

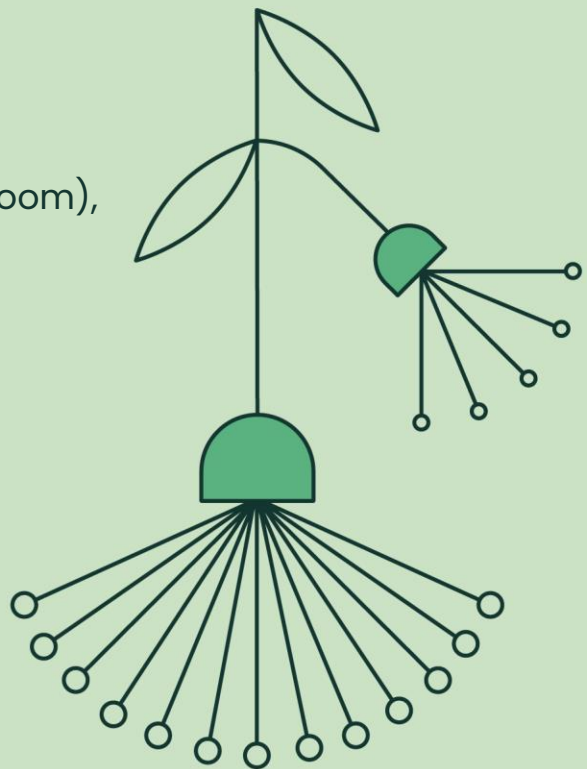
Mā tō tātou takiwā  
**For our District**

## Te Puke Spatial Plan Sub Committee

TPSP24-1

Thursday, 18 April 2024, 6.00pm

Te Puke Library and Service Centre (Boardroom),  
Jellicoe Street, Te Puke



# Te Puke Spatial Plan Sub Committee

## Membership:

<b>Chairperson</b>	Deputy Mayor John Scrimgeour
<b>Deputy Chairperson</b>	TBC
<b>Members</b>	Cr Grant Dally Cr Andy Wichers Kassie Ellis – Te Puke Community Board (Chair) Dale Snell – Te Puke Community Board Karen Summerhays – Te Puke Community Board Neena Chauhan – Te Puke Community Board Darlene Dinsdale (Tangata Whenua representative) Helen Biel (Tangata Whenua representative) Mayor James Denyer (Ex-Officio)
<b>Quorum</b>	6 (Six) must include at least one Councillor, one Community Board member and one Tangata Whenua representative.
<b>Frequency</b>	As required

## Role:

- To engage with key staff and over the development of the Te Puke Spatial Plan.
- To provide guidance, direction and support to the Te Puke Spatial Plan project team.
- To advocate the potential outcomes of the spatial plan to the wider Council and community.
- To approve options to test via targeted pre-engagement.
- To endorse the draft spatial plan to the Strategy and Policy Committee to consider adopting for community consultation.
- Listen to and receive the presentation of views by people and engage in spoken interaction in relation to any Te Puke Spatial Plan community engagement on whether under the Local Government Act 2002 or any other Act.

- Following consideration of submissions, to recommend changes to the spatial plan and endorse the final spatial plan to the Strategy and Policy Committee for adoption.

## Delegations:

To subcommittee is delegated authority to:

- To make all decisions necessary to fulfil the role of the Sub committee subject the limitations imposed.
- No financial delegations.

## Power to recommend:

To the Strategy and Policy Committee/Council as it deems appropriate.

## Power to sub-delegate:

No power to sub-delegate.

Notice is hereby given that a Te Puke Spatial Plan Sub Committee Meeting will be held in the Te Puke Library and Service Centre (Boardroom), Jellicoe Street, Te Puke on:  
Thursday, 18 April 2024 at 6.00pm

## Order Of Business

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- 1 KARAKIA**
- 2 PRESENT**
- 3 IN ATTENDANCE**
- 4 APOLOGIES**
- 5 CONSIDERATION OF LATE ITEMS**
- 6 DECLARATIONS OF INTEREST**
- 7 PRESENTATIONS**

## 8 MINUTES FOR CONFIRMATION

### 8.1 MINUTES OF THE TE PUKE SPATIAL PLAN SUB COMMITTEE MEETING HELD ON 22 NOVEMBER 2023

**File Number:** A6072256

**Author:** Horowai Wi Repa, Governance Systems Advisor

**Authoriser:** Greer Golding, Governance Manager

#### RECOMMENDATION

1. That the Minutes of the Te Puke Spatial Plan Sub Committee Meeting held on 22 November 2023 be confirmed as a true and correct record and the recommendations therein be adopted.
2. That the Chairperson's electronic signature be inserted into the confirmed minutes.

#### ATTACHMENTS

1. Minutes of the Te Puke Spatial Plan Sub Committee Meeting held on 22 November 2023

**MINUTES OF WESTERN BAY OF PLENTY DISTRICT COUNCIL  
TE PUKE SPATIAL PLAN SUB COMMITTEE MEETING NO. TPSP23-1  
HELD IN THE TE PUKE LIBRARY AND SERVICE CENTRE (BOARDROOM),  
JELLCOE STREET, TE PUKE ON WEDNESDAY, 22 NOVEMBER 2023 AT 6.00PM**

## **1 KARAKIA**

Whakatau mai te wairua  
Whakawātea mai te hinengaro  
Whakarite mai te tinana  
Kia ea ai ngā mahi

Settle the spirit  
Clear the mind  
Prepare the body  
To achieve what needs to be  
achieved.  
Yes

Āe

## **2 PRESENT**

Deputy Mayor J Scrimgeour (Elected Chairperson), Cr G Dally, Mayor (Ex Officio) J Denyer, Cr A Wichers, Cr R Crawford (Elected Deputy Chairperson), Te Puke Community Board Chairperson K Ellis, Te Puke Community Board Member D Snell, Te Puke Community Board Member K Summerhays, Tangata Whenua Representative D Dinsdale (Ngāti Moko) and Tangata Whenua Representative H Biel (Tapuika Iwi Authority).

## **3 IN ATTENDANCE**

R Davie (Deputy CEO/General Manager Strategy and Community), E Watton (Strategic Policy and Planning Programme Director), A King (Strategic Advisor: Legislative Reform and Special Projects), M Va'ai Matatia (Senior Environmental Planner), C Nepia (Planning Coordinator) and C Irvin (Senior Governance Advisor).

## **PROCEDURAL MATTER**

Mayor Denyer opened the meeting and chaired proceedings until Deputy Mayor J Scrimgeour was elected as the new Chairperson (Item 8.1).

## **4 APOLOGIES**

### **APOLOGY**

**RESOLUTION TPSP23-1.1**

Moved: Cr R Crawford

Seconded: Te Puke Community Board Member D Snell

That the apology for lateness for Cr A Wichers and Tangata Whenua Representative H Biel (Tapuika Iwi Authority) and for absence from Member N Chauhan, be accepted.

**CARRIED**

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**5 CONSIDERATION OF LATE ITEMS**

Nil

**6 DECLARATIONS OF INTEREST**

Nil

**7 PUBLIC EXCLUDED ITEMS**

Nil

**8 PUBLIC FORUM**

Nil

**9 PRESENTATIONS**

Nil

**10 REPORTS****8.1 APPOINTMENT OF CHAIRPERSON AND DEPUTY CHAIRPERSON TO THE TE PUKE SPATIAL PLAN SUB COMMITTEE**

The Subcommittee considered a report dated 22 November 2023 from the Senior Governance Advisor. The report was taken as read.

Mayor Denyer advised the Subcommittee to choose which voting system to use to elect a Chairperson and Deputy Chairperson: System A or System B under Clause 25(4), Schedule 7 of the LGA 2002.

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**RESOLUTION TPSP23-1.2**

Moved: Deputy Mayor J Scrimgeour

Seconded: Cr G Dally

1. That the Senior Governance Advisor's report dated 22 November 2023 titled 'Appointment of Chairperson to the Te Puke Spatial Plan Sub Committee' be received.
2. That the report relates to an issue that is considered to be of low significance in terms of Council's Significance and Engagement Policy.

**CARRIED**

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**RESOLUTION TPSP23-1.3**

Moved: Mayor (Ex Officio) J Denyer

Seconded: Cr G Dally

3. That in accordance with Clause 25(4), Schedule 7 of the LGA 2002 the Te Puke Community Board adopts **System B** for the election of the Deputy Chairperson.

**CARRIED**

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**RESOLUTION TPSP23-1.4**

Moved: Mayor (Ex Officio) J Denyer

Seconded: Tangata Whenua Representative D Dinsdale

1. 4. That, in accordance with Clause 26, Schedule 7 of the Local Government Act 2002, Deputy Mayor John Scrimgeour be appointed as Chairperson of the Te Puke Spatial Plan Subcommittee.

**CARRIED**

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6.04pm Cr Wichers entered the meeting.

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**RESOLUTION TPSP23-1.5**

Moved: Mayor (Ex Officio) J Denyer

Seconded: Deputy Mayor J Scrimgeour

5. That, in accordance with Clause 26, Schedule 7 of the Local Government Act 2002, Councillor Richard Crawford be appointed as Deputy Chairperson of the Te Puke Spatial Plan Subcommittee.

**CARRIED**

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6.05pm Tangata Whenua Representative H Biel (Tapuika Iwi Authority) entered the meeting.

Upon being elected as Chairperson, Deputy Mayor J Scrimgeour assumed the role of Chairperson for the remainder of the meeting.

## **8.2 TE PUKE SPATIAL PLAN - PROJECT PLAN AND COMMUNICATION AND ENGAGEMENT STRATEGY**

The Subcommittee considered a report dated 22 November 2023 from the Strategic Advisor: Legislative Reform and Special Projects who provided the following points:

- Creating a subcommittee for the Te Puke Spatial Plan was to give mana and create a space to collaborate.
  - This meeting was to go through the Project Plan and the Communication and Engagement Strategy, which a number of people had been involved in preparing, and which was part of understanding how the Te Puke Spatial Plan was to be prepared.
  - The Project Plan had the scope, background, objectives and intended outputs of the project, including the governance structure, key risks and key project phases. The key project phases were intended to match the Communication and Engagement Strategy.
  - Included in the scope was community aspirations and outcomes, housing delivery across the housing continuum, hard and social infrastructure needs, locations, direction for existing planned projects and direction for District Plan changes.
  - The geographical scope of the plan had not been confirmed because staff wanted to converse with the Subcommittee and the community around establishing whether there were some parts that should be left out and/or parts that should perhaps be included that had not been considered.
  - The intention was to connect Manoeka Road and Waitangi village areas to Te Puke in terms of infrastructure, and how to facilitate this.
-

- Work had been undertaken by Waitaha and Tapuika Iwi Authority in terms of planning for the hapū with the intention of finding out how this could be aligned with the Spatial Plan to create a more action-based outcome.

Mayor Denyer:

- Council had decided it was important to involve the Te Puke Community Board and Tangata Whenua in this process to work closely together in partnership, noting that Waitaha and Waitangi would be integral parts of the Spatial Plan.
- Mayor Denyer welcomed everyone, stating that would be good to be working alongside them.

**PROJECT PLAN**

Staff and Committee Member's Responses and Comments:

Strategic Advisor: Legislative Reform and Special Projects:

- Council had received some feedback from Waitaha and Tapuika Iwi Authority as part of the Tō Wāhi engagement, as well as some other work and feedback expected in terms of key actions from Waitaha. Other information was expected to come through.
- COLAB was only working on the community-led engagement and had worked on Tō Wāhi. It was anticipated that they would help with the second phase of engagement because of the connections they had. There would also be some targeted engagement with particular stakeholder groups, as well as consultation on the draft Spatial Plan.

Deputy CEO/General Manager Strategy and Community:

- In the lead into the Te Puke Spatial Plan, there had always been an assumption that Council would work with Mana Whenua to define how hapū/iwi wished to engage with their whānau during this process. There was never an assumption that COLAB was undertaking engagement with or on behalf of Tangata Whenua. This was a fundamental reason why a partnership approach was being taken, and to gain an understanding of how hapū/iwi may wish to be engaged in this process and be guided by this.

Tangata Whenua Representative D Dinsdale (Ngāti Moko):

- To gain an understanding of how hapū/iwi wished to be engaged in the process, Ngāti Moko needed to provide a report. The suggestion was to try to get this on their agenda after the Annual General Meeting (AGM).

Strategic Advisor: Legislative Reform and Special Projects:

- Part of the reason hard deadlines had not been put against the plan was that Council wanted to ensure that all processes had been worked through and all voices heard before phases of the plan had been finished.

Te Puke Community Board Member K Summerhays:

- The impact of other communities on the Te Puke area needed to be taken into consideration, in particular their impact on Te Puke's infrastructure. This couldn't be a ring fenced activity, but should be expanded and more targeted to show the impact of the green fields around us.

Strategic Advisor: Legislative Reform and Special Projects:

- 'Grey Field' areas were commercial and retail environments that were old areas no longer functioning as intended. 'Brown Field' were areas for development (some thought contaminated land or land for reusing an area that had already been developed on), and 'Green Field' was not being used but could be.
- The relationship to SmartGrowth and Urban Form and Transport Initiative (UFTI) was not in the report, but was being considered in terms of how they could be applied, what the SmartGrowth strategy was proposing, and how this was relevant to the Te Puke Spatial Plan.

Strategic Policy and Planning Programme Director:

- At this point in time, the SmartGrowth strategy, based on the UFTI program completed in 2020, did not envisage a huge amount of growth or progress in Te Puke. Staff had not had an opportunity to have Te Puke Spatial Plan process talks, in order to build a picture of what this looked like going forward. The timelines were awkward, but both parties needed to be talking to each other.

Deputy CEO/General Manager Strategy and Community:

- Staff across the partner councils and Tangata Whenua were well aware that the Te Puke Spatial Plan was progressing. This was reflected in a number of documents that fed into the SmartGrowth strategy. One of the biggest possibilities recognised was the potential for unlocking Māori land and having a connected marae spatial plan processes. This was being looked at quite closely, particularly how it might work for Tangata Whenua Spatial Planning.

Te Puke Community Board Member K Summerhays:

- Ideally, Central Government should be at this table, working very closely with the Subcommittee, to avoid creating plans that did not align each other and could be years apart. A more up front and closer relationship was needed.

Strategic Advisor: Legislative Reform and Special Projects:

- The intention was to have working groups with these stakeholders. Staff had already met with the Minister of Education to start having these conversations early on, to avoid planning something that would then not be able to be facilitated. The best option would be to create a 'Government Working Group'.
- When starting the project, some dates were added, however, as more work was put into the Project Plan and Communication and Engagement Strategy, it



became apparent that dates/deadlines could not be clarified. It became more important to ensure the project 'phases' were correct in terms of the steps needed to be taken. This was also important in terms of obtaining funding.

Strategic Policy and Planning Programme Director:

- This was not a project or process where legislation dictated that it needed to be finished at a certain date. It was more important to work through the correct process and have meaningful conversations at an appropriate pace, all the while keeping in mind that there was a common goal to be reached.

Strategic Advisor: Legislative Reform and Special Projects:

- The language around transport modelling could be moved and put in 'Scope' so it was more of a priority.

Deputy CEO/General Manager Strategy and Community:

- It was important to note there was always an intention that there would be traffic modelling within the Te Puke boundary/the Spatial Plan area. It was believed there was budget for transport modelling but this needed to be confirmed. This would be seen as a critical input into the spatial plan process. Staff would look into this.

Strategic Policy and Planning Programme Director:

- Council had operational budgets that could be used for spatial planning, within a reasonable mindset, within the current financial year.

Deputy CEO/General Manager Strategy and Community:

- There were provisions and a separate budget in place for Hapū Management Development plans.

Tangata Whenua Representative D Dinsdale (Ngāti Moko)

- Ngāti Moko, and possibly other marae, would need to start developing Hapū Management Plans.

Strategic Policy and Planning Programme Director:

- The idea was that this subcommittee would provide a strong steer on how it went about the community engagement and what it would look like.

## **COMMUNICATION AND ENGAGEMENT STRATEGY**

The Strategic Advisor: Legislative Reform and Special Projects provided the following points:

- At this stage, this was a high level, over-arching strategy of how staff want to manage the Spatial Plan. Following this meeting, more work would be done which would involve the Subcommittee and COLAB.

- It was not intended to deliver key messages now, as these would be delivered as the program was worked through. However, there were some over-arching ones that had been developed based on knowledge and previous engagement which had shown what was important to the Te Puke community.
- The project phases were meant to align but items/steps could be changed around if needed.
- Phase One was information gathering, where work in Tō Wāhi was carried out. Phase Two was pre-engagement /project introduction which aimed to gather all information needed and develop options for Phase Three.
- It was unknown what Phase Three options would look like at this time, but this would be shaped by Phase Two. Targeted engagement would be used to then inform the draft spatial plan itself and then full community engagement would commence.

#### Staff and Committee Member's Responses and Comments:

##### Strategic Advisor: Legislative Reform and Special Projects:

- One of the main things that staff were working on at the moment was the baseline report, which set out what was happening in Te Puke now. The expectation was to be able to bring this back to the Subcommittee once other key staff members had included their input.

##### Te Puke Community Board Member K Summerhayes:

- Schools had been included in the stakeholder group but not youth. There was a gap between 18 to 24 year olds as well as disabled groups and accessibility groups.

##### Other groups suggested to be added to the stakeholder group:

- Kabaddi (an Indian sport), Churches, Disk Golf groups, and engaging with Recognised Seasonal Employers and/or the entities that manage the workers.

## **RESOLUTION TPSP23-1.6**

Moved: Mayor (Ex Officio) J Denyer

Seconded: Cr G Dally

1. That the Strategic Advisor: Legislative Reform and Special Projects' report dated 22 November 2023, titled 'Te Puke Spatial Plan – Project Plan and Communication and Engagement Strategy', be received.
2. That the subcommittee endorse the Te Puke Spatial Plan Project Plan and Communication and Engagement Strategy (Attachment 1 and 2 of this report).
3. That any amendments to the Te Puke Spatial Plan Project Plan and Communication and Engagement Strategy agreed at the meeting are completed and final versions of the documents provided to the subcommittee.

**CARRIED**

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**The Meeting closed at 6.57pm.**

**Confirmed as a true and correct record by Te Puke Spatial Plan Sub Committee on 18 April 2024.**

## 9 REPORTS

### 9.1 GOVERNANCE MATTERS

**File Number:** A6004029

**Author:** Greer Golding, Governance Manager

**Authoriser:** Emily Watton, Acting General Manager Strategy and Community/Strategic Policy and Planning Programme Director

#### EXECUTIVE SUMMARY

1. The purpose of this report is for the Te Puke Spatial Plan Sub Committee to confirm their approach to the leadership and membership of the sub committee.

#### RECOMMENDATION

1. That the Governance Manager's report dated 18 April 2024, titled 'Governance Matters' be received.
2. That the report relates to an issue that is considered to be of low significance in terms of Council's Significance and Engagement Policy
3. That, in accordance with Clause 26, Schedule 7 of the Local Government Act 2002, ..... be appointed as Deputy Chairperson of the Te Puke Spatial Plan Sub Committee.
4. That in accordance with Clause 31, Schedule 7 of the Local Government Act 2002 the Te Puke Spatial Plan Sub Committee recommend to Council that a representative be appointed from Waitaha Iwi as a member of the Te Puke Spatial Plan Sub Committee.

#### BACKGROUND

2. The Te Puke Spatial Plan Sub Committee and Terms of Reference was established by resolution at the Council meeting held on 30 August 2023.
3. The purpose of the sub committee is to provide guidance, direction, and support to the project team in the development of the Te Puke Spatial Plan (TPSP).
4. At the sub committee meeting on 22 November 2023 it was resolved to elect Deputy Mayor Scrimgeour as Chairperson and Councillor Crawford as Deputy Chairperson.
5. We want to acknowledge the dedication and enthusiasm Councillor Crawford held for his community, and note that due to his passing, a new Deputy Chairperson will need to be elected.

6. At the workshop held on 7 March 2024 the sub committee had discussions regarding their governance arrangements and what is going to work best for the sub committee. There were two items discussed:
- a. The idea of a co-chairing arrangement was proposed however clause 26, Schedule 7 of the Local Government Act 2002 does not allow for this.
    - At the annual general meeting for Local Government New Zealand (LGNZ) held on 26 July 2023, Northland Regional Council proposed that LGNZ explore and promote options that enable councils to make greater use of co-chair arrangements for standing committees, joint committees and sub-committees. There was a 69% majority vote to support this. It could mean that co-chairing could be an option in the future.
  - b. Representatives from Bay of Plenty Regional Council and Waitaha could be appointed to the subcommittee.

### **ELECTION OF CHAIRPERSON AND DEPUTY CHAIRPERSON PROCESS**

With the Deputy Chairperson role vacant, the sub committee needs to elect a new Deputy Chairperson.

The process for electing a chairperson or a deputy chairperson occurs by way of nomination in the meeting.

- i. When the item comes up on the agenda any member of the sub committee may nominate a member to be chairperson or deputy chairperson.
- ii. This then is required to be seconded by another member.
- iii. The nomination can then be voted on by the members of the sub committee, this will determine whether the sub committee is in support of the nomination or if someone else needs to be nominated.

The role of the Deputy Chairperson is to support and assist the Chairperson as well as fulfil the role of the Chairperson in their absence. It could be an opportunity for the Deputy Chairperson to be able to learn and grow their skillset as a Chairperson.

### **APPOINTMENT OF OTHER MEMBERS TO THE SUB COMMITTEE**

Under clause 31 of Schedule 7 to the Local Government Act 2002, a committee may appoint a person who is not a member of the Local Authority (including Council and Community Boards) if the committee is of the opinion that the person has the skills, attributes or knowledge that will assist the work of the committee or sub committee.

At the workshop held on 7 March 2024 the subcommittee had discussions regarding their governance arrangements and what is going to work best for the subcommittee. There was a proposition about a Bay of Plenty Regional Council representative and a Waitaha representative being appointed to the sub committee.

The sub committee will need to discuss in the meeting whether there is a desire for this to proceed or not, and then make a recommendation to Council to have the member appointed to the sub committee.

#### **ENGAGEMENT, CONSULTATION AND COMMUNICATION**

No engagement or consultation is required to elect a Chairperson or Deputy Chairperson of a sub committee.

#### **STATUTORY COMPLIANCE**

The recommendations in the report are in accordance with Clause 26, Schedule 7 of the Local Government Act 2002.

#### **FUNDING/BUDGET IMPLICATIONS**

There are no financial or budgeting implications for the election of a Chairperson and Deputy Chairperson.

## 9.2 ENDORSEMENT OF THE TE PUKE SPATIAL PLAN BASELINE REPORT

**File Number:** A6004021

**Author:** Ariell King, Strategic Advisor: Legislative Reform and Special Projects

**Authoriser:** Rachael Davie, Deputy CEO/General Manager Strategy and Community

### EXECUTIVE SUMMARY

1. Endorsement is sought from the Subcommittee for the Te Puke Spatial Plan Baseline Report.

### RECOMMENDATION

1. That the Strategic Advisor: Legislative Reform and Special Project's report dated 18 April 2024, titled 'Endorsement of the Te Puke Spatial Plan Baseline Report', be received.
2. That the Te Puke Spatial Plan Subcommittee endorse the 'Te Puke Spatial Plan Baseline Report'.

### BACKGROUND

2. The Subcommittee endorsed the Te Puke Spatial Plan – Project Plan in November 2023. One of the outputs in the project plan is a Baseline Report.
3. The purpose of the Baseline Report is to provide a foundation for the development of the Te Puke Spatial Plan. It is a 'snapshot in time' that provides an overview of the status across a range of matters for Te Puke e.g. population growth, housing information, infrastructure.
4. The draft report was circulated to the members prior to the Subcommittee workshop on 7 March 2024. At the workshop an overview of the report was presented to the members and feedback sought. This feedback resulted in changes to the draft that are shown as track changes in the attached report.
5. In some instances, the feedback did not result in changes as it represented the identification of issues or other matters which need to be explored as part of the development of the draft spatial plan. The attached table illustrates the outcome arising from the feedback provided.
6. There are differences between some of the numbers and values provided in this report when compared against the report 'Economic assessment of Te Puke and surrounding areas' prepared by Benje Patterson Limited (also included for endorsement in this agenda). Where possible these differences have been aligned. Generally, the most current available data has been used where appropriate e.g. Census data. However, there are several reasons where the values differ for good

reason e.g. information covers a different geographical area – the Eastern Corridor vs the Western Bay of Plenty Subregion (which includes Tauranga City). In some instances, information has been removed altogether as it was more appropriate for the information to sit solely within the Economic Assessment.

7. Following endorsement of the report, a final edit will be undertaken. This will capture any grammatical and formatting matters that need to be addressed before the report is finalised.
8. The report will be available online as part of the next phase of engagement (May – June 2024) and will sit alongside several other outputs that provide information for the community to consider as part of the development of the spatial plan.

## ATTACHMENTS

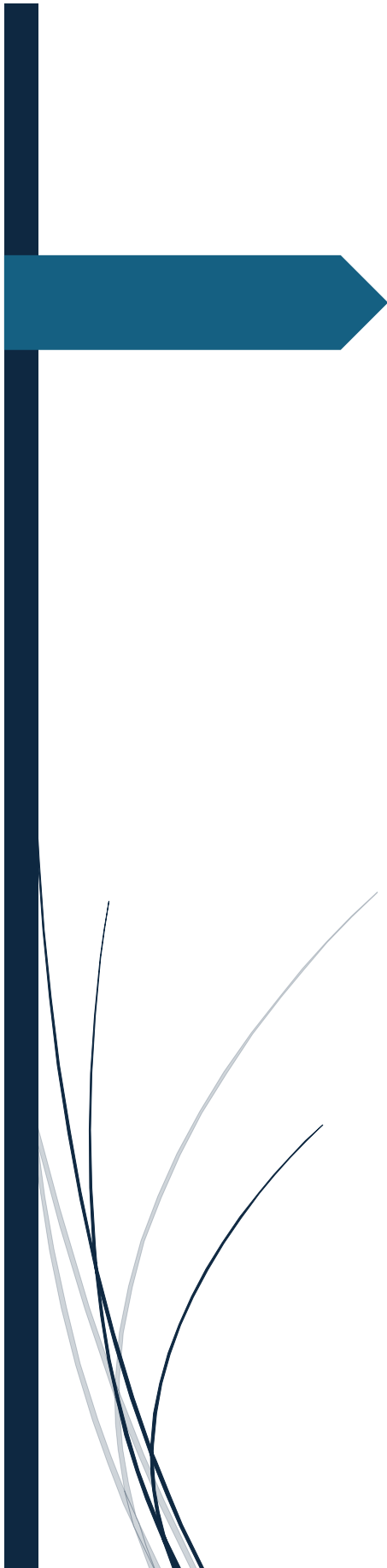
1. **Feedback from subcommittee workshop 7 March 2024**  
2. **TPSP Baseline Report March 2024**  



**Baseline Report feedback – Subcommittee workshop 7 March 2024**

<b>Comment</b>	<b>Outcome</b>
12 schools in Te Puke/wider area. Can get updated roll data if required.	Amended report
Data discrepancy p25 home ownership 41% and the economic assessment says 66%.	Amended report to align with Economic Assessment
Economy p49 – million vs billion kiwifruit contribution	Amended report to align with Economic Assessment (see below)
Economic report data conflicts with other information – to be discussed further when more advice received from Benje Patterson Limited.	Comments provided from Benje Patterson Limited to address this matter
P9 reference to the Wairoa River.	Amended report
P19 range of stores needs to be expanded. Gift stores, liquor stores, vape shops.	Amended report
P19 or 20 MDRS rules – make comment about the implications for parking.	Noted, to be considered in the development of the spatial plan.
P20 – Indian population needs to be expanded out. Missed out the Catholics. Say Christian instead of range.	Amended report
P21 – add a stat on how many students travel outside of Te Puke to go to school.	Unable to find data to support this point.
P22 – last para. Accessible housing design is not only for disabled but also ageing population.	Amended report
P23 – limited capacity for smaller homes to cater for smaller family units.	Noted, no amendment to the report
P24 – community land trusts. Tenures are not available to suits different needs, other places are investing in community land trust.	Noted, to be considered in the development of the spatial plan.
Nationally 450,000 people retiring with mortgages too big to retire on the pension – implications for rental market.	Noted, no amendment to the report
P28 – importance of trees as green infrastructure in responding to climate change.	Noted, to be considered in the development of the spatial plan.
P29 – have we done any studies on our ecosystem's capacity in the surrounding district?	Noted, to be considered in the development of the spatial plan.
Question the capacity of Te Puke Highway to meet our needs p30.	Amended report
Missed out how we support electric vehicles and transition towards these.	Noted, to be considered in the development of the spatial plan.
P34 – make better use of gullies and how they can be used for passive recreation.	Noted, to be considered in the development of the spatial plan.
P34 – water supply is vulnerable to pollution from volcanic ash.	Amended report
Query the sustainability of groundwater bores. Do we know the recharge rates of our aquifers? Vulnerability to different intrusions like salt etc.	Noted, to be considered in the development of the spatial plan.
P36 – water capture in rain gardens and swales could be consider for stormwater in the future.	Noted, to be considered in the development of the spatial plan.

Comment	Outcome
BOPRC regional councillor should be on this subcommittee.	Included on agenda for subcommittee meeting
P39 Kaituna catchment control scheme. No acknowledgement as to the rating implications arising from this scheme.	Amended report
P42 – community facilities – doesn't acknowledge the pressure from Papamoa and Te Tumu residents on use of Te Puke facilities. What facilities will be provided there that might influence our service provision/usage.	Noted, to be considered in the development of the spatial plan.
Tree canopy stocktakes – understand implications of development.	Noted, to be considered in the development of the spatial plan.
P44 – bridge crossings – access problem needs clip on bridge or similar.	Noted, to be considered in the development of the spatial plan.
P45 – need social infrastructure as a chapter – libraries, halls, lack of strategic properties available to the community.	Noted, to be considered in the development of a social and cultural wellbeing assessment.
Economy – doesn't measure the social economy. What is coming in from government and philanthropic funders. Money that comes from outside the district but spent here i.e. Karen's salary.	Noted, no amendment to the report
Are we getting our fair share of Western Bay services – those based in Tauranga but funded to deliver in Te Puke.	Noted, to be considered in the development of a social and cultural wellbeing assessment.
P54 – disengagement needs to be replaced with a better term.	Amended report.
List of documents – missing Te Puke Community Plans.	Amended report
Equitable future for Māori. Growing population and housing needs. Ensure whanau have decent homes.	Noted, to be considered in the development of the spatial plan.
Growth needs to be tempered by nature. Need to work with nature (climate change implications).	Noted, to be considered in the development of the spatial plan.
Extensive wetlands in the past, need to balance against	Noted, to be considered in the development of the spatial plan.
28 waterways and streams. Don't want a repeat of the Waiari. Want to be part of planning, not told about the decision.	Noted, no amendment to the report
Economic development – shouldn't be at the expense of better outcomes for all people.	Noted



# Te Puke Spatial Plan

Baseline Report – March 2024

**Ariell KingTe Puke Spatial Plan – Project**

## Contents

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## 1. Purpose of this baseline report and spatial plan

The purpose of this baseline report is to provide information of the status quo in Te Puke. It is the starting point for the development of a spatial plan for Te Puke. The baseline report helps us to better understand Te Puke and lays the foundation for building the spatial plan and implementation plan.

The aim of spatial planning is to create a more rational territorial organisation of land use and the linkages between them, to balance demands for development with the need to protect the environment, and to achieve social and economic activities.<sup>1</sup>

The spatial plan that will be developed for Te Puke looks at the potential growth, within identified growth areas and development for the coming 30 to 50 years. It will be progressed with a high level of community involvement and will integrate thinking that can bring about a vision for Te Puke that brings Tangata Whenua, the community, landowners and stakeholders together. The community of Te Puke have a strong sense of place and purpose in their town. An implementation plan that accompanies the spatial plan will set out proposed timing and sequencing of events to ensure that the spatial plan can be made a reality.

Te Puke faces various challenges and opportunities which are discussed further in this baseline report. They include:

1. Population growth and a high youthful population, ethnic diversity and managing the significant population growth from the last ten years.
2. Lack of housing supply, a limited range of housing options and declining housing affordability.
3. Infrastructure challenges include managing the three waters network and transportation issues such as roading and congestion; and community infrastructure such as public facilities and reserves.
4. Economic growth of the subregion and the local economy, access to jobs and other opportunities.

The above issues in one way or another are all impacted by climate change. Climate change is putting increasing pressure on our natural environment, wellbeing, safety, security, economic prosperity, and cultural identity.<sup>2</sup> This critical issue and its impact on Te Puke will be discussed throughout this report.

This baseline report is set out to first understand the strategic framework in which the spatial plan is being developed; secondly to broadly discuss climate change; thirdly, Tangata Whenua within the Te Puke area; and fourthly the geography and landscape of Te Puke. It also discusses people and community, housing, infrastructure and economy and jobs.

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<sup>1</sup> Spatial Planning accessed via Science Direct [Spatial Planning – an overview | ScienceDirect Topics](#)

<sup>2</sup> New Zealand's Environmental Reporting Series: Our atmosphere and climate 2023

The Te Puke Spatial Plan is being developed with the support and oversight of the Te Puke Spatial Plan Sub-committee comprised of the members of the Te Puke Community Board, the Te Puke—Maketū councillors and Tangata Whenua representatives. Partnership with iwi and hapū of the rohe is through engagement, working alongside Te Ihu o te Waka o Te Arawa forum and recommended representatives on the Subcommittee.

It's intended that this baseline report will provide a better understanding of what Te Puke 'looks like' – and provide a solid starting point for moving forward.

