaries. Although it is possible to think of the Marlborough economy in terms of imports and exports of goods and services, tracking these flows on a regional basis encounters a number of problems, making it difficult to measure our “balance of payments”. For example, it is difficult to separate business activity for companies that have multiple offices in different regions. One indication of these flows is provided by the BNZ MarketView Report, produced for the Marlborough Regional Development Trust. The MarketView report has recently been discontinued, the last report was prepared in July 2007, analysing consumer retail patterns from the 1st of July 2006 to the 30th of June 2007. The report analyses records of electronic transactions to trace patterns of spending, both on types of goods and services, and on the usual place of residence of the spender. In the June 2007 report, MarketView data showed that Marlborough residents spend more outside the region than visitors bring in. This “retail trade balance” is highly seasonal but the trend over the period 1st of July 2006 to the 30th of June 2007 is one of trade deficit - Marlburians are increasing their out-of-region spending, while the inflow is growing at a slower rate.

The report also showed that, of the consumer spend in Marlborough in the year 1st of July 2006 to the 30th of June 2007, 77% came from residents and 23% came from visitors, and that visitors from Christchurch, Wellington and Auckland spent the most in Marlborough.

The report cautions that international visitor spend is not captured in the data. Clearly, international visitors do make a very significant contribution to the local economy.

Average Hourly Earnings



Marlborough District employees earned an average of \$20.65 per hour in March 2008, the same as in December 2007. This result compares with a 1.5 percent movement for the whole of New Zealand. Males earned an hourly rate of \$22.10 and females \$18.98, representing no change for males and an increase of 0.2 percent for females from December 2007. (Average hourly earnings equals the gross total payout to all employees divided by the number of paid hours).

Average Hourly Earnings (\$)

Area	September 2005 Average Hourly Earnings (\$)		March 2008 Average Hourly Earnings (\$)	
	Male	Female	Male	Female
Marlborough District	19.35	16.96	22.10	18.96
Tasman District	21.34	17.73	25.56	20.89
Nelson City	21.94	18.06	24.03	21.00
New Zealand	22.57	19.45	25.04	21.91

Source: Statistics New Zealand, Quarterly Employment Survey

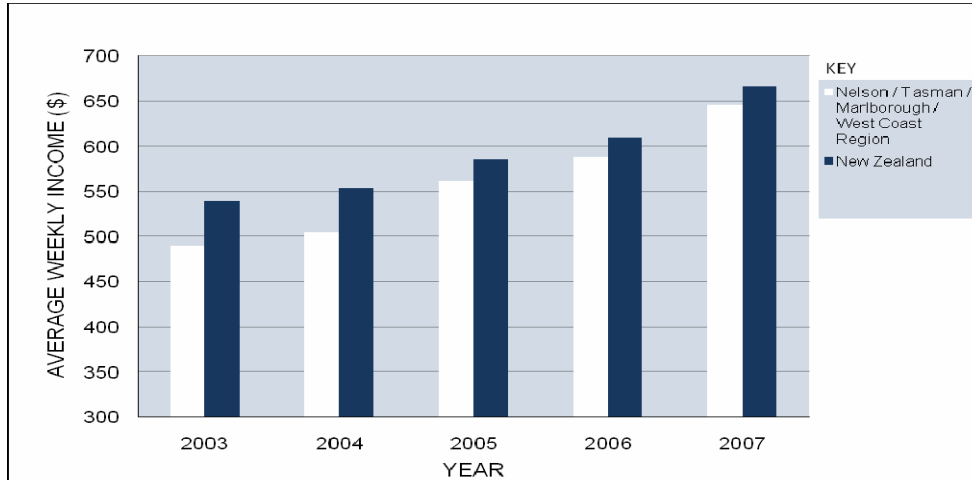
Average Weekly Income

During the June 2007 quarter, people in the Nelson / Tasman / Marlborough / West Coast Region had an average weekly income of \$646 per week, 3.2 percent lower than the national average of \$667 per week. The average weekly income for people in the Nelson / Tasman / Marlborough / West Coast Region increased by 9.9 percent between the June 2006 quarter and the June 2007 quarter, Nationally a similar increase was experienced. The chart below shows that the difference between the average weekly income for Nelson / Tasman / Marlborough / West Coast Region and the national average weekly income is slowing decreasing.

Region	2006	2007	Percentage Change
Northland	530	592	11.7
Auckland	625	687	9.9
Waikato	590	641	8.6
Bay of Plenty	560	615	9.8
Gisborne/Hawke's Bay	568	588	3.5
Taranaki	602	637	5.8
Manawatu-Wanganui	521	562	7.9
Wellington	672	812	20.8
Nelson/Tasman/Marlborough/West Coast	588	646	9.9
Canterbury	642	658	2.5
Otago	565	589	4.2
Southland	585	659	12.6
New Zealand	610	667	9.3

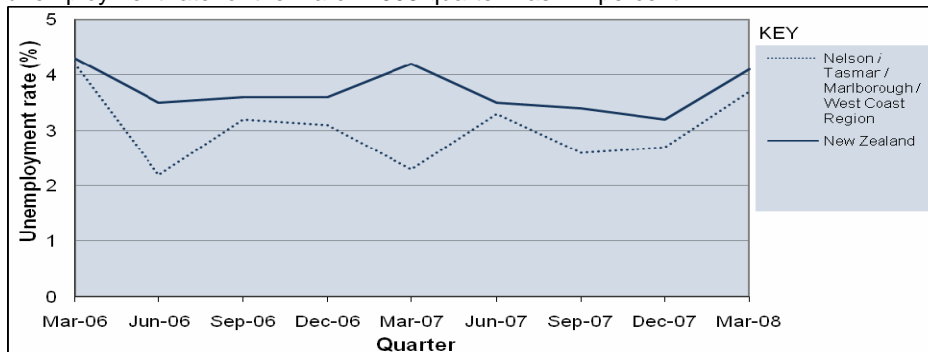
Source: Statistics New Zealand, New Zealand Income Survey

Note: Average weekly income is related to cash only, pre-tax (gross) income (wherever possible) and does not include any non-cash benefits. Income from interest and investments is included.



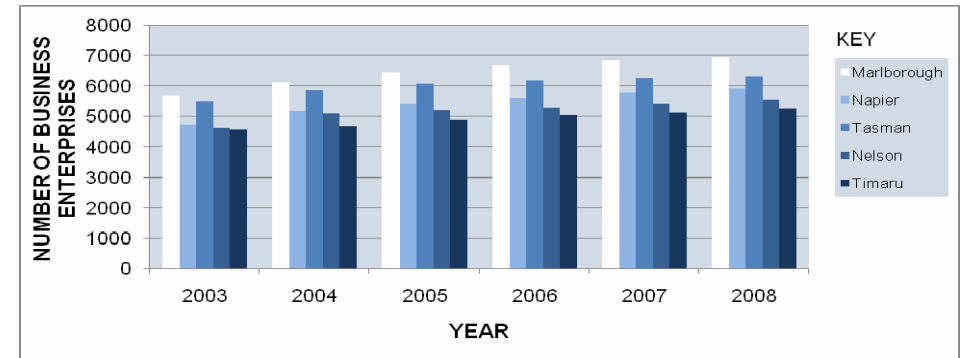
Unemployment Rate (%)

The size of the Nelson / Tasman / Marlborough / West Coast regional labour force totalled 91,900 during the March 2008 quarter. The number of people employed increased by 100 or 0.1 percent from the March 2007 quarter, which was not statistically significant. Unemployment in the Nelson / Tasman / Marlborough / West Coast Region totalled 3,400 during the March 2008 quarter. The unemployment rate for the region was 3.7 percent compared with 2.3 percent for the March 2007 quarter. The New Zealand unemployment rate for the March 2008 quarter was 4.1 percent.



New Businesses

The number of businesses in Marlborough has grown by 7.6% since 2005. Most Marlborough businesses, as for New Zealand as a whole, are small enterprises. Marlborough has a high number of business enterprises when compared to regions of a similar population size. For this indicator, a business enterprise is defined as a business or service entity with GST turnover greater than \$30,000 per year, operating as a company, partnership, trust, estate, incorporated society, producer board, local or central government organisation, voluntary organisation or self-employed individual.



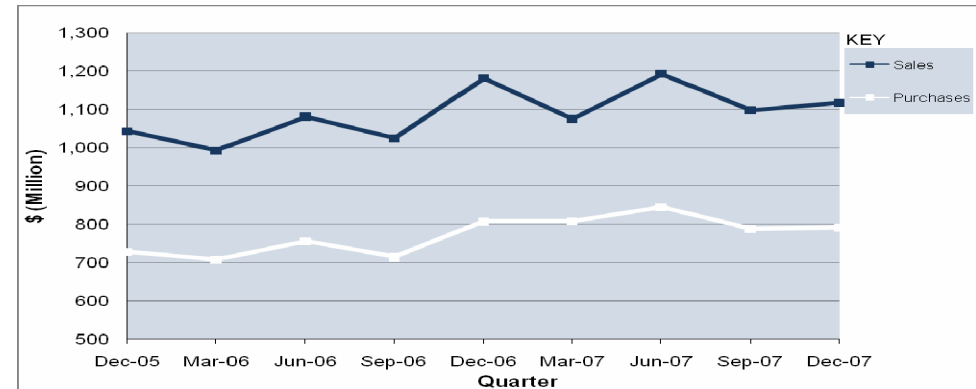
Employees by Industry

A total of 22,220 employees worked in Marlborough District in 6862 businesses as at February 2007. This represented 1.2 percent of total employees in New Zealand. The largest industry in terms of employees was the agriculture, forestry and fishing industry, which employed 19.8 percent of all employees in the district. The manufacturing industry employed a further 17.1 percent of total employees in the district.

Employees by Industry (February 2007)

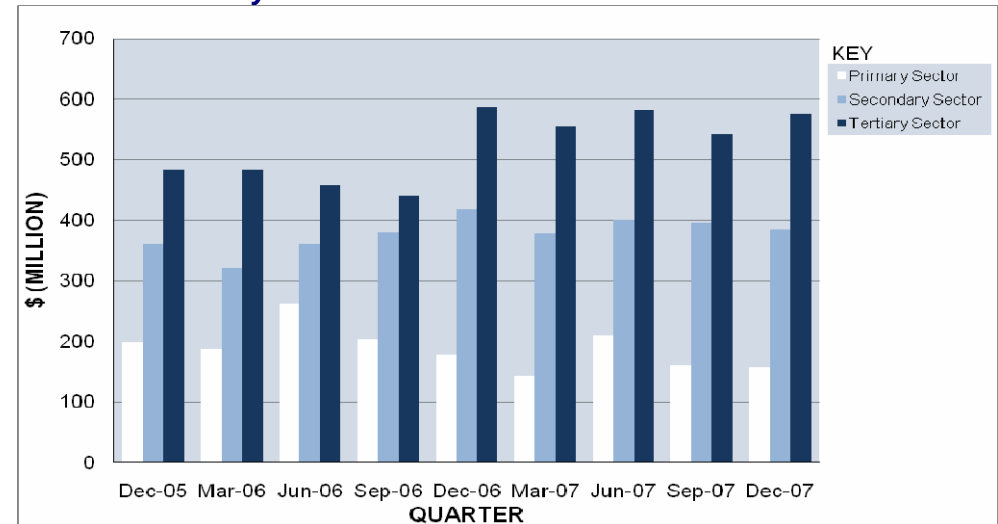
Industry (ANZSIC 1-digit)	Employees	Percentage of Total
A Agriculture, Forestry and Fishing (Excluding agriculture production)	4,390	19.8
B Mining	45	0.2
C Manufacturing	3,810	17.1
D Electricity, Gas and Water Supply	140	0.6
E Construction	1,710	7.7
F Wholesale Trade	620	2.8
G Retail Trade	2,570	11.6
H Accommodation, Cafes and Restaurants	1,760	7.9
I Transport and Storage	820	3.7
J Communication Services	110	0.5
K Finance and Insurance	270	1.2
L Property and Business Services	1,340	6.0
M Government Administration and Defence	970	4.4
N Education	1,030	4.6
O Health and Community Services	1,810	8.1
P Cultural and Recreational Services	360	1.6
Q Personal and Other Services	480	2.2
TOTAL	22,220	100.0

Sales and Purchases Indicators



The total Goods and Services Tax (GST) sales in the Marlborough Region for the December 2007 quarter was \$1,117.5 million, representing a decrease of \$64.5 million or 5.5 percent from the same quarter of the previous year. This compares with a national increase of 9.7 percent. During the same period the total GST purchases decreased by \$15.6 million or 1.9 percent to \$792.3 million, compared with a 9.8 percent increase for New Zealand.

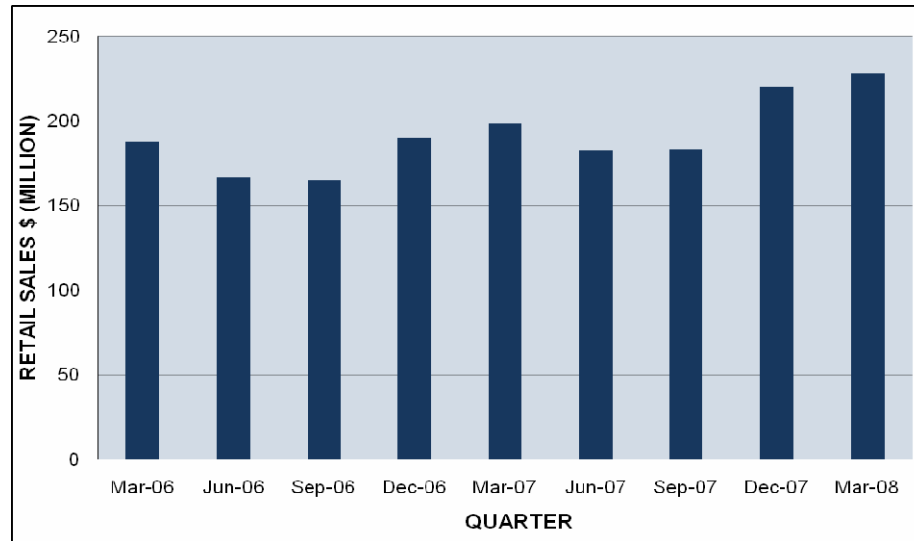
Sales Indicator by Sector



Primary sector includes 'Agriculture, Forestry and Fishing'. Secondary sector includes 'Manufacturing', 'Electricity, Gas and Water Supply' and 'Construction' industries. Tertiary sector includes 'Wholesale Trade', 'Retail Trade', 'Accommodation, Cafes and

Restaurants', 'Transport and Storage', 'Communication Services', 'Finance and Insurance', 'Education', 'Property and Business Services', 'Government Administration and Defence', 'Health and Community Services', 'Cultural and Recreational Services', 'Personal and Other Services'.

Value of Retail Sales



Retail sales in the Marlborough Region during the March 2008 quarter totalled \$228.2 million, up \$30.2 million, or 15.2 percent from the March 2007 quarter. Nationally, actual retail sales totalled \$16,567.0 million, up 4.1 percent from the March 2007 quarter.

Creative Industries

Research undertaken in 2003 across the Kaitiaki Region (Buller, Nelson/Tasman, and Marlborough) indicated that the creative industries were an active sector. The state and vitality of a region's creative industries is associated with economic, social and cultural benefits to both residents and visitors. It has also been shown to be co-related to innovation in other sectors, and to regional competitiveness in attracting and retaining skilled labour.

Artist earnings are one indicator of how creativity is valued and celebrated in a region. Other information that may be sought in future includes participation rates in different activities, and the breadth of activities being undertaken.

The research undertaken in 2003 has not been repeated; however it is intended to be conducted again in the future subject to funding.

Education

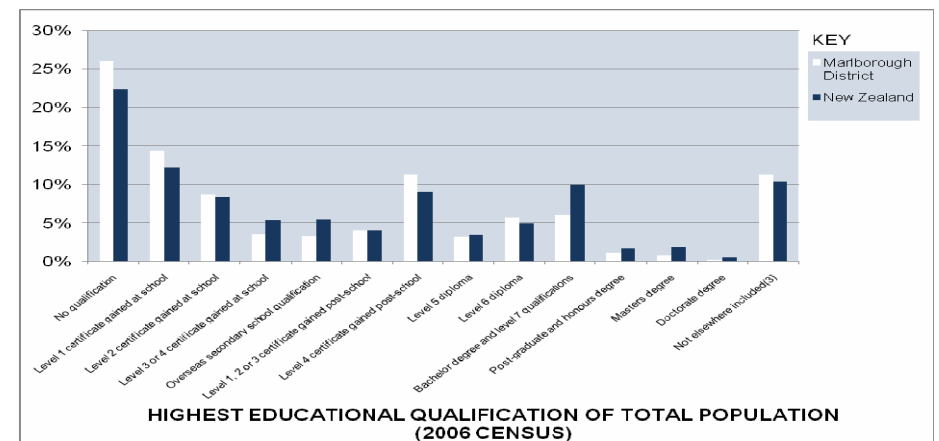
Data in this section is sourced from the Ministry of Education.

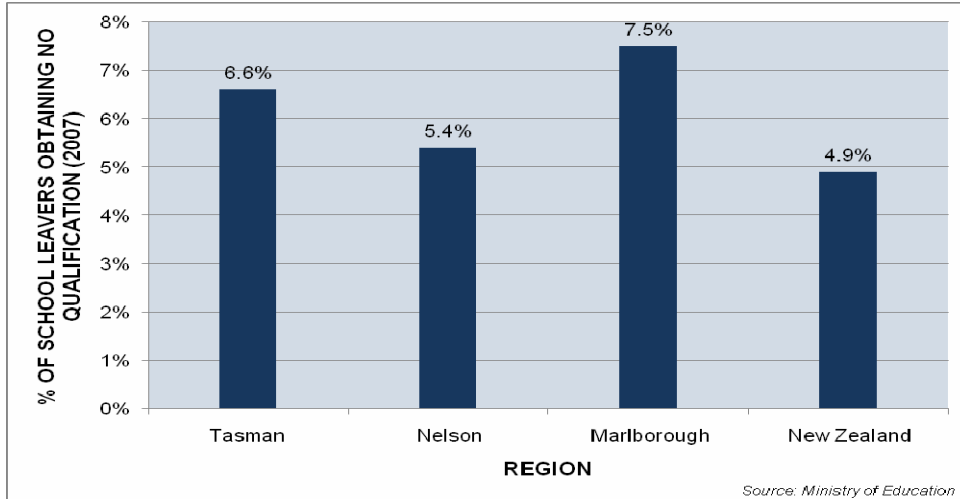
A high standard of education and educational achievement is essential for effective participation in society. National economies are increasingly knowledge-based, where the physical resources a country or a region possesses are becoming less important than the knowledge, skills, and innovative capacity of its people. For Marlborough, this means rethinking the overall shape and capacity of our local economy, and confirms the need to make sure that people are not marginalized through low levels of education.

Two key indicators are the levels of qualification within the population, and the proportion of school leavers obtaining no qualification.

Levels of Qualification

The proportion of Marlborough's total population who hold no educational qualification is slightly higher than that found nationally. A higher proportion of Marlborough's school leavers obtain no qualification compared to New Zealand school leavers as a whole and other regions with a similar population size.





The success of an education system is manifested in, among other things, the success of individuals in finding sustainable employment. A formal school qualification is a measure of the extent to which young adults have completed a basic prerequisite for higher education and training, or many entry-level jobs.

People with no qualifications have unemployment rates far exceeding those with qualifications. In New Zealand on average between 2002 and 2007, people having no qualifications had an unemployment rate over 40% higher than those whose highest qualification was a school qualification.

Educational qualifications are also linked to labour force status and incomes. For example, in New Zealand, wage and salary earners with a Bachelor degree or higher, on average, possess 2.4 times and 2.6 times the relative earning power of those with a school qualification and no qualification respectively (OECD 2007).

Ratio of Students to Teaching Staff

Another indicator of future education achievement is the ratio of students to teachers. A high number of students per teacher may be associated with poorer learning outcomes. The table below provides student to teacher ratios for Marlborough and New Zealand State Schools for 2006-2008 and includes management, special education teachers and other additional teachers.

Overall Ratio (students to Teaching staff)	Marlborough Region			New Zealand		
	2006	2007	2008	2006	2007	2008
Primary/intermediate	17.9	18.0	17.6	18.4	18.1	17.3
Composite	9.0	8.5	6.3	12.3	12.2	12.1
Secondary	15.0	14.8	14.7	14.5	14.4	14.3

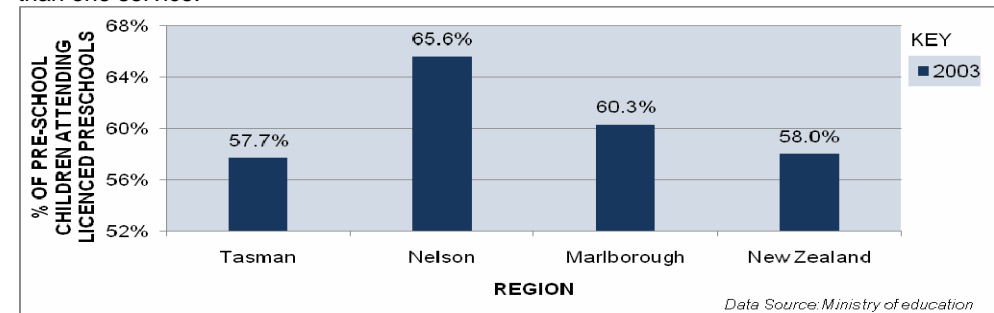
Data Source: Ministry of Education

In 2008 Marlborough's schools had student to teaching staff ratios similar to the Nation as a whole, however Marlborough's composite schools had a lower student to teacher ratio than that found nationally. Since 2006 the student to teaching staff ratios have improved slightly for all Marlborough school sectors, with the greatest improvement in the Composite School sector which has fallen from 9.0 in 2006 to 6.3 in 2008. Nationally student to teaching staff ratios have also shown improvements.

