



# The real life of us

Western Bay of Plenty Social Report  
2019

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# Introduction

**Our rapidly-growing Western Bay of Plenty is populated by diverse communities.**

Bordered by Waihi Beach to the north, Paengaroa to the east and Pyes Pa to the south, and encompassing Tauranga City, the Western Bay of Plenty has many different communities and whānau all with their own needs and strengths. In this report the term Western Bay of Plenty (WBOP) refers to the area covered by the Tauranga City and the Western Bay of Plenty District Councils.

The nature and prevalence of social issues such as family harm, drug and alcohol addiction, violence and abuse, poverty and mental illness in the Western Bay of Plenty significantly impacts on the wellbeing and productiveness of our communities, whānau and the population in general. The rapid growth that the area has experienced in recent years is reported to be putting pressure on resources and services in the social sector.

This report was initiated by SocialLink to better understand the social issues in the Western Bay of Plenty and as much as possible compare our experiences with the national average to see how we fare in comparison to other parts of the country. SocialLink believes by presenting an in-depth picture of the issues the region faces we will be in a better position to address the said issues now and in the future.

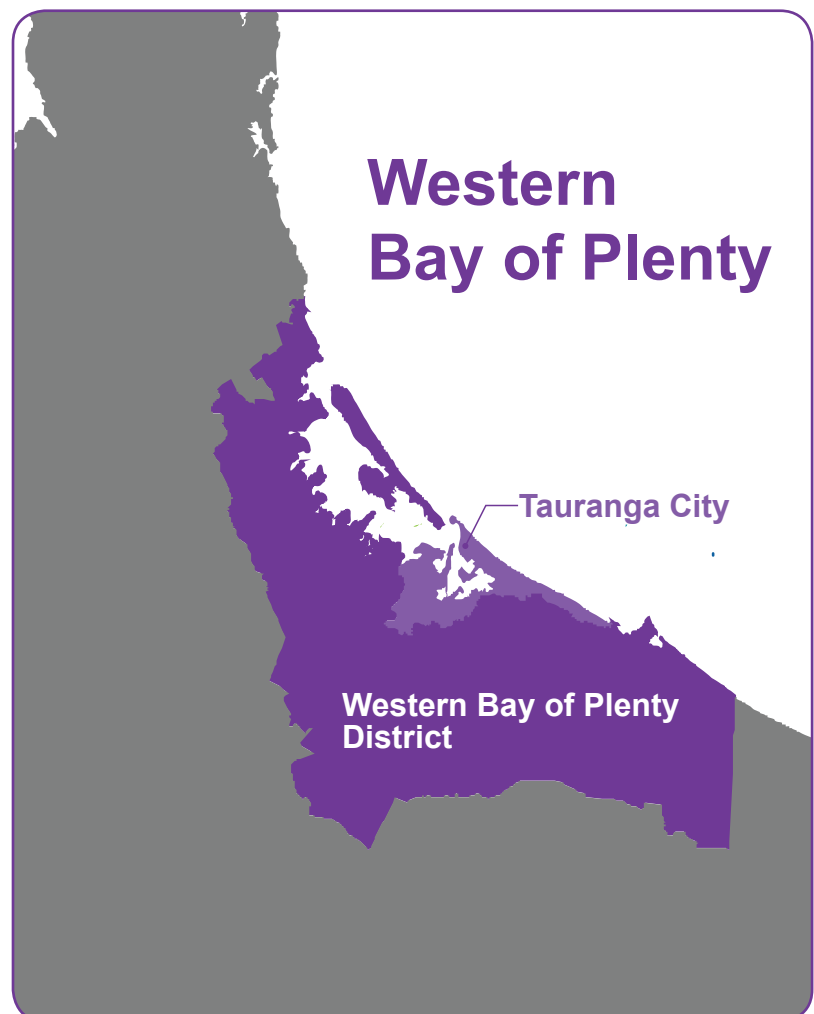
The Government is committed to putting people's wellbeing (and the environment) at the heart of its policies, including reporting against a wider set of wellbeing indicators in future budgets. While at the time of writing the outcomes of these indicators were not yet available SocialLink is committed to provide the information needed to ensure these policies and initiatives are relevant to our region. The Living Standards Framework was utilised to describe the wellbeing domains the government is going to report on in the coming 2019 budget. These domains are interconnected, doing well or poorly in one domain is likely to affect performance in other domains.

This report is based on secondary research from multiple sources including governmental websites, BOP DHB, local organisations and external research. It was a challenge to obtain accurate data for the whole Western Bay of Plenty subregion. This challenge highlights the value which could be delivered to the social services sector if all community and social organisations in the Western Bay of Plenty collected and made available key measures about the services they are providing.

## Feedback

Feedback is welcomed on this social report. Comments can be emailed to [ciska@sociallink.org.nz](mailto:ciska@sociallink.org.nz)

**SocialLink Tauranga Moana 2019**



# Living Standards Framework domains

The Living Standards Framework (LSF) was developed in 2018 by the New Zealand Treasury (The Government's lead economic and financial advisor) to improve the quality of policy advice. LSF achieves this by looking beyond economic drivers to better understand what makes people's lives worthwhile.

The LSF measures wellbeing across three areas: Our people, Our culture and Our future. Our people describes the distribution of wellbeing across nine wellbeing domains for different population groups of New Zealanders. The wellbeing areas are:

1. Subjective well being
2. Civic engagement and governance
3. Cultural identity
4. Health
5. Housing
6. Income and consumption
7. Knowledge and skills
8. Safety and security
9. Social connections; in the future this will include environment, time use, jobs and earnings.

