4.0 Identification of Regional Community Outcomes for Northland

This part of the report describes the regional community outcomes that have been identified from the results of the consultation process. The area for which regional community outcomes have been identified is the Northland Region.

Northland, New Zealand's warmest, subtropical region stretches from Mangawhai in the south to the country's northernmost tip, Cape Reinga. Northland was home to some of New Zealand's first human inhabitants and was also the location of the country's original capital. The region saw some of the most significant early interactions between Māori and Pakeha. In 2001, 77.2 percent of people in Northland Region said they belong to the European ethnic group, compared with 80.1 percent for all of New Zealand. The Northland region has the highest Māori population at 31.6 percent, compared to 22.1 percent for all of New Zealand.

Northland is the eighth largest region of New Zealand by land area with the tenth largest population out of sixteen regions. Northland includes the main centre of Whangarei. Northland has a population base of more than 145,000, spread through urban and rural communities on a land area of 13,800 sq km. About 55,000 employees work for almost 17,000 businesses and Northland's gross regional product of $3.4 billion annually represents about 3% of the national total. The region was in a steady growth phase in 2004 as statistics for August 2004 recorded Northland's year-on-year economic growth at an eight-year high. Northland's economic growth complements a solid industry base of pastoral farming, fishing, horticulture, forestry and wood processing, retail and trade, and tourism. Other key sectors are boat building, marine, aquaculture and retirement.

The median income of people in Northland Region is $15,200, compared with $18,500 for all of New Zealand. Northland's average weekly income for people in paid employment is the tenth highest out of twelve regions. It has the sixth highest median house prices. The most advertised jobs in Northland in 2004 were sales assistant, general clerk, care-giver and carpenter/joiner.

93.6 percent of households in Northland Region have access to a telephone, compared with 96.3 percent for all of New Zealand. 28.4 percent of households in Northland Region have access to the Internet, compared with 37.4 percent for all of New Zealand. Northland has the tenth lowest total crime rate (offences per ten thousand head of population) out of fifteen regions, and the thirteenth lowest for violent offences.

Eight broad regional community outcomes were identified for Northland as follows:

1. Northland residents are safe and healthy

2. Northland's infrastructure is developed in a sustainable way

3. Northland's natural environment is sustainably managed

4. Northland is prosperous

5. Northland residents are educated and skilled

6. Northland has cohesive communities

7. Northland retains and enhances its regional identity

8. Northland residents have access to recreational and leisure opportunities

Identification of Regional Community Outcomes for Northland, Continued

Please note that the regional community outcomes are listed in order of relative priority.

The following section provides more detailed information on each outcome:

- The elements that make up each outcome are listed

- Perceived importance of the outcome area

- Perceived level of effort required in the area

- Any variations in the way each outcome was expressed within each of the districts and for Māori residents are outlined

It is important to note that many of the elements of different outcomes can impact upon, relate to or over-lap with some of the other outcomes' elements. For example, the element 'ensure there are good educational training opportunities for all Northland residents' under the 'Northland residents are educated and skilled' outcome, can also be related to the element 'achieve better income levels for residents' under the 'Northland is prosperous' outcome.

Identification of Regional Community Outcomes for Northland, Continued

4.1 Northland residents are safe and healthy

The elements of "Northland residents are safe and healthy" are as follows:

- An area where residents and visitors to the region can feel safe and secure at anytime of the day or night
- Plans for the management of potential hazards are considered and implemented in a timely way
- A range of affordable good quality housing is available to Northland communities
- Key health issues of all residents are identified and addressed
- All residents have appropriate access to locally based health services, of an acceptable standard

What Northland People Said

- At a glance:
    - Twenty-nine percent of people across the region considered that "Northland residents are safe and healthy" was the top priority that Northland needs to work on over the next ten years.
    - The key components of measuring this outcome were related to health, housing and to the feeling of safety. Almost nine out of ten Northland residents surveyed said that *'ensure people feel safe in Northland at all times'* and *'ensure an acceptable level of locally based health services with all residents having easy access to the health services they need'* was very important (8 to 10 out of 10) – 87% and 86% respectively. 79% considered '*address key health issues of all residents in Northland*' as being very important.
    - The majority of residents also believed that these aspects needed increased effort. Three quarters of people thought *'ensure people feel safe in Northland at all times'* (75%) needed increased effort, whilst 70% thought *'ensure an acceptable level of locally based health services with all residents having easy access to the health services they need'* did as well. Just over six out of ten people also considered that the region needed to increase effort in addressing the *'key health issues of all residents in Northland'* (64%).

