



Application for Designation as an

International Safe Community



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From the Mayor
and Sponsors

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From the Mayor and Sponsors

I am pleased to support Tauranga City's application for designation as an International Safe Community.

Our Safe City programme began in 2006 with the first step being the formation of a strong partnership which includes Tauranga City Council, ACC, Bay of Plenty District Health Board and Fulton Hogan.

This unique partnership with representation from local authority, health sector and business has provided wide opportunities to work together in creating a safer city for our residents and the people who visit here.

Key safety concerns for Tauranga include water safety, road safety, worksite safety, alcohol and street crime, falls prevention, family violence and suicide.

Initiatives have already been set up to address these community concerns and work will continue to build on Tauranga's desire to be a safe healthy city, which is vibrant and diverse, and a great place to grow up.

A variety of these initiatives are highlighted throughout this application.

Tauranga Safe City does not only enable us to meet the statutory requirements outlined in the Local Government Act 2002, it is also a focal point for introducing community safety principles and practice into the Council's strategic planning activities.

In achieving accreditation Tauranga can look forward to a continued commitment to being a safe environment.

I would like to personally thank all of the partners involved in our Safe City programme along with the key community organisations who show great commitment to enhancing community safety.

Mayor Stuart Crosby



The Bay of Plenty District Health Board

The Bay of Plenty District Health Board has been an active participant of the Tauranga Safe City project since it began in 2005.

Much of the DHB's resources go into treating those injured in accidents and helping their recovery process. This care occurs mainly through our hospitals and primary care services. As part of the DHB's target to improve the health status of the population in this region, reducing injury rates is a key focus. Working with other community agencies with similar goals means we can pool resources and initiatives to make a difference, by reducing the health burden and redirecting resources toward prevention/wellness.

The DHB is very pleased to be one of the core funders of the Tauranga Safe City project, that we can provide governance oversight on its steering committee, and get involved at an operational level through our key health services. As a long term participant, we know we will see gains that will improve the safety and health of our communities.

Phil Cammish
Chief Executive Officer
Bay of Plenty DHB



Fulton Hogan

The continued development of Tauranga City relies on it being a safe place to live, work and play in. The opportunity for Fulton Hogan to contribute to this by supporting the Safe City Project fits very well with our Company philosophy of ensuring a safe environment within our organisation and our commitment to be actively involved within the community.

Our involvement in developing policies, injury prevention and safety promotion programmes in the community through the Safe City Project is an extension of our business belief that every activity can be done safely and without injury.

The success of a Safe City certification relies on local government organisations, local interest groups, national support agencies, and private enterprise working together toward a common goal of ensuring the community is safe and sustainable.

Tauranga City have recognised Fulton Hogan's strong commitment and leadership in safety management and encompassed our financial and practical support as the private enterprise component of the team to ensure the broadest spectrum of the community is canvassed in setting up a Safe City structure that is sustainable and will continue to improve the safety of the residents of Tauranga.

Fulton Hogan has been committed to the Safe City ethos since its inception and will continue to support it both financially and practically for the foreseeable future.

Keith Campbell
Regional Project Development Manager
Fulton Hogan



ACC

ACC has been pleased to sponsor the Tauranga Safe City project since its inception in 2006. ACC supports this work principally for three reasons: firstly, injury is a significant cause of hospitalisation and death for people in Tauranga, at a cost of over \$18M in the last financial year; and secondly because there is increasing recognition nationally and internationally that community-based injury prevention programmes are an effective and acceptable way to reduce the burden of injury experienced by individuals, whanau/families and communities. It was therefore logical to support the WHO Safe Communities accreditation model in Tauranga to provide a framework for community-based injury prevention. Thirdly, the objectives and priorities established for the Tauranga Safe City project are directly aligned to assist in achieving ACC's injury prevention targets, and in doing so help give effect to the goals of the New Zealand Injury Prevention Strategy.

Patricia Heydon
Injury Prevention Team Manager
ACC



Nutech Security

As a member of the Tauranga City Partners Programme, Nutech has contributed funding and resources toward the successful launch of the Tauranga Safe City initiative, and sponsored the publication Parent Pack: tools for the teenage years. I am totally committed to Nutech's continued participation with the Tauranga Safe City campaign and helping bring positive change in the Western Bay. The Nutech team is always willing to roll up their sleeves and get involved, and we really want to play a significant role in making Tauranga a better place to live, work and play.

Keith Margan
Managing Director
Nutech Security



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Introduction and Demographics



Introduction and Demographics

'Tauranga is a growing, developing, vibrant, exciting city that is attracting big money, big business, overseas people, retiring people and people who are escaping the lack of lifestyle other places have to offer. They are coming here for the whole environment - not just because of the beaches.'

Tauranga Mayor - Stuart Crosby

The City of Tauranga is in the Bay of Plenty Region on the North East coast of the North Island of New Zealand. [map]

Tauranga is located at the head of a large harbour which extends along the western Bay of Plenty, and is protected by Matakana Island. Tauranga harbour is a valued recreational haven and one of New Zealand's most popular holiday destinations. The town and headland of Mount Maunganui known as Mauao stand at the entrance to the harbour.

The area has been inhabited for at least 600 years with Maori, New Zealand's indigenous people, settling in an area with a pleasant climate, fertile land, and welcoming and abundant coast (the name Tauranga means "sheltered waters" in Maori).

Due to its sheltered position on the east coast, Tauranga enjoys a warm, dry climate. This has made it a popular location to retire to. During the summer months the population swells as the holidaymakers descend on the city. The sunny Pacific coast offers some of New Zealand's finest beaches for swimming, surfing and other water sports - Mount Maunganui is among the best known beaches in the country. Much of the countryside surrounding

Tauranga is horticultural land, used to grow a wide range of fresh produce for both domestic consumption and export. The area is particularly well known for growing tangelos, avocados and kiwifruit.

The City of Tauranga is home to a population of 105,000 and is the economic hub of the Bay of Plenty region, supporting a wide range of manufacturing, tourism, agriculture and horticultural industries.

Maori Settlement

Three iwi (tribes) make up what local Maori call Tauranga Moana (the seas of Tauranga): Ngati Ranganui, Ngaiterangi and Ngati Pukenga. Their traditional lands extend from Bowentown, at the northern end of Tauranga Harbour, down to Papamoa south of Mount Maunganui, and inland along the Kaimai Ranges.

Local Maori trace their descent from three waka (canoes) that arrived from Polynesia: Takitumu, Mataatua, and Te Arawa. The Takitimu waka is said to have come from Hawaiki in 1290, it landed at the base of Mauao, the landmark mountain at the entrance to Tauranga Harbour. Tamatea was the captain who named the sacred mountain.

Today visual evidence of early Maori settlement and habitation is mostly confined to the hilltops and promontories around the harbour and its hinterland. Mauao remains the most important of these 'sentinels.'

European exploration

The 18th century explorer Captain Cook rounded East Cape aboard the Endeavour in 1769, and entered a wide, open bay with its coastline curving into the distance. The local populations seemed so large and prosperous; he named it the 'Bay of Plenty.'



European settlement

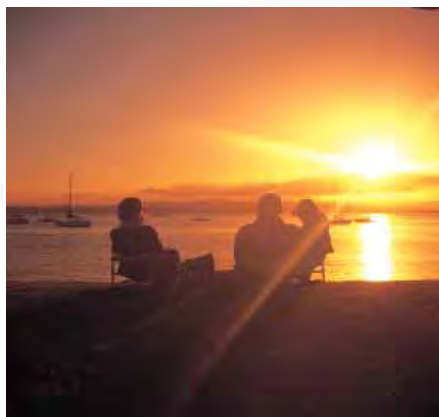
The settlement of Tauranga had its beginnings in the establishment of a mission station in the 1830's. In 1838, Reverend A.N. Brown and his family took up residence at Te Papa Mission Station (later named The Elms).

With the Land Wars underway in the Waikato, Imperial troops arrived in Tauranga in 1864. The Strand, known as 'the Beach,' was to become the commercial centre of a military township. The famous Battle of Gate Pa on 29 April 1864 is known as a decisive Maori victory, as 250 Maori warriors and one woman, defeated the British military.

The port, the rail tunnel

The turning point in the region's fortunes came with the establishment of the port. It had been officially gazetted as a port by order of the Governor in 1873, and the first large sailing vessel entered the harbour in 1882 with settlers for neighbouring Te Puke. The first pile was driven for the Mount Maunganui wharves in 1953.

The Port of Tauranga is the region's economic engine-room. It is New Zealand's biggest export port, handling much of the North Island's logs, dairy produce and other goods. The local boat-design and manufacturing industry enjoys an international reputation, the port is home to a big fishing fleet, and plays host to dozens of cruise ships in the summer.



Tauranga City Council Community Profile

In 1976, the district had just 48,000 residents. By 2001, the population had nearly doubled to just over 90,900 people, making Tauranga one of the fastest growing districts in the country. Statistics New Zealand projects the population will climb to 113,900 by 2011, and to 131,300 by 2021, putting Tauranga among New Zealand's five largest cities.

Population

At the 2006 Census of Population and Dwellings:

- The usually resident population count for Tauranga City Council was 103,635, a change of 14 percent since 2001.
- In comparison, the population for New Zealand as a whole had increased by 5.4 percent since 2001.

	Tauranga City Council	New Zealand
Males	49,518	1,965,618
Females	54,114	2,062,326
Total	103,635	4,027,947
Change since 2001 Census	12,723	207,198

Age profile

Tauranga City's population is older than average

At the 2006 Census:

- 20.8 percent of people in Tauranga City Council were under the age of 15 years, compared with 21.5 percent for all of New Zealand.
- 17.4 percent of people in Tauranga City Council were aged 65 years and over compared with 12.3 percent for all of New Zealand.

	Tauranga City Council	New Zealand
0-14	20.8%	21.5%
15-64	61.7%	66.2%
65+	17.4%	12.3%

Ministry of Education population projections indicate that against a national decline, Tauranga is set for a period of sustained growth in the 5-12 age group through to 2021.

	To 2010		To 2021	
TLA	#	%	#	%
Christchurch	-2,700	-8	-5,900	-17
Dunedin	-1,800	-15	-2,900	-24
Lower Hutt	-1,800	-14	-3,800	-29
New Plymouth	-1,600	-19	-2,800	-33
Auckland	-1,600	-4	-3,500	-8
North Shore	400	2	200	1
Hamilton	500	3	200	1
Rodney	600	7	1,400	15
Tauranga	1,500	14	1,800	17
Manukau	1,700	4	300	1

Furthermore, the endeavours of the Bay of Plenty Polytechnic and Waikato University are focused on reversing the trend of students leaving the district for tertiary education.

Ethnic groups

At the 2006 Census:

- 67.8 percent of people in Tauranga City Council said they belong to the European ethnic group, compared with 67.6 percent for all of New Zealand. This figure is distorted by the 12.5% in the 'other' category. In 2001, 88% identified themselves as European. The Maori population

percentage remained unchanged from 2001.

	Tauranga City Council	New Zealand
European	67.8%	67.6%
Maori	15%	14.6%
Pacific Peoples	1.7%	6.5%
Asian	3.1%	9.2%
Other	12.5%	2.1%

Employment

At the 2006 Census:

- The unemployment rate in Tauranga City Council was 3.2 percent, compared with 3.5 percent for all of New Zealand.
- The most popular occupational group in Tauranga City Council was Legislators, Administrators and Managers (15.3 percent). The most popular occupational group for New Zealand as a whole was Professionals (14.7 percent).

The labour force participation rate in Bay of Plenty stood at 67.0% during the year to March 2007 up from 65.8% the year before. In comparison, the national average participation rate was 68.4% for the year to March 2007. The lower rate reflects the higher proportion of older people in the population.

The Chamber of Commerce reports that skill gaps are significant and widening – and the low unemployment rate is making it hard for business. The latest Chamber business confidence survey showed that local businesses are concerned at the persistent shortages of both skilled and unskilled labour. This was reinforced by a recent APN survey which revealed that 44.5% of businesses reported difficulties in attracting sufficiently skilled staff.

Income

At the 2006 Census:

- The median income of people in Tauranga City Council is \$23,200, compared with \$24,400 for all of New Zealand. This reflects the higher proportion of older people who are on fixed incomes.

	Tauranga City Council	New Zealand
\$5,000 or Less	10.1%	12.1%
\$5,001 - \$10,000	6.6%	7.2%
\$10,001 - \$20,000	23.9%	19.5%
\$20,001 - \$30,000	15.4%	13.8%
\$30,001 - \$50,000	21.2%	21.1%
50,001 or more	14.3%	16.2%
Not Stated	8.5%	10.2%

Households

At the 2006 Census:

- The average household size in Tauranga City Council was 2.5 people, compared with 2.7 for all of New Zealand. There were 40,494 households in Tauranga City Council.
- Of the 25,000 families living in Tauranga in 2001, 45% were couples without children (nationally, childless couples made up 39% of families). By 2021, Statistics New Zealand estimates couples without children will make up 53% of Tauranga families.
- 57.7 percent of households in Tauranga City Council had access to the internet, compared with 60.5 percent for all of New Zealand.
- 90.5 percent of households in Tauranga City Council had access to a motor vehicle, compared with 88.1 percent for the whole of New Zealand.
- For dwellings that were rented, the average weekly rent paid for permanent private dwellings in

Tauranga City Council was \$230, compared with \$225 for New Zealand as a whole.

- 67 percent of dwellings in Tauranga City Council were owned with or without a mortgage, compared with 66.8 percent for all of New Zealand.

Source: Statistics New Zealand

The information in this profile is based on the 2006 Census of Population and Dwellings, the 2001 Household Expenditure Survey and the New Zealand Business Demographic Statistics.

Injury and crime data

Injury and crime data are drawn from a wide variety of sources and are subject to considerable variation – geographic boundaries are not consistent; timeliness is a real issue with much of the information being several years old; and very little data is collected with prevention in mind.

The end result is that it is difficult to develop an accurate profile of the current injury situation; and even more difficult to predict future trends with any certainty; making it extremely difficult to determine priorities and implement appropriate interventions; and measure their effectiveness over time.

Injury data

The most up-to-date injury data is ACC Claims Data.

Analysis of ACC Claim Statistics:
Tauranga District
2006 – 2007

New claims volume and expenditure

The volume of new claims shows an increase of 7.5% to 4,433 in the year ending 30 June 2007. This represents a cumulative 52% increase in the last five years. Expenditure on new claims has more than doubled (138%) over the corresponding period from \$10M to \$23.6M. By way of comparison, Tauranga City population growth over the same period was around 14% and Western Bay of Plenty District grew at a little over 10%.

Ongoing claims volume and expenditure

The volume of on-going claims rose by 60% over the last five years. Expenditure rose by 44% for the same period to \$34.6M.

Total expenditure in the year ended 30 June 2007 for new and on-going claims was \$58.3M (\$48.3M:2006)

Age and gender distribution

In 2007, males account for 64% of all new claims and 73% of on-going claims across all ages that accounts for around 75% of total expenditure. Female new claims only out-number males after age 75+.

For new claims in the age groups 15-19 (75%); 20-24 (75%); 25-29 (77%) males are significantly over-represented.

By way of comparison: there were 1,052 new claims for the age group 15-29yrs costing \$3.8M. For the age group 65-85+ there were 798 new claims costing \$4M.

Ethnicity split

Maori represent 13.5% of all new claims, and 10.75% of on-going claims. The new claims would be predicted to be slightly over-represented in the young male and older persons categories. Their under-

representation in the on-going claims could indicate that there are people who may not be receiving their proper entitlement to financial assistance for a variety of reasons.

Employment status

In the year ended 30 June 2007, 20% of new claims were for people defined as unemployed.

Claims by industry for work-related new claims

Manufacturing (26%); construction (17%); agriculture, forestry, fishing (12%); retail trade (7%) are the leading industries. By comparison, government administration and defence contributed a mere 0.5%.

Work related and non-work claims

Just over 64% of new claims were non-work, however this almost reverses when looking at on-going claims where 58% are work-related. The expenditure on non-work claims (new and on-going) are higher than work-related claims.

Diagnosis of injury

For new claims in the year ending 30 June 2007, soft tissue injury (contusion, internal organ, strain) 47%; and fracture/dislocation 26% account for nearly three quarters of diagnosed injuries and these were spread pretty evenly around the various parts of the body. It may be worrying that there were as many claims for injuries to ears, as for hips/thighs.

