

RESEARCH FIRST

The Christchurch Foundation

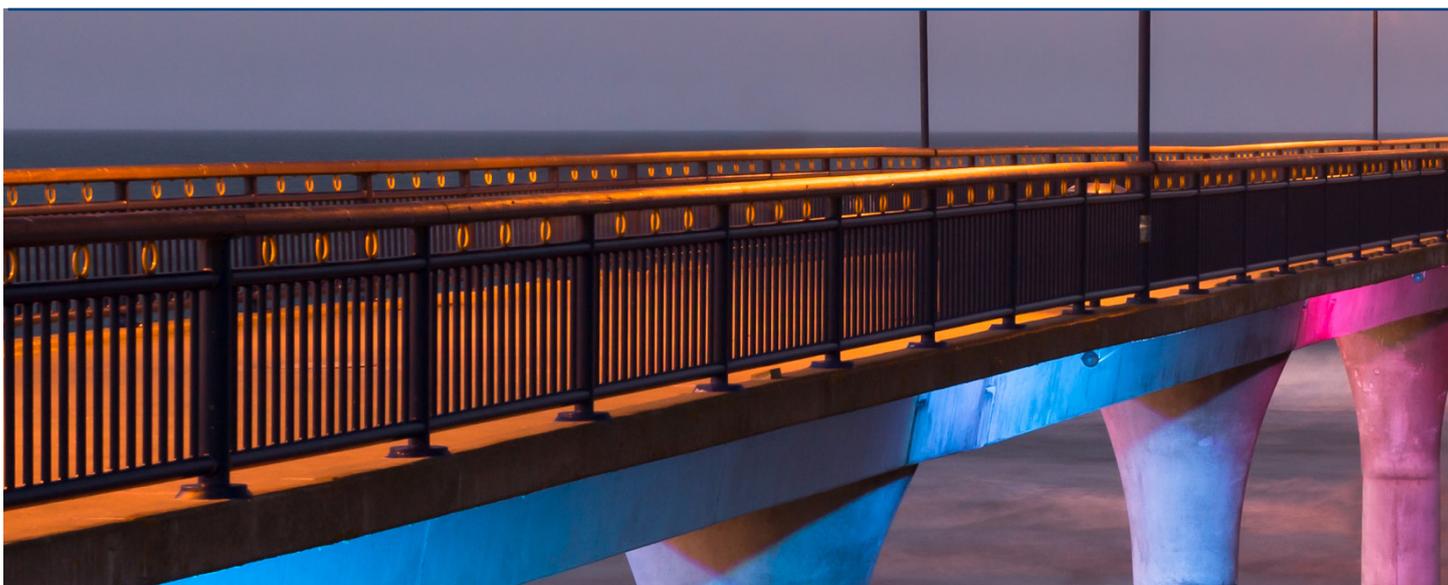
# Greater Christchurch's Vital Signs

Research Report | 2019



**THE  
CHRISTCHURCH  
FOUNDATION**

# Introduction



## 📘 About this report

Vital Signs® is a snapshot of life in Greater Christchurch: how we're feeling, what we're doing, and what's important to us. It measures how well we're doing on a number of key indicators, including health, prosperity, our sense of community, and how well we take care of our environment.

The report was produced on behalf of the Christchurch Foundation, a registered charity founded in 2017 and funded by donations from residents, businesses, and the Council. The Christchurch Foundation's mission is to help generous people and companies achieve their dreams for our city. This report has been designed to help the Foundation decide where to make its endowments and distributions, to provide the greatest benefit to the people of the city.

We hope this report will help charities, other foundations and not-for-profit organisations, policy advisors and our local communities to identify where together we can make the most difference. As you read it, we also hope it will inspire you to consider how you can make your own personal contribution to our wonderful city.

This report was produced using data and information collected by Research First, a Christchurch-based research agency. Information was gathered from numerous sources (annotated throughout the report), but predominantly from a large survey of Christchurch residents and interviews with key

community groups and charitable organisations in the Greater Christchurch region. In a very real way, this is a report written by the people, for the people of Greater Christchurch.

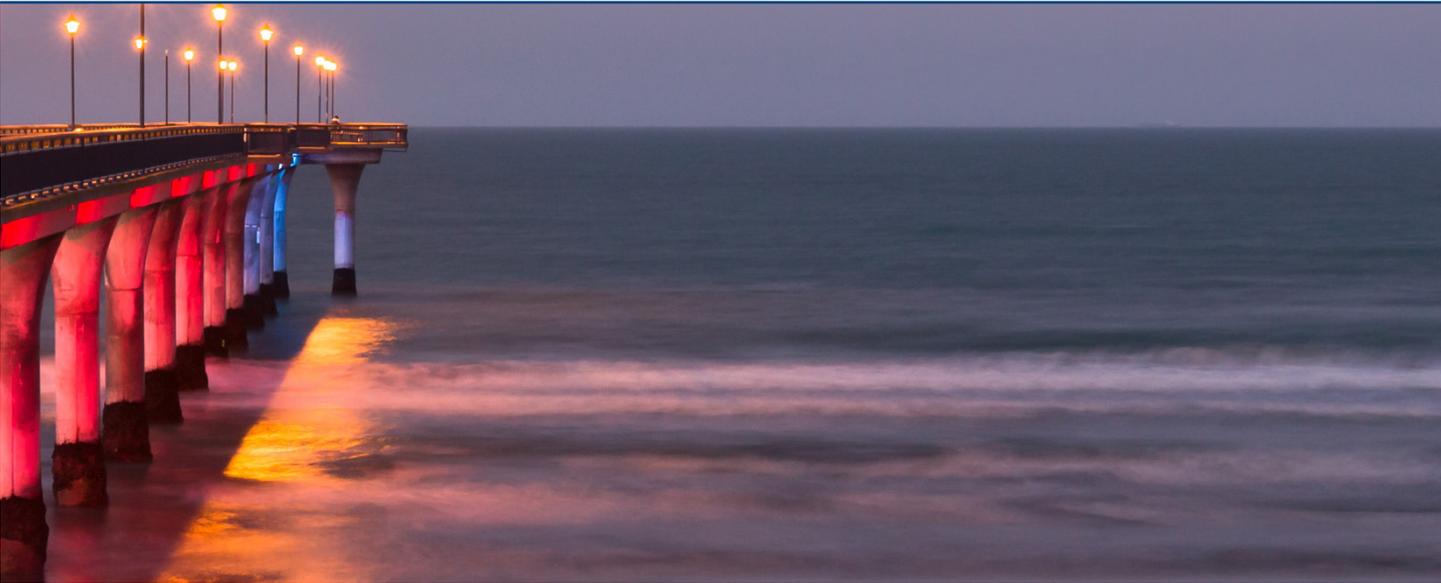
For the purpose of this report, we have used the definition of Greater Christchurch as provided by the Greater Christchurch Partnership (see [greaterchristchurch.org.nz](http://greaterchristchurch.org.nz)). Essentially, this involves drawing an imaginary line around Christchurch City that takes in the communities within the 'commuter belt' (approximately half-an-hour's drive from the Central City) in parts of Banks Peninsula, and Selwyn and Waimakariri Districts. Greater Christchurch therefore includes the urban area of Christchurch City and Lyttelton harbour, the area of Selwyn District north of the Selwyn River and east of Kirwee, and Waimakariri District south of the Ashley River and east of Swannanoa.

Research First would like to thank all those who contributed to this report in any way, however large or small. Across all of our research, one thing was abundantly clear, and that is the enduring resilience of our people.

Kia kaha Christchurch. He waka eke noa.

July 2019

# Introduction



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# Introduction

## About Vital Signs®

Vital Signs® is a tool used to understand the community's perceptions of the place where they live. It looks at the social, cultural, health, environmental, and economic wellbeing of the area and it identifies the key priorities according to residents. This information is then used by local organisations to identify and prioritise areas for funding. The aim is that the Vital Signs® report will be an agenda-setting tool, providing a list of priorities for communities to consider in the coming years.

Toronto Community Foundation in Canada started Vital Signs® in 2001 to help make informed decisions about grants and programming. Vital Signs® is now a global programme led by Community Foundations of Canada. Locally the initiative is led by Community Foundations of New Zealand.

In this version of Vital Signs® for Greater Christchurch we have chosen to examine five community pillars:

				
<b>A vibrant, liveable city</b>	<b>Kaitiakitanga</b> (guardianship of the natural environment)	<b>Health &amp; wellbeing</b>	<b>Economic prosperity</b>	<b>Opportunities for all</b>
Getting around Arts, culture & events Regeneration of the central city	Environmental sustainability	Safety Sports & recreation Health & wellness	Housing Governance, leadership & advocacy for Christchurch Employment opportunities Tourism	Reducing inequality Belonging & engagement Learning & education Supporting children Supporting young adults Supporting seniors Supporting newcomers Supporting Māori & Pasifika Supporting rural communities

## How to read this report

Each field receives a grade identifying how strongly residents believe the city is performing in that area.

The following grades are used in Vital Signs® research:

- A** Excellent, continue the current approach
- B** Good, but some improvements could be made
- C** Average, more effort should be made to address this issue
- D** Below average, more work is required
- F** Failure, immediate action is needed

**1.** ...

**2.** ...

**3.** ...

These numbers represent the **top priorities identified by the community** per area of focus.

Respondents could identify up to three main priorities, with the percentages displayed in the report representing the proportion of residents who identified that as a priority.

# Introduction

## About Greater Christchurch



Since 2012, Greater Christchurch has **grown by 19,082 households**<sup>1</sup>.

<sup>1</sup> Source: MBIE via greaterchristchurch.co.nz. Data is to September 2017.

**One in three** households has children present.



**Unemployment** sits at **4.5%** in Christchurch, in line with the national average<sup>1</sup>.

<sup>1</sup> Source: ChristchurchNZ Christchurch and Canterbury Quarterly Economic Report, (December 2018)



**98%** speak English at home; **4%** speak Te Reo Māori; **1%** speak NZ Sign Language.

28 other languages are spoken at home, most commonly Mandarin, Hindi and French.



# 3/4

of us have been here for more than 10 years.

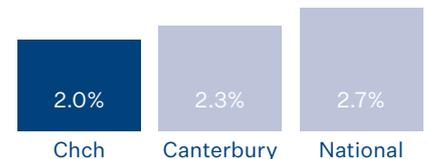
The Greater Christchurch area is home to about **486,000** people, **80%** of whom live within Christchurch City.

The population is growing by around 2.2% each year<sup>1</sup> and is projected to reach **550,000** by **2041**<sup>2</sup>.

<sup>1</sup> Source: Statistics NZ Annual Population Estimates/CCC

<sup>2</sup> Source: Greater Christchurch Transport Statement 2012

**83%** identify as NZ European, and **7%** as Māori.



Christchurch and Canterbury GDP grew by 2.0 and 2.3 percent respectively in the year to December 2018 compared to growth in national GDP of 2.7 percent over the same period<sup>1</sup>.

<sup>1</sup> Source: ChristchurchNZ Christchurch and Canterbury Quarterly Economic Report (December 2018)

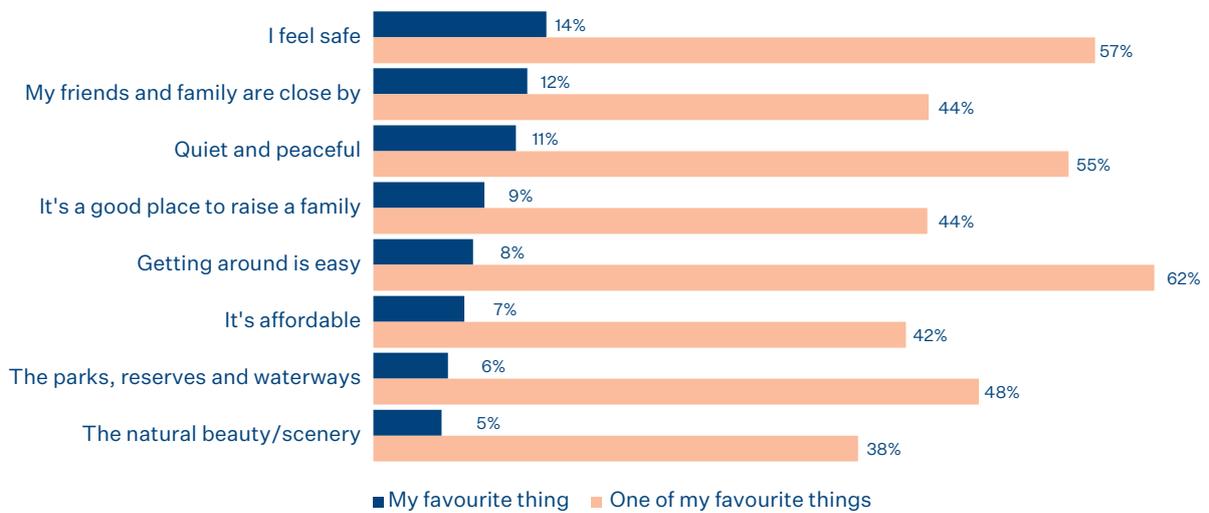
# Our vital signs

## ♥ Things we love about Greater Christchurch

We live in a region known for its **peaceful, community feel**, and these are the most common things we choose when asked what we like most about living here. It's an easy place to live, and for many people provides a **big city lifestyle, without the big city**.

