

Rotorua's Cultural Diversity



Rotorua District
Cultural Profile
2003

 ROTORUA
DISTRICT
COUNCIL

ROT@RUA
feel the spirit
Kanaakitanga

FOREWORD

Tēnā koe,

The Rotorua District is situated near the centre of the North Island of New Zealand. Rotorua is a bicultural District with a multicultural population of around 67,000. The District is centred around a thriving city on the southern shore of Lake Rotorua, and extends to include a number of rural and lakeside communities.

This report is part of an expanding series of publications produced by Council's Community Policy & Resources Division to track social trends and assist with community planning. To date these include:

- Good Health! – Directory of Rotorua's Health and Wellbeing Services.
- Rotorua's Changing Communities – Rotorua District Demographic Profile.
- Rotorua's Young People – Rotorua District Youth Demographic Profile.
- Rotorua's Ageing Population – Rotorua District Older Persons Profile.
- Rotorua's Quality of Life – Rotorua District Key Social Indicators.
- Rotorua's Patterns of Disadvantage – Rotorua District Indicators of Low Socio-economic Status.
- Rotorua's Cultural Diversity – Rotorua District Cultural Profile.

Naku noa, nā

Grahame Hall



Grahame W. Hall, JP
Mayor of the Rotorua District

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EXECUTIVE SUMMARY

Introduction

This report is part of Rotorua District Council's programme for monitoring social, economic, environmental, and cultural trends. Information from this monitoring programme helps Council and the community to assess progress towards sustainable development and improved standards of living for Rotorua residents and communities. The purpose of this report is to help Council and the community to understand the relationship between culture, wellbeing, and sustainable development, and to stimulate discussion about cultural issues and trends in the Rotorua District.

Culture, wellbeing, and sustainability

Rotorua District Council is the closest level of government to Rotorua's communities. As such, it is in a unique position to represent community interests and contribute to collective action. The new Local Government Act (2002) provides for Rotorua District Council to play a broad role in promoting the social, economic, environmental, and cultural wellbeing of local communities, both now and in the future. This recognises that Council has many roles in fostering cultural wellbeing, including such things as support for ethnic groups and promotion of artistic and sporting diversity. It also recognises that the community's ability to achieve sustainable development ultimately depends on community attitudes and values.

Māori heritage and culture

The foundation of Rotorua's unique cultural profile was established more than six centuries ago, when the Arawa tribe settled in the Rotorua and Taupo areas. The present-day Rotorua District is a heartland of Māori culture in New Zealand, and holds an unrivaled position as a cultural tourism destination. The prevalence of biculturalism in Rotorua is indicated by the fact that around eleven percent of residents are bilingual in Māori and English. The Rotorua District motto – *Tatou Tatou* (We Together) – captures the spirit of bicultural partnership that exists within modern-day Rotorua. The influence of Māori culture within the overall culture of Rotorua is reflected throughout every section of this report.

Ethnic diversity

The major ethnic groups in the District are currently European (72%), Māori (36%), Pacific Islands (4%), and Asian (3%). (These figures add to more than 100% because people can classify themselves in more than one group). The number of Rotorua residents of Māori descent is increasing steadily, as are the number of residents in the Pacific Islands and Asian ethnic groups. New immigrants to Rotorua come from a diverse range of countries, introducing new languages, religions and cultures. Apart from English and Māori, languages spoken by Rotorua residents include Korean, Afrikaans, Gujarati, French, German, Dutch, Japanese, Samoan, Spanish, Tokelauan, and many others. Religious beliefs in the District include Christianity, Hinduism, Buddhism, spiritualist and New Age religions, Islam, and Judaism. According to survey results, more than half of all Rotorua citizens feel that cultural diversity makes their community a better place to live.

Arts and culture

Rotorua is home to a diversity of arts and cultural organisations, activities and events, ranging from traditional Māori art forms to contemporary hip-hop culture. Local achievers have gained national and international recognition in many artistic fields, including singing, acting, and *kapa haka* (traditional Māori dance). Rotorua District Council supports the further development of local arts through the implementation of its Arts and Cultural Policy (1996) and Art in Public Places Policy (2003). This includes providing venues and infrastructure for arts and cultural activities, fostering increased opportunities for participation in the arts, and promoting increased recognition and celebration of cultural diversity.

Sports and recreation

Playing and watching sports is an integral part of Rotorua's culture, and residents take pride in Rotorua's sporting achievements and sporting icons. Popular pursuits include rugby, golf, fishing, swimming, mountain biking, and running. There are more than 140 sports clubs and organisations in the District, with a combined membership of over 13,000 residents. Up-and-coming talent is fostered through Rotorua's sports clubs and schools. Rotorua District Council has a long track record in supporting sports and recreation, and is supporting further development in this area through the implementation of the Rotorua District Recreation Strategy (2002). This includes increased co-ordination amongst sporting and recreational groups, and ongoing provision of recreation facilities and programmes.

Older persons

In twenty years' time, around one in every six residents will be aged 65 and over. This age group will become increasingly diverse in terms of ethnicity and culture, and will present new issues for planners and policy makers. Rotorua District Council supports older people in many ways, including the provision of financial assistance and other support for older persons' groups, affordable pensioner housing, activities at the Aquatic Centre, concessions on Public Library books and other services, and an ongoing commitment to addressing bus services and other transport issues. Ongoing implementation of Council's Older Persons Policy (2002) aims to ensure that older people remain valued and supported in the community, and that older people have input into addressing local issues that affect them.

Youth culture

Rotorua's youth culture incorporates many features of the emerging global youth culture, including musical interests, fashion styles, and figures of speech. Popular pastimes for Rotorua young people include hanging out with friends, listening to music, and playing sports. Rotorua District Council supports young people's development through the implementation of its Youth Policy (1999) and annual Youth Action Plan. Council's approach is to find a balance between responding to the immediate needs identified by young people, and developing longer term strategies which strengthen youth involvement in decision making and youth service infrastructures. This includes support for initiatives such as the annual Youth Achievement Awards, the provision of holiday activities at the Aquatic Centre, Library and Green Team, and the ongoing work of Council's Youth Projects Officer and the Rotorua District Youth Council.

Where to from here...

This report sets a baseline for monitoring cultural change in the Rotorua District. Cultural monitoring is a new function of local government. There is a pressing need to gather and refine additional key indicators of cultural trends. Over the coming year, Council will be developing a 'quadruple-bottom-line' website to centralise available information on the social, economic, environmental, and cultural wellbeing of Rotorua's communities.

