

KAWERAU DISTRICT COUNCIL

**REGIONAL GROWTH ADVANTAGE
STRATEGY**

PART TWO

APPENDICES

November 2005

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CONSULTANTS

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APPENDIX I

ORGANISATIONS WHO PROVIDED INPUT & INTERVIEWS

Kawerau Enterprise Agency

NZ Trade and Enterprise

Grey Power

Housing New Zealand

Mighty River Power

Kawerau Business Association

Lyn Hartley

Norske Skog

Tourism BOP

APPENDIX II

INTERVIEW QUESTIONS

1. Coastal BOP especially the Tauranga and Whakatane areas are growing quite quickly. The 50 year SmartGrowth strategy envisages a new 120 hectare business park at Rangiuru and a completed Tauranga Eastern Arterial between Paengaroa and the City by 2010. What are the advantages of this growth and improved roading network for Kawerau residents?
2. Kawerau is 55 kms from Rotorua, 75 kms from Te Puke, 100 kms from Tauranga, 35 kms from Whakatane. What do each of these centres offer Kawerau on the longer term from an employment shopping and any other perspective?
3. What are the advantages Kawerau offers as a lifestyle location? How can these be improved?
4. KDC is keen to encourage investment in Kawerau's residential sector together. What are the possibilities here?
5. In the future given house prices, people may not always work and live in the same place. Is it realistic for someone to work in the western BOP e.g. Te Puke and live in Kawerau?
6. What do you see as future business investment possibilities for the District?
7. What Kawerau services are either missing or need to be upgraded to support an increased population?
8. From your perspective what is the best way of promoting the lifestyle advantages of Kawerau to a wider NZ audience?
9. What is the role of the Council in implementing a growth advantages strategy? Who else should it work with and how should we measure success?
10. Any other issues you wish to raise.

APPENDIX III

COMMUNITY PROFILE: KAWERAU DISTRICT

Kawerau District Community Profile - Source Statistics NZ

Population

At the 2001 [Census of Population and Dwellings](#):

The census [usually resident population count](#) for Kawerau District¹ was 6,975, a change of -10.9 percent since 1996.

In comparison, the population for New Zealand as a whole has changed by 3.3 percent since 1996.

Numbers of people counted

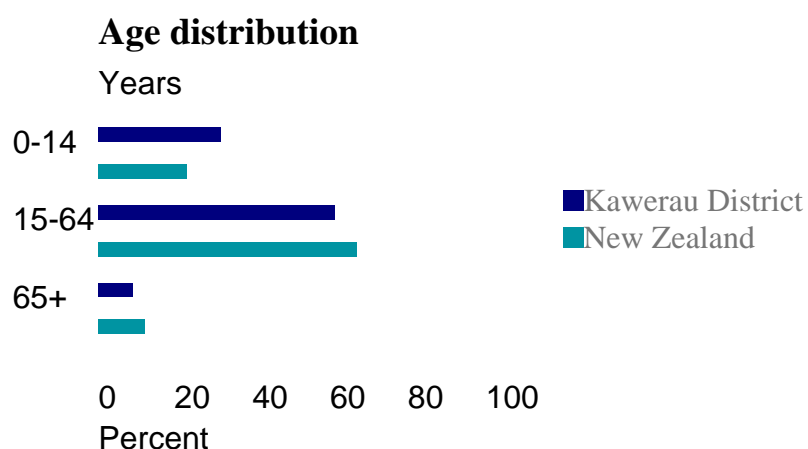
	Kawerau District New Zealand	
Males	3,486	1,823,007
Females	3,492	1,914,273
Total	6,975	3,737,277
Change since 1996 Census	-852	118,974

¹The area used for this profile is based on Statistics New Zealand's [territorial authority](#).

