

IDENTIFICATION OF INFLUENCES ON THE WHAKATANE DISTRICT

BACKGROUND

The Council's plans and work programmes over the next ten years are targeted to meet the future needs of the District. To do this successfully, it is important to understand what will influence change in our district and the elements of change that can be influenced by the Council so that our communities can achieve their aims and aspirations for the future.

While the LTCCP 2009-2019 has a 10 year time horizon, many of the programmes and budgets have a longer term focus. Whilst it is not possible to predict or foresee everything that will occur, it is important to provide a context for our future planning and expenditure. In an age of globalisation, communities in our district are exposed to what is happening worldwide. This requires the Council to have, not only an understanding of the aspirations, trends and issues of the communities that make up the Whakatane District, but also a good understanding of what is likely to happen in the Bay of Plenty, New Zealand and the world.

This section provides the context for the environment that will impact on the Council and the community over the 10 year planning period for this plan.

INTERNATIONAL TRENDS

The Council functions within a global market and is influenced by global events that provide both opportunities and risks. During the period that this plan was being developed a global credit crisis occurred. The crisis has continued to deepen and the impacts continue to have an affect on the International economy. The District's economic base, largely dependant on agriculture and manufacturing, is strong affected by overseas ownership and/or overseas market fluctuations. While we are likely to have little influence

on decisions made in a global environment, the Council has a responsibility to ensure we retain the ongoing sustainability of our communities. Internet access enables increased visibility of the Whakatane District to the rest of the world and to enable those who live here, access to increased knowledge, people in other countries, lifestyle choices and to goods and services.

NATIONAL IMPACTS

A three-year electoral system leads to uncertainty around the stability of policy decisions and the continuation of initiatives started under one government. There was a change in government in November 2008. The approach of the new government will affect Council's strategic direction and its ability to provide the services at an affordable level.

The government has already started to change legislation and policies that impact on local government. Examples include:

- Changes to the Resource Management Act
- Changes to the Building Act
- Focus on the improvement of infrastructure (particularly roading and broadband) as well as changes to the Government Policy Statement

It has also signalled a major change to the structure of local government in Auckland. It is expected that will also lead to changes to the sector across New Zealand.

The devolution of functions to local authorities from central government has, in the past, resulted in additional costs to ratepayers. In some areas, central government has sought higher standards - also resulting in increased costs to ratepayers. An example is the additional training and audit costs associated with the Council being a Building Control Authority, or the

additional compliance costs associated with meeting higher drinking water standards. Government policy will impact on the Council, what it does, and the relative cost of the provision of services. These impacts need to be managed.

In a country that is increasingly urbanised, the "one size fits all" approach does not necessarily benefit our communities which make up some of the most socio-economically deprived areas of New Zealand. Our Council needs to be well placed and resourced to advocate for our communities and to ensure that it can extract maximum value from government funding available to improve the level and quality of services.

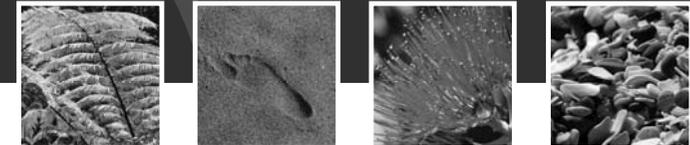
REGIONAL IMPACTS

Central government agencies are expected to continue to rationalise how they deal with other levels of government. This means focused decision-making and interaction at a regional level. This is currently occurring in roading, as is Ministry of Trade and Enterprise funding for economic development initiatives.

This trend means that the Council needs to change the way it engages with its community to ensure its voice is considered and reflected at a regional level. This is a particular challenge as our district has less people and is part of the wider eastern Bay of Plenty, which is the most socio-economically deprived area of the region.

Governance and representation is based on population. While politicians are elected to serve the region or district that they represent, there is a trend towards supporting issues affecting larger population centres in the region. This trend will be exacerbated within the Bay of Plenty if the proposed relocation of the Regional Council headquarters from Whakatane to Tauranga proceeds. The Regional Council's work is likely to increasingly

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focus on urban issues. In addition the headquarters shift is likely to have a negative economic and social impact on Whakatane, with some staff and their families moving from Whakatane.

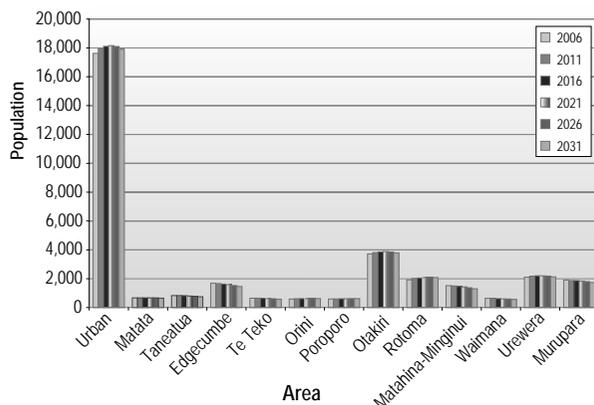
DISTRICT IMPACTS

Many of the issues and trends that exist in our district today are expected to continue in the 10 year period of this plan. These are highlighted in the following paragraphs.

POPULATION CHANGE AND MOVEMENT

Population change in the Whakatane District increased by 1.3% or 435 people between 2001 and 2006. The rate of change in the urban areas of Whakatane and Ohope (2.7%) contrasts with the lack of population increase in most other parts of the District. Statistics New Zealand population predictions for Whakatane and Ohope urban areas indicate a population change from 17,620 in 2006 to 17,910 (medium growth prediction) in 2026.

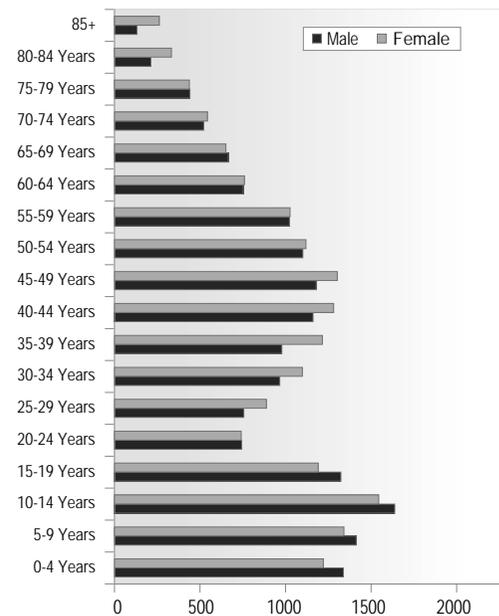
WHAKATANE DISTRICT, POPULATION PROJECTIONS BY CENSUS AREA UNIT 2006-2031



* Whakatane Urban comprises the combined Census Area Units of: Allandale-Mokorua; Coastlands; Maraetotara; Ohope; Trident; Whakatane North; Whakatane West.

The District's population structure will change over the next 25 years. There will be fewer people between the ages of 0-14 years, and 15-39 years. The population between the age of 40 and 65 years will increase over the next 10 years before declining, and the number aged 65 years and over will more than double between 2006 and 2031, from 4,300 to 9,200. The ageing population will be a significant factor in housing form, type and location in the future.