Scene of accident

New claims in the year ended 30 June 2007, the home (37%) tops the list; followed by workplace (30%). Sports/recreation generated just 13%, and road/street a shade under 10%.

There were 223 new claims related to road/street, which includes driver/

passenger (car 54%, truck 0%, motorcycle 27%), pedestrian 7%, cyclist 6%.

How injury was inflicted

For new claims in the year ended 30 June 2007, impact/contact with ground/floor (33%) and impact/contact with object (19%) accounted for just over half the claims.

37% of new claims were for slips, trips and loss of balance.

Strenuous movement with lifting (13%) and strenuous movement without lifting (9%) account for another 22%. 5% resulted from fighting or contact with another person. 30 claims were from animal bites and kicks.

New claims – fatalities

In 2007 there were 48 fatal claims, an increase of 10 from 2006. The range over the past ten years varies from a low of 26 fatality claims in 2001/02 to 48 in 2006/07. The numbers vary randomly within that range.

Programmes addressing workplace injury; falls prevention and road safety are addressed in the Sector Reports.

Other data sources:

Safe Communities Foundation
Tauranga Injury Data Report 2005

This report draws data from NZHIS relating to injury deaths (1993-1999) and injury hospitalisations (1993-2003).

Injury deaths

Between 1993 and 1999 there were 277 deaths resulting from injury. This is equivalent to a crude injury rate of 51 injury deaths per 100,000 people. Males accounted for the majority (68%) of fatalities.

The leading cause of injury deaths was suicide (34%); followed by motor vehicle crashes (27%), falls (17%); homicide (3%) and suffocation (3%).

Suicide

Suicide is the leading cause of injury deaths across all ages followed by motor vehicle crashes until 75+ years when falls becomes the leading cause by a substantial margin.

Leading causes of injury deaths, 1993-1999

Age group	No.	Suicide	Motor vehicle crashes	Falls
15-24 years	58	55%	36%	
25-49 years	68	36%	34%	
40-59 years	50	46%	20%	6%
60-74 years	26	34%	22%	12%
75+ years	62	11%	18%	63%

PHI suicide and intentional self-harm data: 1998-2002; 2005

Age and Gender

- There were 65 suicides in Tauranga for the five year period 1998-2002, of which 52 were males (80%) and 13 were females (20%) compared to the national average of male 75%, female 25%
- Male suicides were distributed across the age ranges, with clusters – 15-24yrs; 25-34yrs; 50-65yrs; 70-79yrs
- Female suicides are distributed in the 30-59yrs range with one third of the total peaking in the 40-44yrs group
- Sixteen young male suicides (15-

- 24yrs) compared to two female
- Nine men over the age of 60yrs compared to one female
- Suicide rates peaked in 1998 but the Bay of Plenty still remains above the national average (since 1990)
- The Bay of Plenty shows a significant downward trend for intentional self-harm compared to the national average
- For the year 2005, the Bay of Plenty recorded 149 incidents of intentional self-harm.
- The gender split for the Bay of Plenty was female 60%, male 40% compared to the national average of female 68% male 32%.

There are no collaborative structures or projects as yet in Tauranga concerning suicide prevention. The situation is summarised in the Suicide Prevention Sector Report.

Injury hospitalisations 1993-2003

Across all ages, falls (37%) were the leading cause of injury hospitalisation during this period, followed by motor vehicle crashes (11%); cutting and piercing (8%); attempted suicide/ deliberate self harm (6%); striking an object or person (6%); and cycle crashes (4%).

Falls are the leading cause of injury hospitalisation and injury deaths for older people and the resulting physical and mental health consequences are frequently severe. Falls and the fear of falling are a major contributing factor to their decreased mobility and physical inactivity and increased social isolation and physical frailty.

Programmes and strategies for falls prevention are addressed in the Falls Prevention Sector Report

Leading causes of injury hospitalisations, 1993-2003

Age group	No.	Falls	Motor vehicle crashes	Other	Other%	Other%
0-4 years	957	44%	4%	Poisons 12%		
5-14 years	1,844	50%	5%	Cycle crashes 13%	Striking object /person 7%	
15-24 years	1,984	16%	22%	Attempted suicide 11%	Cutting and piercing 10%	Assault 8%
25-39 years	2,086	18%	15%	Attempted suicide 12%	Cutting and piercing 12%	Assault 8%
40-59 years	1,608	27%	13%	Attempted suicide 7%	Cutting and piercing 11%	
60-74 years	1,134	61%	9%			
75+ years	2,167	84%				

Drowning prevention

With miles of accessible and well-utilised coastline; surf beaches, within the harbour and river systems; Tauranga appears to be adopting a water safety 'culture' that is achieving positive outcomes in and around the water.

2006 is the first year since records were commenced in 1980 that there have been no drownings in the Tauranga district. This excellent result was achieved directly through:

- The year-round access to boat handling education and 'learn to swim' programmes;
- The vigilance and intervention of the water safety agencies (surf lifesaving; coast guard; harbourmasters);
- In an environment that has a favourable climate, extensive coastline and beaches, with estuaries, rivers and streams there is an emerging culture of safety in the Bay of Plenty around the water;
- Reports of high levels of compliance with life jacket use, particularly for children Recognition of the impact of high profile TV campaigns

Programmes and strategies concerning water safety are addressed in the Water Safety Sector Report.

Crime data

Total reported Crime in the Western Bay of Plenty Police Area reduced by 8.7% for the fiscal year ending 30 June 2007 compared to the same period last year. This is a reduction of just over 1200 reported crimes.

When the figures are broken down there are several reductions in specific crime types that have contributed in this overall reduction:

- Total burglary in the Western Bay is down 19.6% (489 fewer burglaries) including house burglary, down by 16.2% (248 fewer) for the fiscal year.
- Stolen cars and theft from cars are down 25% (675 fewer) from the previous year.
- Family violence is down by 13.6% (154 fewer).

These are significant reductions and have come about by the Police, in partnership with a number of groups and organisations, having introduced

initiatives over the year. The Police have enhanced our Partnerships in the Community and also made a number of internal organisational changes. All have contributed to a continuing downward trend in crime despite a significant increase in population. A particular example is TMAPS (Tauranga Moana Abuse Prevention Strategy) which is the overarching partnership protocol for addressing family violence.

The frequency of serious and fatal crashes is a concern for Police, with 16 people killed in fatal crashes in the 2006-2007 fiscal year. In spite of years of publicity about the dangers of driving at speed, driving when intoxicated and failing to wear a seatbelts, Police are disappointed that these messages do not seem to be getting through. Programmes to address these issues are addressed in the Road Safety Sector Report.

Percentage wise the Police caught significantly more people for burglary and stealing cars compared to the previous year. These are high volume crime types and together with other dishonesty offences, adversely affect a significant proportion of the population.

Property crime has increased by 10.8% (147 more), and this is largely graffiti/tagging. This area is targeted for attention because tagging is a significant factor in people's perceptions of personal safety. It is also an opportunity for early intervention with young people before they reoffend or graduate to more serious offending.

Disorder offending increased by 7% (47 more) and violent attacks reduced by 3.6%. This reflects stricter enforcement of the liquor ban bylaw and early intervention in what are largely alcohol-fueled assaults. The Police, Tauranga City Council, Toi Te Ora Public Health, ACC, liquor licensees and a number of community organisations are working collaboratively on a number of fronts to reduce alcohol-related offending and improve the place management of drinking environments, particularly The Strand. These initiatives are addressed in the Alcohol and Street Violence Sector Report.



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Sustainable Governance and Funding



Sustainable Governance and Funding

Tauranga Safe City Background

In 2006, Tauranga City Council (TCC) sourced funding from ACC, Bay of Plenty District Health Board (BOPDHB) and Fulton Hogan for a period of two years for the commencement of the project. The project aims to implement a safety and injury prevention programme in Tauranga City based on the World Health Organisation Safe Community programme.

In June 2006, TCC contracted the services of the Project Coordinator to:

- identify and engage members of the community in the Tauranga City Council area;
- manage and direct the implementation of the Tauranga Safe City (TSC) Project; and
- support the specific goals of the Coalition partners and the Tauranga Safe City Steering Committee.

Project Objectives

The Project's main aim is to make Tauranga City a 'safe place to live work and play in' through forming and supporting a sustainable infrastructure based on partnership and collaboration, that actively contributes to the reduction in the incidence and severity of injury, and other related harm.

The objectives set out in the Tauranga Safe City Strategic Plan are:

- To improve the evidence base for injury prevention action through the monitoring of injury issues in Tauranga City
- Identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern
- Identifying opportunities for intervention: Partnerships, Collaboration, Advocacy
- Networking: developing

relationships with coalition partners

- WHO Safe Communities accreditation

The Tauranga Safe City Strategic Plan is attached as Appendix A.

The Strategic Plan is endorsed by the Tauranga Safe City Coalition – an unstructured and informal collective of agencies engaged in crime prevention and community safety activities. The Coalition meets twice a year.

Tauranga Safe City Governance 2006-08
The Project is governed by a Steering Committee, an ad hoc unincorporated committee, comprised of representatives from the funding partners: Tauranga City Council; ACC; Bay of Plenty District Health Board; Fulton Hogan.

During the preparatory stage of the Project the Steering Committee:

- Developed the project brief
 - Identified the initial six Focus Areas: water safety, road safety; workplace safety; falls; alcohol/street violence; suicide*.
 - Set out key tasks and timelines; and
 - Engaged the Project Coordinator
- *Family violence was subsequently added to the focus areas.

Since the commencement of the project the Steering Committee meets monthly to:

- Receive and respond to the Coordinators Report
- Monitor progress against the project brief
- Sign off the Strategic Plan
- Raise and resolve any matters relating to the project and to city safety

Tauranga Safe City Coordinator

The Tauranga Safe City Coordinator is

engaged under contract by Tauranga City Council on behalf of the Steering Committee. The coordinator is funded for three days a week to implement the Strategic Plan.

Future role of Tauranga Safe City funders

The BOPDHB, Fulton Hogan and ACC representatives on the Steering Committee have indicated their commitment in principle to extending their funding for a further two years. However they have signalled that they do not wish to continue in an active governance role after June 2008. Their preference is to establish a contractual funding and reporting relationship with Tauranga City Council and for their on-going involvement to be in an advisory capacity through a reference group that meets no more than quarterly.

Tauranga Crime Prevention Plan 2007-2012

The Tauranga Crime Prevention Plan 2007-2012 is attached as Appendix B

Tauranga City Council has had an on-going funding agreement with the Crime Prevention Unit, Ministry of Justice for a number of years. Through this agreement, funding is made available to the Council to distribute to community organisations delivering crime prevention initiatives in accordance with the Crime Prevention Plan.

The Plan identifies four key objectives: youth offending and reoffending; property and theft; alcohol and drugs; family violence.

Tauranga Crime Prevention Plan Governance

The Plan is developed by the Tauranga Crime Prevention Steering Group, an unincorporated ad hoc committee



comprising members from Tauranga City Council, (including Tauranga Safe City); Tauranga Police; Ministry of Justice.

The key responsibilities of the TCPSG are to:

- Develop and review the Tauranga Crime Prevention Plan
- Identify and work with potential organisations to deliver initiatives
- Contract out the delivery of projects
- Assess viability of community and organisation initiatives against Crime Prevention Plan to determine potential for funding
- Monitor effectiveness of project implementation against strategic goals
- Provide updates to the Tauranga City Council, CPU, the community forum, and the wider community on progress of implementation

The Plan is endorsed by the Crime Prevention Community Forum, which is an unstructured and informal collective of agencies engaged in crime prevention and community safety activities.

Organisational capacity

Implementation and monitoring of the Plan is currently done by staff in the Environmental Monitoring team at Tauranga City Council on an 'over-and-above' basis within existing duties.

Combining Crime Prevention and Tauranga Safe City Projects

The Tauranga City Council has approved amalgamating the roles and responsibilities for these two programmes.

- There are significant overlaps in priority focus areas: such as family violence, alcohol and street violence
- There are significant overlaps with agencies supporting each

programme: such as Police, Courts, Child Youth and Family, Toi Te Ora Public Health, ACC, BOPDHB

- There are benefits and efficiencies from incorporating the coordinating functions into one role.

Tauranga Safe City Governance 2008-10

The Tauranga City Council has agreed to take responsibility for the governance of the project and day-to-day management of the coordinator and the implementation of the Strategic Plans. The Council will establish a joint reference group to provide strategic oversight that will be known as the Tauranga Safe City Leadership Forum.

Tauranga Safe City Leadership Forum

The Leadership Forum will meet periodically to advise, monitor and support the two Plans.

Members of the Leadership Forum:

- Tauranga City Council
- Tauranga Police

- BOPDHB
- ACC
- Fulton Hogan
- Ministry of Justice

Other possible members could include:

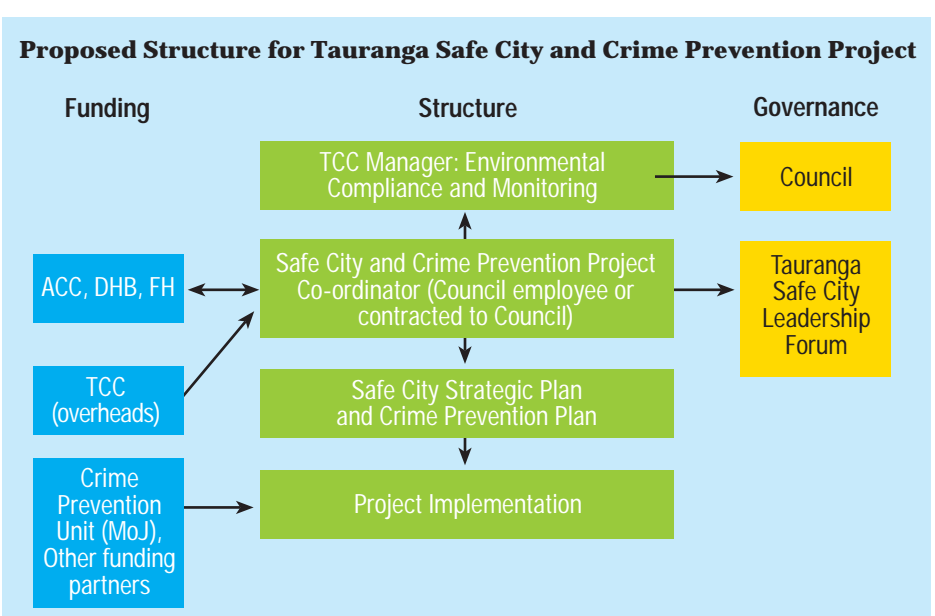
- TMAPS Chair
- Youth Offending Team Coordinator
- Dept of Labour
- Water safety representative
- Older persons' rep – PATAG, Positive Ageing Tauranga, Elders Forum

Tauranga Safe City Coordinator

The coordinator will continue to be engaged by Tauranga City Council on a fixed-term contract 2008-10.

Tauranga Safe City Coalition and Crime Prevention Forum

These two networks would be combined into one large Tauranga Safe City Coalition, recognising that specific activities are occurring within sector partnerships and informal collaborative projects. The Tauranga Safe City Coalition will meet twice a year.





ARE YOU BUYING
ALCOHOL FOR
SOMEONE ELSE?

WARNING

IF THEY ARE UNDER 18 **YOU**
COULD BE FINED **\$2000**

Unless you are their parent or legal guardian, it is illegal to buy alcohol for someone under the age of 18.

SALE OF LIQUOR ACT 1989

FOR **HELP** UNDERSTANDING THE ISSUES TEENAGERS MAY FACE INCLUDING ALCOHOL, DRUGS AND BULLYING GET A COPY OF THE 'PARENT PACK - INFORMATION FOR THE TEENAGE YEARS' AVAILABLE FROM WWW.TAURANGA.GOVT.NZ OR CALL 07 577 7475.

HIS DAD PUT HIM HERE

HIS DAD SAID HE COULD GO TO THE PARTY.
HIS DAD GAVE HIM AND HIS MATES A SNEAKY BOTTLE OF RUM
TO TAKE WITH THEM.

HIS DAD DIDN'T REALISE THE CONSEQUENCES.
HIS SON WAS ARRESTED FOR OBSCENE AND VIOLENT BEHAVIOUR.

