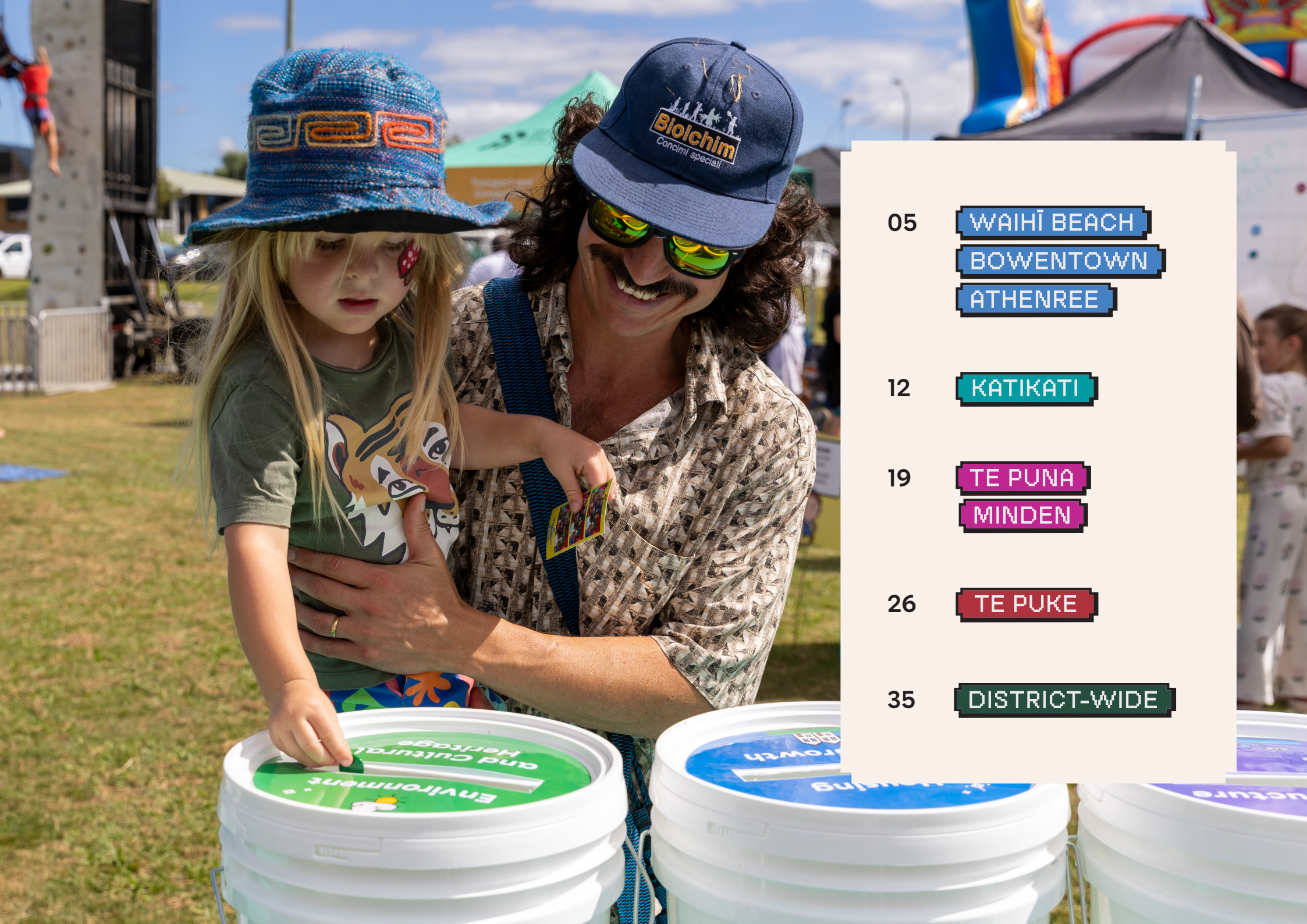


COMMUNITY QUEST

2026

Feedback Summary



05

WAIHĪ BEACH
BOWENTOWN
ATHENREE

12

KATIKATI

19

TE PUNA
MINDEN

26

TE PUKE

35

DISTRICT-WIDE

COMMUNITY QUEST

2026



STATS

1054

Online surveys

1000+

People at events

22,480

Pieces of feedback

LEVEL 2 COMPLETE



HIGH SCORE



LEVEL 3 UNLOCKED



In case you're new here, welcome to Game On – our community-powered gaming arena helping create the future of the Western Bay, one level at a time.

Game On features four key games:

- Waihi Beach, Bowentown & Athenree
- Te Puna-Minden
- Katikati
- Te Puke

Each game represents a spatial plan which, once complete, will guide how these areas develop over the next 30–50 years.

Together, we've now conquered Level Two:

The Community Quest. This level focussed on the big topics: housing, infrastructure, culture & environment, community, and transport. We needed to know what's important to you, what your vision of the future looks like, and whether you agree with our work to date.

Between 26 February and 1 April 2026, we invited players to join the Quest through a series of free, family-friendly events and online surveys. More than 2000 people took part, generating over 22,000 pieces of feedback through interactive activities, question cards and online responses.

The ideas, experiences and local knowledge shared will guide the next stages of these important projects.

For this level, we also asked for your thoughts on Council's priorities and investment over the next 10 years as part of the 2027–2037 Long Term Plan. The results of these District-wide questions are included at the end of this document.

This level was a team effort, and together we succeeded. This document provides a summary of the feedback received and the key themes that emerged throughout the Community Quest.

Thanks again for playing.

Level Two: complete!



DRAFT SPATIAL
PLAN LOADING...

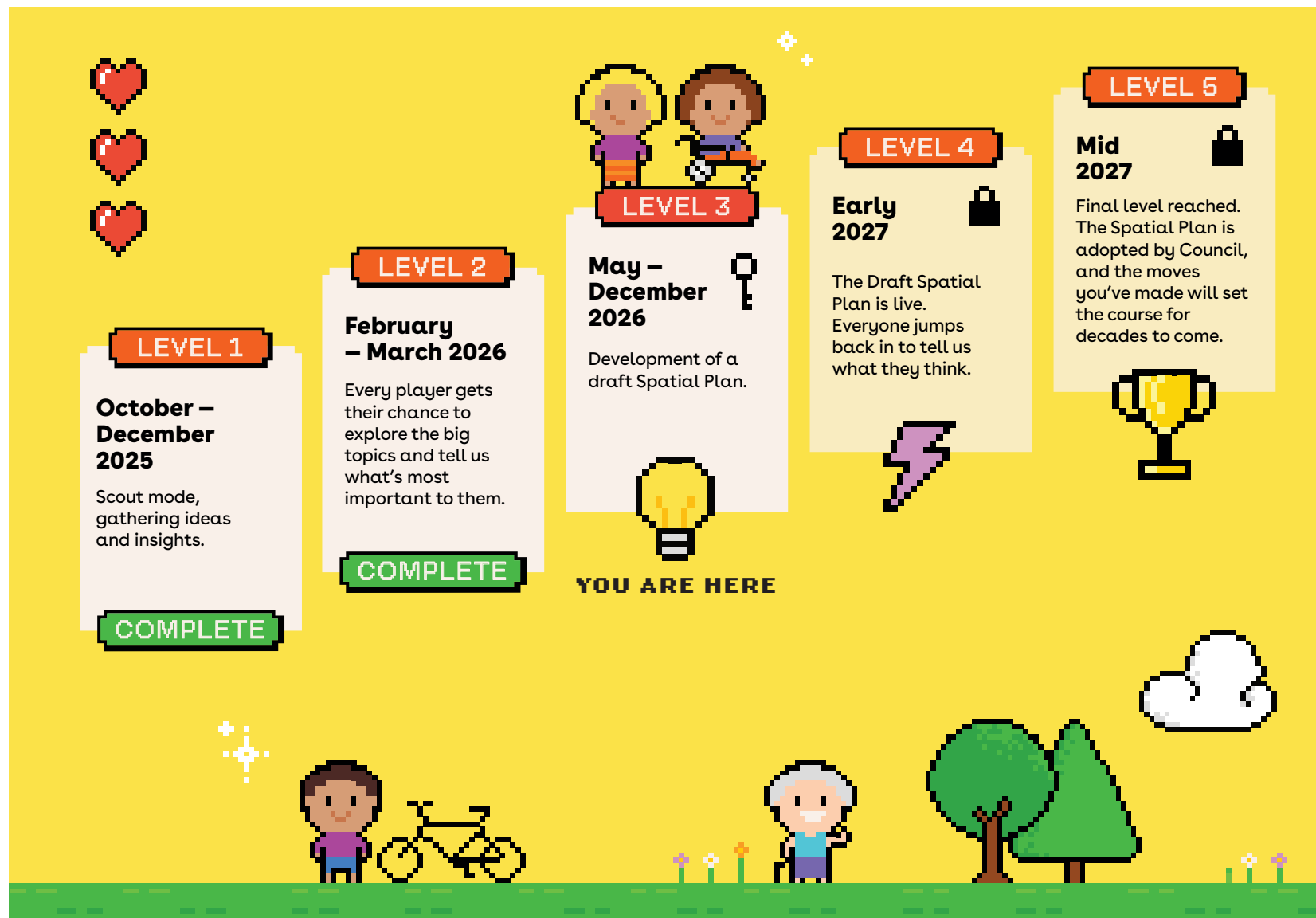
YOURPLACE.WESTERNBAY.GOV.T.NZ



Western
Bay of Plenty
District Council

Game On: Level Menu

Check out where we've been, and where we're going.





WAIHĪ BEACH

BOWENTOWN

ATHENREE

STATS

105

Online surveys

270+

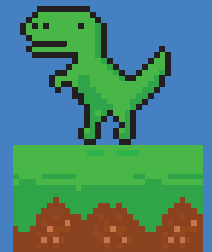
People at events

3498

Pieces of feedback



Did you know all key topic summaries received an average of 75% agreement from respondents?



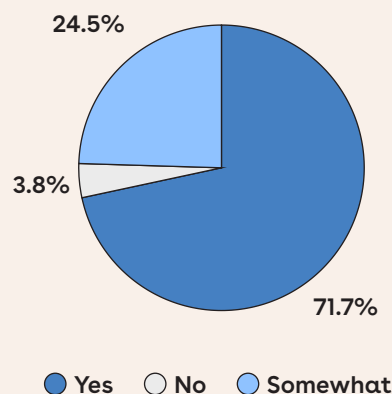


Housing and Growth



Does this summary reflect what matters most to you?

- It's important we protect & maintain the culture and identity of Waihi Beach, Bowentown & Athenree as the areas grow
- Many homes are under-used, while housing is unaffordable or unsuitable for others
- Families, workers, and people in tourism are finding it hard to secure housing
- Older residents want better downsizing options, and there are limited choices for seniors
- A mix of housing types is important – including affordable homes, small-scale development, and carefully located medium-density housing
- The variety of housing styles across the area is part of its local character
- New development should avoid areas subject to natural hazards
- Growth needs to be supported by good infrastructure, open spaces, walking and cycling links, and access to services.