Christchurch is also known as the Garden City, and we greatly enjoy its wide-open spaces, both the wild and the cultivated ones.

### Favourite things about living in my community



Sample size n = 843. Q: What do you like most about living in your community? And, if you had to pick just one thing that you like most about living in your community, what would it be?

While we all agree on the main features, some people love different things about their local areas. Those in coastal areas are more likely to value the area's natural beauty; areas outside of the main city are seen as better places to raise a family. In the Central City, the top three features residents feel make the city unique are the Botanic Gardens, Hagley Park and Margaret Mahy Playground<sup>1</sup>.

For Māori residents, having **friends and family** close by is the most treasured aspect of living here.

<sup>1</sup> Source: Christchurch City Council, Life in Christchurch Survey (2018)

### What's one thing that you would say about the Christchurch region that would recommend it to someone as a great place to live?

Greater Christchurch is seen as big enough to have something for everyone, but not so big as to be overcrowded and impersonal. The ongoing rebuilding of the central city has people optimistic about the future.

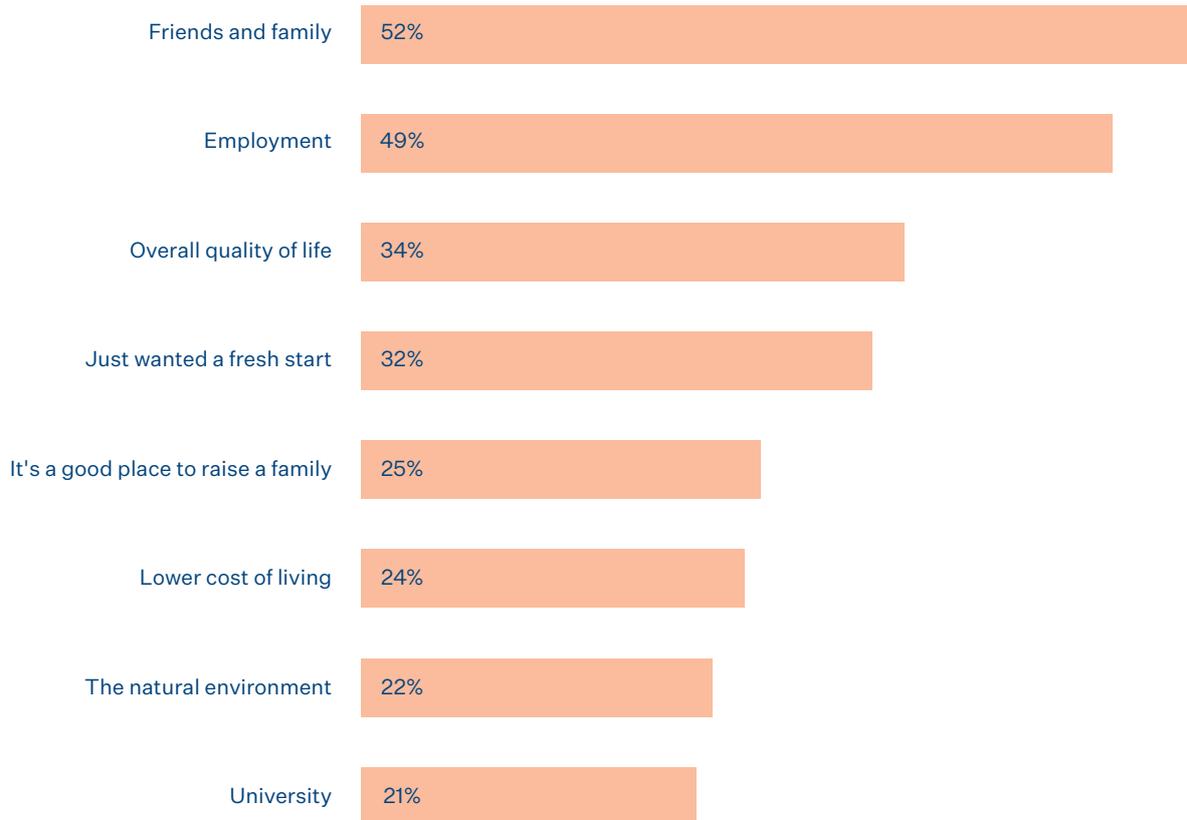
“It has something for everyone - you can be in the centre of a new, interesting city and within a half hour be in a forest, in the hills, on the beach and in an hour be in the mountains. Where else is everything so close?”

“It's a beautiful and simple place to live and with much potential.”

# Our vital signs

These are also **key reasons people move to Greater Christchurch** – others know that we enjoy a good quality of life. Other common reasons are for work/university, or just for a fresh start.

## Reasons for moving here



Sample size n = 215. Q: What would you say were your primary reasons for moving here?  
Only asked of those who moved here within the last 10 years.

“A city with friendly communities that offer support when needed and many events to invite people to mix and meet.”

“Fantastic place to grow up in, the city will become an awesome place to work in, beaches are close, walking trails are all over the place giving fantastic views of our great city.”

“There is a real sense of community, especially following two recent tragedies (earthquake and shootings). People look out for each other and value family.”

“Complete package of a city, size, weather, diversity, shopping, culture, closeness to beaches and mountains.”

# Our vital signs



## How are we feeling at the moment?

Vital Signs® is all about **community wellbeing**. When people are happy, and feel they are living a fulfilling life, they are more productive, and they treat each other better. It's a virtuous circle.

When asked which of these words describe their lives at the moment, the table on the right shows which people chose:

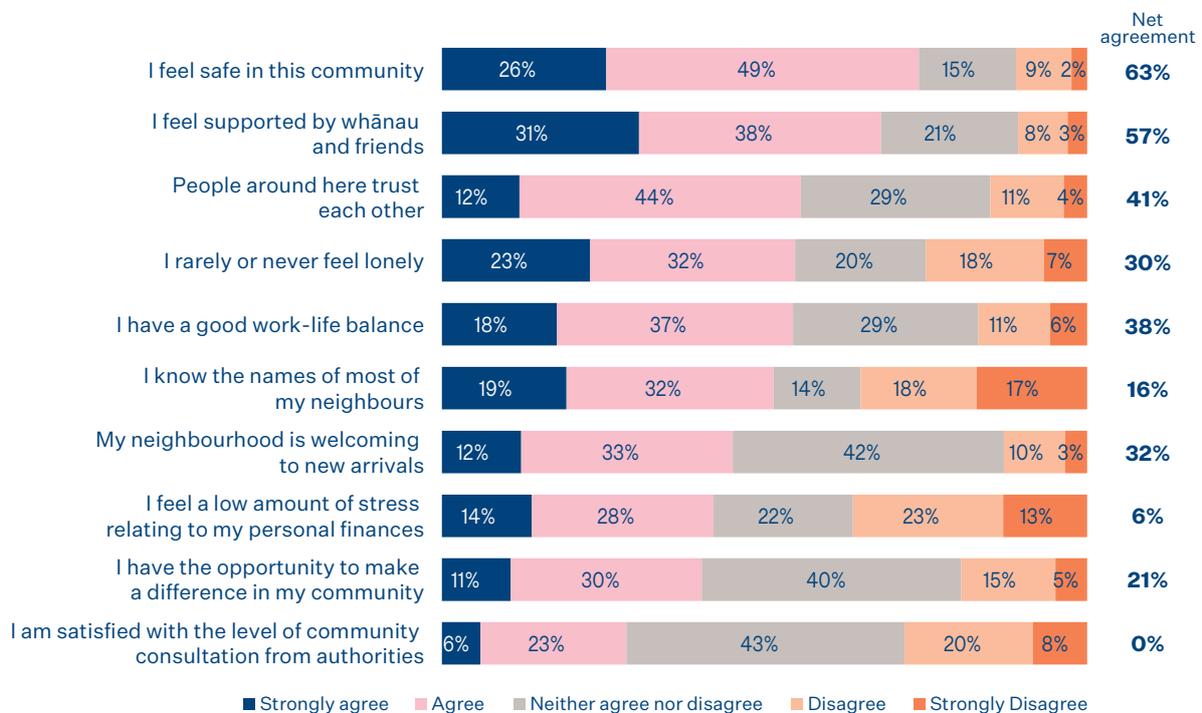
1	Optimistic	7	Meaningful
2	Content	8	Fulfilling
3	Healthy	9	Social
4	Active	10	Mindful
5	Purposeful	11	Stress-free
6	Productive	12	Spiritual

Only **11%** of people didn't think any of these words applied to their lives.

Sample size n = 843. Q: Which of these words would you use to describe your life, right now?

There are many elements to wellbeing, and a lot of them have to do with feeling a **sense of belonging and community spirit**. Below are just a few **key markers of community wellbeing**.

### Agreement - markers of a good life



Sample size n = 843. Q: Please advise how strongly you agree or disagree with the following statements. Net Agreement = % who agree/strongly agree subtract % who disagree/strongly disagree.

While the majority of people feel safe and supported in their community, and that they have a good balance between work and home life, one in three people feels stress over their personal finances. When it comes to feeling that they can make a difference, and that their voice can be heard, residents are on the fence.

# Our vital signs



## How are we feeling at the moment?

If life is a ladder with **eleven rungs**, most of us feel that right now we are standing on **one of the top four**. Confirming that we're an optimistic bunch, most of us think that in five years' time, we'll be on the **top three**.

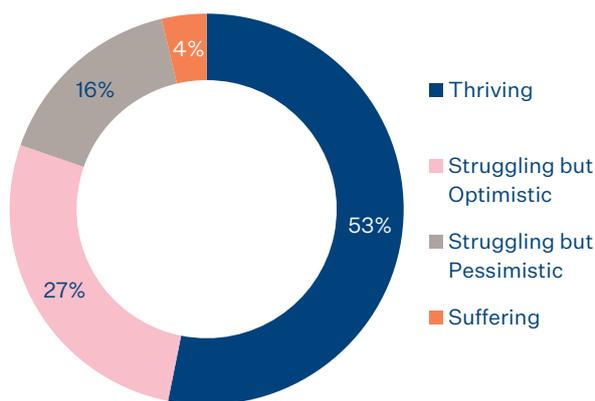
Our **average score of 6.73** means we're pretty happy – if Greater Christchurch was a country, we'd be the 21st happiest country on earth<sup>1</sup>. However, we're still less happy than the average person in the U.S.A. (6.88), Canada (7.18), Australia (7.18), or the rest of New Zealand (7.37).

Those of us under 25 are the most optimistic – but they also feel they're starting from the lowest rung of anyone. Conversely, those over 65 are the most satisfied of all, but all up think they'll be a little worse off in five years.

<sup>1</sup> According to the Gallup World Poll, 2018.

All up, over half of us are Thriving (things are good and looking even better), while 4% are Suffering (things are bad and not getting better).

The remainder fall somewhere in between.

