



Decision Research Limited

Wellington Regional Strategy Project

The Growth Framework Discussion Document: Survey Findings & Submissions

Prepared for
Wellington Regional Strategy Forum

By
Decision Research Ltd

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1 Executive Summary

This report presents findings on the opinions of the people of Kapiti, Porirua, Wairarapa, Upper Hutt, Lower Hutt, and Wellington City regarding the development of the Region.

Findings are from surveys of 1,244 of the Region's residents and 375 business managers. We are confident that responses to the survey of residents are representative of the views of the people of the Region. In addition we analysed submissions from 378 interested people.

In order to elicit people's opinions, we developed a questionnaire with Wellington Regional Strategy. The questionnaire was based on ideas that Wellington Regional Strategy and local body officials had developed on how best to develop the Region.

We found general support for the Community Outcomes and Action Areas developed by The Wellington Regional Strategy. Comments on the Outcomes are likely to be helpful for refining the Strategy.

The most important issues for people in the Region were to do with their quality of life, the natural environment, and their sense of place. In order to protect and enhance their quality of life and the natural and built environments, many expressed willingness to forego opportunities for economic growth. By implication, the Genuine Progress Indicator might be a more appropriate measure of Regional prosperity than a more conventional measure such as GDP per capita.

Responses and submissions called for public transport to be improved, better provision for walkers and cyclists, and reductions in peak-time traffic congestion.

There was considerable support for initiatives to support improvements in the business environment. Such initiatives included encouragement of exporting, foreign investment, developing ideas into businesses, training local people, and retaining skilled young people. While respondents and submitters generally considered the Region to be welcoming to people from different cultures and ethnicities, there was mixed sentiment regarding strong population growth.

Finally, there was strong support for greater collaboration between councils over strategic planning for the Region.

2 Introduction

We have prepared this report for the Wellington Regional Strategy, a project of the nine local authorities in the Greater Wellington Region and of Positively Wellington Business. The Wellington Regional Strategy group developed a “Growth Framework” setting out the principles on which regional development should be based, and prepared a Discussion Document as part of the process of consulting the community about the issues involved. Our report presents findings on the views of people in the Region from a survey of residents, a survey of business executives, and submissions from interested individuals and parties.

The purpose of the Wellington Regional Strategy project is to determine what should be done to ensure the long term prosperity of the region. A great deal of effort and research has gone in to the Growth Framework project, and the Wellington Regional Strategy Discussion Document sets out clearly the result of this effort. The overall objective of our research was to obtain feedback from the community to allow the strategic directions to be developed with confidence that they will have general support from the people of the Region.

We present additional data in the document *Supplementary Tables for The Growth Framework Discussion Document: Survey Findings & Submissions*.

3 Method

We conducted two surveys in order to obtain representative samples of the views of residents and of business managers on the substance of the Discussion Document. At the same time, the Wellington Regional Strategy group publicised the Discussion Document and encouraged submissions. The questionnaire used for soliciting submissions was similar to the one we used for our surveys.

Developing the questionnaire

The Discussion Document, on which feedback was desired, is a large document and it was not feasible to expect respondents to our surveys to read and come to grips with it. In order to obtain responses from a broad cross-section of people, we developed in consultation with officials from the Wellington Regional Strategy a questionnaire that was designed to be self-contained and easy to fill-in.

The questionnaire consisted of 54 statements with which respondents were asked to indicate the extent of their agreement using a five-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree). Provision was made to write in comments on the eight Community Outcomes in an early version of the questionnaire for residents and in the submissions questionnaire. Additional questions asked for information about respondents, or their business in the case of the business survey.

Mail survey of residents

We were provided with the electoral rolls for the Region. From the rolls, we drew a sample of 2,402 residents. In order to make our sample more representative than would likely be achieved by taking a simple random sample, we drew samples from the rolls after we had stratified them by electoral roll (Maori and general), ward, retirement status, and then sorted by surname.

We collected responses from residents using a mail survey. Although mail surveys need more time to administer than telephone surveys, they give respondents the opportunity to carefully consider their answers

A second important advantage of well-conducted mail surveys is that they produce much higher response rates than telephone surveys. A

high response rate is important in order to minimise the risk of non-response bias. Non-response bias is where the people who did not participate in the survey would have given different answers to those who did respond. The true response rate in commercial telephone surveys is usually around 25% – contact is made with about half of the selected individuals, and about half of these agree to take part in the survey. By contrast, the response rates in the mail surveys we have conducted on the general public in New Zealand since 1995 have been between 60% and 80%, averaging about 70%.

A major factor in achieving such high response rates is the sending out of several waves of reminders to non-responders. Following the initial mail-out of questionnaires, we sent three reminders at intervals of between one and two weeks.

Mail survey of business managers

We started our survey of Wellington Region business managers three weeks after the first mailing for the survey of residents.

The design of the business survey paralleled that of the survey of residents. Our initial sample included contact information for 1,054 business managers. We used a sample supplied by *APN Irisdata* to our specifications. We asked them to draw a sample of chief executives of businesses based in the Wellington Region after stratifying for location, industry, and number of employees.

Response rates for surveys of businesses tend to be quite low. They are frequently asked to participate in research by policy-makers as well as commercial and academic research and, for smaller companies in particular, obtaining the information needed to respond can be onerous.

We have obtained response rates as high as 50% for business surveys in the past but, given the time constraints we faced we agreed with Wellington Regional Strategy to target 300 responses rather than a particular response rate.

4 Responses

In this section we describe the people who gave their opinions and discuss the extent to which they can be regarded as representing the whole community. We provide additional tables with more detailed information on survey respondents' characteristics in the document *Supplementary Tables for The Growth Framework Discussion Document Survey Findings & Submissions*.

4.1 Survey of residents

As at 12 October, we had received 1,244 useable responses to our survey of residents. As the table below shows, this represents a true response rate of 54%.

	Number	%
Initial sample	2,402	
Gone no address, etc.	89	
	<hr/>	<hr/>
	2,313	100
Valid responses	1,244	54

This disappointing response rate arose in the main because of the demanding nature of the initial version of the questionnaire. We received telephone calls from people who wanted to know whether they had to provide responses for the write-in items about the Community Outcomes. As we anticipated, when we dropped these questions from the version of the questionnaire we sent out with our reminder letters, the response rate picked up. Of the responses we received, 34% were from our first mailing that included the questionnaire with the write-in items and 41% from the second mailing, which used the less-demanding questionnaire.

The following table shows responses received broken down by the Region's Territorial Local Authorities (TLA).

Resident survey responses by TLA

	Responses	% of sample	Population % ^a
Kapiti Coast District	200	16	10
Porirua City	170	14	10
Upper Hutt City	175	14	8
Lower Hutt City	239	19	22
Wellington City	254	21	41
Wairarapa Districts	201	16	9
Total	1239	100	100

^a Source: Statistics New Zealand, 2001 Census of Population and Dwellings

Our TLA sub-sample sizes were chosen so that there would be sufficient responses to allow analysis by TLA (TLA grouping in the case of the Wairarapa Districts) while avoiding the cost of unnecessarily large sub-samples for TLAs with larger populations. As a consequence, Wellington City respondents in particular are under-represented in the total sample. We want to be sure that the whole sample fairly represents the views of the people of the Region. One way to deal with this is to weight responses so that, for example, the proportion of people in the sample who live within the boundaries of Lower Hutt City is the same as the proportion of the Region's population who do so. As it happens, however, there were no substantive differences between the unadjusted average responses and average responses based on 2001 Census population weights. The median absolute percentage error (MdAPE) from using unadjusted responses to the 54 statements in the questionnaire was only 0.5%. As a result, we did not weight our sample using TLA population weights.

