



NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

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ORDINARY MEETING OF COUNCIL

Open Minutes Attachments

Meeting Date: Thursday 5 September 2024

Time: 1.30pm – 3.15pm

Venue: Council Chamber
Hawke's Bay Regional Council
169 Dalton Street
Napier

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Napier City Council

Māori Wards Amendment
Legislation 2024

August 2024

Item 2 Attachment 1

Purpose

- The purpose of this research was to assist Napier City Council (NCC) with its decision to continue with the introduction of a Māori ward in the 2025 local elections.
- In July 2024 the Government introduced its Māori Wards Amendment Legislation reinstating the requirement for a binding poll to be held to establish Māori wards.
- This followed NCC's 2021 decision to introduce Māori wards for the 2025 local elections (after a five-month consultation with residents).
- Because the Council's 2021 decision was made without a poll (in line with the law at the time), the Council must decide by 6 September 2024 whether to continue with introducing Māori wards now and hold a poll in 2025; or to quash the Council's 2021 decision now, and not introduce Māori wards in 2025.

Methodology

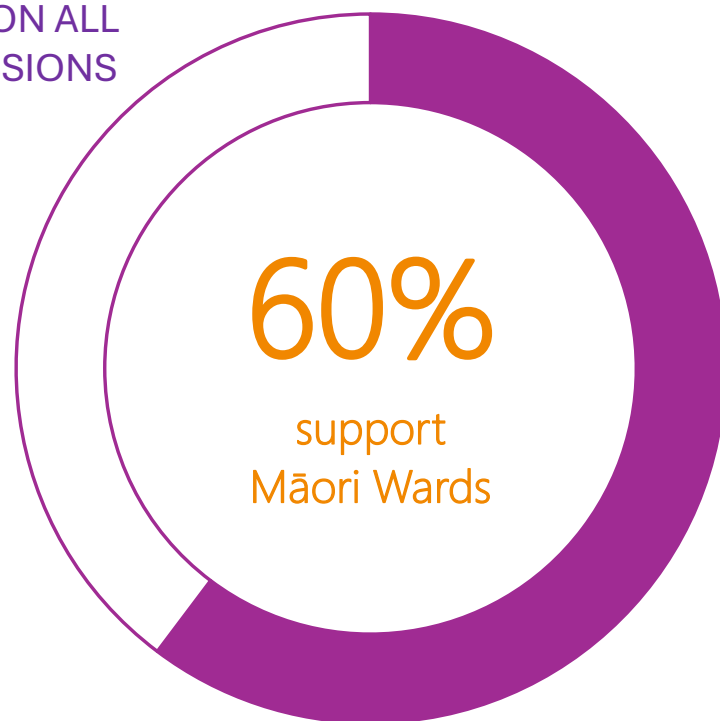
- Council hosted the consultation survey on their Say It Napier online platform, between 9 and 22 August 2024. SIL Research was commissioned to conduct analysis of the community feedback.
- Given the open public consultation nature of this research (essentially a non-proportional self-selecting sample of community members) without stratified targeting of subsamples across Napier, results are primarily presented as raw findings without statistical weighting by demographic factors.
- As such, the unweighted findings presented in this report are a true and correct record of the raw responses as provided in submissions.

Providing Context

- However, to provide context – and recognising the strong interest in this consultation particularly within Napier - additional analysis has been conducted on the Māori Ward approval question for comparative purposes, using statistical weighting by ethnicity (Māori or non-Māori) and age (18+).
- As such, the report presents results in three ways:
 1. All Submissions
 2. Napier Submissions
 3. Napier weighted submissions

