Treasure Rotorua: Our Journey to a Safer Community



Application for designation of Rotorua District as an International Safe Community of the World Health Organisation Collaborating Centre on Community Safety







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| Contents | | Long-term, sustainable, programmes covering both genders and all | |
|---|----|--|----|
| Message from the Mayor | 4 | ages, environments and situations | 37 |
| Message from Te Arawa | 5 | Rotorua's Safety Priorities | 39 |
| Glossary | 6 | VIOLENCE AND CRIME | 45 |
| Acknowledgements | 7 | CASE STUDY: City Assist Programme | 54 |
| Introduction | 8 | CASE STUDY: Saying No to Family Violence - White Ribbon Day | |
| About Rotorua | 9 | and Santa Parade | 55 |
| Rotorua's Early History | 9 | ROAD SAFETY | 57 |
| Rotorua's People | 9 | CASE STUDY: Intersection campaign | 60 |
| Te Arawa and Geothermal Activity of the District | 10 | CASE STUDY: Ruru Road Safety Education Campaign | 61 |
| Rotorua's Economy | 12 | INJURY PREVENTION | 62 |
| Socioeconomic Status | 12 | CASE STUDY: Unison Lake Safety Programme | 69 |
| Personal Income | 12 | CASE STUDY: Safety Culture in Forestry | 70 |
| Education | 13 | Criteria 3: | |
| Employment | 14 | Programmes that target high-risk groups and environments, and | |
| Families | 15 | programmes that promote safety for vulnerable groups | 73 |
| Housing | 16 | High Risk Groups and Environments | 75 |
| _ | | Reducing Alcohol-Related Harm | 76 |
| Community Spirit | 17 | CASE STUDY: Curbing Alcohol Related Violence (CARV) | 76 |
| Criteria 1: | | Combating Crime and Violence in our Community | 78 |
| An infrastructure based on partnership and collaborations, governed by | | CASE STUDY: Bloke's Toolbox & Women's Toolbox | 79 |
| a cross-sectional group that is responsible for safety promotion in their | 10 | CASE STUDY: "It's your business" resource | 80 |
| community | 19 | Creating Safer Workplaces | 81 |
| A Safe and Caring Community | 21 | CASE STUDY: ACC Workplace Safety Seminars | 82 |
| Treasure Rotorua | 22 | Suicide Prevention | 84 |
| Rotorua's Safety Network | 23 | CASE STUDY: E OHO – Awaken | 87 |
| Treasure Rotorua Looking To The Future | 31 | CASE STUDY: Te Arawa Journey | 90 |
| Letters of support | 32 | Looking after our Older People: | 91 |
| | | CASE STUDY: Falls Prevention Day | 91 |
| | | CASE STUDY: Tai Chi | 91 |
| | | CASE STUDY: BUS (Balanced, Upright and Safe) | 92 |



| Keeping our visitors safe | 93 | Criteria 6: |
|---|-----|-----------------------|
| CASE STUDY: Professional Development in Crime Prevention | | Ongoing participation |
| through Environmental Design Principles | 93 | networks |
| CASE STUDY: Oceania and World Mountain Bike Championships | 94 | Safe Community I |
| Criteria 4: | | Local networks |
| Programmes that document the frequency and causes of injury | 95 | National networks |
| Programmes that document the frequency and causes of injury | 97 | International netw |
| A Picture of Injury Prevention and Safety in Rotorua | 98 | Community Consu |
| Road Safety | 100 | Future Direction |
| Crime and Safety | 102 | Appendices |
| Perceptions of Safety | 105 | Appendix A: Treas |
| Fire Safety | 106 | Appendix B: Treas |
| Water Safety | 106 | Appendix C: Treas |
| Safety and Social Cost | 107 | Appendix D: The |
| Community Consultation Results | 108 | Appendix E: Safe |
| Criteria 5: | | |
| Evaluation measures to assess programmes, processes and the effects | | |
| of change | 109 | |
| Measuring Safety Success | 111 | |
| Crime Prevention and Perceptions of Safety | 113 | |
| CASE STUDY: Project Papa Waka | 115 | |
| CASE STUDY: Amped4Life sessions | 117 | |
| CASE STUDY: City Assist | 120 | |
| CASE STUDY: Kidz'n'Carz | 121 | |

| Citetia o. | |
|--|-----|
| Ongoing participation in national and international Safe Communities | |
| networks | 125 |
| Safe Community Networks | 127 |
| Local networks | 127 |
| National networks | 129 |
| International networks | 130 |
| Community Consultation and Communication | 133 |
| Future Direction | 136 |

| Appendix A: Treasure Rotorua Strategic Plan | 139 |
|--|-----|
| Appendix B: Treasure Rotorua Terms of Reference | 149 |
| Appendix C: Treasure Rotorua Working Protocol | 151 |
| Appendix D: The Rotorua Central Business District Alcohol Accord | 153 |
| Appendix E: Safe Rotorua! Newsletters | 154 |



137



Message from the Mayor

Tena koutou katoa

Lam very proud to support Rotorua's application for designation as an International Safe Community.

Rotorua District Council recognises that safety is a major priority for Rotorua. Our residents have indicated this by consistently ranking a 'safe and caring community' as their most important community outcome for our district.

To achieve improvements in safety in a variety of environments and locations requires a collaborative approach. Rotorua District Council is committed to working with organisations from a range of sectors, Iwi representatives and community groups around safety. There have been some great gains in recent years in Rotorua through the reduction of crime statistics and the formation of inter-agency groups with a specific focus; such as Rotorua Safe Families.

Our council has taken a lead role in the journey towards Safe Community designation. Council representatives are active on the Rotorua Safe Community Steering Group, which oversees the project. Rotorua District Council contributed funding towards the Designation Leader position and has provided support to the project leader with office space and supervision.

This application highlights the dedication of many members of the community who are striving towards making Rotorua an even better place to live, work and play. Designation as an International Safe. Community will further demonstrate our commitment to ensuring Rotorua has the foundations to continue the journey towards becoming the "safe and caring community" desired by the people of Rotorna district.

Ma te mahi tahi ka tutuki - working together we will succeed.



Mayor





Message from Te Arawa

Tenn Koo

WORLD HEALTH ORGANISATION ACCREDITATION AS A SAFE COMMUNITY

E mihi ana i ranga i nga tini ahuatanga o te wa. E tangi ana ki te hunga kua mine atu ki te po, e mihi una ki te huma kua mahue nei e whakapakari nei ki te whakakapi i nga wharuarua o ratau kua webe atu nei - Tatahaha! Tatahaha!

He tuatoko mui tenei na Te Arawa ki te tono a Te Kaunihera a rohe o Rotorua kia rangatira ta zatau tono e kokiritia ana e ratau kia mana te kaupapa e kiia nei ko-

"Accreditation as a Safe Community"

Te Arawa waka and Te Arawa lwi would like to tender their full support to the proposed application for the Safe Community Accreditation.

Te Arawa acknowledges the achievements and the great work currently been undertaken by tissue associated to the WHO committee and the commitment shown by their workers

To Arawa is keen to support this application for a range of reasons.

- Mahitahi Partnership and working together.
- Nga Ao e Run seknowledging different ethnics within the community, addressing and respecting their individual needs
- Korero whanui sharing ideas and information.
- Kohinga korero seeking and collating information
- . Titiro whakamus creating a better and positive future now and for the generations to follow

If the accreditation process involves meeting the jwi and community groups such as Te Arawa and others, we would welcome the opportunity to submit more support with you 'kanohi ki te kanohi' 'face to face'.

"Ma te main tahi ka tuwki - Working negether we will succeed"

Yours faithfully

Chairman - Te Arawa Lakes Trust

Mauriora Kingi JP

Director Kaupapa Maori



Glossary

ACC **Accident Compensation Corporation**

BOP Bay of Plenty

CARV Curbing Alcohol-Related Violence

CBD Central Business District

CPAG Crime Prevention Advisory Group

CYF Child Youth and Family CPU Crime Prevention Unit DHB District Health Board Department of Labour DoL

FITEC Forest Industry Training and Education Consortium Fire and Rescue Services Industry Training Organisation **FRSITO**

IRD Inland Revenue Department

MoE Ministry of Education МоН Ministry of Health Ministry of Justice MoJ MoT Ministry of Transport

MSD Ministry of Social Development MYD Ministry of Youth Development NZTA New Zealand Transport Agency

RDC Rotorua District Council

RFVPN Rotorua Family Violence Prevention Network

TLA Territorial Local Authority

WINZ Work and Income New Zealand



Acknowledgements

Treasure Rotorua would like to acknowledge the contribution of the following organisations towards the funding of the project: Rotorua District Council, Lakes District Health Board, Bay of Plenty Police District Headquarters, ACC and Castlecorp.

Thank you to the following organisations, who made representatives available to become members of the Treasure Rotorua Steering Group: Rotorua District Council, Lakes District Health Board, ACC, Castlecorp, Police, Toi Te Ora Public Health, Iwi representatives, Ministry of Social Development, Neighbourhood Support, Te Waiariki Purea Trust and the Te Arawa Standing Committee.

We would also like to acknowledge the team at Safe Communities Foundation New Zealand for their support during the designation process.

And finally a special thanks to the members of the community who have supported this application for International Safe Community designation, and your ongoing commitment to Treasure Rotorua.



Introduction

The Rotorua District is centered on a city developed around the southern shoreline of Lake Rotorua. Rotorua is the second largest district in the Bay of Plenty region, with a population of 65,901 at the 2006 Census. Thirty-six percent of people who live in the district are Maori.

Rotorua is a major tourist destination and offers an adventure playground of outdoor activities, with its lakes and forests, parks and gardens, and awesome geothermal activity and natural hot pools. Rotorua is also the cultural heartland of New Zealand with Maori culture and values an integral part of the District's activities and character.

The business of the district is very much focussed around its natural resources, with the economic base centred on tourism, forestry and farming industries. Rotorua also has diverse manufacturing and retailing sectors and a wide range of quality educational, health and social services.

Treasure Rotorua is a collaborative project that was established to move Rotorua towards International Safe Community designation. The project has enabled us to develop a better understanding of the injury issues that face our community so that we can work more effectively to focus safety initiatives in the District.

During the period 2001 to 2005, 164 people in Rotorua died as a result of injury – an average of 33 per year. The leading causes of injury fatalities during this period were motor vehicle traffic crashes, suicide and falls. For the five years to 2007, an average of 1013 people per year were hospitalised because of injury, and a third of those injuries occurred at home. The economic and social implications of injuries are widespread, estimated at \$800 million per year in the Rotorua District alone.

The "Treasure Rotorua" concept was born out of the idea of care, compassion and a shared love of the place we live in (Rotorua), and the people who live there. When you love and care for someone or something, you treasure it. We can show this by treasuring and caring for our children, our families/whanau and ourselves. The vision is, that by caring for these groups and the place we live, we will have caring communities, and therefore safe communities.

While collaborative approaches have long been used amongst groups in the Rotorua district, the process of pulling together strands of safety related work, through the journey towards Safe Community designation, has provided another opportunity to foster this way of working.

The World Health Organisation (WHO) has developed a framework for communities to demonstrate a sustainable and planned approach towards a safer community. In order to be designated as an International Safe Community, communities are required to meet the following six criteria:

- 1. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community.
- 2. Long-term, sustainable programmes covering both genders and all ages, environments, and situations.
- 3. Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups.
- 4. Programmes that document the frequency and causes of injuries both unintentional (accidents) and intentional (violence and self-directed).
- 5. Evaluation measures to assess programmes, processes and the effects of changes.
- 6. Ongoing participation in national and international Safe Communities networks.

This report demonstrates how Treasure Rotorua has addressed these criteria within the context of our identified priority safety areas (reduction of alcoholrelated harm, violence and crime, road safety and injury prevention) and groups (youth, low socio-economic Maori, elderly and visitors).





About Rotorua

Rotorua District lies largely within the Bay of Plenty Region and partly within the Waikato Region. The district is centred around a thriving urban area on the southern shore of Lake Rotorua, and extends to include a substantial rural area as well as lakeside communities. Rotorua is becoming increasingly multicultural in its ethnic make up. Te Arawa is our local lwi.

The local environment encompasses 14 lakes, active geothermal areas, and considerable public open space. Rotorua has an increasingly broad industry base that includes tourism, agriculture, forestry, retail, manufacturing, business services, social services and education.

Some vital statistics:

- The total area of the Rotorua District is 2,614.9 km².
- The district's population was 65,901 at the 2006 Census.
- Almost 20% of the population lives in rural and lakeside areas.
- Rotorua is a visitor icon in New Zealand and overseas, due in part to its geothermal and cultural attractions. On average, there are more than 8,500 visitors per day staying in commercial accommodation in Rotorua.
- Rotorua's GDP is estimated at \$2.88 billion per annum.

Rotorua's Early History

According to oral history, many of Rotorua's Maori residents trace their ancestry to Tamatekapua, captain of the Arawa canoe that arrived in New Zealand from the fabled homeland of Hawaiki more than six centuries ago. The Arawa canoe was beached at Maketu on the Bay of Plenty coast where the new arrivals settled down to live. They had been at Maketu for some time when an ancestor called Kahumatamomoe journeyed inland to explore. He discovered what is now known as Lake Rotorua, and settled at what is now Kawaha Point. Prompted by reports from other explorers, including Tamatekapua's grandson Ihenga, other members of the Arawa tribe eventually moved from the coast and settled in the Rotorua and Taupo areas. The earliest Maori villages in Rotorua were located close to geothermal activity, including Ohinemutu and Whakarewarewa. Descendants of the original settlers have left their mark on modern-day Rotorua through song, dance, legends and place names.

European settlers arrived in New Zealand throughout the 19th century. Subsequent development of the Rotorua area was driven by interest in the unique geothermal and cultural attractions of the area, coupled with the establishment of transport links, forestry and farming. The foundations of today's local government structure were laid by the Thermal Springs District Act of 1881, which made provisions for the establishment of certain amenities in



Rotorua. An agreement was also concluded between the Government and the Maori people on the setting up of a town board to administer the affairs of the new township. Te Arawa subtribe Ngati Whakaue contributed generously to the development of the town through the gifting of more than 120 parcels of land for health and recreational purposes. These include Government Gardens, Kuirau Park, Pukeroa Hill, the Lakefront Reserve, and many other reserves. Today, policy issues connected with Rotorua's gifted reserves are discussed by a joint committee of the Pukeroa Oruawhata Trust and the district council.

Rotorua's People

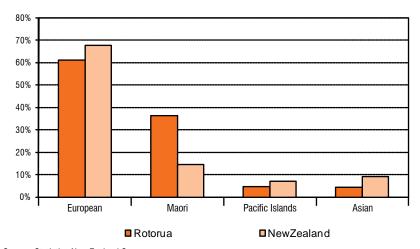
Currently around 56% of Rotorua's resident population identify as European, 36% as Maori, 4% as Pacific peoples and 4% Asian ethnicity. More than half of Rotorua's young people are of Maori descent. The 2006 Census results showed that around 8,000 Rotorua residents are affiliated to the Te Arawa tribe that originally settled in the central Bay of Plenty area. In addition, many of Rotorua's Maori residents are affiliated to tribes from other parts of New Zealand. Rotorua's population profile is becoming much more multicultural



ABOUT ROTORUA

than in the past, including increases in resident numbers from the Pacific Islands, Asia, and many other parts of the world. Rotorua's population profile is also relatively youthful (25% below 25 years of age) but, like other parts of New Zealand, is gradually ageing as the baby boomer generation nears retirement. Official projections show that the district is expected to have only moderate residential population growth over the coming decade, with more rapid growth in the eastern suburbs, northern rural areas and eastern lakeside areas.

Ethnic groups, Rotorua District and New Zealand, 2006



Source: Statistics New Zealand Census

Te Arawa and Geothermal Activity of the District

Included in the mythology of Te Arawa people is an explanation for the origins of geothermal activity within the district. The story of the tohunga (person of great knowledge) Ngatoroirangi is known and has been recited by both Te Arawa and Tuwharetoa, people of the Rotorua and Taupo areas, for hundreds of years. The following is a brief excerpt from the legend of Ngatoroirangi and the Pacific Ring of Fire:

The explorer Ngatoroirangi of the Arawa canoe was ascending Mount Tongariro when he called to his sisters from Hawaiki to bring him warmth



or he would surely die. Ngatoroirangi's prayers were heard and his sisters called upon the fire demons, Te Pupu and Te Hoata, who plunged into the sea and swam to Ngatoroirangi. Te Pupu and Te Hoata surfaced for the first time at Whakaari (White Island), where the earth burst into flames. They found that they still had many miles to go so continued on their journey, stopping briefly at Mou-tohora, Okakaru, Rotoehu, Rotoiti, Rotorua, Tarawera, Orakei-Korako and Taupo.

This is just one legend that talks about the geothermal wonders of New Zealand. These stories act to inform future and current generations about the geothermal and volcanic activity, provide warnings, and create an aura of importance about these treasures so they are respected and protected. Historically, these thermal features have provided both risk and comfort (and a feeling of safety) for the people of Rotorua.



Rotorua's Economy

Rotorua's central North Island location provides easy road and air access. The district has enjoyed a sustained period of investment, providing a solid infrastructure for growth. Council has invested significantly in improving public amenities in the district. Rotorua is home to an increasing number of industry clusters including forestry, tourism and education. These are made up of professional bodies committed to working together to improve their operations.

Rotorua's economic base has been changing at a rapid pace, with considerable innovation in the traditional sectors of tourism, forestry and agriculture. These industries jointly contribute an estimated 25% of Rotorua's total economic output. There is an increasing number of smaller lifestyle farming blocks in the district, as well as rationalisation and more intensive use of larger farming blocks. In sectors such as education, manufacturing and retailing, Rotorua's competitive local environment has enabled many businesses and organisations to excel. There is also an internationally recognised depth of local expertise in the transport and engineering sectors.



Rotorua is an international tourism icon and attracts thousands of visitors each year. For the year ending December 2006 there were an estimated 1.3 million day visitors and an estimated 1.4 million overnight visitors to Rotorua.

Rotorua's occupational profile is gradually changing, with fewer agricultural workers and more manufacturers, professionals, teachers and other service occupations. Career opportunities exist across a wide range of industries. Fast-growing sectors over the coming years are expected to include trade and tourism, manufacturing, health, education and transport. Despite continued uncertainties in the forestry sector, an optimistic outlook for forestry and wood processing remains. Emerging industries in Rotorua include spa and wellness, biotechnology, and film and television. There is also considerable scope for increased commercial development on land and resources owned and managed by local Maori.



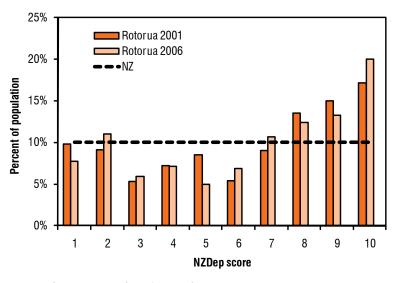
Socioeconomic Status

Research has found a strong link between socioeconomic status and personal and community health and wellbeing. Social and economic inequality is also associated with social tension. The NZDep Index (Deprivation Index) is a weighted average of nine key Census indicators of socioeconomic status. A score of 10 indicates a geographic area is in the most deprived 10% of all areas in New Zealand.

According to the 2006 Census, Rotorua District overall scored a 7 on the NZDep index. Compared with 2001, there was an increase in the number of Rotorua residents living in very deprived areas (with NZDep score of 10) and also fewer residents living in high socio-economic areas with NZDep score of 1.

In total, 46% of the district population lives in areas that are considered the 30% most deprived in the country. However, in comparison with neighbouring areas the Rotorua District is relatively advantaged (e.g. Eastern Bay of Plenty areas).

NZDep index, Rotorua District and New Zealand, 2001 - 2006



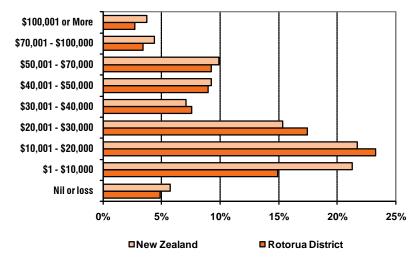
Source: Health Services Research Centre /Ministry of Health

Personal Income

Household income growth in the Rotorua District grew at an average rate of 1.2% per annum over the period 1996 to 2006, compared to 2.1% for New Zealand as a whole.

43% of Rotorua residents over the age of 15 have an annual income of \$20,000 or less, which is approximately the same proportion for New Zealand as a whole. The proportion of Rotorua residents that have an income of \$50,000 or more is 13%, which is lower than the comparable figure for New Zealand as a whole (18%).

Personal income distribution Rotorua District and New Zealand, 2006



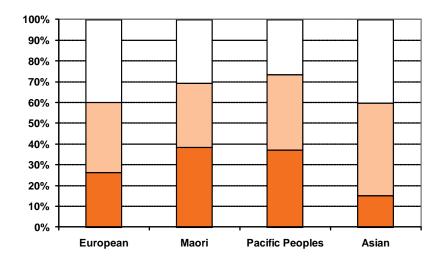
Source: Statistics New Zealand/Census.

Education

There has been a substantial reduction in the percentage of Rotorua residents aged 15 years and over with no formal qualification, from 41% in 1996 to 29% in 2006. This is still higher than the overall New Zealand figure of 25%.

A relatively high proportion of Maori and Pacific Islands residents have no formal qualification (38% of Maori and 37% of Pacific Islanders). In contrast, only 12% of Asian residents aged 15 and over have no formal academic qualification. The figure for European residents is 22%.

Highest qualification by ethnic group, Rotorua District, 2006



■ No Qualification ■ High school qualification ■ Tertiary qualification

Source: Statistics New Zealand/Census.

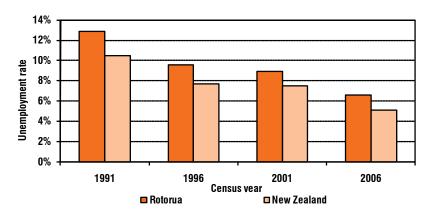


ABOUT ROTORUA

Employment

Since 1991 the unemployment rate for people in the Rotorua District has been above the national average. At the 2006 Census, the unemployment rate for the Rotorua District was 6.6%, compared with 5.1% for New Zealand as a whole.

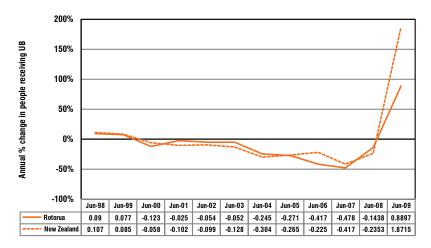
Unemployment rate, Rotorua District and New Zealand, 1991 - 2006



Source: Statistics New Zealand/Census

In the 12 months to June 2009, there was an increase of 89% in people registered as receiving the Unemployment Benefit at Rotorua Service sites. (754 people compared with 399 in June 2008). Unemployment Benefit figures at the national level rose by 187% over the same period.

Annual percentage change in people receiving Unemployment Benefit, Rotorua District and New Zealand, 1998-2009



Source: Work and Income.

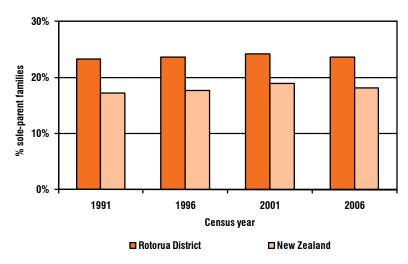
Note: This is not an official measure of unemployment. Trends may be due to Government policy changes rather than structural changes in unemployment (for example in terms of Unemployment Benefit eligibility criteria).



Families

The Rotorua District has a relatively high proportion of sole parents and a lower than average percentage of families comprising couples (either with or without children) as compared to national rates. Although the proportion of sole-parent families in the Rotorua District declined slightly from 24.2% in 2001 to 23.7% in 2006, the percentage of sole-parent families within the Rotorua District remains much higher than the national average, of 18.1% in 2006.

Percentage of sole-parent families, Rotorua District, 2006



Source: Statistics New Zealand/Census.

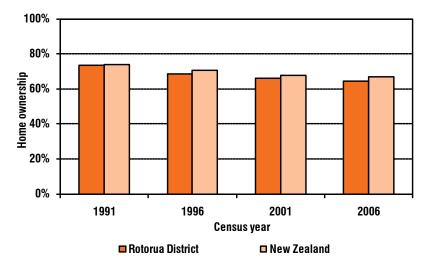


ABOUT ROTORUA

Housing

Over the past decade, home ownership has been falling at both the national and local level. In 2006, 64.5% of Rotorua District households owned their own home compared with a figure of 66.9% for New Zealand overall.

Home Ownership, Rotorua District and New Zealand, 1991 - 2006



Source: Statistics NZ Census 2006.

The proportion of households in the Rotorua District with either two or three families is 3.3% compared with 2.8% nationally.

The average number of household members in the Rotorua District decreased from 2.83 in 2001 to 2.7 in 2006. The percentage of one person households in the Rotorua District has increased from 18.5% in 1996 to 22.6% in 2006. This trend reflects an ageing population and changing lifestyle preferences.



Household composition, Rotorua District and New Zealand in 2006

| Households | Rotorua | New Zealand |
|------------------------------|---------|-------------|
| One family | 69.9% | 69.1% |
| Two families | 3.1% | 2.6% |
| Three or more families | 0.2% | 0.2% |
| Other multi-person Household | 4.2% | 5.1% |
| One-person Household | 22.6% | 23.2% |
| Total | 100% | 100% |

Source: Statistics NZ Census 2006. Note: The "Household Not Classifiable" category was omitted prior to calculation.

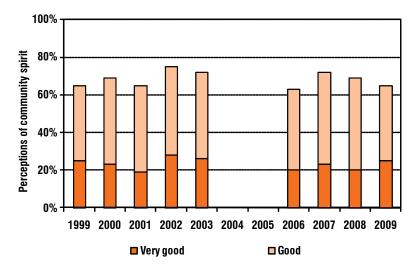


Community Spirit

Community spirit is an important measure of social connection. The annual National Research Bureau (NRB) Communitrak survey asks a sample of 400 Rotorua residents to rate their perceptions of community spirit. For the purpose of the survey, community spirit is defined as a sense of belonging or togetherness, a pride in the area and a good atmosphere among the people.

Around 65% of respondents in the 2009 NRB survey rated Rotorua's community spirit as good or very good. The percent saying good or very good (65%) is below both the peer group average (82%) and the National Average (74%). In 2009 14% of Rotorua respondents said community spirit was poor, or not very good. The comparable figure for New Zealand overall is 5%.

Ratings of community spirit, Rotorua District, 1999-2009



Source: NRB Communitrak Survey Note: Comparable 2004 and 2005 data is not available



CRITERIA

An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

A Safe and Caring Community

Along with other organisations, the Rotorua District Council (RDC) has been an advocate for safety within the district for some years. In 2003, as part of the Bright Future Rotorua project, eight community outcomes were identified by the community as important for Rotorua's future. Rotorua residents were invited to rank the district's community outcomes in order of priority. The result was that people voted that "a safe and caring community" is the most important community outcome. Following a review in 2008, this outcome remained as the most important for people living in the district.



Rotorua Community Outcomes

The Community Outcomes goal of "a safe and caring community" means that families and whanau are safe and strong and people are considerate and respect cultural diversity (He Iwi Whanui e ngakau nui ana ki te manaaki motuhake).

The goal covers a number of aspects:

- Strong sense of community spirit
- Respect for cultural diversity

- Support for new New Zealanders to become part of the Rotorua community
- Support for young people and older people
- Safe homes and streets
- Less crime
- Fewer road accidents
- Organisations working together on agreed priorities
- Providing safe public spaces
- Families and whanau work, play and talk together

Council and other organisations use community outcomes goals to guide their service delivery. The outcomes provide a focal point for promoting closer working relationships between groups and agencies and encourage the effective and coordinated use of resources.

Throughout the 1990's and up until 2003, the Rotorua Safer Community Council took a leading role in coordination of safety work in the District. Following changes to the funding provided by the Crime Prevention Unit (Ministry of Justice), the Safer Community Council was disbanded in early 2004. Soon after, Rotorua District Council created a position dedicated to safety work, to reflect the community's desire to work towards creating a safe and caring community, and to implement tangible and effective improvements in areas of crime and safety.



Treasure Rotorua

Rotorua's journey towards Safe Community designation began in late 2005, when Dr Carolyn Coggan, Director of Safe Communities Foundation New Zealand, visited Rotorua to introduce the concept of International Safe Communities. Representatives from a wide range of organisations attended the session and heard about the benefits for communities involved in the programme.

In September 2006, the Community Outcomes Bay of Plenty (COBoP) International Safe Community working party hosted a workshop in Rotorua, which was attended by a range of key stakeholders including staff from Safe Communities Foundation New Zealand, Police, ACC, Lakes DHB, Department of Internal Affairs, Tauranga City Council, Ministry of Social Development, Department of Corrections and the Chamber of Commerce, Iwi representatives. private industry, not for profit organisations, and other emergency services were also identified as possible interested participants. Initially, the COBoP group met to investigate and progress a joint application by Rotorua and Taupo District Councils for International Safe Community status. After a time, it became apparent that the two communities were sufficiently different to continue the process independently.

In 2007, in support of Rotorua District Council's number one community outcome (a safe and caring community), the Council gave the go ahead and allocated funding for the project for two years. Additional funding was put forward by Lakes DHB, Police, ACC and Castlecorp.

The Rotorua Safe Community designation Steering Group was formed during 2008 and has met monthly to progress the project. The group is now known as the Treasure Rotorua Steering Group, and contributes to the planning and implementation of injury prevention and safety promotion projects within the Rotorua TLA area. The current Treasure Rotorua Steering Group is made up of representatives from Rotorua District Council, ACC, Police, Lakes District Health Board, Castlecorp, Work & Income/MSD, Toi te Ora Public Health, local Iwi, Neighbourhood Support and Te Waiariki Purea Trust. The group aims to improve the quality of life, through improvements in safety, for both local residents and visitors to the district.



Treasure Rotorua Steering Group. Clockwise from left: Merepeka Raukawa-Tait (Iwi Representative), Ann Esler (Rotorua District Council), Amy Royston (Treasure Rotorua Project Leader), Brent Crowe (Senior Sergeant, Rotorua Police), Onno van Raalte (Neighbourhood Support), Danielle Caudwell (Family Violence Coordinator), Kath Erskine-Shaw (Lakes District Health Board), Laurie Durand (Te Waiariki Purea Trust), Juanita Conder (Rotorua District Council), Rene Mitchell (Iwi Representative). Additional Steering Group members are: Louise Kirk and Ray Adlam (ACC), Mijo Katavic (Castlecorp), Jacqui Arstall (MSD), Tangihaere Dodd (Iwi Representative) and Maria Wood (Toi te Ora Public Health).

In late 2008 a designation project plan was developed, which included the following vision, mission and values:

Vision: 'Rotorua is a safe and caring community where people, and the environment, are valued and respected'

Mission: Planned approaches towards achieving sustainable improvements in safety, in our community.

Values

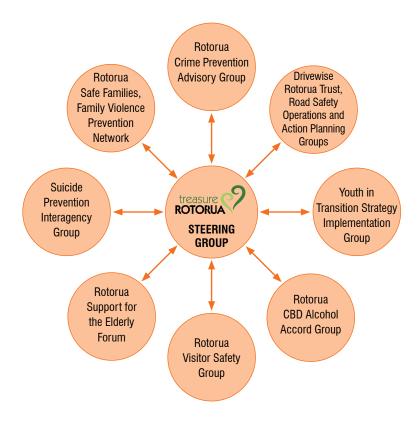
- Community and people focused respectful and holistic
- Transparency of systems and processes
- Partnership
- Sustainable



One of the challenges has been to establish networks between different areas of safety work – rather than have groups focussed on separate issues (e.g. road safety, crime) and working in isolation. Over time, strong networks have been built through the effective use of inter-organisational governance and action groups. The journey towards International Safe Community designation has enabled the Treasure Rotorua Steering Group to identify key groups operating in the community and encouraged greater collaboration between these groups. As a result, there are stronger relationships now in place in our community. Treasure Rotorua will to continue to build on these partnerships to progress work towards making Rotorua a safe and caring community.

Rotorua's Safety Network

Rotorua has for a number of years had a strengthening network of inter-agency safety groups, each focused on one or more specific areas of safety such as road safety, crime reduction, family violence, visitors, elderly and youth. Many of these groups have grown out of community efforts and concerns, and have gone on to be supported by other groups and government organisations. This diagram shows some of the key safety groups that currently operate in the district, and who are aligned with Treasure Rotorua.



A description of some of the major safety working groups in operation follows.



FAMILY VIOLENCE PREVENTION

Rotorua Safe Families

Rotorua Safe Families is an inter-agency group that was set up by Mayor Kevin Winters in 2007 in response to widespread community concern at the death of a young Rotorua child, Nia Glassie, as a result of violent injuries inflicted in her home environment.

