

APPENDICES

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Treasure Rotorua Strategic Plan 2010–2013

Treasure Rotorua Background

The Rotorua District made a formal commitment to pursue Safe Community Designation in 2008 with the formation of an inter-agency Steering Group. The Steering Group has overseen the project through to Safe Community designation in June 2010.

The Treasure Rotorua project is now focused on building on this momentum over the next three years with a view to maintaining Rotorua's Safe Community status.

This strategic plan sets the direction and focus through to achieving re-designation in 2015.

Vision

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

Mission

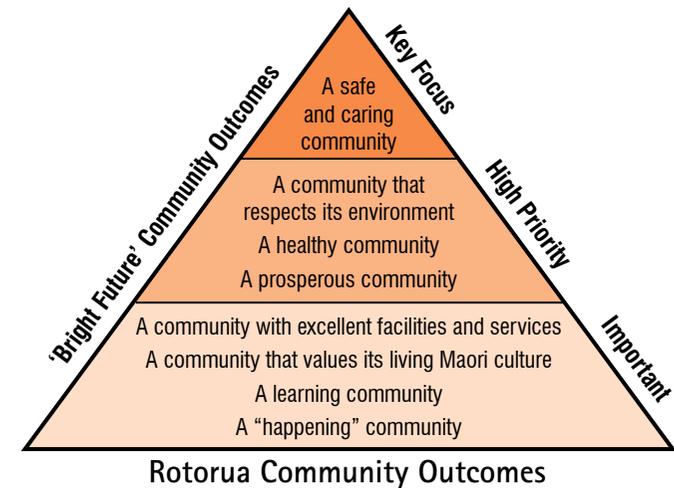
Planned approaches towards achieving sustainable improvements in safety, in our community.

Values

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

Rotorua Community Outcomes

The Treasure Rotorua Project supports the number one community outcome for Rotorua: a safe and caring community, through visionary community leadership.



Objectives

In order to meet the criteria for International Safe Community re-designation and demonstrate that effective targeted programmes and activities are in place (that are aligned to national strategies), six key objectives have been developed:

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

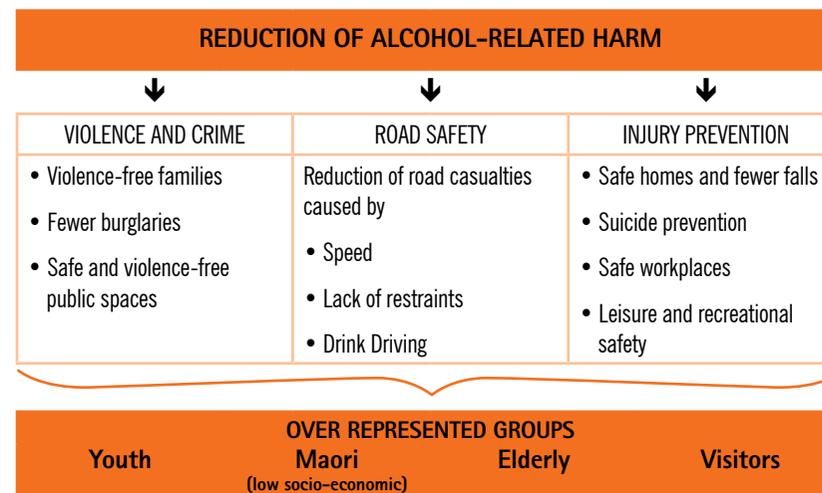
International Safe Community Criteria

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.
5. Evaluation measures to assess programmes, processes and effects of changes.
6. Ongoing participation in national and international Safe Communities networks.

Priorities

The project Steering Group used an initial analysis of injury and crime statistics as well as feedback from the community to identify the priority safety areas for Rotorua.

As shown in this diagram, the priorities fall under three main categories – violence and crime reduction, safer roads and injury prevention. An overarching goal is the reduction of alcohol-related harm across all of these areas. There is also a particular focus on these groups that are over-represented in our injury and crime statistics: youth, low socio-economic Maori, elderly and visitors (tourists). These priorities will continue to be reviewed on an annual basis, using the most recent data available.



Governance and Funding

Governance Group

The Treasure Rotorua project is overseen by a Steering Group made up of a cross section of representatives, listed below. In the initial stages of the project, the Steering Group has overseen the work of the project leader in working towards Safe Community Designation. Partners:

- Toi Te Ora Public Health
- Castlecorp
- Rotorua District Council
- ACC
- Work & Income / MSD
- Lakes DHB
- Rotorua Police
- Neighbourhood Support
- Te Waiariki Pūrea Trust
- Iwi Representatives

Terms of Reference

The Terms of Reference for the Treasure Rotorua Steering Group are attached as an Appendix and will be reviewed annually.

Purpose

Following initial designation, the Treasure Rotorua Steering Group will continue to operate as an umbrella group to keep a watching brief on all of the major safety groups operating in the District.

The group will be made up of around seven key stakeholders, who will meet monthly and oversee the work of the project leader and the implementation of this strategic plan.

Funding

The project 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 August 2010. This provided for the appointment of a Safe Community Designation Leader to the end of August 2010, based within Rotorua District Council. Beyond August 2010, the Treasure Rotorua Steering Group and Project will continue to be overseen by the Rotorua District Council's Community Safety Projects Officer.

