

Part I: Community Outcomes

- *District Profile*
- *SmartFuture*

Profile - The Western Bay of Plenty District

The Western Bay of Plenty - Key Settlements



Our history

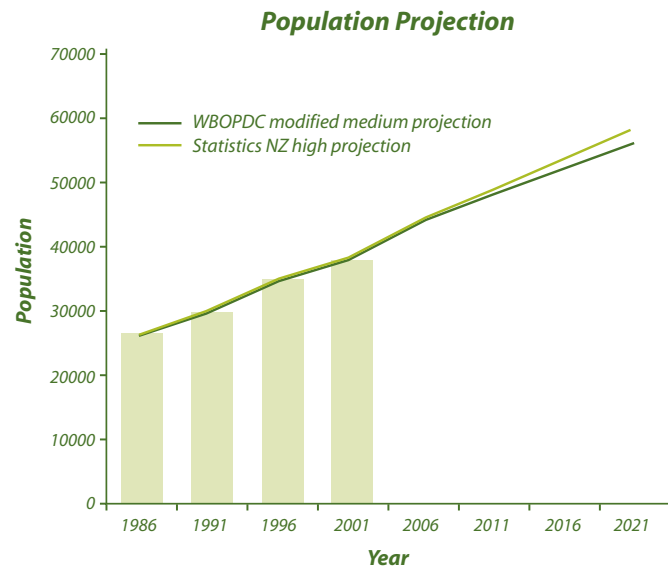
The Western Bay of Plenty District has a long history of occupation by Maori. Tangata whenua in the District are intrinsically associated to the Takitimu waka, the Te Arawa waka and the Mataatua waka. Hapu and iwi of today are direct descendents of these renowned waka.

Numerous archaeological sites are scattered throughout the District as a result of long-term Maori occupation. While a number of these sites have been destroyed over the years in the process of development, some archaeological sites are held in public ownership, including Bowentown Domain, Kauri Point Historic Reserve, Papamoa Hills Cultural Heritage Regional Park and Huharua Harbour Park.

European settlements in the District date back to the 19th century, with traders and missionaries among the first Europeans to locate in the area. Early settlements formed at Maketu and Tauranga, and George Vesey Stewart founded Ulster settlements at both Katikati in 1875 and Te Puke in 1880. Tauranga, Te Puke and Katikati formed the nuclei for subsequent expansion of European pastoral farms. Pockets of urban development grew around the shores of Tauranga Harbour, usually where there was boat access to the harbour. These settlements include Athenree, Island View, Omokoroa, Plummers Point and Te Puna West.

Our people

The Western Bay of Plenty subregion is one of the fastest growing areas in New Zealand. Between 1991 and 1996 the District's usually resident population grew by 17.1%, the third fastest growth rate experienced by a territorial authority in New Zealand over that period. Between 1996 and 2001, the rate of growth slowed to 9.3%, however the District remained among the highest growth areas in the country (eighth fastest compared with other territorial authorities)¹. The majority of this growth is due to people moving into the District from other parts of the country. This growth trend is anticipated to continue over the next 20 years, with the District's population projected to increase from 38,232 in 2001 to over 56,000 by 2026².



The District is characterised by larger proportions of younger (under 15 years) and older (65 years and over) people than the national average. The effect of an older population is reflected in the median age of residents (39 years in 2001, compared with the national median of 34.8 years)³.

The District is less ethnically diverse than the New Zealand population as a whole, and is dominated by Europeans (87%) and Maori (17.5%)³.

Our environment

The Western Bay of Plenty District covers approximately 212,000 hectares.

The District has a warm sunny climate (an average of 1,900-2,300 hours per year) with moderate rainfall (1,200-2,400mm per year), making it one of New Zealand's most productive horticultural areas⁴. Approximately one quarter of New Zealand's horticultural land is located in the District, and is centred around the towns of Te Puke and Katikati.

