

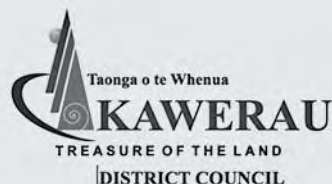


Whakatāne-Kawerau

# SPATIAL PLAN FOUNDATION PAPER

People and Communities

MAY  
2022



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# 1 Purpose of the Spatial Plan

Recent population growth in Whakatāne and Kawerau Districts was unexpected, with Statistics New Zealand forecasts prior to 2013 forecasting that the population in both Districts would decline. Instead, since 2016 the opposite has happened with both Districts experiencing population growth at a higher rate than many other locations in New Zealand.

In 2020, the Government released the National Policy Statement – Urban Development (NPS-UD) which requires all Tier 1, 2 and 3 territorial authorities<sup>1</sup> to provide sufficient development capacity to meet expected demand for housing in the short (1-3 years), medium (3-10 years) and long (11-30 years) term. Recent analysis in Whakatāne and Kawerau shows there is sufficient land which is infrastructure ready and plan-enabled, to meet population growth predictions in the short to medium term, but not in the long term.

The purpose of the Spatial Plan is to identify:

- how much land will be required for housing development over the next thirty years
- where housing development will take place
- the types of housing that will be delivered
- the infrastructure (transport, three waters, community, lifelines) requirements for the development that is proposed.

Five *Foundation Papers* have been prepared to set the scene for the Whakatāne Kawerau Spatial Plan. They have two purposes: to describe the current state; and to identify challenges facing the two Councils as they seek to provide sufficient land for the forecast levels of future growth. Each paper focuses on a different aspect of the current situation in the two Districts and include:

- People and community
- Housing and Land
- Economy and jobs
- Infrastructure
- Natural Environment.

The Foundation Papers provide in-depth analysis of the status quo in both Districts. Together they form the starting point for understanding the needs of our communities now and going into the future. The Foundation papers also provide data that will be used to develop a business case(s) seeking support for and investment in the infrastructure and services required to enable the future development to occur.

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<sup>1</sup> Whakatāne District is a Tier 3 Council.

## 2 Partnership with Tangata Whenua

Approximately half of the population in the Whakatāne and Kawerau District's identify as Māori. Over 80 hapū and 69 marae are affiliated to the seven iwi in the two districts:

- Ngāti Awa
- Ngāi Tūhoe
- Ngāti Rangitahi
- Ngāti Tūwharetoa ki Kawerau
- Ngāti Manawa
- Ngāti Whare
- Ngāti Mākino.

The cultural landscape within the Whakatāne and Kawerau Districts is complex as shown below. Many iwi have rohe that overlap with each other, while all iwi have settled treaty claims with the Crown, providing redress for Treaty breaches.

Preparing the five foundation papers has been a collaborative project undertaken jointly by Whakatāne District Council, Kawerau District Council and the Bay of Plenty Regional Council. The purpose of the Foundation papers was to collate and gather publicly available information and data in order to provide a 'snapshot in time' of life in Whakatāne and Kawerau from a range of perspectives.

The Councils recognise the importance of incorporating Mātauranga Māori values and principles into development of the Spatial Plan. Developing partnerships with local iwi and hapū will be intrinsic to the success of the Strategy going forwards. Planning for growth needs to provide options for co-design, co-management and co-governance.

## 3 Key Findings – People and Communities

### 3.1 Our population is growing

Since 2013, Whakatāne District has experienced rapid population growth, increasing by approximately 600 people per year. This equates to an average growth rate of 1.6% per annum. It is estimated that as at December 2021, Whakatāne District had a total population of 38,400<sup>2</sup>, which equates to 2,700 more people since 2018.

Between 2013 and 2018, Kawerau’s population grew by approximately 150 per year. It is estimated that as at December 2021, Kawerau District had a total population of 7,670, which is 524 more people since 2018. The high levels of population growth since 2016 in Whakatāne and Kawerau were unexpected given that forecasts in 2013 predicted the population of both Districts would decline over time.

Population growth is driven by natural increase (births minus deaths), and domestic and international migration. Since 2013, natural increase has been the primary driver of population growth in Whakatāne District, followed by international migration, while domestic migration has been the least important. In contrast in Kawerau, natural increase and domestic migration have been equal drivers of growth with international migration the least important.

While migration over the past two years (2020-2021) has been severely impacted by closed international borders in response to COVID-19, the population in the wider Bay of Plenty region has continued to grow at nearly twice the rate for growth in New Zealand overall.

As a result of the closed borders due to COVID-19, the rate of population growth over the past two years is likely to have been slower than during the period 2013 to 2019. However, this is not expected to affect the projected growth rate over the longer term, particularly given the high rate of natural increase in Whakatāne District.

The recently released Statistics New Zealand sub national population projections<sup>3</sup> show that growth in the two Districts is now projected to continue at least at a medium/ high growth rate until 2033 and could continue at a high growth rate out to 2048.

This level of growth means that the population in Whakatāne District could reach 45,000 by 2048 with almost 55,000 in the combined Whakatāne and Kawerau Districts’ area<sup>4</sup>. This is equivalent to an average of 250 new residents per annum in Whakatāne District and 50 per annum in Kawerau District.

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<sup>2</sup> Infometrics (2021). Whakatāne Economic Profile 2021. <https://ecoprofile.infometrics.co.nz/Whakatāne%20District/PDFProfile>. Downloaded 22 April 2022.

<sup>3</sup> Statistics New Zealand (2021) Subnational population projections by age and sex 2018 (base) – 2048.

<sup>4</sup> ME Consulting (June 2021). Whakatāne District Housing Demand – Economic Assessment

Housing demand is expected to continue to grow over the longer term due to the high rate of natural increase taking place particularly in Whakatāne, and as international migration reverts to pre-COVID19 patterns.

## 3.2 The make-up of our population is changing

The overall population of both Districts is ageing. Currently 18% of people are aged 65+ years, with this cohort expected to make up 30% of the population by 2043. An ageing population will increase demand for smaller dwellings and retirement village facilities close to amenities and centres. This trend towards smaller households (1.3 persons) will further increase demand for housing.

Māori make up nearly two thirds (62%) of Kawerau's population and nearly half (44%) of Whakatāne's. This is significantly higher than for New Zealand (16.5%) as a whole. The Māori population in both Districts has a median age of 26.3 years, which is much younger than for New Zealand's population overall. The largest cohort of Māori in both Districts are aged 14 years and below. Additional demand for housing can be expected in the next two decades as this cohort ages and looks to set up households of their own.

## 3.3 Many of our people experience deprivation and poverty

Whakatāne and Kawerau Districts experience high rates of deprivation. Kawerau<sup>5</sup> and seven of the nineteen census areas in Whakatāne District have a deprivation score of 10 (which is the highest level of deprivation), while a further five census areas in Whakatāne have the next highest deprivation level of nine. Deprivation is strongly linked to low household income levels. Approximately 12% of households in the two Districts have an income of less than \$20,000 per year while 43% of households earn \$50,000 or less.

Overall, median income levels are much lower in Whakatāne (\$62,000) and Kawerau (\$42,800) than nationally (\$75,700). Households with an income of less than \$50,000 (43%) are unlikely to meet mortgage lending requirements and would struggle to pay rent in both Whakatāne and Kawerau, even though housing costs are lower than those nationally. This situation is likely to have been exacerbated over the past two years as a result of COVID-19, with lockdowns, job losses and reduction in working hours further reducing incomes in a number of households.

The inability of a large percentage of the population in both Districts to pay rent or mortgage repayments has significant implications for the type of housing that is needed. Traditional housing subdivisions comprise mostly of three to four bedroom single storey houses on 400-600 square metre sections. This type of housing is likely to be unaffordable for the many households in Whakatāne and Kawerau Districts with low median incomes.

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<sup>5</sup> Note that Kawerau District comprises a single census area.



## 3.4 Community values, challenges and vision

### 3.4.1 Ki Mua Consultation 2017

During the Ki Mua community consultation programme in 2017, three questions were asked: “What makes Whakatāne a great place to live?”, “What are the challenges facing Whakatāne?”, and “What will make Whakatāne a better place?”.

Community connection, the natural environment, recreation, and leisure activities (especially in the natural environment), the natural environment, retail and shopping, and public facilities were all identified as being valued by people living in Whakatāne.

Safety and wellbeing was identified as the key challenge facing Whakatāne, while the economy, community, services and facilities were also identified as key issues. Threats to safety and wellbeing were identified as coming from gangs, crime, natural hazards, alcohol and drugs. Poverty, wealth distribution and the cost of living were also identified as safety and wellbeing issues.

A related theme was the economy with a focus on employment and jobs, tourism and hospitality, business and industry growth. An objective of the Spatial Plan is to enable the growth of the commercial and industrial sectors in order to generate new jobs in both Districts.

Finally, the provision of safe and appropriate transport infrastructure was identified as a challenge for communities. Climate change is already altering the way we are looking at transport. Providing safe routes for walking and cycling, along with reliable and accessible public transport options for all users is important for the future.