CONTENTS

Introduction	Page 1
Culture, wellbeing, and sustainability	2
Māori heritage and culture	5
Ethnic diversity	8
Arts and culture	11
Sports and recreation	14
Older persons	17
Youth culture	19
Where to from here ...	21
Further information	22

INTRODUCTION



Like their ancestors before them, many Rotorua children are taught the *hongi* (traditional Māori greeting). The gentle pressing of noses symbolises a sharing of the breath of life – an act of trust and nearness that creates a bond of friendship between two people or cultures. The late Lily Amohau (left) was deeply involved in fostering and supporting ceremonial occasions at the District Council. The child Lily is performing the hongi with is her great-grandchild Kimiora.
Photo: Rotorua District Council.

The word “culture” can be used in a number of different contexts. Culture is defined here as the set of values, attitudes and behaviours that characterise a community.

This report describes aspects of Rotorua’s complex cultural profile, including its Māori heritage, modern-day ethnic diversity, arts scene, sporting culture, and cultural differences between age groups. Each section contains a broad overview, as well as case studies highlighting relevant local issues. Additional information on social, economic and environmental trends in Rotorua is available on the Internet at www.rdc.govt.nz.

Throughout this document there is an emphasis on Rotorua District Council’s role in relation to cultural wellbeing and sustainable development. Council has a number of policies aimed at promoting cultural wellbeing, which link to three strategic goals:

- To be a District with a strong community spirit;
- To be a District which celebrates and nurtures its living Māori culture;
- To be a District where the community is caring and supportive.

The purpose of this report is to highlight the diversity of individuals and communities that combine to form the unique culture of Rotorua, and to contribute to a greater shared understanding of the links between culture, wellbeing, and sustainable development in the District.

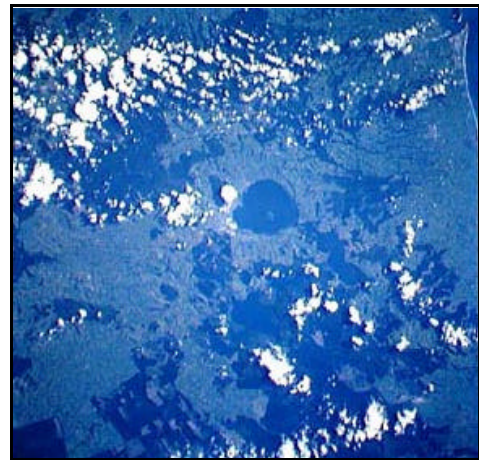
CULTURE, WELLBEING, AND SUSTAINABILITY

The new Local Government Act (2002) provides for Rotorua District Council to play a broad role in promoting the social, economic, environmental, and cultural wellbeing of Rotorua's communities, both now and in the future. This recognises that Council has many roles in fostering cultural wellbeing, including support for ethnic groups, and promotion of artistic and sporting diversity. It also recognises that the community's ability to achieve sustainable social, economic, environmental and cultural development is influenced by cultural attitudes, values and behaviours.

Culture, wellbeing, and sustainable development

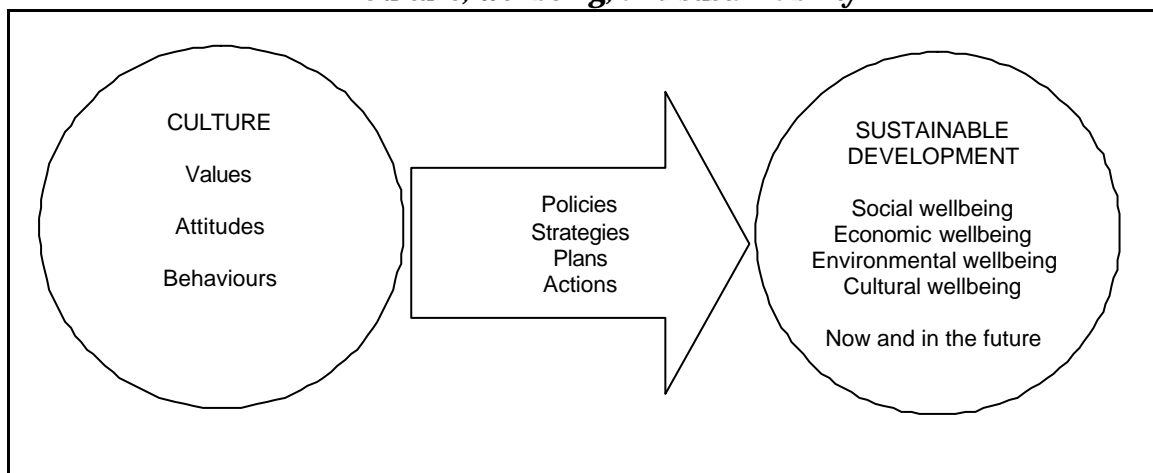
Sustainable development is defined as *development which meets the needs of the present without compromising the ability of future generations to meet their own needs* (World Commission on Environment and Development, 1987). This means the ongoing maintenance and balance of social, economic, environmental and cultural wellbeing.

The diagram below shows the relationship between culture, wellbeing, and sustainable development. It is important to distinguish between cultural heritage and cultural wellbeing. For the purpose of this report, *cultural heritage* is defined as cultural features that are inherited from the past, including ethnicity, languages, and religious beliefs. None of these features can be defined as "good" or "bad" – they simply "are". In contrast, *cultural wellbeing* is defined in this report as pride in one's own culture; understanding and appreciation of cultural diversity; and attitudes and behaviours that contribute to sustainable development.



A view of Rotorua from space highlights the limits of our fragile environment.
Photo: NASA.

Culture, wellbeing, and sustainability



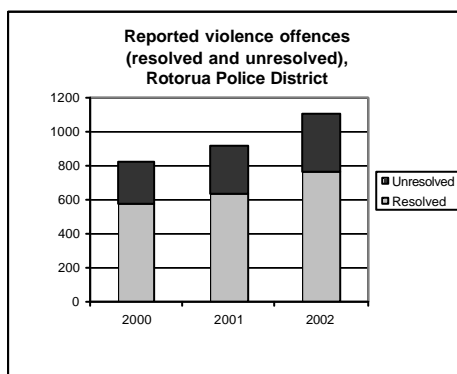


The Coat of Arms of the Rotorua District represents the importance of our farming and forestry industries, our unique flora, fauna and geothermal resources, and the importance of Māori culture in the District. The District motto, *Tatou Tatou*, means “we together”, signifying the harmony between Māori and non-Māori.

Council’s sustainability agenda

The new Local Government Act (2002) provides a blueprint for achieving sustainable development in New Zealand. A key purpose of the Act is to encourage increased participation of citizens and communities in local government decisions and activities. In undertaking its roles and functions, Rotorua District Council is committed to nurturing trusting, positive relationships with individuals, groups and organisations that have an interest in social, economic, environmental, and cultural wellbeing. Council recognises that an open and active democracy is essential to the attainment of sustainable development, and is committed to ensuring that its decisions and actions have community support and community ownership.