We compared the age and sex profiles of the Region's residents at the time of the 2001 Census with those of our respondents. There is little difference between the two as far as sex is concerned: the population was 52% female at the time of the census and 51% of our respondents were female.

There were, however, proportionately fewer younger respondents to our survey than were enumerated in the 2001 Census. Respondents under 40 years of age (27% vs. 45%) and especially those under 30 years old (10% vs. 23%) were under-represented. The difference is not surprising in that younger people tend to be more mobile. Under-representation of younger people is a common problem in survey research. In the case of

this survey, however, there were no substantive differences between unadjusted average responses and average responses based on population weights. The MdAPE from using unadjusted responses to the 54 statements in the questionnaire was only 0.6%. Our analysis is, therefore, based on unweighted responses.

The ethnic mix of our sample was substantially the same as the population, although Pacific and Asian ethnic groups were under-represented. People reporting gross annual incomes of more than \$30,000 were over-represented (55%) compared to the 2001 Census benchmark (41%). Although the difference in the income distributions will be partly due to more than four years of wage and salary inflation, proportionately more of our survey respondents held degree qualifications. Compared to Statistics New Zealand estimates for 2004, people employed in agriculture, forestry, fishing or mining were, at 5%, over-represented in our sample, as were those in building and construction at 10% of the sample. People working in wholesale and retail trade were under-represented.

Finally, we compared the characteristics of the 148 people who responded only after our third reminder with all those who had responded earlier. Later responders were somewhat different to those who responded earlier. In particular, they were almost twice as likely to be under thirty years old (16% vs. 9%), were less likely to claim Maori ethnicity (7% vs. 11%), and were twice as likely to have a professional occupation (24% vs. 11%). Later respondents were also more likely to be female than earlier respondents (57% vs. 50%).

As we stated earlier, the purpose of our survey was to represent the views of the people of the Wellington Region. The important question, therefore, is whether the views of the people who did not respond to the survey were so different from those who did respond that, had their responses been received, we would have drawn different conclusions about the views of people in the Region. Later responders tend to be more like non-respondents than the earlier responders and it is therefore reasonable to use their views to model the views of non-respondents. To this end, we compared the views of a hypothetical sample of 2313 in which all non-respondents' views were represented by the views of the later responders with our achieved sample of 1244. The MdAPE from using the responses from our achieved sample to the 54 statements in the questionnaire was only 1.0%. As a consequence, we can be confident that using our achieved sample to represent the views of the people of the Region is reasonable.

4.2 Survey of business managers

We had received 375 responses to our business survey by 12 October.

Responses were from diverse businesses representing all the main industry groups and organisation types (individual proprietorships, partnerships, and limited liability companies, etc). Manufacturing businesses, wholesalers and retailers were over-represented in the survey relative to 2004 Statistics New Zealand figures.

Businesses ranged in size from those with turnover of \$150,000 and one or fewer FTEs (11% of responses) to those with turnover exceeding \$2.5 million and more than ten employees (16%). Nearly 60% of responses were from businesses employing five or fewer full-time-equivalent employees while 6% of responses came from businesses employing 50 or more FTEs.

4.3 Public submissions

As at 12 October, we had been given 378 submissions that had been received by Wellington Regional Strategy.

The people who made submissions were less representative of the people of the region than were those who responded to our survey of residents. Nearly 70% of those who made submissions were male and most (56%) were between 40 and 59 years of age. Submitters were more likely to own a car and were more than twice as likely to claim Maori ethnicity (21%) than were survey respondents (10%). As many as 65% of the people who made submissions and provided information on their qualifications had bachelors degrees or better and 57% of those who recorded their occupations were professionals, legislators, administrators, or managers. In contrast, 30% of survey respondents had degrees and 34% were in the same top occupation groups as the people who made submissions. Nearly half (49%) of survey responses from working people were from people employed by a company or partnership compared to 40% of working people who made submissions.

We compared the views of those who made submissions with those of survey respondents. The MdAPE from using the submissions to predict the representative views of our survey respondents was 2.3% and the maximum absolute percentage error was 11%.

5 Analysis

In this section we analyse responses to the 54 statements in our questionnaire and write-in comments on the Forum's Community Outcomes.

The emphasis of our analysis is on survey of residents' responses to the 54 statements. We compare these responses to business survey responses and submissions where that is appropriate.

Responses to the 54 statements have been coded from 1 (Strongly Disagree) to 5 (Strongly Agree), so an average response of, for example, 4.4 represents considerable agreement with a statement. The tables upon which our analysis is principally based are attached as appendices to this document. Additional tables with more detailed information are provided in the document *Supplementary Tables for The Growth Framework Discussion Document Survey Findings & Submissions*.

We first examine responses to statements that elicited the most agreement, and the least. We analyse responses by Action Area, and by Community Outcomes. In the latter case, we also look at write-in responses. Finally, we examine responses to those statements that might reasonably be expected to elicit divergent responses from people in different parts of the Region.

5.1 Ten most popular statements

For the top-ten statements, the unweighted averages of the responses from both our surveys and the submissions ranged from 4.38 down to 4.00. Among resident-survey respondents, active disagreement with the statements (i.e. 1 or 2 on the 5-point scale) was very low, ranging from 1% to 8%.

The most popular statement in the survey by far read "It is really important to look after the natural environment in our Region". The average level of agreement among resident survey respondents was 4.44, with 51% strongly agreeing with the statement and 43% agreeing. The average agreement among business survey respondents and those making submissions was 4.28 and 4.43 respectively.

Including the most-popular statement, fully six of the ten most popular statements expressed the importance of quality of life in some form.

Two themes were evident in responses to the remaining four questions from the ten most popular statements. The first, council collaboration, consisted of the statements: “Councils in the Region need to work together to develop more consistent policies and services” and “Councils should get together to make strategic land use decisions on a Region-wide basis”. Agreement among resident-survey respondents averaged 4.16 and 4.05 respectively. Both business-survey responses and submissions were more in agreement with the statements than were those from the survey of residents.

The second theme, economic concerns, consisted of the statements: “There should be actions taken to encourage skilled people to remain in the Region” and “It is important to have a strong and prosperous Wellington City CBD”. Agreement among resident-survey respondents averaged 4.11 and 4.09 respectively. Agreement with the latter statement was higher among business-survey responses and submissions.

5.2 Ten most controversial statements

Among the 10 most controversial statements, the unweighted averages of the responses from both our surveys and the submissions ranged from 2.90 up to 3.33. Neutral responses were particularly high for these statements, with other responses more-or-less evenly balanced between agreement and disagreement.

