

MONITORING INFORMATION

Council Outcome Indicators

The Council's outcomes are our overall 10-year aspirations for the city. They were developed in response to the city and regional community outcomes processes and reflect the community aspirations set down in those processes.

The Council outcomes reflect areas of the city we are able to influence, whereas community outcomes reflect the community's overall aspirations including areas we have limited ability to influence (for example, affordability of public health services and diversity of the media).

The following indicators have been developed to assess achievement of our Council outcomes. Over time we expect to see improvement across all areas. The information provided below contributes to the 'Outcomes' discussions found within each strategy section.

(We use some acronyms: GIS: Geographic Information Systems; PWT: Positively Wellington Tourism; NZTA: New Zealand Transport Agency; TEC: Tertiary Education Commission; KWST: Karori Wildlife Sanctuary Trust).

Governance Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|--|------------------|--|--|---|
| <p>The Treaty partnership will continue to be acknowledged in all local decision-making processes.</p> <p>Wellington will have a culture of open and honest, no surprises consultation involving all age groups that is genuine, timely and well informed.</p> <p>Wellington's governing bodies will comply with all legislative requirements, and will behave in an ethical and fair manner.</p> <p>Information required by citizens and groups will be easily accessible, to enable participation in the community.</p> <p>Wellington's media will be diverse, open and accessible to all people.</p> <p>Wellingtonians will be actively involved in their communities and work with others to make things happen.</p> <p>Wellington, as New Zealand's capital city, will house and engage effectively with central government, embassies and corporate organisations.</p> | More Inclusive | Residents' agreement that decisions are made in the best interests of the city. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010): 54%, 59%, 59%, 61% |
| | Actively Engaged | Residents' perceptions of their extent of influence on Council decision-making. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) Large and Some Influence 56%; 59%; 64%, 65% |
| | | Mana whenua partner satisfaction with Council relationship (interviews). | WCC Strategy, Planning and Performance | Both partners perceive the relationship positively |
| | | Residents' perceptions that they understand how the Council make decisions. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 43%, 40%; 45%, 51%. |
| | | Mana whenua partner satisfaction that 'Wellington is a great place to do business in'. | WCC Strategy, Planning and Performance | Wellington is perceived as a great and attractive place to do business. Partners view it as the region's business hub as it offers all the necessary facilities to adequately conduct business in the city. |

Environment Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|--|------------------|---|------------------------------------|--|
| <p>Wellington will protect and showcase its natural landforms and indigenous ecosystems.</p> <p>Pest animals and plants will be eliminated as methods become available, and no new pests will become established.</p> <p>Wellington's long-term environmental health will be protected by well-planned and well-maintained infrastructure.</p> <p>Wellingtonians use of non-renewable energy sources will decrease.</p> <p>Wellington will move towards a zero waste policy.</p> | More Liveable | Hectares of open space land owned or maintained by WCC, per capita ¹ . | WCC Parks and Gardens | 2006/07: 188.3 m ² / person (3,535 hec); 2007/08: 185.5 m ² / person (3,535 hec); 2008/09: 183.3 m ² / person (3,535 hec); 2009/10: 208.6m ² / person (4,078 ha) ² . |
| | Sense of Place | Residents' usage of the city's open spaces. | WCC Residents' Satisfaction Survey | (2008, 2009, 2010) Most days = 6%, 5%, 3%; Once or twice a week =14%, 13%, 12%; Once every 2 - 3 weeks = 10%, 11%, 11%; Once a month = 11%, 14%, 11%; Once every 2-3 months = 12%, 13%, 13% ; Once every 4-5 months = 6%, 6%, 6%; Once every 6 months or less often = 13%, 13%, 13% ; Never in the last 12 months = 29%, 24%, 31%. |
| | | Residents' perceptions that the natural environment is appropriately managed and protected. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010):79%, 75%, 82%, 84%. |

Environment Outcome Indicators continued...