Over the coming year, Council will be consulting with the local community and other institutions to develop a Long Term Council Community Plan (LTCCP). The development of the LTCCP is a requirement under the new Act, and will be a key element in planning towards sustainable development in Rotorua. Consultation will be undertaken to identify desired community outcomes and priorities, and to clarify the role of Council in achieving those outcomes. This role may include the fostering of community values, attitudes and behaviours that contribute to sustainable development.



Criminal offending is a social outcome that is neither socially desirable nor sustainable. Drug and anti-social offences currently represent around one in every eight offences reported in the Rotorua area, and Police statistics show that the incidence of violent crime has been increasing in recent years (see graph above). Community attitudes are the key to reducing criminal behaviour.

Case Study 1: Community safety initiatives

Community safety is a social issue that is closely linked to community attitudes and behaviours. Survey results show that there is a high level of community spirit in Rotorua; that the District is seen as a safe place to live; and that residents have a high level of social trust. However, statistics also show that Rotorua has an above-average crime rate. Council recognises that there are complex social and economic causes for criminal offending, and is currently taking a leadership and facilitation role in an inter-agency Community Safety Partners Forum. Council also supports community safety through such things as its Liquor Licensing function, and by providing funding, support and participation in a wide range of networks and contracts, including the Rotorua Safer Community Council, Neighbourhood Support, Community Watch, Drivewise, and other initiatives.

Case Study 2: Jobs for young people

Most young people aged 15-17 are in a transition period from school to work or further training. However, a minority do not have a clear pathway, and fall into a cycle of unemployment. Research has found that New Zealand children reared in families receiving social welfare benefits have a significantly higher chance of becoming beneficiaries themselves, in part due to lower educational attainment. Rotorua District Council is undertaking a new project to help address this problem, to ensure all Rotorua young people aged 15-17 have opportunities and support for further development when they leave school. Council recognises that there are many agencies and stakeholders with an interest in youth development pathways, and will partner with other groups to facilitate increased action toward the “zero waste” of Rotorua young people.



Creating positive development pathways for young people, including opportunities for paid and unpaid work, is a task that requires close partnerships between schools, training providers, industry and other stakeholders.

Photo: Rotorua District Council.

Case Study 3: Attitudes towards recycling

Community attitudes towards recycling are crucial to the achievement of sustainable development. Council plays various roles in fostering recycling behaviours in the community, including the provision of recycling facilities at all transfer stations, and providing environmental education programmes for schools, gardening clubs and others. There is ongoing pressure from the Rotorua Recycling Committee and other groups for Council to do much more work in this area. Council is in a unique position to facilitate change in community attitudes, to partner with other agencies to improve recycling services, and to advocate to central and regional government on behalf of Rotorua’s communities.

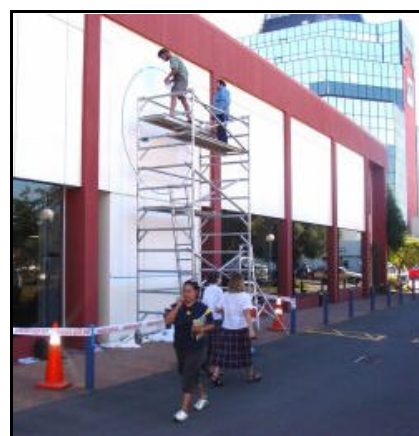


Environmental protection is a cultural attitude that can be fostered through education and awareness.

Photo: Rotorua District Council.

Case Study 4: Art in public places

Quality of life is intimately linked with the natural and urban environment, including visual features such as rural scenery and public artworks. There are a number of sculptures and other artworks displayed in public spaces in Rotorua, including the Marc Spijkerbosch murals that feature around the city. Council’s new Art in Public Places Policy (2003) will create new artistic opportunities, including commissioned artworks, public spaces for art, and the incorporation of artistic elements into capital works.



Marc Spijkerbosch from Rotorua and America trompe l'oeil artist John Pugh recently collaborated on a mural on the wall of the Public Library building.

Photo: Rotorua District Council.

MÄORI HERITAGE AND CULTURE

More than six centuries ago the Arawa people settled in the Rotorua and Taupo areas. The earliest Māori villages in Rotorua were located close to geothermal activity, including Ōhinemutu and Whakarewarewa.

KEY POINTS:

- Rotorua is a bicultural District. At present, around 36% of Rotorua residents are Māori compared with 15% for New Zealand as a whole. Approximately 7,000 Rotorua residents (11%) are bilingual in Māori and English.
- Rotorua is a heartland of Māori culture, and has held an unrivalled position in New Zealand as a leading tourism destination for more than 100 years. The Arawa tradition of hospitality has been carried on from generation to generation, and is conveyed in the contemporary Rotorua slogan – *Manaakitanga* – Feel the Spirit.



Marae (traditional meeting grounds) provide a venue for *hui* (assemblies), *tangi* (funerals), *wānanga* (seminars) and other events. The photo above shows the opening of the Centennial Memorial Meeting House at Ōhinemutu, circa 1943. Photo: National Library of New Zealand.

The first Māori sailed to Aotearoa/New Zealand as early as the 10th Century, and developed a distinctive set of norms, values and behaviours. These include a strong sense of kinship, reciprocity and hospitality, and a spiritual connection with the land and natural environment (Waitangi Tribunal, 1997). The Rotorua community is steeped in a rich cultural background and tradition dating back to the arrival of the Arawa tribe. Descendants of these original settlers have left their mark in song, dance, legends and place names.

The Arawa people of Rotorua

According to oral history, many of the current Māori inhabitants of the Rotorua area trace their *whakapapa* (ancestry) to Tamatekapua, the captain of the Arawa canoe that arrived in New Zealand from the fabled homeland of *Hawaiki*. The Arawa canoe was beached at Maketu on the Bay of Plenty coast, where the new arrivals settled down to live. They had been at Maketu for some time when an ancestor by the name of Kahumatamomoe journeyed inland to explore. He discovered what is now known as Lake Rotorua, and settled at what is now Kawaha Point. Prompted by reports from other explorers, including Tamatekapua's grandson Ihenga, other members of the Arawa tribe eventually moved from the coast and settled in the Waiariki *rohe* (area).

Rotorua Māori today

There are more than 21,000 Māori currently living in the Rotorua District, and this number is steadily growing. Including people of mixed ethnicity, around half of Rotorua's young people are Māori. In addition to descendants of the Arawa tribe, many of Rotorua's Māori residents are affiliated with tribes from other parts of New Zealand.