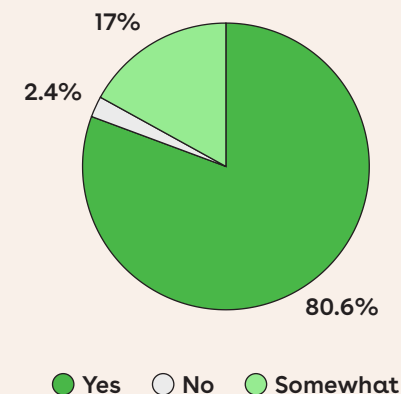


Environment and Cultural Heritage



Does this summary reflect what matters most to you?

- Protecting and enhancing the natural environment – including wetlands, dunes, native bush and ecological areas – is very important
- Cultural heritage sites should be protected, with decisions guided by Tangata Whenua and local cultural aspirations
- Growth and development need to respect land constraints such as flooding, land instability, archaeological sites, and productive land
- Future development should be carefully located, rather than spread everywhere, to protect character and sensitive areas
- Planning for climate change and extreme weather is essential when deciding where and how development happens
- Sustainable approaches – like restoration, wetland protection, coastline preservation and resilient infrastructure – are seen as important for the long term.

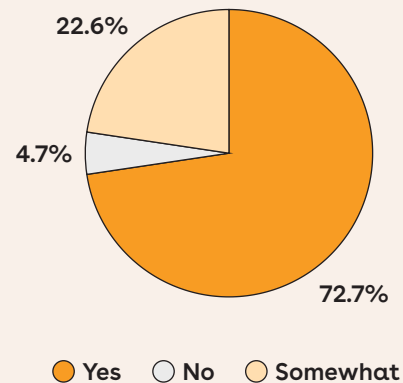


Transport and Connectivity

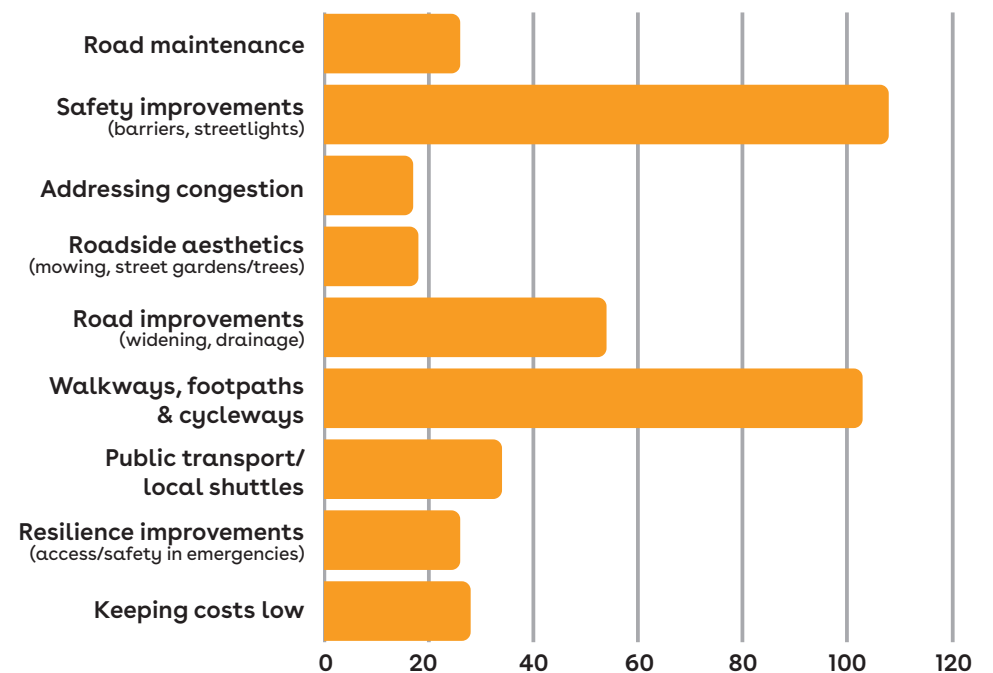


Does this summary reflect what matters most to you?

- Connectivity is important – people want better links between neighbourhoods, businesses, and community facilities
- Walking and cycling routes need to be safer and more accessible for all ages and abilities
- Transport should be resilient so people can move safely when required
- Maintaining a safe community is a priority, including safe crossings, footpaths, and street design
- Future growth means planning for upgrades to roads, paths, and evacuation routes
- People recognise that higher levels of service cost more, so trade-offs between investment and maintenance will be needed.



What matters most to you when it comes to moving around?



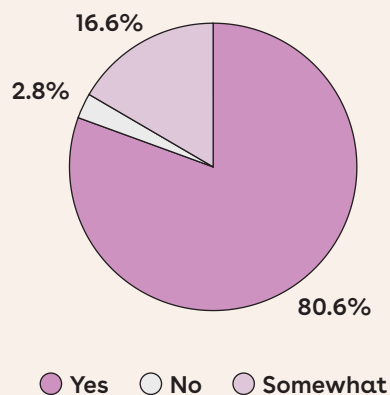


Community



Does this summary reflect what matters most to you?

- Existing parks, open spaces, marae and community facilities are highly valued
- There are gaps in how community spaces and services are connected, particularly between Waihi Beach, Athenree and Bowentown
- Better walking and cycling connections are a high priority to help people move safely between places
- Improved accessibility, including for people with disabilities, is important across community spaces
- There's a desire for more support and spaces for young people & families, and a growing permanent population
- Access to essential services, including medical centres and public transport, is needed to support a growing and changing community
- Maintaining local character and sense of place is important as the area grows.

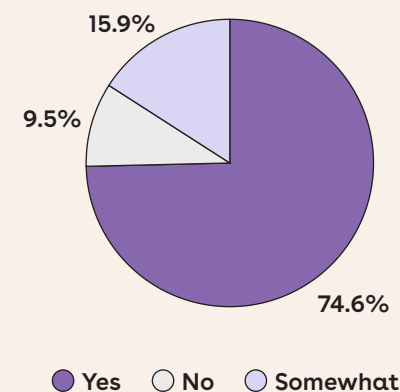


Infrastructure

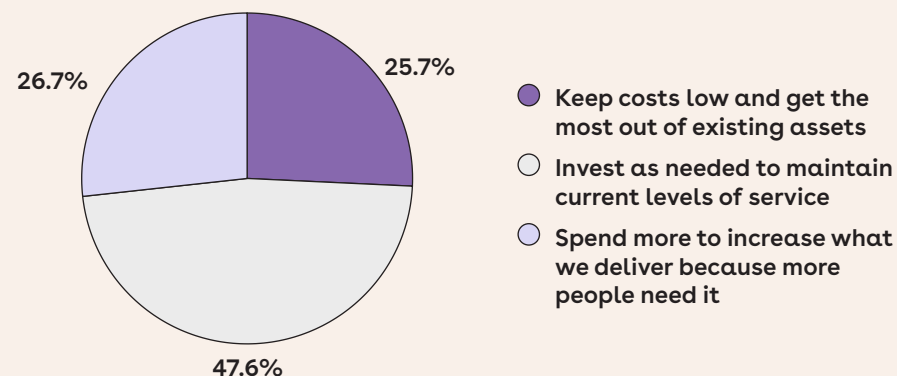


Does this summary reflect what matters most to you?

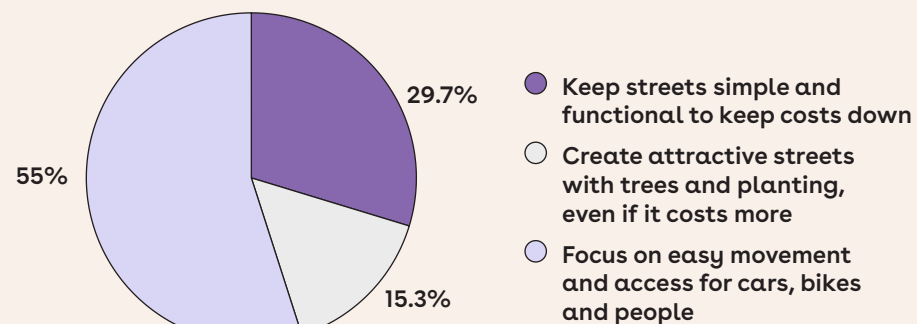
- Some existing infrastructure, such as wastewater management, water supply, and fibre connectivity, is generally meeting current needs
- Stormwater management is a known challenge and needs improvement
- Sustainable approaches are strongly supported, such as water retention tanks and increased use of solar energy
- Using wetlands, planting, and 'greener' road designs that help soak up rainwater can reduce flooding and protect local waterways
- Ensuring infrastructure services extend to Māori land, and protecting cultural sites, is an important consideration
- Planning needs to be forward-looking, with infrastructure designed to be resilient and to cope with climate change, flooding, and other environmental challenges.



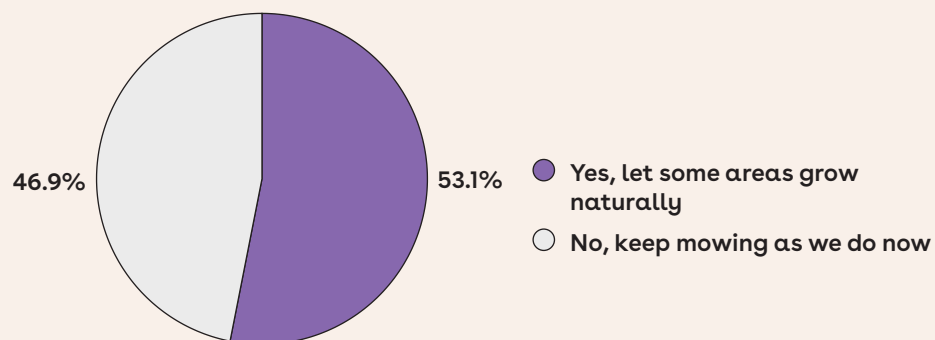
When it comes to maintaining, and investing in, our infrastructure for the future, which approach feels right?



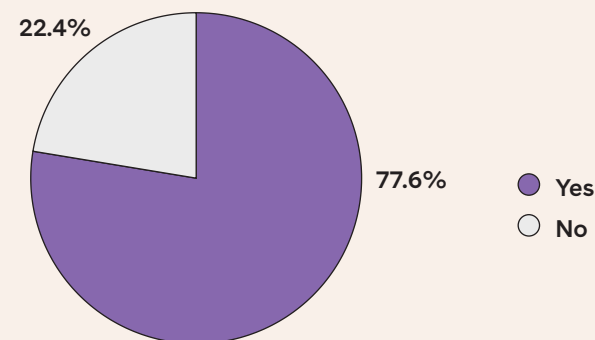
When thinking about our town centres and main streets, what should be the main priority?



