

WESTERN BAY OF PLENTY'S
VitalSigns[®]

2018



A note from the Acorn Foundation

At the Acorn Foundation we connect generous people who care with causes that matter in our local region – forever. We are an endowment-based charitable trust, where donations are pooled and invested forever, with the investment income used to support local charities and community groups. Since Acorn’s inception in 2003 more than \$4.6m has been distributed to the Tauranga and Western Bay of Plenty community, and a pool of \$21m of philanthropic capital has been raised so far.

Acorn is constantly evolving and learning from the innovators, community leaders, and most importantly, the people we live and work amongst.

Vital Signs® is a key resource for us. It takes a snapshot of the health and vitality of our region across 14 key indicators, and lets us know where we need to focus our annual distributions. Acorn’s role is to use the insights gained from the Vital Signs® report to help inspire and support those people who are helping to build a vibrant and thriving community in the Western Bay of Plenty region.

Acorn strives to be a catalyst for strengthening community well-being, now and for future generations, by promoting

generosity, creating partnerships and supporting diverse charitable organisations that are truly making a difference.

Vital Signs® 2018 is the culmination of many months’ work. It is filled with the results from online and written surveys completed by 1,939 people, as well as secondary research gathered from multiple sources. This information touches on all aspects of life in the Western Bay of Plenty, and provides a rich insight into our quality of life and sense of belonging.

We hope this report will help charities, other foundations and not-for-profit organisations, policy advisors and our local communities to identify where together we can make the most difference.

As you read it, we also hope it will inspire you to consider how you can make your own personal contribution to our place – the Western Bay of Plenty.

This report was produced using data collected and analysed by Key Research. It was designed and produced through generous pro-bono support from the Bay of Plenty Regional Council.

This report was commissioned on behalf of:



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About Vital Signs®

Vital Signs® is a tool used to understand the community's perceptions of the place where they live. It looks at the social, cultural, health, environmental and economic wellbeing of the area and identifies the key priorities according to residents. This information is then used by local organisations to identify and prioritise areas for funding.

Toronto Community Foundation in Canada started Vital Signs® in 2001 to help make informed decisions about grants and programming. Vital Signs® is now a global programme led by Community Foundations of Canada.

More than 85 communities in Canada, New Zealand and around the world are using Vital Signs® to mobilise the power of community knowledge for greater local impact. This project builds on the Acorn Foundation's inaugural Vital Signs® report in 2015, for the Western Bay of Plenty.

This has expanded in 2018 to cover the wider Bay of Plenty region, with separate reports for the Acorn Foundation (covering Tauranga and Western Bay of Plenty), the Geyser Community Foundation (covering Rotorua and Taupō), and the Eastern Bay Community Foundation (covering the Eastern Bay of Plenty).

This report presents the results for Western Bay of Plenty including Tauranga, comprising the areas and wards of Te Papa/Welcome Bay, Otumoetai/Pyes Pa, Mt Maunganui/Pāpāmoa, Katikati/Waihi Beach, Kaimai, and Maketū/Te Puke.

The 2018 Vital Signs® project looks at community perceptions of the following topics and identifies priorities for improvement:



Social and Cultural Wellbeing

- Belonging and Engagement
- Supporting Newcomers
- Supporting Children
- Supporting Young Adults
- Learning
- Arts and Culture



Health and Wellbeing

- Health and Wellness
- Safety
- Sports and Recreation



Economic Wellbeing

- Economy
- Reducing Inequity
- Housing



Environmental Wellbeing

- Environmental Sustainability
- Getting Around

How to read the report

Each field receives a grade identifying how strongly residents believe the Western Bay of Plenty is performing in that area. The following grades are used:

- A** Excellent, continue the current approach
- B** Good, but some improvements could be made
- C** Average, more effort should be made to address this issue
- D** Below average, more work is required
- F** Failure, immediate action is needed

1 2 3

The **top priorities identified by the community** per area of focus are outlined. These help to provide a picture of where greater efforts are needed throughout the community. Residents could identify up to three main priorities, with the percentages displayed in the report representing the proportion of residents who identified that as a priority.

Where applicable, comparisons have been made between the opinions and results of Tauranga City residents and communities within the rest of Western Bay of Plenty (WBOP).

About the Western Bay of Plenty

The population of the Western Bay of Plenty (WBOP) region continues to grow with more than 180,000 people calling the area home in 2018.



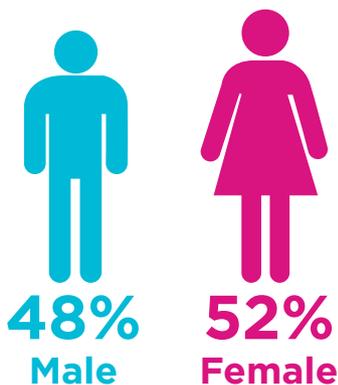
Population estimates by area¹



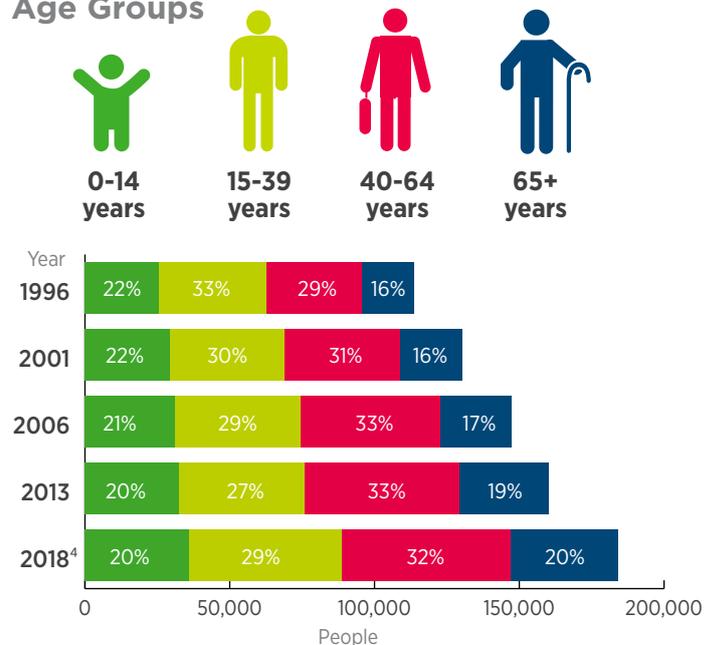
	WBOP District	Tauranga City	TOTAL
June 2013 estimate	45,500	119,800	165,300
June 2014 estimate	45,900	121,800	167,700
June 2015 estimate	46,800	124,600	171,400
June 2016 estimate	47,800	128,200	176,000
June 2017 estimate	49,000	131,500	180,500
June 2018 projection	49,500	134,600	184,100
June 2023 projection	51,800	145,800	197,600

Snapshot of Tauranga and the Western Bay of Plenty

Gender²



Age Groups

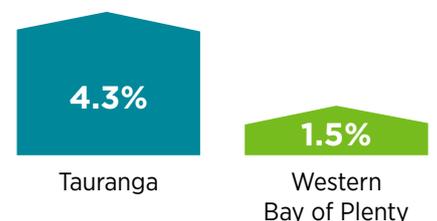


Unemployment rate (Sep 2017)³



GDP growth

(Sept 2016 to Sept 2017)⁵



¹ Statistics NZ: Subnational population estimates and area unit projection for 2018
² Statistics NZ: Subnational population projection for 2018
³ Infometrics (September 2017) Quarterly Economic Monitor: Far North District. Found at: <https://ecoprofile.infometrics.co.nz/Far%20North%20District/QuarterlyEconomicMonitor/>
⁴ Statistics NZ: Subnational population projection for 2018
⁵ Infometrics (September 2017) Quarterly Economic Monitor: Far North District." Comparator

How do we rate?

 Social and Cultural Wellbeing		 Health and Wellbeing		 Economic Wellbeing		 Environmental Wellbeing	
B-		B-		C+		C+	
Belonging and Engagement	B- (C+)	Health and Wellness	C+ (C)	Economy	B (B-)	Environmental Sustainability	B- (B-)
Supporting Newcomers	B- (C+)	Safety	C+ (C)	Reducing Inequity	C (C-)	Getting Around	C+ (C)
Supporting Children	B- (B-)	Sports and Recreation	B (B)	Housing	C (C-)		
Supporting Young Adults	C+ (C+)						
Learning	B- (C+)						
Arts and culture	B- (B-)						

(2015)



Things we love about Tauranga and Western Bay of Plenty

We live in a region of stunning natural beauty with a favourable temperate climate, which lends itself to easy outdoor living and playing.

The things we love most about living here include:

- 1 Natural environment, climate and air quality 91%
- 2 Connectedness (friends, whānau, community, support) 54%
- 3 Recreation, parks and reserves 36%
- 4 Safety 19%
- 5 Walkability and cycling infrastructure 10%
- 6 Restaurants and shopping 6%
- 7 Māori heritage, culture, arts 6%

These factors are largely unchanged from the results of the 2015 Vital Signs survey.

What do different groups of residents think?

All residents agree on the order of the top four best things about living in the Western Bay of Plenty region.



Māori, middle-aged residents (36 to 45 years old), females, and those living outside the city area are more likely to identify Māori culture as an appealing aspect of the region.



Younger residents (18 to 35 years old) see restaurants and shops in the area as more attractive than walkability or cycling infrastructure.



Priorities for improvement

The popularity and growing economy of Tauranga and the Western Bay of Plenty has brought strong population growth, and with it the growing pains of a region whose infrastructure is being stretched. Along with the population growth comes concern about the impact this growth might have on our environment. In addition, there is concern about the impact the cost of living is having on social inequities.

There are social issues as well with drug and alcohol abuse continuing to impact our families and communities.

The biggest issues identified for our region include:

- 1 Planning for the region's growth 50%
- 2 Cost of living 40%
- 3 Transportation/roading networks 39%
- 4 Drug and alcohol abuse 22%
- 5 Caring for the environment 21%

These issues are a significant shift from 2015, when Affordable Housing and Lack of Job Creation were highlighted as the biggest concerns.

Overall, however, we are increasingly positive about how our region is performing. Gains have been made since 2015 in nine of the fourteen topic areas surveyed. The strength of our economy has brought with it more jobs and more opportunities for newcomers, and we have embraced our growing population to make them feel more welcome and connected.

These are exciting times for Tauranga and the Western Bay of Plenty, but at the same time there are also some significant challenges. Not all of us are sharing the spoils of economic growth, and our growing population is having a significant impact on the cost of housing.

This report is a snapshot of our vital signs. It provides a clear roadmap for our councils, funders and communities as to where our focus needs to be in order for this very special region to thrive and prosper, and to provide universal opportunities for every sector of our community.