Although ensuring that people feel safe in Northland was identified as needing increased effort, overall most people felt Northland was a safe place to live and raise a family. Although the general environment was seen as healthy, some people felt that they had limited access to health care facilities. Funding for health education programmes, eg. immunisation, healthy eating and good quality housing, which was affordable (both to buy and rent) was discussed by many groups as a desire.

Identification of Regional Community Outcomes for Northland, Continued

"The services that are provided actually look at preventative measures instead of acute measures. Knowledge for healthy living is accessible to the community and promoted in the community. Doctors and dentist health services are more affordable and accessible." (Far North Resident)[7]

How the Districts Varied

Far North residents discussed the need for:

- Subsidies or incentives to help young people into houses

- Clearer information on accessing health care facilities, ie. where to go in the event of an accident or emergency, eg. hospital or the local GP

- Establishment of 0800 telephone numbers to enable 24 hour access to health care advice and the hospitals in the region. They noted that some people can't afford the phone toll charges to call the region's hospitals

"In line with the growth in Kerikeri, they need to increase health services accordingly. At present mostly Whangarei based." (Far North Resident)[8]

Whangarei residents differed a little from the other districts in their higher concern about safety, crime and issues with youth truancy. Many residents considered that there has been a considerable increase in crime in the area in the last ten years. Many related the perceived increase in crime to a lack of cultural, recreational, educational and training opportunities for the young people of the area.

"I want to see more police on the street. And maybe it would be a good idea to set up some of those CCTV cameras. Especially in the areas around town where they know there have been a lot of problems." (Whangarei Resident)[9]

These residents also discussed the health system with particular reference to older people – a need for facilities, trained staff and resources so older people didn't need to leave the areas in which they've lived for a long time.

Māori Residents' Thoughts

Almost nine out of ten Māori residents thought that *'ensure people feel safe in Northland at all times'* and *'ensure an acceptable level of locally based health services with all residents having easy access to the health services they need'* were very important – 87% and 86% respectively. Eight out of ten thought that *'address key health issues of all residents in Northland'* was very important (80%). Seventy-three percent thought that ensuring people's safety needed increased effort.

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[7] "Process to Identify Regional Community Outcomes: Final Results of the Telephone survey", ACNielsen, October 2005 p39
[8] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p40
[9] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p47

Identification of Regional Community Outcomes for Northland, Continued

Māori residents in the Te Puni Kokiri focus group hui at an overall regional level, thought that access to local health care and emergency facilities and to affordable, quality housing needed to be advocated for.[10]

[10] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p6

Identification of Regional Community Outcomes for Northland, Continued

4.2 Northland's infrastructure is developed in a sustainable way

The elements of "Northland's infrastructure is developed in a sustainable way" are as follows:

- Transport networks are maintained and developed to enable access to, from and within the region

- Northland's built environment and infrastructure are further developed in a sustainable way which contributes to the well-being of people, communities and the natural environment

- Promote community responsibility for ensuring that the physical appearance of Northland's built environment is maintained, so that the region remains attractive for residents and visitors

What Northland People Said

- At a glance:

  - Twenty-six percent of people across the region considered that "Northland's infrastructure is developed in a sustainable way" was the top priority that Northland needs to work on over the next ten years

  - 81% of residents rated *'improve the quality of roading in Northland'* as very important, whilst 74% rated *'improved road access to and from Northland'* as very important.

  - Over eight out of ten residents perceived that *'improve the quality of roading in Northland'* required increased effort (82%). Other related infrastructure statements such as *'improve road access to and from Northland'* and *'improve rail access to and from Northland'* were also included in the 'top ten' for increased effort at 73% and 66% respectively.

Key areas related to the development of infrastructure were raised in the qualitative focus groups. As with the quantitative results, the quality of the roading to ensure safe and easy access around the region was often raised as requiring attention. Quality roading was seen as essential if industries and tourists were going to be encouraged to come to Northland.