## 2. Strategic and regulatory framework

The strategic framework with which the spatial plan may be developed is discussed to highlight the complexities of the framework, and to clarify how this spatial plan will work alongside other important planning and strategic documents. Various strategic planning studies and documents<sup>3</sup> affirm the importance of Te Puke as:

1. An area with potential for further urban development and growth,
2. A significant support centre for horticultural-related employment and industry; and
3. A key geographical location which does and can provide effective and efficient connections within the wider transportation network link with other urban centres.<sup>4</sup>

### Legislative framework:

In August 2023, two Acts called the Natural and Built Environment Act ('NBEA') and Spatial Planning Act (SPA) were passed to repeal/replace the Resource Management Act 1991 (RMA). In December 2023 the new Government passed an Act that repealed the NBEA and SPA and to reinstate the RMA. A small portion of the NBEA was retained such as fast-track consents. Fast track consents are available for specific types of projects and intended to expedite obtaining a resource consent for the activity applied for.

The RMA provides the starting point for the legislative framework when developing a spatial plan. The purpose of the RMA is to promote the sustainable management of natural and physical resources. In the Act 'sustainable management' means the managing, use, development, and protection of natural and physical resources in a way, or at a rate, which enables people and communities to provide for their social, economic and cultural wellbeing and for their safety.<sup>5</sup> This Act manages the air, soil, freshwater and coastal marine areas, land use and provision of infrastructure. From the RMA flow the development of other significant documents that inform the development of New Zealand such as: District/City Plans, Regional Policy Statements, National Policy Statement and National Environment Standards.

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<sup>3</sup> Including SmartGrowth and the Bay of Plenty Regional Policy Statement

<sup>4</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.14

<sup>5</sup> Section 5 of the Resource Management Act 1991.

### SmartGrowth

SmartGrowth is a collaboration between representatives from Tauranga City Council (TCC) Western Bay of Plenty District Council (WBOPDC), Bay of Plenty Regional Council (BOPRC), tāngata whenua and central government. SmartGrowth sets the strategic vision and direction for growth and development in the western Bay of Plenty sub-region. Over the last 10 years, a number of SmartGrowth initiatives have been developed which have culminated in the development of the draft SmartGrowth Strategy 2023–2073 (which also includes the Future Development Strategy 2023/2024).

### National Policy Statement on Urban Development (NPS-UD) and Future Development Strategy

The NPS-UD is about ensuring New Zealand's cities and towns are well-functioning urban environments that meet the changing needs of our diverse communities. The Western Bay of Plenty District (WBOP) is classified as a Tier 1 Urban Environment under the NPS-UD due to the rapid growth of the district and sub-region. That means that Council has obligations under the NPS-UD to ensure the provision of sufficient land for development for the short, medium and long term growth.<sup>6</sup>

The Future Development Strategy (FDS) was developed by SmartGrowth in response to the NPS-UD. This was to ensure that the Councils in the WBOP sub-region were able to provide sufficient development capacity to meet the requirements of NPS-UD. Te Puke was not identified as a growth area within this FDS but was identified specifically in relation to its significance within the horticultural industry (essentially kiwifruit) as a major employer, and consumer of both business land and of housing for both permanent and seasonal workers.

### Urban Form Transport Initiative (UFTI) and Connected Centres: (2020)

UFTI is a collaboration between SmartGrowth, NZ Transport Agency, iwi and community leaders. It is a commitment to developing a refreshed, coordinated and aligned approach to key issues across the WBOP sub-region such as housing, transport and urban development. UFTI focusses on supporting liveable community outcomes – finding answers for housing, intensification, multi-modal transport and network capacity. UFTI recognises the proposed NPS-UD requirements and incorporated these into its testing. UFTI worked from the basis that the sub-region needed to accommodate a future population of 400,000 people over the next 30–50+ years. The detailed planning assessments assumed a need to accommodate total dwellings of 62,000 (30+ years).

The UFTI report also recommended actions at a regional level such as completing the Rangiora Business Park interchange (within the SH2 eastern link expressway) and similarly the Pāpāmoa eastern interchange. This infrastructure coupled with the recently

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<sup>6</sup> Long Term Plan 2021–2031: Infrastructure Strategy – Informing our Planning

completed Baypark interchange at Mt Maunganui will enable rapid heavy freight transport from within the sub-region to the Mt Maunganui port and inland destinations.

The outcome from UFTI is known as the Connected Centres program. The Connected Centres programme is a settlement pattern in the sub-region that contributes to more affordable housing, and more competitive land and job markets through up, and out, future development. The supporting transport improvements will enable greater access, increased transport choice, and improve safety, while also maintaining important freight access, particularly to the Port of Tauranga.<sup>7</sup> The settlement pattern and programme have identified spatial constraints and hazards and seek to avoid or moderate any future development in relation to these (identified in Figure 2.1 below). The new growth areas for the 30 years plus are indicative and their actual spatial intent will be tested further before inclusion into regional and local planning statutory frameworks.

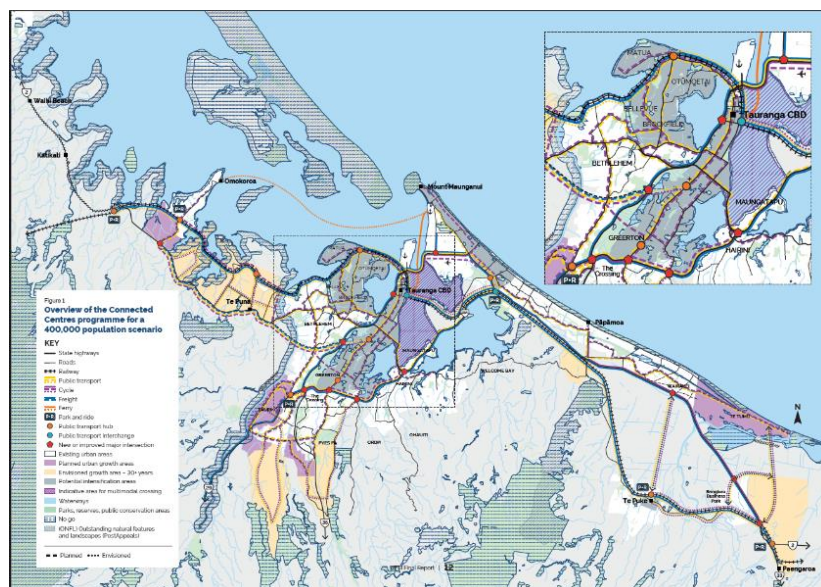


Figure 2.1: UFTI constraints map setting out constraints known from 2021.

UFTI also identifies 'no-go' and 'go carefully' areas, identified in the map (Figure 2.2). These areas are identified as areas that may be susceptible to flooding and erosion or are instability risks area. They may be areas with highly productive soils, which means that they have policy constraints. There are also areas which are significant natural areas and/or have cultural heritage or significance.

<sup>7</sup> Urban Form and Transport Initiative (UFTI) Final Report 2019 p. 64



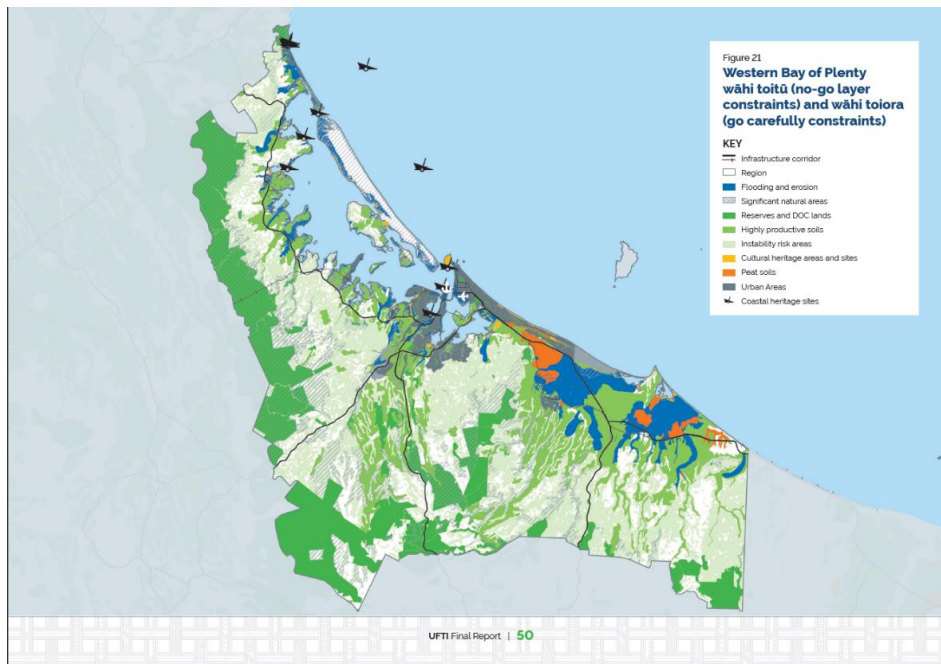


Figure 2.2: Western BOP with 'no go' and 'go carefully' constraints in the sub-region SmartGrowth Strategy 2023-2073 (in draft form)

The draft SmartGrowth Strategy 2023-2073 has been developed to proactively plan for and manage future growth in a way that supports tangata whenua values and aspirations, delivers on the Governments' Urban Growth Agenda (UGA), builds on the SmartGrowth vision and UFTI. This Strategy has been informed by existing strategies, plans and information as well as data held by partners. This includes UFTI, the WBOP Transport System Plan, local spatial plans, the Housing Action Plan and other key documents.

The SmartGrowth Strategy will build on the work of Connected Centres as the preferred spatial scenario for the sub-region. The Connected Centres programme forms the basis of a number of planning and policy approaches in the sub region.<sup>8</sup> The Settlement Pattern in the SmartGrowth Strategy is described as a 'blueprint' that sets out how, where and when development will occur within the western Bay of Plenty subregion. The Strategy identifies Ōmokoroa and Te Puke as growth areas. Ōmokoroa forms part of the "northern corridor" and Te Puke forms part of the "eastern corridor." They are areas identified to accommodate new business and residential development.<sup>9</sup>

<sup>8</sup> SmartGrowth Strategy 2023 Spatial Scenarios Background Paper p.6

<sup>9</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.14

Plan Change 92

Plan Change 92 gives effect to the Resource Management (Enabling Housing Supply and other matters) Amendment Act 2021, specifically policies 3 and 4 of the NPS-UD and to enable Medium Density Residential Standards (MDRS). The anticipated changes from this plan change mean people will have more choice about where they can live affordably, a wider variety of housing types and in turn, better access to jobs, transport and community facilities.

In 2017 Council completed and ratified its (then) future development aspirations for Te Puke with the formulation and publishing of the Te Puke Structure Plan contained within section 12 and Appendix 7 of the operative District Plan. As result of the MDRS legislation, Council have proposed changes to the 2017 Structure Plan to meet MDRS requirements and includes bringing infrastructure requirements and budgeting for anticipated changes.

A summary of what MDRS looks like in terms of what must be incorporated into all relevant residential zones (such as Te Puke) is provided in Appendix 1. The status of this Plan Change [at the time of this report] is that the recommendations from the Independent Commissioners are being considered by Council for adoption into the District Plan. The District Plan will then be amended to incorporate the relevant standards and maps from the plan change.

National Policy Statements:

National Policy Statements relevant to this kaupapa include:

<i>National Policy Statement for Freshwater Management (NPS-FM):</i>	The key concept to this NPS-FM is 'te mana o te wai' which refers to the fundamental importance of water and recognises that protecting the health of freshwater protects the health and wellbeing of the wider environment. Te mana o te wai is about restoring and preserving the balance between the water, wider environment and community. The NPS directs that Council must include objectives, policies and methods in its district plan to promote positive effects, and	This is relevant in Te Puke due to its proximity to waterways.
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	avoid, remedy or mitigate adverse effects (including cumulative effects) of urban development on the health and wellbeing of water bodies, freshwater ecosystems and receiving environments.	
<i>National Policy Statement for Highly Productive Land (NPS-HPL):</i>	The sole objective of the NPS-HPL is that HPL is protected for use in land-based primary production, both now and for future generations.	This is relevant to Te Puke given the high incidence of HPL in the area, but also because of the importance of horticulture and agriculture to the region.
<i>National Policy Statement for Indigenous Biodiversity (NPS-IB):</i>	This NPS-IB prioritises the mauri and intrinsic value of indigenous biodiversity and recognises people's connections and relationships with indigenous biodiversity. It acknowledges the web of indigenous species, ecosystems, the wider environment, and the community at both a physical and metaphysical level.	This is relevant to Te Puke given imminent growth and development and balancing this with the need to protect indigenous biodiversity and the natural environment.

#### Te Puke Strategic Documents

The following documents were developed for Te Puke in earlier years signalling community aspirations at the time. It also includes documents relating to the Kaituna River. The relative lapse in time between some of the plans highlights the need to look to the future of Te Puke and the development of this spatial plan:

- *Te Puke Development/Community Plan (2004, updated in 2016)* signalled that the community wanted Te Puke to remain 'one of the best places to live, work and play in the Western Bay of Plenty.' The updated version of the Community Plan identified additional 'Key Actions' that reflected the changes in Te Puke since the original 2004 Plan. Some priorities include promoting and supporting community safety, supporting youth development and creating an attractive and vibrant town centre (to name a few).
- *Te Puke Town Centre Plan (2006)* sought key outcomes such as the inclusion of mixed used development (focussing on amenity and liveability), community accessibility for both vehicles and alternative forms of transport like walking and cycling.

- *Te Puke Built Environment Strategy (2008)* acknowledges that the most successful and attractive towns are those where the community takes ownership to create an environment in which people of all ages want to live, invest, and retire.
- *Community Plans* currently being developed by Te Kapu o Waitaha and Tapuika Iwi Authority will also be considered through the development of the Te Puke Spatial Plan. Community planning events have been held by Te Kapu o Waitaha and Tapuika Iwi Authority to understand the aspirations and needs of their respective communities in Manoeka, and to the east of the ~~Wairoa~~ Waiari River.
- *The Kaituna River Document* the purpose of this document is to promote the restoration, protection and enhancement of the well-being of the Kaituna River and its tributaries. It will guide local government, iwi and the wider community in their work together to protect and preserve the awa.
- *Te Tini a Tuna/Kaituna Action Plan 2019-2029* this action Plan outlines what will be done over the next ten years to deliver on the vision, objectives and outcomes of the Kaituna River Document.

### 3. Climate change

Climate change is an established environmental, social, cultural and economic issue. Its impact is at the same time far reaching and significant – and uncertain in terms of its scale and extent.<sup>10</sup> Council acknowledges that the significant potential impacts of climate change, and predicting how the changes will affect Te Puke (let alone the entire district) is difficult to prepare and plan for. Collaboration with the Te Puke community, Council and other stakeholders to build understanding, knowledge and make decisions towards building a climate resilient community must be considered within the scope of the spatial plan.<sup>11</sup>

The National Adaptation Plan (NAP) (2022) outlines strategies, policies, and proposals led by the Government to aid New Zealand in adapting to the evolving climate, and its associated impacts. It must be updated every six years. There is a strong emphasis in the NAP on driving climate resilient natural environment to buffer the impacts of climate change for human and natural systems.<sup>12</sup>

The WBOP Climate Change Action Plan (2021-2031) commits to understanding what's at risk and what's most important. The action plan commits to continuing sub-regional collaboration through the Natural Hazards Programme, which includes looking at different scenarios for climate changes and impacts and how they will affect natural hazards. For climate change mitigation, the action plan commits to understanding the district's wider emissions and develop a plan for reducing emissions. It also sets out several measures of controlling and reducing emissions from activities.<sup>13</sup>

<sup>10</sup> Bay of Plenty Regional Council Climate Change Action Plan 2021-2031 Working towards a climate resilient Bay of Plenty.

<sup>11</sup> Western Bay of Plenty District Plan Climate Change Action Plan 2021-2031

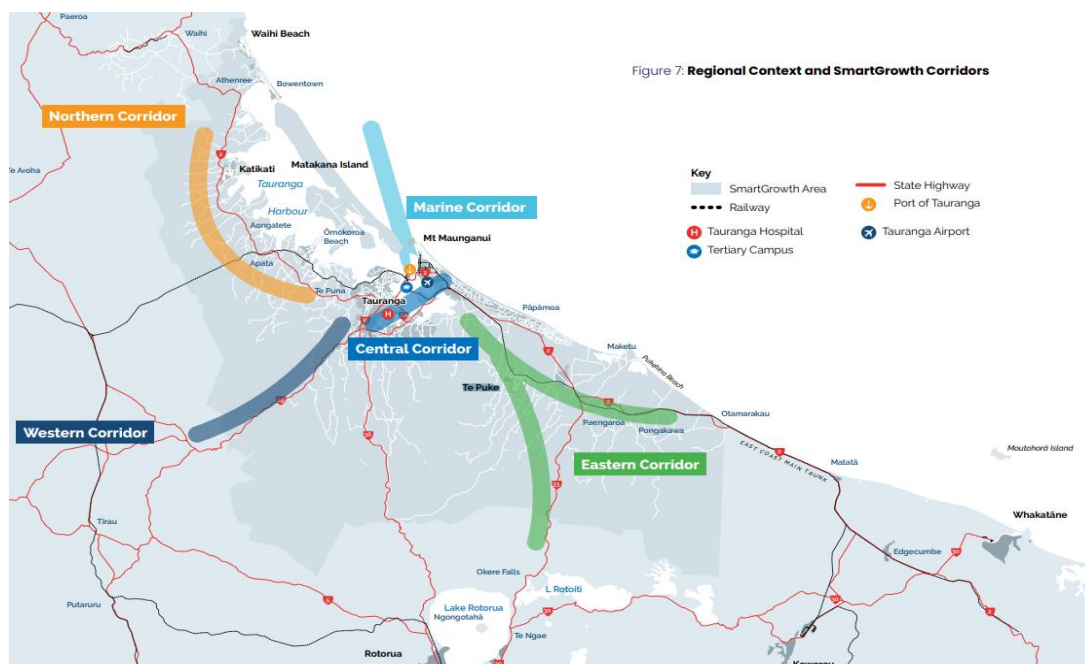
<sup>12</sup> SmartGrowth Strategy 2023 Climate Resilience Chapter Background Paper p.16

<sup>13</sup> SmartGrowth Strategy 2023 Climate Resilience Chapter Background Paper p.36

Climate change is predicted to have significant and wide-ranging impacts to communities throughout the Bay of Plenty region. Increases in the frequency and intensity, and the duration of extreme weather events (e.g. heatwaves, droughts, floods and storms) have the potential to impact many aspects of the natural and built environment as well as social and cultural wellbeing and the economy within the region.<sup>14</sup> Given the centrality of climate change to future planning, decision making and implementation of the spatial plan, this theme will continue to be highlighted throughout this report.

## 4. Landscape and geography.

Te Puke is located close to a juncture of the Eastern SmartGrowth Corridor as depicted on Figure 7 below. Te Puke is recognised by SmartGrowth as a growth area in the Eastern Corridor.



(Figure 7: Regional Context and SmartGrowth Corridors)

The geographic scope of the spatial plan is generally the urban limits as set out in the Bay of Plenty Regional Council Regional Policy Statement. This captures the area from Manoeka Road to No. 1 Road, to the south, boundaries are generally within the limits of Whitehead Avenue and Dudley Vercoe Drive; and to the north within Collins Drive and Lee Street. The geographic scope does not extend to Manoeka and Waitangi specifically, as both these areas have proposed iwi led plans in progress and developments which this spatial plan intends to support.

<sup>14</sup> SmartGrowth Strategy 2023 Climate Resilience Chapter Background Paper p.38

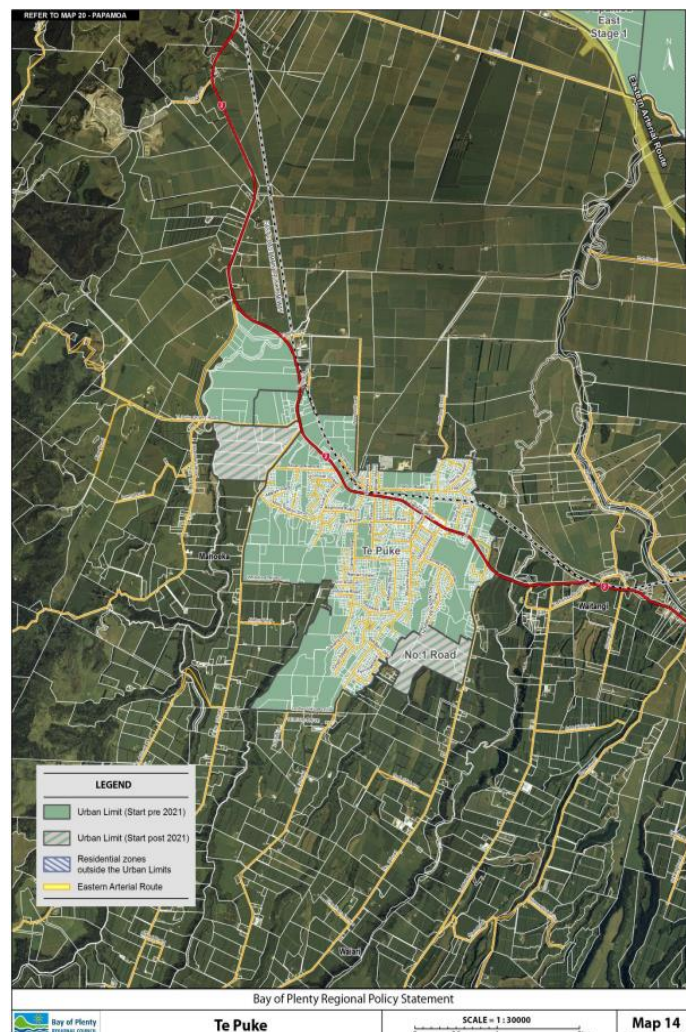


Figure 4.1 Bay of Plenty Regional Policy Statement (Urban Limits area in light green)

Te Puke is located just outside of the larger economic area between Hamilton, Auckland and Tauranga, often referred to as 'the golden triangle'. Over half of New Zealand's population reside within this geographical area. At a regional level Te Puke sits between the major urban centres of Tauranga, Rotorua and Whakatane. Sub-regionally, Te Puke is centrally located between Pāpāmoa and the smaller rural settlements of Paengaroa and Pongakawa. Topographically, Te Puke is nestled between the foothills of the lower Kaimai/Mamaku ranges to the west and the low-lying farmland to the east that eventually runs into the wetlands and foredunes of the coast.

The Te Puke town area has a natural landform which varies between relatively level terraced areas and an extensive (roughly) north-south oriented gully system which separates urban areas and can make vehicle and pedestrian connectivity between areas difficult. In addition, there are some natural hazards that create some constraints for development.



Natural landscape features around Te Puke relate predominantly to the gully systems that run through the town. These gullies also play a pivotal role in stormwater treatment and disposal, are often prone to flooding, and have pockets of instability.<sup>15</sup>

The Te Puke landform is illustrated on the map below:

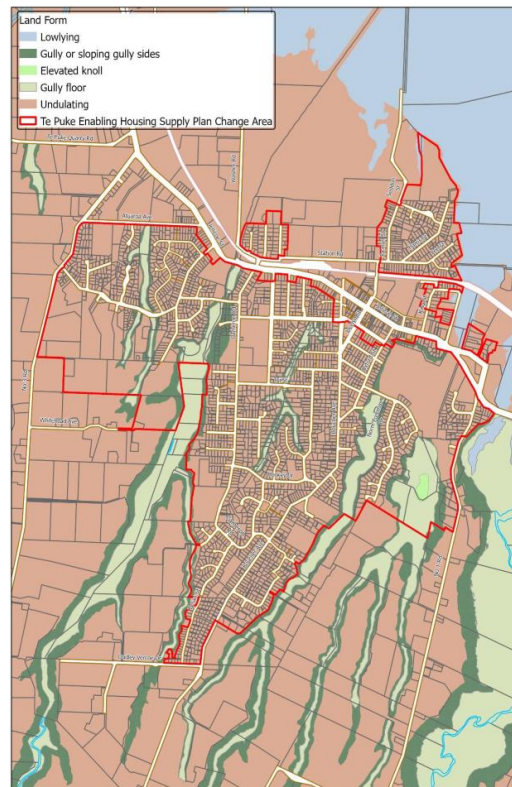


Figure 4.2: The Te Puke Landform

To the east of Te Puke the land is characterised by various landforms from large flat elevated plateaus to pastoral farming. A coastal plain in the east comprised of fertile lowland peat and sandy silt soils extends from the edge of the plateau area to the coast and is largely flat land used for pastoral farming and slightly elevated rolling land with horticulture. Te Puke is also susceptible to flooding and liquefaction as outlined in the maps below. Its susceptibility to flooding relates to the landform, the close proximity to the Kaituna River (and the rediverting the Kaituna River), as well as the draining of wetlands during early settler years.

<sup>15</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.36

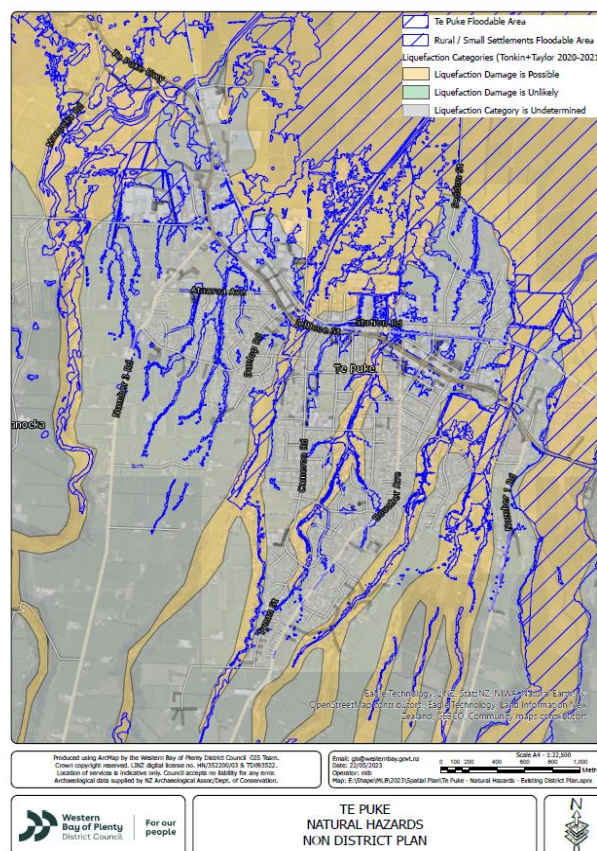


Figure 4.3: Te Puke Natural Hazards Map

There are many socially and economically deprived areas within the Bay of Plenty including Te Puke, with many that are also exposed to climate related hazards such as coastal erosion and flooding. Generally, these locations have poor accessibility and ability to respond to natural disasters (i.e., lower income levels, poor access to transport, lack of food reserve supplies, inequitable distribution of infrastructure etc) therefore increasing their vulnerability and ability to prepare and/or respond.<sup>16</sup>

## 5. Tangata Whenua

The Bay of Plenty has the largest number of iwi within any region in Aotearoa New Zealand and New Zealand's second largest Māori population. Within the Te Puke-Maketū ward, there are 12 marae and various iwi and hapū. These marae, iwi and hapū all affiliate to the Te Arawa Waka, and are largely represented on Council's Tangata Whenua Forum, Te Ihu o te Waka o Te Arawa. Te Ihu o te Waka o Te Arawa members have been involved in the early

<sup>16</sup> SmartGrowth Strategy 2023 Climate Resilience Chapter Background Paper



stages of this project and have recommended representatives to the Te Puke Spatial Plan Sub-Committee.

While other iwi have interests within the Te Puke urban area, Waitaha and Tapuika are recognised as being the two 'primary' iwi ~~who hold ahi kaa for~~within the area. While their Pā and Marae may fall outside of the geographic area of the Te Puke Spatial Plan, they are inherently connected to the whenua through their tipuna Waitahanui-a-Hei and Tapuikanui-ā-Tia respectively.

There are four hapū within the wider Te Puke area that whakapapa to Tapuika: Ngāti Tuheke (Makahae and Tawakepito), Ngāti Moko (Moko) Ngāti Marukukere (Te Paamu), and Ngāti Kuri (Te Matai). Waitaha maintain their marae (Hei and Haraki) at Motungarara, which is now commonly known as Manoeka.



Figure 4.4: Te Puke Marae Locations

## Tapuika

The origins of Tapuika date back to Hawaiki, from where Tia and his son Tapuika journeyed to Aotearoa on the waka Te Arawa. Tia claimed for his son the lands he saw from the waka as it lay offshore between Mōtiti Island and the outlet of the Wairakei Stream at Pāpāmoa: “Mai i ngā pae maunga ki te toropuke e tū kau mai rā ki te awa e rere mai ana, *waiho te whenua ko te takapū o taku tamaiti ā Tapuika*.” (“From the range of mountains in the

distance to the hill which stands before me, to the river that flows towards me, I proclaim these lands as the belly of my son Tapuika"). The lands within the taumau of Tia (claim or reserve bespoken of by Tia) are known as Te Takapū o Tapuika and thereafter formed the tribal estate of his descendants, the iwi Tapuika.

The rivers, streams, and wetlands of Te Takapū o Tapuika form a system of waterways that are taonga of great customary significance to Tapuika. Te Takapū o Tapuika extends from Pāpāmoa to Maketu on the coast and inland to the east of the Mangorewa River and north of Hamurana near Lake Rotorua taking in the whole of the Te Puke township and wider Te Puke area as can be seen in the Tapuika Deed of Settlement.

From the 1890s the Crown, through legislation, assumed regulatory control over the waterways of Te Takapū. In 1895, the Crown established the Te Puke Land Drainage Board to facilitate drainage and clear lands to the west of the Kaituna River. Within the Crown's regulatory system, the waterways of Te Takapū have been extensively modified. These changes were made in the interests of agricultural development, but the newly drained land was vulnerable to flooding. The lower Kaituna area was subject to frequent and sometimes severe flooding from 1907 to the late 1950s and flood control measures during this time were ineffectual in the face of major floods. By the 1980s, the wetlands of the lower Kaituna were largely drained and no longer provided sustenance to Tapuika. The modifications made to the waterways since the late nineteenth century deeply distressed Tapuika and made it increasingly difficult for them to maintain their customary relationships with their awa.

On the 16 December 2012, the Tapuika Iwi Authority Trust reached settlement with the Crown and settled the historical claims of Tapuika.<sup>17</sup> Furthermore establishing the Te Maru o Kaituna River Authority, a co-governance partnership mandated to restore, protect and enhance the environmental, cultural and spiritual health and wellbeing of the Kaituna River.<sup>18</sup>

### Waitaha

Waitaha are an ancient iwi who descend from Hei and his son Waitaha who arrived on the waka Te Arawa. *Ka huri mai a Te Arawa i te Rae o Pāpāmoa*, Hei stood and claimed the land for his son Waitaha "ka tohuhia mai e Hei, te takapū o āku tama, Waitahanui a Hei." In time, some of the sons of Waitaha settled along the coast extending from Katikati to Ōtamarākau and the island of Tuhua. Ever since the landing of Te Arawa, Waitaha have been associated with *te ākau, ngā awa, te whenua me ngā maunga o te rohe o Waitaha*, which traditionally extended from Hikurangi in Katikati to Ōtūmatawhero along the Pāpāmoa coast. Within this landscape, Wairākei, Te Houhou, Ōtawa, Ōtara and Ōtanewainuku are ingrained with deep meaning: *ka mau tonu te mauri ki a Waitaha*. These are places of sustenance, refuge, and ceremony.

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<sup>17</sup> Tapuika Settlement Deed – accessed from [Tapuika Deed of Settlement summary | New Zealand Government \(www.govt.nz\)](https://www.govt.nz/tapuika-deed-of-settlement-summary/)

<sup>18</sup> Tapuika Settlement Deed – accessed from [Tapuika Deed of Settlement summary | New Zealand Government \(www.govt.nz\)](https://www.govt.nz/tapuika-deed-of-settlement-summary/)

By the 1840s, Waitaha primarily occupied the land between Tauranga harbour and Te Puke. During the 1840s and 1850s, the Waitaha leader and prophet, Hakaraia, preached peaceful engagement with Pākehā. War came to Tauranga in 1864. Hakaraia was a spiritual leader for the Māori force which defeated Crown troops at Gate Pā. When Crown troops defeated Kingitanga Māori at Te Ranga later that year, Waitaha men were among the casualties. Those Māori who fought in Gate Pa and Te Ranga were regarded as rebels and in May 1865 the Crown confiscated 214,000 acres of land around Tauranga including land in which Waitaha had customary interests.

On the 20 September 2011 the trustees of Te Kapu o Waitaha reached settlement with the Crown on behalf of the iwi.<sup>19</sup> In modern times, the Waitaha area of interest extends along the coastline from Mauao to Maketu and includes a large inland area which encompasses Te Puke township to the Waiāri River as shown in the Waitaha Deed of Settlement<sup>2</sup>.

Waitaha identify as being strongly associated with the Te Puke settlement, and the wider area known as Pāpāmoa. The primary purpose of their Iwi Management Plan is as a reference document with practical direction for anyone who needs to consult or engage with iwi. The document addresses matters that are important to Waitaha being their whenua, maunga, ngahere, awa, moana and all other taonga including those under the whenua.<sup>20</sup>

## 6. People and Community

### 6.1. Town Centre

Te Puke is Western Bay's largest town and is located 18 kilometres southeast of Tauranga. The town's name translates to 'the hill', one Waitaha kōrero notes that this name was derived from a hill *Te Puke Taweare* which is situated on what is now known as the Te Puke block<sup>21</sup>. It is also commonly known as the Kiwifruit Capital of the World. It has developed over the past 130 years as a service centre for surrounding rural areas. Significant early industries include flax milling, timber milling and gold mining. This has changed over time to now include crop farming, dairy and horticulture.

