

EASTERN BAY OF PLENTY'S  
**VitalSigns**<sup>®</sup>

**2018**



He aha te mea nui o te ao?  
He tangata, he tangata, he tangata!

What is the most important thing in the world?  
It is people, it is people, it is people!

# A note from the Eastern Bay Community Foundation

**Eastern Bay of Plenty Vital Signs® 2018 takes the 'pulse' of our community.**

It provides a snapshot of our health and vitality, and identifies the things to celebrate and the issues we face as we work to create a sustainable and resilient region. Our sunshine hours and temperate climate make the region attractive to those fleeing overcrowded and overpriced housing in cities, seeking a lifestyle change. The soils in the region coupled with the sunshine sustain good returns in both horticulture and agriculture. Development is also thriving in aquaculture, forestry and apiculture. We celebrate our region's unique Māori culture and heritage, excellent natural environment, and a growing economy. Tourism potential is based largely on White Island's active volcano, excellent fishing, natural attractions, and sporting events.

We also recognise that we face challenges now and into the future.

The goal of Vital Signs® 2018 is to promote discussion on the key issues that affect the lives of all people who live and work here. We hope this report will help charities,

funders and not-for-profit organisations, policy advisors and our local communities to identify where, together, we can make the most difference. We hope this report encourages innovative solutions to our challenges.

The Eastern Bay Community Foundation inspires philanthropy throughout the wider community, and aims to create positive social change through its support of charitable organisations delivering innovative, effective programs. Established in 2008, in Ōpōtiki, and broadening to encompass the entire Eastern Bay of Plenty in 2013, the Foundation works hard to connect people, ideas and funding to meet the challenges and needs of the people of our region now and into the future.

Vital Signs® is an international program, begun in Canada in 2001, that measures the health and vitality of communities and builds community engagement around core issues of liveability. The Eastern Bay Community Foundation is a member of Vital Signs®, and has collaborated with Geysers Community Foundation and Acorn Foundation to make this the first ever region-wide Vital Signs® research project in the world.



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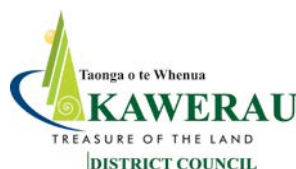


**Doug Bull**  
Board Chair



**Rosemary J Sloman**  
Executive Officer

## Sponsors:



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# About Vital Signs®

Vital Signs® is a tool used to understand the community's perceptions of the place in which 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 their Vital Signs® project in 2001 to help it make informed decisions about grants and programming. Vital Signs® is now a global programme led by Community Foundations of Canada.

In 2017-18, the first Bay of Plenty-wide Vital Signs® project was undertaken. This was the result of collaboration between 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 the Eastern Bay of Plenty, comprising Whakatāne, Ōpōtiki, and Kawerau. It is the first time Vital Signs® has been undertaken by the Eastern Bay Community Foundation.