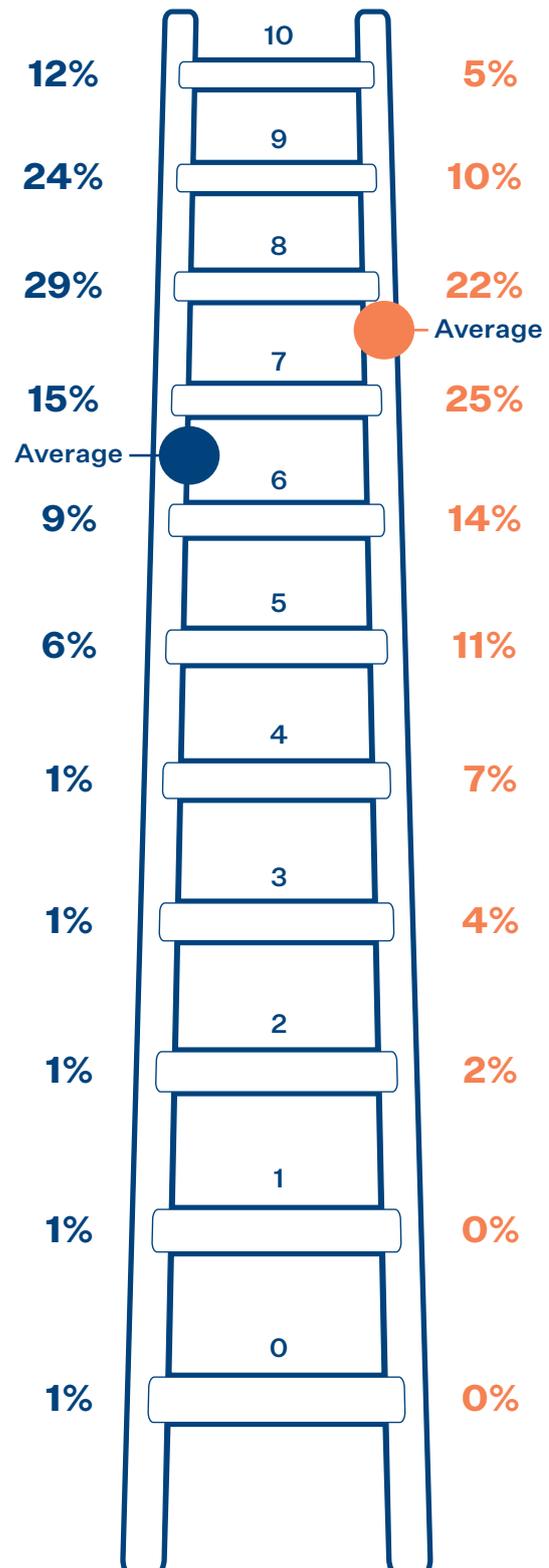


Sample size n = 843. Q: Which step of the ladder would you say you personally feel you stand on at this time? And which step do you think you will stand on about five years from now?

People who are Thriving are likely to cite good financial (15%) and employment (13%) prospects as the key reason. Those who are Suffering, or otherwise feel pessimistic, are likely to mention poor health or aging (30%) as the cause.

Where are you right now?

Where will you be in 5 years?

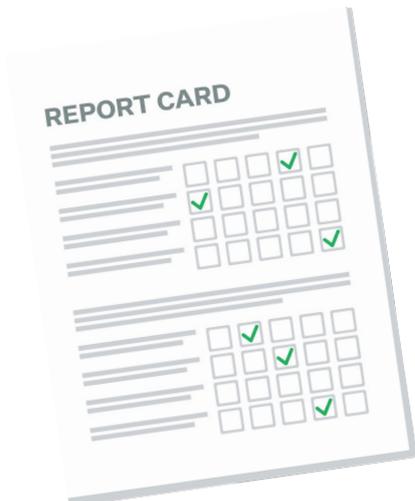


# Our vital signs



## How do we rate on the things that matter?

	<b>Health &amp; Wellbeing</b>	<b>B</b>	Safety	<b>B</b>
			Sports & Recreation	<b>B+</b>
			Health & Wellness	<b>B-</b>
	<b>Economic Prosperity</b>	<b>B-</b>	Housing	<b>C+</b>
			Governance, Leadership & Advocacy for Christchurch	<b>C+</b>
			Employment Opportunities	<b>B-</b>
			Tourism	<b>B</b>
	<b>Kaitiakitanga</b> (guardianship of the natural environment)	<b>B-</b>	Environmental Sustainability	<b>B-</b>
	<b>Opportunities for All</b>	<b>B-</b>	Reducing Inequality	<b>C+</b>
			Belonging & Engagement	<b>B-</b>
			Learning & Education	<b>B</b>
			Supporting Children	<b>B</b>
			Supporting Young Adults	<b>B-</b>
			Supporting Seniors	<b>B-</b>
			Supporting Newcomers	<b>B-</b>
			Supporting Māori & Pasifika	<b>B-</b>
			Supporting Rural Communities	<b>B-</b>
	<b>A Vibrant, Liveable City</b>	<b>B</b>	Getting Around	<b>B-</b>
			Arts, Culture & Events	<b>B</b>
			Regeneration of the Central City	<b>B-</b>



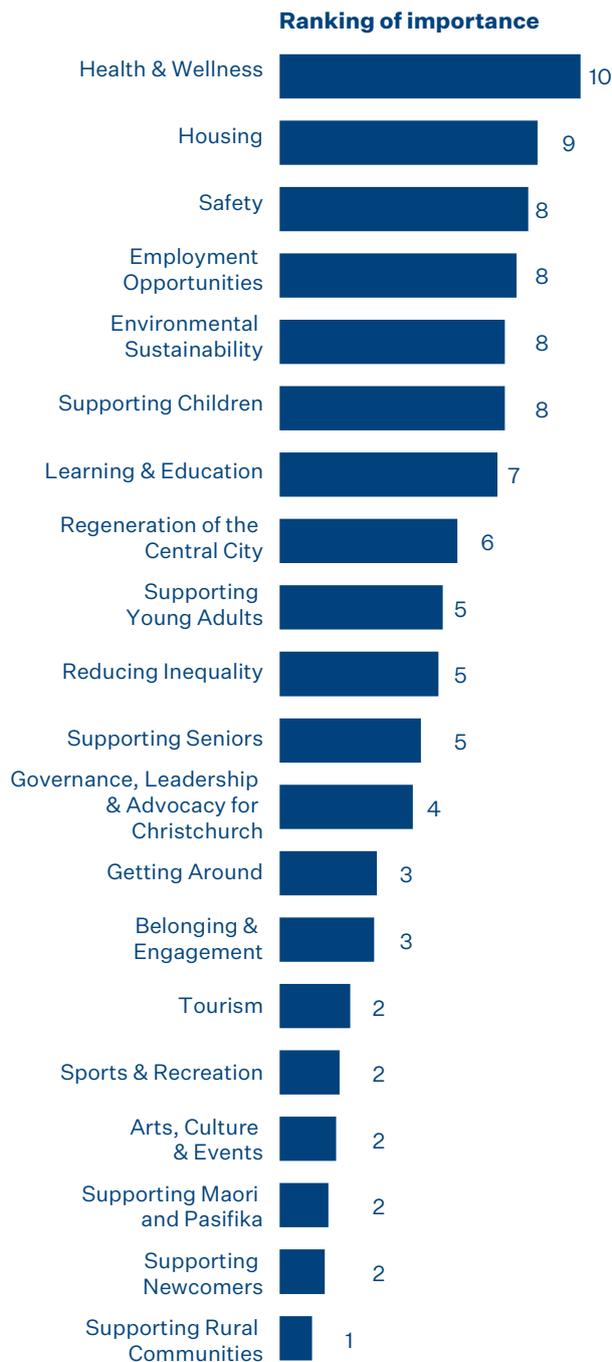
- A** Excellent, continue the current approach
- B** Good, but some improvements could be made
- C** Average, more effort should be made to address this issue
- D** Below average, more work is required
- F** Failure, immediate action is needed

Generally, Greater Christchurch performs solidly in the eyes of its residents, with most aspects scoring a B or B-. Mild levels of economic anxiety once again show through when it comes to rating Housing and Reducing inequality. Health & wellbeing scores best, driven by a perceived strength in sports and recreation opportunities.

# Our vital signs



## What are our priority areas?



Sample size n = 843.



## How did we work out the priorities?

Prioritising things can be very difficult. This is especially the case when the things to be prioritised are highly emotive, or when we are faced with a long list, like the one above. This can lead to something scientists call decision fatigue – basically, if something becomes too hard, we just give up.

When it came to our survey, we didn't want people to give up. But we needed them to rank the long list of potential areas to focus on, so we could see what was most important. It's not about finding things that aren't important - as you can see, all these areas are important to Greater Christchurch – but about finding their relative importance.

So, don't think for a moment that 'Supporting Rural Communities' isn't important – it is, and to some people it's the most important area to focus on. It's just that, looking at the whole community, 'Health & wellness' is roughly ten times more important. That's what the numbers signify – this is the percentage of people who took our survey who selected each area as the most important area to focus on in future.

How did we calculate this? We used a survey technique called MaxDiff, or best-worst scaling. Everyone who took the survey was shown a grid like this...

Lowest priority		Highest priority
<input type="checkbox"/>	Supporting Rural Communities	<input type="checkbox"/>
<input type="checkbox"/>	Employment Opportunities	<input type="checkbox"/>
<input type="checkbox"/>	Environmental Sustainability	<input type="checkbox"/>
<input type="checkbox"/>	Getting Around	<input type="checkbox"/>
<input type="checkbox"/>	Health & Wellness	<input type="checkbox"/>
<input type="checkbox"/>	Reducing Inequality	<input type="checkbox"/>

...and asked to pick one area that is their highest priority, and one area that's their lowest priority, just from this set of six areas – a much easier choice than picking from a list of twenty!

They did this ten times in total, with a different set of six areas shown each time (and each area appearing exactly three times, in different sets). Looking at their responses as a whole, we were then able to calculate the relative priority order.

# Health and wellbeing



## Health & wellness: B-

It's no surprise that this is the highest priority area, as health and happiness are inextricably linked; 96% of Greater Christchurch residents who rate their health as 'very good' or 'excellent' report a good quality of life<sup>1</sup>.

Greater Christchurch has had a rocky start to 2019 when it comes to health. In February 2019, a measles outbreak was declared, with 38 confirmed cases before it was declared over<sup>2</sup>. In June, many GPs temporarily ran out of flu shots<sup>3</sup>. And of course, the March 15th terrorist attack put a huge strain on both the public, and health care professionals.

### Our top priorities for health and wellness:

1. Affordable access to health care **50%**
2. Better access to mental health services **43%**
3. Reducing waiting time for medical procedures **33%**
4. Improving the quality of healthcare overall **29%**

<sup>1</sup> Source: Nielsen/CDHB Canterbury Wellbeing Survey (2018)

<sup>2</sup> Source: <https://www.cdhb.health.nz/public-health-alert/canterbury-measles-outbreak-declared-officially-over/>

<sup>3</sup> Source: <https://www.stuff.co.nz/national/health/113328787/children-miss-out-on-flu-vaccine-after-13-million-doses-snapped-up>



In November 2018, Christchurch Hospital opened a new outpatient facility on Oxford Terrace.

## THREE QUARTERS

of Canterbury GPs offer low-cost visits to community services card holders<sup>1</sup>.

To find a GP, you can use the Canterbury District Health Board's interactive map at [cdhb.health.nz/canterbury-gp-map-2/](http://cdhb.health.nz/canterbury-gp-map-2/)

<sup>1</sup> Source: <https://www.stuff.co.nz/national/health/109615122/three-in-four-canterbury-gps-offer-lowcost-visits-for-community-services-card-holders>

**The Canterbury Charity Hospital**, in Harewood, is the only facility of its kind in New Zealand. Staffed almost entirely by volunteers, the Charity Hospital provides surgery and other services to patients without insurance or who are unable to get elective surgery. The average waiting time for elective surgery in Canterbury is 48 days<sup>1</sup>.

The Charity Hospital has expanded its services to include oral surgery and colonoscopies, and is looking to expand further into women's health.

<sup>1</sup> Source: Canterbury District Health Board (July 2018)



# Health and wellbeing



Many people believe that, since the 2011 earthquakes, Christchurch has been experiencing a mental health crisis. On average, there were 11 suicide attempts reported per day in 2018<sup>1</sup>. One study found that four out of five primary school students exhibit PTSD symptoms<sup>2</sup>.