Key suggestions for making our communities even better included providing greater recreation and leisure opportunities, improving transport infrastructure, improving personal and community safety and wellbeing, and the provision of a range of community services such as education and training opportunities.

### 3.4.2 Te Ara Hou Consultation - 2020

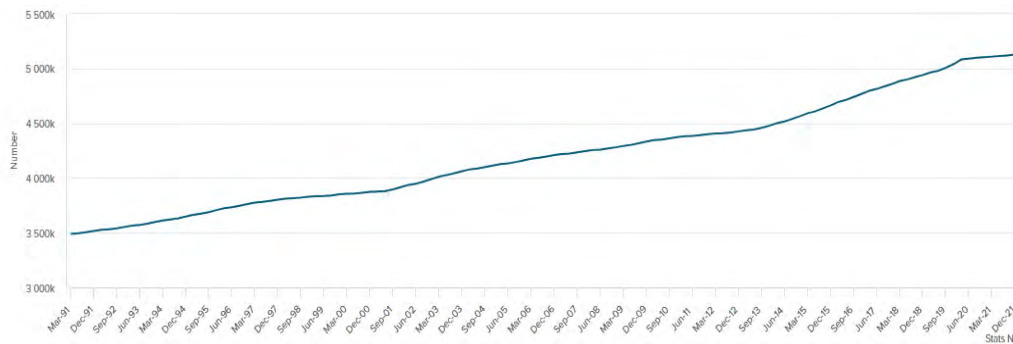
In 2020, Whakatāne District Council received funding from the Provincial Growth Fund (PGF) to revitalise the Whakatāne Town Centre and riverfront area. This programme of work was named *Te Ara Hou*. A four-week public consultation programme was undertaken to confirm the objectives and principles of the Reference Plan and to provide feedback on two of the proposed development sites. The key themes that emerged from the consultation included:

- Create spaces for activities and events, and encourage family-friendly activities
- Create and encourage pedestrian-friendly streets, alternative transport options and improve disability parking
- Connect to the river, create a wide promenade with hospitality and public facilities
- Retain car parking and/or change car parking facilities (including parking building/s)
- Enhance natural environment connections, promote green spaces and park
- Greater recognition of local Māori culture and enhancing connections.

# 4 National Population and Trends

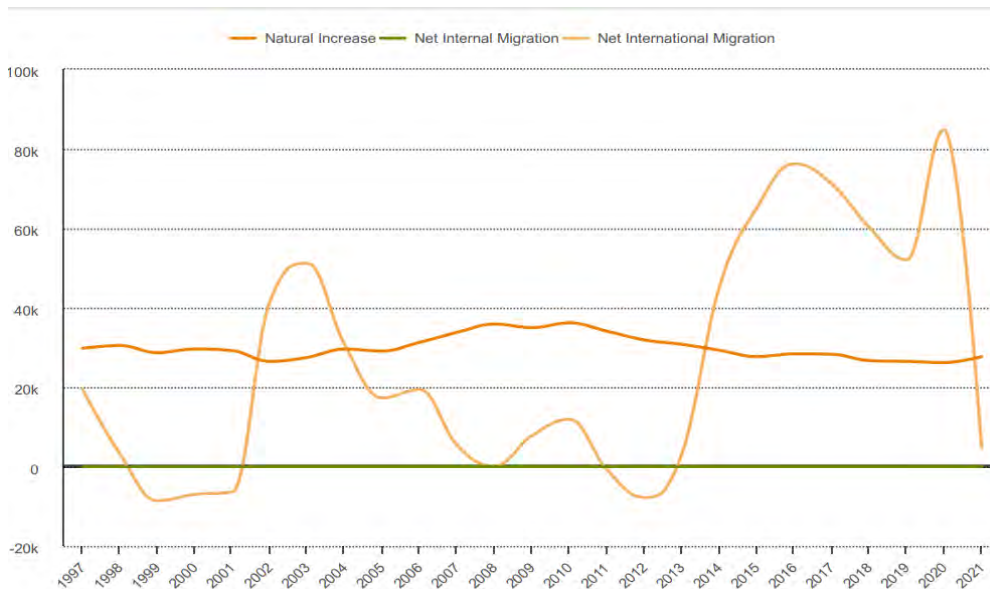
Population growth has been significant with half a million people added to the population between 2013 and 2020<sup>6</sup>. Statistics New Zealand estimates that as at December 2021, New Zealand had a resident population of 5,127,200 as at 31 December 2021 (Figure 1). New Zealand’s population growth rate remains high by historical and international standards, though the full impact of COVID-19 remains to be seen. The world’s population has been growing at around 1.1% per annum and New Zealand has exceeded this growth rate in each of the last five years (Statistics New Zealand, 2020).

Figure 1: Population growth - New Zealand 1991 to 2021<sup>7</sup>



Net migration (immigrants minus emigrants) was the largest driver of population growth between 2013 and 2021, and accounted for 65% of New Zealand’s population growth between 2016 and 2020 (Figure 2).

Figure 2: New Zealand’s Population Growth 1997-2021<sup>8</sup>



<sup>6</sup> <https://www.stats.govt.nz/news/new-zealands-population-passes-5-million>. Downloaded 22 February 2022.

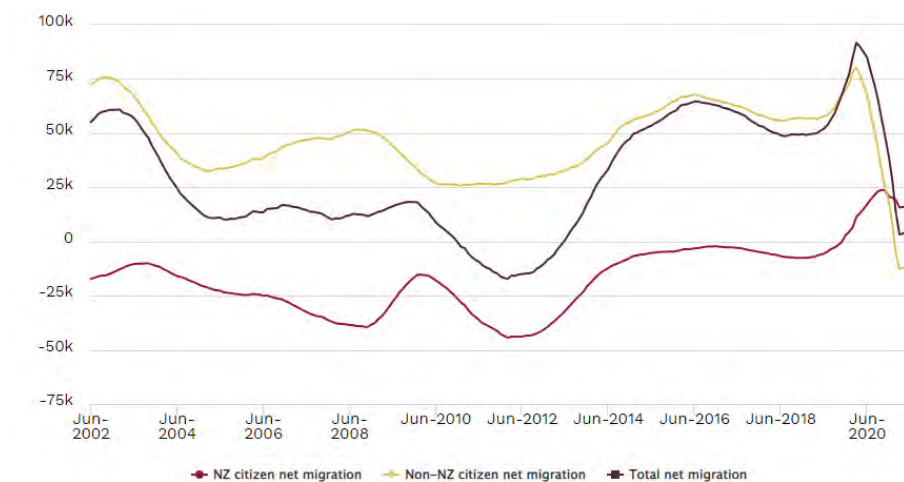
<sup>7</sup> Infometrics (2021). New Zealand Annual Economic Profile 2021. Downloaded 22 April 2022.

<sup>8</sup> Infometrics (2021). New Zealand Annual Economic Profile 2021. Downloaded 22 April 2022.

## 4.1 Impact of COVID-19 on New Zealand’s population growth

Migration patterns changed completely in March 2020 when the New Zealand government closed the country’s international borders to protect New Zealanders from the COVID-19 virus. This prevented anyone from travelling to New Zealand apart from those with citizenship or permanent residency. The closed border has significantly impacted immigration patterns, with expatriate New Zealand citizens and permanent residents returning home and a large number of foreigners remaining in New Zealand longer than planned. Immigration during the year to June 2021 was the lowest for a June year since 2013<sup>9</sup> (Figure 3).

Figure 3: Estimated migration, rolling year ended - June 2001 - 2021 (provisional)



For the first time since 2013, international migration decreased, with a decline of 94% between 2020 and 2021. This meant that natural increase (births minus deaths) became the main driver of population growth in New Zealand. Statistics New Zealand projects that over the long-term New Zealand’s population of 5.09 million in 2020 is likely to continue to grow over the long term<sup>10</sup>.

## 4.2 Regional population and trends

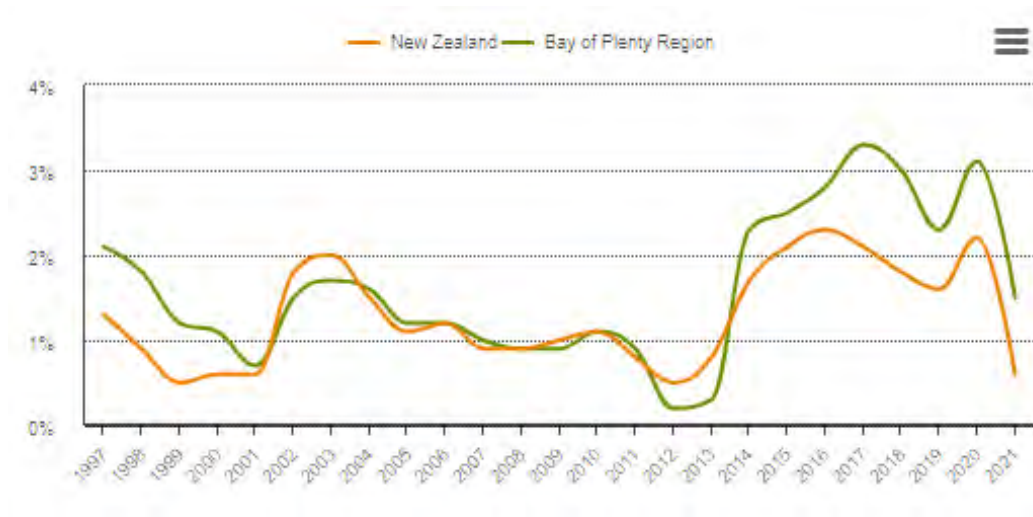
It is estimated that in 2021, the population for the Bay of Plenty region was 343,400, an increase of 43,700 people since 2013 when the region had a low growth rate of 0.3%. Between 2013 and 2017 the regional rate of growth increased to 3.3%, which is much higher than for New Zealand overall (Figure 4)<sup>11</sup>.

