



1137 Pukuatua Street
PO Box 1742, Rotorua 3040

P: +64 7 349 7496

F: +64 7 347 8701

E: info@geysercf.org.nz

W: www.geysercf.org.nz

ROTORUA AND TAUPO

Registered Charity No: CC21560

MEDIA RELEASE

Embargoed until 11 am, Thursday, 22 February 2018

Checking Our Vital Signs® Report reflects Rotorua's growing optimism

The results for the Geyser Community Foundation's Vital Signs® 2018 research project for the Rotorua district along with a separate report for the Taupō district were released today.

Geyser's Chair, Pat Brown said the reports show growing confidence in both districts across a range of sectors.

Vital Signs® is a research tool used to understand local residents' perceptions of the place they call home. The report looks at the social, environmental, cultural and economic well-being of our local communities, identifying strengths, and areas for improvement according to local people.

"This is the first time the research has been carried out in the Rotorua and Taupō district communities. It provides us with an independent understanding of our local communities' challenges and priorities, and will be refreshed every three years."

Mr Brown said these are exciting times for both districts but at the same time there are some significant challenges.

Commenting on results of the Rotorua report, chair of Geyser's Distribution Advisory Committee, Dr Kierin Irvine said we live in a region rich in natural beauty and resources.

"So it's no surprise that the things we love most about living here include the natural environment, climate and air quality. Maori heritage and culture are also seen as a distinctive and loved feature of our local community.

"Local residents believe we are performing best in the areas of sport and recreation, and arts and culture."

The top five things we love about living here (in order) are:

- Natural environment, climate and air quality
- Connectedness – friends, whanau, community, support
- Recreation, parks and reserves
- Maori heritage, culture, arts
- Restaurants and shopping

www.geysercf.org.nz



GROWTH THROUGH GIVING

“In contrast, the areas the community think are being performed least well are safety, reducing inequity and housing. Supporting young adults, health and wellness and the economy are also not seen as performed particularly well.

Dr Irvine said the research showed that while the Rotorua district’s economy is improving, and this looks set to continue, residents are concerned about the resulting strain on infrastructure. At the same time, lingering social issues remain a focus for the community.

“The main priority identified for improvement is to reduce drug and alcohol abuse. This is seen as an issue both in terms of health and wellness, and community safety, ie resulting crime.

“In addition, high living costs, low levels of employment, and the associated issues of poverty and homelessness are key priorities for the district.”

The five biggest issues facing the Rotorua district (in order) are:

- Drug and alcohol abuse
- Cost of living
- Availability of jobs
- Poverty
- Homelessness and planning for the district’s growth

Vital Signs® 2018 for the Rotorua and Taupō districts is a collaborative project between the Geyser Community Foundation, BayTrust, Bay of Plenty Regional Council and Rotorua Lakes Council.

The Bay-wide survey was conducted by Key Research.

First started by the Toronto Foundation in Canada in 2001, Vital Signs® is now a global programme led by the Community Foundations of Canada that has engaged communities around the world to mobilise the power of community knowledge for greater local impact.

Copies of the full Vital Signs® 2018 reports for both the Rotorua and Taupō Districts are available on Geyser’s website www.geysercf.org.nz

Ends

For more information please contact:

Annette Burgess
Executive Officer
Geyser Community Foundation
Telephone 07 349 7496
Mobile 0274 308 876
Email annette@geysercf.org.nz
Web www.geysercf.org.nz or scan



To unsubscribe, change or update your email address:

Please send an email to info@geysercf.org.nz