Preschool Education

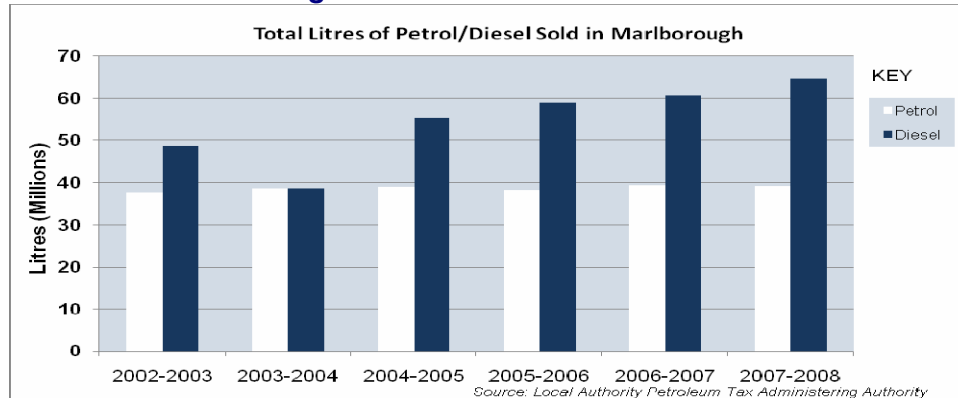
Marlborough has a higher proportion of preschool children in early education than National figures. Preschool attendance is positively linked to how well a child will do in subsequent education.

These figures may include some double counting, due to children being enrolled in more than one service.



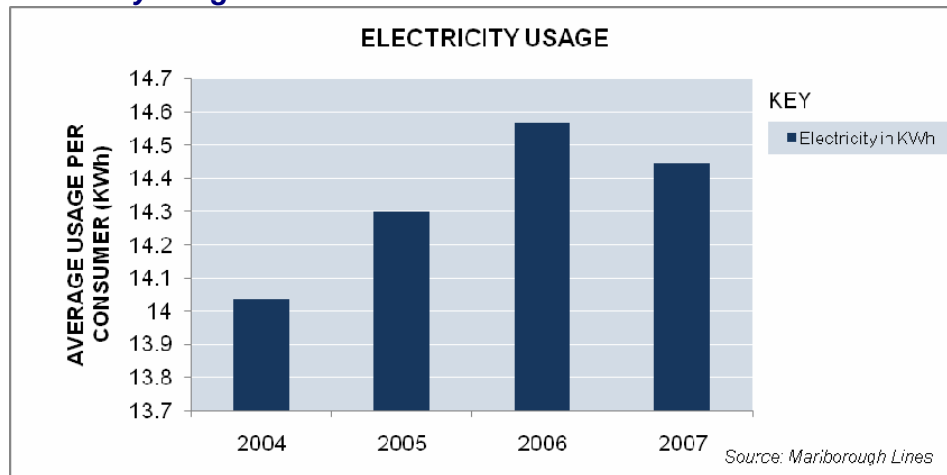
Energy Usage

Diesel and Petrol Usage



Significant increases in diesel sales occurred in Marlborough during 2004, with diesel sales steadily increasing through to 2007. Petrol sales have remained reasonably constant since 2002. Overall sales of petroleum have increased in Marlborough which indicates increased usage and diesel sales have dominated the overall increase since 2002.

Electricity Usage



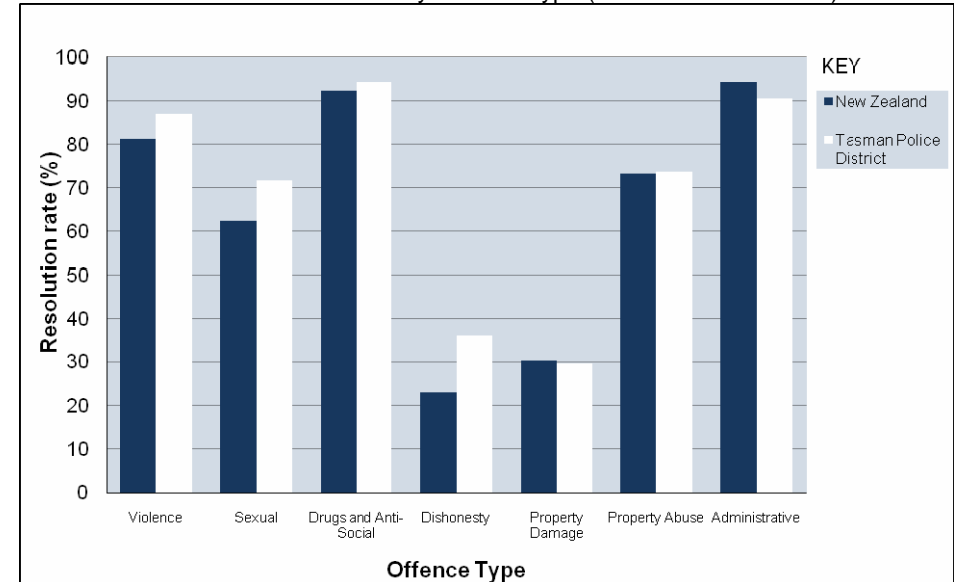
The average electricity usage per consumer has steadily increased between 2004 and 2006. However 2007 saw a decrease in average usage per consumer. It should be noted that **commercial** and industrial consumers **are** included **and the results include**

some rural areas of the Kaikoura coastline which are not part of the Marlborough region.

Safety and Security

During the year ended 31 December 2007 there were 16,380 crimes recorded in the Tasman Police District, an increase of 364 or 2.3 percent from the previous year. Of the recorded crimes in 2007, 40.5 percent were for dishonesty offences, 18.3 percent were for drugs and anti-social behaviour and 18.1 percent were for property damage. This compares with 52.7, 13.8 and 12.4 percent respectively for New Zealand. A total of 9,237 crimes were resolved in the district in 2007, representing 56.4 percent of reported crimes. This represents an increase of 3.3 percentage points from the resolution rate in 2006.

Resolution Rate of Recorded Crime by Offence Type (Year Ended Dec 2007)



Recorded and Resolved Crime

Police District	Recorded Crime		Resolved Crime	
	2006	2007	2006	2007
Northland	15,145	15,886	7,275	8,368
North Shore / Waitakere	40,206	38,784	19,180	20,246
Auckland	54,294	57,187	19,908	21,304
Counties / Manukau	53,049	51,440	20,534	21,519
Waikato	34,415	33,290	14,786	14,351
Bay of Plenty	34,139	35,890	17,096	17,806
Eastern	24,562	24,324	11,698	11,822
Central	33,018	32,760	14,822	15,638
Wellington	43,348	43,826	18,568	20,018
Tasman	16,016	16,380	8,499	9,237
Canterbury	47,047	47,853	18,175	19,816
Southern	28,859	28,760	14,683	14,638
New Zealand	424,134	426,380	185,224	194,763

Source:
New Zealand Police

Traffic safety

Marlborough Roads collects detailed information on road safety in Marlborough. There were 4 deaths from traffic accidents in 2007, 37 serious casualties and 150 minor casualties. There were 87 crashes without injury. The estimated social cost of traffic accidents in Marlborough during 2008 was \$47.75 million this was higher than the estimated \$44.20 million for 2007.

Housing

Housing is one of our fundamental needs. The extent to which this need is being met can be considered on several fronts – for example the affordability of housing, its suitability for different household needs, and the level of crowding. The housing market for both owned and rented accommodation is very sensitive to outside factors shaping both demand and supply, such as changing demographics, labour market changes, and interest rate movements.

Home affordability

Home affordability is a function of a variety of factors, including house prices, income, and the cost of borrowing. Massey University produce an affordability index based on median house prices, average household income and a weighted basket of interest rates. The lower the index number, the more affordable it is to purchase a home. It is important to note that the region for this index is a large one, encompassing Buller and Kaikoura as well as Nelson, Tasman, and Marlborough. Within this area there is considerable variation in the range of house prices, and some differences in average household incomes. There is a continuing trend of housing being less affordable in Nelson and Marlborough than for New Zealand as a whole.

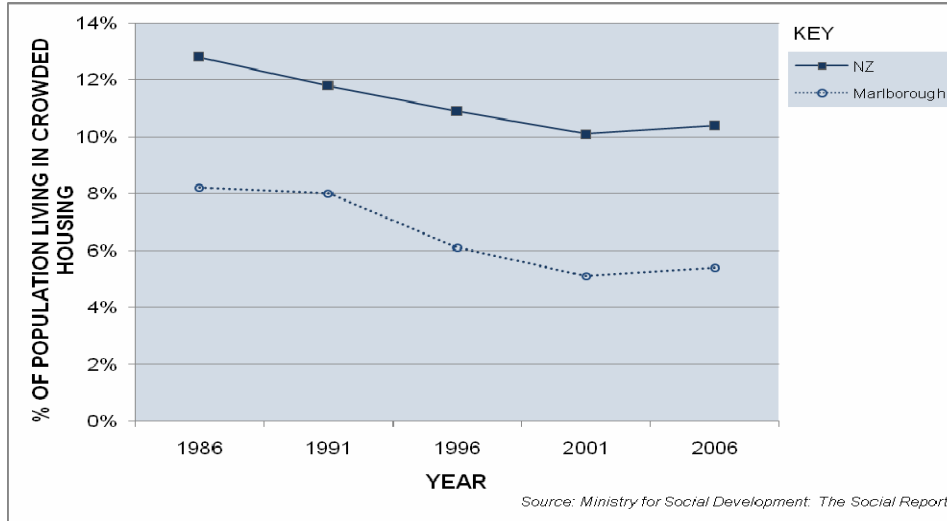


Median weekly rent

Strong demand for housing is reflected in rental costs. In the six months to September 2008, the median weekly rent for a three bedroom house in Blenheim was \$330. (Source: Department of Building and Housing Tenancy Services)

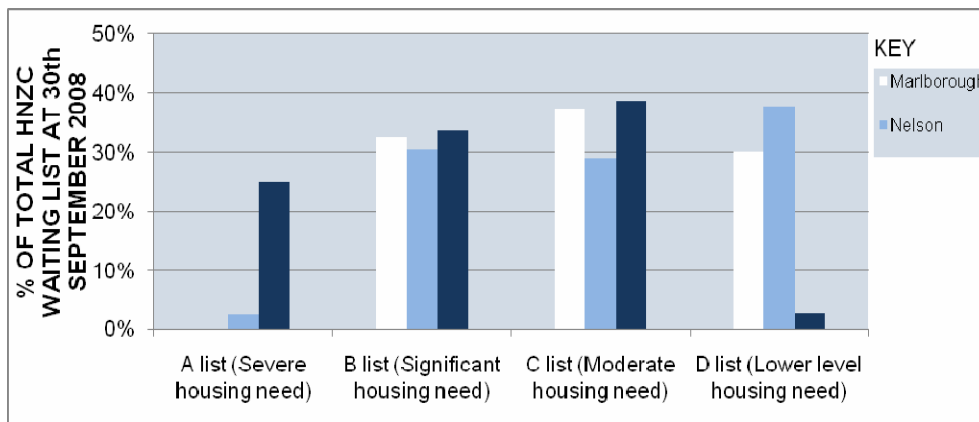
Household crowding

Household crowding typically increases as housing supply tightens. Based on information from the 2006 census, Marlborough does not experience high levels of crowding. However the proportion of the population living in crowded conditions in census 2006 data for both Marlborough and New Zealand has increase slightly from the census 2001 results.



Council and Housing Corporation New Zealand Housing

Housing New Zealand Corporation (HNZC) is a Crown agent that provides housing services for people in need. HNZC provides access to homes, helping New Zealanders to manage their own circumstances and contribute to community life. HNZC manages (lease or owned) 448 properties from Picton through to Kaikoura. At 30th of September 2008 there were 83 people on waiting lists for HNZC houses in Marlborough. HNZC waiting lists are prioritised from A (server housing need) to D (lower level housing need). The majority of the HNZC waiting list for Marlborough has a lower level housing need compared to the National figures. At 30th of September 2008 there was no waiting list for server housing needs in Marlborough, this compares well to national figures where 25% of the total waiting list was prioritised as having a server housing need.



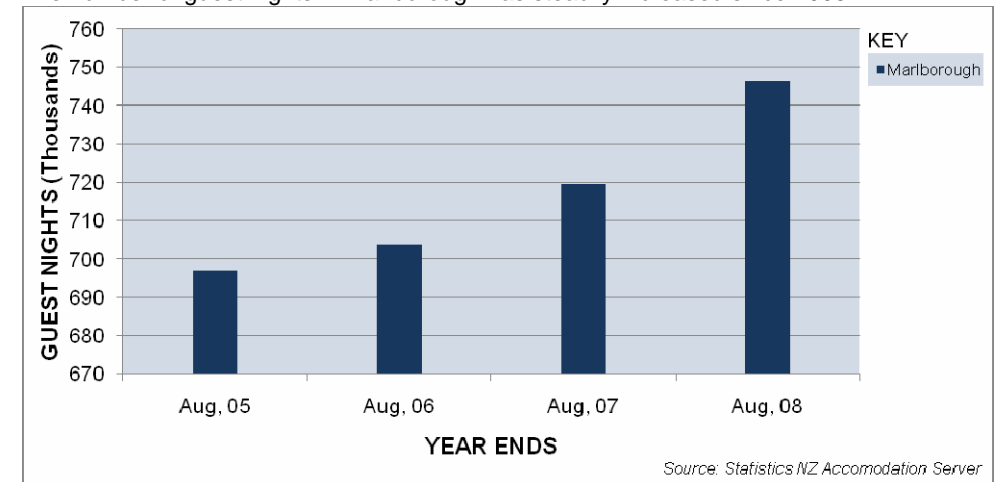
Councils make a significant contribution to social housing in New Zealand. At November 2008 Marlborough District Council owned 181 rental properties for elderly. The waiting list for housing for the elderly at this time 2008 consisted of 24 persons over 50 and 62 persons over 60.

Tourism

Tourism is New Zealand's largest export earner and underpins New Zealand's Economic growth. Destination Marlborough's Strategic Plan 2008-2013 reports that Marlborough is evolving quickly as a visitor destination. Statistics New Zealand conducts monthly research for the Ministry of Tourism and provides information on the number and source of visitors staying in commercial accommodation (hotels, motels, holiday parks etc). Note that it only includes accommodation properties with an annual turnover of at least NZ\$30 000. The number of guest arrivals, guest arrivals and average length of stay provide an indication of the performance of the tourism industry in Marlborough.

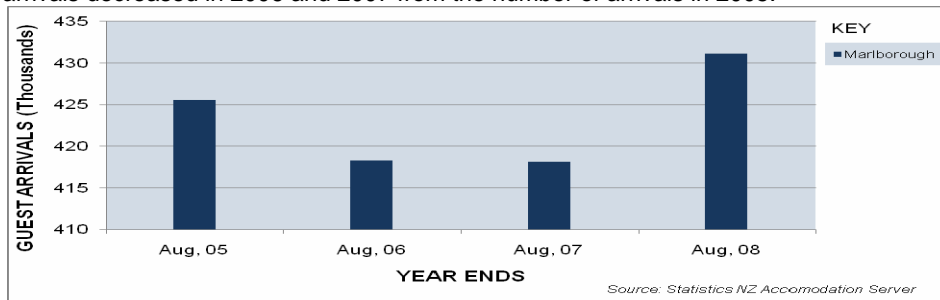
Guest nights

The number of guest nights in Marlborough has steadily increased since 2005.



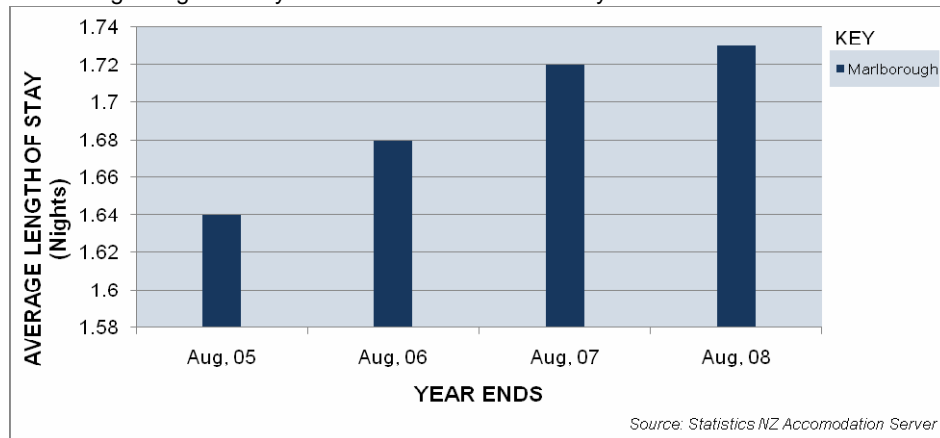
Guest arrivals

Guest arrivals in 2008 have also increased since 2005, however the number of guest arrivals decreased in 2006 and 2007 from the number of arrivals in 2005.



Average length of stay

The average length of stay has shown a small but steady increase since 2005.



Social connectedness

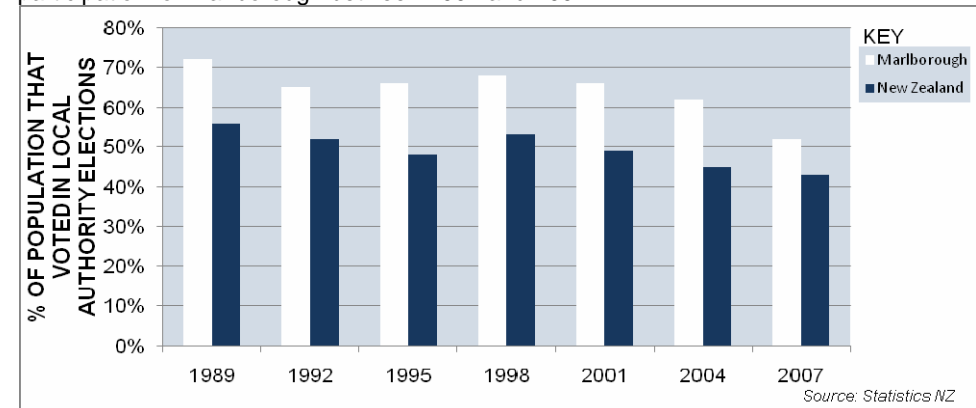
Social connectedness related to the relationship people have with others. Several studies have demonstrated a link between social connectedness and the performance of the economy and positive outcomes for individual health and wellbeing.

Rates of volunteering

Social connectedness also refers to people joining together to achieve shared goals that benefit each other and society as a whole, one example of this is participation in voluntary work. Marlborough features similar participation rates in voluntary work as New Zealand as a whole.

Voter participation

Voter turnout rates are an indication of the extent to which Marlborough's residents participate in the political process, the confidence they have in, and the importance attached to political institution. This is important to wellbeing in a fundamental manner as wellbeing depends on people having a sense of choice. Peoples ability to take part in society and their sense of belonging and identity, also depend on the exercising of these rights. Marlborough has historically had a high level of voter participation in local authority elections than New Zealand as a whole. However a trend of declining participation is becoming apparent both nationally and in Marlborough, with a 10% fall in participation for Marlborough between 2004 and 2007.



Health

The Nelson Marlborough District Health Board collects a range of information on the health of the regional population. The following information is a small sample of the extensive information that the Health Board collects. For some important indicators of health, regional information that can be compared to national figures is lacking. This includes information on gambling addiction, substance abuse, and mental illness, for example.

Life expectancy

The Nelson Marlborough District Health Board Health 2008 Needs Assessment reported the life expectancy at birth as 76.1 years for males, and 81.1 years for females. National equivalents from this period are not available, however in 2001 the life expectancy at birth for all New Zealand males was 76 years, and for females 80.9 years. This was based on the 2001 Census, updated figures for Marlborough are not yet available from the Census 2006 data.

Infant mortality rates

Infant mortality is defined as the death of a live born child prior to their first birthday. From 1988 – 2004, infant mortality rates were similar to or slightly lower than NZ average. Overall there has been a significant improvement in infant mortality rates.

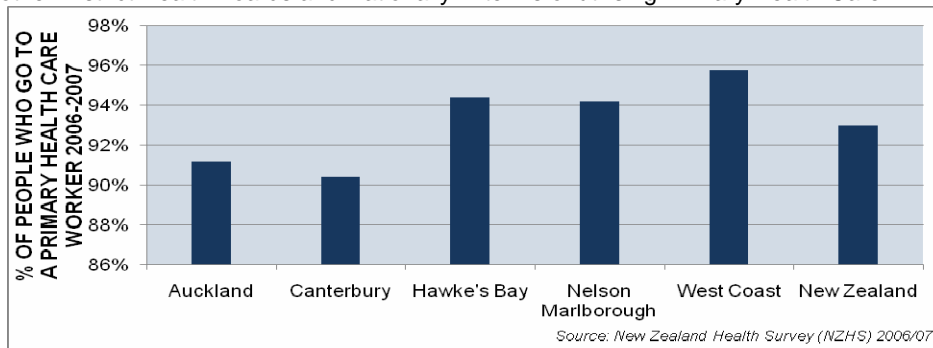
Period	New Zealand	Nelson Marlborough
1988/89	10.3/1000	10.8/1000
2000/01	6.0/1000	4.0/1000
2004	5.9/1000	3.5/1000

% of children who are overweight or obese.

