

STATEMENT OF COST OF ACTIVITIES

regional information and engagement

For the year ended 30 June 2011

Actual 30-Jun-10 Cost of Services \$		Note	Actual 30-Jun-11 Cost of Services \$	Annual Plan 30-Jun-11 Cost of Services \$	Variance \$
	REVENUE				
–	Grants and Subsidies	1	60,000	132,693	(72,693)
72,000	User Charges		1,500	–	1,500
<u>72,000</u>	TOTAL OPERATING REVENUE		<u>61,500</u>	<u>132,693</u>	<u>(71,193)</u>
	EXPENDITURE				
626,243	Personnel Costs	2, 3	635,621	793,403	157,782
517,271	Other Operating Expenses	3	535,456	603,235	67,779
428,301	Support Costs internally allocated to Activity		596,199	562,386	(33,813)
<u>1,571,816</u>	TOTAL OPERATING EXPENDITURE		<u>1,767,275</u>	<u>1,959,024</u>	<u>191,749</u>
–	Less Non-Cash Items		–	–	–
<u>1,499,816</u>	NET CASH COST/(SURPLUS) OF ACTIVITY		<u>1,705,775</u>	<u>1,826,331</u>	<u>120,556</u>
	Funded by:				
668,941	Targeted Council Service Rate		895,179	856,539	(38,640)
176,021	Investment Income		461,971	564,915	102,944
654,854	Transfer from/(to) Cash Reserves		348,625	404,877	56,252
<u>1,499,816</u>	TOTAL OPERATING FUNDING		<u>1,705,775</u>	<u>1,826,331</u>	<u>120,556</u>
60,351	CAPITAL EXPENDITURE		12,051	20,000	7,949
	Funded by:				
60,351	Transfer from Cash Reserves		12,051	20,000	7,949
<u>60,351</u>	TOTAL CAPITAL FUNDING		<u>12,051</u>	<u>20,000</u>	<u>7,949</u>
	TOTAL OPERATING EXPENDITURE BY ACTIVITY				
405,166	Environmental Education	2	438,662	501,129	62,467
1,090,065	Communications	3	1,328,613	1,421,681	93,068
76,585	Economic and Environmental Information		–	36,214	36,214
<u>1,571,816</u>	TOTAL REGIONAL INFORMATION AND ENGAGEMENT		<u>1,767,275</u>	<u>1,959,024</u>	<u>191,749</u>

Variance compared to 2010-2011 Annual Plan:

Revenue

1. Grants and Subsidies unfavourable variance is due to changes made to the Enviroschools contract which saw funding from the Ministry for the Environment discontinue at the end of 2010. This reduction in revenue is offset by lower than budgeted contract/casual staff costs as a result of the change to the contract.

Expenditure

2. Environmental Education expenditure is under budget due to lower wages and salaries and contract/casual staff costs resulting from the change to the Enviroschools contract, as described above.
3. Communications expenditure is less than budget due to lower than budgeted wages and salaries costs as a result of unfilled positions during the year, and lower than budgeted publicity/education promotion costs and iwi-related costs.

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The Regional Information and Engagement Group of Activities includes the activities:

- Environmental education
- Communications
- Economic and environmental information

Why we do these activities

Our environmental education activity supports the delivery of Northland Regional Council activities and fosters sustainable environmental behaviour that leads to positive action and improves quality of life. We are involved in the initiatives described below as there is significant potential to reduce our regulation and enforcement costs by promoting individual and collective responsibility to assess and resolve issues affecting our environment.

The Communications activity allows the council to engage and be accessible to the regional community and supports the delivery of council activities. The economic and environmental information activity involved the identification and cataloguing of Northland's environmental and economic assets in a searchable inventory for internal staff use in integrated planning and decision-making.

Contribution to community outcomes

The Regional Information and Engagement Group primarily contributes to the following community outcomes:

Northland residents are safe and healthy by:

- Promoting personal preparedness during an emergency; and
- Providing information about potential natural, physical or chemical hazards to promote personal and public safety.

Northland's infrastructure is developed in a sustainable way by:

- Providing economic and environmental information to ensure integrated and effective decision-making on strategic infrastructure.