Despite a lack of data on the LSF domains for population groups in the Western Bay of Plenty, SocialLink has prepared this report using LSF's wellbeing areas so its findings can be aligned with national reporting on the LSF.<sup>1</sup>

## Perceptions of wellbeing in the WBOP

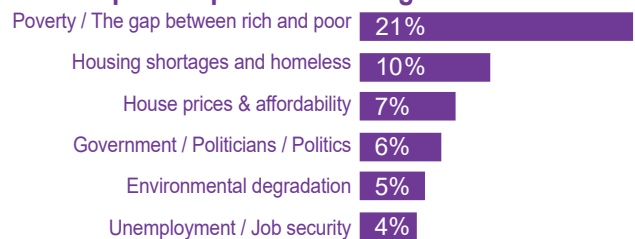
People's perceptions of their life is often as important if not more important than statistics reporting on the prevalence of issues. Vital Signs 2018 reports on the Western Bay of Plenty's communities perceptions of their social, cultural, health and economic wellbeing. All these domains were scored between B- and C+ with B being 'Good, but some improvements could be made and C being 'Average, more effort should be made to address this issue'.<sup>2</sup>

- Belonging and engagement; B-
- Supporting newcomers; B-
- Supporting children; B-
- Supporting young adults; C+
- Health and Wellness; C
- Safety; C+
- Reducing inequality; C
- Housing; C

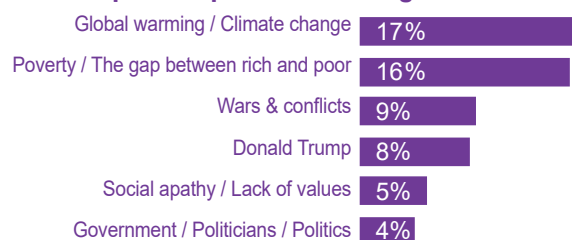
## What do New Zealanders see as the biggest issue facing New Zealand in 2018?

Economic issues like poverty, the gap between the rich and poor and housing (including house prices, housing affordability, housing shortages and homelessness) were most commonly mentioned by New Zealanders. This correlates with the Vital Sign report outcomes that showed housing and reducing inequality were rated lowest in all Vital Signs domains. Whilst not directly relevant to this report, it is interesting to note that 'environmental degradation' was the fifth-most important problem in New Zealand yet New Zealanders scored global warming and climate change as the most important problem globally.

### Most important problems facing New Zealand<sup>2</sup>



### Most important problems facing the World<sup>2</sup>



As far as practical this report addresses these issues from a Western Bay of Plenty perspective. When WBOP data is unavailable, Bay of Plenty or national data may be used.

## Economic deprivation in the WBOP

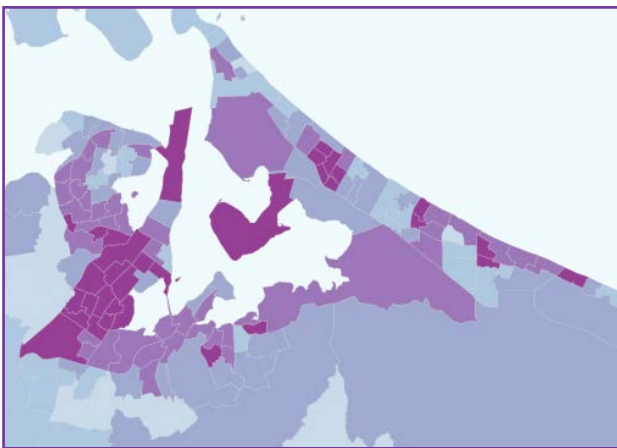
The correlation between economic deprivation and health and social wellbeing in communities has been extensively documented<sup>3</sup>. The NZ Index of Multiple Deprivation (IMD) considers employment, income,

crime, housing, health, education and geographical access to give a weighted score at neighbourhood level. Each neighbourhood in New Zealand receives a rank from 1 (the least deprived) to 10 (the most deprived). The light shaded areas represent the least deprived 20%, while dark shading represents the most deprived 20%.

The Western Bay of Plenty is often viewed as an affluent community. In reality there are several areas experiencing the highest level of deprivation in New Zealand with many requiring social support. For example, Tauranga South, Matapihi and Arataki experience the highest level of deprivation while Matua and Papamoa the lowest. Nationally, a fifth of the population are in each of the five deprivation quintiles described in the NZ Deprivation Index 2013. Tauranga, however, reports slightly higher levels of deprivation with 42% living in the two most deprived quintiles, while the national average would be 40%.<sup>4</sup>

The NZ Deprivation Index 2013 determined the annual threshold for income deprivation at \$26,837.

**Deprivation Map Tauranga**

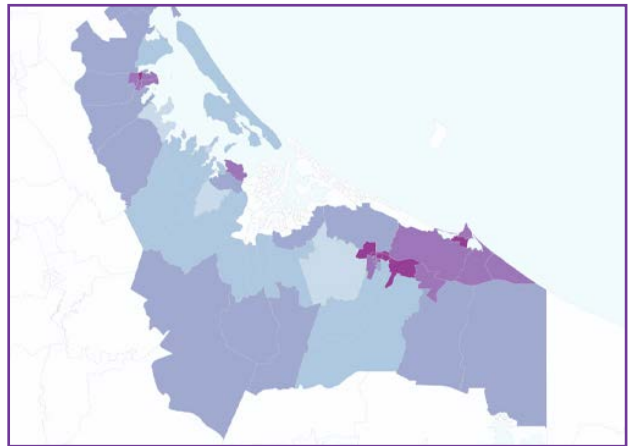


The Western Bay of Plenty District showing a similar pattern with the Te Puke and Maketu community experiencing the highest level of deprivation and Omokoroa the least. 35% of the Western Bay of Plenty District population live in the two most deprived quintiles meaning the district is less deprived than the country as a whole.

**Deprivation Map Western Bay of Plenty District**

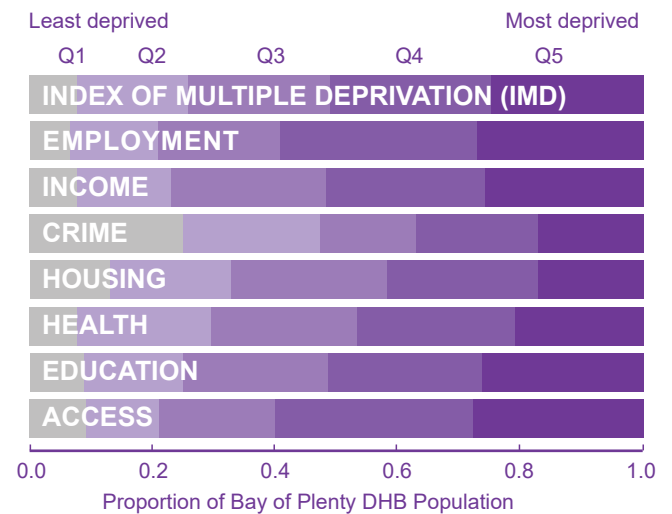
In general, people who live in more deprived areas are more vulnerable to and have a lower capacity to cope with environmental risks, and have fewer resources to protect themselves from environmental hazards, including be able to afford:

- Quality housing or a house large enough for their family.
- Adequate heating and insulation.
- A car to get to health care services.
- They may live closer to environmental hazards such as industrial sites or main transport routes.
- They may work and live with much higher levels of environmental stress (such as noise, overcrowding, and less security), which may put them at higher risk of psycho-social health problems.