Rotorua Safe Families aims to develop a whole of community approach to:

- Prevent violence in families/whanau
- Ensure that effective and appropriate services are available and accessible to all
- · Achieve effective, integrated and coordinated responses to situations of violence in families/whanau

The scope of the Safe Families Action Plan includes all aspects of interpersonal violence including, but not limited to: child abuse, elder abuse, partner abuse, and violence in all wider community settings, for example workplaces, sporting events, and social situations.



The group is made up of representatives from Rotorua District Council, Police, Te Waiariki Purea Trust, Rotorua Family Violence Prevention Network, Ministry of Social Development, Ministry of Justice and a range of social service agencies.

The Rotorua Safe Families Leadership group meets monthly to review the action plan, to work on securing funding for a coordinator and to progress a range of activities.

Four separate work streams were established to address specific areas of concern, as follows:

- Community Awareness Raising: Generating a public commitment to creating safe families/whanau in Rotorua.
- Improving Support Services for Victims and Perpetrators: Improving service options for individuals and families/whanau affected by family violence, including individuals who want to change their own damaging behaviour within families/whanau; and improving connections and collaboration between services.
- Improving Intervention Options by Statutory Agencies: Improving statutory service responses and interventions for individuals and families/whanau who are acting violently.
- Supporting Community-led Neighbourhood Initiatives: Supporting local communities to develop and lead initiatives that respond to local needs.

Through the work streams, work is undertaken at each of the levels of primary services (working to prevent violence), secondary services (working with those affected by violence) and tertiary services (working with those whose behaviour is violent).

The Safe Families Campaign is funded by contributions and in-kind support from RDC and MSD. A full-time coordinator was appointed in January 2010 to oversee the work of Rotorua Safe Families and the Rotorua Family Violence Prevention Network. This position is funded by Te Rito funds from MSD through to June 2010.



The Rotorua Family Violence Prevention Network

The Rotorua Family Violence Prevention Network is a collective of community and government agencies who are committed to reducing family violence in the community, through facilitating the development and maintenance of a collaborative interagency response to family violence intervention and prevention. The network meets monthly and has a wide range of members, including Rotorua Safe Families, Ministry of Social Development, Lakes DHB, Toi te Ora Public Health, Rotorua District Council, CYFS, Citizen's Advice Bureau, Women's Refuge, Victim Support and a host of other social service agencies.

The vision of the network is that by working together, effective family violence intervention/prevention services will be provided, which will benefit people living in the District. The network is available as a point of contact for agencies, or the community, to access information regarding help and support services, as well as training.

The objectives of the network are to:

- Enhance community capacity to work collaboratively
- Increase the ability of local services to work in complimentary ways
- Identify gaps in services for victims and perpetrators of family violence
- Work towards providing a coordinated, collaborative approach to staff training within violence prevention services and associated agencies
- Work towards providing a coordinated, collaborative approach to community education that aims to generate understanding and reduce violence within our community

As mentioned previously, a joint coordinator has recently been appointed for Rotorua Safe Families and the Rotorua Family Violence Prevention Network This shared coordinator will enable strengthened links between both groups, enhance project work and benefit both groups through reducing duplication of efforts.

ROAD SAFETY

Drivewise Rotorua Trust

Drivewise Rotorua Trust was set up in 1989 as part of a Christmas antidrink and drive campaign and was incorporated as a charitable trust in 1995. Members represent groups with vested interests in road safety and sustainable transport and include representatives from Rotorua District Council, Police, ACC, Toi Te Ora Public Health, Health Rotorua PHO, Lakes DHB and other agencies. The Trust meets quarterly at the Rotorua District Council.

The Trust provides leadership, expertise and coordination of road safety projects in the Rotorua District and assists community groups to run their own programmes. The aim of the Trust is to create an environment in which all road users experience optimum safety and one in which the use of alternative modes of transport is supported and encouraged. Ultimately, Drivewise is working to reduce road trauma in the Rotorua district. The Trust is funded through sponsorship and grants, particularly from New Zealand Transport Agency.

Strategies of the Trust are to:

- Ensure Drivewise Trustees are representative of the Rotorua community with the skills and expertise required to promote and address Drivewise goals.
- Build strong community partnerships and networks so that expertise and experience is accessible for all transport safety and sustainability initiatives.



- Encourage and support community groups to implement their own road safety and transport sustainability projects.
- Maximise the benefits of Rotorua district road safety and transport sustainability initiatives by assisting in the forward planning and coordination of projects.
- Endeavour to ensure that funding granted for transport safety and sustainability is adequately and equitably distributed in the Rotorua district.
- Provide strong leadership and advocacy to influence transport safety and sustainability policy and initiatives at local, regional and national level.

Road Safety Action Planning Group

Membership of the Road Safety Action Planning Group is by invitation only and the group includes an RDC councillor, the Bay of Plenty Road Policing Manager, engineers, NZTA representatives, ACC, Lakes DHB, chairperson of Drivewise Trust, and representatives form Environment Bay of Plenty and the Rotorua District Council. The group is responsible for decision making and higher level road safety prioritisation.

The Road Safety Action Planning Group meets quarterly to

- Review the Rotorua's road safety programme.
- Monitor issues and trends in the District.
- Develop the Road Safety Action Plan for Rotorua in line with regional and national road safety objectives.

The group provides direction to the Road Safety Operational Planning Group, which implements the Road Safety Action Plan for Rotorua. The aims of the action plan are to

- · Reduce the incidence and severity of crashes in the Rotorua district
- Achieve equal or lower crash rates than peer districts throughout New Zealand, as shown in NZTA annual report.

Road Safety Operational Planning Group

The Road Safety Operational Planning Group (RSOPG) is open to anyone interested in road safety. Current members include NZTA, Police, Rotorua District Council, Environment Bay of Plenty and Drivewise Trust. The RSOPG meets monthly to work on the day to day running of road safety programmes.

The RSOPG takes direction from the Road Safety Action Planning Group, who develop high level strategies to address road safety issues specific to Rotorua. The Rotorua District Council employs a full-time road safety coordinator who sits on both groups and liaises between the two.

The RSOPG is responsible for implementing the Road Safety Action Plan, which involves running regular road safety campaigns which target the following areas:

- Intersections
- Alcohol
- Speed
- Driving to the conditions
- Restraints
- Motorcycles
- Driver licensing
- Community road safety projects
- Youth



CRIME PREVENTION

Crime Prevention Advisory Group

The Crime Prevention Advisory Group (CPAG) is made up of representatives from Police, RDC, MoJ and Toi Te Ora Public Health, with a view to also reinvigorate lwi representation. The group was founded in 2005 and meets quarterly at the Rotorua District Council. The group's focus is to progress activities in the Rotorua District Council Crime Prevention Plan. The operation of the CPAG is presently funded by the Ministry of Justice.



The overall objective of the RDC Crime Prevention Plan, which is overseen by the CPAG, is to create a safe and caring community. On the basis of consultation with key stakeholders, Council agreed to pursue five areas of concern as part of a broader strategy for enhancing community safety. The areas of concern come under the following goals, to:

- Foster community safety in the CBD and surrounding reserves
- Support initiatives which reduce tourism-related crime
- Support initiatives that reduce youth offending
- Support initiatives addressing alcohol and drug issues
- Support and build capacity for neighbourhood and community initiatives

Activities prescribed within the RDC Crime Prevention Plan aim to meet the expectation of building a safe and caring community, and to achieve a measurable reduction in the CBD and surrounding area in terms of:

- · Thefts from and of cars
- Burglaries
- · Violence and intimidation
- Youth offending
- Property damage and abuse

REDUCTION OF ALCOHOL-RELATED HARM

Rotorua CBD Alcohol Accord Group

The Rotorua CBD Alcohol Accord (Appendix D) was established in 2007 as part of Project CARV (Curbing Alcohol Related Violence) and sets out agreed best practice that licensed premises should strive to adhere to. Project CARV was a Ministry of Justice initiative undertaken over two years in Queenstown, Napier/Hastings and Rotorua. The Rotorua CBD Alcohol Accord Group has continued to meet after the project ended in January 2009. The group meets monthly to share the latest industry information and talk through current issues. Current members of the Alcohol Accord Group include Toi te Ora Public Health, Police, Rotorua District Council, Hospitality Association New Zealand and local licensees.

The purpose of the Rotorua CBD Alcohol Accord is to adopt and promote the safe and responsible sale and supply of alcohol in the Rotorua central business district, with the aim of reducing alcohol-related harm.

The roles of the Accord Group are to:

- Suggest action on breaches of key principles of the Accord.
- Facilitate resolution of nuisance type disputes, e.g. noise, patron behaviour.
- Promote participation in staff training programmes.
- Negotiate alternative solutions where conflicts may be occurring and prosecution is not to be undertaken.
- Use the Accord as a forum to discuss and negotiate solutions to new issues as they arise.
- Act as a facilitator of positive publicity for Accord partners.
- Monitor Accord effectiveness, modify the Accord as needed and liaise with external agencies.
- Facilitate positive marketing for Accord partners and developing effective tools.
- Share "smart strategies" with all Accord partners.

The Accord aims to achieve the following outcomes:

 Reduction in unacceptable alcohol-related behaviour e.g. crime, injury and anti-social behaviour.



- Improved compliance with liquor licensing requirements.
- Improved safety and security for patrons and 'neighbours'.
- Improved quality of life for patrons and 'neighbours'.
- Marketable high quality image of the area.
- Enhanced business activities/opportunity creation.
- Improved cooperation and communication between stakeholders.
- Reduced enforcement activity by Police/other regulatory authorities.
- Enhanced opportunities for stakeholders.
- Reduced societal costs.
- Shift in organisational culture of licensed premises through education.
- Increased public perception of safety.
- Collective approach to submissions on council policy.

SUICIDE PREVENTION

Suicide Prevention Interagency Group

The Suicide Prevention Interagency Group was set up in 2008 and meets quarterly at Lakes DHB to provide input into a project to develop a local Suicide Prevention Plan.

The Interagency Group includes representatives from Lakes DHB, Te Runanga O Ngati Pikiao, Treasure Rotorua, Ministry of Youth Development, Ministry of Social Development, Ministry of Education, Toi te Ora Public Health and a range of mental health and social service organisations.

The role of the group is to provide input into the development of a local strategy, which aligns with the seven goals of the national Suicide Prevention Strategy. The New Zealand Suicide Prevention Strategy 2006-2016 provides a framework for suicide prevention efforts over the next 10 years. Its overarching aim is to reduce the rate of suicidal behaviour and its effects on the lives of New Zealanders, while taking into account that suicide affects certain groups more than others.

The goals of the Strategy are to:

1. Promote mental health and wellbeing, and prevent mental health problems.

- 2. Improve the care of people who are experiencing mental disorders associated with suicidal behaviour.
- 3. Improve the care of people who make non-fatal suicide attempts.
- 4. Reduce access to the means of suicide.
- 5. Promote the safe reporting and portrayal of suicidal behaviour by the media.
- 6. Support families/whänau, friends and others affected by a suicide or suicide attempt.
- 7. Expand the evidence about rates, causes and effective interventions.

The Interagency Group aims to provide input that is specific to the needs of the Rotorua community, to ensure that a sustainable and relevant Suicide Prevention Plan is developed for the District.

VISITORS

Rotorua Visitor Safety Group

The Rotorua Visitor Safety Group was set up in 2008 as a proactive working group that will consider how best to address crime committed against visitors to the Rotorua Area. The group meets bimonthly and is made up of representatives from Destination Rotorua Tourism and Marketing, tourist attractions, licensed premises, accommodation sector, Police, RDC and Iwi.

The purpose of the group is to promote and enhance the safety of visitors to Rotorua by:

- Reducing the opportunities for visitors to Rotorua becoming victims of any crime
- Ensuring understanding of road safety rules thus reducing the opportunity for visitors to Rotorua becoming involved in traffic incidents/crashes
- Enhancing the perception that Rotorua is a safe destination

The roles of the Group are to:

• Lead and enhance the awareness, understanding and value of visitor orientated crime and crash reduction strategies within the tourism industry, at local and national levels



- Advocate for improvements to policy and procedure that will enhance visitor safety, at local and national levels
- Support existing visitor safety initiatives, advise and provide guidance where appropriate
- Develop, support and endorse new initiatives and projects targeted at reducing visitor victimisation and improve safety perception
- To monitor and evaluate the success of such initiatives/ projects and share industry best practice on a national level
- To influence and encourage all visitor related business to act in a socially responsible manner towards improving visitor safety
- To influence local and national media around responsible reporting of crimes against visitors
- To celebrate success stories within the industry and the wider community

OLDER PEOPLE

Rotorua Support for the Elderly Forum

The Rotorua Support for the Elderly Forum meets bimonthly at the Rotorua District Council. Members of the forum include representatives from a broad range of organisations including RDC, Councillors, WINZ, Neighbourhood Support, Age Concern, Grey Power and various community groups.



The forum provides an opportunity for agencies working with and for the elderly to learn about safety and wellbeing initiatives that are taking place in the community, particularly those that focus on older people. Meetings usually feature a guest speaker, followed by a round table discussion, which gives everyone an opportunity to share news about current projects.

Recent presentations have included:

- An update on the Safe Community designation project
- A presentation by an ACC Injury Prevention Consultant to gauge support for a Falls Prevention Day for the elderly
- How to start a Neighbourhood Support Group

The meetings allow people who work with the elderly to learn, and give feedback about, current safety initiatives in Rotorua. Members of the forum also promote safety projects through their own networks.



YOUNG PEOPLE

Youth in Transition Strategy Implementation Group

The Rotorua Youth in Transition Strategy Implementation Group (known as the "SIG") is a group of key stakeholders who work in the area of youth transitions, which leads implementation of the Rotorua Strategy – Youth Transitions. The term "youth transition" refers primarily to the process of young people making transitions from school to work, training or other education, although there are other important transitions for young people, for example from intermediate to secondary school.

The vision of the Rotorua Strategy – Youth Transitions is that young people in Rotorua:

- Are vibrant and optimistic
- Confidently take up challenges and opportunities
- Have safe, caring relationships that support their well-being
- Are well-informed about services that support their well-being
- Have skills and knowledge to make confident choices about their future

The group works on a range of initiatives to support successful transitions for young people. This includes a focus on ensuring that they are better engaged with the community. Young people who do not make successful transitions have a heightened risk of a range of poor lifetime outcomes. Issues focused on by the SIG include consideration of reducing risks for young people related to:

- Disconnectedness
- Alcohol and other drug related issues
- Mental health issues
- Access to safe, appropriate emergency youth accommodation
- Suicide or self-harm
- Family violence

The SIG is supported by a financial partnership between the Ministry of Social Development and Rotorua District Council.

The group includes representatives from central and local government and non-government organisations, such as Rotorua District Council, Ministry of Youth Development, Lakes DHB, Ministry of Education, private training providers, Waiariki Institute of Technology, Te Waiariki Purea Trust, Toi te Ora Public Health, schools and suicide prevention coordinators. The group meets monthly at the Rotorua District Council.



Treasure Rotorua Looking to the Future

Following designation, the Treasure Rotorua Steering Group will be made up of around seven key stakeholders and could continue to be hosted by the Rotorua District Council. The Treasure Rotorua Steering Group will function as an umbrella group, which will keep a watching brief on all of the major intersectoral safety groups operating in the District. While each of the safety groups has a specific focus relating to one or more of the identified priority areas for Rotorua, all are working towards the same goal of making Rotorua a safe and caring community. Further work is currently underway to put working protocols in place between Treasure Rotorua and these major safety groups, which will demonstrate an ongoing commitment by all parties to collaborate through the Treasure Rotorua structure. In addition to this, many of the safety groups have their own formal and informal working agreements with others.

The Treasure Rotorua Steering Group will continue to meet monthly and oversee the implementation of the strategic plan (Appendix A). The Treasure Rotorua Strategic Plan was developed in line with the National Injury Prevention Strategy and Safe Community criteria. The plan is focused on the followed key objectives:

- 1. Continue to improve the evidence base for injury prevention initiatives by monitoring injury issues in the Rotorua District
- 2. Continue to identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern:
 - Reduction of alcohol-related harm
 - Reduction of crime and violence
 - Road safety
 - Injury prevention
- 3. Continue to evaluate programmes to monitor effectiveness
- 4. Continue to develop relationships with coalition partners and identify new opportunities for partnerships, collaboration and advocacy (funding)
- 5. Continue to raise awareness, commitment and motivation to improve injury prevention throughout the community

6. Maintain International Safe Community designation

The strategic plan includes activities to meet identified gaps in safety initiatives, such as increasing tourist safety, home safety and interventions for older people.

Treasure Rotorua has been jointly funded by the Rotorua District Council, ACC, Police, Lakes District Health Board and Castlecorp for an initial period of two years to June 2010. This provided for the appointment of a full time Safe Community Designation Leader until August 2010, based within Rotorua District Council. To ensure sustainability beyond August 2010, the Treasure Rotorua Steering Group and Project will continue to be overseen by the Community Safety Projects Officer. This is a full-time position based within the Rotorua District Council.

Ongoing in-kind support will continue to be provided by the project partners. Rotorua District Council will continue to provide a venue for meetings and responsibility for the agenda and minutes for the Treasure Rotorua Steering Group.

Following designation, the group will seek funding to sustain the energy of the safety focus initiated by Treasure Rotorua, through safety projects and staff resourcing. Some potential sources of funding have been identified, such as the ALAC Community Action on Alcohol Fund, which supports community action projects that reduce alcohol-related harm; the Working Together More fund, which assists community groups to make a greater difference for the people and communities they serve, through working together more closely with other organisations; Rotorua Trust, Bay of Plenty Trust and the Ministry of Justice.

The Steering Group partners are committed to progressing the strategic plan, in partnership with the safety networks detailed above, and with oversight from the Community Safety Projects Officer. It is anticipated that with continued inkind support from key stakeholders, Treasure Rotorua can continue to build on existing partnerships to progress safety work in the district.



Letters of support

Treasure Rotorua has received support from a wide range of organisations in the community. Letters in support of our application for International Safe Community designation are included here.



Printe Bay 1608 Mortinus Plates Zinakons 76.27 146 4189 Fax 17 146 5000 Died sections@rk.gov to

To Whom I May Concern

February 2, 2010

RE: Safe Community Designation - Letter of Support

It is with great pleasure that I with in support of the WHO Safe Community Designation for Koloura.

in May 2006 we enforced into a Memorandum of Undentanding to both support the designation project financially as well as through our sivolvement with the prosect

As on industry partner we could see apportunities for us to provide valuable input into the project while enhancing our efforts in providing a safer and healther workplace for our employees.

Costlectory is the works and services unit of Robotra Diefect Council, and as such we provide a number of physical works and services such as Refuse Collection. Water Supply Maintenance and harts and Reserves to name a few.

Over the last few years Castlecorp Management has tocused on the health and well being of our employees, recognising this is of benefit to us as an employer, but also to our employees and their families, as well as the community as a whole. Along with a completionsive industrial Health & Safety Programmer we have had invited speakers talk to staff regarding diabetes, healthy hearts etc. and we saw this project as a matural progression.

We have assisted community organizations proposing foots and participating in the annual Sonto. Parade as well as having staff support while itabon day by cooking MIQs in the ally center as part of the public awareness compolign. More recently we have used the "Its your business" resource lookit as on awareness composign for all of our staff, regarding family violences.

Those inflatives have been positive benefits to our employees and their whonou, just as the Safe. Community Designation will be of great benefit to us and the wider Ratious community.

Thank You for this apportunity to provide this support.

Yours shootely

Mike Downer General Manager







ACTIONAL COMPENSATION CONFESSION.



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To whom it may concern

WHO Safer City application

The City of Rotorua's Strategy for a Safer City accreditation commenced in 2007 and has formed the framework for the identification of safety related initiatives that could assist with Rosorua's application for WHO safer city accreditation. The accreditation process has involved key Community Stakeholders who have are totally committed toward making Rotorua a safer community not only for the local community but visitors alike.

The WHO Safer city coordinator has consulted with a wide range of individuals, service providers. Government departments, community organisations, and businesses to assess the extent of safety issues within the Community. This extensive process has ensured positive influence of opinion, credibility, evidence based program development, and effective ongoing commitment and partnerships networking.

It is this strategic direction that has enabled Rotorna District to identify its priority key areas of safety, and call for Community Action.

To this end it is with great pleasure that I extend my full support for the Who-Safer City accreditation.

Louise Kirk ACC Injury Prevention Consultant P.O.Box 549 Reserva Ph: 073500315 cell 0273553560



Kuinsu House - 5371 Pukustus St.- Kuinsu Park - PO Box 95 - ROTORUA - Phone: ST 348-5051 - Fax: 07 348-5032 - Email: <u>admin/Streetir.org</u>

February 12th, 2010

Attn: International Safe Community Designation Steering Group

Tena koutou

Strengthening Families or Whakapiripiri nga Whanau was established some 11 years ago to foster interagency co-operation, collaboration and communication for the benefit of whanau, agencies and the community.

Our vision is "A community in which children and their families are supported to thrive in all aspects of their lives"

At present the Strengthening Families team consists of a Co-ordinator and four facilitators. who also work as whanau mentors. We currently have 27 families that we are working with and 12 families where a mentor is assigned.

For Rotorua to become a World Health Organisation Safe Community Designation is an exciting achievement for our city. It will acknowledge the work that has been done, and that is yet to be done by individuals and agencies involved in reinforcing and building on new and existing interagency relationships in and around our city. What will make this journey more exciting is the common goal that many of us share which is to make our city a safe and happy place to live, work and play.

I wish you all the best with your application.

Naku, na

Wikitoria Hona Co-ordinator Strengthening Families 1371 Pukuatua Street PO Box 95 ROTORUA Ph (07) 348-5051 Fax (07) 348-5302 Cell 021 244 4990 Email: strengtheningfamilies@twptnz.org

Rotorus District Council Customer Contro

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23 February 2010

World Health Organisation Safety Accreditation

Rotorua Police are pleased to be involved with Rotorua's quest to achieve the "Safe City' accreditation from the World Health Organisation.

Rotorua is an exciting and vibrant area to live, work and play. It is also a world renowned tourist destination with a wide range of activities and attractions that offer something for everyone.

The motto of the New Zealand Police is "safer communities together." The Rotorua Police work in close collaboration with a variety of community partners to reduce the incidence of offending, and prevent crime and road trauma. Police understand the importance - and value - of working in partnership. Police also understand that there are a number of elements that impact on community wellbeing, including public trust and confidence in the police; and a positive perception of our city.

The official designation of Rotorua as a Safe City would be a significant step. toward the achievement of those strategic goals, as the requirements for achieving Safe City designation align well with the over-arching strategic gaol of police - "safe communities together." I believe that Safe City designation would also assist in the future development of our community and benefit the local economy. It would also be an appropriate recognition of the excellent work many organisations and individuals have engaged in to benefit of both residents and visitors.

For these reasons the Rotorua Police are committed to supporting WHO Safe City accreditation process and look forward to supporting our partners achieve designation for the benefit of our community.

As Area Commander for the Rotorua Area I am delighted to support this endeavour and piedge the commitment of Rotorua police toward achieving the goal of 'Safe City' designation.

Bruce Horne Inspector

Area Commander : Rotorua

Safer Communities Together

ROTORUA POLICE STATION

1160-1214 Farmer Street, Private Stay RCSD44, Recover, New Zeasons Takement ST, SWINST, Francis ST, SV, SST new paragraph Is



01-33-185

Kuirau House - 13T1 Pukuatus St. - Kuirau Park - PO Box 95 - ROTORLIA - Phone: 67 348-5051 - Fax: 67 348-5002 - Email: admin@tephra.org

February 12th, 2010

Attn: International Safe Community Designation Steering Group

Tena koutou

Te Walanki Purea Trust have been offering Youth activities, Social Services and Education to Young People within the Te Arawa rohe for the last 21 years.

TWPT has well established networks and collaborators with Government and Non-Government Youth providers in Rotonua. Networks include all schools, Work & Income. Police, MOE plus hel.

TWPT is an approved provider accredited with CYF 403 and 396. We are also a registered Private Training Establishment through NZQA. Our Policies, Procedures and Governance and Management structure have been designed and audited to meet both Education and Social Service standards. We also deliver the Certificate in Kalhoe Waka and Waka Ama for Te Wananga O Actearca. We have a contractual relationship with the Social Services ITO Te Kalawhina Ahumahi to deliver the Certificate in Youth Worker Training Level 4. Some 15 Youth Workers per year complete this certificate.

All staff at Te Walanki Purea Trust are committed to working collaboratively alongside the wider community and the agencies that exist within our city. It is for this reason that I. along with my staff are happy to lend our support to Rotorua becoming a World Health Organisation Safe Community Designation.

Naku, na

Laurie Durand Co-ordinator Te Walariki Purea Trust 1371 Pukuatua Street

PO Box 95 ROTORUA Ph (07) 348-5051 Fax (07) 348-5302

Cell 027 499-8509 Email: laurie@twptnz.org # 1010 F 101 10 /# 11 10 11 11

Excursed Number RDG-102341 Date Received 16/92/2010

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Rotorua District Council Customer Centre

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23 March 2010

Toi Te Ora - Public Health Service PO Box 241 Whakatane 3158

Rotorua District Council Private Bag 3029 Rotorua Mail Centre ROTORUA 3046

Rotorua Application for World Health Organisation Accreditation as a Safe Community

Toi Te Ora - Public Health (Toi Te Ora) is a division of the Bay of Plenty District Health Board (BOPDHB), which is funded by the Ministry of Health to provide public health services within the Lakes and BOPDHB areas.

Public health approaches wellbeing and health in terms of the social, economic, cultural. environmental and political context and from a "determinants of health" perspective1. Many of the crucial underlying factors that contribute to population health and wellbeing are directly influenced by the decisions and activities of the local authorities, as they progress toward creating safe communities. Toi Te Ora works with communities and Councils to provide:

- infrastructure that contributes to social health and wellbeing of current and future generations
- healthy physical environments including safe and accessible open space for physical activity:

and to reduce and prevent:

- injuries and falls
- harm cased by alcohol and other drugs
- · violence in interpersonal relationships, families, schools and communities
- rates of suicide and suicide attempts; and
- health inequalities

In keeping with this intent, Toi Te Ora has been active with the Rotorua Steering Group to progress this application over the past two years. Community collaboration for safety will ensure that public health considerations with in the social environment are enhanced over the next five years in Rotorua.

Toi Te Ora appreciates this opportunity to provide support to Rotorua for the application for accreditation and will continue to assist to promote a healthy and safe environment and community for Rotorua.

Graeme Savage

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¹ Rose G. The strategy of preventive medicine. Oxford: Oxford Medical Publications, 1992 World Health organisation 2003; <u>The Social determinants of Health. The Solid Facts. Second Edition:</u> Edited by Richard Wilkinson and Michael Marmot, ISBN 9289013710





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16 March 2010

Attention: International Safe Community Designation Steering Group

Tena Koutou

In response to widespread community concern at the death of a young Rotorua child in 2006, as a result of violent injuries inflicted in her home environment, the Mayor of Rotorua initiated a community discussion process from which a co-ordinated response could grow. This was known as the Rotorua Safe Families Campaign.

The community discussion identified berriers, issues and ideas, which were documented and analysed. A small planning group developed an approach that would enable stakeholders (including central and local government, non-government service providers and community representatives) to work together in a shared approach.

The Treasure Rotorua Project Leader made a presentation at the Rotorua Safe Families-Leadership Group meeting on the 16 February 2010. Her presentation highlighted the current work of the Treasure Rotorua Steering Group, in order to make an application to the World Health Organisation for Safe Community designation. The members of the Rotorua Safe Families Leadership Group were impressed with the initiative and are pleased to support the application by Treasure Rotorua's Steering Group for Safe Community designation.

Rotorus becoming an International Safe Community is an exciting and amazing achievement for our city. It will acknowledge the work that has been done, and that is yet. to be done, by individuals and agencies involved in reinforcing and building on new and existing interagency relationships in and around our city.

I want you all the best for your application

ROTORUA SAFE FAMILIES

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Long-term,
sustainable,
programmes
covering
both genders
and all ages,
environments and
situations

Rotorua's Safety Priorities

A set of safety priorities has been identified for Rotorua based on the latest available data and with input from residents.

Early in the project, the Steering Group identified the need to engage the community in the journey towards Safe Community designation. During 2009, a series of community meetings was held in Rotorua to gauge feedback from residents about the most important safety issues for our district. An on-line survey was also set up, which received almost 300 responses. Residents were asked about what is working well to make Rotorua a safer community, where the gaps are and how safety can be improved in Rotorua.

Detailed injury and crime data was sourced from ACC, Lakes DHB, Rotorua Police, NZTA, Water Safety NZ and NZ Fire Service to form an injury profile for Rotorua. The information from the community consultation was added to this comprehensive analysis of data to determine a set of agreed priority safety areas for Rotorua, which are shown in this diagram.

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| VIOLENCE AND CRIME | ROAD SAFETY | INJURY PREVENTION | | | | | | |
| Violence-free families | Reduction of road casualties | Safe homes and fewer falls | | | | | | |
| Fewer burglaries | caused by | Suicide prevention | | | | | | |
| Safe and violence-free | Speed | Safe workplaces | | | | | | |
| public spaces | Lack of restraints | Leisure and recreational | | | | | | |
| | Drink Driving | safety | | | | | | |
| | | | | | | | | |
| OVER REPRESENTED GROUPS | | | | | | | | |
| Youth | Maori Elderly | | | | | | | |

(low socio-economic)

Alcohol is a contributing factor for many injuries in our community, both intentional, and unintentional. Residents who were involved in the consultation process saw alcohol as the most important safety issue for Rotorua. Consequently, the reduction of alcohol-related harm across all safety areas is a major focus for Treasure Rotorua. The Treasure Rotorua Steering Group will continue to work closely with the Rotorua CBD Alcohol Accord Group in the future to identify opportunities for developing new initiatives to reduce alcoholrelated harm.

Reduction of violence and crime, particularly family violence, burglaries and violence in public spaces, has been identified as another top priority. Police statistics for the district, while showing improvement over the last few years, are still concerning. Many safety programmes have been put in place in an attempt to reduce crime. Some of these initiatives have been in place for many years and have been well supported by the community. A number of these programmes focus on young people and/or Maori, which is significant as both of these groups are over-represented in Rotorua's crime statistics. It is important to note that Maori are over-represented across a number of areas. Anecdotal evidence suggests it is Maori people from low socio-economic backgrounds who are most often associated with criminal activity.

Another key priority area is road safety. Rotorua has an excellent network of road safety groups working alongside national strategies and campaigns to reduce croad crash fatalities and injuries, including those caused by speed, alcohol and lack of restraints. Road safety programmes in Rotorua are well evaluated through surveys of public awareness and ultimately, through the reduction in the number of road traffic crashes and casualties.

Injury prevention has been identified as another priority area for Treasure Rotorua. This encompasses workplace safety, suicide prevention, safe homes and fewer falls and leisure and recreational safety. As is shown in this section, many programmes have been developed to address these areas.

As mentioned in criteria one, a number of well-established safety groups are active in Rotorua. Each group is responding to a need identified within the community. This strong network of safety groups has meant that our community is well catered for in terms of safety programmes and services. Each group is responsible for evaluating the success of their own programmes. While



it is clear that some of the newer initiatives are still developing evaluation mechanisms, most have clear methods of measuring success. Some of these evaluation processes are outlined more fully in criteria five. Treasure Rotorua is committed to sharing information about effective methods of evaluation as well as promoting and expanding those programmes that prove most effective. Many of these programmes have demonstrated sustainability by continuing and proving to be successful, year after year. The stock take and gap analysis of current safety programmes in the Rotorua District, undertaken at the start of the Treasure Rotorua project, will be updated annually to ensure that community needs continue to be met.

An overview of the programmes in place in Rotorua is listed here. Programmes are detailed more fully in the tables that follow. The programmes highlighted in this document have been selected to showcase the breadth of safety projects in place in Rotorua and the list is by no means exhaustive. Some programmes have very specific target groups (e.g. young people aged 15-24) and some are more general (e.g. all drivers). The selection of programmes in the tables covers a wide range of environments and situations where injuries occur in Rotorua. The length of the programmes varies and many are ongoing and reflect national as well as local safety priority areas.