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

The group will seek funding for an ongoing project leader position and, when required, for ongoing safety projects. Potential sources of funding have been identified as:

- ALAC Community Action on Alcohol Fund, which supports community action projects that reduce alcohol-related harm.
- 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
- Ministry of Justice
- Any other relevant sources of funding

Safety Work Streams and Safety Groups

Rotorua has a very strong network of intersectoral safety groups. The journey towards International Safe Community Designation has encouraged greater collaboration between these groups. 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.

Within the agreed protocol, each of the existing safety work streams/groups will continue to work with the Treasure Rotorua Steering Group and coordinator to:

- Maintain a current database of services and programmes
- Identify evaluation mechanisms and share information about what works well
- Identify gaps and work together to fill these where possible
- Coordinate applications for funding – help each other in completing these/writing letters of support etc
- Support current safety initiatives through participation, in-kind support and funding where possible
- Promote safety initiatives through existing communication channels e.g. newsletters, websites
- Use the Treasure Rotorua brand where appropriate
- Perform a regular review of Rotorua's safety priorities
- Maintain clear lines of communication to ensure all groups are moving in the same direction

Timeline

A timeline of key safety promotion and injury prevention activities to be implemented over the next 2-3 years is outlined in the tables below.

The tables include the objectives of Treasure Rotorua and how these relate to International Safe Community criteria and the objectives of the New Zealand Injury Prevention Strategy.

OBJECTIVE 1	LINK TO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Continue to improve the evidence base for injury prevention initiatives by monitoring injury issues in the Rotorua District	Programmes that document the frequency and causes of injuries (4)	Advance injury prevention knowledge and information (6)

ACTION	WHO IS INVOLVED?	TIMELINE	MEASURE(S) OF SUCCESS
1.1 Liaise with organisations to find out when annual injury/crime data is released.	Treasure Rotorua SG Lakes DHB Police SCFNZ ACC Toi Te Ora Public Health Land Transport NZ Injury Prevention Research Unit Water Safety NZ NZ Fire Service	July-Dec 2010	Timeline of data releases is completed and shared with partners.
1.2 Analyse data from the above agencies to update Rotorua's injury profile and to determine if injury priorities for the district need to be modified.	Treasure Rotorua SG	Every three years	Rotorua's injury profile is updated every three years. Rotorua's safety priorities are updated every three years.
1.3 Disseminate injury data through websites and in regular newsletter updates including <ul style="list-style-type: none"> • Safe Rotorua Newsletter • RoSSCo Newsletter • Neighbourhood Support newsletter • Others newsletters and websites 	RDC RoSSCo Neighbourhood Support Other safety groups	Monthly/bimonthly	Members of the public have access to injury data.

APPENDIX A: Treasure Rotorua Strategic Plan

OBJECTIVE 2	LINK TO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Continue to identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern: <ul style="list-style-type: none"> • Reduction of Alcohol-related harm • Reduction of crime and violence • Road safety • Injury prevention 	Long-term, sustainable programmes covering both genders and all ages, environments, and situations (2) Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups (3) Programmes that document the frequency and causes of injuries – both un-intentional (accidents) and intentional (violence and self-directed) (4)	Integrate injury prevention activity through collaboration and coordination (5)

ACTION	WHO IS INVOLVED?	TIMELINE	MEASURE(S) OF SUCCESS
2.1 Review stock take of existing services and programmes and update as necessary	Treasure Rotorua SG All safety groups	Jan-Feb 2011 Jan-Feb 2012 Jan-Feb 2013	Database of safety programmes remains up to date
2.2 Lend support by way of financial or in-kind contributions to safety programmes that address the highest priority areas of concern	Treasure Rotorua SG All safety groups	Review at monthly meetings	Safety programmes addressing highest priority areas are well supported
2.3 Identify gaps within the identified priority areas and work to fill these by supporting new safety initiatives: A. Organise a falls prevention day for the elderly B. Use annual Children's day to promote child and home safety including <ul style="list-style-type: none"> • Bike safety • Fire safety • Water safety C. Continue to hold regular workplace safety seminars in the district (including promotion of "it's your business" resource) D. Promote bike safety during bikewise month <ul style="list-style-type: none"> • Helmet safety • Road rules • Nervous Nellies workshop • Tykes on Trikes • Mountain biking safety E. Promote safety in the home and identify areas where new initiatives are needed e.g. Ladder safety (ladders cause of 4000 injuries/year in NZ) F. Arrange meetings with Rotorua school principals/BOTs to introduce the concept of 'Safe Schools' G. Support applications for funding for an elder abuse coordinator in Rotorua	Treasure Rotorua SG, ACC, Support for the Elderly Forum, Age Concern, Rotorua Trust RDC, Fire Service, Water Safety NZ RDC, ACC, RFVFN Rotorua Safe Families, DoL RDC, ACC, Sport BoP Treasure Rotorua SG RDC, ACC, NZ Fire Safety Lakes DHB, Toi Te Ora Public Health Bunnings/Mitre 10 Rotorua Police Toi te Ora, Schools Support for the Elderly Forum RRVPN, Rotorua Safe Families Age Concern	Inaugural event in May 2010 then annually. First Sunday in March 2011, 2012, 2013 Approximately 6 monthly from November 2010 November 2011, 2012, 2013 To coincide with NZ safety week (September 2011, 2012, 2013) Feb 2011 and ongoing July-Dec 2010	Attendance numbers Positive feedback from participants Reduction in ACC falls claims Awareness of safety issues in the home increased (as measured by feedback forms) Attendance numbers Attendance numbers Uptake of "it's your business" resource Attendees give positive feedback Attendance numbers Reduction in injuries due to biking accidents – data from ACC Increased awareness of home safety issues Reduction in injuries occurring at home One or more Rotorua schools seek 'Safe School' status in the next three years Rotorua secures funding for an elder abuse coordinator