<sup>9</sup> Source BERL. <https://berl.co.nz/economic-insights/exports-and-tourism-migration-and-population-trade-and-industry/migration-lowest>. Note that this figure is provision. Provisional figures are finalised after 16 months. Downloaded 22 April 2022.

<sup>10</sup> <https://www.stats.govt.nz/information-releases/national-population-projections-2020base2073>. Downloaded 22 April 2022.

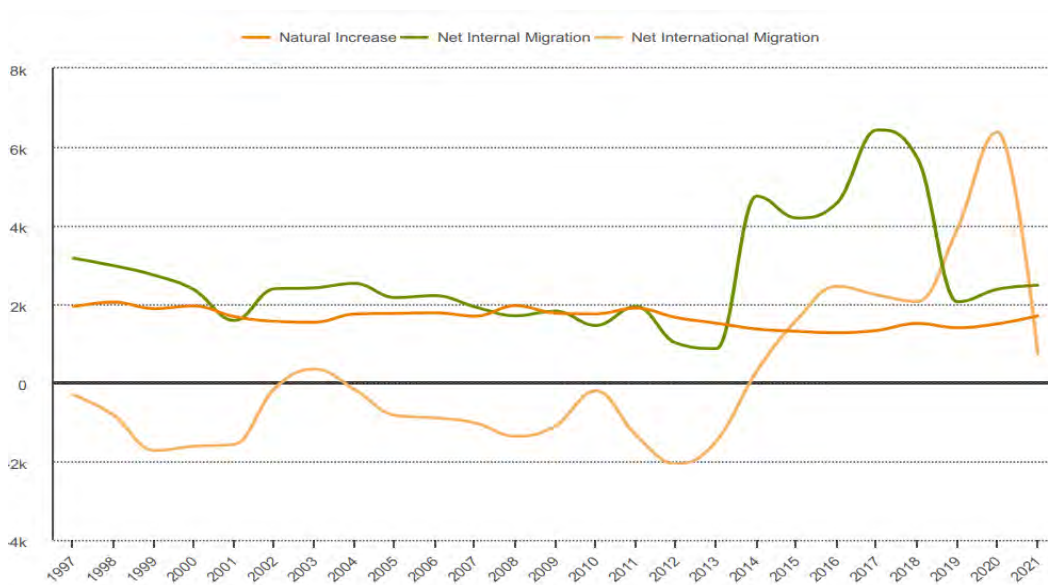
<sup>11</sup> <https://ecoprofile.infometrics.co.nz/new%20zealand/Population/Growth>. Downloaded 22 April 2022.

Figure 4: Population growth 1997 – 2021. New Zealand and Bay of Plenty



The high rate of growth in the Bay of Plenty region was primarily driven by internal and international migration (Figure 5)<sup>12</sup>.

Figure 5: Source of population growth in Bay of Plenty

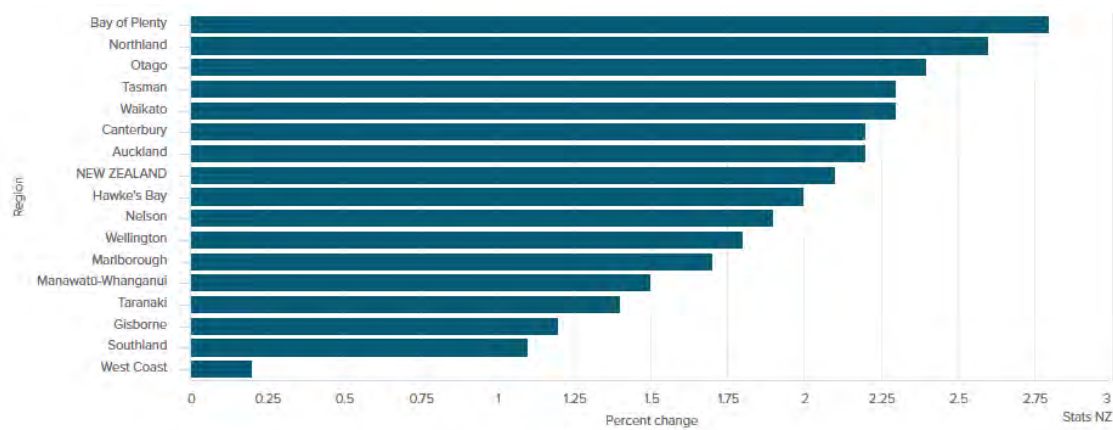


In the year to June 2020, the Bay of Plenty region had the highest percentage growth (2.8%) of all regions of New Zealand (

<sup>12</sup> <https://ecoprofile.infometrics.co.nz/new%20zealand/Population/Growth>. Downloaded 22 April 2022.

Figure 6). This was primarily driven by high growth in Tauranga City and Western Bay of Plenty District (Statistics New Zealand).

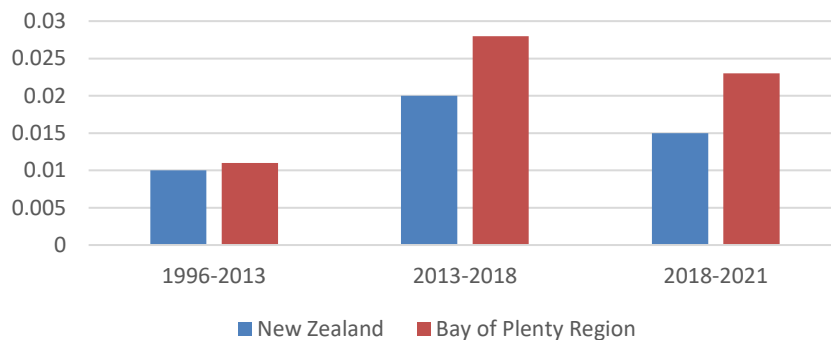
Figure 6: Population percent change by region, year to June 2020



### 4.3 Impact of COVID-19 on the Bay of Plenty

The closure of international borders in 2020 saw the rate of population growth in the region halve from a high of 3.3% per annum in 2017 to 1.5% in 2021 (Figure 7). However even with the closed borders, the region’s population still grew by 15,200 people between 2019 and 2021<sup>13</sup>. This remained higher than for New Zealand overall.

Figure 7: Population growth rate – New Zealand and Bay of Plenty



<sup>13</sup> <https://ecoprofile.infometrics.co.nz/new%20zealand/Population/Growth>. Downloaded 22 April 2022.

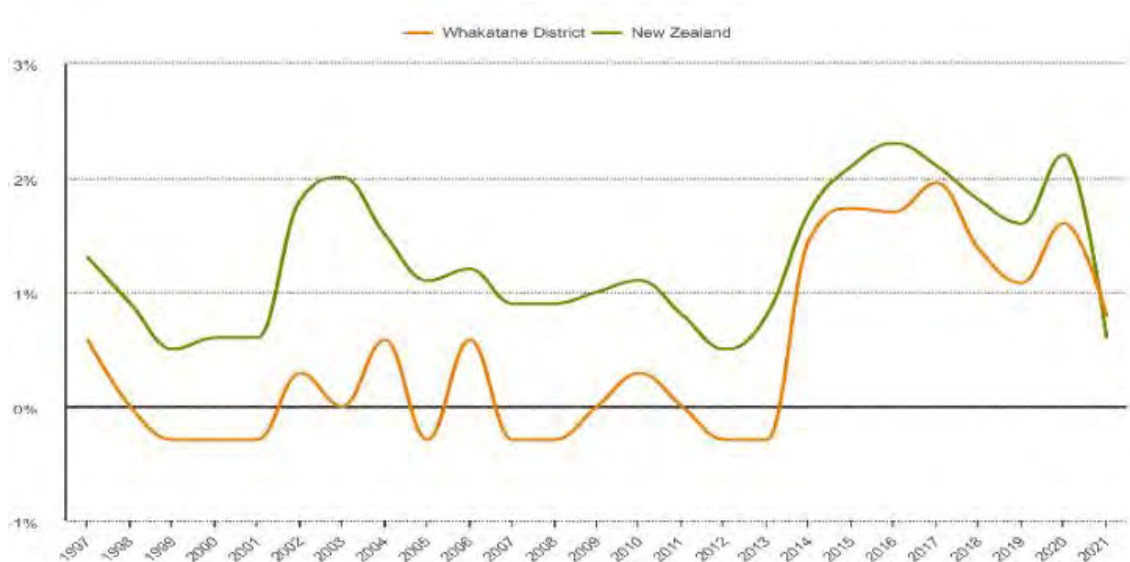
# 5 Population growth - Whakatāne and Kawerau

## 5.1 Whakatāne

Since 2013, Whakatāne District has experienced rapid population growth, increasing by approximately 600 people per year. This equates to an average growth rate of 1.6% per annum<sup>14</sup> with the highest level of growth (1.95%) taking place in 2017. It is estimated that as at December 2021, Whakatāne District had a total population of 38,400<sup>15</sup>, which equates to 2,700 more people since 2018.