Almost half of the District is covered by forest, both planted (12.8%) and indigenous (35.4%). A further 40% is pastoral land. Less than 1% of the total area of the District is urban⁴.

Prior to human settlement, the District was largely covered in forest, scrub and wetlands. Pohutukawa forest occurred on many of the headlands and hill slopes adjacent to the harbour in association with tall coastal forest including puriri, karaka, tawa, rewarewa and kohekohe.

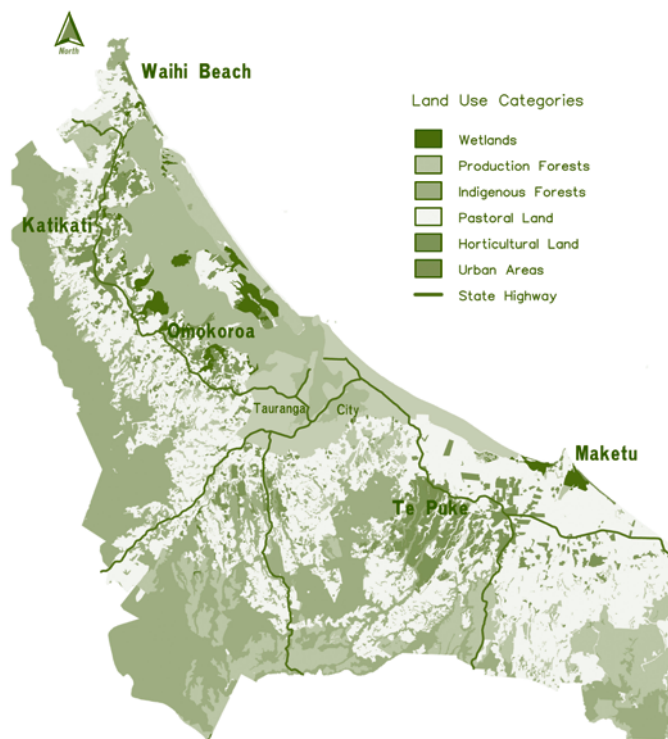
¹ Statistics NZ 2001, 1996, 1991 Census. Provisional figures from the 2006 census record the District's population as 42,400 people, reflecting a growth rate of 10.2% between 2001 and 2006. This provisional result means the District is the thirteenth fastest growing territorial authority in the country. Final 2006 Census population figures are due for release in November 2006. Check www.wbopdc.govt.nz for further information.

² SmartGrowth December 2002 (updated May 2005).

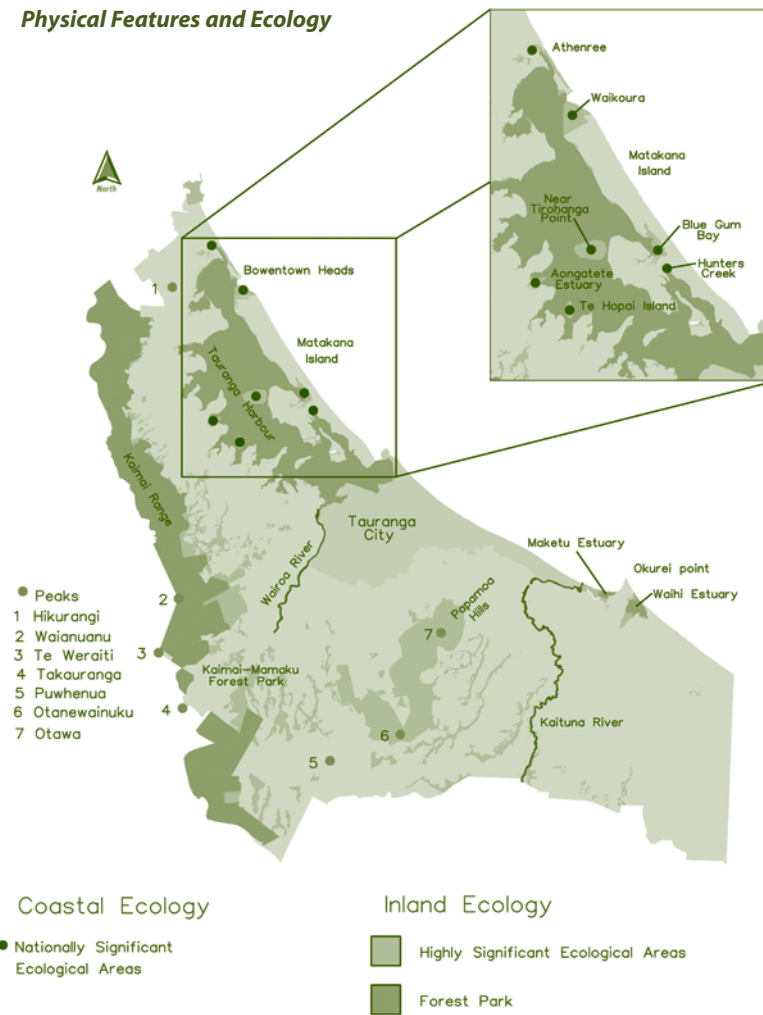
³ Statistics NZ 2001 Census. Ethnicity statistics reflect that people identify with more than one ethnic group.