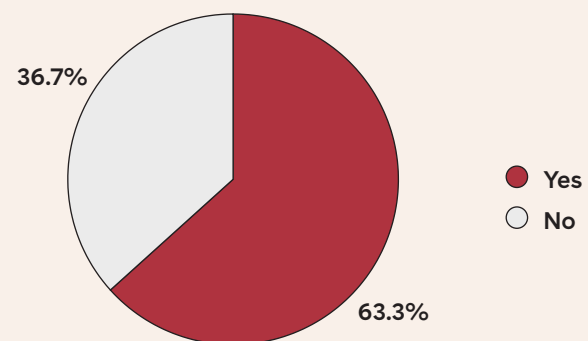
Should we let some areas of our reserves grow more naturally, with less mowing?



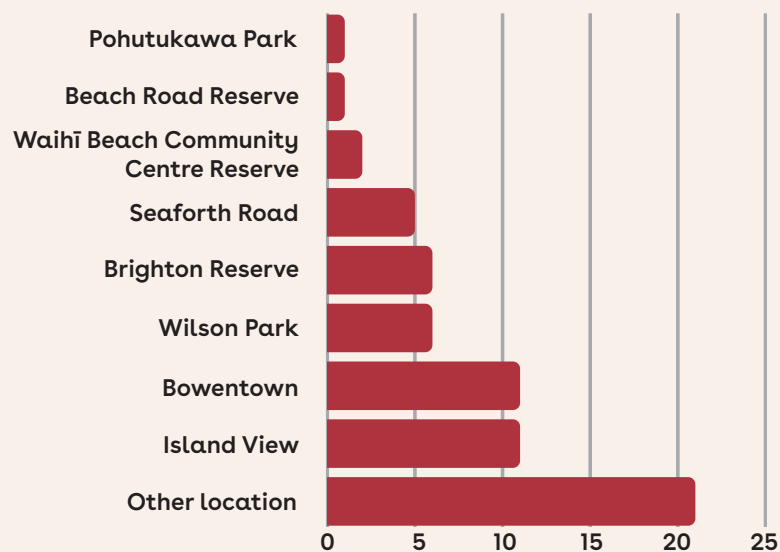
Should we collaborate with other councils or organisations to invest in a future landfill or transfer station closer to home?



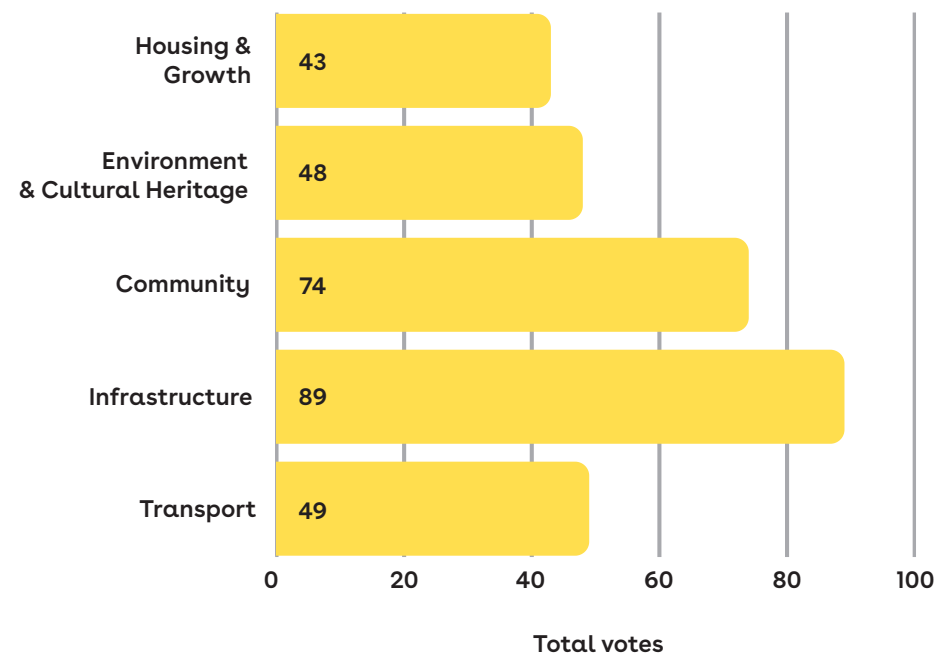
Should we create a dedicated fenced dog exercise area in Waihi Beach?



Locations suggested



Which of these topics matters most to you?





STATS

122

Online surveys

280+

People at events

3906

Pieces of feedback



Did you know all key topic summaries received an average of 70% agreement from respondents?



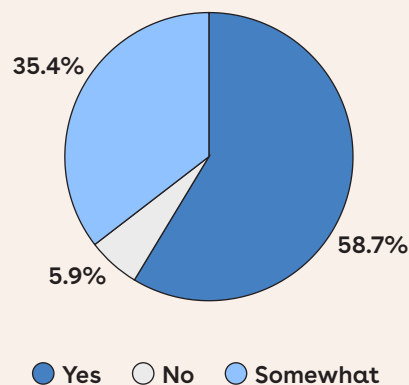


Housing and Growth



Does this summary reflect what matters most to you?

- It's important we protect and maintain the culture and identity of Katikati as the area grows
- Katikati needs more housing options (affordable, diverse and multi-generational) to support future growth
- Smaller homes and smaller lot sizes could help make housing more affordable
- Housing should meet the needs of smaller households, younger people and older residents
- Intensification is preferred over sprawl, if higher-density housing is well designed and well connected
- There's strong support for housing that is environmentally sustainable, energy efficient, and looks to natural features like the ranges, streams and harbour
- Homes should be integrated with reserves, amenities, social spaces, and mixed use areas, including opportunities to live and work in the same place
- Economic development and local jobs are important to help attract people and support housing affordability
- Existing industrial zones need to be developed and include options for light industry and innovation.

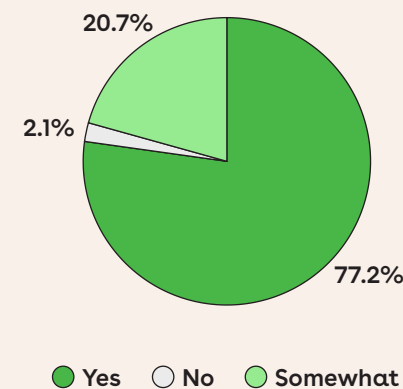


Environment and Cultural Heritage



Does this summary reflect what matters most to you?

- Protecting and enhancing the natural environment, including coastal areas, waterways, and ecological sites, is very important
- Protecting the landscape around the harbour edge is important but it may also reduce opportunities for further housing
- New development should avoid areas subject to coastal erosion and caution should be taken in other natural hazard areas
- Better connections to nature and access to natural areas is important for the community
- Cultural heritage sites should be protected, with decisions guided by Tangata Whenua and local cultural aspirations
- Protecting highly productive land and orchards is important, though there are competing pressures to use flatter land for housing
- Decisions about whether growth happens on higher land or lower-lying areas involve trade-offs between safety, cost, access, and landscape impacts.

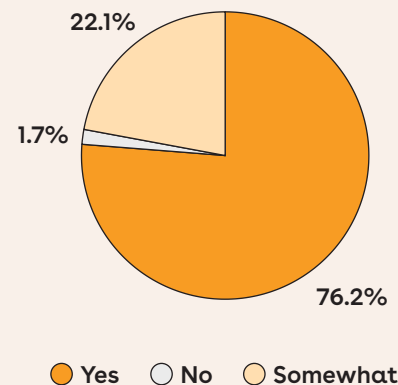


Transport and Connectivity

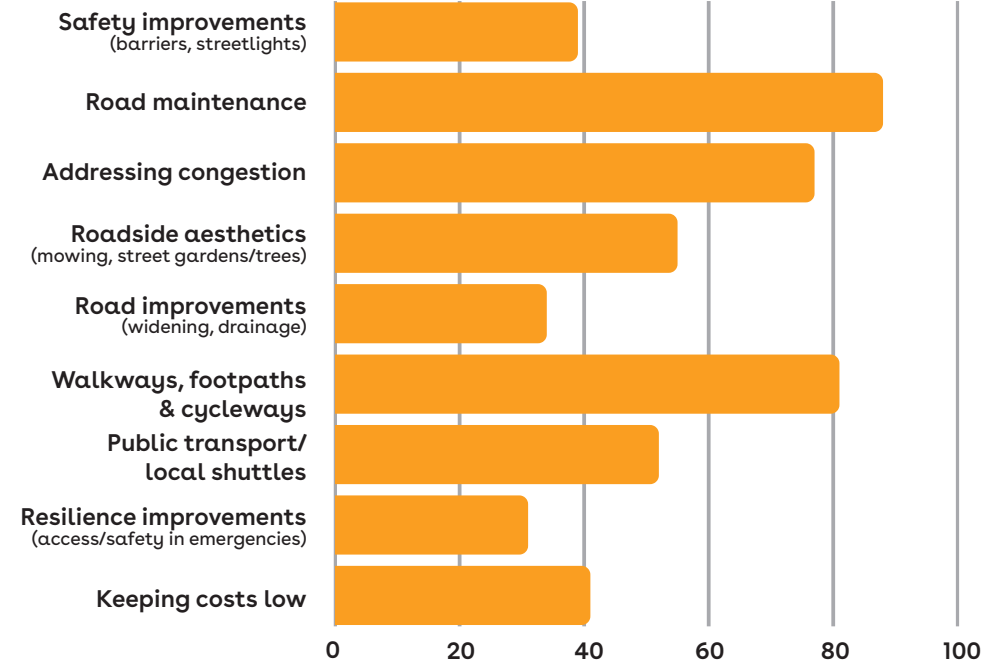


Does this summary reflect what matters most to you?

- Better connectivity within Katikati is a strong priority to help people access shops, services, parks and community facilities
- Walking and cycling need to be safer and easier, with wider footpaths, safer crossings and improved cycling facilities
- Improved links between existing walkways and paths are important
- Public transport within Katikati, and connections to Tauranga, need to improve over time
- Local roads generally work well now, but future growth will require upgrades to keep roads fit for purpose
- The Katikati Bypass is seen as important for reducing heavy traffic through the town centre and improving safety and amenity.

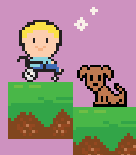


What matters most to you when it comes to moving around?



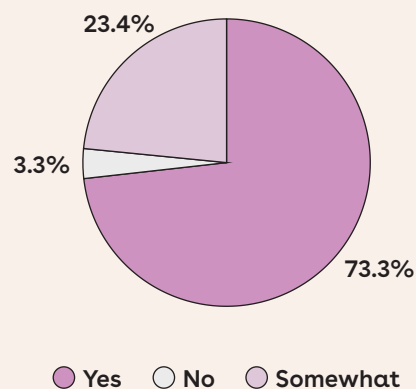


Community

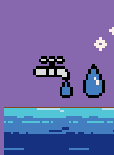


Does this summary reflect what matters most to you?