WHAKATANE DISTRICT, AGE DISTRIBUTION 2006

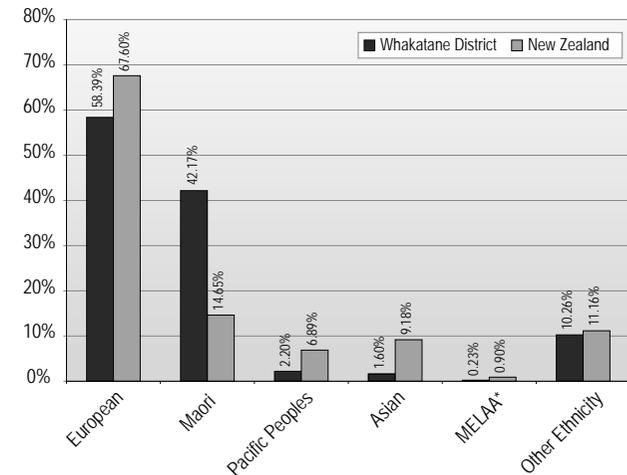


Natural increase (births minus deaths) in population in the Whakatane District is likely to decline steadily over the next 25 years, reflecting the aging of the population.

By 2046, the number of deaths in the District is likely to exceed the number of births.

The District will continue to have a significantly higher Māori population (42%) than the national average. The majority of the population is of European descent. This split between ethnic groups is likely to remain over the next 25 years.

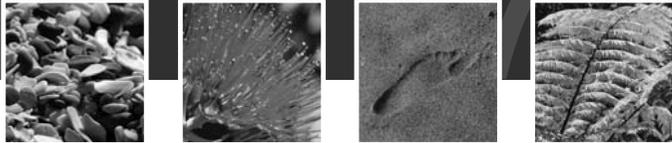
WHAKATANE DISTRICT AND NEW ZEALAND ETHNIC DISTRIBUTION 2006



* MELAA includes Middle Eastern, Latin American and African ethnic groups

Historically, more people leave the District than arrive from other parts of the country or from overseas. This trend is likely to continue into the future.

Population change will potentially alter the social structure of communities. An aging population will have increased social needs in terms of type of accommodation and assisted care. Appropriate community facilities for an aging population will need to be considered.



The District has (and is projected to have) disproportionately less 20 to 39 year olds, indicating a trend of younger workers leaving the District for employment or education. A need exists to retain this proportion of the population in the District. This could be in the form of further training, work opportunities, and entertainment.

While the Council is planning to cater for continued growth in Whakatane and Ohope, it also will consider the potential for continued loss of population and households in other parts of the District. This may, in time, raise questions of affordability for communities to keep some infrastructural services operating at the existing level of service for a declining population.

Factors such as the attractiveness of Whakatane and Ohope as a destination for lifestyle reasons, a likely drift of population along the coastline from the Western Bay of Plenty, the aging population, and strong economic development initiatives may lead to population change that is different to the Statistics New Zealand predicted figures.

HOUSEHOLD TRENDS

Key trends will include:

A continuing decline in the rate of home ownership and consequential increase in the number of people renting houses.

The combination of construction costs, land availability (section prices) and the coastal location in Whakatane and Ohope have pushed prices to a level where some prospective homeowners cannot afford to buy.

The average occupancy per dwelling is predicted to steadily drop from 2.67 (2006) to about 2.5 people per household by 2021.

An ageing population will require smaller households (one and two bedroom houses) and other homes will be adapted into smaller units.

Papakainga housing will become a viable option for building on multiple owned Māori land if the landowners can retain ownership while prospective homeowners can borrow finances to build housing.

The Council anticipates that house building will continue at a rate ahead of the rate of population growth, and that more people will choose to live in smaller settlements where house prices are lower, such as Kawerau, Edgecumbe, Matata and Taneatua instead of Whakatane or Ohope.

It is predicted that Whakatane and Ohope will need (over the 2006 census night figures) an additional:

- 1,044 new households by 2016
- 1,294 new households by 2021

The Council will complete its growth modelling taking these factors into account, and implement the strategy to ensure adequate serviced land is available for residential, retail and industrial development, timed to coincide with the actual rate of growth. This will provide challenges to the Council to fund the required infrastructure at the right time.

The number of unoccupied dwellings has steadily increased over the past 15 years reflecting second homes, holiday homes, and a declining population in some areas. This trend is expected to continue and will provide a challenge in the provision and maintenance of infrastructure.

ECONOMIC VULNERABILITY

The Whakatane District has a relatively limited economic base, with the primary industries of agriculture, forestry and the processing of logs being heavily influenced by overseas markets, the relative value of the New Zealand dollar and decisions made overseas. The future of the pulp and paper industry at Kawerau (Norske Skog, SCA and CHH) and in Whakatane (CHH) is at risk.

Dairying dominates the District's agricultural sector and is supported by the Fonterra milk processing plant at Edgecumbe. There is potential for greater agriculture support industries in Edgecumbe. Agricultural markets are also vulnerable to changes in global markets.

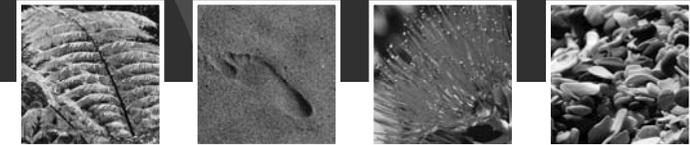
Industry in Whakatane is focused on serving the local market and surrounding rural area. This pattern is likely to continue into the future, with heavy industry preferring Kawerau with its good road and rail links to the Port of Tauranga, energy supply, and land supply.

Murupara has a large industrial land area, but low employment in the sector. In 2005, 57 people were employed in the industrial sector, primarily in transport and storage.

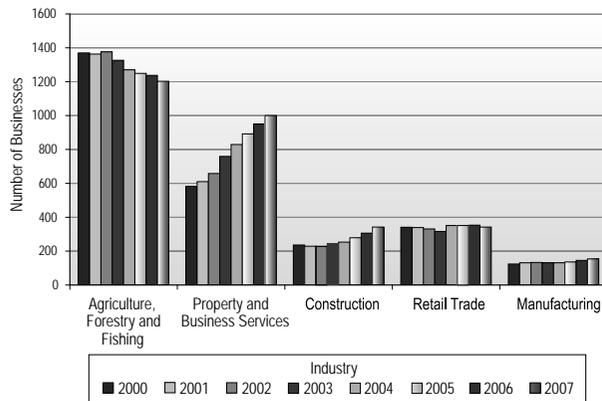
Exotic forestry occupies 125,000 hectares of land in the District (29%). Most of the forests in the District are overseas owned, and few value added products are produced in the District, other than pulp and paper.

The Whakatane District has demonstrated a sustained increase in the total number of businesses and employees between 2000 and 2007. In February 2000, there were 3448 businesses employing 10,200 people. By February 2007 the number of businesses had risen to 3944 employing 12,050 people.

Property and business services as well as construction showed the largest increase in the number of businesses from 2000 to 2007. The only industries showing a significant decline were agriculture, forestry and fishing, declining from 1370 to 1202 over the period 2000 to 2007.

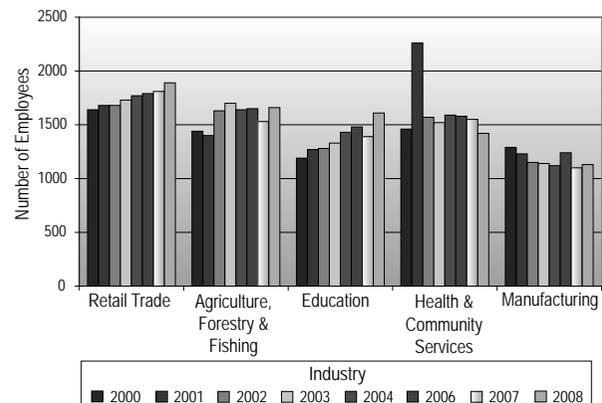


WHAKATANE DISTRICT - NUMBER OF BUSINESSES BY INDUSTRY 2000-2007



The largest increase in employment from 2000 to 2007 was in the education sector, followed by the construction industry. For most industries, 2000 to 2007 was a period of either growth or stability in terms of the number of employees. The only industry showing a declining trend in the number of employees was manufacturing.