The main township straddles Jellicoe Street which bisects the central business district (CBD) with wide grassed medians planted with mature Puriri trees. The central town area is visually dominated by the Puriri trees and with the mixture of the double storey and single storey building with an upper-level façade that fits within the character of the roof form located along Jellicoe Street.<sup>22</sup> The architectural form varies from well kept and maintained buildings that are occupied to buildings that are depleted and are for lease. The 'for leased'

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<sup>19</sup> Waitaha Settlement Deed – accessed via [Waitaha Deed of Settlement Summary | New Zealand Government \(www.govt.nz\)](https://www.govt.nz/te-aha-waitaha-deed-of-settlement-summary/)

<sup>20</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.183

<sup>21</sup> Te Puke – accessed via [Waitaha Iwi](#)

<sup>22</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report

buildings are scattered throughout the township. Most buildings have good clear window frontage however, there are areas that are scattered throughout the street that have frosted glass, these building tend to relate to health or ministry services. The buildings that have the frosted glass have frequent foot traffic from as early as 8am. The laneways that are scattered off Jellicoe Street vary in architectural amenity; some have been well designed and have a safe throughfare. There ~~are a range of~~ stores along Jellicoe Street ~~tend to be including~~ take aways, \$2 dollar stores, ~~vape stores, bottle stores,~~ pharmacies, health services, ~~and few~~ cafes and restaurants.

On weekday mornings from 7:30–9:30am there is a mixture of parents doing school drop off and using bakeries. There is also some older generation who sit on the seats in Jellicoe Street and observe people, walk their dogs or are riding their bikes. ATMs are also in high use throughout the morning, and consistent foot traffic flow going into the Four Square or a dairy in the mornings. Outside the CBD, the residential areas of Te Puke reflect a widely varying streetscape and character typical of a town that has developed over many decades. The predominant pattern of development to date is generally detached housing with large front yards, mature plantings, and low-density appearance. However, development has started in the greenfield areas and brownfield infill has also started with developers using the MDRS rules to build three dwellings on one site, the housing can be on smaller lot sizes, smaller front yards and have low maintenance landscaping.

Views from Te Puke town to the distant hills are important for creating a sense of place, as well as connecting the town to its surroundings and giving it context. In that sense, the north/west orientation of many streets in the town (such as orientation having arisen because of the gully systems) is useful for providing view shafts and giving visual access to the hills.<sup>23</sup>

## 6.2. Population growth and diversity

The population increased slowly up until 2013, but over the last ten years Te Puke has experienced a lot of growth. The Te Puke Development Plan (2004) anticipated that Te Puke's population would grow to 8,400 by 2021. However, by December 2021, Te Puke's population had grown to 9,903, growth of 1,500 more than expected. While a large portion of Te Puke's population (approximately 45%) have lived in New Zealand between ten and twenty plus, years, by 2018 approximately 33% of the population had lived there less than five years.<sup>24</sup> [In 2023 the population of Te Puke sat at 10,250 people](#)<sup>25</sup>

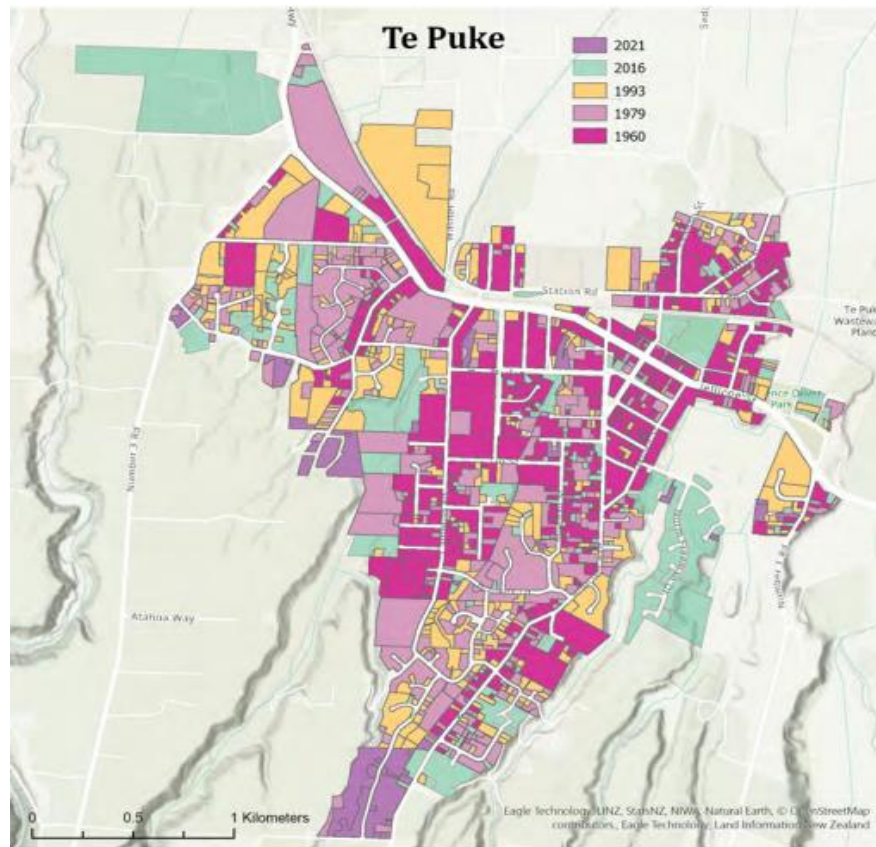
This trend shows that there is an almost equal balance between relatively new migrants and established residents, and the diversity of the population demographic. The ethnic makeup of Te Puke is relatively diverse, with a relatively high Māori population at 26% (comparable to Tauranga at 18% and New Zealand at 17%). The higher Māori population further reinforces the need and desire to work closely with Tangata Whenua in the

<sup>23</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.84

<sup>24</sup> Statistics New Zealand 2018 Census

<sup>25</sup> [Population data from Statistics New Zealand Population Estimates \(2023\)](#)

development of this spatial plan. The approximate growth of Te Puke over the last 60 years is depicted in Figure 8 below.



(Figure 8: Growth of Te Puke)

The ethnic diversity of Te Puke appears to be well embraced and contributes positively to the fabric of the community. Other ethnicities represented in Te Puke include 21% identifying as Asian ([includes those of Indian ethnicity](#)), 6.2% as Pasifika and a 58% European population. The diversity of languages spoken in Te Puke include Punjabi, Hindi and te reo Māori.<sup>26</sup> In June 2023 as part of engagement for the Long-Term Plan Council's engagement named 'Tō Wāhi' indicated that up to 85% of the community supported an increase in cultural events to celebrate cultural diversity in the community. Another indication of the ethnic diversity of Te Puke can be seen in the number of churches and religious groups. At present there are 12 churches in Te Puke including: Nepalese church, [Anglican, Methodist, Baptist Christian churches](#) and Sikh temple (Gurudwara) to name a few.

<sup>26</sup> Statistics New Zealand 2018 Census

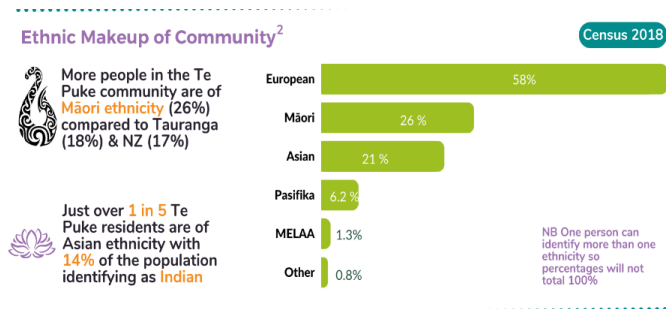


Figure 5.2: Te Puke Ethnic Make up of the Population.

The age distribution of people in Te Puke shows that 40% of the population are under 30 years old, whereas the 60 years plus make up approximately 20% of the population indicating a slightly higher youthful population.

Te Puke has two primary schools, Te Puke Primary and Fairhaven School. Outside of Te Puke township there are additional primary schools namely: [Maketu School](#), [Otamarakau School](#), Pongakawa School, Pukehina School, Rangiuru School and Te Ranga School. There is also a local kura located just on the outskirts of the township called Te Kura Kaupapa Māori o Te Matai. Te Puke also has an intermediate and high school.

A recent study showed that the Bay of Plenty has the highest proportion of young people not in employment, education, or training in New Zealand. In June 2022, 18.7% of 15 to 24 year olds in the region were not in education, employment or training. The relatively youthfulness of the Te Puke population is one of the reasons the Mayor’s Taskforce for jobs was established in March 2023. The taskforce aims to create pathways and remove barriers to work for youth in Te Puke and Maketū where support is most needed.<sup>27</sup> Anecdotal evidence from community consultations is that there is a lot of young people in Te Puke and there needs to be more on offer in Te Puke, so that they (the youth) don’t have to leave. The following WBOP NEET (Not in Education and Training Rate) outlines a high rate in 2022 which is higher than the New Zealand NEET Rate.

<sup>27</sup> Te Puke Times: “Taskforce set to help local youth” March 2023



WBOP NEET (Not in Employment or Education & Training) Rate<sup>3</sup>

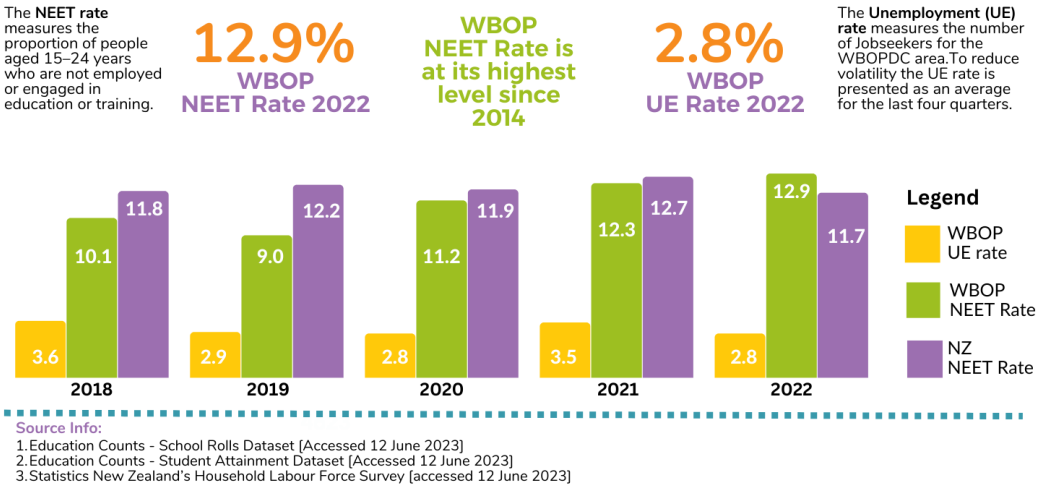


Figure 5.4: WBOP NEET Rate

On the other side of the age scale, 16% of the population are within the 45–59 age bracket; 14% are within the 60–74 years, while 8% are 75 to 90 plus years old. There are currently three types of retirement village options in Te Puke: Carter Village, Te Puke Country Lodge Village and Bupa Te Puke Retirement Village. The diversity of age, ethnicity and cultures in Te Puke seems to have fostered an inclusive approach to events and community. Tō Wahi engagement in June 2023 showed that 88% of the community supported more cultural events, and 65% wanted events that celebrated the cultural diversity of Te Puke.



The importance of inclusivity extends also to those with impaired abilities. As of March 2022, the number of disabled people in Te Puke was 690 people. Some community members have highlighted in discussions regarding housing that there is a need to remember the housing needs of the disabled community. Noting that even with a housing shortage, the typologies and appropriateness of a dwelling is particularly important to people in the disabled community [and aging population](#).



The Bay of Plenty grows 81% of New Zealand's kiwifruit<sup>28</sup>, with many orchards in Te Puke. There are also other horticultural crops such as avocado, and agricultural activities. Seasonal workers that come and go with the changing seasons and for various horticultural work also make up part of the Te Puke community. Some businesses within the township such as money transfer services, kava shops and island wear service some of this customer base. The need to provide seasonal workers is also an important challenge for employers. although.<sup>29</sup> Although, the effect of the housing shortage is said to have seasonal workers compete with locals for housing in Te Puke.<sup>30</sup>

The impact of the growing population of the town has posed various challenges for Te Puke. An understanding of the population spread by age, demographic and other factors can help inform where investment is needed, how the population may look in the coming years and an idea of who the stakeholders are in the development of this spatial plan. The people and community of Te Puke care deeply about their town, people and how they will grow. The spatial plan intends to have the community's vision at the heart, and to ensure that the story of Te Puke and its growth continues to unfold in a positive way.

## 7. Housing and Land

### 7.1 Housing in general

The homes and communities we live in are the foundation of our wellbeing and a focus on housing is a priority for Government. All New Zealanders deserve to live in a safe, warm, dry home that they can afford. Aotearoa New Zealand faces complex housing and urban development challenges that have grown over generations.<sup>31</sup>

Every community has their own housing and urban development challenges and opportunities and a 'one size fits all' approach will not work to address them. This is because every place is unique with different characteristics – including challenges or problems – arising from local history, culture and heritage, geography, economy and resources. Taking a deliberate, place – based approach means ensuring we understand the different challenges and opportunities facing each place, what is driving housing and urban outcomes in places, and that we respond accordingly.<sup>32</sup>

The growth pressures facing the sub-region are having a significant impact on Te Puke. This will continue for at least the next 5 years before the Priority Development Areas (identified with SmartGrowth) come fully online. Te Puke with its existing infrastructure, land availability and higher affordability will attract the 'overflow' of development that can't be met in Tauranga. Planning to cater for community needs and housing growth is not well advanced. Te Puke is currently attractive for households with children as opposed to 'double income no kids' and 'empty nester' households. This is likely to be linked to Te Puke being relatively

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<sup>28</sup> TupuNZ Factsheet on Kiwifruit accessed via: [Commercial kiwifruit growing NZ: statistics and guidance \(tupu.nz\)](https://www.tupu.govt.nz/kiwifruit-growing-nz-statistics-and-guidance)

<sup>29</sup> Te Puke Housing Systems Plan 2022

<sup>30</sup> Housing Stress in Te Puke 2019

<sup>31</sup> Government Policy Statement on Housing and Urban Development 2021 p.3

<sup>32</sup> Government Policy Statement on Housing and Urban Development 2021 p.14



more affordable than other areas. There are currently mismatched accommodation needs. Smaller typologies are limited for couples and singles, and older people. Existing stock is underutilised and is becoming expensive. Alternative tenures are not available to match the needs of a diverse community requiring affordable outcomes. There is also limited iwi capacity and capability to mobilise plans and programme that deliver new housing supply on whenua and other general title land – yet demand is significant and increasing.<sup>33</sup>

Te Puke dwelling stock is predominantly three, four, and five bedroom homes (76% of all stock). Single-person and couple-only households make up 46% of total households (1296 households).

<b>Te Puke Dwellings</b>	
<b>Typology</b>	<b>Percentage%</b>
1-bedroom	5.49%
2-bedroom	18.49%
3-bedroom	52.12%
4-bedroom	19.27%
5-bedroom +	4.62%
<b>TOTAL</b>	<b>100% (not including unoccupied dwellings)</b>

Figure 6.1: Te Puke Dwellings (Source: Te Puke Housing Needs Report 2021)

In terms of the housing stock in Te Puke the total number of dwellings in Te Puke is 2,976 which accommodates 2,795 households. Couple only, and one person households make up 46% of household composition, at both 23% respectively. Couples with children make up 22%, one parent families and three or more families both comprising 9% respectively. Two family and multi-person households collectively make up 9%.

### Household Composition

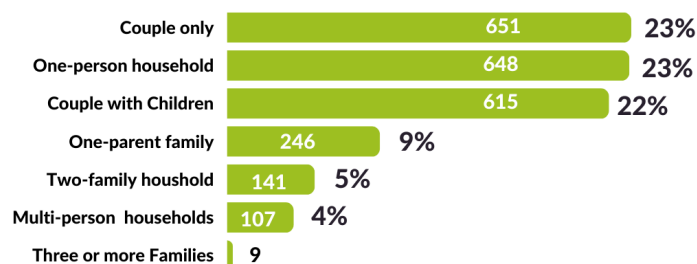


Figure 6.2: Te Puke Household Composition

The composition of households relates strongly to the housing typology (or lack of a may types of typologies) in Te Puke. There are houses that are large that hold only couples or one person (sometimes elderly) that are underutilised. Then there are examples such as those under housing stress, who live in a 3-bedroom house but may have three families or are multi-generational.

<sup>33</sup> Te Puke Housing System Plan September 2022

**Market Rents<sup>4</sup>**

01 Nov 2022 - 30 Apr 2023

HOUSE

Bonds  
Lodged: **600**Median  
Rent: **\$580**

SIZE	ACTIVE BONDS	LOWER QUARTILE	MEDIAN RENT	UPPER QUARTILE
2 bedrooms	99	\$450	\$500	\$550
3 bedrooms	294	\$591	\$620	\$650
4 bedrooms	66	\$670	\$700	\$745

**Source Info:**

1. Stats NZ Experimental Administrative Population Census, Dec 2021
2. Census 2018
3. Social Wellbeing Agency analysis from Stats NZ IDI
4. Tenancy Services (accessed 12 June 2023)

Figure 6.3: Te Puke Market Rents

**7.2 Housing stress in Te Puke**

The rate of home ownership of 66.41% in Te Puke sits well below the national average of 64.6%. Low ownership means more people renting, living in community housing and/or sleeping rough/homeless. The housing affordability in the WBOP is 10.8 times the average household income, compared to nationwide figure of 8.7 times the average income.<sup>34</sup> The above table shows weekly market rents, based on this information an annual average rent would be \$31,546.67. If that's compared to the median individual income for a person in Te Puke of \$42,760, which is lower than the national median of \$44,200.<sup>35</sup> It shows the impact of a lack of housing options and affordability within Te Puke. As of June 2022, the number of people living in community housing was 246, however, given the increase to the cost of living and inflation, it is likely that this number has increased.

Further, the average Māori income is approximately \$73 per week less than the average income of all ethnicities<sup>36</sup>. For Tapuika whānau specifically, data estimates show that almost 80% of those affiliated to Tapuika were earning an annual income of less than \$50,000. For Waitaha, data estimates show that just over 84% of people were earning an annual income of less than \$50,000. With 60–65% of those people earning less than \$30,000 per annum.<sup>37</sup> This shows the inequitable impact that the lack of housing options and affordability has on Tangata Whenua in Te Puke.

The pressures discussed above are also reflected in some of the key findings of the Housing Stress in Te Puke Report 2019:

- There isn't enough affordable housing in Te Puke either to buy or to rent.

<sup>34</sup> Infometrics Regional Economic Profile: Bay of Plenty 2022

<sup>35</sup> Stats NZ 2021 Data – accessed via Collab Consultation Documents

<sup>36</sup> Overview of Māori employment outcomes in Aotearoa New Zealand – accessed via [Ministry of Business, Innovation and Employment \(Hikina Whakatutuki\)](#)

<sup>37</sup> Income data estimates by Iwi based of 2013 and 2018 census information – accessed via [Te Whata](#) (designed by Te Kāhui Raraunga Charitable Trust on behalf of the Data Iwi Leaders Group)

- Some of the local housing stock is of very poor quality. It does not suit the variety of need for vulnerable individuals and families, or support their safety, health and wellbeing.
- Te Puke is a community of high need, which contributes to the need for affordable and social housing.
- There is an emergence of a greater number of working poor; employed people with insufficient incomes.
- There has been an increase in the complexity of issues people are dealing with – trauma, addiction, mental well-being, overcrowding living arrangements, disconnect from families and more.
- The system is very difficult to navigate – there is a need for an advocate/navigator to work alongside people to enable them to access support to meet their needs.

Tenure remains one of the most significant markers of inequality in housing. People who don't have tenure security have poorer affordability, and worse housing conditions. Problems with housing impact on wellbeing – both mental and physical. And a significant number of people experience very poor housing conditions, such as severe crowding, or lack a place that they can call home.<sup>38</sup>

In the WBOPD urban area, more three bedroom dwellings are consented (82%) followed by 61% four bedroom dwellings from July 2021 to June 2022.<sup>39</sup>

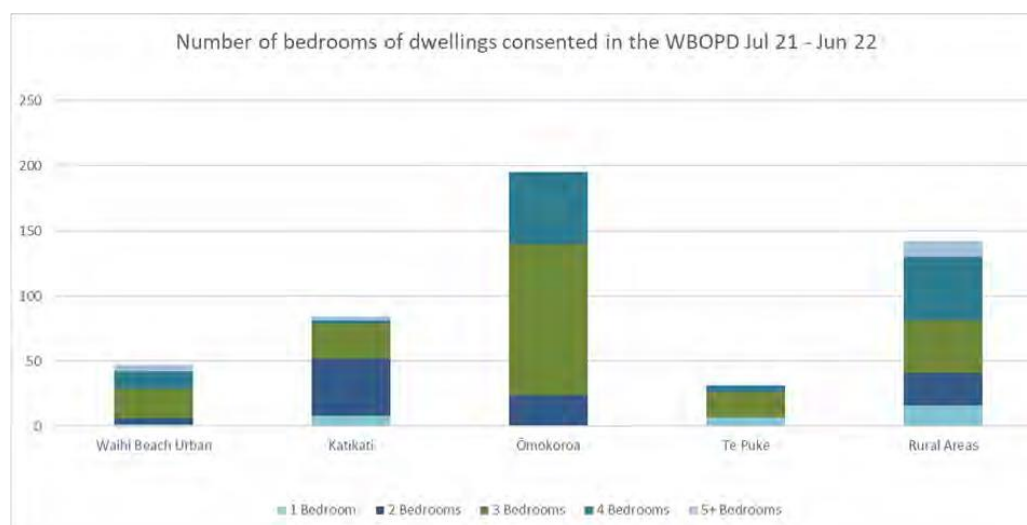


Figure 6.4: Number of bedroom dwellings consented in the WBOP District 2021-2022

### 7.3 Land use and intensification

The [adopted current](#) Plan Change 92 requires [using](#) the MDRS to be included into the District Plan, [and](#) is significant as a key method available to provide residential intensification around the Te Puke town centre and an increased range of housing types for the

<sup>38</sup> Housing in Aotearoa 2021 p.131

<sup>39</sup> SmartGrowth Development Trends Report 2022 p.40

community. It is intended to ensure that the District Plan supports and encourages greenfield development while acknowledging and balancing productive land values, providing the opportunity for a mix of residential housing typologies, and ensuring that existing and future development can be serviced appropriately with safe, efficient, and successful roading networks, public transport options and 3 waters infrastructure.<sup>40</sup>

Reflecting the growing need and demand for additional housing, residential greenfield development is currently underway (resource consented and in the process of being consented) on the southern-western outskirts of the town within the Te Puke Area 3 Structure Plan area, and within the Future Urban zone south of this area.<sup>41</sup> As of November 2023, the number of resource consents pending for housing developments for Te Puke over the last 18 months can be summarised as: pending approval: 147, currently being processed: 147, and approved: 815.<sup>42</sup>

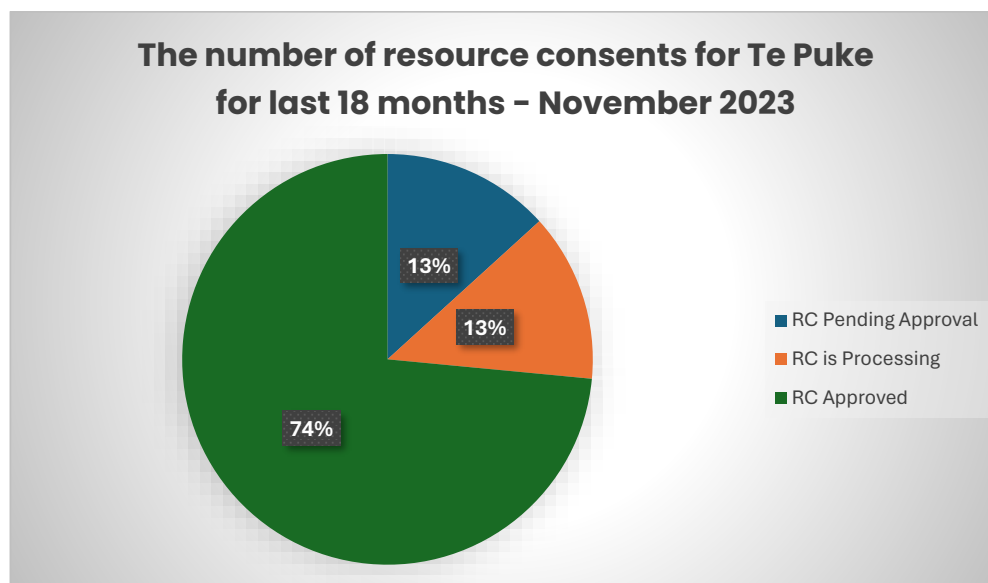


Figure 6.5: Resource consents processed for Te Puke 2022-2023

The increased number of resource consents for development within Te Puke shows that there is movement towards providing more housing for the area and to address the housing shortfall. Within the Western Bay of Plenty there is an urgent need to investigate future growth areas in Te Puke and the Eastern Corridor to assist in addressing the identified medium term and longer-term shortfall that will arise from 2025 onwards. This should also assist to address local affordable housing needs and a shortage of horticultural/seasonal worker accommodation.<sup>43</sup> Initial engagement with the community for the Long-Term Plan

<sup>40</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.33

<sup>41</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.14

<sup>42</sup> Western BOP District Council Resource Consents Data 2023

<sup>43</sup> Housing and Business Capacity Assessment 2022 Summary p.25

2024-34 identified several local priorities including targeted services and new models that assist people with housing needs, and accommodation for seasonal workers.

There are many factors that affect how land in around Te Puke may be used for other purposes such as industrial areas, green spaces, and recreational areas. The landscape and geography of Te Puke with the presence of gullies, peat soils and susceptibility to flooding can make development challenging. However, some sites have been identified as potentially suitable as future industrial land. The proposed Te Puke industrial area site forms an extension of the recently consented Washer Road Industrial area and is across the State Highway from Te Puke West Industrial area. However, due to its geotechnical complexity, development of the site would carry significant investigation, design and development cost.<sup>44</sup>

## 8. Infrastructure

Infrastructure provides the foundation on which our District is built and supports most of what we do in our daily lives; the water we drink, the parks we play in and the way we get to work. The infrastructure in our communities underpins much of our wellbeing – social, economic, environmental, and cultural.<sup>45</sup> This section of the report discusses: transportation, the ‘three waters’ [stormwater, wastewater and water supply], solid waste, community facilities and recreation and open spaces.

Planning and delivering infrastructure is expensive. The territorial authorities within the WBOP sub-region face significant funding challenges to enable sufficient development capacity in the short, medium and long term. It is recognised by Government that many councils across New Zealand are struggling to afford the costs of servicing rapid growth associated with one or more of the following:<sup>46</sup>

- Funding of new infrastructure and delivery of services
- Replacement of aging infrastructure
- Community expectations around better services
- Regulatory requirements
- Climate change adaptation and infrastructure resilience issues
- Growth councils like Tauranga City and the WBOP District face substantial infrastructure challenges to address existing deficits and to provide for future growth.

Climate change is a core component of infrastructure planning and modelling. We can generally expect to see increasing erosion, inundation and damage associated with increasing storm intensity and rising sea levels. Adapting to climate change is becoming a more prominent feature of the Council’s work programme, as we increase our knowledge on the impact it has on infrastructure. While planning for the potential impacts of climate change is part of business as usual, we need to better understand the implications of

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<sup>44</sup> SmartGrowth – Industrial Land Study May 2023

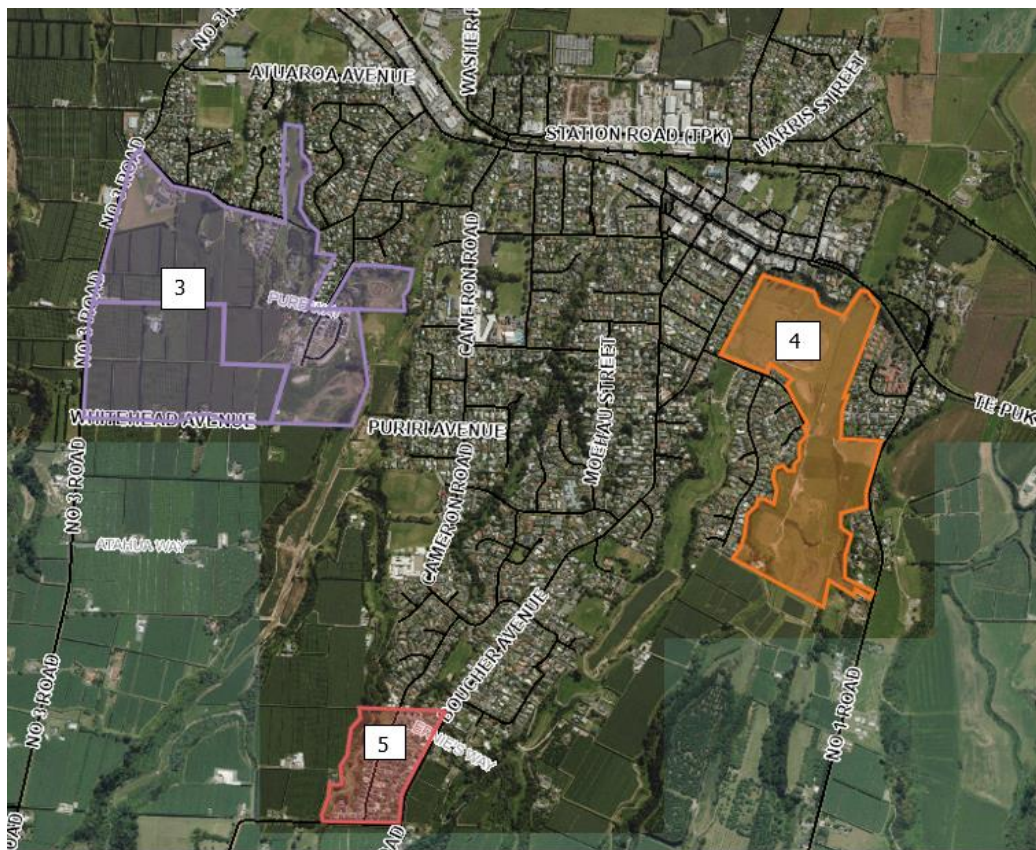
<sup>45</sup> Western BOP District Council Long Term Plan 2021–2031

<sup>46</sup> SmartGrowth Strategy 2023 Infrastructure Chapter Background paper.

climate change for specific assets to inform future management and investment decision we make on our infrastructure.<sup>47</sup>

Iwi perspectives on growth management within the WBOP sub-region indicates that, with respect to infrastructure, Tangata Whenua seek a coordinated and sustainable approach to urban growth, particularly with regard to wastewater and stormwater management. Concern regarding declining ecological values, impacts on waterways, and the pressures of intensification and expansion are identified as common themes from Hapū/Iwi Management Plans (HIMPs). Some HIMPs also recognise pressures on water demand and the impact that this has on cultural values and the ability of Tangata Whenua to maintain their cultural practices.<sup>48</sup>

Detailed structure plans for Te Puke and corresponding infrastructure budgets can be found within WBOP District Plan. The structure plan is divided into 3 geographically distinct areas – Areas 3, 4 & 5 as depicted on the map below. Areas 3 & 4 contain mostly undeveloped land although a portion of area 3 does have active subdivisions and dwelling construction occurring. Area 3 has no significant activity, whereas area 5 has already been fully developed and densified under the older 2017 structure plan.



<sup>47</sup> Long Term Plan 2021-2031: Infrastructure Strategy – Informing our Planning

<sup>48</sup> SmartGrowth Strategy 2023 Infrastructure Chapter Background Paper p.14

The potential impact of Plan Change 92 is that medium density development can be proposed anywhere within the residential zones whether they are new greenfield sites, or older and extensive built-up areas (brownfields). Although brownfield areas are already fully serviced, introducing the potential for much higher density housing through the MDRS presents significant challenges for Councils. Upgrades and new infrastructure will be largely retrofitted into existing urban environments and often be forced to work around existing legal boundaries and infrastructure, both public and private. This can lead to issues such as community concerns, increased costs, complex designs and duplicated systems to name a few.

## 8.1 Transportation

The main road through Te Puke (Jellicoe St) was originally part of the state highway 2 network. With the advent of the eastern link expressway, a significant portion was returned to Western Bay of Plenty and is now classed as a secondary arterial road (Te Puke Highway). At 17.5km long, it links Welcome Bay and Pāpāmoa to Te Puke and finishes near Rangiora. This is where the expressway reverts to the old two lane SH2 route south via an at grade roundabout. The Takitimu Eastern Link provides an important local main route north to Tauranga, Mt Maunganui, Port of Tauranga and south to Rangiora Business Park. The local roads within the town and those in the adjacent rural areas connect back onto Te Puke Highway/Jellicoe Street.

There is existing well-established roading infrastructure servicing Te Puke's urban land uses. The 'main road' Jellicoe Street traverses the town in a roughly west-east direction is known invariably as Jellicoe Street or Te Puke Highway. Together, Cameron Road and Boucher Avenue (from Jellicoe Street to Cameron Road) create an elongated south-north crescent south of Jellicoe Street and are identified as Te Puke's collector Roads. All other internal urban roads are currently classified as Local Roads. Council's Transportation Section's current focus is on evaluating all intersection upgrades necessary to achieve efficiency gains for traffic movement. This includes an upgrade of the Jellicoe/Cameron Road intersection as part of Structure Plan requirements for Washer Road Business Park. Because the town area has a natural landform which varies between relatively level terraced areas and the extensive (roughly) north-south oriented gully system which separates urban areas, this can make vehicle and pedestrian connectivity between areas difficult.

With regard to vehicular movements, the existing internal roading network in Te Puke can cope with growth out to 2032 subject to some intersection upgrading. A recent study of Te Puke commuter patterns was commissioned by Council, undertaken by Beca consultants, and very recently published as the 'Te Puke Movement and Safety Study – September 2023'. This report focuses on movement and safety along the section of Te Puke Highway within the town boundaries and in particular the section of Jellicoe Street between Te Puke Quarry Road and No.1 Road.

The report presented several options for each intersection and discussed the advantages and disadvantages of various improvement treatments. The report includes recommendations to understand the preferred solutions, particularly for the configuration of Te Puke Quarry Road and the No. 3 intersection. It also notes that WBOPDC needs to



engage with BOPRC to align proposed local and regional public transport plans and with major kiwifruit orchards and pack houses to understand current initiatives and how the potential strategies can align with private company initiatives.