> *"I will drive thirty minutes out of my way to avoid taking some of the roads that the logging trucks use … they are just not safe." (*Far North Resident*)*[11]

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[11] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p38

Identification of Regional Community Outcomes for Northland, Continued

The expansion of the rail network for both commercial and consumer use was discussed. This had particular reference to transporting logs by rail, thus reducing the number of logging trucks on the roads, which would mean that the roads were safer and remained in better condition. However, it was noted that reducing the number of logging trucks may have an impact on employment in the North, as many of the logging truck drivers were Northland residents.

> *"To bring the rail system back would make it less congested on the roads. Industrial and transport trains to run more."* (Whangarei Resident)[12]

It was also accepted that although development will occur in Northland, it was important that it was planned and managed in an effective and sustainable way, which complemented the natural environment of the region and the residents' communities. Residents also acknowledged that the tourism industry needed to grow within the region, and to do this effectively required an improvement in infrastructure to accommodate the growing tourist numbers. Examples of infrastructure improvements included:

- More effective waste management services to minimise impact on waterways. More toilets in popular tourist spots
- Improved cell phone coverage to remote areas
- Better tourist information services including road signs

How the Districts Varied

Roading was a key issue in terms of importance and perceived increased effort across all of the districts. Far North residents wanted to see growth and development in the region with industries that would complement the eco-friendly values of their community. They also saw re-introducing rail as a means of transport as a way to reduce the amount of air pollution created by vehicles.

Whangarei residents also commented that it would be good if road works were completed at a quicker pace; there was more car parking in the central city area; and whether the number of bus routes could be increased and lengthened through out the city.

> *"There seems to be an awful lot of people who don't give a damn about the way their place looks, but don't realise the impact this has on everyone's space." (*Whangarei Resident)[13]

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[12] "Process to Identify Regional Community Outcomes: Final Results of the Telephone Survey" ACNielsen, October 2005 p53
[13] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p38

Identification of Regional Community Outcomes for Northland, Continued

Residents of Kaipara noted the need for planning and consideration of the well being of the community and the impact on existing infrastructure, with regards to property development.

Māori Residents' Thoughts

Although roading related issues were not identified by Māori residents in their 'top ten' of 'very important' areas, *'improve the quality of roading in Northland'* was considered to be the area requiring the most increased effort at 85%. Seventy-five percent of Māori residents also thought that *'improve road access to and from Northland'* required increased effort.

The need for quality roading, lighting, drainage and waste management were identified as a community outcome area by participants at the Te Puni Kokiri focus groups.[14] At the Kaitaia hui, concerns were also noted with regards to continued development, when it was perceived that current infrastructure systems were not coping with the already established development, ie. sewerage, drainage, etc. There was also a request that Māori need to be appropriately resourced to participate in the consent process[15].

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[14] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p6
[15] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p9

Identification of Regional Community Outcomes for Northland, Continued

4.3 Northland's natural environment is sustainably managed

The elements of "Northland's natural environment is sustainably managed" are as follows:

- Protect the natural character of the regions' coastline and beaches

- Northland communities have access to the natural environment in a sustainable way

- Effective pollution control and recycling are endorsed and promoted

- Communities, in partnership with local / central government, take responsibility for ensuring that the natural biodiversity, land, soil, water, air, coast, features and landscape are sustainably managed and enhanced for future generations

- There is sustainable use, development and protection where appropriate of natural resources

- Development is sustainably managed considering impacts on the natural environment

What Northland People Said

- At a glance:

  – Eleven percent of people across the region considered that "Northland's natural environment is sustainably managed" was the top priority that Northland needs to work on over the next ten years

  – A number of environmental statements were considered by the region to be in the 'very important' overall 'top ten'. Eighty-four percent of residents thought *'protect the natural character of the region's coastline'* was very important. Almost eight out of ten residents (79%) considered both *'promote effective recycling and pollution control'* and *'control pests and weeds'* to be very important, with slightly less stating *'protect our native bush and wildlife'* was very important (77%).

  – Interestingly, although many people considered that some environmental areas were very important, as noted above, they were not perceived as requiring as much increased effort as some other areas. The area requiring the most increased effort was *'control pests and weeds'* (63%), whilst 61% thought *'promote effective recycling and pollution control'* and 60% thought *'protect the natural character of the region's coastline and beaches'* were very important.

