



MARCO Update

MARCO Meeting
Waikato Regional Council, Hamilton, 13 April 2011

Agenda

- MARCO Update
- Effective Data Presentation – Google
- Measuring Progress & Wellbeing

12.30 - LUNCH

- Genuine Progress Indicator
 - Wellington
 - Auckland
- MARCO Work Programme 2011/12
- *15.00 - Close*

Apologies

- Ariel King (Taupo DC)
- Ellerlie Bennet (WDHB)
- Helen Gilbert (Taupo DC)
- Jane Hamblyn (Trust Waikato)
- Katherine Palmer (Thames-Coromandel DC)
- Lucia Reijensberg (Waikato Migration RC)
- Nathan Kennedy (Ngati Whanaunga Incorporated)
- Nova Caie (WDHB)
- Paula Rolfe (Hamilton CC)
- Sandra des Forges (Waipa DC)
- Steve Tritt (NZTE)
- Terri Kew (Thames-Coromandel DC)
- Tony Chandel (Hamilton CC)

MARCO Indicators

- MARCO selected **75 key indicators**
- Covering environmental, social and economic
- Coordinated data gathering, analysis and reporting
- Results published on website, regularly up-dated
→ **www.choosingfutures.co.nz/MARCO-indicators/**
- Indicator report cards (regionally and per TA)
- Information for some indicators gathered by survey
→ **MARCO Waikato Regional Perception Survey**

Waikato Community Outcomes Indicators (MARCO)



MARCO indicators

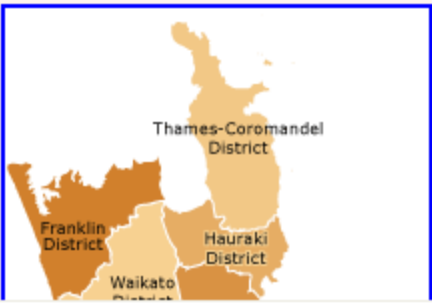
The MARCO team (monitoring and reporting community outcomes) has compiled indicators that help tell us about the quality of, and any changes in, life for people in the Waikato region. Learn more about [indicators and how they are being used](#).

About 75 indicators were selected and grouped into five topics. The results are displayed for the Waikato region and, where available, by city/district council area. Find out more about how the [indicators were developed](#). The indicators are up-dated, analysed and reported every year. Find out more in the indicator [data analysis reports](#).

- [Indicators by council area](#)
- [Indicators by topic](#)
- [Indicators by keyword](#)

Indicators by council area

Click on map



or click on list

- [Waikato Region](#)
- [Franklin District](#)
- [Hamilton City](#)
- [Rotorua District](#)
- [Taupo District](#)
- [South Waikato District](#)
- [Waitomo District](#)
- [Hauraki District](#)

Of the 75 indicators over half have data at the local level (city / district council)

Update on MARCO Work Programme 2010/11

1. Waikato Regional Perception Survey

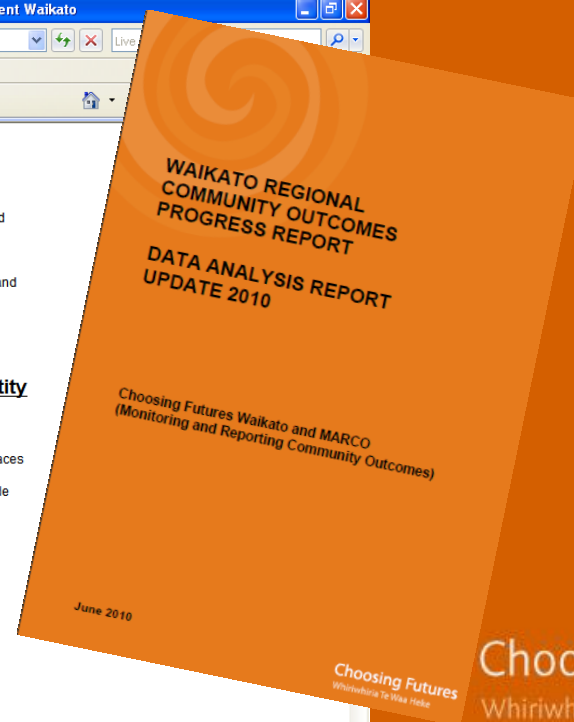
➤ www.choosingfutures.co.nz/publications

2. Up-dating MARCO Indicators – see next slide

3. Website, Report Cards – see next slide

The screenshot shows a web browser window with the URL <http://www.choosingfutures.co.nz/MARCO-indicators/>. The page is titled "Choosing Futures Waikato - MARCO Indicator Inventory" and features a grid of six categories, each with an icon and a list of indicators:

- Sustainable economy** (Shopping cart icon): Economic prosperity, Land-based industries, Maori economic prosperity, Regional planning, Research and innovation, Sustainable development, Tourism, Transport, infrastructure and services.
- Quality of life** (House and people icon): Community participation, Community safety, Education, Family and community cohesion, Health, Housing, Sport and leisure, Youth and older people.
- Participation and equity** (Group of people icon): Civic participation, Cultural well-being.
- Sustainable environment** (Landscape icon): Air, land, water quality and biodiversity, Coastal environment, Energy, Environmental attitudes and behaviours, Kaitiakitanga, Rural environment, Solid waste.
- Culture and identity** (Maori house icon): Creativity, Culture and recreation, Historic buildings and places, Maori heritage, Regional identity and pride.