**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

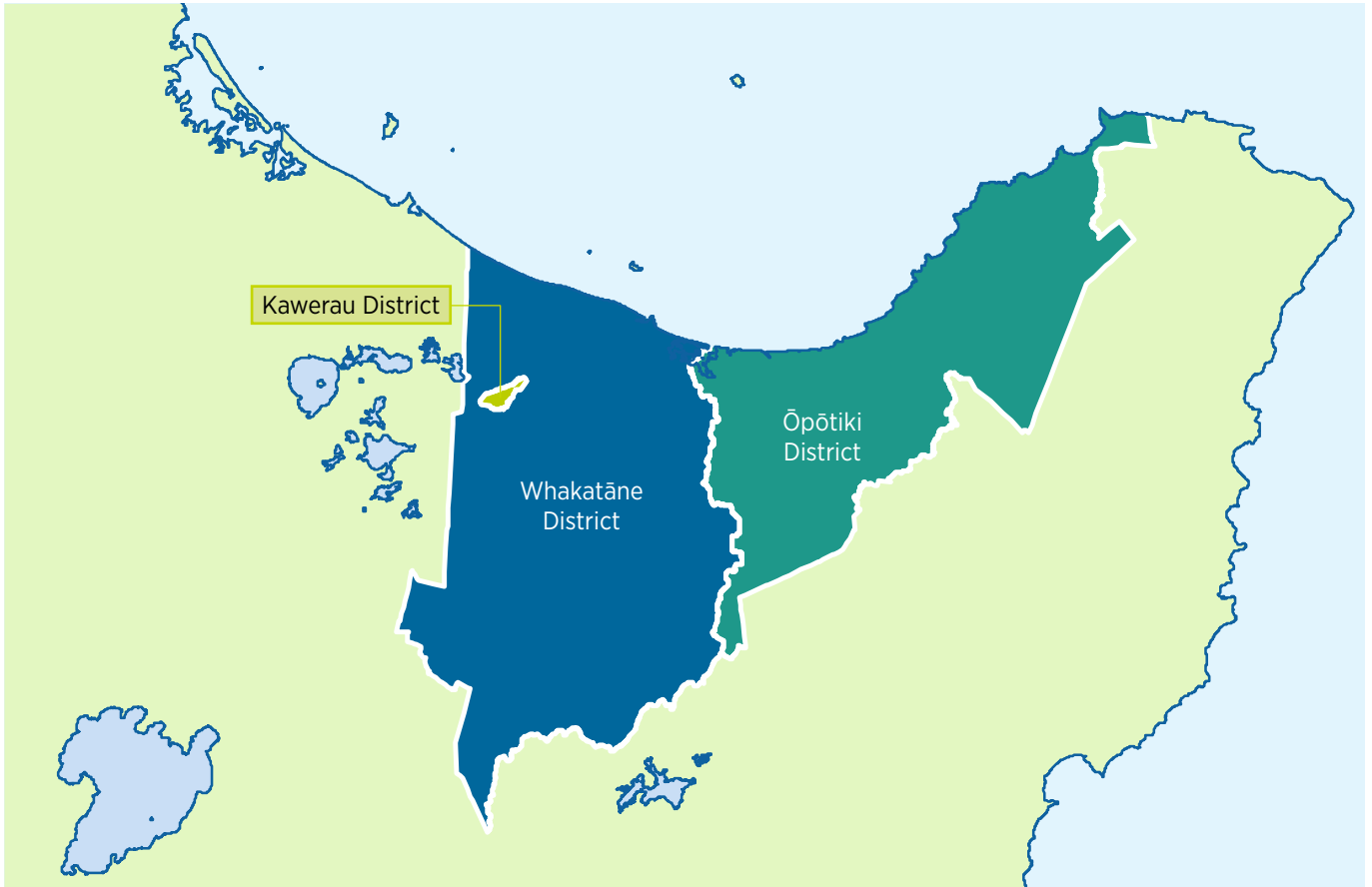
Each topic explored receives a grade identifying how strongly residents believe the Eastern Bay of Plenty is performing in that area. The following grades are used:

- 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

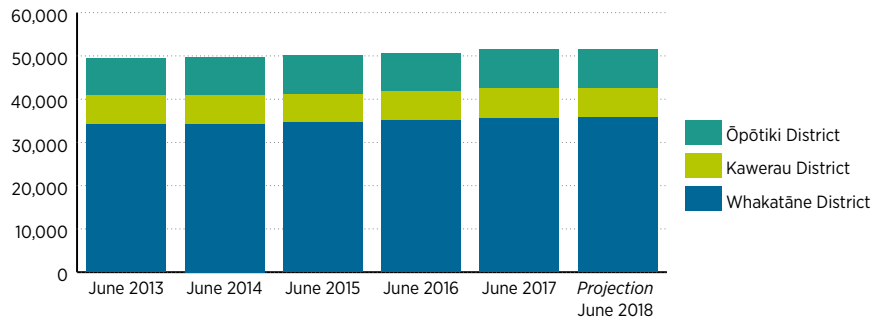
The **top priorities identified by the community** per topic are outlined. These help to provide a picture of where greater efforts are needed throughout the community. Residents could identify up to three main priorities, with the percentages displayed in the report representing the proportion of residents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

# About the Eastern Bay of Plenty



## Population estimates by area<sup>1</sup>

The population of the Eastern Bay of Plenty continues to grow, with more than 50,000 people calling the area home. Growth is expected to continue in Whakatāne, while population declines are projected for Kauerua and Ōpōtiki in 2018.