Tanya Cooke, from Christchurch children's crisis care facility Cholmondeley, believes that undiagnosed and untreated mental health problems such as depression and anxiety, often as a result of the earthquakes, are leading to the breakdown of families.

However, there are signs the mental health of the region is improving: **the proportion of Christchurch residents who report negative effects from stress has been declining steadily since 2012, and now sits at 17%<sup>3</sup>.**

<sup>1</sup> Source: NZ Police

<sup>2</sup> Source: <https://www.stuff.co.nz/national/education/96211829/four-in-five-christchurch-primary-schoolers-exhibit-ptsd-symptoms-study-finds>

<sup>3</sup> Source: Nielsen/CDHB Canterbury Wellbeing Survey (2018)

In 2013, the Canterbury District Health Board and the Mental Health Foundation of New Zealand launched the All Right? campaign to get Cantabrians to think about and improve their mental health and wellbeing.

The campaign now has over **50% public awareness<sup>1</sup>.**

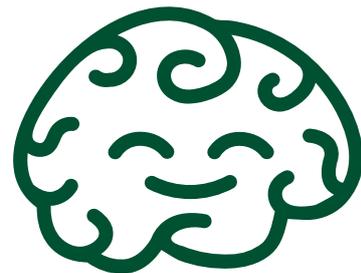
<sup>1</sup> Source: Nielsen/CDHB Canterbury Wellbeing Survey (2018)



In 2019, the new Central Government announced its first budget, dubbed the

## **WELLBEING BUDGET**

which allocated an **extra \$1.9 billion to address mental health across the nation**, including the establishment of a Mental Health and Wellbeing commission.



# Health and wellbeing

## Safety: B

**72%** of people in the city feel safe in their community; outside of the city, it's **88%**. In the central city, one third of people feel unsafe after dark, mainly due to drinking and drug use, anti-social behaviour, and isolated areas<sup>1</sup>.

### Our top priorities for safety:

1. Reducing homelessness and begging **36%**
2. Reducing the use of illicit drugs **36%**
3. Safer behaviour on our roads **33%**
4. Cracking down on gangs **31%**

<sup>1</sup> Source: Christchurch City Council Life in Christchurch Central City Survey (2019)



In April 2019, street racers and car enthusiasts assembled in Christchurch for the third 'Aves Invasion'. While ten people were arrested, and 30 cars were taken off the road, no injuries or damage was reported, and in general police were 'happy' with the participants' behaviour<sup>1</sup>.

<sup>1</sup> Source : <https://www.rnz.co.nz/news/national/387516/aves-invasion-event-in-christchurch-fewer-arrests-vehicle-seizures>

## About 1 in 5 residents support stricter gun/ weapons control.

At the first official gun buy-back event since the government announced it, on July 13th, **224** firearms and **217** gun parts were handed over<sup>1</sup>.

<sup>1</sup> Source: <https://www.stuff.co.nz/national/114215888/governments-first-gun-buyback-event-under-way>



**Residents aged 55 and over** place a higher priority on cracking down on gangs, and increasing the visible police presence.



## Spotlight – Christchurch City Mission

Christchurch City Mission, which recently celebrated its 90th anniversary, is a Christian social services agency that provides emergency accommodation, food parcels, drug and alcohol services, and educational/life skills programs for people in need.

In 2018, the City Mission provided assistance to over 45,000 people across its multiple touchpoints.



Greater Christchurch has had its share of natural disasters, from earthquakes to the Port Hills fires.

## However, only 55% of households have an up-to-date emergency plan<sup>1</sup>.

<sup>1</sup> Source: Christchurch City Council General Services Satisfaction Survey (2019)

# Health and wellbeing



## Sport & recreation: B+

From the slopes to the seas, from our famous braided rivers to the Port Hills, Greater Christchurch residents love the great outdoors. The city has over 740 public parks and gardens. One in seven of us is a member of a sporting or recreational group<sup>1</sup>. However, only 42% of Greater Christchurch residents report achieving the New Zealand Physical Activity Guidelines for vigorous exercise<sup>2</sup>.

### Our top priorities for sport & recreation:

1. Making use of the Red Zone for sports and recreation **44%**
2. More affordable sports and recreation options **36%**
3. Preserving and developing parks and reserves for recreation **34%**

<sup>1</sup> Source: Sport Canterbury (2016)

<sup>2</sup> Source: Nielsen/CDHB Canterbury Wellbeing Survey (2018)



The Red Zone, or Ōtākaro Avon River Corridor, is joint-owned by the Crown and Christchurch City Council. In November 2018, Regenerate Christchurch released its draft OARC Regeneration Plan, which includes multiple potential uses for the land, including a Cultural Trail, areas for water sports, and an 11-km walking and cycling path from the city to New Brighton.

### Top sport and recreation activities – participation<sup>1</sup>

	Walking	<b>67%</b>
	Cycling	<b>36%</b>
	Swimming	<b>33%</b>
	Equipment-based exercise	<b>24%</b>
	Jogging/running	<b>20%</b>

<sup>1</sup> Source: SportNZ Sport and Active Recreation Regional Profile Canterbury/West Coast Region (2013/14)

### What's going on in sport and recreation in Greater Christchurch?

In 2018, Christchurch City Council unveiled its newest recreational facility, Taiora QEII and the accompanying Christchurch School of Gymnastics, in New Brighton

- In 2019, a hot pools facility is scheduled to open on the New Brighton foreshore
- Waimakariri District Council will open a new multi-use indoor sports facility in Rangiora in 2020
- A new 15-km 'South Express' cycleway, linking Templeton and Hagley Park, is planned to commence construction

**The Crusaders** are the most successful Super Rugby franchise in history, and in 2019 they won their third successive title. In the wake of the March 15th terror attacks, the Crusaders were under pressure to consider changing their name. Public opinion was divided, but the majority supported retaining the team name<sup>1</sup>.

After significant consultation with the public and stakeholders, New Zealand Rugby announced in June 2019 that the name would be retained until at least the end of the 2020 season, with a full brand review to take place.

<sup>1</sup> Source: <https://www.stuff.co.nz/sport/rugby/super-rugby/112186467/crusaders-name-poll-suggests-75-per-cent-of-new-zealanders-want-name-to-stay>

# Economic prosperity



## Housing: C+

The central government describes New Zealand as being in a 'housing crisis', with home ownership at a 60-year low due to mass unaffordability<sup>1</sup>. New Zealanders have the highest average spend on housing of any OECD country<sup>2</sup>.

Christchurch fares a little better; it is considered the most affordable of the major cities in New Zealand for housing, according to the Massey University Affordability Index. The median dwelling sale price is the lowest it has been since 2014, and the median rental price is at its lowest since 2012<sup>3</sup>.

However, it's clear that affordable housing is a major priority for our residents. Expenditure on housing and utilities in Canterbury increased by 40% between 2013 and 2016 – a much bigger increase than for food, transport or other areas<sup>4</sup>.

### Our top priorities for housing:

1. Making it easier to become a homeowner **46%**
2. Finding new ways to help people finance their homes **36%**
3. Making rental properties more affordable **30%**
4. Easing regulations to encourage the building of new homes **28%**
5. Improving the weather resistance of existing homes **26%**

<sup>1</sup> Source: MBIE, A Stocktake of New Zealand's Housing (2018)  
<sup>2</sup> Source: OECD Better Life Index (2017)  
<sup>3</sup> Source: Urban Development Capacity Dashboard, MBIE  
<sup>4</sup> Source: Statistics NZ Household Economic Survey (2013-2016)



**63% Own**



**27% Rent**

63% of Greater Christchurch residents are currently homeowners, while 27% rent.

Homeowners are twice as likely as renters to:

- Report **low levels of stress** about their **personal finances**
- **Know the names** of most of their **neighbours**



Home ownership is **expected to decrease further**, with **71%** of demand for new housing to be met by private rentals in the city<sup>1</sup>.

<sup>1</sup> Source: Greater Christchurch Partnership Settlement Pattern Update 2018

As of July 1, 2019, all rental homes must have both ceiling and underfloor insulation (where it is reasonably practical do so), according to the

## RESIDENTIAL TENANCY ACT.



# Economic prosperity



## Employment opportunities: B+

### Our top priorities for employment:

1. Bringing new large employers into the region **36%**
2. Providing more support for small business development and entrepreneurs **32%**
3. Providing more opportunity for skills training **32%**

Canterbury is widely known as a food and agribusiness powerhouse, and for post-earthquake construction, but it also has significant manufacturing and IT/tech sectors<sup>1</sup>. Seek.co.nz is currently advertising over 2,000 jobs in Christchurch, and The Greater Christchurch Partnership projects 71,000 new jobs by 2048 – a 30% increase on current numbers.

<sup>1</sup> Source: <https://www.cdc.org.nz/christchurch/moving-to-christchurch/>

### Major companies headquartered in Greater Christchurch

	Kathmandu
	AMI Insurance
	Fulton Hogan
	Synlait <sup>1</sup>
	Foodstuffs (South Island)
	Gough Gough and Hamer
	ANZCO Foods
	Tait Communications
	University of Canterbury

<sup>1</sup> Headquartered in Rakaia but a major employer of residents of Greater Christchurch

### Organisations providing business support and skills training in Greater Christchurch include:

	Canterbury Angels
	He Toki
	Ministry of Awesome
	Callaghan Innovation
	Canterbury Employers' Chamber of Commerce
	MBIE
	ChristchurchNZ
	NZTE
	Ara



Christchurch is one of five **'Antarctic gateway cities'** in the world, with around 100 direct flights per year<sup>1</sup> and ten visits from Antarctica-bound ships to Lyttleton Port<sup>2</sup>. Government agency Antarctica NZ, and the United States Antarctic Program are also based here.

<sup>1</sup> Source: <https://www.christchurchairport.co.nz/en/about-us/corporate-information/gateway-to-antarctica/>

<sup>2</sup> Source: <http://www.lpc.co.nz/antarctic-season-success/>



**Collaborative innovation** is a central theme of Greater Christchurch, with accelerator hubs including the Enterprise Precinct and Innovation Campus on Manchester St, the Vodafone Xone on Tuam St, and Lincoln Hub. For three months of 2019, a tourism-themed Lightning Lab operated out of Christchurch Airport.

# Economic prosperity

## Tourism: B

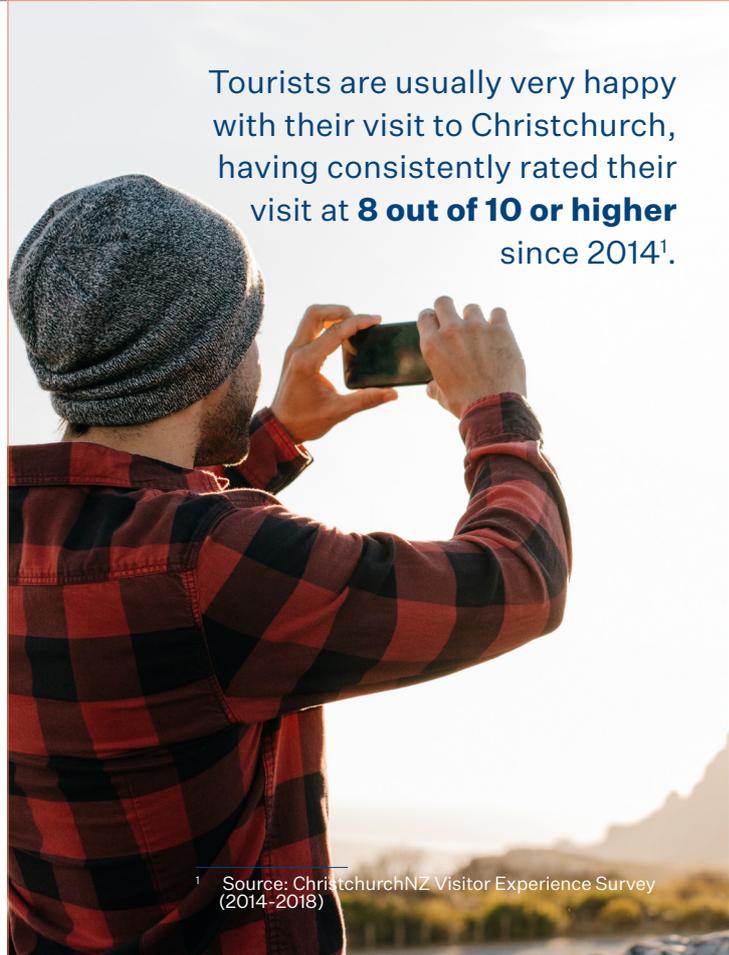
Tourism is incredibly important for New Zealand; it is our biggest services export industry, and responsible for over 10% of GDP<sup>1</sup>.