The most controversial statement read “Regional policies should aim to increase our population by 33% (one-third) by 2025”. Among resident-survey respondents, 39% were neutral and 34% disagreed or disagreed strongly.

Including the most-controversial statement, all but one of the ten most-controversial statements stated or implied that some action needed to be taken to encourage more economic growth in the Region. In order of resident-survey agreement, the other eight statements were: “We should not let excessive concern for the environment prevent economic growth”, “Broadband facilities in my neighbourhood are not good enough for my needs”, “Councils should be more active in promoting economic growth in the Region, even if it means higher rates”, “The role of Marae in economic and social activity should be supported”, “Having better access to broadband would be really useful for me”, “The Region needs more jobs, even if they are not well paid”, “Business knows best how to

grow the economy”, and “Getting too and from Wellington Airport is too difficult”.

Overall, business respondents were more inclined than resident-survey respondents and those making submissions to agree with the nine “pro-growth” statements. The main exception was the statement referring to the role of Marae.

The tenth of the most-controversial statements read “Councils should make it easier for people to live near railway stations and bus routes through a wider choice of housing styles”.

5.3 Action Areas

In this section we examine responses to statements that relate to the 20 Action Areas. Note that some statements relate to more than one Action Area. Details of the relationship between statements and Action Areas are in Appendix 2. The figure in brackets after each Action Area title below is the overall resident-survey level of agreement with the statements relevant to the Action Area.

AA1.1 Working for the regional good (3.78)

Statements relating to this Action Area refer to council collaboration (one statement) and to directing resources towards poorer people in the Region (two statements). Council collaboration attracted the most agreement at an average of 4.15 across the two surveys and the submissions. Diverting resources to poorer people received less support, particularly from business survey respondents.

AA1.3 Reducing barriers to achieving outcomes (3.65)

The idea that employers should find ways, such as flexible hours, to make it easier for people to work received support from resident-survey respondents and from those making submissions, but somewhat less support from business-survey respondents. Business respondents were more likely than others to agree that schools and universities are not teaching young people the skills that are really needed.

AA1.4 Shared benefits (4.09)

There was considerable agreement that it is important for the Region to have a strong and prosperous Wellington City CBD. For example, only 3% of resident-survey respondents disagreed. Agreement was even stronger among business-survey responses and submissions.

AA2.1 Reinforce & improve compact corridor form (3.86)

Greatest support was garnered by statements that local communities should be considered when planning roads and that public transport, walking and cycling should be promoted. Other statements referred to councils' roles in encouraging industry in existing areas and in making it easier for people to live near public transport networks. Business was less supportive of these policies than were residents or submitters.

AA2.2 Maturing sub-regional centres (3.91)

A strong and prosperous Wellington City CBD is include in this Action Area, too, as is a statement about developing poorer areas. The former statement received strong support. A statement about developing other centres (Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu, and Masterton were given as examples) received good support: an average of 3.96 across residents and business responses and submissions.

AA2.3 Reinforce a strong regional CBD (3.87)

A strong and prosperous Wellington City CBD and the statement about developing other centres (Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu, and Masterton) are included in this Action Area. A statement that part of the charm of the Region lies in differences between different localities also received considerable support. A call for better childcare services to make it easier for parents to work received more modest agreement.

AA2.4 Strengthen green belts etc (3.77)

Five out of the nine statements associated with this Action Area are particularly relevant. The overall average agreement with the five is considerable at 4.02. Agreement among resident-survey responses was

4.05 and among submissions it was 4.11. Assertions that the Region has excellent outdoor and indoor sport and recreation facilities received modest support from resident-survey respondents at an average of 3.58 and 3.34 respectively. Finally, the suggestion that economic growth should not be held back by excessive concern for the environment was controversial with more than half of the resident-survey respondents and, especially, submitters who did not opt for the neutral option disagreeing with the sentiment. The situation response pattern for this last statement was reversed among business-survey respondents.

AA2.5 Design major roads to support our centres (3.80)

Strongest agreement was evident with statements asserting that local communities should be considered when planning major roads, that decisions about transport should promote walking cycling and public transport, and that peak-time road traffic congestion needs to be addressed. Average agreement among resident-survey respondents was high at 4.12 and overall at 4.08. More modest agreement was expressed with statements that more money should be spent on improving public transport than on roads and that travelling to and from Wellington Airport is too difficult.

AA2.6 Build on culture and place (3.93)

The six “quality of life” statements that pertain to this Action Area received wide support as the overall average agreement of 3.95 indicates. Looking after the environment, the importance of quality of life ahead of economic growth, and preserving the different characters of different localities were all especially important to survey respondents and submitters. There was also net agreement with the idea that councils need to provide more support for major art, sport, and entertainment events (an average of 3.57 among resident-survey respondents) and modest agreement that councils should make it easier to live near public transport networks (3.27).

AA2.7 Support marae as centres for change (3.58)

The explicit statement “The role of Marae in economic and social activity should be supported” was controversial with almost as many resident-survey and submitters disagreeing as agreeing with the statement. Among business-survey respondents, more did disagree giving an

average agreement of 2.86. A statement that economic growth should not be pursued at the expense of social harmony received strong support among resident-survey responses (3.91) and submissions (3.95) but somewhat less among business-survey responses. Most respondents and submitters agreed that “our Region welcomes people of different ethnic and cultural backgrounds” (3.77).

AA2.8 Improve range and location of housing stock (3.82)

The importance of developing centres such as Porirua, Johnsonville, Lower Hutt, Paraparaumu, and Masterton was generally agreed upon (3.96) as was the idea that poorer areas should be favoured for economic development (3.59).

AA2.9 Make sure land and infrastructure is used efficiently (3.63)

Respondents and submitters mostly agree that local communities and the environment are important concerns when considering development options.

AA3.1 Plugging the gaps (3.44)

The statements which received the most support from resident-survey respondents among the 12 that relate to this broad Action Area were to do with encouraging skilled people to stay (4.11), reducing peak-time traffic congestion (4.00), ensuring people’s physical safety (3.87), and the inconvenience of international travel out of Wellington (3.69). The last of these was an important issue for business-survey respondents (3.83).

AA3.2 Putting underutilised land to use (4.10)

The two items relevant to this Action Area both refer to the Region’s councils working together; one to deliver policies and services that are more consistent and the other to make Region-wide strategic land-use decisions. Both met with considerable agreement, and agreement levels were even higher among business-survey respondents (average 4.17) and submitters (4.30).

AA3.3 Addressing skill shortages (3.63)

The eleven statements which relate to this Action Area are a mixture of those that make an assertion about the current situation and those that suggest a course of action. There was a high level of support for both types of statement from both survey responders and submitters.

Statements on the current situation were, in order of agreement among resident-survey respondents, (a) we need more skilled and educated people, (b) the Region welcomes people of different ethnic and cultural backgrounds, (c) too many people leave to pursue careers, (d) schools and universities are failing to teach the skills that businesses need, (e) the Region provides excellent career opportunities, and (f) the Region can't meet all its skill needs from the local population.