Identification of Regional Community Outcomes for Northland, Continued

Residents across the region said spontaneously that environmental aspects were some of the most positive aspects of living in Northland. They tended to recognise and appreciate the beauty of the area and were conscious that they wanted it to remain as such, even though economic development needed to occur. They also noted that it was important that the communities retain access to the natural environment which they value so highly for uses such as fishing, camping, collecting shellfish, etc.

*"This is really something I feel so strongly about, but I just love the fact that I still have access to some of the most beautiful beaches in the world, and I would love to think that in ten years time I am still going to be able to ride my horse down the beach." (*Kaipara Resident*)*[16]

*"To encourage more recycling by making it more available to people, which would result in less landfills. Stop boat's waste in the bay and to address the leaking sewerage tanks urgently." (*Far North Resident*)*[17]

How the Districts Varied

The environmental areas that were important at a regional level also tended to be important across the three districts. However, more residents in Kaipara thought *'promote effective recycling and pollution control'* was very important (85%) than the other districts.

*"Erosion is a major problem around Kaipara Harbour. We should organise tree planting projects. It will give people jobs and be better for the environment." (*Kaipara Resident*)*[18]

Whangarei residents considered that the following environmental aspects needed to be considered:

– Ongoing maintenance and preservation of the natural environment;

– Monitored use of the natural environment for industry;

– Create a protected environment[19]

[16] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p60
[17] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p43
[18] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p63
[19] "Process to Identify Regional Community Outcomes: Focus Groups" ACNielsen, July 2005 p58-59

Identification of Regional Community Outcomes for Northland, Continued

Māori Residents' Thoughts

Almost nine out of ten Māori residents considered *'protect the natural character of the region's coastline'* to be very important (87%). Just over eight out of ten of these residents also thought *'protect our native bush and wildlife'* (82%) and *'control pests and weeds'* (81%) were very important. The Māori residents thought that *'control the pests and weeds'* required the most increased effort at 76%, with 71% thinking *'protect our native bush and wildlife'* needed increased effort.

"Preservation of the environment for future generations to come"[20] was a key theme across the participant communities in the Te Puni Kokiri focus group hui. Specific sub-themes at a regional level included:

▪ "partnership opportunities with local/ central government for communities to take responsibility for maintaining and preserving their own clean, green environments

▪ promotion of effective pollution control

▪ Māori / local government have equitable decision-making roles and responsibilities"[21]

Specific environmental issues raised by different focus group hui included:

▪ Pawarenga:

– Resource Management

  i) Consider the establishment of a Landcare Group
  ii) Revitalisation and resourcing of Hapu Environmental Planning is important for this community[22]
▪ Waitangi:

– Concern over land acquisition by foreign investors[23].

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[20] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p8
[21] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p6
[22] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p8
[23] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p10

Identification of Regional Community Outcomes for Northland, Continued

4.4 Northland is prosperous

The elements of "Northland is prosperous" are as follows:

- Northland has sustainable population growth and retention

- Northland has strong business and industry growth and development that fits within and complements the natural and social environment of the region

- Residents have a range of employment opportunities with increased employment and income levels

- Increased opportunity for Māori business ownership and operation

- Opportunities in Northland are sufficient to attract skilled professionals to the region and to prevent young people from leaving the region

- Promote Northland as a tourist destination

What Northland People Said

- At a glance:

    – Seventeen percent of people across the region considered that creating a "Prosperous Northland" was the top priority that Northland needs to work on over the next ten years

    – Almost seven out of ten people thought that *'achieve a more prosperous economy across the region'* (69%) was very important, whilst 62% thought *'achieve better income levels for residents'* was very important.

    – Just over six out of ten residents stated that *'achieve better income levels for residents'* and *'achieve a more prosperous economy across the region'* required increased effort – 64% and 63% respectively.

The development of the tourism industry in Northland was frequently mentioned as an industry that would complement and highlight the natural resources of the area, as were eco-friendly industries. Residents also acknowledged the arts and craft talent in the region, and questioned whether this could be capitalised on and promoted specifically such as the Marlborough and Hawkes Bay regions do with the wine industry and vineyards.

People across the region recognised the importance of promoting and endorsing its local small businesses in order to ensure their ongoing viability. It was felt that not only was this the responsibility of commercial organisations, it was also the responsibility of the communities to purchase products and or services from these businesses.

Identification of Regional Community Outcomes for Northland, Continued

Retention of the current population, whilst supporting sustainable growth was considered to be vital to the economic prosperity of the region. Attraction of qualified and skilled professionals to the area was seen as very important in achieving this.