OBJECTIVE 3	LINK TO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
To continue to evaluate programmes to monitor effectiveness	Evaluation measures to assess programmes, processes and the effects of change (5)	Advance injury prevention knowledge and information (6) Develop and implement effective injury prevention interventions (7)

ACTION	WHO IS INVOLVED?	TIMELINE	MEASURE(S) OF SUCCESS
3.1 Identify which monitoring and evaluation mechanisms are working well in the district and promote these amongst safety networks	Treasure Rotorua SG All safety groups	July – Dec 2010 and ongoing	A list of effective monitoring and evaluation mechanisms is compiled and disseminated to safety groups
3.2 Identify interventions without current evaluation measures and help to put these in place to ensure the achievement of planned outcomes can be assessed	Treasure Rotorua SG All safety groups	July – Dec 2010 and ongoing	All safety interventions have evaluation measures in place
3.3 Identify safety programmes that are working well for high-risk populations and promote these amongst safety networks	Treasure Rotorua SG All safety groups	July – Dec 2010 and ongoing	Uptake of successful programmes is increased Increase in the number of successful programmes offered
3.4 Research national and international best practice methods for evaluation when developing new safety initiatives and disseminate these to safety groups for use	Treasure Rotorua SG All safety groups Injury Information Unit (Auckland University) Safe Communities Foundation NZ ALAC Other Safe Communities	July-Dec 2010	New safety initiatives adopt best practice evaluation methods
3.5 Monitor data for changes that will show safety initiatives are making a difference	Treasure Rotorua SG	Annually	Over next three years, monitor for a: <ul style="list-style-type: none"> • Reduction in ED attendances and hospital admissions for injuries • Reduction in numbers of drowning deaths • Reduction in fire fatalities and injuries • Reduction in road fatalities and injuries • Decrease in reported crime • Reduction in ACC claims and costs • Experiences of safety increase as measured by the “Regional Visitor Monitor” • Perceptions of safety increase as measured by the annual Rotorua District Perceptions of Safety Survey

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OBJECTIVE 4	LINK TO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Continue to develop relationships with coalition partners and identify new opportunities for partnerships, collaboration and advocacy (funding)	An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community (1) Long-term, sustainable programmes covering both genders and all ages, environments and situations (2) Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups (3)	Integrate injury prevention activity through collaboration and coordination (5) Develop and implement effective injury prevention interventions (7) Ensure appropriate resource levels for injury prevention (8)

ACTION	WHO IS INVOLVED?	TIMELINE	MEASURE(S) OF SUCCESS
4.1 Develop clear lines of communication between Treasure Rotorua SG and other safety groups in the district to ensure that all groups are moving in the same direction including: <ul style="list-style-type: none"> Monthly reporting by TRSG to all other safety groups about current projects and data updates Members of safety groups are invited to TRSG meetings where appropriate TRSG receives minutes from all safety group meetings 	Treasure Rotorua SG All safety groups	July 2010 and ongoing	Consistent attendance at meetings Opportunities for collaboration are identified and followed up on
4.2 Continue to build relationships with other safe communities in New Zealand and internationally to share experiences and information	Treasure Rotorua SG Other safe communities, especially Tauranga and Taupo SCFNZ	July 2010 and ongoing	Rotorua shares information and experience with national and international safe communities
4.3 Engage with Iwi/Maori, tourism industry, business sector and the community through: <ul style="list-style-type: none"> Regular presentations on current initiatives, safety priorities and injury profile Attendance at meetings where appropriate 	Treasure Rotorua SG All safety groups Business sector Tourism industry Iwi groups e.g. Ngati Pikiao	January 2011 and ongoing	Iwi, tourism industry, business sector and community are aware of the project and its impacts for them
4.4 Advocate and make submissions on community safety issues (e.g. central / local govt legislation)	Treasure Rotorua SG Other safe communities SCFNZ	As and when required	The views of the Treasure Rotorua SG are represented and the number of submissions is identified
4.5 Seek ongoing funding for International Safe Community coordinator role	Treasure Rotorua SG	July-Dec 2010 and ongoing	Funding is secured for an ongoing coordinator role
4.6 Advocate for funding and other resources to ensure sustainability of community safety programmes	Treasure Rotorua SG All safety groups	July-Dec 2010 and ongoing	Funding is secured for identified safety projects
4.7 Engage Rotorua District Council Youth Councillors and other young people in the project and use as ambassadors for safety	Treasure Rotorua SG Youth in Transition Strategy Implementation Group RDC	July-Dec 2010 and ongoing	Rotorua youth councillors are actively involved in the project and promote the project to other young people
4.8 Support the work of the RFVFN and Safe Families coordinator	Treasure Rotorua SG RFVFN Rotorua Safe Families	July-Dec 2010 (pending funding for coordinator) and ongoing	Treasure Rotorua SG and the Family Violence Coordinator continue to work closely together

OBJECTIVE 5	LINK TO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Continue to raise awareness, commitment and motivation to improve injury prevention throughout the community	Long-term, sustainable programmes covering both genders and all ages, environments and situations (2)	Raise awareness and commitment to injury prevention (1) Strengthen injury prevention capacity and capability (2)