Courses of action were to (a) encourage skilled people to remain in the Region, (b) address skill shortages with training, (c) find ways to make it easier for people to work, (d) take action to reduce the numbers of young people leaving the region, and (e) avoid any increase in population growth rates.

AA3.4 Generating wealth from our ideas (4.11)

There was general and considerable agreement that “there should be actions taken to encourage skilled people to remain in the region”.

AA3.6 Making it easier to do business (3.45)

There was agreement that employers should make it easier for people to work among resident-survey respondents (3.87) and submitters (3.99), with somewhat less agreement among businesses (3.48). The idea that councils should be more active in promoting economic growth, even at the cost of higher rates, was controversial. Opinion was divided among resident-survey respondents (3.02) and submitters (3.12), whereas more business respondents agreed than did not.

AA4.1 Export - increase emphasis on export oriented goods and services (3.75)

The statement “It is vital that the region attracts export-oriented businesses” attracted strong support, particularly among business-

survey respondents (3.91).

AA4.3 Develop global businesses networks and connections (3.75)

The questionnaire statement most relevant to this Action Area is that same as for Action Area 4.1.

AA4.6 Visit - make Wellington a great place to visit (3.76)

All three statements relevant to this Action Area suggest actions that councils should take. These calls for action were all strongly supported, especially by business-survey respondents (average 3.90). The statements were (a) councils should try to attract service industries such as professional advice, education, and tourism to our Region, (b) councils should do more to attract tourists and other visitors to the Region, and (c) councils should spend more on encouraging the development of tourist attractions.

5.4 Community Outcomes

We examined responses to questionnaire statements that relate to the eight Community Outcomes and the write-in responses on Community Outcomes. We coded responses against their expressed attitude to the Outcome (good, bad, or unclear) and against their expressed views on the current situation (also good, bad, or unclear).

The figure in brackets after each Community Outcome title below is the overall resident-survey level of agreement with the statements relevant to the Community Outcome. For example, with an average score of 3.82 the Outcome “Healthy environment” received the most agreement.

1. Community prosperity (3.53)

There were 16 diverse statements in our questionnaire that related to the Community Prosperity Outcome. Overall, agreement with the statements was high with three statements achieving agreement levels of more than 4.00 among survey respondents and submitters. These statements were: (a) successful economic development doesn’t just mean higher incomes – quality of life is important too, (b) councils in the Region need to work together to develop more consistent policies and services, and (c) there should be actions taken to encourage skilled people to remain in the Region.

Agreement was particularly high among business-survey respondents (3.61). Business-survey respondents were, however, less inclined than resident-survey respondents to agree that “we don’t want regional population to grow any faster than it already is”. Statements that were controversial (average agreement near or less than 3.00) among resident-survey respondents and submitters were (a) councils should be more active in promoting economic growth... even if it means higher rates, (b) the Region needs more jobs, even if they are not well paid, (c) policies should aim to increase our population by 33% by 2005, and (d) we should not let excessive concern for the environment prevent economic growth.

Among the 231 resident-survey respondents who commented, 68% indicated approval for the Outcome, 6% disapproved, and 26% were unclear. In the case of the 198 submitters who commented, 57% approved, 14% did not, and 29% were unclear.

As with all of the Community Outcomes, the comments were diverse and

some seemed to drift off the topic. Nevertheless, there were many useful comments. The following comments illustrate the points raised in our analysis:

Keep the profile of NZ and Wellington as an attractive region that has something to offer skilled workers. Offer a quality of lifestyle with relaxation at your doorstep in a well resourced and sustainable environment.

Do not think that Wellington is currently attracting or retaining highly skilled, productive population base. Real perception that job market is very, very thin. If look for new job, will probably need to consider living elsewhere.

Something needs to be done to encourage manufacturing and engineering based businesses to remain in Wellington city despite it becoming impossible to afford commercial / industrial property.

I agree but also would like to see reskilling and upskilling of non-productive population - beneficiaries - unemployed etc.

Strong and growing economies over the long term will only eventuate with less Government.

Wages must be on a par with those overseas so that we retain our own people.

Councils should work regionally to develop a business friendly environment where the cities and districts work together to bring business to the whole region.

2. Connected (3.59)

There were 11 statements in our questionnaire that related to the Connected Outcome. Overall, the level of agreement among survey respondents and submitters was very similar.

Consideration of local communities, collaboration between councils over strategic land-use decisions and more provision for walking cycling and public transport each attracted average agreement levels of 4.00 or more. People were also concerned with traffic congestion, the inconvenience of international travel, provision of public transport, wireless Internet, mobile telephone and, to a lesser extent, broadband access.

Among the 250 resident-survey respondents who provided comments, 75% approved of the Outcome, and 7% disapproved. The level of approval among the 209 submitters who provided comments was similar with 70% approving and 10% not.

The following comments illustrate the points raised in our analysis:

We have pretty good broadband (the rest of NZ needs to catch up to say Korea). The

airport is 20 minutes from CBD and inner suburbs - compare that with Auckland!
Public transport is mainly good and well patronised. Let's celebrate the intimate city that works!

1. Airport - systems to get straight to Asia. 2. Integrated public transport (rail to airport) from airport.

Agree, but the councils must stop vacillating re the Western corridor and get on with it. More emphasis is required on public transportation, including cleaning up the railway stations.

Broadband needs to be competitively priced. Public transport could use some sprucing up especially rusty trains. Road is a serious safety matter and needs to be urgently addressed

Critical – the most important outcome. Our inability to connect internationally (especially air and telecommunications) in a timely, cost-effective manner is already seriously hindering our growth

Emphasis on excellent public transport services. We need to encourage/fund much better train and bus services to get people "off the roads".

Excellent and safe walking paths. Excellent and safe biking, scooter paths. The reason I haven't encouraged my children to bike is because I fear for their lives on Wellington roads. If you can provide safe bike paths I can encourage my children to use them. Bits of paths on roads are not suitable. Separate bike and small vehicle E.g. up to 50cc paths are the answer and need to be planned for.

3. Entrepreneurial and innovative culture (3.63)

There were seven statements in our questionnaire that related to the Entrepreneurial and Innovative Culture Outcome. The overall level of agreement with the statements was somewhat higher among business-survey respondents (3.69) and submitters (3.70) than among resident-survey respondents.

One statement allowed respondents and submitters to provide their opinion on the current situations: "Our Region provides excellent career opportunities". They tended to agree more than disagree with the statement (3.36 overall) but their responses to the other six statements indicated that steps to improve the current situation were supported by many. In particular, councils working together, more skills training, attracting exporters, retaining young people, attracting overseas investment, and support for turning ideas into businesses were all, on balance, supported.

Among the 193 resident-survey respondents who provided comments, 65% approved of the Entrepreneurial Outcome and 8% did not. The figures for the 177 submitters: 66% and 11%.

The following comments illustrate some of the points raised in our

analysis:

Can achieve this best by removing unnecessary restrictions and regulations (by-laws) that inhibit innovation. Give businesses the freedom to do their best without bureaucracy.

Sounds good but if we continue to lose the people who come out of our excellent educational institutes what then? There needs to be investment money, and lots of it to keep them here.