IF YOU CHOOSE TO SUPPLY YOUR UNDER 18S WITH ALCOHOL
PLEASE REMEMBER YOU'RE RESPONSIBLE FOR THE CONSEQUENCES.

4

Alcohol and
street violence



Alcohol and street violence

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

Alcohol is a significant factor in crime, particularly in family and other violence. It also contributes significantly to other 'harm' including motor accidents, falls, and drowning.

There are a number of government agencies and community organisations that are active in reducing/preventing alcohol-related harm.

There are four components in the Tauranga collaborative response to alcohol harm and offending.

- **Liquor Licensing** – This is the statutory responsibility of the Council, Police, Public Health and Fire Service.
- **Place Management** – This recognises the functional design and management of drinking environments in particular locations and at specific times eg The Strand Night Management Plan.
- **Alcohol Action and Health Promotion** – This is addressed by a wider group of agencies that have a role in alcohol harm reduction. The group includes: Council (including Tauranga Safe City), Police, Public Health (Licensing and Health Promotion), ACC, and other related services as appropriate such as alcohol and drugs services, youth health, and road safety. The group has direct links to the hospitality industry (HANZ) and works in collaboration with licensees – (on, off and club licenses).

- **YATA – Youth Access to Alcohol** is an ALAC programme that sets up an infrastructure for addressing youth alcohol issues. Toi Te Ora Public Health are leading this with support from Tauranga Safe City. The inaugural meeting is scheduled for 14 November. Participants will be drawn from a wide range of agencies and community groups including: Community Alcohol and Drug Services (CADS) Rewire team; Ngaiterangi Iwi Community Action on Youth and Drugs (CAYAD); BOPDHB and other adolescent and mental health services; CYF; Police Youth Services; Tauranga Moana Youth Trust; Drug Arm

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

The Liquor Licensing activities are guided by the statutory responsibilities as set out in the Sale of Liquor Act, together with the Tauranga City Council Liquor Licensing Policy and the Police Alcohol Strategy. This includes:

- Analysis of Alcolink data and relevant Police statistics
- Implementation of the Graduated Response Model
- Training and information for licensees, including bar staff and door staff
- Enforcement action including CPOs, LLA referrals

Bar Code

Tauranga City Council District Licensing Agency has developed a newsletter for licensees that contains information on regulations, other 'news and views' and

a bit of humour on the side. Bar Code is designed to enable the exchange of information and improve communication between the industry and the regulatory authority

Licensee Information and Training Forum June 2007

Close to 200 club, on and off-licensees representing more than 90 premises attended a forum where the statutory agencies, HANZ, and Tauranga Safe City gave presentations on a raft of liquor issues. The forum was well received and there will be follow-up sessions with each sector to discuss particular issues, and identify opportunities for proactive collaboration between the industry and the government and community agencies.

Off-license Accord

A subsequent follow-up meeting with Off-Licensees has resulted in the commitment to develop an Off-License Accord that will set out principles and best practice for off-licenses. This is the first of its kind in New Zealand.

Place management

In response to levels of intoxication and violence on The Strand, and in accordance with the City Centre Strategy, the Council is instigating a Night Management Plan for The Strand entertainment precinct. This involves consultation with key stakeholders and the identification of actions that will improve the physical environment and the management of behaviour.

The Summer Activity Taskforce, chaired by the Mayor, is an intersector collaborative project that addresses New Years Eve festivities at Mt Maunganui, and related peak-summer activities. Planning includes entertainment, crowd control, traffic management.



Alcohol Action

Alcohol action and health promotion activities are guided by the analysis of crime and injury data; priorities established under the national alcohol strategy; and emerging local community issues and concerns. Activities include:

- Targeted programmes and 'campaigns'
- Raising community awareness and responsiveness

"Think...consequences" campaign and Parent Pack, May 2007

A 'task force' comprised of Council, Police, ACC, health sector, and private-sector media implemented a multi-faceted programme using the ALAC "Think...consequences" campaign material, and the development of a Parent Pack

- Three weeks of radio advertising
- Print media poster adverts
- Distribution of 300 A3 posters, and stickers
- Distribution of 200 bar mats, stickers and flyers to licensees
- Production and distribution of Parent Pack to 58,000 households in Tauranga as a removable insert in the Oceansider/Harboursider monthly lifestyle magazine
- Distribution of a further 10,000 Parent Packs to schools, and community agencies
- Reprint of 5,000 copies September 2007
- Radio advertisements replayed for five weeks Christmas/New Year 2007/08

MOD Squad

Moderating Our Drinking is the message behind a summer campaign targeting The Strand in Tauranga. Evidence shows that there are excessive levels of intoxication

occurring in the licensed premises that contributes to the on-going problems of violence and anti-social behaviour in the area.

This campaign features promotional activities and give-aways aimed at promoting safe use of alcohol and reducing the levels of intoxication

YATA

Youth Access to Alcohol is an ALAC initiative that provides a forum for addressing youth alcohol and related issues. The forum is widely constituted and a range of activities can arise. The inaugural meeting for YATA in Tauranga is 14 November 2007.

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

High risk groups are identified as:

- Underage purchase and supply: YATA; Off-license Accord; "Think...consequences" campaign
- Teenage 'binge' drinking: YATA; Parent Pack
- Older male 'drink drive': Road Safety

High risk environments:

- The Strand: Night Management Plan; MOD Squad campaign
- New Years Eve festivities and peak-summer activities: Summer Activity Taskforce

Vulnerable groups

- Young women (binge drinking, drink spiking): YATA
- Women and children (violence, family violence): TMAPS

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

The Police record and monitor reported/detected crime statistics and if alcohol is involved, identify where and under what circumstances the perpetrator had their last drink. Analysis of Alcolink data and crime statistics informs the deployment of Police resources; the targeting of liquor-licensing intervention; and the implementation of community-based programmes.

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

- Alcolink data monitored monthly.
- Police offence data
- Feedback from alcohol sector agencies eg CADS
- Feedback from YATA forum

Criteria 6: ongoing participation in national and international Safe Communities networks

The alcohol-related activities undertaken in Tauranga are aligned to the National Alcohol Strategy; the Sale of Liquor Act; the Council's Sale of Liquor Policy; the Police Alcohol Action Plan; the Bay of Plenty Police Alcohol Action Plan.

Tauranga is represented at national ALAC Conferences and other training seminars. Tauranga is joining YATA which is a nation-wide programme



the bar code

Issue 2, March 2007

Greetings and welcome...

to the second issue of 'The Bar Code.'

Many thanks for the positive feedback received from our first issue. Our aim is to provide both interesting and useful information, so please feel free to make any suggestions by calling 577 7000 or emailing chrish@tauranga.govt.nz

Happy reading.

Easter trading rules

Easter is a huge weekend for Tauranga with the Montana 45th National Jazz Festival taking place. Please bear in mind for Good Friday and Easter Sunday the rules change for the service of liquor.

A few tips:

Restaurant establishments:

Restaurants can trade as usual, primarily as a food provider.

Tavern establishments:

If you run a tavern then you can only be open 'for the purposes of dining.'

That means every single one of your patrons must be in the premises for the purposes of having a meal. This does not mean simply purchasing a 'meal ticket' or having a packet of chips, but having a real meal.

Also it does not mean you can have a sandwich at lunch time and still be there at 10pm!

While patrons are dining (or waiting for their meal) they may consume liquor. However liquor must not be served outside of these conditions without a meal.

If you are unsure, please check the conditions of your on license.

Cocktail for successful bar management — Coyote style

We posed the following question to Riki Walls, Managing Director of Coyote Bar.

If you were to choose four cocktail ingredients to create a successful, safe bar what would they be and why?



1. Staff

Staff are the most important asset. We take a team approach and work closely together. In-house training is provided to staff which includes 'the Sale of Liquor Act' for management and full time staff. Security staff are important and in order to build a good relationship and understanding of the business we prefer to employ our security staff in-house.

2. Atmosphere

Creating the right atmosphere is key to providing a safe, clean and friendly drinking environment for people to enjoy.

3. Attitude

Again this really comes back to staff having the right attitude towards the business and customer. Creating the right atmosphere and looking after people means they will want to come back.

4. Products

Product availability needs to be right. We make sure we can provide non-alcoholic drinks, coffee and snacks at any time of day or night whilst open. That way people can have a coffee or snack before heading home and by being hospitable we may encourage people to come back, say for breakfast.

If you would like to share the views of your establishment and feature in the next issue of 'The Bar Code' please feel free to contact us via chrish@tauranga.govt.nz



Tauranga City

5

Crime Prevention

5

TAURANGA
SAFE CITY
live safe, work safe, play safe

Crime Prevention

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

The purpose of the Tauranga Crime Prevention Plan is to identify and implement initiatives that work toward preventing and reducing crime in Tauranga. The Plan highlights the need to work together with the range of organisations involved in crime prevention to achieve the outcomes required. The Plan has recently been updated for the next five-year period 2007-2012

The Plan is developed by the Tauranga Crime Prevention Steering Group comprising members from Tauranga City Council, (including Tauranga Safe City); Tauranga Police; Ministry of Justice.

The key responsibilities of the TCPSPG are to:

- Develop and review the Tauranga Crime Prevention Plan
- Identify and work with potential organisations to deliver initiatives
- Contract out the delivery of projects
- Assess viability of community and organisation initiatives against Crime Prevention Plan to determine potential for funding
- Monitor effectiveness of project implementation against strategic goals
- Provide updates to the Tauranga City Council, CPU, the community forum, and the wider community on progress of implementation

Following decisions by the Tauranga City Council, and with the endorsement of the respective steering committees, the crime

prevention portfolio is to be amalgamated with Tauranga Safe City project under the day-to-day management of the Council, and with a single external reference group: Tauranga Safe City Leadership Forum. This change is set out in detail elsewhere.

The Plan is endorsed by the Crime Prevention Community Forum, which is an unstructured and informal collective of agencies engaged in crime prevention and community safety activities, including:

New Zealand Police (representation from a number of units); Child Youth and Family Services; Citizens Advice Bureau; Toi Te Ora Public Health; Tauranga City Council Elected Members; Maori Service Providers; Iwi Representatives; Tauranga Moana Youth Council; ToughLove; Community Support Centres; Community Patrols; Strengthening Families; Western Bay of Plenty District Council; Sport Bay of Plenty; Mainstreet Organisations; Drug Arm Tauranga; Prison Fellowship Trust; Tauranga Women's Refuge; Victim Support; Church Representatives; School representatives; Samaritans; Salvation Army; Neighbourhood Support; TMAPS Co-ordinator

The plan identifies four key objectives: youth offending and reoffending; property and theft; alcohol and drugs; family violence.

Within each of these sectors there are formal and informal interagency structures to which the Plan is linked:

Youth Offending Team (YOT) is an interagency partnership between the Ministry of Education; Child, Youth and Family; and the Police. In addition there is a network of government agencies and community organisations that belong to a

wider youth offending network.

Property and theft are addressed through the Neighbourhood Support and Community Patrols networks.

Alcohol and drugs issues are addressed through statutory interagency partnerships (around liquor licensing and enforcement, The Strand Night Management Plan) and voluntary collaboration (YATA, Off-license Accord, MOD Squad campaign). This sector is addressed fully in its own assessment.

Tauranga Moana Abuse Prevention Strategy (TMAPS) is the overarching protocol for addressing family violence. This is a formal agreement and is addressed fully in its own assessment.

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

The Crime Prevention Plan specifies a core programme of activities that address the key objectives. These are:

Youth offending and reoffending. Programmes to address

- Resilience and positive outcomes for youth
- Community work
- Shoplifting
- Graffiti and tagging

Property and theft: Support for programmes

- Neighbourhood Support
- Community Patrols
- CPTED training (crime prevention through environmental design)



Alcohol and drugs: Programmes that address

- Youth access to alcohol; YATA; “Think...consequences” campaign; Parent Pack
- Street violence and other harm; including MOD Squad campaign; Summer Passports
- Liquor licensing and enforcement; including CPOs (controlled purchase operations); bar and door staff training
- Drinking Environments; including CPTED; Strand Night Management Plan; CCTV; event management

Family violence: support for programmes

- Public awareness campaigns; including “White Ribbon” men against violence towards women; “Blow the Whistle on Violence” rugby world cup campaign

In addition the Plan makes provision for one-off and innovative projects that are flexible and responsive to new or emerging crime problems.

Insert ‘case study’ of a successful crime prevention initiative

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

Tauranga Tomorrow identifies our community outcomes for Tauranga. The vision for Tauranga includes having vibrant, healthy and diverse communities, actively involved people, and providing a great place to grow up.

The Crime Prevention Plan supports this by delivering programmes and activities that:

- create safer public places and spaces
- support crime-free and violence-free homes and families
- address the needs of young people
- reduce alcohol-related harm

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

The Police record and monitor reported crime statistics. Analysis of crime statistics informs the deployment of Police resources, and the targeting of community-based programmes.

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

Tauranga City Council reports six-monthly to the Crime Prevention Unit on programmes, activities undertaken and outcomes achieved.

The Tauranga Crime Prevention Plan 2007-2012 is attached as Appendix B

Priority Areas and Action Areas in the Plan have detailed evaluation measures in place.

Criteria 6: ongoing participation in national and international Safe Communities networks

The Crime Prevention Plan is aligned to the National Crime Reduction Strategy.

Tauranga City Council participates in national and international crime prevention conferences and forums.



6

Family violence

6 Family violence

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

TMAPS: Tauranga Moana Abuse Prevention Strategy

The Tauranga Moana Abuse Prevention Strategy is a collaborative project aimed at reducing family violence in the Tauranga district by ensuring there is a coordinated community/interagency response to family violence intervention and prevention.

The core group of agencies

The core group of agencies that are represented on the management committee are:

- Tauranga Police
- Tauranga Family Court
- Tauranga Child Youth and Family
- Tauranga Victim Support
- Family Works Northern
- Tauranga Living Without Violence

In addition there are a number of services that have a direct involvement and relationship with TMAPS including: Tauranga Women's Refuge; Tauranga Community Probation Services, Relationship Services, Barnardos, Shakti Ethnic Women's Support Group, BOP District Health Board, Iwi/Maori services, Work and Income and Tauranga City Council.

TMAPS Family Violence Coordinator

TMAPS coordinator, Jessica Trask, is contracted to oversee the programme. Her role includes coordinating interagency case management meetings; convening family violence network meetings; community awareness-raising; training and other initiatives. The

position is funded by Child Youth and Family and Family and Community Services (MSD). The position is administered by Family Works Northern and is located at the Durham St Police office.

TMAPS Management Committee

This group of representatives from the core agencies governs the project and supports the Family Violence Coordinator. Each organisation is a signatory to the TMAPS Memorandum of Understanding that sets out protocols for things such as communication and confidentiality.

TMAPS 'launch' April 2007. Hosted by the Mayor at Tauranga City Council, the well-attended occasion was an opportunity to formally launch the project and introduce the new Family Violence Coordinator, Jessica Trask

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

There are two key TMAPS initiatives:

- **Case Management.** This is a weekly case conference that addresses the particular needs of clients and families that have come to notice. Plans, responsibilities and risk assessment are undertaken by the core group to ensure a coordinated and appropriate level of response.
- **Family Violence Network.** This is a monthly assembly of every agency that has a direct or related role in responding to and/or preventing family violence. The purpose of this meeting is to increase awareness and understanding of

family violence, and to decrease the tolerance towards family violence in the community. The network will be an interactive forum to discuss issues, trends, interventions and funding/resourcing. It will facilitate collaborative action amongst the members.

"White Ribbon" campaign October 2006

This was a media-based campaign supported by Tauranga City Council, Work and Income, Amnesty International and the members of the TMAPS Family Violence Network. The campaign involved photographing groups of men from 'all walks of life' speaking out against violence towards women. The campaign ran for a week with daily advertisements in the Bay of Plenty Times and suburban newspapers, and posters distributed widely.

"Blow the Whistle on Violence" Campaign Sep/October 2007

Evidence shows a link between increased reported incidents of family violence and major sporting events. This campaign targeted the Rugby World Cup with the message blow the whistle on family violence. The campaign ran for five weeks and featured family-friendly images set in a rugby context, and coincided with the launch of the national Its Not OK campaign. Resources included:

- Posters
 - Coasters
 - Radio and print media ads
 - RWC draw cards
 - 5,000 whistles with printed lanyards
- The campaign was launched at the Bay of Plenty Steamers home game on 16 September and nearly 2,000 whistles were distributed after the match. The resources were distributed to rugby clubs, sports bars and pubs, gyms, sports



BLOW THE WHISTLE ON VIOLENCE

Win, lose or draw - Family Violence - It's NOT okay. You can stop the violence.