All submissions *(excluding 18 duplicates n=2288 submissions)*

REPORT ANALYSIS
BASED ON ALL
SUBMISSIONS

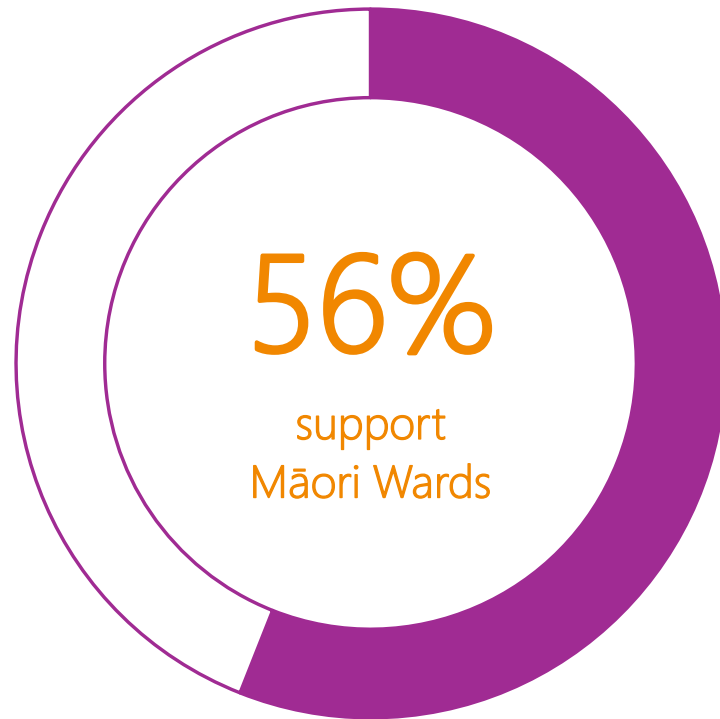


- All Submissions – raw (unweighted) results based on all valid submissions (excluding 18 duplicate responses), including:
 - submitters from all locations (both Napier & outside Napier),
 - all age groups (17 & under, and voting age adults aged 18+)
 - whether ethnicity was stated or unstated.

Napier Submissions

Total Submissions	2306	100.0%
Duplicates (removed)	18	0.8%
Valid Submissions	2288	99.2%
Outside Napier	394	17.1%
Address Not Stated	4	0.2%
Napier Submissions	1890	82.0%
17 and under	36	1.6%
No Age Stated	32	1.4%
Napier Aged 18+	1822	79.0%
Ethnicity Not Stated	65	2.8%
Napier 18+ Submissions	1757	76.2%

Napier submissions ($n=1757$)



- Napier Submissions –
 - raw (unweighted) results based on all valid Napier submissions (full or partial address supplied or identified adults aged 18+ (representing voting age population))
 - ethnicity stated (to identify Māori & non-Māori)

Weighting Results

- In terms of council decision-making, having enough informed, unbiased data is crucial to ensure decisions are made fairly and reflect the views of the community.
- When some groups are over- or under-represented in the data, the council risks making decisions that may not align with the actual preferences or needs of the broader community.
- Weighting helps correct this imbalance.
- Statistical weighting in market research is a method used to ensure that the results more accurately represent the population being studied, particularly when certain groups are either over- or under-represented in the data collected.
- In this case, submissions from Napier were adjusted to better reflect the actual distribution of age and ethnicity within the population.

Why Weighting Was Used:

- In Napier, there were differences in the number of responses received from Māori and non-Māori groups, as well as among different age groups.
- Specifically, Māori were more represented in the submissions than in the actual population
- Also, among non-Māori, those aged 65 and older were over-represented, while those aged 18-44 were under-represented.

	Submissions	% of submissions	Population %
Māori	557	31.7%	21.7%
18-44	273	15.5%	12.4%
45-64	204	11.6%	6.6%
65 and over	80	4.6%	2.7%
Non-Māori	1200	68.3%	78.3%
18-44	188	10.7%	27.9%
45-64	432	24.6%	26.0%
65 and over	580	33.0%	24.5%
Total	1757	100.0%	100.0%

Note: Segments highlighted in red were over-represented relative to Napier population. Segments highlighted in blue were under-represented relative to Napier population.