Violence and Crime

- Amped4Life sessions in secondary schools an alcohol and drug education programme for students
- Awhina School an alternative education provider in the Rotorua area
- Beat that Thief a car crime prevention brochure
- Blokes Toolbox a resource for men who are involved in incidents of family violence
- Child & Adult Social Services provide restorative justice programmes, drug and alcohol awareness education, counselling, clean anger and bullying programmes
- City Assist Programme a team employed over the summer months to provide information to visitors, and act as eyes and ears in the CBD and surrounding reserves
- Conservation Corps a training programme focusing on self-esteem, confidence & skills development for young people
- E OHO a programme for young people to initiate activities that address safety issues in their neighbourhoods
- Early Intervention Service and Severe Behaviour Service early childhood and school-based services for children with high levels of need
- Crime Prevention Through Environmental Design (CPTED) training for local industries (retail, tourism, education) - training on crime prevention techniques
- Family Focus abuse prevention programmes for victims and perpetrators of family violence
- Family violence Response Coordinator works with people who are at risk of family violence and helps refer them to other organisations
- Family Works Northern a range of services including parenting programmes and services for victims of family violence
- Footsteps to Feeling Safe a programme for children aged 5 to 13 years who have witnessed or experienced family violence
- Gambling Addiction Service counselling and support for individuals and families affected by gambling
- Growing Through Grief Programme a programme to support children experiencing grief and loss in their lives

- "It's your business" resource a resource for employers to provide information to employees who may be in situations of family violence, covers how to deal with family violence and where to find help
- Lakes DHB Family Violence Intervention Coordinator trains and supports staff in introducing family/partner violence screening to the health setting
- Neighbourhood Support a network of community based residents focused on crime prevention and safety
- Nga Whare Waipiro Tirohanga (Alcohol Monitoring Walkthrough) Programme) – Maori Warden foot patrols within the CBD to monitor underage drinking and support at risk individuals
- Operation Night Light (Kaingaroa) a project to improve perceptions of safety in the village and reduce incidence of crime through the provision of new and upgraded street lighting
- Plunket reaching out to provide safer family environments a service to give families with young children in low income areas practical advice
- Project CARV a project to reduce levels of alcohol-related violence in Rotorua
- Project Papa Waka a project to reduce the number of theft ex-car and unlawful taking offences in the Rotorua area
- Rotorua District Council Community Safety Projects Fund funding for local not-for-profit organisations to implement new projects to reduce crime and enhance positive perceptions of safety
- Rotorua District Council Safety Forum an internal RDC staff forum to share information about current safety issues and programmes
- Relationship services a range of counseling services including those for family violence victims
- Rotorua Boys High School Attendance Initiative a project to increase young people's attendance at school
- Rotorua Police Intelligence Community Partners meetings a forum to share relevant information detailing current crime trends and crime stats; highlight areas of interest for Police
- Rotorua School Attendance Action Group a group that supports schools in keeping young people in education for as long as possible and promotes a "whole of community" response to reduce truancy



- Rotorua Youth Offending Team a forum for sharing information about youth offending and promotion of collaboration
- Sexual Abuse Centre a service that provides information and support, counselling and educational programmes for people affected by sexual abuse
- School holiday Youth Programmes structured activities for children 10-17 years old from low socio-economic areas aimed at reducing criminal activity
- Strengthening Families an organisation focussed on improving interagency collaboration to benefit families/whanau
- Tag Buster Hotline a phone number for residents to phone to assist with rapid removal of tagging in public spaces
- Te Arawa Journey a course for young people, aimed at reducing criminal activity
- Violence Prevention, Youth and Women's Education a range of programmes focused on anger management and family violence
- Wahine Toa (women of strength) a programme for teenage girls who have been victims of sexual abuse
- Waiariki Women's refuge a 24/7 emergency safe house accommodation service to women and their children
- Women's Toolbox a resource for women experiencing family violence, about where to seek help



- Working for Youth Website www.working4youth.com a website for sharing information about services for youth
- Youth in Transition Strategy/Youth Transitions Service a programme designed to ease the transition of young people from education to employment, alternative education or other training
- Youth Projects Trust funding/support for planning and delivery of programmes and events, by youth for youth



Road Safety

- Adult Restraints a programme to increase the front and rear seatbelt compliance rate in Rotorua through roadside checks and promotional activities
- Agewise Drivewise a series of refresher theory based driving courses for older people
- Alcohol campaign/Drink Driving a holiday season campaign to urge locals not to drink and drive
- Back To School, Speed campaigns a promotion to improve the road safety of children within the Rotorua district particularly around schools
- Car Seat Advisory Service a service to increase the car seat compliance rate for children under 5 years in the Rotorua District
- Caterpillar feet a programme to encourage exercise and safety for young children and their parents walking to pre-schools
- Driver licensing a programme to assist people primarily to get their learner licence.
- Intersection campaigns activities to promote safety at Rotorua's most dangerous intersections

- Kidz 'n' Carz checkpoints and education to increase the car seat compliance rate for children under 5 years
- Kohanga Reo restraints funding of appropriate child restraints for Kohanga Reo vans
- Local Community Road Safety funds funds to encourage and support community initiated road safety and sustainable transport projects
- Motorcycle safety activities to raise awareness of road safety issues relating to motorcycle use
- "Nervous Nellie's" Road safety workshops free cycling workshops for people to learn about cycle safety and road rules
- Rotary Youth Driver Awareness an education programme delivering practical road safety information targeting young drivers
- Ruben the Bear a road safety icon who visits schools to deliver messages to children about road safety (for school-aged children)
- Ruru campaign a range of billboards with messages using a graphic of an owl to promote safe driving on Stage Highway 5
- Tykes on Trikes an event for young children to learn about safe bike riding in a fun environment



Injury Prevention

- ACC RiverSafe Programme and ACC RiverSafe Providers education, training and development to actively promote water safety awareness in and around our rivers
- ACC Workplace Safety Seminars a series of presentations for employers on a range of workplace safety issues
- Alcohol and Drug Counselling Service early intervention, education, support and advocacy for people affected by addiction & substance abuse
- BUS (balanced, upright and safe) a programme for older people focused on improving strength and balance as a means of preventing falls
- Dads n Lads Training Series an activity programme focused on helping fathers to be more active with their sons
- E Kare a programme for young people involving community project work, education courses and recreation activities
- Fire and Rescue Services Industry Training Organisation an excellence in training award for volunteer rural fire forces
- Fire Awareness and Intervention Programme a programme for children and young people with fire lighting tendencies
- Lakes DHB Suicide Prevention Coordinator focussed on leading and facilitating cross-agency collaboration to implement the NZ Suicide Prevention Strategy
- Learn to Swim courses to learn the basics of swimming
- Modified Tai Chi courses for older people to help build strength and prevent falls
- Parenting and Life Skills Programmes a range of programmes available to support most aspects of parenting and life skills
- Parents as First Teachers a programme to assist and encourage parents to participate more effectively in their children's early development and learning



- Physical wellbeing and Iwi Development programmes for Maori a physical activity programme to promote health and wellbeing for Maori
- PoolSafe Scheme an independent assessment of a pool's management and operation
- Primary Health Care Services a range of programmes wrapped around local GP clinic including mental health and programmes for older people
- Rangitahi Lifeguard Award a training programme to develop the skills and knowledge to perform effectively as a lifeguard
- Rotorua Recreation (Get Active, Stay Active) a booklet with information about recreational activities and safety information
- Rotorua Rest Home Games an opportunity for older people in rest homes to participate in activities
- Rotovegas Youth Health Service a health and counselling service for young people aged 15-24 years
- · Rural Fire Research a programme aimed at increasing knowledge of fuels and fire behaviour and strategies to improve safety



- Short Course Certificate in Fire Safety a course that covers fire safety knowledge required by employees or supervisors in vocation industries
- St John Caring Caller a free service that provides a daily contact person for people who live alone
- Sunflower Month 'Staying Safe At Home' Meetings a day for older people who live independently to receive advice and information about safety in the home
- Swim for Life swimming lessons to equip children with the skills to be able to swim 200m by the time they are 12 years old
- Swim Station Scholarship Programme a programme to subsidise swim station lessons for families
- Tamariki Ora Well Child a home based well child service delivered to children aged 0 to 5 years by Registered Nurses
- Te Arawa Games intertribal games to encourage healthy living amongst descendants of Te Arawa



- Water Safety Awareness Week lessons and information about swimming and staying safe on and in the water
- Whakawhanaungatanga Suicide Prevention Initiative a project to improve to improve the care of people that present to services at risk of suicide or self harm
- Women's Activator training Series a programme of physical activity and information sessions including water confidence and safe biking skills

Across all of the priority areas there are programmes focused on:

- Children 0-14 years (e.g. Swim for Life, Tamariki Ora Well Child service, Kidz'n'Carz, Tykes on Trikes)
- Young people 15-24 years (e.g. E OHO, Rotovegas Youth Health Service, Rotary Youth Driver Awareness, School Holiday Youth Programmes)
- Adults 24-64 years (e.g. ACC Workplace Safety Seminars, Drink OR Drive campaign, Bloke's and Women's toolbox, Parents as First Teachers)
- Older adults (e.g. Balanced Upright and Safe, Vitamin D Supplements, Agewise Drivewise, Rotorua Rest Home Games)

The tables that follow show a sample of current safety initiatives in Rotorua. The tables are broken down into the main priority areas; reduction of violence and crime, road safety and injury prevention. Many of the programmes also address the over-arching goal to reduce alcohol-related harm. The following information is included in the tables:

- Programme name
- Lead organisation
- · Other organisations involved
- Funder(s)
- Programme description and objectives
- Primary target groups for the programme
- How the programme is evaluated
- Future direction of the programme



VIOLENCE AND CRIME

| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|--|---|---|--|--|---|--|
| Amped4Life sessions in secondary schools | Rotorua District Council | RDC, secondary schools, Amped4Life staff | RDC | Presentations at secondary schools to promote awareness of the impacts of alcohol, drugs and risky sexual behaviour. Aim is to encourage positive decision-making amongst young people to reduce the cost of negative outcomes to the individual, families and the wider community | Young People | The programme was fully evaluated in a document by the Community Safety Projects Officer at Rotorua District Council. Students were asked to complete a survey about key messages heard and what they might do/not do in the future | Implemented during 2008 and 2009 and working towards gaining funding for further sessions in 2010 |
| Awhina School | Ministry of Education /Awhina School | 20 Schools who contribute students to Awhina | МОЕ | Learning centre for secondary school students not succeeding in mainstream education. The school has a strong academic programme and students get individual education plans with specific goals they need to meet | Young people at risk | Evaluated through a reporting system to parents each term. Each term there are Awhina committee meetings with representatives from each school. End of year assessments and evaluations, ERO visits | Has been running since 1985 and is ongoing |
| Beat that Thief | Rotorua District Council | Papa Waka Team, Neighbourhood Support, Police | RDC | Pamphlets that were produced as part of Project Papa Waka that encouraged people to secure their vehicles appropriately. The aim is to raise awareness in the community that many car crimes occur due to an opportunity being presented | Local residents and visitors to Rotorua | Monitored through a reduction in theft ex-car and unlawful taking offences | Neighbourhood Support continues to distribute these pamphlets via their volunteer network. |
| Blokes Toolbox | Rotorua Family Violence Prevention Network | Police | Community action fund/local community | This is a credit-card sized pamphlet that provides information about immediate steps men can take when feeling angry, how they can change, and phone numbers for local and national organisations who offer support to people experiencing violence. Police distribute these cards to men when they attend family violence incidents | Men who are involved in incidents of family violence | No evaluation measures currently in place | Commenced Aug/Sep 2009 and is ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|-----------------------------|--|----------------------------------|---|---|--|--|
| Child and Adult Social Services | Mana Social Services | Police | CYF, MoJ | Restorative justice programs mainly for victims of family violence. Drug & Alcohol Awareness Education. Social Worker in Schools. Counselling, Clean Anger: bullying and aggression - anger management for 9-13 year olds, learning how to manage bullying and aggression | Whanau and young people | Evaluation, review and monitoring is an ongoing process both internally by Mana Social Services and by the funders | Ongoing |
| City Assist Programme | Rotorua District Council | Police, local business, tourist operators | MoJ, RDC | Staff members hired over the summer months to provide information to visitors, and act as eyes and ears in the CBD and surrounding reserves | Visitors to Rotorua | Evaluated through responses to quarterly visitor survey, crime statistics | Started during summer of 2007/08 and to continue over 2009/10 summer |
| Conservation Corps | Te Waiariki Purea Trust | | Ministry of Youth Development | 20-week training programme focusing on self-esteem, confidence & skills development for young people | Young People (15- 25yrs) | Six monthly reporting on participant attendance, continuum of achievement and monitoring where young people move to following this programme (education, employment etc) | Current contract is to June 2011 |
| CPTED (Crime Prevention through Environmental Design) training for local industries (retail, tourism, education) | Rotorua District Council | Police, Tourism Safety Group | MoJ | Training on crime prevention techniques to tourism industry members, retailers and any other interested parties | Tourism industry members, retailers, accommodation providers, those with a general interest in crime prevention | Success measured through a reduction in visitors as victims of crime (accommodation burglary particularly), reduction of theft and reduction of crime in CBD | Remains unknown as at February 2010. The National Government has yet to indicate whether MoJ will continue funding TLAs, and if so, in what way funding could be available and for what purposes |
| Е ОНО | Rotorua District Council | Te Waiariki Purea Trust and groups of young people from the Fordlands, Koutu and Western Heights communities | MYD | 10 young people are selected to initiate activities that address safety issues in their neighbourhood. The young people receive direct mentoring through weekly meetings with their project mentor and monthly training workshops with relevant experts, as well as attending six training weekends throughout the year | Youth from low socio- economic areas | Monitoring and reporting by youth workers and evaluations by young people on the programme | Funding currently available through to September 2010 |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|---|---|---|---|---|---|----------------------------|
| Early Intervention Service and Severe Behaviour Service | Group Special Education (GSE), Ministry of Education | Schools and young people | Ministry of Education | A range of early childhood and school based services for children and young people with high levels of need, including severe behaviour, communication, sensory and learning difficulties. Includes a team of early childhood education teachers, psychologists, speech and language therapists, occupational therapists, physiotherapists and special education advisors | Young people | Evaluated on a national basis through statistics gathered from the national database. Measures include number of referrals to the service and number of children in school | Ongoing service |
| Family Focus | Family Focus | CYF, MOJ, Dept of Corrections, WINZ | CYF, MOJ, Dept of Corrections, WINZ, COGs, Lotteries | Abuse prevention programmes for victims and perpetrators of family violence | Women and children who are victims of family violence and men who are perpetrators of family violence | The organisation has clear processes of evaluation and review | Ongoing |
| Family Violence Response Coordinator | Ministry of Social Development | | MSD | Coordinator works from the Rotorua Community Link (WINZ) branch works with people who are at risk of family violence and helps refer them to other organisations. Communicates with case managers about at-risk clients | Women and their children who have been exposed to family violence | Evaluated through the number of new entries into their database and number of referrals to CYF and other agencies. The data is recorded on a national level | Permanent position ongoing |
| Family Works Northern | Family Works Northern | | Presbyterian Support Northern and other agencies and churches | Restore: Programme for children 5-17 years old who have been exposed to violent domestic relationships. Aims to help participants learn non-violent problem solving techniques and to develop a sense of roles and responsibilities in building relationships and self esteem. WAVE (Women Against Violence Education programme): A family court approved 14 week programme for women in abusive relationships, helping to enable women to make more positive choices for themselves and their children. The incredible years: Parenting programme aimed at providing parents/caregivers with useful info and practical guidelines on how to handle a variety of challenges | Children & women who have been exposed to family violence Parents | Monitoring numbers of people in the programmes Incredible years programme involves a 5-6 week follow up where clients are asked about what has been successful. Mainly verbal feedback WAVE and Restore — evaluation is done by women and children on the programme | Ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|--------------------------------------|--|---|---|--|--|--|
| Footsteps to Feeling Safe | Barnados Family Help Rotorua | | MoJ, CYF | National programme for children aged 5-13 who have witnessed or experienced family violence. The main caregiver is required to attend 3 sessions of the programme. Runs 6-9 weeks | Children aged 5-13 years | Reviewed and evaluated at a national level. Clients are invited to provide feedback and evaluation | Provided to a low volume of children per annum, ongoing |
| Gambling Addiction Service | Problem Gambling Foundation of NZ | | МоН | Counselling and support for individuals and families; free treatment by specialist practitioners; early intervention gambling health testing | People affected by gambling | Because working in the Problem Gambling area is relatively new the evaluation processes are currently being worked on at head office | Ongoing |
| Growing Through Grief Programme | Anglican Care | Schools | Self-funded through community and lotto grants | A programme to help children experiencing grief and loss in their lives to be able to cope and move on. | Children 5-18 years | The success of the programme is measured through adults and children completing an evaluation form and from verbal feed back | The programme is run in several local schools each term for 9 weeks and an after school programme is run on a Tuesday at St. Luke's Church |
| "It's your business" resource | Ministry of Social Development | Safe Communities Tauranga, Rotorua Safe Families, Rotorua Family Violence Prevention Network, Castlecorp | MSD | A resource for employers to provide information to employees who may be in situations of family violence on how to deal with it and where to find help | Businesses and managers of employees who may be in situations of family violence | Feedback has been sought from employers who use the resource | Commenced Aug/Sep 2009 and ongoing |
| Lakes DHB Family Violence Intervention Coordinator | Lakes DHB | Community agencies | МоН | The Family Violence Intervention Co-ordinator trains and supports staff in introducing family/partner violence screening to the health setting, and liaises with community agencies | All women | An external auditor monitors the implementation of the programme annually and provides a comparison between regions and national data. Measures include number of people screened, community relationships, policies and procedures in place | Fixed term until June 2010 and then unsure |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|----------------------------------|---|---------------------------------|---|---|---|--|
| Neighbourhood Support | Neighbourhood Support Rotorua | Police, Residents of Rotorua | RDC, Bay Trust and others | Network of community based residents focused on crime prevention and safety. Neighbourhood Support Rotorua has about 8400 members in 587 groups | Rotorua residents | Monitoring number of groups that are set up. Neighbourhood Support are contracted to set up a certain number of groups and some in specific areas. There are also communication objectives they have to meet. Also starting to look at number of homes that are reached. (Currently is about 30%, this quite good when compared nationally). Reports are done every month to BOP committee; these go to national manager and are used to support funding applications | Ongoing |
| Nga Whare WaipiroTirohanga (Alcohol Monitoring Walkthrough Programme) | Maori Wardens | Police, Licensed premises | RDC | Foot patrols within the CBD including walking through selected licensed premises to monitor underage drinking, support at risk individuals (i.e. problem gamblers, drinkers etc) - 2 nights per month | Maori people who are drinking in the CBD on weekend evenings. | Monitoring of crime statistics (breach of liquor ban, assaults etc) and number of breaches of license detected | Most recent contract was completed in June 2009. Maori Wardens invited to approach RDC for contract discussions during May 2010 |
| Operation Night Light (Kaingaroa) | Te Ahi Whakamura (Kaingaroa) | RDC, Kaingaroa Village Council, Village residents | RDC | Improve perceptions of safety in the village and reduce incidence of crime through the provision of new street lighting in the Village | Residents of Kaingaroa Village | Monitoring perceptions of safety; and decrease in crime in Kaingaroa | Was implemented during 2009. Possibility that the community will initiate a second phase to implement further lighting in new areas |
| Plunket reaching out to provide safer family environments | Plunket Rotorua | | RDC (part) | To give families with young children in low income areas practical advice and help and invite them to use Plunket support services long term. The aim is that by giving families the tools and mechanisms to cope with some of the parenting stresses, there will be happier families and as a result safer family environments with less child abuse and neglect | Families with young children | Ultimately measured through incidences of child abuse and neglect | Implemented during 2008 and early 2009, ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|----------------------------------|---|---|---|---|---|---|
| Project CARV (Curbing Alcohol Related Violence) | Rotorua District Council | Crime Prevention Advisory Group, Toi te Ora Public Health, Licensed premises | МОЈ | Objectives of CARV were: 1. To reduce the rate of alcohol related family violence in the Rotorua District 2. To reduce the rate of public violence and disorder in the Rotorua CBD on Thursday-Sunday 3. To reduce the levels of recorded violence offences committed by people under the age of 18 where alcohol is a factor in the Rotorua District 4. To improve the awareness of personal responsibility around alcohol in the Rotorua District | Rotorua residents | A full evaluation of the project was completed by the project manager in 2009 and includes analysis of crime statistics and feedback from those involved in the project | This project concluded formally in Jan 09, but some activities continue to be overseen by the Crime Prevention Advisory Group. Examples of continuing activities are: Alcohol Accord group; newsletter publication; door staff training |
| Project Papa Waka | Rotorua District Council | Rotorua Police, Dept of Conservation, Destination Rotorua Tourism Marketing, Victim Support, Neighbourhood Support, Timberlands | MOJ/CPU | To reduce the number of theft ex-car and unlawful taking offences in the Rotorua area | Visitors | Monitoring crime statistics (theft ex car and unlawful taking); perceptions of safety survey | Project is now completed but the "beat that thief" component is still continuing |
| Rotorua District Council Community Safety Projects Fund | Rotorua District Council | Police, Te Arawa Standing Committee, Young People, Community | RDC | The Rotorua District Council Community Safety Projects Fund is to provide local not-for-profit organisations with funding to implement new projects that will: reduce and/or prevent crime and/or enhance positive perceptions of safety in the Rotorua Community and/or better equip the organisation to do the above | Community groups | Accountability reports are received from groups funded | Ongoing 2009-2019 |
| Relationship services | Relationship Services Rotorua | Part of national organisation | MoJ, MSD, Dept of Corrections, CYF | Anger management counselling for males and females, counselling for victims of family violence, prevention of family violence programme, counselling for couples. Positive pathway programme - focus of working with the whole family around family violence | Victims and perpetrators of family violence | Clients and counsellors complete evaluation questionnaires | Ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|--|--|---------------------|--|---|---|--|
| Rotorua Boys High School Attendance Initiative | Rotorua Boys high School | Students, parents, whanau, caregivers | МоЕ | Objective is to Increase attendance at school by reviewing best practice, professional development, providing sports and cultural activities, and freely sharing information and stories about positive things happening | Students | Statistics on attendance are provided to MOE | Ongoing |
| Rotorua District Council Safety Forum | Rotorua District Council | | Community Safety | Regular meetings which aim to promote a "whole of Council" response to safety issues, through information sharing and work -shopping projects that have a safety component | Rotorua City Council staff | Anecdotal evidence - most benefit will be in information sharing and relationship building. | Ongoing |
| Rotorua School Attendance Action Group | Rotorua District Council | Police, MSD, District Truancy Service, MoE, Retailers | MoJ (via RDC) | Support schools in keeping young people in education for as long as possible; promote "whole of community" response to reduce truancy; increase attendance rates. The group has established truant-free shopping areas and distributed posters and guides for retailers | Students | Monitor attendance rates, anecdotal observations; crime stats (youth offending) | Ongoing until June 2010 - will be reviewed then |
| Rotorua Youth Offending Team | Chaired by Inspector Bruce Horne, Rotorua Police | Lakes DHB, RDC, Police, MoE, CYF, Iwi | Nil | Identify strategic issues in youth offending sector and problem solve. Share information. Advocacy where relevant | Young people | Monitor youth offending statistics | Ongoing 2009-2019 |
| Sexual Abuse Centre | Sexual Abuse Centre | | CYF, MSD | (1) Information and support, (2) Counselling and (3) Educational programmes for those who have been sexually abused or who are related in some way to person who has been abused i.e. spouse, parent, friend, colleague. Helps reduce risk of being re-abused and helps victims to improve social functioning in the community | People who have been sexually abused and their families/whanau, friends and associates. Community groups | Counselling: goals are set for each client based on their symptoms and the consequences of the abuse on their lives. Reports are written for each client. As goals are achieved, progress is noted in the report. Education Programmes: participants who attend a programme fill out evaluation sheets. | The Sexual Abuse Centre has been offering these services since 1984 and is an ongoing service |
| School Holiday Youth Programmes | Te Runanga o Ngati Pikiao | | MSD | School holiday youth programme, whanau support and counselling by skilled social worker. Aims to reduce criminal activity. Runs over 3-5 days each school holiday and specifically targets children 10-17 years old in the Fordlands, Koutu and Lake Rotoiti areas. Includes activities and education sessions on health lifestyles, identity & culture and drug & alcohol use | Maori young people | At the end of each programme the young people fill out an evaluation and the team have a debrief. Evaluation forms basis for improvement of programme | Has been going for about seven years and is ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|-----------------------------|--|--|---|--------------------------------------|---|--|
| Strengthening Families/ Whakapiripiri nga Whanau | Strengthening Families | ACC, CYF, Department of Corrections, Department of Internal Affairs DHB, IRD, MoE, MoH, MoJ, MSD, Police | Administered by the Family and Community Services (FACS) unit within the Ministry of Social Development | A community-based initiative that helps families/ whanau get access to the services they need. Strengthening Families brings together a family and all the agencies that have a part to play in helping that family. Together, the family and agencies develop an action plan that reflects the family's needs. The aim of Strengthening Families is to shift the focus from crisis intervention to providing early support to families, so as to prevent difficult situations from escalating | Families/ whanau, young people | The family and agency complete evaluations. Monthly report to the LMG (Local Management Group) and a national reporting tool online | Was established in the late 1990s and is ongoing |
| Tag Buster Hotline | Rotorua District Council | Retailers, members of the public | RDC | Rapid removal of tagging in public spaces. Members of the public can call the hotline and leave a message with details of where the tagging is located. There is a full time 'Tag Buster' employed by the council and he is directed to the place that has been tagged. Covers public places (e.g. reserves, alleyways), not private property | Whole community | A record of the number of calls to the hotline is kept. The 'tag buster' completes a job sheet with the work that has been done. Anecdotal evidence shows very little graffiti in the city | Ongoing - overseen by Keep Rotorua Beautiful |
| Te Arawa Journey | Te Waiariki Purea Trust | Families/ whanau | CYF | Preventative youth work course, includes weekend and school holiday activities | Young people | Six monthly reporting on participant attendance, continuum of achievement and where young people move to following this programme (education, employment etc) | Current contract until June 2010 |
| Violence Prevention Youth & Women's Education | Challenge Violence Trust | Challenge Violence Trust, families/whanau, Police | MSD | Men's Stopping Violence Programme – dealing with anger constructively, using non-violent behaviour to resolve conflict Women's Anger Management Programme – understanding anger and violence, learning how to deal with anger without violence Beyond Violence – a programme for women who want to overcome the effects of physical, emotional or sexual violence Women's empowerment programme – to empower women to reach their full potential, learning how to make better choices, to use their intuition and to believe in themselves Youth 'Reach for the Stars' programme for 12-16 year olds – living without violence, managing anger, saying 'yes' to great relationships and 'no' to misuse of drugs and alcohol | Maori | Feedback is sought from clients and families on an ad hoc basis. The service also monitors statistics on the number of people they are working with | Been in place since 1997 and is ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|--|--|--|---|--|--|---|
| Wahine Toa (women of strength) | Blue Light Rotorua | Police; Corrections; a variety of tourism operators and services providers | RDC (part), other funds in hand | Working with teenage girls who have been victims of sexual abuse. Aim is to reduce offending and address alcohol and drug issues | Teenage girls | Participants have specific goals that need to be met. Evaluation forms are completed by the participants and the facilitators. Feedback is also sought from the participants about whether goals need to be changed for the next year. They also have follow up discussions/meetings with participants to track progress | Was implemented in 2007 and is ongoing |
| Waiariki Women's Refuge | Waiariki Women's Refuge | Volunteers | MSD, CYF | 24/7 emergency safe house accommodation service for women and their children. Education and family violence training. Integration back to the community and assistance with protection and parenting orders, education, safety plans, individual support, advocacy, referral to counselling or protected persons groups | Women and their children who have experiences of family violence | Evaluation forms are completed by clients and the service monitors statistics on repeat reports of family violence and referrals back to the service | Ongoing |
| Women's Toolbox | Family Violence Prevention Network | Police | Community action fund/local community | A pamphlet that provides information for women who are victims of domestic violence about where to seek help | Women who are victims of family violence | No evaluation measures currently in place. Plan is to monitor numbers of people who have sought help as a result of having this resource | Commenced Aug/Sep 2009 - ongoing |
| Working for Youth Website www. working4youth. com | Rotorua District Council | Youth Transitions SIG | RDC | A website focussed on information sharing and networking between groups who work with youth | Anyone who works with or for young people in the Rotorua District. | Monitor number of website visits; visitor loyalty and user feedback | Ongoing - BOP wide replication is looking likely later in 2010 |
| Youth in Transition Strategy/Youth Transitions Service | Te Waiariki Purea Trust | Education providers, Health, Central Govt Agencies | MSD (Work and Income) | The service aims to ease the transition of young people from education to employment, alternative education or other training | Young People | Six monthly reporting on participant attendance, continuum of achievement and where young people move to following this programme (education, employment etc) | Current contract is to June 2010 |
| Youth Projects Trust | Youth Projects Trust | Community, Young People | Rotorua Trust, CYF | Funding/support for planning and delivery of programmes and events, by youth for youth, that promote participation, positive attitudes and healthy lifestyles | Young People | Young people submit an accountability report. Evaluation is based on numbers that attend and also the engagement of young people with the programme | Ongoing |



City Assist Programme

Keeping our visitors safe has been a real focus in Rotorua over the years. The City Assist programme is one of Rotorua's newer safety initiatives which aims to do just that - reduce crime and increase the satisfaction of visitors to Rotorua. Since 2007-2008, City Assist Ambassadors have been employed by the Rotorua District Council over the summer months, to act as the 'eyes and ears' for Council and Rotorua Police.

The programme was put in place for a number of reasons:

- The Regional Visitor Monitor (RVM) survey, which asks visitors about their expectations and their experience of Rotorua, indicated a downward trend in both the percentage of respondents expecting to find Rotorua to be a safe and secure place to visit and in the percentage of respondents rating their satisfaction of safety and security as 8 out of 10 or better
- As at March 2009, there was an upward trend in the percentage of RVM respondents expecting to find friendly/welcoming people during their Rotorua visit and a downward trend in the percentage of respondents rating their satisfaction of experiencing friendly/welcoming people as 8 out of 10 or better.
- We know that crime committed in the CBD makes up a significant proportion of all crime committed in the Rotorua Police Area.

City Assist staff patrol areas of the central city and surrounding reserves and welcome visitors at Rotorua's International Airport.

City Assist Ambassadors are highly visible and are available to answer queries from visitors and locals in Rotorua. They are good communicators and are well trained to provide information about the city; whether it's answering questions on local history or where to find a city map or giving directions to the nearest public toilet. In effect, they act as a mobile version of the Tourism Rotorua Travel Office.

In addition to providing assistance to residents and tourists, the City Assist Ambassadors are constantly on the look out for suspicious, troublesome or illegal behaviour, which they report to the Rotorua Police. They also keep an eye out for damage to Council property in the Central Business District, surrounding reserves and Rotorua Airport.

The project overlaps with two key focus areas of the Rotorua District Council's Crime Prevention Plan - safety in the CBD and surrounding reserves and keeping our visitors safe.

2009/10 is the third year that the City Assist programme has been operating. Over the years, the programme has been tweaked and improved, based on evaluation and feedback from staff and partners involved in the project.

The success of the City Assist programme is evaluated by monitoring:

- Police reported crime statistics
- Perceptions of safety and satisfaction as measured by the Regional Visitor Monitor survey
- Perceptions of safety via annual Rotorua District Perceptions of Safety Survey
- Qualitative feedback from project partners about their views of the project
- Qualitative feedback from the City Assist staff at the end of the project

Some examples of changes that have been made to the programme, as a result of evaluation, are outlined in criteria five.

> In February 2010, John Gray, a City Assist Ambassador, was instrumental in the quick apprehension of a young offender in the city. An elderly woman had her wallet stolen from the basket of her mobility scooter, while travelling near the central city. John witnessed this act and stopped to assist the elderly lady and call for Police help. Police were quickly on the scene and thanks to John's description and direction of travel of the offender; he was quickly apprehended and is now facing charges for the offence. Christine Stewart from the Intel Section of Rotorua Police said:

> "It is people like John who are willing to get involved that makes the Police's job a lot easier. Please pass on my thanks to John and the rest of the City Assist people that are doing a wonderful job for Rotorua."





Saying No to Family Violence -White Ribbon Day and Santa Parade

In recent years, Rotorua has received a good deal of negative publicity around family violence. Creating safe and violence-free families is a focus for Treasure Rotorua, and for many other agencies that operate in the District. Rotorua Safe Families and the Rotorua Family Violence Prevention Network, along with a host of other organisations, have been very active in promoting the violence-free message in Rotorua. Two recent examples are the support for White Ribbon Day and participation in Rotorua's Santa Parade.

A range of organisations in Rotorua join together annually, in a public awareness-raising project to support the White Ribbon Day Campaign, which is internationally recognised on 25th November.

The White Ribbon Day campaign is a day when those wishing to say no to family violence, especially male violence towards women and children, are invited to wear a white ribbon. The campaign aims to encourage men to speak out against violence towards women. In Rotorua, the day also enabled nongovernment and government agencies to connect with the community and to share information about their services.