On any given day, there are 10,000 visitors staying in the city of Christchurch; 20% of them at Airbnbs and 80% at commercial establishments. About half are international visitors, and about half are domestic<sup>2</sup>.

International tourists spent over \$11 million in Christchurch in 2018<sup>3</sup>.

Over half of all international arrivals to Christchurch Airport are Australian residents. China and the UK are the next most common countries of origin<sup>4</sup>. In total, over 500,000 international visitors arrive via air, and another 130,000 arrive via cruise ship at Akaroa or Lyttleton Harbour<sup>5</sup>.

<sup>1</sup> Source: Tourism Industry Aotearoa (2018). Includes direct and indirect contributions.  
<sup>2</sup> Source: Statistics NZ, Accommodation Survey (2018) / ChristchurchNZ Airbnb estimates (2018).  
<sup>3</sup> Source: MBIE International Visitor Survey, via ChristchurchNZ Tourism Factbook (2018)  
<sup>4</sup> Source: Stats NZ, International Travel and Migration (2018)  
<sup>5</sup> Source: Stats NZ, Cruise ship traveller and expenditure statistics (2018)



Tourists are usually very happy with their visit to Christchurch, having consistently rated their visit at **8 out of 10 or higher** since 2014<sup>1</sup>.

<sup>1</sup> Source: ChristchurchNZ Visitor Experience Survey (2014-2018)



### Our top priorities for tourism:

1. Building a new stadium for major sporting and other events **45%**
2. Promoting Christchurch as a destination to new international markets **34%**
3. Attracting bigger artists to Christchurch for performances **32%**

Airport passengers are expected to **double by 2041** (Greater Christchurch Transport Statement 2012)



Demolition of Christchurch's earthquake-damaged stadium at Lancaster Park started in 2018. The new stadium, which could have a roof<sup>1</sup>, is not expected to finish construction until 2023.

Meanwhile, Christchurch's new convention centre, Te Pae, is set to open in October 2020, and is already accepting bookings.

<sup>1</sup> Source: <https://www.stuff.co.nz/business/110687673/christchurch-stadium-concept-plans-revealed>

# Economic prosperity



## Governance, leadership & advocacy for Christchurch: **C+**

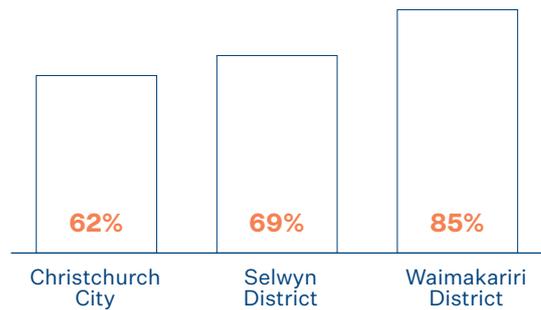
Top priorities for governance, leadership and advocacy:

1. Reducing rates **47%**
2. More accountability for elected officials **44%**
3. Greater transparency from authorities **40%**



In its 2018-28 Long Term Plan, Christchurch City Council approved a **rates rise of over 50% over ten years.**

### Satisfaction levels with Councils amongst residents<sup>1</sup>:



<sup>1</sup> Sources: Christchurch City Council General Services Satisfaction Survey (2019); Selwyn District Council Residents' Opinion Survey (2018); Waimakariri District Council Customer Satisfaction Survey (2016).



**34%**

of Christchurch residents say they understand how the Council makes decisions<sup>1</sup>.

<sup>1</sup> Source: Christchurch City Council General Services Satisfaction Survey (2019)

Canterbury has a long and **proud history of civic engagement**, starting with Kate Sheppard, New Zealand's most famous suffragist, who was instrumental in making New Zealand the first country to allow women to vote.

Voter turnout at City Council elections in 2016 was **39% - the equal lowest since 1992<sup>1</sup>**.

The next elections are scheduled for 12th October 2019, and these include Environment Canterbury, Christchurch City Council, and the Canterbury District Health Board.

<sup>1</sup> Source: Department of Internal Affairs via <http://greaterchristchurch.org.nz/indicators/community/voter-turnout/>

# Kaitiakitanga



## Environmental Sustainability: **B-**

### Our top priorities for environmental sustainability:

1. Improving/protecting water quality **50%**
2. Reducing single-use plastics **27%**
3. Improving sustainable farming, fishing and forestry practices **25%**

All areas were considered a higher priority by younger respondents than by older respondents.

**Water has been a hot topic in Christchurch of late.** The City Council's decision in 2018 to temporarily chlorinate the city's water supply while repairing well heads generated considerable public outcry<sup>1</sup>, as did Environment Canterbury's decision to grant consents for two water bottling companies, Natural Resources and Cloud Ocean, to export bottled water<sup>2</sup>.

Meanwhile, **76%** of Christchurch residents think that surface water (including streams, rivers and lakes) are in poor condition<sup>3</sup>. **40%** think water pollution is a 'big problem' – more than double the national average<sup>4</sup>.

<sup>1</sup> <https://www.newshub.co.nz/home/new-zealand/2018/05/christchurch-city-council-to-reduce-chlorine-level-in-water-following-public-outcry.html>

<sup>2</sup> <https://www.newstalkzb.co.nz/news/christchurch/thousands-protest-against-water-bottling-consents-in-christchurch/>

<sup>3</sup> Source: Christchurch City Council, Life in Christchurch, Natural Environment Survey (2018)

<sup>4</sup> Source: Nielsen Quality of Life Survey (2018)



## What concerns in the community do you find yourself thinking about again and again?

**“ Giving away our water to overseas companies.”**  
MALE, 25-34, CHRISTCHURCH CITY

**“ Water quality & the fact that local residents are requested to save water while it is being bottled & sold overseas at our rate payers & tax expense.”**  
FEMALE, 45-54, CHRISTCHURCH CITY

**“ Need for protection from water levels in the estuary.”**  
MALE, 45-54, CHRISTCHURCH CITY

**“ The chlorine in our water and the effect of this i.e. erosion of hot water cylinders and water pipes.”**  
MALE, 35-44, CHRISTCHURCH CITY

**“ Environmental issues to do with farming and water quality.”**  
FEMALE, 55-64, CHRISTCHURCH CITY

# Kaitiakitanga



Twice in 2019, students in Christchurch staged a walkout en masse, seeking **urgent government action on climate change**. And they're not alone: **68%** of Greater Christchurch residents are very concerned about climate change<sup>1</sup>. It's no wonder, when **rising sea levels are set to endanger over 18,000 households in Christchurch by 2065**<sup>2</sup>.

In the wake of the 2011 earthquakes, the Natural Environment Recovery Programme for Greater Christchurch was drawn up to ensure that rebuilding was done responsibly and sustainably.

<sup>1</sup> Source: Christchurch City Council, Life in Christchurch, Natural Environment Survey (2018)

<sup>2</sup> Source: Christchurch City Council, Tonkin & Taylor



**30%** of residents have **volunteered** for a conservation or environmental organisation in the last 12 months<sup>1</sup>. Conservation Volunteers New Zealand connects volunteers with environmental initiatives in their area.

<sup>1</sup> Source: Christchurch City Council, Life in Christchurch, Natural Environment Survey (2018)



Whaka-Ora Healthy Harbour is a joint initiative between Environment Canterbury, Te Hapū o Ngāti Wheke, Te Rūnanga o Ngāi Tahu, Christchurch City Council, and the Lyttelton Port Company to restore the cultural and ecological health of Lyttelton Harbour.

Christchurch has the **highest per capita greenhouse gas emissions of New Zealand's major cities**<sup>1</sup>. It emitted over 2.4 million tonnes of CO2 in 2017, with over half coming from transportation<sup>2</sup>. The Council plans on the city becoming carbon neutral by 2050. Christchurch recycled 31% of materials in 2018, more than three times the previous year<sup>3</sup>.

However, not all parties agree on the best way to tackle climate change. Federated Farmers, for example, is 'concerned about the impacts of the various 'net zero' options on emissions prices and on GDP, jobs and incomes<sup>4</sup>.

Michaela Blacklock, General Manager of the Canterbury Employers Chamber of Commerce, believes that 'there's still a really big urban/rural divide, and some of the conversation that's happening around climate change is possibly exacerbating that, because it can become very quickly a 'them and us' conversation'. Instead, she believes all parties can and should come together to work on common ground and solutions from the agri-tech sector.

<sup>1</sup> Source: <https://www.stuff.co.nz/environment/98663725/city-of-polluters-major-changes-needed-to-make-christchurch-carbon-neutral-by-2050>

<sup>2</sup> Source : Christchurch City Council, Christchurch Community Carbon Footprint (2017)

<sup>3</sup> Source: Christchurch City Council (2018)

<sup>4</sup> Source: [http://www.fedfarm.org.nz/FFPublic/Policy2/National/2018/Federated\\_Farmers\\_NZ\\_submission\\_on\\_Zero\\_Carbon\\_Bill.aspx](http://www.fedfarm.org.nz/FFPublic/Policy2/National/2018/Federated_Farmers_NZ_submission_on_Zero_Carbon_Bill.aspx)

RedBus launched its **first three electric buses in Christchurch** in June 2019.



As of July 1st 2019, **single-use plastic bags are banned** throughout NZ.



# Opportunities for all



## Reducing inequality: C+

Financial stress is the biggest stress in residents' lives, followed closely by health issues.

### Often these issues overlap:

“ I suffered a permanent injury and have recently been spat out the other end of a stressful and very expensive 7.5 year earthquake insurance court case.”

MALE, 55-64, CHRISTCHURCH CITY

“ My son and I are de facto homeless. We have a flat which 70% of my caregiver benefit goes towards. But we have little left over for food. We have some agency support but feel forgotten. My son needs 24 hour care, he cannot talk, feed, toilet, nor shower himself.”

MALE, 35-44 CHRISTCHURCH CITY

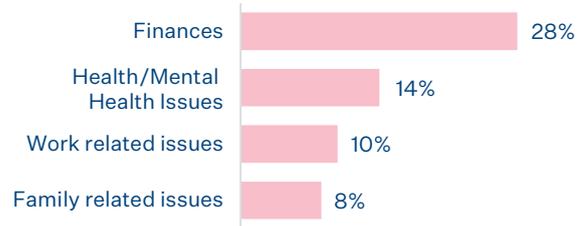
“ I have a friend, very sick with cancer, whose medication is not funded by Pharmac so we are having to fundraise \$80,000 for her.”

FEMALE, 45-54, CHRISTCHURCH CITY

**9%** of Christchurch residents care for an ill or disabled person outside of their home<sup>1</sup>.

<sup>1</sup> Source: Stats NZ Census (2013)

### What's the biggest stress in your life?



Sample size n = 843. Q: What would you say is the biggest cause of stress in your life right now?

Financial troubles affect us all, but they especially effect those at the bottom of the deprivation scale. Unfortunately, **income inequality in Christchurch has increased 54% since 2011<sup>1</sup>.**

<sup>1</sup> Source: StatsNZ, Household Economic Survey (2011-2018). Inequality is measured by comparing the median income of the 80th percentile of households with the 20th percentile.

### Our top priorities for reducing inequality:

1. Promoting local adoption of a 'living wage' **36%**
2. Reducing homelessness **30%**

Sample size: N=185.



A living wage is 'the hourly wage a worker needs to pay for the necessities of life and participate as an active citizen in the community'. In 2018 it was set at \$20.55<sup>1</sup>.