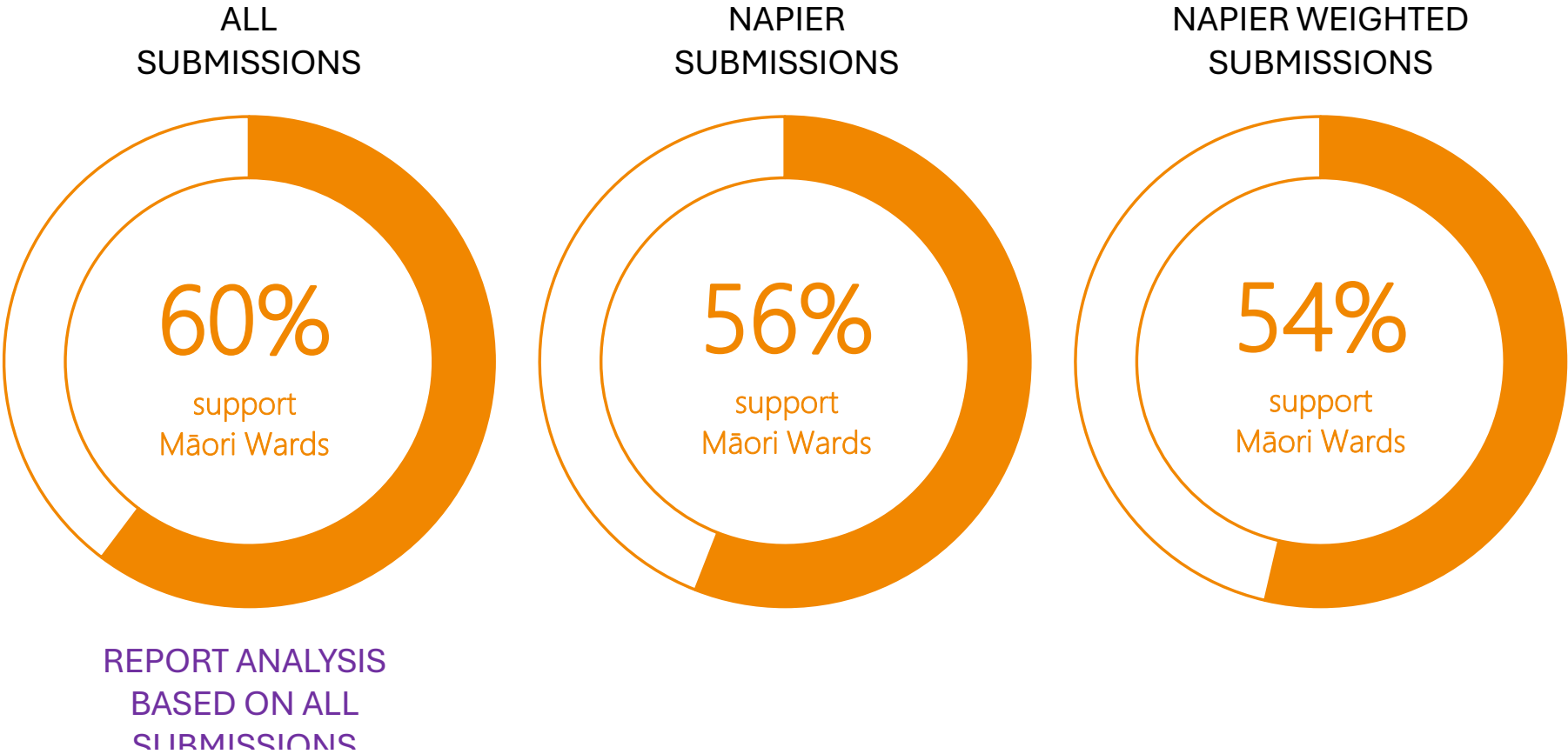
What Weighting Did:

- Weighting adjusted the data so that the proportions of Māori and non-Māori, as well as the age groups within non-Māori, matched the actual proportions in the Napier population according to the 2023 Census data.
- This adjustment ensures that the results are more reflective of the true population structure in Napier.
- After applying these criteria, the analysis was conducted on 1,757 responses from Napier, which provided a weighted reflection of the community's views.

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Napier weighted submissions *(n=1757)*



SUMMARY

- Councils rely on submissions and surveys to understand public opinion on various matters.
- If the data is skewed (e.g., certain groups are over-represented), it may lead to biased decisions that disproportionately favour those groups.
- Weighting ensures that the data better reflects the true make-up of the population, giving the council a clearer picture of what different groups may actually think.