How the Districts Varied

More Kaipara residents thought that *'achieve better income levels for residents'* was very important compared to the region and other districts at 71%. Discussion in the qualitative focus groups in the Kaipara district tended to focus on developing the infrastructure to support tourism in the district and capitalise upon their area as the "Gateway to the North".

Some Far North residents thought that although there was employment for those people who were willing to work, the perceived lack of diversity in their employment options was noted. They also commented that there should be incentives for new businesses who develop innovative and creative business ideas.

> *"There are pretty much two job options up here, either you go into logging or you work at the Mill." (*Far North Resident*)*[24]

> *"There should be some sort of incentive for people who come up with a different or creative business idea. If we want to build tourism, we have to offer something different." (*Far North Resident*)*[25]

They also noted promotion of the economic and lifestyle advantages of working and living in Northland could be targeted towards desired industries (such as teachers and medical professionals) in order to attract them to the area. As with Kaipara residents, Far North residents also commented upon raising awareness amongst tourists of the benefits and attractions of their district. Some felt that Kaitaia could be promoted more as a location to stay when visiting Cape Reinga and Ninety-mile Beach.

Māori Residents' Thoughts

More Māori residents thought *'achieve diversity in employment options for residents'* was very important (77%) compared to all other groups. Almost eight out of ten Māori residents thought that increased effort was needed to *'achieve better income levels for residents'* – the highest percentage of all the groups. Far North residents in their two focus groups talked about the huge potential for economic development if local Iwi and Hapu worked together to develop businesses. For example, establishment of a local Māori educational facility to educate tourists and local about the Māori culture and history in the Northland region.

The thoughts of participants in the Te Puni Kokiri focus group hui were reasonably consistent with the other findings. Key areas related to economic prosperity were:

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[24] "Process to Identify Regional Community Outcomes: Final Results of the Telephone survey", ACNielsen, October 2005 p27
[25] "Process to Identify Regional Community Outcomes: Final Results of the Telephone survey", ACNielsen, October 2005 p20

Identification of Regional Community Outcomes for Northland, Continued

- "Business development that compliments or is complimented by our natural environment
- Improved infrastructure with associated services
- Sustainable and creative employment opportunities
- Increased opportunity for Māori business ownership and operation"[26]

Participants in the Dargaville hui also talked about Māori Tourism. They gave the example of considering "utilising the Northern Wairoa river more for potential regattas, waka ama, etc."[27].

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[26] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p6
[27] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p11

Identification of Regional Community Outcomes for Northland, Continued

4.5 Northland residents are educated and skilled

The elements of "Northland residents are educated and skilled" are as follows:

- Provision of relevant industry-based training which enables the local labour force to meet the skill requirements of the local industries

- The number of residents who achieve formal secondary and tertiary qualifications continues to increase

- Provision of a range of quality educational training opportunities

What Northland People Said

- At a glance:

  – Three percent of people across the region considered that "Northland residents are educated and skilled" was the top priority that Northland needs to work on over the next ten years

  – Almost three quarters of people across the region rated *'ensure there are good educational training opportunities for all Northland residents'* as very important (73%). Slightly less people rated *'provide greater opportunities for industry-based training so the local labour force has the skills required to meet the needs of local industry'* as very important (71%).

  – Almost seven out of ten of people across the region considered that increased effort was needed to *'provide greater opportunities for industry-based training so the local labour force has the skills required to meet the needs of local industry'* (68%), whilst 63% considered that increased effort was needed to *'ensure there are good educational training opportunities for all Northland residents'*.

There appeared to be a number of key areas of discussion associated with this outcome. Firstly, it was perceived that the provision of good educational training opportunities would help to retain young people in the North. They wouldn't have to leave for centres such as Auckland to receive training in educational organisations or undertake apprenticeships.

Secondly, it was perceived that it was important for local industry to look to the local labour force first as potential employees, rather than further afield. Thus, it seemed natural that local industries could provide apprentice/ trade positions for locals to become trained in the required skills.