More has to be done by private enterprise, the tertiary institutions and the CRIs to convert ideas into products. This is not solely the role of local government.

We need to have the manufacturing sector strong in the region in order to support the 'ideas and creativity machine'

What does this actually mean? Wellington formerly was the main manufacturing centre in NZ, main seaport, home of the Public Service, major rail centre most of which stemmed from Government initiatives. Business is not innovative.

4. Healthy environment (3.82)

There was a consistently high level of agreement with nine statements relating positively to the Healthy Environment Outcome. When one statement that relates negatively to the outcome (we should not let excessive concern for the environment prevent economic growth) is excluded from the calculation, the overall level of agreement with this outcome was 3.90.

The leading message in this Outcome is that people believe it is really important to look after the natural environment with average agreement of 4.38 overall. Agreement is high also that there should be natural green areas in or near all built-up areas and that efforts should be made to enlarge these areas, that walking, cycling and public transport should be encouraged, that councils should spend more on improving the natural environment and on encouraging the development of tourist attractions. Outdoor sport and recreation facilities generally met with approval with an agreement level of 3.54 overall.

Among the 223 resident-survey respondents who provided comments, as many as 83% approved of the Healthy Environment Outcome and only 1% disapproved. Among the 202 submitters who provided comments on this Outcome 81% approved of it and 5% did not.

The following comments illustrate some of the points raised in our analysis:

Absolutely! Do not sacrifice our coastline for urban growth and maintain our parks

and reserves

I think this is important. This is why I live in Wellington. If I was solely focused on career/ money I would live in London or Sydney or Auckland. But Wellington offers a much better balance. I work in the CBD but can go mountain biking at lunchtime - that is unique.

We must also keep our water, sea and public areas clean. Maybe more people could be employed to promote this aim

More effort should be made in control of water supply, protection of garden spaces within city limits. Expenditure must be made to establish additional areas

Relative to comparable cities Wellington is quite scruffy - Council is too tolerant of derelict cars and general junk left around the streets

Absolutely. Economic development should not be at the expense of a health environment. Indeed this point should be #1 - we can survive without economic growth, but we cannot survive without a healthy environment.

5. Lifestyle (3.69)

The five Lifestyle Community Outcome statements received broad support. The overall level of agreement with the key statement (successful economic development doesn't just mean higher incomes – quality of life is important too) was very high at 4.27. People generally agreed that sport and recreation facilities are excellent (3.54 outdoor and 3.21 indoor, overall), and there was support for council roles encouraging the development of tourist attractions (3.70), which can of course also be used by locals, and improving the living conditions of poorer people (3.49) perhaps through the provisions of facilities.

Among the 233 resident-survey respondents who provided comments, 69% approved of the Lifestyle Outcome and 5% disapproved. Among the 194 submitters who provided comments, 76% approved of it and 5% did not.

The following comments illustrate some of the points raised in our analysis:

It already has an exceptional quality of life and incredible range and depth of choice for such a small population, when compared nationally and internationally.

Yes but we need to be brave about developing an indoor sports stadium. The potential for economic and social benefit is huge, similar to what we have found by having the Stadium

Only Wellington has such facilities whereas Lower Hutt Upper Hutt and Porirua have a long way to go to match facilities of Wellington

Should be affordable for everyone. Also for people who cannot afford to run a car.

6. Regional foundations (3.20)

The single statement associated with this outcome was “getting to and from Wellington Airport is too difficult.” There was modest agreement only, with business-survey respondents (3.13) and submitters (3.05) less inclined to agree than were resident-survey respondents.

Nevertheless, 74% of the 190 resident-survey respondents who provided comments expressed approval of the Regional Foundations Outcome while 4% did not. Submissions were split 67% and 9% with 24% of comments unclear on whether they approved or not.

The following comments illustrate attitudes to the Outcome.

Already in good shape in Wellington. Broadband OK for business. Now need a “super” council so that regional strategy can be developed.

The security of the services must be improved, to reduce dislocation caused by future earthquakes, major fault movements, possible tsunamis and floods. The present water supply system is vulnerable to fault movements

Agree. Priority should be given to councils to provide and maintain a suitable infrastructure

Encourage/subsidise European style water saving toilets and grey water use in new and existing residential housing.

Maintaining CORE services is the 'reason for being' for councils. I wish that this was where ALL the effort and rates was spent.

This is important. It can help attract people and businesses. Unreliable services are a turn-off. This is likely to be a major problem for large cities such as Auckland in the future.

7. Sense of place (3.80)

As with the Healthy Environment Outcome, there was a high level of agreement with the four statements relevant to this Outcome. There was, however, some divergence of opinion between business-survey respondents who were somewhat less enamoured (3.69), submitters (3.95), and resident-survey respondents who were intermediate in their views. The proposition that historical and cultural characters of different places in the Region are important and should be preserved was strongly supported overall (4.17).

Of the 199 resident-survey respondents who provided comments, 73%

expressed approval of the Sense of Place Outcome while 5% did not. In the case of submissions, 70% approved and 7% did not.

The following comments illustrate attitudes to the Sense of Place Outcome:

After being away from Wellington for 3 yrs I have renewed appreciation for the environment Wellington enjoys.

The green belt around Wellington has increased the number of native birds in the area. It's great to see and hear.

Yes, Wellington harbour is magnificent, BUT the wind is not. The view of Wellington waterfront is excellent, but only a few days a year can one enjoy it without battling the good old southerly. Wellington's uniqueness are its hills or as you say "rolling hinterland"(!) and it's also its downfall. Access is a nightmare to suburbs and such.

Beware of property developers who create uniformity rather than diversity as they maximise their profits at the expense of the community. Any developments should have a percentage of 'public' land set aside for community use - 'village green' concept.

Too many of our urban and suburban areas are barren wastelands, hostile to humans and the environment. Single use zoning has proved to produce homogeneous boring built environments often void of people during the day and with a lack of close/street community.

This can cause a sense of parochialism which definitely stymies growth and the unnecessary duplication of many facilities.

8. Strong and tolerant communities (3.50)

Three of the four statements associated with the Strong and Tolerant Communities were generally supported. Survey respondents and submitters largely believed that the Region welcomes people with different ethnic and cultural backgrounds (3.77 overall) and that skill needs cannot be entirely met from the local population (3.41). On the other hand, there was considerable agreement that councils need to do more to ensure people's safety (3.80). Support for the role of Marae in economic and social activity was more controversial (3.09 overall) especially among business-survey respondents (2.86).

Of the 214 resident-survey respondents who provided comments, 53% approved of the Strong and Tolerant Communities Outcome and 12% disapproved. The figures for the 179 submitters who provided comments were 66% and 12%.

The following comments illustrate attitudes to the Strong and Tolerant Communities Outcome:

Different lifestyles and ethnic communities bring a lot of colour to Wellington. They also have a lot to offer from their culture, sharing their lifestyle. All should be included as a part of the community.

More acceptance of our Maori heritage, more Maori language in public places, more effort to learn the language.

Very important. I think we could do more to help newcomers to settle within our region and to make better use of the skills and connections they bring.

Yes great! Do not currently get a sense that diversity is particularly welcome here. Compared to Auckland, Wellington does not feel multicultural or interesting in that respect - attract new immigrants and positively support Maori business and culture.