Social and Cultural Wellbeing



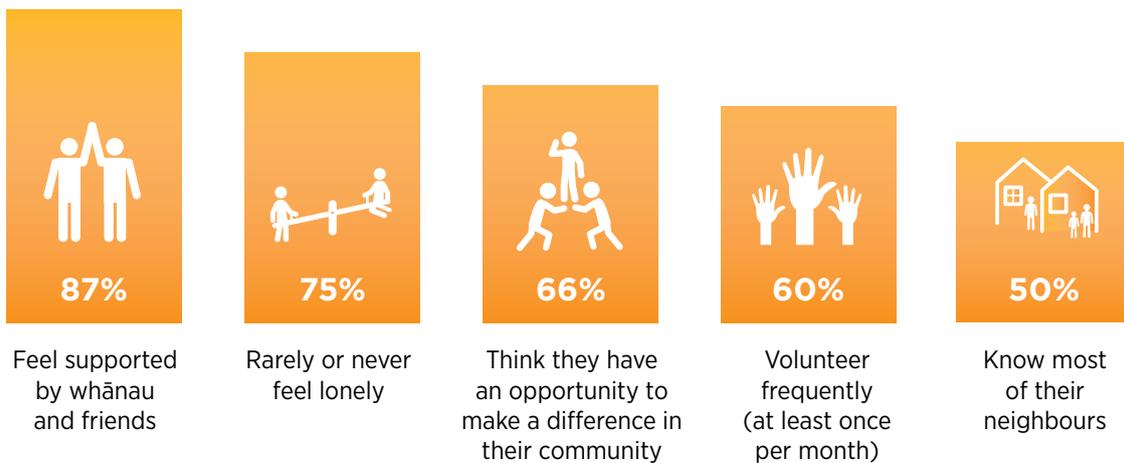
This section explores the social and cultural wellbeing of the Tauranga and Western Bay of Plenty communities. It looks at how engaged the communities are, the arts and cultural experiences available, education and training in the region, and how well the region supports children, youth and newcomers.

The community evaluates the Western Bay of Plenty highly for its social and cultural wellbeing.

Social and Cultural Wellbeing			
	2018	CHANGE	2015
Belonging and Engagement	B-	↑	C+
Supporting Newcomers	B-	↑	C+
Supporting Children	B-	-	B-
Supporting Young Adults	C+	-	C+
Learning	B-	↑	C+
Arts and Culture	B-	-	B-

In general, Western Bay of Plenty and Tauranga residents feel positively about the quality of their lives:

100%



Only half of residents (50%) know most of their neighbours. This is possibly influenced by the large influx of new residents and residential developments over the last few years, particularly in the Pāpāmoa Ward.



Belonging and Engagement



Top priorities for Belonging and Engagement

- 1 **Improve neighbourhood facilities** and **encouraging neighbourhood connections** 38%
- 2 **Good public transport** being available in my area 35%
- 3 **More free community events** 34%



What do different groups of residents think?



Younger residents (aged 18-35) are interested in opportunities to get involved with community and neighbourhood activities.



Under 35's are much less interested in having their say in local policy development.



Female residents are more interested than males in more free community events.



Western Bay of Plenty residents also prioritise increased access to high speed broadband, while this is less of a priority for Tauranga residents.

The current environment

The **Western Bay of Plenty District Council** has developed an online engagement hub, "Have Your Say Western Bay", containing key information on Council projects and opportunities for residents to have their say.⁶ The online community panel, "Connect People's Panel", is a quick and easy way for residents, ratepayers, businesses and community stakeholders to have a say by taking part in short surveys and giving feedback on Council's current engagement projects.

The **Tauranga City Council** community has similar opportunities to engage online with their council through "Have your say" which covers the following:⁷

- Participate in consultation and engagement
- Contact the elected members
- Speaking at a Council meeting
- General feedback on a problem
- Urgent enquiries

The **Bay of Plenty Regional Council** engages online with the community and allows residents to provide feedback on proposals that are open for public input or consultation. Full details are made available through the "Have your say – kōrero mai" portal on their website.⁸



What's happening in the Western Bay of Plenty?

- There has been a decrease in the number of Tauranga residents (69%) who are satisfied with their ability to contact Council when and how they want⁹.
- The Tauranga City Council supports 12 community events through its Community Events Fund.¹⁰ Most are free or low cost. Events funded include Our Place (the activation of the demolished Council administration building space), the new Tye Park fireworks in Welcome Bay and Hunt for Gold in Pāpāmoa.

Other free community events provided include the Little Big Markets, Farmers Markets, Te Puna Quarry Festival, CBD Santa Parade, Night Owl Cinema, Matariki ki Mauao and numerous similar events.

- **Good Neighbour Trust**¹¹ through their community gardens, food rescue and neighbourhood projects, aim to inspire a community of people of all ages and backgrounds to work together to meet the practical needs of others, to make our neighbourhoods better places to live in.
- **The Daily Café**¹² is run by the Search Party Charitable Trust. The people behind The Daily are passionate about seeing people connect with each other, develop relationships and 'do good' in the Te Puke community. All profits from the café and catering goes back to the local community.
- **Taiohi-Taiao/Youth Jam** is a free annual event for Bay of Plenty secondary students to help foster environmental awareness, youth leadership and participation. Bay of Plenty Regional Council hosts the event.

Residents say...



Council's being disengaged with the public and making poor decisions. If local residents had more say in improvements then things will get done correctly first time, saving time, money and frustration.

Middle aged male respondent from Welcome Bay

A key issue currently is that the community is not engaged in the direction of their city/region. With the current growth there is a once in a lifetime opportunity to build a community within a city. It must consider the needs of all people within the area and see the value in encouraging social connectedness, inclusion and identity. Taking everyone along the journey is a key part of that.

Younger female respondent from Otumoetai

Strengthened families/whānau = stronger communities and interconnectedness = a more engaged community in these bigger decisions and initiatives.

Younger female respondent from Arataki

Getting young people to vote. Young folk are very disconnected from the older generation "leaders" who make decisions that affect them.

Younger male respondent from Ohauiti

⁶ WBOP DC website: <http://haveyoursay.westernbay.govt.nz/connect-peoples-panel>

⁷ TCC website: <https://www.tauranga.govt.nz/community/have-your-say>

⁸ BOPRC website: <https://www.boprc.govt.nz/residents-and-communities/have-your-say-korero-mai/>

⁹ Source: TCC Council Perceptions Monitor June 2016

¹⁰ <https://www.tauranga.govt.nz/council/council-news-and-updates/latest-news/artmid/456/articleid/1559>

¹¹ <https://www.goodneighbour.co.nz/>

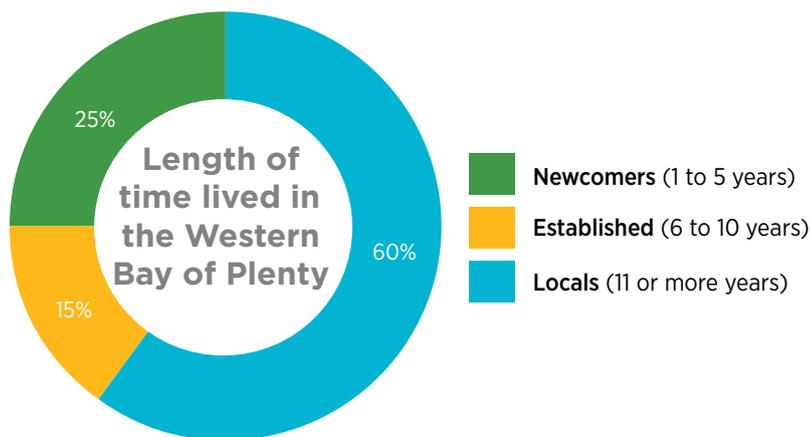
¹² <http://www.thedailycafe.co.nz/>



Top priorities for newcomers to the Western Bay of Plenty (2015: C+)

- 1 Increase opportunities to learn English 52%**
- 2 Increase newcomers' involvement** in civic participation to make a difference in their communities **35%**
- 3 Increase support services** for new immigrants **35%**
- 4 Improve recognition of foreign qualifications 33%**

Newcomers to the Western Bay of Plenty



What do different groups of residents think?

Women are more concerned about **discrimination and racism** than men.



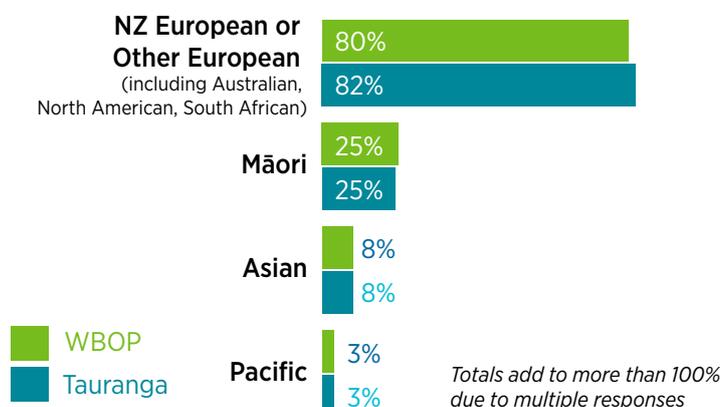
Residents who rate the region below average when it comes to successful starts for newcomers place a higher priority on **increasing awareness of diversity and racism issues**.



People under 35 see **job opportunities** as being much more of a priority for newcomers than increasing their **civic participation**.

People under 35 and residents who have lived in the region for less than six years are more likely to prioritise **increasing job opportunities** for newcomers.

Ethnicities of residents (2018 projections)¹³



¹³ Statistics NZ: Subnational ethnic population projections. No projections available for Middle Eastern, Latin American or African (MELAA) ethnicity grouping.

¹⁴ <http://www.trmc.co.nz/>

¹⁵ New Zealand Immigration. Agreement Signed in Western Bay of Plenty. Found here: <https://www.immigration.govt.nz/about-us/media-centre/newsletters/settlement-actionz/actionz5/agreement-signed-in-western-bay-of-plenty>



What's happening in the Western Bay of Plenty?

Multicultural Tauranga¹⁴ provide services to help migrants and newcomers to settle successfully and maximise positive outcomes for them. They promote cultural diversity and harmony. Activities include an annual festival open to the public, monthly cultural evenings, a newcomers networking programme, English conversation classes, personal counselling and access to a translation service.

Immigration New Zealand (INZ), the Western Bay of Plenty District Council, Tauranga City Council and Priority One are collaborating to attract and retain skilled migrants to the Western Bay of Plenty District. The Regional Partnership Agreement signed in 2015 establishes a combined approach to immigration-related policies and recognises the importance of immigration in economic development.¹⁵

Opportunities for English for Speakers of Other Languages (ESOL) learning are mainly Tauranga-based and include;

- English language Groups, ESOL home tutoring (free with a volunteer), English for Employees, Work Talk
- Mount Maunganui Language Centre which is a Category 1 English Language School in the Bay of Plenty
- Bay of Plenty Learning English have a wide range of English Language courses available in the Bay of Plenty region



Residents say...

Immigrants may struggle to find work, particularly when their overseas qualifications are not accepted, e.g. doctors driving taxis is an enormous waste of needed skills.

Older female respondent from Pāpāmoa Beach

Firstly, more opportunities and spaces to meet and socialise with other members of the community of all ages. Better advertisement of these spaces. Not just sports activities. As well as spaces for immigrants to socialise with others, make friends and improve their English within a relaxed environment. If there are such spaces, better awareness and marketing is needed.

Younger female respondent from Pyes Pa

The need to ensure that all diverse groups in our community are included and valued. This can lead to greater community engagement in current issues and projects. It can combat social isolation among vulnerable groups which can impact on health and wellbeing. Many people from diverse backgrounds also have a rich resource of ideas, skills and experience.

Younger female respondent from Pāpāmoa Beach





Supporting Children



Top priorities for Supporting Children

- 1 Make it **more affordable** for parents to **spend more time caring for their children** **60%**
- 2 **Improve parenting skills programmes** **48%**
- 3 **Improve flexi-time policies for employees** and employers to better meet family/whānau commitments **48%**
- 4 **Increase access to health practitioners specialising in children's health** **47%**

What do different groups of residents think?



Females are far more likely to place a higher priority on improving flexi-time policies for employees and employers to better meet family/whānau commitments.