<sup>1</sup> Source: <https://www.livingwage.org.nz/>



**Some people take more than they need**



- HEATHER MILNE, FOUNDER OF CHRISTCHURCH AUNTIES, A NETWORK OF VOLUNTEERS HELPING VULNERABLE WOMEN AND CHILDREN

# Opportunities for all



## Learning and education: **B**

### Our top priorities for learning and education:

1. Reducing class sizes **36%**
2. Instilling a love of learning, not just teaching to pass the test **36%**
3. Making tertiary education more affordable **28%**

Sample size: N=197



Christchurch has **145 schools**, Selwyn District has **30 schools**, and Waimakariri has **25**.<sup>1</sup> The Greater Christchurch region is served by three universities – Lincoln University and the University of Canterbury, as well as a campus of the University of Otago, plus one polytechnic (Ara Institute of Canterbury) and numerous other organisations for further study.

\$1.37 billion is being invested to build or redevelop schools in Greater Christchurch, **including 23 brand new schools**<sup>2</sup>.

<sup>1</sup> Sources: [https://en.wikipedia.org/wiki/List\\_of\\_schools\\_in\\_Christchurch](https://en.wikipedia.org/wiki/List_of_schools_in_Christchurch); <https://www.educationcounts.govt.nz/find-school/schools?district=62>; <https://www.waimakariri.govt.nz/community/about-the-waimakariri-district/schools-in-the-district>

<sup>2</sup> Source: ChristchurchNZ Christchurch Economic Development Strategy (2017)

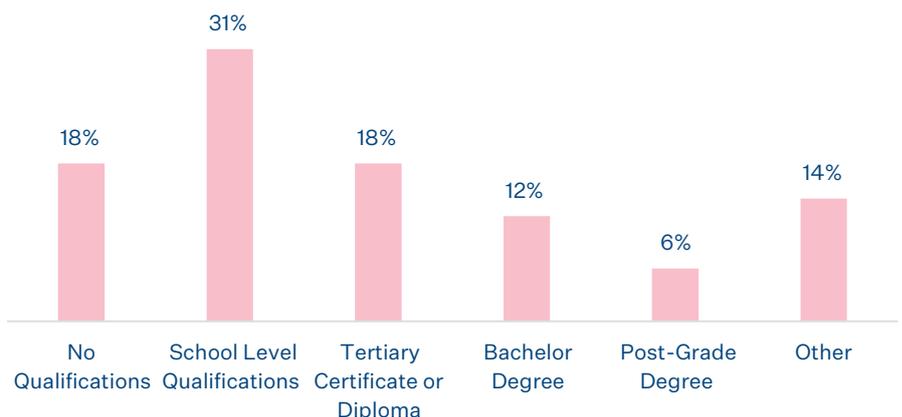
In 2011, the New Zealand Post Primary Teachers' Association (PPTA) found that the median class size for secondary schools in New Zealand is 25. These findings were echoed by the OECD in 2016<sup>1</sup>.

<sup>1</sup> Sources: <https://www.ppta.org.nz/news-and-media/class-size-average-class-size-and-pupil-teacher-ratio-truth-lies-and-government-statistics/>; [https://stats.oecd.org/Index.aspx?DataSetCode=EDU\\_CLASS](https://stats.oecd.org/Index.aspx?DataSetCode=EDU_CLASS)

In May 2019, a new school opened in the heart of Christchurch's CBD. Named **Ao Tawhiti Unlimited Discovery**, it's a unique school in that it has no playground, library, or staffroom, and students are given a large amount of choice in their curriculum.



## Highest Educational Attainment – Greater Christchurch



Source: Statistics New Zealand, 2013 Census via GreaterChristchurch.org.nz

# Opportunities for all



## Supporting children: **B**

### Our top priorities for supporting children:

1. Reducing levels of domestic and family violence **44%**
2. Enabling working parents to spend more time with their children **41%**
3. Addressing bullying in schools **33%**
4. Teaching healthier habits to children **30%**

Sample size: N=192

Between July 2018 and June 2019 alone, over 5,600 children in Canterbury were affected by family violence<sup>1</sup>. Incidents have been increasing ever since the 2011 earthquakes, which are estimated to have had an immense negative effect on the fabric of many families across Canterbury. Between 2009 and 2017, reports of concern made to Oranga Tamariki-Ministry for Children in Christchurch/Rangiora increased by 45%<sup>2</sup>.

In 2012, the Canterbury Family Violence Collaboration (CFVC) was formed, bringing together almost fifty organisations to combat this growing problem in our community.

One of the members of CFVC, Aviva, has been around for over 45 years. Starting life in 1973 as Christchurch Women's Refuge – the first of its kind in New Zealand – Aviva offers a 24-hour helpline, as well as a host of other services for victims of family violence, including residential services, microfinance, and home security assistance. Its ReachOut service offers support for men (and others) who are trying to move towards having healthier relationship.

Aviva was also one of the founding partners of The Loft, a community wellbeing services hub in Linwood.



<sup>1</sup> Source: Canterbury Family Violence Collaboration <http://www.canterburyfvc.co.nz/about.html>

<sup>2</sup> Source: Oranga Tamariki – Ministry for Children (2009-2017)



**Flexible working** is the practice of allowing employees to set their own working hours and conditions, including changed or reduced hours, job-sharing, and remote working.

According to the OECD, three out of four employees in Europe have some work schedule flexibility<sup>1</sup>. One British study of 1,500 employees with work flexibility found that it increases employee retention rates, and tends to make workers more productive – **often, they end up working longer hours**<sup>2</sup>.

<sup>1</sup> Source: <https://www.oecd.org/els/family/Be-Flexible-Backgrounder-Workplace-Flexibility.pdf>

<sup>2</sup> Source: <https://www.independent.co.uk/life-style/flexible-working-hours-jobs-productivity-economy-uk-business-a8666241.html>

Current dietary guidelines from the Ministry of Health suggest the following number of daily servings for children<sup>1</sup>:

<sup>1</sup> Source: Ministry of Health Food and Nutrition Guidelines for Healthy Children and Young People (Aged 2–18 years) (2012)

	 Vegetables / fruit	 Breads and cereals	 Milk and milk products	 Lean meat, poultry, seafood, eggs, legumes, nuts and seeds
Pre-schoolers	2+ / 2+	4	2-3	1-2
Children	3+ / 2+	5	2-3	1-2
Young people	3+ / 2+	6	3+	2+

# Opportunities for all



## Supporting young adults: **B-**

### Our top priorities for supporting young adults:

1. Reducing domestic and family abuse **37%**
2. Addressing bullying in schools **35%**
3. Better youth employment opportunities **33%**
4. Exposing younger adults to a greater variety of workplaces to help them to understand their options **32%**

Sample size: N=121



**School bullying** in Canterbury reached a flashpoint in June 2019 when it emerged that school students had created and shared via social media two lists of allegedly promiscuous teenagers<sup>1</sup>. New Zealand has the second-highest level of school bullying of any OECD country<sup>2</sup>.

### Resources available to counter bullying

- **0800 What's Up**
- **Netsafe**
- **Bullying Free NZ**
- **Youthline**

<sup>1</sup> Source: <https://www.stuff.co.nz/national/113873868/christchurch-list-shaming-teen-girls-created-in-retaliation-to-similar-list-about-boys>

<sup>2</sup> Source: OECD Teaching and Learning International Survey (TALIS) (2018)

Christchurch's Youth NEET (not in employment, education or training) rate is **8.9%**, well below the New Zealand average of **11.1%**<sup>1</sup>.

<sup>1</sup> Source: StatsNZ, Household Labour Force Survey (2018). 'Youth' is defined as people aged 15-24.



## Spotlight: Youth Voice Canterbury

Youth Voice Canterbury (YVC) is Christchurch's largest youth voice network. Madeline Francis, the Chairperson of YVC, is only 20 but already has an impressive history of working with and for the youth of Greater Christchurch, including in the Education Centre at the YMCA, as well as working with partners like the Christchurch Youth Council (CYC) and 298 Health.

YVC's main focus is on providing young people with the opportunities, and skills, to participate in public life and have their voices heard. To Madeline, this is important not just for the city, but to the individual as well. She works with fellow young adults to help develop their self-awareness and find their passions and strengths.

"When you know where you came from, or whose shoulders you stand on, it gives you a greater understanding of your identity"

She's also concerned about the lack of youth-focused resources and spaces in the central city, which she believes contributes to issues such as substance abuse, crime, and poor mental health.

In 2017, the Minister for Greater Christchurch launched the Youth Space, on Manchester St in the CBD: a free, bookable youth space for meetings and events, as well as the headquarters for various youth services.

# Opportunities for all

## Supporting seniors: **B-**

As is the case in developed nations around the world, the next few decades will bring massive challenges for Greater Christchurch involved with managing an aging population.

Right now, 15% of Greater Christchurch residents is aged 65 and over, and that number is expected to double by 2043<sup>1</sup>. One in four of them live alone. By 2048, there will be a 50% increase in the number of single person households, and 35% of all households will be aged 65+<sup>2</sup>.

<sup>1</sup> Source: Statistics NZ Census 2013

<sup>2</sup> Source : Greater Christchurch Partnership Settlement Pattern Update 2018

It's no wonder, then, that the major concerns around supporting seniors relate to reducing levels of isolation and increasing opportunities for integration with the rest of the community, along with allaying health and financial concerns.

### Our top priorities for supporting seniors:

1. Reducing levels of isolation amongst seniors **40%**
2. Providing financial assistance to seniors living on the pension **35%**
3. Improved health care for seniors **32%**
4. More opportunities for seniors to share their life skills and knowledge **28%**

Sample size: N=104



**Simon Templeton**, the Chief Executive of Age Concern Canterbury, believes that Greater Christchurch is not necessarily prepared to service the needs of the rapidly growing senior segment, amongst whom mental health, the environment, and dealing with large-scale cultural change are the major challenges. Keeping older people in their own homes for longer is another key focus for Age Concern.

Templeton believes that our society is **inherently ageist**, with seniors not receiving their fair share of philanthropic funding, and the media portraying old age in a negative light. To him, it's clear that not only will attitudes to ageing need to change, but **fundamental structural changes will be required to deliver more services to more people.**

## Nurse Maude

*Caring for the people of Canterbury since 1896*

### Spotlight: Nurse Maude

Nurse Maude, New Zealand's first district nursing service, was formed over 120 years ago when Sibylla Maude resigned from her position as matron of Christchurch Hospital to take up what she saw as her mission: nursing the most marginalised people in society.

While not exclusively catering to seniors, the modern Nurse Maude organisation is an immense force in senior care in Canterbury, and other parts of New Zealand. Their ever-expanding facilities in Merivale, and fleet of white cars, provides services to more than 400,000 people each year, delivering over a million hours of district and specialist nursing, home support services, hospice and community palliative care and allied support.

Around **300** families in Canterbury feature children who are being raised by their grandparents<sup>1</sup>.  
**The Grandparents Raising Grandchildren (GRG) network** provides ongoing support.

<sup>1</sup> Source: <https://www.stuff.co.nz/life-style/parenting/102309147/4000-kiwi-children-being-raised-by-grandparents-and-number-rising>

### Did you know?

The suicide rate for males aged 85+ in New Zealand is higher than the rate for males aged 15-25<sup>1</sup>.

<sup>1</sup> Source: <https://www.mentalhealth.org.nz/assets/Suicide/2017-2018-Annual-Provisional-Suicide-Statistics-Final.pdf>

# Opportunities for all



## Supporting newcomers: **B-**

Greater Christchurch is undergoing significant demographic change; after many left the area following the 2011 earthquakes, the population has now been replenished and is forecast to grow fast. This, of course, means that there are new faces all the time; in fact our survey shows that one in seven residents have lived in Greater Christchurch for less than five years.

Marie McRae, from Christchurch English language college and Multicultural Learning centre PEETO, sees every day the challenges faced by new migrants. Often, newcomers are from large cities in Asia, and it takes some adjustment to get used to life, and the cost of living, in Greater Christchurch. Many hold qualifications in their countries of origin that do not apply in New Zealand. They don't necessarily know how to access essential services, and often face discrimination.

Meanwhile, the existing population faces challenges of its own in integrating with and accepting newcomers. Attitudes to diversity are becoming more favourable: 64% of Christchurch residents agree that having people with different lifestyles and cultures makes it a better place to live<sup>1</sup>.