Agree with these aims, but what will it all cost?

Now I'm feeling all warm and fuzzy! Too much social engineering is being done in NZ by central government, surely not the place for Councils.

5.5 Sub-Regional issues

Some issues, for example traffic congestion, seem likely to engender different attitudes in different parts of the Region. We examined 15 statements that we considered might give rise to different responses depending on where the respondent lived. These are shown in the table below along with average levels of agreement for respondents in the five TLAs and one TLA combination in the Wellington Region.

Average responses to items where community interests may differ by Territorial Local Authority, in reverse order of divergence

(1=Strongly Disagree... 5=Strongly Agree)

	Kapiti	Porirua	Upper Hutt	Lower Hutt	Wellington	Wairarapa
11 Peak-time road traffic congestion is so bad that something has to be done about it.	4.68	4.27	4.00	4.05	3.53	3.59
46 Getting to and from Wellington Airport is too difficult.	3.57	3.44	3.16	3.08	2.71	3.40
12 It is important to strengthen and further develop centres (e.g. Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu & Masterton).	4.12	4.12	4.04	4.01	3.64	3.94
8 It is important to have a strong and prosperous Wellington City CBD.	4.11	4.13	4.00	4.14	4.28	3.84
52 Broadband facilities in my neighbourhood are not good enough for my needs	2.97	3.07	3.02	2.91	2.78	3.17
10 Decisions about transport should promote more walking, cycling and public transport.	3.89	3.82	4.06	4.03	4.08	4.20
2 In planning major roads, the effects on local communities should be considered	4.42	4.51	4.31	4.30	4.20	4.36
20 Councils should encourage industry in existing areas rather than the development of new industrial areas.	3.87	3.81	3.93	3.75	3.65	3.87
26 Economic development should be directed to help poorer areas in the Region.	3.70	3.66	3.55	3.69	3.67	3.82
15 Part of the charm of the Region lies in the differences between different localities.	4.05	3.89	3.81	3.89	3.88	3.88
29 Councils should play a bigger role in improving the living conditions of poorer people.	3.61	3.72	3.51	3.53	3.66	3.68
19 We should try to enlarge publicly owned green areas near cities and towns.	3.94	3.79	3.75	3.85	3.90	3.92
9 Councils should get together to make strategic land use decisions on a Region-wide basis.	4.09	4.11	3.99	4.05	4.12	3.93
4 Councils in the Region need to work together to develop more consistent policies and services.	4.23	4.28	4.12	4.13	4.12	4.12
6 The different historical and cultural characters of different places are important and should be preserved	4.13	4.12	4.13	4.16	4.19	4.12

Attitudes to the issues of peak-time traffic congestion and getting to and from Wellington Airport were quite different depending on where the survey respondent lived. In the former case, people who live in Wellington City and in the Wairarapa are relatively unconcerned compared to those living elsewhere in the Region. In the latter case, Wellington City residents were again, largely unconcerned, whereas those who live further afield find travel to and from the Airport to be inconvenient.

6 Conclusions

Responses to our surveys and to the call for submissions were diverse. Nonetheless, responses to the resident survey, business survey, and the submissions were broadly similar. The views of respondents and submitters were mostly similar in different parts of the Region.

There was general support for the Community Outcomes and Action Areas developed by The Wellington Regional Strategy. Comments on the Outcomes are likely to be helpful for refining the Strategy.

The most important issues for people in the Region were to do with their quality of life, the natural environment, and their sense of place. In order to protect and enhance their quality of life and the natural and built environments, many were willing to forego opportunities for economic growth. By implication, the Genuine Progress Indicator might be a more appropriate measure of Regional prosperity than a more conventional measure such as GDP per capita.

Responses and submissions called for improved public transport, and better provision for walking and cycling, as well as reductions in peak-time traffic congestion.

There was considerable support for initiatives to support improvements in the business environment. Such initiatives included encouragement of exporting, attracting foreign investment, developing ideas into businesses, training local people, and retaining skilled young people. While respondents and submitters generally considered the Region to be welcoming to people from different cultures and ethnicities, there was little enthusiasm for increasing population growth rates.

Finally, there was strong support for greater collaboration between councils over strategic planning for the Region.

Appendix 1

Average responses to statements in resident survey agreement order (1=Strongly Disagree... 5=Strongly Agree)

	Resident survey	Business survey	Sub- mission	Average (unwtd)
1 It is really important to look after the natural environment in our Region.	4.44	4.28	4.43	4.38
2 In planning major roads, the effects on local communities should be considered.	4.34	4.2	4.34	4.29
3 Successful economic development doesn't just mean higher incomes - quality of life is important too.	4.23	4.18	4.38	4.27
4 Councils in the Region need to work together to develop more consistent policies and services.	4.16	4.2	4.36	4.24
5 There should be natural green space in or near all built-up areas.	4.15	3.97	4.24	4.12
6 The different historical and cultural characters of different places are important and should be preserved.	4.14	4.06	4.31	4.17
7 There should be actions taken to encourage skilled people to remain in the Region.	4.11	4.10	4.06	4.09
8 It is important to have a strong and prosperous Wellington City CBD.	4.09	4.20	4.17	4.15
9 Councils should get together to make strategic land use decisions on a Region-wide basis.	4.05	4.15	4.25	4.15
10 Decisions about transport should promote more walking, cycling and public transport.	4.02	3.92	4.06	4.00
11 Peak-time road traffic congestion is so bad that something has to be done about it.	4.00	3.99	3.83	3.94
12 It is important to strengthen and further develop centres (e.g. Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu & Masterton).	3.96	3.95	3.97	3.96
13 More skills training should be made available to address local skill shortages.	3.92	3.86	3.84	3.87
14 Economic growth should not be pursued at the expense of social harmony.	3.91	3.64	3.95	3.83
15 Part of the charm of the Region lies in the differences between different localities.	3.90	3.89	4.03	3.94
16 Employers should find different ways to make it easier for people to work (e.g. flexible hours).	3.87	3.48	3.99	3.78
17 Councils should try to attract service industries such as professional advice, education, and tourism to our Region.	3.87	3.91	3.82	3.87
18 Councils should do more to ensure the safety of people in our community.	3.87	3.75	3.77	3.80
19 We should try to enlarge publicly owned green areas near cities and towns.	3.86	3.65	3.83	3.78
20 Councils should encourage industry in existing areas rather than the development of new industrial areas.	3.80	3.59	3.63	3.67
21 We need more skilled and educated people in our Region.	3.77	3.89	3.82	3.82
22 It is vital that the Region attracts export-oriented businesses.	3.75	3.91	3.86	3.84
23 Councils should do more to attract tourists and other visitors to the Region.	3.74	3.94	3.65	3.77