Improving access to affordable quality childcare, e.g. Kohanga Reo, Kindergarten, etc., is the second most important priority for the younger age group (18 to 35).



Residents in the lower household income brackets, i.e., under \$50k, and those aged 65 and over are more likely than other residents to suggest improving parenting skills programmes as a priority.

The current environment for children



AGED UNDER 15

One in five (21%) of the Western Bay of Plenty population are aged under 15.

Standard General Practice consultation is free for patients aged under 13 years.

13

PLUNKET SITES
(TGA & WBOP)

There are ten Plunket sites in Tauranga and three in the Western Bay of Plenty.¹⁶This national agency offers parenting education, support and assesses the development of children from birth until they are five years old.

110

EARLY CHILD CARE CENTRES

There are 110 early child care centres in Western Bay of Plenty/Tauranga: Katikati (6), Mt Maunganui (11), Tauranga (77), Te Puke (9), and Waihi (7)¹⁷.

How is the Acorn Foundation helping?

Mockingbird Inc is a parent-led group providing a safe and supportive environment for children and youth affected by conditions such as Autism Spectrum Disorder, ADHD, Dyslexia, Dyspraxia, Obsessive Compulsive Disorder, Oppositional Defiance Disorder and other conditions that can make successful participation in the mainstream school environment challenging.

Parliament recently passed the Government's paid parental leave bill, extending leave to 26 weeks by 2020. As well as direct financial benefits to households, **extending paid parental leave has a range of positive impacts in terms of child development** and fostering parent-infant attachment.



What's happening in the Western Bay of Plenty?

Support services available for parents include:

- **Incredible Years**¹⁸ is a programme for parents with children aged three to eight. Weekly group sessions provide time to practice ways of managing children's behaviour.
- Over 1,000 parents (as of March 2015) have attended the **Triple P Programme in the Bay of Plenty**.¹⁹ This programme, supported by the Bay of Plenty District Health Board, focuses on families with children aged three to seven. It offers discussion groups on managing disobedience, fighting and aggression, shopping with children, and bedtime routines.
- **Space NZ trust**,²⁰ in collaboration with a diverse range of organisations, offers space for parents and their babies to connect with other new parents and their babies as they explore parenting and children's development in a safe, facilitated environment.
- **Kids Need Dadz Charitable Trust**²¹ supports and educates dads on the importance of being involved in their children's lives.

¹⁶ Plunket website: <https://www.plunket.org.nz/plunket-near-you/?region=Bay+Of+Plenty>

¹⁷ New Zealand's No.1. Childcare Centre Directory: <http://www.childcareonline.co.nz>

¹⁸ <http://incredibleyears.nz.co.nz/parents>

¹⁹ <http://www.triplep-parenting.net.nz/nz-uken/find-help/the-triple-p-centre/>

²⁰ <https://www.space.org.nz/>

²¹ https://www.kidzneeddadz.org.nz/about_us



Residents say...

There needs to be more awareness of the importance of family life. For example, availability, nurturing, listening, playing, feeling of safety for children. Without devices. Not using television for baby-sitting. Have time for your children. Giving parents longer maternity leave.

Older female respondent from Bethlehem

Raising children in a safe and positive environment. This has got to be the main long-term goal of any community.

Older male respondent from Mount Maunganui

Access to better health services is all very well, but parents need to understand when their child is actually ill or at risk of developing a serious condition. Therefore better support for families through different agencies, better parenting education and support.

Middle aged female respondent from Welcome Bay

I believe that the main issue is the need for more support for children and young people in terms of physical, mental and emotional well-being. Support for young people such as the Seasons for Growth Program, which supports children who are experiencing the grief that comes through loss and change, make a real difference and will impact on such things as youth suicide, crime/imprisonment and mental health.

Middle aged female respondent from Katikati Community

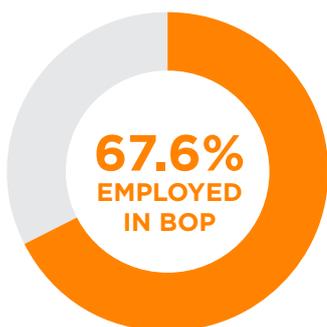




Top priorities for Supporting Young Adults

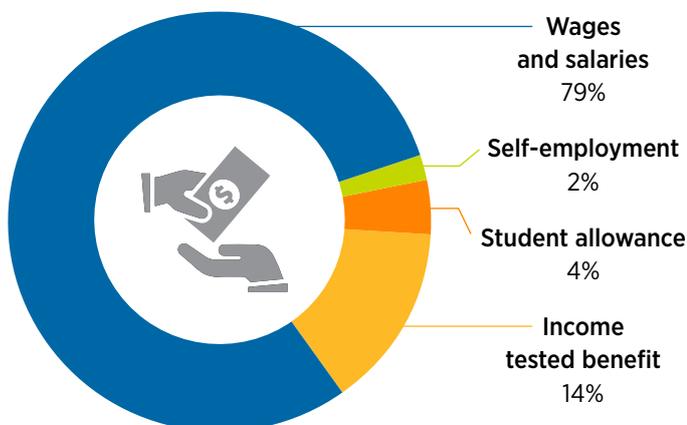
- 1 **Exposing youth to a variety of workplaces** to help them understand their choices **50%**
- 2 **Increase job opportunities** **44%**
- 3 **Improve local education and training opportunities** **43%**

The current environment for young adults



The employment rate in the Bay of Plenty region for September 2017 was 67.6%, an increase of 4.1 percentage points from 63.5% in September 2016. The region's employment rate is consistent with the North Island average of 67.2%.²²

Sources of personal income among young adults (aged 15-24), Bay of Plenty²³



What do different groups of residents think?



The top priority for young adults (aged 18 to 25) is increasing job opportunities.



Those over the age of 65 believe improving literacy and numeracy skills is also a priority, while those under the age of 45 and Māori place low priority on improving these skills.



Improving local education and training opportunities is the top priority for Maketū/Te Puke residents.

²² <https://www.stats.govt.nz/information-releases/labour-market-statistics-september-2017-quarter>

²³ Statistics New Zealand, NZ.Stat. Found here: <http://nzdotstat.stats.govt.nz/wbos/index.aspx>

²⁴ <http://www.westernbayatwork.org.nz/>

²⁵ <https://www.tayt.org.nz/>

²⁶ <http://www.priorityone.co.nz/project-ignite>



What's happening in the Western Bay of Plenty?

- **Western Bay @ Work²⁴** is an annual community event organised by Priority One and other stakeholders to showcase the diverse and exciting range of career opportunities available in the sub-region. It includes the Rotary Club of Tauranga Careers Expo and Priority One's business showcase as well as a programme of events that run over a number of weeks highlighting the many exciting career opportunities available locally for people at all stages of their working life.
- **Te Aranui Youth Trust (TAYT)²⁵** empowers young people in the Western Bay of Plenty to engage with their community and make self-aware and conscientious life choices. Through the delivery of the TAYT, Blue Light and Police Youth Development programmes, TAYT provides a pathway to ensure local youths are positive, steadfast, well-adjusted members of the community.
- **Project Ignite²⁶**: Top students from Toi Ohomai Institute of Technology and University of Waikato spent summer 2017 in Priority One's "Ignition" co-working space taking part in an innovative entrepreneurship programme. Now in its third year, the programme invites students to submit their start-up idea, which is rigorously assessed by a panel of business people who select 10 scholarships.

The programme includes group and individual activities, guidance by start-up coaches, inspirational speakers, practical sessions, access to specialist mentors and help with applications for seed-funding. It is jointly funded by University of Waikato and Toi Ohomai Institute of Technology, as well as Priority One.



How is the Acorn Foundation helping?

Ashlyn Sheridan receiving a \$30,000 scholarship from Acorn Foundation donor Robin Scouler.

Each year the Acorn Foundation provides funding to subsidise 27 Western Bay of Plenty Year 13 students, selected by their schools, to attend a 3-day Dale Carnegie 'Skills for Success' course.



Residents say...

As a parent of a teenage daughter, I know that she is extremely keen to leave the WBOP because there is nothing to do. If we want to keep our youth or attract youth we need to provide more diverse employment opportunities, and ways of working. We also need to provide for work, rest and play.

Middle aged female respondent from Omokoroa

Youth are spending too much time on social media... Youth of today are becoming more secluded and anti-social, resulting in more mental health problems. More resources need to go into educating youth about reality versus online.

Younger female respondent from Mount Maunganui

There are fairly limited opportunities for degree level education which sees a large amount of young adults relocate to universities outside the region. In turn this also leads to an overall lack of youth culture in the region. I think the region would greatly benefit from a fully-fledged University.

Younger male respondent from Welcome Bay

Getting young adults educated and/or trained so that they can be productive adults. There are too many young adults wasting their lives doing drugs and drinking with absolutely no responsibility or motivation to do better but I guess this all stems from how their parents raised them. So, parents may need some training on how to be better parents and break the cycle of bad parenting.

Middle aged female respondent from Mount Maunganui



Top priorities for Learning

- 1 Improve links between local industries and local training/educational institutions 70%**
- 2 Improve literacy and numeracy skills 51%**
- 3 Increase continuing education opportunities 49%**

What do different groups of residents think?

Every demographic and district agreed that improving links between local industries and local training institutions is the top priority.



Of note is that 47% of younger residents (aged 18 to 35) identify providing scholarships and incentives to undertake study as a priority.

The current learning environment

4 TERTIARY EDUCATION PROVIDERS

Tertiary education in the Bay of Plenty region is provided by the University of Waikato at Tauranga, Toi Ohomai Institute of Technology in Tauranga, Te Wānanga o Aotearoa and Te Whare Wānanga o Awanuiārangī.

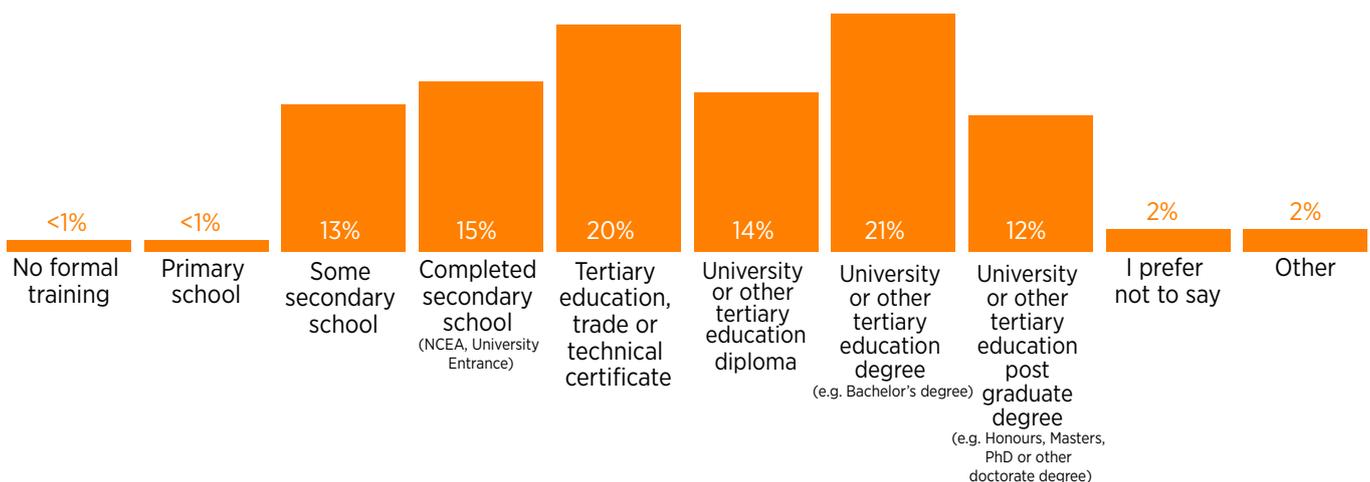
13 COMMUNITY EDUCATION LOCATIONS

Adult community education programmes are held in 13 locations, including three high schools and the Chinese community school at Tauranga Girls College.