Council is considering these recommendations and also have the following projects included in the work programme:

- No.1 Road pavement rehabilitation and widening, RP300-1930 (provisionally 23/24, 24/25, 25/26, provisionally 26/27)
- Queen Street/Beatty Avenue intersection upgrade (LCLR 2024/25)

Beyond 2032 the networks may be able to handle the population growth and resulting vehicle increase with the extension of multi modal transport infrastructure.

Although not at 'town scale', Te Puke highway will remain as a vital local link to Tauranga in the north and Rotorua/Whakatane to the west and south. It is still used by a significant number of passenger and heavy commercial vehicles. For the northern segment, average daily vehicle counts range from approximately 12,000 vehicles per day at the Welcome Bay Road end, to approximately 21,000 at Cameron Road<sup>49</sup>. This indicates that for a local arterial route its traffic volumes are akin to a regional route. With the northern 7Km located on peat lands, this road is always 'on the move' and requires regular maintenance and more frequent interventions than say other roads located on better ground. The southern segment relies on a bridge across the Kaituna River and passes through Waitangi.

New areas identified for greenfield development in Te Puke are currently developing structure plans intended to ensure that key optimised strategic links (and other infrastructure) are provided in an efficient way. Indicative future roads are identified generally with related requirements to ensure service of adjacent lots and efficient transportation connections (including pedestrian and cycleways). The four lane Tauranga Eastern Link state highway route opened in 2016 and has resulted in increased opportunities in the Te Puke area for residential subdivision and industrial and commercial expansion. Being close to this route is a key advantage, and Te Puke is well located to be part of effective and efficient connections within the wider transportation network.

High frequency public transportation connections between Te Puke and other nearby urban areas (including a potential future new urban centre further east) are expected to be provided in the future. It is noted that supply and timing will be dependent on several factors including dwelling densities, job distribution and demand.<sup>50</sup>

Climate change and the potential impacts means the road and state highway network is facing increasing damage and disruption from rainfall related flooding, coastal erosion and sea level rise and coastal flooding. Land slide risk to roads and state highways is also increasing, particularly in steep areas. Many of the region's state highways provide access

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<sup>49</sup> 2023 RAMM Data

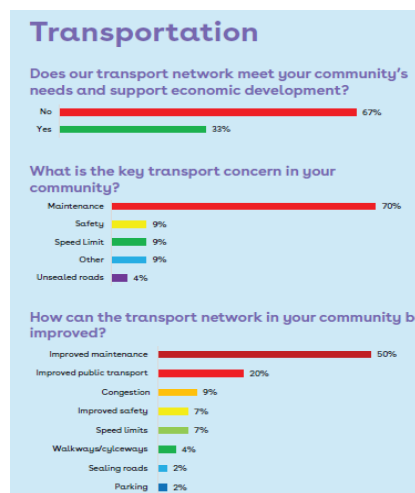
<sup>50</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.103



to remote communities, for which there are no alternative access routes. Loss of access can prevent access to critical services and impact community wellbeing. The risk of increasing wind and storms may cause road, walkway, and cycleway closures as a result of falling trees and debris. Resulting windfall could obstruct traffic and block stormwater inlets. The regional freight rail network is facing similar increased disruption, as well as issues relating to stormwater management and dust at yards.<sup>51</sup>

Community engagement through 'Tō Wāhi' in June 2023, in terms of transportation showed that the 30% of the Te Puke respondents viewed better public transport (more frequent) as the main option to addressing transport barriers. Further data showed that:

- 67% thought the transport network didn't meet the community needs and support economic development
- 70% thought that maintenance was the key transport concern in the community
- 50% thought that improvements to the transport network could be through improved maintenance.



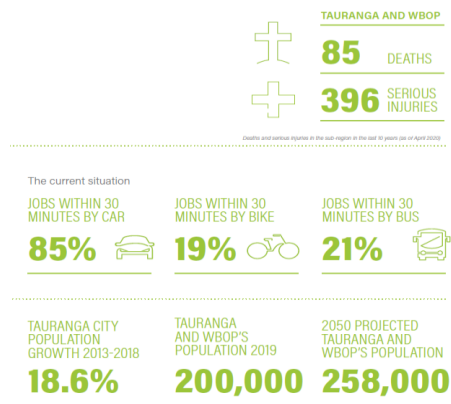
The WBOP Transport Systems Plan summarises its main transport issues as:<sup>52</sup>

- Growth: the population growth and increasing economic activity means delays on key routes are getting worse. Daily traffic is increasing by about 8% per year.
- Walking and cycling: Cars, buses and trucks also share the same road on some key cycle routes. These mode conflicts create unsafe environments, and therefore active modes of travel are not used.
- Bus fares vs parking costs: bus fares and parking costs have an important role in encouraging people to switch from private vehicles to public transport, better coordination of these costs are needed.
- Transport habits: traffic congestion is made worse because in the Western Bay, we are far more reliant on private vehicles compared to other places in New Zealand.

<sup>51</sup> SmartGrowth Strategy 2023 Climate Resilience Chapter Background Paper p.50

<sup>52</sup> Western Bay of Plenty Transport System Plan 2021- 2031

Key transportation data for Tauranga and the WBOP below: <sup>53</sup>



This WBOP Transport Plan is aligned with the Government Policy Statement on Land Transport 2021. The key goals for the Transport System Plan include: dedicated bus lanes and priority at key intersections; maintenance and allowing extra capacity on existing freight corridors to connect to the Port of Tauranga; a network of safe cycling, walking and personal mobility routes; less car parking; and giving people a range of transport choices to help reduce transport carbon emissions.

## 8.2 Three Waters

Te Puke is fully serviced for water, wastewater and stormwater. Some of the levels of service may diminish over time as systems age, layouts become less effective, and population increases demand larger capacities. Forward planning for infrastructure needs to anticipate these pressures and plan for them.

This section discusses water, wastewater and stormwater ('3 waters') for Te Puke.<sup>54</sup> Figure 34 below illustrates current 3 Waters infrastructure layout for the Te Puke township.

The existing 3 waters underground infrastructure in Te Puke is a mixture of aging and more modern systems. Many of the systems installed in the decades up to the early 2000's, are technically somewhere either halfway or nearing the end of their serviceable lives. These systems are of a 'traditional' nature seen all over NZ:

- Reticulated gravity wastewater including pump stations and a local wastewater treatment plant.
- Reticulated gravity water supply supplemented with booster pumps.
- Gravity stormwater piped reticulation and overland flow via roads, [gully'sgullies](#) and residentially developed property.

<sup>53</sup> Western Bay of Plenty Transport System Plan 2021- 2031

<sup>54</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.104

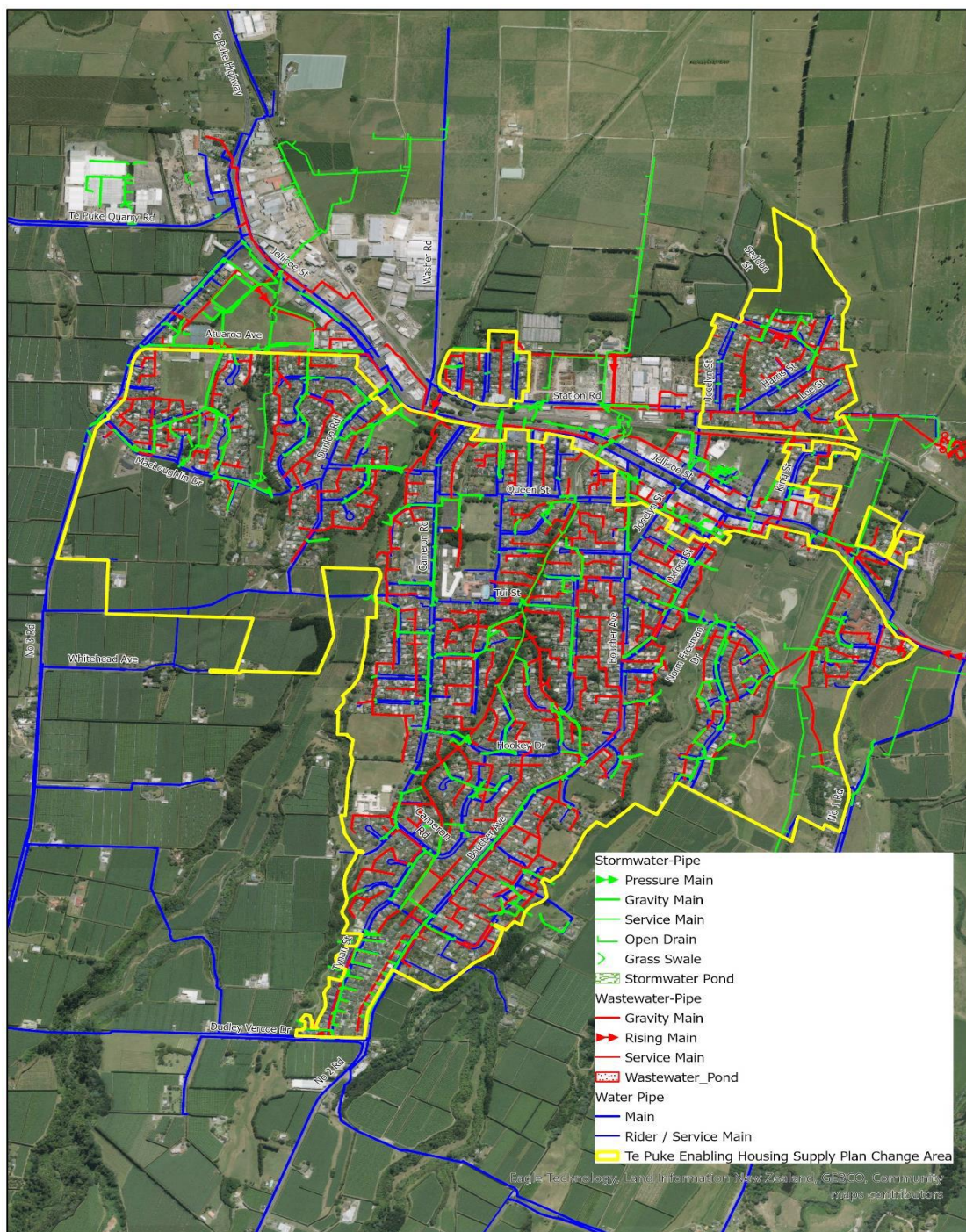


Figure 7.2: Layout of water, wastewater and stormwater network for Te Puke

Water supply is sourced from four bores, associated reservoirs and two treatment plants. There is some reliance on pressure booster pumping. Wastewater is treated through the Te Puke Wastewater Treatment Plant and then the wastewater is discharged into the adjacent Waiāri Stream which itself discharges to the Kaituna River. Stormwater makes its way through Te Puke via a multitude of mediums such as, the reticulation systems, overland flow (including roads), streams, gullies, culverts under roads and finally out to the low farmland via man-made surface drains. Ultimately this stormwater enters the Kaituna River at various locations. These systems and processes are further elaborated on below.

Water:

Council's water supply is sourced from groundwater bores around the district and supplies Te Puke urban and surrounding rural areas and areas east of Te Puke, Paengaroa, Maketū, Pukehina and Pongakawa. Urban areas have a greater concentration of people that require access to water supply. The greatest area of demand is the urban growth areas of Te Puke. Horticultural and agricultural users have high water consumption. New plantings and changes in orchard management practice encouraging greater use of frost protection and irrigation may increase future demand for water from groundwater and streams.<sup>55</sup>

There is also the establishment of the Waiāri Water Supply Scheme that involves developing a new water abstract facility on the Waiāri Stream, a water treatment plant in No. 1 Road, Te Puke, and an underground water pipeline from the plant to Pāpāmoa. It is noted that The Council has consents to take water from the deep ~~aquifer~~<sup>aquifer</sup> and is currently overallocated based on BOP Regional Council modelling. We need to ensure to apply good water conservation measures and management to ensure that Council remains within the limits of these consents. It is noted that water supplies can be vulnerable to ash from volcanic eruptions.

In support of Plan Change 92 Council engaged Aurecon to undertake a water modelling study published in July 2022 to identify any potential issues in the existing water network that would result from intensification of Te Puke expected from Plan Change 92. The following issues were identified:

- Insufficient bore supply – currently being addressed through the development of new bores.
- Headloss in parts of the pipe system
- Increased strain on the water network in the No. 3 Road and Seddon Street areas – existing network upgrades are planned to address this.
- Network issues within the middle of the gravity zone in Te Puke (around Hookey Drive) – existing issue currently being addressed through network adjustments.
- Storage: an increase in reservoir storage, will be required in time, to maintain current performance measures (the Long-Term Plan includes funding for extra storage).

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<sup>55</sup> Long Term Plan 2021–2031: Infrastructure Strategy – Informing our Planning.



Based on the modelling exercise undertaken and the planned identified upgrades, Council's infrastructure staff anticipate that with the planned upgrades, the water network has sufficient capacity to cater for intensification/population growth to 13,250 in Te Puke expected because of Plan Change 92.

#### Wastewater:

Te Puke has similar issues that exist across most small-town New Zealand 'historical' wastewater schemes:

- Aging infrastructure
- Maintenance costs and the increase to these costs over time.
- Managing reticulation capacity to cater for growth.
- Older systems and the impact on stormwater infiltration
- Meeting the increasing standards for treatment and discharge.

~~Also~~Also, in support of Plan Change 92 Council engaged Aurecon to undertake a wastewater modelling study (Te Puke Intensification Water Supply Modelling Report dated 14<sup>th</sup> July 2022) to identify any potential issues in the existing wastewater network as a result of intensification. Aurecon utilised Council's existing wastewater model for Te Puke, which was developed by Mott Macdonald. It looked at both intensification scenarios and full development of all greenfield sites (combined). It should be noted that this modelling exercise has been undertaken on an uncalibrated wastewater model.

The modelling reviewed the expected future yield of Te Puke and estimated the total wastewater generation and impact on Council's network. It looked at both intensification scenarios and development of all greenfield sites (combined). This information was used to identify areas within the network that would spill or result in large overflows following intensification in Te Puke (due to capacity). A focus was put on undersized infrastructure as a result of intensification and/or development of greenfield areas. We note that this Aurecon Report on wastewater stated the following "modelling has shown the planned intensification of Te Puke (via a combination of both infill and greenfield development) will place an increasing strain on the wastewater network."

Specific issues identified were:

- Pipe flow capacity
- Pipe filling capacity
- Manhole overflows

In 2019 the Bay of Plenty Regional Council approved the WBOP District Councils wastewater discharge consent from the WWTP for another 35 years. One of the conditions of the discharge consent requirements was for Council to investigate alternative disposal options from the current discharge into the Waiāri Stream.

Council is currently working towards building a new wastewater treatment plant in Te Puke to respond to more stringent resource consent conditions relating to discharge quality, address earthquake standards and manage population growth. Ultimately, the upgrade to

the wastewater treatment plant is designed for just over a 13000 population but has redundancy built in to take advantage of the 'economy of scale' for the project. The long-term overall project would be able to cater for another 3000 in population if necessary as well as servicing the nearby Rangiuru Business Park. In addition, the project is staged enabling Council to monitor and inform for future investment decision making in regards progressing the stages.

#### Stormwater

The existing stormwater reticulation systems in Te Puke are a mixture of aging and more modern systems with the more modern systems largely installed as part of subdivisional and infill development over the past two decades. The older systems were originally designed to only serve the roading network and are limited to a 1 in 5 year storm event level of service. Although there has been some upgrading over the years, the level of service remains largely unchanged. Prior to Plan Change 92 Council required small scale developers within the brownfield areas to install private stormwater attenuation systems.

These consisted mainly of above or below ground storage tanks with slow-release outlets. Like many inland coastal towns, Te Puke sits in the pathway of waters draining from the mountains to the sea. The immediate rural area outside of the town is bounded by two streams with the Kirikiri stream to the west and the Waiāri stream to east. Both of these streams eventually drain into the Kaituna River with the Kirikiri via the Raparapahoe Canal and the Waiāri connecting directly to the Kaituna river. Centrally to the town is the Ōhineangaanga stream that traverses through Te Puke and this stream also connects to the Raparapahoe canal.



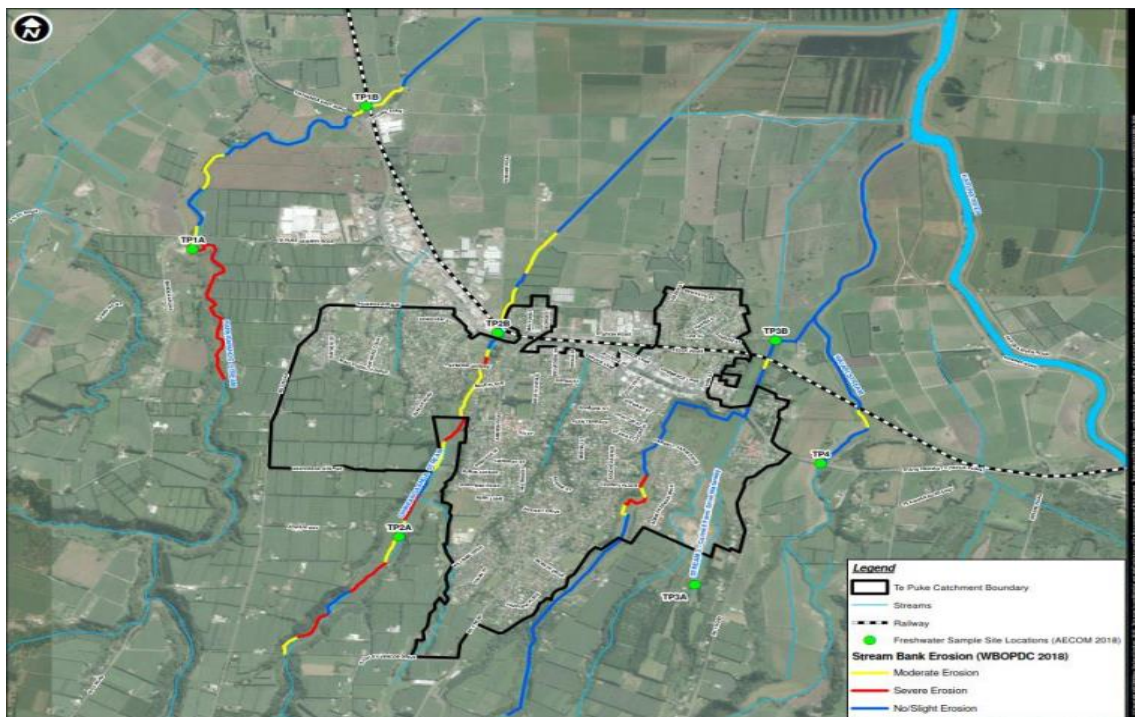
Ōhineangaanga stream and Donovan Park – central Te Puke

The 50km long Kaituna is the main river for the local catchment and the outlet for both lake Rotoiti and lake Rotorua. The Kaituna eventually drains out principally through the manmade 'cut' at the end of Ford Road and secondly the Maketu estuary/wetlands.



Kaituna River mouth (Kaituna cut) near Maketu

Te Puke is a sub catchment of the wider overall catchment. The stream erosion map below shows the sub-catchment around the town.



(Source: Western BOP District Council Catchment Management Plan 2018)

Stormwater runoff in the immediate catchment is generally from south-west to north-east coming from the mountains and foothills of the Kaimai/Mamaku Ranges, through the orchards and farmland above the town then down through to the lower floodplain and the Pacific Ocean.



In considering stormwater this baseline report extends outside of the town boundaries and into the surrounding rural areas as these areas are integral to the Te Puke sub-catchment. They either receive stormwater run-off from Te Puke or conversely, discharge stormwater through Te Puke. In regards the upper sub- catchment above the town, this rural area is largely made up of well-established horticulture operations often large in scale. It is likely that contaminants such as pesticide or herbicide spray residue can at times be carried into and through Te Puke during storm events by the resulting surface flood waters. The lower catchment is the flood prone rural environment which receives run-off from Te Puke. [As mentioned above, this area is managed by the Bay of Plenty Regional Council \(BOPRC\) under their Kaituna Catchment Control Scheme with rates collected for ongoing works and maintenance:](#)



(Large areas of the Kaituna Flooplain 2022/2023 Climate event. Source: BOPRC Flood Defences Publication)

In 2018 the WBOP District Council commissioned a 'Catchment Management Plan' (CMP) for the District's eastern towns and villages including Te Puke. The CMP makes some key points in relation to water quality including focus on both stormwater quality and quantity. It identified cultural values, significance and objectives as well as monitoring of a number of waterways within the urban settlement to establish an environmental baseline. Overall, the results indicated that sampled waterways were generally considered to be in 'Moderate' to 'Poor' condition; suggesting that most, if not all, urban waterways within eastern catchments have been negatively influenced in some way by agricultural runoff and land use intensification in the district. The CMP also identified that Waitaha 'do not



support storm water run-off and want Councils to revisit and invest money into seeking better systems or technologies that divert from further waterway pollutant contributors.

Other key projects include recent stormwater modelling for Te Puke identified areas of the piped network that are undersized. Recommended upgrades from the modelling report have been prioritised and included in Council's 30-year plan. Council has \$4.6m allocated in the 2021-2031 LTP for Te Puke stormwater upgrades. \$5.4m to address undersized pipes in Te Puke (2035-2044).<sup>56</sup>

#### *Bay of Plenty Regional Council Te Puke Stormwater Project*

Alongside the above key projects, the Bay of Plenty Regional Council's Rivers and Drainage team (BOPRC-RAD) manage a drainage scheme directly downstream from Te Puke. A significant portion of Te Puke's stormwater network drains into this scheme. There is concern that increased intensification within Te Puke will result in increased flooding within the BOPRC-RAD area. Increased stormwater runoff from intensification within Te Puke will therefore need to be carefully managed to ensure no downstream properties are impacted.<sup>57</sup>

Increased stormwater run-off from urban development can impact on the ability of assets to deliver their designed level of service. This can happen due to the increase in hard surfaces through urban development, such as roading, pavement, housing and landscaped areas with hard surfaces such as cobbling. With the loss of ground soakage areas through this kind of development, stormwater enters Rivers and Drainage schemes more rapidly. This can increase flood peak levels, rates of water level rise and fall, and flow rates. This project will determine how urban development in the Te Puke township impacts on scheme drains. This project will also identify, cost and deliver remedial actions.<sup>58</sup> Downstream from Te Puke is another River Scheme that the Regional Council is responsible for is the Kaituna Catchment Control Scheme which covers 1,250km<sup>2</sup> from coastal areas around East Pāpāmoa and Maketū, through to horticultural areas around Te Puke and the wider Rotorua area. It is one of five major River Schemes established in the 1970s by the Regional Council to effectively manage and maintain the flood defences along the awa, to help protect the lives and livelihoods of the community.

To enable further development of Te Puke without having a negative impact on existing stormwater infrastructure or impact on downstream properties, Council is proposing to use several alternative management methods which have also been incorporated in the Plan Change 92 rules. These include:

- Limiting impervious areas within stormwater areas (existing developed areas) where intensification occurs to 50%. This will ensure existing issues are not made worse due to further development.

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<sup>56</sup> Long Term Plan 2021-2031: Infrastructure Strategy – Informing our Planning

<sup>57</sup> Bay of Plenty Regional Council Rivers and Drainage Asset Management Plan 2021-2071

<sup>58</sup> Bay of Plenty Regional Council Rivers and Drainage Asset Management Plan 2021-2071

- Where the 50% impervious area limit cannot be achieved, require developments to manage increased stormwater such as using onsite rain tanks. Permeable pavement will also be encouraged.
- Encourage onsite soakage where appropriate. This will best mimic the current environment and will ensure no further strain is put onto the existing stormwater network.

Ground soakage discharge can be an economical and efficient way to manage and dispose of stormwater associated with hardstand areas (roofs and hardstand areas generally associated with buildings), where geographical conditions are suitable. However, a key factor controlling the effectiveness of ground soakage discharge are soil properties and groundwater conditions. Most importantly, ground soakage discharge is most effective in areas where permeable soils are present (granular soils), and the ground water table is located at depth within the subsoil profile. The Western BOP District Council also holds a comprehensive stormwater consent for Te Puke (granted in 2020 for a 35-year term) and all developments should ensure they comply with the conditions of this consent.

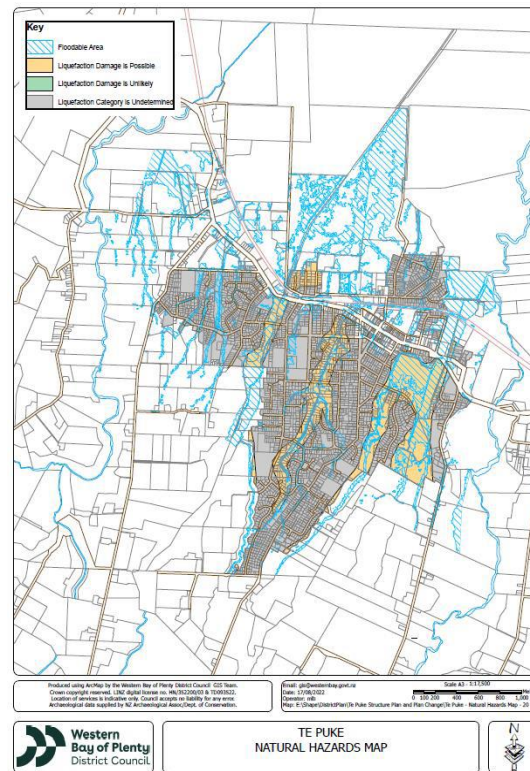
Susceptibility to flooding:

Flooding is identified within Te Puke most commonly in the form of overland flow paths in the lower-lying areas such as gullies. There are also some areas where localised ponding areas have been identified.<sup>59</sup> The Natural Hazards map for Te Puke is shown in Figure 28 below:<sup>60</sup>

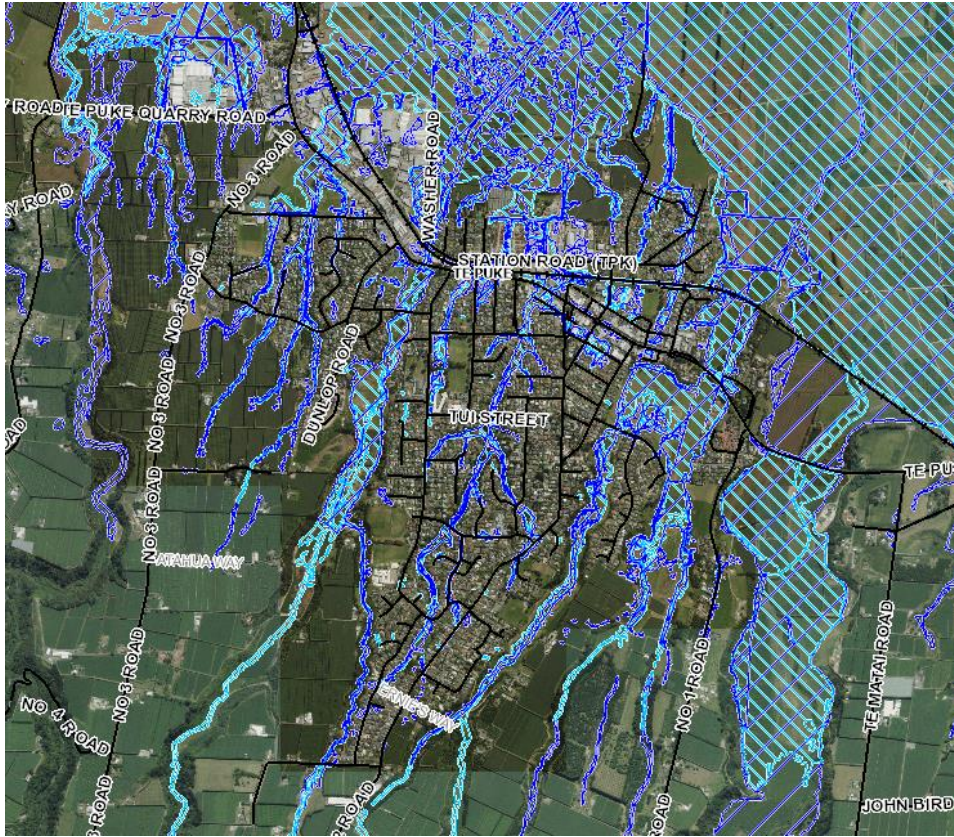
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<sup>59</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.88

<sup>60</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.90



Topographically, Te Puke is heavily interspersed with floodable gully systems and the older stormwater systems generally discharge into these as is typical of small-town New Zealand. Some of these gullies are ephemeral and some have active water courses. Most if not all of these gullies are used as the stormwater discharge locales for Council's older stormwater network, and most are privately owned. Council's public reticulation rely on 'existing use rights' to discharge into these gullies. In addition, the gullies are captured by the extensive residential zoning in both Councils operative District Plan (at the time of writing) and the plan proposed under Plan Change 92. As can be seen from the flood map below the Te Puke upper sub-catchment to the south of the town, discharges extensively through the township via gullies or other flow paths to the north and north-east. The gullies would be ideal for attenuation/treatment however, private ownership makes this difficult to realise. Some gullies have already been severely compromised because of encroachment from residential development.



Te Puke and areas close to the Kaituna River are particularly susceptible to flooding in times of heavy rainfall and highlights the importance of considering climate change in future planning.

Future concepts such as ‘sponge cities’ or ‘green infrastructure’ may be solutions towards mitigating flood risk and climate effects, along with building a more resilient town and infrastructure. The sponge city approach is to restore natural flood plains to create extra storage for flood waters. This can mean not building on flood plain, or in some cases, abandoning areas currently used for buildings. Corridors alongside rivers can function as environmental corridors or ‘blue belts’. Sponge cities also promote the restoration of overland flow paths within cities.<sup>61</sup>

### 8.3 Community Facilities

Reserves, public spaces, and facilities:

There are approximately 26 Council reserves in Te Puke (full list and details attached as Appendix 2). As population increases, additional demand is placed on recreation and open space networks. Council needs to ensure that recreation and open space and facilities continue to meet the needs of communities. To support a growing community and the

<sup>61</sup> Sponge Cities: Can they help us survive more intense rainfall? Kali Mercier, August 2023 p.24



consequent need and demand for space, it is important that sufficient land is available or secured in strategic locations so that as the town grows (through intensification and in new greenfield areas), the recreational facilities to meet the community's need can also expand.

The location of all Council owned reserves in Te Puke are illustrated in Figure 35 below:

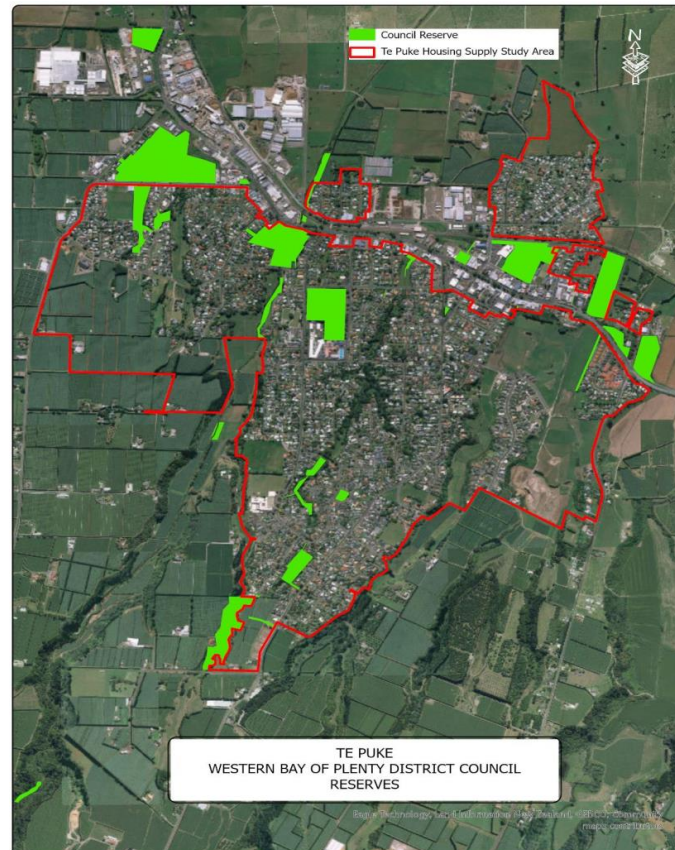


Figure 7.3.1: Council Reserves in Te Puke

Council is responsible for the provision of facilities that offer a range of recreational experiences and opportunities to the community. This is the most visible type of infrastructure and is highly valued as it contributes to active healthy communities, social interaction and protection of the environmental, ecological and cultural areas.<sup>62</sup> For Te Puke this include skate parks, playgrounds, reserves and the public library.

Te Puke has six playgrounds, they are: Jubilee Park, Ben Keys, Donovan Park, Hayward Park, Fairhaven, and Gordon. A district wide assessment of playgrounds carried out in 2022 by Council identified the need to improve existing playgrounds shade and accessibility infrastructure. This finding can be considered when new/renewed playgrounds are developed to ensure design includes appropriate shade cover and accessibility features.