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|---|---|---|---|---|
| Wellington will preserve and improve its parks, trees and open spaces. Wellington's urban development and buildings will be energy efficient. Wellingtonians will protect and have access to public green open spaces and the coast. Wellington will promote the sustainable management of the environment, and support increased opportunities for the exercise of kaitiakitanga or environmental guardianship. | Actively Engaged | Residents' actions to reduce waste from homes (including recycling, composting, etc). | WCC Residents' Satisfaction Survey | (2008, 2009, 2010) Use Council's kerbside recycling service: 90%, 91%, 90%; Donating things to second-hand shops/charities: 89%, 87%, 90%; Reusing plastic containers such as food containers: 87%, 88%, 88%; Buying refills: 75%, 66%, 73%; Avoiding using plastic bottles or bags/use green bags: 57%, 57%, 59%; Taking things to recycling stations: 56%, 51%, 52%; Home composting: 44%, 48%, 47% |
| | | Hours worked by recognised environmental volunteer groups. | WCC Parks and Gardens | 2006/07 = 7,511 hours; 2007/08 = 9,388 hours; 2008/09 = 12,326 hours; 2009/10 = 25,000 ³ |
| | | Residents' actions to reduce stormwater pollution. | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): Putting litter in a rubbish bin: 92%, 85%, 91%; Pouring all household liquid waste down inside sink, toilet or gully trap: 66%, 71%, 72%; Disposing of oil, paint, chemicals by putting them out with household rubbish or taking them for recycling: 57%, 68%, 69%; Collect sweepings from driveway, paths or yard for composting or for disposal with your household rubbish: 56%, 62%, 62%; Wash the car at the car wash or on the lawn: 43%, 52%, 52%; Washing paint brushes in an inside sink: 47%, 49%, 48%; Pick up droppings left by dogs: 23%, 23%, 26%. |
| Better Connected | Kilometres of managed tracks and walkways. | WCC Parks and Gardens | 2006/07 = 365.5km; 2007/08 = No change; 2008/09 = 316.6km; 2009/10: 337km ⁴ | |
| More Sustainable | Total waste to landfill, per capita. | WCC CitiOperations | 2006/07 = 0.39 tonnes /person; 2007/08 = 0.36 tonnes / person; 2008/09 = 0.42 tonnes / person, 2009/10 = 0.41 tonnes/person. | |
| | Water-use, per capita. | Capacity | 2006/07 = 173,792 litres /person; 2007/08 = 161,234 litres/person; 2008/09 = 152,219 litres/person; 2009/10 = 149,025 litres/person. | |
| | Energy-use, per capita (Wellington Region) | Wellington Electricity | 2007/08: 6.6 MWh/person; 2009/10: 7.2 MWh/person | |
| | Ecological footprint. | Ministry for the environment | 2003-2009: 1.7 local hectares per resident. No updated data available. This is a long-term measure. | |
| Safer | Air quality - particulate matter (PM ₁₀). | Greater Wellington | 2007/08: Maximum: 60; Mean (annual): 14; 2008/09: Maximum: 46; Mean (annual): 13; 2009/10: Maximum: 31, Mean (annual): 13 | |
| | Energy-supply interruptions (per year). | Wellington Electricity | 2006/07 = 34.1 minutes; 2007/08 = 32.0 minutes; 2008/09 = 35.3 minutes; 2009/10 = 40.6 minutes. | |
| Healthier | Fresh water biological health (macroinvertebrates). | Greater Wellington Regional Council | (2004/05, 2005/06, 2006/07, 2008/09) Makara Stream: 100, 94, 96, 113; Karori Stream: 93, 109, 88, 95; Kaiwharawhara Stream: 91, 88, 96, 85. Most recently available data is for 2008/09 year. | |
| | Fresh water quality. | Greater Wellington Regional Council | (2006/07-2008/09): Makara = Fair quality; Karori = Fair quality; Kaiwharawhara = Fair quality. Most recently available data is for 2008/09 year | |

Environment Outcome Indicators continued...