Stories of the settlement and development of the Arawa people are woven into the *waiata* (songs) and *haka* (dances) that feature in traditional cultural performances. Many of the streets and locations in modern day Rotorua are named after famous historical figures. There are around 35 *marae* (traditional meeting grounds) in the District, as well as numerous sites of archaeological significance. A number of locally and nationally significant Māori artefacts are cared for at *Te Whare Tāonga o Te Arawa* – the Rotorua Museum of Art and History.

Te Arawa *hapu* (sub-tribe) Ngāti Whakaue have contributed generously to the development of the Rotorua township, through the gifting of more than 120 parcels of land for health and recreational purposes. These include the Government Gardens, Kuirau Park, Pukeroa Hill, the Lakefront Reserve, and many other reserves. Today, policy issues in respect of Rotorua's gifted reserves are discussed by a joint committee of the Pukeroa Oruawhata Trust and the District Council.

Contemporary use of Māori language

Te Reo Māori is an official language of New Zealand, and is a central component of Māori culture. While only a few hundred Rotorua residents speak Māori as their first language, an increasing number of young people are taught *Te Reo* within their families and at school. As a result of a sustained national effort to preserve the Māori language, almost 7,000 Rotorua residents (11%) are bilingual in Māori and English. *Kōhanga reo* (language nests) and *kura* (Māori language immersion schools) are an integral part of Rotorua's communities. *Te Reo* is also taught as an option in many mainstream Rotorua schools. Overseas visitors often comment favourably on the number of people in Rotorua that are bilingual, and see this as a tribute to New Zealand's commitment to biculturalism.



Many of Rotorua's leaders and role models are of Māori descent, including teachers, politicians, lawyers and others. The photo above shows renowned Rotorua celebrity and Arawa descendant Sir Howard Morrison sharing a quiet moment with Lady Kuia Morrison.
Photo: Rotorua Daily Post.



Many modern-day cultural groups practise *kapa haka* (traditional dance) for entertainment and competition. Above, Howard Morrison Jr captures the spirit of the Ngāti Rangiwewehi cultural group. Ngāti Rangiwewehi is one of many *hapu* (sub-tribes) represented within Te Arawa.
Photo: maorimusic.com.



Master carver Arapeta (Albert) Poai Te Pou of Ngāi Tūhoe is based in Rotorua. The traditional art form of *whakairo* (carving) is of great interest to domestic and overseas visitors.
Photo: Rotorua District Council.

Contemporary Māori culture

Māori culture and traditions have a strong influence in the Rotorua District, and are of major interest to international visitors. The Arawa people are renowned for their hospitality, humour, and sense of history. They were New Zealand's first visitor guides, leading the way to the natural wonders that have been part of their home for many centuries.

There are many opportunities for visitors to experience Māori culture in Rotorua, including performances of traditional Māori arts. Many tourist operations incorporate traditional Māori cultural aspects, such as *haka*, *waiata*, and *hangi* (a feast cooked below ground). Locals and visitors can also visit living Māori villages at places like Whakarewarewa and Ōhinemutu.

Case Study 5: Biculturalism and sustainability

In the traditional Māori worldview, sources of livelihood are held communally. The Māori worldview seeks community good through the efforts of individuals, and individual good through the support of the community. Māori also see themselves as the *kaitiaki* (guardians) of the environment for future generations. Rotorua District Council is committed to a partnership with local Māori in progressing towards sustainable development in the District. Council has a commitment to involving local *iwi* (tribes), *hapu* (sub-tribes) and *whānau* (families) in decisions that effect them, through face-to-face consultation and through representation by members of the Arawa Standing Committee. Council will continue to foster this bicultural partnership in keeping with the provisions of the Resource Management Act (1991) and the Local Government Act (2002).



In the 1830s this carved figure, named *Pūkaki* after an Arawa ancestor, stood guard at the gateway to a *pa* (fort) on the hill above Ōhinemutu. *Pūkaki* is now housed in the District Council building, and steps are being taken to ensure the carving's ongoing protection.
Photo: Rotorua District Council.

ETHNIC DIVERSITY

“Ethnicity” is a label that distinguishes different groups within the population on the basis of ancestry, language, values, customs, and other common features.

KEY POINTS:

- Rotorua is becoming increasingly multicultural. Including people of mixed ethnicity, the major ethnic groups in present-day Rotorua are European (72%), Māori (36%), Pacific Islands (4%), and Asian (3%). (These figures add to more than 100% because people can classify themselves in more than one group). The number of Pacific Islands people in Rotorua increased substantially between 1991 and 2001, and the number of Asian residents more than doubled. Immigrants to Rotorua in recent years have come from Western Europe, North Asia, South Africa, former Soviet states, and many other parts of the world.

Europeans began to arrive in New Zealand in the 18th century, and gained dominance as the major ethnic group. In more recent times, an increasing number of immigrants from non-European countries have begun to settle in New Zealand. In the past decade, more than 1,000 people from over 30 different countries became citizens of New Zealand at ceremonies organised by Rotorua District Council. Rotorua is also becoming a popular destination for Asian and other students to stay in New Zealand to improve their English language skills.

Ethnic and cultural diversity

Census results show that 13% of Rotorua residents were born overseas, and that one in every five young people identify with more than one ethnic group. More than 50 different languages are spoken in the District, including French, German, Dutch, Japanese, Samoan, Spanish, Korean, Afrikaans, Gujarati, Tokelauan, Cook Islands Māori, and many others. Religious beliefs represented in Rotorua include Christianity, Hinduism, Buddhism, spiritualist and New Age religions, Islam, and Judaism.

Statistics New Zealand is undertaking a review of the measurement of ethnicity. This involves re-examining the concepts and classifications of ethnicity, to allow more standardised tracking of New Zealand’s changing ethnic composition.



The Rotorua District has an increasingly multicultural society. The photo above shows five-year-olds Sang-Kyu Lee (left) and Natalie Cawte enjoying their first school lunch together as new entrants at Otonga School.

Photo: Rotorua Daily Post.



More than 1,500 young people in Rotorua are in the Pacific Islands ethnic group. The photo above shows Ministry of Social Development staff members attending the Rotorua Freedom to Choose (Free 2 C) Conference organised by the Ministry of Pacific Island Affairs.

Photo: Rotorua District Council.



Rotorua echoes to the beat of Japanese drums during a visit by the Bungo Korenai Daiko group from Beppu City, one of Rotorua's Sister Cities.

Photo: Rotorua Daily Post.