		Resident survey	Business survey	Sub- mission	Average (unwtd)
24	Our Region welcomes people of different ethnic and cultural backgrounds.	3.73	3.77	3.79	3.77
25	Having to travel through Auckland or Christchurch for international flights is a serious inconvenience for me and people who visit me.	3.69	3.83	3.44	3.65
26	Economic development should be directed to help poorer areas in the Region.	3.68	3.46	3.63	3.59
27	Councils should spend more on improving the natural environment.	3.68	3.48	3.75	3.64
28	Councils should spend more on encouraging the development of tourist attractions.	3.68	3.87	3.54	3.70
29	Councils should play a bigger role in improving the living conditions of poorer people.	3.62	3.28	3.58	3.49
30	Our Region has excellent outdoor sport and recreation facilities.	3.58	3.49	3.55	3.54
31	Councils should do more to support major art, sport, and entertainment events.	3.57	3.67	3.54	3.60
32	Councils should take action to reduce the numbers of 25 to 35 year olds leaving our Region.	3.55	3.58	3.52	3.55
33	Too many people have to leave the Region to pursue their careers.	3.54	3.53	3.38	3.48
34	Better childcare services should be provided to make it easier for parents to work.	3.53	3.43	3.54	3.50
35	More should be spent on improving public transport, rather than on roads.	3.45	3.23	3.83	3.50
36	Our schools and universities don't do enough to teach young people the skills that businesses in the Region really need.	3.42	3.55	3.45	3.47
37	We don't want Regional population to grow any faster than it already is.	3.40	2.97	3.15	3.17
38	Mobile phone coverage in the Region is excellent.	3.39	3.36	3.29	3.35
39	Councils should do more to support turning ideas (e.g. from scientific research) into businesses.	3.35	3.41	3.41	3.39
40	Our Region has excellent indoor sport and recreation facilities.	3.34	3.28	3.30	3.31
41	Our Region provides excellent career opportunities.	3.34	3.35	3.39	3.36
42	More overseas investment would be good for the Region.	3.32	3.55	3.54	3.47
43	Better wireless access to the Internet in our Region would be most welcome.	3.31	3.37	3.44	3.38
44	The Region can't meet all its skill needs from the local population.	3.29	3.50	3.44	3.41
45	Councils should make it easier for people to live near railway stations and bus routes through a wider choice of housing styles.	3.27	3.19	3.52	3.33
46	Getting to and from Wellington Airport is too difficult.	3.20	3.13	3.05	3.13
47	Businesses know best how to grow the economy.	3.18	3.47	3.17	3.28
48	The Region needs more jobs, even if they are not well paid.	3.16	3.15	2.97	3.09
49	Having better access to broadband would be really useful for me.	3.10	3.17	3.19	3.15

		Resident survey	Business survey	Sub- mission	Average (unwtd)
50	The role of Marae in economic and social activity should be supported.	3.09	2.86	3.33	3.09
51	Councils should be more active in promoting economic growth in the Region, even if it means higher rates.	3.02	3.43	3.12	3.19
52	Broadband facilities in my neighbourhood are not good enough for my needs.	2.97	2.94	3.03	2.98
53	We should not let excessive concern for the environment prevent economic growth.	2.92	3.12	2.66	2.90
54	Regional policies should aim to increase our population by 33% (one-third) by 2025.	2.90	3.26	2.88	3.01

Appendix 2

Average responses to questionnaire statements by Action Area by resident survey agreement

(1=Strongly Disagree... 5=Strongly Agree)

	Resident survey	Business survey	Submission	Average (unwghted)
1.1 Working for the regional good				
9. Councils should get together to make strategic land use decisions on a Region-wide basis.	4.05	4.15	4.25	4.15
10. Economic development should be directed to help poorer areas in the Region.	3.68	3.46	3.63	3.59
29. Councils should play a bigger role in improving the living conditions of poorer people.	3.62	3.28	3.58	3.49
Total	3.78	3.63	3.82	3.74
1.3 Reducing barriers to achieving outcomes				
16. Employers should find different ways to make it easier for people to work (e.g. flexible hours).	3.87	3.48	3.99	3.78
36. Our schools and universities don't do enough to teach young people the skills that businesses in the Region really need.	3.42	3.55	3.45	3.47
Total	3.65	3.51	3.72	3.63
1.4 Shared benefits				
8. It is important to have a strong and prosperous Wellington City CBD.	4.09	4.20	4.17	4.15
2.1 Reinforce & improve compact corridor form				
2. In planning major roads, the effects on local communities should be considered.	4.34	4.20	4.34	4.29
10. Decisions about transport should promote more walking, cycling and public transport.	4.02	3.92	4.06	4.00
20. Councils should encourage industry in existing areas rather than the development of new industrial areas.	3.80	3.59	3.63	3.67
45. Councils should make it easier for people to live near railway stations and bus routes through a wider choice of housing styles.	3.27	3.19	3.52	3.33
Total	3.86	3.72	3.89	3.82
2.2 Maturing sub-regional centres				
8. It is important to have a strong and prosperous Wellington City CBD.	4.09	4.20	4.17	4.15
12. It is important to strengthen and further develop centres (e.g. Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu and Masterton).	3.96	3.95	3.97	3.96
26. Economic development should be directed to help poorer areas in the Region.	3.68	3.46	3.63	3.59
Total	3.91	3.87	3.92	3.90

	Resident survey	Business survey	Submission	Average (unwghted)
2.3 Reinforce a strong regional CBD				
8. It is important to have a strong and prosperous Wellington City CBD.	4.09	4.20	4.17	4.15
12. It is important to strengthen and further develop centres (e.g. Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu and Masterton).	3.96	3.95	3.97	3.96
15. Part of the charm of the Region lies in the differences between different localities.	3.90	3.89	4.03	3.94
34. Better childcare services should be provided to make it easier for parents to work.	3.53	3.43	3.54	3.50
Total	3.87	3.86	3.93	3.89

	Resident survey	Business survey	Submission	Average (unwghted)
2.4 Strengthen green belts etc				
1. It is really important to look after the natural environment in our Region.	4.44	4.28	4.43	4.38
5. There should be natural green space in or near all built-up areas.	4.15	3.97	4.24	4.12
6. The different historical and cultural characters of different places are important and should be preserved.	4.14	4.06	4.31	4.17
19. We should try to enlarge publicly owned green areas near cities and towns.	3.86	3.65	3.83	3.78
27. Councils should spend more on improving the natural environment.	3.68	3.48	3.75	3.64
30. Our Region has excellent outdoor sport and recreation facilities.	3.58	3.49	3.55	3.54
40. Our Region has excellent indoor sport and recreation facilities.	3.34	3.28	3.30	3.31
53. We should not let excessive concern for the environment prevent economic growth.	2.92	3.12	2.66	2.90
Total	3.77	3.67	3.76	3.73

	Resident survey	Business survey	Submission	Average (unwghted)
2.5 Design major roads to support our centres				
2. In planning major roads, the effects on local communities should be considered.	4.34	4.20	4.34	4.29
10. Decisions about transport should promote more walking, cycling and public transport.	4.02	3.92	4.06	4.00
11. Peak-time road traffic congestion is so bad that something has to be done about it.	4.00	3.99	3.83	3.94
35. More should be spent on improving public transport, rather than on roads.	3.45	3.23	3.83	3.50
46. Getting to and from Wellington Airport is too difficult.	3.20	3.13	3.05	3.13
Total	3.80	3.69	3.82	3.77