WHAKATANE DISTRICT - NUMBER OF EMPLOYEES BY INDUSTRY 2000-2007



ECONOMIC DISPARITY

A large economic disparity exists in the District with limited employment opportunities in most rural settlements.

This includes all the predominantly Māori communities in the District. A total of 75% of census area units in the District have a high deprivation index of nine or 10 (10 is the maximum). This includes most areas in Whakatane, all rural settlements and all but one rural census area.

The larger urban areas of Whakatane and Ohope tend to attract the most population growth while other smaller urban centres have little growth or reducing household formation rates.

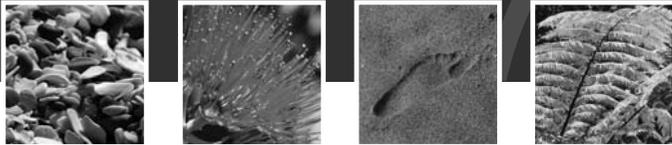
The main manufacturing sector and other support services are based in and around the Rangitaiki Plains between Whakatane, Ohope, Kawerau, and Edgecumbe. Limited employment opportunities exist in other parts of the District other than farming and forestry, which do not employ large numbers of workers.

Treaty of Waitangi settlements are expected to generate increased economic investment in the District, and increase the overall wellbeing of Māori people. Most major iwi settlements are expected to be completed in the next 10 year period.

The New Zealand Index of Deprivation classifies New Zealand geographic areas according to nine key census indicators of socio-economic status. The index components include levels of home ownership, household income, prevalence of income support and unemployment, lack of access to a motor vehicle and telephone, overcrowding, single-parenting and low educational attainment. Areas are scored one to 10 with one indicating that an area is in the 10% least deprived in New Zealand, and a score of 10 indicating an area is in the 10% most deprived.

DEPRIVATION LEVELS OF THE WHAKATANE DISTRICT BY CENSUS AREA UNIT 2006

AREA	DEPRIVATION SCORE
Coastlands	1
Ohope	4
Otakiri	4
Maraetotara	6
Allandale-Mokorua	7
Matata	9
Edgecumbe	9
Whakatane North	9
Whakatane West	9
Poroporo	9
Rotoma	9
Taneatua	10
Te Teko	10
Trident	10
Orini	10
Matahina-Minginui	10
Waimana	10
Urewera	10
Murupara	10



ECONOMIC OPPORTUNITIES

The Council expects to support economic development through its funding of Toi EDA, the Eastern Bay of Plenty's Regional Economic Development Agency, and will need to ensure its focus is on these initiatives in conjunction with the Bay of Plenty Regional Economic Development Strategy. The Council will need to support Toi EDA to achieve its goals.

The following opportunities have been identified as having potential to strengthen the District's economic base.

- Value added timber processing near Kawerau.
- Growth in manufacturing, wholesale trade and utility services.
- The tourism sector, including developing culturally based tourism activities. Water based tourism activities rely on the Whakatane Harbour mouth which can be difficult to navigate because of silt limiting access over the bar.
- Additional geothermal energy resources near Kawerau.
- Education and training opportunities associated with Te Whare o Awanuiarangi, Waiariki Institute and Anamata. The engineering sector has a strong training facility associated with the mills at Kawerau.
- Marine industries such as aquaculture, harbour development, boat building and maintenance.
- Māori resource utilisation, such as improving Māori land productivity, iwi geothermal power, commercial investments arising from treaty settlements.
- Broadband expansion, including improved speed of broadband in the District.

- Service industries to support an aging population.

It is expected that programmes will focus on realising some of these opportunities over the next 10 years.

As an owner of key assets the Council is well placed to work with Toi EDA and businesses to advocate, encourage and support business development. It will also need to ensure that infrastructural programmes, planning frameworks and the development of facilities and services support the future economic development of the District.

Te Runanga o Ngāti Awa and Tuwharetoa Bay of Plenty have settled treaty claims with the Crown. The Central North Island Collective (CNI) has reached a settlement involving Ngai Tuhoe, Ngāti Whare, Ngāti Manawa, Ngāti Rangitihi, Ngāti Whakaue, Ngāti Tuwharetoa, Raukawa and affiliate Te Arawa iwi/hapu for ownership of 176,000 hectares of Crown owned forest, being mainly the Kaingaroa Forest. Other settlements are likely over time, notably Te Urewera settlement with Tuhoe.

These settlements will provide potential long term economic, social and cultural wellbeing through the receipt or control (kaitiakitanga) of land and financial resources to enable land investment and development options. The Council recognises it may have a role in facilitating economic growth and wealth creation arising from these settlements.

NATURAL ENVIRONMENT

The natural environment has a significant influence on the future development of the District. In the past our District has experienced several hazard events, including:

- Severe flooding in 1964, 1998 and 2004;
- A magnitude 6.3 earthquake at Edgcombe and surrounding rural areas in 1987;
- Coastal storm wave run up and erosion at Ohope

during cyclones Bola (1988), Fergus (December 1996) and Drena (January 1997);

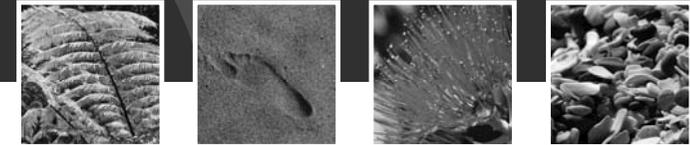
- Debris flows in Matata in 2005;
- Summer fires in various locations across the District.

The District also sits within the possible path of an ashfall from a volcanic eruption of the Okataina volcanic plateau. With high levels of coastal settlement, areas of the District are also vulnerable to the potential impacts of Tsunami events.

Climate change predictions for the Bay of Plenty suggest temperatures could increase by 0.5 degrees to 3.8 degrees over the next 70 to 100 years. Rainfall changes are uncertain but there could be drier average conditions, resulting in warmer winters, a reduced frequency of frost inland and at higher elevations, and a longer growing season. Drier average conditions will increase drought risks; more frequent and intense rainfall events could take place, with an increased risk of flooding and erosion. It may result in more tropical cyclones and periods of intense storminess. Areas of the Rangitaiki Plains that are currently below sea level may be at greater risk from both flooding and sea level rise. The agricultural sector may need to adapt to changes in temperature, water supply and the type and number of pests and diseases that exist. Other effects may be seen in animal health, the nutrient cycle, increased rural fire risk and the effects of sea level rise on low lying areas. The Council has adopted a planning horizon of at least 100 years to take account of climate change predictions.

Reliance on water resources for drinking water and irrigation from rivers and ground water systems may change over time through scarcity of the resource or allocation systems intended to manage the quality and quantity of water use.

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The Council's planning for hazards will take account of any likely changes in hazard events that the District may experience. Investigation work is underway and will continue to identify information gaps around potential hazard risks facing parts of the District. The Council will set priorities to then manage those risks over the next 10 years.

Our natural environment provides some real challenges to future growth and development. It is becoming increasingly difficult to find suitable land for intensive residential development which impacts on development costs because communities have higher expectations around avoiding risk to themselves and their properties.

Disasters are expected to occur with increasing frequency. The Council has developed a Disaster Mitigation Funding Policy to determine how the costs from disaster mitigation works will be funded over time.

Because of our natural environment our infrastructure has to be planned and built to be resilient and to provide a level of risk that is appropriate. This will continue to impact on the level of expenditure.

SUSTAINABLE DEVELOPMENT

The sustainable development of resources is fundamentally important to gaining long term benefits for the District and to balance objectives that enhance economic, social, cultural and environmental wellbeings.