Age profile

At the 2001 Census:

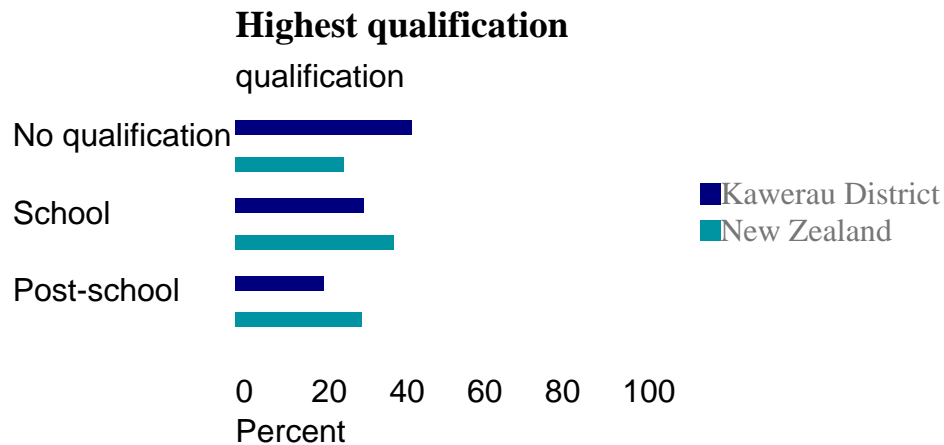
- 31.3 percent of people in Kawerau District were under the age of 15 years, compared with 22.7 percent for all of New Zealand.
- 9.2 percent of people in Kawerau District were aged 65 years and over compared with 12.1 percent for all of New Zealand.



Education

At the 2001 Census:

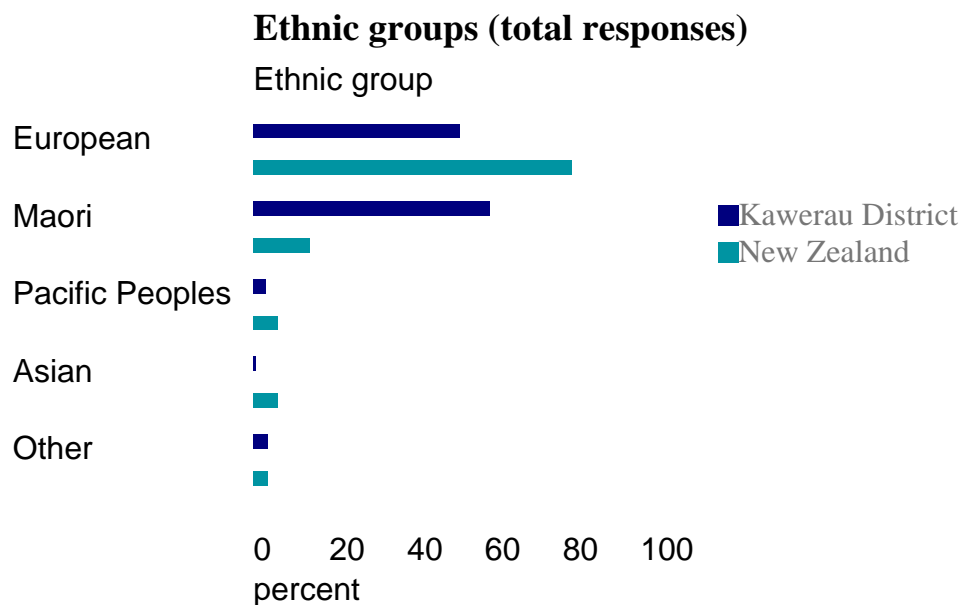
- 22.5 percent of people aged 15 years and over in Kawerau District had a [post-school qualification](#), compared with 32.2 percent for New Zealand as a whole.