"I really want my kids to stay live and work here, and be proud to be a Northlander. It's a much better environment than living in Auckland. But there isn't much for them to do." (Far North Resident)[28]

"Local businesses taking on people to train as a type of apprenticeship to teach those particular trades." (Kaipara Resident)[29]

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[28] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p17
[29] "Process to Identify Regional Community Outcomes: Final Results of the Telephone survey", ACNielsen, October 2005 p47

Identification of Regional Community Outcomes for Northland, Continued

How the Districts Varied

Whangarei was the only district to have either of the two statements associated with this outcome in their 'top 10' for importance. Almost eight out of ten residents considered *'ensure there are good educational training opportunities for all Northland residents'* (78%) and *'provide greater opportunities for industry-based training so the local labour force has the skills required to meet the needs of local industry'* (76%) respectively were very important.

"Industrial apprenticeships to encourage people to stay in Northland"
(Whangarei Resident)[30]

Māori Residents' Thoughts

Māori residents considered the associated statements as more important than the other groups. Eighty-three percent of this group thought both *'ensure there are good educational training opportunities for all Northland residents'* and *'provide greater opportunities for industry-based training so the local labour force has the skills required to meet the needs of local industry'* were very important.

Participants at the Whangarei Te Puni Kokiri focus group also considered that there was a need for the 'reintroduction of apprenticeships (trade training) for young people from rural areas' with a particular focus on young Māori males.[31]

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[30] "Process to Identify Regional Community Outcomes: Final Results of the Telephone survey", ACNielsen, October 2005 p54
[31] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p10

Identification of Regional Community Outcomes for Northland, Continued

4.6 Northland has cohesive communities

The elements of "Northland has cohesive communities" are as follows:

- Northland communities have appropriate access to social support services and advice, ie. guidance and support for youth, parental assistance, budgeting and money management, and alcohol and drug abuse counselling

- All people feel valued and have a sense of belonging and equality within the community

- The multi-cultural make-up of Northland communities is acknowledged and promoted and different cultural values are respected

- The place of Māori is recognised and respected. Mutually beneficial relationships between Māori and the wider community are built and nurtured

- Appropriate recognition and integration of hapu and iwi in the planning process and management of resources

- Leaders in the region collaborate to ensure the best outcome for Northlanders on issues of regional importance

What Northland People Said

- At a glance:

  – Nine percent of people across the region considered that "Northland has cohesive communities" was the top priority that Northland needs to work on over the next ten years

  – Almost seven out of ten residents (67%) considered that *'ensure our smaller communities retain the services they need (eg. shops, banks)'* and *'encourage a sense of community where everyone feels valued and has a sense of belonging'* were very important. Slightly less people thought *'has respected leaders who provide direction and guidance for the community'* (66%), and *'encourage mutual respect and appreciation between all ethnic groups living in Northland'* (63%).

  – Residents perceived that many areas of this outcome required less increased effort than areas of other outcomes. The areas requiring the most increased effort were *'ensure our smaller communities retain the services they need (eg. shops, banks)' (57%)* and *'has respected leaders who provide direction and guidance for the community'* (54%).

One of the most positive aspects mentioned about life in Northland was the sense of living in a smaller community where most people know each other.

Identification of Regional Community Outcomes for Northland, Continued

"Looking around the room tonight there are at least a couple of people in the room who I know either live in my area, or their kids go to my kids school, or I have seen them around. I like knowing the people I'm living close to."
(Kaipara Resident)[32]

The smaller size of the communities and even in Whangarei City also means that many services and facilities are reasonably accessible unlike in larger centres such as Auckland.

There was a wish from residents that they wanted Northland to be an area of tolerance and respect for the different cultural groups within Northland. Related to this is the recognition and appreciation of the importance of the relationship between Māori and Non-Māori.

"We need to have more respect and tolerance for each others culture. But we are not there yet." (Kaipara Resident)[33]

Although residents were particularly positive about their strong sense of community, they did have some concerns about the perceived lack of social support networks and facilities available for younger people and lower socio-economic groups. Issues with drug and alcohol abuse were also mentioned. This guidance could include information on health promotion, drug and alcohol education, career planning and parenting programmes.

"I would like to see some sort of facility set up that provides advice and support for the people in the area who really don't have that much. You know like budgeting advice and health information. They don't have much but at least they could learn how to manage what they have better."
(Far North Resident)[34]

How the Districts Varied

Far North residents commented that there was a need for leaders in the community to step up and take responsibility for helping out the younger people with guidance and support.