According to the Bay of Plenty District Health Board Deprivation Index (see below) the Bay of Plenty experiences higher than national levels of deprivation; in particular for employment, income, health, education access and overall deprivation.

**Deprivation Index for the BOPDHB**



Please note the BOPDHB area includes the Eastern Bay of Plenty which is known to have high levels of deprivation.

3a. D'Ambrosia & Frick: Subjective Well-Being and Relative Deprivation: An Empirical Link. 2004 Discussion paper. b. Chen: Relative deprivation and individual well-being. IZA World Labor. 2015 Apr; 2015: 140. c. www.fmhs.auckland.ac.nz/assets/fmhs/soph/epi/hgd/docs/Final\_Brief\_report\_on\_the\_New\_Zealand\_IMD.pdf. 4a. www.ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/#Regional-differences b. Atkinson, J., Salmond, C and Crampton, P. (2014). NZDEP 2013 Index of Deprivation. University of Otago, New Zealand c. New Zealand index of deprivation (NZDep2013). d. Western Bay of Plenty District Council: Long term Plan 2018-2028.

# People



Our region continues to grow as New Zealanders move to enjoy our sunshine, natural environment, quality agricultural and horticultural land, good schooling and our proximity to Auckland ①

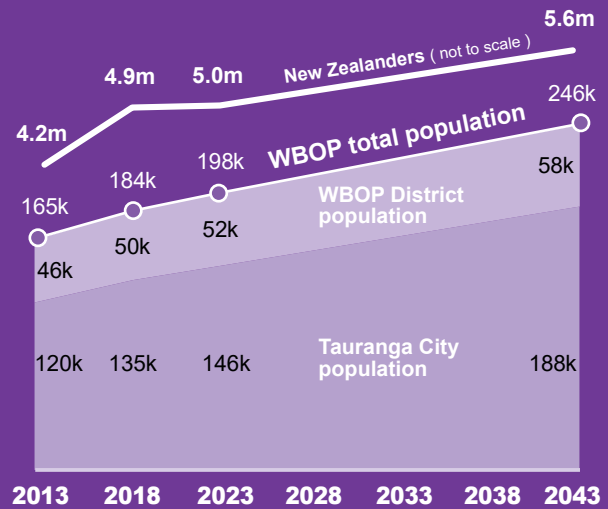
**184,000** people living in the Western Bay of Plenty, of which

**134,000** live in Tauranga, that's 7 out of every 10 people.

Nearly **200,000** people will be living in the WBOP by 2024.

That's **twice** the population of **Te Puke** moving to the region in the next 5 years.

The Western Bay of Plenty is one of NZ's fastest growing rural areas

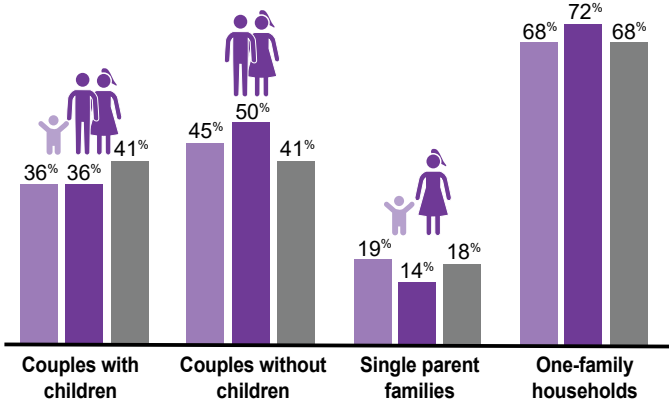


②

## Family

We have fewer couples with children

■ Tauranga ■ WBOP District ■ National



The percentage of couples with children is decreasing

Down from 48% nationally in 1991 to 41% today.

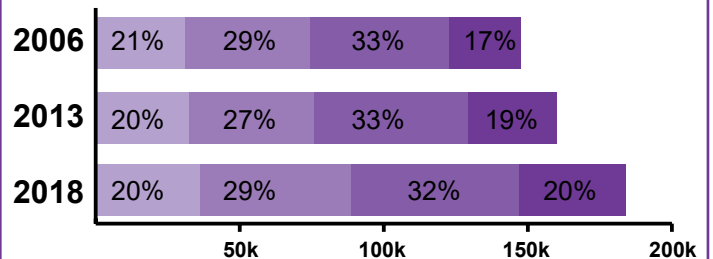
Living alone will be as common as the traditional family

By 2050, according to forecast trends.

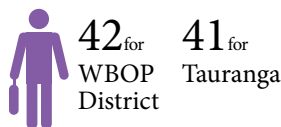
③

## Age

Our WBOP population is getting older  
And is older than the national average



We have an older median age



41 for Tauranga

Compared to 38 for all of New Zealand

Māori have a younger median age



Which is similar for all Māori in NZ

④

1. NZ Herald: Tauranga fastest growing city over 80 years. 30 June 2015. 2. Statistics NZ Subnational Population Projections: 2013(base)-2043 update 2016. 3. Shamubeel Eaqub: Everything will change. North and South: March 2019. 4. Statistics NZ National Population Projections: 2016(base)-2068

# 1 Subjective wellbeing

A complex, multi-dimensional concept which reflects not only material standards of living, but includes broader aspects of an individual's social, environmental and societal context.

**Place** plays an important role in subjective wellbeing.

Western Bay of Plenty residents report that;

**87%** feel supported by whānau and friends

**75%** rarely or never feel lonely, and

**7+ out of 10**

is how they rate their life satisfaction.