- Existing community facilities and services are highly valued and are a source of pride for Katikati
- Open spaces like Moore Park, Uretara Domain, Haiku Pathway and coastal walkways are working well and widely used
- There are opportunities to get more out of existing parks, such as adding playgrounds, courts or pump tracks, BBQ areas and spaces for different age groups
- Better walking and cycling connections are a high priority to help people move safely between places
- Improved accessibility is important, including for people using mobility scooters, wheelchairs and prams
- Access to health and social services could be improved with gaps identified such as 24/7 medical care, dental services, dementia care and bookable meeting spaces
- The town centre has potential to be a stronger place for social connection, but heavy traffic and truck noise currently limit its appeal
- As Katikati grows, there may be a need to plan for additional services and facilities, including education and community support services.

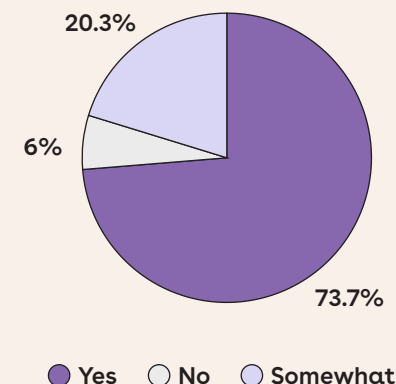


Infrastructure

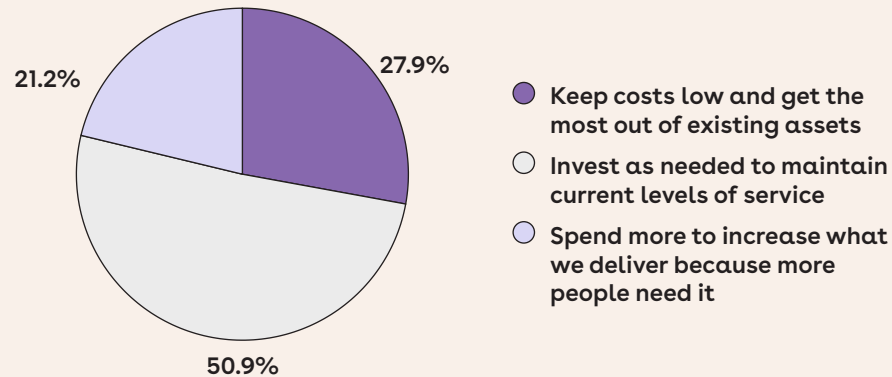


Does this summary reflect what matters most to you?

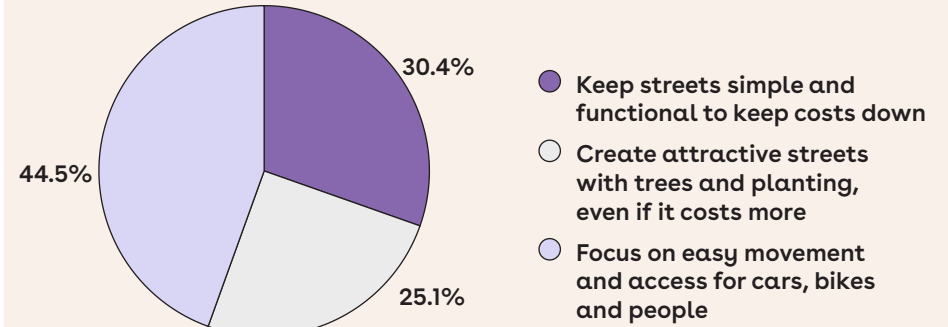
- Existing infrastructure is generally working well for Katikati's current population
- Water supply is seen as clean and reliable, and wastewater treatment is effective, aside from concerns about the outfall
- The stormwater network is performing well, with limited flooding after heavy rain in many places. However, the state highway network in town being susceptible to flooding is a major issue
- Replacing the wastewater outfall pipe is a significant and important improvement
- Power supply is more reliable than in the past, and internet connectivity has improved since the fibre rollout
- All waters services (water, wastewater, and stormwater) will need upgrading to support future growth.



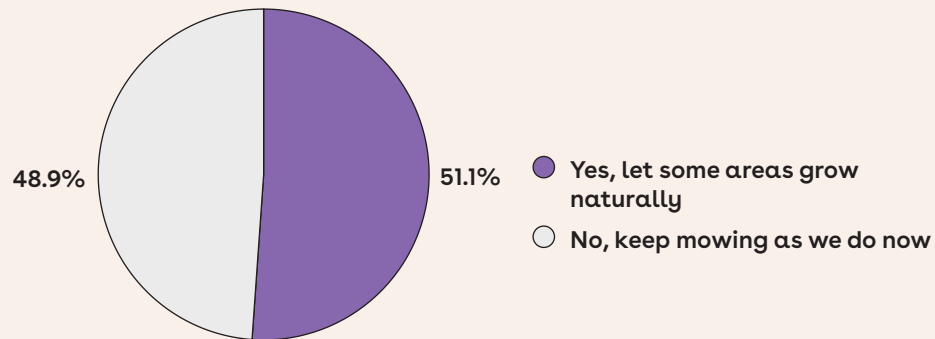
When it comes to maintaining, and investing in, our infrastructure for the future, which approach feels right?



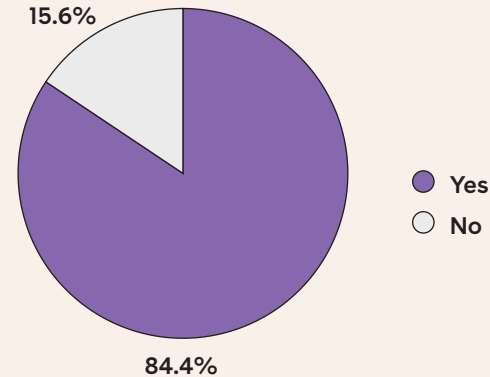
When thinking about our town centres and main streets, what should be the main priority?



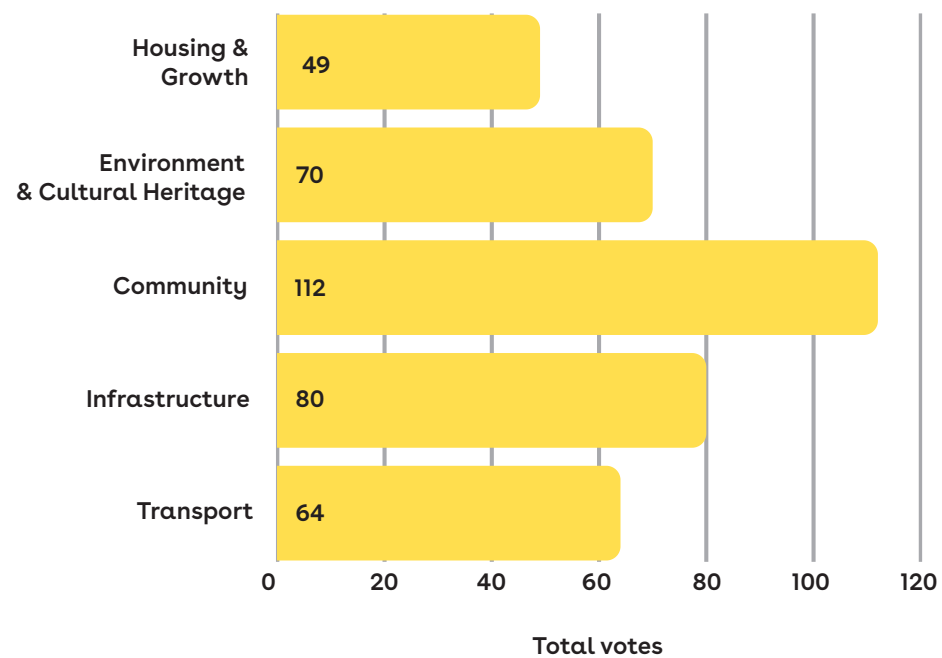
Should we let some areas of our reserves grow more naturally, with less mowing?



Should we collaborate with other councils or organisations to invest in a future landfill or transfer station closer to home?



Which of these topics matters most to you?





STATS

57

Online surveys

190+

People at events

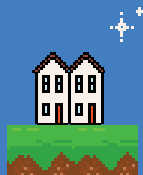
2091

Pieces of feedback



Did you know all key topic summaries received an average of 80% agreement from respondents?



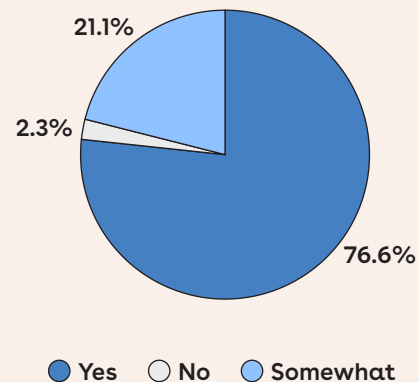


Housing and Growth



Does this summary reflect what matters most to you?

- Housing should be diverse and affordable, including options for smaller households, families, kaumātua, intergenerational living, and provide for Māori housing aspirations
- Growth should be directed into appropriate locations, rather than spreading widely, to make the best use of land and infrastructure
- New development should avoid areas subject to natural hazards, and sensitive cultural sites
- Growth should protect rural character and productive land, while integrating carefully with the environment
- Growth needs to be supported by good social infrastructure, open spaces, walking and cycling links, and access to services
- Papakāinga developments are valued for cultural, environmental, and community benefits
- Housing should support a thriving village centre and local employment opportunities.

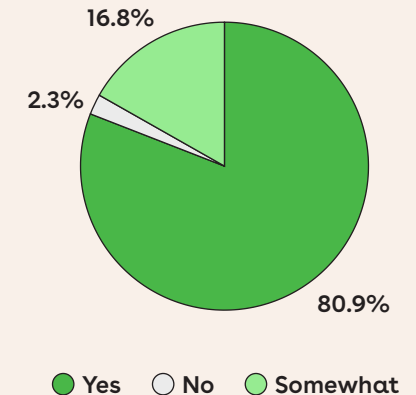


Environment and Cultural Heritage



Does this summary reflect what matters most to you?

- Cultural heritage sites should be protected, with decisions guided by Tāngata Whenua and local cultural aspirations
- Development avoids areas subject to natural hazards
- Wetlands, streams, gullies, and the Wairoa River are highly valued and should be protected as connected ecological systems
- Ridgelines, viewshafts, and visually prominent land require sensitive design if development occurs
- Archaeological and heritage sites should be safeguarded, with input from hapū and kaumātua
- Planning should respect cultural values, support sustainable land and water use, and enhance biodiversity.