Northland's natural environment is sustainably managed by:

- Communities working in partnership with local and central government to take responsibility for ensuring that the natural biodiversity, land, soil, water, air, coast, features and landscape are sustainably managed and enhanced for future generations;
- Promoting and endorsing effective pollution control and recycling practices; and
- Providing public access to environmental information to facilitate more effective and sustainable decision-making on issues affecting Northland's environmental assets.

Northland is prosperous by:

- Promoting Northland as a place to invest, work and visit.

Northland residents are educated and skilled by:

- Promoting and delivering environmental education in Northland.

Northland has cohesive communities by:

- Working in partnership with Māori to increase capacity to contribute to the decision-making processes of council; and
- Helping to preserve and develop Māori resources in a sustainable way by assisting with hapū/iwi resource management planning and opportunities to gather and analyse information relevant to council's functions through monitoring programmes and provision of information.

Northland retains and enhances its regional identity by:

- Developing and communicating a strong and positive regional identity that all Northlanders are proud of.

What we did**Youth summit 2010**

Forty-seven students from 20 Northland schools attended the 2010 Northland Regional Council Youth Summit in Whāngārei in November 2010. The 15th annual summit, held at Whāngārei's Onerahi Yacht Club, saw students discuss coastal environmental issues and what they could do to make a difference. It brought together Year Seven and Eight students from 12 schools in the Whāngārei district, two from the Kaipara district and six from the Far North district. Regional council staff worked with students on a variety of coastal-themed indoor and outdoor activities; with students developing an action plan for their school to implement.

Regional events

A wide range of shows and field days were attended by regional council staff including Waimamaku Wild West Festival in February, Northland Agricultural Field Days in March, Kerikeri Envirofest in March, Northland Boat Show in March, Hutchwilco Boat Show in Auckland in May, Matariki Planting Day in June 2011 and the Matariki Freshwater Eel display at KiwiNorth in June. The shows and field days provide the council with the opportunity to raise awareness and promote key safety and sustainable land practices information, while also talking with Northlanders who may never venture into our offices or consider they have a need to interact with us. Two-way communication and visual aids are far more powerful than printed material alone and our friendly interaction shows we are approachable when a resident requires our help or wants to assist us.

Enviroschools programme

The Education and Enviroschools team visited 114 schools to promote the Enviroschools programme. Enviroschools is based on an action-learning cycle that empowers young people as they learn through real-life projects in schools and communities. Through Enviroschools children and young people have the opportunity to develop their capacity and confidence as leaders and decision-makers. Through Enviroschools they are choosing to take action to improve and enhance the health of the environment they live in. They know how to work with others to bring about change.

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They know how to look at an issue from different perspectives. This fosters a sense of place and builds life skills in a context that considers the environment, people and the economy. By working in partnership and building capacity over time, there is now a vibrant network of 58 enviroschools in Northland – that is 34 percent of all schools in the region (2010: 42 schools; 2009: 35 schools). This represents more than 10,000 children, young people and their families from all parts of Northland, rural and urban, primary and secondary schools, schools teaching in English and Kura Kaupapa Māori.

Website information

Customers to the council's website subscription service increased by 21 percent on last year (2011:513 subscribers; 2010:422 subscribers). Newly-introduced website services had the following increase in usage – e-payments 89 percent (going from 73 payments to 138); twitter followers 115 percent (going from 126 followers to 271); Facebook fans 303 percent (going from 29 fans to 117). Website visits increased by 25 percent (2011: 191,975; 2010: 154,101).

Council information

Three council regional newsletters were sent to more than 65,000 households and highlighted progress with key projects and promoted participation in the development of the new Regional Policy Statement; educational forums and Annual Plan consultation. Twenty-eight new publications were produced and were distributed to target audiences by various means (at forums, accompanying other mailouts, inductions, through regional offices):

- CoastCare Code;
- Regional Policy Statement Discussion Document;
- Annual Monitoring Report 2009-2010;
- Looking after your household sewerage system;
- Tide Tables 2010-2011;
- Working safely with the Northland Regional Council;
- CoastCare News Issues 8 and 9;
- Newsletter to Dairy Farmers Issues 2, 3 and 4;
- 30 Year Transport Strategy for Northland;
- Pest animal brochures – magpies, mustelids, feral cats, rabbits and possums;
- Pest plant brochures – Ground-cover plants, Climbing plants, and Trees and shrubs;
- Sustainable Land Management fact sheets – Erosion in Northland, Farm tracks and maintenance, and Poplars and willows;
- Regional Policy Statement Report Cards (15);
- Regional Policy Statement Stakeholder newsletter;
- Boating in Northland;
- Regional Pest Management Strategies;
- Resource Consent brochures – After the decision, Have your say, Your resource consent.