Ethnic organisations

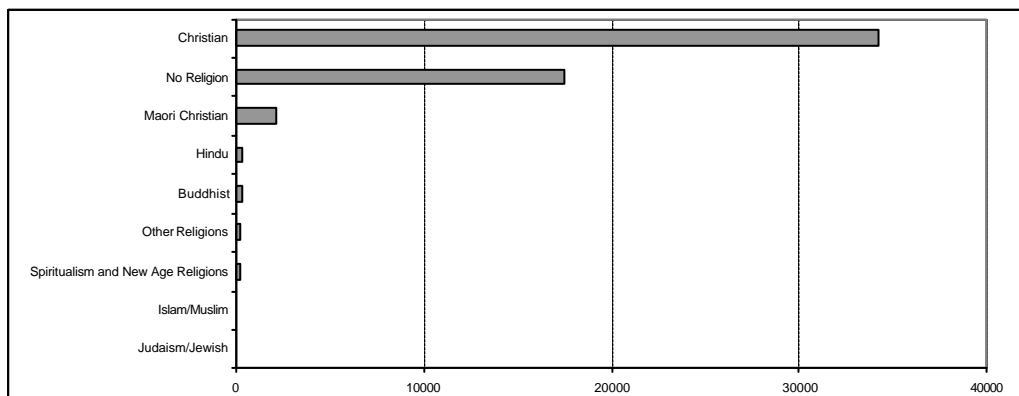
The Rotorua District Ethnic Council and its component organisations celebrate their cultures in regular events and activities. Community organisations in Rotorua that promote cultural diversity and provide support and contacts for recent immigrants include:

- Alliance Francaise de Rotorua.
- B.O.P. (Rotorua) Indian Association Inc.
- B.O.P. Philippine Friendship Society Inc.
- Netherlands Society (Rotorua) Inc.
- New Zealand China Friendship Society.
- Philippine Club of Rotorua Inc.
- Rotorua Ethnic Council Inc.
- Rotorua Fijian Association.
- Rotorua Islamic Group.
- Rotorua Korean Residents Association Inc.
- Rotorua Pacific Islands Development Trust.
- Rotorua Welsh Society.
- English language training providers.

For contact details refer to the Community Listings database on www.rotoruanz.com.

Acceptance and appreciation of cultural diversity

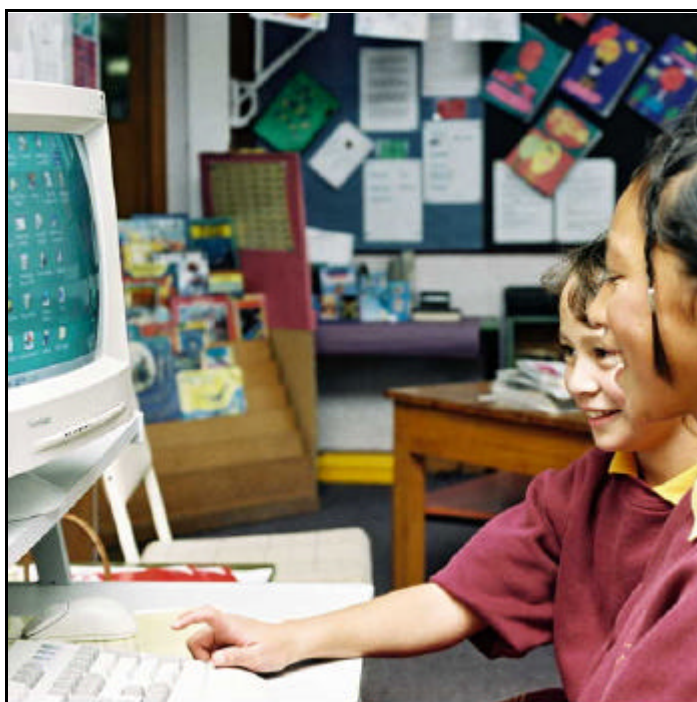
A 2002 survey of 400 Rotorua residents asked: “Given the increase in the number of people in Rotorua with different lifestyles and from a variety of countries and cultures, do you think this is a good thing or a bad thing?” The results show that 39% of respondents feel the diversity of cultures and lifestyles makes the District a better place to live, and a further 15% feel it makes Rotorua a “much better” place to live.



Rotorua is becoming increasingly multicultural, which is reflected in an increasing diversity of religions. Source: 2001 Census.

Case Study 6: Race relations

Ethnic diversity is an important social issue for New Zealand. Research has confirmed that many local residents and visitors appreciate Rotorua's multicultural atmosphere. However, media reports and research also reveal an element of racial tension in Rotorua. Examples include the stereotyping of Māori and Pacific Islanders (e.g. in relation to crime), and stereotyping of Asian residents and visitors. Rotorua District Council supports greater understanding and appreciation of cultural diversity through its Sister City links in Japan, China, Australia and the US, through the celebration of events such as Race Relations Day, and through funding and support for local organisations and groups representing ethnic communities. Under the Local Government Act 2002, Council also has an increased obligation to encourage input from minority groups into Council decisions and activities.



Youth culture is becoming increasingly globalised, as new ideas and trends spread through television and the Internet.
Photo: Rotorua District Council.

Language	Number
English	58,137
Māori	7,032
French	594
German	510
Dutch	495
Japanese	396
Samoan	381
Spanish	237
Korean	231
Afrikaans	198
Gujarati	189
Tokelauan	159
Yue	144
Cook Islands Māori	144
Tagalog	114
Northern Chinese	93
Tongan	84
Hindi	81
Italian	51
Malaysian	48
Thai	42
Fijian	39
Danish	36
Min	36
Bahasa Indonesia	36
Serbo-Croatian	27
Sinhala	27
Swedish	24
Greek	24
Arabic	24
Zulu	24
Tamil	21
Swahili	21
Russian	18
Welsh	18
Norwegian	15
Portuguese	15
Polish	15
Persian	15
Finnish	15
Hungarian	15

More than 50 different languages are spoken in the Rotorua District.
Source: 2001 Census.

Note: These figures are randomly rounded to base three.

ARTS AND CULTURE

Art is the expression of feelings, ideas and beliefs through a chosen medium, such as dance, music, literature, or sculpture. The arts include all the ways we creatively express ourselves in everyday living.

KEY POINTS:

- Rotorua is home to a diversity of arts and cultural organisations, activities and events. Future advancements in Rotorua's arts and culture scene include the development of a District Council policy to encourage and maintain artworks in public spaces.



Rotorua is renowned for its *whakairo* (traditional carvings). The detail above is from a centre post in the Tangatarua meeting house at the Waiariki Institute of Technology.

Photo: Rotorua Daily Post.