Population growth for its own sake is not ideal; rather there is a need to facilitate and integrate the efforts of people and agencies to ensure economic growth is achieved along with enhancement of the natural environment, effective infrastructure provision that is affordable, and partnerships with others to make effective decisions.

In addition, there is a need to ensure the culture of the Council is seen to be user friendly, reflecting a high performing organisation.

The Council will clearly set expectations, boundaries and strategies for growth that will occur, to ensure these other factors are considered. This will involve effective relationships with a wide range of other agencies, such as the Ministry of Social Development, Toi EDA, Police, the business community, health agencies and the like.

The Council has further committed to ensuring sustainable development and consideration of the four wellbeings through the development and implementation of a sustainability strategy. The strategy, and implementation will ensure that sustainability principles and objectives are integrated into all aspects of the Council's business. The sustainability programme outlining timeframes for the strategy development and its implementation is outlined in Volume Two of this LTCCP.

INFRASTRUCTURE

Many of the Council's infrastructural assets are in need of renewal. The ability of ratepayers to afford the necessary improvements will be a significant issue into the future. Alternative sustainable methods and techniques need to be incorporated into the Council's infrastructural planning.

Route security across the Whakatane River is a major project in this LTCCP. Transportation by rail is available from parts of the District to the Port of Tauranga. The Whakatane airport and local port facilities are key infrastructural assets that are owned or managed by the Council.

Fuel costs may become more of an influence for people in their choice of where to live, having regard to the frequency and distance of travel from home to work, school and shops. For example, at present there is a significant volume of commuter traffic between Whakatane and Ohope to the mills at Kawerau and Edgecumbe, as well as rural residential property owners commuting to Whakatane for schools and employment.

LOCAL GOVERNANCE & DEVELOPMENT OF MĀORI CAPACITY

The Council will be undertaking a representation review in 2009 in time for the 2010 election, to determine the representative basis for the Council. It is currently based on ten councillors elected from four wards and a mayor elected at large. There are also five community boards which cover the District.

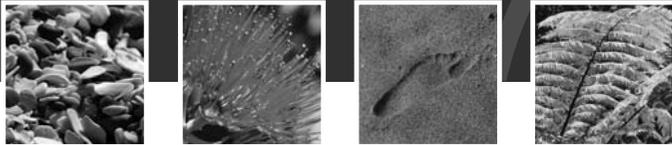
In the future, the Eastern Bay may collectively decide to provide local authority representation on a different electoral basis. Information on the representation review is also provided in the Key Issues section of this LTCCP.

A poll in 2007 defeated the proposal to include Māori seats onto the Council. This decision will be reviewed after the 2013 elections.

The Council is continuing to enhance collaborative working environments with central government agencies such as Housing New Zealand, Toi Te Ora, Ministry of Trade and Enterprise, Department of Internal Affairs, New Zealand Transport Agency, Ministry of Culture and Heritage, and with other agencies and local authorities. Collaboration and close working relationships with all organisations that influence our district is important.

The District has examples of governance structures at a community level that influence Council decision-making. These range from community boards to iwi/hapu executive bodies representing a wide spread of community of interest. There is a potential conflict when the functions of these governance bodies overlap, such as the aims of a hapu and a community board or the Council. There are examples of other hapu wanting to exercise kawanatanga (government) through opposition to Council actions.

It is expected that iwi will be more involved in the wider community, and particularly in relation to decisions that directly affect their development. This is a primary

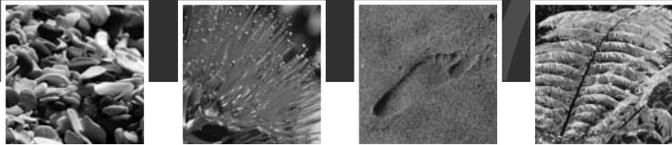


reason for the Council identifying a need to develop a more effective relationship with the Māori community.

The Council is seeking a better understanding of current Māori strategic issues and the plans of iwi/hapu to manage these issues. It considers that a different approach to communicating and working with Māori needs to be explored. It sees a role in facilitating a process that provides a greater understanding of which Māori organisations are working within the District and what they do in relation to achieving the “wellbeings” for Maori, and to seek agreement on a more effective approach to communicating and consulting with Maori.

The processes used to enable Māori to contribute to Council decision making processes, and the steps that will be taken to further this capacity are outlined in more detail in Volume Two of this LTCCP.

The Key Issues section provides further information on the representation review.



ABOUT THE WHAKATANE DISTRICT

LOCATION

The Whakatane District is located on the East Coast of the North Island of New Zealand. The District has a central location in the Bay of Plenty Region and shares borders with the following eight districts: Kawerau, Western Bay of Plenty, Rotorua, Taupo, Wairoa, Hastings, Gisborne and Opotiki. By road Whakatane is 302km from Auckland, 96km from Tauranga and 85km from Rotorua.

The Whakatane District covers the coast from Otamarakau in the west to Ohiwa Harbour in the east, a distance of approximately 52 kilometres, and extends inland for approximately 114 kilometres including the settlements of Minginui and Ruatahuna.

TOTAL POPULATION

34,400

The population of the Whakatane District was 34,400 as at June 2006. This ranks the Whakatane District 36th in population size out of the 73 local authorities in New Zealand. Of the total population 49.1% were male and 51.9% were female.

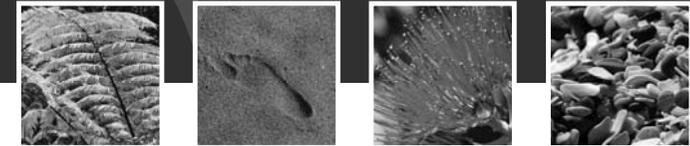
POPULATION DENSITY

7.7 PEOPLE PER KM²

The population density of the Whakatane District was 7.7 people per square kilometre based on a population of 34,400 in June 2006.

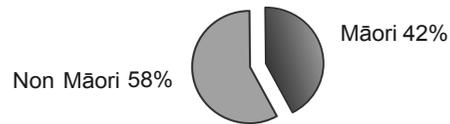


ABOUT THE WHAKATANE DISTRICT



MĀORI POPULATION

Māori make up approximately 42% of the population of the Whakatane District. This compares to 14% nationally. The Māori culture is a strong and vibrant aspect of the Whakatane community.



Iwi in the District include:

- Ngāti Awa
- Tūhoe
- Ngāti Whare
- Ngāti Manawa
- Ngāti Rangitihī
- Ngāti Tūwharetoa
- Upokorehe

SETTLEMENTS

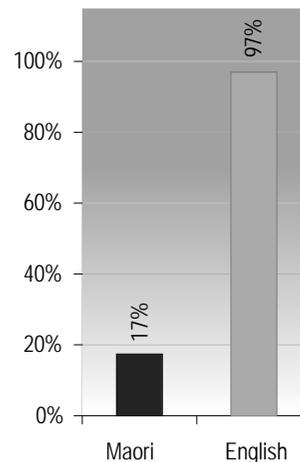
Whakatane, also encompassing Ohope and Coastlands, is the major urban area in the District with a population of 17,620. Edgecumbe (population 1,680) and Murupara (population 1,910) serve as the other main urban centres. Several smaller rural settlements located throughout the District are associated with the District's farming, forestry and horticulture activities and traditional land ownership patterns.

SETTLEMENT	POPULATION
Whakatane	17,620
Murupara	1,910
Edgecumbe	1,680
Taneatua	830
Matata	670
Te Teko	650

LANGUAGE

Apart from English, the next most common language spoken in the Whakatane District is Māori which is spoken by 17% of people. For New Zealand as a whole the most common language apart from English is also Māori, spoken by 4% of people.