How is the Acorn Foundation helping?

Each year the Acorn Foundation presents a number of scholarships (approximately \$85,000 annually) on behalf of donors who have a passion for helping young people follow their dreams. In 2017, Laura O'Flaherty received a \$3,000 Acorn Foundation Scholarship to help towards her Bachelor of Social Science through the University of Waikato.

Highest Level of Education Obtained²⁷





What's happening in the Western Bay of Plenty?

- The **Tauranga House of Science**²⁸ services the Western Bay of Plenty region and offers Science Resource Kits, Teacher Professional Development, After School Programs, Holiday Programs, and a Vex Robotics Club.
- **Let's Learn – Community Education Bay of Plenty**²⁹ passionately supports Community Adult Education in the Bay of Plenty. The service provides a centralised source of community-run courses and is hoping to be able to subsidise some courses in the future.
- **Literacy Aotearoa – Literacy Bay of Plenty** in Tauranga helps community members improve their reading, writing and maths skills. Students get private, one-to-one or small group tutoring from trained tutors using proven methods.
- The **Tauranga Continuing Education Group** provides opportunities for older residents to hear from experts and professionals about a variety of subjects. Topics covered in 2017 include Tauranga Harbour, kiwifruit, internet safety, geckos and more.
- **University of Waikato** is building a new campus on Durham Street in Tauranga's CBD, which is scheduled for completion in 2019. The campus development, which will cater for up to 1,000 full-time students, is being made possible by key funders Bay of Plenty Regional Council (BOPRC), Tauranga Energy Consumer Trust (TECT), Tauranga City Council, and the University of Waikato. The new Tauranga CBD Campus will be offering a range of University programmes focused in areas of regional activity, including but not limited to, marine science, information and communications technology, and freight logistics.³⁰

Residents say...



We need more opportunities for young people. The most educated leave for university and many do not return.

Middle aged male respondent from Ohauiti

Education to me is the key to most problems. Educated people on average look after their health better, handle their money better, have employment and a social life that does not involve getting into trouble.

Older female respondent from Katikati Community

After hours evening classes need to be reinstated. These were amazing. An opportunity for all ages and everyone teaching all sorts of interesting and diverse topics. Lack of an education is at the root of all problems of any community and the evening classes can address so many topics.

Middle aged female respondent from Kaimai

²⁷ Survey respondent aged 18 and over; Weighted percentages. The percentages add to just over 100% (101%) due to rounding.

²⁸ <http://houseofscience.nz/info.html>

²⁹ Let's Learn. Let's Learn – the Vision. Found here: <http://letslearn.co.nz/lets-learn-the-vision-2/>

³⁰ <http://www.waikato.ac.nz/tauranga-campus/>





Top Priorities for Arts and Culture

- 1 **More festivals and community celebrations** 52%
- 2 **More affordable arts and cultural activities** 47%
- 3 **Having access to an adequate museum** 32%

Those residing in the Katikati/Waihi Beach ward are more likely to rate the region 'good' to 'excellent' when it comes to arts and culture in the Western Bay of Plenty, and those from the Maketū/Te Puke ward are less positive.

The current arts environment

Creative Bay of Plenty³¹, initially established in 1969, is contracted by both Tauranga City Council and Western Bay of Plenty District Council to support the arts and culture sector. As an organisation they support, inspire and motivate communities and individuals involved with the arts and cultural activities within the Tauranga Moana region. Activities covered range from theatre, art exhibitions, opera, choir, workshops, concerts and more.

An Arts & Culture Strategy, Toi Moana, is to be implemented with Creative BOP leading 14 cross-sector agencies that include local government, iwi, Tourism Bay of Plenty, the Incubator, Toi Ohomai and Priority One. Together, they will deliver on 31 identified actions over the next three years, starting July 2018.

What do different groups of residents think?



TAURANGA



WBOP

Tauranga residents are more concerned about having access to an adequate museum, compared to Western Bay of Plenty residents who are more inclined to support an increase in local heritage sites.



Younger residents (aged 18-35), compared to the older age groups, show more interest in creating **more festivals and community celebrations**.

How is the Acorn Foundation helping?

Catherine Chidgey was awarded the Acorn Foundation Fiction Prize at the Ockham New Zealand Book Awards in 2017 for her book "The Wish Child". This annual prize, made possible through the generosity of an Acorn Donor, rewards excellence in fiction and enhances the confidence of writers in their own industry.





What's happening in the Western Bay of Plenty?

- **Tauranga Museum**³²: Tauranga City Council has developed a detailed business case for a modern, purpose-built museum in the city centre. The City Transformation Committee has recommended investment in a museum on Cliff Road, and a new central library for Willow Street. These two new facilities are recommended to Council to be included in the draft Long Term Plan 2018-2028.
- **Rā Whakangahau** is an annual primary and intermediate level non-competitive kapa haka festival that has been held in Tauranga Moana for 25 years. The 2017 event was hosted by Welcome Bay School and Selwyn Ridge Primary, with more than 40 schools participating.³³
- **Katikati Open-Air Art** hosts a week long biennial NZ Mural Contest & Art Festival that involves as many forms of the arts and groups as possible. The next festival is scheduled for 2019.
- In March 2018 Tauranga hosts the 56th **National Jazz Festival**, featuring six days of competition and jazz entertainment, showcasing top national and local talent.
- Western Bay Museum is a boutique sized museum situated in Katikati. Temporary, thematic exhibitions are developed and displayed regularly, keeping exhibitions fresh and exciting.

³¹ <http://www.creativebop.org.nz/>

³² <https://www.tauranga.govt.nz/our-future/projects/heart-of-the-city/cultural-facilities/tauranga-museum>

³³ <http://rawhakangahau.weebly.com/>

Residents say...



Lack of cultural depth and engagement for a city of this size.

Younger female respondent from Omanu

We need a museum, to allow everyone to be proud of our historical past and how it has shaped the future.

Older female respondent from Pāpāmoa Beach

You can't expect climate and beaches to carry us through. Museums can have outdoor exhibitions e.g. bronze statues in Wharf St of Tangaroa instead of, or as well as in the harbour. Get the Waka, locked in a cage at the northern end of the Strand, moved to the grassed area just down from where the new wharf front has been built. Protect it with unbreakable glass and have it lit up at night. It's a major part of our history. It's 'External Museum' art and we should celebrate it. Some people won't visit museums (too stuffy!) but when confronted with it outside then they love it!

Older male respondent from Welcome Bay





Health and Wellbeing



This section provides an overview of the health and wellbeing of residents in the Western Bay of Plenty and Tauranga. Specifically covered are the areas of health and wellness, safety, and sport and recreation.

Overall, the health and wellbeing of the Western Bay of Plenty community is perceived as being slightly above average. Sport and recreation opportunities offered in the region are perceived positively by residents.

Health and Wellbeing			
	2018	CHANGE	2015
Health and Wellness	C+	↑	C
Safety	C+	↑	C
Sports and Recreation	B	-	B



**ADVICE
GIVEN TO
24,680
PEOPLE**

The Bay of Plenty District Health Board estimates that 24,680 people who smoke were seen by a GP in 2017 and provided with advice on how to stop smoking.



**86%
IMMUNISED**

The number of eight-month olds having all their primary immunisation events completed on time for 2017 was 2,542. The target was 95%.



95%
of obese children
identified offered
referrals

By the end of 2017, 95% of obese children identified in the Before School Check (B4SC) programme had been offered a referral to a health professional for clinical assessment and family-based nutrition, activity and lifestyle interventions.³⁴

³⁴ <http://www.bopdhb.govt.nz/media/59970/annualplan2016-17-summary.pdf>



Top priorities for Health and Wellness

- 1 Ensure everyone has access to an affordable family/whānau doctor 64%
- 2 Reduce drug and alcohol abuse 39%
- 3 Improve access to mental health services 29%

Health and wellness in the Western Bay of Plenty

Western Bay of Plenty Primary Health Organisation (WBOPPHO)³⁵ provides information on all aspects of health care in the community.



FEES

\$0-\$45

Standard General Practice consultation fees for 2017 range from \$0 for patients aged under 13 years, to \$45 for patients aged between 25 and 64 years at some clinics.

The median price for a standard consultation for patients:

- 13-17 YEARS \$31
- 18 TO 24 YEARS \$33
- 25+ YEARS JUST OVER \$40

Common Aids used by Western Bay of Plenty District Residents

6%

AN AUDIO DEVICE
such as a hearing aid

3%

A WALKING AID
such as a stick,
crutch or frame

1%

A WHEELED DEVICE
such as a wheelchair
or scooter

2%
OTHER

89% NONE OF THE ABOVE

What do different groups of residents think?



Accessibility to an affordable family doctor was top priority across all regions and demographics.



Increasing physical activity levels is seen as a higher priority for men than women



Those aged over 65 identified reducing the wait time for non-urgent surgery (35%) and supporting elderly to stay in their homes (31%) as priorities for the region.

Reducing the wait time for non-urgent surgery is also more of a priority than improving access to mental health services, for residents of Otumoetai/ Pyes Pa, Katikati/Waihi Beach and Maketu/Te Puke.

³⁵ <http://www.wboppho.org.nz/>

³⁶ <http://www.wboppho.org.nz/medical-centres>

³⁷ O'Brien, J. (12 September, 2017) Call for addiction relief for Bay of Plenty. Radio New Zealand. Found here: <http://www.radionz.co.nz/news/national/339257/call-for-addiction-relief-for-bay-of-plenty>

³⁸ <http://www.bravehearts.nz>

³⁹ Quill, A. (21 October, 2017) Mum of four on P: 'I almost died waiting for help'. NZ Herald. Found here: http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11934851

⁴⁰ <http://www.amped4life.net.nz/>



What's happening in the Western Bay of Plenty?

- According to the Western Bay of Plenty Primary Health Organisation (PHO), of the 27 general practice members, four are currently full and not accepting new patients (15%).³⁶
- The Western Bay of Plenty region is lacking **residential rehabilitation services**, with only one detox bed (in Whakatāne hospital). Those seeking these services need to go out of the area, e.g. to Auckland, Hamilton, Rotorua or further afield, to access such services meaning they are often away from family and friend support networks³⁷.
- **Brave Hearts**³⁸ is a registered charity which offers a free support service for people with loved ones in the grips of substance abuse and addiction. They facilitate group meetings, provide phone support, and offer referrals for those in need of counselling or other professional service providers.
- The **Breakthrough Forum**³⁹, a group of 17 stakeholders including the police, Bay of Plenty District Health Board, Tauranga City Council and iwi – reported that in the year 2016/17, 69 people asked for help with methamphetamine addiction from five community services. This is up from 17 people in the year before, representing an increase of 300 per cent.
- **Amped4Life**⁴⁰ delivers presentations and seminars in high schools, the community and businesses. Presentations aim to provide solutions which empower, educate and equip people to deal with the tide of substance abuse in our communities. They also provide individual youth counselling and family support.

Residents say...



Health needs to change because it's so expensive to visit a doctor. People don't go as they can't afford it.