Rotorua hosts an ever-expanding range of arts and cultural events, including the Rotorua International Cultural Festival, Opera in the Pā, Rotorua Festival of Arts, annual Lakeside concerts, New Years Mardi Gras, Art in the Park, Lockwood Aria, and many others. There are many arts and crafts clubs and organisations in Rotorua, ranging across music, theatre, painting, pottery, woodwork, and more. For contact details of Rotorua's arts and cultural organisations, refer to the Community Listings database on www.rotoruanz.com

Māori arts and culture

There is an abundance of traditional Māori art and cultural forms practised in Rotorua, including *whare tū taua* or *kapa haka* (traditional dance), *whakairo* (carving), and *ta moko* (tattooing). Several Rotorua Māori cultural groups have gained national and international recognition for their achievements. There are also an emerging number of opportunities in Māori tourism, media and film.

Rotorua's artistic achievements

A number of Rotorua-born individuals and groups have gained wide recognition for their artistic achievements, including Sir Howard Morrison and Tim Beveridge (singers), Temuera Morrison and Cliff Curtis (actors), Alan Duff (author), Taiaroa Royal (dancer), Lyonel Grant (carver and sculptor), June Grant (artist and businesswoman), Jeanette Blackburn (artist), Jill Walker (artist and arts facilitator), and cultural performance groups such as Ngāti Rangiwewehi (*kapa haka*). Future artists are fostered through local clubs, organisations, and schools. Emerging art forms in Rotorua include hip-hop, rap music and graff art.



A number of actors and other performers from Rotorua have gone on to achieve international recognition.

Photo: Rotorua District Council.

Support for arts and culture in Rotorua

The Creative Communities scheme, administered by Rotorua District Council, provides funding assistance to support local arts and cultural projects. Council also supports regular major arts and cultural events in the District, and administers a range of community facilities such as the Civic Theatre, Public Library, and Rotorua Museum. The Museum contains a number of dedicated art and historical collections, and presents permanent and changing exhibitions. The Public Library includes a wide range of services and resources, including the Don Stafford historical collection. The Public Library also hosts exhibitions by photographic and arts clubs. In addition to support provided by the District Council, the Rotorua Energy Charitable Trust and Bay of Plenty Community Trust also provide substantial funding to assist arts and cultural organisations and events.

Art is an integral part of the educational curriculum in New Zealand, and Rotorua schools take great pride in their students' artistic achievements. In recent years, national Stage Challenges, Māori cultural festivals and other events have become regular features of schools' calendars. Rotorua young people also have access to the Council-supported Rotorua Youth Projects Fund, which is administered by a charitable trust to help organise events "by young people, for young people".

The Rotorua Energy Charitable Trust recently provided funding for the development of the Rotorua Arts Village. The village was developed on land gifted by Ngati Whakaue and managed by the District Council. This popular facility, managed by the Rotorua Arts Village Trust, provides a venue for arts and cultural clubs to meet and to run classes. During the village's construction, a group of passionate artists facilitated the creation of a tile mosaic by the local community, which became the floor of the gallery that connects the spaces in the village. The Rotorua District Council Community Arts Officer, based at the Arts Village, provides co-ordination and assistance for local groups and individuals.



The Rotorua Arts Village is a popular venue for clubs, groups and events.
Photo: Rotorua District Council.



The Rotorua Museum of Art and History, *Te Whare Tāonga o Te Arawa*, is a spectacular backdrop for art exhibitions.
Photo: Rotorua District Council.



Opera in the Pa 2003 featured a mix of local and non-local talent. From left: Bill Kingi, Spencer Silby, Ben Makisi and Robert Wiremu.

Photo: Rotorua Daily Post.

Future directions for arts and culture in Rotorua

Council's Arts and Cultural Policy sets the direction for the further development of local arts and cultural activities in Rotorua. The essence of the policy is that arts and culture are for everyone, and that a partnership between Council and the community will create an environment in which artistic activities will grow and flourish. Goals of the policy include increased opportunities for participation in the arts, and increased recognition and celebration of cultural diversity. Future developments in Rotorua's arts scene include the introduction of a Council policy to encourage and maintain artworks in public spaces, and the investigation of additional cultural tourism opportunities.

Case Study 7: Fostering local talent



This sculpture, known as Wai-Tu-Kei, was commissioned by the Rotorua Museum of Art and History as part of the Millennium celebrations. The sculpture was developed by Lyonel Grant, an internationally respected Te Arawa carver and sculptor.
Photo: Rotorua District Council.

The arts are continually evolving as new forms of artistic expression gain popularity. Music, carving, video production and many other art forms have considerable potential to contribute to Rotorua's vibrancy. The arts are also a potential key area for future employment growth. According to 2001 Census results, more than 320 people in Rotorua are employed in the motion picture, radio, television, library, museum and arts industries. However, emerging local talent has access to only a small portion of the funding that major event promoters put into attracting outside performers. The Rotorua arts scene could be considerably enhanced with additional funding, co-ordination and resources. Rotorua District Council is working actively and collaboratively towards this vision, while at the same time promoting opportunities for visits from established artists and performers.

Local artistic and cultural events are increasingly co-ordinated and publicised through the Rotorua community website and other local media. Upcoming performances are also promoted through Council's Ticketek outlet. There is an increasing base of loyal attendees at the Civic Theatre for performances ranging from school rock concerts to local operatic productions. Council promotes the arts in a myriad of other ways, including funding and support for public artworks, creative writing competitions, and other initiatives. Council has also been active in developing Arts Network New Zealand, an umbrella body that sponsors touring companies.

SPORTS AND RECREATION

Recreational and sporting pursuits are one element that defines a community's culture and sense of identity. Playing and watching sports is an integral part of the culture of Rotorua.

KEY POINTS:

- Rotorua has a relatively high level of participation in sport and physical activity, and residents take pride in Rotorua's sporting achievements and sporting icons. Popular pursuits include rugby, golf, fishing, swimming, mountain biking, and jogging. There are more than 140 sports clubs and organisations in the Rotorua District, with a combined membership of over 13,000 residents. There are also more than 170 recreation clubs and organisations in the District.

Rotorua has an abundance of sporting and recreational opportunities. The Rotorua Community Listings database includes car clubs, fishing, gardening, hunting, motor sports, martial arts, and many more opportunities for organised and informal recreation. Sports clubs and organisations in the District include netball, tennis, rugby, soccer, indoor bowls, cricket, dancing, golf, hockey, volleyball, touch rugby, league, and many more (for contact details refer to www.rotoruanz.com). There is also a long tradition of inter-marae and inter-tribal sport events, including the annual national Kurungaituku netball tournament.