<sup>62</sup> WBOPDC Long Term Plan 2021-2031

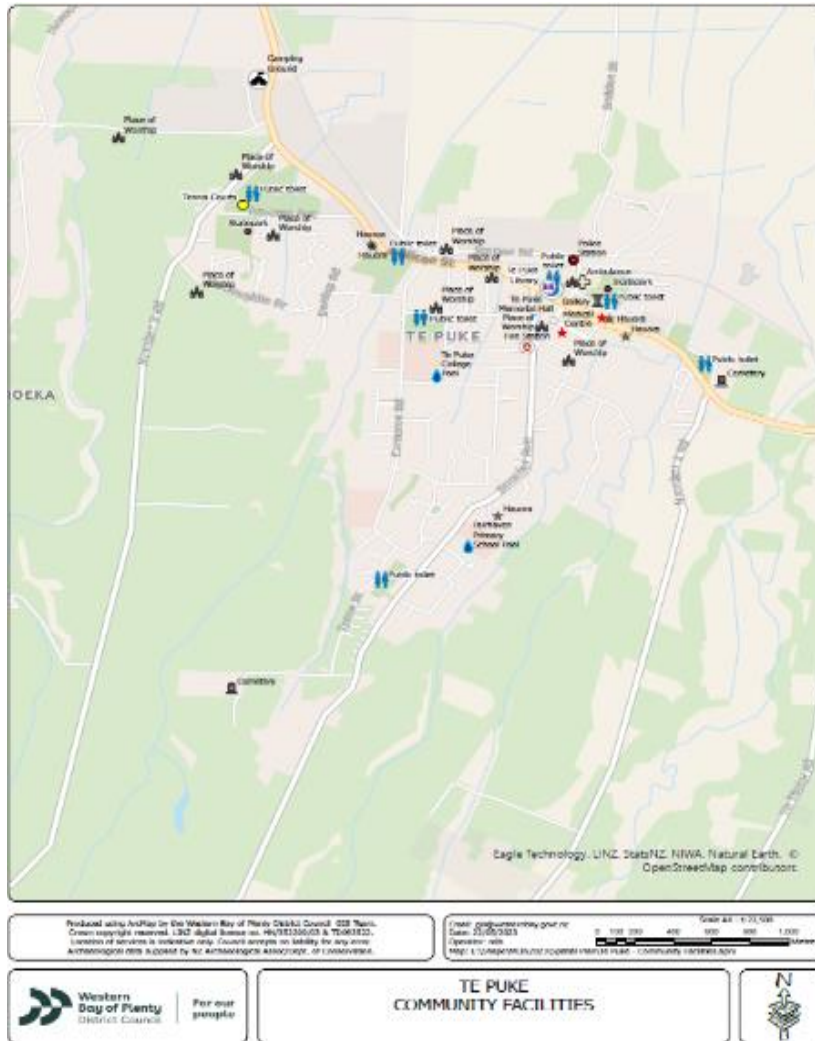


Figure 7.3.2 Te Puke Community facilities

The development of the Walking and Cycling Action Plan 2022 reflects a Council commitment to a 'bigger picture' of a connected walking and cycling network across the district and to adjacent regions, right through to the detail of what will be achieved in each community over time. Council is collaborating with the Te Ara Kahikatea Pathway Society to articulate a shared vision for an extensive walking and cycling network within the Te Puke area and wider Kaituna catchment. This aims to link the four main communities of Te Puke, Paengaroa, Maketū and Pāpāmoa East, connect the Te Puke community and workplaces with shared pathways, and provide safe cycle routes for urban schools. The Society have already completed development of the 4km long Te Ara Kahikatea Pathway and have plans to ensure this connects to the existing network and surrounding areas, represented in WBOPDC Walking & Cycling Action Plan. There is significant opportunity to develop a connected walking and cycling network within Te Puke, and then with wider connections to the east and west. The network could be developed utilising gullies, stormwater networks, reserves and streets. The reserve management plan for Te Puke also identifies the potential

for this network in the vision for recreation and leisure in this community, and development of a walking and cycling strategy is identified in the Te Puke Community Plan.<sup>63</sup>

Future provision of recreation facilities and reserves in Te Puke needs to consider:

- Additional neighbourhood reserves in the vicinity of Boucher Ave and Norm Freeman Drive to meet accessibility requirements (400m or 5-10 minutes walking distance of 95% of urban residential properties) for the existing population.
- Additional neighbourhood reserves within the residential greenfield areas off Dunlop Road and Macloughlin Drive to meet accessibility requirements (400m or 5-10 minutes walking distance of 95% of urban residential properties) for the growth population.
- Quality improvements to existing reserves to meet level of service standards including function (e.g. provision of playgrounds etc). Note, some of this will be achieved through implementation of the recently adopted Te Puke- Maketū Reserve Management Plan. There is a need to ensure that where a reserve is considered to provide for a local community and has a different primary purpose (e.g. stormwater) that it is meeting their needs in terms of the quality of the experience, accessibility, safety for stormwater purposes and walking distance.
- Potential to increase walking and cycling connections throughout, particularly along waterways and using the street networks to connect reserves.
- Council has included a project in the Long-Term Plan for development of a new swimming pool for TE Puke in 2026 and is exploring locations for this.

On the outer fringes of Te Puke, the Manoeka, Waitangi and Rangiora communities have both indicated a desire to have safe and suitable footpaths to walk to Te Puke town and facilities. The current lack of footpaths, and public transport alternatives, sees many whānau members forced to use unsafe routes to access basic amenities. Tangata Whenua in the area have also expressed a desire to be connected to cultural sites and waterways, Particularly the Waiāri and Kaituna Rivers. These outcomes also need to be considered when planning for the provision of future recreation facilities and reserves.

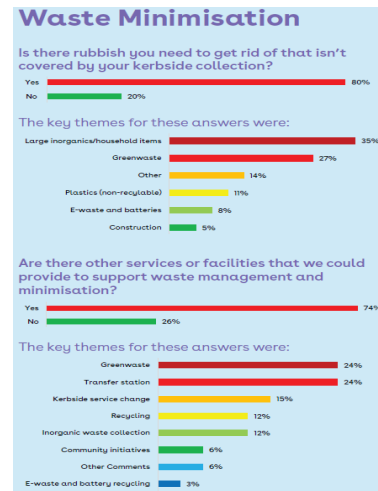
Transport connections should be designed and built to provide shared use by both walkers and cyclists, for example to/through Waitangi to Rangiora Business Park and Maketu. Te Puke does not have sufficient sports field capacity to cater for the growth of the main winter codes (rugby, rugby league and football) and the peak demand times for training are limited by fields not being floodlit and/or poor drainage with a current shortfall in place during weekday evenings. Based on standard grass sports field having 12 hours capacity (when floodlit) Te Puke requires at least 4 more standard fields with flood lighting to meet current and growth demand. This assumes all current provisions.

<sup>63</sup> WBOPDC Walking and Cycling Action Plan 2020-2021 p.24

### Solid Waste

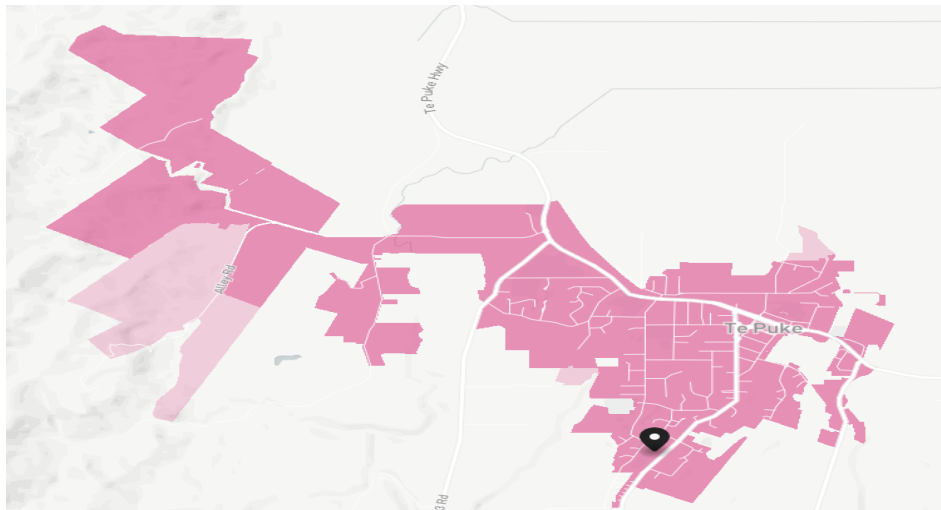
Solid waste is the unwanted or unusable materials disposed of or discarded after their primary use. The type of waste is defined by its composition or source, for example organic waste and demolition waste. Council's main role in this activity is providing kerbside collection services, providing recycling and solid waste facilities, and education and enforcement to ensure individuals, households and businesses are dealing with their waste in the most responsible way.<sup>64</sup>

Te Puke is one of the district towns that operates a Recycling Drop off Point (RDOP) although a review in 2020 identified that this had space constraints. The RDOPs are provided for people who can't or choose not to make the journey to a landfill and can drop green waste and recyclables here after paying a gate fee.<sup>65</sup> Recent Tō Wāhi engagement with the Te Puke community provided feedback on how Council could help with waste minimisation. Many participants said that there was rubbish that couldn't go into kerbside rubbish collection. 74% said that Council could provide more facilities for green waste and a transfer station (for other types of waste).



### Telecommunications

Te Puke is fully reticulated for ultrafast fibre including some of the rural areas west of the industrial zones to the north of the town.



(Key: Dark pink areas are serviced by ultrafast fibre. Light pink areas are planned areas for future reticulation.

Source: WBOP District Council website)

<sup>64</sup> WBOPDC Long Term Plan 2021 - 2031

<sup>65</sup> WBOPDC Waste Assessment 2020



There are a number of wireless service providers where people cannot connect to the fibre network for example, Starlink. Technology in the telecommunications field is always improving and there are no known issues for telecommunications for Te Puke at this time.

## 9. Economy and Jobs

Te Puke is recognised as the 'Kiwifruit capital of the World.' It has infrastructure that supports retail, tourism, industrial and the service industry. The [Eastern Corridor area](#) has contributed ~~over \$2b~~ [\\$1.31 billion](#) towards New Zealand's GDP and has high potential for continued economic growth and development.<sup>66</sup> Employment figures and the distribution of people within various employment sectors will be discussed. The growth of the population, the region and various industries will impact Te Puke, and provides opportunity for economic prosperity and better outcomes for the community.

### 9.1 Economy

The WBOP District is one of the biggest producers of kiwifruit, with a large portion coming from Te Puke.<sup>67</sup> The district is also a significant contributor to the avocado industry, with over 1000 avocado orchards and black Perigord truffle farms in Te Puke.<sup>68</sup> There is a strong local economy, with business activity based in Te Puke and to an extent Paengaroa. The strong agricultural service sector is booming as kiwifruit, avocados and other agricultural sectors face ongoing growth and expansion. Accordingly, there is strong local support for additional growth and investment to be encouraged in the Eastern Corridor.<sup>69</sup> Te Puke has the largest commercial zoned land of 10.29 hectares in the district. Te Puke also has the largest amount of industrial land available in the district, with 79.31 hectares zoned while an additional 88.28 hectares of industrial land is zoned to meet future needs.<sup>70</sup>

The rural area surrounding Te Puke is predominantly horticultural and agricultural in nature and use, with kiwifruit being the main horticultural crop. Significant well-established shelterbelts along roadsides within and along boundaries of land titles are characteristic of the horticultural use of land. Smaller-lot agricultural/horticultural operations close to Te Puke are generally rural lifestyle based and include small scale beef and sheep farming. The Te Puke town performs a vital role as a service town for the surrounding rural area, providing a comprehensive range of commercial and industrial land uses, and residential accommodation options.

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<sup>66</sup> Te Puke Economic Development Group – Background

<sup>67</sup> WBOPDC Long Term Plan – Economic Development

<sup>68</sup> Welcome to Te Puke – [Discover Te Puke – The Kiwifruit Capital | Bay of Plenty Nz](#)

<sup>69</sup> Phase 1– Eastern Corridor Report: SmartGrowth Partnership 2019 p. 15

<sup>70</sup> SmartGrowth Development Trends Report 2022 p.51

The map labelled Figure 8.1 below shows the current uses and mixed range of land within and surrounding the Te Puke town. It also shows the larger areas of as-yet-undeveloped land within the study area and what that land is currently used for.<sup>71</sup>

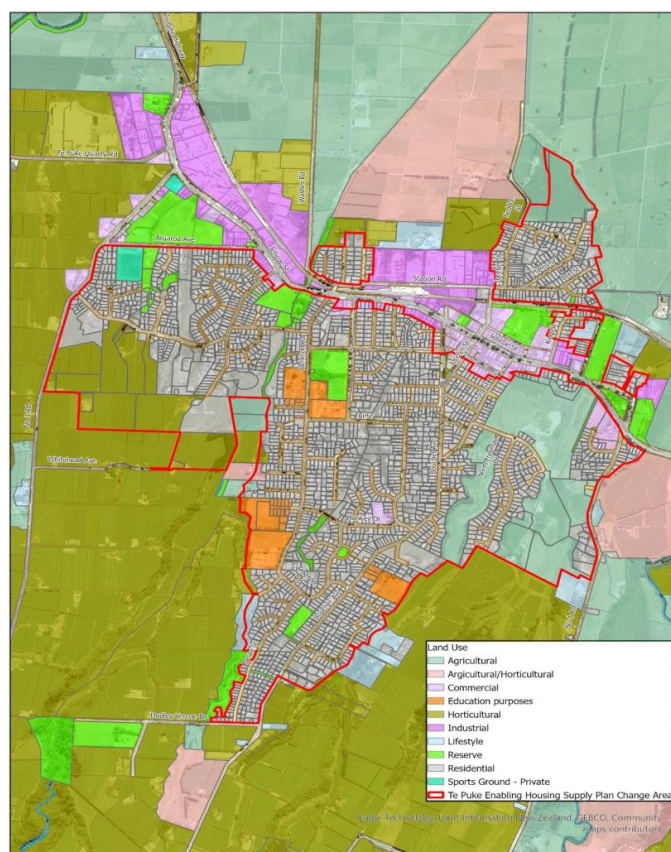


Figure 8.1: Mixed land use for Te Puke

The WBOP's sub-region's economic development strategy aims to grow the value of our economy in an intelligent way; creating a prosperous, sustainable economy that delivers wellbeing through higher incomes to families and whanau. To achieve this the focus is on developing skilled talent, innovation and collaboration; and one where economic strategy informs future planning and spatial development to ensure economic prosperity contributes to improved social, cultural and environmental outcomes that benefit everyone in the rohe.<sup>72</sup>

The economic strengths of the district include highly productive soils, exceptional growing climate, a range of lifestyle opportunities and manufacturing base with export focus all next to New Zealand's largest export port. Agriculture and horticulture are the main economic drivers in the WBOP. These primary sectors drive a multitude of professional businesses and

<sup>71</sup> Plan Change 92 Ōmokoroa and Te Puke Enabling Housing Supply and other supporting matters – s32 Evaluation Report p.84

<sup>72</sup> SmartGrowth Strategy 2023 Economic Well-being Background Paper p. 2

service industries and employ a diverse labour force. Urban growth areas include land zoned for commercial and industrial purposes to support further business development occurring.

The Rangiuru Business Park located near Te Puke and the Tauranga Eastern Link, provides capacity for commercial and industrial growth with around 162 hectares of land available. As part of SmartGrowth's long term management plan, identified the future need for commercial/industrial land to the east of Tauranga to accommodate the growth of the Port of Tauranga, as well as the employment growth from population growth. The proposed Rangiuru Business Park is a significant strategic asset for the Bay of Plenty. The unprecedented business growth across the WBOP subregion over the last four years means there is strong demand for industrial land. Quayside Properties is currently working with local and central government to put in place required infrastructure to start developing the park. It is estimated that 4,000 jobs can be created from this development.

Despite the issues caused by COVID-19, the Western Bay of Plenty district is maintaining a strong economy, largely due to a thriving primary sector and building industry and sustained population growth. High volumes of subdivision consents and building activity are positive signs for continued growth.<sup>73</sup>



(Rangiuru Business Park – Earthworks underway in the distance)

To the north-west of Te Puke is a 392-hectare lifestyle zone located only 4.5km from the Te Puke CBD and even closer to the industrial areas. There has been one substantial 27 lot lifestyle subdivision completed within this zone to date. To the north-west of the town and as an extension to the existing industrial zone lies the Te Puke West industrial zone. Zoned as industrial around 2009, there has not been any significant development in this zone since its inception. This is due to geotechnical hazards, flooding constraints and a general

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<sup>73</sup> Long Term Plan 2021-2031: Infrastructure Strategy – Informing our Planning

perception of unaffordability due to the costs of dealing with these, the high value of financial contributions and physical works.

The [median annual income from wages and salary was \\$46,200 in Te Puke in 2022, lower than the rest of the Eastern Corridor \(\\$48,500\), and the Tauranga-Western Bay subregion \(\\$50,600\)](#)<sup>74</sup>. In the 2018 Deprivation Index data which measures the socio-economic deprivation of areas, Te Puke West measured 9, and Te Puke East measured 8.<sup>75</sup>

The highest level of deprivation is 10 which suggests high levels of deprivation. What this means is that there is a higher likelihood of people with: lower incomes, no academic qualifications, living in crowded conditions or homeless and having limited or no access to internet. Across the metrics of the WBOP sub-region, even though the data can capture the sub-region, there are key differences between towns and Te Puke's metrics suggest many economic challenges for its community.

Primary industries:

[Agriculture, horticulture, forestry and fishing are the largest individual sectors in the Western BOP District economy, accounting for 20% of GDP. The kiwifruit industry makes up the largest share of that, contributing \\$1.992 million to the wider Bay of Plenty regional economy. The sub-region including Tauranga, Katikati and Te Puke contribute \\$1.629 million of this. Around half of all kiwifruits grown in New Zealand comes from the sub-region with the majority of the crop being from the wider Te Puke area.](#)<sup>76</sup>

Kiwifruit and avocado orchards dominate the horticultural activity within the region, particularly the Western Bay of Plenty sub-region, and are a major economic driver. Projected increases in temperature and reduced winter chill may impact budbreak and fruit maturity. Warmer temperatures may increase the fire risk, pose risks to worker health, and increase the occurrence of pests and diseases. It may also increase irrigation demands, which coupled with increased drought may contribute to regional issues relating to water availability. Increasing extreme weather (flooding, wind, storms, frost events, and changing seasonality) and groundwater rise may increase damage to crops and interfere with harvesting practices.<sup>77</sup>

Stakeholder interviews identified significant growth in kiwifruit production and movement with the potential for a 50% increase over the next 10 years. This growth will be dispersed, and transport of kiwifruit is expected to remain largely by road given the varied location of orchards and packhouses in the region. Kiwifruit transport is not particularly time constrained, with a three-day window typical for moving fruit to the port, but the limited availability of truck drivers not allowed or willing to work at night means the bulk of kiwifruit movement occurs during the day.<sup>78</sup>

<sup>74</sup> Statistics New Zealand Administrative Census (2022)

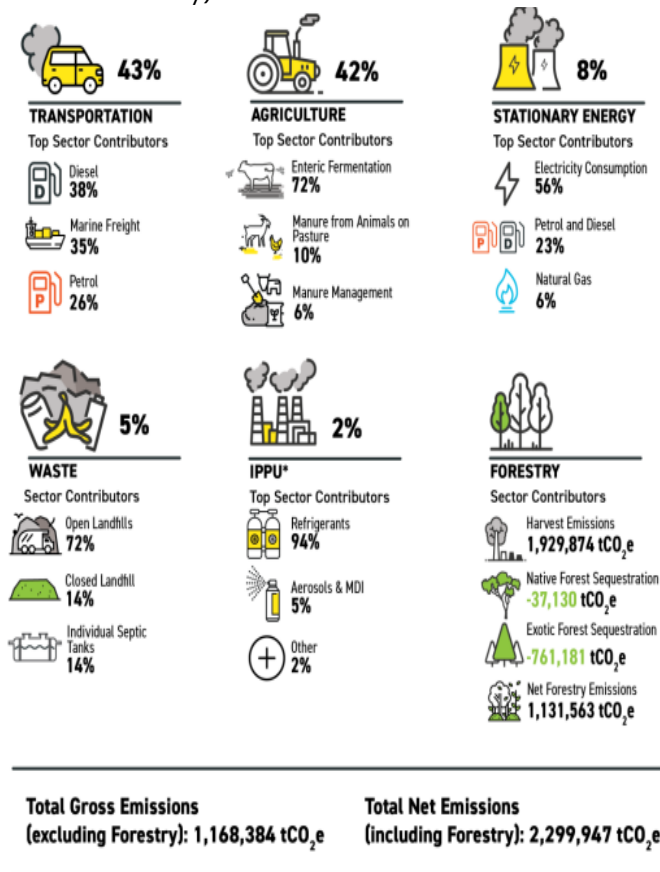
<sup>75</sup> University of Otago DeplIndex based on 2018 Census

<sup>76</sup> [SmartGrowth Strategy 2023 Rural Background Paper p.9](#)

<sup>77</sup> SmartGrowth Strategy 2023 Climate Resilience Chapter Background Paper p.52

<sup>78</sup> Bay of Plenty Regional Council Freight Flows Study 2020 p. 6

The economic impact of climate change in the sub-region in terms of emissions is highlighted in the rates of emissions. Over 80% of emissions are from transportation (illustrating high dependency on vehicle travel) and agriculture (reflecting the significant contributor to the local economy).



\*IPPU = Industrial Processes and Product Use

Figure 8.1.2: Western Bay of Plenty Region Greenhouse gas emissions 2020/2021

Many sectors of our economy rely on natural resources such as water, which depends heavily on rainfall and temperature. This includes the agricultural sector, which is particularly vulnerable to the extremes of high and low rainfall and often located on fertile flood plains, making it one of the highest risk sectors to climate change.

## 9.2 Jobs

Over the past decade, the sub-region has delivered a strong, growing, and increasingly diversified economy, contributing to a record low level of unemployment.<sup>79</sup> However, in terms of employment type within Te Puke, a significant portion of the Te Puke community are employees at 72% while one fifth are not employed. What this shows is that even though there is broadly low unemployment across the sub-region, it's not necessarily the case for

<sup>79</sup> SmartGrowth Strategy 2023 – Economic Wellbeing Background Paper



Te Puke. This may also be reflective of earlier observations around the youth of the Te Puke population and the need to create pathways to jobs and reduce unemployment.

Employment by [broad industry is provided below, again illustrating the importance of the agricultural and horticultural sector to the area.](#) [Occupation<sup>80</sup>](#) shows that over 50% of Te Puke's workforce are labourers, compared to the rest of the sub-region where only 16.2% are labourers. It's not clear however, whether this figure also captures machinery operators and trade workers. However, there are also a high proportion of managers and professionals in Te Puke. With the high number of youth population, and the economic potential of the eastern side of the district, there is clear opportunity for Te Puke to prosper. The development of the Rangiuru Business Park is expected to provide an additional 4,000 jobs when fully developed.<sup>81</sup>

**Table 3 Employment by broad industry**

*February 2023, Business demography*

Te Puke			Rest of Eastern Corridor	
Filled jobs	Share (%)		Filled jobs	Share (%)
Agriculture, Forestry & Fishing	1,260	26.9%	1,875	26.5%
Prof., Scientific & Tech. Srv	460	9.8%	230	3.3%
Administrative & Support Srv	404	8.6%	1,211	17.1%
Retail Trade	361	7.7%	172	2.4%
Health Care & Soc. Assistance	360	7.7%	266	3.8%
Education & Training	345	7.4%	768	10.9%
Accommodation & Food Srv	255	5.4%	343	4.9%
Manufacturing	252	5.4%	733	10.4%
Construction	250	5.3%	710	10.0%
Wholesale Trade	225	4.8%	182	2.6%
Other Services	185	4.0%	158	2.2%
Transport, Postal & Warehousing	153	3.3%	169	2.4%
Public Admin & Safety	80	1.7%	34	0.5%
Financial & Insurance Srv	21	0.4%	15	0.2%
Arts & Recreation Services	21	0.4%	52	0.7%

<sup>80</sup> [Statistics NZ 2018 Census Data](#)

<sup>81</sup> [SmartGrowth Strategy 2023 – Economic Wellbeing Background Paper](#)

Info Media & Telecommunications	15	0.3%	3	0.0%
Rental, Hiring & Real Estate Srv	15	0.3%	87	1.2%
Mining	0	0.0%	28	0.4%
Electricity, Gas, Water, Waste Srv	0	0.0%	0	0.0%
<b>Total Industry</b>	<b>4,680</b>	<b>100.0%</b>	<b>7,070</b>	<b>100.0%</b>

Lesser acknowledged contributors to the functioning of communities can be seen in 'unpaid activities.' Examples of this include household work (cooking, repairs, gardening), looking after a child/ren, voluntary work, caring for a person with disability (either part of household or whānau member who isn't part of the household).<sup>82</sup> In Te Puke, household work accounts for an average of 80% of unpaid activities, followed by 28% who look after children of their own household. It may be that some people who are not in paid employment may be contributing to the percentage of people doing 'unpaid activities' but this is not yet well understood.

Our smaller regional centres and rural areas need different consideration and solutions. The economics of development in these places mean that high density, transit- oriented development models that work in cities won't always work in smaller centres. Instead, government needs to work with communities to find local solutions, for example through supporting investment in papakāinga and in regional economic development and active transport networks.<sup>83</sup>

Some identified economic challenges for the subregion include:<sup>84</sup>

- Low labour productivity from sector mix and weakness on wage drivers. A focus on high value job creation and employment pathways so locals are enabled to access these jobs will be key to lifting labour productivity.
- A shortage of workers both today and tomorrow. There is a need to maximise workforce participation to ensure that everyone in the community has the support needed to access quality jobs locally. Further, that local employment practices reflect best practices in attracting youth and retaining and retraining their workforce.
- Māori deprivation and [detachment-disengagement](#). Despite the considerable size of the Māori asset base in the region, Māori outcomes across multiple economic and social indicators fall behind those of non-Māori. Improving Māori education outcomes and lifting workforce participation rates will help address the earnings gap between Māori and non-Māori helping address equity issues within the sub-region. Working closely with Tangata Whenua to address these issues will be key to ensuring successful outcomes.

<sup>82</sup> Statistics NZ 2018 Census Data

<sup>83</sup> Government Policy Statement on Housing and Urban Development 2021 p.37

<sup>84</sup> SmartGrowth Strategy 2023 – Economic Wellbeing Background Paper

The uniqueness of Te Puke in the context of economy and jobs is that it is the main town centre in the Eastern part of the sub-region. It is most likely to experience the overflow of population from Tauranga city, while also most likely to be impacted through developments such as the Rangiuru Business Park. The large percentage of youth in the population is also indicative of the potential of this growth to benefit Te Puke, however the importance of good planning and community development is crucial.

The importance of kiwifruit production to Te Puke is reflected in the presence of this industry in and around the township, and with this industry expected to grow – there is also a sense of trying to understand what this growth will look like for Te Puke and the eastern sub-region. The types of jobs available in Te Puke now and in the future may change especially with projected economic growth. The unpredictability of climate change and its wide-reaching impact is an important consideration in every aspect of the development, not only in creating climate resilient communities but in preserving the natural environment.



## 10. Appendices

Appendix 1: MDRS Explained

Appendix 2: List of Reserves for Te Puke

Appendix 3: 2022-2023 Annual Plan Projects for Te Puke

[Note – these appendices will be included in the final version that is uploaded to the Te Puke Spatial Plan webpage.](#)

## 11. References

- Aotearoa Sponge Cities – Kali Mercier (Helen Clark Foundation Report)
- Bay of Plenty Regional Council Climate Change Action Plan
- Bay of Plenty Community Carbon Footprint
- Bay of Plenty Regional Council Freight Flows Study 2020
- Bay of Plenty Rivers and Drainage Asset Management Plan
- Bay of Plenty Regional Climate Change Risk Assessment
- Bay of Plenty NIWA Climate Change Report 2019
- Bay of Plenty – Regional Labour Market and Socio Economic Profile
- BOPDHB – Index of Multiple Deprivation
- Government Policy Statement on Housing and Urban Development
- Government Policy Statement on Land Transport
- Housing in Aotearoa 2020
- Housing Stress in Te Puke 2019
- Our atmosphere, Our climate – Climate Change Report 2023
- Priority One One Page Strategic Document on Economic Development
- Plan Change 92: Section 32A Report
- SmartGrowth Strategy 2023
- SmartGrowth Housing Action Plan
- SmartGrowth Industrial Land Study
- SmartGrowth Final NPS-UD Quarterly Monitoring Results December 2022
- SmartGrowth Eastern Corridor Report 2019
- SmartGrowth Housing and Business Assessment 2022
- Tapuika Environmental Management Plan
- Tapuika Settlement Deed (Summary)
- Te Maru o Kaituna – Kaituna River Document
- [Te Puke Community Plan 2016](#)
- Te Puke Housing Systems Plan 2022
- Te Puke Town Centre Plan 2006
- Te Puke Built Environment Strategy 2008
- Te-Puke Maketū Reserve Management Plan
- Te Puke Housing Needs Report 2021
- Tō Wahi Engagement – Te Puke – June 2023
- Waitaha Settlement Deed (Summary)

- Waitaha Iwi Management Plan
- UFTI Foundation Report
- Western Bay Waste Assessment 2022
- WBOP Shade and Accessibility Play Assessment
- WBOPDC Walking and Cycling Action Plan
- WBOPDC Long Term Plan 2021-2031
- WBOPDC Annual Plan 2022-2023
- WBOP Vital Signs Youth Report 2022
- WBOPDC Housing Action Plan 2018
- WBOPDC Transport System Plan
- WBOP Homelessness Strategy
- Your Place Tō Wāhi – Matariki 2023

### 9.3 ENDORSEMENT OF THE REPORT 'ECONOMIC ASSESSMENT OF TE PUKE AND SURROUNDING AREAS'

**File Number:** A6004032

**Author:** Ariell King, Strategic Advisor: Legislative Reform and Special Projects

**Authoriser:** Rachael Davie, Deputy CEO/General Manager Strategy and Community

#### EXECUTIVE SUMMARY

1. Endorsement is sought from the Subcommittee for the economic assessment that supports the development of the Te Puke Spatial Plan.

#### RECOMMENDATION

1. That the Strategic Advisor: Legislative Reform and Special Project's report dated 18 April 2024, titled 'Endorsement of the report 'Economic assessment of Te Puke and surrounding areas'', be received.
2. That the Te Puke Spatial Plan Subcommittee endorse the report 'Economic assessment of Te Puke and surrounding areas'.

#### BACKGROUND

2. The Subcommittee endorsed the Te Puke Spatial Plan – Project Plan in November 2023. One of the outputs in the project plan is an economic assessment.
3. The report 'Economic assessment of Te Puke and surrounding areas' (attached) was prepared by Benje Patterson Limited.
4. The purpose of the report is to provide:
  - analysis of the current state of play in Te Puke and the Eastern Corridor across a range of economic, labour market, demographic, and entrepreneurship indicators.
  - an assessment of the area's journey to its present state by exploring historical growth trends in indicators and setting that against the macro context.
  - forward looking projections for where Te Puke and the Eastern Corridor could be in the future from a demand perspective.
5. The draft report was circulated to the members prior to the Subcommittee workshop on 7 March 2024. At the workshop an overview of the report was presented to the members and feedback sought. This feedback resulted in changes to the draft report that have been incorporated into the final report.

6. Some of the feedback has not resulted in amendments to the final report. However, a number of the comments will be particularly useful for staff to consider as we develop options for consideration. This includes comments relating to our relationships with other areas including Whakatane, Opotiki and Kawerau; comments relating to the challenges that will be faced by those living on a pension and who do not own their own home; and ongoing challenges relating to seasonal accommodation.
7. The following has also been provided by Benje Patterson Limited to provide further context and respond to some of the points and questions raised by the members at the workshop:
  - (a) **The headline population data** comes from Statistics New Zealand subnational population estimates. These estimates are broken down by age groups and are available up to 2023. For most other demographic indicators (ethnicity, educational attainment, workforce characteristics, etc.) we use administrative data sources (mostly via the Stats NZ administrative census 2022). Both sources from Statistics New Zealand draw on administrative datasets from information housed within a range of government departments and allow for much more up-to-date insights than the 2018 Census. We have only used the 2018 Census for variables that are not available from administrative data sources (eg. housing tenure). All future population projection scenarios also come from Statistics New Zealand, to ensure consistency with the SmartGrowth Strategy.
  - (b) **Jobs data** also comes from administrative data sources. We primarily rely on business demography from Statistics New Zealand, which gives a very rich picture of employment in an area, including an industry breakdown – this data comes from the business register matched against PAYE taxation records. The main limitation is that it excludes self-employment, and it is only available as an annual snapshot (February). We therefore complement it with other data sources to build a full picture of employment in an area, including Infometrics estimates of self-employment rates and what they mean for Te Puke, as well as overall employment participation from the administrative census. Self-employment data operates with a longer lag due to filing deadlines with IRD.
  - (c) **Kiwifruit industry.** We understand there are questions about the GDP attributable to the kiwifruit industry based on a 2017 report by the University of Waikato – which covered a wider area of all of Bay of Plenty. Conceptually we need to distinguish between revenue and GDP. Top line revenue in the kiwifruit industry is largely based on export receipts – which in 2022 totalled around \$2.9 billion with 80% of fruit grown coming from the Bay of Plenty. GDP, on the other hand, is the economics equivalent of an accounting profit and is what ends up in the hands of capital owners and workers in the industry. The University of Waikato report estimated that about one in every

*three dollars of kiwifruit revenue directly contributes to regional GDP for kiwifruit growers across the Bay of Plenty, with a similar amount of GDP also flowing on indirectly into a range of other industries providing goods and services to the kiwifruit sector. The University of Waikato report considered all of the Bay of Plenty and so not all of this GDP ends up in Te Puke and the rest of the Eastern Corridor, as some ends up in other parts of the region. Any processing and related activities (eg. sales, marketing, financing, insurance, coolstores, shipping) that occur outside the Eastern Corridor (e.g. in Tauranga) won't be directly reflected in data for Te Puke and the Eastern Corridor. We are comfortable that the total GDP estimate in our report is of an adequate magnitude to incorporate kiwifruit growers' direct contribution locally – but also reflect the range of other industries in Te Puke, many of which rely on kiwifruit, but many of which also perform work that feeds into a range of other sectors. Our estimate of the Eastern Corridor economy's GDP sits at \$1.31 billion, which represents 10% of the entire Tauranga-Western Bay economy – this benchmarking has occurred using regional GDP estimates from Infometrics.*

8. There are differences between some of the numbers and values provided in this report when compared against the 'Te Puke Spatial Plan Baseline Report' (also included for endorsement in this agenda). Where possible these differences have been aligned. Generally, the most current available data has been used where appropriate e.g. Census data. However, there are several reasons where the values differ for good reason e.g. information covers a different geographical area – the Eastern Corridor vs the Western Bay of Plenty Subregion (which includes Tauranga City).
9. The report will be available online as part of the next phase of engagement (May – June 2024) and will sit alongside several other outputs that provide information for the community to consider as part of the development of the spatial plan.