	June 2013	June 2014	June 2015	June 2016	June 2017	Projection <sup>2</sup> June 2018
<b>Whakatāne District</b>	34,200	34,300	34,600	35,000	35,600	35,800
<b>Kauerua District</b>	6,650	6,600	6,660	6,800	6,940	6,840
<b>Ōpōtiki District</b>	8,780	8,830	8,810	8,820	9,010	8,800
<b>TOTAL</b>	49,630	49,730	50,070	50,620	51,550	51,440

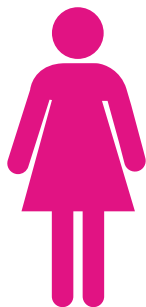
# The Eastern Bay as a Village of 100 People<sup>3</sup>

## Gender



**49**

MALE



**51**

FEMALE

## Age Groups



**23**

0-14  
years



**27**

15-39  
years



**32**

40-64  
years



**18**

65+  
years

## Languages spoken\*



Hello

**87**

ENGLISH



Kia ora

**17**

TE REO MĀORI

\*Multiple answers possible so will total more than 100

## Ethnicity\*



\*Multiple answers possible so will total more than 100

## Birthplace\*



\*Not stated = 10

**80**

NEW ZEALAND

## Personal income\*

### MEDIAN PERSONAL INCOME (2016)



\*Population aged 15+

<sup>1</sup> Statistics New Zealand: Subnational population estimates

<sup>2</sup> Statistics New Zealand: Subnational Population Projections: 2013 (base)-2043 update, released 22 February 2017. Figures shown are medium projections.

<sup>3</sup> Statistics NZ: Subnational Population Estimates for Age and Sex; 2018 Subnational Population Projections for ethnicity; Experimental Estimates of income from linked administrative data 2016 for median income; Census 2013 for remaining statistics

# Priorities for the Eastern Bay of Plenty

## The region is evaluated modestly

In general, the Eastern Bay of Plenty community evaluates the region modestly across the topics explored. Residents are most positive about the sport and recreation opportunities the Eastern Bay of Plenty has to offer. Areas where residents think the region is performing less well are safety, inequity, housing, and providing opportunities for young adults.

A key theme that emerged from this project is the Kawerau community feel more positively about the Eastern Bay of Plenty in relation to the Vital Signs® subjects than those in other parts of the region. Ōpōtiki residents are the least satisfied with the state of matters in the region.

 <b>Social and Cultural Wellbeing</b>		 <b>Health and Wellbeing</b>		 <b>Economic Wellbeing</b>		 <b>Environmental Wellbeing</b>	
C+		C+		C+		C+	
Belonging and Engagement	B-	Health and Wellness	C+	Economy	C+	Environmental Sustainability	B-
Supporting Newcomers	B-	Safety	C	Reducing Inequity	C	Getting Around	C+
Supporting Children	C+	Sports and Recreation	B	Housing	C		
Supporting Young Adults	C						
Learning	C+						
Arts and Culture	B-						

### What do different groups of residents think?



Ōpōtiki residents and NZ Europeans are the most likely to identify drug and alcohol abuse as an issue facing the region.



Kawerau residents, those with a household income of less than \$110k, and younger residents (aged 18-45) are the most likely to identify the cost of living as an issue.



Males, residents over 35 years old, and those earning \$50k or more are more likely than other residents to identify a need to plan for the region's growth.

## The key priorities for the region

The Eastern Bay of Plenty's recent history is plagued with economic downturn, low employment levels, crime, and resulting social inequalities. This is echoed in the priorities identified for improvement by the community. Things are slowly improving, however, with population growth in the wider Bay of Plenty trickling to the more rural townships, and developments planned to provide more jobs and economic growth for the region.