"We have a lot of people in the community with a lot of experience and expertise, and these people need to stand up and be leaders to the younger members in our community." (Far North Resident)[35]

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[32] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p60
[33] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p69
[34] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p25
[35] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p26

Identification of Regional Community Outcomes for Northland, Continued

With reference to the relationship between Māori and Non-Māori, Kaipara residents noted that Māori needed to be included in consultation for any developments that were likely to have an impact on their economic, social, cultural or environmental well-being. They also highlighted that this consultation needed to be undertaken with the appropriate Iwi or Tangata Whenua. There was a perception that currently, some local bodies were not consulting with the right groups in discussions about land use and subdivision. This was sometimes due to the incorrect group putting themselves forward for consultation.

Māori Residents' Thoughts

Just over seven out of ten Māori residents thought that *'encourage mutual respect and appreciation between all ethnic groups living in Northland' (76%)* and *'strengthen relationships between Māori and non-Māori' (72%)* were very important - the highest levels out of all of the groups. Slightly less of these residents thought that these areas needed increased effort - *'encourage mutual respect and appreciation between all ethnic groups living in Northland' (63%)* and *'strengthen relationships between Māori and non-Māori' (56%).*

Participants across the Te Puni Kokiri focus group hui stated that the following areas were important:

- "Recognition and integration of hapu and iwi in terms of district planning processes
- Practical demonstration of an integrated approach to managing resources between Māori and Council
- Respect and recognition of the cultural and spiritual relationship between people and their environments
- Improved relationships between hapu, iwi and Councils
- Improved social services, support and advice, especially for alcohol and drug abuse counselling"[36]

Participants at the Waitangi hui commented that it should be remembered "Decisions should not be made with the "one size fits all" approach. All communities are unique and proposed solutions should be customised to accommodate this uniqueness."[37]

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[36] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p6-7
[37] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p9

Identification of Regional Community Outcomes for Northland, Continued

4.7   Northland retains and enhances its regional identity

The elements of "Northland retains and enhances its regional identity" are as follows:

- Awareness and knowledge of Northland's unique heritage and history are increased
- Development of a strong and positive regional identity that all Northland residents are proud of
- People have access to and are encouraged to participate in a range of Northland events and activities
- Northland has a friendly, relaxed and supportive atmosphere
- Promotion of Northland as an arts and culture region
- Residents are informed about decisions being made about the region and asked for their opinions

What Northland People Said

- At a glance:
    - Four percent of people across the region considered that "Northland retains and enhances its regional identify" was the top priority that Northland needs to work on over the next ten years
    - Almost seven out of ten residents thought that *'sustain the friendly, relaxed and supportive atmosphere of Northland'* and *'provide sufficient opportunities for residents to be informed about and to influence decisions being made about the region'* were very important.
    - Approximately half of the people thought that *'provide sufficient opportunities for residents to be informed about and to influence decisions being made about the region'* required increased effort (51%). Slightly less people thought *'develop a strong, positive regional identity that all Northland citizens are proud of'* and *'stage more events and activities, especially those that are unique to Northland'* needed increased effort (both 48%).

Many people in the focus groups noted that one of the aspects they like about the region is the social and cultural history of the region and particularly the links to Māori history. Given this, it was important to them that there are facilities that will ensure the cultural history of the region is maintained and where knowledge can be passed onto future generations. Far North residents suggested marae based cultural arts and education and support for marae in the area to be more sustainable.

Identification of Regional Community Outcomes for Northland, Continued

"If there was a Māori education and learning facility set-up like the one in Rotorua, it could be used for tourism, but also to help educate the locals, which is really important to help young Māori learn about their identity."
(Far North Resident)[38]

"Culturally this area is very significant, but there is not much available that ties us back to our history." (Kaipara Resident)[39]

How the Districts Varied

Some residents around the Kaitaia area felt that the democratic process could be strengthened by having more local involvement in decision-making. There was concern that as the council is not based there anymore, no-one understands their local issues. Far North residents also thought that the arts and culture initiatives in the area could be promoted more aggressively in order to capitalise upon the artistic talent in the region.