Ethnic groups (total responses)

At the 2001 Census:

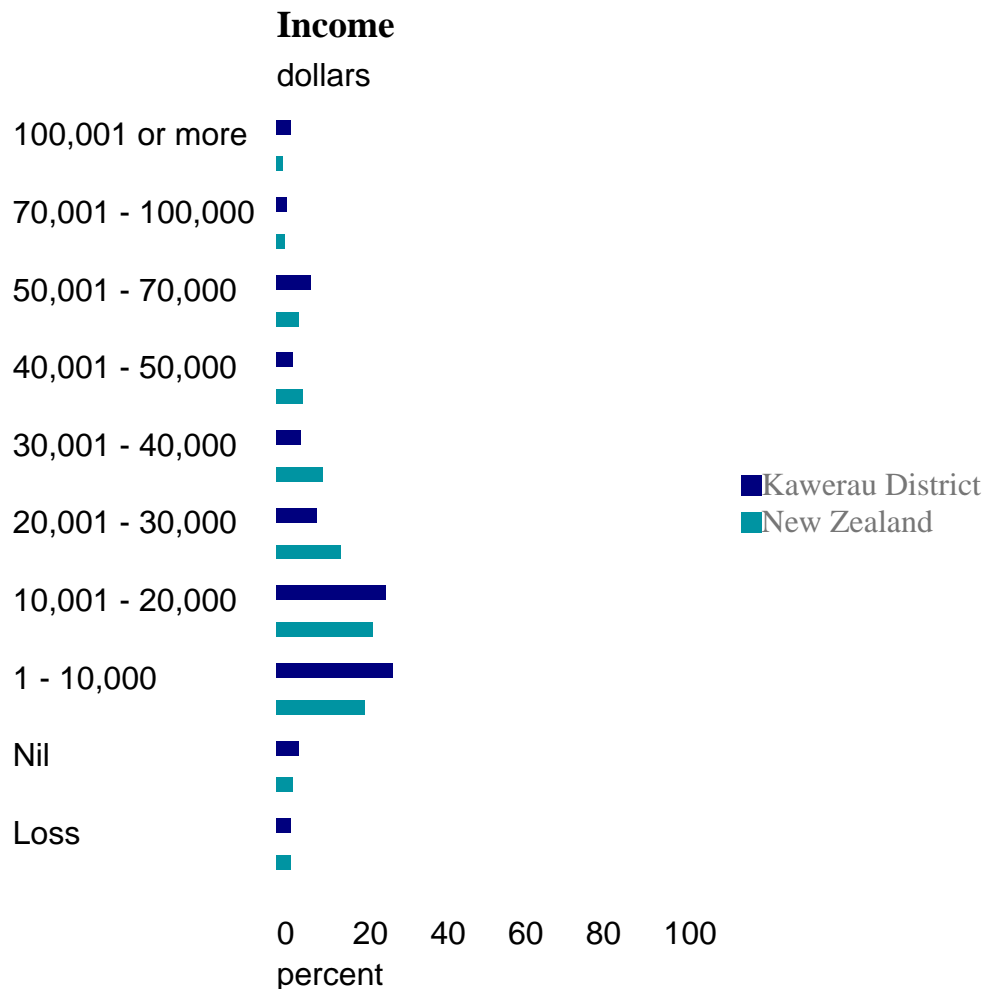
- 52.4 percent of people in Kawerau District said they belong to the European [ethnic group](#), compared with 80.1 percent for all of New Zealand.



Income

At the 2001 Census:

- The median [income](#) of people in Kawerau District is \$13,500, compared with \$18,500 for all of New Zealand.



Employment

At the 2001 Census:

- The [unemployment rate](#) in Kawerau District was 19.3 percent, compared with 7.5 percent for all of New Zealand.
- The most popular [occupational group](#) in Kawerau District was Plant and Machine Operators and Assemblers (22.9 percent). The most popular occupational group for New Zealand as a whole was Service and Sales Workers (14.8 percent).

Families

At the 2001 Census:

- There were 1,785 [families](#) in Kawerau District.