⁴ Statistics NZ, Western Bay of Plenty Quarterly Review, September 2002.

Land Use



Physical Features and Ecology



Extensive swamps were located to the east of the District, while around Tauranga Harbour there were extensive freshwater and saline wetlands. Many more species of birds, animals and fish were present, including some species now extinct such as the huia. In the course of several centuries of Maori occupation, much of the original forest cover was cleared by fire and replaced by manuka and fern. European occupation resulted in the extensive drainage of freshwater wetland, with only a very small proportion of the freshwater wetlands and swamp forest remaining today.

Our economy

The economies of the Western Bay of Plenty District and Tauranga City are interdependent because of how people live, work, spend and invest in the western Bay of Plenty subregion. Meaningful analysis of economic performance for these economies requires considering the economic performance of the subregion as a whole.

Subregional GDP grew by 5.3% in 2005, beating the national average of 3.5%. GDP per capita grew by 2.9% reflecting the subregion's large population growth in 2005 of 2.2%. Full-time equivalent employment grew by 5.6% in 2005, but on average employee productivity decreased by 0.3% from 2004. Businesses thus face the challenge of increasing their employees' productivity when nationally employees increased their productivity by 0.2%. Existing businesses grew by 2% in 2005 and there were 3.6% more businesses in the same period⁵. Business growth in the subregion during 2005 exceeded the national average.

In the Western Bay of Plenty District alone 38.8% of people are employed in agriculture, forestry and fishing, the highest proportion of people employed in any industry. The manufacturing industry employs 18.2% of people, the second highest proportion of people employed in any industry. 12.7% of people are employed in the retail trade, 7.8% in education, 7.4% in health and social services and 6.7% in property and business services⁶.

The unemployment rate in the Western Bay of Plenty District is 3.8% compared to 3.2% for the whole of New Zealand. Average earnings per hour are \$17.11, and average weekly income is \$507, lower than the national average of \$586⁷.

Further information on the Western Bay of Plenty District can be found on the following websites:

www.wbopdc.govt.nz (Council's website)

www.stats.govt.nz (Statistics NZ website)

⁵ BERL (2006) Regional Performance Indicators 2004/2005.

⁶ Statistics NZ Western Bay of Plenty Quarterly Review, September 2005.

⁷ Statistics NZ Western Bay of Plenty Quarterly Review, September 2005.