ACTION	WHO IS INVOLVED?	TIMELINE	MEASURE(S) OF SUCCESS
5.1 Develop and implement a communications plan for the Treasure Rotorua project	Treasure Rotorua SG	July 2010 onwards	Communications plan is implemented as intended
5.2 Keep the Treasure Rotorua brand alive through: <ul style="list-style-type: none"> Producing bumper/bike stickers Include the brand on Castlecorp rubbish trucks Other, agreed brand promotion activities 	Treasure Rotorua SG RDC Castlecorp Tourism industry Business sector SCFNZ	July 2010 and ongoing	Increased awareness of Treasure Rotorua in the community
5.3 Regular community consultation to ensure that current programmes address priorities for both genders, all ages, environments and situations in the community.	Treasure Rotorua SG Rotorua residents	March/April 2011 and annually after that	The views of the community have been taken into account when reviewing priority areas for Rotorua
5.4 Provide regular updates to the community via newsletters and media, including: monthly Safe Rotorua! newsletter, RoSSCo newsletter, Neighbourhood support newsletter, Annual safety-themed newsletter for new migrants, District news, Local media and others as identified	Treasure Rotorua SG All safety groups Local Media TV Rotorua Maori TV Other safe communities	Monthly, bimonthly or annually from July 2010 ongoing	Public awareness of the project is high
5.5 Use NZ Safety week as a means to promote Treasure Rotorua and safety initiatives by running a local campaign alongside the national ACC-led campaign	Treasure Rotorua SG All safety groups ACC	September 2010, 2011, 2012	Increased awareness of home safety issues
5.6 Develop a website or web page for Treasure Rotorua to include: <ul style="list-style-type: none"> Information about safe communities Relevant "safety stats" Database of safety programmes in Rotorua Details of community consultations On-line feedback form Information on how people can get involved Showcase successful initiatives in Rotorua Investigate the use of social media to engage people with Treasure Rotorua	Treasure Rotorua SG All safety groups	Develop in July-Dec 2010 Update website 2011-2013	Public awareness of the project is high as measured through <ul style="list-style-type: none"> number of visits to website number of feedback forms completed number of queries from website
5.7 Use community events to showcase safety projects in Rotorua	Treasure Rotorua SG All safety groups Community groups Schools NZ Fire Service	Regularly from July 2010 ongoing	Public is aware of current safety projects and services in Rotorua

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OBJECTIVE 6	LINK TO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Maintain International Safe Community designation for Rotorua district	Ongoing participation in national and international Safe Communities networks (6)	Advance injury prevention knowledge and information (6) Foster leadership in injury prevention (10)

ACTION	WHO IS INVOLVED?	TIMELINE	MEASURE(S) OF SUCCESS
6.1 Obtain International Safe Community designation	Treasure Rotorua SG SCFNZ	June 2010	Rotorua is designated an International Safe Community in June 2010
6.2 Liaise with Safe Communities Foundation New Zealand (based in Auckland) post designation to keep up to date with national and international safety initiatives	Treasure Rotorua SG SCFNZ	Regularly (at least bimonthly)	Regular contact is maintained between Rotorua and SCFNZ
6.3 Review and update the Rotorua Community Profile on the SCFNZ website	Treasure Rotorua SG SCFNZ	Annually following review of injury profile and safety programme database	Information on the SCFNZ website is accurate and up to date
6.4 Attend national/international SC conferences	Treasure Rotorua SG SCFNZ Other safe communities	As required	Treasure Rotorua is able to share national/international experiences and information with local safety groups
6.5 Regular contact with regional safe communities (Taupo and Tauranga) to share ideas and information	Treasure Rotorua SG Taupo safe community coordinator Tauranga safe community coordinator	Monthly from July 2010 and ongoing	Regular contact is maintained between Rotorua and other safe communities and information is shared
6.6 Seek funding for a coordinator to oversee re-designation and funding to apply for re-designation.	Treasure Rotorua SG Funding agencies/organisations	2013	Funding is in place to ensure Rotorua can work towards re-designation in 2015
6.7 Identify opportunities to share information about Rotorua's safety initiatives with regional, national and international networks	Treasure Rotorua SG SCFNZ Other safe communities Sister cities	Ongoing from July 2010	Treasure Rotorua shares challenges and successes with other networks

Treasure Rotorua Steering Group Terms of Reference

The following terms of reference were updated at the Treasure Rotorua Steering Group meeting of 26 August 2009.

1. Purpose

The Treasure Rotorua Steering Group is an intersectoral group that will contribute to the planning and implementation of injury prevention and safety promotion projects within the Rotorua TLA area. The group aims to improve the quality of life of local residents, and visitors to the district, through its actions.

2. Vision, Mission, 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	Transparency of systems and processes People focused – respectful, holistic Partnership Community focused

3. Function

3.1 Roles

The Treasure Rotorua Steering Group provides guidance, information, specialist advice, support and governance to the Treasure Rotorua Project Manager.

A) Responsibilities – strategic

The Treasure Rotorua Steering Group is responsible for providing support and direction to the project manager, specifically:

- Creation of a long term 5 year sustainable plan for safe communities work
- Provision of financial oversight of the project
- Determining projects within Safe Communities umbrella.