Middle aged female respondent from Bayfair

Youth suicide rate, drug and alcohol issues, crime which funds drug dependence. These three are interrelated. Solving drug and alcohol dependence should reduce crime and improved mental health would reduce suicides.

Middle aged female respondent from Pongakawa

Drug and Alcohol education. It's a long road, but our society must change its attitude to drugs and alcohol. The benefits in health, reduction in violence, abuse, contribution to economy (through less damage and more productivity) speak for themselves.

Middle aged male respondent from Te Puna



Top priorities for Safety

- 1 Reduce drug and alcohol abuse 61%
- 2 Reduce domestic violence 57%
- 3 Reduce child abuse 43%

What do different groups of residents think?



Reducing bullying in schools is also an issue identified as needing to be addressed, more so by Māori residents and the younger 18 to 35 age group.

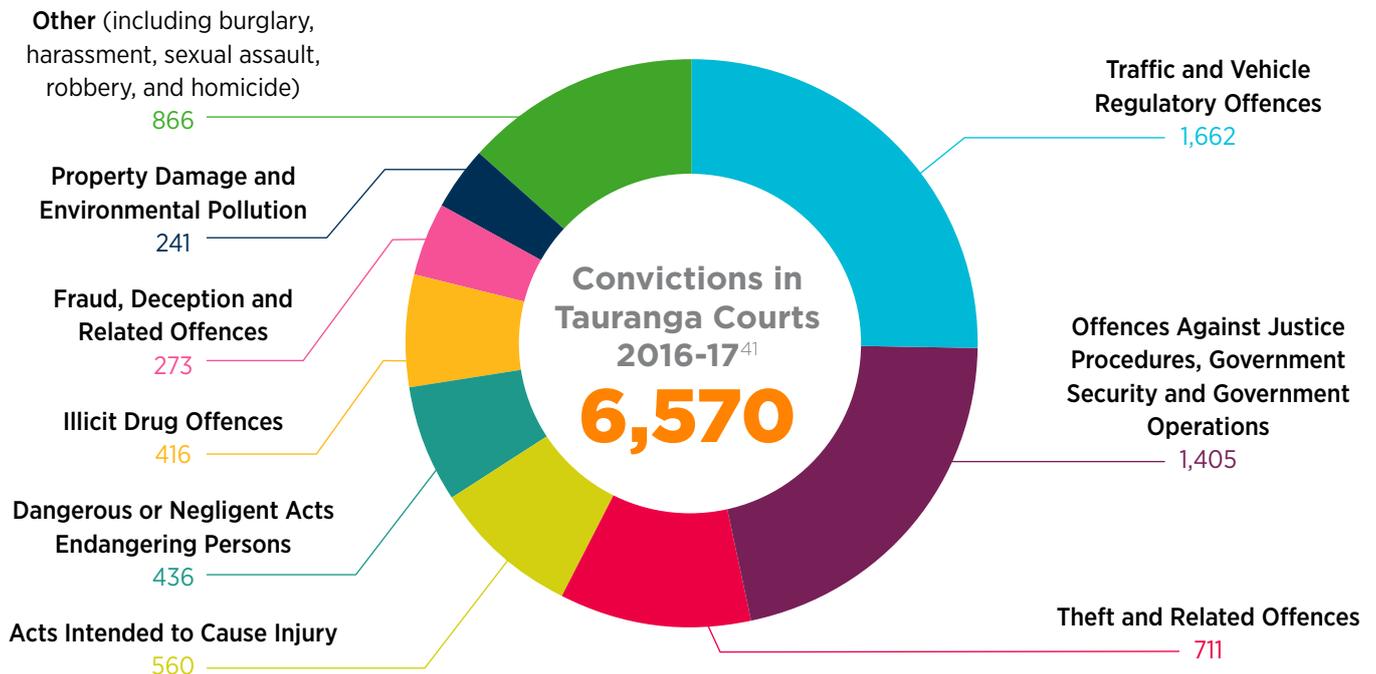


Residents of Otumoetai/Pyes Pa, females, and those aged 46 and over are among the most likely to identify reducing drug and alcohol abuse as a top priority.



Katikati/Waihi Beach and Kaimai residents are more concerned about improving roadways than other areas.

Safety in the Western Bay of Plenty





What's happening in the Western Bay of Plenty?

- **Get Smart Tauranga** provide free drug and alcohol counselling, primarily for ages up to 25 years old. Get Smart Tauranga Kia Kaha is a Christian Charitable Trust dedicated to assisting people find answers for problems associated with substance abuse and addictions. They also provide school-based drug awareness and empowerment programmes.
- **BOP Youth Alcohol and Other Drugs (AOD) project – March 2016**⁴². The project scope required development of a Bay of Plenty youth AOD service model which would optimise resources, endorse best practice and focus on a well-co-ordinated and integrated service delivery.
- **Bay of Plenty Sexual Assault Support Services (BOPSASS)**⁴³ is a Charitable Trust based in Tauranga providing a free 24/7 crisis support and counselling service to the Bay of Plenty District Health Board area for children, adolescents and adults recently affected by sexual assault or abuse.
- **Tauranga Women's Refuge**⁴⁴ work with Women and children affected by domestic violence. They provide individualised services including safe housing, counselling, social services and advocacy. They also have a 24/7 crisis line and Kaupapa Māori programmes and services.
- **Shakti Ethnic Women's Support**⁴⁵ work with women, children and young people at risk of, or facing domestic/family violence within Ethnic communities. They provide long-term support, resettlement services, advocacy and counselling as well as a refuge.

⁴¹ Statistics NZ: Criminal Conviction and Sentencing Tables: http://m.stats.govt.nz/tools_and_services/nzdotstat/tables-by-subject/criminal-conviction-and-sentencing-tables-fiscal-year.aspx

⁴² <http://www.bopdhb.govt.nz/media/58990/bop-youth-aod-project.pdf>

⁴³ <http://www.bopsass.org.nz>

⁴⁴ <http://taurangawomensrefuge.co.nz/>

⁴⁵ <http://shakti-international.org/shakti-nz/>



Residents say...

Drug and alcohol abuse affects so many other issues. Domestic violence, child abuse, teen suicide, road accidents, rental and housing issues: all are affected by methamphetamine and alcohol consumption.

Younger male respondent from Upper Pāpāmoa

Unemployment is a serious underlying factor in youth drugs/crime/alcohol related incidences. There is no doubt crime is on the increase with burglary, car theft, shoplifting at an all-time high. It is most disturbing to see youth offenders now include young Pacific Island and Māori girls taking part in assaults and snatch and grab robberies. Punishment for the young offenders is almost non-existent and therefore they become recidivist offenders with no fear of the consequence of their actions.

Older male respondent from Arataki

There are quite a few people that are unemployed and homeless and this is causing these people to break into other people's homes and steal and cause physical harm to innocent people. This is a growing concern for the safety and wellbeing of people in their own communities.

Younger male respondent from Paengaroa



Top priorities for Sports and Recreation

- 1 Support the redesign of existing outdoor spaces to be multi-purpose and multi-season 55%**
- 2 Increase the number of children and youth involved in recreation or sports activities 47%**
- 3 Increase access to local sport and recreation opportunities and facilities 44%**

Kaimai, Katikati/Waihi Beach and Maketū/Te Puke residents are more likely to give an average rating for sport and recreation, compared to residents in other areas of the Western Bay of Plenty, who are more positive.

Sport and recreation in the Western Bay of Plenty



The Bay of Plenty Sport and Recreation Strategy was created in May 2017. This establishes a region-wide framework for identifying facility needs for the region in the short, medium and long-terms.

ASB Arena is a multi-purpose venue in Tauranga built in 2011, providing versatile options for sports and other leisure and entertainment events. The \$42 million facility has hosted events from national sporting fixtures, and is capable of hosting a number of sporting events from professional-level games right down to community sports leagues. The multi-purpose courts are able to host indoor netball, indoor football, fastnet netball, ultimate frisbee, volleyball and basketball games.



What do different groups of residents think?



People aged 36 to 45 want more bicycle tracks but are less concerned about children and youth being involved in sport, compared with other age groups



Kaimai residents expressed, as one of their top priorities, an interest in seeing an increase in the number of walkways.



Increasing investment in sport and recreation facilities was identified as a top priority by Western Bay of Plenty residents outside of Tauranga, households with an income of more than \$110k, males and Māori.

How is the Acorn Foundation helping?

Rising golf star, Alanna Campbell, received a sporting scholarship established by Acorn donor Chris Tustain. The scholarship was awarded through Sport Bay of Plenty. Alanna is studying while playing golf at an American University.



What's happening in the Western Bay of Plenty?

- An annual sporting event held in Tauranga, the **Anchor AIMS Games**⁴⁶ (Association of Intermediate and Middle Schools) is a strategic partnership between Sport Bay of Plenty, the four Western Bay Intermediate Schools and the Tauranga City Council. The 2017 event saw more than 10,000 athletes competing from around 300 schools from throughout New Zealand, Tonga and the Cook Islands, making it the biggest sporting event for 11-13 year olds in New Zealand. In 2016 the event provided \$3 million to the local economy. Sports include badminton, basketball, BMX, canoe slalom, cross country, football, Futsal, golf, gymnastics, hockey, indoor bowls, multisport, netball, performance groups, rugby sevens, squash, swimming, table tennis, tennis, water polo, and yachting. Various para-sports are also included in the event.
- **BayTrust CoachForce**⁴⁷ is a regional programme that brings together sports organisations, community funding bodies and Sport NZ to give more people in the Bay of Plenty a great coaching experience. One of the aims of CoachForce is to create more and better coaches who are coaching more often, which contributes to increased participation in organised sport at a community level.
- The Western Bay of Plenty has for a number of years been on the international map as an outstanding half-ironman venue to contest distances up to 21.1km. The inaugural **Tauranga International Marathon** (42.2km) took place in October 2017 and was partnered with Live More Awesome, a charity dedicated to helping raise awareness around mental health.⁴⁸
- **Omokoroa Sport & Recreation Society** will be building a new sports and recreation pavilion in the growing area of Omokoroa. The new \$1.6million pavilion will cater to a wide range of users and support the current Western Avenue Park users including the Tennis Club, Rugby, Football and Athletics.
- **Te Puke Gymsports**⁴⁹, was awarded the Social Enterprise Award at the 2017 Westpac Business Awards. A registered charity run by volunteers and employing professional coaches, Gymsport includes tumbling, trampoline, gymnastics and parkour (movement training developed from obstacle course training) for all age groups.

⁴⁶ <http://www.nzaimsgames.co.nz/>

⁴⁷ <http://www.sportbop.co.nz/community-sport/baytrust-coachforce/>

⁴⁸ <https://www.marathontauranga.co.nz/>

⁴⁹ <http://tepukegymsport.co.nz/>



Residents say...

Lack of infrastructure to attract skilled workers and businesses and capable of supporting growing population, including: museum, modern/relevant sport and recreational facilities to keep children busy, stadium, a CBD with a heart, great restaurants.

Middle aged male respondent from Mount Maunganui

Sport to be available for all and not just the competitive types.

Older female respondent from Tauriko

Sport and recreation facilities for the level of population and rate of growth are inadequate.