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|------------------|---|-----------------------|---|----------------------------|--|--|--|----------------------------|--|--|--|-----|-----|-----|-----|-----|-----|----------|----|----|---|------|------|------|---------|----|----|----|------|------|-----|--------------|----|----|----|------|------|------|------|---|---|---|---|---|------|------|---|---|---|------|------|------|----------|---|---|---|---|---|------|----------|---|---|---|---|---|------|------------|----|----|----|-----|------|------|------------|---|---|---|------|------|------|----------------|---|---|----|------|------|------|-----------|----|----|----|------|------|-------|-----|----|----|----|------|------|-------|-----------|---|---|---|------|---|------|-------------|----|----|----|------|------|------|
| | Healthier | Bird counts | WCC Parks and Gardens | <table border="1"> <thead> <tr> <th>Species</th> <th colspan="3">% of stations where species was recorded</th> <th colspan="3">Average number per station</th> </tr> <tr> <th></th> <th>'07</th> <th>'08</th> <th>'09</th> <th>'07</th> <th>'08</th> <th>'09</th> </tr> </thead> <tbody> <tr> <td>bellbird</td> <td>14</td> <td>23</td> <td>7</td> <td>0.07</td> <td>0.13</td> <td>0.56</td> </tr> <tr> <td>fantail</td> <td>55</td> <td>57</td> <td>47</td> <td>0.38</td> <td>0.33</td> <td>4.5</td> </tr> <tr> <td>grey warbler</td> <td>91</td> <td>93</td> <td>76</td> <td>1.09</td> <td>1.51</td> <td>7.75</td> </tr> <tr> <td>hihi</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> <td>0</td> <td>0.06</td> </tr> <tr> <td>kaka</td> <td>0</td> <td>0</td> <td>7</td> <td>0.02</td> <td>0.07</td> <td>0.56</td> </tr> <tr> <td>kakariki</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> <td>0</td> <td>0.06</td> </tr> <tr> <td>karearea</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> <td>0</td> <td>0.06</td> </tr> <tr> <td>kingfisher</td> <td>23</td> <td>27</td> <td>15</td> <td>0.1</td> <td>0.16</td> <td>1.13</td> </tr> <tr> <td>saddleback</td> <td>0</td> <td>0</td> <td>3</td> <td>0.01</td> <td>0.02</td> <td>0.19</td> </tr> <tr> <td>shining cuckoo</td> <td>4</td> <td>8</td> <td>19</td> <td>0.02</td> <td>0.03</td> <td>1.44</td> </tr> <tr> <td>silvereye</td> <td>97</td> <td>98</td> <td>89</td> <td>2.58</td> <td>2.66</td> <td>19.75</td> </tr> <tr> <td>tui</td> <td>96</td> <td>99</td> <td>93</td> <td>1.48</td> <td>2.16</td> <td>16.88</td> </tr> <tr> <td>whitehead</td> <td>5</td> <td>0</td> <td>6</td> <td>0.03</td> <td>0</td> <td>0.75</td> </tr> <tr> <td>wood pigeon</td> <td>18</td> <td>20</td> <td>16</td> <td>0.11</td> <td>0.11</td> <td>1.25</td> </tr> </tbody> </table> | Species | % of stations where species was recorded | | | Average number per station | | | | '07 | '08 | '09 | '07 | '08 | '09 | bellbird | 14 | 23 | 7 | 0.07 | 0.13 | 0.56 | fantail | 55 | 57 | 47 | 0.38 | 0.33 | 4.5 | grey warbler | 91 | 93 | 76 | 1.09 | 1.51 | 7.75 | hihi | 0 | 0 | 1 | 0 | 0 | 0.06 | kaka | 0 | 0 | 7 | 0.02 | 0.07 | 0.56 | kakariki | 0 | 0 | 1 | 0 | 0 | 0.06 | karearea | 0 | 0 | 1 | 0 | 0 | 0.06 | kingfisher | 23 | 27 | 15 | 0.1 | 0.16 | 1.13 | saddleback | 0 | 0 | 3 | 0.01 | 0.02 | 0.19 | shining cuckoo | 4 | 8 | 19 | 0.02 | 0.03 | 1.44 | silvereye | 97 | 98 | 89 | 2.58 | 2.66 | 19.75 | tui | 96 | 99 | 93 | 1.48 | 2.16 | 16.88 | whitehead | 5 | 0 | 6 | 0.03 | 0 | 0.75 | wood pigeon | 18 | 20 | 16 | 0.11 | 0.11 | 1.25 |
| | Species | % of stations where species was recorded | | | Average number per station | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | '07 | '08 | '09 | '07 | '08 | '09 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| bellbird | 14 | 23 | 7 | 0.07 | 0.13 | 0.56 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| fantail | 55 | 57 | 47 | 0.38 | 0.33 | 4.5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| grey warbler | 91 | 93 | 76 | 1.09 | 1.51 | 7.75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| hihi | 0 | 0 | 1 | 0 | 0 | 0.06 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| kaka | 0 | 0 | 7 | 0.02 | 0.07 | 0.56 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| kakariki | 0 | 0 | 1 | 0 | 0 | 0.06 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| karearea | 0 | 0 | 1 | 0 | 0 | 0.06 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| kingfisher | 23 | 27 | 15 | 0.1 | 0.16 | 1.13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| saddleback | 0 | 0 | 3 | 0.01 | 0.02 | 0.19 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| shining cuckoo | 4 | 8 | 19 | 0.02 | 0.03 | 1.44 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| silvereye | 97 | 98 | 89 | 2.58 | 2.66 | 19.75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| tui | 96 | 99 | 93 | 1.48 | 2.16 | 16.88 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| whitehead | 5 | 0 | 6 | 0.03 | 0 | 0.75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| wood pigeon | 18 | 20 | 16 | 0.11 | 0.11 | 1.25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | More Competitive | Key Wellington natural environmental attractions visitor numbers (Wellington Zoo and Zealandia - Karori Sanctuary). | Zoo and KWST | 2007/08 = 245,533; 2008/09 = 242,483; 2009/10 = 245,340 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