SmartFuture

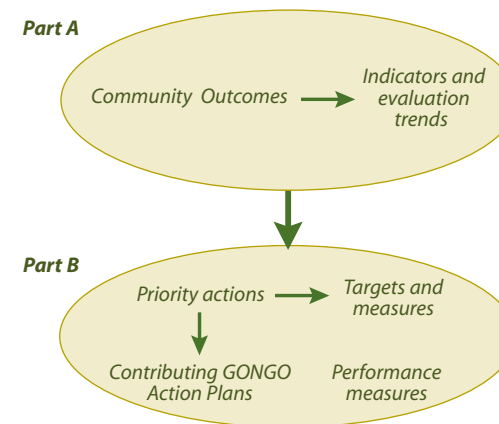
What is SmartFuture?

As an increasing number of people call the Western Bay “home” it is important we are clear about what they want for their future and how we can make it happen.

In the Western Bay of Plenty District, the process of identifying Community Outcomes and bringing service providers together to work towards these outcomes is called SmartFuture. It involves not only Council and the community, but a number of central government agencies, non-government organisations, tangata whenua, businesses and key individuals.

Council has a dual role in the SmartFuture process. It brings other service delivery agencies together to promote and monitor the achievement of Community Outcomes AND provides services that contribute to Community Outcomes.

SmartFuture - The Model



GONGO - government and non-government organisations

Part A

Define or review the Community's vision (i.e. Community Outcomes) every six years.
Monitor progress towards the Community's vision.
Report on progress towards the Community's vision every three years.

Part B

Identify critical issues that **MUST** be resolved to progress Community Outcomes.
Identify priority actions required to resolve issues.
Identify organisations to deliver priority actions. Include actions and performance measures in each organisation's work programme.
Develop targets and measures to monitor achievement of priority actions.

Community Outcomes

SmartFuture and the identification of Community Outcomes is not a new process. In 1997 Council ran a process to determine where the community wanted to be in 20 years time and what had to be done to make progress towards that vision.

Since then, Smartgrowth and a number of other planning processes have taken place to further refine the District vision and bring service providers together to address specific issues relating to growth management. These include SmartGrowth (the 50-year subregional growth strategy), SmartEconomy, Smart Transport Corridors (formerly known as the Strategic Roding Network) and comprehensive development plans (CDPs) for Katikati (2000) and Te Puke (2004).

Recent legislation has required Council to check the Community Outcomes. Rather than starting from scratch, Council updated the 1997 vision by using information from the more recent planning exercises and then went to the community to see if it was right. In July 2005 a SmartFuture brochure was circulated to every household, and business in the District, asking for feedback on the draft outcomes and direction on key issues facing the District.

The new Community Outcomes resulting from this process are outlined below.

Community Outcomes for the Western Bay of Plenty District

In the future the Western Bay of Plenty District will be a place where:

- We can all enjoy a healthy and safe lifestyle.
- Our communities are vibrant and welcoming.
- Leaders are effective, informed and inclusive.
- Our environment is clean, green and valued.
- Our economy is thriving.

Working towards Community Outcomes

*Council has a more direct role in influencing these Community Outcomes indicators.