Choosing Futures Waikato
Whiriwhiria Te Waa Heke o Waikato

Work Programme 2010/11

Task #2 & 3 - Updating MARCO Indicators/website

Annual Update 2011

- Compiling latest data - **37 indicators updated**
- Produce 2011 Data Analysis Report - **Draft** , final end April
- Update website, including Report Cards - **end April (reg only)**
- Include Waikato DHB Health Indicators – **by end June**

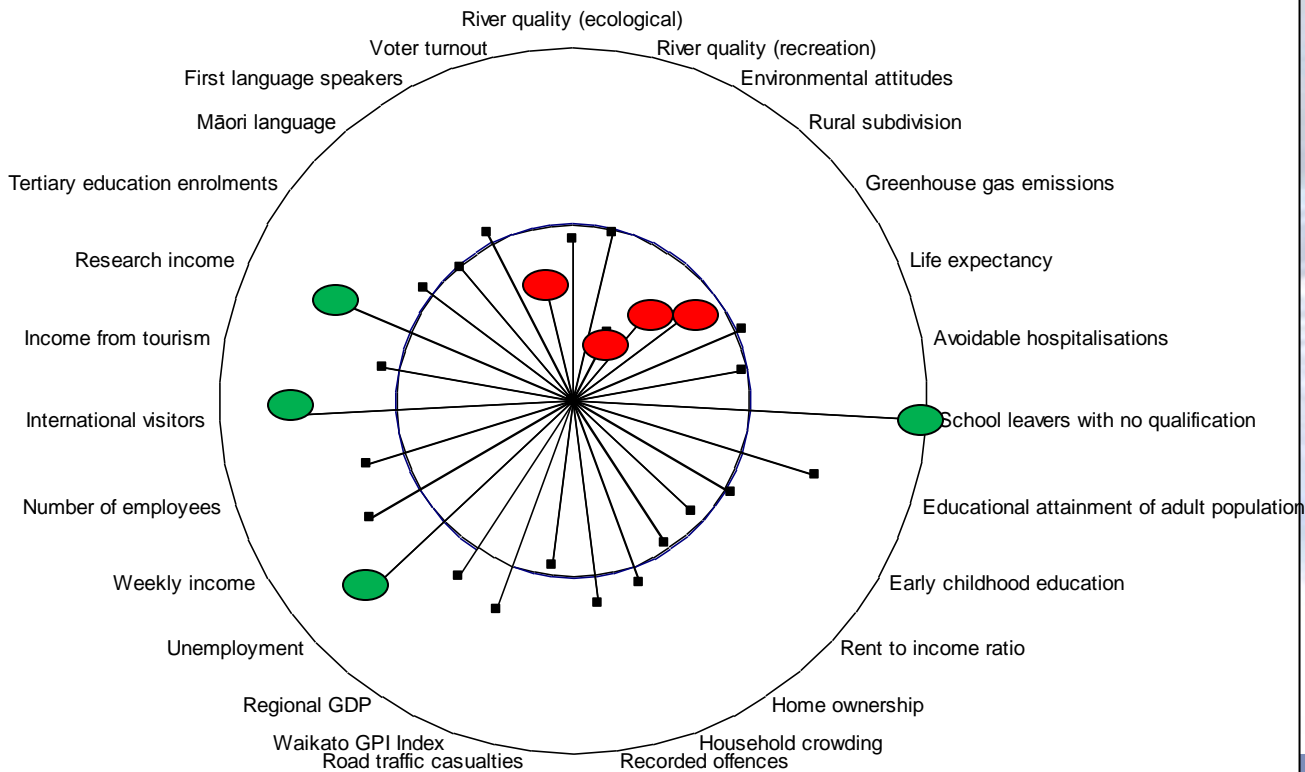
all updates and reports published on website by end April 2011

Future

- More **dynamic process** with automatic updates as data become available
- More **interactive approach** to data discovery, exploration and reporting