1 All per capita calculations are based on the most recent (30 June 2009) Wellington City resident population estimate from Statistics New Zealand (195,500).
 2 Note: this year's measurement has become more precise. This measure includes all reserves, natural and botanic areas, beaches and coast, and cemeteries managed by Parks and Gardens. It does not include Karori Wildlife Sanctuary. There have also been some land acquisitions and transfers.
 3 The significant increase in volunteer hours this year is due to 5km of new track being built. Additionally, 48 volunteer groups participated in planting activities (compared with 43 in 2008/09).
 4 This measure includes tracks built by volunteer networks, road sections where the walkway uses a public footpath, and Makara Peak.

Economic Development Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|---|------------------|--|------------------------------------|---|
| Wellington will have an increasing diversity of vibrant, internationally competitive businesses and industries of all sizes, and sustainable employment opportunities. Wellington will become a centre of excellence for education and training, and the promotion of entrepreneurship. Wellington will be a prime tourist and conference destination, with diverse and changing attractions that fit and highlight Wellington's best features. Wellington's thriving suburban and rural centres will offer enhanced services and lifestyle choices. Wellington will have venues that suit a range of events and reflect the needs of the city. | Sense of Place | Visitor numbers - international (guest nights) | Statistics NZ | (2007/08, 2008/09, 2009/10) 716, 614; 691,851; 692,202 |
| | | Visitor numbers - domestic (guest nights) | Statistics NZ | (2007/08, 2008/09, 2009/10): 1, 223, 315; 1, 268,426; 1,352, 242 |
| | | Accommodation (commercial) - occupancy rates and guest nights. | Statistics NZ | (2008, 2009, 2010) Guest nights: 2008: 1,939,929; 1,960,277; 2,017,445 (Year-end April). (2008, 2009, 2010) Occupancy: 63%; 65%; 64% (Year-end April) |
| | | | Number of major conferences. | PWT |
| | More Compact | Growth in businesses - retail, entertainment, service and knowledge sectors | Statistics NZ | (2007, 2008, 2009) Businesses Total: 4,752, 4,797, 4,858 Retail: 1,940, 1,934, 1,901 Entertainment: 1,447, 1,465, 1,564 Service: 1,102, 1,116, 1,109 Knowledge: 263, 282, 284 |
| | | Growth in employees - retail, entertainment, service and knowledge sectors | Statistics NZ | (2007, 2008, 2009) Employees Total: 29,880, 30,410, 30,190 Retail: 11,830, 11,940, 11,470 Entertainment: 5,320, 5,590, 5,270 Service: 7,880, 7,890, 7,760 Knowledge: 4,850, 4,990, 5,690. |
| | More Eventful | Number of A-level events held in Wellington and their economic contribution | WCC Events | 2007/08 = 5 A-Level events (\$30.5m); 2008/09 = 7 A-Level events (\$51m); 2009/10 = 9 A-Level events (\$34.8m) |
| | Better connected | Broadband usage - home access. | WCC Residents' Satisfaction Survey | (2006, 2007, 2009, 2010): 51%; 68%; 79%; 86% ⁵ . |
| | | Cargo loaded and unloaded at Wellington Seaport and Airport (dollar value). | Statistics NZ | (2007, 2008, 2009, 2010 March year-end) Loaded: \$956.9m, \$840.4m, \$952.2m, \$1.05bn; Unloaded: \$2.2bn; \$2.4bn, \$2.9bn; \$2.0bn. |
| | | Number of domestic and international passengers entering Wellington airport. | Wellington International Airport | (2007, 2008, 2009, 2010 March year-end) Domestic: 4,060,313, 4,418,381, 4,644,505, 4,491,402; International: 575,398, 603,344, 611,002, 626,365. |

Economic Development Outcome Indicators continued...