Community Outcome	What this means	We know we will have achieved this when:	We will measure progress by monitoring indicators related to:
We can all enjoy a healthy and safe lifestyle.	We all have the opportunity to be healthy and safe, and have access to services and facilities that support this lifestyle choice.	<ul style="list-style-type: none"> - We feel safe and secure in our homes and communities. - Housing is affordable and appropriate to our life-stages. - We have easy access to quality health and social services. - Transport and other infrastructural services are safe and meet our needs. 	<ul style="list-style-type: none"> - Frequency of moderate physical activity. - Mental health. - Barriers to primary and emergency healthcare. - Perceptions of personal health. - Life expectancy at birth. - Housing density*, types*, tenure, crowding and affordability. - Uptake of Maori/Papakainga housing. - Quality of reticulated water.* - Compliance with wastewater standards.* - Frequency of flooding outside flood-prone areas.* - Constancy of water supply. - Traffic levels on unsealed roads.* - Levels of crime. - Perception of freedom from crime. - Level of road accidents.
Our communities are vibrant and welcoming.	Our communities celebrate differences and strengths. We have pride in our communities.	<ul style="list-style-type: none"> - Our communities are caring, inclusive and work together. - We recognise and respect Maori as tangata whenua. - Our diverse cultural heritage and traditions are respected and celebrated. - A range of arts, culture, recreation and life long learning opportunities is available to us all. - Town centres are the heart of our communities and promote local identity. - The rural and coastal character of our District is maintained. - Growth and development is well planned for. 	<ul style="list-style-type: none"> - Perception that people support each other in the local neighborhood. - Involvement in community groups and voluntary work. - Perception of impact of diversity on the community. - Perception of a culturally rich and diverse arts scene. - Range of recreation and leisure opportunities.* - Perception that the unique characteristics of the District are being maintained.* - Perception of sense of pride in the city and district. - Perception of strength of city and town centres.* - Perception that Maori culture is respected.
Leaders are effective, informed and inclusive.	We are represented by responsible and motivated people who support our participation in decision-making.	<ul style="list-style-type: none"> - Effective leadership is supported and fostered. - We are informed and have the opportunity to participate in decision-making. - Decision-making processes are easily understood. - Service providers work together to coordinate planning and delivery of service. 	<ul style="list-style-type: none"> - Residents' perception of their understanding of the decision making processes.* - Residents' perception of their influence on Council decision making.* - Residents' perception that they can influence the quality of life in their community. - Degree of residents' say in what Council does. - Degree of information that residents' have to participate in decision making for the future of their local community.*

(continued next page)

Working towards Community Outcomes (continued)

*Council has a more direct role in influencing these Community Outcomes indicators.

Community Outcome	What this means	We know we will have achieved this when:	We will measure progress by monitoring indicators related to:
Our environment is clean, green and valued.	The natural environment is valued, protected and sustained for future generations.	<ul style="list-style-type: none"> - Service providers work with us to ensure the environment is sustainably managed. - Indigenous habitats and species are plentiful. - Rare and representative habitats and species are protected and enhanced. - Air, water and land quality are maintained to protect our health and ecological systems. 	<ul style="list-style-type: none"> - Openness of local government meetings.* - Degree of local government representation. - Diversity of representation on decision making bodies. - Voter turnout. - Perception that leaders are getting better at working together. - Level of forums/programmes to develop and foster leaders. - Soil health and stability - Changes in land use.* - Air pollution levels. - Level of protection of rare and endangered species. - Insect health. - Level of involvement in environmental care programmes.* - Water quality - coastal and freshwater. - Water quality of key waterways. - Fore-dune stability. - Perception of the state of the natural environment. - Perception of change in the state of the natural environment.
Our economy is thriving.	A diverse, productive and competitive local economy supports long-term sustainable growth.	<ul style="list-style-type: none"> - Innovation and entrepreneurship add value and support diversification of the local economy. - The versatility of rural land is maintained. - Unique attributes of our District are turned into competitive advantages. - Infrastructure, services and facilities support and promote economic growth and development. - We are skilled, enterprising and adaptable. - A range of quality education and career opportunities are available locally. - Business, government and education sectors work effectively together. - Business practices are environmentally sustainable. 	<ul style="list-style-type: none"> - Value of exports by sector. - The skill gap. - Perception of ease of access to education provider. - Perception of works skills matched to occupations. - Level of skills in the workforce. - Reliability of electricity supply. - Perception that broadband service meets business needs. - Sustainability of the economy. - Growth of the economy. - Extent to which education and industry sectors work together. - Apprenticeships. - Youth employment. - Number of business/school partnerships. - Course diversity at secondary and tertiary levels. - Level of school qualifications.

Progressing towards Community Outcomes

Ongoing research and community consultation shows the management of rapid population growth in the western Bay subregion is the critical issue facing our District. A number of subregional processes are already under way that bring agencies together to work on specific growth related issues - e.g. SmartGrowth, SmartEconomy, SmartSpace.