- Receiving and considering reports submitted by Project Manager advising of project progress, issues and concerns, including data gathering.
- Risk management e.g. media/complaints.
- Facilitating the flow of information with regard to the project with partners and key stakeholders.
- Make decisions by general consensus on issues to progress project
- Contribute to local, regional and national discussions about community safety and injury prevention needs, and sharing best practice.
- Develop communications / media plan.

B) Responsibilities - Operational

Support Project Leader to:

- Build on existing services and networks in the manner that meets local needs and progresses activities to achieve designation by June 2010.
- Seek funding
- Manage financial aspects of the project
- Promotion of Treasure Rotorua activities at national level.
- Implement communications / media plan.
- Develop resources needed by project.
- Contribute to the development of opportunities for collaborative projects under the umbrella of Treasure Rotorua.
- Develop of an action plan to reach the goal of obtaining International Safe Community designation by June 2010, ensuring that all criteria for designation are met. This is to include the sustainability of this work beyond designation.

3.2 Conflict of interest

- A conflict of interest could arise if a member's duties or responsibilities to the Treasure Rotorua Steering Group could be affected by some other entity or duty, which the member may have.
- The member with the conflict of interest is obliged to identify it, and disclose it to the relevant people in a timely and effective manner.

4. Membership

The Treasure Rotorua Steering Group comprises of representatives from organisations with an interest in improving the health and wellbeing of local residents.

Participation in the group is voluntary. The group may also draw upon other appropriate organisations for membership when need indicates, if agreed by all members.

Chair: Ann Esler, RDC

Minute Taker: Juanita Conder, RDC

Core Members: Lakes District Health Board Castlecorp
Accident Compensation Corporation BoP Police
Rotorua District Council Neighbourhood Support
Toi Te Ora Public Health Te Waiariki Pūrea Trust
Te Arawa Standing Committee Two Iwi representatives
MSD/Work and Income New Zealand.

Affiliated members: Sport Bay of Plenty; Drive wise Rotorua

Term and Appointment

Membership will be reviewed annually at the same time as the ToR review.

Quorum

This will consist of 5 members

5. Meetings

5.1 Schedule

- a. The Treasure Rotorua Steering Group will normally meet from 1pm till 3pm on the last Wednesday of every month at a venue agreed upon by steering group members.
- b. Meeting dates will be set at the beginning of each year
- c. Advanced notice will be given to members of any meeting cancellations or changes.

5.2 Minutes and documentation:

- Will be the responsibility of Rotorua District Council.
- Agenda items will be sought a week prior to meeting
- Agenda circulated at least three days before the meeting.
- Reports to be considered at meetings will also be sent out three days prior to meeting.
- Minutes will be circulated within two weeks of meeting taking place.

5.3 Procedure of the meetings

Minutes previous meeting
Matters arising from minutes
Project Leader Report
Presentations, if required
General Business

5.4 Accountability and Reporting

The activities of the group will be reported in accordance with the requirements of each of the participating organisations.

5.5 Annual Review TOR

To be completed by Mid-June of each year.

A Protocol Between Treasure Rotorua and [SAFETY GROUP]

Background

The Rotorua District made a formal commitment to pursue Safe Community Designation in 2008 with the formation of an inter-agency Steering Group. The Treasure Rotorua Steering Group has overseen the project through to Safe Community designation in June 2010. The Treasure Rotorua project is now focused on building on this momentum over the next three years with a view to maintaining Rotorua's Safe Community status.

Rotorua has a very strong network of intersectoral safety groups. The journey towards International Safe Community Designation has encouraged greater collaboration between these groups. While each of these groups has a specific focus relating to one or more of the identified priority areas for Rotorua, all have made a commitment to ongoing collaboration through the Treasure Rotorua structure.

Objectives

In order to meet the criteria for International Safe Community re-designation and demonstrate that effective targeted programmes and activities are in place, six key objectives have been developed for the Treasure Rotorua project:

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

Purpose

This protocol serves to record:

- A shared understanding of respective roles
- A process for mutually influencing group priorities
- A process for continuing communication at both operational policy and implementation levels within each group
- Mutual support in public forums to achieve a safe and caring Rotorua.

Principles

- [SAFETY GROUP] and the Treasure Rotorua Steering Group acknowledge the right of each group to develop and promote strategies and policies that reflect the views of those they represent.
- Each party acknowledges the shared responsibility to help create a safe and caring community in Rotorua, and recognises that each has different, if sometimes overlapping, roles of advocacy, crime prevention, planning for safety, compliance monitoring and public education.
- Both parties recognise the roles and constraints imposed on each by legislation, and governance policy.
- Both parties will communicate openly, honestly and in a positive manner.

Implementation

The Treasure Rotorua Steering Group will continue to work to:

- Maintain a current database of services and programmes
- Identify evaluation mechanisms for current and new programmes
- Share information about what programmes work well
- Identify gaps and work together to fill these where possible
- Coordinate applications for funding for joint projects to support work that will benefit both parties
- Support current safety initiatives through participation, in-kind support and funding where possible

APPENDIX C: Treasure Rotorua Working Protocol

- Promote safety initiatives through existing communication channels e.g. newsletters, websites
- Use the Treasure Rotorua brand where appropriate
- Perform a regular review of Rotorua's safety priorities
- Maintain clear lines of communication to ensure all safety groups in Rotorua are moving in the same direction

[SAFETY GROUP] will continue to work to:

- Contribute to the current database of services and programmes
- Identify evaluation mechanisms for current and new programmes
- Share information about what programmes work well
- Identify gaps and work together to fill these where possible
- Promote safety initiatives through existing communication channels e.g. newsletters, websites
- Use the Treasure Rotorua brand where appropriate
- Maintain clear lines of communication with Treasure Rotorua

Signatures

Treasure Rotorua Steering Group Representative

Date

[SAFETY GROUP] Representative

Date

THE ROTORUA CENTRAL BUSINESS DISTRICT (CBD) ALCOHOL ACCORD

Mission Statement

To adopt and promote the safe, responsible sale and supply of alcohol in the Rotorua CBD, by all parties to this accord and the community, with the aim of reducing alcohol related harm.