Community awareness

Survey results from November 2010 show respondents have good awareness of the regional council's activities. Last year's results were very similar and are shown in brackets for each of the functions:

- 94 percent (94%) identified council involvement in planning, monitoring and consents
- 84 percent (83%) in plant and pest control
- 82 percent (83%) in flood management and civil defence
- 78 percent (70%) were aware of roles in infrastructure planning, development and regional transport
- 74 percent (68%) correctly thought the council was responsible for harbour navigation and safety
- 69 percent (not measured) were aware of our involvement in economic development and growth.

Iwi Liaison

Iwi Liaison provided ongoing opportunities and assistance to Māori to contribute to the council's decision-making processes. Funding in 2010-2011 of \$30,000 was provided to write two Iwi Environmental Management Plans. These plans have to be taken into account by the regional and district councils when undertaking plan changes and issuing resource consents. The plans are also available for consent applicants to help them understand an iwi's important issues regarding the use of natural and physical resources in their area. Northland now has 11 Environmental Management Plans and the council makes funding available each year to contribute towards the development of further plans.

Performance measures

In this activity there were a number of performance measures that were associated with the Regional Growth Programme. Because the council decided not to progress with a programme or strategy in 2009-2010 a number of the performance measures within this group of activities have not been implemented. A full explanation of the reasons for not completing the Regional Growth Programme can be found on page 61.

Activity 2.1 Environmental Education

Objective: To promote and empower individual and collective responsibility for the environment to encourage sustainable lifestyle choices, activities and communities.

2010-2012 Performance Measures and Targets

2.1.1 Collaborate and provide resources to the community on sustainable environmental practices and issues.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Facilitate workshops and seminars on sustainable environmental practice.</p> <ul style="list-style-type: none"> Provide details of activities undertaken in the relevant monthly report to council and in the Northland Regional Council Annual Report. 	<p>Achieved (2010: Achieved).</p> <p>Workshops on sediment and erosion control were held in August/September 2010 and May/June 2011. The seminars were designed to inform the earthworks sector of better management practices to control run-off during earthwork projects in order to better protect the region's waterways from harmful sediment run-off. The council was involved with the Dairy Effluent Field Days in conjunction with Dairy NZ, held at various farms around the Whāngārei district. These field days give staff the opportunity to share information with farmers particularly to update farmers on the best on-farm practices that are available. These activities undertaken were reported in the monthly CEO's report as they occurred.</p>
<p>b. Regularly exhibit council activities and programmes at major regional events.</p> <ul style="list-style-type: none"> Produce an annual events calendar and report monthly on activities undertaken in the relevant CEO report to council and in the Northland Regional Council Annual Report. 	<p>Achieved (2010: Achieved).</p> <p>An electronic calendar was created where all staff can access and view annual events. This has included the event calendar on the council website. Events were reported monthly in the CEO's report to council.</p> <p>The council ran a campaign for World Car Free Day in September to encourage the public to catch the bus and a prize of a mountain bike was given away.</p> <p>The council was present at the Kerikeri Rotary Garden Discovery weekend in October to raise awareness of pest plants and alternatives.</p> <p>The council ran a Christmas CityLink Whāngārei promotion to increase patronage of the bus service with a display and competition held in The Strand.</p> <p>The council sponsored the Ballance Farm Environment Awards and assisted with displays and information. The awards evening was held in Paihia on 30 March 2011 and the Supreme Winners field day was held on 14 April 2011.</p> <p>The council was present and had displays and information at the following events:</p> <p>Waimamaku Wild West Festival – 26 February 2011, Northland Agricultural Field Days – 3-5 March 2011, Kerikeri Envirofest – 12 March 2011, Northland Boat Show – 26 and 27 March 2011, Hutchwilco Boat Show – 12 May 2011, Matariki Planting Day – 1 June 2011, Matariki Freshwater Eel display at KiwiNorth – 11 June 2011.</p> <p>The shows and field days provide the council with the opportunity to raise awareness and promote key safety and sustainable land practices information. These events were reported in the monthly CEO's report as they occurred.</p>