In the Whakatane District 78% of people speak only one language. This compares to 81% nationally.



CLIMATE

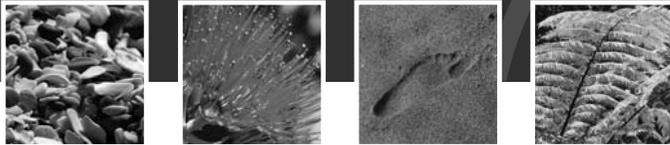
The Whakatane District has one of the sunniest climates in the country, especially in coastal areas, recording some of New Zealand's highest sunshine hours. In 2007 Whakatane's average annual sunshine was 2,550 hours, making it the sunniest place in the North Island and third sunniest place in New Zealand overall. Whakatane's summer daytime temperatures average 22-26°C, while the winter average daytime temperatures range between 12 and 19°C.



TOPOGRAPHY

The total area of the District is 4,445km² encompassing a variety of natural characteristics and landscapes. In the north the coastline is predominated by sandy beaches including Otamarakau, Matata, Thornton and Ohope. Major river mouth systems found along the coast are the Tarawera, Rangitaiki, and Whakatane. Significant estuary systems are located at the Whakatane River mouth and Ohiwa Harbour.

The coastal lowlands centred on the Rangitaiki Plains have high quality, highly productive soils. The total area of the Rangitaiki Plains is approximately 30,000 hectares. About 45% of this area (14,000 hectares) is considered to be of sufficiently high quality soil to have potential for market gardening, cash cropping or fruit production.



Low, rolling hill country reaches to the sea west and east of the plains. The largest part of the District rises to the south into the Central Volcanic Plateau.



Local orchard

ENVIRONMENT

The environment plays an important part in the Whakatane lifestyle. The District boasts many outdoor activities focusing on the forests, rivers/streams and coastal activities.



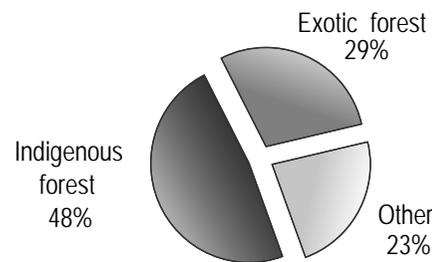
Fishing off the Port Ohope wharf

Whakatane provides a tourist gateway to Whakaari (White Island) - an active volcano that can be visited by boat or helicopter. Whakatane's premier game fishing waters extend to offshore islands, offering a range of species to anglers.

The Rangitaiki, Tarawera and Whakatane/Waimana Rivers offer recreational opportunities for rafting, canoeing, fishing and game hunting. Lake Aniwhenua and Lake Matahina, both formed as a result of hydro electricity dams, are also popular for recreation. A number of rare and protected waterbird species have been seen in the wetland at the southern shallow end of Lake Aniwhenua.

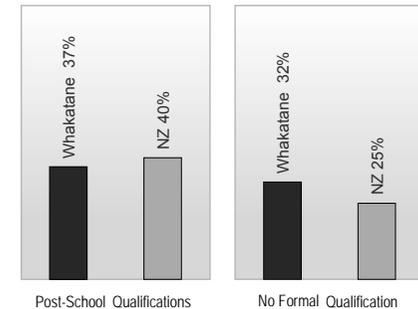
Inland, a significant proportion of the District is protected native forest within Te Urewera National Park (the third largest national park in New Zealand). Along with Whirinaki forest, this is part of the largest remaining indigenous forest tract left in the North Island.

INDIGENOUS AND EXOTIC FOREST COVER



48% of the Whakatane District is covered by native forest. 29% of the Whakatane District is covered by exotic forest.

EDUCATION

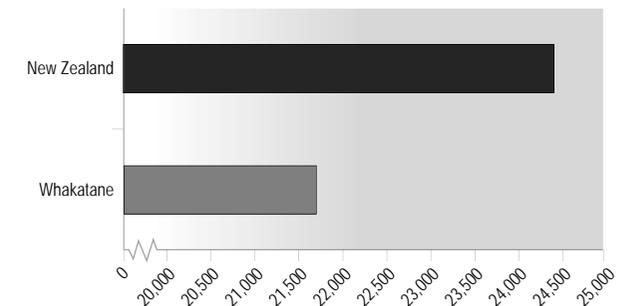


In the Whakatane District 36.7% of people aged 15 years and over have a post-school qualification, compared with 39.9% of people throughout New Zealand. For Māori this figure is 27.3% within the District and 27.9% nationally.

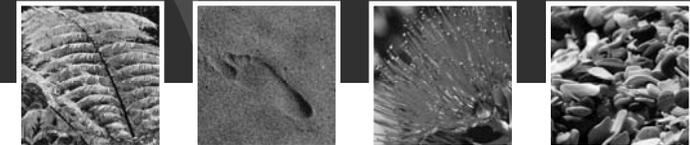
In the Whakatane District, 32.1% of people aged 15 years and over have no formal qualifications, compared with 25.0% for New Zealand as a whole. For Māori this figure is 42.5% within the District and 39.9% nationally.

INCOME

For people aged 15 years and over, the median income (half earn more, and half less, than this amount) in the Whakatane District is \$21,700. This compares with a median of \$24,400 for all of New Zealand.



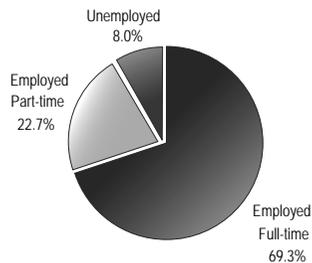
ABOUT THE WHAKATANE DISTRICT



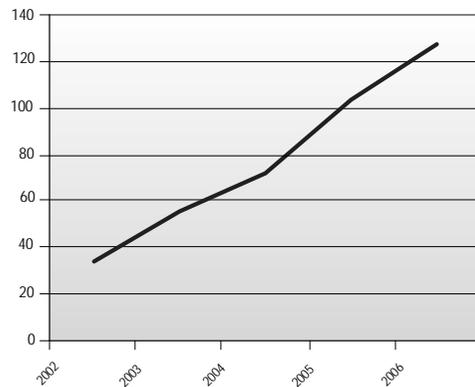
For Māori aged 15 years and over, the median in the Whakatane District is \$17,300, compared with a median of \$20,900 for all Māori in New Zealand.

UNEMPLOYMENT

In the Whakatane District the proportion of the labour force that was unemployed fell from 12.2% in 2001 to 8% in 2006. The main reason for this trend was an increase in fulltime employment from 65.1% to 69.3% over the same period, while part-time employment grew by just 0.1%.



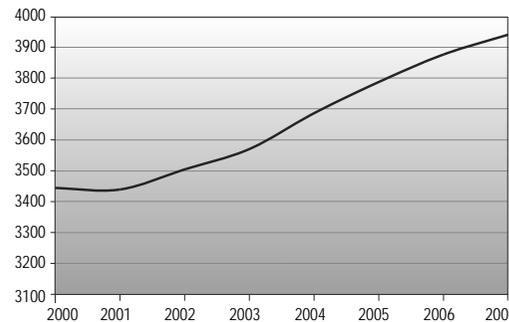
INDUSTRY TRAINING



The number of modern apprenticeships being undertaken within the Whakatane District increased from 34 in 2002 to 131 in 2006.