Family type

	Kawerau District New Zealand	
Couples with child(ren)	37.0%	42.1%
Couples without children	31.4%	39.0%
One parent with child(ren)	31.6%	18.9%

Households

At the 2001 Census:

- The average [household](#) size in Kawerau District was 2.9 people, compared with 2.7 for all of New Zealand.
- 89.1 percent of households in Kawerau District had access to a telephone, compared with 96.3 percent for all of New Zealand.
- 25.8 percent of households in Kawerau District had access to the internet, compared with 37.4 percent for all of New Zealand.
- 86.0 percent of households in Kawerau District had access to a motor vehicle, compared with 89.9 percent for the whole of New Zealand.

- There were 2,313 [households](#) in Kawerau District.
- For dwellings that were rented, the average weekly rent paid for [permanent private dwellings](#) in Kawerau District was \$120, compared with \$174 for New Zealand as a whole.
- 69.9 percent of dwellings in Kawerau District were owned with or without a mortgage, compared with 67.8 percent for all of New Zealand.

Information from data collected in the 2001 [Household Expenditure Survey](#) shows that:

- The total average annual spending for households in Kawerau District was \$36,094 compared with \$43,682 for the whole of New Zealand.

Average annual household spending for select groups

	Kawerau District	New Zealand
Food	\$6,042	\$7,004
Housing	\$8,098	\$10,159
Housing Operation	\$5,067	\$5,472
Transportation	\$5,900	\$7,358