The closure of New Zealand’s international borders in March 2020 meant that Whakatāne’s population growth rate decreased to 0.8% per annum in 2021 (Figure 8). However, in spite of the closed borders, Whakatāne’s population has continued to increase.

Figure 8: Population growth rates New Zealand and Whakatāne 1997 – 2021



## 5.2 Kawerau District

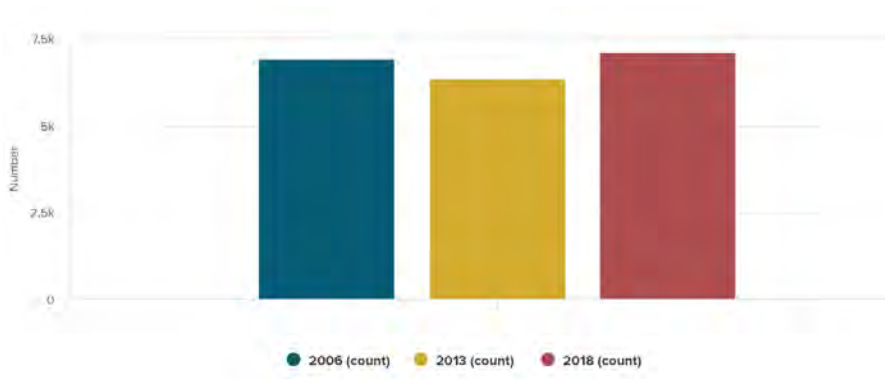
Kawerau’s population declined between 2006 and 2013, before starting to increase again between 2013 and 2018. During those five years, approximately 150 new residents moved into the District each year (Figure 9). In the 2018 Census, Kawerau District had a population of 7,146 people, which equates to nearly 11% total growth since 2013. Statistics New Zealand estimates that as at December 2021, Kawerau had a total population of 7,670, which is 524 more people than in 2018.

<sup>14</sup> Infometrics (2021). Whakatāne Economic Profile 2021. Downloaded 22 April 2022.

<sup>15</sup> Infometrics (2021). Whakatāne Economic Profile 2021.

<https://ecoprofile.infometrics.co.nz/Whakatāne%20District/PDFProfile>. Downloaded 22 April 2022.

Figure 9: Kawerau District population 2006-2018 Censuses



### 5.3 Key areas of growth

The key geographical area where growth is taking place in the Whakatāne and Kawerau Districts is shown in Figure 10 below.

Figure 10: Key areas of growth in Whakatāne and Kawerau



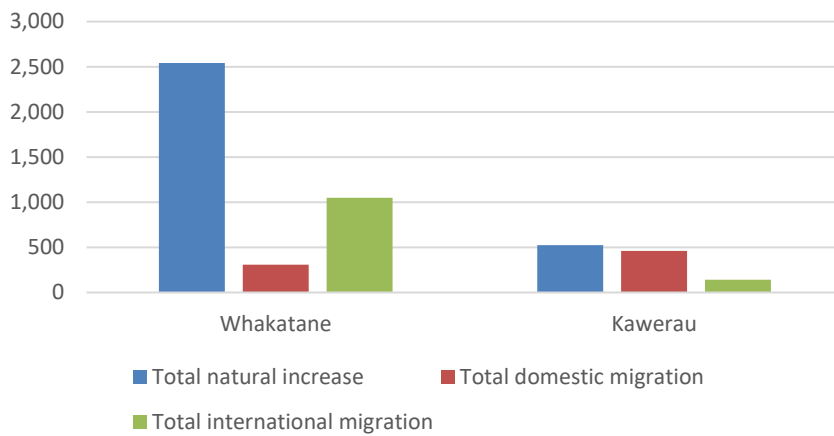
### 5.4 Drivers of population growth – Whakatāne and Kawerau

In both Districts, population growth over the past ten years has been driven by a combination of natural increase (births minus deaths), domestic and international migration prior to 2020. While international migration has played a key role in population growth in Whakatāne, it has been less important in Kawerau (



Figure 11).

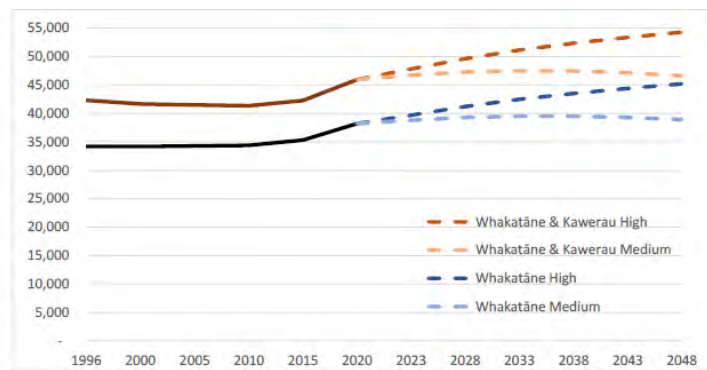
Figure 11: Sources of population growth in Whakatāne & Kawerau 2013-2020



## 5.5 Future population growth – Whakatāne and Kawerau

Although the growth rate declined during the past two years due to COVID-19, the population of the two Districts has continued to grow, primarily due to natural increase. With the opening of New Zealand borders, this current decline in growth rate is not expected to continue or affect the projected growth rate over the longer term. The recently released Statistics New Zealand sub national population projections<sup>16</sup> show that growth in the two Districts is now projected to continue at least at a medium/ high growth rate until 2033 and could continue at a high growth rate out to 2048 (Figure 12).

Figure 12: Population projections Whakatāne and Kawerau Districts



This means that the population in Whakatāne District could reach 45,000 by 2048 with almost 55,000 in the combined Whakatāne and Kawerau Districts’ area. This is equivalent to an average of 250 new residents per annum in Whakatāne District and 50 per annum in Kawerau District<sup>17</sup>.

<sup>16</sup> Statistics New Zealand (2021) Subnational population projections by age and sex 2018 (base) – 2048.

<sup>17</sup> ME Consulting (2021). Whakatāne District Housing Demand. Economic Assessment.

### 5.5.1 National Policy Statement – Urban Development 2020 (NPS-UD) Requirements

In 2020, the Government introduced the NPS-UD which required that:

‘Every tier 1, 2, and 3 local authority must provide at least sufficient development capacity in its region or district to meet expected demand for housing:

- a) in existing and new urban areas; and
- b) for both standalone dwellings and attached dwellings; and
- c) in the short term, medium term, and long term.

In order to be sufficient to meet expected demand for housing, the development capacity must be:

- a) plan-enabled (see clause 3.4(1)); and
- b) infrastructure-ready (see clause 3.4(3)); and
- c) feasible and reasonably expected to be realised (see clause 3.26); and for tier 1 and 2 local authorities only, meet the expected demand plus the appropriate competitiveness margin (see clause 3.22).’

Population growth at the levels that have been forecast, will create a significant challenge for both Districts in terms of meeting NPS-UD requirements.

## 6 Population demographics

Not only is the population in both Districts growing but the demographic structure of our population is also changing. In both Whakatāne (Figure 13) and Kawerau (

Figure 14), the percentage of older people will continue to increase while the percentage of people in the younger cohorts will decline (Statistics New Zealand). This change in demographics in the next thirty years will have a significant influence on the type and location of housing being demanded. The ageing population in both Districts can be expected to generate increased demand for smaller dwellings and retirement facilities close to amenities and town centres.