The National Children's Nutrition Survey of 2002 looked at the numbers of children aged 5 – 14 who were overweight or obese. Estimated figures for Nelson Marlborough indicated lower rates of obesity amongst children here. This may be co-related to higher rates of participation in physical activity. Anecdotal information suggests that the regional trend is towards higher rates of obesity, and lower rates of physical activity. This survey has not been repeated; however indication has been given that it will be conducted in the future.

Primary Health Care

A Primary Health Care providers have responsibility for the care of a given population over time, as the usual point of first contact with the health system, except in serious emergencies. A primary health care provider is a GP clinic, student health service, 24 hour Accident and Medical centre or nurse clinic (without a GP), that the respondent goes to first when feeling sick or injured. The Nelson Marlborough District compares well with other District Health Boards and Nationally in terms of utilising Primary Health Care.



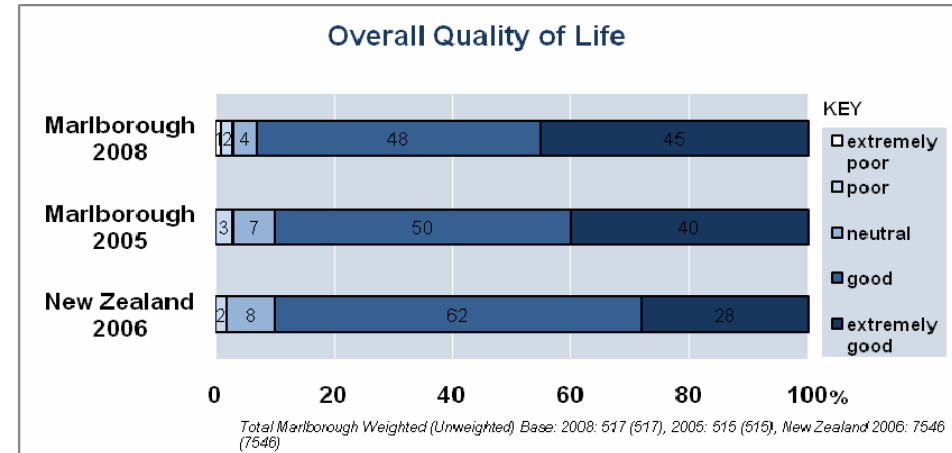
Social Indicators

The Ministry of Social Development has published the Social Report 2008 Regional indicators. The report uses social indicators to provide a picture of well being and quality of life in New Zealand. Regional information is provided in the report for 16 regions (or combined regions) to show how the outcomes vary across the country. The table below summarises Marlborough's ranking relative to other regions in terms of best performance for each of the social indicators, it is important to note that the actual differences may be small.

Indicators	Marlborough's Relative Position (with 1st being the best performance)	
Health	Life Expectancy - Male	5th =I (out of 16)
	Life Expectancy - Female	10th = (out of 16)
	Cigarette Smoking – proportion of population in area aged 15 years & over who smoke.	8th (out of 12)
	Suicide rate per 100,000 population	1st (out of 12)
Knowledge & Skills	Participation in early childhood education	4th
	School leavers with higher qualifications	8th
	Educational attainment of the adult population	3rd (out of 12)
Paid Work	Unemployment - % of total labour force who are unemployed	2nd (out of 12)
	Employment – population 15-64 years in paid employment %	4th (out of 12)
	Median hourly earnings \$	6th (out of 12)
	Workplace injury claims (rate per 1,000 FTES)	7th (out of 11)
Economic Standard of Living	Population with low incomes - income less than 60% of the national Median (2001) %	3rd(out of 16)
	Household crowding - Population in households with fewer bedrooms than needed %	5th(out of 16)
Civil and Political	Voter turnout – local authority elections	3rd = (out of 16)
	Enrolled Electors who voted %	

Rights	Representation of women in local government %	10th =(out of 16)
Cultural Identity	Maori language speakers - % of Maori Population	13th(out of 16)
	Language retention	9th (out of 16)
Leisure & Recreation	Participation in physical activity – young people aged 5-17	1st (out of 10)
	Participation in physical activity – Adults aged 18 and over (%)	1st (out of 10)
Physical Environment	Drinking water quality – E. coli	10th (out of 16)
	Drinking water quality – Cryptosporidium	15th = (out of 16)
Safety	Recorded criminal offences (per 10,000 population)	12th (out of 15)

Overall Quality of Life



Quality of Life in Marlborough

In the following section, information is presented from the 2008 survey of Marlborough Residents Quality of Life. Where appropriate the findings of the National Indicators (2004) survey, National Indicators (2006) survey and the Marlborough 2005 survey are included.

The 2008 survey was based on telephone interviews with 517 Marlborough residents aged 15 years and older. Sample quotas were set on age, gender, and geographical location. Additional interviews were completed in smaller populated areas to produce robust samples for sub group analysis and the results have been weighted to reflect the demographic proportions of the district as a whole. The total sample has a margin of error of +/- 4.4% at a confidence interval of 95%.

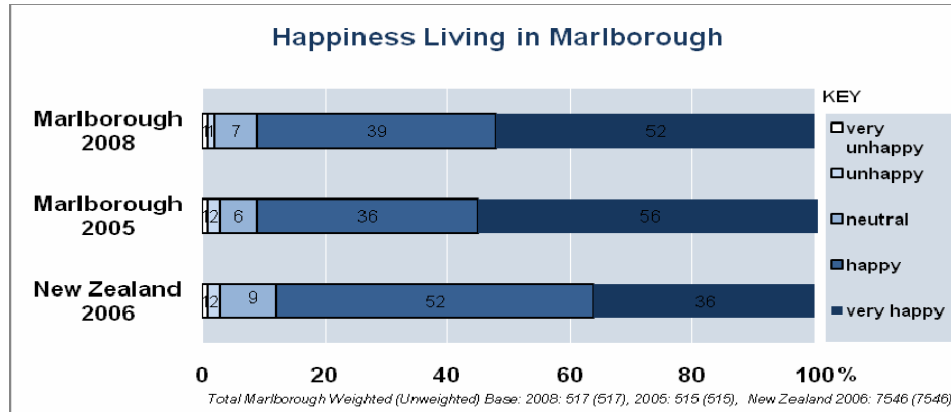
Questions in the 2008 survey closely matched those used in the Marlborough 2005 survey and the National Indicators survey's to enable comparisons to be made. The National Quality of Life project was established in 1999 to provide social, economic and environmental indicators of quality of life in New Zealand's six largest cities. The project was subsequently expanded to include New Zealand's 12 largest urban areas, and the most recent National Indicators (2006) survey also included comparative data from outside of the 12 urban areas.

The majority of Marlborough residents in the 2008 survey believe they have a high quality of life, with 93% rating it as either extremely good (45%), or good (48%). Just 3% felt they had a poor quality of life.

94% of residents living in Blenheim and Renwick and other Marlborough areas rated their quality of life positively (Extremely good/ good). A slightly smaller proportion of residents in Picton (88%) rated their quality of life positively.

The number of residents rating their quality of life as extremely good has increased from 40% in the Marlborough 2005 survey to 45% in the Marlborough 2008 survey. Marlborough residents who rated their quality of life as extremely good (45%, 2008) constituted a significantly greater proportion than national residents who rated their quality of life as extremely good (28%, 2006).

Happiness Living in Marlborough



The vast majority (91%) of Marlborough residents in the 2008 survey were happy living in Marlborough, with 52% stating they were very happy living in Marlborough, and only 2% stating that they were unhappy. Overall the results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

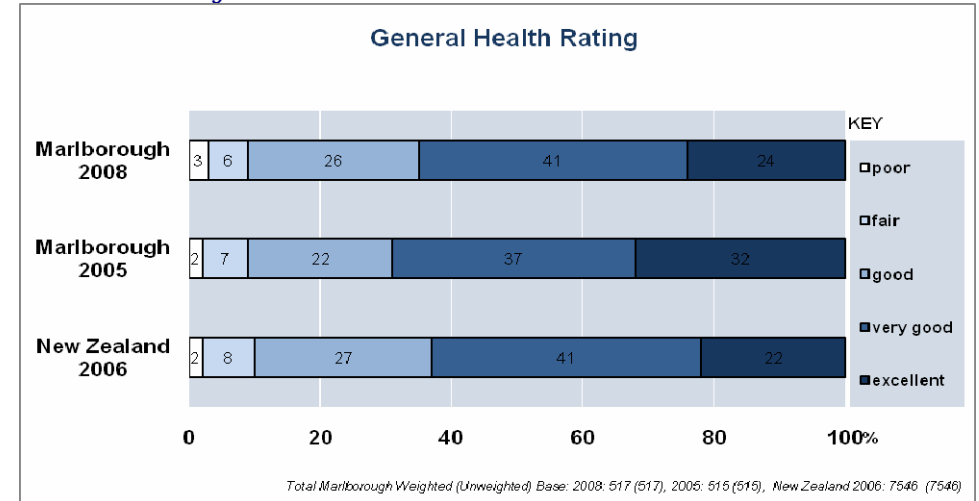
The 2008 results were similar to the 2005 survey findings where 92% of residents were happy to be living in Marlborough. Overall the 2008 results were similar to the National Indicators (2006) data where 88% of residents were happy where they were living. A higher proportion of residents rated themselves as very happy in Marlborough (52%) compared to the National Indicators (2006) survey (36%).

Those residents less likely to state they were happy or very happy living in Marlborough were:

- Non-ratepayers (80%)
- Those who felt lonely or isolated sometimes or often (78%)
- Those who rated their quality of life as neutral or below (63%)

Health

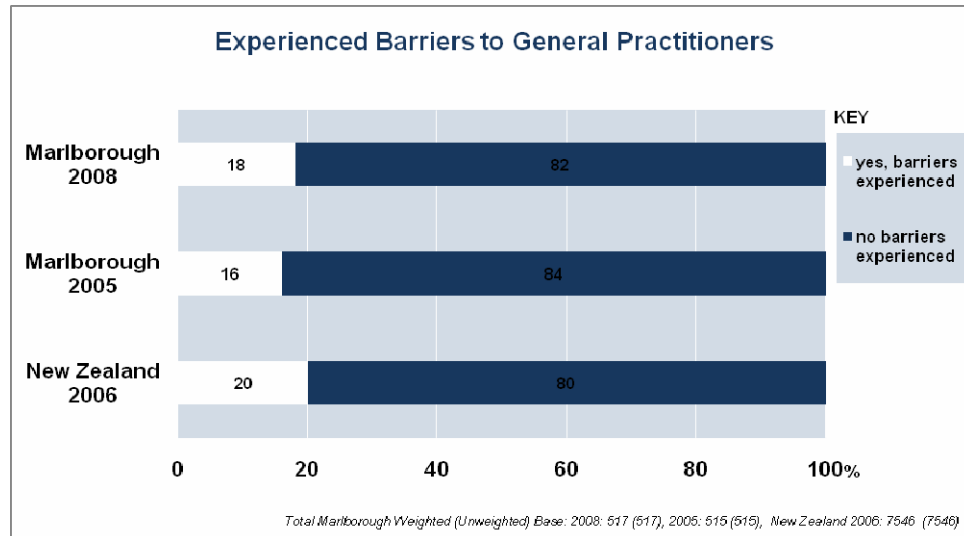
General Health Rating



65% of Marlborough residents in the 2008 survey rated their health as very good or excellent, with a further 26% rating their health as good. Only 3% rated their health as poor.

There was a decrease in the proportion of Marlborough residents rating their health as excellent from 32% in the Marlborough 2005 survey to 24% in the 2008 survey. The National Indicators (2006) results were similar to the Marlborough 2008 findings.

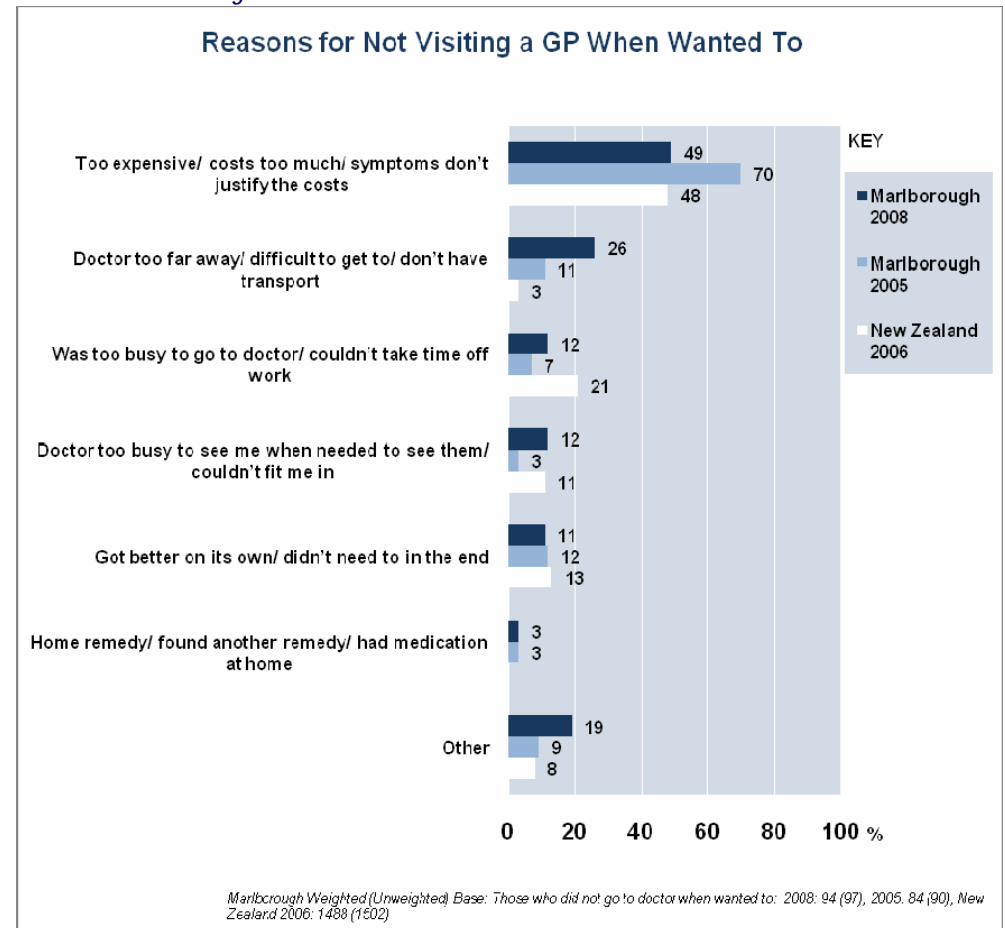
Wanted To Visit General Practitioner But Did Not



18% of Marlborough residents in the 2008 survey felt that, in the preceding 12 months there had been a time where a member of their household had wanted to visit a doctor but had not. Residents living in Marlborough areas other than Blenheim and Renwick or Picton were slightly more likely to have wanted to visit a doctor, but hadn't, in the last 12 months.

The 2008 results are similar to both the Marlborough 2005 survey and National Indicators (2006) survey results.

Reasons for Not Visiting a GP When Wanted To



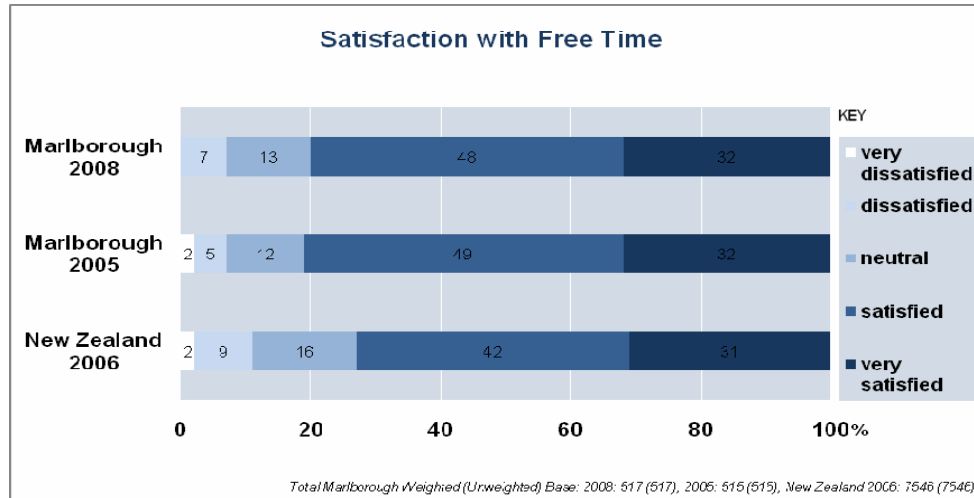
40% of those who had not visited a doctor when they had wanted to specified cost as the reason. This was a substantial decrease from the Marlborough 2005 survey results and was more in line with the National Indicators (2006) Survey results. 26% stated that the doctor was too far away, difficult to get to or they didn't have transport, these reasons were cited more frequently than in the Marlborough 2005 survey. 12% of residents who had not visited a doctor when they wanted to gave the reason that the doctor was too busy or couldn't fit them in, this is a similar result to the National Indicators (2006) survey, but is a 9% increase on the Marlborough 2005 Survey results.

48% of residents from other Marlborough areas identified their reason for not visiting a GP when wanted to as the doctor being too far away, difficult to get to or not having transport available. These residents were also more likely to have been too busy to get

to a doctor or could not take time off work and a lower proportion of residents from other Marlborough areas identified cost as a factor in their decision compared to residents of Blenheim and Renwick and Picton.

Free Time

Satisfaction with Free Time

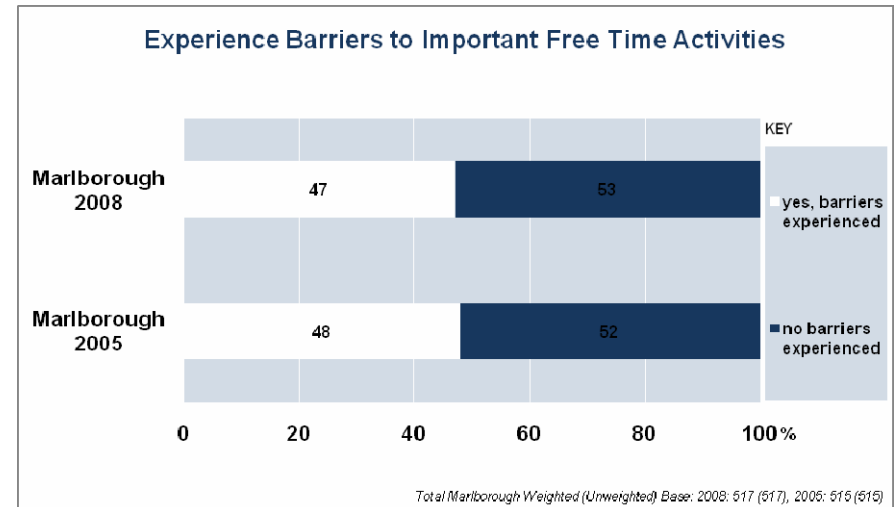


80% of Marlborough residents in the 2008 survey were satisfied or very satisfied with their free time. Only 7% were dissatisfied. Results across Blenheim and Renwick and Picton were similar. By comparison, residents living in other Marlborough areas were more dissatisfied with their free time. The 2008 result was similar to the Marlborough 2005 survey result. The National Indicators (2006) survey measured a slightly lower proportion of people satisfied with their free time.

Females aged between 15-24 were more likely to be satisfied with their free time (82%) than males ages between 15-24 (70%). In the other age groups there was little difference between males and females. Overall, female and male residents are equally satisfied with their free time although females tend to state that they are 'very satisfied' more often than males.

Generally, there is an association between age and residents' satisfaction with their free time. Residents aged between 50-64 are more satisfied with their free time than those between the ages of 15 and 49. Those in the 65+ age category are the most likely to be very satisfied with their free time.

Barriers to Free Time



47% of Marlborough residents in the 2008 survey felt they had some difficulties in undertaking important activities in their free time. 62% of those living in other Marlborough areas experienced difficulties in undertaking important free time activities. This was a higher proportion than among those living in Blenheim and Renwick and Picton.

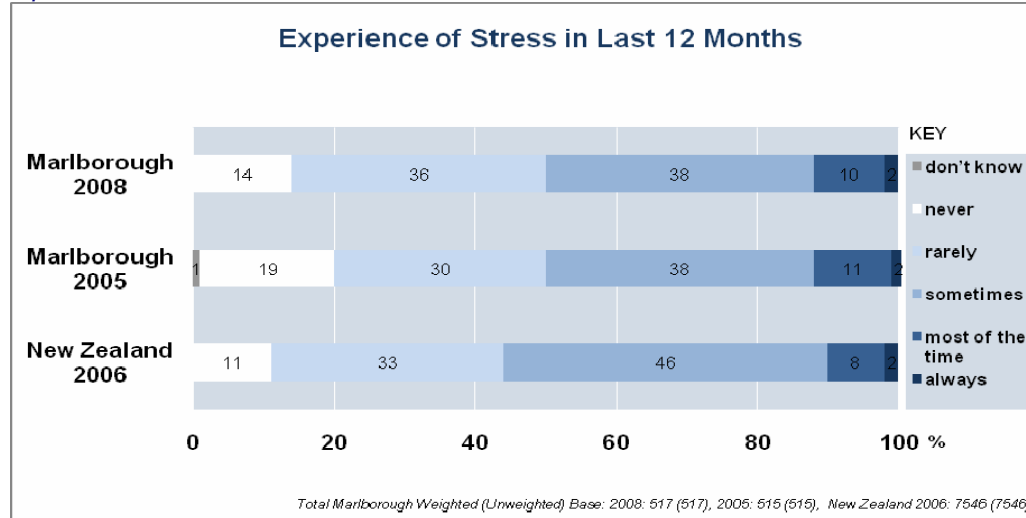
The 2008 findings were similar to the Marlborough 2005 survey results. 55% of those who experience barriers to free time were from families with dependant children.