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Activity 2.1 Environmental Education continued

2.1.2 Provide specialist education services to primary and secondary schools, tertiary institutions and community education providers.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Provide environmental education and other professional Northland Regional Council programmes including visits, speakers and resources.</p> <ul style="list-style-type: none"> • Achieve at least an 80% user satisfaction rating in an annual survey. 	<p>Achieved (2010: Achieved, 93% satisfaction). 100% user satisfaction rating for school visits was achieved with all results higher than 6 on a satisfaction scale of 1 to 10. A total of 114 separate EnviroSchools visits were completed with 32 returning an evaluation (28% response rate).</p>
<p>b. Provide professional development support for Northland teachers.</p> <ul style="list-style-type: none"> • Run at least one professional development workshop per annum. 	<p>Achieved (2010: Achieved, seven separate workshops delivered). 13 professional development workshops were run with teachers from 35 separate schools.</p>
<p>c. Organise a Regional Youth Summit.</p> <ul style="list-style-type: none"> • Summit is run and outcomes reported in the relevant CEO's monthly report to Council and in the Northland Regional Council Annual Report. 	<p>Achieved (2010: Achieved). Summit held in November 2010 with information reported in the December CEO's report to council. During the summit each of the students developed an action plan for their school on the school's chosen environmental issue to assist in implementation.</p>
2.1.3 Recognise good environmental practice in business, farming and industry.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Provide cornerstone sponsorship and involvement with the Northland Ballance Farm Environment Awards.</p> <ul style="list-style-type: none"> • Sponsor awards and present Water Quality Award by 30 June each year. 	<p>Achieved (2010: Achieved). Sponsorship of \$25,000 forwarded to Ballance for the Farm Environment Awards and committed on an annual basis. The Water Quality Award was presented in March 2011 to Neville Rule who has made an extraordinary personal and financial commitment to ensure that no effluent and storm-water discharges occur from his dairy farm. He has a massive seven-pond storage system on the 285ha dairy farm at Waimate North in the Bay of Islands; spreads the treated effluent onto 80 hectares and has back up contingencies for power outages. The key objectives of the awards are to encourage sustainable land management and to display to farmers that profitability need not compromise and, in the best examples, can restore and enhance environmental values. Through feedback and profiling winners, the awards encourage other farmers to be more proactive on their resource management by providing them with role models and practical ideas for sustainable land management.</p>

Activity 2.1 Environmental Education continued

2.1.3 Recognise good environmental practice in business, farming and industry.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>b. Encourage entries and provide sponsorship for the Northland Dairy Industry Awards.</p> <ul style="list-style-type: none"> Sponsor awards and present Northland Regional Council award by 30 June each year. 	<p>Achieved (2010: Achieved).</p> <p>Annual sponsorship of \$4000 forwarded to the Dairy Industry Awards in November 2010. Awards ceremony held in March 2011. Awards are presented to the best sharemilker, farm manager and dairy trainee to promote best practice farm management which includes sustainable land practices.</p>
<p>c. Encourage entries and provide sponsorship for the Northland Business Awards.</p> <ul style="list-style-type: none"> Sponsor awards and present Northland Regional Council award by 30 December each year. 	<p>Achieved (2010: Achieved).</p> <p>Annual Sustainable Development Award presented at the Northland Business Excellence Awards in October 2010 (sponsorship of \$5000 forwarded). The council sponsors the Sustainable Development Business Award as part of the Northland Business Excellence Awards. It is awarded to the Northland business which best epitomises overall commitment to sustainable development. Businesses are judged not just on their economic value, but also on the environmental, cultural and social value they add. The winner this year was Forest Protection Services.</p>
<p>d. Provide Environmental Curriculum Awards to Northland schools.</p> <ul style="list-style-type: none"> Curriculum awards judged and presented by 30 December each year. 	<p>Achieved (2010: Achieved).</p> <p>The annual Environmental Curriculum Awards (\$20,000 fund) this year saw 19 schools receive awards. The awards were presented in August and September 2010. The annual awards aim to foster excellence in environmental education, with schools eligible for up to \$2000 each for their efforts to educate children 'in, about and for' the region's environment.</p>

Significant positive and negative effects on wellbeing

The Environmental Education activity may have the following impacts on wellbeing:

Wellbeing	Positive effects	Negative effects
Social	Supporting and achieving more sustainable communities for current and future generations.	
Environmental	Helping people to be better informed about their environment and what actions to take for improvement. Encouraging environmental action by rewarding, with awards and sponsorship, groups and individuals who achieve good environmental outcomes.	The quality and/or number of environmental education activities may result in loss of interest or inaction to improve Northland's environment as people may "switch off" due to information overload.
Cultural	Building pride in Northland's unique heritage and history.	