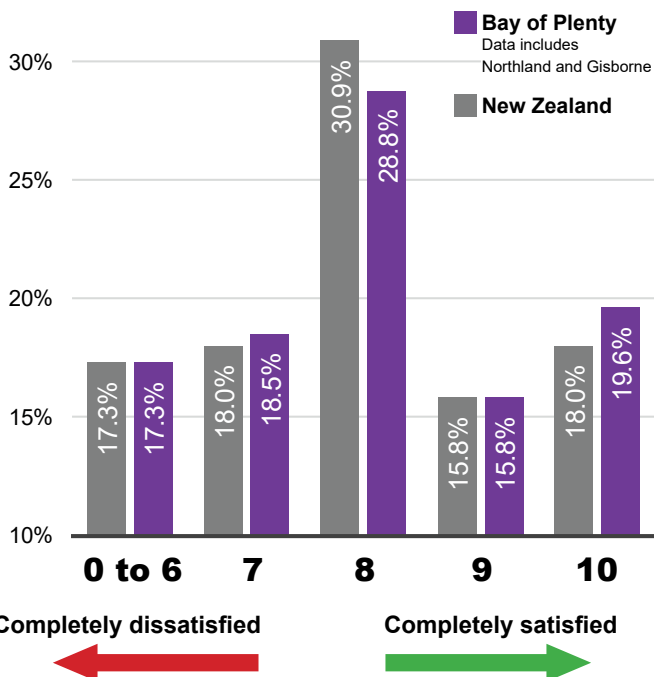
People in Northland, Bay of Plenty and Gisborne had higher 'life worthwhile' ratings than the average New Zealander; 31% rated it 10 out of 10 compared to 24% nationally.



2

1

## Overall life satisfaction



2

## Māori wellbeing framework

**Wairuatanga**  
*Spirituality*

52% of Bay of Plenty Māori say Wairuatanga is very important

**Tikanga**  
*Customs & practices*

55% of Bay of Plenty Māori say Tikanga is very important



**Te reo Māori**  
*Language*

5% of Bay of Plenty Māori say they speak Maori very well, while 44% say they can only speak a few words or phrases

**Whanaungatanga**  
*Social connectedness*

55% of Bay of Plenty Māori say being engaged with Maori culture as very important

A second Te Kupenga survey was undertaken August 2018, with results expected late 2019.

3

# 2 Civic engagement

Our engagement in the governance of our country, how 'good' our governance is perceived to be, and the procedural fairness of our society

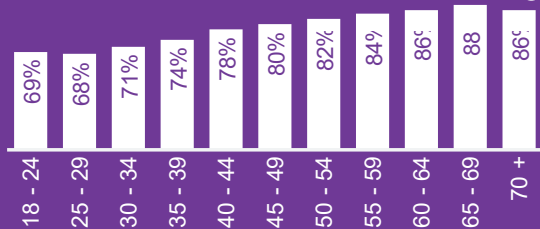
## Political participation

is essential for a healthy, democratic society.

## Voting

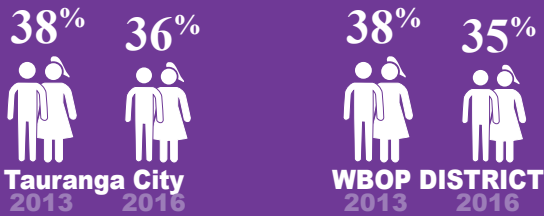
is related to income, ethnicity & age

National voting rates by age 2017 General Elections <sup>1</sup>



83% voter turnout in WBOPD and 81% in Tauranga City electorates, compared to 80% nationally.

**Local body voting rates are dropping** with under 35s less interested in voting in either national or local elections



## Volunteers

are more likely to be female, between 30 to 39 years old, work part time, be of non-Asian descent, and live a satisfying life.

**Māori** <sup>1</sup> 94.1% were enrolled for 2017 general election  
**477,000 Māori are on the roll**

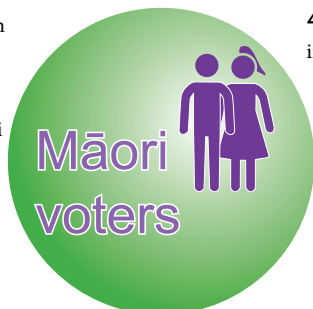
**Māori roll**  
Voting for Maori seats

53% enrolled in Māori roll.

Only 67% of those on the Māori roll voted in the 2017 elections

**General roll**  
Voting for general seats

47% enrolled in general roll



Māori voters

**Lower voting rate**  
Lower engagement

**Less voters**  
Across all age groups

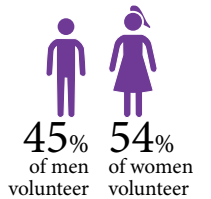


## Volunteering

Of OECD countries New Zealand has the highest rate of volunteers.

**But volunteer rates are dropping**

We are time poor  
 We are retiring later  
 Therefore we have less time to volunteer



**Younger people volunteer rates are high**

But they like volunteering for a specific task - then moving on

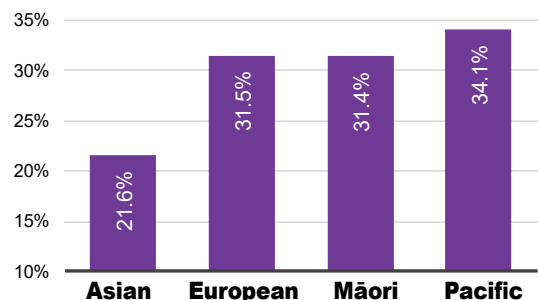
**Volunteering BoP 2018/19 statistics**

Their requests for volunteers come from:  
 1<sup>st</sup> retail and sales 2<sup>nd</sup> education and training 3<sup>rd</sup> fundraising and events

**Part time workers are more likely to volunteer**

**Volunteering is not related to income**

**People of Asian ethnicity are less likely to volunteer**



1. Final Results for the 2017 New Zealand General Election, December 2017. 2.a. Volunteering New Zealand. (2018). State of Volunteering in New Zealand 2017; b. www.victoria.ac.nz/news/2017/05/young-kiwis-more-engaged-as-citizens-than-we-think; c. www.stats.govt.nz/news/part-time-workers-most-likely-to-lend-a-hand; d. Statistics NZ: Volunteering and donations by New Zealanders in 2016



# 3 Cultural identity

A strong sense of identity, belonging and ability to be oneself, and the value of cultural taonga

In the **Western Bay of Plenty** our people identify as

**17% Māori**

compared to 15% nationally.

**82% European**

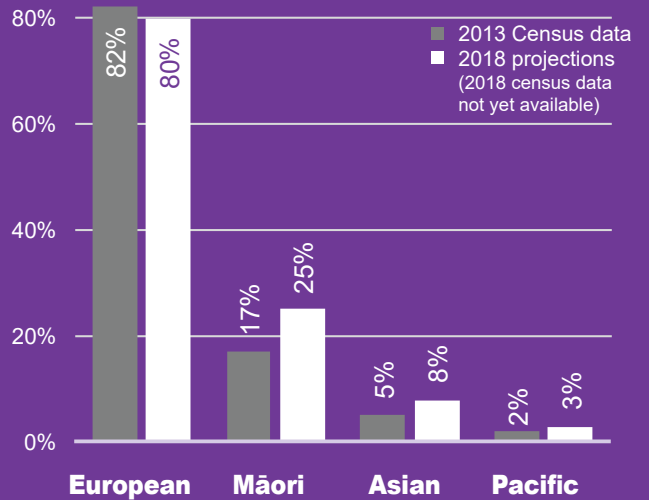
compared to 74% nationally.