### Priorities

- 1 Availability of jobs** 47%
- 2 Drug and alcohol abuse** 43%
- 3 Cost of living** 32%
- 4 Planning for the region's growth** 25%
- 5 Poverty** 23%



# Things we love about the Eastern Bay of Plenty

We live in a region rich in natural resources, with vast stretches of coastline, significant forests, and access to geothermal energy. The Eastern Bay of Plenty has a rich cultural history and today about 50% of the population identify as Māori<sup>4</sup>. The things we love most about living here echo these sentiments, they are:

- 1 **Natural environment, climate and air quality**
- 2 **Connectedness** (friends, whānau, community, support)
- 3 **Recreation, parks and reserves**
- 4 **Māori heritage, culture, arts**
- 5 **Safety**
- 6 **Walkability and cycling infrastructure**

## What do different groups of residents think?



Māori and those aged 18-55 are more likely than other residents to identify their friends and whānau as a positive aspect of living in the Eastern Bay of Plenty.



Māori residents are also more likely than others to identify Māori heritage and culture as something they enjoy about the region.

<sup>4</sup> Statistics NZ: New Zealand Subnational Population Projections 2018







# Social and Cultural Wellbeing



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

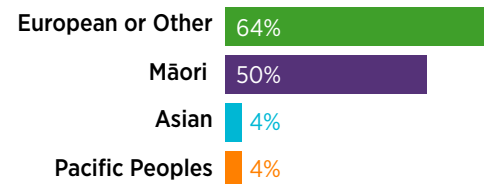
The community evaluates the Eastern Bay of Plenty modestly for its social and cultural wellbeing. Community engagement, arts and culture, and support for newcomers are the areas being performed best. However, and perhaps concerningly, residents are less impressed with how well children and youth are supported, and the education and training options available.

In general, the Kawerau community feel more positively about the region's social and cultural wellbeing than those living in other parts of the region. Kawerau residents are the most satisfied with how engaged the community is, the support for children and youth, and (along with Whakatāne residents) the education and training opportunities available.

In contrast, Ōpōtiki residents are the least likely to be satisfied with community engagement and the learning opportunities available in the region. The latter perception may be influenced by few education and training opportunities being offered in Ōpōtiki.

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

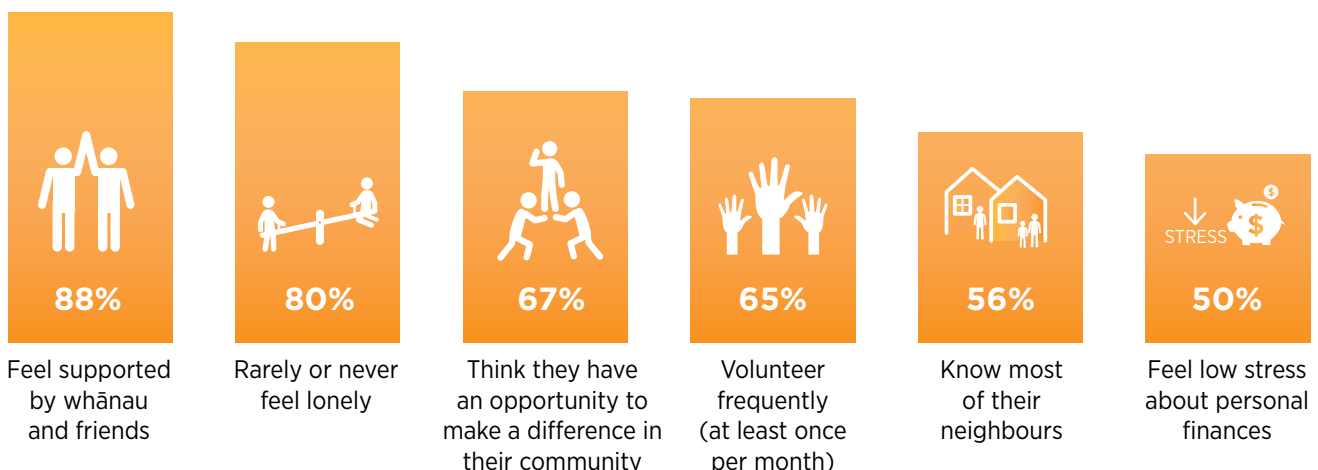
## Ethnicities of Eastern Bay of Plenty residents<sup>5</sup>