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Activity 2.2 Communications

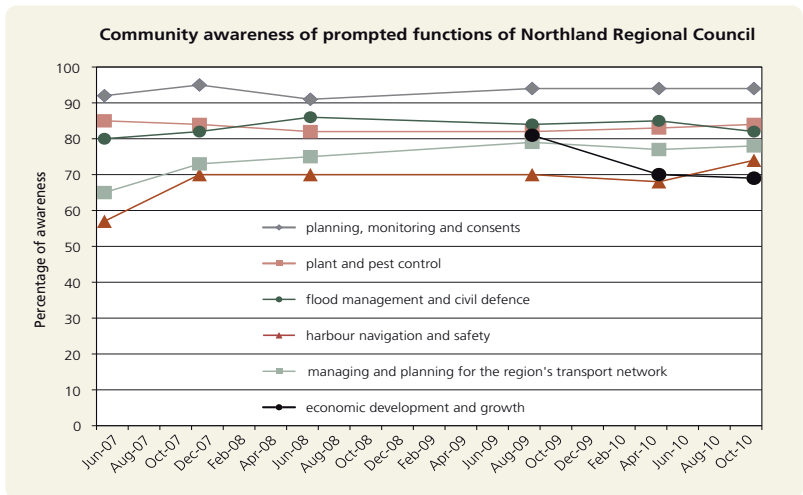
Objective: To ensure the community is kept informed about the Northland Regional Council and its activities and functions; to increase public awareness, responsibility, support and involvement in creating a sustainable environment.

2010-2012 Performance Measures and Targets

2.2.1 Ensure that the regional community is well informed about council issues and activities through a co-ordinated Communications Strategy.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Produce and circulate relevant media releases on council activities, issues and events.</p> <ul style="list-style-type: none"> 90% of press releases and event information notified to the media within three working days. 	<p>Achieved (2010: Achieved).</p> <p>104 media releases were sent out in this reporting period and 100% were distributed to the media within three working days upon finalising. Most of the releases were promotional in nature (upcoming council events; consultations, funding opportunities) or to raise awareness (weather warnings for cyclones and tsunami; hearing decisions and a council prosecution for a dairy farm effluent problem).</p>
<p>b. Produce and distribute a newsletter to all Northland residents.</p> <ul style="list-style-type: none"> Newsletter produced and distributed at least three times per annum. 	<p>Achieved (2010: Achieved).</p> <p>The council newsletter 'Regional Report' was distributed to 65,000 households throughout Northland in November and December 2010, and April 2011. The Regional Report updates residents on progress with the council's major projects (highlighted in this Annual Report), consultations and raises awareness on issues covered by our media releases.</p>
<p>c. Produce and distribute relevant publications on council activities and programmes.</p> <ul style="list-style-type: none"> Produce and distribute at least five new publications per annum. 	<p>Achieved (2010: Achieved).</p> <p>Twenty-eight publications were produced:</p> <ul style="list-style-type: none"> CoastCare Code; Regional Policy Statement Discussion Document; Annual Monitoring Report 2009-2010; Looking after your household sewerage system; Tide Tables 2010-2011; Working safely with the Northland Regional Council; CoastCare News Issues 8 and 9; Newsletter to Dairy Farmers Issues 2, 3 and 4; 30 Year Transport Strategy for Northland; Pest animal brochures – magpies, mustelids, feral cats, rabbits and possums; Pest plant brochures – Ground-cover plants, Climbing plants, and Trees and shrubs; Sustainable Land Management fact sheets – Erosion in Northland, Farm tracks and maintenance, and Poplars and willows; Regional Policy Statement Report Cards (15); Regional Policy Statement Stakeholder newsletter; Boating in Northland; Regional Pest Management Strategies; Resource Consent brochures – After the decision, Have your say, Your resource consent.