Support for sports and recreation in Rotorua

Many residents make use of the District's natural environment for recreation and sporting pursuits. Local forests are used for walking, mountain biking, tramping, hunting, and horse riding, and lakes and lakeside reserves are used for swimming, running, picnicking, water skiing, boating, sailing, trout fishing, kayaking and rafting. There are a large number of club-owned facilities in the District, including high-quality golf clubs, bowling greens, and rugby fields. Council-provided venues include the International Stadium, Sportsdrome, velodrome, and other facilities. Sporting activities and facilities in Rotorua are supported by individual clubs, the District Council, Sport Bay of Plenty, Te Papa Takaro (sports promoters for Te Arawa), and the Ministry of Education. Council's manages and maintains 16 active sportsfields in the central Rotorua area and outlying districts of Ngongotaha and Eastern Suburbs, which are used extensively for formal and informal sporting fixtures.



Playing and watching rugby is a popular pursuit in Rotorua. The photo above shows a night match at the Rotorua International Stadium.
Photo: Rotorua District Council.



Rotorua's national *waka ama* sprint champions train on Lake Okareka. From left: Lance Roozendahl, Bern Sommer, Ray Timihou, Steve Hill, Troy Dolman (obscured) and Paul Roozendahl.
Photo: Rotorua Daily Post.



Lawn bowls is a popular pastime for competition and leisure. In the photo above, Rotorua's Bubs Waaka competes in the finals at a regional tournament held at the Arawa Bowling Club.
Photo: Rotorua Daily Post.

Involvement in sports and recreation

According to survey results, 87% of adults in Rotorua play or participate in at least one sport or physical activity each year, and 31% are involved in a volunteer capacity as a coach, referee, linesman, organiser, fundraiser, or some other role. Survey results show that almost one quarter of Rotorua adults participate in some way in rugby, including 8% of adults who actively play. Other popular pursuits include golf (played by 17% of Rotorua adults), fishing (14%), swimming (12%), and running/jogging (9%). From surveys and interviews with major sporting codes it is estimated that membership of major sports codes (rugby, cricket, league, soccer, hockey, netball, athletics and tennis) is around 13,300, or approximately 20% of the District population. This includes around 6,900 junior members.

Rotorua's sporting achievements

A number of local people have gained national and international recognition for their sporting achievements, including Buck Shelford, Hika Reid and Caleb Ralph (rugby), Dame Susan Devoy (squash), Brenda Ormsby (golf), Sam Hunt and Jae An (secondary school golf), and Mervyn Church (rodeo). Up-and-coming talent is fostered through Rotorua's sporting clubs, schools, and initiatives such as Sport Bay of Plenty's Coach Force programme and the New Zealand Sports Academy for Māori rugby players.



Leading New Zealand golfer Brenda Ormsby (left) gives Rotoiti's Arapo Whata a few tips on his swing.
Photo: Rotorua Daily Post.

Future directions for sports and recreation

At the primary, intermediate and secondary levels, Rotorua children are given the opportunity to participate in at least 50 sports and physical activities. The most commonly provided activities include athletics, cricket, cross-country, hockey, netball, rugby, soccer, swimming, basketball, golf, softball, tennis, touch rugby, and volleyball. Additional activities provided in some schools include petanque, *hoe waka* (traditional canoe paddling), water polo, kayaking, orienteering, and many others. Rotorua District Council also supports the further development of sports and recreation, through grants from the Community Assets Development Fund and other funding sources, and through the implementation of the Rotorua District Recreation Strategy (2002).

Case Study 8: Funding for sport and recreation

Organised sport is an important aspect of cultural identity in New Zealand. In addition, participation in sport and recreation leads to increased physical activity, improved health and wellbeing, and enhanced social connection. Opportunities for participation often rely on the availability of funding from central and local government, and from charitable trusts. Over the past several years there have been dramatic changes in these funding sources. Funding from gaming machine societies has increased dramatically while Government funding has decreased. In 2002 the Hillary Commission Community Sports Fund was discontinued, resulting in a loss of up to \$100,000 each year for Rotorua sports clubs and organisations. Many codes are now highly dependent on the proceeds from gambling losses, and the distribution of funding between codes has become increasingly uneven. In particular, male-dominated sports currently benefit the most from the funding distributed by gaming machine societies. Rotorua District Council is actively lobbying for a more equitable means of distributing public funds for sport and recreation, and also aims to ensure that informal physical recreation opportunities are actively promoted to ensure the health of our communities.



Women's rugby is emerging as a popular sport in New Zealand and internationally.
Photo: Rotorua District Council.



Netball is a popular team sport at Rotorua schools. Rotorua also plays host to major national and regional netball tournaments.
Photo: Rotorua District Council.

OLDER PERSONS

The population of Rotorua is gradually growing older, presenting new issues for planners and policy makers. Older people have an increasing influence on local decision-making, and will continue to play an increasing role in the District's development.

KEY POINTS:

- In twenty years' time, around one in every six residents will be aged 65 and over. The majority of older people are currently in the European ethnic group, but this age group will become much more culturally diverse in future decades.



Cuppa & Co, run by the Mokoia Community Association, is an opportunity to catch up with friends.
Photo: Rotorua Daily Post.



Well-known local historian Don Stafford has helped preserve the stories of Rotorua for future generations.
Photo: Rotorua Daily Post.

While the population profile of the Rotorua District remains quite young, it is gradually ageing in line with national and international trends. Currently around 6,800 Rotorua residents are aged 65 and over, which represents 11% of the total population. Forecasts show that by the year 2021 there will be over 12,000 people aged 65 and over in the District, or 16% of the overall population.

The increasing diversity of older people

The majority of older people in Rotorua are currently in the European ethnic group, reflecting the predominance of this ethnic group nationally and the relatively longer life expectancy of Europeans. As at March 2001, 87% of Rotorua residents aged 65 and over were in the European ethnic group, and 13% were Māori. This balance is expected to become more equal over the coming decades as the life expectancy for Māori improves. In addition, there will be an increased number of older people from the Pacific Islands, South Africa, Asian countries, and other ethnic backgrounds.

Council support for older people

Rotorua District Council recently reviewed and consolidated its support for older people through the development of an Older Persons Policy (2002). This support includes such things as the provision of financial assistance and other support for older persons' groups; affordable pensioner housing; activities at the Aquatic Centre; concessions on Public Library books and other services; and an ongoing commitment to addressing bus services and other transport issues. Council is committed to ensuring that older people remain valued and supported in the community, and that older people have input into addressing local issues that affect them.

Case Study 9: Staying active and staying involved

In setting its policies with regard to recreational facilities, social housing, town planning and other services and activities, Council is committed to ensuring that older people remain an integral part of their local communities. This includes promoting activities and interests for older people, to help them stay physically and mentally active, and to help them continue their contribution to the community. Council is in the process of developing an agency-wide strategy for consulting with older people to ensure their ideas and opinions are incorporated into the Annual Plan and other planning processes. Future District planning initiatives will also consider the needs of an ageing population in terms of recreation spaces and facility requirements.



Many older people make use of Rotorua's pristine natural environment for recreation and enjoyment.