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|--------------------|------------------|--|-------------------------|---|
| | More Prosperous | Gross Domestic Product (per capita growth) | Infometrics | (2007/08, 2008/09, 2009/10): 2.84%, 1.21%, 0.69% |
| | | Income – household and personal | Statistics NZ | (2006 Census data): Median personal income: \$32,500 Median Household Income: \$72,200 |
| | | Regional economic activity growth. | The National Bank | 2006 = 0.8%; 2007 = 3.0%; 2008 = 0.2%; 2009 = -1.0% (Average annual growth rate December year-end). |
| | | Number of job vacancies. | NZ Department of Labour | May 2008 to May 2009: Skilled Vacancies decreased by 47% May 2009 to May 2010: Skilled vacancies increased by 32% ⁵ |
| | | Employees by industry. | Statistics NZ | (2007, 2008, 2009) Top 4: Total: 137,330, 140,780, 137,970 Public administration and safety = 23,490, 23,910, 23,880 Professional, scientific and technical services = 17,620, 18,910, 19,410 Health care and social assistance = 10,370, 10,840, 10,590 Retail trade = 10,170, 10,350, 9,880 |
| | | Labour force participation rate. | Statistics NZ | 2007 = 70.5%; 2008 = 67.9%; 2009 = 71.2%; 2010 = 70.3% (March quarter) |
| More Competitive | | New Zealand's top 200 companies based in Wellington. | Management Magazine | 2006 = 27; 2007 = 29; 2008 = 24; 2009 = 24. |
| | | Business enterprises– births and deaths (net growth in businesses). | Statistics NZ | Annual growth (business units): 2007/08 = 1.9%; 2008/09 = 2.1%; 2009/10 = 1.3%. Net growth 2000-2010: 22%. |
| Entrepreneurial | | Industry training enrolments. | TEC | Wellington City: 2006 = 6,171; 2007 = 6,263; 2008 = 6,108; 2009 = 5,697 |
| | | Businesses and employees engaged in research and development sector. | Statistics NZ | (2007, 2008, 2009) Businesses: 108, 113, 116; Employees: 4,270, 4,450, 5,050. |
| | | Tertiary students enrolled in Wellington Region and NZ. | Ministry of Education | (2007, 2008, 2009) Wellington City: 43,339; 42,100; 42,777 New Zealand (Public Providers): 416,474; 395,494; 401,549 |

5 This measure featured in the November Residents' survey in 2006 and 2007, there was no November survey in 2008. Since 2009, this measure has been included in the February Residents' Satisfaction Survey.

6 Skilled vacancies are defined as skill levels 1-3 in the Australia New Zealand Standard Classification of Occupations. Vacancy data is collected by the Department of Labour. The 'Jobs Online database' stores skilled vacancy information from the main online job boards.

Cultural Well-being Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA | |
|---|--|---|---|---|--|
| Tangata whenua and our multicultural diversity will be recognised and valued, and reflected in our city's culture. Wellingtonians will celebrate their unique cultural identity. Wellington will be recognised as New Zealand's arts and cultural capital, encouraging visual and performing arts. Wellington will have venues that suit a range of events and reflect the needs of the city. Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity. Wellington will host and promote international sporting events which make appropriate use of its natural environment and established facilities. | Sense of Place | Residents' perceptions that Wellington's local identity (sense of place) is appropriately valued and protected. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 79%; 77%; 79%; 81%. | |
| | | More Eventful | Number of events held at key venues. ⁷ | Venues | (2007/08, 2008/09, 2009/10) 1,176; 1,361; 1,514 |
| | New Zealanders' perceptions that 'Wellington is the arts capital of New Zealand.' | | Nielsen Omnibus Survey | (2007, 2008, 2009, 2010) 61%; 63%; 64%; 68%. | |
| | Wellingtonians' perceptions that 'Wellington is the arts capital of New Zealand.' | | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 76%; 77%; 80%; 81%. | |
| | New Zealander perceptions that 'Wellington is the events capital of New Zealand.' | | Nielsen Omnibus Survey | (2007, 2008, 2009, 2010) 37%; 39%; 42%; 53%. | |
| | Wellingtonians' perceptions that 'Wellington is the events capital of New Zealand.' | | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 63%; 65%; 65%; 70%. | |
| | Number of national arts organisations, and professional and amateur theatre groups based Wellington. | | Creative NZ and Wellington District Theatre Federation | (2007 - 2010) National organisations = 23; Professional theatre groups = 4; Amateur theatre groups = 5. | |
| | New Zealanders' perceptions that 'Wellington has a culturally rich and diverse arts scene'. | | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 81%; 82%; 84%; 85%. | |
| | Wellingtonians' perceptions that 'Wellington has a culturally rich and diverse arts scene'. | | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 90%; 94%; 94%; 94%. | |
| | Actively Engaged | | Number of businesses and employees engaged in the arts and cultural sector. | Statistics NZ | (2007, 2008, 2009) Businesses: 2.03%, 1.96%, 1.99%; Employees: 1.54%, 1.66%, 1.51% (Percentage of total industry). |
| | | | Residents' frequency of engagement in cultural and arts activities | WCC Residents' Satisfaction Survey | (2010) At least once a week: 11%; At least once a month: 41%; At least once every six months: 31%; At least once a year: 8%; less often: 6%. |