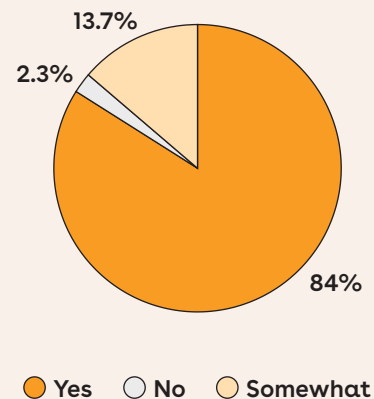


Transport and Connectivity

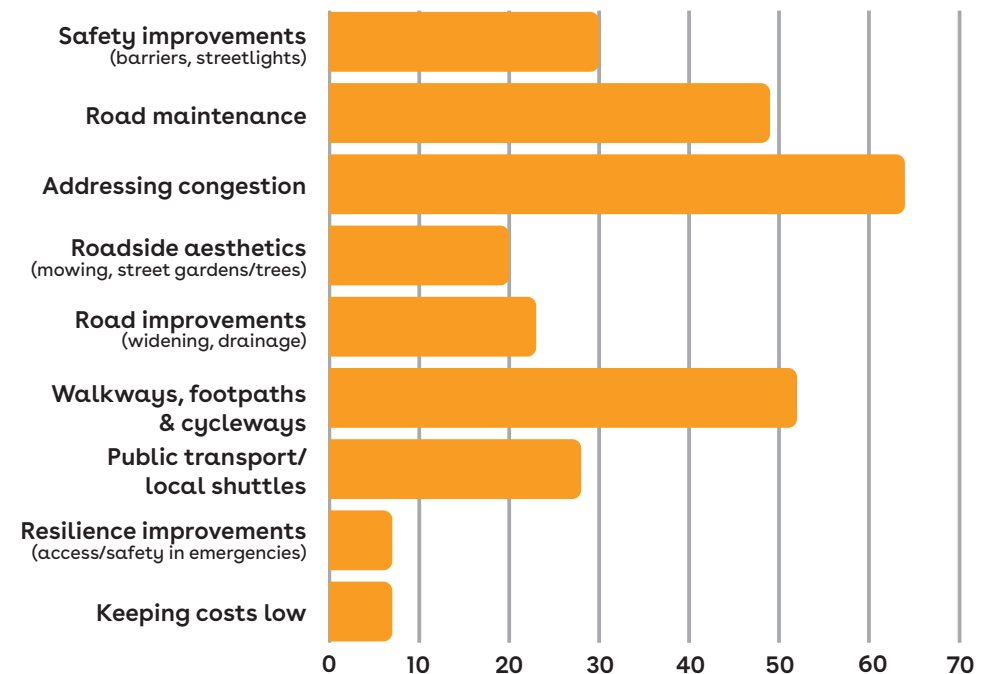


Does this summary reflect what matters most to you?

- People want stronger connections within, and between, Te Puna and Minden – including links to key corridors, walking and cycling paths, and public transport
- Roading should be more resilient, allowing people to move safely when required
- Maintaining a safe community is a priority, including safe crossings, footpaths, and street design
- Future growth means planning for upgrades to roads, paths, and evacuation routes
- Easy access to local businesses, horticulture areas, and the village centre is important to retain residents, attract young families, and support economic aspirations
- Upgrades to infrastructure must balance safety, reliability, and capacity with cost.

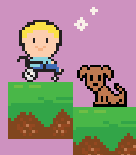


What matters most to you when it comes to moving around?



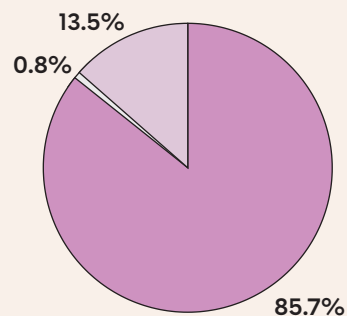


Community



Does this summary reflect what matters most to you?

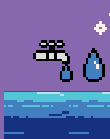
- Existing facilities such as Te Puna Quarry Park, Maramatanga Park, community halls, marae, and village shops are highly valued
- There are gaps in amenities that could make the village more user-friendly, such as public toilets, picnic and BBQ areas, alongside improved parking and access
- Open spaces are valued for recreation and access to nature
- Better walking and cycling connections are a high priority to help people move safely and simply between places
- There's a desire for more spaces that encourage social interaction and celebrate local culture
- Access to essential services, including medical centres and public transport, is needed to support a growing and changing community.



● Yes ● No ● Somewhat

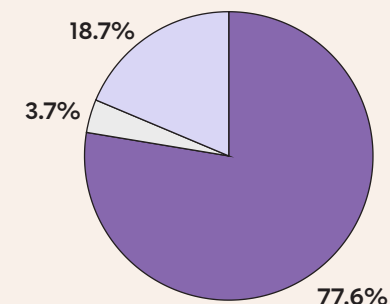


Infrastructure



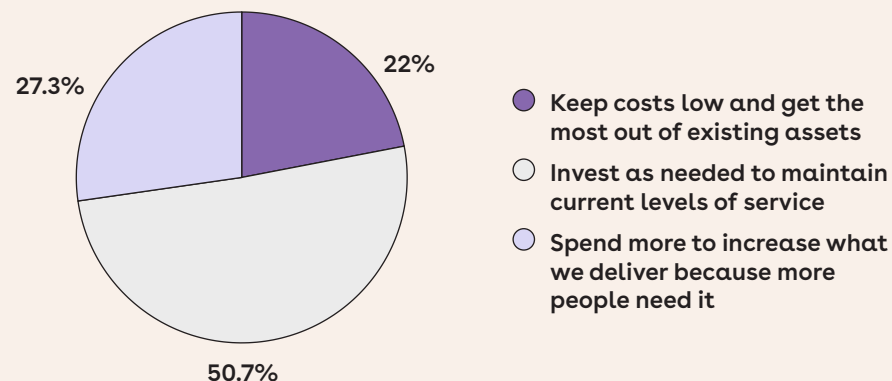
Does this summary reflect what matters most to you?

- Much of the existing infrastructure is working well, but upgrades will be needed to support future growth
- Sewerage and wastewater management are key priorities, with strong concern about avoiding discharges into waterways
- Many areas rely on on-site infrastructure rather than fully reticulated networks, which is an important factor in future planning
- There is interest in innovative approaches such as rainwater and greywater reuse, underground power for resilience, and stormwater treatment through wetlands
- Affordability and fair access to infrastructure are important, especially for vulnerable communities and those in more remote areas
- Infrastructure planning should respect Māori whenua (land) and awa (river), reflect kaitiakitanga (guardianship and protection), and protect ecological values
- Planning needs to be forward-looking, with infrastructure designed to cope with climate change, flooding, and other environmental challenges.

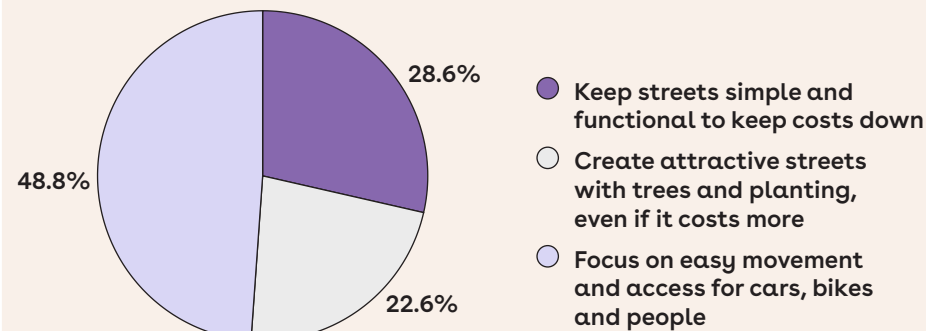


● Yes ● No ● Somewhat

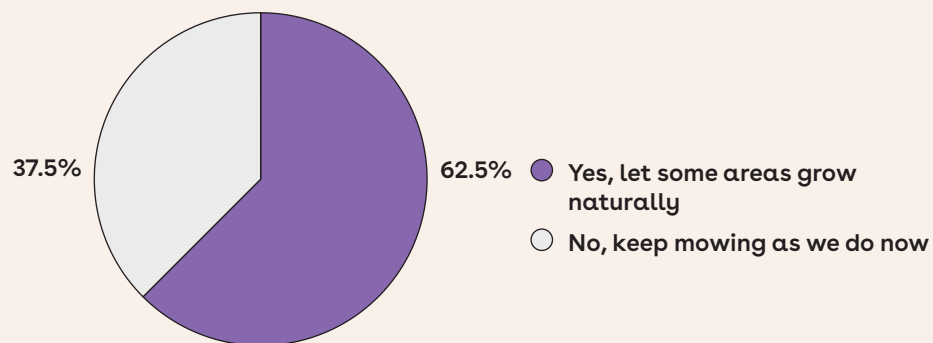
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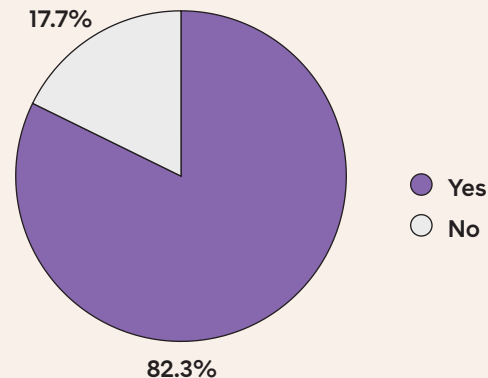
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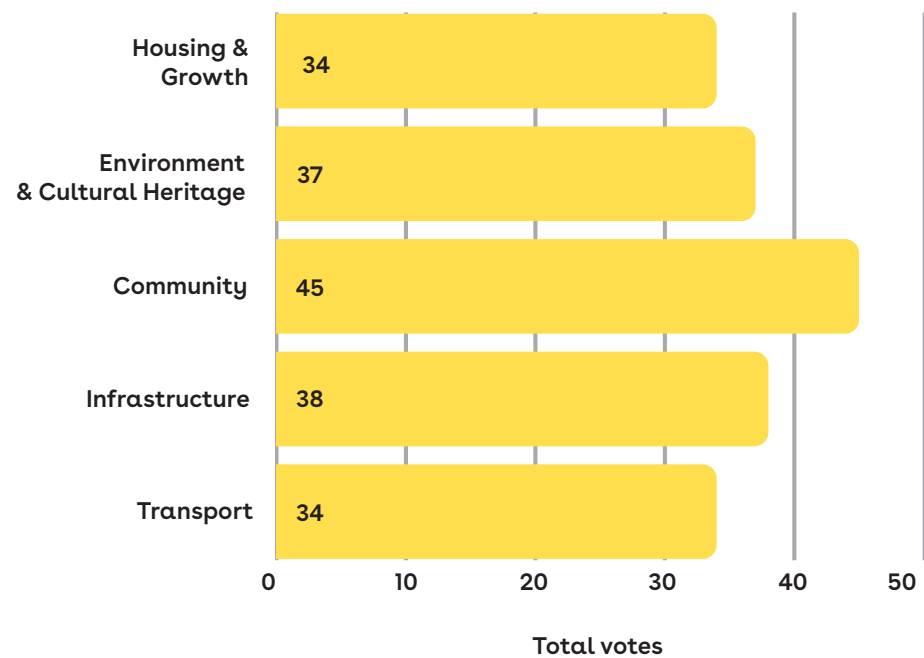
Should we let some areas of our reserves grow more naturally, with less mowing?