There is HELP - Tackle it Today!

0800 456 450

THIS WEEK'S SCORE BOARD

No. of Family Violence incidents reported in the Bay last week

HOME

1 5

IT'S NOT OK

AFTER MATCH FUNCTION

retailers in the western Bay of Plenty. The campaign is a partnership between Tauranga Safe City and TMAPS, with support from a number of other agencies such as the Bay of Plenty Rugby Union

In addition to the collaborative activities undertaken within the TMAPS protocol, there are a number of related activities being undertaken by government agencies and community organisations that contribute to reducing/preventing family violence in Tauranga. These include screening programmes, counselling and support services, safe houses, education and awareness-raising campaigns.

Shakti Ethnic Women's Support Group

– opening new safe house
For over 3 years Shakti Ethnic Women's Support Group (Central Region) Inc has been working towards establishing a safe house for the victims of domestic violence and their children in Tauranga. The official opening of the house is on 1 November 2007

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

The high-risk groups identified are: women and children in abusive relationships; other victims of family violence; perpetrators of family violence.

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

The Police and the District Court collect data on the incidence and prevalence of family violence. Community agencies, including the hospital and medical practitioners, also collect data on individuals and families who present with family violence issues. TMAPS will enable better collection and analysis of data.

This information forms the basis for establishing the priorities and informs immediate responsiveness to new and emerging situations.

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

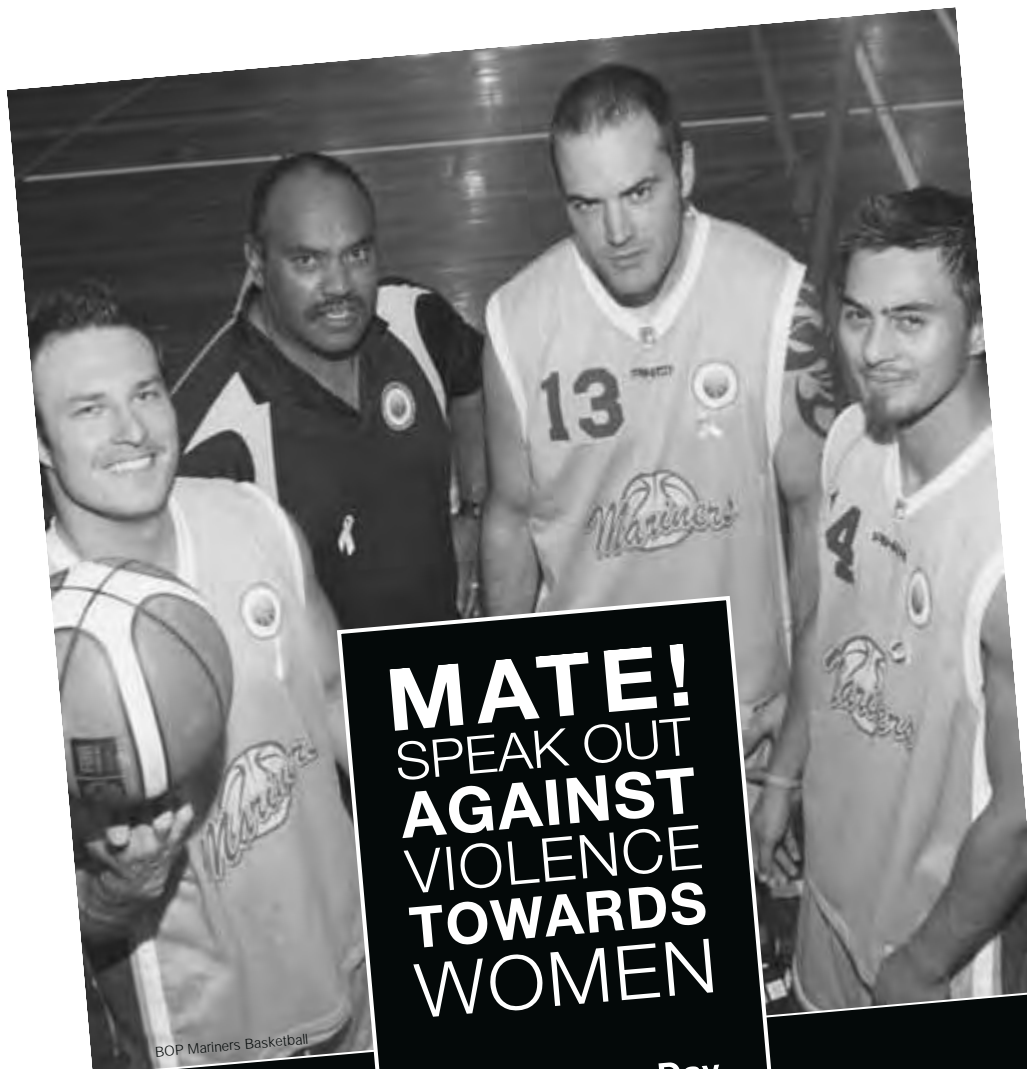
With a more robust system of data gathering, and a collaborative approach to providing targeted interventions it is expected that there will be a more accurate evaluation of changes in the patterns and incidence of family violence.

Criteria 6: ongoing participation in national and international Safe Communities networks

The TMAPS project is consistent with and gives effect to Te Rito: New Zealand Family Violence Prevention Strategy (2002).

Central government agencies charged with responsibility for family violence prevention are actively involved in TMAPS.

TMAPS utilises the Family Violence Clearinghouse for information and research on best practice, current trends, training and funding opportunities.



BOP Mariners Basketball

MATE! SPEAK OUT AGAINST VIOLENCE TOWARDS WOMEN

White Ribbon Day
25 November
www.whiteribbon.org.nz

Wearing a white ribbon is a personal pledge never to commit,
condone or remain silent about violence against women.

TAURANGA LIVING WITHOUT VIOLENCE PHONE: 07 577 9297 NZ POLICE DIAL: 111
TAURANGA WOMEN'S REFUGE PHONE: 07 541 1911 NGATI RANGINUI IWI SOCIAL SERVICES
PHONE: 07 571 0934 RELATIONSHIPS SERVICES PHONE: 0800 735 283 (RELATE) OR 07 578 7833



families commission
kōmihana ā **whānau**



Fuel Advertising



7

Older peoples
fall prevention

Old peoples fall prevention

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

Older Peoples Falls Prevention Network
This network is an informal periodic gathering of agencies and individuals who have an interest and a role in falls prevention for older people. The meetings are convened by ACC and TSC and the invitation is extended widely.

Agencies that participate include:

- Bay of Plenty District Health Board
- ACC
- Western bay of Plenty PHO
- Tauranga City Council
- Tauranga Leisure
- Sport Bay of Plenty – ‘City on its Feet’
- Physiotherapists
- Occupational Therapists
- Tai Chi
- Age Concern
- Bay of Plenty Polytech

It is acknowledged that the area of older people’s falls prevention has not been particularly well coordinated and that services have tended to operate in isolation or within narrow sectors. The advent of the National Falls Prevention Strategy has provided the impetus to facilitate change in this area, with a view to developing a local strategy aligned to the national one, taking into account the local conditions and needs.

Tauranga has a disproportionately high elderly population that is anticipated to grow both in numbers, and as a proportion of the overall population. This places a burden of responsibility on not only the health sector, but also the City Council as the dominant planning

authority and custodian of the public realm.

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

There are three sectors within the falls prevention field and future activities will be focused on making progress across each area:

- Medical, diagnosed, high-risk, rehabilitation services – improving recording and referral processes; funding; avoiding duplication of services.
- Otago Exercise Programme: provides in-home physio and OT support to high risk people

Tai Chi: for people assessed as being ‘at-risk’ and/or in rehabilitation after a fall

- Early intervention, ‘active living’, recreation, walking etc – promoting both ‘structured’ and informal physical activity

‘City on its Feet’ is a programme funded by SPARC, TCC and WBOPDHB that encourages and supports older people to become active and join a walking group. ACC was a funder in the past but not for the extension of the initial project.

Tauranga City Council Elders Strategy, which was adopted in 2007, sets out the Councils activities and services that address the needs of older people. As part of the strategy, the Council has recently advertised for people to become members of an Elders Forum.

- Safe design: within the home, public places and spaces – ensuring community facilities and public places, and public transport are safe and accessible

IPTED is a new ACC initiative that will provide guidelines and best practice for local authority and other planning agencies.

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

The vulnerable groups identified are: older people who have already had a fall; people who are ‘at-risk’ because of age, illness or other disabling factors.

The programmes and activities outlined above are some of the activities targeted at these vulnerable/high risk groups/ environments.

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

ACC and the DHB are the agencies that collect and analyse data on older peoples falls.

This information forms the basis for establishing the priorities and responsiveness to current and emerging situations.



Criteria 5: evaluation measures to assess programmes, processes and the effects of change

A more integrated and collaborative approach to service delivery will result in better evaluation of programmes and other interventions. It is accepted that this area has not been well coordinated and that consequently evaluation has been limited to individual programme outcomes.

Criteria 6: ongoing participation in national and international Safe Communities networks

The Older Peoples Falls Prevention Network has been convened in response to the need to have better integration and coordination of services, funding and planning. The National Falls Prevention Strategy has provided the impetus for this initiative, coupled with the imperatives of dealing with a growing and ageing population.



8

Road Safety

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

Tauranga and Western Bay of Plenty Joint Road Safety Committee (JRSC)

The overarching methodology for road safety is: engineering, education and enforcement, encouragement and economics – the “5Es”. The JRSC represents a coalition of agencies tasked with these responsibilities.

The road safety programme in the Western Bay of Plenty is managed by the Joint Road Safety Committee. This committee meets 3 times a year and has a ‘governance’ function. The committee approves the annual action plan and budget, and provides guidance and direction to the Road Safety Coordinator. Membership is comprised of agencies that are stakeholders in road safety:

- Western Bay of Plenty District Council (WBOPDC)
- Tauranga City Council (TCC)
- Environment Bay of Plenty
- Land Transport New Zealand (LTNZ)
- NZ Police
- Toi Te Ora Public Health
- Transit NZ
- ACC
- Opus
- In Roads

The role of the local authorities

The road safety programme encompasses Tauranga City and the Western Bay of Plenty District. Membership on the Joint Road Safety Committee includes Councillors and staff representatives from each council. Council planning

and engineering staff are engaged in the Operations Group.

Road Safety Coordinator

A road safety coordinator is contracted to oversee the road safety programme. The position is funded by LTNZ, TCC and WBOPDC. Funding for road safety is applied for by the WBOPDC and administered on behalf of the JRSC by In Roads.

Operations Group

This group meets monthly and is comprised of operational staff from the stakeholder agencies. The group provides support to the Road Safety Coordinator, and has responsibility for implementing the annual action plan. In addition, the operations group provides a mechanism for a ‘quick response’ to new and emerging situations and problems.

Partnerships

In addition to the formal management structures outlined above, partnerships are established with other agencies and community groups to implement specific road safety programmes. For example, the car restraint campaign is a joint project between Police, ACC, Plunket and Road Safety. The Greerton Village School ‘Kids on Feet’ project is a partnership between Road Safety, Greerton Village School, Tauranga City Council, ACC and LTNZ.

The Road Safety Coordinator effectively liaises with other road safety programmes operating in the Western Bay of Plenty including: Travel Safe Coordinator (TCC) – undertakes school travel plans; Road Sense Coordinator (Educating NZ) – provides resources to schools; SADD – students against drunk driving.

In addition to supporting the activities

undertaken by the JRSC, ACC provides personnel, resources and funding for a range of local and national road safety projects and campaigns including the State Highway commercial drivers campaign; truck driver fatigue and seat belt check stops; and the use of the Speed Indicator Trailer in industrial and other workplace locations.

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

The programmes, activities and budget for 2007-08 are determined by the Joint Road Safety Committee and are set out in the Road Safety Action Plan 2007-08.

The target areas for 2007-08 are:

- Alcohol: to reduce the number of Drink Drive offences, drug & alcohol-related crashes
- Drive to the conditions: to reduce crashes due to failure to drive to the conditions to a level equal to or better than that of our peer group average
- Child restraints: to increase restraint use compliance
- Intersection behaviour: to raise awareness of good driving behaviours among drivers of heavy vehicles
- Safe cycling: to raise awareness of other transport modes
- Youth and community activities: to meet specific and identified community and youth needs within the district
- Sustainability: to encourage more children to walk and cycle more often
- Road safety around schools: to lift



the level of safety outside/around schools and communities

- Sustainability: to work with Welcome Bay, Maungatapu and Selwyn Ridge Schools on Travel Plans
- Neighbourhood accessibility: safer routes – evaluation of Greerton Neighbourhood Accessibility and Safer Routes Project and plan for Welcome Bay.

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

The vulnerable groups identified are: infants travelling in cars; children attending school; cyclists and pedestrians; drivers who are drunk or fatigued; drivers of commercial and heavy vehicles

The high-risk environments identified are: intersections; schools; state highways

I Save The World at Papamoa School is a dynamic and innovative programme that delivers safety messages to children and inspires parents and children to bike, bus or walk to school. It creatively packages a wide range of educational content that makes learning fun, exciting and entertaining.

School parking was a hazard and general safety was inferior. Tauranga City Council Road Engineers' provided a \$70,000 safety upgrade, but the design left 50% fewer parking spaces. A solution was needed for the deeply embedded car culture at the school. Cars needed replacement, not displacement. A robust programme was needed to get parents and children to use new transport

options and bring safety in their everyday consciousness.

i Save The World educates, inspires and captivates children to learn and practice safety. Each week kids participating in the i Save The World programme travel to school by World Saving Actions (walking, biking, bussing) and using World Travel as a theme, kids travel to school while learning about countries and children of the world. Each child registered will receive a passport booklet, interactive geographic map, flag stickers, character guide card and lanyard.

"i Save The World" is an audacious statement for children. It is positive and powerful. It puts kids directly into an active, positive and responsible role of participating in the world. As an umbrella programme provides the foundation to teach and reinforce many subjects: safety, health, fitness, geography, humanities, environment, citizenship and core human values. Most of all i Save The World is FUN!

The response was AMAZING! The results were DRAMATIC!

It reduced cars by 37%. It increased kids who walk to school by 196%, kids on the bus by 55% and kids who bike by 45%. More than 351 kids participate in the programme – 65% of the entire school. The i Save The World has parents, kids and the wider community engaged and inspired as children safely walk, bike and bus to school.

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

The JRSC collects and analyses data from three sources:

- Crash and injury data from Police; TLAs; LTNZ and ACC.
- Community feedback and reports/complaints
- 'on the job' experience and observations of operational agencies

This information forms the basis for establishing the priorities and programmes in the annual action plan; and informs immediate responsiveness to new and emerging situations.

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

'Engineering' outcomes: these are monitored by the agencies responsible – Transit NZ; TLAs.

'Education' outcomes: it is extremely difficult to measure changes resulting from specific interventions, particularly where the desired outcome is attitudinal change. Each programme/activity is evaluated using a variety of techniques. The most frequently used is to survey the 'end users' – participating schools; workshop attendees.

'Enforcement' outcomes are monitored by the agencies responsible – Police; TLAs.

JRSC member agencies give feedback from their perspective concerning the effectiveness of the programme.

The JRSC reports annually to the funders (LTNZ, TCC, WBOPDC) on activities and outcomes.

The JRSC welcomes the initiative by LTNZ to create a national inventory of 'best practice' information and resources.

Criteria 6: ongoing participation in national and international Safe Communities networks

Road safety activities in the western Bay of Plenty including the JRSC Road Safety Action Plan 2007-08 are aligned to the LTNZ National Strategy – Road Safety to 2010; and are consistent with the objectives of the NZ Injury Prevention Strategy.

In addition to the local road safety collaborations set out above, the Road Safety Coordinator participates in the Regional and National Road Safety networks – as an opportunity to share information and resources.



9

Suicide prevention

9

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SAFE CITY
live safe, work safe, play safe

Suicide prevention

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

There are no formal or informal partnerships or networks focusing on suicide prevention in Tauranga.