## ATTACHMENTS

1. **Final Economic assessment of Te Puke and surrounding areas** 



March 2024

## Economic assessment of Te Puke and surrounding areas



Source: Te Puke Community Response

Report commissioned by Western Bay of  
Plenty District Council

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March 2024

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Economic assessment of Te Puke and surrounding areas

1

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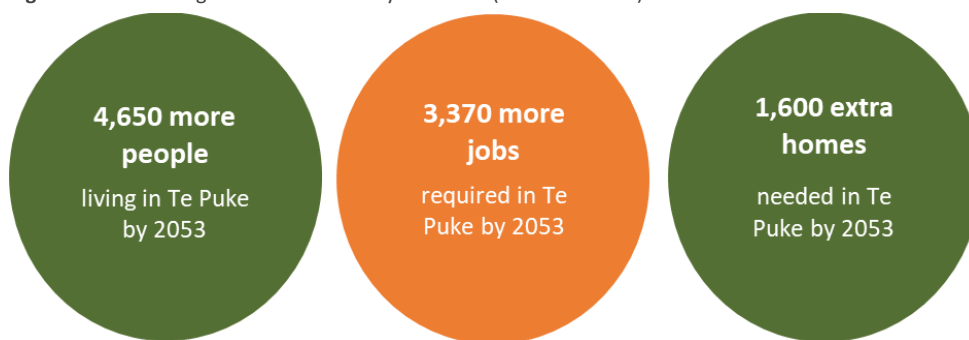
## 2 Executive summary

This economic assessment of Te Puke and its surrounds has been commissioned by Western Bay of Plenty District Council to support the Te Puke Spatial Plan project. Although the geographical heart of this report is centred on Te Puke, analysis also considers a broader geographical area across the Tauranga-Western Bay sub-region and the Eastern Corridor from Tauranga to Te Puke and beyond<sup>1</sup>. This broader geographical reach is consistent with the social, economic, and cultural geography of where people live, work, play, and do business. Our definitions are also consistent with the geographies identified in strategic plans such as the SmartGrowth Strategy 2023-2073.

At its heart, the report answers the following key questions:

- **Where are we?** An analysis of the current state of play in Te Puke and the Eastern Corridor across a range of economic, labour market, demographic, and entrepreneurship indicators.
- **How did we get here?** An assessment of the area's journey to its present state by exploring historical growth trends in indicators and setting that against the macro context.
- **Where might we head?** Forward looking projections for where Te Puke and the Eastern Corridor could be in the future from a demand perspective.

Figure 1 – Where might Te Puke be in 30 years' time (see Section 6.2)



### 2.1 Key findings – where are we and how did we get here?

- Te Puke's economy is estimated to have generated approximately \$540 million of GDP in 2023, with a further \$770 million of GDP generated across the rest of the Eastern Corridor<sup>2</sup>.
- Employment growth across Te Puke (4.7%pa) and the rest of the Eastern Corridor (5.1%pa) has been faster than across the Tauranga-Western Bay sub-region (4.0%pa) over the past decade<sup>3</sup>.
- The agricultural sector is by far the largest employer within Te Puke. More than one quarter of employment in Te Puke (27%) directly sits within agriculture, forestry and fishing, while the sector also accounts for the same share of employment within the rest of the Eastern Corridor.
  - Being a service town for a wider agricultural catchment, Te Puke has large shares of employment in professional, scientific, and technical services, as well as in retail.
  - Health care and social assistance in Te Puke also has a significant employment share.
  - The rest of the Eastern Corridor has a large food manufacturing sector based around the processing and packaging of kiwifruit, as well as meat production.
  - Rapid population growth also supports high construction and education employment.

<sup>1</sup> See Section 3 for a detailed introduction to these geographies.

<sup>2</sup> GDP for Te Puke and Rest of Eastern Corridor have been modelled by the authors drawing on Infometrics and Statistics New Zealand data, while Tauranga-Western-Bay sub-region GDP is from Infometrics.

<sup>3</sup> Source: Statistics New Zealand business demography.

- There were an estimated 10,250 people living in Te Puke in 2023, with a further 31,190 people elsewhere across growth areas in the Eastern Corridor<sup>4</sup>.
- Te Puke and the rest of the Eastern Corridor gained over one quarter (28%) of the 57,300-person population growth across Tauranga-Western Bay sub-region that occurred in the past decade.
- The Eastern Corridor has a 19% share of the Tauranga-Western Bay population, which is higher than the Corridor's 13% share of employment. Many people commute to Tauranga and beyond.
- Average wage or salary earnings in Te Puke and the rest of the Eastern Corridor sit lower than the Tauranga-Western Bay sub-region. This observation is consistent with a higher share of the workforce without a qualification, as well as the seasonal nature of some agricultural jobs.
- The median annual income from wages and salary was \$46,200 in Te Puke in 2022, lower than the rest of the Eastern Corridor (\$48,500), and the Tauranga-Western Bay subregion (\$50,600)<sup>5</sup>.
- Relatively affordable housing is a key drawcard for people moving to the regions – and so despite the typical house in Te Puke having increased from \$285,000 in 2013 to \$715,000 in 2023, house prices in Te Puke remain well below the average across Tauranga-Western Bay (\$1.04 million)<sup>6</sup>.
- There was an increase in home ownership rates in Te Puke, from 62% of all households owning their own home in 2013 to 66% in 2018 – Te Puke now sits above the national average (65%)<sup>7</sup>.

## 2.2 Key findings – where might we head?

- Growth projections are based on Statistics New Zealand scenarios (low, medium, and high).
- Statistics New Zealand population projections rely on assumptions made about three critical areas: births, deaths, and migration. Assumptions about migration are generally the key driver of population projections. While discussions in this executive summary focus on the high scenario, megatrends and downside risks under low and medium scenarios are explored in section 6.

The high scenario is deemed to be the most sensible scenario for planning purposes and is consistent with modelling used in the SmartGrowth Strategy 2023-2073. Although the high scenario is ambitious, it is still conservative against recent history, which shows that rapid migration into Te Puke and its surrounds can occur with a ready availability of residential and business land, alongside investment in roading and other infrastructure.

- Under the high scenario, there would be another 4,650 people living in Te Puke by 2053, with an additional 30,610 people across the rest of the Eastern Corridor. In total, this would mean an additional 35,260 people living across the entire Eastern Corridor over the next 30 years.
- Under the high scenario there would be demand for an extra 1,600 extra houses in Te Puke and a further 10,200 homes across the rest of the Eastern Corridor between 2023 and 2053.
- The SmartGrowth Strategy 2023-2073 showed that space for 10,800 dwellings is currently allocated across proposed housing initiatives in the Eastern Corridor over the next 30 years, however, one third of these dwellings rely on 4,200 dwellings being made available in Te Tumu.
- Anything that delays or inhibits the development of dwellings in Te Tumu or other significant parcels in other parts of the sub-region will accelerate the need for an Eastern Centre, which has been estimated in the SmartGrowth Strategy to provide 18,000 to 20,000 housing units.
- Under the high scenario, at least 3,370 additional jobs will be needed in Te Puke and 11,250 more jobs will be needed across the rest of the Eastern Corridor over the next 30 years. To meet this demand, about 180 hectares of business land must be developed in the Eastern Corridor.

<sup>4</sup> Source: Statistics New Zealand subnational population estimates.

<sup>5</sup> Source: Statistics New Zealand Administrative Census (2022).

<sup>6</sup> Source: Ministry of Housing and Urban Development and Infometrics.

<sup>7</sup> Source: Census 2018.

## 2.3 Key challenges and opportunities

No journey is smooth sailing, and there are many challenges and opportunities for Te Puke and the rest of the Eastern Corridor when looking to the future. The following (reproduced from Section 7) is a summary of key challenges and opportunities that are apparent in the area's current economic and social context, and relevant if the area is to achieve the population growth anticipated by Statistics New Zealand.

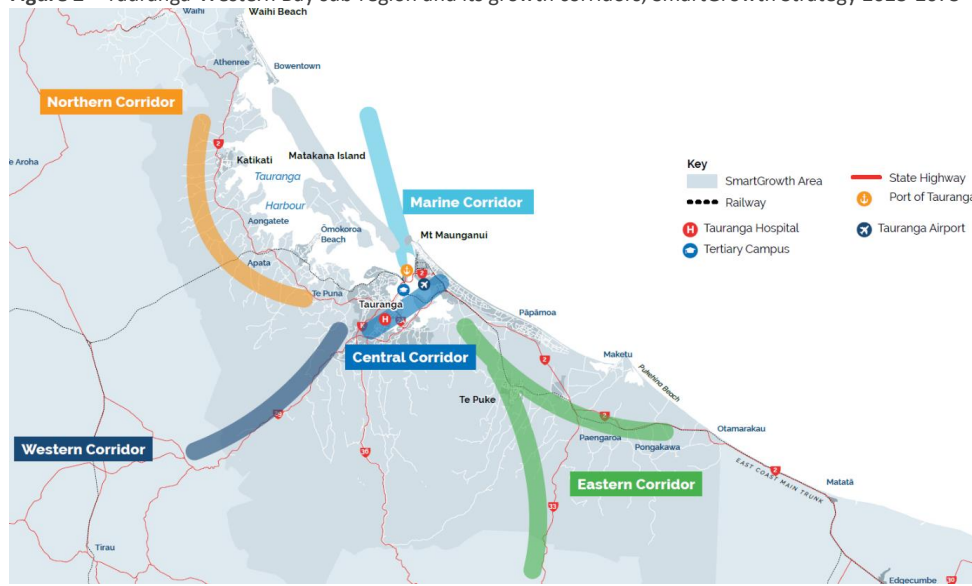
Table 1

Challenges	Opportunities
<ul style="list-style-type: none"> <li>Supporting high growth in Te Puke and the Eastern Corridor requires adequate and appropriately zoned land for homes and businesses, alongside new infrastructure.</li> <li>Competition for land will rise between land users (eg. highly productive land for horticulture, industrial, and housing). Balancing conflicting demands requires being efficient with greenfield developments and being creative about the use of infill.</li> <li>Natural hazards (eg. flooding, sea level rise, liquefaction risk) can mean it is impractical to develop some land already zoned for use.</li> <li>Industrial land beyond Rangiuru Business Park is thin. Rangiuru is big, but demand for industrial land under a high growth scenario is large relative to the Park's capacity.</li> <li>High growth is the most likely scenario, but this outcome relies on attracting migrants. Even with sufficient housing, there are still risks from unexpected megatrends or events that severely affected the local economy.</li> <li>Affordable housing is a necessary drawcard – Te Puke house prices rose from \$285,000 in 2013 to \$715,000 in 2023, but remain below the Tauranga-Western Bay average (\$1.04m).</li> <li>Despite rapid employment growth there is still relatively higher unemployment in Te Puke and its surrounds than in Tauranga.</li> <li>Rapid population growth in small and new communities can challenge cohesion. Fostering connections (social and economic) is crucial to retain and support new residents.</li> <li>Many new residents retain jobs in Tauranga – much of their daily lives occur outside Te Puke. More and better local jobs (eg. in the Rangiuru Business Park) will help offset this.</li> <li>Te Puke residents are less likely to have a qualification. Lower educational outcomes are reflected in lower wages.</li> <li>Te Puke's population will age, even under a high scenario. An aging population reflects a demographic shift across the world.</li> </ul>	<ul style="list-style-type: none"> <li>Recent history shows rapid migration into Te Puke and the Eastern Corridor will occur when there is a ready availability of residential and industrial land, alongside infrastructure investment.</li> <li>Anything that inhibits the future development of dwellings in Te Tumu or other parts of the sub-region will accelerate the need for an Eastern Centre.</li> <li>Robust business and employment expansion shows a healthy entrepreneurial environment within Te Puke and its surrounds.</li> <li>The creation of high-quality jobs within the Rangiuru Business Park will boost opportunities for well-remunerated employment and diversify manufacturing and innovation capacity.</li> <li>Horticulture is better placed than pastoral farming to lift its value add by tapping into an increased preference of consumers towards lower impact models and future foods.</li> <li>Growing appetite among trade partners to buy goods whose provenance is underpinned by Māori culture and entrepreneurship.</li> <li>Fostering transferable skills and lifelong learning will support adopting automation, particularly in rural areas and in industry.</li> <li>A growing Eastern Bay of Plenty has spillover demand for services from Te Puke businesses (and in the new Rangiuru Business Park).</li> <li>Population growth in newly developed areas has a predominance of families with children. Modern communities can offer a high standard of living and help retain workers.</li> <li>Opportunities for the rural sector to better connect and recruit from rising populations that live nearby within expanding townships.</li> <li>Te Puke has a higher share of working age population (15-64 years) than nearby areas.</li> <li>Opportunity to improve employment pathways for youth, particularly Māori, who have a high youth population proportion.</li> </ul>

### 3 Geographical definitions used within this report

The primary focus of this report is on Te Puke, however, comparisons are also made against surrounding areas. The following figure, taken from the SmartGrowth Strategy 2023-2073 helps show where Te Puke and the rest of the Eastern Corridor sit within the Tauranga-Western Bay sub-region (SmartGrowth Area).

**Figure 2 – Tauranga-Western Bay sub-region and its growth corridors, SmartGrowth Strategy 2023-2073**



In this report Statistics New Zealand Statistical Area 2 boundaries are used to define the geographies of 'Te Puke' and the 'rest of the Eastern Corridor' to ensure consistency between datasets. When summed together these two geographies capture the growth areas identified across 'total Eastern Corridor'.

'Te Puke' has been defined as comprising the following statistical areas:

- Te Puke West
- Te Puke East
- Te Puke South.

The 'rest of the Eastern Corridor' captures other Eastern Corridor growth areas contained within the SmartGrowth Strategy and includes:

- Otawa
- Rangiuru
- Pongakawa
- Papamoa Beach North
- Papamoa Beach South
- Doncaster
- Motiti
- Wairakei West
- Wairakei Central
- Wairakei East-Te Tumu.

The entire 'Tauranga-Western Bay sub-region' has been defined as comprising the Tauranga City and Western Bay of Plenty District territorial authority boundaries.

## 4 Economic and labour market profile

This section gives an overview of long-term trends in Te Puke and in surrounding areas across a broad range of economic, labour market, demographic, entrepreneurship, investment, and wellbeing indicators. Establishing an understanding of the shape, size, and drivers of growth within Te Puke and its neighbouring areas helps to build a framework for thinking about how things might evolve in the future.

### 4.1 How big is Te Puke's economy?

Te Puke's economy is estimated to have generated approximately \$540 million of GDP in 2023, with a further \$770 million of GDP generated across the rest of the Eastern Corridor. In comparison, the entire Tauranga-Western Bay sub-region generated approximately \$13.1 billion of GDP in 2023.

**Figure 3** – GDP (\$ million, 2023 pricing), March 2023 year, author estimates and Infometrics<sup>8</sup>



Te Puke's economy generated 4.1% of GDP across the Tauranga-Western Bay sub-region, with the rest of the Eastern Corridor adding another 5.9% to GDP. The total Eastern Corridor drives 10% of Tauranga-Western Bay's economy.

### 4.2 How many people are employed in Te Puke?

There were 4,680 filled jobs within Te Puke's businesses in 2023, with a further 7,070 people employed by businesses across the rest of the Eastern Corridor<sup>9</sup>.

Employment growth across Te Puke (4.7%pa) and the rest of the Eastern Corridor (5.1%pa) has been faster than across the Tauranga-Western Bay sub-region (4.0%pa) over the past decade.

<sup>8</sup> GDP for Te Puke and Rest of Eastern Corridor have been modelled by the authors drawing on Infometrics and Statistics New Zealand data, while Tauranga-Western-Bay sub-region GDP is from Infometrics. GDP measures "value-added" and is the economics equivalent of an accounting profit – GDP should not be confused with top-line revenue estimates (eg. retail spending and dairy payouts) as these do not factor in input costs.

<sup>9</sup> Source: Business demography data from Statistics New Zealand. In addition to these filled jobs, there are people who do not draw a PAYE income and instead rely on income from being self-employed or a working proprietor. Infometrics estimates that approximately 28% of Western Bay of Plenty's workforce in 2023 primarily relied on income as a self-employed person or working proprietor which would be equivalent to 3,240 people across the Eastern Corridor.

Table 2

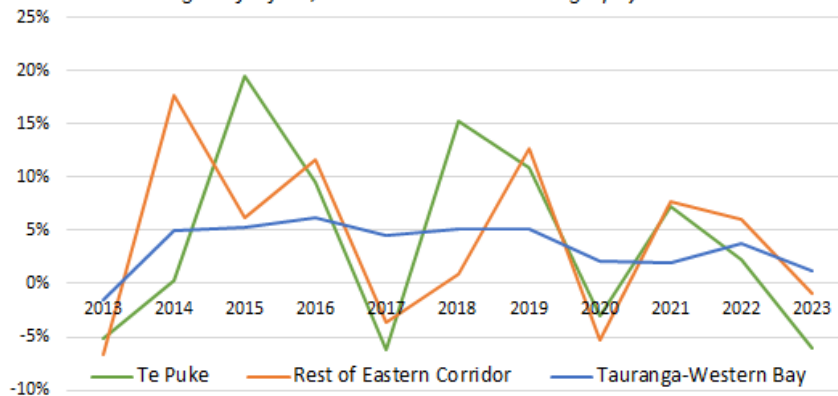
Employment across Te Puke and the rest of the Eastern Corridor			
<i>Filled jobs in businesses, Statistics New Zealand business demography, as at February</i>			
	Filled jobs		Average annual
	2013	2023	change (%)
Te Puke	2,970	4,680	4.7%
Rest of Eastern Corridor	4,300	7,070	5.1%
<b>Total Eastern Corridor</b>	<b>7,270</b>	<b>11,750</b>	<b>4.9%</b>

Nevertheless, as is evident from Graph 1, there is more cyclical growth in Te Puke and its surrounds than the broader sub-region. The more cyclical nature of growth is due to a large share of the Eastern Corridor's employment being driven by the agricultural sector (especially horticulture) which is more vulnerable to fluctuations in commodity prices and one-off events, such as weather events. The next sub-section considers Te Puke and its neighbouring areas' industry structure in more detail.

Graph 1

### Employment growth steady outside Te Puke

*Annual % change in fill jobs, Stats NZ business demography*



Te Puke is a key node that connects Tauranga-Western Bay with the nearby economies of Rotorua and the Eastern Bay of Plenty.

Employment growth in Te Puke (4.7%pa) and the rest of the Eastern Corridor (5.1%pa) was faster than Rotorua (1.6%pa) and the Eastern Bay of Plenty<sup>10</sup> (1.3%pa) over the past decade.

## 4.3 What is the structure of Te Puke's economy?

The agricultural sector is by far the largest employer within Te Puke. More than one quarter of employment in Te Puke (27%) directly sits within agriculture, forestry and fishing, while the sector also accounts for the same share of employment within the rest of the Eastern Corridor<sup>11</sup>.

<sup>10</sup> Eastern Bay of Plenty is defined as including Whakatāne District, Ōpōtiki District, and Kawerau District.

<sup>11</sup> At first blush, agriculture's share of employment may appear low given that it is such a visible that accounts for so much land use. However, bear in mind, that there is a lot of employment associated with agriculture that falls into other industry categories, such as processing (manufacturing), as well as temping and contract labour services (administrative and support services).



The kiwifruit industry is the key driver of agricultural employment across the Eastern Corridor, with smaller contributions from sheep and beef farming, as well as dairy farming. Alongside people directly employed by horticultural and other farming enterprises, there are large numbers of people indirectly employed by temping and contract labour services (included in administrative and support services).

Te Puke sits at the heart of New Zealand's kiwifruit industry, with over 80% of New Zealand's kiwifruit crop produced across the Bay of Plenty<sup>12</sup>. In 2022, gross export revenue of kiwifruit from New Zealand were \$2.9 billion (source: Statistics New Zealand), with previous research having shown that around one dollar in every three of this revenue directly contributes to regional economic value add (GDP)<sup>13</sup>. The kiwifruit industry is highly seasonal, which creates a lot of volatility to employment over the year – a large amount of seasonal labour comes from overseas, which contributes to ethnic diversity (see section 5.3).

Table 3

Employment by broad industry <i>February 2023, Business demography</i>				
	Te Puke		Rest of Eastern Corridor	
	Filled jobs	Share (%)	Filled jobs	Share (%)
Agriculture, Forestry & Fishing	1,260	26.9%	1,875	26.5%
Prof., Scientific & Tech. Srv	460	9.8%	230	3.3%
Administrative & Support Srv	404	8.6%	1,211	17.1%
Retail Trade	361	7.7%	172	2.4%
Health Care & Soc. Assistance	360	7.7%	266	3.8%
Education & Training	345	7.4%	768	10.9%
Accommodation & Food Srv	255	5.4%	343	4.9%
Manufacturing	252	5.4%	733	10.4%
Construction	250	5.3%	710	10.0%
Wholesale Trade	225	4.8%	182	2.6%
Other Services	185	4.0%	158	2.2%
Transport, Postal & Warehousing	153	3.3%	169	2.4%
Public Admin & Safety	80	1.7%	34	0.5%
Financial & Insurance Srv	21	0.4%	15	0.2%
Arts & Recreation Services	21	0.4%	52	0.7%
Info Media & Telecommunications	15	0.3%	3	0.0%
Rental, Hiring & Real Estate Srv	15	0.3%	87	1.2%
Mining	0	0.0%	28	0.4%
Electricity, Gas, Water, Waste Srv	0	0.0%	0	0.0%
<b>Total Industry</b>	<b>4,680</b>	<b>100.0%</b>	<b>7,070</b>	<b>100.0%</b>

Being a service town for a wider agricultural catchment<sup>14</sup>, Te Puke has relatively large shares of employment in professional, scientific, and technical services, as well as in retail, transport and logistics.

<sup>12</sup> Source: NZ Horticulture Export Authority, <https://www.hea.co.nz/2012-05-11-03-05-28/kiwifruit-trade>.

<sup>13</sup> See University of Waikato (2017) research:

[https://www.waikato.ac.nz/\\_data/assets/pdf\\_file/0004/343813/IBR-Report-on-Kiwifruit.pdf](https://www.waikato.ac.nz/_data/assets/pdf_file/0004/343813/IBR-Report-on-Kiwifruit.pdf).

<sup>14</sup> Te Puke services a wider agricultural catchment that extends to parts of Whakatāne District in the Eastern Bay of Plenty so is also buoyed by recent population growth seen in the Eastern Bay of Plenty (see section 5.1).

Health care and social assistance employment in Te Puke also account for a significant share of employment, with residential care facilities for the elderly being the key contributor.

Employment in the rest of the Eastern Corridor continues to have distinct agricultural focus, with a large food and fibre manufacturing sector based around the processing and packaging of kiwifruit, as well as meat production and wood processing. Rapid increases in population around Tauranga's eastern fringe, particularly by Papamoa, also support a relatively high share of construction employment in other parts of the Eastern Corridor, as well as educational employment through pressure on school rolls<sup>15</sup>.

As is evident from Table 4 many of the key industries in Te Puke and other parts of the Eastern Corridor have also been among the key drivers of growth in employment. A notable exception is manufacturing, where productivity improvements through automation have allowed food manufacturers to deal with increasing processing volumes without necessarily lifting their headcounts.

Table 4

Employment growth by broad industry <i>February 2013 - 2023, Business demography</i>				
	Te Puke		Rest of Eastern Corridor	
	New jobs	Avg. % ch.	New jobs	Avg. % ch.
Agriculture, Forestry & Fishing	540	5.8%	269	1.6%
Prof., Scientific & Tech. Srv	295	10.8%	157	12.2%
Administrative & Support Srv	264	11.2%	717	9.4%
Construction	174	12.6%	503	13.1%
Wholesale Trade	105	6.5%	79	5.9%
Education & Training	95	3.3%	415	8.1%
Accommodation & Food Srv	79	3.8%	259	15.1%
Health Care & Soc. Assistance	55	1.7%	149	8.6%
Transport, Postal & Warehousing	47	3.7%	59	4.4%
Manufacturing	22	0.9%	-47	-0.6%
Other Services	20	1.2%	95	9.6%
Public Admin & Safety	15	2.1%	1	0.3%
<i>All others</i>	-1	0.0%	114	3.5%
<b>Total Industry</b>	<b>1,710</b>	<b>4.7%</b>	<b>2,770</b>	<b>5.1%</b>

<sup>15</sup> Population growth and demographics in Te Puke and across the Eastern Corridor are discussed in section 5.

4.4 Businesses and other investment

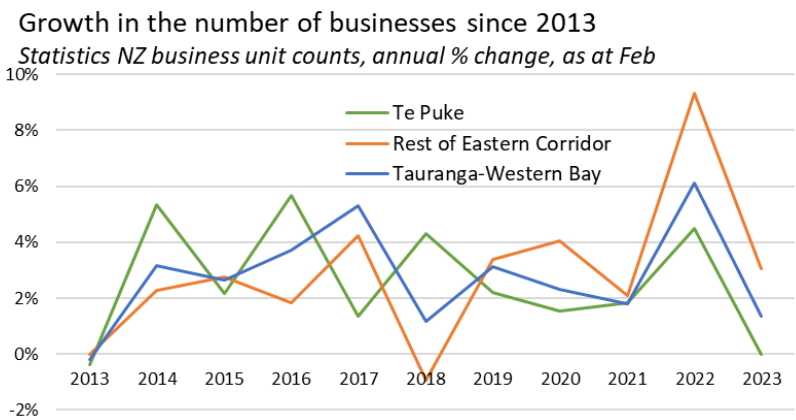
The number of businesses in Te Puke rose from 786 to 1,044 over the 10 years to 2023, at an average annual growth rate of 2.9%pa. There are 3,624 businesses across the rest of the Eastern Corridor, with growth having averaged 3.2%pa. This robust business expansion indicates a healthy entrepreneurial environment within Te Puke and its surrounds, which is consistent with the rapid growth in employment highlighted in the previous section and increasing demand from population growth (see section 5.1).

Table 5

Business numbers across Te Puke and the rest of the Eastern Corridor			
Number of businesses, Statistics New Zealand business demography, as at February			
	Number of businesses		Average annual
	2013	2023	change (%)
Te Puke	786	1,044	2.9%
Rest of Eastern Corridor	2,649	3,624	3.2%
Total Eastern Corridor	3,435	4,668	3.1%

Growth in business numbers in Te Puke (2.9%pa) and the rest of the Eastern Corridor (3.2%pa) over the past decade has been similar to the Tauranga-Western Bay sub-region, which has averaged 3.1%pa growth. Nevertheless, since 2019 there has been signs of a more rapid trajectory for business growth in the rest of the Eastern Corridor.

Graph 2



Alongside this growth in business numbers, there have also been other signs of an increased confidence to invest in Te Puke and surrounds.

Over the past three years, new residential dwelling consents have averaged 56 per annum in Te Puke, up four-fold on a decade ago, while consent numbers have tripled to average 414 per annum in the rest of the Eastern Corridor over the same period.

Table 6<sup>16</sup>

New dwelling consents in Te Puke and the rest of the Eastern Corridor						
Source: Statistics New Zealand, average annual new dwelling consents (2021-23 vs 2011-13)						
	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	Consents	% ch.	Consents	% ch.	Consents	% ch.
2013	14		135		874	
2023	56	293.0%	414	206.2%	1,617	84.9%

Non-residential consents are only published at the district level, but are a key indicator of the investment and construction pipeline in the areas surrounding Te Puke. Across the Tauranga-Western Bay sub-region, there was a total of \$355 million of non-residential construction consents in the February 2023 year alone, compared to just \$82 million a decade ago.

Within the Eastern Corridor a large pipeline of non-residential investment into business and industrial premises will occur over the coming decade in the Rangiuru Business Park to the east of Te Puke. The four stages of The Rangiuru Business Park will provide 148 hectares of industrial space, providing opportunities for businesses wanting to relocate or expand<sup>17</sup>. The Park's position takes advantage of demand for industrial space in the 'Golden Triangle' as well as central North Island links with Whakatāne, Rotorua and Taupō, with possible connections by road, rail and sea. An \$18 million grant from the Provincial Growth Fund (PGF) was announced in 2020 to fund the construction of an interchange connecting the Rangiuru Business Park with the Tauranga Eastern Link road.

#### 4.4.1 Māori entrepreneurship

Māori entrepreneurship is a key component of the Te Puke business landscape, with significant growth opportunities. A report for Te Puni Kōiri<sup>18</sup> (TPK), which included Māori business data from across Western Bay of Plenty, found that there were at least 468 Māori-owned businesses in Western Bay of Plenty in 2022.

National-level data shows Māori businesses have a strong innovation focus, which has coincided with a growing appetite among trade partners to buy New Zealand goods whose provenance is underpinned by an authentic indigenous story. Export sales by Māori authorities (businesses involved in the collective management of assets held by Māori) rose by 18% between 2017 and 2022. Exports by other Māori enterprises grew by 55% over the same period. Exports by Māori authorities and other Māori enterprises sit at just over \$1 billion per annum. Māori authorities have large balance sheets and are an important source of investment, with a strong intergenerational focus.

Table 7 – Data on research and development propensity and export growth for Māori businesses

Research and development, and exports for Māori businesses compared to all NZ businesses			
Source: Tauranga umanga Māori from Statistics New Zealand, 2022			
	Māori authorities	Other Māori enterprises	All New Zealand businesses
Share of businesses who invest in R&D	10%	13%	8.0%
Exports growth (2017-22)	18%	55%	34%

<sup>16</sup> Tauranga-Western Bay is provided as a point of comparison for Te Puke and the rest of the Eastern Corridor. The Tauranga-Western Bay sub-region numbers incorporate the Te Puke and Rest of Eastern Corridor consents in them.

<sup>17</sup> The enabling employment effects of the Rangiuru Business Park will be discussed in forward projections for Te Puke and the rest of the Eastern Corridor discussed in section 6.

<sup>18</sup> Te Matapaeroa, available at: <https://www.tpk.govt.nz/en/o-matou-mohiotanga/maori-enterprise/te-matapaeroa-2021>. The 2021 report significantly revises previous reports due to methodological updates.

## 4.5 Transport and logistics

Long-term economic growth trends in Te Puke and its surrounds are also evident in traffic flows data from Waka Kotahi. Not only has Te Puke experienced strong growth itself, but it sits within a key transportation corridor from a broader catchment south to Rotorua and east into the Eastern Bay of Plenty.

Ongoing increases to export volumes at the Port of Tauranga, coupled with investment into road transportation infrastructure (especially the Tauranga Eastern Link Road) have seen a sharp rise in heavy vehicle flows. An expanding population, coupled with rising numbers of utes from construction tradespeople and people in the horticultural sector, has also seen an increase in light vehicle flows.

Underlying traffic volumes are the largest on the stretch of Eastern Link Road (State Highway 2) that falls between Te Puke and Tauranga<sup>19</sup>, which saw more than 30,000 light vehicle movements per day in 2023 and almost 3,000 daily heavy traffic movements<sup>20</sup>.

However, growth in traffic flows is most rapid to the east of Te Puke.

Heavy vehicle movements on the Eastern Link Road (State Highway 2) to the east of Te Puke have risen by one third (33%) over the past five years, while light vehicle movements have expanded by 6.7% over the same period.

Table 8

Daily average traffic volumes						
Waka Kotahi, both directions, daily average each year						
	Light vehicles			Heavy vehicles		
	2023	2018	% change	2023	2018	% change
SH2 Tauranga-Te Puke	32,690	31,300	4.4%	2,990	2,920	2.4%
SH2 East of Te Puke	9,750	9,140	6.7%	1,880	1,410	33.3%
South from Te Puke (SH33)	4,760	4,750	0.2%	750	720	4.2%

The sharp growth in heavy vehicle movements is not surprising, given export volumes growth through the Port of Tauranga. Data from Statistics New Zealand shows that the volume of cargo exported through the Port rose from 11.3 million tonnes to 14.8 million tonnes over the 10 years to June 2023. The value of these exports rose from \$15.4 billion to \$32.8 billion per annum of the same period.

<sup>19</sup> Monitored on State Highway 2 just after the Sandhurst Drive exit to Papamoa.

<sup>20</sup> Waka Kotahi uses length to estimate the split into light and heavy vehicles. Vehicles with a length of less than 5.5m are classed as light vehicles. Vehicles over 11m long are classed as heavy vehicles. Vehicles between 5.5 and 11m are split 50:50 into light and heavy.

## 5 The people of Te Puke and surrounds

This section profiles the demographics of the people of Te Puke and the rest of the Eastern Corridor.

### 5.1 What is Te Puke's population and how fast has it grown?

There were an estimated 10,250 people living in Te Puke in 2023, with a further 31,190 people living elsewhere in the Eastern Corridor. In total across the Eastern Corridor there are an estimated 41,440 residents.

Figure 4 – Population data from Statistics New Zealand Population Estimates (2023)



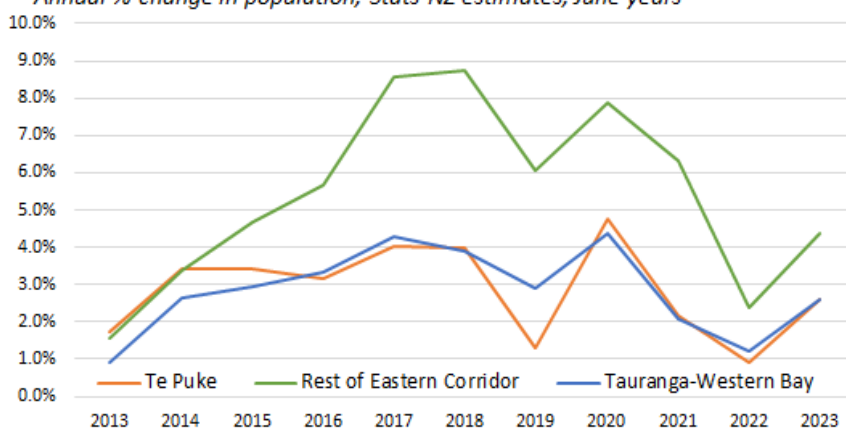
The Eastern Corridor has a 19% share of the Tauranga-Western Bay population, which is much higher than the Corridor's 13% share of employment. The much higher population share in Te Puke and other parts of the Eastern Corridor is because many people commute into Tauranga and other parts of the Western Bay economy (evidence of commuting is provided in section 5.7).