Activity 2.2 Communications continued

Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>d. Survey community awareness to ensure that the council is effectively communicating information on council activities and programmes.</p> <ul style="list-style-type: none"> Achieve at least 80% community awareness of Northland Regional Council and its services in an annual survey. 	<p>Achieved (2010: Achieved).</p> <p>Community awareness of specific functions is measured. Survey results from November 2010 show respondents have good awareness of what the council does with an average awareness rate of 80%.</p> <p>When prompted with functions:</p> <ul style="list-style-type: none"> 94% (2010:94%) identified council involvement in planning, monitoring and consents, 84% (2010: 83%) in plant and pest control, 82% (2010:85%) in flood management and civil defence. 78% (2010: 70%) were aware of roles in infrastructure planning, development and regional transport. 74% (2010: 68%) identified the council as responsible for harbour navigation and safety. 69% (2010: 70%) were aware of our involvement in economic development and growth.



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Activity 2.2 Communications continued

2.2.2 Ensure that the community has 24/7 access to up-to-date information on council activities and real-time environmental data.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Increase use of the council's online services.</p> <ul style="list-style-type: none"> Increase the number of people using the Northland Regional Council website's online services by 10% per annum. 	<p>Achieved (2010: Achieved).</p> <p>Total visits increased by 24% compared to the same period in 2009-2010 (2011: 191,975; 2010: 154,101).</p> <p>Subscription service customers increased by 21% since the beginning of this financial year (2011: 513; 2010: 422).</p> <p>Online job applications increased by 23% compared to the same period in 2009-2010 (this figure is dependent on the number of job vacancies) (2011: 410; 2010: 332).</p> <p>E-payments increased by 89% compared to the same period in 2009-2010 (2011: 138; 2010: 73).</p> <p>Twitter followers increased by 115% compared to the beginning of this financial year (2011: 271; 2010: 126).</p> <p>Facebook fans increased by 303% compared to the beginning of this financial year (2011: 117; 2010: 29).</p>
<p>b. Provide up to date on-line information on the state of Northland's environment.</p> <ul style="list-style-type: none"> Update annually on the Northland Regional Council website. 	<p>Achieved (2010: Achieved).</p> <p>2009-2010 Annual Environmental Monitoring report published on the website at www.nrc.govt.nz/amr. The 2010-2011 Annual Environmental Monitoring report is due to be published on the website in October 2011.</p>
<p>c. Provide real-time environmental data on the council's website.</p> <ul style="list-style-type: none"> At least 90% of new data posted on the council website within 24 hours. 	<p>Achieved (2010: Achieved).</p> <p>The council's real-time data consists of river and rainfall data (updated automatically every two hours) and the Kaeo River webcam (updated automatically every four hours).</p>
<p>d. Provide up-to-date public information on the official civil defence emergency management website during a regional event.</p> <ul style="list-style-type: none"> Update Civil Defence information on the council's website at least every 30 minutes during an emergency. 	<p>Achieved (2010: Achieved).</p> <p>The website is actively monitored and updated every 30 minutes during an emergency. Civil Defence updates were provided on the council website for:</p> <ul style="list-style-type: none"> Storm event (22-23 January). Cyclone Wilma (28-29 January). Christchurch Earthquake (22 February). Tsunami Warning for Japanese earthquake (21 March). Tsunami Sirens Test (4 June). <p>www.nrc.govt.nz/civildefence</p>

Activity 2.2 Communications continued

2.2.2 Ensure that the community has 24/7 access to up-to-date information on council activities and real-time environmental data.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>e. Post press releases, event information and public consultation on the council's website.</p> <ul style="list-style-type: none"> At least 90% of new information posted on the council's website within 24 hours. 	<p>100% Achieved (2010: Achieved).</p> <p>All council press releases published on website within one hour of distribution to media.</p> <p>All council and committee meeting dates posted on council website within 24 hours of receipt of information.</p> <p>All public consultation items posted on council website, Twitter and Facebook within 24 hours of receipt of information.</p> <p>2010 council election preliminary and confirmed results published online within one hour of notification.</p>



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Activity 2.2 Communications continued