<sup>1</sup> Source: Big Cities, Quality of Life Survey (2018)

## Supporting Māori & Pasifika: **B-**

### Our top priorities for supporting Māori & Pasifika:

1. Greater opportunities for Māori & Pasifika people to have a voice in decision-making **63%**
2. Greater recognition of Māori land rights and traditions **47%**
3. Improving education outcomes for Māori & Pasifika people **46%**

Sample size: N=37

### Our top priorities for supporting newcomers:

1. Increasing general levels of awareness and acceptance of cultural diversity within the city **38%**
2. Improving the types of employment opportunities available **30%**

Sample size: N=147

## \$10,000,000

After the March 15th attacks, there was a general outpouring of public sympathy and support for victims and their families, most of whom are recently arrived in the city. A crowd-funding page established by Victim Support raised over \$10 million.

**Matapopore Charitable Trust** was jointly set up by Cera and Ngāi Tahu in 2014 to be the mana whenua voice in the design and rebuild of key city projects. In Te Reo, matapopore means to 'cherish' or 'value'.



## Mahinga kai

Mahinga kai is a term that refers to iwi interests in traditional food and other natural resources, and the places where those resources are obtained. The term was used in the Crown's Settlement Offer to Ngāi Tahu.

Environment Canterbury use the term mahinga kai as part of engagement with farmers and growers on sustainable resource production.

# Opportunities for all

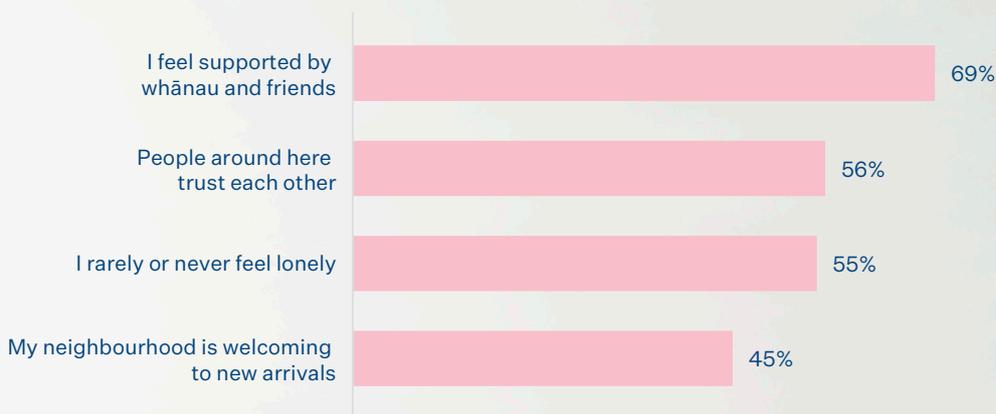


## Belonging and Engagement: **B-**

It's a basic human need – the need to feel a connection to others, and feel like a part of something bigger. This engagement can be at a personal level – our relationships with those in our innermost networks – and at a community and civic level.

Our survey showed that there is still significant room for improvement on key indicators related to belonging and engagement:

### % who agree that...



Sample size n = 843. Q: Please advise how strongly you agree or disagree with the following statements

Residents of Selwyn and Waimakariri Districts are more likely to feel supported and part of a community than those in Christchurch city.



### Feeling a sense of belonging is strongly linked to quality of life

Those who often feel lonely or isolated are less than half as likely to rate their quality of life as 'good'<sup>1</sup>.

The average person can name 8 people whom we could confide in, and count on for help. For those suffering, it's only 4.

<sup>1</sup> Source: Nielsen/CDHB Canterbury Wellbeing Survey (2018)



**29%** of people in Christchurch say they **don't** have enough contact with their family – higher than both Auckland and Wellington<sup>1</sup>.

<sup>1</sup> Source: StatsNZ, General Social Survey (2016)

# Opportunities for all

## Our top priorities for belonging and engagement:

1. Reducing discrimination **42%**
2. Greater consultation with residents from authorities **41%**
3. More celebrations and positive shared experiences **40%**

Sample size: N=139



All three Greater Christchurch Councils offer multiple ways to get involved and have your say through community consultations and feedback channels. Try the websites below to get started:

<https://yoursay.selwyn.govt.nz/>

<https://ccc.govt.nz/the-council/consultations-and-submissions/haveyoursay/>

<https://www.waimakariri.govt.nz/home> (click 'Have a Say' in the top menu)

A sad characteristic of life in Christchurch is that, when we do come together, it's often as a result of a negative, traumatic event.

However, even though the subject may be sombre, these gatherings can have a positive effect on wellbeing. When asked what they like most about living in their community, our survey respondents were full of positive stories.

“That we came together as a community after 15 March mosque attacks two houses away from where I live.

FEMALE, 45-54, CHRISTCHURCH CITY

“Community feeling is stronger since the earthquakes than in most places.

MALE, 65+, LYTTTELTON

“Christchurch has the most beautiful and loving, friendly people.

FEMALE, 35-44, CHRISTCHURCH CITY

“After what the city has been through over the last ten years, everyone feels closer.

FEMALE, 18-24, SELWYN DISTRICT

“We are strong and resilient and usually look out for one another.

MALE, 65+, CHRISTCHURCH CITY

**31%** of us experience discrimination at least sometimes.

For those who have been here less than 5 years, it's **40%**.

For Māori & Pasifika residents, it's **52%**.

If you have been the victim of discrimination, the Human Rights Commission offers a free, informal enquiries and complaints service.

**Call 0800 496 877.**

### NOTE:

Only those who selected 'Opportunities for all' as a key priority were asked this section. To reduce the length of the survey, not all respondents were asked about every area within this topic, hence the sample sizes being different.

# A vibrant, liveable city



## Regeneration of the central city: B-

For obvious reasons, this is not an area traditionally investigated in Vital Signs® projects. However, eight years on from the devastating earthquakes, it's clear that rebuilding the central city is still a priority for residents. Comments made in our survey were a mixture of pride at what has been achieved so far, and frustration that more hasn't been done.



### Spotlight: Gap Filler

Gap Filler is a social enterprise that, since 2011, has been filling unused public spaces in Christchurch (and other cities) with 'experimental interventions' designed to bring people back into the city for fun, sightseeing, and community participation.

So far, they have come up with over 100 installations. Some of the most well-known in Christchurch that are still operating include:

- **Dance-O-Mat on Gloucester St**
- **Super Street Arcade on Tuam St**

In partnership with Fletcher Living, Gap Filler has installed a range of activities called Placemaking at One Central, the large development on the eastern side of Manchester St. This includes, amongst other things, a hammock forest, a slackline park, the Detour bike track, and two giant swings.

### Our top priorities for regenerating the central city:

1. Demolishing decrepit buildings **38%**
2. Improving traffic flow in the central city **36%**
3. Repairing roads, footpaths and shared areas **35%**
4. Events and festivals to bring more people into the central city **32%**

**1300+**

the number of buildings within the 'four avenues' that have been fully or partially demolished<sup>1</sup>

<sup>1</sup> Source: [https://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11593195](https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11593195)

Christchurch is known for its street art, much of which has appeared since the 2011 earthquakes. **Watch This Space** ([watchthisspace.org.nz](http://watchthisspace.org.nz)) is a charitable trust that conducts tours, and publishes an interactive map of street art. **86% of residents think street art improves public spaces<sup>1</sup>.**

<sup>1</sup> Source: Christchurch City Council Life in Christchurch Survey, Arts,



# A vibrant, liveable city



## Regeneration of the central city: B-

Alongside the physical rebuilding of facilities and infrastructure, key to regeneration of the central city is bringing people back: to live, to work, to play, and to spend, within the four avenues.

To Michaela Blacklock from the Canterbury Employers Chamber of Commerce, it's the number one priority for the city:

“Part of that’s about activating the central city and part of that’s about continually trying to get the mix right”

**38%** of Christchurch residents would not move to the central city<sup>1</sup>.

Project 8011 is a Christchurch City Council initiative aimed at increasing the number of people living in the central city from the current 6,000 to 20,000 people by 2028<sup>2</sup>.

<sup>1</sup> Source: Christchurch City Council Life in Christchurch Survey, Central City (2019)

<sup>2</sup> Source: <https://www.ccc.govt.nz/news-and-events/newsline/show/2905>



In June 2019, ChristchurchNZ launched ‘Baby Come Back’, a retro, tongue-in-cheek campaign to encourage residents to return to central city. Starring ‘twins’ **Chadlee and Chatfield**, the campaign aims to ‘create conversations, have some laughs, and encourage people to explore their CBD together’, according to Tim Loftus, general manager of marketing, brand and communications<sup>1</sup>.

<sup>1</sup> Source: <https://www.stuff.co.nz/business/113539888/christchurch-promotion-agencys-central-city-plea-baby-come-back>



Going back to 2010 with the Re:Start mall, there have been a number of efforts by the private sector to revitalise the business and retail environment in the city. Recent years have seen a number of large new precincts open, including The Crossing (2017), Hoyts EntX (2018) and the precinct on the corner of Cashel Street and Oxford Terrace.

Coming soon are the Riverside Farmers Market, The Yard on Mollett St, and The Welder on Welles St. However, much of the eastern side of the CBD remains in a state of disrepair, including the proposed site of the new stadium in the area bounded by Madras, Hereford, Barbadoes and Tuam streets.



### Did you know?

Most of the streets in central Christchurch are named after other cities and places in the Commonwealth.

# A vibrant, liveable city



## Getting around: **B-**

Christchurch is expanding geographically as its population grows. There is no other option, except for increasing the density of housing, and there is a large section (the Red Zone) that is uninhabitable. As the population grows and gets more spread out, ensuring accessible transport links becomes even more vital.

The Greater Christchurch Partnership Settlement Plan (2018) recommends additional greenfield housing areas be released in Rolleston, Rangiora and Kaiapoi, but it also acknowledges the challenges of servicing expansion areas with transport infrastructure.

### Our top priorities for getting around:

1. Improving parking in the central city **42%**
2. Reducing the cost of public transport **42%**
3. Improving and upgrading suburban roads **34%**
4. Building a viable rail network **33%**

Those over 55 are much more likely to choose Getting Around as a key priority.



In October 2018, Christchurch City Council granted a temporary permit to American company Lime to trial the use of shareable e-scooters on city streets, and the green machines have become a salient feature of the city landscape. Despite some public concerns, the trial was a success, with three-quarters of respondents to a Council survey stating they felt that the e-scooters had had a positive or very positive effect on the city.

More than 100,000 people took over 400,000 trips over the summer, and it was extended for another year in February 2019. In June 2019, a new company, Beam, introduced a fleet of purple scooters, and a third competitor, Flamingo, is set to launch their fleet later in the year<sup>1</sup>.

<sup>1</sup> Sources: <https://www.ccc.govt.nz/news-and-events/newsline/show/3381>; <https://www.ccc.govt.nz/news-and-events/newsline/show/3308>



The perceived lack of free and convenient parking in the CBD continues to frustrate residents:

“Street-side car parking must be retained / reinstated.”

MALE, 55-64, CHRISTCHURCH CITY

“Free Parking options or park and free ride”

FEMALE, 45-54, CHRISTCHURCH CITY

**83%** of all trips in Christchurch are by car; just **2%** are by public transport<sup>1</sup>.

<sup>1</sup> Source: Household Travel Survey, Ministry of Transport (2018)

Just **27%** of Christchurch residents are satisfied with the condition of its roads, and **41%** are satisfied with footpaths (excluding the Red Zone)<sup>1</sup>.

<sup>1</sup> Source: Christchurch City Council General Services Satisfaction Survey (2019)

In March 2019, Sumner Road reopened to traffic, reinstating a key transport link between the city and Lyttelton. The new road includes some scenic lookouts over Lyttelton Harbour. The Summit Road will remain closed to cars for the foreseeable future<sup>1</sup>.

<sup>1</sup> Source: <https://www.stuff.co.nz/the-press/news/111588750/christchurchs-summit-rd-to-remain-closed-for-now>

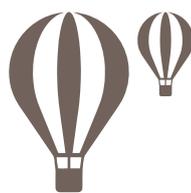
## A vibrant, liveable city



### Arts, culture & events: B

#### Our top priorities for arts, culture and events:

1. Attracting bigger artists to Christchurch for performances **36%**
2. More events that are family friendly **30%**
3. Making use of the Red Zone for special events **30%**



2018 saw the inaugural Night Glow festival in Hororata, Selwyn District, where hot air balloons masquerading as lanterns lit up the night sky. The event was repeated in 2019 and is planned to continue in future.