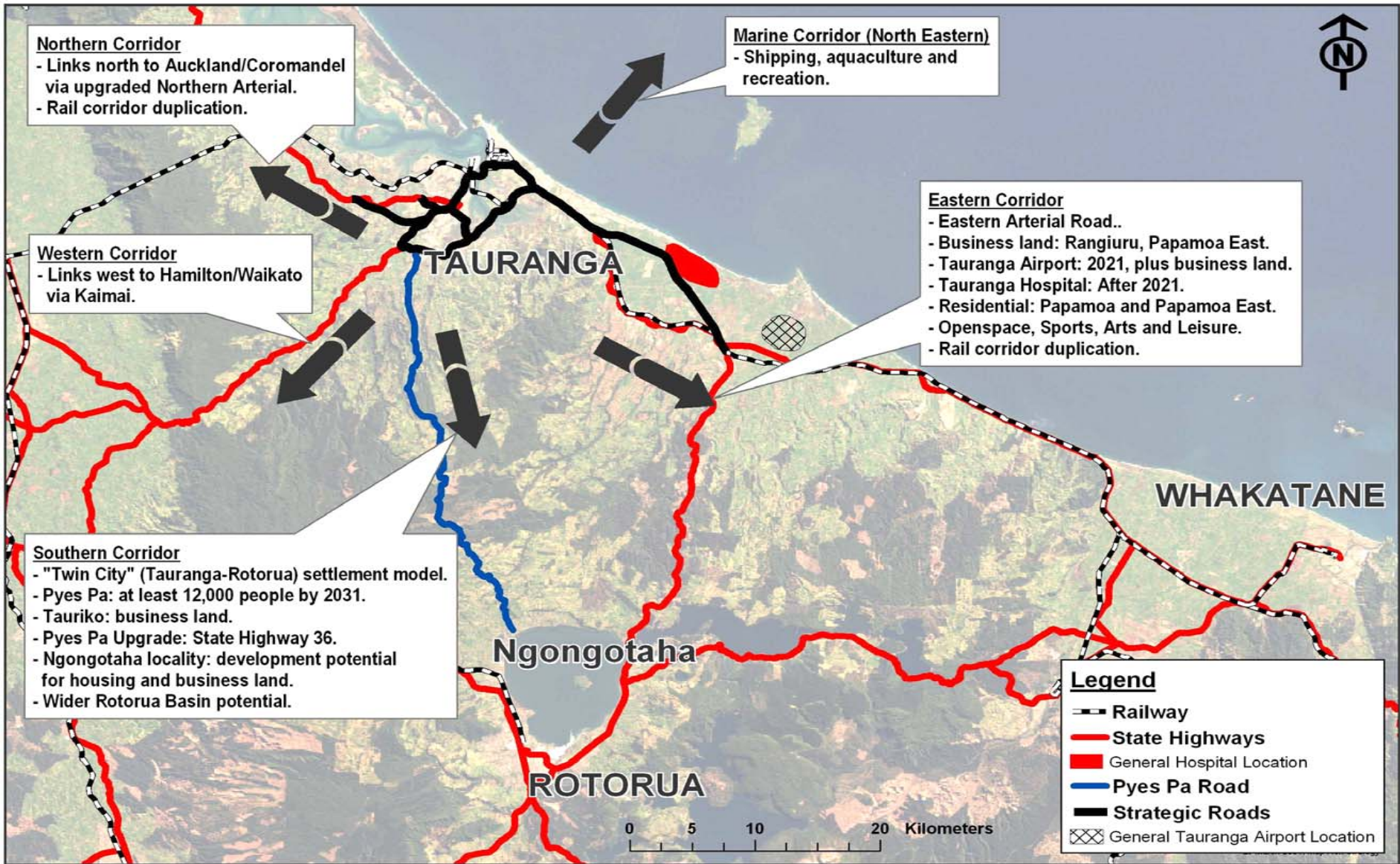
Business

In 2002:

- There were 287 [business locations](#) (geographic units) in Kawerau District compared with 309,749 for all of New Zealand.

APPENDIX IV

SMARTGROWTH: GROWTH CORRIDORS



November 2005

APPENDIX V

TRANSPORT FUNDING

Transport Funding

The funding package includes additional Government funding of \$150 million (excl GST) over ten years to be spent on Bay of Plenty land transport:

- Addressing congestion
- Improving access and safety through investment in strategic roading
- Passenger transport
- Transport demand management (TDM)
- Walking and cycling

The funds are programmed to be available from next year and will be concentrated in the four years from 2008/09. The following tables set out the distribution of the Crown Grant over the next 10 years.

The top investment priorities are:

- The eastern corridor, bypassing Te Puke and servicing the growing urban development towards Papamoa and Rangiuru
- Enhanced public transport, to provide a base for increased patronage in Rotorua and Tauranga
- Transport demand management for walking and cycling and also business and school travel plans, and;
- Further progress on key arterial routes, enhancing local roads, providing route security in the eastern Bay of Plenty and further road safety improvements.

Importantly, some of this additional investment (in local roads, passenger transport TDM, and walking and cycling) will require Environment BOP and Bay of Plenty territorial authorities to raise rates to meet the local share requirements under Land Transport New Zealand's Financial Assistance Rate policy.

• **Report Recommendations to Cabinet**

The following recommendations were made to Cabinet as part of the funding report:

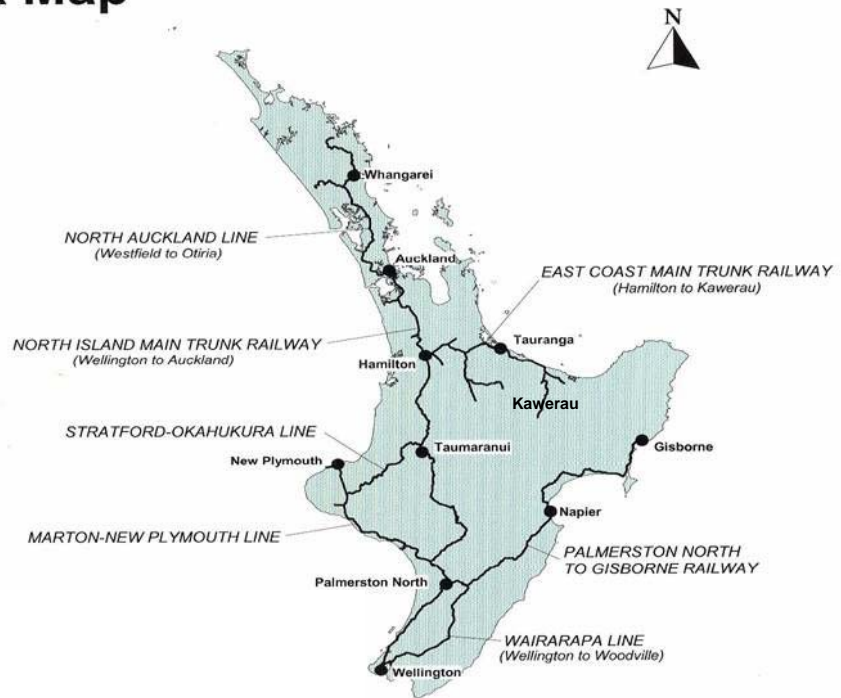
- That urban centres in Bay of Plenty (Tauranga in particular) require additional investment in passenger transport to provide improved access and provide a better base for a higher mode share into the future (in the short-term the gains will be limited by factors such as low urban densities);

- That other current land transport issues in Bay of Plenty include the high severity of accidents, route security (closure of routes, often due to storm events) and low walking and cycling mode share in urban areas;
- That tolling of specific projects in the Bay of Plenty region would provide additional revenue and may help optimise the efficiency of the roading network, but further investigation planned by Transit New Zealand needs to be completed;
- That some of this additional investment (in local roads, passenger transport TDM, and walking and cycling) will require EBOP and Bay of Plenty territorial authorities to raise rates to meet the local share requirements under Land Transport New Zealand's Financial Assistance Rate policy;
- That the Bay of Plenty transport package will need to be ratified by full councils and rates increases included in Long-Term Council Community Plans.

APPENDIX VI

RAIL NETWORK

Network Map



APPENDIX VII

COMMUNITY OUTCOMES

Community Outcomes

Clean, accessible, respected environment

Where

- Natural resources (water, land, air, flora, fauna and habitat) are protected and conserved
- Cultural heritage, values and sites are recognised and protected
- Development is planned, managed and controlled
- Waste is managed comprehensively
- Renewable resources are utilised
- The community is educated and involved in environmental care
- Environmental parks, reserves and recreational facilities are enhanced
- Environmental legislation is actively enforced

Strong and prosperous economy aligned to community values

Where

- Good employment opportunities are available for all
- New businesses are actively encouraged and supported
- Existing businesses and added value businesses are further developed
- Regional assets (tourism, horticulture, aquaculture, forestry) are developed collaboratively
- Regional and national funding for new initiatives and infrastructure is easily accessible
- Economic growth is balanced with social and environmental responsibility

Focused community leadership and governance

Where

- There is a clear, progressive and well communicated vision
- Councils, agencies and central government work together to achieve the Outcomes
- Plans deliver sustainable growth
- Councils and the community work in partnership
- All sectors of the community are consulted, involved and treated equally
- Community leaders are dynamic and visible
- Leadership is strategically, tactically and financially astute
- Local solutions are found for local issues
- Regulations are user friendly and easy to understand

Education and training opportunities for all

Where

- Affordable, quality education meets the District's needs for all ages
- Participation in learning is encouraged and opportunities are available for all

- Education and training is in place to support economic growth
- Education values our cultural heritage and promotes cultural awareness
- Young people are prepared for, and supported to, find meaningful employment
- Local education services are integrated and rationalised

Safe, caring, communities

Where

- People live without fear of crime, family violence and trauma
- Drug, alcohol and gambling abuse are eliminated
- People respect and care for themselves, others and the environment
- Communities help themselves
- Diversity is valued and strong bonds exist between different cultures, genders and ages
- Youth have a purpose and gain from, and contribute to, the community
- Community values are preserved