Te Puke's population expanded by 2,600 people over the past decade at an average annual growth rate of 3.0%pa, while the population across the rest of the Eastern Corridor rose a much larger 13,410 people over the same period at an average rate of 5.8%pa. The population growth across the rest of the Eastern Corridor was dominated by development around Papamoa, which has reached capacity – the locations of future population growth will depend on the availability of development capacity (see Section 6.2).

Graph 3

#### Population growth in Eastern Corridor stands out

Annual % change in population, Stats NZ estimates, June years



Te Puke and the rest of the Eastern Corridor absorbed just over one quarter (28%) of the 57,300-person population growth which occurred across the Tauranga-Western Bay sub-region over the past decade.

Table 9

Population growth			
Source: Statistics New Zealand subnational population estimates			
	Population		Growth
	2013	2023	2013-2023
Te Puke	7,650	10,250	2,600
Rest of Corridor	17,780	31,190	13,410
Western Bay-Tauranga	165,300	222,600	57,300

Most population growth has come from people moving into the area. Statistics New Zealand estimates that 85% of the population growth across Tauranga-Western Bay has been due to net migration (arrivals net of departures). Of these new arrivals, just over half (57%) came from other parts of New Zealand.

Population growth in Te Puke (3.0%pa) and the rest of the Eastern Corridor (5.8%pa) was faster than Rotorua (1.3%pa) and the Eastern Bay of Plenty<sup>21</sup> (1.4%pa) over the past decade.

### 5.1.1 Exploring detailed trends in growth within the Eastern Corridor

Detailed analysis of population growth trends within the Eastern Corridor highlights more than two thirds of growth over the past decade has occurred in areas within and immediately surrounding Papamoa.

Papamoa Beach and its surrounds have added 11,220 people over the past 10 years, with this growth occurring as Papamoa's urban area spread to the south and east. Alongside Te Puke's 2,600-person expansion over the last 10 years, there was also significant growth of 1,640 people in areas immediately to the east of Te Puke.

Table 10<sup>22</sup>

Population growth across different parts of the Eastern Corridor			
Source: Statistics New Zealand subnational population estimates			
	Population		Growth
	2013	2023	2013-2023
Te Puke	7,650	10,250	2,600
Papamoa Beach and surrounds	10,650	21,870	11,220
West of Te Puke	1,810	2,360	550
East of Te Puke	5,320	6,960	1,640
<b>Total Eastern Corridor</b>	<b>25,430</b>	<b>41,440</b>	<b>16,010</b>

<sup>21</sup> Eastern Bay of Plenty is defined as including Whakatāne District, Ōpōtiki District, and Kawerau District.

<sup>22</sup> Within Table 10, Papamoa Beach and surrounds captures the statistical areas of Papamoa Beach (North and South), Wairakei (West, Central, and East-Te Tumu), Doncaster, and Motiti. West of Te Puke is captured by the Otawa statistical area, while East of Te Puke is captured by the Rangiuru and Pongakawa statistical areas.



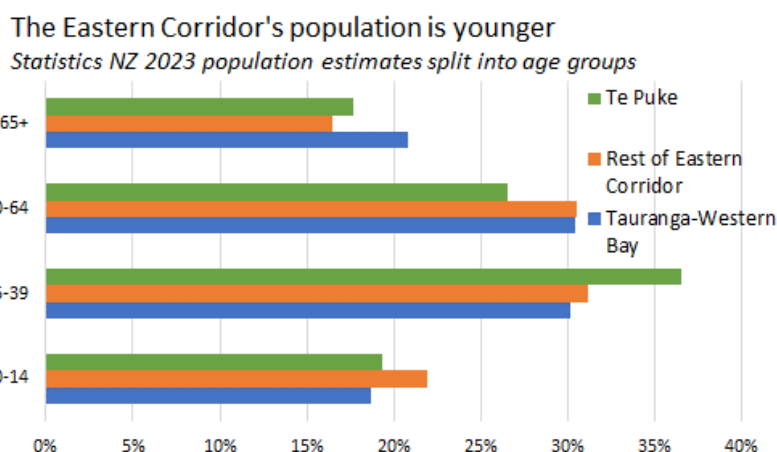
The spreading of people east of Te Puke highlights that there is already a willingness of population to move into areas that will be a short drive from job opportunities. This is likely to be further accentuated with the development of Rangiuru Business Park. The proposed Eastern Centre could accommodate significant additional population growth to the east of Te Puke over the next 30 to 50 years and this will be explored in detail within the population projections contained in section 6.

## 5.2 The demographics of people in Te Puke and surrounds

Te Puke and the rest of the Eastern Corridor have a younger population than across the Tauranga-Western Bay sub-region. Around 21% of the sub-region's population is aged 65 years or older, while 18% of Te Puke's population is aged 65 or more. Comparatively fewer (16%) of the population are within this demographic elsewhere in the Eastern Corridor.

Te Puke has a higher share of working age population (15-64 years) than nearby areas. Some 63% of Te Puke's population are of working age, compared to 62% across the rest of the Eastern Corridor, and 61% across the entire Tauranga-Western Bay sub-region.

Graph 4



Recent migrants to newly developed areas over recent times have been more likely to be young families with children, compared to those living in more established areas. The rest of the Eastern Corridor, which experienced rapid population growth within new neighbourhoods surrounding Papamoa, has a 22% share of youth aged under 15 years of age, compared to 19% in Te Puke and the Tauranga-Western Bay sub-region. The relatively high share of young people in the rest of the Eastern Corridor aligns with the area's rapid growth in education employment highlighted earlier in section 4.3.

These comparisons highlight that migration into an area can balance out demographic pressures from an aging population.

## 5.3 Ethnicities of people in Te Puke and surrounds

Te Puke and the rest of the Eastern Corridor is much more multicultural than other parts of the Tauranga-Western Bay sub-region.

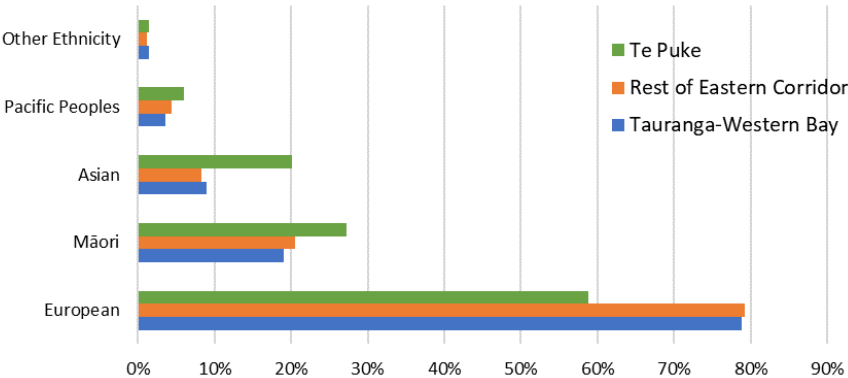
According to Statistics New Zealand’s Administrative Census (2022), just 59% of Te Puke’s population identifies as European, compared to a 79% share across the sub-region.

Within Te Puke’s population there are also relatively large Māori (27%), Asian (20%), and Pacific Peoples (6.0%) populations.

Graph 5

Ethnic breakdown

Ethnic group as % of total population, 2022, Stats NZ Admin Census



The populations of Te Puke and its surrounds have become more multicultural through time. For example, over the past decade, the Asian population rose from a 17% share in 2012 to a 20% share in 2022, while the Pacific Peoples population share climbed from 4.7% to 6.0%, and the Māori population lifted from a 26% to 27% share.

Table 11

Ethnic breakdown and changes through time						
Ethnic group as % of total population, 2012 vs 2022, Statistics NZ Administrative Census						
	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	2012	2022	2012	2022	2012	2022
European	61.3%	58.8%	83.1%	79.2%	81.9%	78.9%
Māori	26.0%	27.3%	20.4%	20.5%	18.8%	19.0%
Asian	17.5%	20.1%	4.9%	8.3%	5.5%	9.0%
Pacific Peoples	4.7%	6.0%	2.6%	4.4%	2.6%	3.6%
Other Ethnicity	0.7%	0.8%	0.7%	0.8%	0.8%	0.9%
Middle Eastern/Latin American/African	0.7%	0.9%	0.6%	1.8%	0.6%	1.4%

It is important to point out that Statistics New Zealand ethnicity data is based on a snapshot of the population as at June each year and so will under capture influxes of seasonal workers from overseas at other times of year. At peak times large short-term influxes of seasonal workers, including RSE workers from the Pacific, can increase demand for housing, services, and supermarkets.

5.3.1 The Māori population is particularly youthful

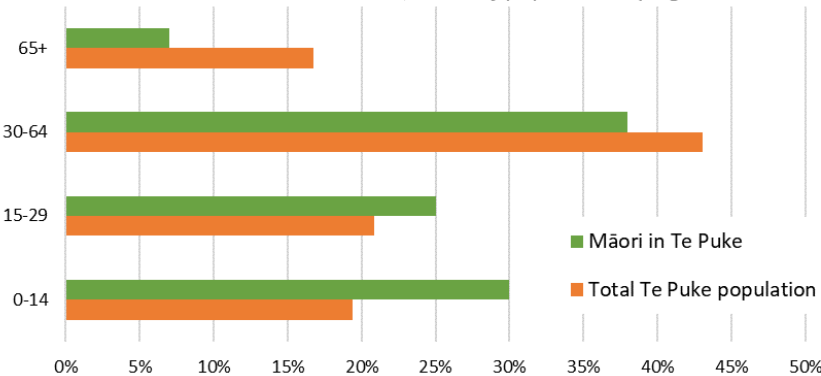
The Māori population represents a large proportion of the Eastern Corridor’s demographic. An estimated 27% of Te Puke’s inhabitants identify as Māori, compared to 21% across the rest of the Eastern Corridor areas, according to data from the 2022 Administrative Census.

The Māori population is more youthful than the rest of the population. Around 55% of Māori are 29 years or younger, compared to 40% when considering the total Te Puke population. This age difference is more pronounced in the rest of the Eastern Corridor where 58% were under 29 years old in 2022.

Graph 6

Te Puke's Māori population is younger

Stats NZ 2022 administrative census, share of population by age

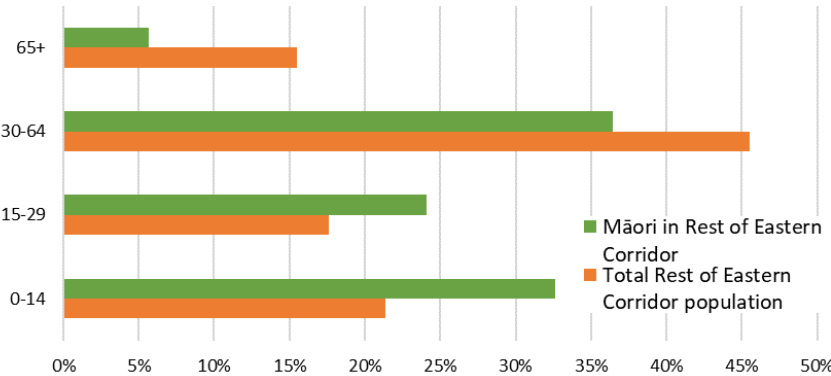


The younger Māori demographic represents a significant pool of potential workforce for the region. With an aging workforce expected to lead to a rise in retirements, young Māori will play a crucial role in keeping the workforce balance in the sub-region. The expected aging of the workforce will be covered in the population projections in section 6.

Graph 7

Māori in the rest of Eastern Corridor are young

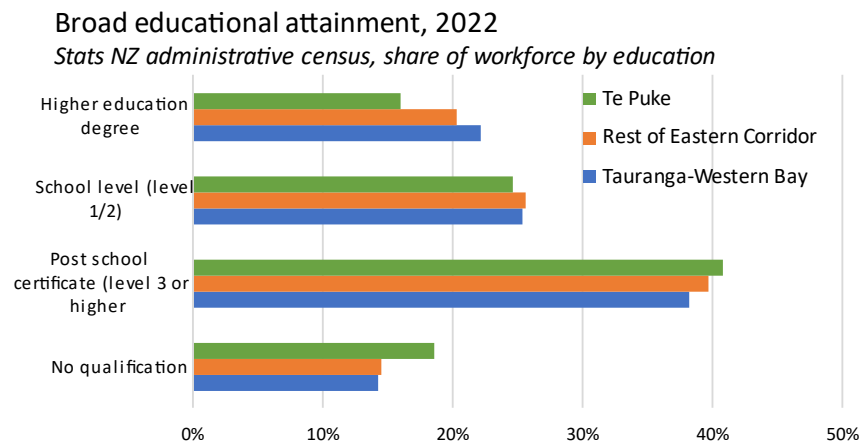
Stats NZ 2022 administrative census, share of population by age



## 5.4 Workforce characteristics

People within Te Puke were more likely to have not obtained a qualification than elsewhere in the Tauranga-Western Bay sub-region. Nearly 19% of the population had no qualifications, compared to 14% in Tauranga-Western Bay and 15% across the rest of the Eastern Corridor. There is often a high-level correlation between lower educational outcomes and wage earnings, as is demonstrated in section 5.6.

Graph 8



Educational attainment at the school level in Te Puke is broadly similar to the wider region, while there is a relatively high share of Te Puke's population (15%) with a level 3 certificate. The high share of the population with a Level 3 qualification is consistent with the area's high share of primary product food processing. The Primary Products Food Processing Level 3 qualification is an industry standard which allow employers to demonstrate staff meet basic food safety standards.

Te Puke residents are less likely to be degree qualified. Just 16% of Te Puke's population are degree qualified, compared to 20% across the rest of the Eastern Corridor and 22% across the sub-region.

Table 12

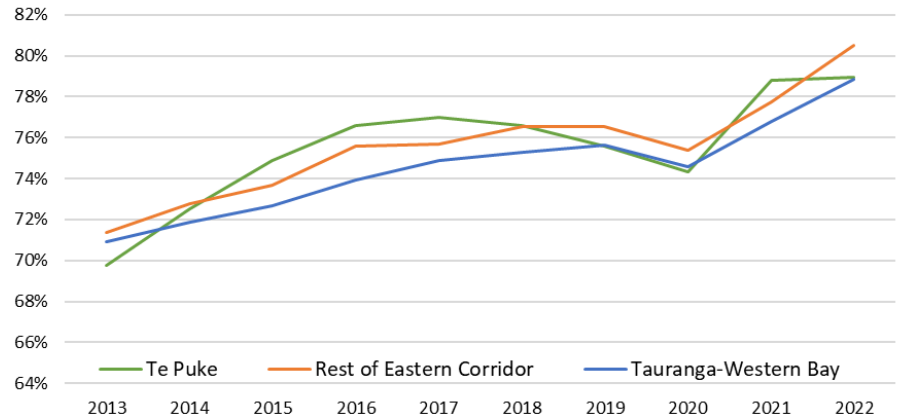
Educational attainment of workforce Statistics NZ administrative census (2022), share of workforce by educational attainment			
	Te Puke	Rest of Eastern Corridor	Tauranga-Western Bay
No qualification	18.5%	14.5%	14.3%
L1 Cert.	13.1%	12.5%	12.4%
L2 Cert.	10.9%	11.1%	10.4%
L3 Cert.	14.6%	14.0%	13.4%
L4 Cert.	12.6%	13.3%	12.8%
L5 Dip./Cert.	10.0%	10.4%	9.4%
L6 Grad. Cert., Dip., Cert.	4.3%	4.2%	5.0%
Degree, L7 Grad. Dip./Cert., L7 Dip./ Cert.	12.9%	15.2%	15.9%
Postgrad. Dip./Cert., Bachelor Hon.	2.0%	3.2%	3.7%
Masters Degree	1.0%	1.6%	2.2%
Doctorate Degree	0.0%	0.2%	0.4%

5.5 Labour market participation and matching

The people of Te Puke and the rest of the Eastern Corridor are industrious, with a relatively high proportion of the working age population in employment. Statistics New Zealand’s 2022 administrative census showed that 79% of Te Puke’s working age population (aged 15-64) were in employment, compared to an 81% share across the rest of the Eastern Corridor.

The share of people in employment has risen significantly. In 2013, just 70% of Te Puke’s working age population were in employment, while by 2022 that share had risen to 79%<sup>23</sup>.

Graph 9  
Share of working age population in employment  
Stats NZ administrative census



For those who aren’t participating in the workforce, this measure doesn’t distinguish between those who are unemployed and those who have dropped out of the labour force for other reasons (eg. childcare).

Recent unemployment data isn’t available at a sub-district level, but the 2018 Census showed Te Puke’s unemployment rate was 5.9%, which was higher than the Tauranga-Western Bay sub-region (5.0%). This observation suggests that within the group of people in Te Puke who aren’t in employment, there is a larger cohort who are struggling to match up with available jobs rather than having voluntarily exited the labour force. Such an occurrence is consistent with the large share of the local population without a qualification and may indicate a need for an increased emphasis on training among vulnerable groups.

Table 13

Unemployment rate	
Census 2018, share of working age population who are unemployed	
	Unemployment rate
Te Puke	5.9%
Rest of Eastern Corridor	5.7%
Tauranga-Western Bay	5.0%

<sup>23</sup> As with neighbouring areas, strong growth in job opportunities is part of the reason for the increase. Nevertheless, it is also important to note that Te Puke’s 2013 starting point was subdued because of PSA which hit in 2011/2012 and meant that many orchards had to destroy kiwifruit vines.

## 5.6 Wage and salary earnings

Average wage or salary earnings in Te Puke and the rest of the Eastern Corridor sit lower than the Tauranga-Western Bay sub-region. This observation is consistent with a higher share of the workforce without a qualification, as well as the seasonal nature of some job opportunities in the agricultural sector.

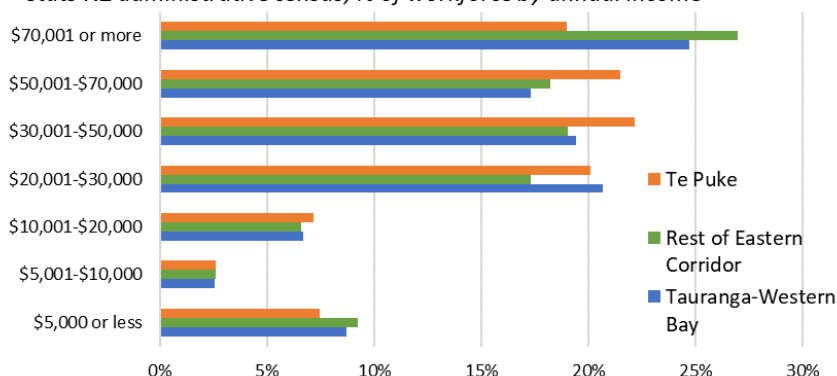
The median annual income<sup>24</sup> from wages and salary was \$46,200 in Te Puke in 2022, lower than the rest of the Eastern Corridor (\$48,500), and the Tauranga-Western Bay subregion (\$50,600).

Nevertheless, there is significant variability across income bands and there are pockets of higher income earners in parts of the Eastern Corridor. Just 19% of individuals in Te Puke derived more than \$70,000 per annum from wages or salaries, while this share was 27% across the rest of the Eastern Corridor. The rapid growth in the rest of the Eastern Corridor, particularly surrounding Papamoa over the last few years has seen more middle and higher-income workers settle in these areas. The proximity of these areas to Tauranga, and increasing acceptance of remote work, has enabled residents to access a broad range of job opportunities (see section 5.7).

Graph 10

### Share of workforce by wage or salary grouping (2022)

*Stats NZ administrative census, % of workforce by annual income*



Although Te Puke currently lags on average earnings, there is significant potential to bring income into the district if migration trends continue, as has happened in the rest of the Eastern Corridor over the last ten years. The creation of high-quality jobs within the Rangiuru Business Park is likely to create more opportunities for better remunerated employment.

## 5.7 Commuting and remote work

Residents and recent arrivals in Te Puke and surrounds have access to a large pool of job opportunities within a commutable distance into neighbouring Tauranga City. Access to these job opportunities helps explain why the Eastern Corridor houses 19% of Tauranga-Western Bay's population, despite only having 13% of the sub-region's jobs. This commuter traffic is placing pressure on roading infrastructure (see Table 8) and created congestion concerns despite large scale roading investment.

<sup>24</sup> We use the SA2 median income estimates from the administrative census, weighted by employment, to estimate the median income for Te Puke and the Eastern Corridor.

Analysis of data from the 2018 Census showed that 56% of Te Puke residents worked locally in Te Puke, while a further 23% worked elsewhere in Western Bay of Plenty and 21% commuted daily into Tauranga City.

Unfortunately Census data is a few years out of date, and it also only captures people who physically commute each day rather than also showing people who partake in remote work opportunities.

At a district level, it is possible to provide some general context to remote working opportunities available by matching addresses within 2022 taxation records between people's residence and their employer's workplace location<sup>25</sup>. The data highlights that of people living within the whole of Western Bay of Plenty District, around 27% also work within the district, while a further 36.1% have a Tauranga-based employer. Residents employed by businesses in Tauranga earned 9% more on average than residents employed locally, illustrating the benefits to the individual of commuting.

Some 36.6% of Western Bay of Plenty residents derive an income from employers based outside of the Tauranga-Western Bay sub-region, who do not have any physical workplace location within the sub-region.

Table 14

Employer location of residents' jobs <i>Western Bay of Plenty District, year ended March 2022</i>			
Employer TA	Filled jobs	Jobs share	Total annual earnings (\$m)
Tauranga City	10,245	36.1%	607
Western Bay of Plenty District	7,753	27.3%	390
Auckland	2,485	8.7%	168
Rotorua District	1,073	3.8%	67
Hamilton City	958	3.4%	56
All others	5,893	20.7%	366
<i>Total ex. Western Bay of Plenty</i>	<i>20,653</i>	<i>72.7%</i>	<i>1,265</i>
<b>Total resident jobs</b>	<b>28,405</b>	<b>100.0%</b>	<b>1,655</b>

Some of these people with workplaces outside of the Tauranga-Western Bay sub-region may undertake long-distance commutes, but many of these employment relationships likely operate on a remote work, or hybrid basis. We calculate that that \$657 million of additional earnings was brought into the sub-region from Western Bay of Plenty residents working for employers based outside of the sub-region.

## 5.8 Tenure of households

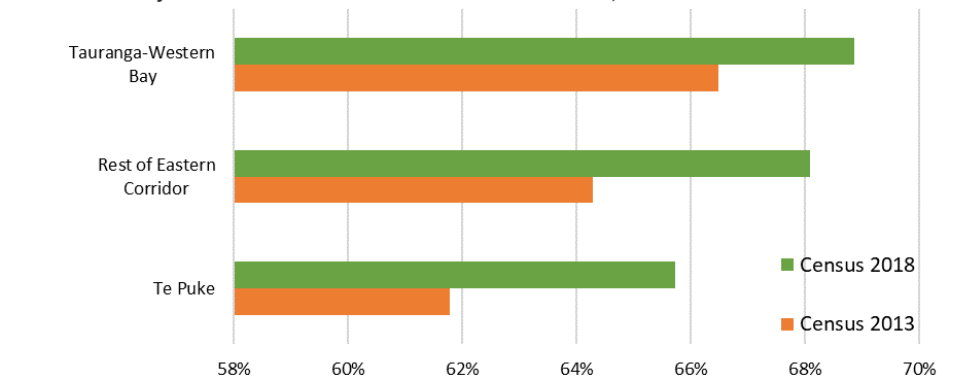
Between the 2013 and 2018 census, New Zealand's average home ownership rates remained steady at 65%. In stark contrast, there was an increase in ownership rates in Te Puke, from 62% of all households owning their own home in 2013 to 66% in 2018 – with Te Puke now sitting slightly above the national average. Similar increases were observed in the rest of the Eastern Corridor, and across the subregion.

<sup>25</sup> We mine linked employer-employee data (LEED) data from Statistics New Zealand for insights into income and worker flows at the district level. This data can tell us where people live, and where their employer is based, but not how often an employee physically commutes (i.e., it includes remote workers). Our method accounts for large companies that have a multiple offices or retail outlets (an employee will be assumed to work in-district if their employer has a physical presence there).



Graph 11

**Home ownership has risen in Te Puke**  
*Share of households who own their usual residence, inc. trusts*



The increase in home ownership rates over the last few years makes sense considering the level of migration observed. Relatively affordable housing is a key drawcard for people moving to the regions – and so despite the sales price for the typical house in Te Puke increasing from \$285,000 in 2013 to \$715,000 in 2023, house prices in Te Puke were still well below the average valuation across Tauranga-Western Bay (\$1.04 million) and New Zealand average (\$920,000)<sup>26</sup>.

Given how important relative affordability is for attracting population into Te Puke and the rest of the Eastern Corridor, it will be important for any new development zones to be developed in such a way that ensures the availability of housing typologies which are at competitive price points compared to neighbouring areas. Preserving relative affordability, and complementing this with strong local job prospects and a quality living environment, will be critical factors in determining whether the rapid population growth anticipated is met or exceeded (see section 6 for population projections).

## 5.9 Preferences of household social and environment

Intangible factors that influence quality of life matter when it comes to consider growth in the area.

The Your Place Pre-engagement Survey (2022)<sup>27</sup> highlighted that the top three priorities for Western Bay of Plenty residents when planning growth are the natural environment, housing, and transport. The importance of housing and transport have been reiterated throughout this report, but within this mix it is important to not overlook risks from the natural environment.

Just 63% of households across the Western Bay of Plenty believe to date we are building and developing in the right places when it comes to risks from our natural environment. When coupled with practical considerations, such as insurability against weather events and other natural disasters, this suggests a distinct preference for people to move into areas where risks from the natural environment are relatively low, such as more elevated sites and ones not immediately at risk of sea level rise.

<sup>26</sup> House sales prices for Te Puke are the average of Te Puke East and West as at December each year and are taken from Urban Development Dashboard published by the Ministry of Housing and Urban Development. Average house values for the Tauranga-Western Bay sub-region and for New Zealand have been taken from Infometrics Regional Economic Profile and pertain to March 2023.

<sup>27</sup> Available here: <https://haveyoursay.westernbay.govt.nz/76618/widgets/390722/documents/246973>

## 6 Growth projections for Te Puke and surrounds

In this section we present population projections for Te Puke and its surrounding areas. The projections are based around three population scenarios (low, medium, and high) from Statistics New Zealand which have been aligned to the boundaries for Te Puke and the rest of the Eastern Corridor used in this report. Under each of these scenarios, we delve deeper into the potential demographics at the sub-district level, analysing how age distribution could develop over time. We have translated these population projections into the possible future demand for housing in each scenario. The primary timeframe for the demographic projections provided in this report is the 30 years to 2053, although for further context, supplementary projections for the 50 years to 2073 are also provided.

### 6.1 Overview of key population projection assumptions

Statistics New Zealand population projections provide scenarios for where the population of Te Puke and its surrounds' could head in the future under growth assumptions ranging from very conservative through to more ambitious scenarios. Alignment with Statistics New Zealand projections ensures consistency with recent approaches used elsewhere across the Tauranga-Western Bay sub-region<sup>28</sup>.

Statistics New Zealand population projections rely on assumptions made about three critical areas: births, deaths, and migration. Of these three, migration has the biggest potential influence.

#### Key Assumptions:

- **Migration:** Assumptions about migration are generally the key driver of population projections. Even minor changes build up over time, resulting in significantly different growth rates.
- **Births:** A slow decline in birth rates can quietly shape population estimates over time.
- **Deaths:** An ageing population means more deaths, but longer life spans balances this to an extent.

Using a scenario-based method allows for an in-depth study of possible population changes, with each scenario differing based on assumptions about births, deaths, and migration. Through an in-depth understanding of these demographic projections and how the district may develop under different levels of migration, we can better anticipate and plan for future community needs and growth. This technique gives planners critical insights into a range of possible futures.

No journey is ever smooth sailing. Critical to the planning process is recognising the signs that an area may be on, for example, a high growth path instead of a medium or low growth path. We outline the signposts of each scenario, key drivers, and risks to be aware of that could change the future outlook.

Te Puke and the rest of the Eastern Corridor's future growth is most likely skewed towards Statistics New Zealand's high side scenario. The high side scenario is not unrealistic given recent growth patterns and assumed continued migratory demand for the sub-region will spill over, providing a ready availability of residential and business space is available.

<sup>28</sup> For example, both the SmartGrowth Strategy 2023-2073 and sub-regional projections published by Tauranga City Council (Tauranga City Population and Dwelling Projection Review 2022 by City Planning & Growth Division, Tauranga City Council) were based on Statistics New Zealand's high growth scenario, while Western Bay of Plenty District Council's strategic assumptions for the 2024-2034 Long-Term Plan closely mirror Statistics New Zealand's medium growth scenario.

### 6.1.1 Megatrends will also influence projections

The Statistics New Zealand projections in section 6.2 aren't predictions – they are states of the world that could eventuate under certain births, deaths, and migration scenarios. Other external factors can impact projections. Megatrends are risks that have large, yet uncertain implications for economy and society.

Although Te Puke is expected to grow in line with Statistics New Zealand's high growth scenario, it is advised that other long-term megatrends are also considered. Megatrends that are foreseen and effectively mitigated may only have a limited impact on growth, but megatrends which catch people off-guard could dampen growth. Long-term megatrends relevant to the area include, but are not limited to:

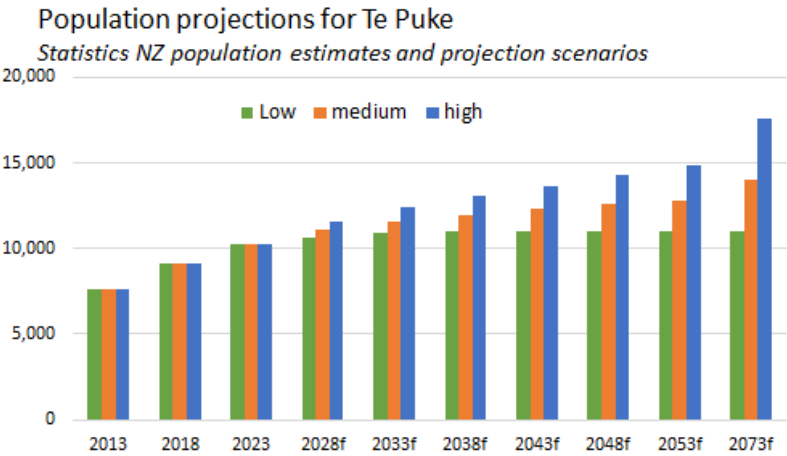
1. **The wellbeing economy.** No longer can higher GDP be the key goal – people, communities, and the environment are also crucial. These themes will transcend political cycles and are central to regional plans. Places that focus on quality of life are more likely to attract residents.
2. **The nature of work has changed.** Younger workers have different expectations of work and are more likely to prioritise lifestyle with remote working and fewer hours. Contracting is popular and the idea of a "job for life" is giving way to continuous learning, side projects, and career changes. Transferable skills matter, and traditional higher education models are under pressure.
3. **Older people are an increasingly large and willing part of the labour market.** People are working longer before they retire and managing this trend is a challenge for employers to make the most of their contribution. When older workers eventually retire, replacement demand for workers will rise and competition for young workers will intensify between regions.
4. **Technology acceleration.** Technology's accelerating capabilities, including automation and AI, are influencing many aspects of life. Technology can bring productivity benefits, but the transition will be tough on some workers and will focus on different skills. Opportunities exist for historically very manual industries, like agriculture, to adopt automation and smart technology.
5. **An expanding middle class in developing countries** has created new opportunities for exporters, particularly those who sell to countries such as China, India and other parts of Southeast Asia. As incomes in these countries rise, tastes and preferences are changing, which is lifting demand for the high-quality products that Te Puke and the rest of the Eastern Corridor is renowned for.
6. **Māori entrepreneurship** – Global appetite is rising for products whose provenance is backed by authentic indigenous stories and customary custodianship. Export sales by Māori authorities (businesses involved in the collective management of assets held by Māori) rose by 18% between 2017 and 2022. Exports by other Māori enterprises grew by 55% over the same period.
7. **Rising risks of nationalism on trade.** Shifting global dynamics have raised geo-political tensions – for example, the Ukraine invasion, the Israel-Hamas war, and US-UK air strikes on Houthis militants. Tensions are unlikely to go away, and exporters/importers are caught in the crossfire.
8. **Climate change and policy.** Climate change and the increasing frequency and severity of adverse weather events will increase costs and change the viability equation for different land uses. There will also be some costs and constraints that are imposed directly by government policy. Consumer demand patterns are also evolving, especially towards agriculture, which will likely favour farming methods which are sustainable and have a lower environmental impact.
9. **More careful management of freshwater** will challenge businesses. Regulatory frameworks for more controlled water use and stricter nutrient runoff rules may look different under different governments, but the general theme of more careful freshwater management will persist. Regulatory effects will be greater for intensive pastoral farming models than horticulture.
10. **Electrification** is experiencing fast growth, driven by improving technology and reduced adoption barriers. Environmental concerns and customer preferences for low-carbon solutions are also driving the shift. But electrification requires major infrastructural changes and storage solutions.

6.2 Summary of the three population projection scenarios

This subsection provides a high-level comparison of the three population projection scenarios (high, medium, and low). Subsequent subsections will then delve deeper into each scenario, including its triggers and what implications the scenario would have for housing demand and business land demand.