Figure 13: Whakatāne - Predicted population by age

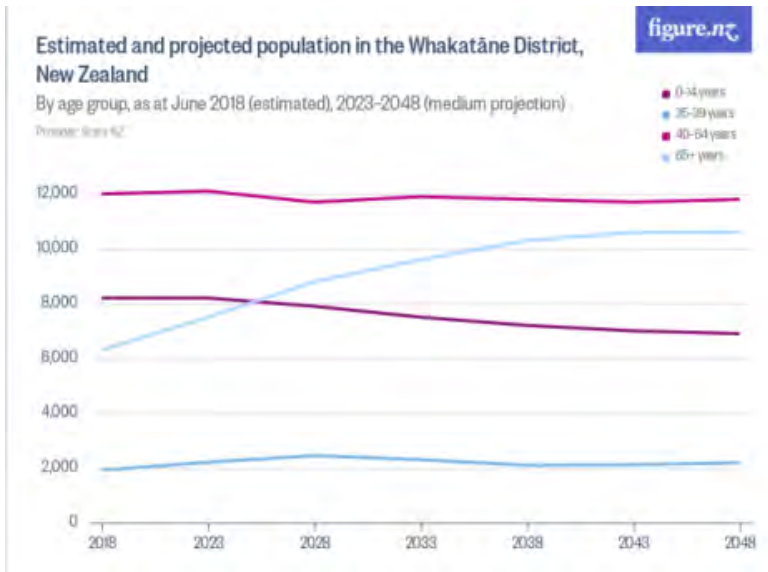
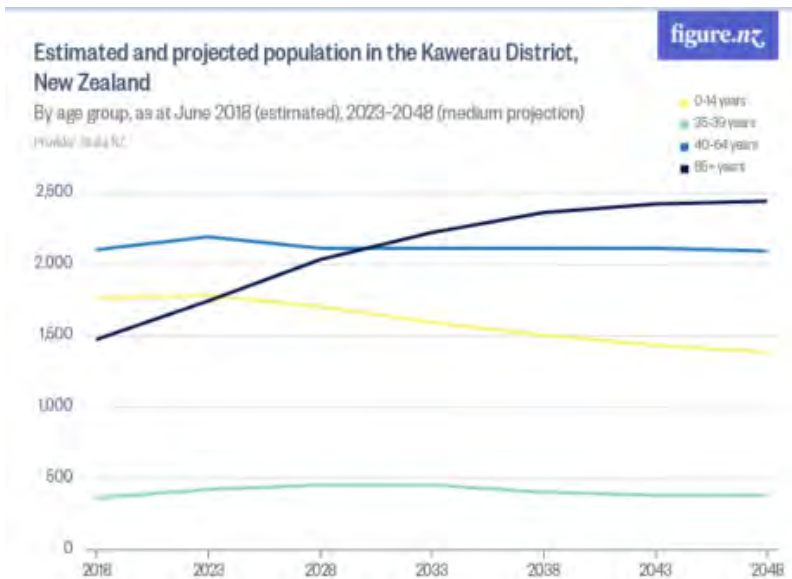


Figure 14: Kawerau - Predicted population by age



# 7 Māori population demographics

Those identifying as Māori in the 2018 Census make up 62% of Kawerau’s population and 43.5% in Whakatāne (Figure 15). This is significantly higher than the average of 16.5% for New Zealand as a whole which is forecast to continue to grow over time (Figure 16). The Māori population in Whakatāne is forecast to reach 48.2% by 2038 (Statistics New Zealand). Affiliated to the seven iwi of the two Districts (Ngāti Awa, Ngāi Tūhoe, Ngāti Rangitīhi, Tūwharetoa ki Kawerau, Ngāti Manawa, Ngāti Whare and Ngāti Makino) are over 80 hapū and 69 marae.

Figure 15: Ethnicity Whakatāne and, Kawerau -- Census 2018

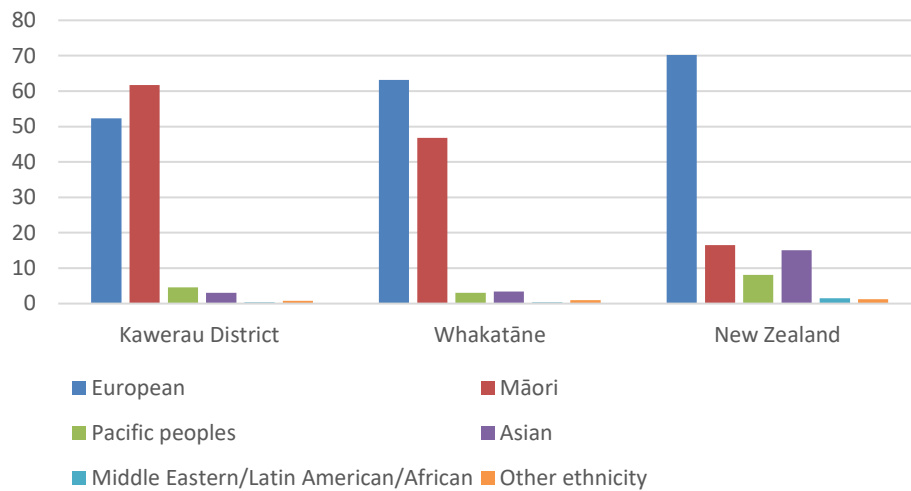
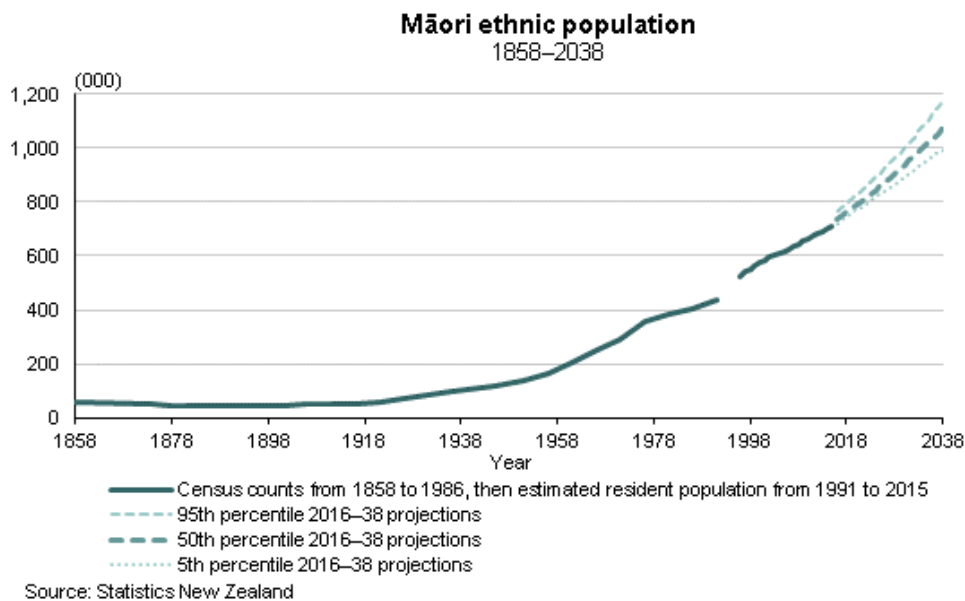
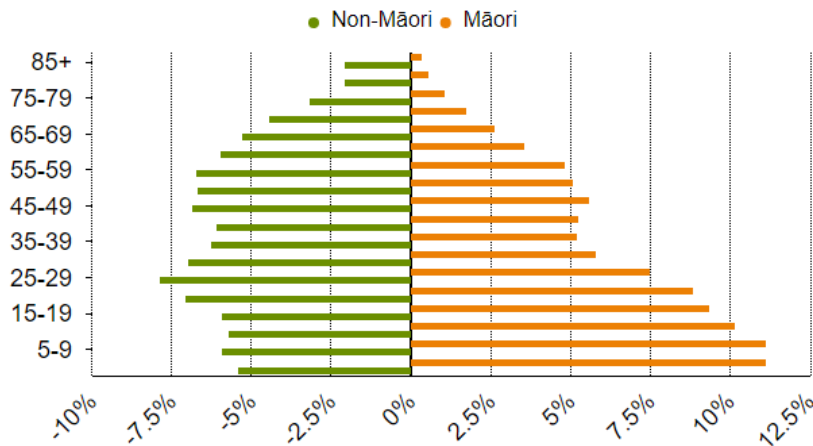


Figure 16: New Zealand - Māori ethnic population forecast growth



Nationwide, the Māori population is much younger than the overall population (Figure 17). Within the next fifteen years, an additional 30% of the Māori population will be aged 18 or more, which is likely to significantly impact housing demand.

Figure 17: New Zealand: Māori and non-Māori population distribution by age, 2018



Source: Statistics New Zealand

In both Whakatāne and Kawerau Districts, the Māori population is much younger than the overall population (Figure 18 and Figure 19). The median age for Māori in both Districts is 26.3 years compared to the overall median age of 38.2 years in Kawerau and 39.6 years in Whakatāne. The largest cohort of Māori in Whakatāne is currently aged 14 years and below. This means that not only will demand for housing increase in the future as a result of population growth in the District, but additional demand can be expected as young Māori age and leave their family homes to set up households of their own.