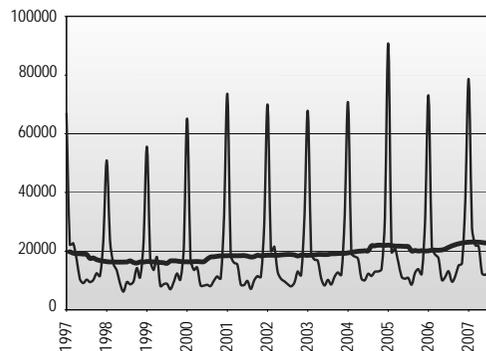
BUSINESS GROWTH

The total number of businesses increased from 3,448 in 2000 to 3,944 in 2007 within the Whakatane District. The industries making the greatest contribution to this growth were property and business services as well as construction.



GUEST NIGHTS AND LENGTH OF STAY

The average number of guest nights in commercial accommodation per month increased from 16,391 in 1998 to 21,623 in 2007 within the Whakatane and Kawerau districts combined, as shown by the graph below.



Over the same period the average length of stay for guests in commercial accommodation decreased from 2.42 to 2.06 nights.

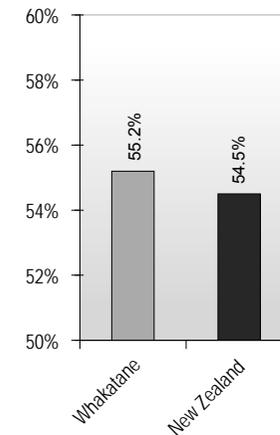
HOUSEHOLD SIZE

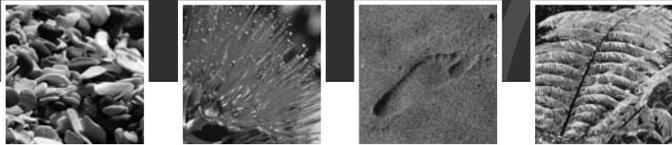
The average household size in the Whakatane District is 2.8 people, compared with an average of 2.7 people for all of New Zealand.



HOME OWNERSHIP

In the Whakatane District, 55.2% of households in private occupied dwellings own the dwelling, with or without a mortgage. This compares to 54.5% for New Zealand as a whole.





ROAD CRASHES

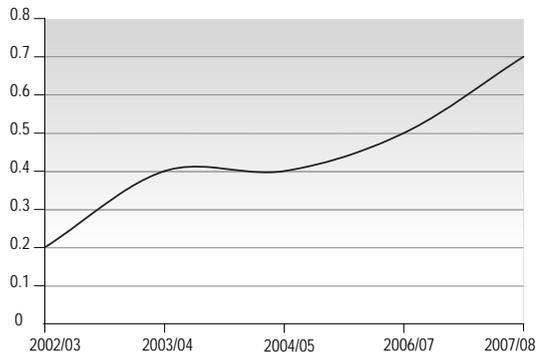
The rate of injury crashes per 10,000 people is fluctuating within the Whakatane District with 30 injury crashes per 10,000 people in 2001, peaking at 43 per 10,000 in 2003, and falling to 37 per 10,000 in 2006.



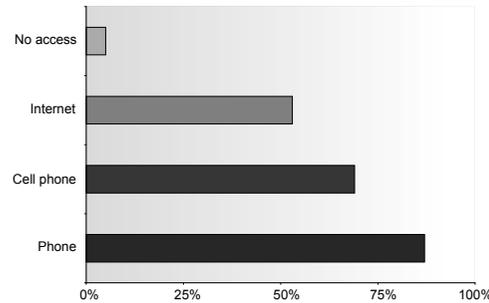
**37 INJURY CRASHES PER
10,000 PEOPLE IN 2006**

BUS SERVICES

The use of bus services within the Whakatane District increased from 0.2 trips per person in 2002/03 to 0.7 trips per person in 2006/07.



ACCESS TO TELECOMMUNICATIONS



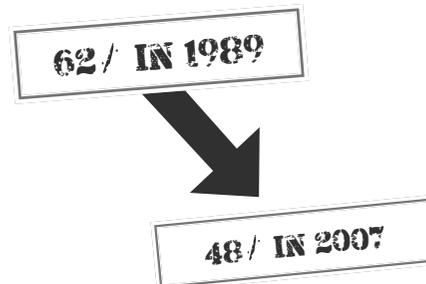
The proportion of the population with no access to telecommunications within the Whakatane District decreased from 8% in 2001 to 5% in 2006.

52.6 % of households in the Whakatane District have access to the Internet, compared with 60.5 % of households throughout New Zealand.

In the Whakatane District 68.5 % of households have access to a cellphone, compared with 74.2 % of households for New Zealand as a whole.

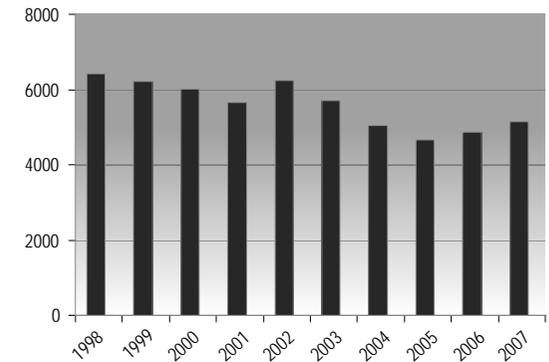
LOCAL ELECTIONS VOTER TURNOUT

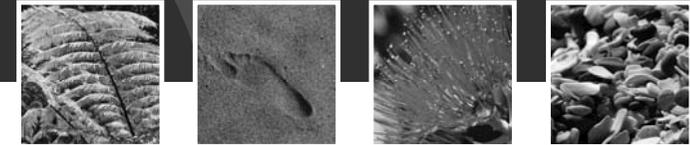
Voter turnout to local elections within the Whakatane District declined from 62% in 1989 to 48% in 2007.



LEVEL OF RECORDED CRIME

The number of recorded crime offences within the Eastern Bay of Plenty Police Area decreased from 6,431 recorded offences in 1998 to 5,159 in 2007.





HISTORY OF THE WHAKATANE DISTRICT

The first inhabitant, more than 1000 years ago, was Tiwakawaka, a grandson of Maui, the legendary voyager and discoverer of Aotearoa. Tiwakawaka's people had lived in Kakahoroa (later to be named Whakatane) for some generations before the arrival of the ancient tribes Te Tini o Toi, Te Hapuoneone and Nga Potiki.

Many of Toi's people (Te Tini o Toi) married into the original settlers and from his stronghold - Kapu-te-rangi (one of the oldest known pa sites in New Zealand) - above Whakatane, his sons Rauru and Awanuiarangi, in turn went forth to found tribes of their own.

Some 200 years later, the waka Mataatua arrived bringing the kumara. Following the directions of his father, Irakewa, the Captain Toroa, his brothers Puhi and Taneatua, sister Muriwai, son Ruaihona, daughter Wairaka and other members of his family sailed to Kakahoroa, mooring in the river estuary near the town's current commercial centre. The men then climbed the hillside to Kapu-te-rangi, leaving Mataatua in the care of the small group consisting mainly of women. The outgoing tide was threatening to carry away the waka when Wairaka exclaimed: "E! Kia whakatāne ake au i ahau" (let me act the part of a man). In breach of tradition, the women paddled the canoe back to safety and from this incident, Whakatane received its name.

Some time later, Toroa and Puhi fell into dispute over the planting of the kumara and Puhi and some of his followers departed in Mataatua for the Far North where he founded the Nga Puhi tribe.

Again, Toroa's people intermarried with the tangata whenua and from them descend the Ngāti Awa, Tūhoe and Te Whakatōhea iwi which remain the guardians of the Eastern Bay of Plenty region to this day. There are more iwi from the Whakatane District each with their own history.

European settlement began in the 1830s when whalers, sealers and later missionaries and traders made their homes here. The area became a major shipbuilding centre and the vessels were used to carry maize, potatoes, wheat and flax to other northern population centres for sale or barter.