Some Whangarei residents suggested specific tourism examples, including establishing the city as the visual arts centre for the North, that would provide tourists with a reason to stop on their way to the Bay of Islands. They also suggested:

- the establishment of a museum promoting local history and culture closer to the city centre enabling easier access

- the need for continued promotion and support of cultural festivals such as Matariki

- placing works by local artists, designers and sculptors in popular tourist locations

Attendees at the Whangarei Community Organisations' Meeting discussed the need for a community that actively participates in local body elections. It was discussed that more young people and other marginalised groups (such as low socio-economic and disabled) needed to vote more in these elections. This group also questioned whether the language used in council and other organisations' documents which were available to the public could be more 'user-friendly' and thus more understandable for the general public.

Māori Residents' Thoughts

More Māori residents thought *'sustain the friendly, relaxed and supportive atmosphere of Northland'* was very important than the other groups (76%). Slightly less residents thought *'increase the public's awareness and knowledge of the heritage, history and treasures of Northland'* was very important (73%). The areas related to this outcome which this group perceived needed the most increased effort were *'increase the public's awareness and knowledge of the heritage, history and treasures of Northland'* and *'develop a strong, positive regional identity that all Northland's citizens are proud of'* – both 64%.

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[38] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p69
[39] "Process to Identify Regional Community Outcomes: Focus Groups", ACNielsen, July 2005 p69

Identification of Regional Community Outcomes for Northland, Continued

Participants across the Te Puni Kokiri focus group hui stated that the following areas were important:

- "Increased promotion of the unique cultural identity of each of the communities

- Increased Māori participation and contribution at council decision-making level"[40]

Participants at the Kaitaia hui also noted the need for "increased campaigns to encourage Māori to vote" in political elections, whilst participants at the Waitangi hui thought the "flow of information between communities, local and central government needs to be improved". Dargaville participants also thought collaboration needed improvement in terms of "information sharing between agencies and community service providers". This group in Dargaville also thought that "oral sources of local knowledge and history must be protected" too.[41]

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[40] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p6-7
[41] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p9-11

Identification of Regional Community Outcomes for Northland, Continued

4.8 Northland residents have access to recreational and leisure opportunities

The elements of "Northland residents have access to recreational and leisure opportunities" are as follows:

- Northland communities have access to a range of affordable and quality recreational and leisure facilities that suit the different needs of different groups
- Northland residents have appropriate access to the natural environment to meet their recreational needs

What Northland People Said

At a glance:

- Two percent of people across the region considered that "Northland residents have access to recreational and leisure opportunities" was the top priority that Northland needs to work on over the next ten years

- Six out of ten people thought that *'meet the recreational and leisure needs of our young people'* was very important (65%), whilst 60% thought *'provide a range of quality recreational facilities and venues that are available to all'* was very important.

- Almost six out of ten residents thought that *'meet the recreational and leisure needs of our young people'* required increased effort (59%), and slightly less thought *'provide a range of quality recreational facilities and venues that are available to all'* needed so (57%).

Residents around the region noted that they wanted to continue to have access to the beaches, camping grounds, walkways, etc. in the natural environment. Some residents noted concern that the land of a number of public camping grounds in the region had been sold and the opportunities to camp with their families in the future were decreasing.

> *"Providing recreational centres for sports and indoor facilities to provide more facilitators."* (Far North Resident)[42]

It was generally thought that the provision of more affordable and quality recreational and leisure facilities may also help to retain youth in the area.

How the Districts Varied

Whangarei residents tended to feel that the two areas *'meet the recreational and leisure needs of our young people'* and *'provide a range of quality recreational facilities and venues that are available to all'* were more important than other groups (71% and 70% respectively).

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[42] "Process to Identify Regional Community Outcomes: Final Results of the Telephone survey", ACNielsen, October 2005 p41

Identification of Regional Community Outcomes for Northland, Continued

Māori Residents' Thoughts

Seventy-one percent of Māori residents thought that *'meet the recreational and leisure needs of our young people'* was very important, whilst 63% thought *'provide a range of quality recreational facilities and venues that are available to all'* was very important.

Over seven out of ten Māori residents thought that *'provide a range of quality recreational facilities and venues that are available to all'* required more effort (73%), with slightly less saying *'meet the recreational and leisure needs of our young people'* also needed it (67%).

Participants at the Te Puni Kokiri Pawarenga focus group hui thought that there needed to be "improved facilities to accommodate adult learning, recreation and leisure initiatives which will target tamariki through to adults. Utilising and building on "what already exists" in the community is important."[43]

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[43] "Process to Identify Regional Community Outcomes: Focus Groups" Te Puni Kokiri, August 2005 p8