Photo: Rotorua District Council.



Many *kaumātua* and *kuia* (Māori elders), such as the late Toni Curtis, commit to passing on their wisdom to the next generations.

Photo: Rotorua District Council.

YOUTH CULTURE

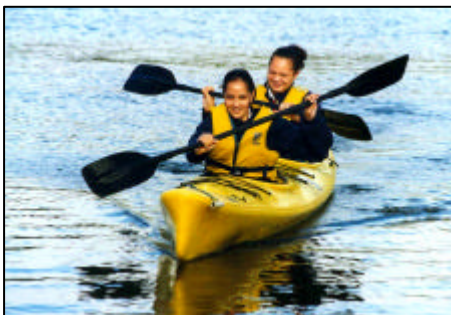
The young people of today have more years of formal education than in the past, and are more confident with information and communications technologies. Rotorua's youth culture incorporates many features of the emerging global youth culture, including musical interests and fashion styles.

KEY POINTS:

- The language and culture of Rotorua young people incorporates aspects of English, Māori, and global pop culture.



Skateboarding is a popular pastime for many Rotorua young people.
Photo: Rotorua District Council.



Young people greatly appreciate Rotorua's natural environment.
Photo: Rotorua District Council.

Around 16,000 of Rotorua's residents are aged under 15, which is about one-quarter of the total population. There is currently a bulge in the number of school-age young people, which corresponds with the grandchildren of the baby-boomer generation. Over half of all young people in the District are of Māori descent.

The complex culture of Rotorua young people

Like adults, young people are not all alike. They have a huge diversity of backgrounds, cultures, access to resources, preferences, tastes, abilities, worries, experiences, values and aspirations. As in other parts of the developed world, music and television are an important part of life for most Rotorua young people, and aspects of global pop culture have been incorporated into the language and activities of many young people. Popular pastimes include hanging out with friends, listening to music, watching movies, playing electronic games (e.g. Playstation), going to parties and rages (dances), shopping, skating, and playing sports. Cultural heritage and identity are also important to many Rotorua young people, and *kapa haka* is an important recreational and competitive pursuit.

Young people's issues

As elsewhere, issues affecting Rotorua young people include popularity, peer-pressure, stereotyping by adults, concerns about the future, and experimentation with alcohol and other drugs. Cars are also an important part of many young people's lifestyle, providing both independence and entertainment.

Council support for young people

Rotorua District Council supports young people's development through the implementation of its Youth Policy (1999) and annual Youth Action Plan. Council's approach is to find a balance between responding to the immediate needs identified by young people, and developing longer term strategies which strengthen youth involvement in decision making and youth service infrastructures. This includes support for initiatives such as the annual Youth Achievement Awards, the provision of holiday activities at the Aquatic Centre, Library and Green Team, and the ongoing work of Council's Youth Projects Officer and the Rotorua District Youth Council. The District Council has also developed a Youth Services Directory that lists more than 200 organisations with an interest in helping Rotorua young people. Council is committed to supporting young people's input into decision-making, and the development of youth-friendly events, activities and spaces. Council also has an interest in helping to match young people with local job opportunities.

Case Study 10: Young people and public spaces

Public spaces are of central importance in the lives of many young people. Planning public spaces to ensure they are inclusive, and to minimise potential conflicts between users, is an important function of local government. There is considerable media attention in Rotorua on "youth problems", such as noise complaints associated with music concerts, and issues relating to young car enthusiasts. This attention tends to reinforce the negative stereotype that many adults have about young people. Council is committed to addressing such issues in a balanced and considered manner, to ensure that the Rotorua District remains a great place to be young. Young people's input is sought on specific activities and projects, and young people are represented on an ongoing basis through the Rotorua District Youth Council.



Rotorua young people enjoying hanging out with their friends.
Photo: Rotorua District Council.



Members of the Rotorua District Youth Council learn how local government works and how they can make a difference for Rotorua young people.
Photo: Rotorua District Council.

WHERE TO FROM HERE ...



Rotorua's brand identity – Manaakitanga – Feel the Spirit – encompasses the District's unique bicultural and multicultural profile, its historical standing as a visitor destination, its diverse natural environment, and the community's spirit of hospitality. The brand design above (and on the front cover), was developed by Lyonel Grant from the classical *takarangi* design.

This report presents a broad overview of Rotorua's complex cultural profile, including its Māori heritage, modern-day ethnic diversity, arts scene, sporting culture, and cultural differences between age groups. Council has an important role to play in fostering cultural wellbeing in Rotorua, including:

- Service and facilities provision: event venues, community and arts facilities, sport and recreation facilities and programmes, the Museum of Art and History, the Public Library, and other facilities and services.
- Co-ordination: partnering with other agencies, organisations and groups to foster cultural wellbeing.
- Funding: community projects and events, arts and cultural groups, and sporting and recreational groups.
- Regulation: for instance, planning and managing urban environments to avoid user conflicts.
- Advocacy: representing community interests to Central Government and other agencies.
- Leadership: modelling best-practice and instigating new initiatives.
- Information provision: research and monitoring of cultural wellbeing in the District.

Cultural monitoring is a new function of local government. There is a pressing need to gather and refine additional key indicators of cultural trends. Over the coming year, Council will be developing a 'quadruple-bottom-line' website to centralise available information on the social, economic, environmental, and cultural wellbeing of Rotorua's communities, and the linkages between these different dimensions of wellbeing. Ongoing consultation will be undertaken with the Rotorua community to ensure the set of indicators remains relevant, and to consider whether we want – as a community – to set goals and targets that we wish to strive towards.

FURTHER INFORMATION

Further information is available in the following reports that can be obtained from Rotorua District Council or downloaded from www.rdc.govt.nz. Additional information is available on www.rotoruanz.com, including contact details for Rotorua's arts and cultural groups, ethnic groups, sports clubs and recreational groups.

- Rotorua's Changing Communities: Rotorua District Demographic Profile (2002)
- Rotorua District Council Arts and Cultural Policy (1996)
- Rotorua District Recreation Strategy (2002)
- Rotorua's Young People: Rotorua District Youth Demographic Profile (2002)
- Te Puna Rangatahi (Young Spring): Rotorua Youth Consultation (1999)
- Rotorua District Council Youth Policy (1999)
- Rotorua Youth Services Directory (2002)
- Rotorua's Ageing Population: Rotorua District Older Persons Profile (2002)
- Rotorua District Council Older Persons Policy (2002)
- Rotorua's Quality of Life: Rotorua District Key Social Indicators (2002)
- Rotorua District Economic Profile (forthcoming)
- Tracking Together: Rotorua District State of Environment Report (2002)
- Rotorua District Council Draft Annual Plan 2003-04