Figure 18: Age and sex of total population in Whakatāne District - 2018 Census

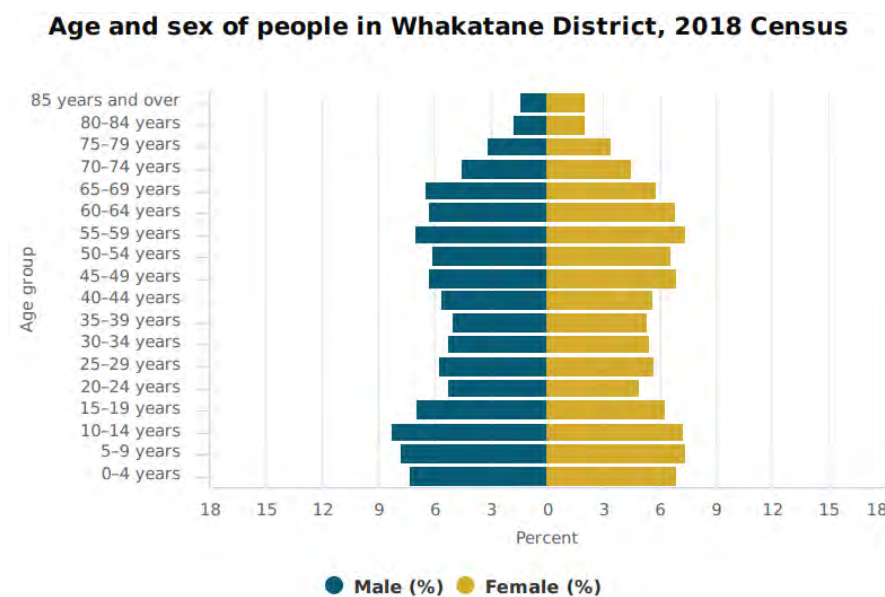
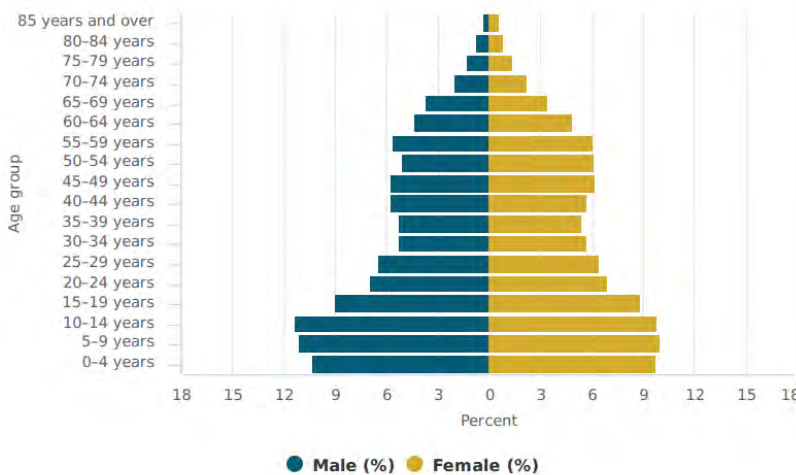


Figure 19: Māori age and sex - Whakatāne District 2018 Census

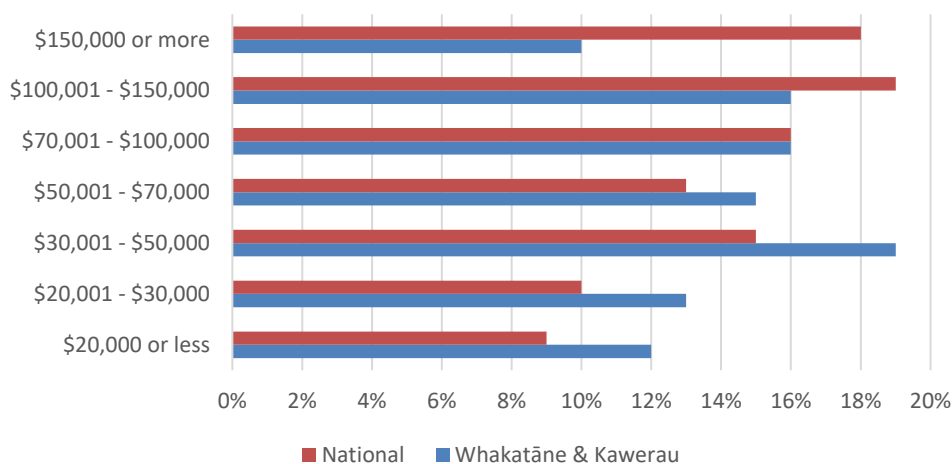
### Age and sex of Māori in Whakatane District, 2018 Census



## 8 Household incomes

Incomes in Whakatāne and Kawerau are relatively low compared to the rest of New Zealand. Overall median income levels are much lower in Whakatāne (\$62,000) and Kawerau (\$42,800) than the national levels (\$75,700). Approximately 12% of households in the two Districts have an income of less than \$20,000 per year while 43% of households earn \$50,000 or less<sup>18</sup>. The household incomes of Whakatāne and Kawerau households also differ from national income levels at the higher income groups, with only 26% having an income over \$100,000 compared to 37% at a national level (Figure 20).

Figure 20: Household income groups Whakatāne/Kawerau Districts and New Zealand 2018



The low levels of income experienced by many households in Whakatāne and Kawerau has significant implications for housing affordability in terms of both rent and home ownership. Recent research has

<sup>18</sup> ME Consulting (2021). Whakatāne District Housing Demand: Economic Assessment

shown that households with incomes of less than \$50,000 (approximately 43% of households) struggle to meet mortgage lending requirements and would struggle to pay rent in Whakatāne and Kawerau<sup>19</sup>. The impact of COVID-19 in the past two years is likely to have further exacerbated financial stress for many households as a result of lockdowns, job losses, COVID related sick leave and reduced incomes due to a reduction in working hours. Research undertaken in 2020<sup>20</sup> shows that after the first COVID-19 lockdown in 2020, the top housing concerns for Māori in the Mataatua rohe were:

- 28.6% paying bills
- 26.1% heating homes
- 22.2% paying rent or mortgage.

The inability of a large percentage of the population in both Districts to pay rent or mortgage repayments has significant implications for the type of housing that is needed. Traditional housing subdivisions comprise mostly of three to four bedroom single storey houses on 400-600 square metre sections. However, given the low median incomes in Whakatāne and Kawerau Districts, this type of housing is likely to be unaffordable for many.

## 8.1 Deprivation in the Eastern Bay of Plenty

The 2018 New Zealand Index of Multiple Deprivation (IMD 18) is a set of tools used for identifying concentrations of deprivation at the neighbourhood level in New Zealand. The IMD 18 comprises 29 indicators grouped into seven domains<sup>21</sup> of deprivation. The entire Bay of Plenty District Health Board area is ranked 13/20 with 20 of the census blocks being the most deprived in New Zealand (Figure 21).

There is a clear divide between the western and eastern sub-regions of the Bay of Plenty region, with most of the Western Bay having low deprivation scores, while much of the Eastern Bay has high deprivation scores. Kawerau has the highest overall deprivation score of ten, as do seven of the nineteen census area units in Whakatāne District, with a further five census areas in Whakatāne District having the next highest deprivation level of nine. These same areas also experience the highest rates of severe housing deprivation.

There is also contrast between areas within the Eastern Bay, particularly between the coastal and lifestyle areas which are characterised by much higher levels of affluence, and the remainder of the Eastern Bay which are characterised by higher deprivation levels.

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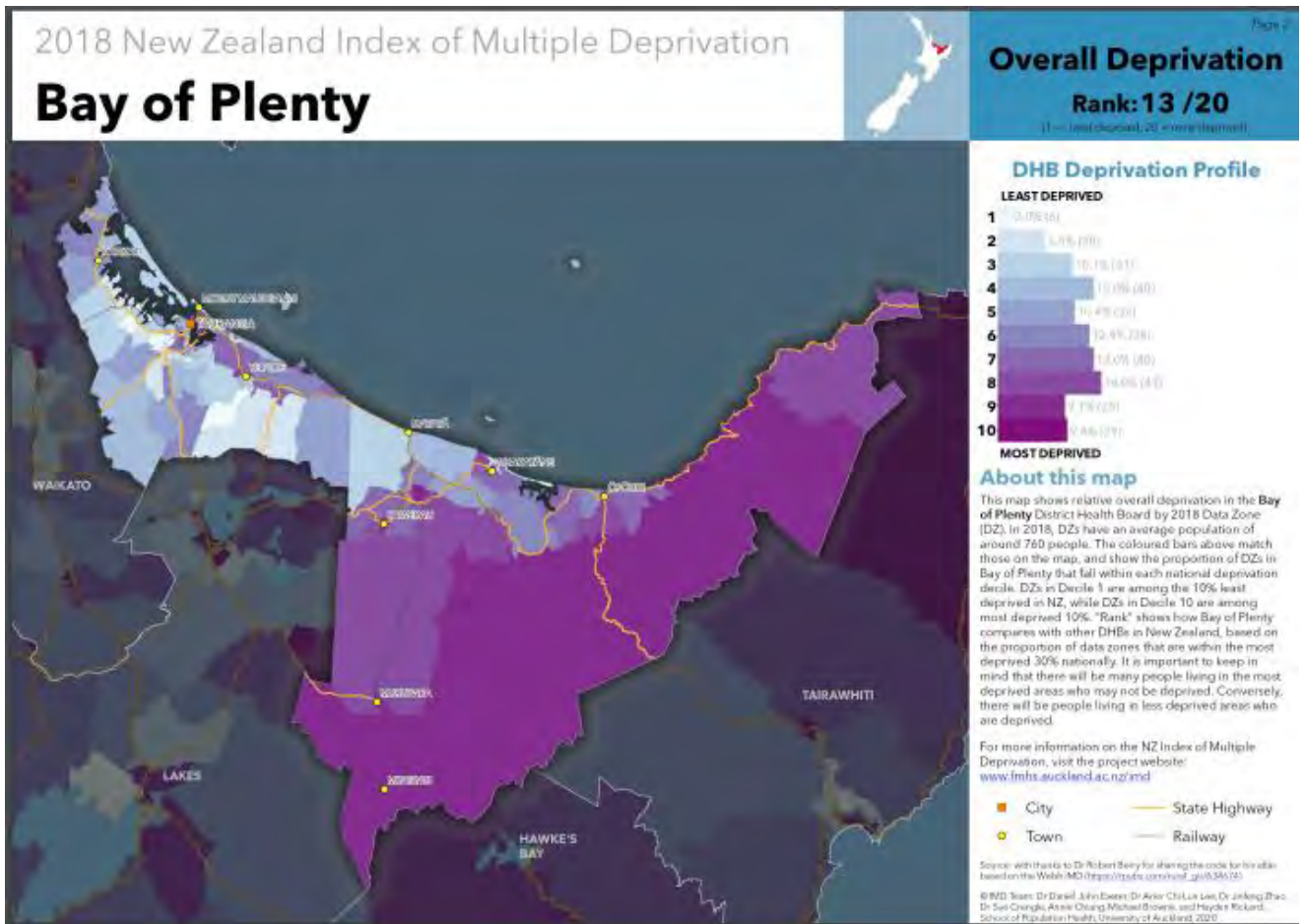
<sup>19</sup> ME Consulting: June 2021. Whakatāne District Housing Demand – Economic Assessment.