Although many Eastern Bay of Plenty Māori took no active part, the area nevertheless became embroiled in the New Zealand land wars during the 1860s and 70s. In 1866, 448,000 acres (181,000 hectares) of land belonging to the 'rebel' tribes of the Bay of Plenty - Tūhoe, Te Whakatōhea and Ngāti Awa - were confiscated by the Government. Tūhoe lost Ōpouriao and Waimana, their only substantial flat lands, and their only access to the coast through Ohiwa Harbour. This injustice fanned the flames of war.

In 1869, the famed fighting chieftain Te Kooti raided Whakatane, razing its few buildings. This led to the stationing of a unit of armed constabulary in Whakatane and the construction of a defensive redoubt on the promontory above the town centre.

With the advent of more peaceful times, industrial and agricultural development continued, accelerating from 1910 onwards when work began to drain the swamplands of the Rangitaiki Plains. Between 1911 and 1925 the Rangitaiki wetland was drained with the diversion of the Rangitaiki River direct to the coast and the channelling and stopbanking of the Tarawera River. This enabled major development to occur on the Rangitaiki Plains. Reclamation in Whakatane also created new land for residential and commercial development.

Fort Galatea was established as a military redoubt in 1869. In 1884 Hutton Troutbeck purchased 21,694 acres and established Galatea Station. In 1931 the estate was

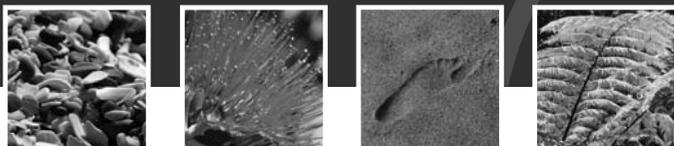
purchased by the Crown to be offered for ballot farms. The Galatea Basin was further developed after World War II when land was offered to ex-servicemen for ballot.

The establishment of industrial complexes near Kawerau were the impetus for major development in the District. This included the construction of an integrated pulp, paper and timber mill, utilising largely radiata pine from Kaingaroa Forest, during 1953-1956 by a consortium of construction firms. Associated with the development of the mill was the development of the town of Kawerau. At first there were no shops and supplies had to be brought in from businesses at Edgecumbe, Te Teko and Whakatane.

The development of housing at Otarawairere took place in conjunction with the development of the industrial complexes at Kawerau to provide accommodation for senior mill staff.

The Murupara township was also developed in the 1950s to house forestry workers and as a railhead for logs going to the Pulp and Paper Mill at Kawerau.

The diversion of part of the Whakatane River into a new channel alongside the township was completed in 1969. The diversion was a major project of the Bay of Plenty Catchment Commission's scheme which aimed at protecting the town from a "100 year flood event" (the highest likely flood to occur in a century).



COMMUNITY OUTCOMES

WHAT ARE COMMUNITY OUTCOMES?

The community outcomes are high-level goals for the present and future, identified by the community. They are intended to reflect what the people of the District believe is important to their social, cultural, economic and environmental wellbeing.

The identification and reporting of community outcomes is intended to guide and inform the planning processes and setting of priorities of local authorities and other organisations. The community outcomes help local authorities and other organisations focus on a community vision for the District.

HOW WERE COMMUNITY OUTCOMES IDENTIFIED?

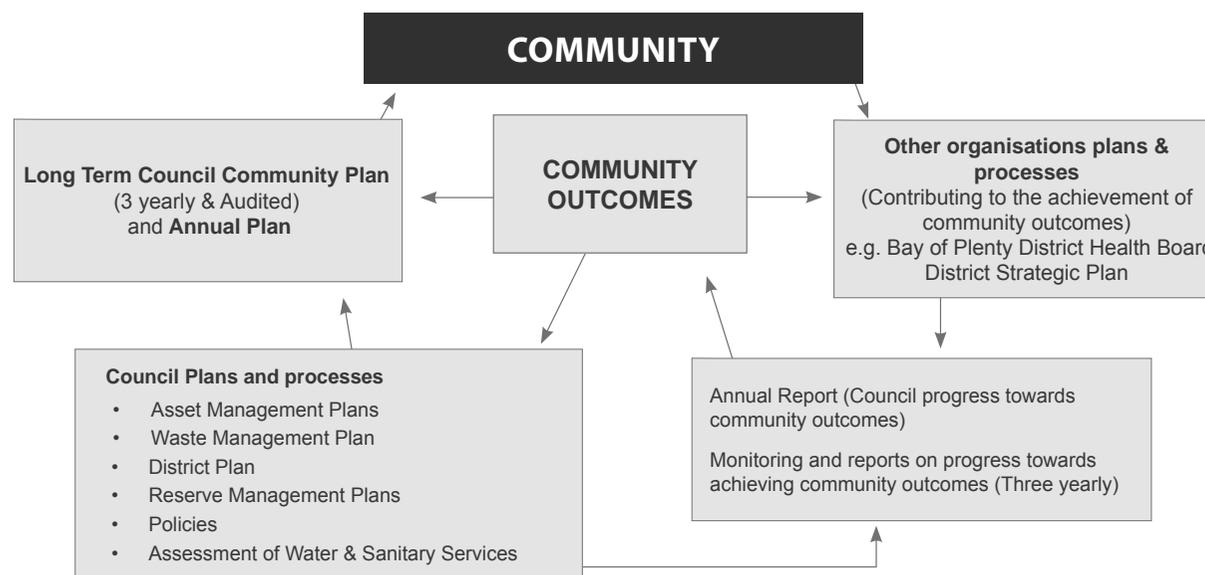
To identify community outcomes for the Whakatane District and for the Eastern Bay of Plenty, the Council participated in a joint project with Environment Bay of Plenty, Kawerau District Council and Opotiki District Council. This project was named "Eastern Bay – Beyond Today" (see www.easternbay.org.nz).



Final community outcomes for the Whakatane District were acknowledged by the Council at its meeting on 29 June 2005.

HOW DO THE COMMUNITY OUTCOMES RELATE TO OTHER PLANS AND PROCESSES?

Community outcomes provide the foundations for the planning processes of the Council and other organisations who can contribute to achieving them. They help local authorities and other organisations focus on a community vision for the District.



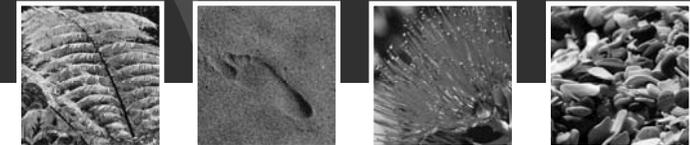
WHO IS RESPONSIBLE FOR ACHIEVING COMMUNITY OUTCOMES?

Under the Local Government Act 2002, it is the role of local councils to facilitate, identify and monitor outcomes on behalf of their communities. Community outcomes provide high level goals for the community as a whole rather than specifically for the council.

The activities undertaken by the Whakatane District Council promote and contribute towards the achievement of these goals but the goals cannot be achieved by the Council alone.

Achievement of community outcomes requires a collaborative community approach. Significant progress towards the achievement of outcomes will happen when a wide range of groups and organisations including community groups, central government, iwi, business and local councils all play a role in implementation. The Council will continue to work with others to further the community outcomes.

COMMUNITY OUTCOMES



The Council can contribute to the community outcomes in a number of different ways:

- **Lead agency** – being largely responsible for action in a particular area
- **Joint lead agency** – managing a programme in conjunction with other organisations
- **Supporting** – providing support to leading agencies
- **Monitoring or influencing** – looking to influence other players
- **No direct influence** – being aware of the programme

When the Council takes on a role, it can also be involved in a number of different ways:

- **Provider** – carrying out the programme using our own resources. This is most common when the Council is the leading agency
- **Funder** – making a financial investment in the programme
- **Regulator** – developing and enforcing rules as appropriate
- **Promoter and facilitator** – encouraging progress by organising interested parties or securing financial support from other sources
- **Advocate** – expressing support publicly
In some cases the Council may be involved in more than one way for an individual programme.