**20% are immigrants**

with 50% of all people saying they have some association with another culture

**Lower rates of other ethnicities**

**Our ethnic mix in the Western Bay of Plenty is changing**



Note: numbers don't add to 100% as people will identify with more than one ethnic group.

2

## Māori

3

Nationally **50%** of Maori rate their culture and its practices as extremely important, compared to 25% of all New Zealanders.

**34%** visited their ancestral marae in the last year

**84%** saw whānau not living with them in the last month

**66%** felt spirituality was important

### Ko te reo te mauri o te mana Māori

The language is the life force of Māori identity

Nationally **55%** of Māori over 55 are able to speak some te reo Māori

Some suffer from language trauma

After decades of having their language oppressed

Te reo Māori is the **2nd most popular language**

in the **WBOP** after English, with Te Wānanga o Aotearoa Tauranga Moana reporting 375 people enrolled in their level 2 te reo classes in April 2019

**5.2%** te reo Māori speakers in WBOPD compared to 3.7% both in Tauranga and nationally



## Birthplace

4

**18%** of people living in the Western Bay of Plenty are born overseas, and 20% of the people living in Tauranga

**We are being enriched by people who have made our place their home**

Bigger range of lifestyles, worldviews and experiences

### New migrant communities

**2500** people arrived in Tauranga in 2017

**720** arrived to the Western Bay of Plenty

Migration being fueled by skill shortages

Particularly in the kiwifruit and avocado industries

**Large Recognised Seasonal Employer (RSE)**

populations from the Pacific during the harvest season

2000 workers staying up to 9 months each year

**Indian population associated with owning and operating kiwifruit orchards**

**Some complain of prejudice, language barriers, and trouble finding a job**

# 4 Health

Good health contributes to quality of life and allows people to participate in society and the economy

**57,000** BOP people are obese with 48% of Māori adults obese in NZ

**BOP suicide rates** have dropped for the first time in 5 years

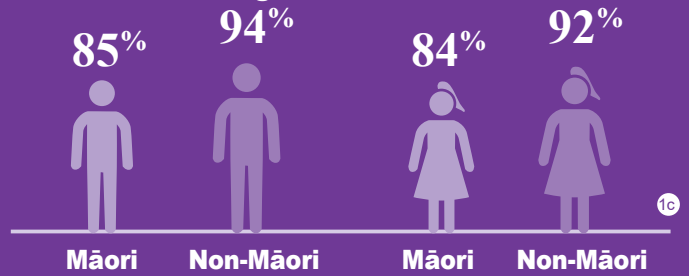


**14%** of BOP residents smoke which is similar to national levels; 40% of Māori smoke in NZ compared to 17% of Europeans (2013/14)

**31,000** BOP adults are hazardous alcohol drinkers

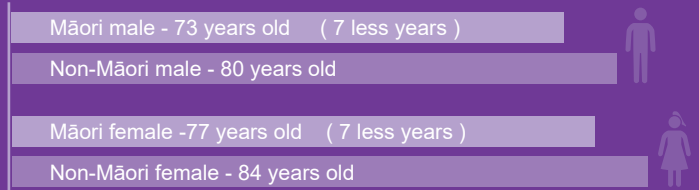
**28%** of Tauranga people have a disability, of which 1 in 3 are over 60, this is 4% higher than the national average

Most people rate their health as good or better than good *BOP self-reporting of health 2011-14*



But Māori report lower levels of good health *Which may be linked to Māori being less likely to use primary care*

And Māori don't live as long *Which may be linked to people in deprived areas living on average 7 years less*



## Obesity

Obesity is linked with heart disease, high blood pressure and stroke, type 2 diabetes, cancer, and psychological and social problems.

**NZ has the 3<sup>rd</sup> highest adult obesity rate in the OECD**

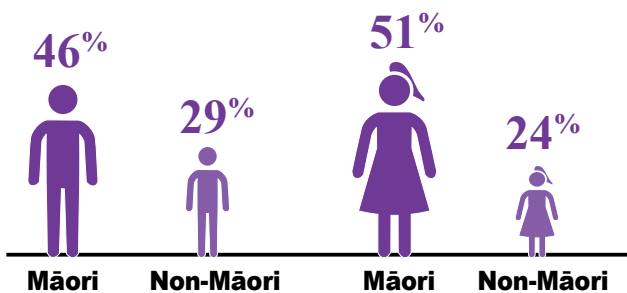
And our obesity rates are increasing

**People living in deprived areas are 1.6 times as likely to be obese** *Compared to people living in least-deprived areas*

**65% of Pacific adults are obese**

**Māori have higher rates of obesity**

*Māori women have the highest rates, while non-Māori women have the lowest*  
WBOP adult obesity rates 2011/14



## Alcohol & Drugs

*Alcohol and drug misuse is linked to social and emotional harm such as family violence, and can lead to community dysfunction and prison.*

**The Bay of Plenty has higher rates of hazardous drinking**

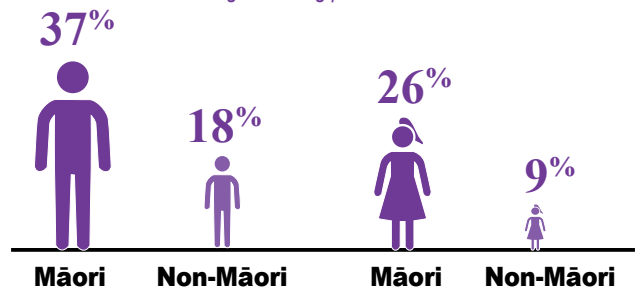
*17% in the BOP compared to 15% nationally*

**Younger people have a bigger drinking problem**

*More than 30% of BOP youth between 15 to 24 are hazardous drinkers*

**Hazardous drinking is linked to being Māori and a man**

*With 37% of Māori men having a drinking problem*



**BOP people report higher availability of methamphetamine**

*30% of people surveyed reported they were addicted to P.*

**BOP people report higher rates of cannabis dependency**

*37% of people surveyed compared to 35% Northland, 34% Waikato, 33% Gisborne / Hawke's Bay, and 33% Wellington*