<sup>5</sup> Statistics NZ: 2018 Subnational Population Projections

## In general, Eastern Bay of Plenty residents feel positively about the quality of their lives:

100%





# Belonging and Engagement



## Top priorities for Belonging and Engagement

- 1 **Improve neighbourhood facilities** and encourage neighbourhood **connections** 33%
- 2 **Increase residents' voices** in local policy development 32%
- 3 **Good public transport** being available in my area 27%
- 4 **Increase involvement** across all community groups 27%
- 5 **More free community events** 27%



### What do different groups of residents think?

**Ōpōtiki residents** indicate slightly different priorities:

- 1 Ensure easy access to necessary services
- 2 Improve literacy
- 3 Increase residents' voices in local policy development

**Kawerau residents** are more likely than those in other Eastern Bay of Plenty districts (particularly Ōpōtiki) to think residents are engaged and feel as if they belong.



Kawerau residents are the most interested in having better public transport in their area.

Younger and older residents have slightly different focuses.



Older residents (aged 56+) are more interested in having their say in local policy development.



Younger residents (18-35 year olds) are interested in more community events.



## The current environment



In **Whakatāne**, while **48% of residents are satisfied with Council consultation**, this means half feel the Council could do more in this space<sup>6</sup>.

Close to half of Ōpōtiki residents (46%) want their Council to consult with the residents on major issues only<sup>7</sup>.

## What's happening in the Eastern Bay of Plenty?

- **BayTrust** supports a wide range of community groups in the Eastern Bay of Plenty focusing on housing, and programmes supporting children, youth, and the environment.
- BayTrust granted **Tumanako Hou Trust** \$10,000 in 2017. This Trust focuses on helping young people and their whānau improve their lives by facilitating connections with the wider community, helping families to improve their economic and social situations, teaching young people about managing conflict, and helping them improve their behaviour to (re)engage with education or employment.
- Kawerau District Council ran the **Neighbourhood of Healthy Homes project**<sup>9</sup> from 2012 to 2017. The project was aimed at ensuring Kawerau residents were taking advantage of the government's Warm Up NZ funding and building robust communities. Barbeques and other neighbourhood activities were organised to facilitate neighbourhood connectedness.

<sup>6</sup> National Research Bureau Ltd (June 2016) Whakatāne District Council – June 2016.

<sup>7</sup> Ōpōtiki District Council (March 2017) Audit and Risk Committee Meeting re Annual Community Survey, with results from: Communitrak™ survey by National Research Bureau Ltd from February 2017 surveying.

<sup>8</sup> Statistics NZ: Census 2013. Other iwi also represented in Taupō include: Ngāti Maniapoto, Ngāi Tahu, Ngāi Tai, Ngāi Te Rangī, Ngāti Kahungunu, Ngāti Manawa, Ngāti Pīkiao, Ngāti Ranginui, Ngāti Rangatihi, Ngāti Raukawa, Ngāti Whakaue, Ngāti Whare, Ngāti Whātua, Ngāti Rongomaiwahine, Rongowhakaata, Tainui, Tapuika, Te Aitanga-a-Mahaki, Te Ātihaunui-a-Pāpārangi, Te Ātiawa, Te Aupōuri, Te Rarawa, Tuhourangi, and Waikato.

<sup>9</sup> Kawerau District Council (2017) Healthy Homes. Found here: <https://www.kaweraudc.govt.nz/about-council/council-projects/healthy-homes>.

Close to one-third of Māori in the Eastern Bay identify as being Tūhoe, and a quarter identify as being of the Ngāti Awa iwi.