The main target groups for the campaign are:

- men in the community
- all those in the community who want to stand up and say 'no' to male violence towards women and children
- · all whose lives may be impacted by family violence

Groups involved in the project in 2009 included Rotorua Safe Families, the Rotorua Family Violence Prevention Network, Police, Lakes District Health Board, Strengthening Families, MSD, RDC and a host of non-government agencies.

In 2009, the event was based in the central city and throughout the day, members of the public were treated to music and entertainment, guest speakers and a sausage sizzle. Representatives from a range of social service agencies were available all day to share information about their services. White ribbons were given away to members of the public to wear. The day also enabled staff



from the participating organisations to spend some time together networking, meeting new staff and keeping up to date with current service provisions.

The White Ribbon Day project also included a week-long promotional event run in conjunction with cafes in Rotorua. Cafés in the city were asked to display White Ribbon Day posters and use White Ribbon Day coasters that had been produced by Rotorua Safe Families. Café staff were asked to encourage customers to wear white ribbons to show their support for the campaign.

The event was widely promoted through a community newspaper, radio advertisements and also tied in with the national media campaign. In 2009, there was a strong turn out by the community and all of the feedback received was positive.

The 'say no to violence' message was further supported through the creation of a float for the annual Rotorua Santa Parade. Work Stream A of the Rotorua Safe Families group, which focuses on raising community awareness about family violence, entered a float in the 2008 and 2009 Santa Parades.

The aim of the project was to raise awareness of the needs of children ahead



CRITERIA 2 - CASE STUDIES

of the Christmas period when families may experience increased stress, and to promote positive messages about care of children and families within the context of the "it's not ok" message.

The creation of the 2009 float was a whole community project. Workshops were held in the community to involve as many people as possible in constructing artworks for the float. The artwork on the float included painted hoops and banners, paper butterflies and flax flowers. The flax plant represents family for Maori people. Great care is taken when harvesting flax for weaving so



the 'family' is not disturbed. Flax often grows with three leaves leaving a single base. The two large outer leaves are regarded as parents and the inner smaller leaf as the child. At the end of the parade, the flax flowers from the float were given out to members of the public.

The Children's Ward at Rotorua hospital helped out by creating art work for the float, which was gifted back to the Children's Ward following the Parade. Children in the ward were also invited to ride on the float on the day of the parade.

Castlecorp, a member of the Treasure Rotorua Steering Group, supported the project by providing a truck on which the float was built, a volunteer driver and several staff members to help decorate the float the night before the parade. Castlecorp also provided plants from the Rotorua District Council Nursery as part of the back drop for the float.

In 2009, the float won second prize of \$250 in the not for profit section of the Santa Parade. Following the event, a celebratory afternoon tea was held at Kuirau Park for all the volunteers and children who helped with the float preparations, or who were seated on the float for the duration of the parade.

These events are an excellent example of how a community can be involved with spreading messages about violence-free families. In Rotorua, the turnout to both the White Ribbon Day event and the Santa Parade was excellent and showed that there are plenty of people in our community who are prepared to stand up and say 'No' to family violence.



ROAD SAFETY

| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|------------------------------------|---|---------------------------|------------------------|---|---|---|--|
| Adult Restraints | ACC | RDC, Police, Drivewise | ACC | Aims to increase the front and rear seatbelt compliance rate in Rotorua through roadside checks and promotional activities | Adult drivers and passengers | Evaluation is based on injury statistics, also a count of the number of people stopped, rate of compliance and number of tickets issued | Ongoing to 2010 |
| Agewise Drivewise | Age Concern, Rotorua District Council | Older people | Age Concern, RDC | Refresher theory based driving courses for people over 65 years of age. Aimed at increasing knowledge of the road rules to improve safety for older drivers | Drivers over 65 years of age | Evaluation by participants and monitoring statistics of road crashes involving older people | Current funding is for six courses to run throughout 2010 |
| Alcohol campaign/ Drink Driving | Rotorua District Council | Police | NZTA, RDC | Holiday season campaign to urge locals not to drink and drive and to act responsibly when celebrating. A team of people accompanied by a Grim Reaper-like mascot, distribute information and chocolates throughout the CBD to support the campaign's message, 'Drink OR Drive, you decide'. They also ask the public to complete a quiz based on their knowledge of alcohol statistics with various prizes up for grabs | All drivers but particularly male drivers (highest at fault drivers) | Annual public survey that measures community awareness of campaigns | Ongoing |
| Back To School, Speed campaigns | Rotorua District Council | Police | nzta, rdc | Campaign to reduce mean speeds in Rotorua, to reduce crash severity and to improve the road safety of children within the Rotorua district particularly around schools. Yellow billboards are erected outside schools during periods when children go back to school and are supported by radio advertising. In 2009 started to focus on rural schools with presentations to schools | Drivers in Rotorua primarily urban aged between 15 and 24 years of age. | Annual public survey that measures community awareness of campaigns. This consistently comes back as the campaign people have highest awareness of - people remember the billboards | Ongoing |
| Caterpillar feet | Rotorua District Council | | NZTA, RDC | This programme is being piloted with preschoolers during 2010. Parents walk with their own children and then meet with other parents to encourage exercise and safety walking to pre-schools | Pre-school aged children | Monitor the numbers involved to evaluate success | Being piloted in 2010 and hoping for ongoing funding |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|-----------------------------------|-----------------------------|---|-------------------|---|--|---|--|
| Community Partners Meetings | Rotorua Police | Police Intel, Retailers, Corrections, CPNZ groups, Castlecorp, RDC, Justice, Not for Profit Sector | N/a | Weekly meetings to share relevant information detailing current crime trends and crime stats; highlight areas of interest for Police. Show pictures of wanted people and vehicles | Stakeholder organisations | Anecdotal evidence gathered through numbers of calls from partners who attend meetings, apprehension rates | Ongoing |
| Driver licensing | Te Waiariki Purea Trust | Maatua Whangai Marae, Police, RDC | NZTA, RDC | Courses to teach learners, restricted and full licensing requirements. Primarily assists people to get their learner license | Young People | The agency has processes of evaluation and review based on pass rates of people on the programme | Ongoing |
| Intersection campaigns | Rotorua District Council | Police | NZTA, RDC | Campaigns to promote intersection safety at Rotorua's most dangerous intersections and improve the driving behaviour of motorists at intersections, reducing the likelihood of crashes | All drivers | Public survey asks members of public: had they seen messages, did it have any impact on their behaviour? Reduction in numbers of crashes at intersections | Ongoing |
| Kidz'n'Carz | Rotorua District Council | Police, Tipu Ora, Plunket, ACC | NZTA, RDC, ACC | To increase the car seat compliance rate for children under 5 years in the Rotorua District. Checkpoints with police enforcement. ACC funds trained 'safe to go technicians' who are people trained to check a child restraint and determine if it is right for the child's age, size etc. They are also trained to fit child seats correctly. Also check expiry of child restraint. Advice is given to the parents about appropriate child restraints. Aim is to give out information to parents/caregivers. Enforcement only happens when child is totally unrestrained (i.e. no car seat). Child restraint workshops at antenatal classes/day care centres | Children/parents & caregivers | A report from coordinator at the end of the year to show how much improvement has been made. Measures compliance rate based on roadside checks | Current funding to 2010 |
| Kohanga Reo restraints project | ACC | | ACC | Aim of the project was to install appropriate child restraints in all Kohanga Reo vans in the Rotorua district, as well as to ensure that each Kohanga Reo had two trained Safe2Go technicians. This project was so successful that it was rolled out nationally and is now nationally funded by ACC (for all vans) provided that the Kohanga Reo trains two Safe2Go technicians | Maori children, parents and Kohanga Reo staff | Now being measured nationally. Measured as part of roadside checks – it is now very rare to have issues with Kohanga Reo vans | This was started in Rotorua and is now an ongoing national programme |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|--|--------------------------------------|--|--|---|---|--|
| Local Community Road Safety Funds | Drivewise, Rotorua District Council | Police, PHO, local community reps | NZTA, RDC | Funds to encourage and support community initiated road safety and sustainable transport projects | Community groups, road users | People who apply for funding have to provide an evaluation to show what has been achieved | Ongoing |
| Motorcycles | Rotorua District Council | ACC, Police | ACC, NZTA, RDC | Activities to raise awareness of toad safety issues relating to motorcycle use. Aim to reduce the increasing costs as a result of motorcycle crashes/accidents | Motorcyclists | Annual public survey that measures community awareness of campaigns. | Possibility for 2010 |
| "Nervous Nellie's" road safety workshops | Sport Bay of Plenty | | RDC | Workshops aim to increase number of cyclists on the road while ensuring they are as safe as possible and their behaviour is consistent with the law. Involves a series of free workshops that are ideal for beginner riders. Participants learn about road rules and sharing the road safely with other users and practise riding in a safe road environment | Beginner cyclists or people who haven't cycled for a while. Specifically people who are thinking about commuting. | Putting together a robust evaluation process - evaluate on the day and afterwards. Will do surveys with participants and then possibly phone afterwards | Has been in place for a few years and is ongoing |
| Rotary Youth Driver Awareness (RYDA) | RYDA | Brain Injury, Rotary, Police, | NZTA, RDC, Rotary, Kartsports Association | A one-day education programme delivering practical road safety information targeting young drivers and their passengers. Programme focuses on key practical issues that will have a direct improvement in driver safety and reduce deaths and injury on our roads | Young people 15- 16 years old | Monitor numbers of youth attending the programme. The first year the programme was held in New Zealand 650 young people participated, and the goal for the 2010 year is 8500 participants. The programme is currently held from North Cape to Rotorua but expanding rapidly | Ongoing |
| Ruben the Bear | Rotorua District Council | | NZTA, RDC | A road safety icon for children. Visits schools to give out road safety messages | Primary school aged children | Schools give feedback about whether the visit/programme was effective | Ongoing |
| Ruru campaign | Rotorua District Council | | NZTA, RDC | The campaign promotes a range of road safety messages using the graphic of an owl. Special consideration has been given to Maori and foreign drivers. Campaign billboards are in place on SH5 from Tirau to Rainbow Mountain | All drivers between Tirau and Rainbow Mountain | Public survey measures awareness of the campaign and if it had any impact on their behaviour Reduction in crashes on that section of road | Launched in December 2009, hoping that it will be ongoing, pending funding |
| Tykes on Trikes | Rotorua District Council | | RDC | An event for children to learn about safe bike riding in a fun environment, including a presentation from Ruben the Road Safety Bear | Children under 5 years of age | Measures of attendance numbers | Annual event to coincide with NZ Bike Wise month |



Intersection campaign

A mysterious bearded man in a dark suit sits on a chair alongside an intersection and spins the 'Risk It All Here' wheel of misfortune. What will it be? Minor crash, major crash, near miss or death?

Failure to give way at intersections is a serious road safety issue. Each year around 2,500 crashes occur at intersections on our roads because someone fails to stop or give way. In Rotorua there are on average 50-60 crashes per month with more than 50 per cent of these occurring at intersections.



The intersection campaign 'Spin, Don't Spin - It's Your Call' was set up by the Rotorua District Council's Road Safety Coordinator with funding from the Rotorua District Council and NZTA. The campaign aimed to improve the driving behaviour of motorists at intersections, reducing the likelihood of crashes.

In 2009, the campaign ran for the month of October to tie in with the national NZTA intersection advertising on television. Billboards were set up across the region and fliers were placed under car wiper blades and handed to members of the public. In addition to this, the wellrecognised 'Wheel of Misfortune' was

set up at various locations around the city. The wheel was accompanied by Rotorua's own grim wheel spinner and a road safety specialist. At each location, members of the public were encouraged to complete a road safety quiz with all correct answers going into a draw for a \$100 petrol voucher. Organisers also gave out pens and chocolates which promoted the website www.roadcodepractice.co.nz where people can test their road rules knowledge.

Road safety campaigns are evaluated annually to measure their impact on the community. The 2009 intersection campaign drew a large number of participants, both residents and visitors. Of the 648 questionnaires completed

by members of the public, approximately 5 to 10% of people answered all questions correctly without help. International visitors who were driving in NZ were invited to complete guiz also. Most overseas visitors knew the intersection rules very well, and in fact often knew more than the average New Zealander. Respondents who had recently passed their driving license answered questions very well, but knowledge seemed to drop off approximately one to two years after gaining a drivers license. The project team found that people of low socioeconomic groups needed more help with more of the questions, but no single group was exempt from requiring help.

Some key results from the questionnaire were:

- 66% remember seeing road safety billboards
- 84% recall seeing/hearing Intersection messages through other media
- 70% say that the Intersection messages have changed their driving behaviour. When asked how, these were some of the responses:
 - More aware of right hand rule
 - Makes me think more
 - More cautious
 - Think twice
 - More patient
 - More aware of need for precaution
 - Makes me pay attention to road rules and other vehicles
 - Watch my speed/keeping to speed limit
 - Reinforces my thinking that intersections are dangerous
 - More aware of other vehicles

The campaign is currently in its second year with a view to build upon it each year to breed familiarity within the community. The campaign billboards have now been erected throughout the Bay of Plenty, which helps to give consistent messages to people traveling through region.

Road traffic crashes account for a large part of Rotorua's injury burden. It is hoped that a continued high level of community participation in these campaigns will result in road safety messages getting through to drivers. Ultimately, success will be measured through a reduction in the number of crashes at intersections in Rotorua.



Ruru Road Safety Education Campaign

The native owl is regarded by Maori as a spiritual kaitiaki (guardian) whose job is to warn, protect and advise. Ruru the morepork (New Zealand's native owl) has become Rotorua's road safety ambassador and was chosen to front the Ruru Road Safety Education Campaign because owls are traditionally perceived as wise creatures.

The "Ruru" campaign aims to reduce the number of crashes on State Highway 5 between Tirau and Rainbow Mountain (south of Rotorua). This section of road has traditionally had a high crash rate. The campaign was developed by a team of experts from Environment Waikato, Environment Bay of Plenty, Police, NZTA, OPUS and ACC. The project is part of an inter-regional education campaign - National Safety Corridor.

A series of billboards has been erected with easy-to-understand messages such as 'wise drivers belt up', 'slow down in the wet' and 'speed kills'. Special consideration has been given to Maori and foreign drivers when designing the billboards. Ruru has been advertised through cafes and information centres on this section of road and also through newspaper editorials and advertising.



Ruru ads have also been included in several Rotorua high school diaries The Story of to target youth. The team also produced postcards, posters and hosted a colouring-in competition to promote Ruru's road safety messages.

The campaign will be evaluated by measuring community awareness of Ruru's messages through an annual survey and by monitoring the crash rate on this National Safety Corridor route.

The Ruru campaign was launched in December 2009 and there are plans to expand the Ruru campaign over the next year. An older, wiser



version of the owl has been produced to support 'AgeWise DriveWise', a series of refresher theory-based driving courses for older people run by Age Concern in 2010. In winter, new billboards will be erected to remind people to drive to the conditions.



INJURY PREVENTION

| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|----------------------------------|--|-----------|---|---|---|---|
| ACC RiverSafe Programme and ACC RiverSafe Providers | ACC | Water Safety NZ, schools and outdoor education providers | ACC | The programme primarily targets school aged children and has been specifically developed for use with levels of the Health and Physical Education Curriculum. The aim is to provide education, training and development, and to actively promote water safety awareness in and around our rivers. When students are involved in any river-based activity, those leading and supervising the activity need a high level of expertise. ACC RiverSafe providers have undergone training in the RiverSafe activities and demonstrated that they have the expertise to conduct RiverSafe activities with school students | Young People | Measurements are output based | Ongoing |
| ACC Workplace Safety Seminars | ACC | RDC, various businesses | ACC | The seminars consist of presentations and workshops on workplace safety issues | Businesses, OSH, HR staff across a variety of industries | Attendees fill in an evaluation form and an e-form is also sent to big businesses to complete | Ongoing – seminars are held every 4-6 months. |
| Alcohol and Drug Counselling Service | Te Utuhina Manaakitanga Trust | Lakes DHB, Te Kahui Hauora Trust, Dept of Corrections | Lakes DHB | Early intervention, education, support and advocacy for people affected by addiction & substance abuse and their families. The primary aim of the Trust is to reduce the harm caused by alcohol and drugs, in a manner which reflects Maori aspirations and values, while recognising both Maori and non-Maori in the delivery of services. Includes a 15-bed kaupapa Maori Residential unit for the Midland Region | Anyone affected by addiction and substance abuse (Maori and non- Maori) | Evaluated on basis of numbers of people in the Alcohol and Other Drugs (AOD) programme - this is the end result. Attendance rates and verbal reporting | The Trust has provided AOD Counselling for the past 22 years and is ongoing |
| BUS (Balanced, Upright and Safe) | Sport Bay of Plenty | Community GPs of elderly | ACC | Programme for older people focused on improving strength and balance as a means of preventing falls and maintaining independence for longer. Can involve stepping exercises, exercise with Swiss balls, sitting exercises | People aged 55+ | A screening questionnaire is completed on arrival as well as a strength and balance test. The strength and balance test is done every 6 months, so the individual can see where or if the class has improved their strength/balance | Ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|----------------------------|--|--------------------------------------|--|--------------------------|---|--|
| Cable logging: breaking out | ACC | DoL, PF Olsen, Rayonier, consultant Dr Hillary Bennett, NZ Forest Owners Association, FITEC, Future Forest Research Forestry Industry Contractors Ass | ACC, DoL | The objective of the project is to determine to what extent the 12 safety culture elements identified in the first safety culture project are present in breaking-out operations. This will provide a baseline measurement of where breaking-out crews sit, and what interventions are needed to assist them to move to where crews have indicated they need to be to prevent injuries | Forestry contractors | The success of the project will be evaluated by looking at where crews sit in relation to the 12 safety culture elements at the start of the project and then, once all the interventions are complete, to measure their placement again, to see what progress has been made | Ongoing |
| Dads 'n' Lads Training Series | Sport Bay of Plenty | RDC, Health Rotorua PHO | Health Rotorua PHO | A 10-week programme activity and information series. Focuses on getting dads more active with their sons | Young and Adult Males | The first Dads 'n' Lads saw participants surveyed at the start and finish of the series. The feedback shows the degree of change, at work and at home, as well as in physical activity | Continuing in 2009/10 as part of the Summer activate series |
| E Kare | Te Waiariki Purea Trust | CYF | CYF | Community Project work, education courses, recreation activities for young people | Young People | Six monthly reporting on participant attendance, continuum of achievement and where young people move to following this programme (education, employment etc) | Ongoing - depends on referrals received from CYF |
| Fire and Rescue Services Industry Training Organisation (FRSITO), Excellence in training award for volunteer rural fire forces | FRSITO | Lake Okareka Rural Fire Force | Castlecorp (Rural Fire branch) | The Lake Okareka team services the Lake Okareka population of around 500 and won this award in 2009. RDC provides funding for equipment and maintenance, training and NZQA qualifications | Rural Fire teams | The award is based on the training being undertaken, through FRSITO Structured Training Programmes, within the rural fire force toward qualifications registered on the NZQA National Qualifications Framework. We see an ongoing commitment to further training from those fire forces who have received the award | Ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|---|---------------------------------|--------------------|---|---|--|--|
| Fire Awareness and Intervention Programme | NZ Fire Service | | NZ Fire Service | This programme caters for all children and young people with fire lighting tendencies aged under 18 years old. The aim of the programme is to teach young people a greater respect for fire and its potential consequences. Referrals are made directly to the programme coordinator (Tauranga based) | Young people (under 18 years of age) | Measured by numbers of recidivists. Also by numbers of fires, fire deaths and fire related injuries. Community fire safety knowledge is measured annually via a monitor survey | Ongoing |
| Lakes DHB Suicide Prevention Co- ordinator | Lakes DHB | | МоН | The role is focussed on leading and facilitating cross- agency collaboration to implement the NZ Suicide Prevention Strategy and Action Plan and district level | Various agencies in Rotorua | The programme is being externally evaluated by MoH | The project will be completed November 2010 however implementation will continue into the future |
| Learn to swim | Rotorua District Council Aquatic Centre | | RDC | Lessons to teach the basics of swimming e.g. putting head under water | Everyone but specifically young children | Participant surveys twice per year, term appraisals, and measures of numbers of visits to the programme | Ongoing |
| Log Transport Safety Council Commercial Vehicle H&S | ACC | Log transport safety Council | ACC | ACC Road/transport programme manager works with the Commercial Vehicle Industry in developing and implementing H&S programmes and initiatives. The Log transport safety Council meetings are held in Rotorua every 6 weeks and concentrate on the H&S requirements of the Logtruck industry. One project was the 'Fit for the Road' programme. This programme involved 47 logtruck drivers having health checks, exercising and learning about health and nutrition over a year long programme — and being assessed by health check again at the end. The objectives were: to assess the viability of such programmes for the transport industry — to measure the outcomes. To educate the industry on the findings and, hopefully, encourage transport businesses to set up their own programmes | Log truck drivers | Evaluation was by health check findings, personal interviews, and Body Mass Index changes. Also attendance/involvement rates throughout the programme were monitored | Ran Oct 2008 – Oct 2009. ACC is developing a guideline to setting up a Fit for the Road programme – to assist businesses in getting started with their own programme |
| Modified Tai Chi | ACC | Tai Chi NZ | ACC | Modified Tai Chi is a style of Tai Chi developed for older people that focuses on preventing falls by improving lower limb strength and balance | People aged 65 years or older (55 years or older if Maori or Pacific) | Claims data from ACC – reduction in injuries due to falls | Ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|--|---|---------------------------------|--|--|--|--|
| Parents as First Teachers | МоЕ | | МоЕ | The aim of the Parents as First Teachers programme is to assist and encourage parents to participate more effectively in their children's early development and learning. Through participation in the programme families gain a better understanding of how their child grows and develops, and learn skills to encourage this development. Parents gain confidence in their parenting abilities and receive the support and professional assistance they need to ensure their child's safety, well being and development | Parents with children under 3 years | A full evaluation of the programme was done in 2002. The report presents the findings of an analysis of a Family Exit Survey completed by 400 families. The overall conclusion of the report is that participation in PAFT benefits families | Ongoing |
| PoolSafe Scheme | ACC | Water Safety NZ, Aquatic Centre, Polynesian Spa | ACC | The ACC PoolSafe Quality Management Scheme is an independent assessment of a pool's management and operation in accordance with these industry standards. The aim is to increase the professionalism of pool operation and management. The Rotorua Aquatic Centre and Polynesian Spa are accredited PoolSafe pools in the Rotorua District | All ages | A pool safe assessor assesses eligibility and pools that pass gain a two year accreditation. The scheme also includes random checks by a pool safe assessor to check that practices have been put in place. Monitoring injury numbers | Ongoing |
| Primary health Care Services | Te Whare Hauora o Ngongotaha | МоН | | De-stigmatisation programme (Mental Health) and public health promotion, wrapped around local GP clinic. Also provide day programmes for the elderly (60+) with presentations, flax weaving and art programmes | People of all ages (Maori and Non- Maori) | Evaluation forms are completed by clients | Ongoing |
| Rangitahi Lifeguard Award | Rotorua Aquatic Centre and Recreation Rotorua | | RDC, schools, individuals | The award aims to develop the skills and knowledge for the youth of Rotorua District to enable them to perform effectively as a lifeguard. Programme is about 20 hours of training. | Maori Youth | No evaluation measures currently in place as the Aquatic Centre has not had anyone through the programme for a while | Started in around 2004 (formally in 2007). No one doing this currently, but they are trying to find applicants for 2010 |
| Recreation Rotorua (get active, stay active) | Rotorua District Council | Lakes DHB, Sport BOP | RDC | A resource with information about aqua jogging, aerobics and land based exercise. Includes safety components. Encouraging Active Lifestyles. Booklet goes out every quarter about activities that are happening | Everyone in Rotorua and visitors | Statistics are collected about how many people are coming through aquatic centre and using programmes | Ongoing - is constantly updated |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|---|-------------------------------------|---|--------------------------------------|--|--|---|---|
| Rotorua Rest Home Games | Sport Bay of Plenty | n/a | n/a | Rest homes combine for a day of activities for residents | Older people who are in residential care | Feedback from participants and staff about number attending and which activities were most popular | Ongoing |
| Rotovegas Youth Health Service | Youth Centre Trust | | Lakes DHB | Health service for young people including GP, counsellor for people with mild-medium psychological issues, youth advocate and nurse | Young people (15-24 years) | Measures of the usage of the clinic and where the highest needs are | Ongoing |
| Rural Fire Research | Scion | | Castlecorp (Rural Fire branch) | The research programme is aimed at increasing knowledge of fuels and fire behaviour, with a strong focus on the development and improvement of the NZ Fire Danger Rating System. Its scope covers rural land and the rural/urban interface. Other research areas cover the social aspects of fire management, such as community recovery, communication mechanisms and research into improving fire fighter productivity. In Rotorua specifically, there is research going on around fire fighter safety | People working in fire prevention and management | Measured through responses to a stakeholder survey. During a recent Fire and Rescue Services Industry Training Organisationreview of the programme it received their top ranking | Ongoing |
| Safety Culture in Forestry | ACC | DoL, PF Olsen, independent contractors | ACC, DoL | A programme to get forestry contractors to come up with a safety culture approach to safety in forestry operations | Forestry contractors | The success of the project was measured through: The quality and usefulness of the resources produced, commitment to undertake a project and make a difference in their own workplaces – 80% achieved, Entry of the project into the SAFEGUARD Awards and ongoing rollout of the project through two initiatives (Breaking-out and Rate-me) | The project started in July 2008 and ran over a 12 month period. Some aspects have been continued through other projects such as Cable logging: breaking out |
| Short Course Certificate in Fire Safety | Waiariki Institute of Technology | External accredited tutor. Custom built fire unit is used for the practical units | Individuals | This short course certificate covers fire safety knowledge required by employees or supervisors in vocation industries. Graduates will be able to: understand basic principles of the chemistry and physics of fire; identify fire classes and suppression techniques; suppress fires with hand extinguishers and fixed-hosed reels; manage and carry out workplace evacuation requirements and carry out fire and emergency warden duties | Industry; students; fire prevention and management | Assessments based on course material. Unit standards assessed are: 18408 Fire ward and staff management, 4647 fire Science, 3271 fire hose and extinguisher use | Course provided on demand |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|---|---|--|--|---|---|---|
| St John - Caring Caller | St John | Volunteers | Public donations but run by volunteers. | St John Caring Caller is a free long-term friendship service that offers those who are housebound, or live on their own, the opportunity to stay in daily contact by phone with someone who cares about them. Can remind them to take medicines etc. If no response an alert is put out and someone will always go to check | Older people in the community | Success is measured by how long people stay with callers, numbers of people signed up. Demand is growing for this service and it is being expanded | Ongoing |
| 'Sunflower Month' – Celebrating Senior Independence. 'Staying Safe At Home' Meetings. | St John | Ranolf Medical Centre, Korowai Aroha Health Centre, NZ Fire, NZ Police, ACC, Age Concern | St John | An event to provide advice and share information with senior members of the community who are living independently. Objective is to give access to services and information that will enhance their independent living and help them remain in their homes for as long as possible, reduce admission to residential care, reduce admission to hospital, and reduce unnecessary visits to GP. | People over the age of 65 and living independently within the community. Must be a registered patient of the participating Medical Centre | All participating Clinics are provided with an evaluation form. Any participating patients that give permission are phoned for verbal feedback | 2010 is the second year these meetings have been held in Rotorua and it will be an annual event to be held in March |
| Swim for Life | Water Safety NZ | Rotorua Aquatic Centre | Water Safety NZ | Swimming lessons for children. Goal is that all NZ children should be able to swim 200m confidently and competently by age 12. This goal is built into swimming lessons | School-aged children | Evaluated through competencies achieved. Instructor identifies if children have met competencies. 8000 have completed programme already (about 1/3 of children in Rotorua) | Ongoing |
| Swim Station Scholarship Programme | Aquatic Centre Rotorua District Council | 8 businesses - Permapine, Golds Health & Fitness, Carpet One, Kaitiaki Adventures, Ash Mansel Motors, Rotorua Citizens Club, Tamaki Heritage Adventures and Westend New World | RDC and Permapine, Golds Health & Fitness, Carpet One, Kaitiaki Adventures, Ash Mansel Motors, Rotorua Citizens Club, Tamaki Heritage Adventures and Westend New World | The programme subsidises the swim station lessons for families who make written application | Children and families | Programme is evaluated by simply talking to the clients | Ongoing |
| Te Kotahitanga | NZ Fire Service | | NZ Fire Service | A fire safety project that aims to cut the high number of house fires and fire-related fatalities, including installing free smoke alarms in homes. Some elements of this programme have been delivered in Rotorua | Everyone | Measured by percentage of homes in the community that have installed smoke alarms. Also by numbers of fires, fire deaths and fire related injuries. Community fire safety knowledge is measured annually via a monitor survey | Ongoing |



| Programme | Lead Organisation | Others involved | Funder(s) | Programme Description/Objectives | Primary Target Group | Evaluation measures | Future direction |
|--|---|---|----------------------------------|---|--|---|--|
| Unison Lake Safety Programme | Aquatic Centre Rotorua District Council | Unison - the powerlines people; Swimstation | Unison | A programme to equip children in the local community with the key elements of aquatic awareness and lake safety, ensuring that they have adequate lake safety survival skills, whilst having fun in and around the lakes of Rotorua. This programme is a first for NZ and rolling out nationally. Target is that 90% of all children in Rotorua will have completed the programme before they leave high school. On track to meet this - aim to achieve by 2011/12 | School-aged children | Appraisal forms are delivered to the schools that have completed the programme and 4 – 6 teachers will fill out the appraisal on how they felt the programme meet student's needs | Ongoing |
| Vitamin D Supplements | ACC | Resthomes | ACC | A programme to provide older people with Vitamin D supplements, which helps enhance your muscle strength and bone density, and reduce risk of falling | People living in residential care facilities | The Vitamin D programme is being measured by uptake- how many people are actually on Vitamin D | Began in 2009 and is going |
| Water Safety Awareness Week | Water Safety NZ | Rotorua Aquatic Centre; SwimStation | RDC | 850 swimstation clients participated in Water Safety Awareness Week during 2009. The week involved normal weekly lessons and water safety drills, as well as education including life jacket and deep water work. Safety information was included on the aquatic centre website, through newsletters, and at aquatic centre | Young people | Measured through numbers enrolled and uptake in the community | An annual event, ongoing |
| Whakawhanaungatanga - Suicide Prevention Initiaitive | Lakes DHB | Mental Health Services and Maori Health/ Mental Health Services | МоН | A New Zealand service improvement project, and part of the New Zealand Suicide Prevention Strategy 2006-2016. It is designed to improve the crisis care in Emergency Departments, Mental Health and Maori Health/Mental Health services of people that present to services at risk of suicide or self harm. The key objective is to reduce the rate of suicides and suicide attempts by: improving the care of people presenting to the Emergency Department with self-harm or suicidality, increasing collaboration between Emergency Departments, Mental Health Services and Maori Health/Mental Health Services, including consumer and family representatives, sharing an improvement methodology that can be used for other services | People who present to ED who are at risk of suicide | There are four targets to be met and data is being collected to measure progress against these. The targets are based on access to care, assessment, discharge and ED presentations | The project finishes in 2010. Through this project we have put processes/ procedures in place that will continue when the project finishes |
| Women's Activator Training Series | Sport Bay of Plenty | RDC | Events and Venues (RDC) | A 10-week programme of physical activity and information sessions in a supportive, encouraging and safe environment. Water confidence and safe biking skills included | Women (aged 12 and older) | Success measured using a baseline survey of all participants and after programme will do an end evaluation and look at changes that have been made | Run once a year for the 10 weeks ongoing |



Unison Lake Safety Programme

The 14 lakes in the Rotorua region are jewels in the District's recreational crown – places to be enjoyed – but also respected. Statistics tell us that seven people drowned in Rotorua between 2001 and 2005. Teaching our children safety in and around water is an essential part of keeping them safe and future-proofing against drowning.

The Unison Lake Safety Programme aims to equip children in the local community with the key elements of aquatic awareness and lake safety, ensuring that they have adequate lake safety survival skills, whilst having fun in and around the lakes of Rotorua.

The Lake Safety Programme has been run by the Rotorua District Council Aguatic Centre for five years and is funded by Unison – The Powerlines People. The programme is aimed at school-aged children and the target is that 90% of all children in Rotorua will have completed the programme before they leave high school. The Rotorua Aquatic Centre is aiming to achieve this target by 2011/12 and is currently on track to meet this.