1. a. www.mentalhealth.org.nz/assets/Suicide/20180824-Provisional-suicide-statistics-2017-18-media-release.pdf. b. Statistics New Zealand: 2013 Census. c. Ministry of Justice (2018) Annual provisional suicide statistics for deaths reported to the Coroner between 1 July 2007 and 30 June 2018. d. Bay of Plenty Health and Service Profile 2016. e. Wilkins, C., Prasad, J., Rychert M., Romeo, J and Graydon-Guy, T. (2018). NZ Drug Trends Survey. Massey University. f. BOP Times: Wheelchair friendly picnic tables coming to Tauranga. May 18, 2019. 2. www.health.govt.nz/our-work/populations/maori-health/tatau-kahukura-maori-health-statistics/nga-ma-na-hauora-tutohu-health-status-indicators/life-expectancy. 3. a. Socialreport.msd.govt.nz/health/obesity.html. b. www.health.govt.nz/nz-health-statistics/health-statistics-and-data-sets/obesity-statistics. 4. Hann, N. & Robertson J. (2017). The Impact of Methamphetamine Use in the Western Bay of Plenty

# 5 Housing

The influx of people into the WBOP has put pressure on the housing market with increasing numbers of people having difficulty finding suitable and affordable housing.

**25%** of WBOP people have lived here for less than 5 years

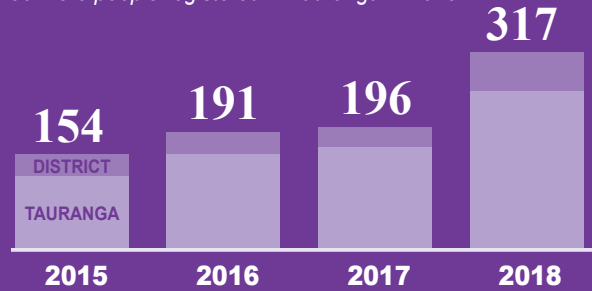
**\$635k** WBOP district median house price; Tauranga \$656K median house price  
Only Maketu has a median value under \$500k

**30%** of people rent houses in NZ and the number is growing towards 40%

Māori make up **46%** of people on the Social Housing Register

**1700 social homes** needed in Tauranga to bring it inline with the rest of NZ

**62% growth** in the number of people on the WBOP Social housing register in 2018  
*100 more people registered in Tauranga in 2018*



Housing New Zealand has sold 1134 Tauranga homes to community provider Accessible Properties  
*They now only manage 197 houses in the WBOP subregion*  
280 families are on Accessible Properties' wait list  
*With families in transitional homes staying longer due to the rental shortage*

Tauranga has a social housing shortage  
*Only 2.5% social housing, compared to 4.5% nationally*

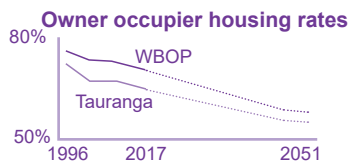
## Affordability

*Housing affordability is influenced by housing demand and supply, and is a challenge for many New Zealanders, especially Māori and Pacific people*

**Tauranga has the 8<sup>th</sup> least affordable housing in the world**

*Based on house pricing and incomes, with residents spending 8.9 times their annual household income to purchase a house compared to 8.8 times in Auckland*

**Owner-occupied housing is dropping**  
*particularly for Māori*



**Only 32% of Tauranga homes are mortgage free**

*Down from 40% in 2017*

**29% of WBOP Māori own their own homes**

**National decrease in people 65-79 owning their own home**

*From 2001 to 2013 Census data. Retiring and paying rent adds financial stress*

**\$490 average weekly rental in Tauranga; \$418 in WBOP**

*Compared to \$570 in Auckland & \$530 in Wellington where incomes are higher*

**Over half of people receiving Accommodation Supplement spend more than 50% of their income on housing**

*Papamoa Family Services say rents are around 70% of client incomes*

**Māori are more likely to rent than other ethnic groups**

## Housing deprivation

Showing areas where people live with high levels of overcrowded housing

**10,700 WBOP residents live in overcrowded homes (7%)**

**2,000 WBOP homes have no heating (3%)**

**400 people identified as homeless**

*With at least 70 sleeping rough in Tauranga*

### Emergency & transitional housing

*Providing up to 3 months emergency housing and 6 months transitional housing*

*Local emergency housing providers are Te Tuinga Whānau Support Services (30 houses), Tauranga Community Housing (18 houses), Tauranga Salvation Army (16 houses), Tauranga Moana Nightshelter (20 beds for men) and Awhina House (12 beds for women)*

*The Ministry of Social Development has contracts with 4 providers for transitional housing and wrap-around services for 464 Tauranga households each year.*

1. a. BOPT. Special Report: Growing Population puts pressure on Tauranga's infrastructure, 24 Nov 2018 b. Shamubeel Equb: Everything will change. North and South: Mar 2019. c. Western Bay of Plenty Vital Signs 2018 2. HUD, Housing Quarterly Report, Dec 2018 3. a. www.qv.co.nz/property-trends/rental-analysis b. www.newshub.co.nz/home/money/2018/10/housing-costs-to-blame-for-inequality-report-shows.html c. BOP-DHB: Health and Services Report 2016. c. Research Report: Housing Demand and Need in Tauranga and Western Bay of Plenty, December 2017, Livingston and Associates Ltd/Community Housing Solutions Ltd 4. Bay of Plenty Times. 36 houses would solve chronic homelessness in Tauranga today. 15 Feb 2019.

# 6 Income & consumption

Our standard of living covers our access to goods, services and economic resources, including having sufficient food, clothing and housing for our wellbeing.