Within the district, the Mental Health Foundation; Bay of Plenty District Health Board; Police; Victim Support, Grief Support are agencies that have a role in responding to suicide and self-harm incidents.

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

There are no specific programmes in place in Tauranga focusing on suicide prevention

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

High risk populations have been identified through data analysis.

- The Bay of Plenty ranks 3rd in the country when compared by District Health Board areas.
- Tauranga accounts for 50% of all suicides in the Bay of Plenty (DHB area).
- There were 65 suicides in Tauranga for the five year period (1998-2002) - 52 males (80%) and 13 females (20%) (compared to the national average of male 75%, female 25%)

- Male suicides were distributed across the age ranges, with clusters – 15-24yrs; 25-34yrs; 50-65yrs; 70-79yrs
- Female suicides are distributed in the 30-59yrs range with one third of the total peaking in the 40-44yrs group
- Sixteen young male suicides (15-24yrs) compared to two female
- Nine men over the age of 60yrs compared to one female
- While the rates for intentional self harm are comparatively low, and are reducing compared to national rates, the rate for males within the Bay of Plenty is significantly higher than the national average. This is consistent with the data for male suicide.
- Strategies to address male suicide should also contain a component aimed at intentional self harm.

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

Data on injury deaths, suicide and intentional self harm have been collected and analysed and will form the basis of any proposed interventions.

Data is drawn from:

Safe Communities Foundation, Tauranga Injury Data Report 2005, and is based on NHIS data.

PHI Suicide Mortality data 2002-2004

PHI Suicide Mortality Trends 1984-2002

PHI self-harm and hospitalisation data 2005

PHI intentional self-harm trends 1984-2002

BOPDHB suicide mortality by year of registration 1998-2002 by age, gender and TLA

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

There are no measures in place to monitor or evaluate programmes, processes and the effects of change.

Criteria 6: ongoing participation in national and international Safe Communities networks

Current and future activities will be guided by and aligned to the National Suicide Prevention Strategy, 2007



10

Water Safety

10

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SAFE CITY**
(live safe, work safe, play safe)

Water Safety

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

Water safety activities are undertaken by a number of agencies in Tauranga. There is no formal network or collaborative framework. Regional Water Safety Forums are convened annually by Water Safety New Zealand. The forums are an opportunity to consider water safety data; identify current and emerging issues; and plan for future activities.

Water Safety Forum April 2007

Attended by

- Coast Guard
- Environment Bay of Plenty Harbour Masters (Tauranga and Whakatane)
- Plunket
- Tauranga City Council (pools management – Tania Delahunty)
- Baywave
- BOP Surf Lifesaving
- Big Game Fishing Council
- Tauranga Safe City

2006 is the first year since records were commenced in 1980 that there have been no drownings in the Tauranga district.

This excellent result was achieved directly through:

- The year-round access to boat handling education and 'learn to swim' programmes;
- The vigilance and intervention of the water safety agencies (surf lifesaving; coast guard; harbourmasters);
- In an environment that has a favourable climate, extensive coastline and beaches, with estuaries, rivers and streams there is an emerging culture of safety in the Bay of Plenty around the water;

- Reports of high levels of compliance with life jacket use, particularly for children
- Recognition of the impact of high profile TV campaigns

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

There are a range of water safety programmes and activities that address the predominant water-based activities in the district.

Surf beaches

The surf beaches of the east coast are legendary for swimming, surfing and fishing. Surf Life Saving Bay of Plenty (SLSBOP) is the regional body for sixteen Surf Lifesaving Services from Hot Water Beach in the north to Opotiki in the south. In addition to volunteer surf lifesaving patrols and rescue services, paid lifeguards are employed throughout the summer. SLSBOP and the clubs provide: Lifeguarding and Development Courses; School and Public Education Programmes; Surf Sport Programmes.

Boating

Coastguard Eastern Region is based in Tauranga and provides volunteer search and rescue services and an extensive range of boating education programmes, some of which can be done through 'distance learning'.

Environment Bay of Plenty sets the rules for navigation and safety in Tauranga Harbour, and publishes The Tauranga Harbour Guide which has a lot of helpful information for boaties. It has a map showing the location of all the boat ramps, jetties, ski lanes and

channel markers in the harbour. It also contains information about the rules and regulations for vessels. The Environment Bay of Plenty's Tauranga Harbourmaster formally keeps track of events occurring in the harbour and participates in boating safety activities such as life jacket compliance checks at boat ramps.

Recreational boating and fishing clubs actively promote water safety and safe boating to their members.

'Swim for Life'

Schools, public swimming pools and private trainers are engaged in 'learn to swim' activities in Tauranga offering programmes for all ages and abilities.

Private pool safety compliance

Tauranga City Council has statutory responsibility for the monitoring and enforcement of swimming pool fencing regulations. The Council provides a free advisory service to home owners and swimming pool installers.

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

The high-risk groups are identified as:

Young adult males (surf);
Older males (boating and fishing);
Disproportionate numbers of Maori;

Emerging trends include:

Increase in lifestyle boating: powerboats and personal watercraft;
Increasing numbers of new migrants unfamiliar with the marine environment;
Inconsistent standards in school swimming programmes;
Schools not using pools in winter when



they are not so busy;
The costs to access swimming pools, especially for low-income families;
Management of surf beaches in the areas between the club patrolled zones;
Targeting boat handling skills and education for 'resistant' fishermen;
Inflatable and self-install pools are a significant hazard as they do not require a resource consent

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

Water Safety New Zealand collects and analyses data and distributes this to local communities.

The Environment Bay of Plenty Harbourmaster monitors events on the Tauranga Harbour, including safety compliance.

SLSBOP record the number of rescues, advisories and other activities. SLSBOP reports to the TLAs that provide funding for paid lifeguards.

Coastguard keep record of all calls for service, and the details of their boating courses.

Tauranga City Council grants resource consents for private swimming pools, and monitors/enforces compliance with swimming pool fencing regulations.

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

The range of data being monitored clearly indicates that there is an emerging safety culture around water sports and activities. As noted above, this is due to the vigilance and skill of the largely voluntary water safety agencies; year-round access to safe boating and learn to swim courses and programmes; and the impact of national high-profile media campaigns.

Criteria 6: ongoing participation in national and international Safe Communities networks

Water safety initiatives and programmes currently being delivered in Tauranga give effect to the (draft) Drowning Prevention Strategy 2005-1015 and Implementation Plan 2006-2010.



11

Workplace Safety

11

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Workplace Safety

Criteria 1: an infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

ACC and the Department of Labour are the two government agencies responsible for workplace safety and injury prevention.

Across the sector there are several interagency groups that meet to address specific issues:

Western Bay Health and Safety Industry Group.

This group was established in 2006 as a network for industry health and safety managers. There are agreed Membership Guidelines that set out the purpose and activities of the group, and the responsibilities of the members. The purpose of the group is to enhance the communication opportunities of its members within the field of Health and Safety; facilitate the exchanging of ideas and processes; enable site visits; encourage participation in any future projects by members to promote the safety and wellbeing of employees.

Port User Health and Safety Group (PUSH)

The Port of Tauranga is New Zealand's largest export port and services the timber, dairy and manufacturing industries in the Bay of Plenty and Waikato.

In early 2004 a workplace group was formed with the support of ACC, Maritime Safety of New Zealand, DOL, the Port of Tauranga and the stevedoring and marshalling companies operating at the Port of Tauranga, to look at what could be done collaboratively to address

the high injury rate amongst high-risk port users. The group meets monthly.

The PUSH objectives and outcomes are:

- A commitment amongst Port operators to work collaboratively to improve safety and reduce accident rates at the Port
- a commitment to establish a Port Health and Safety forum for senior managers of Port companies, establishing terms of reference for the group to work with;
- agreement to set up a common database of accident information, where all these companies would report in to the common group
- Commitment to establish regular monthly meetings which are purely focused on Health & Safety improvements as opposed to just adding H&S as an agenda item at other regular Port–User meetings currently being run on the Port

The P.U.S.H. has also completed a comprehensive re-write of the Ports Common User Safety Protocols which is now published on the PUSH website.

Horticulture – Joint Governance meetings to address health and safety and pastoral care for seasonal workers. These meetings involve Work and Income, ACC, Department of Labour, Immigration, IRD, KGI (kiwifruit growers), Labour Coordinators, Contractors Association

Bay of Plenty Safety Liaison Group.

This is a new initiative convened by Site Safe New Zealand for the construction sector. The group meets bi-monthly to address safety issues within the industry.

Criteria 2: long-term sustainable programmes covering both genders and all ages, environments and situations

The workplace safety programmes are focused on the areas of highest risk/need based on the analysis of injury data.

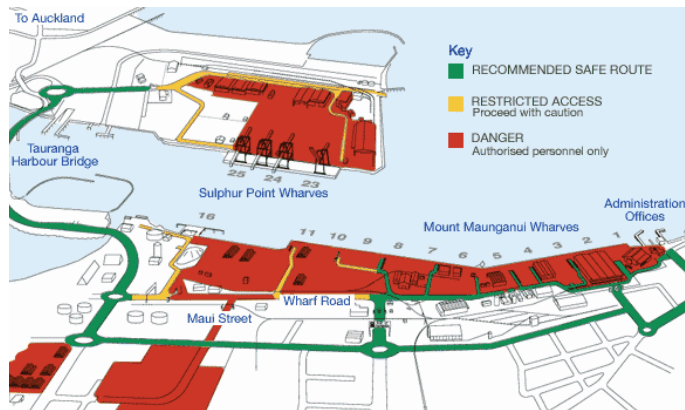
Residential building

The western Bay of Plenty is experiencing growth at a rate second only to Manukau City in the whole of NZ. In the past 5 years the population of Tauranga grew by 14% and WBOPDC by 10.5%. The population of Tauranga is estimated to grow by 53 people a week and more than 100 new dwellings per month. In 2005 1,267 new dwellings were built in Tauranga City.

Residential construction sector breakfasts are run every two months as a way of improving communication and delivering safety messages to this sector. This is a partnership between Department of Labour, ACC and Sitesafe.

Preparatory work is been undertaken to identify opportunities in the planning, design and resource and building consents processes to improve workplace safety practices. For example, safety messages are printed on the building consent document envelopes given to owners/developers/builders.





Road Safety

The Port of Tauranga generates substantial rail and long-haul road transport activities in and through the district.

ACC, Police, Transit NZ and the Western Bay of Plenty Joint Road Safety Committee undertake road safety campaigns targeting commercial road users:

- Truck driver seat belt and fatigue
- All commercial drivers seatbelt and fatigue
- State highway 'drive to the conditions'
- ACC Speed Indicator Trailer used 'on-site' at industrial locations such as the Port of Tauranga and horticulture packhouses.

Manufacturing

ACC and Department of Labour have a full implementation programme for the Metal Manufacturing Guidelines, launched October 2007.

Horticulture

The joint governance meetings ensure that workplace health and safety issues are addressed for seasonal workers. This includes ensuring that there are appropriate levels of pastoral care in place for new migrant and temporary work permitted employees.

Awards

ACC sponsors the Young Horticulturalist of the Year in conjunction with Bay Plenty Polytechnic and Department of Labour.

ACC sponsors the Workplace Safety Award and the annual Westpac Business Awards.

Passport to Safety P2S

Passport to Safety is a web-based, self-paced learning programme that provides a unique learning environment for students exploring and challenging themselves on health and safety outcomes for young people. P2S is aimed at young people who are entering the workforce for the first time and can be taken on an individual basis or as part of a co-ordinated approach through schools or workplaces.

The Bay of Plenty Polytechnic is the proposed provider in the western Bay of Plenty. The programme, if adopted will initially provide for up to 500 students drawn from within the Polytech and from the seven secondary schools in the district; and will be linked to other work-transition services operating in the region.

Criteria 3: programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups

The high-risk groups are identified as: Residential construction builders and labourers; Port users and related businesses; Truck and other commercial vehicle drivers; Metal manufacturing employees; Horticultural sector seasonal workers; Youth in transition from school to work

Criteria 4: programmes that document the frequency and causes of injuries – both unintentional (accidents) and intentional (violence and self-directed)

ACC monitors injury claims data to identify priorities and trends at a national and local level.

Department of Labour draws data from a range of sources and directly monitors serious harm events.

Police, Transit NZ, ACC and the Western Bay Joint Road Safety Committee monitor road crash data.

Criteria 5: evaluation measures to assess programmes, processes and the effects of change

The government-mandated agencies have the primary responsibility to monitor and evaluate the effectiveness of programmes and interventions. In addition, where there are networks and partnerships, the collective evaluation of programmes is shared. The collaborative process ensures that issues are addressed from every perspective.

Criteria 6: ongoing participation in national and international Safe Communities networks

The Workplace Health and Safety Strategy for New Zealand to 2015 is the guiding document for workplace safety activities.

12

Appendices



Tauranga Safe City Strategic Plan 2006-2010

Tauranga Safe City Project

Tauranga City Council together with ACC, Bay of Plenty District Health Board and Fulton Hogan have committed funding and resources to establish the Tauranga Safe City Project. The Project has engaged a coordinator to promote and achieve the project's aims.

Project Aim

The Project's main aim is to make Tauranga City a 'safe place to live work and play in' through forming and supporting a sustainable infrastructure based on partnership and collaboration, that actively contributes to the reduction in the incidence and severity of injury, and other related harm.

The objectives are:

- To improve the evidence base for injury prevention action through the monitoring of injury issues in Tauranga City
- Identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern
- Identifying opportunities for intervention: Partnerships, Collaboration, Advocacy
- Networking: developing relationships with coalition partners
- WHO Safe Communities accreditation

Governance structure

The Project is governed by a Steering Committee, an ad hoc unincorporated committee, comprised of representatives from the funding partners: Tauranga City Council; ACC; Bay of Plenty District Health Board; Fulton Hogan.

During the preparatory stage of the Project the Steering Committee:

- Developed the project brief
- Identified the initial six Focus Areas: water safety, road safety; workplace safety; falls; alcohol/street violence; suicide.

- Set out key tasks and timelines; and
- Engaged the Project Coordinator

Since the commencement of the project the Steering Committee meets monthly to:

- Receive and respond to the Coordinators Report
- Monitor progress against the project brief
- Sign off the Strategic Plan
- Raise and resolve any matters relating to project and to city safety

Tauranga Safe City Coalition

The Tauranga Safe City Coalition is an informal network of agencies and services that have a focus on community safety. There is no formal membership and affiliation is voluntary.

The Coalition reflects the diverse and extensive range of services. The Tauranga Safe City Project provides a coordinating role that:

- Convenes periodic Coalition Forums, workshops and other meetings
- Enables enhanced communication between coalition partners
- Creates opportunities to work collaboratively to address community safety issues and
- Provides a mechanism for feedback on issues and outcomes

WHO Safe Communities Accreditation

The Tauranga Safe City Project has as an over-arching objective to obtain accreditation for Tauranga City as a WHO Safe Community. In order to achieve this status there are six criteria to meet:

- Criteria 1
An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community
- Criteria 2
Long-term, sustainable programmes covering both genders and all ages, environments, and situations
- Criteria 3
Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups
- Criteria 4
Programmes that document the frequency and causes of injuries – both un-intentional (accidents) and intentional (violence and self-directed)
- Criteria 5
Evaluation measures to assess programmes, processes and the effects of change

- Criteria 6
Ongoing participation in national and international Safe Communities networks

The Project maintains close liaison with the Safe Communities Foundation (located in Auckland) concerning the accreditation process.

What is our Approach?

Whole System

A 'whole system' approach to injury prevention and community safety recognises that there are many 'players' and many 'layers' and that there are real gains to be made by focusing on systems and processes to ensure that:

- Key agencies are properly engaged
- Priorities, plans and programmes are effectively targeted
- Resources are appropriated and deployed
- Outcomes are monitored

Data-driven, evidence-based

The expectation is that programmes and services addressing injury prevention and community safety will be targeted at identified needs/gaps/priorities on the basis of sound research and the analysis of available data. And furthermore that the interventions will be based (wherever possible) on programmes and activities that have already proven to be successful in similar circumstances. This is not intended to stifle innovative or new programmes. In any event, monitoring outcomes will establish a measure of the effectiveness of any intervention.