7 Key venues include: Westpac Stadium, St James Theatre, Opera House, Wellington Convention Centre, and Te Papa.

Social and Recreation Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA | |
|---|------------------|---|--|--|---|
| A wide range of educational opportunities will be available for Wellingtonians of all ages. Wellington communities will be inclusive and welcoming to all people. Wellington will have responsive social services and a strong volunteer sector. Wellingtonians will enjoy recreation and be amongst the most active in New Zealand. Social services, especially public health and housing, will be affordable, available and accessible to all Wellingtonians. Wellington City and its amenities will be accessible to all Wellingtonians. Opportunities for active and passive recreation are diverse, safe, affordable, accessible and attractive. Wellington's communities will have ready access to multi-use indoor and outdoor facilities and spaces. Wellingtonians will feel safe in all parts of the city. Wellingtonians will be well prepared and coordinated to deal with any civil emergency and its aftermath. Wellingtonians will be healthy and experience a high quality of life. | More Liveable | Residents' perceptions that Wellington offers a wide range of recreation activities. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 94%; 93%; 94%; 91%. | |
| | | Residents' perceptions of their 'quality of life' | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): 94%, 93%, 92% | |
| | | Local and central government housing provisions, as a proportion of all rented private dwellings. | WCC City Housing | Housing New Zealand (2010) = 1,639 (6.18%); WCC (2010) = 2,347 (8.85%); Total rented dwellings in Wellington (2010) = 26,503. | |
| | | Residents' usage of WCC recreation facilities. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) Recreation centre = 22%, 20%, 28%, 23%; Swimming pool = 55%, 52%, 53%, 52%. | |
| | Actively Engaged | | Residents' usage of WCC community facilities. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) Community centre = 19%, 18%, 25%, 24%; Community Hall = 18%, 15%, 20%, 23%. |
| | | | Residents' usage of WCC Libraries | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): 73%, 79%, 79% |
| | | | Residents' frequency of visiting WCC Libraries | WCC Residents' Satisfaction Survey | (2010) More than once a week: 10%, once a week: 16%, once every 2-3 weeks: 19%, Once a month: 23%, once every 2-3 months: 14%, once every 4-6 months: 10%; less often: 8% |
| | Better connected | | Residents' usage of WCC recreation facilities. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009 2010) Recreation centre = 22%, 20%, 28%, 23%; Swimming pool = 55%, 52%, 53%, 52%. |
| | | | Residents' perceptions of barriers restricting participation in recreation activities, for example, parking, transport, too busy, poor health, no facilities, weather, expense, etc. | WCC Residents' Satisfaction Survey | (2010): too busy: 28%, poor health: 10%, Lack of motivation: 8%; Lack of parking/public transport/transport: 8%; Weather: 7% |
| | More inclusive | | Residents' perceptions that they feel a sense of community with others in their local neighbourhood. | Quality of Life Survey | (2006, 2008): 57%, 51% |
| Resident satisfaction with services and resources provided by WCC to encourage strong and thriving communities | | | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): 58%, 63%, 62% | |
| Resident awareness of the types of community support provided by WCC | | | WCC Residents' Satisfaction Survey | (2010): Grants: 79%; Provision of support networks for various groups: 81%; Organising community events: 92%; Provision of advocacy services for various groups: 61% | |
| Residents' importance of sense of community in local neighbourhood | | | Quality of Life Survey | (2006, 2008): 69%, 59% | |
| Healthier | | Types of social networks to which residents belong (i.e. community, sports, ethnic, etc) | Quality of Life Survey | (2006, 2008): Family: 66%, 82%; school or work network: 62%, 67%; hobby/interest group: 37%, 41%; online community groups (eg Facebook): 20%, 38%; sports club: 33%, 29%; church/spiritual group: 32%, 26%; community/voluntary group: 22%, 19%; Friends: 4%; 11% | |
| | | Residents' frequency of physical activity. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 80%; 72%; 73%; 75% (more than 2.5 hours per week). | |
| | | Life expectancy (with break-down). | Statistics NZ | Male: 1995-1997 = 75.4; 2000-2002 = 78; 2005-2007 = 80.1%. Female: 1995-1997 = 81.2; 2000-2002 = 82.5; 2005-2007 = 83.7%. (Census) | |
| Safer | | Number of notifications of the most prevalent food and water-borne diseases. | WCC Building Consents and Licensing | 2006/07 = 261; 2007/08 = 269; 2008/09 = 306; 2009/10 = 291. | |
| | | Crime – number recorded (resolution rate) - by category. | NZ Police | (2007,2008, 2009) Recorded Crime per 10,000 pop: 994.7, 1,069.2, 1,032.1 Total Crimes (% resolved): 17,570 (43%); 19,122 (43%); 18,736 (44%) Violence: 2,342 (76%); 2,346 (78%); 2,347 (83%) Sexual: 130 (53%); 147 (63%); 126 (54%) Drugs & Antisocial: 2,468 (94%); 2,811 (95%); 3,135 (96%) | |
| | | Residents' perceptions of safety – central city and local neighbourhood (day and night). | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) Central city day = 99%, 96%, 99%, 99%; Central city night = 74%, 56%, 67%, 64%; Neighbourhood day = 99%, 98%, 98%, 100%; Neighbourhood dark = 86%, 84%, 88%, 87%. | |
| | | Resident perceptions – city safety issues of most concern | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): Alcohol and drug problems: 21%, 21%, 22%; Dangerous drivers (including speed, drunk drivers): 14%, 14%, 18%; Threatening people/people behaving dangerously: 17%, 16%, 13%; Poorly lit/dark public areas (streets, paths, parks): 12%, 11%, 13%; Traffic including busy roads/lack of pedestrian facilities: 10%, 12%, 9%; Car theft/vandalism: 4%, 6%, 7%; Graffiti: 11%, 7%, 5%; Vandalism (broken windows in shops): 4%, 4%, 3%; poorly maintained/dangerous public areas: 4%, 4%, 3% | |
| Residents with a home emergency plan. | | Residents with a home emergency plan. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010): 33%; 36%; 45%; 48%. | |
| | | Residents with an emergency kit | WCC Residents' Satisfaction Survey | 2010: 76% ⁸ | |