**800** new businesses established in Tauranga in 2018

**5%** growth in employment in 2018 compared to 3% nationally

But **17%** of WBOP residents are highly stressed about their personal finances

**13,500** used Tauranga Foodbank in 2018; 25% were wage earners

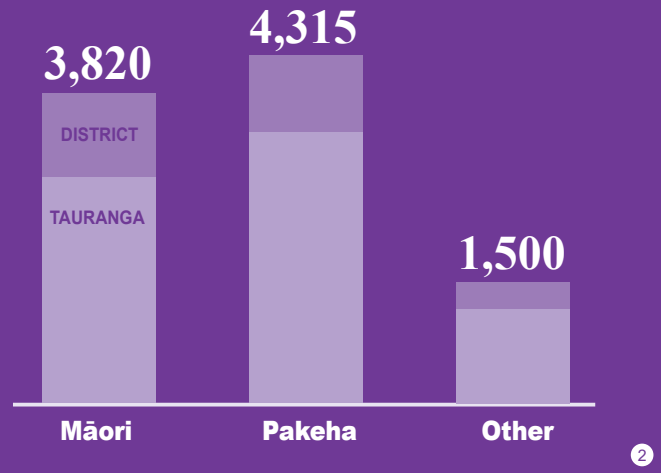
## Income deprivation

is worse in the BOP than nationally, especially in rural Te Puke and some Tauranga suburbs

**9,635** working-age people on Job Seeker support in WBOP

44% of people getting job seeker support are Māori

Western Bay of Plenty job seekers ( December 2018 )



## Income & spending

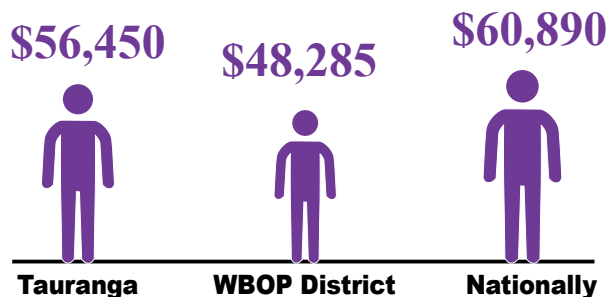
60% of older people rely mainly on Superannuation  
And 40% have no other income

More people are retiring with a mortgage or are renting  
More than 2% decrease in home ownership in 65 to 79 year olds from 2001 to 2013 (Census data). Mortgages and renting put extra stress on finances

200,000 New Zealanders directly benefited from the April 2019 lift in the minimum wage to \$17.70 - up 7%

500 more people registered with Tauranga Budget Advisory Services in 2018/19. They are working with 2350 people that hold \$29m in debt. Papamoa Family Services has 167 clients with \$2m debt

Median personal income is below national levels



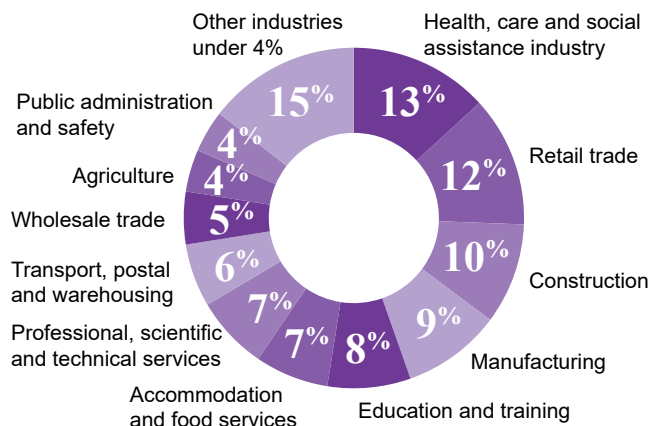
## Employment

4.6% unemployment in WBOP and 4.7% in Tauranga  
Compared to 4.3% nationally

5% Māori unemployment in WBOP and 5.5% in Tauranga

Only 20% of WBOP Māori work in highly-skilled jobs  
Compared to 23% of Māori nationally

## Tauranga employed by industry



1.a. www.priorityone.co.nz/our-economy b. Bay of Plenty Times: One month, 1000 people helped. 2 Feb 2019. c. Western Bay of Plenty Vital Signs 2018 d. SmartGrowth: The future of work 2017 e. Saville-Smith, K. & James, B. (2016) The Housing Older People Would Choose: A Review of Selected New Zealand Research 2. Work and Income Tauranga 3.a. TCC: Tauranga Statistical Information Report, May 2018. b. Statistics NZ: Unemployment rate of Māori people in New Zealand 2018

# 7 Knowledge and skills

Education is a major source of economic prosperity and contributes to social well-being, with schools providing knowledge and skills for economic participation as well as being primary places for socialisation

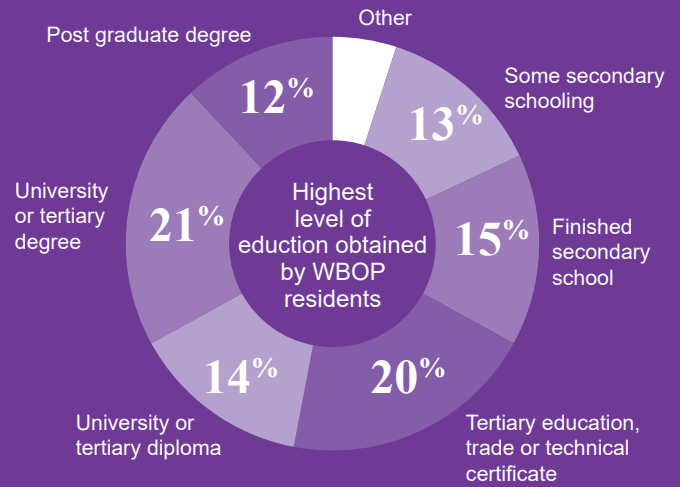
**79%** of WBOP youth have level 2 NCEA (85% nationally)

**69%** of WBOP Māori youth have level 2 NCEA (74% nationally)

**52%** of WBOP youth enrol in tertiary education after leaving school (60% nationally)

**104** early child care centres in the WBOP with more centres in low socioeconomic areas

**28%** of WBOP residents have only a secondary school education, while **47%** have attained a diploma or higher qualification



## ECE Early childcare education



ECE is seen by governments as a foundation for future learning Supporting early development of crucial social and emotional regulation skills, and have economic benefits with parents able to participate in the workforce

The number of early childcare centres is increasing with population growth

**99%** of Tauranga children enrolled in ECE

**95%** of WBOP children enrolled in ECE  
Compared to 97% nationally

**Only 90%** of WBOP Māori children enrolled in ECE  
Compared to 97% for European / Pākeha children

**Māori and Pacific children make up a larger proportion of children in ECE in low socioeconomic areas.**

## Adult education and the knowledge economy

No qualifications leads to poorer social and economic outcomes, particularly in tough economic times

43% of New Zealanders have poor literacy skills  
51% have poor numeracy skills

These low levels contribute to our country's low productivity



## Education deprived areas

Showing areas with lowest levels of education based on transition to higher education, number of working people with no formal qualifications, and number of youth not in education, employment or training.