MARCO Data Analysis Report 2011

Indicator trends 1990s to 2000s

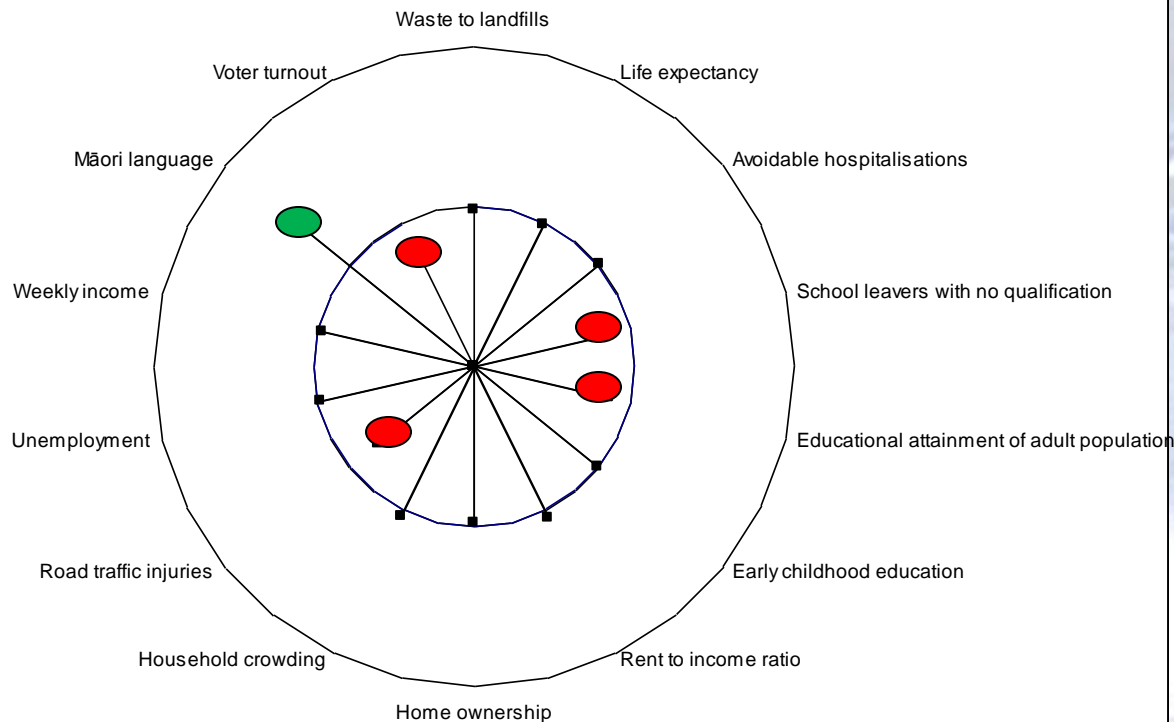


Inner circle represents mid 1990s data.
Dots are current data.

→ Spokes **outside the inner circle** represent an **improvement** of that particular indicator.

MARCO Data Analysis Report 2011

Waikato Region compared to New Zealand



Inner circle represents national average wellbeing in the mid to late 2000s. Dots are current data for Waikato Region

→ Spokes **outside the inner circle** represents **enhanced regional wellbeing** compared to NZ.



Work Programme 2010/11

Task #4 - Review of MARCO Indicators

- closer alignment with TA indicators
- TAFM...? Review of Community Outcomes?
- Update and maintain master list of all indicators used in Waikato region (and some national indicator sets) - *requires input from each council*
- Identify and prioritise TA needs – *TAFM implications?*
- Agree on revised set of MARCO indicators – *how many?*
- Identify any data/information gaps and prioritise how to fill these

Task #5 - New indicator developments

- National and international leading-edge indicator initiatives
- Exploring new approaches to measuring progress – *GPI*

Agenda Item 2

Effective Presentation of Indicators

Observed Trends

- Evidence-informed planning and decision-making
- From information scarcity to overload – need more simplicity
- Open data and interoperability
- From data availability to data communication
- From measuring to fostering progress – linking information to action
- New ICT tools rapidly emerging (mapping, visualisation, animation, google tools)

Information Trends – Some Observations

- Evidence-informed planning and decision-making
- From information scarcity to overload – need more simplicity
- Open data and interoperability
- From data availability to data communication
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- New ICT tools rapidly emerging (webmapping, visualisation, animation, google etc)

Information & Communication Technology

New ICT tools become rapidly available to enhance data discovery, exploration, communication and reporting of indicators:

- **(Geo)Visualisation**
- **Web 2.0, wiki**
- **Open sourced**
- **Google tools**

Examples:

- www.gapminder.org
- www.communityindicators.net.au

Hilke Giles and Dan Borman (Waikato Regional Council)

- Demonstrated a prototype web application using Google Map and other google tools.
- Discussed usability of Google Tools for the discovery, exploration, presentation and reporting of indicator data generally.
- The prototype uses Council's coastal indicators, and will be made available to MARCO when 'completed'.

Agenda Item #5

Plan 2011/12 Work Programme

- Review of current work programme (2010/11) - *today*
- Plan new MARCO Work Programme for 2011/12 – *start today*
- Discuss & confirm new work programme with SPN – *July 2011*

Current Budget 2010/11 (Waikato RC only)

- 180 hours labour
- \$ 15k contracting/consultancy
- plus: *your time and resources*

• 2011/12 (✓)
• LTP 2012-22....?