8 Civil Defence and Emergency Management now emphasise residents have access to emergency survival items (food, water, torches, essential medication etc) rather than a specific emergency kit.

Urban Development Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|--|------------------|--|--|--|
| <p>Wellington will protect its heritage buildings and ensure that new developments are sympathetic to them.</p> <p>Urban development will support Wellington's uniqueness as a compact harbour city.</p> <p>Wellington's thriving suburban and rural centres will offer enhanced services and lifestyle choices.</p> <p>Wellingtonians will feel safe in all parts of the city.</p> <p>Wellington's urban development and buildings will be energy efficient.</p> <p>Wellington will be pedestrian and cyclist friendly.</p> <p>Wellington's transport system will be designed to meet the needs of its people efficiently and sustainably</p> | More Liveable | Resident perceptions that Wellington is a great place to live, work and play | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): great place to live: 95%, 94%, 94%; great place to work: 80%, 78%, 75%; great place to play: 91%, 93%, 90% |
| | | Population density – central city area, 'Growth Spine,' inner-city residential, outer residential, suburban centres (long-term indicator). | WCC GIS | (2001, 2006) Central city: 5,844, 8,547 people; 'Growth Spine:' 18,348, 22,293 people; Inner city: 23,559, 25,227 people; Outer residential: 98,718, 108,402 people; Suburban centres: 2,295, 3,105 people. (Census) |
| | More Prosperous | Value of commercial and residential building consents | Statistics NZ | (2008, 2009, 2010) March Year End Commercial: \$328.8m, \$318.7m, \$307.9m Residential: \$263.2m, \$314.3m, \$210.8m |
| | More Compact | Building density (buildings per hectare) – central city area, 'Growth Spine,' inner-city residential, outer residential, suburban centres (long-term indicator). | WCC GIS | (2010): Central Area – 1,904 (7.85 buildings per hectare); Inner Residential – 10,652 (34.60 buildings per hectare); Outer Residential – 76,699 (21.84 buildings per hectare); Suburban Centres – 2,217 (7.37 buildings per hectare); Growth Spine – 10,172 (13.93 buildings per hectare). |
| | | Proportion of houses within 100m of a public transport stop. | WCC GIS | 2006 = 48%; 2008 = 48%; 2010 = 48%. |
| | Safer | Residents' perceptions of safety issues (urban design focussed) | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): Poorly lit public areas: 53%, 48%, 57%; Vandalism: 45%, 34%, 36%; Graffiti: 64%, 56%, 48%; Poorly maintained/dangerous public areas: 42%, 34%, 41% |
| | | Identified earthquake-prone buildings that have been strengthened | WCC Building Consents and Licensing | 2009/10: 4 |
| | Sense of Place | Residents' perceptions that heritage items contribute to the city's unique character. | WCC Residents' Satisfaction Survey | (2006, 2007, 2008, 2009, 2010): 91%; 86%; 91%; 95%; 91% |
| | | Residents' perceptions that heritage items contribute to their local community's unique character. | WCC Residents' Satisfaction Survey | (2006, 2007, 2008, 2009, 2010) 79%; 72%; 74%; 83%; 80% |
| | | New Zealanders perception that Wellington is an attractive destination. | Nielsen Omnibus Survey | (2006, 2007, 2008, 2009, 2010) 81%; 75%; 79%; 80%; 82%. |
| Residents' rating of sense of pride in the way their city looks and feels. | | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 87%; 86%; 88%; 86%. | |