	Resident survey	Business survey	Submission	Average (unwghted)
2.6 Build on culture and place				
1. It is really important to look after the natural environment in our Region.	4.44	4.28	4.43	4.38
3. Successful economic development doesn't just mean higher incomes - quality of life is important too.	4.23	4.18	4.38	4.27
6. The different historical and cultural characters of different places are important and should be preserved.	4.14	4.06	4.31	4.17
15. Part of the charm of the Region lies in the differences between different localities.	3.90	3.89	4.03	3.94
31. Councils should do more to support major art, sport, and entertainment events.	3.57	3.67	3.54	3.60
45. Councils should make it easier for people to live near railway stations and bus routes through a wider choice of housing styles.	3.27	3.19	3.52	3.33
Total	3.93	3.88	4.04	3.95
2.7 Support marae as centres for change				
14. Economic growth should not be pursued at the expense of social harmony.	3.91	3.64	3.95	3.83
24. Our Region welcomes people of different ethnic and cultural backgrounds.	3.73	3.77	3.79	3.77
50. The role of Marae in economic and social activity should be supported.	3.09	2.86	3.33	3.09
Total	3.58	3.42	3.69	3.56
2.8 Improve range and location of housing stock				
12. It is important to strengthen and further develop centres (e.g. Porirua, Johnsonville, Lower Hutt, Upper Hutt, Paraparaumu and Masterton).	3.96	3.95	3.97	3.96
26. Economic development should be directed to help poorer areas in the Region.	3.68	3.46	3.63	3.59
Total	3.82	3.71	3.80	3.77
2.9 Make sure land and infrastructure is used efficiently				
2. In planning major roads, the effects on local communities should be considered.	4.34	4.20	4.34	4.29
53. We should not let excessive concern for the environment prevent economic growth.	2.92	3.12	2.66	2.90
Total	3.63	3.66	3.50	3.60

	Resident survey	Business survey	Submission	Average (unwghted)
3.1 Plugging the gaps				
7. There should be actions taken to encourage skilled people to remain in the Region.	4.11	4.10	4.06	4.09
11. Peak-time road traffic congestion is so bad that something has to be done about it.	4.00	3.99	3.83	3.94
18. Councils should do more to ensure the safety of people in our community.	3.87	3.75	3.77	3.80
25. Having to travel through Auckland or Christchurch for international flights is a serious inconvenience for me and people who visit me.	3.69	3.83	3.44	3.65
35. More should be spent on improving public transport, rather than on roads.	3.45	3.23	3.83	3.50
38. Mobile phone coverage in the Region is excellent.	3.39	3.36	3.29	3.35
43. Better wireless access to the Internet in our Region would be most welcome.	3.31	3.37	3.44	3.38
46. Getting to and from Wellington Airport is too difficult.	3.20	3.13	3.05	3.13
47. Businesses know best how to grow the economy.	3.18	3.47	3.17	3.28
49. Having better access to broadband would be really useful for me.	3.10	3.17	3.19	3.15
51. Councils should be more active in promoting economic growth in the Region, even if it means higher rates.	3.02	3.43	3.12	3.19
52. Broadband facilities in my neighbourhood are not good enough for my needs.	2.97	2.94	3.03	2.98
Total	3.44	3.48	3.44	3.45
3.2 Putting underutilised land to use				
4. Councils in the Region need to work together to develop more consistent policies and services.	4.16	4.20	4.36	4.24
9. Councils should get together to make strategic land use decisions on a Region-wide basis.	4.05	4.15	4.25	4.15
Total	4.10	4.17	4.30	4.19

	Resident survey	Business survey	Submission	Average (unwghted)
3.3 Addressing skill shortages				
7. There should be actions taken to encourage skilled people to remain in the Region.	4.11	4.10	4.06	4.09
13. More skills training should be made available to address local skill shortages.	3.92	3.86	3.84	3.87
16. Employers should find different ways to make it easier for people to work (e.g. flexible hours).	3.87	3.48	3.99	3.78
21. We need more skilled and educated people in our Region.	3.77	3.89	3.82	3.82
24. Our Region welcomes people of different ethnic and cultural backgrounds.	3.73	3.77	3.79	3.77
32. Councils should take action to reduce the numbers of 25 to 35 year olds leaving our Region.	3.55	3.58	3.52	3.55
33. Too many people have to leave the Region to pursue their careers.	3.54	3.53	3.38	3.48
36. Our schools and universities don't do enough to teach young people the skills that businesses in the Region really need.	3.42	3.55	3.45	3.47
37. We don't want Regional population to grow any faster than it already is.	3.40	2.97	3.15	3.17
41. Our Region provides excellent career opportunities.	3.34	3.35	3.39	3.36
44. The Region can't meet all its skill needs from the local population.	3.29	3.50	3.44	3.41
Total	3.63	3.60	3.62	3.62

	Resident survey	Business survey	Submission	Average (unwghted)
3.4 Generating wealth from our ideas				
7. There should be actions taken to encourage skilled people to remain in the Region.	4.11	4.10	4.06	4.09

	Resident survey	Business survey	Submission	Average (unwghted)
3.6 Making it easier to do business				
16. Employers should find different ways to make it easier for people to work (e.g. flexible hours).	3.87	3.48	3.99	3.78
51. Councils should be more active in promoting economic growth in the Region, even if it means higher rates.	3.02	3.43	3.12	3.19
Total	3.45	3.45	3.55	3.48

	Resident survey	Business survey	Submission	Average (unwghted)
4.1 Export - increase emphasis on export oriented goods and services				
22. It is vital that the Region attracts export-oriented businesses.	3.75	3.91	3.86	3.84

	Resident survey	Business survey	Submission	Average (unwghted)
4.3 Develop global businesses networks and connections				
22. It is vital that the Region attracts export-oriented businesses.	3.75	3.91	3.86	3.84

	Resident survey	Business survey	Submission	Average (unwghted)
4.6 Visit - make Wellington a great place to visit				
17. Councils should try to attract service industries such as professional advice, education, and tourism to our Region.	3.87	3.91	3.82	3.87
23. Councils should do more to attract tourists and other visitors to the Region.	3.74	3.94	3.65	3.77
28. Councils should spend more on encouraging the development of tourist attractions.	3.68	3.87	3.54	3.70
Total	3.76	3.90	3.67	3.78

Appendix 3

Assessment of Community Outcomes (percentages)

	Good	Bad	Unclear	N
1. Community prosperity				
Survey	68	6	26	231
Submissions	57	14	29	198
2. Connected				
Survey	75	7	18	250
Submissions	70	10	20	209
3. Entrepreneurial and innovative culture				
Survey	65	8	27	193
Submissions	66	11	23	177
4. Healthy environment				
Survey	83	1	16	223
Submissions	81	5	14	202
5. Lifestyle				
Survey	69	5	25	213
Submissions	76	5	20	194
6. Regional foundations				
Survey	74	4	22	190
Submissions	67	9	24	172
7. Sense of place				
Survey	73	5	23	199
Submissions	70	7	22	178
8. Strong and tolerant communities				
Survey	53	12	36	214
Submissions	66	12	21	179