The programme includes the following modules:

- Life Jackets how to put on a life jacket, safety jumps into deep water, taking life jacket off and putting it on whilst in the water, forming the huddle and learning the HELP position.
- Swimming Skills and Cold Water Survival Skills basic swimming skills in the water including freestyle, backstroke and floating, and learning how to keep warm in a cold environment.
- Non-Contact and Contact Rescues teach numerous ways of rescuing people in danger with and without aids, preparing them for real situations and ensuring their own safety first.
- Exit and Entries learning when to use various entries into the water.
- Kayaks and Capsised Boats teaching children the safety procedures in the event of a capsised boat, swimming to the capsised boat and holding on to the side, submerging and breathing underneath the craft, how to enter and exit a kayak safely, paddling backwards and forwards, emergency stops.

The programme is evaluated using appraisal forms that are delivered to the

schools that have completed the programme. A sample of responses from schools is shown below.

"The Unison Lake Safety Programme fulfilled all our children's needs to learn Aquatic Awareness. We found that the content and



presentation of the programme was excellent and far exceeded anything that we could have provided in the School based setting, with Teachers instructing. Congratulations on delivering an excellent programme."

"All the children thoroughly enjoyed the programme, the instructors were extremely patient, receptive and very caring towards our children. We will definitely recommend this programme to other Schools. Well Done!"

The Unison Lake Safety Programme won an award at the inaugural Water Safety Awards held at Te Papa in Wellington in November 2009. By winning the education category, the Unison Lake Safety Programme was recognised nationally by the water recreation sector. Water safety New Zealand General Manager Matt Claridge said the programme is an excellent example of local solutions for local people. He said community support, professional management and highly skilled trainers all contribute to its success. The award included a \$5,000 cash prize to spend on water safety-related professional development. The programme is also endorsed by the New Zealand Recreation Association.

This programme is a first for NZ and is rolling out nationally. The Rotorua Aquatic Centre is now looking to build on the success of this programme by developing a new water safety initiative around boat safety.

When congratulating the Aquatic Centre on its achievement, Rotorua District Council's Community Services Director, Charles Roberts, said

"The Unison Lake Safety Programme was ahead of its time and is fundamental to our contribution to ensuring Rotorua's young people develop safe attitudes and habits, and the necessary skills to safely enjoy the lakes and streams that make Rotorua such a great place to live."



Safety Culture in Forestry

Forestry is an important part of Rotorua's identity - forming a major part in the local economy. Significant numbers of Rotorua locals are employed in the forestry sector and these people form a major pool of expertise to be treasured.

In recent years there have been huge improvements in forestry safety practices. The Safety Culture in Forestry project came out of a concern that reduction of injuries in forestry had levelled out and a new approach was needed to continue to see a decline in injuries.

Safety Culture in Forestry is a collaborative project and is overseen by a governance board made up of representatives from the Department of Labour, ACC, PF Olsen and Consultant Dr Hillary Bennett.

The project team approached individual forestry contractors to inform them about the project and the benefits it would have for them, including adding value to their business and helping to prevent injuries. Those that showed an immediate interest were invited to participate. In Rotorua, ten contractors and their crew members were involved in the project. There were also 11 contractors and crew members involved in Nelson.

The objective of the project was to get forestry contractors to come up with a "safety culture" approach to safety in forestry operations. Each contractor was asked to undertake one safety culture project of their choosing, and implement the project under the guidance of Dr Hillary Bennett. Most contractors undertook a safety enhancement project and about 80% of participants saw the project through to its conclusion.

The project involved four structured workshops over 12 months:

- Workshop one introduction where are we currently placed safety culture wise?
- Workshop two recognising our problems, how will we get from where we are to where we want to be?
- Workshop three reporting back to the group on progress made so far
- Workshop four coaching for leading a safety culture in the workplace



Included in the workshops were presentations from business leaders who were doing an exceptional job of managing safety. These were two inspirational speakers - Mavis Mullin (shearing) and Paul Hemburrow (aluminium smelting) - who showed the forestry contractors how you could manage safety in your workplace, despite not being in control of the environment in which you worked, and the despite the lack of a skilled workforce.

In addition to undertaking a project, the contractors also came up with 12 elements that had to be present if a forestry operation was to be safe. The 12 elements were identified as:

- 1. Management's leadership commitment for safety
- Safety systems
- Communications
- Resources



- Continuous learning.
- Training and competency
- Risk taking
- Worker involvement
- Accident investigation
- 10. Work pressure
- 11. Recognise success
- 12. Relationships

Contractors had identified that they only did three of these elements well: training, resources and safety systems. The interesting thing from this analysis was that if attention was focused on the other nine elements, identified as the cause of many accidents, there could be a significant reduction in injuries.

The success of the project was measured through:

- The quality and usefulness of the resources produced (measured against similar resources in the wider market).
- Commitment of contractors to undertake a project and make a difference in their own workplaces – which 80% achieved.
- Entry of the project into the SAFEGUARD Awards to measure initiatives against safety projects aroundNew Zealand. The project had three finalists and one winner at these awards.
- Ongoing rollout of the project through two initiatives (Breaking-out and Rate-me).

DoL and ACC funded this project as a pilot and forestry contractors put in time and expertise. The project started in July 2008 and ran over a 12 month period. It was a fixed term project but was designed in such a way that the findings of the work could then flow on, into a second project – Cable Logging: Breaking-out. PF Olsen are also attempting a roll out of the 12 safety culture elements in a project of their own called Rate-me.

Cable Logging: Breaking-out

Cable Logging: Breaking-out followed on from the safety culture project. Breaking-out crew members are forestry workers who direct machine operators to trees or logs, and then attach them so that they are ready for extraction to a processing area.

The project is a collaboration between DoL, ACC, PF Olsen, Rayonier and consultant Dr Hillary Bennett. The project is supported by the NZ Forest Owners Association, FITEC (the industry training provider), Future Forest Research (FFR) who are doing contracted research work, and the Forestry Industry Contractors Association (FICA). Participating contractors and forest owners are taking part in Rotorua, Napier, Gisborne, Nelson and Greymouth.

The objective of the project is to determine to what extent the 12 safety culture elements, identified in the first safety culture project, are present in breaking-out operations. This will provide a baseline measurement of where breaking-out crews sit, and what interventions are needed to assist them to move to where they need to be, to prevent injuries.





There are a number of strands to the project, which in effect, is trying to roll out the 12 safety culture elements identified in the safety culture project:

- 1. Facilitated workshop: aims to get feedback from breaking-out crews about what a breaker-out or head breaker-out has to do to stay safe.
- 2. Future Forest Research work: this will involve equipping a breakingout crew member with body cameras, a microphone, a heart rate monitor, and a GPS tracking system to monitor what they do during the day and how hard they are working.
- 3. Technical expert assessments: these will be completed by a qualified technician and are designed to measure compliance with best practice guidelines.
- 4. Safety culture assessments: an assessment tool is being developed that will assess the extent to which the safety culture elements are present in forestry crews.
- 5. Noise assessments: these will be undertaken by a researcher from Auckland University and are designed to see how well breaking-out crews manage difficult hazards like noise.

The main target for this project is cable-logging operations in the forest but once this project is finished the intention is to repeat the effort with tree falling crews and skid site crews.

The success of the project will be evaluated by looking at where crews sit in relation to the 12 safety culture elements at the start of the project and then, once all the interventions are complete, to measure their placement again, to see what progress has been made. The programme started in July 2009 and will continue on until June 2011.

A number of resources will be produced during the life of the project and distributed within the forestry industry.

In effect this programme is about change management. Change, if not well managed, leads to injuries. The project is attempting to change the safety culture of participating cable logging contractors but we are also trying to help them manage change better.



CRITERIA 3

Programmes
that target
high-risk groups
and environments,
and programmes
that promote
safety for
vulnerable
groups

High Risk Groups and Environments

As mentioned in criteria two, an in-depth analysis of injury data, as well as a process of community consultation, has enabled us to identify key priority areas for safety in Rotorua. The priority areas were chosen because they contribute heavily to Rotorua's injury burden and are seen by members of the community as important issues to focus on. The diagram here illustrates Rotorua's safety priorities.

REDUCTION OF ALCOHOL-RELATED HARM $\mathbf{\Psi}$ **VIOLENCE AND CRIME ROAD SAFETY INJURY PREVENTION** Violence-free families Reduction of road casualties · Safe homes and fewer falls caused by Suicide prevention Fewer burglaries Speed · Safe and violence-free Safe workplaces public spaces Lack of restraints · Leisure and recreational

safety

| OVER REPRESENTED GROUPS | | | | |
|-------------------------|--------------------------------------|---------|----------|--|
| Youth | Maori (low socio-economic) | Elderly | Visitors | |

• Drink Driving

Within the priority safety areas of violence and crime, road safety and injury prevention, there are a number of high-risk and vulnerable groups. High-risk groups are those that are over-represented in our crime and injury statistics and include youth, low socio-economic Maori, elderly and visitors.

The project Steering Group recognised early the importance of engaging with our most at-risk populations. In the initial stages of the project, community consultation was undertaken with Rotorua residents to gain feedback on priority safety areas for Rotorua.

In total, seven community meetings were held, including two specifically for Maori and a workshop with youth as part of an 'E OHO' programme training weekend. Older people also contributed feedback at the community meetings, and have been involved with the project through the Rotorua Support for the Elderly Forum. At the forum, members are asked for feedback on new safety

initiatives planned for Rotorua's elderly. Visitor's thoughts on safety in Rotorua are gauged through the quarterly Visitor Monitor Survey, where a sample of visitors to the District is asked about their expectations and experiences of safety and security.

The Treasure Rotorua Steering Group acknowledges that it is important to not just identify our at-risk populations, but to actively include these groups as much as possible - to get their input and thoughts about safety in the Rotorua community.

Many agencies in Rotorua are working with and for these groups of people to provide sustainable and effective safety programmes. By the end of 2010, Treasure Rotorua plans to establish working protocols with the major safety work streams in the District. The protocols will demonstrate that Treasure Rotorua is committed to supporting and promoting organisations and programmes that cater for high-risk populations in Rotorua.

Some high-risk environments that have been identified in Rotorua are:

- Workplaces over a third of ACC entitlement claims are for workplace injuries
- Homes a third of all injuries occur in the home. In Rotorua, falls and family violence have been identified as priority areas
- Public spaces where many violent and alcohol-related offences occur.
- Roads 18% of Rotorua's injury fatalities occur on our roads

Programmes that target our high-risk groups and environments have been included in the tables under criteria two. In this section, we have chosen to highlight a number of case studies, which demonstrate how high-risk groups and environments are targeted for safety initiatives in Rotorua. The section also includes a snapshot of the data that illustrates why these areas are considered high risk. This section covers:

- Alcohol-related harm
- · Crime and violence
- Workplace safety
- Suicide
- Youth and Maori
- Elderly
- Visitors

Road safety initiatives have been included in the tables and case studies under criteria two.

Reducing Alcohol-Related Harm

It has been estimated that alcohol-related harm costs somewhere between \$1 billion and \$4 billion a year in New Zealand. Alcohol plays a part in self-harm and suicide, falls, drowning incidents, workplace injuries and family and other violence and is responsible for around 35% of emergency department hospital admissions. Alcohol was a contributing factor in 23% of urban crashes and 14% of rural crashes in Rotorua between 2005 and 2007. Up to 78% of violence in public spaces is thought to involve alcohol.



Curbing Alcohol Related Violence (CARV)

Alcohol-related crime – particularly violence – has been an area of concern across the New Zealand in recent years. Rotorua was fortunate to be one of only three areas in the country chosen by the Ministry of Justice to pilot Project CARV (Curbing Alcohol Related Violence). Project CARV had one simple aim: to reduce alcohol-related violence.

Rotorua was selected to be part of Project CARV on the basis that it was an area with moderate to high rates of alcohol-related violence, that it was not a large metropolitan centre, but was a centre with its own set of unique features in which a project could act as a potential demonstration for future projects in other communities. Rotorua was also chosen because it already had a strengthening ethos of collaboration.

Hastings/Napier and Queenstown Lakes were the other communities selected to be part of this demonstration project.

The project was funded by the Crime Prevention Unit (Ministry of Justice) for a period of two years and commenced in the Rotorua District in February 2007.

Project CARV involved a strong focus on interagency collaboration to address community needs. A cross-organisational Steering Group was formed to oversee the project with representatives from Crime Prevention Unit (Ministry of Justice), Rotorua District Council, Rotorua Police, Lakes DHB and local lwi. Other key partners throughout the implementation of the project included

Toi te Ora Public Health, local licensed premises and HANZ (Hospitality Association New Zealand).

A needs analysis was undertaken as a first step to establish the scope and nature of alcohol-related violence locally. Areas of concern in Rotorua were identified as high levels of drink driving, family violence, public disorder and violence and issues surrounding you people and alcohol. An action plan was developed on the basis of this research.

The objectives of Project CARV were:

- 1. To reduce the rate of alcohol-related family violence in the Rotorua District, by 31st December 2008
- 2. To reduce the rate of public violence and disorder in the Rotorua CBD on Thursday-Sunday, by 31st December 2008
- 3. To reduce the levels of recorded violence offences committed by people under the age of 18 where alcohol is a factor in the Rotorua District, by 31st December 2008
- 4. To improve the awareness of personal responsibility around alcohol in the Rotorua District, by 31st December 2008

The success of the programme overall was measured through crime statistics and perceptions of safety survey results. The process undertaken in implementing the project was also evaluated, to gain understanding of the essentially elements and challenges of successful project collaboration between a range of organisations.



A number of actions developed by the Rotorua District Council as part of Project CARV were highly successful in Rotorua and were adopted and continued by local partner organisations and community groups. Some of the actions that received positive qualitative feedback and made an impact with communities are detailed below. A major contributor to the success of these actions was the fact that they were identified and implemented in collaboration with, and owned by, local community groups and organisations.

The "Look After Your Locals" sessions were held at four suburban licensed premises in the district. The sessions included a presentation that addressed issues such as excessive intoxication, domestic violence and drink driving. The workshops have since been included in the Toi Te Ora – Public Health service plan for implementation. The project has also been adopted by other districts for implementation in their own communities.

A resource for parents "Challenging Attitudes – Parenting Tools for the Teenage Years" was produced with the aid of the Youth Access to Alcohol group and other partner organisations, providing information on young people and the law, school, employment, drugs and alcohol. A DVD version of the resource was also produced and distributed to parents. The booklet and DVD are now housed with Toi Te Ora – Public Health for distribution.

A newsletter "SoLA Clips" was produced as part of this project to encourage communication between licensed premises and enforcement agencies. The newsletter includes information on the Sale of Liquor Act, local issues and statistics. The production of the newsletter has now been taken over by Toi Te Ora – Public Health.

One of the most successful outcomes from Project CARV was the establishment of a CBD Alcohol Accord, which ensures that licensed premises in the CBD area collaboratively approach local alcohol-related violence issues. The CBD Alcohol Accord Group meets regularly to discuss local issues including Crime Prevention through Environmental Design (CPTED), transportation, community events and submissions to the liquor policy review. The meetings are chaired by the Regional Manager of HANZ, with ongoing support from liquor enforcement organisations and CBD licensees.



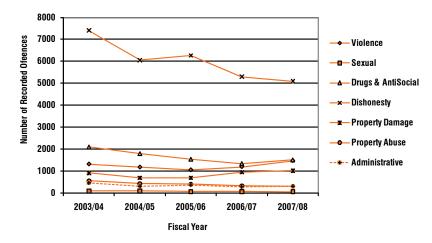
Following conclusion of the project, Rotorua's Crime Prevention Advisory Group took over a watching brief of the alcohol-related projects and issues that CARV focused on. Some of the actions implemented by the Rotorua Project CARV team have also been implemented in other communities throughout New Zealand. Wellington and Napier have adopted the "Look after your Locals" sessions and Queenstown have implemented a licensed premises newsletter similar to that of Rotorua.



Combating Crime and Violence in our Community

Recorded crime in Rotorua decreased by 24% between 2003 and 2008, including a 10% decrease in dwelling burglaries, a 7% decrease in theft from cars and a 24% decrease in sexual offences. However, over the same period there was a 47% increase in recorded family violence incidents and a 35% increase in violent attacks. Increase in family violence incidents are thought to be because these are more likely to be reported than previously. Violent attacks have increased due to Rotorua Police charging family violence offenders with more serious offences, many of which fall into the "violent attacks" category. These crime statistics show that many positive gains are being made, but there is still plenty of work to be done to reduce the effects of crime and violence in our community.

Recorded Crime, Rotorua Police District, July 2003- June 2008.



Source: New Zealand Police, Bay of Plenty Crime Statistics



Bloke's Toolbox & Women's Toolbox

How can I change?

- 1. Look at yourself
- 2. Be honest about how you relate to your partner, children and mates
- 3. Take responsibility for how you think, feel and act
- 4. If you think you need to change then talk to someone you can trust a mate, your boss, a member of the whanau or someone else
- 5. Tell them you want to change and would like them to help
- 6. Talk with them to clarify the issues
- 7. Look at getting help and support from one of the services listed in this Toolbox
- 8. Follow through and maintain the positive changes

The above ideas are included in the Bloke's Toolbox, which is a credit-card

sized pamphlet designed for men who are perpetrators of family violence. The toolbox provides information about immediate steps men can take when they are feeling angry, and promotes long term behaviour change.

The toolbox also includes phone numbers for local and national organisations who offer support to both perpetrators and victims of violence.

The lack of family violence resources for men in Rotorua was identified as an issue prior to the Safe Community Designation project. The Rotorua version of the Bloke's Toolbox was originally developed by Tairawhiti Men against Violence, of Gisborne, who provided permission for the Rotorua Family Violence Prevention Network to use the template and adopt it for the Rotorua community.

In Rotorua, the project was led by Detective Senior Sergeant Tania Scott, Family Violence Coordinator for the Bay of Plenty Police. The resource was created with the assistance of the Rotorua Family Violence Prevention Network advisory group, and with input from the network members. Funding for the project came from the Rotorua Zonta Club and from Rotorua Safe Families.

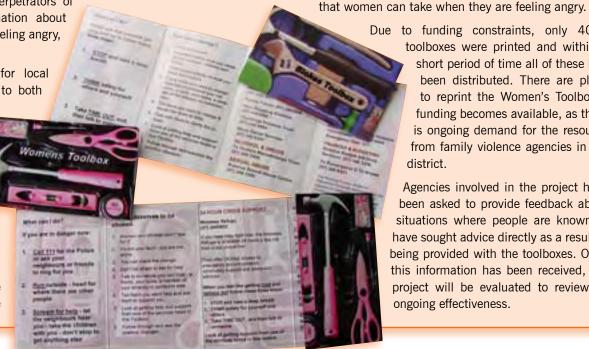
During 2008 and 2009, 30,000 pamphlets were printed for distribution by Rotorua Police, who handed out the cards when they attend family violence incidents. The toolbox pamphlets were also provided to agencies that deal with perpetrators and victims of family violence for them to distribute as appropriate.

The idea of producing a Women's Toolbox came out of the success of the Bloke's Toolbox. The Women's Toolbox was developed in November 2009 to coincide with White Ribbon Day activities. The Women's toolbox provides local contact phone numbers and agency information for women who are experiencing domestic violence. The resource also provides advice for women to support them to change their situation and information about three steps

> Due to funding constraints, only 4000 toolboxes were printed and within a

short period of time all of these had been distributed. There are plans to reprint the Women's Toolbox if funding becomes available, as there is ongoing demand for the resource from family violence agencies in the district.

Agencies involved in the project have been asked to provide feedback about situations where people are known to have sought advice directly as a result of being provided with the toolboxes. Once this information has been received, the project will be evaluated to review its ongoing effectiveness.





"It's your business" resource

"I don't want to been labelled nosy... but I'm worried." This is a dilemma many employers may have faced when pondering the best way to ask an employee if they're safe at home.

"It's your business" is a DVD and resource kit that Rotorua employers can use to provide their staff with information about how to deal with family violence and where to find help. It was developed as a tool to support employers whose staff may be impacted by family violence.

The resource was developed through collaboration between Work and Income and Tauranga Safe City and endorsed by Tauranga Moana Abuse Prevention Strategy. The kit was initially produced by the New Brunswick Family Violence and the Workplace Committee (Canada) and the content has been changed to reflect New Zealand statistics, legislation and terminology. Funding for the resource in Tauranga was sourced from the Community Action Fund 2007. In Rotorua, the resource has been developed with funding from MSD.



The objectives of the resource are to:

- Educate and raise awareness of the need for early intervention in situations where family violence may have an impact on the workplace.
- Develop practical, flexible training tools that will help employers deal with the impact of family violence on the workplace.
- Strengthen the relationship between business and community.
- Promote practices, policies and procedures that support victims of family violence in the workplace.
- Help create safer and healthier work environments
- Support businesses large and small in meeting their social responsibility to prevent family violence from spilling over into the workplace.

The resource was developed for use in Rotorua in 2009 has been presented to staff at Castlecorp (the business unit responsible for maintaining essential infrastructure in the city). Donna Starling, Quality Coordinator for Castlecorp oversaw the presentation and distribution of the "It's your business" resource and commented:

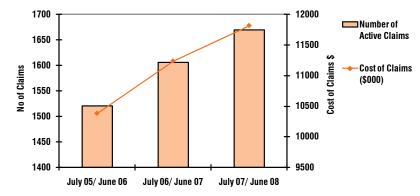
"The actual toolkit was very good and informative and also an eye-opener. We presented it to probably 80% of the workforce and I believe everyone there took an interest".

Work is underway to look at ways to increase uptake of the resource and may include hosting an Employer's Breakfast to promote the resource and potentially asking Work and Income work brokers to distribute the DVD when they meet with employers.

Creating Safer Workplaces

ACC claims for workplace injuries have increased over the last three years and the associated cost of these injuries is growing. There are on average approximately 1800 new ACC entitlement claims every year in the Rotorua district. Work-related claims are the most common entitlement claim. This has indicated a need for programmes to address this growing area of burden.

Number of active ACC work-related claims for Rotorua, 2005/06 - 2007/08.



Source: ACC



ACC Workplace Safety Seminars

Good quality, easy-to-access safety information for local employers - this is what the ACC Workplace Safety Seminars aim to provide.

The ACC Workplace Safety Seminars were first held during 2009 to provide information to local employers about different safety issues. The project was conceived through the networking associated with the Safe Community designation projects in Rotorua and Taupo, and was overseen by a steering committee with representatives from ACC, Department of Labour, Rotorua and Taupo District Councils and Lakes DHB.

The objective of the seminars is to bring conference-quality presentations on health and safety related topics to local practitioners. Seminars to date have consisted of three 40 minute presentations on mostly work place safety issues



followed by three workshops. The workshops give an opportunity for employers to learn or improve skills with respect to health and safety management. The seminars are provided without the cost and time barriers associated with attendance at conferences at a national level.

The seminars are open to business management, staff with Health and Safety or HR responsibilities, elected Health and Safety employee representatives, training organisations, health professionals and other interested parties across a variety of industries.

The speakers are selected to cover both work place and home or community safety issues. It is felt that many of the issues that are high risk in the work place are also high risk in the community and by targeting these there will be a positive flow-on effect. Presentations have been given on the following topics:

- · Drug and Alcohol awareness
- Overview of the Safe Community projects and what people can do to get involved
- A workshop on falls prevention and management in the community
- A session on industry-based training in the community run by the New Plymouth Injury Safe Coordinator

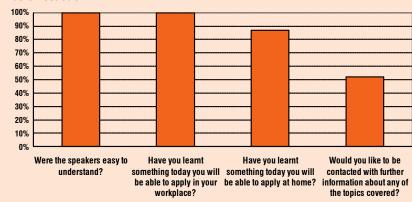
Approximately one third of the seminars have been focused on social and community issues and how these impact on the workplace.

Attendees are required to register so overall numbers present can be counted and an evaluation form is filled in by attendees following the presentations. The workshop providers manage their own feedback.

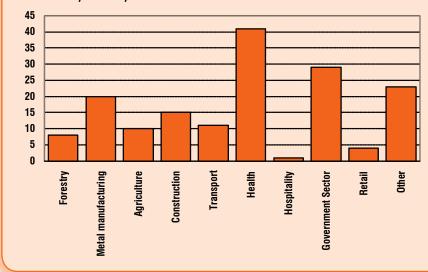


The graphs below are taken from an evaluation of the November seminars. Feedback forms showed an excellent cross-section of participants from different industries and very positive results.

Basic Feedback



Attendees by Industry Sector





The seminars are publicised through e-mail networks and word of mouth. A comprehensive database of potential attendees has been built up. The seminars are also advertised in Safeguard magazine. All attendees receive copies of the presentations via e-mail after the event.

The first seminar was held in June 2009 in Taupo and Rotorua. The demand was high and, from the feedback received, indicated that most participants would like to see the seminars offered every six months. On that basis a second series was held in November 2009 in Taupo, Rotorua, Tauranga and Hamilton. The next round is planned for April 2010.

ACC provides a small amount of funding to cover travel and accommodation for the speakers. Local ACC Injury Prevention Consultants organise the seminars as part of their role. The time given by other participants is supported by their respective organisations. The Rotorua District Council has contributed through venue provision at no charge.

Due to the success of the workshops they will remain an ongoing collaborative project throughout 2010.



Suicide Prevention

Suicide accounts for a quarter of all injury fatalities in Rotorua. Suicide is a complex issue, which can have a devastating effect on families and communities. In Rotorua, there are three specific initiatives underway that focus on how we can work to prevent suicide.

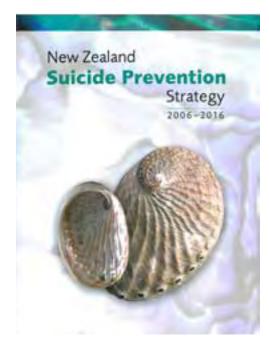
Lakes DHB have taken a lead role in suicide prevention in Rotorua. A Suicide Prevention Coordinator was appointed in early 2008 and will work through until the end of 2010, to develop a local plan to align with the seven goals of the national Suicide Prevention Strategy 2006-2016. The position is funded by Ministry of Health and is one of five pilot projects funded around New Zealand for two years. The coordinator hosts monthly meetings of the Suicide Prevention Interagency Group to gain input into the local strategy from a wide range of organisations.

A Youth Suicide Post-Vention group was also formed in 2009. This group meets monthly to work on developing a local resource pack that will include guidelines around suicide contagion and information about the roles and contact details of local and national agencies. The pack will be shared with organisations that work with young people in the district, following a suicide.

Lakes DHB also employs a full time member of staff to work on the Whakawhanaungatanga project - a New Zealand service improvement project, which is part of the New Zealand Suicide Prevention Strategy 2006-2016. Whakawhanaungatanga is designed to improve the crisis care in Emergency Departments, Mental Health and Maori Health/Mental Health services of people that present to services at risk of suicide or self harm.

The main objective of the Whakawhanaungatanga project is to reduce the rate of suicide and suicide attempts by:

- Improving the care of people presenting to the Emergency Department with self-harm or suicidality.
- Increasing collaboration between Emergency Departments, Mental Health Services and Maori Health/Mental Health Services, including consumer and family representatives.
- Sharing an improvement methodology that can be used for other services.



While the pilot project concludes in 2010, it is anticipated that by that time sustainable processes and procedures can be put in place that will continue when the project finishes. Based on the data collected so far, Lakes DHB is making progress towards achieving the four set targets:

- Target 1 Access: 90% of presentations to any of the services of people at risk of self-harm or suicide should be seen within one hour of arrival by a clinician skilled in conducting mental health and risk assessments.
- Target 2 Assessment: 100% of presentations to any of the services of people at risk of self harm or suicide will have a documented assessment that incorporates an assessment of psychosocial stressors, a screen for mental illness and risk assessment and a cultural assessment (if identify as Maori) within 72 hours.
- Target 3 Discharge: Whenever a person is discharged from services they and their family/whanau/significant others (if appropriate) should be provided with a written copy of their discharge plan. This should also be sent to all others involved in the person's care.



• Target 4: (a) 90% of ED presentations of people who are at risk of selfharm or suicide will have a follow-up appointment with a continuing care provider within 48 hours of discharge, if they remain at risk of self-harm or suicide: and (b) 90% of ED presentations of people who are at risk of self-harm or suicide who do not attend that followup appointment will be contacted (or their significant other will be contacted in the event that they cannot be reached) by the appropriate service within 48 hours.

Te Runanga O Ngati Pikiao employs one full time project leader and a full time project coordinator to focus on suicide prevention across all age groups, with the aim of building resilience throughout the community. The project covers Rotorua, Kaingaroa, Taupo, Turangi and Mangakino. The role is focused on supporting Lakes DHB communities to develop strategies for suicide prevention, particularly for Maori. This is a three year programme funded by the Ministry of Health.

Specific objectives of the programmes are to:

- 1. Strengthen whanau, hapu, iwi, and community development to prevent suicide, suicide attempts and self harm behaviour.
- 2. Increase Maori participation in mental health promotion and suicide prevention.
- 3. Promote effective service delivery to reduce inequalities for Maori mental health.
- 4. Promote and strengthen working across sectors to address wider issues affecting Maori mental health, specifically suicide prevention.

The project team is working with a range of other groups to implement this initiative. These include Lakes DHB, Midlands Mental Health, Special Education Service, Ministry of Youth Development, Ministry of Education, Ministry of Social Development, Waiariki Institute of Technology, the Mental Health Foundation, Treasure Rotorua Steering Group, Rotorua Safe Families and Youth in Transitions Project implementation group, as well as a range of Maori Health and social service providers.

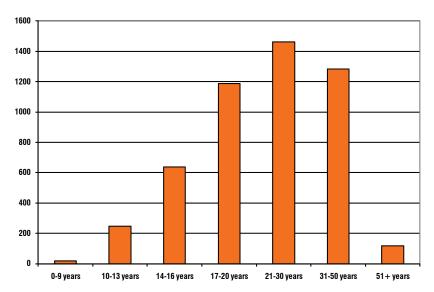
Each of these projects is focussed on a common goal of reducing suicide in Rotorua, by gaining community input to create resources and strategies that can be implemented by organisations throughout the District.

Focus on Young People and Maori

In Rotorua, the at-risk populations identified include young people and low socio-economic Maori, who are over-represented in many of our injury and crime statistics.

Data from police shows that young people make up a very high proportion of our offenders in Rotorua. Of all offenders apprehended, 72% are below the age of 30 years and 42% of apprehended offenders are below the age of 21 years.

Reported crime by age group, Rotorua Police District, two year average to June 2008



Source: Rotorua Police

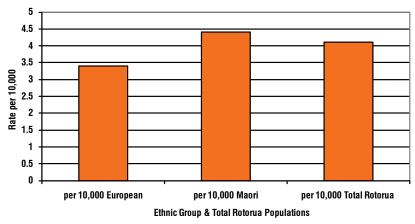
Maori have high rates of offending, injuries and road casualties. Maori represented 78% of apprehended offenders in the Rotorua District between July 2006 and June 2008.



CRITERIA 3

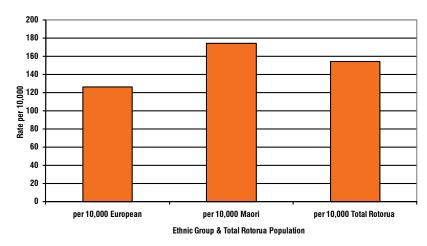
The graph below illustrates the higher level of hospitalisations and fatal injuries for Maori, compared with European residents.

Fatal injuries per 10,000 population by ethnicity, average 2004-2005.



Source: ACC

Injury hospitalisations per 10,000 population by ethnicity, average 2006 - 2007.



Source: Lakes DHB



While those of Maori ethnicity are an at-risk group, the strength of Maori culture in Rotorua is evident within many of the safety programmes that have been established. Rotorua is fortunate to have many groups working with Maori to improve safety outcomes for this population. Many of the programmes in place in Rotorua are designed with tikanga Maori principles in mind. However, all programmes remain open to the whole community, regardless of the ethnicity of the individuals needing assistance.

F OHO - Awaken

Encouraging young people to get involved in the happenings of Rotorua neighbourhoods has been seen as a powerful way to engender positive community development. In October 2008, the Rotorua District Council received \$65,000 from the Ministry of Youth Development's Youth Development Partnership Fund to implement E OHO, a programme designed to focus on nurturing young people's potential.

The Youth Development Partnership Fund supports local authorities and young people to work together on projects that respond to youth needs. Since its inception in 2005, the Youth Development Partnership Fund has funded 40 local councils to deliver 55 projects. Over 8,000 young people have benefited from these projects in terms of enhanced education, training and employment outcomes.

E OHO is a partnership project between the Rotorua District Council, Te Waiariki Purea Trust and three groups of young people from the Fordlands, Koutu and Western Heights communities. Ten young people are selected from each of these neighbourhood groups to be part of the programme for one year. The programme is open to all young people aged between 14 and 18 years. The majority of young people involved are of Maori ethnicity.