Transport Outcome Indicators

| COMMUNITY OUTCOMES | COUNCIL OUTCOMES | COUNCIL OUTCOME INDICATOR | SOURCE | DATA |
|--|------------------|---|--|---|
| <p>Wellington's transport system will be designed to meet the needs of its people efficiently and sustainably.</p> <p>Wellington's public transport system will be accessible and affordable for all.</p> <p>Wellington will be pedestrian and cyclist friendly.</p> <p>Wellington's traffic will flow smoothly through and around the city and suburbs.</p> <p>Links by land, air and sea will meet the needs of people and enterprises.</p> <p>Wellington will have clear directional signage.</p> | More Liveable | Residents' perceptions that public transport is convenient and affordable | WCC Residents' Satisfaction Survey | (2008, 2009, 2010): Convenient 77%, 80%, 75%; Affordable: 75%, 72%, 68% |
| | More Prosperous | Cargo loaded and unloaded at Wellington Seaport and Airport (tonnage). | Statistics NZ | (2007/08, 2008/09, 2009/10): Loaded: 781,221; 749,092; 966,293; Unloaded: 1,246,324; 1,306,771; 1,083,773 (tonnes) |
| | More Sustainable | Mode of transport used by residents to come into the CBD – by car, bus, walking, train, and cycling. | WCC Residents' Satisfaction Survey | (2008, 2009, 2010) Car: 46%, 36%, 35%; Bus: 28%, 33%, 38%; Walking: 15%, 17%, 16%; Train: 6%, 5%, 4%; Cycle: 4%, 4%, 4% . |
| | | Total fuel used on Wellington roads, per capita. | WCC Infrastructure | 2008/09: 2,022 litres/person; 2009/10: 2,012 litres/person |
| | | Users of public buses (actuals) | WCC Infrastructure | 2009/10: 23,647,840 |
| | | Air quality monitoring (i.e. nitrogen dioxide, carbon monoxide, and particulate matter) | Greater Wellington | 2009 Calendar year: Nitrogen: Maximum: 100.1; mean (annual): 27.4; Carbon monoxide: Maximum: 2.9; mean (annual): 0.6. Please refer to Activity 2.5 for particulate matter |
| | Better connected | Residents' perceptions that the city's transport system allows easy access from the suburbs to the city | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 77%; 75%; 80%; 80%. |
| | | Residents' perceptions that peak traffic volumes are acceptable. | WCC Residents' Satisfaction Survey | (2007, 2008, 2009, 2010) 55%; 58%; 64%; 66%. |
| | | Resident perceptions of barriers to using preferred mode of transport | WCC Residents' Satisfaction Survey | 2010: yes: 34%; no: 66% |
| | Safer | Number of road crashes | NZTA | (2007/08, 2008/09, 2009/10): Total: 521, 559, 433; Fatal: 2, 5, 3; Serious: 89, 88, 53 |
| Social cost of crashes – includes loss of life estimates. | | NZTA | (2007/08, 2008/09, 2009/10): \$152m, \$160m, \$112m. | |