A 2018 survey by Christchurch City Council found that most residents felt the Council should do **more to celebrate Matariki**<sup>1</sup>.

In 2019, a five-night celebration was held at The Arts Centre, with the city's libraries also hosting festivities and cultural events.

<sup>1</sup> Source: Christchurch City Council, Life in Christchurch Survey, Arts, Culture & Heritage (2018)

Ever since the old stadium was closed, Christchurch has **struggled to attract major concerts, sporting matches, and events**, with Dunedin often the major beneficiary; a case in point being the three Ed Sheeran concerts over the Easter weekend in 2018<sup>1</sup>.

Other venues, like Horncastle Arena, Orangetheory Stadium and Hagley Park, have limitations on attendance or in poor weather.

**In February 2019, the Christchurch Town Hall reopened after eight years, and has hosted acts like Broods and US comedian Nick Offerman, with upcoming scheduled concerts from Drax Project, Kris Kristofferson, and Joe Bonamassa.**

<sup>1</sup> Source: <https://www.stuff.co.nz/entertainment/103420904/damn-why-christchurch-missed-out-on-kendrick-lamar>

Christchurch's new central library, Tūranga, opened in October 2018. The multi-storey facility offers much more than books, featuring creative spaces, editing studios, a large children's play area, and a million-dollar interactive video wall.

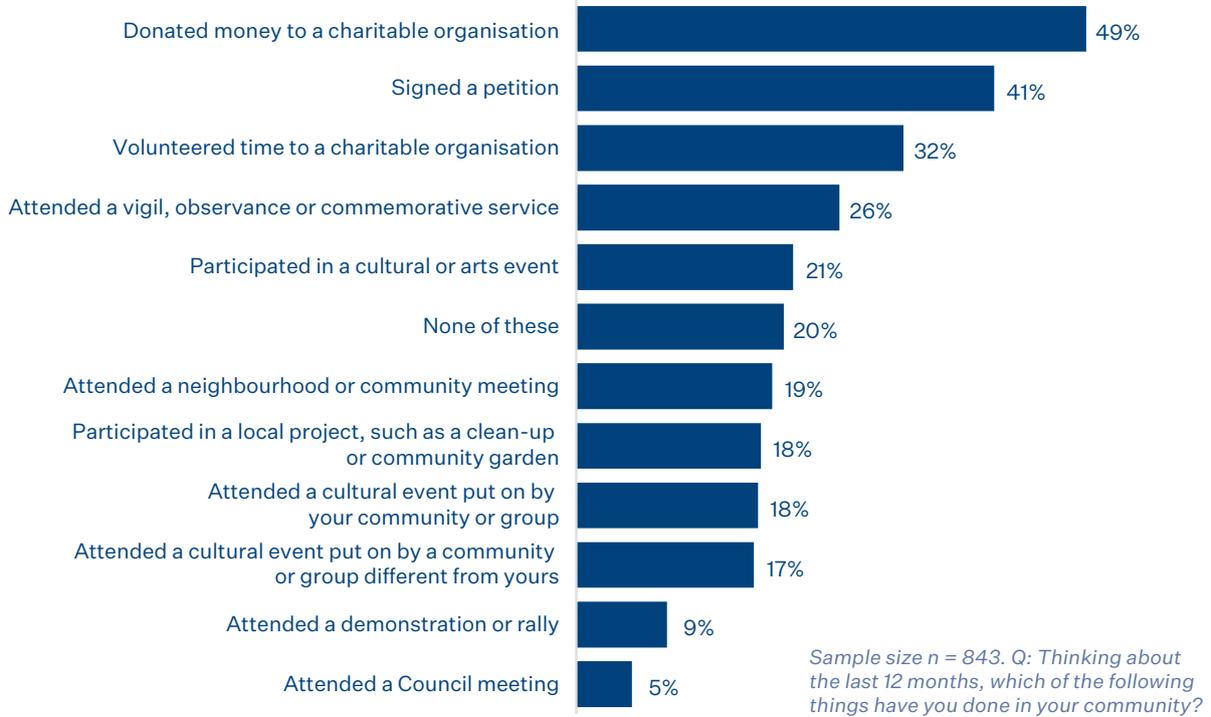


The World Buskers Festival, Lantern Festival and Botanic D'Lights were the most attended Council events in 2018<sup>1</sup>.

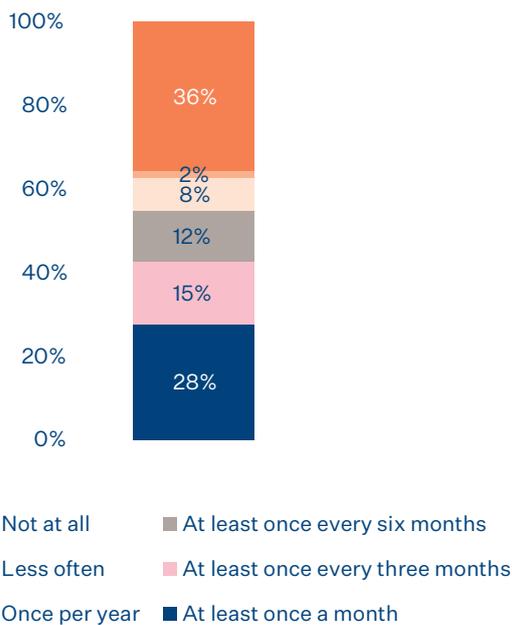
<sup>1</sup> Source: Christchurch City Council, Life in Christchurch Survey, Arts, Culture & Heritage (2018)

# Participation and engagement

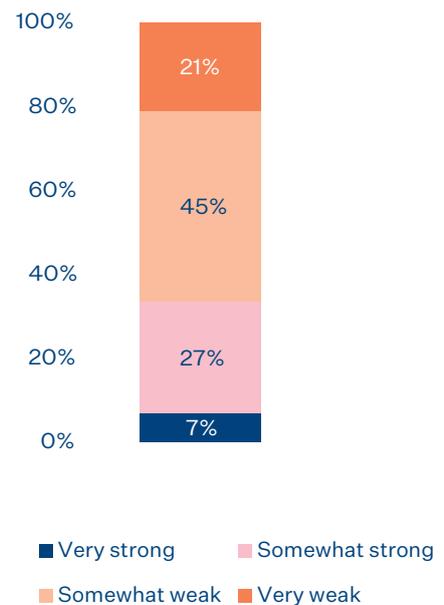
## Which of the following things have you done in your community in the last 12 months?



## Frequency of volunteering/donating



## Level of engagement with your local community



# Participation and engagement



When it comes to participation in public and community life, there are three distinct sections of Greater Christchurch society.

Around one in four people are very involved: they attend events, take part in civic discussions, and lend a hand or donate money frequently. This group skews a little older, is more likely to be affiliated with an organised religion, and more likely to select Kaitiakitanga as a priority.

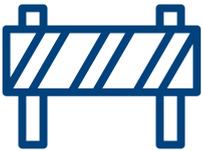
Around the same number have very low engagement and may be considered active rejectors of public participation. This leaves a significant group of people – perhaps half the population – who are open to engaging, but don't necessarily know where to begin.

Of those with weak or very weak engagement, only half say they would know where to look for opportunities to get involved.

## Why is participation important?

Participation in public life is doubly valuable: it's valuable for the community, who benefit from the investment of time or money; and it's valuable for the individual. **In our survey, we found that those who are Thriving (life is good, and getting better) report higher engagement levels with their community.** According to the World Happiness Report 2019, this correlation between 'pro-social behaviour' and happiness is supported by numerous studies from around the world. Although it's not clear that volunteering causes happiness (potentially, happy people just volunteer more), several studies support the idea that donating money makes people happier<sup>1</sup>.

<sup>1</sup> Helliwell, J., Layard, R., & Sachs, J. (2019). World Happiness Report 2019, New York: Sustainable Development Solutions Network



## What are some of the barriers?

The experts we spoke to as part of this research were united in their agreement that Greater Christchurch, in general, is full of generous people – and also united in their opinion that more could be done to encourage and facilitate volunteering or donations. Some felt that many members of the public see the volunteering community as a clique, with some large egos. Others believe that people hold fears about volunteering, like that they will be required to commit 100% of their free time, every time, or that they don't have anything to contribute.

Mathew Mark, from Christchurch City Mission, believes he has seen a mindset shift, where people no longer wish to make general donations, but want to contribute to something that 'spins their wheels', and want charitable organisations to be accountable for demonstrating true impact.

Madeline Francis, from Youth Voice Canterbury, believes a service that connects potential volunteers with their areas of interest would be valuable. This view is backed up in our survey: 40% of people say that they have the opportunity to make a difference in their community – but 40% aren't sure. Partly this is due to being in a new area: 50% of residents have lived in their current neighbourhood for less than five years. Undoubtedly, the 2011 earthquakes and the subsequent relocation of many homes has a lot to do with this, along with the natural growth of the city.

For this group – the majority of residents – the key is to **make volunteering, donation, and other participation an effortless, natural part of daily life**, so that in effect they have to choose to opt out, not to opt in.

## Appendix



### How was this research conducted?

The primary research method used to compile this research was an online survey, around 20 minutes long. Unless otherwise noted, all charts and figures used in this report come from this survey.

The survey was distributed via a number of methods, chiefly through an email sent to Research First's proprietary database, a telephone recruitment campaign of randomly selected residents, and via an incentivised panel. The survey was also promoted on our social media pages, and by our partners, including Youth Voice Canterbury. All respondents were awarded a modest incentive for taking part.

The survey was available to anyone who lives in the area of Greater Christchurch as described on page 5. In total, we achieved 836 completed surveys. This sample size is considered robust enough to be representative of the opinions of residents of the area. The maximum margin of error for questions answered by all is +/- 3.4% - meaning that, if you see a figure claiming that 50% of residents feel or claim something, you can be assured that the 'true' figure is somewhere between 46.6% and 53.4%. However, please note that not every respondent answered every question. Furthermore, on occasion we have reported results amongst a sub-section of the population (like rural residents, for example). Please take note of the sample size used in each case; when the sample size is lower, the margin of error is higher.

The survey sample achieved was broadly representative of the Greater Christchurch region i.e. conformed approximately to the known proportions of the population with respect to age, gender, and location. However, weighting was required on age and gender to correct for some mild skews.

# Appendix



## Who took the survey?

The below tables show the breakdown of respondents to the survey in terms of the unweighted count, weighted frequency, and weighted proportion of respondents.

Gender	Male	Female	Gender-diverse	Prefer not to say	TOTAL
Unweighted count n=	363	468	3	2	836
Weighted count n=	419	419	3	2	843
Weighted proportion	49.7%	49.7%	0.4%	0.2%	100%

Age	18-24	25-34	35-44	45-54	55-64	65+	Prefer not to say	TOTAL
Unweighted count n=	78	150	120	138	152	196	2	836
Weighted count n=	114	162	171	149	98	147	2	843
Weighted proportion	13.5%	19.2%	20.3%	17.7%	11.6%	17.5%	0.2%	100%

Location of residence	Christchurch City	Greater Lyttelton	Selwyn District	Waimakariri District	TOTAL
Unweighted count n=	730	18	49	39	836
Weighted count n=	730	15	54	43	843
Weighted proportion	86.7%	1.7%	6.5%	5.1%	100%

Household income	Under \$30,000	\$30,001 - \$50,000	\$50,001 - \$70,000	\$70,001 - \$100,000	\$100,001+	Not sure	Prefer not to say	TOTAL
Unweighted count n=	129	125	116	117	188	48	113	836
Weighted count n=	126	121	115	118	203	52	107	843
Weighted proportion	14.9%	14.3%	13.7%	14.0%	24.1%	6.2%	12.7%	100%

As part of the research project, Research First also conducted interviews with a number of community organisations, charities, and other interest groups in the Christchurch region, some of whom are quoted in this report. We would like to once again thank all of these contributors, who generously volunteered their time.

To compile this report, a significant amount of secondary research and information was also consulted, from trusted sources such as Christchurch City Council, ChristchurchNZ, the Greater Christchurch Partnership, Nielsen, and Statistics NZ. The authors would also like to acknowledge the excellent work that has been done in Vital Signs® in New Zealand, and around the world, much of which has been a source of inspiration for this report.



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