The entire project is influenced, planned and implemented by young people for young people, fostering both community and youth development. The groups are invited to initiate activities and address issues in the neighbourhood that relate to safe places and spaces. The groups consult with their communities and then plan how they can meet the community's needs through implementing their own community projects. The projects may involve the establishment of outdoor structures such as skate facilities, basketball courts, and roofed structures on Council reserves. The youth may also run programmes such as after school initiatives out of local marae.

To support their work, the young people receive direct mentoring through weekly meetings with their project mentor and monthly training workshops with relevant experts. The young people also attend six training weekends as a large group throughout the year that will involve visiting other town and city facilities.



Over the duration of the programme, the young people involved gain two NZQA unit standards in Youth Work, which will greatly enhance their chances of employment and foster civic responsibility. Through the programme, young people gain skills and knowledge that will positively contribute to their transition through life long after E OHO is completed.

During 2009, E OHO young people participated in the following activities:

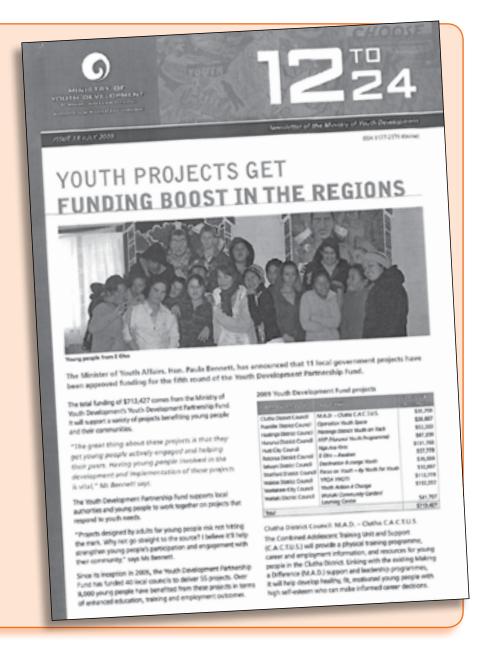
- Leadership training
- Elements of the Youth Work Certificate Level Three
- Submission writing training
- Verbal submissions to Rotorua District Council and Mayor
- Provoke training a Ministry of Youth Development workshop
- Provided input into the Rotorua District Council's bid to gain International Safe Community designation



- · Getting to know the media and how to use them with the Rotorua Daily Post
- Event organising and management experience
- First aid and CPR training and certification with the Rotorua Red Cross
- Graffiti art workshop and
- Hunting safety
- Rock climbing and ten pin bowling
- Cooking and meal preparation
- Budgeting
- Writing funding applications to the Youth Projects Trust
- Providing input for accountability reports
- Participated in preparation of activities for Youth Week 2009
- Completing evaluation forms

The programme is evaluated through monitoring and reporting undertaken by youth workers and evaluations by young people on the programme. At the end of the programme a comprehensive report is submitted to the funders. The 2009 evaluation report found that young people benefited from the programme through:

- A sense of contributing something of value to society. From organising community events to making submissions to the Rotorua District Council, the young people have made efforts for the betterment of their communities.
- An improved sense of connectedness. Participants have been influenced by new experiences, positive connections and role models, training, event planning, submission writing, which are all transferable skills which they can use in the future.
- Young people have identified that E OHO has made them feel good about themselves, encouraged them to apply themselves and give things a go, and be a contributing member in their community.





A summary of results from participant feedback is given below:

- 100% of Youth Participants enjoyed being part of E OHO
- 45% of participants rated E OHO as "Brilliant" and 36% of Young people rated E OHO as being "Good"
- 100% of participants responded that they had learned "heaps" or "something" while participating in the initiative
- 59% of youth were not engaged in extracurricular afterschool activities prior to joining E OHO.
- 100% of young people identified that being part of E OHO improved relationships/connections in their life.
- 100% Koutu all said better connections to friends and community
- 95% of respondents reported that E OHO challenged them to do new things.

A partnership between the Western Heights E OHO group, the Western Heights Community Association and the Rotorua Safe Families campaign provided for a successful inaugural Community Market Day on Saturday 17th October 2009. The day included Graffiti Art mural making, health and wellness stalls, local school performances, Kapa Haka and music groups, face painting and a car boot sale. The E OHO young people created and designed images for a mural which adopted a Rotorua Safe Families theme. A local graffiti artist also





attended the Market Day to help guide the project and encourage the young people in the crowd to participate.

Eleven written submissions and two verbal submissions were made by E OHO young people to the Rotorua District Council during their draft Ten Year Plan process. The focus of the submissions was the lack of things to do and places to go for young people within their neighbourhoods. They spoke about their concerns, which included lack of rubbish bins, transport issues, limited activities for youth, and the need for parks and reserves to become more inviting for young people.

In direct response to the submissions made by E OHO young people, the Rotorua District Council has allocated \$600,000 to develop skate parks and youth friendly spaces in the district's parks and reserves. Over the next four years, starting in 2010/11, four communities, including Fordlands, Western Heights and Koutu, will have skate parks built or parks provided with equipment for young people.



Te Arawa Journey

Developing and strengthening personal and cultural awareness has been long identified as a protective factor for young people who might be heading down the wrong path. "Te Arawa Journey" is a unique course for young people that promotes a crime free and healthy lifestyle. Te Arawa Journey runs over six weekends and incorporates cultural learning with outdoor activity challenges and life skills, including:

- paddling
- climbing
- tramping
- team building
- abseiling
- collecting
- preparing kai
- bush safety
- tikanga Maori

History tells the story of the Te Arawa waka arriving at Maketu and the tupuna (ancestors) Ihenga and Ngatoroirangi moving inland discovering and naming places. Te Arawa Journey participants retrace that journey. Each weekend of the project involves a visit to a different location within Te Arawa rohe (region) from Maketu to Tongariro. The Journey's final weekend requires participants to climb Mt Tongariro.

The course is run by Te Waiariki Purea Trust, which is an incorporated Charitable Trust governed by a board of trustees and the course is funded by CYF. The programme has been running in Rotorua since 1998 and is contracted year by year. The current contract runs to June 2010.

The programme is open to all young people aged 10 to 14 years of age. Young people are referred to the programme by social workers in schools, Police Youth Aid, whanau and Child Youth and Family services, with 20 young people on each course. Maori Youth make up the highest number of participants.

Once a young person has been referred, Te Arawa Journey staff visit the

young person and their whanau and work with them to develop a Youth Plan for the duration of the course. The programme is evaluated through six-monthly reporting on participant attendance, feedback from participants and referrers and by monitoring where young people move to following this programme, for example education or employment. Each young person's progress is measured against the goals set out in their individual Youth Plan.

Each Journey concludes with a whanau kai and presentation which celebrates success and recognises achievement of the young people.

| | TELL US WHAT YOU THINK ABOUT US! |
|----------------------|--|
| _ | Congratulations |
| 70 | You have made it to and fell us: |
| 94 | Spend some TIME (and tell us: |
| | Put a tick II in one of the boxes for each question |
| K | Did you have FUN? Heeps Sometimes No |
| | Did you learn new things? Heaps Semething No |
| P | Did you feel challengest? Yes Sometimes No |
| WAIARIKI PUREA TRUST | Did you keep your cool? Yes Sometimes No |
| 5 | Do you think you did OK? Yes Sometimes No |
| P | Did you Look after YOURSELF? Yes Sometimes No |
| H | Would you do it again? Yes maybe No |
| 12 | Would you bring a friend? Yes maybe No |
| R | COMMENTS ABOUT 199E (YOUR TUTOR/ INSTRUCTOR): |
| | Kind Frienchy Helpful Cool Funny Clear instruction |
| 12 | Helped are to learn Unhelpful Grundy Mann |
| 13 | Write down what you think was CHOICE @ about this programme: |
| (F) | |
| E | Write down what you think was BUDGET @ about this programme: |
| | |



Looking after our Older People

Elderly people have high rates of fatal and serious injuries and anecdotal evidence suggests older people are the most impacted by negative perceptions of safety. Approximately one third of people aged 65 and older living in the community, and one half of people 80 years and older will have a fall in any one year. Falls are even more common in older people living in residential care.

Falls Prevention Day

Falls amongst older Rotorua people have been identified a "high risk" event, which can result in a significant and sometimes life threatening injury. The Falls Prevention Day for the elderly, the first of which is planned for May 2010, is an example of a new safety initiative for older people. This is a collaborative project between Treasure Rotorua, ACC, Rotorua Support for the Elderly Forum, Age Concern, local lwi and the Rotorua Trust. A very successful falls prevention day (Stepping Up To Safety) was held in Tauranga in 2008, and the Rotorua event will follow a similar format.

The day will be open to all older people living in the District and will include a falls prevention presentation and tai chi demonstration. Participants will be invited to bring along their slippers for a safety inspection, and if they are deemed unsafe, will be provided with a brand new pair, free of charge.

A variety of organisations will be invited to set up a stand at the event to share information about the services they offer.

The aim of the day is to provide knowledge and practical assistance to older people, which will reduce their risk of falling. Following Rotorua's first Falls Prevention Day, the project will be evaluated to determine its value to the older people in our community, with a view to hosting the event regularly if it proves successful.

Tai Chi

Modified Tai Chi is a style of Tai Chi developed for older people that focuses on preventing falls by improving lower limb strength and balance. Research shows that improving strength and balance reduces the risk of falling and the severity of falling by 47%. ACC funds Tai Chi classes locally and contracts various providers to deliver it. The programme has been funded in Rotorua for approximately five years. ACC have recently contracted a new provider in Rotorua (QE Health) until the end of 2010.

The programme targets older adults over 65 years (55+ for Maori or Pacific people), who are living in the community and at risk of falling. ACC fully funds an individual to attend a Tai Chi class once a week for 16 weeks. Each participant is assessed for their risk of falling both pre and post the course of 16 weeks.

This programme is widely promoted in the community via the provider, GP practices, community groups and via the ACC website.





BUS (Balanced, Upright and Safe)

BUS is a programme for people over 55 years of age, focused on improving strength and balance as a means of preventing falls and maintaining independence for longer. The programme can involve stepping exercises, the use of swiss balls, and exercises undertaken while seated. In Rotorua, BUS is run by Sport Bay of Plenty and is currently funded by ACC. BUS has been running for eight years in the Rotorua community and work is currently underway to look at alternative funding for the programme so that it can continue beyond 2010.



Most participants are referred to the programme by a health professional (GP, practice nurse or physiotherapist). Details of the programme are also available on the 'Get Active Stay Active' website and are occasionally advertised through the newspaper. Classes are held every Tuesday at Parksyde Community Centre at a cost of \$2 per person per class.

A screening questionnaire is completed by participants on arrival as well as a strength and balance test. This test is repeated every six months, so that individuals can monitor the effects of the programme on their strength and balance.



A fresh look at

VORKBOOK

Keeping our visitors safe

As a world-renowned tourist destination, Rotorua is committed to increasing the safety of its visitors. Although it is difficult to measure the rate of injuries to tourists and visitors, anecdotal evidence suggests that visitors are often victims of crime, particularly theft ex-car and burglary offences. A 2009 report by the Department of Conservation (Vehicle crime at outdoor recreation and tourist destinations: prevalence, impact and solutions) presented data from the International Crime Victimisation Survey, which showed that New Zealand has a relatively high level of theft crime against tourists, compared with other countries.

Professional Development in Crime Prevention through **Environmental Design Principles**

Crime Prevention through Environmental Design (CPTED) is an approach to crime prevention based around looking at the environments we live, work and play in, to see how the layout and design either supports, or stops, crime happening.

In 2008 and again in 2010, Rotorua District Council, with funding from Ministry of Justice, offered seminars for local people and businesses with Tony Lake, one of Australasia's experts in CPTED. Tony is Australia-based, working out of the International Security Management and Crime Prevention Institute in Brisbane. The courses provided information about:

- Access control
- How to encourage "natural surveillance"
- The use of space, and the reactions of users in that space
- Reinforcing territorial boundaries
- Other important principles.

Facilitating opportunities for professional development locally, is one way the Council has identified to support crime prevention and a "safe and caring community" - our number one community outcome. By having a pool of local businesses, service providers and government employees trained in the application of CPTED principles – and how to implement these in practice - Rotorua can build on the crime reduction gains seen in the district to date.

A wide range of local businesses attended

the courses in 2008 and 2010 - and businesses in our tourism industry were particularly encouraged to attend (accommodation providers, staff from licensed premises, attraction and activity operators). Neighbourhood support members, schools, Council and Police staff also attended the courses. Participants finished their training knowing much more about how criminals think and how the environment can reduce the risk of crime. Participants were also provided with resources to take away for future reference, so that they can implement their new knowledge in practical settings.

Participants at the courses felt their time was well spent. Rotorua attendees at the 2008 course commented:

"Very informative - learnt heaps and will implement procedures to correct obvious access points to secure my property"

"The course provided great resources and tools and above all awareness to create a safer environment"

"Really enjoyed the course. One of the best I've attended. Thank you"

The success of the CPTED courses and assessments will ultimately be measured through a reduction in visitors as victims of crime (accommodation burglary particularly), reduction of theft and a reduction of crime in CBD.



Oceania and World Mountain Bike Championships

"Rack off thieves – you're not wanted here". That was the strong message that was promoted when Rotorua hosted the prestigious UCI Oceania Mountain Bike Championships (3-5 March 2006) and later the UCI World Mountain Bike Championships (22-27 August 2006). These were both very exciting events to be held in the District due to the huge potential for positive spin-offs for the region.

All involved in planning the events felt preventing any competitors or spectators becoming victims of crime was part of the "recipe" for the success.

Rotorua District Council worked with Rotorua Police and the organising committees of the events to develop crime prevention plans that would manage the risk of crime against those participating in the event, including visitors to the region.

As the Oceania Championships event was first, it was treated to a certain degree as a "trial" of some initiatives. Each of the initiatives was then examined post-event to determine whether they were useful in promoting safety and how they could be tweaked ahead of the World Mountain Bike Championships event later in the year.

Important crime opportunities that needed to be addressed included bike theft, theft of personal property, stealing from or of vehicles, burglary of accommodation and willful damage to property.

All the crime prevention activities for both events were aimed at:

- Ensuring illegitimate use and users of space stood out.
- · Increasing the risk for potential offenders of getting caught, and reducing the chances of rewards.
- Making sure people were aware of the "rules" of using a space (e.g. locking doors, liquor ban etc).
- Making sure that there were resources to ensure that there were consequences for those breaking rules.

Both events had success – with very little crime at the venues or peripheral to the event (e.g. accommodation burglary).

Things that worked really well included:

- 1. A "lost and found" tent, which was managed by Police at the event venue during both the Oceania and World events. Several items were handed in during the events, including a full bag with a competitor's belongings inside at the Oceania event.
- 2. The distribution of a "keep safe" pamphlet to accommodation providers in the city to remind our visitors of some simple tips for preventing crime.
- 3. Utilised the Western Heights Knights community patrol group who acted as 'eyes and ears' in car parking areas for both events.



4. Registration of competitors and spectators bikes - which involved the collection of the bike serial number, description of the bike and owner details. A sticker was then placed on the bike to show that it was registered with Rotorua Police. This proved a very successful initiative, with hundreds of bikes being registered and securely stored at the event site. There were many positive comments about this aspect of the crime prevention plan. Competitors at the Oceania event commented that a bike had been stolen from a Napier-based event the week prior and so they were appreciative of this opportunity to register bike details with local police.

Scotland was scheduled to host the World Mountain Bike Champs for 2007. Following the conclusion of the Rotorua events, Rotorua Police were contacted by Scottish police to find out more about the initiatives used in Rotorua to prevent crime.



CRITERIA 4

Programmes
that document
the frequency
and causes
of injury

Programmes that document the frequency and causes of injury

The priorities as outlined in criteria three were established following a comprehensive analysis of injury and crime statistics for Rotorua.

Information about injuries and incidents of crime in Rotorua has been obtained from a number of sources, both locally and nationally. The data was analysed in the early stages of the project to help better understand the issues facing the Rotorua community. As well as informing Rotorua's safety priorities, this analysis has enabled the Treasure Rotorua Steering Group to develop some benchmark indicators of success, and these are outlined in criteria five. The main data sources are described below.

- Road safety statistics are collected by the New Zealand Transport Agency and published in an annual report, which shows road injury and fatality statistics for the previous five years. This data is used by Rotorua Drivewise Trust, the Road Safety Action Planning Group and the Road Safety Operations Group, both to evaluate success of road safety campaigns, and to inform decisions about new and ongoing campaigns. The data has been used by Treasure Rotorua to analyse the numbers and types of road traffic casualties in Rotorua.
- Lakes District Health Board collects data around emergency department visits, which includes type of injury, where and how injury occurred as well as demographic information such as age, gender and ethnicity. This information has been used by Treasure Rotorua to identify the location and rates of injuries in Rotorua.
- ACC collects comprehensive injury data, which is used to monitor numbers, costs and causes of injuries and to inform decisions about injury prevention initiatives. ACC data is also analysed by Statistics New Zealand and the University of Otago Injury Prevention Research Unit. Information from all of these sources has contributed to Rotorua's injury profile.
- Crime statistics are released by the Minister of Police twice per year (running to annual and fiscal years). Statistics are requested from Rotorua Police Intel section, and are also available from the Statistics

- New Zealand website (using the table building function). Higher level (i.e. to Police District) statistics are also available from the Police website and have been used to produce detailed crime data for Rotorua.
- The New Zealand Fire Service collects data about every incident attended by its staff, including type and cause of the fire and the number of casualties and fatalities. The data is used in research projects directed at fire safety improvements to building standards and codes, consumer products and community safety programmes for delivery by NZ Fire Service staff or for multi-agency campaigns. The data has been used by Treasure Rotorua to monitor rates of fire injuries and fatalities in the district.
- Water Safety New Zealand collects data about all drowning incidents in New Zealand using its database DrownBase™. This includes information about recreational, non-recreational and other drowning deaths. Data for Rotorua has been presented in this section.
- The Rotorua District Council collects data from the Census. Department of Child, Youth and Family Services, Ministry of Health, New Zealand Transport Agency, Ministry of Education, Ministry of Transport, New Zealand Police from the perceptions of safety survey and the community spirit survey carried out by The National Research Bureau Ltd (NRB). The data is used by Council to provide a basis for sound decision-making and policy development. The Council produces community friendly information and publications such as 'Social Monitor' and 'Changing Communities'. The data has also been used by Treasure Rotorua to support the injury profile.
- Safe Communities Foundation New Zealand uses information from the Injury Prevention Research Unit (IPRU) from the New Zealand Health Information Service (NZHIS) to produce fact sheets for use by New Zealand communities. Data from these resources has been used to compare Rotorua's injury rates with national rates.



A Picture of Injury Prevention and Safety in Rotorua

Injury and Hospitalisations

In New Zealand, injuries are the leading cause of premature death and disability. Nationally, injuries currently result in about 1,600 deaths and 42,000 hospitalisations each year. The economic and social implications of injuries are widespread, estimated at more than \$7billion per year. In Rotorua alone, the cost is estimated at \$800 million, which is the equivalent of purchasing 36 new Rotorua Museums.

Deaths from injury

In Rotorua there was a 27% decrease in deaths caused by injury between 2001 and 2005. Motor vehicle casualties, suffocation and falls are the leading causes of injury-related death. The most common scenes of injury-related deaths are street and highway, homes and residential institutions.

Number, Causes and Scenes of injury deaths

| DEATHS ¹ | Rotorua² (avg 2001-2003) | Rotorua³ (avg 2004-2005) | NZ⁴ (2001) |
|---------------------------|--|--|---|
| Deaths by injury | 37 | 27 | 1,675 |
| Rate per 10,000 | 6.7 per 10,000 | 4.1 per 10,000 | 4.5 per 10,000 |
| Deaths by Cause | Rotorua (avg 2001-2003) | Rotorua (avg 2004-2005) | NZ (2001) |
| Top 3 causes of deaths | Motor Vehicle Traffic (35%) Suffocation (18% Falls (17%) | Motor Vehicle Traffic (33%) Suffocation (26%) Falls (19%) | Motor Vehicle Traffic (33%) Suicide (32%) Falls (18%) |
| Deaths by Scene | Rotorua (avg 2001-2003) | Rotorua (avg 2004-2005) | NZ (2001) |
| Top 3 scenes of deaths | Street & Highway (37%) Home (32%) Other specified place (18%) | Street & Highway (33%) Home (33%) Residential Institution (15%) | Home (37%) Street & Highway (31%) Other specified places (12%) |



Injury Deaths by Gender, Ethnicity and Age

| Deaths by Gender | Rotorua (avg 2001-2003) | Rotorua (avg 2004-2005) | NZ (2001) |
|--|----------------------------|----------------------------|--------------|
| Male | 24 (66%) | 19 (70%) | 1,203 (68%) |
| Female | 12 (34%) | 8 (30%) | 263 (32%) |
| Deaths by Ethnicity ⁵ | Rotorua (avg 2001-2003) | Rotorua (avg 2004-2005) | NZ (2001) |
| European | 20 (54%) | 15 (56%) | 79% |
| Rate per 10,000 European | 4.5 per 10,000 | 3.4 per 10,000 | - |
| Maori | 15 (42%) | 10 (37%) | 17% |
| Rate per 10,000 Maori | 6.6 per 10,000 | 4.4 per 10,000 | - |
| Deaths by Age Groups most affected | Rotorua (avg 2001-2003) | Rotorua (avg 2004-2005) | NZ (2001) |
| 60+ years | 25% | 37% | 31% |
| 15-19 years | 8% | 7% | 8% |
| 20-59 years | 46% | 48% | 54% |

¹ Rotorua data sourced from the Injury Prevention Research Unit, NZ Health Information Service. Data for 5 year period 2001 – 2005.

² Rates per 10,000 for 2001-2003 data have been calculated using the 2001 census population data

³ Rates per 10,000 for 2001-2003 data have been calculated using the 2006 census population data

⁴ NZ data sourced from Safe Community Foundation NZ Fact Sheet 1, 2001 data http://www.safecommunities.org.nz/resources/factsheets/

⁵ Rates per 10,000 have been calculated using 2006 census population data

Injuries

Rotorua has a high rate of hospitalisation for injury (154 per 10,000 people) compared with the national average of 125 per 10,000 people. Hospitalisations for injury have remained relatively stable in the four years to 2007. Falls, adverse effects and being struck by or against an object are the leading causes of injury in the Rotorua district and injuries are most likely to occur at home, school, institutions and public areas and streets and highways. The most vulnerable age groups for injury are 60+ years and 5 to 14 years.

Number, Causes and Scenes of injuries

| INJURIES ⁶ | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) | NZ ⁷ |
|--------------------------------------|--|--|--|
| Hospitalisations for Injury | 1012 per year | 1015 per year | 53,204 |
| Injuries per 10,000 population | 154 per 10,000 | 154 per 10,000 | 125 per 10,000 |
| Injury by Cause (top 3) | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) | NZ |
| Most common cause of injuries | Falls (32%) Adverse Effects (15%) Motor Vehicle Traffic (10%) | Falls (30%) Adverse Effects (15%) Struck by or Against (11%) | Falls (39%) Motor Vehicle Traffic (9%) Attempted Suicide (6%) |
| Injury by Scene (top 3) | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) | NZ |
| Top 3 scenes of injuries | Home (32%) School, other institution and public administrative area (22%) Street & Highway (13%) | Home (33%) School, other institution and public administrative area (21%) Street & Highway (13%) | Home (28%) Unspecified place(19%) School, other institution and public administrative area (10%) |

Injury by Gender, Ethnicity and Age

| Injury by Gender | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) | NZ ⁷ |
|--|----------------------------|----------------------------|-----------------|
| Male | 58% | 57% | 57% |
| Female | 42% | 43% | 43% |
| Injury by Ethnicity ⁸ | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) | NZ |
| European | 530 (52%) | 566 (56%) | 78% |
| Rates per 10,000 European | 118 per 10,000 | 126 per 10,000 | - |
| Maori | 420 (42%) | 397 (39%) | 16% |
| Rates per 10,000 Maori | 185 per 10,000 | 174 per 10,000 | |
| Injury by Age Groups most affected | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) | NZ |
| 60+ years | 23% | 24% | 26% |
| 5-14 years | 16% | 13% | 15% |
| 25-59 years | 40% | 38% | 44% |

Rotorua Hospital Emergency Department Attendances for Injuries

| Emergency department attendances | Rotorua (avg 2003-2005) | Rotorua (avg 2006-2007) |
|----------------------------------|--|--|
| Average annual numbers | 8,785 per year | 9,935 per year |
| ED attendance rates | 1333 per 10,000 | 1508 per 10,000 |
| Most common injury locations | Home (41%) Place for recreation/sport (18%) Street/highway (12%) | Home (45%) Place for recreation/sport (20%) Street/highway (13%) |

During 2004 and 2005, there was an average of 1,869 new ACC entitlement claims per year in Rotorua. Entitlement claims are for serious injuries where a person who is working requires at least one week off work, and a person who isn't working requires other assistance such as home help or modifications.



⁶ Data sourced from Injury Prevention Research Unit, NZ Health Information Service. Data for five year period 2001 - 2005.

⁷ NZ data sourced from Safe Community Foundation NZ Fact Sheet 1, 2001 data http://www.safecommunities.org.nz/resources/factsheets/

⁸ Rates per 10,000 have been calculated using 2006 census population data

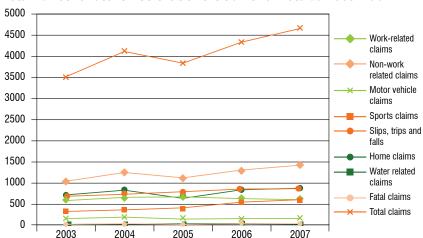
During the same period, new and ongoing entitlement claims cost an average of \$4,711,684 per year. Work-related claims are the most common entitlement claim, followed by claims caused by injury in the home.

ACC Claims

| ACC Claims ⁹ | Rotorua (avg 2001/02- 2003/04) | Rotorua (avg 2004/05- 2005/06) | NZ (avg 2001/02- 2005/06) |
|---|---|---|---------------------------------|
| Overall Costs for Entitlement claims (new and ongoing claims) | \$25,229,000 | \$31,050,000 | \$1.37billion |
| Claims Costs per 10,000 population | \$3,828,376 | \$4,711,684 | \$3,405,910 |
| Annual average new entitlement claims numbers | 1,674 | 1,869 | 109,393 per year |
| Most common injury type for new entitlement claims | Work-related (39%) Home (25%) Sport (20%) | Work-related (37%) Home (28%) Sport (20%) | - |

The number of ACC claims in Rotorua has steadily increased between 2003 and 2007, as shown in the graph below.

Total number of active ACC entitlement claims for Rotorua 2003-2007



Source: ACC IP Business Intelligence, August 2008



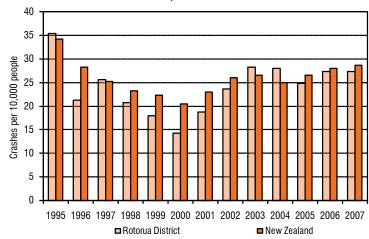
Road Safety

Road traffic accidents are a major cause of deaths, injuries and disabilities both locally and nationally. A high rate of traffic accidents and resulting casualties reduces the wellbeing of individuals, families and communities, and places a greater burden on emergency services and health providers. From 2006 to 2007 there was an average of 759 road traffic crashes per year in Rotorua, which equates to 115 per 10,000 people. This rate is much higher than the national average of 73 per 10,000 people.

Road Traffic Crashes and Casualties

| Road Traffic Crashes and Casualties ¹⁰ | Rotorua (annual avg 2003-2005) | Rotorua (annual avg 2006-2007) | NZ ¹¹ (avg 2001/02- 2005/06) |
|--|--------------------------------------|--------------------------------------|---|
| Total Road Traffic Crashes | 781 | 759 | 29,317 |
| Rate per 10,000 population | 119 per 10,000 | 115 per 10,000 | 73 per 10,000 |
| Total Road Traffic Casualties | 264 | 261 | 16,435 |
| Rate per 10,000 population | 40 per 10,000 | 40 per 10,000 | 41 per 10,000 |

Rate of road crashes per 10,000 population, Rotorua District and New Zealand, 1995-2007



- ⁹ ACC Injury Statistics 2006 (first edition)http://www.acc.co.nz/about-acc/acc-injury-statistics-2006
- 10 Rotorua data sourced from the Rotorua District Road Safety Report 2003-2007, Land Transport NZ, April 2008. Rates per 10,000 have been calculated based on the 2006 census population count.
- ¹¹ NZ Data sourced from Motor Vehicle Crashes in NZ, Statistical Statement Calendar Year 2007. Rate per 10,000 based on 2006 census NZ population count.

Fatal road traffic casualties increased on average by 57% per annum and serious road traffic casualties increased on average by 36% per annum between 2003 and 2007. Minor road traffic casualties decreased on average by 11% from 213 to 190 per annum over this same period.

Maori represent 46% of all road traffic casualties in the Rotorua District between 2003 and 2007.

Road Traffic Crashes by Severity

| Road Traffic Crashes and Casualties ¹² | Rotorua (annual avg 2003-2005) | Rotorua (annual avg 2006-2007) | NZ |
|---|--------------------------------------|--------------------------------------|--------------|
| Fatal Casualties | 7 (3%) | 11 (4%) | 422 (2.6%) |
| Serious Casualties | 44 (17%) | 60 (23%) | 2,654 (16%) |
| Minor Casualties | 213 (81%) | 190 (73%) | 13,359 (81%) |

Road Traffic Casualties by Gender, Ethnicity and Age

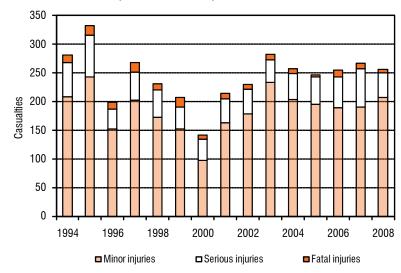
| Road Traffic Casualties by Gender | 2003-2007 Avera | | | |
|-----------------------------------|--------------------------------|-------------------------------|-------|----------------|
| Gender of road traffic victims | 58% Male | 42% Female | | |
| Serious Casualties | 2003-2007 Avera | ges for Rotorua ¹³ | 2,654 | (16%) |
| European | 57 (4 | 16%) | 70 | 1% |
| Rate per 10,000 European | 12.7 pei | r 10,000 | - | - |
| Maori | 56 (45 | 5.6%) | 14 | % |
| Rate per 10,000 Maori | 24.6 pei | r 10,000 | - | |
| Pacific People | 2.8 (| [2%) | 6' | % |
| Asian | 6.2 (5%) | | 81 | % |
| Other | 1.4 (1%) | | 2' | % |
| Road Traffic Casualties by Age | 2003-2007 Averages for Rotorua | | N | Z |
| Age Group | Male | Female | Male | Female |
| 0-14 years | 13% | 8% | 6% | 6% |
| 15-24 years | 34% | 36% | 35% | 31% |
| 25-59 years | 42% | 42% | 47% | 47% |
| 60+ years | 11% | 14% | 12% | 16% |

¹² Explanation of severity - Fatal: injuries that result in death within 30 days of a crash. Serious: Fractures, concussion, internal injuries, crushing, severe cuts and lacerations, severe general shock necessitating medical treatment, and any injury involving removal to and detention in hospital. Minor: injuries which are not serious but which require first aid or cause discomfort or pain to the person injured, e.g. sprains and bruises.

Road Traffic Casualties by Area

| Road Traffic Casualties by Area | Rotorua (annual avg 2003-2005) | Rotorua (annual avg 2006-2007) | NZ |
|------------------------------------|--------------------------------------|--------------------------------------|---------------|
| Rural – Total Casualties | 136 (51%) | 130 (49%) | 6,924 (43%) |
| Rate per 10,000 | 21 per 10,000 | 20 per 10,000 | 17 per 10,000 |
| Urban – Total Casualties | 128 (50%) | 131 (50%) | 9,089 (57%) |
| Rate per 10,000 | 19 per 10,000 | 20 per 10,000 | 23 per 10,000 |
| Rural – Fatal Casualties | 2 (1%<) | 2 (1%<) | - |
| Rural – Serious Casualties | 16 (6%) | 29 (11%) | - |
| Rural – Minor Casualties | 118 (45%) | 99 (38%) | - |
| Urban – Fatal Casualties | 6 (2%) | 10 (4%) | - |
| Urban – Serious Casualties | 28 (11%) | 31 (12%) | - |
| Urban – Minor Casualties | 94 (36%) | 91 (35%) | - |

Road traffic casualties, Rotorua District, 1994-2008



Source: New Zealand Transport Agency



¹³ Rate per 10,000 calculated using 2006 census population data

Alcohol was a contributory cause in 23% of urban crashes and 14% of rural crashes between 2005 and 2007. Speed was a contributory cause in 25% of urban crashes and 29% of rural crashes over the same period.