Statutory Responsibilities

The project supports activities undertaken as required under legislation. In particular:

- Local Government Act
- Resource Management Act
- Health Act
- Sale of Liquor Act
- Crimes Act
- Children, Young Persons and their Families Act
- Land Transport Acts

Alignment with National Strategies

Increasingly, central government is taking the lead in developing over-arching strategies in the areas of injury prevention, crime prevention and community safety. These strategies form the basis for developing local area initiatives, and frequently set the parameters and criteria for funding. Of particular relevance to this project are:

- Crime Reduction Strategy
- NZ Injury Prevention Strategy 2003, and 2005/08 Implementation Plan

Other related national strategies include:

- Police Alcohol Action Plan 2006
- Fall Prevention Strategy 2005-2015
- Drowning Prevention Strategy 2005-2015
- Te Rito Family Violence Prevention Strategy 2002
- NZ Suicide Prevention Strategy 2006-2016
- Road Safety to 2010
- Workplace Health and Safety Strategy for New Zealand to 2015

Tauranga Tomorrow

The project contributes directly and indirectly to the strategic objectives and outcomes set out in Tauranga Tomorrow, in particular:

Easy to get around

A13, 18, 19, 21, 22, 23, 24: cycling, walking; 'Travel Safe'; 'living streets'; driver safety; safe design

Built to fit our hills, harbour and coast

B13, 14: public safety and security; open space strategy

Vibrant healthy and diverse communities

D13, 23, 24, 25, 29, 30, 34, 35: social and economic development; safe places and spaces; reducing crime; active, healthy and safe; walking and cycling

A great place to grow up

H8, 9, 12, 13, 14, 19, 20, 22, 24: 'car enthusiasts'; engage young people; drug and alcohol issues; driver education; relationship with Police; places to 'hang out'; youth leaders and role models

What is our Methodology?

Systems Analysis

In order to achieve long-term sustainable outcomes, it is essential to have:

- Appropriate structures/mechanisms (right people/right table/right information)
- Efficient processes (decision-making/ targeting/planning/ resourcing/monitoring)
- Effective implementation/intervention (programmes/projects/activities)

In order to meet the criteria for WHO accreditation and demonstrate that effective targeted programmes and activities are in place (that are aligned to national strategies), Tauranga Safe City Project has identified five key objectives:

- ❖ Improving the evidence base for injury prevention action through the monitoring of injury issues in Tauranga City
- ❖ Identifying and supporting effective injury prevention and community safety programmes that address the highest priority areas of concern
- ❖ Identifying opportunities for intervention:
 - *Partnerships*
 - *Collaboration*
 - *Advocacy (Funding)*
- ❖ Networking: to develop relationships with coalition partners
- ❖ WHO Safe Communities accreditation

OBJECTIVE 1	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
To improve the evidence base for injury prevention action through the monitoring of injury issues in Tauranga City	Programmes that document the frequency and causes of injuries (2.4)	Advance injury prevention knowledge and information (6)
<p>Strategies:</p> <ul style="list-style-type: none"> • Disseminate injury data from the Safe Communities Foundation New Zealand, the Injury Prevention Research Centre, the Injury Prevention Research Unit, ACC, BOP District Health Board, Land Transport New Zealand and New Zealand Police • Analyse and utilise BOPDHB Emergency Department injury data annually • Analyse and utilise ACC injury claims data • Analyse and utilise Alcolink¹ and other Police data • Use all available data to determine injury priorities for the district and publicise these 		

¹ Alcolink – a project establishing systematic collection of alcohol related police offence data to identify the impact of alcohol in communities and who the high risk establishments are.

OBJECTIVE 2	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern	<p>Long-term, sustainable programmes covering both genders and all ages, environments, and situations (2)</p> <p>Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups (3)</p>	Integrate injury prevention activity through collaboration and coordination (5)
<p>Strategies:</p> <ul style="list-style-type: none"> • Draw on available data and other sources to identify highest priorities: by injury types and by target groups • Undertake an 'audit' of structures and processes, programmes and activities in identified priority areas • Identify needs, gaps and deficiencies as well as strengths and positive aspects within identified priority areas 		

OBJECTIVE 3	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
<p>Identifying opportunities for intervention:</p> <ul style="list-style-type: none"> Partnerships Collaboration Advocacy 	<p>Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups (3)</p> <p>Evaluation measures to assess programmes, processes and the effects of change (5)</p>	<p>Develop and implement effective injury prevention interventions (7)</p> <p>Ensure appropriate resource levels for injury prevention (8)</p>
<p>Strategies:</p> <ul style="list-style-type: none"> Support the establishment of sector networks eg TMAPS; Regional Road Safety Committee; Crime Prevention etc Identify and promote partnerships between key agencies Draw on data analysis and other sources to identify potential needs, gaps and overlaps in service delivery Initiate specific programmes and activities to achieve community safety outcomes Advocate for funding and other resources Advocate and make submissions on community safety issues Evaluate interventions to ensure they achieve planned outcomes 		

OBJECTIVE 4	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Networking: developing relationships with coalition partners	An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community (2.1)	Integrate injury prevention activity through collaboration and coordination (3.5)
<p>Strategies:</p> <ul style="list-style-type: none"> • Establish the Safe City Coalition as an unstructured forum for government agencies and community organisations that have a focus on community safety • Convene two Coalition Forums each year • Deliver presentations to community stakeholder groups to engage them in injury prevention safety promotion • Seek to increase the network of injury prevention partners and collaborators and to strengthen existing linkages • Encourage Tauranga City Council to take a lead role in community safety through expressed commitment in the Long Term Council Community Plan (LTCCP) • Develop a Communication Strategy that includes: <ul style="list-style-type: none"> ○ Web page and links ○ Newsletter ○ Media strategy 		

OBJECTIVE 5	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
WHO Safe Communities accreditation	Ongoing participation in national and international Safe Communities networks (6)	Advance injury prevention knowledge and information (6) Foster leadership in injury prevention
<p>Strategies:</p> <ul style="list-style-type: none"> • Make formal application for WHO Safe Communities accreditation • Liaise with Safe Communities Foundation (based in Auckland) <ul style="list-style-type: none"> ○ Accreditation process ○ Information and resources • Promote WHO Safe Communities accreditation to key stakeholders 		

**Tauranga Crime Prevention Plan:
Working towards reducing and preventing crime in
Tauranga**

2007- 2012

1. Tauranga Crime Prevention Plan

The purpose of the Tauranga Crime Prevention Plan is to identify and implement initiatives that work toward preventing and reducing crime in Tauranga. The Plan highlights the need to work together with the range of organisations involved in crime prevention to achieve the outcomes required.

A community forum has been established of representatives from various organisations involved in crime prevention or reduction. This forum has identified four priority areas that the Plan will focus on, recognising the need to identify local solutions for local problems.

The priority areas for crime prevention in Tauranga are:

- Youth offending and reoffending
- Property and theft
- Alcohol
- Family violence

The Plan provides further detail on each of the priority areas and the vision, objectives and actions required to start to address the issues relating to crime prevention and reduction.

2. National Framework for Crime Prevention Initiatives

The Crime Prevention Unit (CPU) is part of the Ministry of Justice's Crime Prevention and Criminal Justice Group and has responsibility for crime reduction initiatives. The CPU has two distinct roles:

- Primary advisors to government on crime reduction policy and practice
- To promote, support and fund 'best-practice' community based crime reduction initiatives.

In 2001 the New Zealand Government established the Crime Reduction Strategy (CRS). The CRS is an across-government strategy. It sets out seven priorities for preventing and reducing crime. The priority areas are as follows:

- Family violence and child abuse
- Other (community) violence and sexual violence
- Burglary
- Theft of and from cars
- Organised crime
- Serious traffic offending
- Youth offending and re-offending

The CPU have partnered with Tauranga City Council to provide funding over a five year period to assist with delivery of the Crime Prevention Plan. This recognises the initiatives that Tauranga is implementing that begin to address some of the priority areas identified in the CRS.

3. Tauranga's Community Outcomes

Tauranga Tomorrow identifies our community outcomes for Tauranga. The vision for Tauranga includes having vibrant, healthy and diverse communities, actively involved people, and providing a great place to grow up.

We want to achieve a safe, healthy city through creating a place that is not only safe but is perceived by people as being safe. We can start to do this by creating positive public places and spaces that support wellbeing and safety, actively promoting law enforcement partnerships and positive ways of reducing crime, and focusing resources on targeting crime in hot spot areas to enhance feelings of safety.

It is important to us to have young people feel this is their community and a place where they belong and feel valued. We want to ensure that opportunities are available for youth to be involved and to have places to go. It is important that youth live in a safe and supportive community that encourages young people to develop and grow to their potential.

Tauranga Tomorrow identifies the partners that need to work together to deliver on the community outcomes relating to crime prevention. The Crime Prevention Plan provides an opportunity to work in partnership with other organisations to deliver on the outcomes identified in Tauranga Tomorrow and ensure that these also assist in addressing the Crime Prevention Unit's objectives to reduce and prevent crime.

4. Tauranga Safe City

Tauranga City Council together with Accident Compensation Corporation, Bay of Plenty District Health Board and Fulton Hogan have committed funding and resources to establish the Tauranga Safe City Project. The Project has engaged a coordinator to promote and achieve the project's aims. The initial agreement is for a period of two years to May 2008.

The Project's main aim is to make Tauranga City a 'safe place to live work and play in' through forming and supporting a sustainable infrastructure based on partnership and collaboration, that actively contributes to the reduction in the incidence and severity of injury, and other related harm.

The objectives are:

- To improve the evidence base for injury prevention action through the monitoring of injury issues in Tauranga City
- Identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern
- Identifying opportunities for intervention: Partnerships, Collaboration, Advocacy
- Networking: developing relationships with coalition partners
- World Health Organisation Safe Communities accreditation

There are strong synergies between some of the objectives of Tauranga Safe City project and the objectives of the Crime Prevention Plan, and there are benefits in working together to achieve similar objectives.

5. Tauranga Crime Prevention Steering Group

The Tauranga Crime Prevention Steering Group (TCPSPG) has been established to develop the Tauranga Crime Prevention Plan, and to ensure effective implementation of the Plan. The TCPSPG collectively has overall responsibility on behalf of the Tauranga City Council for appropriate allocation of the funding received from the CPU. The overall responsibility for delivery of projects and services funded from the CPU lies with the various external agencies involved in crime prevention and reduction initiatives.

The TCPSPG is made up of the representatives from Tauranga City Council, New Zealand Police and the Ministry of Justice. The key responsibilities of the TCPSPG are to:

- Develop and review the Tauranga Crime Prevention Plan
- Identify and co-ordinate potential organisations to deliver initiatives
- Contract out the delivery of projects
- Assess the viability of community and organisation initiatives against the Crime Prevention Plan to determine potential for funding
- Monitor effectiveness of project implementation against strategic goals
- Provide updates to the Tauranga City Council, CPU, the community forum, and the wider community on progress of implementation

6. Community Forum

There are a range of organisations that are involved in one way or another in crime prevention. The contribution that these organisations play in the development and implementation of the Tauranga Crime Prevention Plan is significant. A community forum has been established to bring these organisations together as a “think-tank” to contribute towards the initial development of the Plan, and to be a part of the ongoing implementation of the Plan through either involvement in delivery of projects and/or through ongoing updates on implementation progress.

Organisations represented on the community forum include:

New Zealand Police	ToughLove
Child Youth and Family Services	Community Patrols
Citizens Advice Bureau	Drug Arm Tauranga
Toi Te Ora Public Health	Prison Fellowship Trust
Tauranga City Council Elected Members	Victim Support
Maori Service Providers and Iwi representatives	Neighbourhood Support
Tauranga Moana Youth Council	Tauranga Moana Abuse Prevention Strategy (TMAPS) Representatives

The TCPSG value the input made by all of these organisations towards the development and implementation of the Tauranga Crime Prevention Plan. There are also a number of other organisations that could have input and involvement in the implementation of the Crime Prevention Plan.

7. General Principles

The following principles will apply to how we work together to implement the Crime Prevention Plan:

- Partnerships - The Plan outlines the requirements for allocation of funding received from the CPU. However it is not intended that the CPU fund be used to wholly fund all projects included in the action plans. Therefore the focus of this Plan is about looking at ways that the CPU fund can contribute to projects or initiatives that meet the objectives of this Plan generally in conjunction with funding and delivery from other organisations involved in crime prevention and reduction.
- Education - One important aspect of crime prevention and reduction is education and awareness raising. The TCPSG feel that there is a need to ensure information is in place to educate the community on what role they can play in a positive way to reduce and prevent crime, and ensure that they know where to go to get help if required. To ensure that the TCPSG can respond to requests to assist in provision of educational and awareness raising information, a nominated amount of the CPU funding will be targeted towards supporting initiatives on this each year.
- Flexibility - There inevitably will be projects that arise that we have not included in the Action Plans. The TCPSG stress that it is important that the Crime Prevention Plan has the flexibility to be able to respond to any new initiatives that arise throughout the duration of the Plan and funding agreement with the CPU.

8. Process for Application of Funding

There are three approaches to allocation of the CPU funds.

- Committed Funding: This is the funding allocated to specific projects that are included in the Crime Prevention Plan. The projects and funding are included in the action plans and are reviewed on an annual basis. A certain percentage of the annual CPU fund will be allocated to the committed fund. The lead agency responsible for the project will be required to complete an

application for funding or Expression of Interest form. Letters will be sent out from the TCPSG to initiate this process. Once the application information has been received the TCPSG will adopt the committed funding allocation for the year. This will occur at the beginning of each financial year.

- Discretionary Funding: The TCPSG will advise community forum members that the fund is available and the amount that is available. The TCPSG may decide to allocate this to a particular focus or priority area. A certain percentage of the annual CPU fund will be allocated to the discretionary fund. There may be one or two funding rounds a year (depending on availability of funding, and likely to occur in December). Applicants will be required to complete an Expression of Interest form. Once all applications have been received the TCPSG will assess applications against the objectives of the Crime Prevention Plan and allocate funding accordingly. Any unspent “committed funding” will be directed to the discretionary fund.
- Project Funding: The CPU may have funds available for specific projects that haven't been included in the Crime Prevention Plan or through the Discretionary Funding process. The CPU will have an Expression of Interest form for this fund. It is advisable that applications for Project Funding come via the TCPSG for a recommendation prior to being forwarded to the CPU in Wellington.

9. Priority Area Action Plan

The next section outlines the Crime Prevention Plan response to each of the four priority areas. It sets in place the vision, mission, actions and partnerships that are necessary to respond to each of the priority areas. In some circumstances there may be linkages between projects identified in different priority areas so there is a need to ensure these are coordinated to achieve both priority area objectives.

Each action requires a lead agency. This lead agency is responsible for the delivery of the action in coordination and partnership with the other agencies identified. The lead agency is highlighted in bold.

The Action Plan will be reviewed by the Community Forum on an annual basis to measure progress, identify new actions and priority areas if required.

10. Monitoring and Review

The Crime Prevention Plan will be fully reviewed in 2009 and 2011.

The Action Plans will be reviewed on an annual basis. Specific projects or actions will have specific performance measures relevant to that action.

An Annual Report will be provided to the CPU (Ministry of Justice) to detail how the CPU funding has been allocated. This will be provided by 31 July of each year and will meet the monitoring and audit requirements set out by the Ministry of Justice.

Youth Offending and Re-offending

Vision: To have a significant reduction of youth involved in offending, and to make Tauranga a great place to grow up!

Mission: To focus on a combination of initiatives that support **prevention** and **resilience**. Prevention is looking at our response to youth that offend and what we can do to discourage them from reoffending. Resilience is about spreading a positive message and encouraging youth to be responsible and involved, and most importantly to have fun and enjoy life.

Strategic Partnerships:

NZ Police, Child, Youth and Family Services (CYFS), Iwi organisations, Maori Service Providers, Tauranga City Council (TCC), Tauranga Moana Youth Council (TMYC), Toughlove, Businesses, Mainstreet Organisations, Alcohol groups eg SADD, Ministry of Youth Development (MOYD), Toi Te Ora Public Health.

Youth Definition:

There are two approaches used to define youth. The statutory definition comes from the Child, Young Persons and Family Act 1989 and the strategic definition is derived from the Youth Development Strategy (developed by the Ministry of Youth Affairs). There are different processes and systems in place depending on whether young people are classified as a child, youth or young adult. For the purpose of this Plan, youth are defined as anyone from the age of 5 through to 25 years of age.