Barriers to Important Free Time Activity

39% of residents who experienced barriers to undertaking important free time activities identified a lack of time as a barrier. This was followed by cost and activity being too far away with both of these reasons being mentioned by 23%. There was a noticeable increase in these factors being identified as barrier in the 2008 survey when compared to the Marlborough 2005 Survey results.

44% of those from the Blenheim and Renwick area cited time as a barrier, this was a higher proportion than in other areas. Residents living in Picton cited poor health more often as a reason not to participate than residents in other areas of Marlborough and this is linked to the higher proportion of residents 65 and over living in Picton compared with other Marlborough areas.

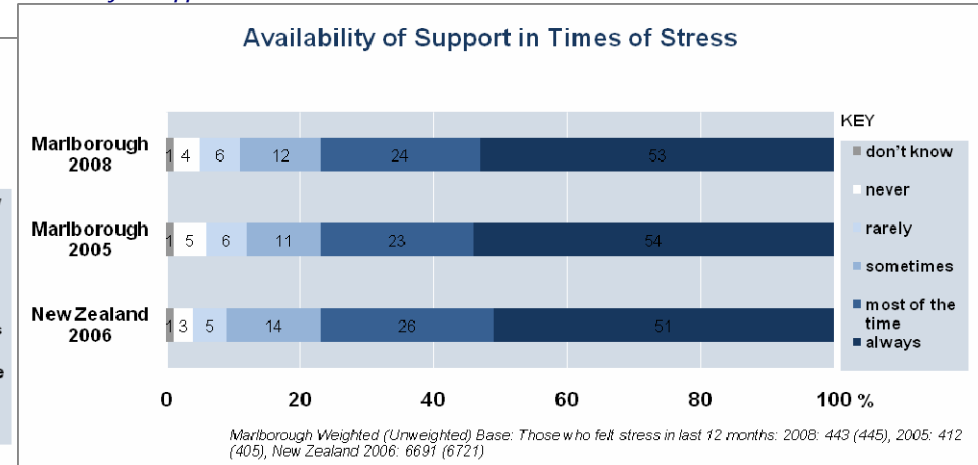
Wellbeing Experience of Stress



50% of all Marlborough residents in the 2008 survey had not or had rarely experienced stress in the last 12 months. Experience of stress in the last 12 months was relatively similar across Blenheim and Renwick, Picton and other areas of Marlborough.

The 2008 survey findings were similar to the Marlborough 2005 survey results and were slightly higher than the National Indicators (2006) survey results where only 44% of residents had not or had rarely experienced stress in the last 12 months. 12% of Marlborough Residents were stressed all or most of the time; this is higher than the results of the National Indicators (2006) survey (10%) and lower than the Marlborough 2005 survey results (13%).

Availability of Support



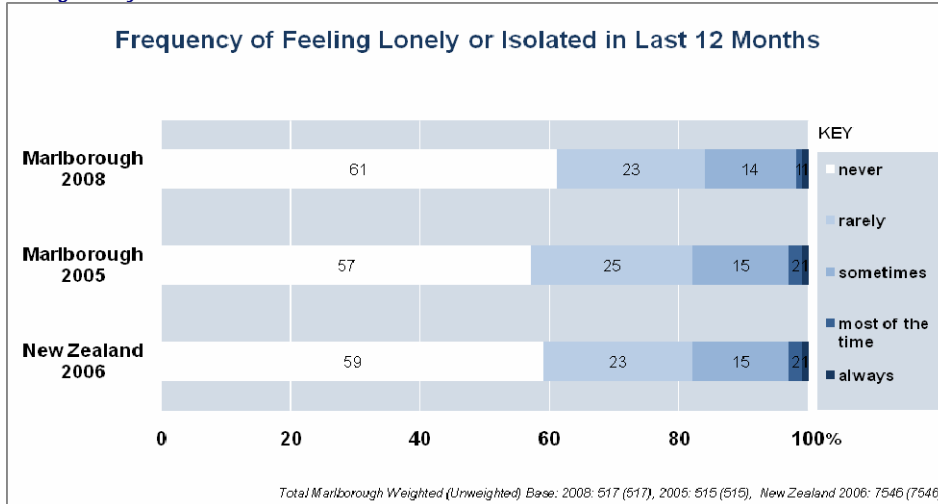
Of those residents that had experienced stress, 89% had someone to turn to for help or to rely on for support at least sometimes when they were feeling stressed. Just 10% felt they rarely or never had someone to turn to.

Results were similar in Blenheim and Renwick and Picton. In other Marlborough areas support in times of stress appeared to be lower. This is a similar result to those obtained in the Marlborough 2005 survey and in the National Indicators (2006) survey.

Residents who were less likely to always have someone to turn to in times of stress were:

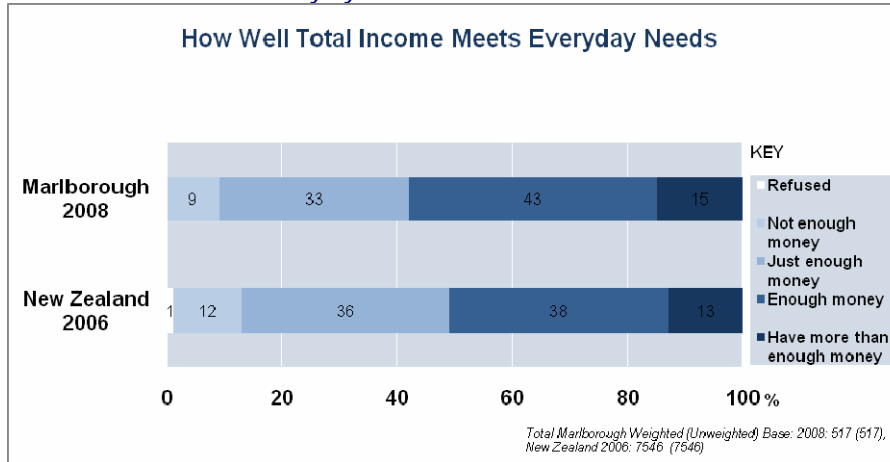
- Those who felt stressed most of the time or always (41%)
- Those who had lived in Marlborough for less than two years (38%)
- Those who felt lonely or isolated sometimes or often (35%)

Feeling Lonely and Isolated



Most Marlborough Residents (84%) in the 2008 survey claimed to have never or rarely felt lonely or isolated in the last 12 months. 2% always or most of the time felt lonely or isolated and 14% claimed they had sometimes felt this way. Results were similar in Blenheim and Renwick, Picton and other Marlborough areas. The 2008 results are similar to both the Marlborough 2005 survey and the National Indicators (2006) survey.

Extent to Which Income Meets Everyday Needs



58% of Marlborough residents in the 2008 survey had enough money or more than enough money to meet their everyday needs. Only 9% did not have enough money. Results were similar across all areas of Marlborough, except in Blenheim and Renwick

where having more than enough money to meet everyday needs was a slightly more prevalent. These results were in line with the National Indicators (2006) survey. This question was not asked in the Marlborough 2005 survey.

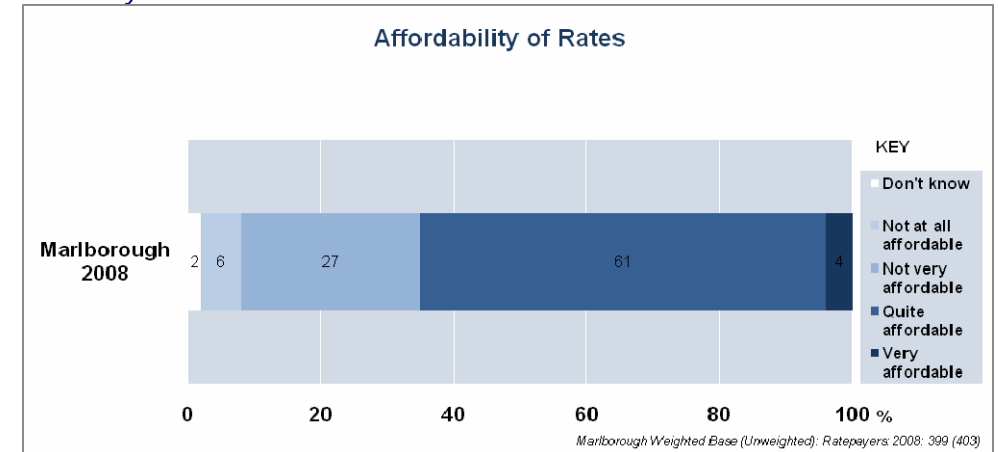
Residents who had enough or more than enough money to meet their needs:

- Rated their quality of life as extremely good (71%)

Residents who were less likely to have enough or more than enough income to meet their needs were:

- Those who felt people can not be trusted (47%)
- Those who had lived in Marlborough less than two years (45%)
- Aged 15 - 24 (42%)
- Non-ratepayers (42%)

Affordability of Rates

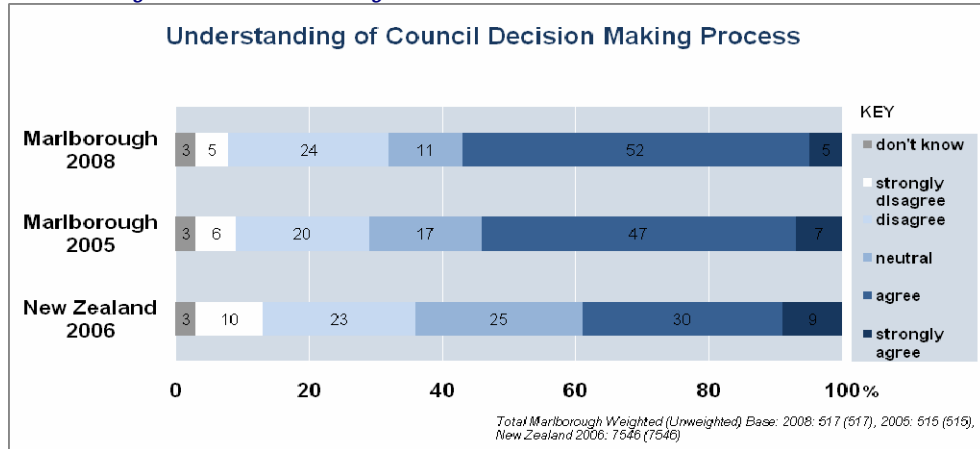


65% of Marlborough residents in the 2008 survey thought the rates they pay were affordable, with only 6% saying that they are not at all affordable. A lower proportion of Picton residents thought their rates were affordable compared with ratepayers in other Marlborough areas and Blenheim and Renwick.

This question was not asked in the Marlborough 2005 survey or the National Indicators (2006) survey.

Democracy

Understanding Council Decision Making Process



57% of Marlborough residents surveyed in 2008 agreed that they understood how the Council made decisions (5% agreed strongly, 52% agreed). Results were similar in Blenheim and Renwick, Picton and other Marlborough areas.

The 2008 survey results show a slight increase in the proportion agreeing with this statement from 2005 (7% agreed strongly, 47% agreed). 39% agreed in the National Indicators (2006) survey, which is markedly lower than the result in the Marlborough 2008 survey where 57% agreed.

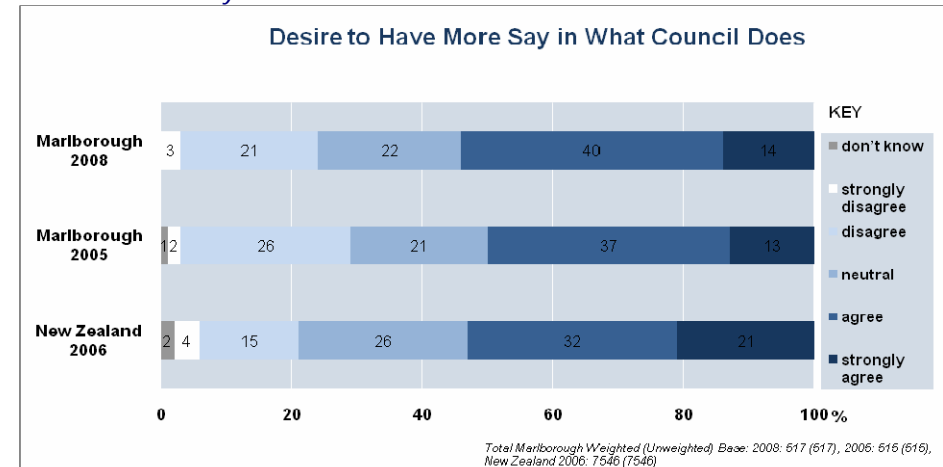
Residents more likely to agree or strongly agree that they understand how the Council makes decisions were:

- Aged 50 - 64 (69%)

Residents less likely to agree or strongly agree that they understand how the Council makes decisions were:

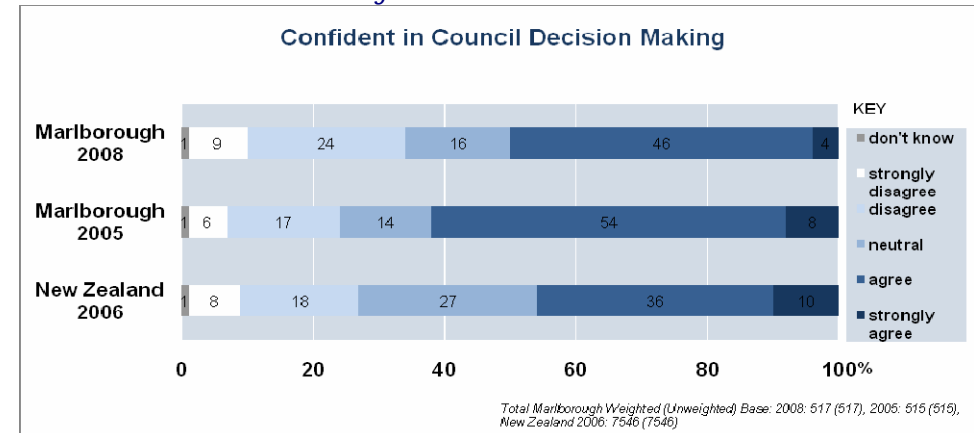
- Aged 15 - 24 (32%)
- Non-ratepayers (36%)

Desire to Have More Say in What Council Does



54% of Marlborough residents in the 2008 survey agreed (14% agreed strongly, 40% agreed) that they would like more say in what the Council does. Results were similar in Blenheim and Renwick, Picton and other Marlborough areas. The 2008 results show a slight increase on the Marlborough 2005 survey results where a total of 50% agreed they would like more say in what the Council does. The results from the National Indicators (2006) survey were similar to the Marlborough 2008 survey result, except that in the National Indicator views were more strongly held, with 21% compared to 14% in the strongly agree group.

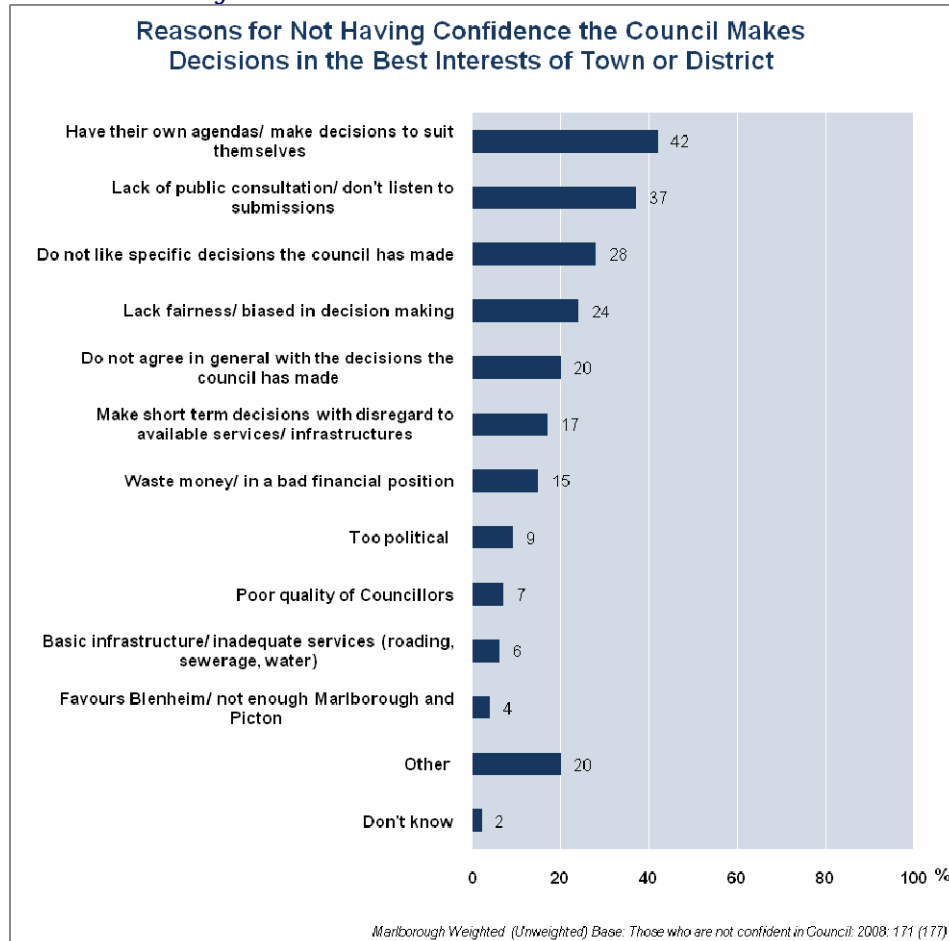
Confidence in Council Decision Making



50% of Marlborough residents in the 2008 survey agreed (4% agreed strongly, 46% agreed) that they had confidence in Council decision making. Results were similar in Blenheim and Renwick, Picton and other Marlborough areas. Confidence in Council

decision making has fallen in Marlborough from 62% in 2005 to 50% in 2008. Despite the fall from 2005, in 2008 there was still a higher level of agreement among Marlborough residents having confidence in Council decision making than the National Indicator (2006) survey results. However, Marlborough residents also expressed a higher level of disagreement in 2008; 33% did not have confidence in the Council compared to 26% in the National Indicators (2006) survey and the Marlborough 2005 survey.

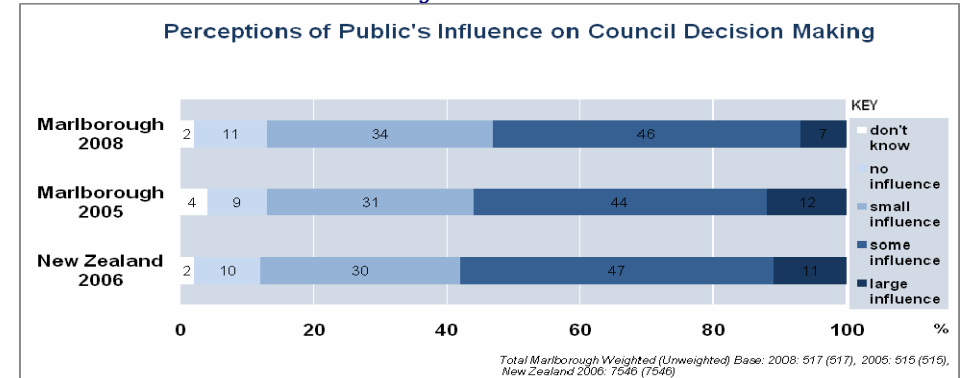
Reasons for not having Confidence in Council Decisions



The most common reason for Marlborough Residents not having confidence in Council decisions was that the Council have their own agendas and make decisions to suit themselves (42%). The second most common reason was the lack of public consultation and not listening to public submissions (37%). Results were similar in Blenheim and Renwick, Picton and other Marlborough areas with some minor variations.

This question was not asked in the Marlborough 2005 survey or the National Indicators (2006) survey.

Public Influence on Council Decision Making

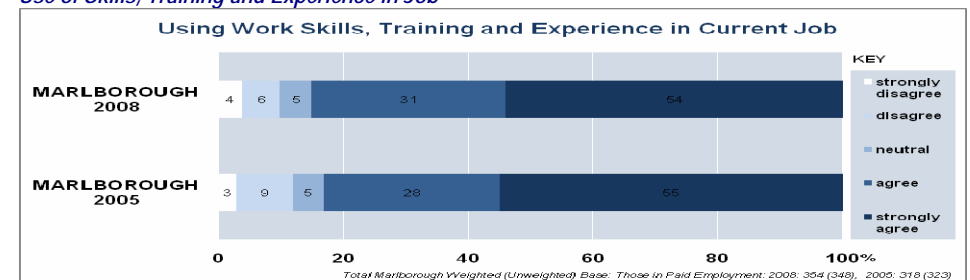


53% of Marlborough's residents in the 2008 survey felt they had some or a large influence on Council decision making. 34% felt they had a small influence and 11% felt they had no influence on Council decision making. Results were similar between Blenheim and Renwick, Picton and other Marlborough areas.

The Marlborough 2008 survey results showed a slightly lower proportion of residents that felt they have some or a large influence on Council decision making than both the Marlborough 2005 survey (56%) and National Indicators (2006) survey (58%).