The rural areas of Katikati, Te Puke and Maketu along with Tauranga South and Arataki have the highest levels of education deprivation

# 8 Safety and security

Safety and security are key to achieving a positive state of well-being, with crime and the fear of crime negatively impacting on both our physical and mental health as well as social cohesion.

**79%** of crime victims have suffered either thefts or burglaries in WBOP

**18%** are due to assaults

**13** reports of family harm happening in the Western Bay of Plenty every day

**Children under 5** are more at risk of child abuse in the WBOP

①

Perceptions of community safety, whether real or perceived, impact on how people feel and the way they interact in their community



## Family Violence



③

**1630 incidents of family violence in 4 months**

From November 2018 to February 2019 in the Western Bay of Plenty. With 13 reports of family harm each day.

**76% of family violence is not reported**

According to national research.

**Tauranga had the highest number of abuse and family violence notifications of any office in New Zealand in 2017 and has seen a 26% increase in family violence notifications from 2013 to 2017**

**7408 Tauranga children and young people with notifications in 2017**

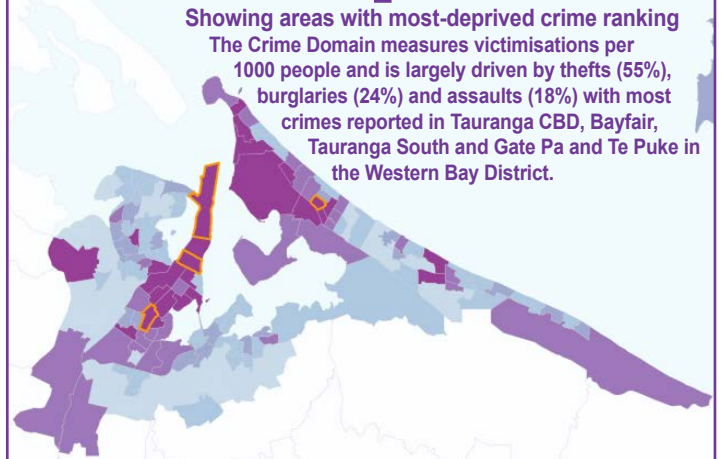
Compared to 16,121 in the Bay of Plenty, and 59,317 nationally (2017).

Child abuse affects personal development and indicates poor outcomes.

## Crime hotspots

①

Showing areas with most-deprived crime ranking  
The Crime Domain measures victimisations per 1000 people and is largely driven by thefts (55%), burglaries (24%) and assaults (18%) with most crimes reported in Tauranga CBD, Bayfair, Tauranga South and Gate Pa and Te Puke in the Western Bay District.



**14,480 WBOP households (28%) engaged in Neighbourhood Support that helps create safe and caring neighbourhoods**

1. [www.imd.ac.nz/NZIMD\\_Single\\_animation\\_w\\_logos/atlas.html](http://www.imd.ac.nz/NZIMD_Single_animation_w_logos/atlas.html)

2. Statistics NZ: Criminal Conviction and Sentencing Tables

3a. Family Works Northern 2018 data.

b. [www.msd.govt.nz/about-msd-and-our-work/publications-resources/statistics/cyfl/notifications.html](http://www.msd.govt.nz/about-msd-and-our-work/publications-resources/statistics/cyfl/notifications.html)

# 9 Social connections

Social connectedness is the relationships people have with others and is a key driver of wellbeing and resilience. Well-connected people and communities are happier and healthier

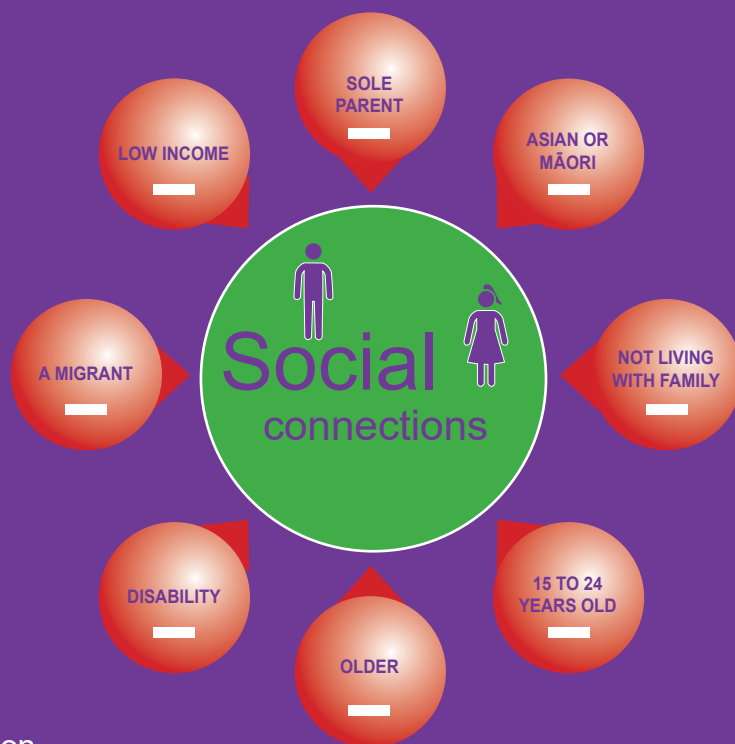
**87%** of WBOP residents feel supported by their neighbours

But only **50%** know most of their neighbours

We've a **large influx** of new residents and new residential areas

**Family matters** with most New Zealanders rating it 9 out of 10

People **born overseas** form an increasing proportion of the WBOP population



## Loneliness<sup>1</sup>

Loneliness is linked to a range of serious conditions

*Such as cardiovascular disease, cognitive loss, depression as well as to an increased use of healthcare services.*

Many residents in the WBOP say they rarely or never feel lonely (75%)

The percentage of lonely people is linked to age

**50% of older people experience loneliness**

*And 9% says they are lonely all the time*

Young people between 15-24 can experience the highest levels of loneliness

Many factors are linked to loneliness

*Having a disability, low income, being female, a migrant, identifying as Asian or Maori, not living in a family nucleus, and being a sole parent.*

## Immigrants make a difference<sup>2</sup>

Immigrants have a **positive impact** including filling gaps in the labour market and enriching connections

They also bring **potential challenges** to social cohesion from increased diversity

Some groups may not fare as well as others

There may be tension between different groups

## Trust in others<sup>3</sup>

High levels of trust facilitate co-operative behaviour and help people develop positive relationships

**63%** of people in our region say most people can be trusted, compared to **68%** nationally.