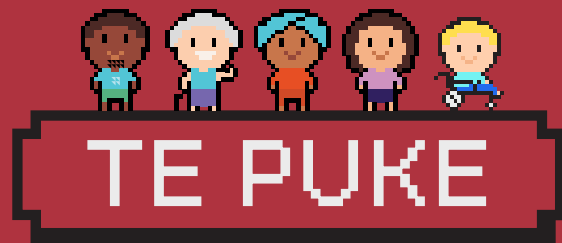


Should we collaborate with other councils or organisations to invest in a future landfill or transfer station closer to home?



Which of these topics matters most to you?





STATS

535

Online surveys

340+

People at events

12,985

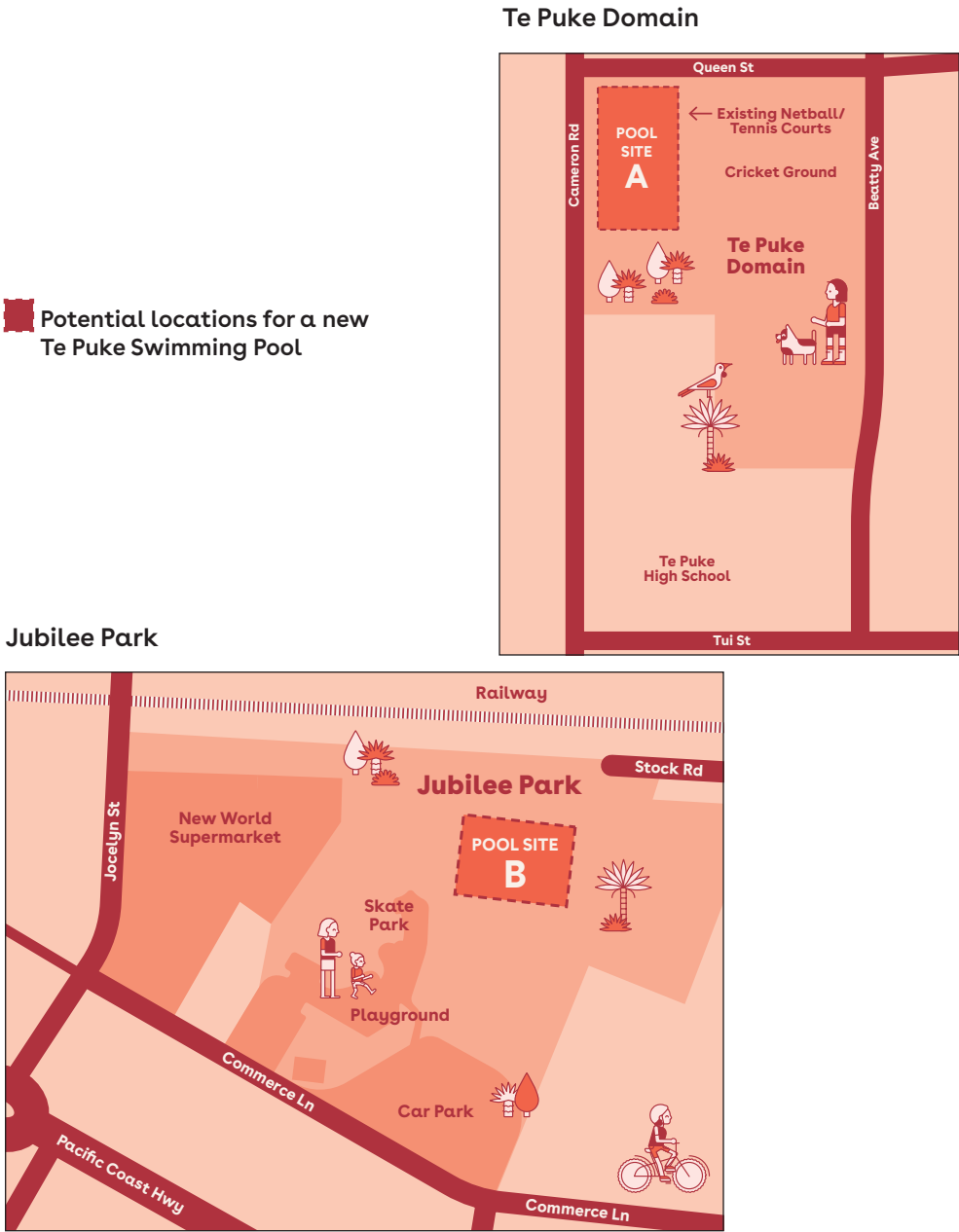
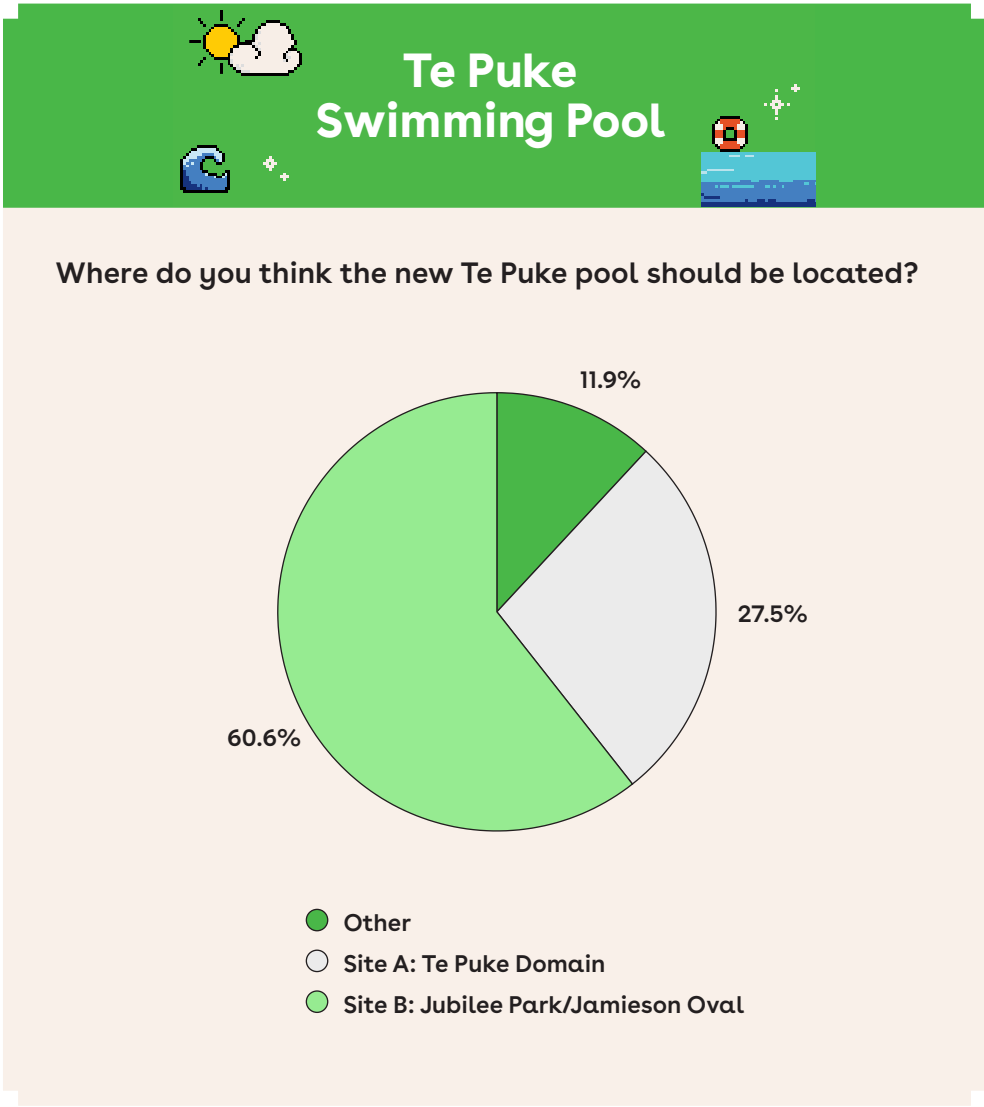
Pieces of feedback



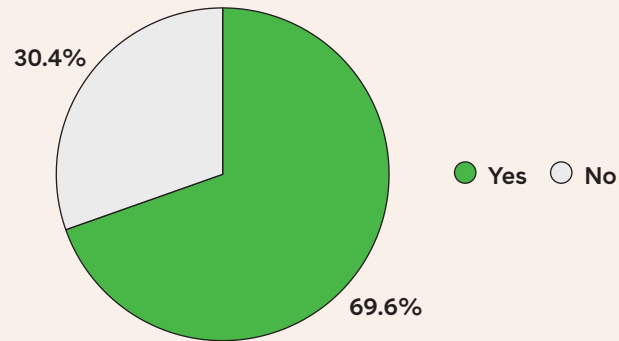
Did you know all key topic summaries received an average of 65% agreement from respondents?



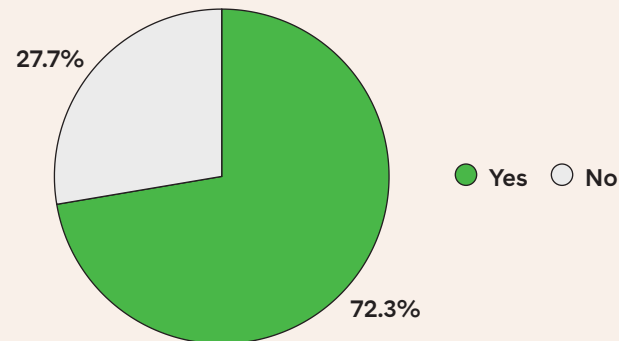
TE PUKE



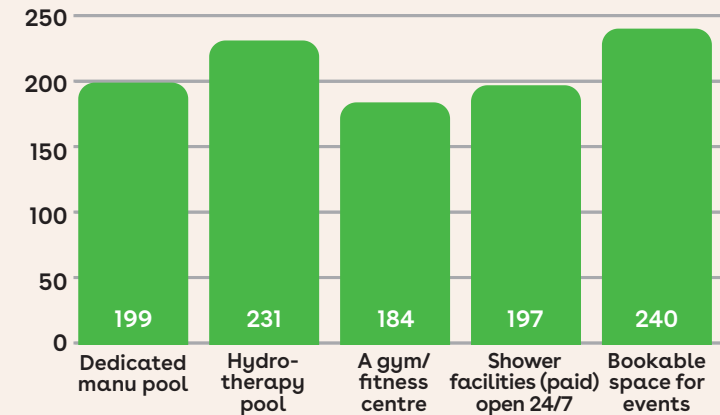
Would you support the Te Puke Library and Service Centre and the new Te Puke Pool being in the same building and/or area to create a multi-purpose community facility?