2.2.3 Establish and maintain processes, foster the development of capacity and provide relevant information to Māori in order for Māori to contribute to the decision-making processes of council.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Produce and distribute a pānui (newsletter) to all Māori on the council's database.</p> <ul style="list-style-type: none"> Newsletter produced and distributed at least three times per year. 	<p>Not achieved (2010: Not achieved).</p> <p>Only one pānui sent in this period as we timed the releases to coincide with the Regional Policy Statement review. More regular pānui will be sent in the coming year.</p>
<p>b. Provide opportunities and assistance to Māori to contribute to the council's decision-making process.</p> <ul style="list-style-type: none"> At least one iwi monitoring plan or one iwi environmental management plan will be funded each year. 	<p>Achieved (2010: Achieved).</p> <p>Two contracts currently exist (straddling two financial years) for the development of environmental management plans for Te Runanga o Whaingaroa and Te Uri o Hau.</p> <p>A Joint Iwi Monitoring project has also been established in the Far North. The council works in tandem with local hapū and the iwi authority looking at heavy metals and <i>E.coli</i> levels in an estuary, two rivers and in shellfish.</p>
<p>c. Council staff and councillors are informed and aware of Māori culture, perspectives and the Treaty of Waitangi.</p> <ul style="list-style-type: none"> All new staff to attend training within one year of joining the council. 	<p>Not achieved (2010: Achieved).</p> <p>Due to a lack of numbers, a Treaty of Waitangi training course was not offered during 2010-2011.</p> <p>Training in basic te reo, marae protocol and a marae visit was made available to staff with 17 staff attending. Te reo was promoted in the staff cafeteria during Māori Language Week.</p>

Significant positive and negative effects on wellbeing

The Communications activity may have the following impacts on wellbeing:

Wellbeing	Positive effects	Negative effects
Social	Supporting and achieving more sustainable communities for current and future generations.	
Economic	Encouraging, empowering and rewarding sustainable farming and businesses in the Northland region.	
Environmental	Helping people to be better informed about their environment and what actions to take for improvement.	The quality and/or number of environmental education activities may result in loss of interest or inaction to improve Northland's environment as people may "switch off" due to information overload.
Cultural	Building pride in Northland's unique heritage and history.	

Activity 2.3 Economic and Environmental Information

Objective: Develop a comprehensive inventory of Northland’s natural and economic resources to support long-term regional strategic planning and decision-making.

2010-2012 Performance Measures and Targets

2.3.1 Provide a comprehensive inventory of Northland’s natural and economic resources.	
Performance Measures and Targets	Actual Service Performance to 30 June 2011
<p>a. Develop and implement a strategy for acquiring natural and economic resource information.</p> <ul style="list-style-type: none"> Develop strategy and implementation plan developed by 31 July 2010. Implementation strategy monitored annually in the Northland Regional Council Annual Report. 	<p>Not achieved (2010: Achieved). A strategy was developed and the environmental information collected as part of the council’s regular monitoring activity. The economic information was to be identified from the Economic Growth Programme which has not progressed (explained under Economic Growth activity on page 61). The environmental information is available via the council’s website www.nrc.govt.nz/amr</p> <p>Not achieved (2010: Not applicable until 2011). Implementation has not occurred for the economic information as the Economic Growth Programme has not progressed to date.</p>
<p>b. Make natural and economic resource inventory information available to council staff and key stakeholders to improve decision-making.</p> <ul style="list-style-type: none"> Priority information available by 31 December 2010 and reviewed annually. 	<p>Not achieved (2010: Not applicable) Implementation has not occurred for the economic information as the Economic Growth Programme has not progressed to date.</p>
<p>c. Appropriate natural resource and economic information electronically available to the public and stakeholders.</p> <ul style="list-style-type: none"> Public have access to basic natural and economic resource information by 30 June 2011 and review annually. 	<p>Not achieved (2010: Not applicable) The updated State of the Environment Report Cards were placed on the council’s website in November 2010. The economic information has not been identified as the growth programme has not progressed to date. The raw data from the aerial mineral study jointly funded by Far North District Council, Northland Regional Council and the government will be released for industries to utilise in late 2011.</p>

Significant positive and negative effects on wellbeing

The Economic and Environmental Information activity may have the following impacts on wellbeing:

Wellbeing	Positive effects	Negative effects
Economic	Centralised provision of economic data will enable more effective decision-making in Northland.	At this stage, there are no known significant negative effects surrounding the council’s planned economic and environmental information activity.
Environmental	Robust evidence of the extent and state of our natural resources will promote effective environmental management by the council and others (as above).	