Younger female respondent from Whakamarama







Economic Wellbeing



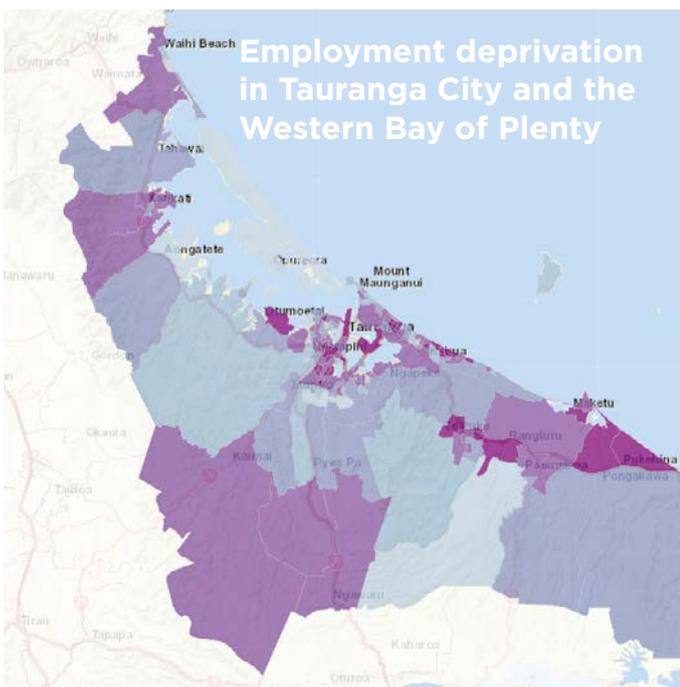
This section presents perceptions of the economic wellbeing of the Western Bay of Plenty and Tauranga Community and prioritises opportunities for improvement. The subjects covered include the economy, reducing inequity and housing.

The economic wellbeing of the Western Bay of Plenty area is perceived as average, with the economy the highest performing aspect of this section.

The residents of Mt Maunganui/Pāpāmoa, Otumoetai/Pyes Pa and Kaimai are more positive about the economy compared to the other communities in the region. Both Kaimai and Katikati/Waihi Beach communities are more positive about housing in the region compared to those living in other areas.

Economic Wellbeing			
	2018	CHANGE	2015
Economy	B	↑	B-
Reducing Inequity	C	↑	C-
Housing	C	↑	C-

New Zealand Index of Multiple Deprivation⁵⁰



The New Zealand Index of Multiple Deprivation (IMD), developed by a team at the University of Auckland, is a set of tools for identifying concentrations of deprivation. A rating (1 to 5) is provided, where five is most deprived, represented by darker shading.

The chart to the left represents employment deprivation for Tauranga and the Western Bay of Plenty, based on the number of working age people receiving the Unemployment Benefit, and the number of working age people receiving the Sickness Benefit.

- Q1 - Least Deprived
- Q2
- Q3
- Q4
- Q5 - Most Deprived

⁵⁰ New Zealand Index of Multiple Deprivation (IMD) - The University of Auckland <https://www.fmhs.auckland.ac.nz/en/soph/about/our-departments/epidemiology-and-biostatistics/research/hgd/research-themes/imd.html>. The Index of Multiple Deprivation was developed by the IMD team: Dr Daniel John Exeter, Dr Jinfeng Zhao, Dr Sue Crengle, Dr Arier Chi Lun Lee and Michael Browne, with help and support from numerous individuals and organisations.



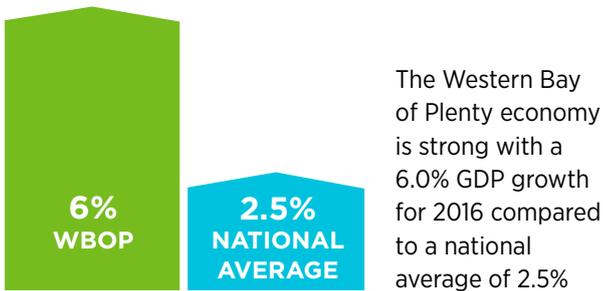
Top priorities for Improving the Region's Economy

- 1** Improve support for entrepreneurs and small businesses 57%
- 2** Reduce unemployment 51%
- 3** More training opportunities 47%

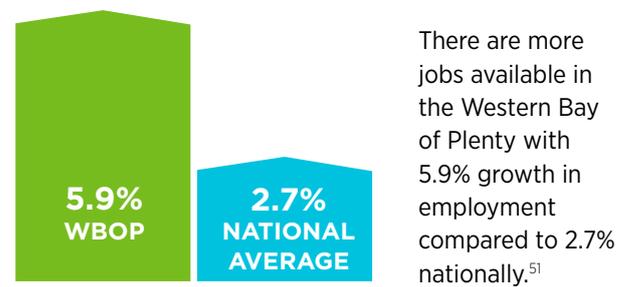
Residents of Te Papa/Welcomes Bay, Katikati/Waihi Beach and Maketu/Te Puke are less positive about the region's economy than those in Mt Maunganui/Papamoa, Otumoetai/Pyes Pa and Kaimai.

The current economy

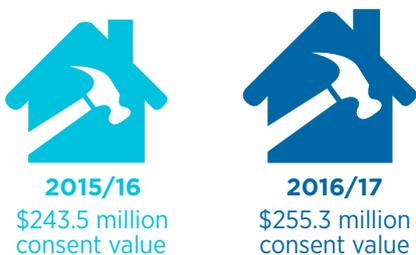
GDP growth for 2016



Growth in employment



Growing building industry



There is a growing building industry in the Western Bay of Plenty with a consent value of \$255.3 million for 2016/17 compared to \$243.5 million in 2015/16.

Building consents processed



In the 2016/17 year, Tauranga City Council processed 3,273 building consents, a 6% increase from 3,080 the previous year.⁴²

⁵¹ Source: Annual report 2016-2017 Western Bay District Council
⁵² Source: Annual report 2016-2017 Tauranga City Council



What's happening in the Western Bay of Plenty?

- A new mall at Tauranga Crossing and the multimillion-dollar redevelopment of Melrose Retirement Villages have helped set a record for commercial consents. Figures show 29 commercial consents valued at \$59 million were issued in August 2017, being the highest value of commercial consents issued on record.⁵³
- More than 1,000 new businesses started up in Tauranga for the year ending June 2017, many of them home-based businesses. This brings the total number of Tauranga based businesses to 18,859 (as at June 2017).⁵⁴
- First Call Recruitment⁵⁵ was awarded the Westpac Tauranga Business Award 2017, as well as the Embracing Digital Technology Award sponsored by Vodafone. Established in Tauranga 11 years ago, the company has grown nationally to work for and support New Zealand people through a world class recruitment service.
- Tui Products⁵⁶, a Tauranga based New Zealand-owned and operated business, was awarded the Corporate Leadership Award at the 2017 Westpac business awards. Known for their innovative garden products that are developed for the New Zealand climate, Tui has also expanded their product range into other categories such as fire related and pet products.

⁵³ Hall, C. (11 September, 2017) Major shopping complex set to expand. NZ Herald. Found here: <http://www.nzherald.co.nz/index.cfm?objectid=11916745>

⁵⁴ Hall, C. (31 August, 2017) More than 1000 businesses start in Tauranga in one year. NZ Herald. Found here: <http://www.nzherald.co.nz/index.cfm?objectid=11908129>

⁵⁵ <http://www.recruitmentagenciesnz.co.nz/>

⁵⁶ <http://www.tuigarden.co.nz/>



Residents say...

They need to create more jobs. The more jobs we have the more money we get. That will solve a lot of problems.

Middle aged male respondent from Katikati Community

Housing and employment are issues that I see many families struggle with in my area. Overcrowding of houses because people can't afford to rent and there are very little employment opportunities available for people without qualifications.

Younger female respondent from Te Puna

High cost of living (i.e., rent) reduces ability to spend into the economy, reduces motivation to take risks in new careers, new interests and new activities as these all cost.

Younger female respondent from Brookfield



Reducing Inequity



(2015: C-)

Top priorities for Reducing Inequity

- 1 Improve basic household financial skills** 46%
- 2 Promote local adoption of a living wage** 46%
- 3 Increase affordable and appropriate housing options** 46%

Mt Maunganui/ Pāpāmoa residents as well as those over the age of 65 and males are all likely to have a more positive view, than other residents, about the region when it comes to addressing the gap between rich and poor.

What do different groups of residents think?



Increasing affordable and appropriate housing options is the top priority in all Tauranga City Council areas, and for the 18 to 35 age group, and 56 to 65 age group.



Adopting a living wage is an important priority for 36 to 55 year olds, Kaimai residents, and women.



Those earning more than \$110k are the group most likely to suggest increasing services that support and encourage transition from unemployment to workforce as a priority, and least likely to suggest improving minimum wages.

Equity and inequity in the Western Bay of Plenty

Minimum and Living Wages

	Hourly rate	Annual take home pay ⁵⁷
Minimum wage in New Zealand (as of April 2017)	\$15.75	\$28,072
Living wage (as of July 2017)	\$20.20	\$35,579

How residents feel about personal finances



One in six Western Bay of Plenty residents feel highly stressed about personal finances.

Median Annual Household Income (2017)⁵⁸

Median income Tauranga City	\$89,000
Median income Western Bay of Plenty District	\$89,600
Median income New Zealand	\$97,100

⁵⁷ Based on a full-time position (40 hours per week) and excluding Student Loan repayments and KiwiSaver.

⁵⁸ Source: MBIE Household Income Estimates (based on Statistics New Zealand NZ Income Survey & Census)

⁵⁹ Bay of Plenty Times; 13 Nov 2017 - Drowning in debt

⁶⁰ Woods, A. (6 May, 2017) Nearly one in 10 Tauranga council workers paid less than 2017 living wage rate of \$20.20 per hour. Bay of Plenty Times. Found here: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11848168

⁶¹ Ibid.

⁶² Cousins, J. (18 July, 2017) Widening income gap sparks public meeting in Tauranga. NZ Herald. Found here: http://www.nzherald.co.nz/politics/news/article.cfm?c_id=280&objectid=11891643

⁶³ <https://www.habitat.org.nz/contact/tauranga.html>

⁶⁴ <http://tgabudget.org.nz/>



What's happening in the Western Bay of Plenty?

- Nearly 10% of Tauranga City Council employees are paid less than the living wage (\$20.20 per hour) in 2017. According to Mayor Greg Brownless, the Council should reconsider its position given other New Zealand local authorities are supporting the living wage⁶⁰.
- The Western Bay of Plenty Public Transport Blueprint notes bus contractors will be required to pay drivers the living wage as part of the new Western Bay of Plenty bus contracts⁶¹.
- A forum with the aim to reduce inequality, jointly organised by SocialLink and Closing the Gap, held a public meeting in Tauranga during July 2017 to highlight the widening income gap between the highest income and lowest income brackets. A purpose of the meeting was to begin conversations about what could be done at a local level.⁶²
- **Habitat for Humanity**⁶³ partners with people in the community, to help them build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. The recent development in Sherson Street Tauranga was assisted by BayTrust providing a loan of \$1.1m to help develop 9 to 10 houses for families in need.
- **Tauranga Budget Advisory Service**⁶⁴ provides free budgeting assistance and financial literacy to assist people to regain financial control. They also provide community education programmes via other community partners such as schools, parenting groups, mental health services, aged care networks, Corrections and Work & Income clients and foodbank clients.

Close to 2,000 clients of Tauranga Budget Advisory Service have collectively racked up more than \$30 million of personal debt in 2017.⁵⁶ This is an increase of nearly \$10 million since 2016.



Residents say...

The increasing gap between rich and poor. If this is not addressed we will get a significant group in society who are alienated and dysfunctional. This problem affects all aspects of our society. It limits access to the basic human rights of access to healthcare and adequate housing. We need to agitate for a living wage to become the minimum wage. The flow on effect from this would be a positive impact on community health and well-being.