If yes, would you support part of Jubilee Park/ Jamieson Oval being used for this?



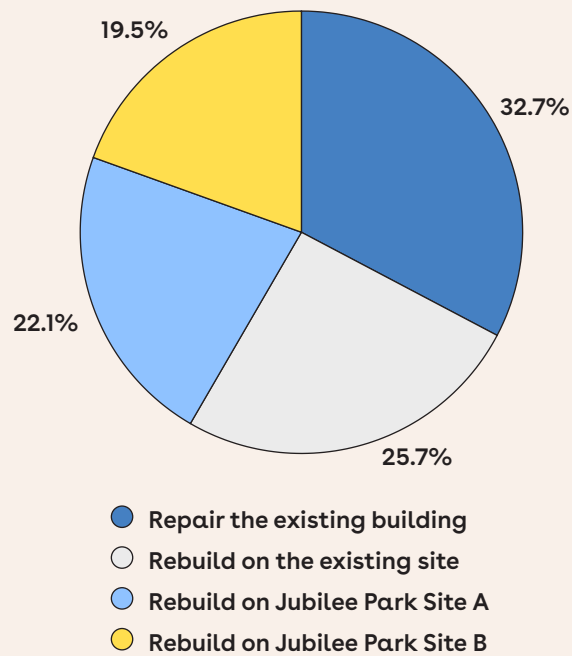
What matters most to you when it comes to swimming pool features? (If funding allows)



Potential location for a new multi-purpose community facility

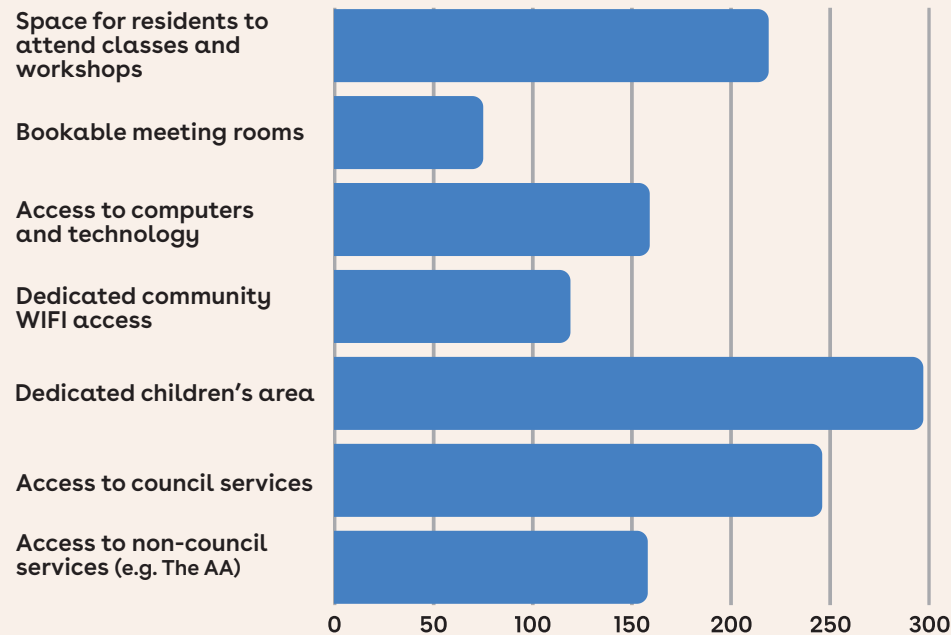
Te Puke Library and Service Centre

What is your preferred option for the future of the Te Puke Library and Service Centre?

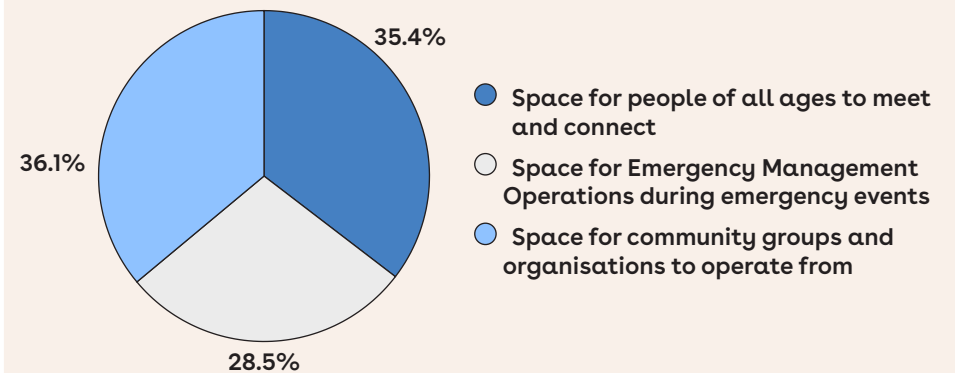


Potential locations for the future of the Te Puke Library and Service Centre

What matters most to you when it comes to the facilities in the library and service centre?



Beyond a library and service centre, what type of activities should a community hub support?

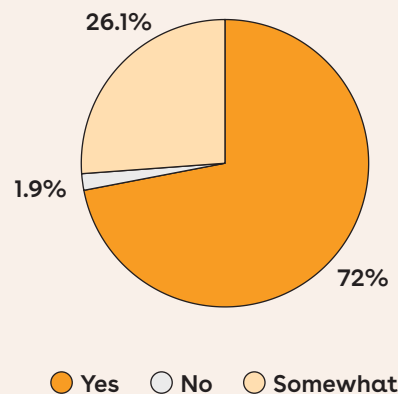


Transport and Connectivity

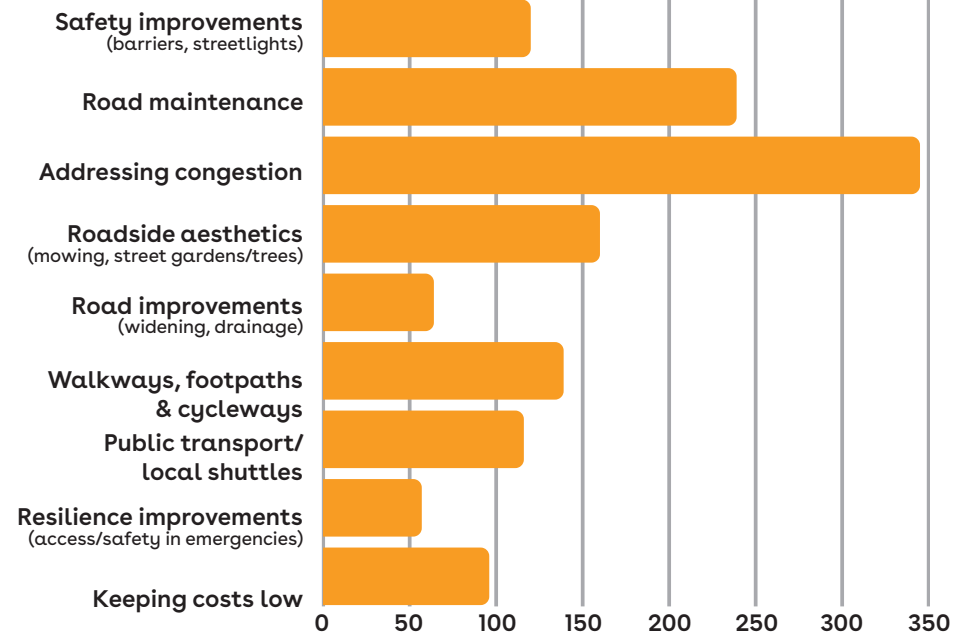


Does this summary reflect what matters most to you?

- Traffic congestion, particularly at peak travel times, is the most common frustration
- Walking and cycling routes need to be safer and more accessible for all ages and abilities
- Better public transport, and connections between the town and surrounding areas, is desired
- The condition of some roads, particularly those used frequently by trucks, needs improving
- Improvements are needed on some local roads to increase visibility, slow speeds, and improve safety for all users
- A bypass is seen as important for reducing heavy traffic through the town centre and improving safety and amenity
- Transport is closely linked to people's everyday experience of Te Puke and is a critical issue to address through future planning.

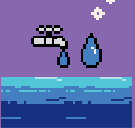


What matters most to you when it comes to moving around?



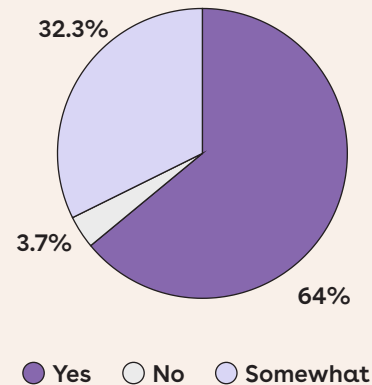


Infrastructure

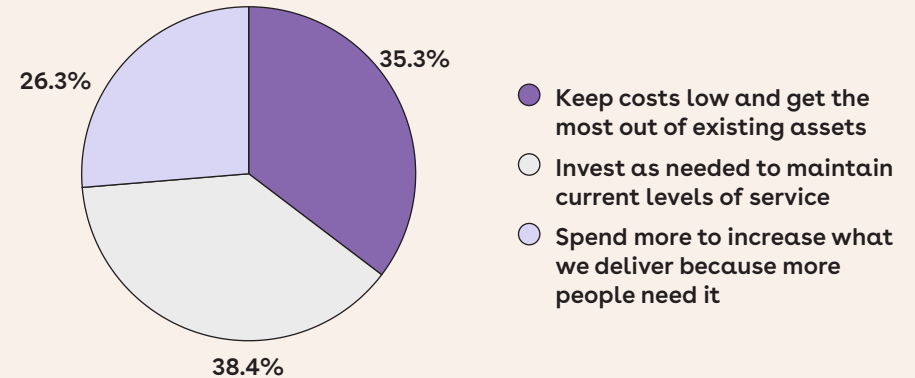


Does this summary reflect what matters most to you?

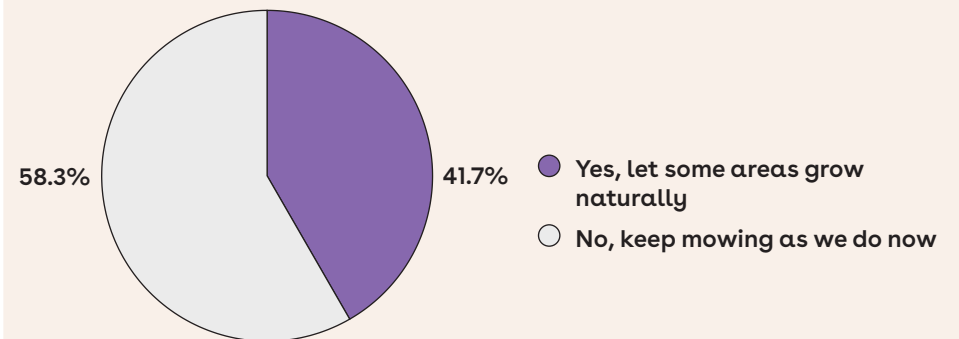
- Te Puke's green spaces, parks, and tree-lined streets are a major source of pride, with public walkways and reserves highly valued
- Some existing infrastructure, such as water supply and fibre connectivity, is generally meeting current needs
- Planning of new residential areas needs to consider environmental sustainability to preserve the natural beauty and resources of Te Puke
- There is some conflict between residential and horticultural areas due to horticultural activity such as spraying and machinery noise
- Connectivity of future infrastructure services to Manoeka and Waitangi is an important consideration
- There is concern about existing pressure on roads and wastewater infrastructure and whether services can keep up with demand as Te Puke grows
- Growth needs to be supported with more diverse housing options, while maintaining green spaces and community feel.