Work Related Issues

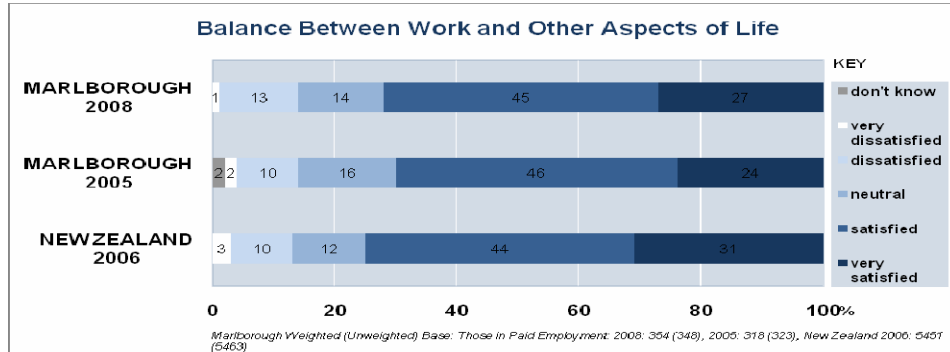
Use of Skills, Training and Experience in Job



The majority (85%) of Marlborough residents in the 2008 survey who are in paid employment agreed that they are using work skills, training and experience in their current job. Nearly all (90%) Blenheim and Renwick residents agreed they were using work skills, training and experience in their current jobs; this was comparatively higher than in Picton (68%) and other Marlborough areas (81%).

This question was not asked in the National Indicators (2006) survey. The 2008 survey result is very similar to the Marlborough 2005 survey results where 83% of residents felt they were using work skills, training and experience in their current job.

Work and Life Balance



72% of residents in the Marlborough 2008 survey were satisfied with their work life balance and 14% were dissatisfied. Results were similar between Blenheim and Renwick, Picton and other Marlborough areas.

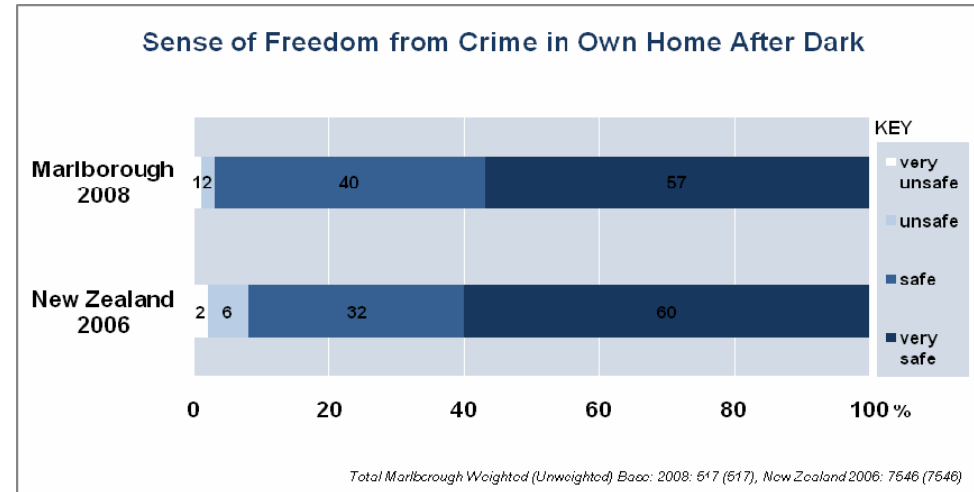
The Marlborough 2008 survey results were similar to the results of both the Marlborough 2005 survey and the National Indicators (2006) survey.

Residents who were less likely to be satisfied or very satisfied with their work life balance were:

- Those who rated their quality of life as neutral or below (57%).
- Those who felt stressed most of the time or always (56%),
- Those who rated their satisfaction with free time as neutral or below (44%)

Crime and Safety

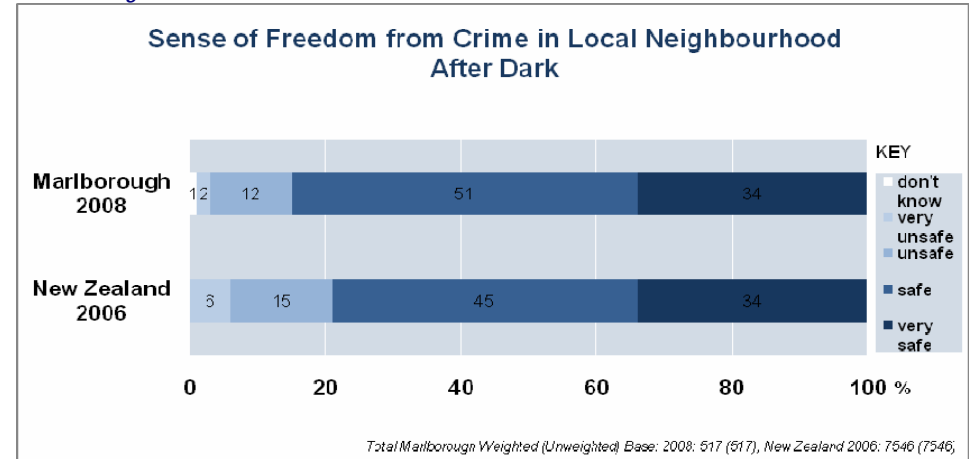
In Own Home After Dark



The 2008 Marlborough survey showed nearly all (97%) residents felt safe (40% safe and 57% very safe) in their own home after dark. This is a slightly higher proportion than the National Indicators (2006) data where 92% felt safe in their own home after dark. This is similar to the indicative Marlborough 2005 result.

A higher portion of residents from other Marlborough areas (64%) indicated that they felt very safe in their own home after dark compared to residents in Picton (57%) and Blenheim and Renwick (54%).

In Local Neighbourhood After Dark



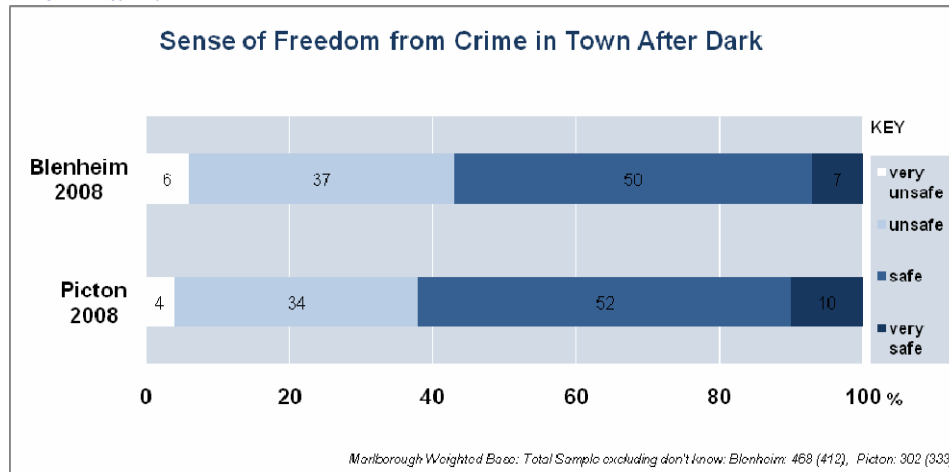
The 2008 Marlborough survey showed that 85% of residents felt safe (safe 51% and very safe 34%) in their local neighbourhood after dark, with 14% feeling unsafe in their local

neighbourhood. Significantly less people feel very safe from crime after dark in their local neighbourhood compared to their own home.

Fewer Blenheim and Renwick residents felt safe in their local neighbourhood after dark (80%) than those in Picton (94%) and other Marlborough areas (92%).

The 2008 Marlborough Survey found a slightly higher proportion of residents felt safe in their local neighbourhood after dark compared to the National Indicators (2006) survey. The Marlborough 2005 survey used an additional rating, i.e. neutral. While the results for 2005 and 2008 are not directly comparable, there is a slight increase in the percentage of people feeling safe in their neighbourhood.

In Town After Dark



57% of residents in the Marlborough 2008 survey felt safe in Blenheim after dark and 6% felt very unsafe. In Picton, 62% felt safe after dark, slightly higher than Blenheim and 4% felt very unsafe. The Marlborough 2005 survey used an additional rating, i.e. neutral. While the results for 2005 and 2008 are not directly comparable, there is an increase in the percentage of people feeling unsafe in town.

Residents who were more likely to state they felt safe or very safe in Blenheim were:

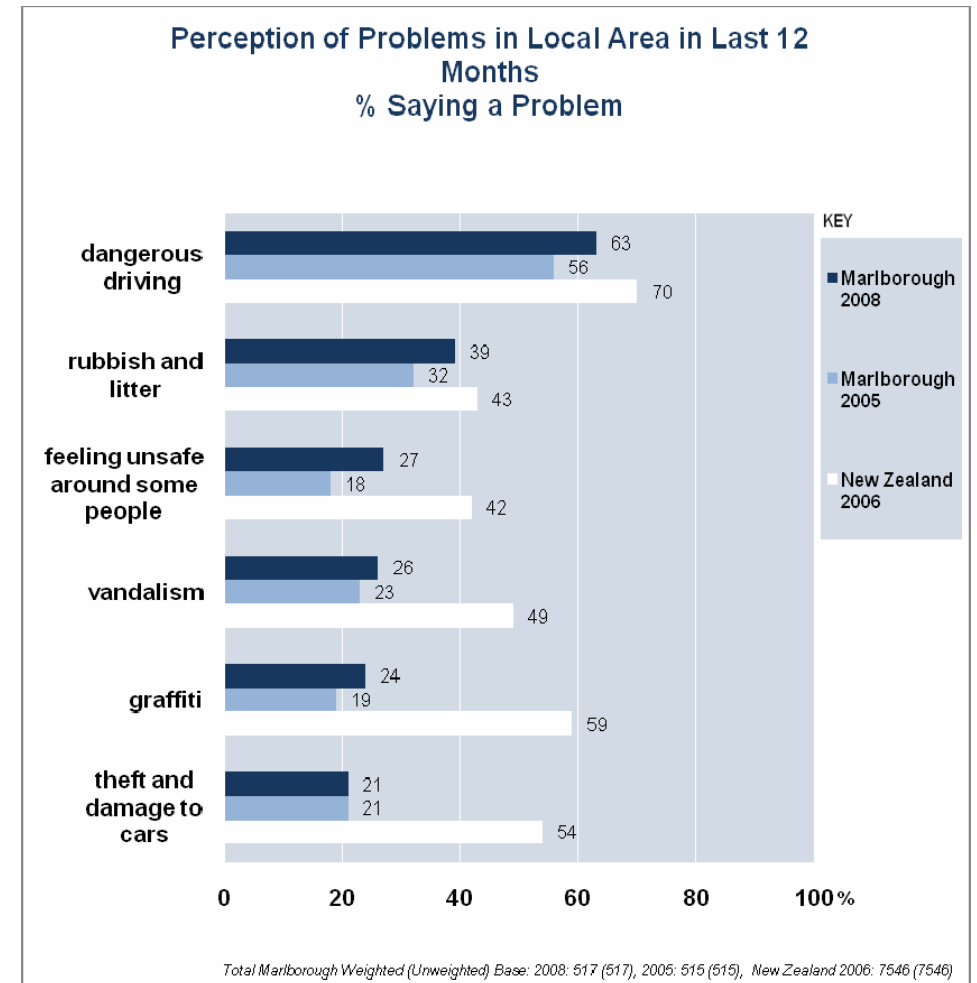
- Those who felt people can be trusted (56%)
- Males (62%)
- Those who were in full or part time employment (55%)

Residents who were more likely to state they felt safe or very safe in Picton were:

- Those who felt that people can be trusted (40%)
- Those who never felt lonely or isolated (43%)
- Those who were in full or part time employment (41%)
- Males (43%)
- Those who paid rates (39%)

Local and Environmental Issues

Local Issues



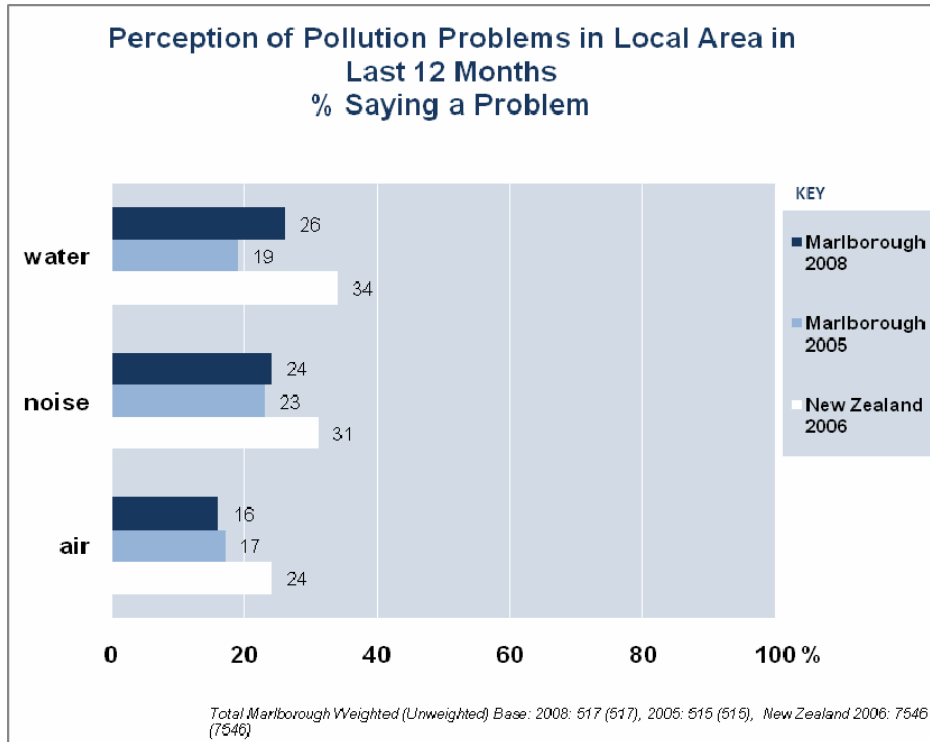
Most of the perceived issues had increased slightly in the 2008 survey from the Marlborough 2005 results with the exception of theft and damage to cars which had remained the same. All of the local issues were lower in the Marlborough 2008 survey than in the National Indicators (2006) survey.

The major issue perceived by Marlborough residents in the 2008 survey was that of dangerous driving (including drink driving, speeding or hoons), with 63% stating that this was a problem in their local area. 39% felt rubbish and litter was a problem, and 26% felt

vandalism, theft and damage to cars, graffiti and feeling unsafe around some people were problems.

Rubbish and litter lying about, graffiti and people you feel unsafe around was a bigger issue for residents of Blenheim and Renwick than Picton and other Marlborough areas. Residents of other Marlborough areas saw dangerous driving, car theft/ damage and vandalism as less of an issue when compared to Blenheim and Renwick and Picton.

Pollution Issues in Last 12 Months



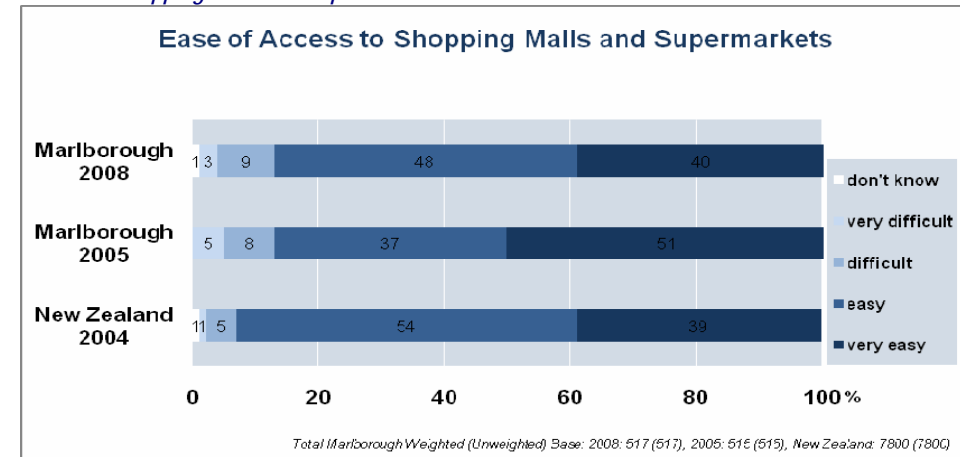
Both water pollution and noise pollution were seen as an issue in the 2008 survey by 26% of Marlborough residents signalling water pollution and 24% noise pollution. 16% identified air pollution as an issue.

Residents in Blenheim and Renwick generally thought there were more pollution issues than those in Picton and other Marlborough areas.

These results were similar to the Marlborough 2005 survey, except for residents identifying water pollution as an issue increasing from 19% in 2005 to 26% in 2008. All pollution problems were seen as less of an issue in the Marlborough 2008 survey than in the National Indicators (2006) survey.

Ease of Access

Access to Shopping Malls and Supermarkets

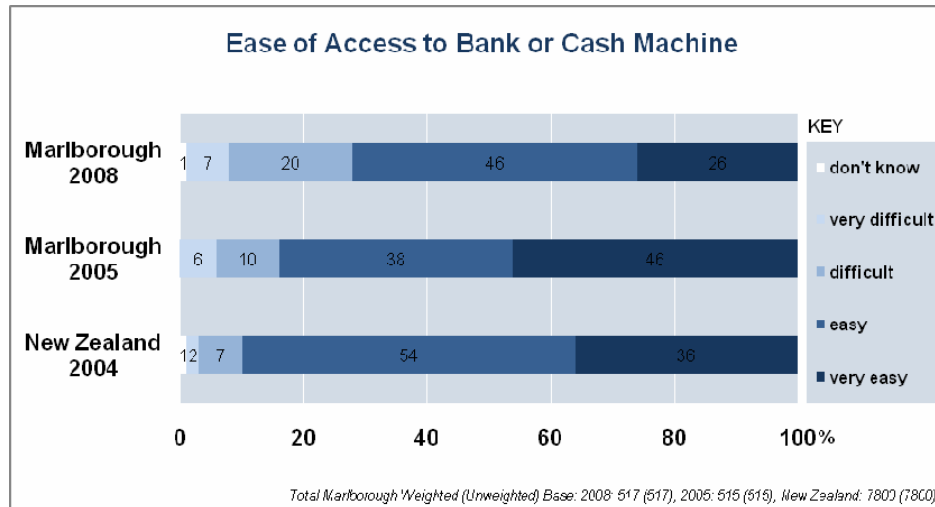


The majority (88%) of Marlborough residents in 2008 survey found it easy (48% easy and 40% very easy) to access shopping malls and supermarkets. Residents living in Blenheim and Renwick found it easiest to access shopping malls and supermarkets compared with those living in Picton and especially compared with residents in other Marlborough areas.

The 2008 results were similar to the results seen in the 2005 Marlborough survey. However, the proportion of residents that found it very easy to access shopping malls and supermarkets has lowered from 51% in 2005 to 40% in 2008. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. 93% of residents in the National Indicators (2004) survey found it easy to access shopping malls and supermarkets which is slightly higher than for Marlborough residents in 2008 (88%).

The most common reason for having difficulty accessing a shopping mall or supermarket was that residents had to travel a long distance (59%). 22% found the facilities were not easily accessed by public transport. All other reasons were mentioned by 12% of residents or less.

Access to Bank or Cash Machine

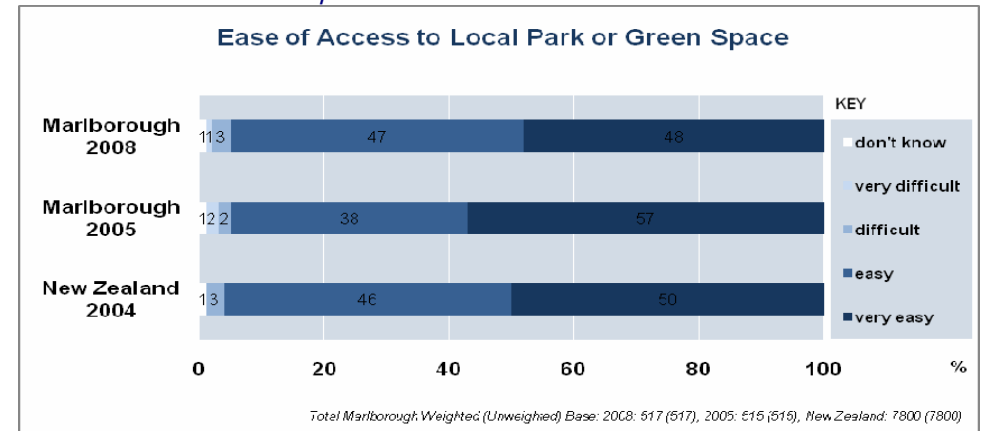


72% of Marlborough residents in the 2008 survey found it easy to access a bank or cash machine. 7% found it very difficult. Residents from Picton found it easiest to access a bank or cash machine. Residents from the other Marlborough areas found it most difficult.

The Marlborough 2005 survey showed 84% found it easy to access a bank or cash machine, compared to 72% in the 2008 survey. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. A lower proportion of Marlborough residents in the 2008 survey found it easy to access a bank or cash machine than those in the National Indicators (2004) survey.

The main reason for difficulty in accessing a bank or cash machine was there were none available in the area (44%), the next most common reason was having to travel a long distance to reach the service (39%), and 14% cited it was difficult because it was not easily accessible by public transport. Other reasons were mentioned by 8% of residents or less.

Access to Local Park or Green Space



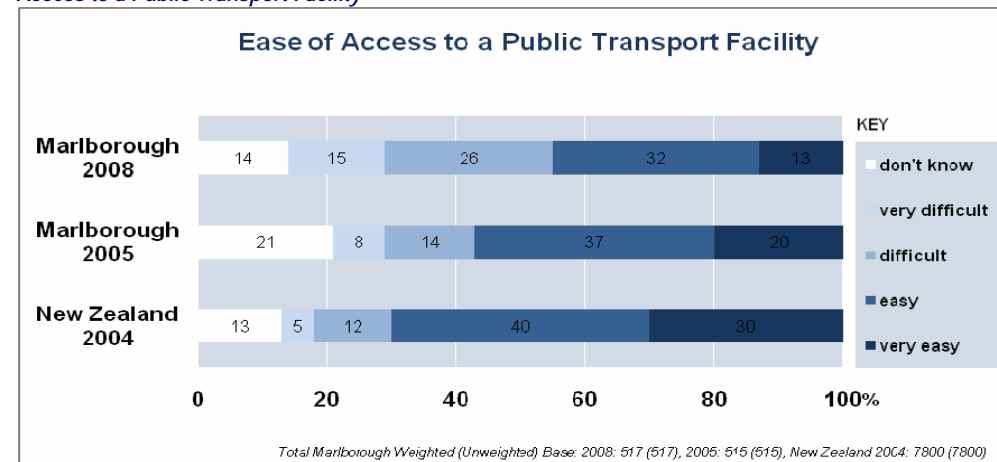
Most (95%) of Marlborough residents in the 2008 survey found it easy to access a local park or green space.

Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

The Marlborough 2008 survey results were very similar to the result found in the 2005 survey. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. The Marlborough 2008 survey data was very similar to the Marlborough 2005 survey and the National Indicators (2004) survey results.

The two main reasons for having difficulty accessing a local park or green space were having to travel a long distance (41%) and none being available in the area (39%).

Access to a Public Transport Facility



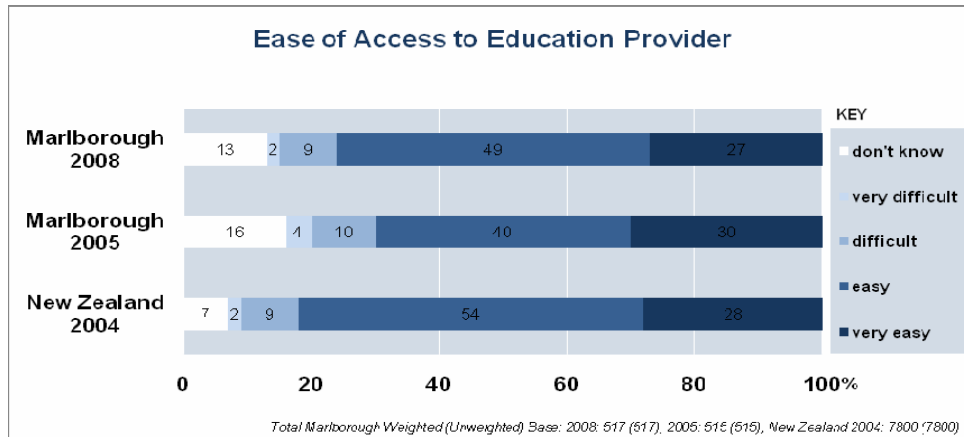
45% of Marlborough residents in the 2008 survey found it easy to access a public transport facility. 15% found it very difficult. Residents located in Marlborough outside of Blenheim, Renwick and Picton found it most difficult to access a public transport facility.

57% could easily access a public transport facility in the Marlborough 2005 survey. This question was not asked in the National Indicators (2006) survey, however results are available from the National Indicators (2004) survey. Fewer residents in Marlborough 2008 found it easy to access a public transport facility than in the National Indicators (2004) data. 45% found it easy in 2008 compared with 70% being able to easily access a facility in the National Indicators (2004) data.

Residents aged 15 - 24 were more likely to find it easy to access public transport (69% easy or very easy).

The main reason for having difficulty accessing public transport was having no public transport available (54%). A further 18% cited the long distance to travel to reach the service and 17% felt the public transport times are not always convenient. All other reasons were mentioned by 11% or fewer residents.

Access to Education Provider



76% of residents in Marlborough 2008 survey found it easy to access an education provider, with only 2% finding it very difficult. Results were similar across all three areas, although those living in other Marlborough areas had more difficulty accessing an education provider.

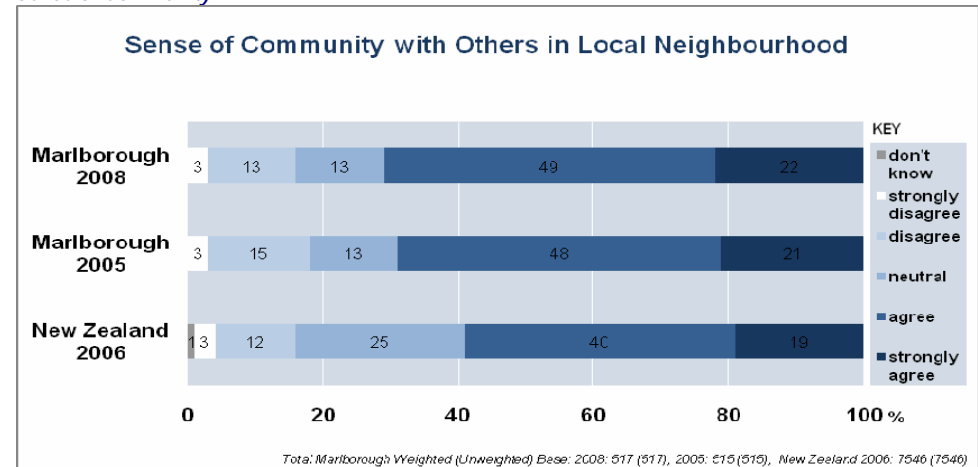
Results indicate that Marlborough residents find it slightly easier to access an education provider in 2008 as only 70% found it easy in the Marlborough 2005 survey. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. Compared to the National Indicators (2004) data fewer Marlborough residents in the 2008 survey found it easy to access an education provider (76% compared to 82%).

Those residents who were less likely to find it easy or very easy to access an education provider were:

- Those who rated their quality of life as neutral or below (63%), those who rated quality of life highly also found it easier to access an education provider
- Aged over 65 (63%), younger people found it easier to access an education provider
- Those who rated their health good or below (68%). This could be linked to age
- Those who rated their satisfaction with their free time as neutral or below (67%)

The main reason for having difficulty accessing an education provider was having a long distance to travel (42%); this was followed by not easily accessible by public transport (23%) and none or few education providers being available in the area (17%). All other reasons were mentioned by 7% or less.

Community Sense of Community



71% of Marlborough residents in the 2008 survey agree to having a sense of community with others in their local neighbourhood. There were similar levels of agreement across Marlborough, although it was a little lower in Blenheim and Renwick.

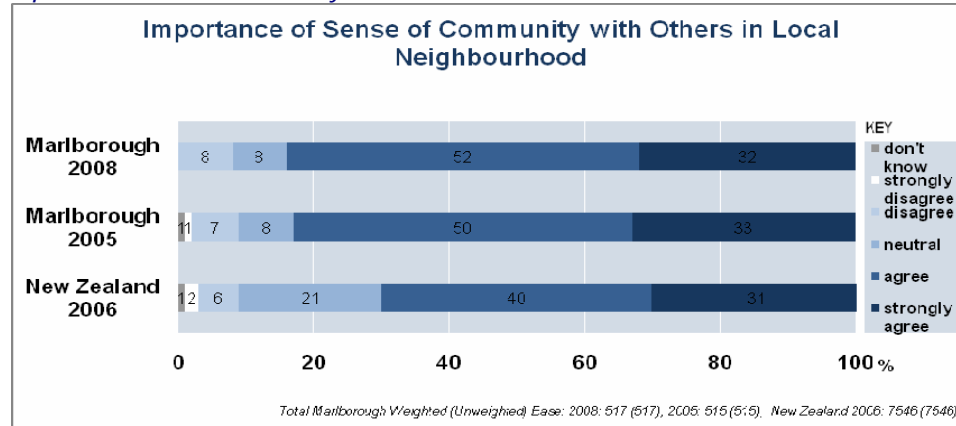
The 2008 survey results are similar to the Marlborough 2005 survey results. A higher proportion of Marlborough residents agreed there was a sense of community with others in the local neighbourhood than was the case with the National Indicators (2006) survey results where only 59% of residents agreed with this statement.

Those who were less likely to agree or agree strongly that there was a sense of community with others in the local neighbourhood were:

- Those who felt people can not be trusted (61%)
- Aged 15 - 24 (61%), those aged over 65 were more likely to agree there was a sense of community with others in the local neighbourhood (83%)
- Those who felt stressed most of the time or always (59%)

- Those who felt lonely or isolated sometimes or often (55%), in particular, only 35% agreed with this statement compared to 50% for those who felt lonely or isolated rarely or never (52%)
- Those who rated their quality of life as neutral or below (52%), those who had an extremely good quality of life were more likely to agree there was a sense of community with others in the local neighbourhood (80%)

Importance of Sense of Community

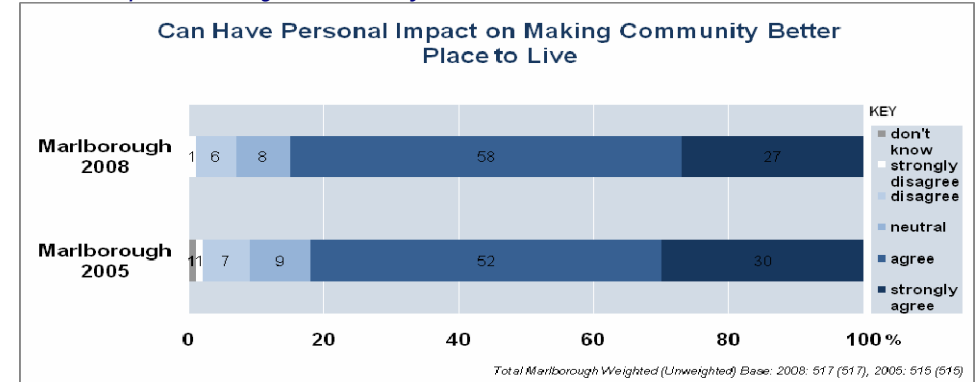


The majority (84%) of Marlborough residents in the 2008 survey agreed it is important to have a sense of community with others in their local neighbourhood. There were similar levels of agreement across Marlborough although those living in Picton were less likely to agree strongly with this statement (20%).

The 2008 survey results were similar to the Marlborough 2005 survey findings but were higher than the National Indicators (2006) survey results where 71% agreed with this statement.

Those aged 15-24 were less likely to agree it is important to feel a sense of community in the local neighbourhood (73%).

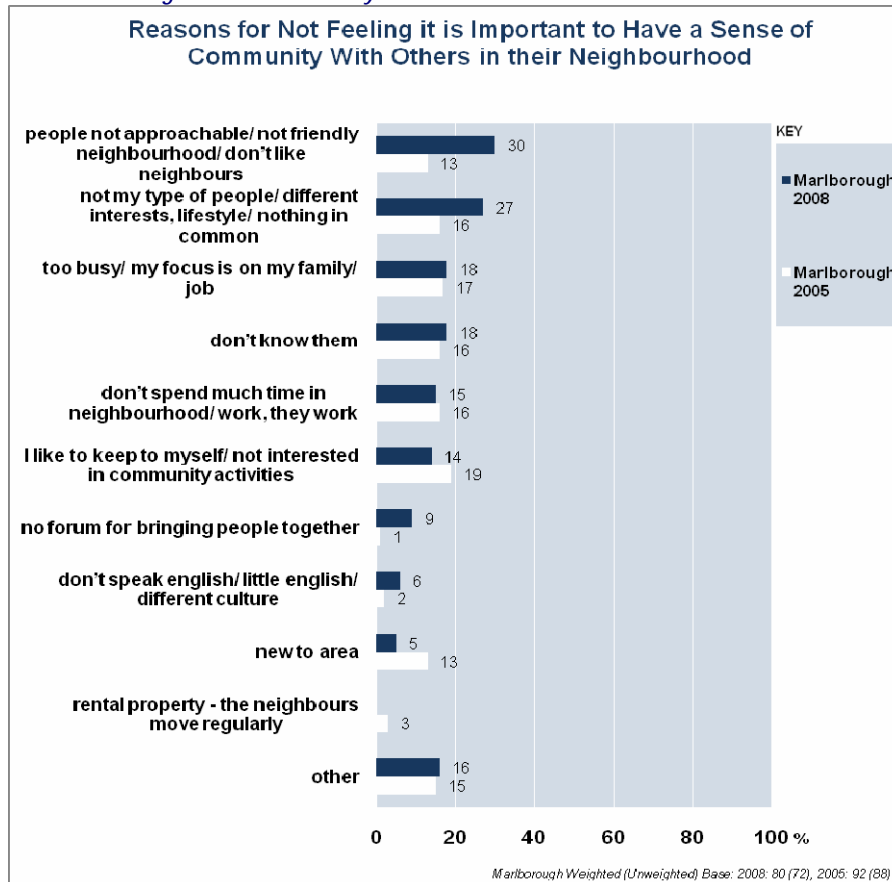
Personal Impact on Making the Community A Better Place to Live



85% of Marlborough residents in the 2008 survey agreed that individuals can have a personal impact on making the community a better place to live. Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

The 2008 survey results were similar to those in the Marlborough 2005 survey where 82% agreed that individuals can have a personal impact on making the community a better place to live. This question was not asked in the National Indicators (2006) survey.

Reasons Not Feeling Sense of Community

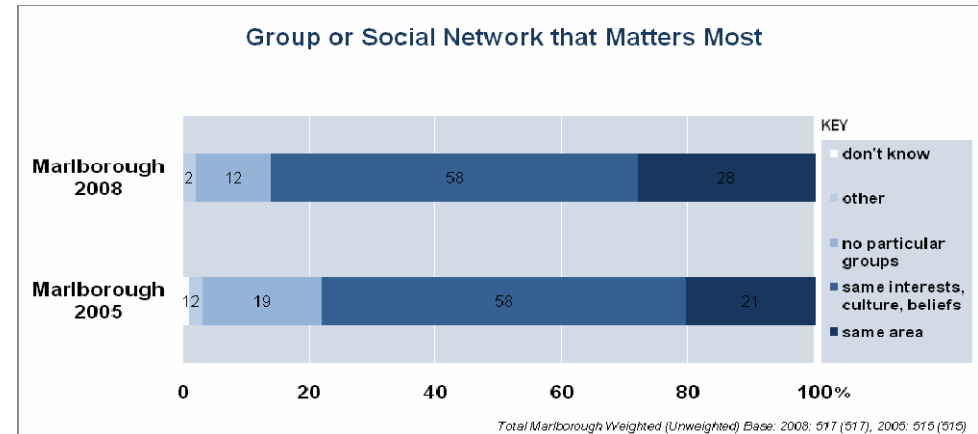


The main reason given by Marlborough residents in the 2008 survey for not feeling like there was a sense of community in their local area was that people are not approachable (30%). This was followed by not my type of people (27%). The percentage of people giving these reasons had significantly increased when compared to the Marlborough 2005 Survey data. Residents in Blenheim and Renwick were more likely to give these reasons compared to residents of Picton and other Marlborough areas. 18% of residents identified the reason as being too busy or not knowing people.

Most reasons given in the 2008 survey were similar to those stated in the Marlborough 2005 survey with the exception of the top two reasons, people not being approachable and not my type of people. Both reasons had increased significantly between surveys. This question was asked in a different format in the National Indicators (2006) survey and therefore results are not comparable.

Social Networks and Neighbourhood Groups

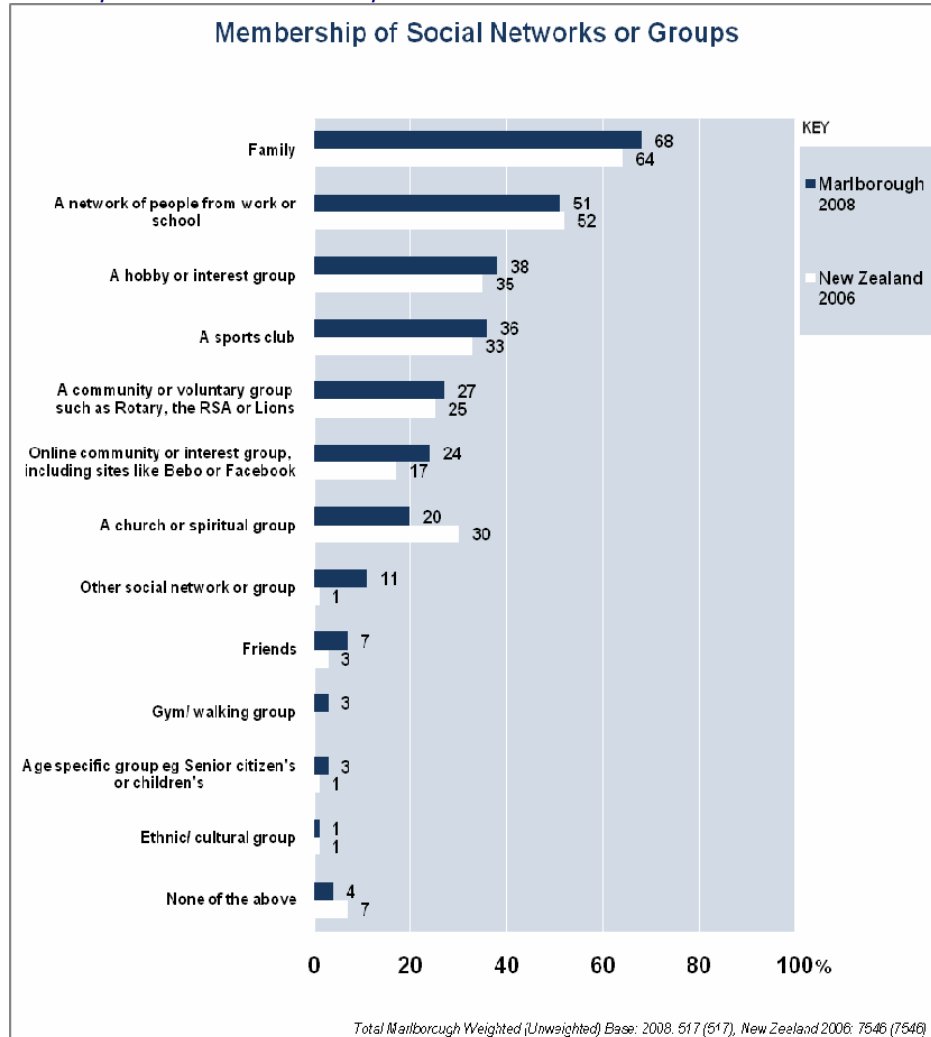
Social Networks



28% of Marlborough residents in the 2008 survey had their social network made up of people that live in the same area. 58% were people who share the same interests, culture or beliefs. Only 12% had no particular groups. Results were similar across Marlborough, although area dependant networks appear to be more common in rural areas, while interest/ cultural networks more common in the townships.

Fewer residents in the 2008 survey had no particular group (19% in 2005 to 12% in 2008) and more residents had social networks among people that lived in the same area as them (21% in 2005 to 28% in 2008).

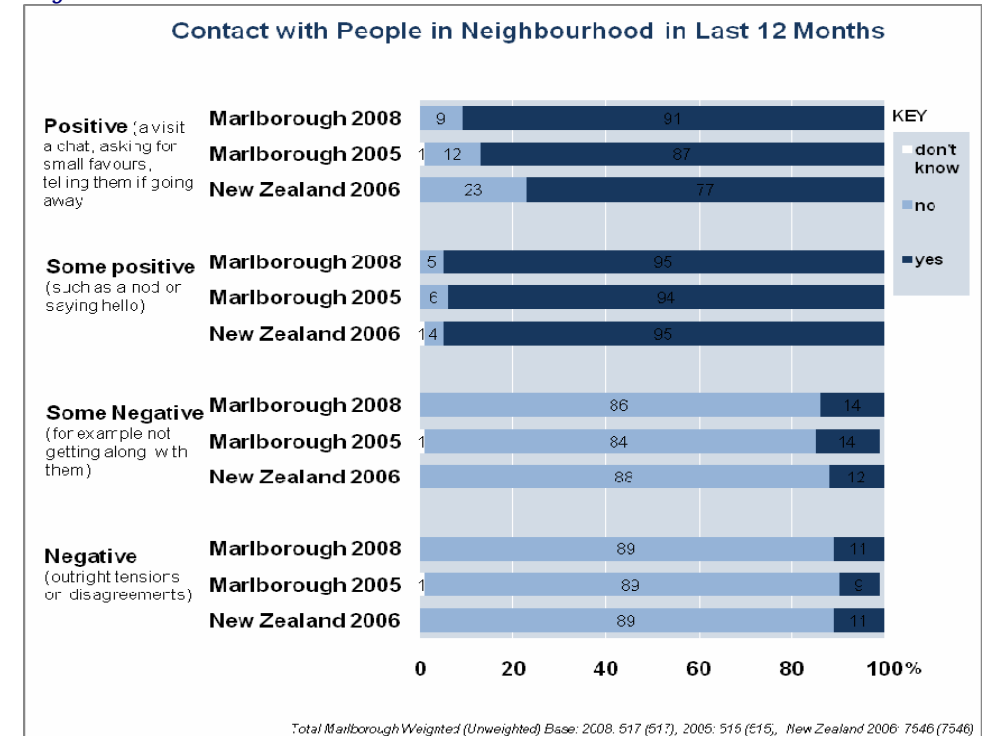
Membership of Social Networks or Groups



Residents in the Marlborough 2008 survey identified family as the most common network with 68% identifying it, just over 51% have a network of people from work or school. Over a 35% belong to a hobby or interest group (38%) or a sports club (36%). Community or voluntary groups are belonged to by 27% of residents, 24% belong to an online community or interest group and a further 20% belong to a church or spiritual group. More residents from Blenheim and Renwick belong to sports clubs and have networks of people from work or school. Fewer Picton residents belong to community or voluntary groups.

The results are similar to the National Indicators (2006) survey results with the exception of membership to church or spiritual groups where fewer Marlborough residents belong (20% Marlborough compared with 30% New Zealand), although this is compensated for by belonging to other social networks or groups in Marlborough (11% Marlborough, 1% National). This question was not asked in the Marlborough 2005 survey.