<sup>20</sup> Te Puna Ora Mataatua, Tirohanga Oranga o Mataatua Covid-19 Māori in Mataatua Rohe Survey: Advance report, 2020.

<sup>21</sup> The seven domains include: Employment, Income, Crime, Housing, Health, Education, and Access to Services.



Figure 21: 2018 NZ IMD - Bay of Plenty Health Board Overall Deprivation



## 9 Cultural development

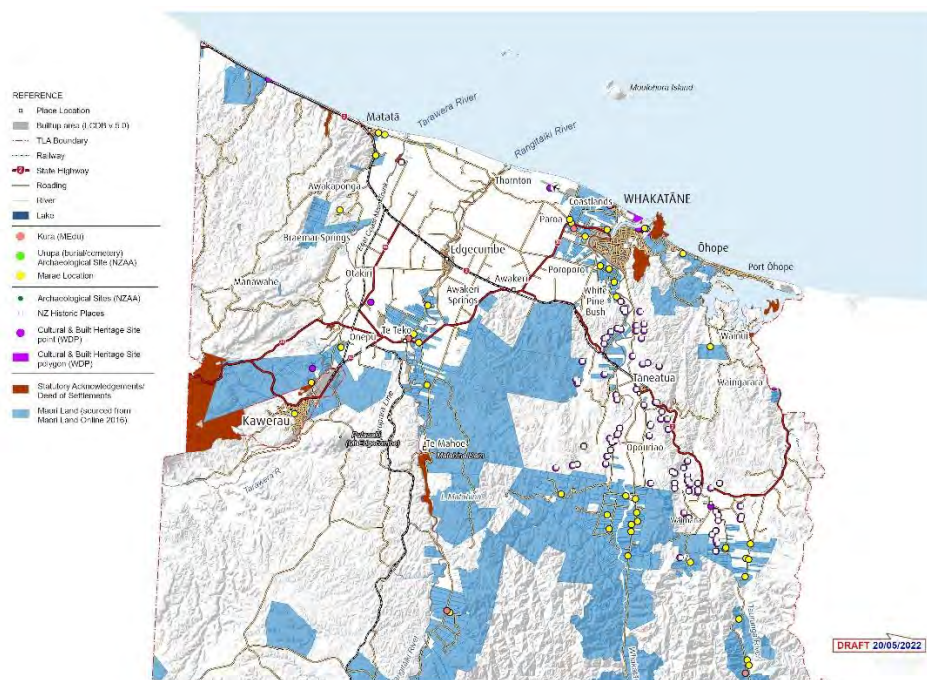
Approximately half of the population in the Whakatāne and Kawerau District’s identify as Māori. Over 80 hapū and 69 marae are affiliated to the seven iwi in the two districts:

- Ngāti Awa
- Ngāi Tūhoe
- Ngāti Rangitīhi
- Ngāti Tūwharetoa ki Kawerau
- Ngāti Manawa
- Ngāti Whare
- Ngāti Mākinō.

The cultural landscape within the Whakatāne and Kawerau Districts is complex (

Figure 22). Many iwi have rohe that overlap with each other, while all iwi have settled treaty claims with the Crown, providing redress for Treaty breaches.

Figure 22: Culture and heritage map for Whakatane and Kawerau Districts



Many Māori Land Trusts are starting to explore options to develop land and invest in other commercial enterprises, as funding avenues becoming more available. While the Whakatāne District Plan enables Papakainga housing development on Māori land, there is an opportunity to further explore and become innovative. Te Uru Taumatua has built a village of 15 houses in Tāneatua, as a pilot for a model of ownership that is based on cultural values as well as affordability and sustainability principles. It is likely to become a model for other housing developments through the Tūhoe rohe. Other housing proposals near Whakatāne are being explored in partnership with the Council and Crown agencies.

Iwi and Māori Trusts have commercial aspirations, with most iwi having commercial boards running multi-million-dollar investment portfolios.

Treaty settlement provisions created the Rangitāiki River Forum, Tarawera River Awa Restoration Group and the CNI Forestry Collective. The following Iwi Management Plans have been received by Whakatāne District Council:

- Ngāti Rangitahi Iwi Environmental Management Plan
- Ngāti Umutahi Whenua Management Plan
- Ngāti Manawa Environmental Scoping Report
- Ngāti Whare Iwi Management Plan
- Tawharu o Ngā Hapū o Whakatōhea Resource Management Plan
- Ngāti Awa Environmental Plan
- Te Upokorehe Iwi Management Plan
- Ngāti Tūwharetoa ki Kawerau Iwi Management Plan
- He Mahere Putahitanga – A pan-tribal Iwi Management Plan
- Ngāti Hineuru Iwi Environmental Management Plan
- Ngāi Tamarangi Ngā Tikianga Whakahaere Taonga Environmental Management Plan.

These outline environmental, social and cultural outcomes for iwi/hapū that focus on environmental enhancement, particularly in terms of biodiversity and Te Mana o Te Wai, but also seek to improve health, education and other social outcomes for Māori.

## 10 Social and community development

Community development, community planning and community wellbeing is a very broad area of work, due to the diverse nature of communities. Currently community development initiatives are being delivered across numbers Council programmes and by many departments.

The 2018 Eastern Bay of Plenty Vital Signs<sup>22</sup> report identified the social and cultural wellbeing of the Eastern Bay (Whakatāne, Kawerau and Ōpōtiki). Community engagement, arts and culture, and support for newcomers are the areas that performed best. In general, Eastern Bay of Plenty residents feel positively about the quality of their lives (see Figure 23).

Figure 23: Eastern Bay of Plenty – how they feel about the quality of their lives.



Numerous sports, recreation and cultural activities are offered to children and adults in the Eastern Bay. Top priorities include ensuring access to opportunities and facilities are increased to a wider range of people and ensuring that indoor and outdoor recreational spaces are able to meet the varied needs of the community.

<sup>22</sup> Vital Signs is an international programme that measures the health and vitality of communities and builds community engagement around core issues of liveability. This report was produced by the Eastern Bay Community Foundation in 2018.

# 11 Community values

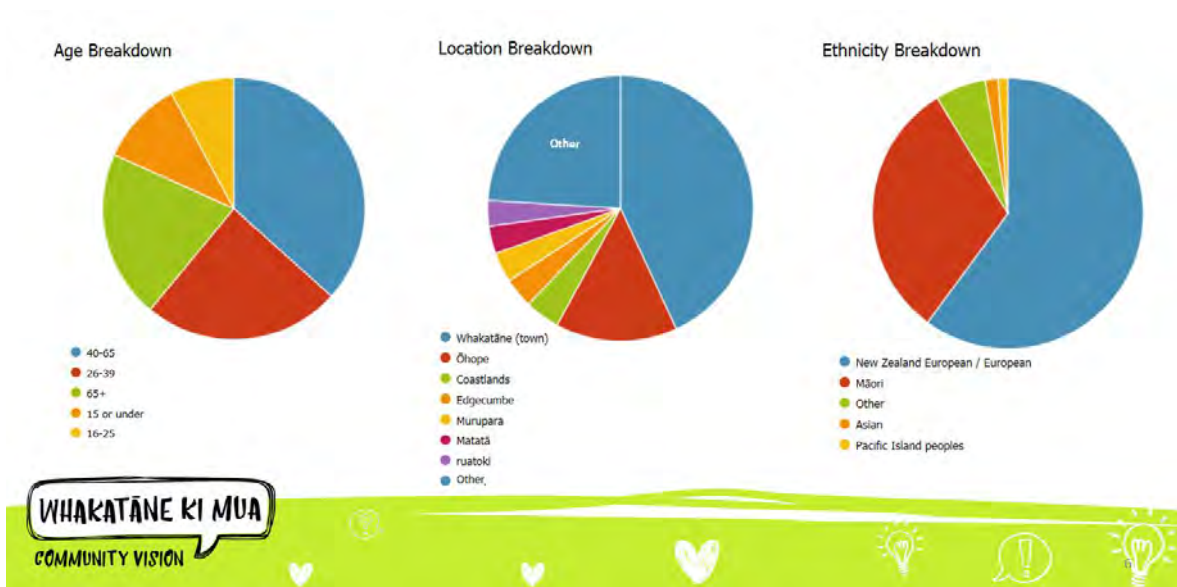
## 11.1 Ki Mua Community Engagement - 2017

In 2017 the Whakatāne District Council engaged in a community vision realisation project named *Ki Mua*, which means ‘moving forwards’. The purpose of *Ki Mua* was to capture the many voices of different communities within Whakatāne District, to identify key community priorities and encourage community-led development. *Ki Mua* operated as a Cross-Sector Forum that engaged with a range of iwi and government agencies. Nearly 3,000 participants provided feedback through:

- surveys; general surveys (768)
- tourist perception surveys (230)
- youth feedback; high school students (486), primary and intermediate students (893)
- workshops and brainstorms (522 participants).