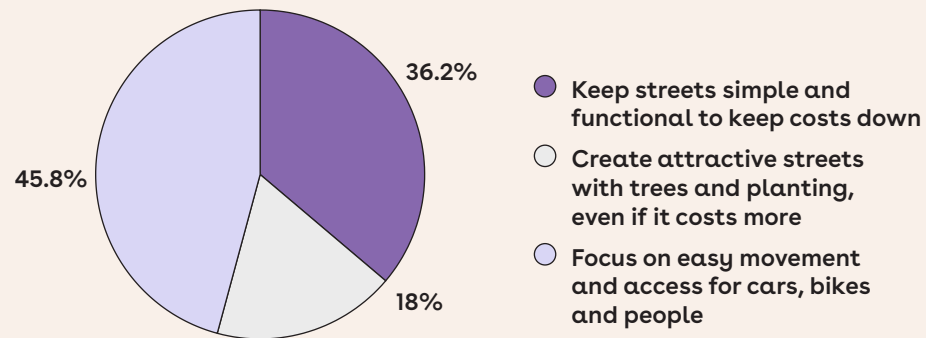
When it comes to maintaining, and investing in, our infrastructure for the future, which approach feels right?



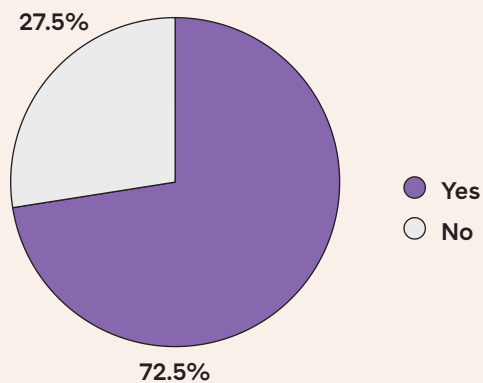
Should we let some areas of our reserves grow more naturally, with less mowing?



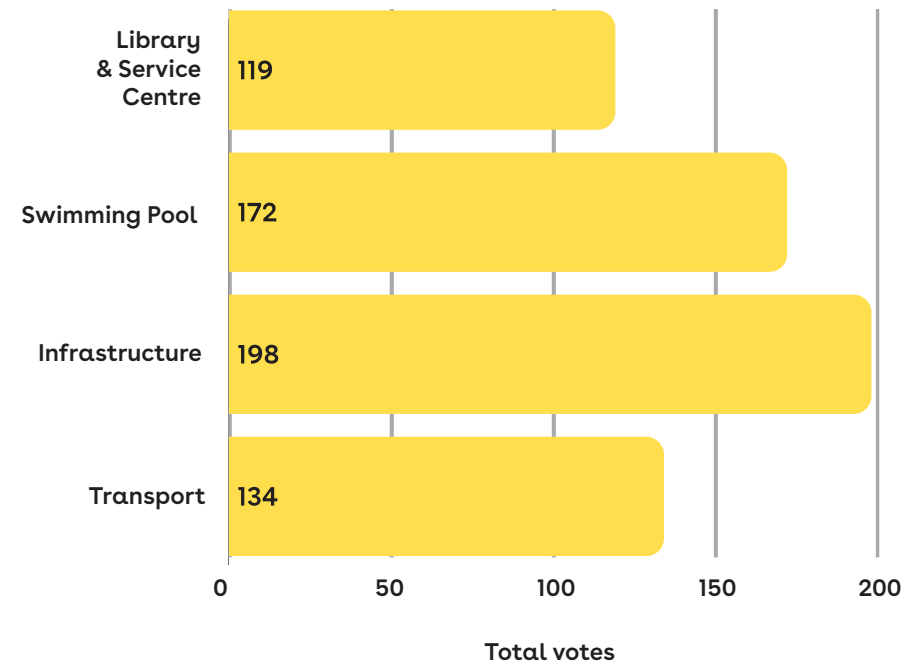
When thinking about our town centres and main streets, what should be the main priority?

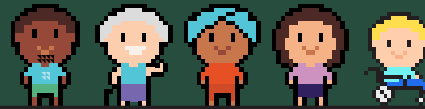


Should we collaborate with other councils or organisations to invest in a future landfill or transfer station closer to home?



Which of these topics matters most to you?



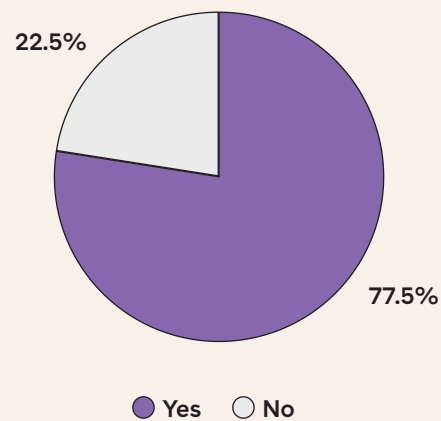


DISTRICT-WIDE

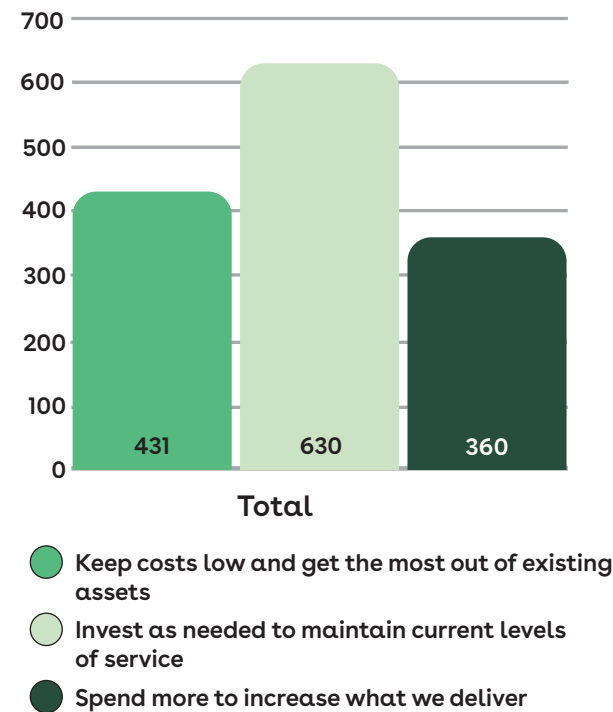
During the Quest, we also sought your thoughts on Council's priorities and investment over the next 10 years as part of the 2027-2037 Long Term Plan. The following results combine feedback from the previous four locations, and a 'Rest of District' survey.

DISTRICT-WIDE

Should we collaborate with other councils or organisations to invest in a future landfill or transfer station closer to home?

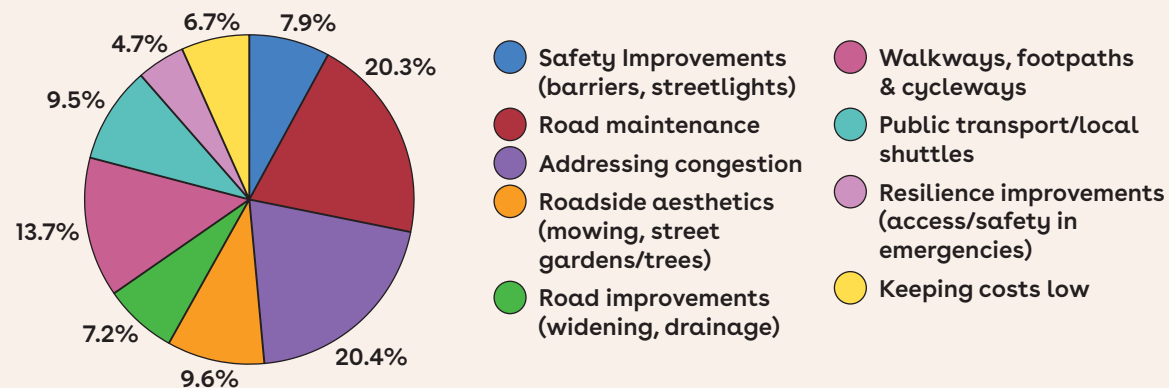


When it comes to maintaining and investing in, our infrastructure for the future, which approach feels right?

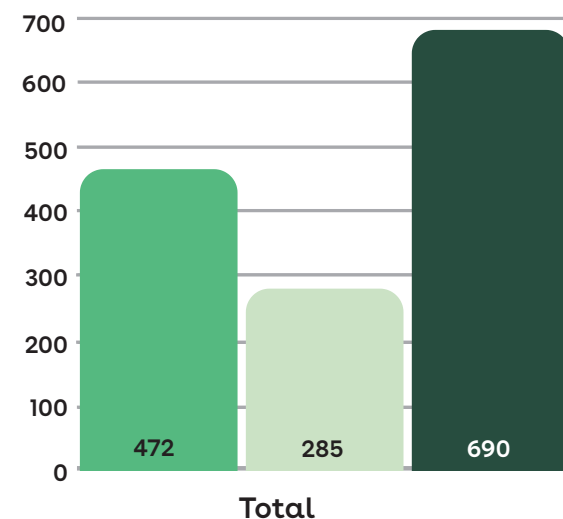


DISTRICT-WIDE

What matters most to you when it comes to moving around?



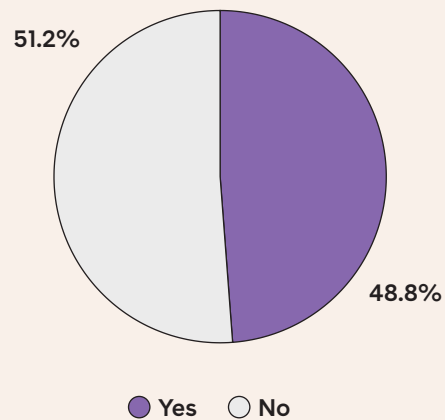
When thinking about our town centres and main streets, what should be the main priority?



- Keep streets simple and functional to keep costs down
- Create attractive streets with trees and planting, even if it costs more
- Focus on easy movement and access for cars, bikes, and people

DISTRICT-WIDE

Should we let some areas of our reserves grow more naturally, with less mowing?



When it comes to planning for the future, and what we invest in, what areas are most important to you?