Neighbourhood Contact



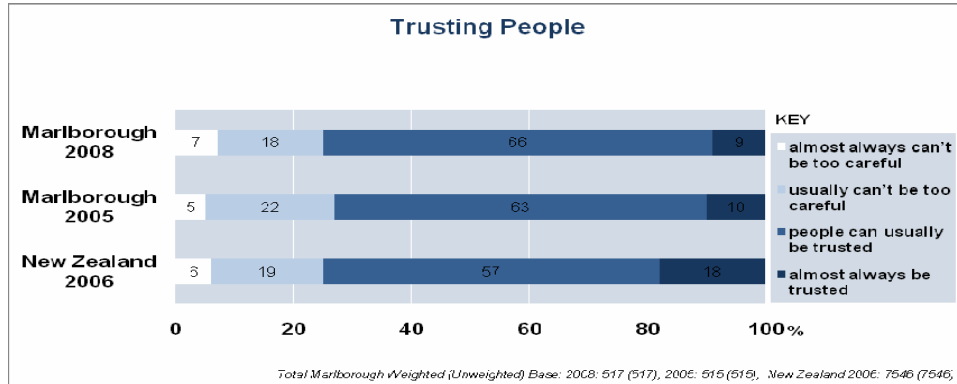
Most (91%) Marlborough residents in the 2008 survey had experienced positive contact (such as a visit, a chat when they saw them, asking each other for small favours, telling them if they were going away) with the people in their neighbourhood in the last 12 months. Nearly all Marlborough residents (95%) had experienced some positive contact (such as a nod or saying hello) in the last 12 months.

Most Marlborough residents (86%) stated they had not experienced some negative contact (for example not getting on with them) in the last 12 months. Most Marlborough residents (89%) stated they had not experienced negative contact (where there is outright tension or disagreements) in the last 12 months.

Results were similar across Marlborough, although there was a higher proportion of negative contact in other Marlborough areas than in Blenheim and Renwick and Picton.

The 2008 survey results were similar to those found in the Marlborough 2005 survey and the National Indicators (2006) survey. Although, Marlborough residents had experienced more positive contact than the National Indicator (2006) survey (77%).

Trust

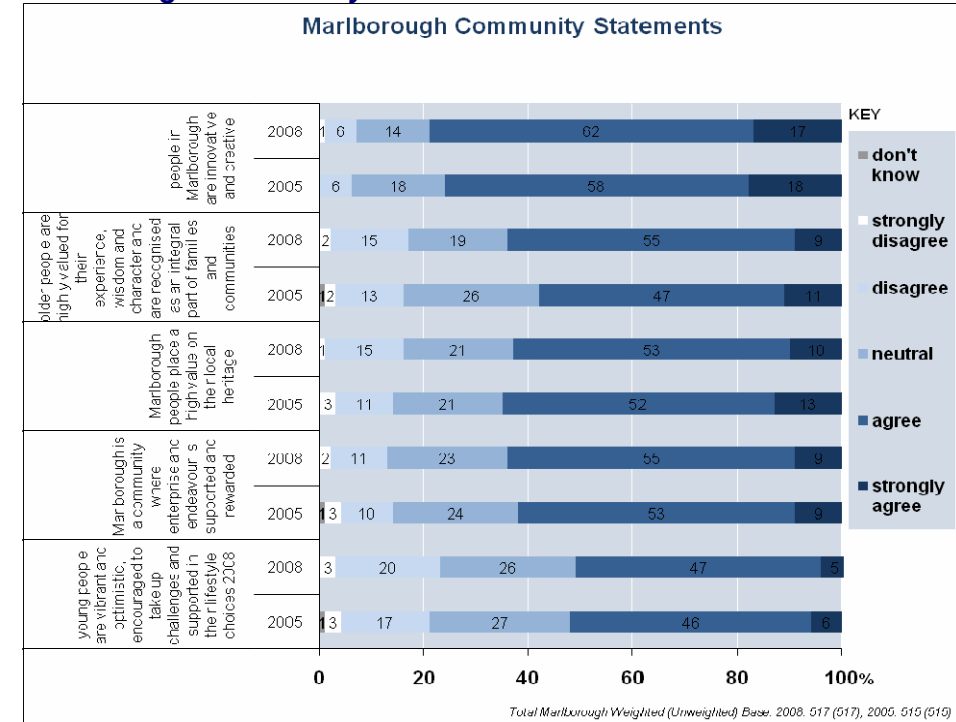


75% of residents in the Marlborough 2008 survey felt people could be trusted (66% usually and 9% always).

Residents from Picton were slightly less trusting than those from other areas (66% in Picton, 76% in Blenheim and Renwick and 77% in other Marlborough areas).

The 2008 survey results were similar to both the Marlborough 2005 survey and the National Indicators (2006) survey.

Marlborough Community Statements



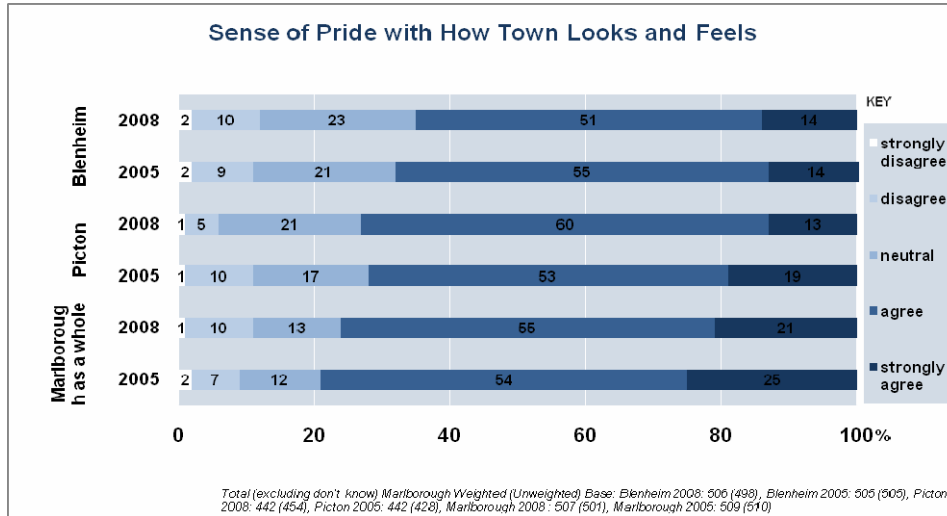
The statement that received the highest level of agreement from Marlborough residents in the 2008 survey was 'people in Marlborough are innovative and creative' at 79%. This was followed by 'Marlborough is a community where enterprise and endeavour is supported and rewarded' and 'older people are highly valued' both at 64%. Over three fifths (63%) agreed that 'Marlborough people place high value on their local heritage'. Just over 52% agreed 'young people are vibrant and optimistic, encouraged to take up challenges and supported in their lifestyle choices'.

Residents from other Marlborough areas had lower levels of agreement across most statements.

The 2008 survey results were similar to the Marlborough 2005 survey with no significant shifts in the level of agreement noted. This question was not included in the National Indicators (2006) survey.

Pride in Town

Pride in the Town's Look and Feel

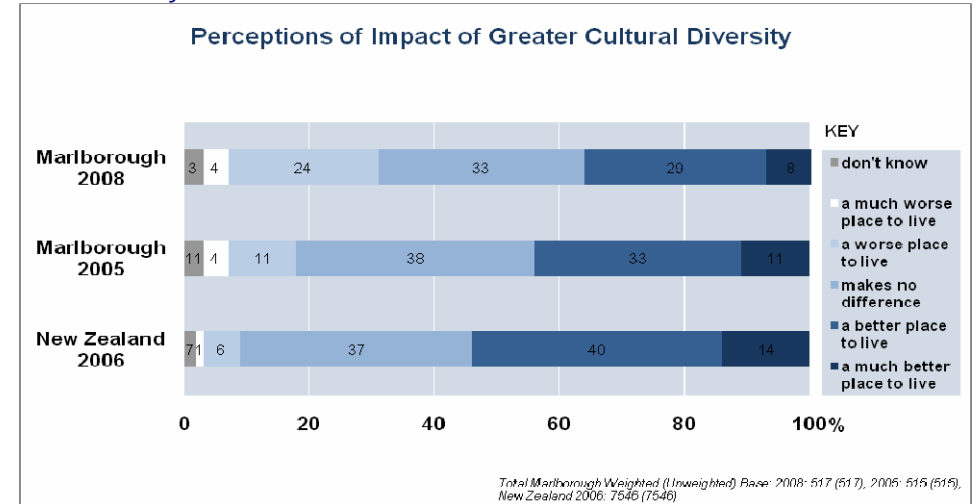


Agreement among residents in the 2008 survey was highest for Marlborough in general with 76% agreeing they had a sense of pride in the way Marlborough looked and felt. This was closely followed by Picton, where 73% agreed they felt a sense of pride. Blenheim had 65% agree they felt a sense of pride in how the town looks and feels.

The 2008 survey results are similar to the Marlborough 2005 survey results. The National Indicators (2006) survey included a question similar to but not directly comparable to this question.

Residents of Marlborough as a whole were most proud of Marlborough due to the nice scenery (35%) and 14% identified that it is clean and free of litter. 66% of those residents with a lack of pride about Marlborough stated negative feelings about the vineyards and a need for better maintenance of the town as their reason.

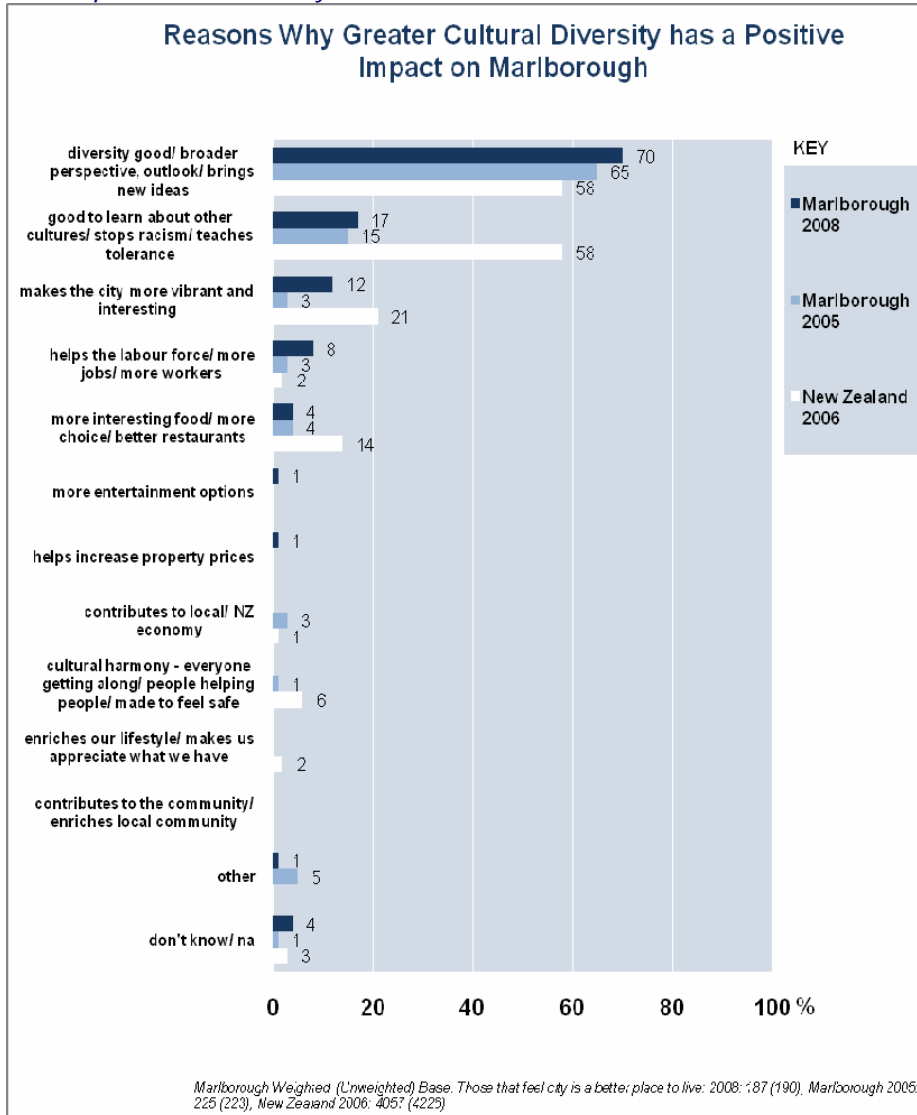
Cultural Diversity



37% of Marlborough residents in the 2008 survey identified greater cultural diversity as having a positive impact. However, 28% believed cultural diversity has had a negative impact in Marlborough. Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

The 2008 survey results showed a significantly lower level of support for cultural diversity than both the Marlborough 2005 survey and the National Indicators (2006) results.

Positive Impact of Cultural Diversity

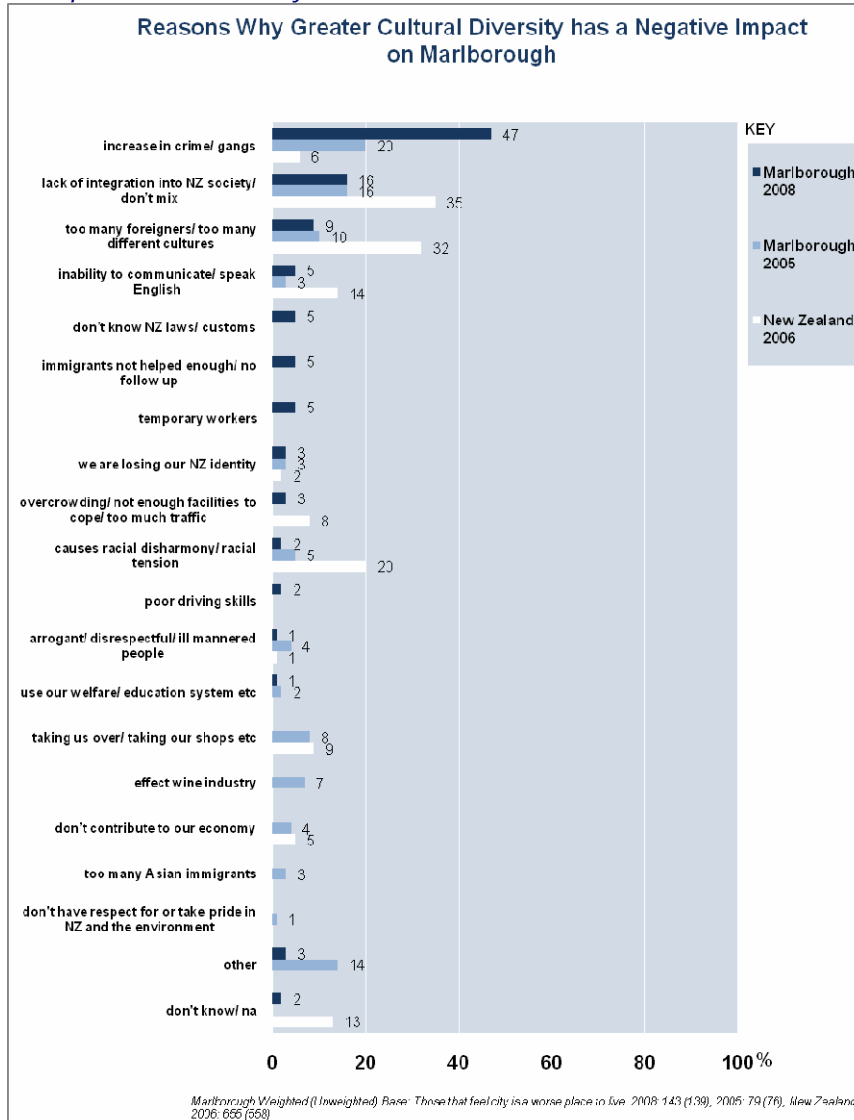


The 2008 survey results were similar to the Marlborough 2005 survey, although more residents in 2008 survey appreciated that cultural diversity makes the city more vibrant and interesting.

In the National Indicators (2006) a substantially higher proportion of residents identified positive impacts as being good to learn about other cultures and teaches tolerance (58% compared to 17% in Marlborough).

The most common reason Marlborough residents in the 2008 survey consider cultural diversity as positive was that it provides greater diversity, a new outlook and fresh ideas (70%). A further 17% believed it stops racist behaviours, teaches tolerance and encourages learning about other culture this is well below the National Indicators (2006) survey result where this reason was given by 58% of residents. Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

Negative Impact of Cultural Diversity



Results were quite similar to the Marlborough 2005 survey, except there was a large increase in the proportion of residents citing an increase in crime and gangs as their reason for negative feelings (20% in 2005 to 47% in 2008). The Marlborough 2008 survey results show a significant increase in crime and gangs as being a bigger issue than the National Indicators (2006) survey. However, a high proportion of New Zealand Indicator survey respondents, (as compared to Marlborough) saw the negative impacts as a lack of integration into New Zealand (35%), too many foreigners (32%), causes racial disharmony (20%) and inability to speak English (14%).

47% of Marlborough residents in the 2008 survey cited their reason for negative feeling towards greater cultural diversity as the increase in crime and gangs. 16% also identified a lack of integration into New Zealand society.

Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

APPENDIX 1 - COMMUNITY PARTNERS

Ministry of Social Development <http://www.msd.govt.nz/>

The Ministry of Social Development (MSD) is one of New Zealand's largest government departments. Its service delivery areas are responsible for the implementation of income support and employment services as well as providing leadership and coordination of services and programmes that support children, young people and their families. MSD also administers student allowances and loans, New Zealand superannuation, Veterans and War pensions, and a range of specialist functions.

At some point in their lives, most New Zealanders will have contact with the Ministry of Social Development. Throughout the country we have around 200 frontline sites that serve more than 1,000,000 clients

The Ministry takes a whole-of-government approach to achieving the Government's social vision. Employment and income are crucial to the well-being of our society - but so are many other factors, from housing to public transport.

The Vision of the Ministry of Social Development is "An inclusive New Zealand where all people are able to participate in the social and economic life of their communities". It has a number of primary outcomes that are relevant to the community outcomes, including:

- Strengthening communities;
- Supporting families and whānau to be safe and resilient;
- Enable older people to lead full and secure lives;
- Giving children the best start in life, and helping young people to achieve their potential;
- Enable working age people to live independent lives.

The Ministry has expressed its continued commitment to supporting Council's planning processes, including strengthening linkages with the LTCCP.

Family and Community Services <http://www.familyservices.govt.nz>

Family and Community Services (FACS) is part of the Ministry of Social Development. FACS was established in July 2004 to lead and co-ordinate government and non-government actions to support families and communities. FACS focuses on prevention and early intervention to build the capability and resilience of families and communities, and to reduce the number of families who are affected by family violence.

The goals of Family and Community Services are to:

- Support social cohesion and participation in communities
- Support family resilience and help families to be free from violence
- Assist families and communities to access the information and knowledge they need to thrive
- Build community capability and capacity.

Its role is to:

- Improve information about, and access to family and community services
- Lead services planning and co-ordination of funding across government agencies and communities
- Promote and fund programmes to support families and communities, and to prevent family violence.

Department of Conservation <http://www.doc.govt.nz/>

The Department of Conservation is the government department charged with conserving New Zealand's natural and historic heritage for all to enjoy now and in the future.

To achieve this goal, the Department undertakes a range of activities with a particular emphasis on:

- Working to stop the decline of New Zealand's indigenous biodiversity by managing a range of threatened species and ecosystems.
- Managing threats to native species and ecosystems from new pests and weeds.
- Restoring, maintaining, protecting and interpreting sites of historic and cultural importance on public conservation land.
- Fostering recreation and making areas managed by the Department accessible for the public to enjoy and appreciate.
- Developing partnerships with the community to increase conservation outcomes.
- Promoting effective partnerships with tangata whenua.

Marlborough is within the Nelson/Marlborough Conservancy, and the Department has Area offices at Picton (covering the Sounds) and Renwick (South Marlborough). The Nelson/Marlborough Conservation Board, which is made up representatives of the community appointed by the Minister of Conservation, provides a public overview of conservation management within the Conservancy. The Department is committed to the outcome that Marlborough's natural and historic heritage is protected; people enjoy it, and are involved with the Department in its conservation.

New Zealand Police <http://www.police.govt.nz/>

The New Zealand Police is the lead agency responsible for reducing crime and enhancing community safety. Their vision is to build "safer communities together". The Police mission is to serve the community by:

- reducing the incidence and effects of crime;
- detecting and apprehending offenders;
- maintaining law and order and enhancing public safety.

The New Zealand Police aim to work in partnerships to build safer communities by:

- Empowering communities to deal with issues of community safety and creating more effective community partnerships.
- Reducing the fear of crime by reducing actual crime.
- Helping to support and rehabilitate victims.
- Maintaining order and keeping the peace.
- Keeping people free from intimidation, civil disturbance and unreasonable annoyance.
- Enhancing road safety.
- Increasing people's personal safety.
- Reducing the risk of property theft, loss or damage.

The Marlborough community is serviced as part of the Tasman Police District. Police enjoys a close and productive working relationship with the Council, and is pleased to be included as a community partner working towards the wellbeing of the Marlborough community.

Ministry for the Environment <http://www.mfe.govt.nz>

The Ministry for the Environment is the Government's principal adviser on the New Zealand environment and international matters that affect the environment. It works with others in central and local government, industry and the community to achieve good environmental governance and decision-making at all levels. Sustainable development is the context for all the Ministry's work.

The role of the Ministry for the Environment is to:

- provide leadership across government and the community on environment
- work in partnership with key sectors and organisations to improve our environment
- fix problems that require central government intervention
- ensure that New Zealand has good environmental governance.