A breakdown of the participants in Ki Mua according to age, location and ethnicity is shown below (Figure 24).

Figure 24: Participants in Ki Mua



Participants were asked:

- What we love and value about our communities and District
- What we see as the main challenges facing our future
- What ideas we have for a better future for our towns and communities.

### 11.1.1 What we love and value about our communities and District

People valued community connection, the natural environment, recreation and leisure activities, especially those in the natural environment, retail and shopping, and public facilities (Figure 25). It will be important to ensure that all future growth preserves and enhances these characteristics valued by the community.

Figure 25: Ki Mua - What we value



### 11.1.2 What we see as the main challenges facing our future

The main challenges facing Whakatāne focus on safety and wellbeing, the economy, community and services and facilities (Figure 26).

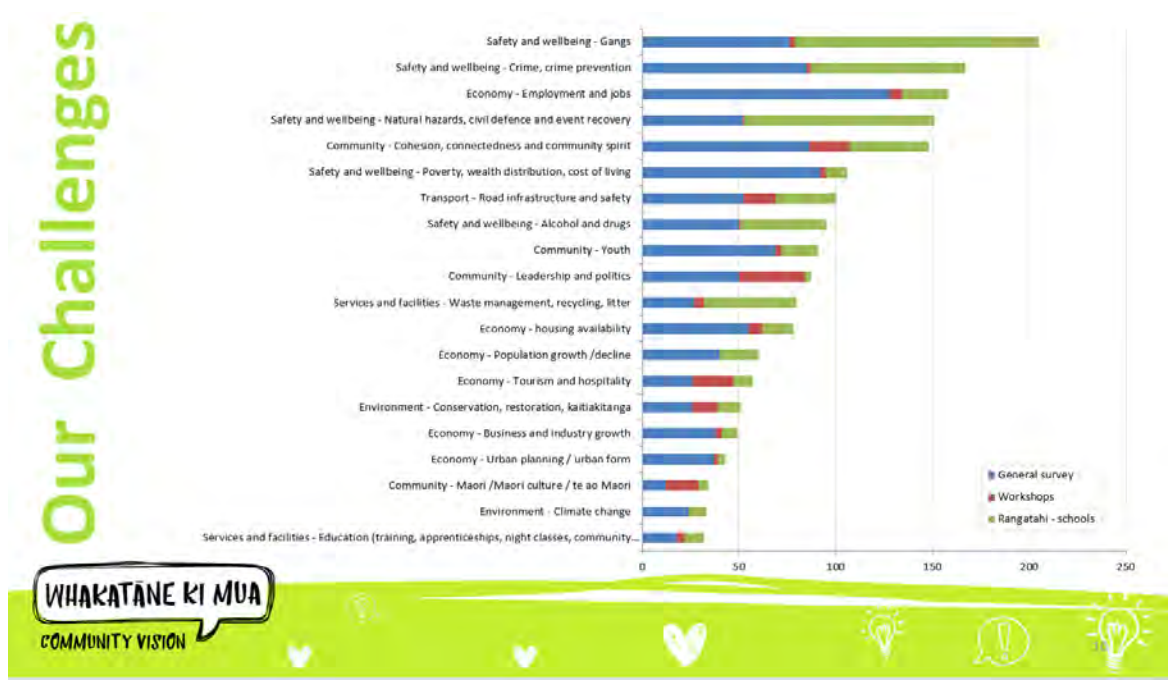
Safety and wellbeing from a range of threats was the primary challenge identified by participants. The threats to safety and wellbeing included gangs, crime, alcohol and drugs. Crime prevention takes many forms and can play a significant role in managing and reducing crime within communities.

A threat to safety and wellbeing related to natural hazards was identified by a number of participants. The Eastern Bay of Plenty faces threats from a range of natural hazards, including earthquakes, debris flows, landslips, tsunamis, flooding and coastal inundation.

Poverty, wealth distribution and the cost of living was also identified as another safety and wellbeing issue. This is a real challenge for many in both Districts, as discussed earlier. A related theme was the economy with a focus on employment and jobs, tourism and hospitality, business and industry growth.

Finally, the provision of safe and appropriate transport infrastructure was identified as a challenge for communities. Climate change is already altering the way we are looking at transport. Providing safe routes for walking and cycling, along with reliable public transport options for all users will need to be part of the future.

Figure 26: *Ki Mua - Our Challenges*



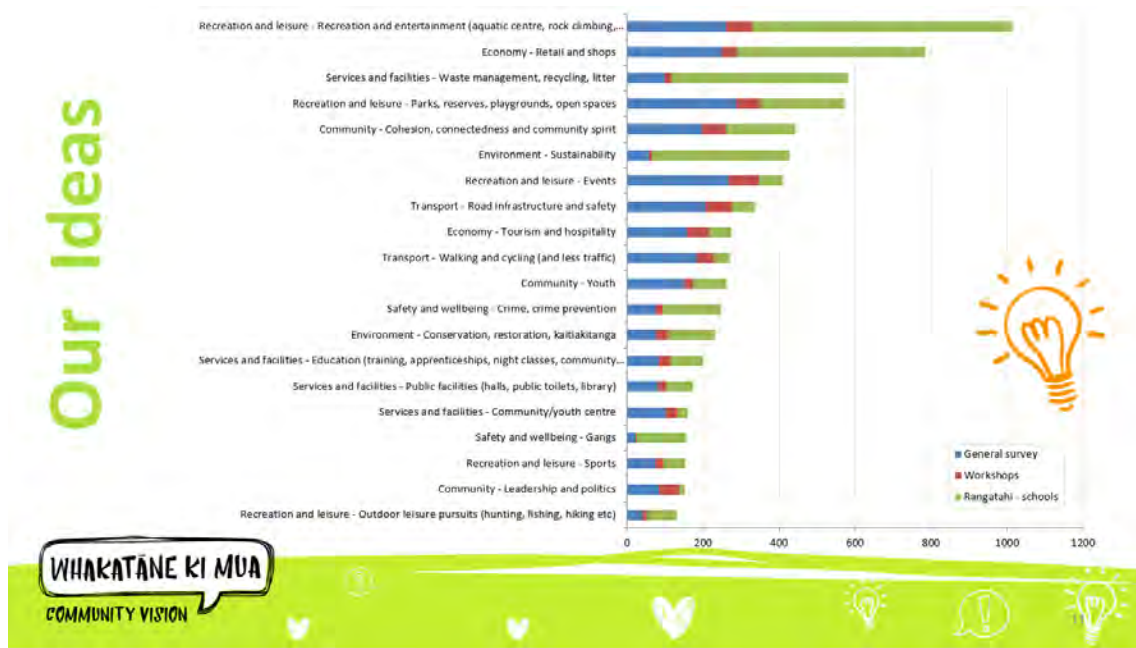
### 11.1.3 What ideas we have for a better future for our towns and communities

*Ki Mua* participants were asked how we could make Whakatāne even better (

Figure 27). Key suggestions for making our communities even better included providing greater recreation and leisure opportunities, improving transport infrastructure, improving personal and community safety and wellbeing, and the provision of a range of services. The services identified included community services provided by the Council as well as education and training opportunities. These suggestions are linked to the things people value and the challenges currently being faced in our communities. It is therefore important that future growth and development takes account of these issues.



Figure 27: Ki Mua – Our ideas



## 11.2 Te Ara Hou Whakatāne Town Centre and Riverfront Revitalisation Programme

In 2020, Whakatāne District Council received funding from the Provincial Growth Fund (PGF) to revitalise the Whakatāne Town Centre and riverfront area, by creating spaces that enable better public access between the CBD and riverfront. This programme of work was named *Te Ara Hou*. A four-week public consultation programme was undertaken to confirm the objectives and principles of the Reference Plan and to provide feedback on two of the proposed development sites. The key themes that emerged from the consultation included:

- Create spaces for activities and events, and encourage family-friendly activities
- Create and encourage pedestrian-friendly streets, alternative transport options and improve disability parking
- Connect to the river, create a wide promenade with hospitality and public facilities
- Retain car parking and/or change car parking facilities (including parking building/s)
- Enhance natural environment connections, promote green spaces and parks
- Greater recognition of local Māori culture and enhancing connections.