Healthy people and housing

Where

- There are planned and managed local health programmes and facilities for all
- Quality preventative, primary and secondary health care is accessible to all
- Proactive and appropriate support is in place for the disadvantaged, disabled and those who need it
- Appropriate, affordable housing is available for all
- Initiatives are in place to encourage self sufficiency in housing

Reliable and affordable infrastructure

Where

- Roading in all areas is safe, reliable and sensitive to pedestrians and bikes
- Air, rail and sea links are maintained and developed
- Communication technology is available in the District (mobile coverage and fast internet access)
- Public transport is available throughout the Bay of Plenty
- Infrastructure and public transport ensures convenience not congestion
- Councils work collaboratively to develop infrastructure assets (e.g. drainage and sewerage)
- Infrastructure is aesthetically designed
- Infrastructure development supports economic and environmental development (e.g. cycle tracks, walkways and public toilets)
- Infrastructure is affordable and designed to withstand natural disasters
- Civil defence planning and management is transparent and inclusive

Diverse, creative and vital communities

Where

- All cultures and the history of the region is celebrated, recognised, promoted and valued
- Facilities are in place to accommodate a wide range of sport and recreational activities
- Funding opportunities for art and recreation development are accessed
- The region is developed as an events centre to support economic growth

Continued Independence and Viability

Where

- The Kawerau District retains its independence
- Kawerau remains a financially viable District

APPENDIX VIII

FUTURE GROWTH PATTERNS

BAY OF PLENTY REGION

APPENDIX IX

INPUT & INTERVIEW SUMMARY

SUMMARY: INTERVIEW RESPONSES

1. Coastal BOP especially the Tauranga and Whakatane areas are growing quite quickly. The 50 year SmartGrowth strategy envisages a new 120 hectare business part at Rangiuuru and a completed Tauranga Eastern Arterial between Paengaroa and the City by 2010. What are the advantages of this growth and improved roading network for Kawerau residents?

- Probably use Tauranga facilities and services to greater degree as road improves
- Employment of residents in seasonal work
- Access to health services, specialists in Tauranga
- Employment opportunities and increasing ease of commuting to Kawerau for employment and vice versa
- Access to education services/ facilities
- Rapid travel to & from work and home
- Quicker access to other main centres, airports, ports
- Areas are within commuting distance to Kawerau
- Attracting more industry to area
- Population growth as people move away from stress and hassle to our relaxed environment
- Availability of a wider pool of staff for vacancies
- Attraction and retention of good staff
- More work opportunities for locals
- New business opportunities for Kawerau- More wood processing capability within easy reach

2. Kawerau is 55 kms from Rotorua, 75 kms from Te Puke, 100 kms from Tauranga, 35 kms from Whakatane. What do each of these centres offer Kawerau on the longer term from an employment shopping and any other perspective?

- Within reach of retail shopping, easy transport to family, friends, social e.g. art and movies
- Not many Kawerau people travel to Tga to work, more vice versa.
- Close to Rangiuuru freezing works
- Seasonal employment in ag/hort e.g. kiwifruit
- Airports, port, hospitals, entertainment, family connections, art and culture etc
- Industrial support for the businesses in and around Kawerau

3. What are the advantages Kawerau offers as a lifestyle location? How can these be improved?

- Affordable land and housing
- Central location
- Easy and relaxed lifestyle
- Good reserves and walking opportunities.
- Good community spirit.
- Good health, services/facilities cultural and social.
- Proximity to bush, river, lake for outdoor recreation
- Affordable housing allows people to cash up, buy house and have money in bank.
- Clean, green, attractive rural town with high summer temperatures, close to natural resources e.g. lakes, walks, mountain biking tracks
- Friendly community
- Modern infrastructure and good drainage
- Helpful Council- fast tracking of permits, consents etc
- 24/7 Industrial town so work opportunities for engineering staff
- Opportunities for new service development e.g. healthcare for both old and young
- Established industrial base
- Location of several international companies
- 60% Maori population with a strong cultural base
- Supportive Industry
- Established Business networks
- Incentives for new business