Contributing Factors to Road Traffic Crashes

| Most Common Contributing Factors | 3 yr annual avg to 2005 | 2 yr annual avg to 2007 |
|----------------------------------|-------------------------|-------------------------|
| Alcohol – % of Urban Crashes | 18% | 23% |
| Alcohol – % Rural Crashes | 14% | 14% |
| Speed – % Urban Crashes | 15% | 25% |
| Speed – % Rural Crashes | 23% | 29% |

Crime and Safety

Criminal activity is a major community safety concern. Crimes against property and person undermine people's sense of security and require private and public funding to be diverted into security measures, policing and prosecution of offenders.

In Rotorua, overall recorded crime decreased by 24% between July 2003 and June 2008, including a 10% decrease in dwelling burglaries, a 7% decrease in theft from cars and a 24% decrease in sexual offences.



Overall Crime Rates

| Crime (overall) ¹⁴ | Rotorua (annual avg 03/04 to 05/06 fiscal year) ¹⁵ | Rotorua (annual avg 03/04 to 05/06 fiscal year) ¹⁶ | NZ ¹⁷ |
|-------------------------------|---|---|------------------|
| Overall Recorded Offences | 11,239 per year | 9,584 per year | 426,691 |
| Rate per 10,000 | 1,705 per 10,000 | 1,407 per 10,000 | 1,004 per 10,000 |
| Overall Resolved Offences | 5,172 per year | 4,653 per year | 200,390 |
| Rate per 10,000 | 785 per 10,000 | 683 per 10,000 | 469 per 10,000 |
| Rural – Fatal Casualties | 2 (1%<) | 2 (1%<) | - |
| Resolution Rate | 46% | 49% | 47% |

Dishonesty, drugs and anti-social and violent offences are the most common offence types in Rotorua and this is consistent with national crime statistics. The total number of recorded violent offences increased by 12% between July 2003 and June 2008. This is similar to national trends and can be partly attributed to an increase in reporting of family violence offences.



¹⁴ Rotorua data sourced from NZ Recorded Crime Tables, Statistics NZ. Fiscal year data for 5 year period from July 2003 to June 2008.

¹⁵ Rates per 10,000 based on 2006 census population

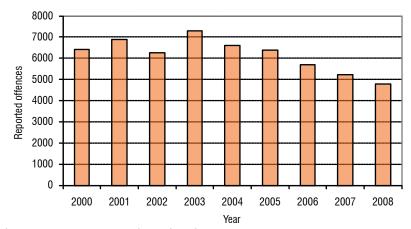
¹⁶ Rates per 10,000 based on 2008 estimated population, Statistics NZ.

¹⁷ NZ data sourced from the NZ Police Annual Report 07/08

Crime by Offence

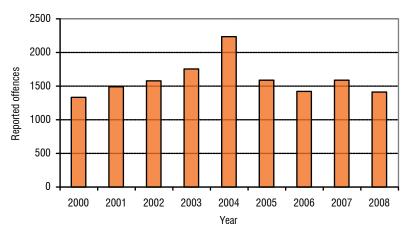
| Crime by Offence Classification | 3 yr avg to June 06 | 2 yr avg to June 08 | NZ |
|--|---------------------|---------------------|----------------|
| Dishonesty | 6,576 (59%) | 5,196 (54%) | 220,856 |
| Rate per 10,000 | 998 per 10,000 | 763 per 10,000 | 520 per 10,000 |
| Drugs and Anti Social | 3,458 (16%) | 1,498 (15%) | 59,895 |
| Rate per 10,000 population | 524 per 10,000 | 208 per 10,000 | 141 per 10,000 |
| Violence | 1,177 (10%) | 1,328 (14%) | 58,761 |
| Rate per 10,000 | 179 per 10,000 | 195 per 10,000 | 138 per 10,000 |
| Property Damage | 764 (7%) | 980 (10%) | 54,041 |
| Rate per 10,000 | 116 per 10,000 | 144 per 10,000 | 127 per 10,000 |
| Property Abuse | 460 (4%) | 315 (3%) | 17,460 |
| Rate per 10,000 | 70 per 10,000 | 46 per 10,000 | 41 per 10,000 |
| Administrative | 377 (3%) | 289 (3%) | 12,156 |
| Rate per 10,000 | 57 per 10,000 | 42 per 10,000 | 29 per 10,000 |
| Sexual | 79 (1%) | 59 (1%) | 3,522 |
| Rate per 10,000 | 12 per 10,000 | 9 per 10,000 | 8 per 10,000 |
| Crime by Specific Offences ¹⁸ | 06/07 | 07/08 | NZ |
| Dwelling Burglary | 1115 (12%) | 1003 (11%) | 38,897 |
| Rate per 10,000 | 169 per 10,000 | 147 per 10,000 | 92 per 10,000 |
| Theft Ex-car | 1,036 (11%) | 961 (10%) | 43,203 |
| Rate per 10,000 | 157 per 10,000 | 141 per 10,000 | 102 per 10,000 |
| Family Violence | 815 (9%) | 1,198 (13%) | - |
| Rate per 10,000 | 124 per 10,000 | 176 per 10,000 | - |
| Violent Attacks | 527 (6%) | 713 (8%) | - |
| Rate per 10,000 | 80 per 10,000 | 105 per 10,000 | - |
| Disorder | 535 (6%) | 537 (6%) | 24,968 |
| Rate per 10,000 | 81 per 10,000 | 79 per 10,000 | 59 per 10,000 |
| Destruction of Property | 876 (10%) | 948 (10%) | 53,794 |
| Rate per 10,000 | 133 per 10,000 | 139 per 10,000 | 127 per 10,000 |

Reported dishonesty offences, Rotorua Police District, 2000-2008



Source: New Zealand Police, Bay of Plenty Crime Statistics

Reported drug and anti-social offences, Rotorua Police District, 2000-2008

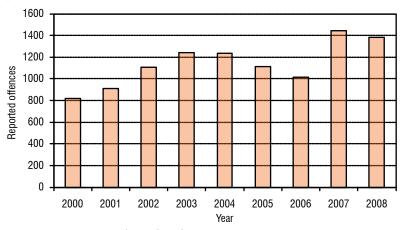


Source: New Zealand Police, Bay of Plenty Crime Statistics



¹⁸ Data for the Rotorua specific offences was sourced from the Rotorua Police

Reported violence offences, Rotorua Police District, 2000-2008



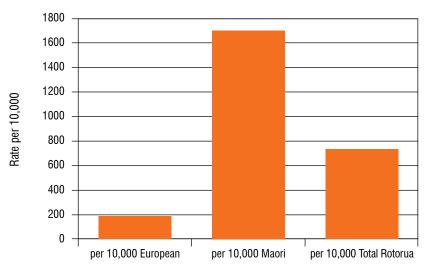
Source: New Zealand Police, Bay of Plenty Crime Statistics

Maori represented 78% of apprehended offenders in the Rotorua District between July 2006 and June 2008.

Crime by Ethnicity

| Crime by Offender Ethnicity ¹⁹ | 3 yr avg to June 06 | 2 yr avg to June 08 |
|---|---------------------|---------------------|
| Maori | 4,217 (77%) | 3,876 (78%) |
| Rate per 10,000 Maori | 1,855 per 10,000 | 1,705 per 10,000 |
| Caucasian | 1,033 (19%) | 873 (18%) |
| Rate per 10,000 Caucasian | 230 per 10,000 | 195 per 10,000 |
| Pacific Island | 167 (3%) | 144 (3%) |

Ethnicity and Apprehended Offenders, Rotorua Police District, 2007-2008.



Source: New Zealand Police, Bay of Plenty Crime Statistics

During 2007 and 2008, 72% of apprehended offenders were below the age of 31 and 42% of apprehended offenders were below the age of 21. The largest portion of offenders comes from the 21-30 year age group.

Apprehended Offenders by Age

| Apprehended Offenders by Age | 3 yr avg to June 06 | 2 yr avg to June 08 |
|---------------------------------------|---------------------|---------------------|
| 0-9 years | 25 (1%<) | 18 (1%<) |
| 10-13 years | 230 (4%) | 246 (5%) |
| 14-16 years | 763 (14%) | 637 (13%) |
| 17-20 years | 1259 (23%) | 1189 (24%) |
| 21-30 years | 1641 (30%) | 1461 (29%) |
| 31-50 years | 1400 (26%) | 1283 (26%) |
| 51+ years | 150 (3%) | 118 (2%) |
| Total number of apprehended offenders | 5468 | 4952 |



¹⁹ Rate per 10,000 calculated using 2006 census population data

Perceptions of Safety

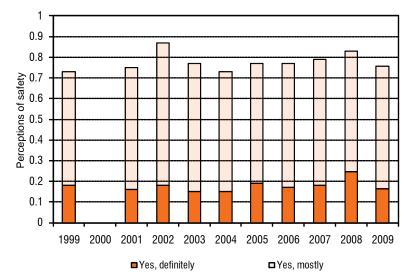
Residents' sense of community safety and security is a key indicator of social cohesion and community wellbeing.

The proportion of Rotorua residents who feel that Rotorua is definitely or mostly a safe place to live has remained relatively stable since 2003 at 76%. Community spirit in the Rotorua District decreased in 2009 to 65% from 72% in 2003. Rotorua citizen's trust in strangers has dropped to 46% in 2009 from 52% in 2003. NB: There was a change in the format of the survey between 2003 and 2009 that provided an additional option to survey participants. This shift in perception can be largely attributed to the change in survey format.

Perceptions of Safety

| Perceptions of Safety ²⁰ "Do you feel that the Rotorua District is generally a safe place to live?" | 2003 | 2009 | Trend |
|---|------|------|------------|
| Definitely or Mostly | 77% | 76% | No change |
| Definitely Not or Not really | 21% | 24% | Increasing |
| Sense of Community Spirit "How would you rate Rotorua's sense of community spirit?" | 2003 | 2009 | Trend |
| Good or very good | 72% | 65% | Decreasing |
| Trust in People "Generally speaking, do you feel youcan trust people or can't be too careful in dealing with people?" | 2003 | 2009 | Trend |
| Can trust people | 52% | 46% | Decreasing |
| Can't be too careful in dealing with people | 42% | 46% | Increasing |

Rating of whether residents feel Rotorua is generally a safe place to live, 1999-2009



Source: NRB Communitrak Survey/ Rotorua District Safety Perception Survey. Note: Comparable 2000 data are not



Fire Safety

There was a 27% increase in the number of fires in Rotorua from 2004 and 2008 with an 8% increase in the number of structure fires over the same period. There were two fatalities resulting from fires between 2004 and 2008.

Fire Numbers

| Fires ²¹ | 3 yr annual avg to 2006 | 2 yr annual avg to 2008 | Trend |
|-----------------------------------|----------------------------|----------------------------|--|
| Total Fires | 389 | 493 | 27% increase |
| Total Fires per 10,000 population | 57 | 72 | |
| Structure Fires | 136 (35%) | 147 (30%) | 8% increase |
| Fire Fatalities | 3 yr annual avg to 2006 | 2 yr annual avg to 2008 | Trend |
| Fatalities | 0 | 0.5 | Increase in fatalities to 1 death every 2 years. |
| Fire Casualties | 3 yr annual avg to 2006 | 2 yr annual avg to 2008 | Trend |
| Moderate to severe casualties | 3 | 3 | No change |

Water Safety

In Rotorua, six people died by drowning between 2004 and 2008 and half of those deaths occurred in lakes.

Drowning Deaths by Gender, Age and Ethnicity

| Drowning Death ²² | 2004-2008 | | |
|------------------------------|-----------|--|--|
| Fatal drownings | 6 | | |
| Drowning Deaths by Gender | 2004-2008 | | |
| Male | 4 (66%) | | |
| Female | 2 (33%) | | |
| Drowning Deaths by Age Group | | | |
| 15-24 years | 2 (33%) | | |
| 25-34 years | 1 (16.6%) | | |
| 45-54 years | 1 (16.6%) | | |
| 55-64 years | 1 (16.6%) | | |
| 65+ years | 1 (16.6%) | | |
| Drowning Deaths by Ethnicity | 2004-2008 | | |
| European | 4 (66%) | | |
| Other | 1 (16.6%) | | |
| Unknown | 1 (16.6%) | | |

Drowning Deaths by Scene and Activity

| Drowning Deaths by Scene | 2004-2008 | |
|--------------------------|-----------|--|
| Creeks | 1 (16.6%) | |
| Lakes | 3 (50%) | |
| Rivers | 1 (16.6)% | |
| Spa Pools | 1 (16.6)% | |
| Drownings by Activity | 2004-2008 | |
| Accidental Immersion | 2 (33%) | |
| Kayaking | 2 (33%) | |
| Suicide | 1 (16.6%) | |
| Swimming | 1 (16.6%) | |

²¹ Data sourced from NZ Fire Service

²² Data sourced from Water Safety NZ

Safety and Social Cost

An estimate of economic and social cost of crime and injury to Rotorua is shown in the table below

Social and Economic Cost of Injuries, Fatalities and Crime²³

| SAFETY AREA | ANNUAL AVERAGE | ESTIMATED SOCIAL & ECONOMIC COST |
|---|----------------|----------------------------------|
| DEATHS ¹ (less road traffic) | 16 | \$53,984,000 |
| INJURIES ¹ (less road traffic) | 955 | \$531,935,000 |
| ROAD TRAFFIC INJURIES AND DEATHS ² | 262 | \$103,409,000 |
| CRIME ³ | 9,252 | \$108,070,151 |
| ACC Claims (new claims) | 2,173 | \$21,730,000 |
| Estimated Annual Cost | | \$814,745,705 |

Explanatory Notes:

1. For the purposes of this exercise we have used the Ministry of Transport's (MOT) estimates of the economic and social costs of injuries and fatalities. Although costs differ for various types of injury, MOT figures provide the most practical and reliable approach to estimating the cost of injury and fatalities for Rotorua. The figures used to estimate fatal, serious and minor injuries other than road traffic injuries are listed below.

Fatal injuries \$3,374,000 Serious \$ 591,000 \$ 62,000 Minor

2. Road traffic injuries have been estimated using the Ministry of Transport's estimates of cost per crash (as opposed to injury only above). These estimates are:

Fatal injuries \$4,039,000 Serious \$ 717,000 Minor \$ 84,000

3. The economic and social cost of crime was derived from the NZ Treasury working paper - Estimating the costs of crime in NZ in 2003/04, NZ Treasury Working Paper July 2006. Figures from this paper have been adjusted for 2008 prices.



²³ Data for the economic and social costs of injuries and fatalities was sourced from the Ministry of Transport website http://www.transport.govt.nz/socialcost/.

Community Consultation Results

During 2009, feedback was sought from Rotorua residents about the most important safety issues for our district. Feedback was gathered through community meetings and an on-line survey.

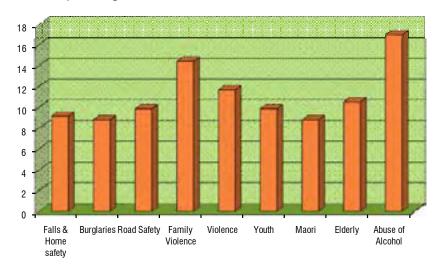
Participants were asked whether they agree/strong agree/don't know/disagree or strongly disagree with a series of statements. The combined results are shown in the table below. Some important points to note:

- 60% of participants agree or strongly agree that Rotorua is a safe and caring community
- 38% disagree or strongly disagree that there is enough education about keeping safe in our community
- 40% disagree or strongly disagree that Rotorua has become a safer place to live in the last five years

| Survey Statement | Strongly Agree/ Agree (% of respondents) | Don't Know (% of respondents) | Strongly Disagree/ Disagree (% of respondents) |
|--|--|-------------------------------------|--|
| Rotorua is a safe and caring community | 60 | 12 | 28 |
| There is enough education about keeping safe in our community | 40 | 22 | 38 |
| Safety issues are being adequately addressed by agencies in Rotorua | 33 | 34 | 33 |
| Safe Community designation will help to improve safety in our community | 60 | 32 | 8 |
| Council, agencies and residents work together to improve the safety of our community | 65 | 21 | 14 |
| There is strong leadership from council and police around safety in our community | 61 | 18 | 21 |
| Rotorua has become a safer place to live in the last 5 years | 33 | 27 | 40 |

Participants were also given a list of nine safety areas and asked to vote for the ones they felt were most important. Individuals were given the option of weighting their vote to one or more priority areas. The top ranking priority areas are shown in the chart below. Abuse of alcohol, family violence and violence in general received the largest percentage of votes.

Percentage of votes across each priority area from on-line survey and community meetings in 2009.





CRITERIA 5

Evaluation measures to assess programmes, processes and the effects of change

Measuring Safety Success

Treasure Rotorua has developed six key objectives for the project over the next three years. The objectives are:

- 1. Improving the evidence base for injury prevention initiatives by monitoring injury issues in the Rotorua District
- 2. Identifying and supporting effective injury prevention and community safety programmes that address the highest priority areas of concern
- 3. Evaluating programmes to monitor effectiveness
- 4. Developing relationships with coalition partners and identify new collaboration and funding opportunities
- 5. Raising awareness, commitment and motivation to improve injury prevention in the Rotorua district
- 6. Maintaining International Safe Community designation

The first three objectives relate to criteria five – evaluation measures to assess programmes, processes and the effects of change.

In order to determine the overall success of Rotorua's safety programmes. Treasure Rotorua plans to track progress across safety areas using data from a variety of sources including NZTA, ACC, Police, Statistics NZ and Lakes District Health Board.

Analysis of data from these sources in the initial stages of the project enabled us to create an injury profile for Rotorua. The injury profile data was outlined in criteria four and provides a current snapshot of the major injury and crime categories in Rotorua. This includes causes and scenes of injuries and fatalities, rates of crime and violence, and the demographics of the people affected.

The Treasure Rotorua Steering Group aims to review the injury profile data at least every three years, so that we can monitor our success across these safety categories.

Treasure Rotorua will measure success over the next three years by monitoring:

- · Incidents of crime in our community especially family violence, burglaries and violence in public spaces
- Perceptions of safety as measured by the quarterly Regional Visitor Monitor and the annual Rotorua District Perceptions of Safety Survey

- Data from Lakes DHB including emergency department attendance and hospitalisation for injuries
- ACC claims data related to falls, suicide, workplace injuries, home injuries and injuries resulting from leisure and recreational activities
- Road traffic crash, fatality and injury statistics
- Numbers of drowning deaths
- Numbers of fire fatalities and injuries

Evaluating Safety Programmes

It is important to ensure that safety programmes are evaluated, so that they continue to evolve to meet the needs of the community. As detailed in the tables under criteria two, most of the safety programmes in place in Rotorua have their own evaluation methods. These include questionnaires/surveys for participants and facilitators, records of the numbers of participants, pre and post measures and monitoring injury and crime statistics. In most cases, the funding organisation requires a written report at the end of each programme to track progress against goals.

Treasure Rotorua plans to establish working protocols with all of Rotorua's major safety work streams, which will show an ongoing commitment by all parties to work together to achieve better safety outcomes for Rotorua. Identifying evaluation mechanisms and sharing information about what programmes work well is an important feature of the working protocol. Other aspects of the protocol include maintaining a current database of services and programmes; identifying gaps and working together to fill these where possible; promoting successful safety initiatives through existing communication channels and performing a three yearly review of Rotorua's safety priorities

Evaluation in Rotorua

Some examples of evaluation measures in place for programmes across the main priority areas are shown here.



Crime and Violence

- Amped4Life 2009 The programme was fully evaluated in a document by the Community Safety Projects Officer at Rotorua District Council. Students were asked to complete a survey about key messages heard and what they might do/not do in the future.
- Beat That Thief Measured by monitoring theft ex-car and unlawful taking offences.
- City Assist Evaluated through responses to quarterly Regional Visitor Monitor survey, crime statistics and qualitative feedback from project partners and City Assist staff.
- E OHO Monitored through reporting by youth workers and evaluations by young people on the programme. Reports are also completed for the funders to show what activities have been completed and attendance rates.
- CPTED Training- Evaluated through a reduction in visitors as victims of crime (accommodation burglary particularly), reduction of theft and reduction of crime in the CBD.
- Lakes DHB Family Violence Intervention Coordinator An external auditor monitors the implementation of the programme annually and provides a comparison between regions and national data. Measures include the number of people screened, quality of community relationships and policies and procedures in place.
- Project CARV Crime and perceptions of safety survey statistics were analysed.
- Project Papa Waka Monitoring numbers of theft ex-car and unlawful taking offences and responses to the perceptions of safety survey.
- Rotorua School Attendance Action Group Measured through anecdotal observations and youth offending numbers.
- Tag Buster Hotline A record of the number of calls to the hotline is kept. The 'tag buster' completes a job sheet with the work that has been done. Anecdotal evidence shows very little graffiti in the city.
- Wahine Toa Participants have specific goals that need to be met. Evaluation forms are completed by the participants and the facilitators. They also get feedback from the participants about whether goals need

- to be changed for the next year. Follow-up discussions/meetings are held with participants to track progress.
- Youth in Transitions Strategy, Te Arawa Journey and Conservation Corps - All are evaluated through reporting on participant attendance, a continuum of achievement and where young people move to following this programme (education, employment etc).

Road Safety

- Adult Restraints Measures are based on injury statistics, but also the number people stopped, rate of compliance and number of tickets issued.
- Drink driving, Intersection, Back to School and Ruru Campaigns -All evaluated via an annual public survey that measures community awareness of campaigns and a reduction in road crashes and injuries.
- Kidz'n'Carz Measures are drawn from reports from the coordinator, with an end of year report indicating how much improvement has been made. The compliance rate, based on roadside checks, is also an important measure.
- Rotary Youth Driver Awareness Measured through the numbers of youth attending the programme.

Injury Prevention

- ACC workplace safety seminars An evaluation form is filled in by attendees and an e-form is also sent to big businesses to complete.
- BUS A screening questionnaire is completed on arrival as well as a strength and balance test. The strength and balance test is done every 6 months, so the individual can track progress.
- Fire Awareness and intervention programme Success is measured by numbers of recidivist fire lighters. The number of fires, fire deaths and fire related injuries are also key measures. Community fire safety knowledge is measured annually via Fire Service survey.
- Learn to Swim Surveys are undertaken twice per year.
- Modified Tai Chi The key measure is the reduction in injuries due to falls as measured through ACC claims data.



- Parents as First Teachers (PAFT) A full evaluation of the programme was completed in 2002. The report presents the findings of an analysis of a Family Exit Survey completed by 400 families. The overall conclusion of the report is that participation in PAFT benefits families.
- PoolSafe Scheme A pool safe assessor assesses eligibility and pools that pass obtain a two year accreditation. There are also random checks (undertaken by the pool safe assessor) throughout the year to check that practices have been put in place.
- St John Caring Caller Success is measured by how long people stay with the same caller and the number of people signed up.
- Swim for Life This programme is evaluated through competencies achieved. The instructor identifies if children have met competencies.
- Te Kotahitanga A key measure is the percentage of homes in the community that have installed smoke alarms. Success is also measured by a reduction in the numbers of fires, fire deaths and fire related injuries.
- UNISON Lake Safety Programme Appraisal forms are delivered to the schools that have completed the Programme and are completed by teachers. This programme won the Education Award section at the NZ Water Safety Awards in 2009.
- Whakawhanaungatanga Suicide Prevention Initiative There are four targets to meet and data is collected to measure achievement of these targets. The targets are based on access to treatment, assessment, discharge and ED presentations.

Evaluation in Practice

Community Outcomes

Rotorua's progress towards meeting its community outcomes is measured through a three-yearly survey commissioned by Rotorua District Council. The latest survey, in 2007, showed that Rotorua's crime rate is falling and perceptions of community safety are improving, although the crime rate in the district is still relatively high as compared to national averages. The report also showed an increased number of annual road traffic crashes and casualties (mostly minor) since 2000, due to poor observation, failure to give way, speeding and drink driving. This highlights the need for us to keep efforts focussed on the road safety priorities that Treasure Rotorua has identified.

Crime Prevention and Perceptions of Safety

An annual report is sent to the Ministry of Justice Crime Prevention Unit on activities completed within the Rotorua District Council Crime Prevention Plan in the previous 12 months.

Positive crime reduction trends have been seen over the last few years. For example, police statistics showed that in 2008 crime dropped by 7.5% (751 fewer offences in Rotorua in 2008) and the overall crime rate in the last five years has come down by almost 25%. These statistics are very encouraging and confirm that the crime prevention measures put in place over the last few years are making a difference.

The Rotorua District Council regularly commissions an independent 'Perceptions of Safety Survey' that provides residents with an opportunity to have their say on matters of personal safety, safety in neighbourhoods, and safety in public places such as the CBD. Some important findings from the 2009 survey were that:

- 11% of people, or someone in their household, had items stolen from their vehicle over the past 12 months - down 6% from 2005.
- 4.8% said they or someone in their household, had a vehicle, bike or motorcycle stolen - less than half of the 2005 figure (10.2%)
- 8.3% had experienced someone gaining entry into their home or garage without permission - half of the 2005 figure (16.1%)



CRITERIA 5

- Only 3% had been frightened for their safety or the safety of their family or friends as a result of anger, threats or violence by a partner or former partner - down 1% from 2008 (4%), and close to 2007 figures (2.7%)
- Thirty people (7.5%) had witnessed or been a victim of a crime that they had not reported to the Police - down from 12.5% in 2005.

However, while statistics show crime decreasing in a number of areas, perceptions of safety in some categories have moved in the opposite direction. More respondents in the 2009 survey felt the CBD was not as safe a place as in 2008. Those feeling that the CBD was "safe or very safe" during the day were down 5.4% and in the evening down 7.7%. Survey respondents attributed the decline in their feelings of safety to a number of factors including the presence of undesirables and groups of young people, the reputation of some parts of the CBD, and poor lighting. The number of people who feel Rotorua is "definitely" a safe place to live has also decreased by 8.3% since 2008, with respondents citing word of mouth, media profile, and the crime rate as reasons. This is evidence that there is still plenty of room for improvement in Rotorua and provides support for Treasure Rotorua to continue the good work that has begun.



Project Papa Waka

News about crime reduction in Rotorua continued to get better in 2007, with Project Papa Waka producing a noticeable reduction in Rotorua's vehicle crime offending since its inception in 2005.

The highly successful "Project Papa Waka" was aimed at reducing vehicle crime in the Rotorua District. Project Papa Waka partners included Ministry of Justice, Rotorua District Council, Rotorua Police, Neighbourhood Support, Victim Support, Department of Conservation and Destination Rotorua Tourism Marketing.

The objectives of Project Papa Waka were:

- 1. To foster community safety in the CBD and surrounding reserves.
- 2. To support initiatives which reduce tourism-related crime.
- 3. An overall reduction in vehicle crime in the Rotorua District Council area by 31st December 2007.
- 4. A 50% reduction in vehicle crime at the RDC or DOC controlled car parks that are target-hardened through CPTED assessment and implementation of recommendations.
- 5. A change (decrease) in the level of fear that Rotorua residents have of vehicle crime (as measured in RDC Perceptions of Safety Survey) by the end of 2007.
- 6. A 20% reduction in the number of visitors as victims of vehicle crime by 2006 (as measured against reported offences at these targeted car parks during 2004 calendar year).
- 7. A 50% reduction in the number of visitors as victims of vehicle crime by 2007 (as measured against reported offences at these targeted car parks during 2004 calendar year).
- 8. A collective 25% reduction in the number of vehicle crime offences in the targeted residential areas (streets).

A comprehensive evaluation report on reported vehicle crime statistics for the years 2004-2007 was completed using statistics from the Bay of Plenty Police District Strategic Intelligence (2004, 2005) and Rotorua Area Police Intelligence



(2006, 2007). While two different Intelligence units provided RDC with the data, the information was drawn from the same Police data source.

Several excellent results were identified in the evaluation as well as a few outcomes that indicate that a target had not been met.

It is recognised that dynamics and activities outside the scope of Project Papa Waka may have contributed to the decrease or increase in offence numbers at key locations. Activities having an impact on the declining level of vehicle crime, that are extraneous to Papa Waka might include:

- Directed patrol plans that Rotorua police staff work to, as a preventative measure, as part of day-to-day duties
- Police pressure on key, known offenders which results in them feeling less comfortable to offend, and indirectly make their associates less comfortable
- "Hot" vehicle crime offenders receiving custodial sentences during the reporting period
- Higher awareness about keeping belongings safe etc through media stories about general crime (Neighbourhood Support has played a role here)



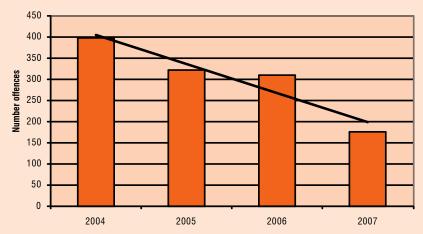
• Newsletters, e-bulletins and other communications about general crime prevention advice through Police, Destination Rotorua Tourism Marketing, Neighbourhood Support etc.

The evaluation showed the following key results:

- Overall, there was a 56.0% reduction in vehicle crime at locations targeted by Project Papa Waka between 2004 and 2007 calendar years. This equates to 223 fewer offences.
- A 24.9% reduction in vehicle crime at selected "higher-risk" suburban sites. Overall, 126 fewer vehicle crime offences took place in the suburban areas monitored.
- Two-thirds of respondents in the 2008 Perceptions of Safety Survey (57.8%) felt there are unsafe places to park their vehicle within the CBD (increase of 9% since 2005). While a reduction in crime actually occurred, residents' perceptions of safety have not matched these improvements.



All Project Papa Waka Sites: Theft ex-car and unlawful taking offences 2004-2007



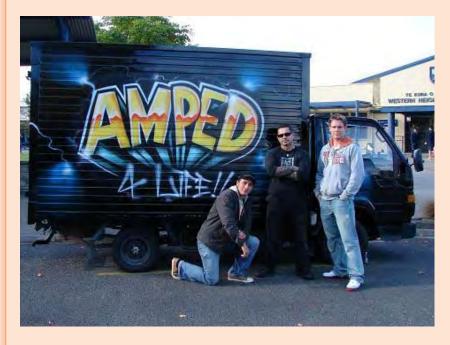
In addition to the Rotorua District Council evaluation, the project was included in a 2009 Department of Conservation report, Vehicle crime at outdoor recreation and tourist destinations: prevalence, impact and solutions. It was reported that the multi-agency approach was seen as a real strength by the people involved with the project and had helped to strengthen relationships between agencies that would be beneficial for future work.

The success of this project shown by the results of the evaluation has resulted in the approach to signage (design, content and placement decisions) being carried over to another project where signage improvements are being considered. A new project commenced late 2009 whereby Council staff are examining the existing safety (e.g. "CCTV operating") and regulatory signage (e.g. "liquor ban area") in the CBD and reserve areas to see how the messages on separate signs can be combined into larger, informative and non-alarmist signage strategically placed around the CBD and reserves. The signage created as part of Project Papa Waka has acted as a sound starting point, and other examples of "good practice" signage are being collected. The aim of this signage upgrade project is to provide well placed, well worded and accessible information at key locations to enhance users' overall experience of a space.



Amped4Life sessions

The 'Amped' group delivers a message that realistically and graphically communicates the risks of drug and alcohol use and abuse. Pat Buckley of the Amped4Life Trust was first hosted in the Rotorua District during 2008 under the umbrella of Project CARV (Curbing Alcohol Related Violence). Amped4Life desires to build resilience and create a healthy sense of self esteem with our rangatahi (youth) and challenge them to aspire for greatness in all aspects of life.



Pat's visits to schools in 2008 aimed to increase education and awareness of health issues in relation to alcohol, through a series of organised speakers at a minimum of four secondary schools.

The purpose of the project was to:

Decrease alcohol related offences committed by young people;

• Increase education and awareness of both health and wellbeing issues and effects of excessive intoxication on the body.

In 2008, approximately 6,000 students attended sessions delivered by Amped4Life and were asked to complete a feedback form providing information on the best and worst aspects of the presentation, key messages heard, subsequent attitudes to alcohol use and an overall score of the presentation. Qualitative feedback was collected from forms and discussions with school staff following presentations. A total of 1,089 completed forms were returned and analysed in a comprehensive evaluation.

On the basis of the 2008 evaluation, there were a number of recommendations:

- 1. That further presentations by Amped4Life are considered for high schools and intermediate schools in the District.
- 2. That Rotorua District Council offer support (either in-kind or should they qualify for council funding rounds) to Rotary Clubs of Rotorua in respect of the long term plan involving extensive work with Amped4Life and 'adopted' schools.