Middle aged female respondent from Otumoetai

Until everyone has equal opportunity of access to housing, education and community there will be a negative social cost in our society (crime, unemployment, domestic issues).

Middle aged male respondent from Katikati Community

There is a lack of basic knowledge about how to run a family budget. This causes stress when income is not spent wisely.

Middle aged female respondent from Te Puke Community





Housing



(2015: C-)

Top priorities for Reducing Inequity

- 1 Improve the affordability of owning a home** 58%
- 2 Provide more assistance for first home buyers** 50%
- 3 Improve the quality of existing housing** through insulation, maintenance and cost-effective fittings 49%

Residents most positive about housing in the Western Bay of Plenty are those in Kaimai and Katikati/Waihī Beach, as well as males and those older than 56.

What do different groups of residents think?



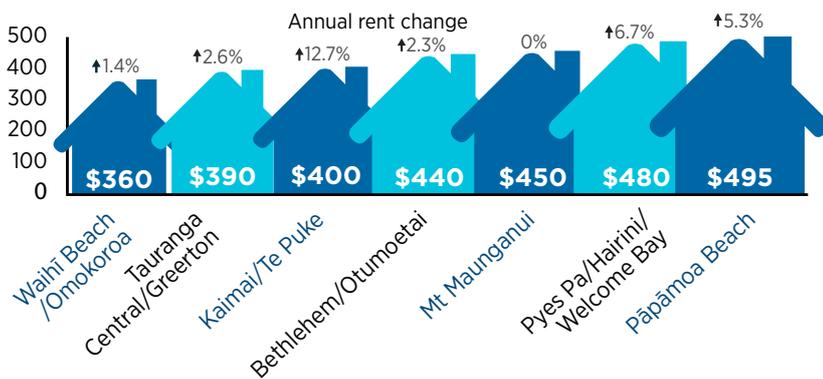
Residents in Te Papa/Welchome Bay, Māori, those in the lower income bracket (less than \$50k per household) identified improving the affordability of renting a house as a priority.

Improving the affordability of owning a home was the top priority for all districts and demographics.

The housing environment

Average Weekly Rent in the Western Bay of Plenty⁶⁵

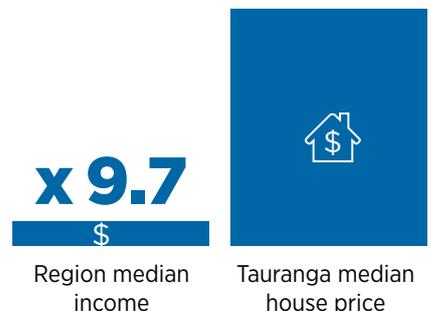
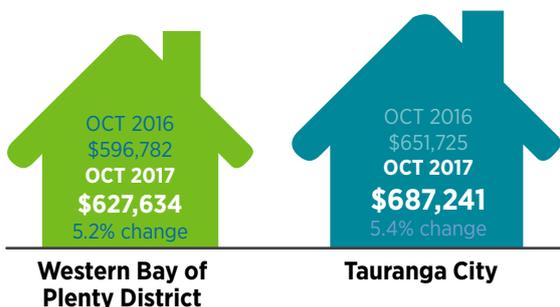
(October 2017)



Tauranga Homes are the ninth most unaffordable out of 406 metropolitan housing markets across nine countries.

The median house price in Tauranga was calculated as being 9.7 times larger than the median income in the region, making housing in the city less affordable than in Los Angeles, San Francisco and London⁶⁷.

Average House Values Western Bay of Plenty⁶⁶



⁶⁵ <https://www.qv.co.nz/property-trends/rental-analysis> (Oct 2017)
⁶⁶ <https://www.qv.co.nz/property-trends/residential-house-values> (Oct 2017)
⁶⁷ Cousins, J. (24 Jan, 2017) Tauranga housing ranked ninth least affordable. Bay of Plenty Times, using data from Demographia International (January 2017) 13th Annual Demographia International Housing Affordability Survey.



What's happening in the Western Bay of Plenty?

- Tauranga City Council, the Western Bay of Plenty District Council and the Bay of Plenty Regional Council have created a joint 'SmartGrowth Strategy' to identify growth opportunities for the region. The strategy identifies over 15,000 dwelling sites to be developed by 2021⁶⁸.
- The government recently announced that it will loan five councils a cumulative \$1 billion to build roading and water infrastructure to support up to 60,000 additional homes. Auckland, Hamilton and Tauranga have been earmarked to receive the majority of the interest-free loans.⁶⁹
- **HomeStart grants**⁷⁰ have helped 1,000 families to buy their first home across the Bay of Plenty in the year to April 2017. Of these, 393 were purchased in Tauranga, equating to more than \$2 million in grants. HomeStart is a government initiative aimed at supporting New Zealanders to purchase their first home.
- The **Maketū Health Whare Project**⁷¹ sees homes assessed for a range of needs including basic repairs, insulation, wiring, water tightness, draftstopping and curtains. The purpose is to create a dry, healthy home for the whānau. The work is carried out by professionals alongside homeowners to ensure they learn basic home maintenance skills they can utilise in the future. Local funders ensure products such as insulation, smoke alarms and repairs can be provided.

A Bay Trust grant of \$310,000 in 2016 has supported Tauranga Community Housing Trust to build 14 one-bedroom houses in Waihi Road, Judea.



Residents say...

It seems that affordable housing is really a major concern in our area. In fact, housing choices are very limited especially in the lower price brackets. I would love to see everyone being able to live in a safe, dry and affordable home.

Older female respondent from Te Puke Community

I believe the most important issue has to be the ever-increasing spike in affordable housing. Tauranga is becoming more like Auckland, encouraging the wealthy from this country and others to flock to build/buy houses. I understand this is good for Tauranga's economy, but it is putting a lot of youths off purchasing their first houses, and making it damn near impossible for others as prices have soared.

Younger male respondent from Pyes Pa

At present I would say the priority is housing. The quality or inequality of it. Due to the large influx of people to the region this has meant a lot of properties that haven't previously been on the market or rented are now in demand. This has exposed a number of substandard residential properties that people are attempting to live in without proper facilities and a lack of proper insulation, and buildings which are unsafe and unhealthy for members of our region to be living in.

Middle aged female respondent from Katikati Community

⁶⁸ Ministry of Business, Innovation and Employment. Regulatory Impact Statement. Found here: <http://www.mbie.govt.nz/info-services/housing-property/housing-affordability/document-image-library/ris-adding-districts-to-schedule-1.pdf>

⁶⁹ Cooke, H. (11 July, 2017) Government's \$1b fund to support 60,000 new homes mostly going to Auckland, Hamilton, and Tauranga. Stuff. Found here: <https://www.stuff.co.nz/national/politics/94601815/governments-1-billion-infrastructure-fund-mostly-going-to-auckland-hamilton-and-tauranga>

⁷⁰ Author unknown (10 May, 2017) One thousand Bay families take up HomeStart grant. Found here: http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11853026

⁷¹ <http://www.westernbay.govt.nz/our-council/news/Pages/Maketu-housing-project-steps-up-a-gear.aspx>





Environmental Wellbeing



This section explores the environmental wellbeing of the Western Bay of Plenty and Tauranga.

The community evaluates the Western Bay of Plenty relatively modestly for the ease of getting around and above average for environmental sustainability.

Those in Otumoetai/Pyes Pa and Kaimai are less likely to think the Western Bay of Plenty performs well at being environmentally sustainable.

The ability to get around and transport people and goods in the Western Bay of Plenty is seen as better by the communities of Mt Maunganui/Pāpāmoa, Otumoetai/Pyes Pa and Maketū/Te Puke compared to other regions.

Environmental Wellbeing			
	2018	CHANGE	2015
Environmental Sustainability	B-	-	B-
Getting Around	C+	↑	C

The **Western Bay of Plenty** covers 212,000 hectares, with 202km of harbour and 55km of ocean beach⁷². The climate is warm and temperate⁷³.

The area stretches along the east coast of the North Island of New Zealand from Bowentown/Waihi Beach to Otamarakau. To the west is the rugged bush-covered Kaimai Range from which many streams flow to the coastal lowlands and into the estuaries and mudflats of Tauranga Harbour. Matakana Island forms a natural barrier between Tauranga Harbour and the Pacific Ocean.

Tauranga City, with a land area of 168km², has a warm and temperate climate with the temperatures being highest on average in February, and is ideal for outdoor pursuits such as surfing, boating, diving and fishing⁷⁵.

The unprecedented growth of Tauranga has increased awareness of sustaining and protecting the health of natural systems⁷⁶, with the Tauranga City Council developing an environmental strategy to provide a citywide framework.

How is the Acorn Foundation helping?

Forest and Bird (along with volunteers from the Aongatete Forest Restoration Project), undertake pest control at Aongatete with funding from Acorn (and other grants).

⁷² <http://www.westernbay.govt.nz/our-district/about-the-western-bay/Pages/default.aspx>

⁷³ <https://www.tmia.co.nz/the-region/western-bay-plenty-facts/>

⁷⁵ <https://www.tmia.co.nz/the-region/western-bay-plenty-facts/>

⁷⁶ <https://www.tauranga.govt.nz/our-future/strategic-planning/strategic-focus/environment-strategy>



Environmental Sustainability



Top priorities for Environmental Sustainability

- 1 Improve the quality of the harbours, beaches, lakes and rivers 55%**
- 2 Promote and improve waste management, including recycling 44%**
- 3 Preserve and develop parks and reserves for recreation 32%**

Otumoetai/Pyes Pa and Kaimai residents, those aged between 36 and 65, and females are less likely to rate the area positively compared to other residents when it comes to Environmental Sustainability.

What do different groups of residents think?



Improving the quality of harbours, beaches, lakes and rivers is top priority for all districts and demographics.

Although still a top priority for younger residents (18-35), the percentage that are concerned with improving the quality of the harbours, beaches, lakes and rivers, is far less compared to all other age groups.



Improving sustainable land practices is more important to people in rural districts than in urban areas.

The current environment



There are 39 environmental care groups in the Western Bay of Plenty. Several of these have more than 100 active members while others have less than 12 striving to make their local area a better place.

The **Bay Conservation Alliance** includes four established community conservation groups, themselves registered charities in the Bay of Plenty. Its aim is to support and help expand the existing work of its members and seek to develop new, larger, landscape scale conservation projects.⁷⁷



The **Port of Tauranga's operations are guided by their Environmental Policy** and, under the Resource Management Act 1991, are governed by resource consents protecting the harbour and neighbouring environment. These cover the Port's activities such as dredging, spoil disposal, discharges and wharf construction. All consents have monitoring conditions to ensure the quality of our community's environment is maintained.⁷⁸

The only **transfer stations** (rubbish dumps/tips) currently available in the Western Bay of Plenty are located in Tauranga and Mount Maunganui.

Additional community **recycling** and **greenwaste** centres are located at Katikati, Athenree, Omokoroa (greenwaste only) and Te Puke.



It is estimated that in Tauranga and the Western Bay of Plenty:

575 KILOGRAMS OF WASTE PER PERSON IS SENT TO LANDFILL EACH YEAR⁷⁹



The **Tauranga Moana advisory group** has identified several harbour issues. Mangroves, biosecurity, loss of sea grass habitats, sea lettuce and sedimentation are all issues that are affecting water quality and residents' ability to enjoy the harbour.