4. KDC is keen to encourage investment in Kawerau's residential sector together. What are the possibilities here?

- Market will take care of houses
- Already happening with people living in town and commuting to work
- Good town planning
- Town built to accommodate a much larger population
- Capped rates at \$2000
- Free domestic water (green gardens).
- Larger sections and plenty of room for new buildings
- Developed infrastructure
- Improved local transport e.g. buses, taxis
- More purpose built accommodation e.g. units/flats for pensioners
- Need to spruce up and improve presentation of existing housing stock including private sector rental accommodation
- Opportunities through collaboration by public agencies and private sector

5. In the future given house prices, people may not always work and live in the same place. Is it realistic for someone to work in the western BOP e.g. Te Puke and live in Kawerau?

- Yes

6. What do you see as future business investment possibilities for the District?

- Eco/cultural tourism
- More business promotion by KEA
- More industrial land required
- Use of Geothermal energy – power and other uses
- Investment by Tangata Whenua
- Tourism based on Maori culture, outdoor recreation
- Venue for sport training.
- Services for older population and young Maori
- Growth in MaintainNZ as a teaching facility
- Diversification of industry to service export markets and to remove reliance on Mill
- Geothermal business opportunities
- Tourism – forestry and heritage
- Regular, efficient rail services – 6 per day to the Mt.
- Maori economic development following investment from Treaty Settlement
- Further investment in the Mill sites but some continued downsizing
- Event Management of existing events to attract a wider following
- Industry to attract and retain young people
- Increased accommodation for visitors e.g. backpackers and 4*, 5* facilities
- Low priced industrial land
- Well-established industrial and servicing infrastructure originally based on significant wood processing activities
- Conference facilities
- Developing training establishment with MaintainNZ.

7. What Kawerau services are either missing or need to be upgraded to support an increased population?

- Need for restaurant/ café to eat at night
- More shopping opportunities to provide for local needs- Boutique style shops, large format retails

- Lack of transport services- need for taxi service and improved bus service
- Picture theatre.
- Healthcare e.g. fully integrated Medical Centre
- Increased hours by Chemist
- More tourist/ visitor/ sport training accommodation and support services
- Better use of existing facilities e.g. Recreation Centre
- Funeral Director
- Tourism Attractions,

8. From your perspective what is the best way of promoting the lifestyle advantages of Kawerau to a wider NZ audience?

- Positive media stories
- Promotion of events and facilities
- Tourism attractions
- Lifestyle options for the elderly
- Developing attractions for younger people
- Networking with similar minded professionals
- Promotion of climate, people, resources both natural and industrial e.g. heavy engineering cluster, MaintainNZ

9. What is the role of the Council in implementing a growth advantages strategy? Who else should it work with and how should we measure success?

- Promote growth and invest as necessary
- Have focus other than just keeping rates down
- Council does reasonable job
- Should be prepared to invest and not cap rates
- Council to work with Tourism BOP
- Be prepared to fund joint tourism marketing initiative
- Collaborate with other
- Move beyond traditional local authority approach.
- Ensuring infrastructure capable of supporting growth e.g. water, sewerage, resource consents, building permits
- It should work with other local Councils, KEA etc
- Success measured by increasing population, safe environment, low crime, new business established, more new homes built, attractive town
- Use EDA to champion rezoning proposals in respect of additional industrial land

10. Any other issues you wish to raise?

- Re establish ten pin bowling.
- Kawerau caters for a large catchment area including, Onepu, Te Teko, Rotoma
- Rotorua is closely aligned to Kawerau in terms of tourism and business, airport, and it is where a number of local employers/employees reside.
- Promote the Tarawera Falls walk