As per the recommendations, Amped4Life were brought again to the Rotorua District during 2009. High schools throughout the district received five one hour sessions, covering five topical modules around drugs and alcohol:

- 1. Destination by design
- 2. Amped 2 party
- 3. Methizdeath
- 4. Marijuana / Party Pills
- 5. I have a dream

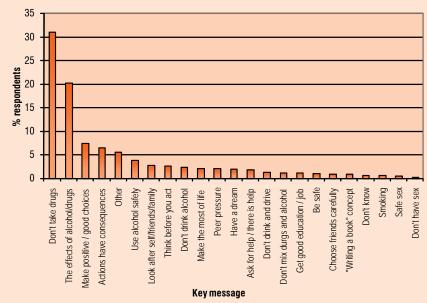
Each school was given the option of which year level would participate in the sessions. Some schools chose younger students, others chose older students, and at some schools the audience was mixed. The programme was fully evaluated again in 2009 and a total of 705 surveys were received from students.



CRITERIA 5 - CASE STUDIES

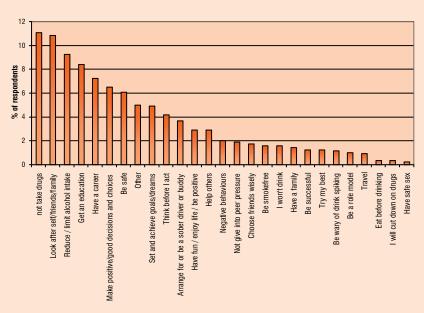
A total of 644 students heard at least one key message (many students listed multiple key messages). Responses to this question were grouped according to theme. As can be seen in the chart below, the strongest messages reported were not to take drugs and the effects drugs/alcohol can have. Other key messages included to make positive/good choices and that actions have consequences.

What key messages did you hear in the presentations? Amped4Life sessions survey 2009



A total of 535 respondents answered the question "In future I will...." - some with multiple suggestions about things they would do in the future. Responses to this question were grouped according to theme. The most common things that students reported were to not take drugs, followed by looking after self/ friends/family and reduce/limit alcohol intake. This latter statistic is interesting, as many students feel that some alcohol consumption is fine, while complete abstinence from drugs comes through strongly. This may be a reflection of the much proclaimed "drinking culture" of New Zealand. However, it was heartening to see students acknowledging the need to consider the amount of alcohol being consumed, which shows that some insight has been built into the effects and consequences of dangerous or excessive alcohol use.

In future I will.... Amped4Life sessions survey 2009



Based on answers submitted by attendees who returned a completed feedback form:

- 62% (n = 421) said the presentation content was relevant to them
- 89% (n = 616) would like further sessions with Amped4Life
- 95% (n = 663) found the presentation style interesting and engaging
- Use of pictures/videos, learning about drugs and the stories/real life examples were the most commonly cited "best bits" of the presentation.



- Pictures that weren't nice, repetition and sitting too long/venue were specific aspects of the presentations that some respondents didn't like
- 86.4% of respondents (n = 599) rated the presentations overall a 4 or 5 (5 being "excellent").
- Students reported they heard key messages including not to take drugs, the effects of alcohol/drugs, making positive/good choices and that actions have consequences
- In terms of what students will do in the future, many said they would not take drugs, they would look after themselves/friends/family, reduce/ limit alcohol intake, and focus on education.

The evaluation has given some direction as to how the programme might be improved. Things like venue choice (temperature, availability of seating etc) and having the young people move around during the delivery of the sessions (to alleviate discomfort from sitting too long) can easily be incorporated so that the experience of students is enhanced in future.

It is clear that most students gained something valuable from the Amped4Life sessions. The evaluations conducted in 2008 and 2009 are being used to build a case for further funding from external partners so that sessions can again be delivered during 2010 and beyond.

| | t Buckley 5 Social Education A | YES | NO | |
|---|--|--|--|---------------|
| Was the content | t relevant to you? | 163 | | |
| . Would you tike | more sessions with Amped43fe? | YES | NO | |
| , Was the presen | station style interesting/engaging? | YES | NO | |
| . What were the | best bits of the presentations? | | | |
| | ving, didn't you like about the pres | entations? | | |
| 5. What, if anyth | ying, didn't you the about the | | | |
| | | | | |
| 4. Overall, what | did you think of the presentations | 3 | | Excellent |
| Poor | 2 | | 4 | 5 |
| 1 | 2 | | | |
| | t to the assessor. | Atlanta? | | |
| | essages did you hear in the present | | | |
| | e, do you think you will make any o heard Pat? If so, what might y | sifferent, chak ou do differen | ces about alcoho | and drug use |
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| 8. In the future now you have In f 1. 2. 3. 4. 5. | e, do you think you will make any o heard Pot? If so, what might y My Personal Safe uture I will: | infferent choic ou do different ty Action PI In f 1 2 3 4 5 | ces about alcoho vily? ian: luture I won't: | and drug use |
| 8. In the future now you have In f 1. 2. 3. 4. 5. My dream is | e, do you think you will make any o heard Pat? If so, what might y My Personal Safe uture I will: | infferent choice of the control of t | ces about alcoho | and drug use |
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| 8. In the future now you have In f 1. 2. 3. 4. 5. My dream is | e, do you think you will make any o heard Pat? If so, what might y My Personal Safe uture I will: | entferent choice of deferent choice of the first series of the fir | ces about alcoho | and drug use |
| 8. In the future now you have In f 1. 2. 3. 4. 5. My dream is | e, do you think you will make any o heard Pot? If so, what might y My Personal Safe uture I will: | entferent choice of deferent choice of the first series of the fir | ces about alcoho | and drug use |



CRITERIA 5 - CASE STUDIES

City Assist

Whether you've got a question about Rotorua, are after a city map or need directions to where the closest public toilet is, locals and visitors can have confidence that the 'City Assist' team will steer them in the right direction. The team have also provided valuable eyes and ears – reporting any suspicious behaviour to Police. The City Assist project, highlighted in criteria two, has operated in Rotorua over the summer months since 2007/08. Following the conclusion of each summertime period, the project has been evaluated.

An independent consultant was contracted to evaluate the 2007/08 programme and a smaller evaluation was conducted by RDC following the 2008/09 and the 2009/10 project periods.

nges and improvements to enhance the project during the summers of 2008/09 and 2009/10. The independent evaluation involved drawing information from 25 face-to-face interviews and several statistical data sources. A total of 18 recommendations were made in the report, and the following are examples of how recommendations were implemented in subsequent project years:

| Recommendation from independent evaluation of City Assist 2007-2008 | What change was made and when? |
|---|---|
| Redesign the team uniform, with the minimum changes required including altering the colour, increasing the size of the lettering on the uniform and rethinking the question mark. | Drastic redesign of uniform took place ahead of the 2008/09 Summer, which involved changing the colour scheme (from fluorescent yellow to the corporate RDC colours of purple and lime green), fabric and changing the "question mark" on the uniform to the international symbol for information. This uniform was retained for the 2009/10 year. |
| Redesign the contact sheets based on suggested improvements and ensure that information requests can be also be categorised into 'directions' and/or 'assistance'. | The contact sheet was redesigned ahead of the 2008/09 summer so that staff fill out only one per day, recording a summary of all their contacts for that day, as opposed to completing one sheet per contact. This cut down administrative time for staff. The new contact sheets had space for staff to indicate the type of directions (written vs. verbal) or other assistance provided. |

| Recommendation from independent evaluation of City Assist 2007-2008 | What change was made and when? |
|--|---|
| Improve the equipment supplied including the use of satchels or similar instead of backpacks and supplying cameras or improving the zoom feature of the mobile phones. | Satchels were purchased for staff to carry their equipment in for the 2008/09 and 2009/10 years. This made the information symbol on the back of the uniforms more visible (as a back pack was no covering it). Cameras were not purchased due to budget constraints, however as cell phones were replaced a better quality (in terms of pixels) cameras was considered. |
| Ensure flexibility of hours particularly around daylight savings hours and any scheduled events. | Both the 2008/09 and 2009/10 project periods were shortened as post-daylight savings visitor numbers dropped away. The supervisor was give the ability to adjust the roster to account for event |
| Maintain a calendar of major events to be used to assist in the development of team rosters and deployment schedules. | For the 2008/09 and 2009/10 years, a calendar of events was provided to all staff on commencement and staff were encourage to check the online events calendar, maintained by the Events and Venues department of Council throughout the duration of the Summer. |
| Encourage team members to greet people on their walking routes in order to be seen as approachable. | This was incorporated into the training week for staff employed for the 2008/09 and 2009/10 summer periods. |
| Ensure appropriate training of team members so that they are aware of their role and responsibilities in general and in terms of reporting any suspicious behaviour. | The training week for the 2008/09 summer period involved a change in training that was delivered by Police – however this involved a theoretical basis as per the 2007/08 year. This approach did not significantly improve the number of suspicious activity notings during the 2008/09 summer. For the 2009/10 summer period, staff spent up to two days in a patrol car with a police member, to get a practical sense of "what is suspicious" and this resulted in significantly more focus on the suspicious activity aspect of the project and subsequently, more notings and better community safety results (e.g. arrests). |



Kidz'n'Carz

Proper restraint use is vital to the safety of all road users – not least children who face the risk of being thrown around or out of a vehicle following a road smash. The Rotorua Kidz'n'Carz (KIC) Coalition works to increase the car seat compliance rate for children under five years of age in the Rotorua District. The Coalition – that includes representatives from ACC and Rotorua District Council as well as Safe2Go technicians - has been running successfully for eight years. The programme involves education campaigns and roadside checkpoints backed up with police enforcement. The programme is funded jointly by NZTA, RDC and ACC, and is supported by Rotorua Police.

The (KIC) Coalition implemented the Kidz'n'Carz Community Project in 2008/2009.

The goals of the project were to:

- Ensure children in our community are transported in the safest manner possible.
- Educate parents and caregivers about the importance of child restraint use.
- Highlight to parents and caregivers about the dangers of not using child restraints as per manufacturer's specifications.
- Increase child restraint use in our community.
- Gather statistics about child restraint use in the Rotorua community. Statistics collected are vital for evaluating restraint use in our community and are used for comparisons of compliance figures from year to year.

Key strategies of the project were to:

- Bring together key organisations/ individuals that support child restraint advocacy and are safe2go certified to help educate and demonstrate how to best use child restraints.
- · Review KIC guidelines for checkpoints
 - health and safety practices
 - working in cooperation with police
 - child restraint checking procedures

- Survey restraint compliance in community by way of policed checkpoints
- Raise awareness and provide opportunity to review issues and barriers to compliance.
- Promote existing child restraint agencies.
- Promote the extended use of booster seats to protect older children travelling in vehicles.
- Raise awareness about the use of child restraints by having KIC advocate at community events.
- Evaluate the project.



Statistics collected by the Rotorua Kidz'n'Carz coalition indicate that correct use of a child restraint can reduce injury from impact by as much as 56% in preschool aged children. Information based on research from Starship Children's Hospital suggests that children should be required to use an appropriate child restraint until they are 148cm tall (4'9"), the average height for 10/11 year old. Education and promotion is vital in getting the car seat message out into the community.



A Preschool Education Programme was run during 2009 to promote correct car seat use to caregivers of preschool-aged children. Twelve preschools from the Rotorua region were selected based on previous low compliance rates in those geographical areas. A half hour interactive session was held with the children at each preschool, followed by a car seat checking clinic for parents and caregivers. Resources on car seat safety, use and where to obtain further information were also made available to families.

The education campaign was run in conjunction with the Kids'n'Carz Child Restraint Enforcement Campaigns and each visit to a preschool was followed by a Child Restraint Police checkpoint in the area.

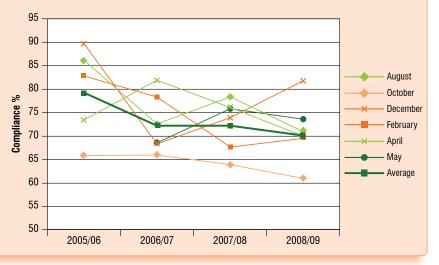
Throughout the year, ongoing Child Restraint Education and Enforcement Campaigns take place in various locations around the Rotorua district. The campaigns involve a series of roadside checkpoints, carried out with the assistance of police and trained Safe2Go car seat technicians. ACC provides funding for Safe2Go technicians, who are people trained to check a child restraint to ensure that the restraint is correct for a child's age and size, that the restraint is in good condition and that the expiry date of the restraint has not passed. Technicians are also trained to fit child seats correctly. The Safe2Go technicians also give advice and information to parents and caregivers about appropriate child restraints. Enforcement is carried out by police during the "check points" when a child is totally unrestrained (i.e. is not using a car seat at all).

Between August 2008 and May 2009, six Child Restraint Education and Enforcement Campaigns took place. Vehicles carrying children believed to be under the age of 10 were identified passing through the checkpoint and asked to pull to the curbside to be checked by a technician. A survey sheet was filled out for every vehicle to gauge compliance and to determine if the child restraint was appropriate for the child and correctly installed to manufacturer's specifications. Where possible, every effort was made to correct all problems before the vehicle left the checkpoint. In cases where there was no child restraint available for use, caregivers were encouraged to walk or to arrange for a seat to be dropped off for them to use. Where available, a seat was borrowed from KIC.

Common observations during the campaign were:

- Children/infants were often placed in restraints inappropriate for size/age
- Children in booster seats often did not have their safety belt correctly fitted
- Straps on in-built car seat harnesses were sometimes so loose that the child would not be adequately restrained
- · Straps were often severely twisted
- Some caregivers were using car seats that had expired or were in poor condition
- Infant capsules were sometimes not correctly belted into the vehicle or the infant was unrestrained in the capsule.

As in previous years, during 2008/09, certain geographic areas of the community showed up as having continual low compliance. The compliance rates for the 2008/09 period were slightly down on the previous year, as can be seen in the chart below. It appears that compliance has been declining over the past couple of years, but this may in part be due to the more thorough checking and recording by technicians, as they have gained more experience.





Overall, the checkpoints work well. They provide important statistical information and enable the team to identify low compliance areas in the community. Checkpoints also provide education opportunities and increased exposure and public awareness of the KIC team. More importantly, checkpoints enable us to reduce the risk of death or serious harm to children in our community.

In addition to the roadside campaigns, during 2008 and 2009, a total of 96 hours was spent attending community events, parent workshops, checking clinics and informing new parents how to correctly install and use a child restraint. These included:

- Bunnings community day
- Web Health Expo
- No sweat Parenting
- · Marae Well Health Day
- Lakes DHB Midwives and Pediatricians seminar
- St Francis Aroha parenting workshops
- Lakefront Checking Clinic
- Preschool Education
- *555 Radio campaign

A restraint clinic was held at the Rotorua Lake Front to provide members of the public with the opportunity to have their child restraints checked by a technician. This was a highly publicised event, with assistance from The Radio. Face painting, sausage sizzle and a bouncy castle entertained the children while caregivers had their vehicles inspected.

After consultation with Lakes DHB in 2009, a Car Seat Advisory Service was trialed for a period of three months at Rotorua hospital. The aim of the service was to ensure that all newborn babies leaving Rotorua hospital were being transported safely; to provide support and information about the correct installation and use of child restraints to all families under the care of Rotorua Hospital; and to raise awareness with hospital staff of the dangers of incorrect/non-use of child restraints.

Three times a week, a trained Safe2Go technician visited the Birthing, Maternity and Children's units to offer information and practical assistance to families with children staying in hospital. Hospital staff were extremely supportive of the service.

Evaluation of the Car Seat Advisory Service showed that, although there had been an expectation that there would be a high level of client contact with the service, this proved not to be the case. It was acknowledged that there is certainly value in assisting families and correcting problems early on, but the hospital may not be the most effective environment in which to provide this education. People are not always in the right frame of mind to accept additional information when they are dealing with a sick child or newborn baby. As a result of this evaluation, the Advisory Service was discontinued and resources were redirected to other KIC education campaigns.

The Kidz'n'Carz project has continued to run through the 2009/2010 year.



Ongoing participation in national and international Safe Communities networks

Safe Community Networks

Treasure Rotorua recognises the importance of contributing to, and learning from, the work of others. This can be done through building relationships with other groups involved with safety work. There are already strong partnerships in place between central and local government, NGOs and lwi within our community. This is reflected in the wide representation on the Treasure Rotorua Steering Group and by the range of collaborative safety programmes that have been developed in Rotorua.

Members of Treasure Rotorua have positively responded to opportunities to share information and experiences with other safe communities. A key objective for Treasure Rotorua going forward is to continue to identify new opportunities for partnerships and collaboration - in New Zealand and around the world. Designation as an International Safe Community will assist with this goal, by providing Rotorua with an avenue for sharing the Treasure Rotorua story and for learning from other communities.

The Treasure Rotorua Steering Group has made efforts to build networks with other safe communities in the period leading up to designation. The Steering Group will be instrumental in maintaining and expanding these relationships going forward. This section outlines some of the local, national and international networks that Rotorua has been involved with to date.

Local networks

Regional Safe Communities

Treasure Rotorua has benefited greatly from sharing experiences and resources with other safe communities in the area (Taupo and Tauranga) and will continue to build on these partnerships in the future. Several members of the Treasure Rotorua Steering Group also sit on the Taupo Safe District Project Steering Committee. Treasure Rotorua invited the Tauranga Safe City Coordinator to help prepare a project plan for Safe Community designation for Rotorua. Mike Mills accepted this invitation and drew on his experience from working on Safe Community designation in Waitakere and Tauranga to complete this task. The Treasure Rotorua Steering Group worked with Taupo and Tauranga Safe Communities to plan for, and circulate invitations to, the ALAC/SCFNZ Alcohol and Community Safety Regional Forum in early 2009. Having close partnerships with other safe communities enables Treasure Rotorua to identify areas where we can work together and provides an opportunity to share ideas for safety initiatives.

Workplace Safety

Members of Treasure Rotorua supported the two ACC Workplace Safety Seminars in 2009, which were well attended by a variety of employers from around the district. Both seminars were held in Rotorua (hosted by Rotorua District Council), and the second seminars were also held in Taupo, Tauranga and Hamilton. A presentation was made at the November Seminar about Rotorua's journey to Safe Community designation. The seminars provided an opportunity for participants to learn about a wide range of safety issues that impact on people in the workplace and in the community. New Plymouth Injury Safe contributed to the ACC Workplace Safety Seminar held in June 2009, giving a presentation on "Community approaches to promoting workplace safety (and vice versa)".



Neighbourhood Support

Neighbourhood Support, who are part of the Treasure Rotorua Steering Group, have a regional network of support groups. Neighbourhood Support New Zealand is also a member of Neighbourhood Watch Australasia. These partnerships enable Neighbourhood Support groups across New Zealand and Australia to share information about crime and safety.

Family Violence

Rotorua's Family Violence Prevention Network Coordinator exchanges information with regional coordinators in Taupo and Whakatane and ensures that Rotorua Safe Families and the Rotorua Family Violence Prevention Network are aware of national campaigns through Te Rito news, and the 'It's not ok' website and other publications. The "It's your business" resource and the Bloke's and Women's Toolboxes were produced with assistance from family violence groups in Tauranga and Gisborne respectively.

In December 2009, Mayor Kevin Winters hosted a community forum in Rotorua to present the work that had been done to date under the umbrella of Rotorua Safe Families. The forum provided an opportunity for those involved in family violence prevention in both Rotorua and Murupara (Whakatane District Council) to show the community the activities that had been completed in the previous two years. The forum was well attended by representatives from a wide range of social, educational and health service groups.

Young People

In May 2007, the Rotorua District Council partnered with Family and Community Services (Ministry of Social Development) and Child, Youth and Family, to support a professional development day for teachers, principals, attendance officers, school guidance counsellors, Board of Trustees members, parents, young people, and others working with youth. The full day seminar was titled Discipline, Democracy and Diversity: Building positive relationships with young people. The speakers at the forum were Dr. Angus MacFarlane, senior Education lecturer from the University of Waikato and Senior Constable Nick Tuitasi from Mt. Roskill Police Youth Services.

Dr. MacFarlane spoke about types of difficult young people and provided some strategies that could be used in the classroom to manage and communicate with hard to reach young people. Senior Constable Tuitasi spoke about the points of intervention for practitioners, teachers and families in helping young people transition successfully into adulthood.



A second professional development opportunity was held in June 2008 involving guest speaker clinical psychologist, Nigel Latta. Three hundred and fifty people attended this presentation held in Rotorua to hear Nigel Latta's views on working with, and for, young people.

Both of these seminars facilitated the sharing of best practice information amongst local people working in the education and youth sectors. The aim was to generate new skills in working with challenging young people and to find effective ways of handling their behaviour.

Crime Prevention

The Ministry of Justice adviser to Rotorua District Council has links with other TLAs and encourages the sharing of ideas between different regions. To support information sharing between TLAs, Ministry of Justice arranges for annual regional meetings to discuss safety issues of joint concern, and to provide an opportunity for each community to profile projects that are working well. Rotorua District Council staff have attended all of these meetings.

National networks

Safety Programmes

A number of safety programmes initiated in Rotorua have been adopted by other communities around New Zealand. Some examples of these are:

- Kohanga Reo restraints An ACC-funded initiative to install appropriate child restraints in all Kohanga Reo vans in the district. This project was so successful in Rotorua that it has been rolled out nationally by ACC. Note: Kohanga Reo are early childcare facilities in which the Maori language and knowledge are the basis for all teaching and programmes.
- UNISON Lake Safety programme This programme is run by the Rotorua Aquatic Centre and was a first for New Zealand. It is now being rolled out nationally.
- Resources from road safety campaigns (including Back to School speed campaign and Drink OR Drive campaign signs) are shared by the Rotorua District Council road safety coordinator with communities around the country. Many of the ideas and resources developed in Rotorua have been adopted by other districts.

Family Violence

Rotorua Safe Families presented to the National Forum on Family Violence Prevention in April 2009. The Forum was hosted in Waitakere and Rotorua Safe Families was invited to take part to help demonstrate how local government can help to prevent family violence. The event was hosted by Mayor Bob Harvey and Deputy Mayor Penny Hulse. Three snapshots, reflecting how Council can be involved, were presented at the forum:

- Work taking place in Waitakere through the Mayoral Task force on Family Violence
- Development of a community plan as part of the Rotorua Safe Families work
- Championing family violence across council and the community by Hamilton City Council



Suicide Prevention

Lakes DHB is one of 13 District Health Boards nationally to be involved in the Whakawhanaungatanga project that aims to improve the crisis care in Emergency Departments, Mental Health and Maori Health/Mental Health services of people that present to services, and are at risk of suicide or self-harm.

New Zealand Safe Communities

Members of Treasure Rotorua attended the Safe Communities Networking Days in Auckland on 10 October 2007 and 23 September 2009 and are committed to attending similar events in the future. The days enable representatives from Rotorua to learn from the experiences of other safe communities. In future, the Treasure Rotorua Steering Group hope to be able to share with other communities, the successes and challenges of Rotorua's journey towards designation.

Rotorua was one of the sites interviewed as part of the ACC qualitative evaluation of the International Safe Community model operating in New Zealand.

Treasure Rotorua receives the New Plymouth Injury Safe newsletter, which enables us to keep track of the safety initiatives taking place in other parts of the country.

International networks

Safe Communities Conference

Rotorua participated in the 17th International Safe Communities Conference in Christchurch, 22-23 October 2008, One Rotorua District Council staff member. a representative from Challenge Violence Trust, a local service provider, and two local MSD staff attended the conference.

The conference proved invaluable to the Rotorua Safe Community project. Safe Community coordinators from New Zealand and around the world shared ideas and resources with the RDC representative who attended. The Treasure Rotorua Steering Group had decided during planning for designation that it wanted to gather community feedback on the safety priorities for Rotorua. During the conference, the RDC representative was introduced to Ron Waldie (Director, Capacity, Building and Mission Growth, Safe Communities Canada). Ron kindly provided Rotorua with a copy of the Community Planning Guide and Facilitators Manual developed and used by Safe Communities Canada, in the months after the conference. These documents were used extensively by the project leader to prepare for, set up, and host the seven community meetings as part of the Treasure Rotorua project in mid 2009.

During the conference, participants attended the Safe Community designation ceremony for Christchurch, which allowed the Rotorua attendees to see first hand one example of how attaining designation could be celebrated. Participation in the conference also exposed people from Rotorua to the breadth of work undertaken internationally around safety initiatives - everything from hospital to community responses to areas of concern.

Sister Cities

Like many cities around the world, Rotorua is part of the International Sister City programme, which encourages close ties between cities and districts. The programme came out of a desire for peace, and fosters international understanding through cultural exchanges between the paired cities. Rotorua has links with four cities, including Beppu in Japan. In November 2009 representatives from Beppu's Blue Sea and Green Land (B&G) Foundation visited Rotorua and donated \$35,000 to the Rotorua Yacht Club to fund



rescue kayaks, rescue boats and life jackets. The B&G Foundation supports Japan's Water Accident Zero campaign and is a strong proponent of water safety in that country. The Rotorua Yacht Club became the first non-Japanese member of the B&G Foundation. It is hoped that this relationship will continue to grow and develop. Through this relationship there are also possibilities for the exchange of information in the future between Japan and New Zealand around water safety issues.

Crime Prevention

In August 2008, Rotorua hosted a delegation of police from Timor Leste (in South-East Asia). A series of presentations were given on Community Policing and community engagement. The aim of the visit was to share information about how NZ experiences could be applied to the situation in Timor Leste. The delegation was hosted at Rotorua District Council. Presentations included one from the Council's Community Safety Projects Officer on partner engagement and details about successful projects Papa Waka and CARV (Curbing Alcohol Related Violence). Other topics covered by Rotorua Police were crime science theory and how this has been successfully applied in a Community Policing context and best practice in addressing family violence.

Rotorua also hosted Chief Hoover of the Reno Police in 2008, who gave a presentation to a Rotorua delegation on the way Field Training Officers operate within the Reno Police Department. This was an opportunity for Rotorua Police to see how the Police Field Training Officer scheme works in Reno, and what improvements or adjustments could be considered at a local level.

As mentioned previously, Crime Prevention through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behaviour through the thoughtful design of the built environment. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts. Tony Lake, a board member of the International CPTED Association has had close ties with Rotorua. Over the last few years, Tony has worked closely with the Rotorua District Council, to deliver training to retailers, licensees, tourism operators, council staff, police, schools and other members of the community. Since 2008, RDC has been able to facilitate 99 local people becoming trained in basic CPTED principles, using the teaching services of Tony Lake.

Rotorua District Council's Community Safety Projects Officer presented at Australasia/Pacific Regional CPTED conference held in Ipswich (Brisbane) in May 2009. The presentation given outlined the Rotorua car crime prevention project - Project Papa Waka - which had a strong CPTED basis. This project achieved a 56% reduction in vehicle crime at the targeted car parks. Delegates at the conference were presented with information about how Rotorua approached the project, including what CPTED improvements were made and the successes and challenges experienced in implementing a collaborative CPTED project in a community context. In attending this conference, the RDC Community Safety Projects Officer heard invaluable insights into town planning from other presenters. This information was extremely useful when the Community Safety Projects Officer was asked to consider a Plan Change proposal for a large new residential development in the eastern suburbs of the city, in November 2009.

The Community Safety Projects Officer also has an informal information sharing arrangement in place with the Blackburn & Darwen Council in the UK, with the exchange of safety newsletters as they are published. This relationship has been in place for four years.





Problem Gambling

The Inaugural International Indigenous Problem Gambling Symposium "Practice, Research and Knowledge Gathering" was hosted by Te Herenga Waka o Te Ora Whanau Trust, at the ancestral meeting house Tamatekapua Marae in Rotorua from 15-17 February 2010. The symposium focused on traditional concepts, values, ideals, models and strategies for sustaining balanced and healthy relationships within and across families, communities, nations, nation-states, local, regional and global borders, territories and environments. The event provided opportunities to discuss strategies for sustaining relationships between gambling providers, for resolving the impacts of gambling within Maori and indigenous communities to restore balance and mana, particularly for those whanau members who have been affected. Speakers included Chief Terrance Nelson, vice-chair of the Grand Governing Council of the American Indian Movement and in Canada he is a spokesman of the Okiijida Warrior Society; Mandy Brown, an Indigenous gambling counsellor from South Australia; and Moana Jackson, a lawyer specialising in Treaty of Waitangi and New Zealand constitutional issues.

Family Violence

In 2009 an American Judge, Eugene M. Hyman visited Rotorua to speak on family violence. Judge Eugene M. Hyman has been a judge of the Superior Court of California for 18 years and has presided over cases in the criminal, civil, probate, family, and delinquency divisions of the court. Judge Hyman has spoken to both national and international audiences and has published articles on issues surrounding domestic violence in the criminal and family courts. The event was organised by Rotorua District Council and Korowai Aroha, a kaupapa Maori heath provider. The event was hosted in the Council Chamber and was well attended.



Community Consultation and Communication

Encouraging Rotorua people to become involved in the journey towards designation has been vital to the success of this project.

At the start of Rotorua's journey to Safe Community designation, seven community hui (meetings) were held to gather information about public perceptions of safety priorities in Rotorua. The hui included a presentation about the work towards Safe Community designation, safety profile data and gave participants the opportunity to complete a survey about their ideas on community safety issues. Members of the community also had an opportunity to contribute to the project through an on-line survey. Ongoing community consultation is planned for the next three years to build support for, and awareness of, Treasure Rotorua. By spreading the message about the benefits



of a safe community, Treasure Rotorua hopes to engender a sense of ownership for the project within the community.

Promoting the work of Treasure Rotorua is an area that will become increasingly evident in the community from early 2010 onwards.

A Safe Rotorua! Newsletter is produced bimonthly by the Community Safety Projects Officer, and provides information about current safety initiatives in the community. Regular updates about Treasure Rotorua have been included in the newsletter since November 2009. Safe Rotorua! is distributed via email, and contributions to the newsletter from different groups are encouraged. Some recent Safe Rotorua! Newsletters are included as Appendix E.

The Treasure Rotorua Project Leader has recently featured on both TV Rotorua and Maori Television. These were seen as excellent opportunities to raise awareness of the project, locally and nationally, particularly regarding the benefits to local people, visitors, and Maori.

A comprehensive communications plan has been put in place to promote the work of Treasure Rotorua and all safety groups in the district, over the next year.

To date, safety programmes in Rotorua have received excellent media coverage, a sample of which is shown on the following pages.





OVERALL

CRIME DOWN

ATTACKS DOWN

BURGLARIES DROP

treasure ROTORUA



Future Direction

Treasure Rotorua views Safe Community designation as significant step in our journey towards becoming a safe and caring community. The journey to date has provided Rotorua with a solid foundation on which to base future safety work. Safety and injury prevention projects have a growing profile in the Rotorua District. The collaborative efforts of many in the community has meant that Rotorua is already beginning to see positive change. One example of this is the reduction of crime rates in recent years.

The future work of Treasure Rotorua will focus on the priority areas of violence and crime, road safety, injury prevention and the reduction of alcohol-related harm. Treasure Rotorua will reassess these priorities over the next three years, by analysing injury and crime data as it becomes available, by gaining feedback from the community, and by looking at how national and international safety initiatives could be applied in Rotorua.

Key stakeholders in Treasure Rotorua include RDC, ACC, Police, Lakes DHB, Castlecorp, Iwi, Te Waiariki Purea Trust, Neighbourhood Support, Toi te Ora Public Health and Ministry of Social Development. These stakeholders have overseen the work towards Safe Community designation to date, and have made a further commitment to contribute to Treasure Rotorua in the future.

There is strong ongoing support within Rotorua District Council for safety initiatives. This is illustrated in the Rotorua District Council's 2009-2019 Ten Year Plan. The plan outlines commitments to:

- Working with a range of organisations on agreed priorities, including Safe Community designation
- Staff costs for a Community Safety Projects Officer, who will oversee the work of Treasure Rotorua as part of their role
- Maintaining International Safe Community designation
- Contributing funding to, and implementing, the RDC Crime Prevention Plan (\$22,000 per annum)
- Ongoing funding of the Community Safety Projects Fund, to assist groups/organisations undertaking projects with safety as a focus (\$25,000 per annum)

- Contracting with local 'not-for-profit' organisations who have a safety focus e.g. Neighbourhood Support (\$60,000 in 2010, \$50,000 in 2011)
- · Working towards safe homes and streets, lowering crime rates, improving perceptions of safety amongst residents and curbing alcoholrelated violence in the district
- Providing safe public spaces through use of Crime Prevention Through Environmental Design (CPTED) principles
- Supporting implementation of the Rotorua Safe Families Action Plan and actively working to create supportive environments for those affected by child abuse and family violence in the district

The process of applying for Safe Community designation has brought to light many success stories in Rotorua. Some of these stories have been illustrated in this application. The stories reflect how people in our community have worked collaboratively to develop programmes that will have a positive impact on children, young people, families, elderly, visitors and Maori.

Designation as an International Safe Community will demonstrate Rotorua's ongoing commitment to preventing injuries and ensuring the safety, not only of its residents, but also of the thousands of people who visit the District every year.