COUNCIL'S CONTRIBUTION TO COMMUNITY OUTCOMES

Throughout the Groups of Activities section of this document icons have been used to identify the community outcomes to which each activity contributes, as illustrated in the next column.

Also within the Groups of Activities section of the document, the levels of service tables (entitled: “Measuring our Performance”) indicate where specific services contribute to the community outcomes of the District.

REPORTING ON COMMUNITY OUTCOMES

The Council is required to report every three years on the progress made by the community towards achieving the community outcomes of the District. In 2008, the Council produced its first progress report. The Community Outcomes baseline report is available on the Council website (www.whakatane.govt.nz) or by contacting the Council.

Under each community outcome the report uses a series of indicators to monitor progress. The indicators for each community outcome are outlined under “What we Monitor” on the following pages. Each indicator includes data and information about some aspect of the outcome. The majority of the indicators in the report show baseline data and provide a starting point against which to gauge progress in the future. In some cases historical data has

been available and it has been possible to determine progress - showing whether we are getting better, getting worse or staying the same.

WORKING WITH OTHERS TO FURTHER COMMUNITY OUTCOMES

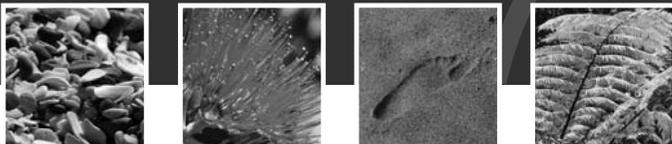
COBoP (Community Bay of Plenty) is a relationship network among local government chief executives, and central government regional managers and senior public servants with responsibilities in the Bay of Plenty. The focus of COBoP is on improving how local and central government agencies themselves can work together more effectively and efficiently around local community outcomes. COBoP membership consists of nine local authorities and 22 central government representatives.

An example of COBoP’s work is a collective local and central government approach to gathering and holding monitoring information which all Councils in the region can draw from, to report about local progress on community outcomes. This way of working both creates efficiency and improved practices through sharing knowledge and expertise within the region.

The Group of Activities section also provides details of activities where the Council works with other organisation and groups.

COMMUNITY OUTCOMES OF THE WHAKATANE DISTRICT

The following pages outline the nine community outcomes of the Whakatane District. Listed under each community outcome are the specific “goals” that were identified by the Whakatane District community as being important to their wellbeing. Also listed under each community outcome are the things we measure (“What we monitor”) in order to assess progress towards achieving community outcomes.



COMMUNITY OUTCOMES



Clean Protected Environment

Goals

- The environment is clean and natural resources are protected and conserved
- The community is educated and involved in environmental care
- Natural and cultural heritage places are recognised and protected
- Waste is well managed.

What we monitor

- Perceived state of the natural environment
- Cover of indigenous and exotic forest
- Community involvement in environmental care
- Level of recycling
- Recreational water quality
- Air quality



Environmentally Responsible Development

Goals

- Development is planned, managed and controlled sustainably
- Economic growth is balanced with cultural, social and environmental responsibility
- Environmental laws are actively enforced
- Sustainable energy use is encouraged
- There is a sense of pride and enjoyment about how attractive the district is.

What we monitor

- Residential growth capacity
- Natural environment enforcement action
- Sense of pride in the district
- Sustainable energy use



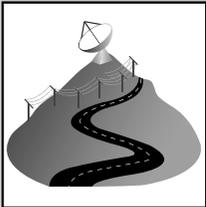
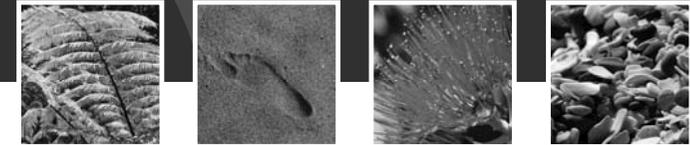
Prosperous Economy

Goals

- The economy is prosperous in both urban and rural areas
- Business builds on the district's assets to support the economy
- Māori economic development is supported
- New businesses are attracted to the area and all businesses are encouraged
- Employment opportunities are available for all.

What we monitor

- Incomes throughout the District
- Business growth
- Tourism activity
- Employment and unemployment



High-Quality Affordable Infrastructure

Goals

- High quality affordable infrastructure supports growth (e.g. transport, water, energy, waste)
- Transport links to the district are maintained and enhanced
- Roothing is safe, convenient, and appropriate to all users
- People, infrastructure and the environment are protected from natural disasters
- Improvements in communication technology are available throughout the district (e.g. Mobile coverage and fast internet access).

What we monitor

- Roothing infrastructure
- Road crashes
- Level of bus services
- Access to telecommunications



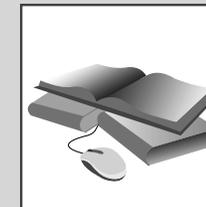
Strong, Transparent and Open Leadership

Goals

- Leaders are visible, strong, have a clear vision and listen to all sectors of the community
- Decision making processes are transparent, open and inclusive
- Council, the community and Māori work in partnership
- Council costs are appropriate for the services provided.

What we monitor

- Voter turnout
- Inter-sectoral partnerships
- Understanding the decision-making process
- Confidence in decision-making



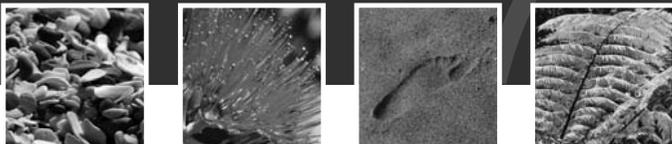
Education and Training Opportunities For All

Goals

- Affordable quality education and training accessible to all
- Education and training supports economic growth
- Participation in education is encouraged and supported, especially for youth
- Education values and promotes cultural heritage.

What we monitor

- Level of educational attainment
- Education reflects cultural heritage
- Level of industry training



Safe Caring Community

Goals

- Communities help themselves and care about each other
- Drug, alcohol and gambling abuse is diminished
- Homes and neighbourhoods are free from fear of violence or crime
- Youth development is supported and youth gain from and contribute to our community.

What we monitor

- Level of crime
- Perception of freedom from crime
- Involvement in unpaid work
- Youth involvement in decision-making



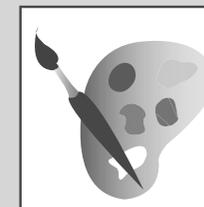
Healthy People and Quality Housing

Goals

- Affordable, quality housing is available for all
- Initiatives are in place to encourage self sufficiency in housing
- Quality primary and secondary health care and facilities accessible to all
- Information and support for preventative health issues is made available to all
- Appropriate support is available for disadvantaged, disabled and those in need.

What we monitor

- Housing affordability
- Life expectancy
- Low birth-weight babies
- Main causes of injury
- Rates of smoking, drinking and obesity
- Barriers to medical care



Diverse, Creative and Active Community

Goals

- Facilities and venues are in place to accommodate a wide range of activities for all
- Activities and events support and celebrate culture, creativity and recreation
- Parks, reserves and recreational facilities are enhanced and increased
- Māori culture is valued, celebrated, promoted and protected
- Diversity is valued and different cultures, genders and ages are respected
- All forms of art are catered for.

What we monitor

- Perception of recreation and leisure opportunities
- Number of feature events
- Perception of a culturally diverse arts scene
- Te Reo Māori
- Historic and archeological heritage