Bay of Plenty Regional Council owns and manages the **Pāpāmoa Hills Regional Park**, near Te Puke (*front cover picture*). The 135ha park is enjoyed by thousands of visitors each month. The summit is 224m above sea level and offers sweeping views of the Bay of Plenty coastline. There are several tracks through the park and numerous archaeological features, including seven pa sites.





What's happening in the Western Bay of Plenty?

- Bay of Plenty Regional Council, along with Western Bay of Plenty District Council and Tauranga City Council, runs the “**don't paint the drain**” campaign to help prevent pollution of our waterways and harbour. Sponsors Resene and Dulux have paint takeback services, where unwanted paint and containers are reused or recycled to minimise the impact on the environment.
- In 2017, the Western Bay of Plenty District Council signed the **Local Government Leaders' Climate Change Declaration**. This aims to acknowledge the importance and urgent need to address climate change with initiatives such as a plan to transition towards a low carbon and resilient New Zealand.⁸⁰
- **Bay of Plenty Regional Council invest more than \$24 million each year on work to protect and improve water quality in local rivers, lakes, streams and aquifers.** This delivers work on the ground with land, business and infrastructure owners, alongside iwi and the wider community, to prevent pollution; reduce bacteria, nutrient and sediment run-off; and improve habitat for fish and other freshwater wildlife.
- The **Tauranga City Council's Environment Strategy**⁸¹ aims to ensure the city's growth is balanced with protecting and enhancing the natural environment. Council intends to work with the community and stakeholders to develop a shared vision and action initiatives to achieve this going forward.
- The Western Bay of Plenty District Council has adopted its **Waste Minimisation and Management Plan 2017**. Options to be investigated include: Council-led kerbside recycling and rubbish collection, the replacement of Omokoroa's greenwaste facility, and rural waste initiatives such as a community hub.⁸²

⁷⁷ <http://www.bayconservation.nz/>

⁷⁸ <https://www.port-tauranga.co.nz/environment/>

⁷⁹ Tauranga City Council Annual Report 2016/17; www.tauranga.govt.nz/annualreport

⁸⁰ Western Bay of Plenty Council (2017) Western Bay Sign Climate Change Declaration. Found here: <http://www.westernbay.govt.nz/our-council/news/Pages/Western-Bay-sign-Climate-Change-Declaration.aspx>

⁸¹ <http://www.tauranga.govt.nz/our-future/strategic-planning/strategic-focus/environment-strategy>

⁸² <http://haveyoursay.westernbay.govt.nz/W MMP>



Residents say...

I think the conservation and protection of our resources in the Bay are the most important issues to address going forward; without a healthy environment in which to live we cannot sustain a healthy and happy community.

Middle aged female respondent from Pyes Pa

Lack of coherent sustainable environmentally appropriate waste management policy. We are poisoning and despoiling our lovely rural/urban environment. The current lack of policy is indefensible.

Older male respondent from Omokoroa

There is a lack of sensible town planning as urban areas grow, leaving development choices to be made by profit-oriented entrepreneurs and failing to provide cultural and recreational facilities, particularly parks and wilderness areas.

Older male respondent from Lower Kaimai





Getting Around



Top priorities for Getting Around

- 1 Improve roading design and new arterial roads** 57%
- 2 Improve the bus services** 56%
- 3 Improve walkways** (e.g. footpaths, lighting, crossings, overpasses) 45%
- 4 Improve and expand cycle networks and facilities** 45%

Those residing in the Te Papa/Welcome Bay, Kaimai and Katikati/Waihi Beach wards are more likely to rate the region below average when it comes to the ability to get around and transport people and goods in the Western Bay of Plenty.

What do different groups of residents think?



Western Bay of Plenty residents outside Tauranga place more importance on improving roading design, new arterial roads and the bus service compared to those living in Tauranga.



Tauranga residents place more importance on improving walkways, and expanding cycle networks and facilities compared to those in the rest of the Western Bay of Plenty.



Residents of Maketu/Te Puke and Te Papa/Welcome Bay see improving the bus service and making public transport more affordable as key priorities.

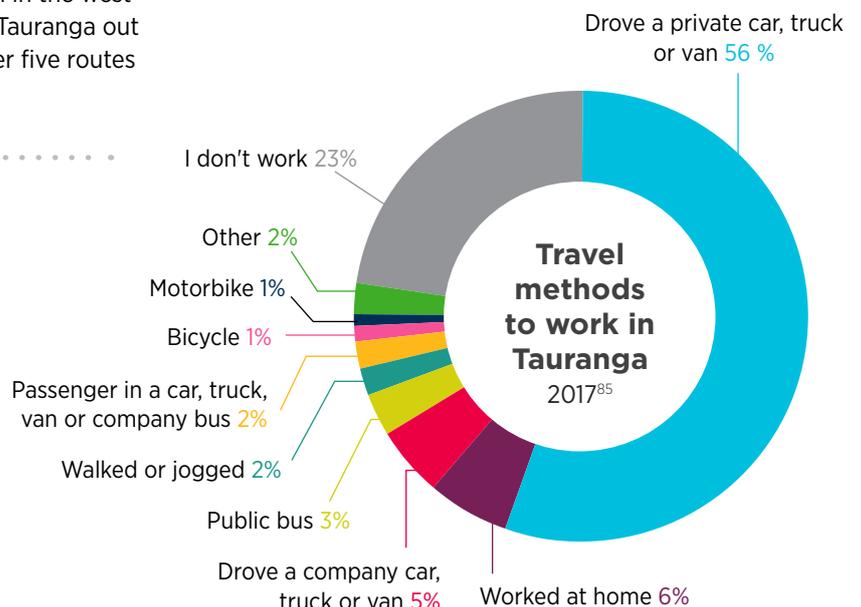
The current transport and roading environment

Bus services⁸³: there are 14 bus routes which cover the Tauranga urban area, from Pāpāmoa in the east to Bethlehem in the west and south to the Lakes. There are four routes from Tauranga out to Omokoroa, Katikati and Waihi Beach, and another five routes connecting Te Puke to Tauranga and Whakatāne.

Results from a survey run by the Tauranga Transport Programme show that nearly **70% of city residents want to reduce Tauranga's reliance on cars**, with 80% saying authorities had performed badly on this issue.⁸⁴



Of the 1,020km of local roads in the Western Bay of Plenty outside Tauranga, 190km is unsealed. The average cost of seal extensions, including design and consent costs, is \$450k per km.





What's happening in the Western Bay of Plenty?

- **Tauranga Northern Link (TNL)**⁸⁶: Construction funding for the TNL was granted in April 2016 as part of the \$520 million Waihi to Tauranga Corridor Programme to improve road safety, support economic development and regional growth along this busy regional highway. Construction is programmed to take place from 2018 to 2022.
- The Bay of Plenty Regional Council has introduced the **Blueprint programme** to address public transport challenges in the Western Bay of Plenty. In particular, the Blueprint programme seeks to improve travel and journey times with more direct and regular service connections, new technology to provide users with better information, potential priority over traffic in some parts of the network, and park and ride facilities, all of which aim to drive an increase in demand for public transport.
- **Baypark to Bayfair link**⁸⁷: The upgrade to the Baypark to Bayfair link, due for completion in December 2020, will provide improvements to the SH2/SH29A Te Maunga intersection and to the SH2 Maunganui Road/Girven Road intersection and complete the eastern corridor for the Bay of Plenty.
- **The Omokoroa to Tauranga Cycle Trail**⁸⁸ is a 19km route made up of both new and existing off-road shared paths and local road connections. It will provide a link between Omokoroa and Tauranga City's existing urban cycleway network. Construction is expected to be completed by June 2019. The Tauranga Round Table, TECT, PowerCo and KiwiRail are project partners providing funding and assistance.
- **The Maungatapu underpass**⁸⁹ is a two-lane link underneath the Maungatapu roundabout, improving the traffic flow around the Maungatapu and Hairini roundabouts in Tauranga. It connects Welcome Bay Road to the Turret Road causeway with a new bridge constructed over the Kaitemako Stream.



Residents say...

The problem facing the Bay is the huge increase in traffic on a roading system that can't cope with it.

Older male respondent from Matapihi

The Bay of Plenty region needs better forms of public transportation more frequently. The current bus service is unreliable and busses don't come at close enough intervals. Solving this issue will benefit students who can't afford to park in town, elderly who need to get from a to b, and the environment as less people will be using their personal vehicles.

Younger female respondent from Mount Maunganui

The greatest priority is safety on the roads. More bike lanes, walkways, street lights, reducing speed on rural/residential areas would definitely benefit this area. This would improve the safety and awareness of road users so that no accidents arise and health and safety is maximised.

Younger female respondent from Oropi



⁸⁵ <https://www.baybus.co.nz/>

⁸⁴ Tauranga Transport Programme online survey: Bay of Plenty Times; 14 Nov 2017

⁸⁵ Tauranga City Council - Annual residents survey 2017

⁸⁶ <http://www.nzta.govt.nz/projects/sh2-waihi-to-tauranga-corridor/tnl/>

⁸⁷ <https://www.nzta.govt.nz/projects/baypark-to-bayfair-link>

⁸⁸ Western Bay of Plenty District Council (2017) Omokoroa to Tauranga Cycle Trail. Found here: <http://www.westernbay.govt.nz/our-facilities/cycleways/Pages/Omokoroa-to-Tauranga-Cycle-Trail.aspx>

⁸⁹ <http://www.nzta.govt.nz/projects/hairini-link/>

Who did the Survey?

A total of 1,939 residents completed the survey; 1,047 from Tauranga and 892 from Western Bay of Plenty.

Following data collection, data were weighted to known population distributions for age, gender, ward and ethnicity (Māori and non-Māori) based on the Census 2013 data. This ensures the final sample is representative of the population.

Length of time lived in the Region

	2018	2015
Less than one year	3%	3%
1 to 5 years	22%	16%
6 to 10 years	15%	17%
11 to 20 years	24%	29%
More than 20 years	36%	35%

Household income of respondents

	2018	2015
Up to \$49,999	29%	31%
\$50,000 to \$109,999	36%	37%
\$110,000 or more	21%	17%
Preferred not to say	14%	15%

How did we do the research?

Acorn Foundation contracted Key Research to undertake the Vital Signs® 2018 research project. Key Research is a Tauranga-based market research company and is thus well-located to undertake this Bay-wide review of community perceptions.

Data were collected using a mixed-method approach involving an invitation sent by post asking respondents to complete the survey online or by paper. Using the electoral roll, a sample of residents were randomly selected to take part from each of the wards of Te Papa/Welcome Bay, Otumoetai/Pyes Pa, Mt Maunganui/Pāpāmoa, Katikati/Waihī Beach, Kaimai, and Maketū/Te Puke.

Respondents were directed to a website to complete the survey online or asked to call Key Research if they wished to be sent a paper copy. Additionally, the Acorn Foundation sent out media releases inviting respondents to complete the survey online and those who received an invitation were invited to share the link to the online survey with friends and family in the community. Following data collection, the results from those who were randomly selected to take part and those who 'opted in' were compared. As no significant differences were identified the two samples have been merged and reported together.

A total of 25,400 invitations were sent to residents in Tauranga and the Western Bay of Plenty. A response rate of 13% was achieved, resulting in a total of 1,939 responses to the survey. A sample of this size (n=1,939) provides results with an associated margin of error of 2.1% (at the 95% confidence interval) and means these results can be considered robust. The margins of error associated with sub-groups in the sample are larger. It's important to keep in mind that the results for those sub-groups are therefore less precise.





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