The Ministry for the Environment wants to take a proactive role in helping councils achieve their communities' environmental outcomes.

Ministry of Economic Development <http://www.med.govt.nz>

The Ministry of Economic Development (MED) works to ensure New Zealand is one of the best places in the world to do business, and to make a real difference to the country's economic performance.

Its eight strategic priorities for the 2008-2011 period are:

- Innovation: Providing aligned and well-focused government support for enterprise and innovation.
- Sustainable business: Helping New Zealand firms to use environmental integrity for economic advantage.
- Firm Internationalisation: Supporting the development of globally-focused and linked businesses.
- Investment: Improving the investment environment for New Zealand firms.
- Business portal and standard business reporting: Simplifying transactions between government and business.
- Better broadband: Improving the level and availability of broadband to support growth.
- Low-emissions electricity: Advancing renewable electricity and energy efficiency.
- Auckland strategy and governance: Contributing to a single action-focused "One Plan" for Auckland.

The MED has:

- a wide ranging economic development policy and strategy remit,
- responsibility for a number of business services such as the Companies Office, the Intellectual Property Office and the Insolvency and Trustee Office, sector development and firm level business advice
- responsibility for regulatory policy in relation to competition, trade and markets

At a regional level, the MED provides advice on policy, develops regional programmes and works to develop sectors and advise businesses. MED also works closely with New Zealand Trade and Enterprise and Tourism New Zealand whose services are important to the development of the Marlborough economy.

Accident Compensation Corporation (ACC) <http://www.acc.co.nz/>

The core focus of ACC Blenheim is to implement and support initiatives designed to reduce the risk of injury to people at work, on the road, while participating in sporting and recreational activities and at home. It is also to ensure that the most efficient rehabilitation options for injured people are utilised. ACC's current mission is to foster a safe New Zealand becoming injury free through the implementation of the New Zealand Injury Prevention Strategy. A key objective is to ensure that when an injury does occur, people are provided with the correct entitlements and rehabilitated with respect and dignity.

Creative New Zealand <http://www.creativenz.govt.nz/>

Creative New Zealand is the government organisation responsible for developing the arts in New Zealand. This work is diverse, ranging from grassroots projects through to support for professional artists and arts organisations. Creative New Zealand is guided by their Strategic Plan 2004-2007 and its vision of New Zealand arts as excellent, distinctive and essential in the lives of all New Zealanders.

Creative New Zealand's strategic priorities are about the mana of the arts, rewarding careers for professional artists, thriving professional arts organisations, cultural diversity in the arts, international growth and participation in the arts.

Advocating for the importance of New Zealand arts and artists to society underpins all Creative New Zealand's work.

Department of Internal Affairs <http://www.dia.govt.nz/>

The Department of Internal Affairs aims to achieve a positive impact for New Zealanders by contributing, as one organisation, to the following key government goals:

- Strengthen national identity and uphold the principles of the Treaty of Waitangi.
- Grow an inclusive, innovative economy for the benefit of all.
- Maintain trust in government and provide strong social services.

The underlying purpose is to serve and connect citizens, communities and government to build a strong, safe nation.

The Department is organised to support its purpose by focussing on the following outcomes:

- Strong, sustainable communities, hapu and iwi.
- Safer communities.
- New Zealand and international communities trust the integrity of New Zealand's records of identity.
- Executive Government is well supported.

The Government has recognised the Department as the mandated "home" for leadership and management of the interface between central and local government, and it therefore seeks to support and improve relations between the two sectors. Ultimately this should assist the better integration of national and local outcomes and investment strategies.

Tertiary Education Commission <http://www.tec.govt.nz/>

The Tertiary Education Commission works with the tertiary education sector and others to enhance the relevance of, foster excellence in, and enable access to tertiary education and training so that all can meet their full potential and contribute to New Zealand's on-going development and well-being. The TEC's strategy identifies the key changes required to increase the relevance, connectedness, and quality of the tertiary education system. Several of these changes have a close alignment with the community outcomes:

- Greater alignment with national goals.
- Stronger linkages with business and other external stakeholders.
- Effective partnership arrangements with Maori communities.
- Increased responsiveness to the needs of, and wider access for, learners.

- More future-focused strategies.
- Improved global linkages.
- Greater collaboration and rationalisation within the system.
- Increased quality, performance, effectiveness, efficiency and transparency.
- A culture of optimism and creativity.

Housing New Zealand Corporation <http://www.hnzc.co.nz/>

Housing New Zealand's role is to provide access to decent homes, helping New Zealanders manage their own circumstances and contribute to community life.

It provides access to sustainable housing to people in greatest need. It also helps low to modest income households that want to become homeowners; and develops partnerships with community organisations, local government, iwi and other housing providers. Housing New Zealand is also the government's main advisor on housing, and services related to housing.

NZ Transport Agency <http://www.nzta.govt.nz/>

The New Zealand Transport Agency was established in 2008 in an amendment to the Land Transport Management Act (2003). It assumed the responsibilities of the Land Transport New Zealand and Transit New Zealand. The statutory objective of the NZTA is to allocate resources for planning, operating and developing the land transport system in a way that contributes to the development of New Zealand economically, socially and environmentally, and to manage the state highway system.

The NZ TA is committed to working collaboratively with local government and other organisations to develop the land transport system in a strategic manner.

The Energy Efficiency and Conservation Authority www.eeca.govt.nz

The Energy Efficiency and Conservation Authority (EECA) promotes a sustainable energy future by changing the way New Zealanders think about and use energy. EECA works to raise community awareness of energy efficiency issues and provides businesses and individuals with the tools to make changes. EECA develops programmes to meet the needs of specific markets, often working in partnership with other organisations.

EECA is working towards achieving the goals set out in the National Energy Efficiency and Conservation Strategy including:

- A 20 per cent improvement in energy efficiency by 2012.
- Increasing our supply of renewable energy by a further 22 per cent by 2012.

Port Marlborough New Zealand www.portmarlborough.co.nz/

Port Marlborough New Zealand Limited operates a diverse range of port facilities and services in and around Picton and Havelock. Principal port facilities are export and inter-island ferry berths at Picton, with smaller port facilities at Havelock, Elaine Bay and Oyster Bay in the Marlborough Sounds. Marinas at Waikawa, Havelock and Picton accommodate recreational vessels and tourism operators. A wholly-owned subsidiary, Marlborough Airport Limited, operates Blenheim Airport at RNZAF Base Woodbourne, west of Blenheim.

In Port Marlborough's Statement of Intent, the company makes the following undertakings:

- To ensure that the operations of the company and its subsidiaries are performed in an efficient and safe manner; to employ such staff as are necessary, compatible and consistent with the achievement of these objectives and to be a good employer.
- To maintain a sense of social and environmental responsibility that will respect the interest of the communities and the environment in which the company operates.

Port Marlborough makes a significant contribution to the economic wellbeing of the Marlborough community, and is pleased to support the Council in working towards achieving the community outcomes.

Department of Labour <http://www.dol.govt.nz/>

The Department of Labour works throughout New Zealand to help people achieve high-quality working lives in thriving and inclusive communities.

The Department's business is to understand people's working lives, and how they contribute to building strong communities and a growing, supportive economy. Responsibilities include:

- delivering services and information that support productive workplaces, and workforce and community participation, to employers, employees, workplaces, communities, businesses and unions;
- providing policy advice and analysis to government on labour and employment related matters;
- providing advice to government on the performance of other agencies that impact on communities and people's working lives;
- managing international relationships.

The Department has a number of long term goals that complement Marlborough's community outcomes, including:

- Improved labour market outcomes for sectors, regions and firms through effective partnerships and strategies.
- All people have opportunities to participate in well paid and meaningful employment.
- People's skills match the current, and respond to the future needs of the labour market.
- New Zealand's workplaces are attractive, innovative and productive.

- New Zealand's voice on labour market, migration and humanitarian issues is effectively heard abroad and our security and prosperity interests are advanced and protected.

Nelson Marlborough Institute of Technology (NMIT) <http://www.nmit.ac.nz/>

NMIT's mission is to contribute to the social, economic, cultural and environmental development of Nelson, Tasman, and Marlborough, through the provision of applied and vocational education and training.

As well as providing a diverse range of educational and training courses, NMIT's strategic planning is focused on three flagship areas that have special significance for Marlborough:

- Aviation
- Wine
- Seafood

NMIT is committed to working in partnership with the Marlborough community to achieve its mission.

Federated Farmers <http://www.fedfarm.org.nz/>

Federated Farmers of New Zealand is New Zealand's leading rural sector organisation. It represents 18,000 member farmers and rural families throughout New Zealand through a network of 24 provinces, together with associated area networks or branches, providing a locally based, democratic organisation that gives farmers a collective voice nationally and within each province.

As a voluntary, member-funded organisation, Federated Farmers is accountable to its farmers. Its mission is:

"To add value to the business of farming for our members."

Federated Farmers does this by standing for an open, free, enterprise economy to promote employment, economic growth and to increase living standards in the best interests of all New Zealanders. Its vision is a productive, high income and high employment market economy. This requires flexible markets for labour, goods and services, low inflation, maximum sustainable use of capital and people, and sustained investment in technology and education.

Rural Women New Zealand <http://www.ruralwomen.org/>

Rural Women New Zealand is dedicated to strengthening rural communities, and providing services that support rural women. It offers support and friendship for women in isolated communities, as well as those living in towns and cities who retain an interest in rural affairs. It is also a leading voice for rural women on issues arising with government and local government decision-makers.

The vision of Rural Women New Zealand is:

- Being recognised as the voice of rural New Zealand families and communities.
- Working to develop rural New Zealand communities.

- Being a valuable business partner for rural people.

Rural Women New Zealand is committed to being forward thinking; focused; flexible; professional; and enabling.

Marlborough Chamber of Commerce <http://www.mcoc.org.nz/>

The Marlborough Chamber of Commerce represents the interests of businesses in the Marlborough community. Its vision is to be acknowledged as the voice for business, and the driving force for regional issues in Marlborough, and its goal is to promote a vibrant regional economy that supports sustainable and profitable business development and employment opportunities. Its commitment to Marlborough includes to:

- Provide a voice and advocacy for the business sector.
- Develop projects that support growth and prosperity.
- Identify and debate common business issues.
- Offer regular networking opportunities.
- Encourage and reward business excellence.

Marlborough Regional Development Trust <http://www.mrdt.co.nz/>

The Marlborough Regional Development Trust (MRDT) was created in 1999 as the Marlborough Economic Development Trust. It assumed its name in 2003 to signal its broad focus on community issues. The MRDT is a community based charitable Trust that aims, in simple terms to “Enhance the individual and collective health and wealth of Marlburians”.

The MRDT optimises the use of resources through building collaborative partnerships that have come to be referred to outside of the region as “The Marlborough Model”. The MRDT’s strategy is contained in *Progress Marlborough – Boldly into our future*. This document identifies Marlborough as both the *Centre of Opportunity* and the *Centre of Progress* – playing on Marlborough’s central location, diversity, and ability to identify and realise opportunities very quickly.

The Trust’s model of regional development is to provide the leadership and capability so that the community can enrich the quality of life for all the people of Marlborough, present and future, through excellent economic, environmental, social and cultural performance.

Coming from this vision are a number of plain language statements about what sort of place we want Marlborough to be. These closely parallel some of the LTCCP outcomes. In summary, we want –

- To manage our natural resources in a way that creates wealth for us all, maintains our quality of life and doesn’t create problems for those who will live here in the future.
- To be a place that encourages all of its people, businesses, and organisations to be the very best that they can be and provides a “habitat” that helps achieve that.
- To be a place that uses its natural energy sources to best effect.
- To be a place that has good health and education and similar essential services.

- To be a place that people of all ages and ethnic backgrounds choose to live in and enjoy a vibrant and optimistic life style.
- To be a place that provides a high level of opportunity to participate in recreational, sporting and cultural activities and to have fun.
- To be a place where the people who live here are proud and self assured about their region and their own futures.

Many of these outcomes are subjective or “soft” in nature and therefore quantification is problematic. As a result, proxy measures are required and some of these are provided below. It is noted that the Marlborough model of regional development relies upon community collaboration and therefore the outcomes are a result of combined community effort. The following are the target outcomes for the MRDT’s strategies:

- Marlborough will maintain population growth that is in the upper quartile for all New Zealand regions.
- The proportion of the population in the 15 to 19 and 20 to 24year cohorts will be no worse than those regions that we compare ourselves with.
- Marlborough’s job vacancy statistics will be no worse than those regions we compare ourselves with. (While this may appear a negative stance, the more successful economically the region is, the higher are likely to be the vacancies).
- Marlborough will be in the upper quartile of preferred destinations for immigrants, on a per capita basis.
- Measured against objective criteria, Marlborough businesses (including iwi owned businesses) will identify Marlborough as offering a supportive business habitat or environment. The actual measurement scale is still to be developed.
- Marlborough’s rate of economic growth and GDP per capita will be in the upper quartile of all New Zealand regions.
- Brand Marlborough will be properly protected and used to leverage value for Marlborough products and services.
- Marlborough’s participation in tertiary education rates, and uptake rates for the local tertiary education institutions will be at least as good as those regions we compare ourselves with.
- Marlborough’s electricity consumption per capita will be in the bottom quartile for non-metropolitan regions in New Zealand.
- Marlborough will be in the upper quartile of regions producing electricity using “alternative” generation.

The MRDT is part funded by the Marlborough District Council, and derives the rest of its funds from a broad variety of sources, including central government.

Tasman Regional Sports Trust/Sport Marlborough <http://www.tasmanregionalsports.org.nz>

Tasman Regional Sports Trust is one of 17 Regional Sports Trusts throughout New Zealand established in 1991. The aim of the Trust is to promote the 'more people, more active, more often' philosophy through quality facilitation and delivery of programmes via its four satellite offices; Sport Tasman, Sport Marlborough, Sport Buller and Sport Kaikoura.

The Trust's overall outcome is "more people, more active, more often". Its objectives include:

- To remain a well resourced professional entity, which the community has confidence in.
- To develop physical activity and recreation strategies that will encourage more people to be more active, more often.
- To assist sport and recreation organisations to improve their management and delivery systems with a view to increasing participation and performance.
- To ensure fundamental skill development at an early age which will lead to healthy lifestyle choices.
- To work strategically with SPARC, Education, Territorial Authorities, District Health Boards, Iwi and other appropriate organisations.

Sport Marlborough is the operations centre for the Tasman Regional Sports Trust covering the Blenheim – Picton – Rai Valley – Ward catchments.

It works closely with the Marlborough District Council providing physical activity opportunities, advocacy and support to numerous sport and recreation organisations and the public at large.

New Zealand Historic Places Trust <http://www.historic.org.nz/>

The New Zealand Historic Places Trust is the country's leading heritage agency. Its activities relate to the recognition, protection and promotion of New Zealand's historic and cultural heritage. The Marlborough branch of the Trust is dedicated to achieving locally, the Trust's vision for New Zealand:

Our heritage is valued, respected and preserved for present and future generations.

"Ko a tatau taonga tuku iho, e kaingakautia ana, e whakanuitia ana, e tiakina ana mo a tatau whakatipuranga, o naianei, o a muri iho nei".

IDEA Services

<http://www.ihc.org.nz/services/aboutIDEAservices/tabid/1122/default.aspx>

IDEA Services provides support services for people with intellectual disabilities, so they can live, work and enjoy life as part of the community. IDEA is owned by IHC, and runs support services previously provided by IHC itself. Activities cover areas such as family support, employment and accommodation.

We work in partnership with families, so that together we can better support the needs and goals of people with intellectual disabilities.

IDEA Services supports the vision of "an ordinary life" for people with intellectual disabilities. By this we mean people with intellectual disabilities living much like anyone else - exercising choices over where they live and work, enjoying opportunities to develop, and making decisions on everyday matters.

- IDEA Living supports about 3200 people with intellectual disabilities to live in the community. Our accommodation services include group homes, supported living, foster care and contract board.
- IDEA Working supports about 4000 people in a variety of work options designed to develop skills, confidence and self-esteem. Work goals are set for each person, and can include fully-waged jobs, part-time paid positions, or a combination of work and community activities.
- IDEA Family & Whanau supports about 1500 families who are caring for their children at home. We provide home support, behavioural support, respite care with families or at family centres, and holiday and after school programmes.

Families using IDEA Services can get free information on all aspects of intellectual disability through the IHC library. This includes information on specific syndromes and medical conditions, early intervention, education, community living, work and future planning.

Anyone wanting to use our services must go through a comprehensive needs assessment, which gathers information about the individual and their family. This assessment helps identify which services might be of use. IDEA then works together with the individual and their families to create a support plan. Assessments are done by Needs Assessment and Service Coordination Services. To find out who to contact in your area ring the IDEA Area office and they will give you the details.

New Zealand Trade and Enterprise <http://www.nzte.govt.nz/>

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's national economic development agency. The role of New Zealand Trade and Enterprise is to support the Government's objective of raising the average income of New Zealanders in line with countries in the top half of the OECD. Given the small size of the domestic economy, a greater proportion of New Zealand's wealth needs to be generated from exports.

NZTE has a regional network within New Zealand and in Marlborough works closely with Council, the Marlborough Regional Development Trust and other regional allies to grow the region's economic base.

NZTE's focus is on industries and sectors in which New Zealand has a long-term sustainable advantage and on businesses with high-growth potential. NZTE aims to achieve this by:

- engaging in activities that build business capability.
- improving New Zealand's business environment for enterprise and growth
- increasing the international connectedness of New Zealand businesses.

The regional partnership programme gives regions guidance and funding to develop and activate sustainable economic growth strategies and provides support for regions to undertake major projects that builds on their competitive advantages. NZTE has invested in two major regional initiatives in Marlborough; The Wine Research Centre of

Excellence at the NMIT Marlborough campus, and the Aviation Heritage Centre at Omaka.

Destination Marlborough <http://www.destinationmarlborough.com/>

Destination Marlborough is the Regional Tourism Organisation for the Marlborough District. The region includes Blenheim, Renwick & the Wairau Valley, Picton & Queen Charlotte Sounds, Havelock, Pelorus and Kenepuru Sounds and the Awatere and Pacific Coast.

The role of Destination Marlborough is to market and develop the Marlborough region as a visitor destination, providing a quality experience to visitors, achieving economic and social benefits for suppliers, businesses and the community and ensuring the integrity of the region's environment is maintained.

Its vision is that, by 2010, Marlborough will be recognised nationally and internationally as a preferred place for New Zealanders and people from overseas to visit, enjoy and experience. This will be achieved by a strong and coherent tourism sector based on sustainable activities that contributes to social and economic benefits for the people of Marlborough.

Three values underpin Destination Marlborough's work, and its relationship with the community. They are:

- **Hosting – Manaakitanga**
We support our staff and host community to better understand and embrace the spirit of manaakitanga (the warmth and hospitality offered to visitors). Our common focus should be oriented toward providing an excellent tourism experience and exceeding the expectations of visitors.
- **Guardianship – Kaitiakitanga**
We support the conservation and sustainability of the Marlborough environment and culture in the spirit of kaitiakitanga (guardianship). Sustainable development is critical to ensure the benefits of tourism will not be short-lived.
- **Collaboration – Kotahitanga**
We acknowledge that the development of tourism in Marlborough can only be accomplished by greater collaboration between industry partners in the planning and implementation of joint projects and we will take a leadership role in this area.

Nelson Marlborough District Health Board

<http://www.nmdhb.govt.nz/>

Nelson Marlborough District Health Board (NMDHB) has identified four main themes in its District Strategic Plan: improving health status by emphasising prevention and health promotion; reducing health inequalities; developing an integrated and co-operative approach to health care; and ensuring a high quality of service delivery.

As part of the commitment to prevention and health promotion, NMDHB recognises the need to address the things that impact on the health of the community. These are called the determinants of health and include many social, cultural, environmental, biological, political and economic factors. Achieving an environment, in which people's health and

wellbeing can be improved, requires integrated planning and activity beyond the health sector. NMDHB wants to continue to work with the community to influence these determinants of health.

NMDHB values the opportunity to work with Marlborough District Council in the Community Outcomes process and the implementation of strategies to achieve the agreed outcomes. Local Government plays a key role in creating the environment for communities to prosper and enjoy improved health and well being through directly influencing factors like urban and district planning, employment, social support, transport and community participation. Research has shown that all of these are key contributors to the good health of the community.

NMDHB equally has a key role in improving health and well being through its two main functions:

- The planning and funding of services for the district (including primary care, mental health, Maori health, and services for older people).
- Providing health and disability services, usually specialist services.

NMDHB also recognises that it has an important opportunity to contribute to the Community Outcomes through increasing intersectoral activity with other government agencies and community organisations.

NMDHB's mission is to – "work with the people of our community to promote, encourage and enable their health, wellbeing and independence"

NMDHB has five Strategic Outcomes –

- The health and wellbeing of the people of Nelson Marlborough is improved and, in particular, health inequalities for Maori and other population groups are reduced.
- Manawhenua Iwi work in partnership with the board and Maori participate in decisions affecting their health, wellbeing and independence.
- The community has fair access to a range and level of well-integrated services appropriate for its size, location and composition.
- The effectiveness of services across the sector are enhanced through a strong quality improvement culture and management of clinical risk.
- Financial and business risks are managed and decisions made based on good information and robust business practice.

While NMDHB's outcomes and activities contribute primarily to the Health choices, Essential services, Environmental Sustainability and Physical activity outcomes, it also has an interest in and a contribution to make to many of the other community outcomes as they relate to the determinants of health.

Numerous other organisations are committed to making Marlborough a great place to live and work. There are hundreds of clubs, service groups, and organisations in Marlborough, and community wellbeing is the sum of all their parts. If you'd like to help make a contribution – join a group and get involved!