Objectives

That all parties to the accord and the community shall:

- Conduct quality business practices
- Conduct effective discussion and positive action
- Reduce incidents of alcohol related harm within the community

Business Owners

Principles

- Focus on the role of our business (especially activities involving the sale and consumption of liquor) and the influence we have on building a safer community.
- Operate fairly and within the spirit of the accord in accordance with its objectives.
- Reduce incidents of alcohol related harm in the community.
- Improve compliance with liquor laws.
- Be committed to ensure all staff participate in ongoing training and are aware of their responsibilities under the Sale of Liquor Act 1989.

Methods

- A commitment to ask for and verify identification from all customers appearing to be under the age of 25 prior to sale.
- To only accept the 4 recognised forms of identification (New Zealand Drivers Licence, HANZ 18+ Evidence of Age Card or a valid New Zealand or foreign Passport).
- Have in place Host responsibility and intervention practices to ensure patrons do not become intoxicated.
- Maintain an incident book that records relevant detail of noteworthy incidents that may impact on the licensee, staff, customers and the community in general and have the contents made available to regulatory authorities on a regular basis.
- Adhere to the National Protocols for Alcohol Promotion.

- Ensure continued proper management of the premises and training of all staff.
- Agreeing to use the accord forum as a means of discussing any issues so that they may be resolved prior to any formal regulatory or legal actions being needed.

Regulatory Authorities (DLA, Police, Public Health and others including Project CARV), communities and Rotorua District Council

Principles

- Be committed to and supportive of the principles of this accord.
- Be committed to a reduction in alcohol related harm in the community.
- Encourage new membership in and commitment to the principles of the accord by all licence holders and their staff in the accord area.
- Support, communicate and cooperate with the key groups concerned with community safety and liquor licensing issues.

Methods

- Actively participate in the accord on an ongoing basis.
- Monitor in order to encourage premises commitment to achieving the stated principles of the accord.
- Provide an effective and timely service to licensees and staff when called for assistance.
- Take appropriate action in a regulatory or non-regulatory manner where possible and/or practicable.
- Identify and encourage new membership to the accord through the monitoring of new licence and manager certificate applications.
- Implement forums and workshops for members of the accord as required and/or requested by the accord group.
- Advocate for improved design elements (CPTED) in the CBD.
- Assist licensed premises with the training of all staff members.
- Utilise the resources of Rotorua District Council as appropriate.
- Actively promote the accord to licensed premises and the community.
- Actively promote the safe and responsible consumption of alcohol at public events.





Safe Rotorua!

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New public places liquor ban

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Rotorua District Council's extended Public Places Liquor Ban Bylaw comes into effect on Tuesday, 1 December.

The council's Regulatory and Support Services Manager Jim Nicklin is reminding residents that they need to be aware of the new bylaw which replaces a previous 2002 version.

"The new bylaw significantly increases the areas in the city and suburbs where it will be illegal to possess or consume alcohol.

"The longstanding prohibition of alcohol in the CBD, Government Gardens and Kuirau Park remains, however the new bylaw adopted by Council in August extends that prohibition to other areas. These include most council controlled reserves in Ngongotaha, Western Heights, Koutu, and Fordlands, council owned shopping centres in those suburbs, and one reserve in Lynmore off Selwyn Road which has been a frequent haunt for drinking alcohol.

"In addition a number of streets in Ohinemutu village will become liquor ban areas, at the request of village residents," he said.

Mr Nicklin pointed out that the

places and has no impact on the consumption of alcohol on private property.

He said the revised bylaw follows an extensive public consultation programme and reflects increasing community intolerance for the problems caused by the consumption of alcohol in public places, including the discarding of rubbish and glass.



Mr Nicklin suggested that those who wanted to indulge in a public place should be careful to first check whether their

choice of location has now become subject to the liquor ban. He said people should be aware that there is a fine of up to \$20,000 for breaching bylaw provisions.

"Rotorua Police have indicated that they intend proactively and consistently enforcing the bylaw," warned Mr Nicklin.

Details of the bylaw can be viewed on the council's website www.rdc.govt.nz or by contacting the council during office hours.



New WHO Safe Community Designation Leader

Amy Royston is the new WHO Safe Community Designation Leader, who started at RDC on 9 November. Amy is from a small farming community in mid-Canterbury called Methven, and has lived in Rotorua for two years, after finishing her OE in London, where she worked as an analyst for the National Health Service. Since moving to Rotorua Amy has become keen on mountain biking, and loves the Redwoods and lakes. Amy comes to the council from the Rotorua office of ACC.



CITY ASSIST UNDERWAY FOR SUMMER

The RDC City Assist team are out and about again for the 2009-2010 Summer. The team, made up of John Gray, Michelle Cornes and James Tapsell-Kururangi will have a presence in the CBD, reserves and at the International Airport until 1 April 2010. City Assist is designed to increase the number of eyes and ears on the street, and staff will report any suspicious behaviour to local police for follow up. Staff will also be "walking information centres" and answer visitor queries about where shops, cafes, banks and attractions are located. If you see the team in their distinctive purple and lime uniforms don't be shy to say "hi" or stop for a chat.