Performance Measures:

The following processes will be used to determine how we are achieving our vision and mission.

- Quality of Life survey
- Youth Court and NZ Police statistical evidence
- Tauranga Tomorrow outcomes
- Anecdotal evidence

1. Action Area: Offending and Reoffending

There are a number of programmes and processes already in place that respond to youth offending and reoffending in varying ways. The key responsibilities for prevention of youth offending lie with CYFS and NZ Police. There are a number of support organisations that assist these lead organisations and that can also have a role in supporting and encouraging youth generally.

The TCPSPG will look at ways that CPU funding can be used to support the initiatives of these organisations where this aligns with Crime Prevention Plan. It is recognised that some existing processes are part of a statutory requirement for the lead organisations, but where CPU funding can be used to enhance these initiatives this will be considered.

Examples of programmes that are underway include:

- CYFS contract out the supervision that provides youth with opportunities to undertake community work where this is a part of their penalty for offending. The funding for this is \$40,000 per annum. There could be opportunities to add onto this the requirement to participate in programmes that provide support for youth.

- A Youth Offending Team (YOT) is in place that looks at and responds to systems in place around youth offending. This is currently being led by government agencies such as CYFS and NZ Police. There is a need for community involvement and representation on this group to provide a community voice. The role of the TCPSPG would be to support relevant initiatives that arise from this group and that align with the CPU funding requirements.

Examples of initiatives that have been identified by the Community Forum:

- There is a need to provide opportunities for youth to get busy and be involved in activities that provide options other than crime. Tauranga City Council currently contracts the Tauranga Moana Youth Council to deliver on a number of initiatives that aim to celebrate youth. An example is having more youth festivals and events, and finding ways for the Police and young people to work together more positively. Part of this process is to engage with youth to identify areas of talent and opportunities available to further these talents.

While this work does not specifically fit with the requirements for CPU funding there may be opportunities to provide support for initiatives that encourage resilience for youth offenders that the TCPSPG could consider providing assistance towards.

Specific initiatives that the TCPSPG will support in partnership with other organisations:

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Youth Research Assist in the facilitation of a project that pulls together and summarises key information available on understanding why youth offend and reoffend.	Provide a profile that will enable actions that can target key reasons why youth offend.	YOT	Year 2 (08/09)	\$2,000 of CPU fund to be used to assist in research project.
2.	Youth Programmes Development of anger management programmes, drug and alcohol programmes <u>specifically</u> for youth. Scope programme and skills involved.	Provide opportunities for youth to address their issues, specific to youth.	YOT Programme delivery agencies eg Toughlove	Year 1 (07/08)	\$5,000 of CPU fund to be allocated to contribute to the design and development of a programme.
3.	Youth Information Develop and make available a database of all organisations involved in youth.	Information sharing and networking	TCC	Year 1 (07/08)	Within existing budgets

2. Action Area: Shoplifting

Specific initiatives that the TCPSPG will support in partnership with other organisations:

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Youth Ambassadors Partner with businesses to deliver programme to discourage shoplifting in key target areas and provide youth	Youth working proactively to address youth issues.	TCC TMYC NZ Police Businesses	Year 1 Year 2 (07 – 09) Peak times:	\$10,000 per area and time to be matched by businesses

	presence. Determine key target areas and work with businesses prior to programme being rolled out to achieve buy in. Explore long term sustainability options of programme.	Opportunity to support young people in their effort to reduce crime.	Mainstreet	school holidays	receiving benefit. Determine area approach and create partnerships with businesses.
2.	Education CPTED course for shop owners – show how the design and layout of shops can influence ability to shoplift.	Shop owners awareness and implementation of ways to reduce crime through design.	NZ Police	Annually	Within existing budgets

3. Action Area: Tagging and Graffiti

Specific initiatives that the TCPSG will support in partnership with other organisations:

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Information Develop and maintain a database of taggers to identify problems areas and regular offenders. (Auckland based database)	Keep track and look at ways to respond to key target areas and regular offenders.	TCC Police	Ongoing	\$5,000 of CPU fund on an annual basis.
2.	Youth Opportunities Provide opportunities for graffiti art in safe and managed surroundings.	Provide opportunities for youth to express themselves.	TMYC TCC Police	Year 2 (08/09)	\$1,000

4. Action Area: Alcohol

Specific initiatives that the TCPSG will support in partnership with other organisations:

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	YATA (Youth Access to Alcohol) Workshops Youth Access to Alcohol group to coordinate organisations involved in alcohol education.	Networking of groups involved in alcohol education	Toi Te Ora Safe City SADD ALAC	Year 1 (07/08)	\$1,500 - CPU fund to assist with coordination of workshop and consider funding support for any initiatives that may arise.
2.	Events – Schoolies	Working together to	TCC	Year 1 (07/08)	Funding to be

	Work in partnership with all appropriate organisations to coordinate response to the anticipated "Schoolies" event.	create good environment and prevent potential issues from happening.	NZ Police TMYC		determined as specific projects for prevention and resilience.
3.	Events – Boy Racers Support initiatives that aim to educate boy racers or others around this issue.	Education and understanding of issue	Joint Road Safety Committee Safe City TCC	Year 2 (08/09)	Funding to be determined.

Property and Theft

Vision: A crime free Tauranga

Mission: In partnership, to reduce the incidents of burglary, property damage, graffiti and thefts from and of motor vehicles in the Western Bay of Plenty

Strategic Partnerships:

NZ Police, Tauranga City Council (TCC), Private investigators, Tauranga Moana Youth Council (TMYC), Business owners, NSG, CPNZ, WBCC, Simply Sideways

Performance Measures:

The following processes will be used to determine how we are achieving our vision and mission.

- Quality of Life survey
- NZ Police statistical evidence
- Call Centre reports
- Graffiti database
- Anecdotal evidence

1. Action Area: Crime Prevention Focus Areas

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Operation Lowered	Reduction in dishonesty and property damage offences in areas where Boy Racers gather	Police TCC Private Investigators	Review this approach in 08/09	\$20,000
2.	Youth Ambassadors, Bayfair	Reduction in shoplifting, vehicle crime, disorder and property damage at Bayfair and the immediate environs	TCC Police TMYC Bayfair management	Pre Christmas – annual basis	See Youth actions.
3.	Youth Ambassador - pamphlet drop on all vehicles – cross or a tick to see if opportunity is presented in car.	Reduction in vehicle crime. Removing opportunity for hot commodities.	Police TCC TMYC	Annually	\$3,000
4.	Target hardening signage 'Lock it or Lose it'	As above	Police TCC	Annually	To be confirmed
5.	Neighbours Week - funding for advertising and NSG funding	Reduction in burglary and vehicle crime. Community reassurance	TCC Police NSG	Annually	\$1,200
6.	CPNZ funding	Increased patrolling capability	TCC	Annually	\$16,000

	Night Owls		Police CPNZ		
7.	CPTED training – scope roll out of this including intended audience	Increase awareness around the value of CPTED	Safe City TCC Police WBCC	Annually	TBA
8.	Vehicle Security Awareness Day - to be run in conjunction with Simply Sideways Events	Remove opportunity for vehicle crime	Police TCC TMYC Simply Sideways Organisers	TBA	TBA
9.	'One Way' number plate screws - targeting at risk vehicles in at risk locations	Remove opportunity for vehicle crime	Police TCC CPNZ	Annually	\$2,000
10.	Neighbourhood Support	Reduction in burglary and vehicle crime. Community reassurance	Police	Annually	\$8,000
11.	No Unlawful Takings (NUT)	Reduction in burglary and vehicle crime. Community reassurance	Police	Annually	\$8,000

Alcohol

Vision: An alcohol 'harm free' Tauranga

Mission: In partnership, lead and manage a culture change towards the consumption of alcohol in the community, so as to create and enhance a safe, civilised and vibrant environment for the city.

Strategic Partnerships:

NZ Police, Liquor Liaison Group, Tauranga City Council (TCC), Baycourt, Accident Compensation Cooperation (ACC), Businesses, Toi Te Ora, ALAC, CAYAD, Drug Arm, HANZ, Ministry of Youth Development (MOYD).

Performance Measures:

The following processes will be used to determine how we are achieving our vision and mission.

- Quality of Life survey
- NZ Police statistical evidence
- Statistics from CCTV
- Accords
- Alcolink data
- Results from changes made eg Night Management Plan
- Audits and surveys
- Anecdotal evidence

1. Action Area: Enforcement

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Develop a multi-agency Licensed Premises Inspection Sheet for monitoring visits.	Contribute to the reduction of alcohol-related problems associated with licensed premises	Police	Year 1 September 2007	Within existing budgets
2.	Regular multi-agency enforcement visits to licensed premises	As above	Police Liquor Liaison Group	Fortnightly on an annual basis	Within existing budgets
3.	High visibility weekend/holiday police patrols in liquor ban areas (zero tolerance)	As above	Police	Ongoing	Within existing budgets
4.	Regular covert controlled purchase operations.	As above	Police Liquor Liaison Group	Ongoing	\$3500 p/a
5.	Provision of Intelligence feedback loop	As above	Police	Year 1	\$3000 p/a

	(communications tool) to Licensed Premises		TCC	February 2008	
6.	Develop agreed action plan for dealing with intoxicated persons in public	As above	Police TCC	Year 1 November 2007	Within existing budgets
7.	Provision of additional security guards for 'flag-ship' events	As above	TCC Police	Ongoing	Event organiser to provide/underwritten by \$500 per event if needed.

2. Action Area: Environment

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Develop 'Events' menu of harm reduction techniques and apply to each event application	To ensure that the public 'built environment' and events held therein contribute, as far as possible, to safe, alcohol harm free occasions and events.	TCC Baycourt Police ACC	Ongoing	Within existing budgets
2.	Formal review of The Strand Licence to Occupy and management – Night Management Plan for Strand	As above As per direction in City Centre Strategy	TCC	Year 1 December 07	\$9,000
3.	Introduction of CPTED guidelines into District Plan	As above	TCC ECOM Police	Year 2 (08/09)	\$15,000
4.	Explore the provision of safe and controlled nite time transportation to and from the CBD's – determine through Action 2	As above	TCC Police	Year 1 December 07	As per Action 2
5.	Review liquor ban areas	As above	TCC Police Industry	Year 1 June 08	\$12,000
6.	Conduct 'crime and safety' audits of CBD's	As above	TCC Police ACC	Bi annually	\$10,000
7.	Explore introduction of 'intensification' of licensed premises measures within District Plan	As above	TCC Police	Year 3 (09/10)	Within existing budget

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3. Action Area: Education

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Support and facilitate the establishment of YATA within Tauranga city	Encourage community based initiatives focussed on reducing alcohol related harm	Toi Te Ora ALAC CAYAD	Year 1 November 07	Within existing budgets
2.	Investigating the establishment of an alcohol-free youth events schedule.	As above	CAD's(DHB) Police(YES) MOYD Drug Arm	Year 2 Mid 08	Contestable funding
3.	Secure and operate an alcohol impact board.	As above	ACC Police Safe City	Year 1 (07/08)	Existing
4.	Develop targeted alcohol accords	As above	HANZ Police TCC, Industry	Year 1 (07/08)	Existing
5.	Seasonal social marketing campaigns	As above	Toi Te Ora ACC ALAC	Ongoing	Existing
6.	Door staff training for industry	As above	Police TCC ALAC	Year 1 Dec 07	Existing
7.	Regular host responsibility seminars	As above	Toi Te Ora	Annually	\$8,000 p/a

Family Violence

Vision: A city where there is zero tolerance for family violence

Mission: In two years, working with all involved we will have:

- a visible reduction in family violence, measured by reduced recidivism
- more education and access to, especially, non-mandated programmes
- access to prevention and early intervention is easier, measured by simple referrals
- wide involvement in many sectors, including child care organisations, schools and GP's
- increased referrals to service providers
- emergency accommodation is available for a range of needy groups

Strategic Partnerships:

TMAPS, Kidz need Dadz Inc, Churches, Criminal and Family Bar, Iwi, Māori Women's Welfare League, PARS, Ethnic Council, YMCA Settlement Support, BOP District Health Board, Ministry of Education, Boards of Trustees, Child, Youth and Family Services (CYFS), Work and Income NZ (WINZ), Baywide Community Law Service, PARS.

Performance Measures:

The mission statement outlines what we aim to achieve and how this will be measured. The following information will also be used to determine how we are achieving our vision and mission.

- NZ Police statistical evidence
- 0800 number feedback
- Feedback from key stakeholders
- Anecdotal evidence

1. Action Area: Awareness and Partnerships

The Tauranga Moana Abuse Prevention Strategy (TMAPS) is in place for Tauranga. This provides an overarching strategy for family violence prevention particular to Tauranga's needs. The TCPSP will look at ways that CPU funding can be used to support initiatives that come out of this strategy and provide advocacy and general support where this aligns with the Crime Prevention Plan. The TCPSP will also provide advocacy and support for other groups involved in family violence such as women's refuge organisations, where this aligns with the Crime Prevention Plan.

An example of an initiative that TCPSP could provide ancillary support to (in an enabling role) is supporting TMAPS to achieve enhanced agency co-ordination and collaboration. This could be through activities such as joint interventions with CYFS, post prison programmes with Corrections, or training for local agency staff.

Specific initiatives that the TCPSP will support in partnership with other organisations:

	Action	Outcomes sought	Groups responsible	Timeframe	Resource implications
1.	Media campaigns that: <ul style="list-style-type: none"> ▪ Emphasise the positives, eg parenting programmes 	Public awareness is raised by campaigns that are ongoing, integrated and themed to evidence within the community so the local	TMAPS Safe City and others	Year 1 Concept by Dec, 07, ongoing from 2008	\$10,000

	<ul style="list-style-type: none"> Define the abuse(s): power and control issues Use consistent themes, are based in the community, and are effective at a low-level. Local agencies are consulted with over the content and timing of these campaigns. 	<p>culture changes.</p> <p>Central message: violence is unacceptable.</p> <p>Local agencies are consulted with over the content and timing of these campaigns. Measurement of the scale scope and range of the campaigns (including feedback from local agencies, will be used to assess effectiveness</p>			
2.	Family violence seminar	Community education on family violence	TMAPS' member agencies	Year 2 (08/09)	\$2,000 CPU contribution as part of a partnership with other agencies.
3.	Research – determine what is being undertaken as non-mandated programmes.	Identify any free, easily accessed programmes that already exist (stage 1). Explore the effectiveness of these programmes/or if none exist then look at how they could be developed (stage 2).	TMAPS Kidz need Dadz Inc Churches	Year 1 - hire student through Student Job Search over summer period. (07/08) Year 2 (08/09)	\$2,000 for stage 1
4.	Provide support to lobby for removal of cost barriers to Temporary Protection Orders	Support legal aid law reform efforts	Baywide Community Law Service	Year 1 (07/08) and Year 2 (08/09)*	Existing budget
5.	Raise awareness among key focus groups and support community dialogue on preventing family violence.	<p>Focus groups are supported and workshops held with four key groups:</p> <ul style="list-style-type: none"> Legal profession and Judges Iwi agencies Corrections and community probations Immigrant communities 	Ministry of Justice Iwi organisations Department of Corrections Ethnic Council	Year 1 (07/08) Year 2 (08/09)	\$2,000

*Baywide Law Services Board have already committed to doing some initial work on this in 2007/8. This enables good community relationship building with no budget implications.



Tauranga Safe City Project Update
March 2008

This document is a companion to the Tauranga Safe City Strategic Plan and reports on progress against the Objectives and Timeline contained in the Plan.

OBJECTIVE 1	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
To improve the evidence base for injury prevention action through the monitoring of injury issues in Tauranga City	Programmes that document the frequency and causes of injuries (2.4)	Advance injury prevention knowledge and information (6)
Strategies: <ul style="list-style-type: none"> Disseminate injury data from the Safe Communities Foundation New Zealand, the Injury Prevention Research Centre, the Injury Prevention Research Unit, ACC, BOP District Health Board, Land Transport New Zealand and New Zealand Police Analyse and utilise BOPDHB Emergency Department injury data annually Analyse and utilise ACC injury claims data Analyse and utilise Alcolink and other Police data Use all available data to determine injury priorities for the district and publicise these 		

Tauranga Safe City maintains an overview of this data, but the primary consideration in terms of sustainable practice is to ensure that the data is analysed by the appropriate agencies, and that it is used to identify emerging issues, monitor trends, and where possible to evaluate the effectiveness of interventions.