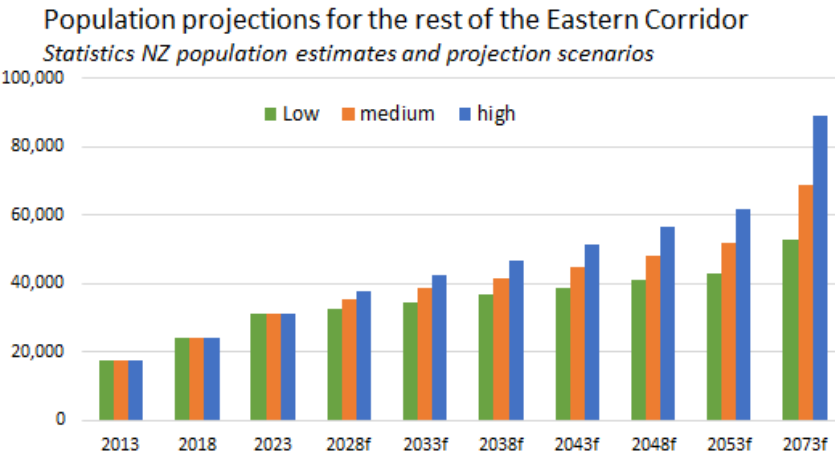
Te Puke’s population is projected to grow from 10,250 in 2023 to 14,900 in 2053 under a high scenario. Under a low scenario, with much lower-than-usual migration, Te Puke’s population would only creep up to 11,000 by 2053.

Graph 12



The rest of the Eastern Corridor’s population is anticipated to grow from 31,190 in 2023 to 61,800 in 2053 under a high scenario, while under a low scenario its population would only grow to 43,000 by 2053.

Graph 13



The following three subsections consider the high, medium, and low projection scenarios in detail.

6.2.1 High scenario detailed overview – SmartGrowth alignment

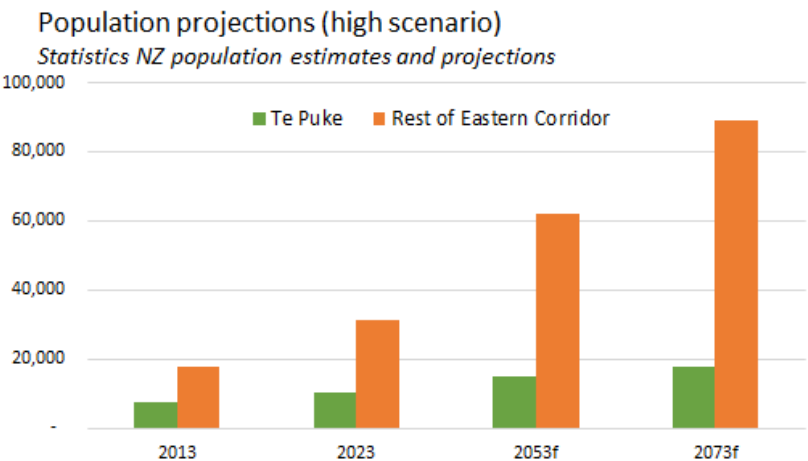
The high scenario is the most likely scenario for Te Puke over the long-term. Although the high scenario is ambitious, recent history shows rapid migration into Te Puke and its surrounds can occur with a ready availability of residential and industrial land, alongside investment in roading and other infrastructure.

The high scenario is consistent with modelling used in the SmartGrowth Strategy 2023-2073.

Under the high scenario, there would be another 4,650 people living in Te Puke by 2053, with an additional 30,610 people across the rest of the Eastern Corridor. In total, this would mean an additional 35,260 people living across the entire Eastern Corridor over the next 30 years<sup>29</sup>.

In 50 years’ time, under the high scenario there could be 65,160 more people than today, taking the entire Eastern Corridor’s population to 106,600.

Graph 14



At first blush, the scale of this population expansion might sound high, but it is relatively conservative compared to growth over the past decade.

Average annual population growth under the high scenario over the next 30 years is projected to be 1.3%pa in Te Puke and 2.3%pa across the rest of the Eastern Corridor, compared to average annual growth of 3.0%pa and 5.8%pa respectively over the past decade.

<sup>29</sup> The balance of growth between Te Puke and the rest of the Eastern Corridor is indicative only and could in practice shift between the two areas depending on the scale, location, and timing of residential developments.

Table 15

Population with projection - high scenario						
Statistics NZ estimated population and projections, alongside average % change (pa)						
Year	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	Population	Avg. % ch.	Population	Avg. % ch.	Population	Avg. % ch.
2013	7,650		17,780		165,300	
2018	9,130	3.6%	24,000	6.2%	195,500	3.4%
2023	10,250	2.3%	31,190	5.4%	222,600	2.6%
2028f	11,610	2.5%	37,960	4.0%	248,000	2.2%
2033f	12,400	1.3%	42,460	2.3%	266,300	1.4%
2038f	13,070	1.1%	46,920	2.0%	283,600	1.3%
2043f	13,680	0.9%	51,520	1.9%	300,600	1.2%
2048f	14,270	0.8%	56,430	1.8%	317,500	1.1%
2053f	14,900	0.9%	61,800	1.8%	335,300	1.1%
2073f	17,600	0.8%	89,000	1.8%	417,700	1.1%

Achieving the high scenario will require:

- **A strong local economy and job prospects:** maintaining population growth relies on the substantial ongoing migration into the Eastern Corridor from other parts of New Zealand and the world, especially given an aging demographic. In order to attract people, there will need to be good job opportunities locally and so businesses must be enabled to develop with sufficient industrial land.
- **High quality of life:** alongside economic opportunities, people consider intangible factors, such as social, cultural, and environmental factors, when choosing a place to live. Practicalities such as transport connections, telecommunications infrastructure, and schooling are also important criteria for moving.
- **Availability and affordability of housing:** These population projections are focused on demand, which means we assume there will be enough land and homes to accommodate the growing population. Any delays in infrastructure and housing development could act as a handbrake on growth over the long-term. If development of an Eastern Centre does not occur, and development in Te Tumu along the beach from Papamoa does not happen, then the high population growth scenario is unlikely to be achieved.
- **Balancing the needs of competing land users:** Population growth will increase competition for land with existing land users. There will be a need to use land efficiently in order to balance the demand from the horticultural sector for highly productive land, with demand for housing and industrial land needed to meet a growing population and businesses. Balancing these conflicting demands will require being very efficient with greenfields developments and being creative about the use of infill.

It is worth putting in perspective the Eastern Corridor's growth against the broader Tauranga-Western Bay sub-region. Under the high scenario the broader Tauranga-Western Bay sub-region is anticipated to attract population growth of 112,700 over the next 30 years. For Te Puke and the rest of the Eastern Corridor to achieve the high growth scenario, the area would only need to attract about 31% of the sub-region's population growth, which is approximately the Eastern Corridor's growth share from the past five years.

Any delays to residential development elsewhere in the sub-region, or more rapid progression of plans to develop an Eastern Centre township to the east of Te Puke could quickly swing a larger share of migratory flows into the Eastern Corridor. This observation is particularly relevant when one considers the convenience of the Eastern Link highway and significant local employment opportunities which will become available at the Rangiuru Business Park.

It is worth noting that population growth under a high scenario is also anticipated to persist further east of Te Puke and its surrounding areas.

Statistics New Zealand high population projections anticipate average population growth of 0.6%pa in Eastern Bay of Plenty<sup>30</sup> over the next 30 years and 0.8%pa growth in Rotorua.

Any population growth in these further afield areas that lifts demand for services from businesses in Te Puke or the Rangiuru Business Park will further reinforce the anticipated population trends expected for Te Puke and its surrounds under the high growth scenario.

#### *6.2.1.1. Implications of the high scenario for housing and business land demand*

Under the high scenario there would be demand for an extra 11,800 houses across Te Puke and the rest of the Eastern Corridor between 2023 and 2053, with a further 10,000 houses required between 2053 and 2073<sup>31</sup>.

To put meeting this housing demand in perspective, this would require approximately 393 homes per year to be added to the Eastern Corridor's housing stock over the next 30 years, which sits comfortably within the 470 new houses that have been consented each year on average over recent years.

Table 16

Housing demand under high scenario						
<i>Implied housing demand based on Statistics New Zealand's high population scenario</i>						
Time period	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	New dwellings	Avg. pa.	New dwellings	Avg. pa.	New dwellings	Avg. pa.
2023-2053	1,600	53	10,200	340	37,600	1,253
2053-2073	900	45	9,100	455	27,400	1,370
<b>Total (2023-73)</b>	<b>2,500</b>	<b>50</b>	<b>19,300</b>	<b>386</b>	<b>65,000</b>	<b>1,300</b>

The SmartGrowth Strategy 2023-2073 showed that space for 10,800 dwellings is currently allocated across proposed housing initiatives in the Eastern Corridor over the next 30 years, however, one third of these dwellings rely on 4,200 dwellings being made available in Te Tumu along the beach from Papamoa.

Anything that delays or inhibits the development of dwellings in Te Tumu or other significant parcels in other parts of the sub-region will accelerate the need for an Eastern Centre, which has tentatively been estimated in the SmartGrowth Strategy to provide 18,000 to 20,000 housing units.

<sup>30</sup> Eastern Bay of Plenty includes Whakatāne District, Ōpōtiki District, and Kawerau District

<sup>31</sup> Population projections were converted to housing demand using an average household size of 3.0 which Census 2018 showed was a typical household size for areas of new residential development in the sub-region.



Turning to the business land requirements under the high growth scenario requires firstly to estimate how much employment will need to be provisioned for.

Under the high population growth scenario, it is anticipated that 14,620 additional jobs will be needed locally within the Eastern Corridor over the next 30 years<sup>32</sup>. Around 180 hectares of business land needs to be developed across the Eastern Corridor between 2023 and 2053 to meet this demand<sup>33</sup>.

The employment projection of approximately 14,620 additional jobs would be equivalent to employment growth of around 2.7%pa over the next 30 years, which is conservative compared to the 4.9%pa average increase in industry demand for workers which has persisted over the past decade.

The amount of business land needed to support the additional job opportunities in the Eastern Corridor under the high population growth scenario is highly sensitive to both the types of industries attracted and to the site coverage which can be achieved. Some industries will require much more land than others for each worker<sup>34</sup>, while planning regulations and infrastructure requirements can significantly affect business land required to achieve certain building footprints.

The amount of available industrial land in the Eastern Corridor that is useable from a practical development perspective is tight and raises questions regarding if it will be sufficient to accommodate projected employment under the high scenario over the next 30 years. Although the Rangiuru Business Park has almost 150 hectares of land, there is only a further 30 to 40 hectares of useable industrially zoned land elsewhere around Te Puke<sup>35</sup>.

Table 17

Additional business land demand under high scenario						
<i>Additional business land needed, Statistics NZ's high population scenario &amp; author calculations</i>						
Time period	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	New jobs	Land (ha)	New jobs	Land (ha)	New jobs	Land (ha)
2023-2053	3,370	40	11,250	140	77,750	970
2053-2073	1,950	30	10,000	130	56,850	710
<b>Total (2023-73)</b>	<b>5,320</b>	<b>70</b>	<b>21,250</b>	<b>270</b>	<b>134,600</b>	<b>1,680</b>

<sup>32</sup> Population projections were converted into employment projections by assuming that workforce participation by the working age population persists at its current rate, and that the propensity of Eastern Corridor residents to commute to other parts of the Tauranga-Western Bay sub-region (and vice versa) remains the same. Any significant increases to workforce participation, or an increased reluctance to commute would increase the jobs needed to support the population growth projected under the high scenario.

<sup>33</sup> Business land demand has been estimated at 80 workers per hectare, which is an average across a typology mix ranging from commercial through to industrial applications. The calculation implicitly assumes that the site coverage of buildings represent about 40% of available business land, and there is 50 square metres of floor space per worker – both of these assumptions are consistent with previous studies (eg. Upper North Island Industrial Land Demand, 2015, Berl).

<sup>34</sup> For example, the Berl report in the previous footnote shows that average floor space per employee can range from under 20 square metres for finance/business services to 100+ square metres for transport/storage.

<sup>35</sup> Detailed feedback from Western Bay of Plenty Council staff has advised that most industrially-zoned land around Te Puke has already been built on and that much of the remaining greenfields industrial land is too expensive to develop due to natural hazards. Given fragmentation of what is practical to development, it is likely that only 30 to 40 hectares of economically viable greenfields industrial land is zoned around Te Puke.

If insufficient business land is available to meet industry needs, then there will be fewer job opportunities created than the 14,620 new jobs projected across the Eastern Corridor over the next 30 years. Any reduction to local job availability could limit population growth below what has been projected by Statistics New Zealand under its high growth scenario.

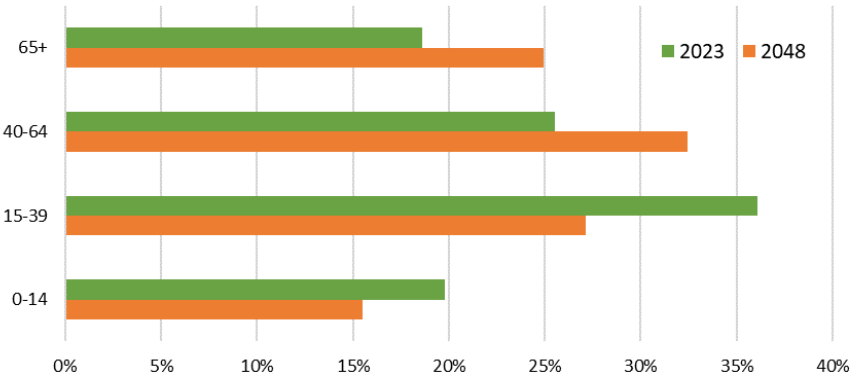
6.2.1.2. Implications of the high scenario for demographics

From a demographic perspective, there will still be an aging population in Te Puke and the rest of the Eastern Corridor under the high scenario. This aging population is reflective of a demographic shift that is happening across New Zealand and many parts of the world.

By 2048, under the high scenario, it is anticipated that 25% of Te Puke’s population will be aged over 65, while 23% of the population in the rest of the Eastern Corridor will be aged over 65. By comparison, these proportions are currently 18% and 15% respectively.

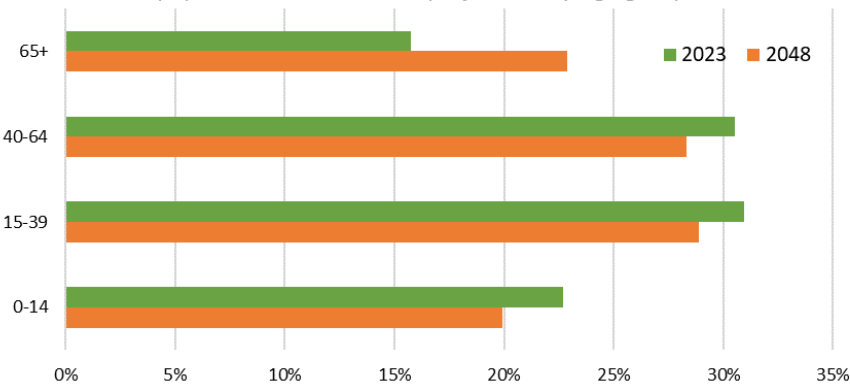
Graph 15<sup>36</sup>

Actual and projected age distribution in Te Puke (high)  
Statistics NZ population estimates and projections by age group



Graph 16

Actual and projected age: rest of Eastern Corridor (high)  
Statistics NZ population estimates and projections by age group



<sup>36</sup> These demographics are indicative only and could vary depending on the type of migrant attracted. The aging of the Eastern Corridor’s population will be less pronounced if it the area remains attractive to families.

### 6.2.2 Medium scenario

The medium scenario is less ambitious than the high growth scenario, and would occur if there was a significant slowdown of people moving into the Eastern Corridor.

Under the medium scenario an additional 23,160 people would be living across the entire Eastern Corridor in 30 years' time (2,550 in Te Puke and 20,610 elsewhere). This compares to an additional 35,260 people living across the entire Eastern Corridor in 30 years' time under the high scenario.

**Table 18**

Population with projection - medium scenario						
<i>Statistics NZ estimated population and projections, alongside average % change (pa)</i>						
Year	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	Population	Avg. % ch.	Population	Avg. % ch.	Population	Avg. % ch.
2013	7,650		17,780		165,300	
2018	9,130	3.6%	24,000	6.2%	195,500	3.4%
2023	10,250	2.3%	31,190	5.4%	222,600	2.6%
2028f	11,090	1.6%	35,200	2.4%	237,400	1.3%
2033f	11,600	0.9%	38,500	1.8%	249,900	1.0%
2038f	11,990	0.7%	41,690	1.6%	261,100	0.9%
2043f	12,300	0.5%	44,940	1.5%	271,400	0.8%
2048f	12,560	0.4%	48,230	1.4%	281,300	0.7%
2053f	12,800	0.4%	51,800	1.4%	291,500	0.7%
2073f	14,000	0.4%	68,800	1.4%	336,700	0.7%

Average annual population growth under the medium scenario over the next 30 years is projected to be 0.7%pa in Te Puke and 1.7%pa across the rest of the Eastern Corridor, compared to average annual growth of 1.3%pa and 2.3%pa respectively under the high scenario.

It is worth highlighting that the medium scenario is very conservative compared to historical population growth trends into Te Puke and the Eastern Corridor, which has averaged 3.0%pa and 5.8%pa respectively over the past decade.

The medium scenario would be driven by a lesser flow of people moving into the Eastern Corridor than under the high scenario. This could occur because of external macroeconomic factors that led to a generalised slowdown in migration across New Zealand, or local factors – such as a more sluggish development of residential and industrial land. An inability to fully adapt to or embrace certain megatrends, such as some of those listed in section 6.1.1, could also slow migration into Te Puke and its surrounds.

### 6.2.2.1. Medium scenario implications for housing and business land demand

Under the medium scenario, there would be demand for an extra 7,800 houses across Te Puke and the rest of the Eastern Corridor between 2023 and 2053, which is less than the 11,800 projected homes under the high scenario.

Table 19

Housing demand under medium scenario <i>Implied housing demand based on Statistics New Zealand's medium population scenario</i>						
Time period	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	New homes	Avg. pa.	New homes	Avg. pa.	New homes	Avg. pa.
2023-2053	900	30	6,900	230	23,000	767
2053-2073	400	20	5,600	280	15,000	750
<b>Total (2023-73)</b>	<b>1,300</b>	<b>26</b>	<b>12,500</b>	<b>250</b>	<b>38,000</b>	<b>760</b>

Turning to the business land and jobs needed to support population growth under the medium scenario:

Under the medium growth scenario, it is anticipated that 9,430 additional jobs and 110 hectares of business land would be needed locally within the Eastern Corridor over the next 30 years. This compares to 14,620 jobs and 180 hectares of land under the high scenario.

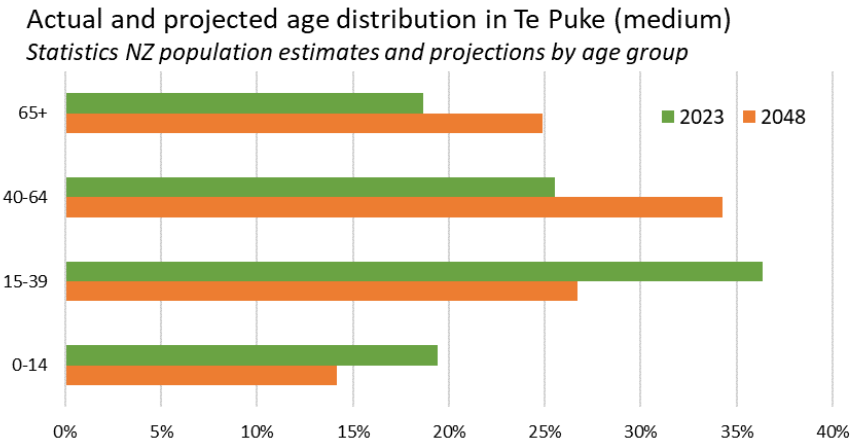
Table 20

Additional business land demand under medium scenario <i>Additional business land needed, Statistics NZ's medium population scenario &amp; author calculations</i>						
Time period	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	New jobs	Land (ha)	New jobs	Land (ha)	New jobs	Land (ha)
2023-2053	3,370	40	11,250	140	77,750	970
2053-2073	1,950	30	10,000	130	56,850	710
<b>Total (2023-73)</b>	<b>5,320</b>	<b>70</b>	<b>21,250</b>	<b>270</b>	<b>134,600</b>	<b>1,680</b>

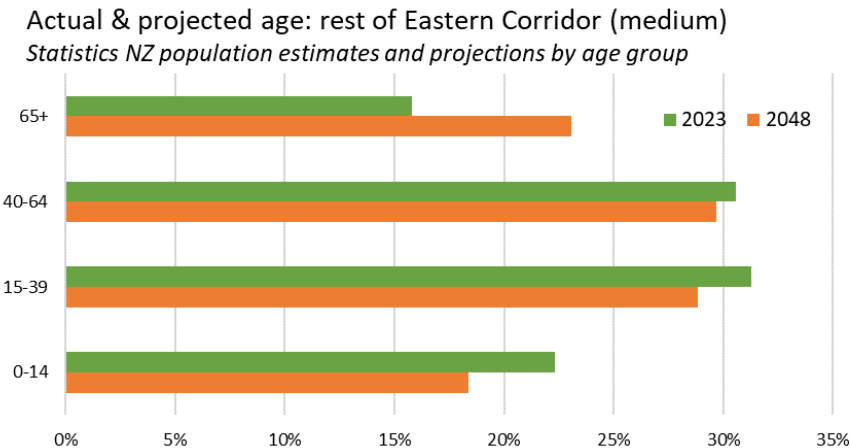
### 6.2.2.2. Implications of the medium scenario for demographics

The population will age at a similar rate under the medium scenario as the high scenario. Statistics New Zealand has assumed under the medium scenario that a subtle reduction to migration inflows, will be balanced by a local population that is aging anyway.

Graph 17



Graph 18



### 6.2.3 Low scenario

This low scenario puts forward a conservative state of the world for if only minimal net migration occurs.

Given the degree of stagnation assumed within Statistics New Zealand's low scenario, such a scenario would be less likely to be driven by a planning failure, such as minimal shortages of housing or business land. Instead the low scenario would be more likely to occur if there was a major structure shift that severely affected the local economy.

An example of a negative structural shift could be a major shock to a key sector such as agriculture, which is vulnerable to both natural hazards (e.g. extreme weather) and biosecurity (e.g. a horticultural disease or pest).

Unexpected behavioural shifts in live or work patterns could also play a role. While cities traditionally appealed to working professionals for the career, social, and lifestyle benefits, changes in preferences among successive generations have influenced migration. Presently these changes are favouring the regions, but if younger generations do not find the regions as appealing as their parents did, then it could affect population growth in an area like Te Puke significantly.

The low scenario isn't a prediction, but an important planning tool. It is a possible (though less likely based on current patterns) scenario for Te Puke and the Eastern Corridor in the future.

Under the low scenario an additional 12,560 people would be living across the entire Eastern Corridor in 30 years' time (750 in Te Puke and 11,810 elsewhere). This compares to an additional 35,260 people living across the entire Eastern Corridor in 30 years' time under the high scenario.

**Table 21**

Population with projection - low scenario						
Statistics NZ estimated population and projections, alongside average % change (pa)						
Year	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	Population	Avg. % ch.	Population	Avg. % ch.	Population	Avg. % ch.
2013	7,650		17,780		165,300	
2018	9,130	3.6%	24,000	6.2%	195,500	3.4%
2023	10,250	2.3%	31,190	5.4%	222,600	2.6%
2028f	10,590	0.7%	32,480	0.8%	226,800	0.4%
2033f	10,870	0.5%	34,710	1.3%	233,600	0.6%
2038f	11,000	0.2%	36,790	1.2%	238,900	0.4%
2043f	11,050	0.1%	38,830	1.1%	243,000	0.3%
2048f	11,030	0.0%	40,870	1.0%	246,100	0.3%
2053f	11,000	-0.1%	43,000	1.0%	249,300	0.3%
2073f	11,000	0.0%	52,800	1.0%	262,500	0.3%

### 6.2.3.1. Low scenario implications for housing and business land demand

Under the low scenario there would be demand for an extra 4,200 houses across Te Puke and the rest of the Eastern Corridor between 2023 and 2053, which is less than the 11,800 projected homes under the high scenario.

Table 22

Housing demand under low scenario <i>Implied housing demand based on Statistics New Zealand's low population scenario</i>						
Time period	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	New homes	Avg. pa.	New homes	Avg. pa.	New homes	Avg. pa.
2023-2053	300	10	3,900	130	8,900	297
2053-2073	0	0	3,300	165	4,400	220
<b>Total (2023-73)</b>	<b>300</b>	<b>6</b>	<b>7,200</b>	<b>144</b>	<b>13,300</b>	<b>266</b>

Turning to the business land and jobs needed to support population growth under the low scenario:

Under the low growth scenario, it is anticipated that 4,880 additional jobs and 60 hectares of business land would be needed locally within the Eastern Corridor over the next 30 years. This compares to 14,620 jobs and 180 hectares of land under the high scenario.

Table 23

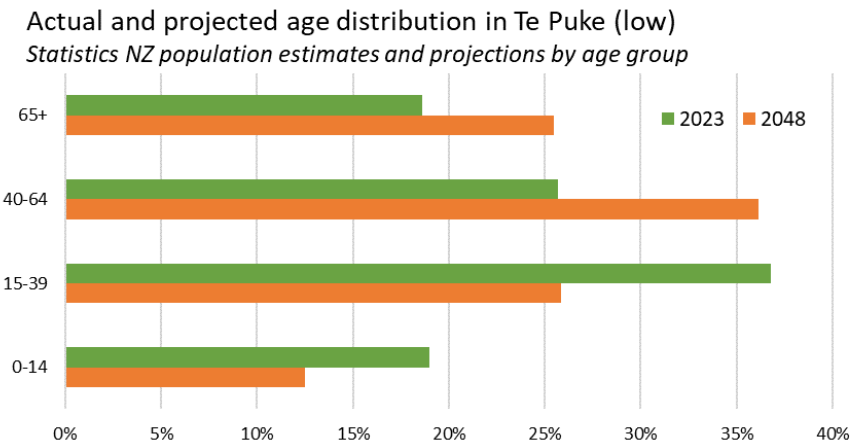
Additional business land demand under low scenario <i>Additional business land needed, Statistics NZ's low population scenario &amp; author calculations</i>						
Time period	Te Puke		Rest of Eastern Corridor		Tauranga-Western Bay	
	New jobs	Land (ha)	New jobs	Land (ha)	New jobs	Land (ha)
2023-2053	540	10	4,340	50	18,420	230
2053-2073	0	0	3,610	50	9,110	110
<b>Total (2023-73)</b>	<b>540</b>	<b>10</b>	<b>7,950</b>	<b>100</b>	<b>27,530</b>	<b>340</b>

### 6.2.3.2. Implications of the low scenario for demographics

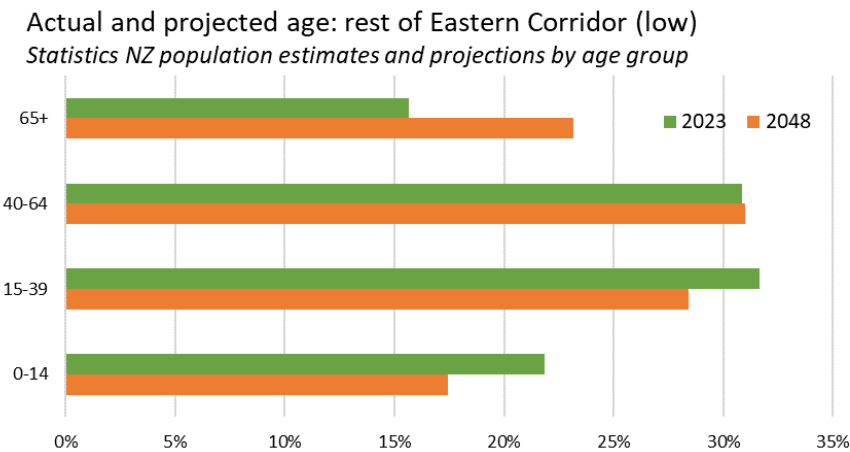
A similar aging to the population will occur under the low scenario as the high scenario. Statistics New Zealand has assumed under the low scenario that a sharp reduction to migration inflows of an older-than-usual migration, will be balanced by a local population that is aging anyway. The only notable difference is a sharper reduction of youth, which does not bode well for the workforce needs of industry, particularly in an environment where migratory inflows were reduced.



Graph 19



Graph 20



## 7 Challenges and opportunities for Te Puke

This section summarises some of the economic and social challenges and opportunities identified throughout the data presented in this report. These challenges and opportunities are a starting point that can be further cross-checked and validated with stakeholders during subsequent planning processes.

**Table 24** – Summary of opportunities and challenges for Te Puke and its surrounds

Challenges	Opportunities
<ul style="list-style-type: none"> <li>Supporting high growth in Te Puke and the Eastern Corridor requires adequate and appropriately zoned land for homes and businesses, alongside new infrastructure.</li> <li>Competition for land will rise between land users (eg. highly productive land for horticulture, industrial, and housing). Balancing conflicting demands requires being efficient with greenfield developments and being creative about the use of infill.</li> <li>Natural hazards (eg. flooding, sea level rise, liquefaction risk) can mean it is impractical to develop some land already zoned for use.</li> <li>Industrial land beyond Rangiuru Business Park is thin. Rangiuru is big, but demand for industrial land under a high growth scenario is large relative to the Park's capacity.</li> <li>High growth is the most likely scenario, but this outcome relies on attracting migrants. Even with sufficient housing, there are still risks from unexpected megatrends or events that severely affected the local economy.</li> <li>Affordable housing is a necessary drawcard – Te Puke house prices rose from \$285,000 in 2013 to \$715,000 in 2023, but remain below the Tauranga-Western Bay average (\$1.04m).</li> <li>Despite rapid employment growth there is still relatively higher unemployment in Te Puke and its surrounds than in Tauranga.</li> <li>Rapid population growth in small and new communities can challenge cohesion. Fostering connections (social and economic) is crucial to retain and support new residents.</li> <li>Many new residents retain jobs in Tauranga – much of their daily lives occur outside Te Puke. More and better local jobs (eg. in the Rangiuru Business Park) will help offset this.</li> <li>Te Puke residents are less likely to have a qualification. Lower educational outcomes are reflected in lower wages.</li> <li>Te Puke's population will age, even under a high scenario. An aging population reflects a demographic shift across the world.</li> </ul>	<ul style="list-style-type: none"> <li>Recent history shows rapid migration into Te Puke and the Eastern Corridor will occur when there is a ready availability of residential and industrial land, alongside infrastructure investment.</li> <li>Anything that inhibits the future development of dwellings in Te Tumu or other parts of the sub-region will accelerate the need for an Eastern Centre.</li> <li>Robust business and employment expansion shows a healthy entrepreneurial environment within Te Puke and its surrounds.</li> <li>The creation of high-quality jobs within the Rangiuru Business Park will boost opportunities for well-remunerated employment and diversify manufacturing and innovation capacity.</li> <li>Horticulture is better placed than pastoral farming to lift its value add by tapping into an increased preference of consumers towards lower impact models and future foods.</li> <li>Growing appetite among trade partners to buy goods whose provenance is underpinned by Māori culture and entrepreneurship.</li> <li>Fostering transferable skills and lifelong learning will support adopting automation, particularly in rural areas and in industry.</li> <li>A growing Eastern Bay of Plenty has spillover demand for services from Te Puke businesses (and in the new Rangiuru Business Park).</li> <li>Population growth in newly developed areas has a predominance of families with children. Modern communities can offer a high standard of living and help retain workers.</li> <li>Opportunities for the rural sector to better connect and recruit from rising populations that live nearby within expanding townships.</li> <li>Te Puke has a higher share of working age population (15-64 years) than nearby areas.</li> <li>Opportunity to improve employment pathways for youth, particularly Māori, who have a high youth population proportion.</li> </ul>

## 8 Concluding remarks

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Te Puke's population expanded by 2,600 people since 2013 at an average annual growth rate of 3.0%pa, while the population across the rest of the Eastern Corridor rose an even larger 13,410 people over the same period at an average growth rate of 5.8%pa.

This rapid growth in population has not only been fuelled by an increase in local job opportunities, but the widespread availability of housing, coupled with much improved transport linkages, has also encouraged a cohort of commuters into the area.

The reality is that the Eastern Corridor sits right in the middle of a high growth area. Te Puke and the rest of the Eastern Corridor absorbed just over one quarter (28%) of the 57,300-person population growth which occurred across the Tauranga-Western Bay sub-region over the past decade.

The appeal of the sub-region compared to many other parts of New Zealand is anticipated to continue. Under Statistics New Zealand's high growth scenario, which is the scenario leaned on by key decision makers as part of the SmartGrowth Strategy (2023-2073), there is an expectation that the Tauranga-Western Bay sub-region will attract population growth of 112,700 over the 30 years to 2053.

Closer analysis of the Eastern Corridor's expected share of this population growth suggests there could be another 4,650 people living in Te Puke by 2053, with an additional 30,610 people across the rest of the Eastern Corridor. In total, this could mean an additional 35,260 people living across the entire Eastern Corridor over the next 30 years.

Such a scenario would require almost 11,000 additional homes to be constructed in Te Puke and the rest of the Eastern Corridor. At first blush, there appears to be sufficient available land for housing in the pipeline to satisfy this projected demand, but closer analysis shows that much of this is based on an expectation that Papamoa is further developed to extend into Te Tumu. The reality is the potential development of Te Tumu is highly uncertain and anything that delays or inhibits the development of dwellings there or on other significant parcels across the sub-region will accelerate the need for an Eastern Centre.

The almost 150-hectare Rangiuru Business Park to the east of Te Puke is rapidly taking shape and will lead to a sharp increase in demand for staff by businesses who choose to locate there. Given these anticipated local job opportunities, coupled with a high demand for housing across the sub-region, it would be sensible to further establish plans and the feasibility of developing an Eastern Centre.