ALCOHOL—QUICK FACTS

- ⇒ In New Zealand the total crime cost due to harmful alcohol and drug use is estimated at \$1.1 billion. This includes costs to the victims of crime, the use of police resources, court related costs and prison.
- ⇒ The total social cost of harmful alcohol and drug misuse for the year 05/06 was estimated at \$6.881 billion.
- ⇒ Harmful alcohol use cost New Zealand an estimated \$5.296 billion in 05/06.
- ⇒ It is estimated that police spent \$306.3m or 32% of the police budget on Alcohol and drug related offending / issues in 05/06. On alcohol only, this equalled 172.2m, 18 % of the police budget.
- ⇒ At least a third of all police recorded offences in 07/08 were committed where the offender had consumed alcohol prior to committing the offence.
- ⇒ At least a third of recorded violence offences and family violence incidents in 07/08 were committed where the offender had consumed alcohol prior to committing the offence.
- ⇒ With regards to serious offending, such as homicides and incidents where force was used by police, approximately half of the alleged offenders or victims were affected by alcohol.
- ⇒ On an average day:
 - 62 individuals are either driven home or detained in police custody due to their state of intoxication.
 - 342 offences occur where police note alcohol was involved in the offending including 30 offences for breach of a councils liquor ban 100 offences for drink driving
- ⇒ Approximately 5,923 compulsory breath tests and 2743 mobile breath tests are undertaken 41 licensed premises are visited to monitor compliance with the Sale of Liquor Act.
- ⇒ In Australia, alcohol-related crime is estimated to cost AUD \$1.7billion a year, with AUD \$750m alone spent on policing.
- ⇒ Alcohol-related harm is a major cause of death and hospitalisation, with 3000 lives lost a year and 65,000 hospitalisations.
- ⇒ Forty percent of people detained by police attribute their offence to alcohol consumption. A substantial proportion of assaults are alcohol-related with a significant number of hospitalisations each year associated with these assaults.

www.police.govt.nz



Safe Rotorua!

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RAGGAMUFFIN A SAFETY SUCCESS

Rotorua Police are very pleased with the smooth operation of the Raggamuffin event in Rotorua, which was attended by over 30,000 people.

Rotorua Area Commander, Inspector Bruce Horne, says the event – and the Police operation to support it – went very smoothly, with a new liquor ban outside the venue and the use of mobile CCTV cameras around the venue environs considered to be significant contributors.

"We had the equivalent of more than half the population of Rotorua at the International Stadium for Raggamuffin, making it a massive event for Rotorua, and a significant operation for Police."

"Police were not required to attend any incidents inside the Stadium, and while we had a higher number of arrests outside the venue, this was due to the implementation of the new liquor ban, aimed at reducing disorder and harm immediately outside the venue. This goal was achieved as a result."

"What was even more pleasing is that we had fewer arrests in the CBD this year following the event."

A total of 44 arrests were made between 7 am on Saturday, 23 February and 7 am on Sunday, 24 February. Although the introduction of the new liquor ban generated more arrests around the venue when compared with last year, the overall arrest count was four less than last years' operation. Inspector Horne says Rotorua Police would make approximately 20 - 25 arrests on an average Saturday night.

Inspector Horne says the implementation of the new liquor ban had a significant positive effect on the atmosphere and operation.

Inspector Horne says the majority of the arrests made for breach of liquor ban were for young people who deliberately chose to defy the liquor ban.

"Unfortunately this further highlights the social problem New Zealand is facing with too many young people having an irresponsible attitude towards liquor."

He says the objective of the liquor ban was to create a safe buffer zone around the venue, and this was achieved.

"In previous years, we have had issues with large amounts of alcohol being consumed in the streets outside the venue, and as a result, considerable problems with disorder, glass, rubbish and people gathering in large groups.

"We believe that the planning we have undertaken, and the work we have done with our partners, has paid off."

"As with any significant operation, we are constantly looking for improvements and we will have a comprehensive debrief with all our partners to look for ways we can make further improvements for next year's event. We are also mindful that we will be hosting several Rugby World Cup games next year and the lessons learnt from planning for this event will be applied to our planning for those events."

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OPERATION UNITE: A TRANS-TASMAN POLICE BLITZ ON DRUNKEN VIOLENCE

Police commissioners from across Australia and New Zealand gathered in Perth in early November for the launch of a united stand against drunken violence.

Police in New Zealand will be highlighting the work they do to tackle alcohol-fuelled crime and antisocial behaviour during the blitz on the weekend of the 11th and 12th of December.

The crackdown - codenamed Operation Unite - will be a first of kind, comprehensive and coordinated action by police forces in all states and jurisdictions.

It will demonstrate the united resolve of commissioners to change Australia and New Zealand's culture of binge drinking in public places, and challenge the drinking public to take greater responsibility for their conduct.

The commissioners believe that enforcement can only ever be one part of the solution – and that further actions are needed from a range of stakeholders if we are to successfully confront the causes and problems associated with alcohol misuse. The commissioners warned that police have 'had enough' of dealing with Australia and New Zealand's dangerous culture of binge drinking in public places.