SmartFuture is not about replicating this work. In order to add value and make best use of limited resources, SmartFuture focuses on developing priority actions to address outstanding issues in managing the effects of population growth. It is designed to ensure appropriate priority actions, funding and monitoring are "hardwired" into the financial planning cycles and annual work programmes of key service delivery agencies - e.g. through Long Term Plans, Annual Plans.

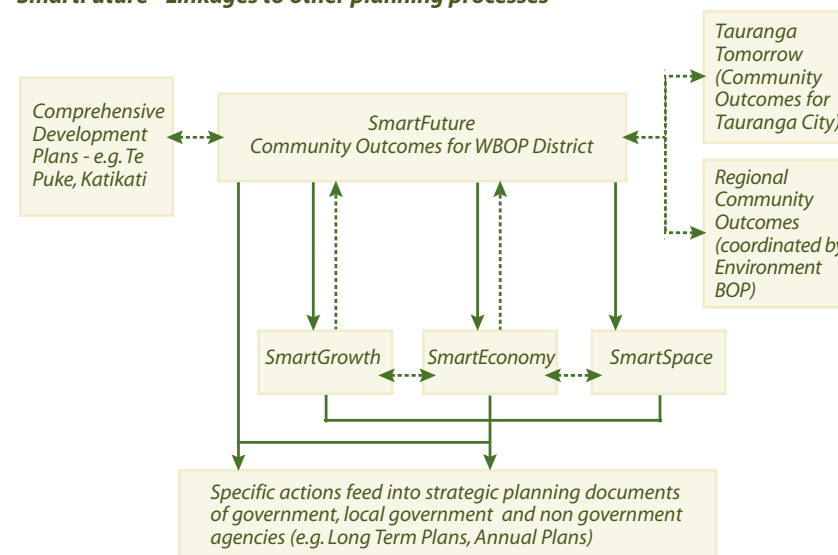
As a first step in identifying outstanding issues and priority actions, Council is participating in a Bay of Plenty Community Outcomes Working Group, which includes representatives from all councils in the region, together with 17 central government agencies. The purpose of the group is to bring local and central government agencies together to coordinate efforts in working towards the achievement of Community Outcomes and promote efficient use of resources.

Council will continually review opportunities to work with other organisations, including government agencies, non-government organisations and tangata whenua, as priority actions are developed and critical issues reviewed.

Council will also continue to work with a range of organisations and individuals in developing local comprehensive development plans (CDPs), which focus on local communities rather than the District or subregion. To be successful, CDPs rely heavily on participation from local organisations and individuals as well as key central government agencies and, in some instances, may overlap or contribute to SmartFuture initiatives.

These relationships are summarised below.

SmartFuture - Linkages to other planning processes



Monitoring Progress Towards Community Outcomes

Council has agreed to work with Tauranga City Council and Environment Bay of Plenty to establish a framework for monitoring Community Outcomes in the western Bay of Plenty sub-region. The indicators on pages 27 and 28 for monitoring the SmartFuture outcomes have been agreed in principle by Western Bay of Plenty District Council, Tauranga City Council and Environment Bay of Plenty as part of this framework, and stakeholders from government departments and non-government agencies were consulted as part of the process of identifying the indicators. Some government departments and some non-government agencies indicated that they may be information sources for these measures. The list of indicators will be confirmed when agreements have been reached with those parties providing information. Council will report on progress towards the achievement of Community Outcomes by 2009.

As these are Community Outcomes, Council will have varying degrees of influence over the progress towards achieving these outcomes and in some cases a government department or non-government agency may have more influence than Council. On pages 27 and 28, we have flagged where Council has a more direct role in making a difference to the achievement of these Outcomes and, as required by legislation, Council will report on progress towards these Community Outcomes in our annual report, in addition to our other reporting.*