The following data has been collected and analysed:

BOPDHB

- Emergency Department Presentations for Injury (by hospital) 1999 – 2006
- MVC Hospitalisation (by TLA) 2004
- Accident/Injury Hospitalisation (by TLA) 2004

Ministry of Health

- PHI intentional self-harm trends 1984-2002
- PHI suicide mortality trends 1984-2002
- PHI suicide mortality data 2002-2004

ACC

- Safety Audit 2006: Regional comparisons of injury and death data for work, children, road, home, sport
- New and on-going claims statistics 2006 (Tauranga District)
- New and on-going claims statistics 2007 (Tauranga District)
- 15-29 age group claims 2002-2006 (Tauranga District)

Police

Crime statistics for year ended June 2007

- All crime
- Theft ex car and unlawful taking
- Burglary and dwelling burglary
- Family violence, sex and violence
- Disorder
- Offence classes

Water Safety

Water Safety NZ drownings statistics 2006

BOP Surf lifesaving data and report 2006

Tauranga Coastguard statistics and reporting

Safe Communities Foundation

- Tauranga Injury Data Report 2005
- Fact Sheet #23 Profile on Injury Data for Tauranga
- Injury Morbidity (Hospitalisation) for Tauranga TLA 2004
- Injury Fatalities, Tauranga 2002

On 20 June 2007 Dr Coggan forwarded information on the new PHOnline Interface (Public Health Intelligence), that hopefully will include injury data (still under negotiation). PHOnline is being re-launched following the success of the pilot version, with improved functionality and more information available. Information will now be provided at the Territorial Authority level as well as District Health Board level. This additional capacity is aimed at the information requirements of the health sector, other government departments and local government in order to:

- aid local agencies to achieve their desired health outcomes
- assist Territorial Authorities and health providers to fulfill their responsibilities under the Local Government Act 2002
- reduce cost of information dissemination
- make government information more easily available, with a greater reach to a wider audience.

The web interface provides a multidimensional view of data through linked maps, charts, graphs and tables. Data included on the site are:

- routine hospitalisation, mortality and incidence collections
- NZ Health Survey data
- problem gambling, tobacco use, suicide and self-harm
- Education and Department of Labour.

OBJECTIVE 2	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Identify and support effective injury prevention and community safety programmes that address the highest priority areas of concern	<p>Long-term, sustainable programmes covering both genders and all ages, environments, and situations (2)</p> <p>Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups (3)</p>	Integrate injury prevention activity through collaboration and coordination (5)
<p>Strategies:</p> <ul style="list-style-type: none"> • Draw on available data and other sources to identify highest priorities: by injury types and by target groups • Undertake an 'audit' of structures and processes, programmes and activities in identified priority areas • Identify needs, gaps and deficiencies as well as strengths and positive aspects within identified priority areas 		

The Strategic Plan sets out the rationale and process for auditing structures, systems and activities associated with the key priority areas of city safety.

Key considerations:

- Appropriate structures/mechanisms (right people/right table/right information)
- Efficient processes (decision-making/ targeting/planning/ resourcing/monitoring)
- Effective implementation/intervention (programmes/projects/activities)

Another key factor is the alignment to National Strategies.

Progress (summaries):

Road Safety – A regional structure (JRSC) is in place with membership from all the appropriate agencies in this sector. An annual activity plan is produced and reported against, and a budget is prepared and reported on. Activities are both scheduled, and responsive to current and emerging trends and events.

Water Safety – No formal structure is in place. A Water Safety Forum was convened with Water Safety New Zealand in April 2007. Planning is underway for the 2008 Forum. The most pleasing outcome reported is that there were no drownings in Tauranga in 2006, and just one in 2007. In addition, there are high levels of compliance with lifejacket use. The success can be credited to the widespread acceptance of the water safety messages and initiatives undertaken by water safety agencies. A further forum was conducted in October 2007 to focus on planning for the summer. Emerging trends include the increasing use of personal water craft and pleasure boating; and increasing numbers of new migrants engaging in boating and fishing. Support is being given to the Settlement Support Coordinator to promote water safety within the new migrant communities.

Crime Prevention – a crime prevention group has met from time to time to prepare plans, review activities, determine priorities, allocate funding for projects and report to the Ministry of Justice. The Crime Prevention Plan has been adopted for the next five years. Opportunities include: links to TSC and other related sectors such as youth, alcohol, and family violence; supporting community-based crime prevention initiatives such as the youth ambassadors at Bayfair.

Alcohol – the structures and processes around alcohol-related crime and harm are still largely informal. The statutory agencies that manage liquor licensing are working to improve their effectiveness and thereby improve the performance of the licensed premises. The Council now publishes Bar Code as a newsletter for licensees, passing on information and ideas and generally improving communication. There are still significant resourcing issues particularly with the Police and Toi Te Ora. Alcolink data is not well used. The Police have prepared a draft Alcohol Strategy for Tauranga which may form the basis for a city alcohol strategy.

One General Licensing Forum was conducted in May 2007, with the second follow-up meeting focusing on Off-Licenses. Another General Licensing Forum is being planned for May 2008. The Alcohol partner agencies have worked closely with off-licensees to develop an Off License Accord – the first of its kind in New Zealand.

In October 2007, Tauranga City Council initiated The Strand Night Management Plan to address intoxication and disorder issues. Partner agencies include the Police, Public Health, ACC, Tauranga Safe City, and the Strand licensees. The Plan is a multi-faceted approach to managing the environment to reduce crime and disorder.

Public Health activities around alcohol and youth are being harnessed to deliver the “Think...consequences” campaign, and publication of a Parent Pack in May in association with Youth Week. This activity has brought together Toi Te Ora; DHB – CADS, sexual health; ACC; Mental Health Foundation; Tauranga Moana Youth Trust; TCC; MYD; and M & V Creative.

Alcohol partner agencies are currently setting up YATA in Tauranga as a focal point for action on youth drinking. Toi Te Ora Public Health is facilitating this initiative with support from Tauranga Safe City, ACC, Police and Tauranga City Council. A piece of research into youth services and activities is planned in early 2008.

The most recent health promotion initiative was “The MOD Squad” moderating our drinking campaign conducted on The Strand for five weeks over Christmas/New Year. The campaign included print and radio advertising, plus the distribution of silicone bracelets and tattoos. Staff at a number of bars along the Strand wore printed shirts. NZQA door staff training was provided in November and funding was contributed to the production of the Summer Activity Passport – a booklet for young people containing information on events and safety issues over the summer period.

Older Peoples Falls Prevention – there are a raft of agencies, programmes, and other key stakeholders that have an impact on this priority area. Efforts to formalise a structure around this area have not been effective to date. A Forum was convened in April to bring together the key stakeholders with a view to developing an Older Peoples Falls Prevention Strategy for Tauranga that is aligned to the National Strategy. The Forum identified a number of actions that are focused on improved and efficient communication between agencies, and identified some additional resources that are needed to deliver effective services. Older people’s falls prevention is split into three main areas: clinical, diagnosed, treatment, rehabilitation; active living, early intervention, prevention; and safe design. The forum will reconvene in May 2008.

Family Violence Prevention – the guiding document for this sector is the TMAPS protocol (Tauranga Moana Abuse Prevention Strategy). This is an alliance of core agencies that work at the ‘coal-face’ and in the provision of crisis care and intervention. Beyond that circle there is another cluster of agencies that provide education and awareness-raising. TCC hosted the launch of TMAPS and the introduction of the newly appointed TMAPS Family Violence Coordinator. The Tauranga Safe City Coordinator has been invited to join the TMAPS Steering Committee.

Within the sector one urgent priority identified is a desperate need for increased women’s refuge capacity. This situation has been improved with the opening of Shakti Ethnic Women’s Support group’s new refuge in the western bay. Opportunities are also there to continue raising public awareness and responsiveness including an application to the Community Action Fund (MSD) for funding for two community awareness initiatives.

White Ribbon 2006 and 2007. In 2006, more than 200 men from different walks of life posed with ribbons for a poster and media campaign. In 2007, posters and ribbons were distributed to menswear stores in Tauranga.

The “Blow the Whistle on Violence” campaign during the Rugby World Cup targeted the links between sports events, alcohol and family violence. This multi-faceted social marketing campaign used print and radio advertisements, beer coasters, posters, and the

distribution of 5,000 whistles with printed lanyards. The campaign coincided with the launch of the “It’s Not OK” national campaign and used the 0800 phone number. The planning for the second part of the project is underway and a dvd containing information and resources for employers is being developed. The dvd will be presented to employers through the main health and safety networks that are established in the city, and through other business and commercial sectors.

Workplace safety

There are several industry health and safety networks in the western bay:

The Western Bay Health and Safety Industry Group is a new initiative that meets bi-monthly. Membership is by signing the charter. Meetings feature guest speakers addressing stimulating and relevant topics and the group provides an information-sharing network for health and safety managers. Barbara Paki (BOPPoly) and Ted Harper (BOPDHB) convene and coordinate the group.

PUSH – port user group, was formed to address the risks and safety issues in and around the Port of Tauranga

Safety Liaison Group is convened by Site Safe and includes major construction companies.

The Safer Communities Foundation has received limited funding to pilot the Passport to Safety project. Passport to Safety is a web-based, self-paced learning and test programme aimed at young people in Year 10, with an option to resit two years later, who are preparing to enter the part-time/casual work force for the first time. Successful participants are awarded a "Passport to Safety" that can be attached to resumés to demonstrate their basic awareness of workplace health and safety.

Suicide prevention – a preliminary analysis of statistics has been done and with the release of the National Suicide Prevention Strategy, this issue is yet to be addressed comprehensively in Tauranga. This is on the agenda for 2007/08.

OBJECTIVE 3	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Identifying opportunities for intervention: <ul style="list-style-type: none"> Partnerships Collaboration Advocacy 	Programmes that target high-risk groups and environments, and programmes that promote safety for vulnerable groups (3) Evaluation measures to assess programmes, processes and the effects of change (5)	Develop and implement effective injury prevention interventions (7) Ensure appropriate resource levels for injury prevention (8)
Strategies: <ul style="list-style-type: none"> Support the establishment of sector networks eg TMAPS; Regional Road Safety Committee; Crime Prevention etc Identify and promote partnerships between key agencies Draw on data analysis and other sources to identify potential needs, gaps and overlaps in service delivery Initiate specific programmes and activities to achieve community safety outcomes Advocate for funding and other resources Advocate and make submissions on community safety issues Evaluate interventions to ensure they achieve planned outcomes 		

Progress:

- Continue to support new and established networks:
 - Settlement Support Men's Group for new migrants
 - Crime Prevention: On-going development and implementation of CP Plan 2007-2012.
 - TMAPS (Tauranga Moana Abuse Prevention Strategy) Family Violence Prevention Network. Comprised of key agencies providing crisis intervention services. The network also includes agencies and people that have a role in

raising awareness and training – WINZ and BOPDHB. A coordinator has been appointed to manage TMAPS activities. TSC/TCC supported the 'launch' of the strategy and new position at a civic function hosted by the Mayor. Monthly meetings for wider network.

- Shakti Ethnic Women's Support AGM. They have set up a women's refuge in Tauranga.
- JRSC – Joint Road Safety Committee. Comprises representatives from TLAs, Police, Transit and other stakeholders. A Road Safety Coordinator is in place to manage the road safety programmes and activities in the western bay. TSC is not actively involved in the road safety sector.
- Western Bay Industry Health and Safety Group. Although not formally a member, TSC is part of the network. ACC Steering Committee reps attend the meetings.
- YOT – Youth Offending team. TSC Coordinator attends these meetings convened by Child Youth and Family

➤ Identify and promote partnerships/initiatives:

- CCTV WBOPDC Technical Working Group 22 May, and Councillor Workshop 7 June looking to establish a joint venture between TCC and WBOPDC for CCTV network.
- Liquor Licensing Forum with Police, TCC, WBOPDC, Toi Te Ora, HANZ. 190 reps from clubs, on and off-licenses attended. Now have an 'expanded' Alcohol Action group that includes ACC and TTO Health Promotion. Planning follow-up activities – Off-license workshop 17 July. Next Forum is being planned for May 2008.
- Summer Activity Task Force – chaired by the Mayor and directed by Katharyn Roxburgh, Events Manager, Baycourt. This group undertakes the planning New Years Eve activities at Mount Maunganui.

➤ Initiate specific programmes

- White Ribbon Campaign October 2006, and 2007, media-based campaign with photographs of men from all walks-of-life 'badged-up' with the message that violence against women is not OK
- Community Action Fund for family violence prevention – two projects being planned to raise community awareness and responsiveness to family violence – one coinciding with the Rugby World Cup, and the other delivering training and resources to employers.
- "Think...consequences" campaign and Parent Pack. Radio and print media campaign (3 weeks in May) and Parent Pack – launched 22 May – distributed to 58,000 households in Oceansider/Harboursider Magazine 31 May. Additional 10,000 copies for distribution.
- Toi Te Ora Public Health and others presented 'Teenager in the House' and launched Parent Pack at Te Puke HS May 2007.
- YATA network established in Tauranga with Toi Te Ora Public Health.
- "MOD Squad" campaign on The Strand together with Toi Te Ora, Police and ACC

- Passport to Safety – with Bay of Plenty Polytechnic. The feasibility is being explored at a meeting between the Polytech and Secondary School Principals in April 2008 to establish the level of demand for the programme.
- Advocate and make submissions on community safety issues
 - Submission on the 'Smart Living Places' strategy
 - Submission on the Gambling Venues Policy
 - Submission on "Boy Racer" by-law
 - Submission on Elders Strategy
 - Tauranga City Centre Workshops. Attending feedback sessions on plans to develop the CBD. On-going advice to planners concerning CBD developments.
 - Submission on City Centre Plan
 - Workshops on the development of Mixed-Use and Medium Density Housing Design Guidelines

OBJECTIVE 4	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
Networking: developing relationships with coalition partners	An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community (2.1)	Integrate injury prevention activity through collaboration and coordination (3.5)
<p>Strategies:</p> <ul style="list-style-type: none"> • Establish the Safe City Coalition as an unstructured forum for government agencies and community organisations that have a focus on community safety • Convene two Coalition Forums each year • Deliver presentations to community stakeholder groups to engage them in injury prevention safety promotion • Seek to increase the network of injury prevention partners and collaborators and to strengthen existing linkages • Encourage Tauranga City Council to take a lead role in community safety through expressed commitment in the Long Term Council Community Plan (LTCCP) • Develop a Communication Strategy that includes: <ul style="list-style-type: none"> ○ Web page and links ○ Newsletter ○ Media strategy 		

Progress:

The next Tauranga Safe City Coalition Forum is scheduled for first half of 2008, probably coincide with Designation Ceremony.

A significant amount of time has been spent on engaging with TCC in taking a lead role in community safety. Actions have focused on submissions to the Smart Living Places Strategy; Gambling Venues Policy; 'boy racer' by-law; Elders Strategy; and having representation on the Tauranga CBD Project reference group; inviting Council staff to become involved in the various forums and workshops being convened; personal advocacy with Councillors and staff.

A Communications Strategy has been developed and opportunities to promote city safety through the media have been exploited. The concept of a 'blog' site to facilitate interactive communication and the dissemination of information is being explored. Newsletters will be produced half-yearly in conjunction with the Coalition Forums.

OBJECTIVE 5	LINK TO WHO SAFE COMMUNITY CRITERIA	LINK TO NZIPS
WHO Safe Communities accreditation	Ongoing participation in national and international Safe Communities networks (6)	Advance injury prevention knowledge and information (6) Foster leadership in injury prevention
<p>Strategies:</p> <ul style="list-style-type: none"> • Make formal application for WHO Safe Communities accreditation • Liaise with Safe Communities Foundation (based in Auckland) <ul style="list-style-type: none"> ○ Accreditation process ○ Information and resources • Promote WHO Safe Communities accreditation to key stakeholders 		

Progress:

The completion of the Strategic Plan is a significant step in the accreditation process. The longer term sustainability of the project, including governance and funding, has been addressed and in January 2008, the Council gave approval to proceed with the Application for Designation as an International Safe Community.



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