Commissioner Howard Broad said alcohol is a major driver of problems police have to confront. "Alcohol, particularly in combination with drugs, impacts on many aspects of policing, including violent offending, homicides, drink driving, family violence incidents, accommodating intoxicated people in police cells and incidents or offending involving young people.

"While legislation and enforcement are key to, changing the drinking culture is crucial.

"The 'drink to get drunk' culture cannot continue, or become the norm, and that is why we are taking decisive action. While we cannot arrest our way out of this problem, we agree there is a need for stronger policing."

Victoria Police Chief Commissioner Simon Overland agreed: "In addition to stronger enforcement, we acknowledge that there is a need for cultural change and better licensing regulations.

"We all share the belief that more can, and must, be done to tackle the dangerous binge drinking culture which has developed among our younger generations.

"Alcohol fuelled violence is one of the most pressing social challenges of our time. No state or territory is immune to this problem. It is costing us millions of dollars each year and shattering many, many young lives."

Commissioner Broad said the crackdown was making people safer and more secure and sending a clear message that enough is enough. "We are not out to curb the enjoyment but instead tackle this problem with a heightened sense of commitment and urgency.

"All the Commissioners firmly believe that it is not just a case of stopping the violence. We need to find out why it is happening in the first place and start looking at the long term issues to ensure that these factors don't influence future generations."




From www.police.govt.nz



TREASURE ROTORUA—TOWARD INTERNATIONAL SAFE COMMUNITY DESIGNATION

From Amy Royston, Safe Community Designation Leader for RDC

Treasure Rotorua is a project that aims to achieve International Safe Community Designation for Rotorua.

International Safe Communities is a World Health Organisation (WHO) concept, developed for local communities to encourage greater cooperation and collaboration between non-government, the business sector, central and local government agencies.

In order to be designated as a Safe Community, of the WHO Safe Community Network, Treasure Rotorua will need 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 safety 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.
5. Evaluation measures to assess programmes, processes and effects of changes
6. Ongoing participation in national and international Safe Communities networks

The Treasure Rotorua Steering Group is made up of representatives from: Rotorua District Council, ACC, Police, Lakes District Health Board, Castlecorp, Work & Income/MSD, Tai te Ora, Iwi, Neighbourhood Support and Te Waiariki Pūrea Trust. Treasure Rotorua aims to achieve designation by June 2010.

The benefits of gaining International Safe Community Designation include:

- improvements in social, economic, environmental and cultural wellbeing of Rotorua residents
- reduction in injury burden and cost of health care
- appeal to both national and international travelers
- potential improvements in the quality of life for Rotorua residents through reduced injuries and deaths, and improved productivity.

For more information, visit www.safecommunities.org.nz

Did you know.....?

- In 2008 over 300 people were admitted to hospital in Rotorua after a fall
- Around 45% of visits to the emergency department at Rotorua Hospital are because of injuries that occurred at home
- 1 in 3 fatal injuries involve people aged 60+ yrs

What's happening?

As a result of community consultation and analysis of injury and crime data, we have identified safety priorities for Rotorua. These include violence and crime, road safety, injury prevention and the reduction of alcohol-related harm across all areas.

We have gathered information around 100 safety projects, programmes and services in Rotorua which cover a wide range of issues including fall prevention, road safety, family violence, burglaries, workplace safety and water/fire safety.

Two ACC Workplace Safety Seminars were held during 2009 and included presentations on workplace safety issues such as Noise-Induced Hearing Loss, Drugs and Alcohol in the Workplace and Safety Culture in the workplace. The seminars were well attended, with 139 participants in total across the two days.

We are on track to achieve designation in June this year and will be planning a celebration to mark this occasion.

Contact details

For more information please contact the Safe Community Designation Leader at Rotorua District Council, Amy Royston on 07 350



What is CPTED all about?

So what is Crime Prevention through Environmental Design (CPTED)?

CPTED is a crime prevention philosophy based on proper design and effective use of the built environment. Implementation of CPTED principles can help reduce crime and fear of crime.



Above: The CPTED guidelines

What are the main CPTED principles?

Within the CPTED approach, there are seven qualities for well-designed, safer, public spaces.

Access: there are well-designed routes, spaces and entrances so people can move around conveniently and safely

Surveillance: Crime is less likely where there is maximum visibility with clear sightlines

Layout: Public spaces are laid out in a way that discourages crime and enhances perceptions of safety

Mix of activity: Crime is less likely in public spaces used by a mix of people at all times

Sense of ownership: There is more respect for public spaces where there is a sense of community ownership

Quality environments: Crime is less likely in public spaces that are well designed, well managed and well maintained

Physical Protection: This is the addition of more security features into urban designs so crime is harder to commit and there is a greater chance of getting caught.

In November 2005 the Ministry of Justice published the *National Guidelines for Crime Prevention through Environmental Design in New Zealand*. These guidelines are designed to help local authorities, architects and urban planners in creating safer public spaces. Principles of Crime Prevention Through Environmental Design (CPTED) can be applied to new development and redevelopment to improve an area's security, for both people and property, as well as enhancing the quality of the local environment.

The guidelines are based on CPTED principles used in cities around the world and adjusted to suit New Zealand communities. Key partners in the development of the guidelines have been Local Government NZ, the Ministry for the Environment, the National Taskforce for the Reduction of Community Violence, Local Authorities, Police, groups working in crime prevention and architects, urban designers and planners in the private sector.

The guide can be read online—www.justice.govt.nz