Other iwi with reasonably strong representation in the Eastern Bay of Plenty are<sup>8</sup>:

- Whakatōhea
- Te Whānau-ā-Apanui
- Ngāti Tūwharetoa
- Ngāpuhi
- Te Arawa



## Residents say...



*Councils being more open and community minded. Not just making decisions without public consultation.*

*Older male New Zealander in Whakatāne*

*Lack of community – a drop in the number of people participating in community events/sports and a lack of community spirit, i.e., volunteering or working together towards a community goal.*

*Younger NZ European female in Whakatāne*

*Support for our young adults. Self-harm, anxiety and depression is on the rise. This can be avoided, with a sense of connection and building of community, because it is isolation that causes this powerlessness in the first place.*

*Younger Māori female in Whakatāne*



## Top priorities for Newcomers to the Eastern Bay of Plenty

- 1 Increase opportunities to learn English 46%**
- 2 Increase protection from potential discrimination and harassment, and fostering a sense of safety 39%**
- 3 Increase opportunities to celebrate multiculturalism and diversity 36%**
- 4 Increase support services for new immigrants 36%**
- 5 Increase awareness of diversity and racism issues 34%**

### What do different groups of residents think?



Residents who are not New Zealand European or Māori are the most likely to identify support services for newcomers to the region as a priority. This makes sense given residents of 'other' ethnicities are the most likely to be newcomers.

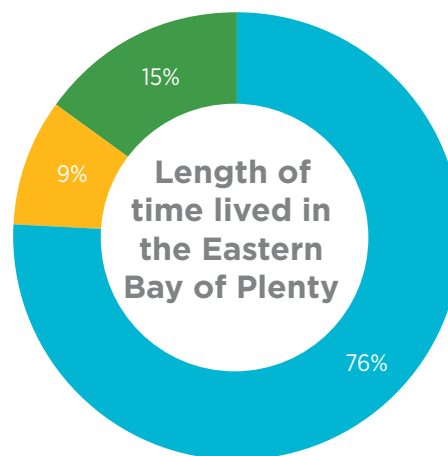


Those aged 18-65 are more likely than older residents to want opportunities to celebrate multiculturalism and diversity.

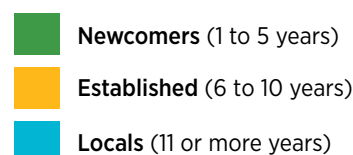
## Newcomers to the Eastern Bay of Plenty

### Birthplace of Eastern Bay of Plenty residents<sup>10</sup>

<b>New Zealand</b>	<b>80%</b>
<b>Born overseas</b>	<b>10%</b>
- United Kingdom and Ireland	4%
- Asia	1%
- Australia	1%
- Europe (excluding United Kingdom and Ireland)	1%
- Middle East and Africa	1%
- Other overseas locations	1%
<b>Not stated</b>	<b>10%</b>



Locals are most likely to be Māori or New Zealand European, while those who moved to the region in the last ten years are more likely to identify as being of other ethnicities.





## What's happening in the Eastern Bay of Plenty?

ESOL (English as a Second Language) businesses operate in all three districts in the Eastern Bay of Plenty. These are provided by Eastbay REAP in Kawerau and ASSE Student Exchange.

The **Kawerau Enterprise Agency** runs a quarterly Welcome to New Residents event in Kawerau as part of the Sustainable Backyards initiative. This event provides an opportunity for newcomers to meet both locals and others new to the area<sup>11</sup>.

The **Samoan Friendship Group**<sup>12</sup> meets approximately monthly in Whakatāne for friendship and fellowship.

<sup>10</sup> Statistics NZ: Census 2013

<sup>11</sup> Envirohub Bay of Plenty (2017) Welcome to New Residents – Kawerau. Found here: <http://envirohub.org.nz/event/welcome-to-new-residents-kawerau/>

<sup>12</sup> Samoan Friendship Group advertised through Citizens Advice Bureau. Found here: <http://www.cab.org.nz/Pages/CommunityDirectoryDetail.aspx?id=cf8891e9-b683-e711-961e-005056ae001d>



### Residents say...

*The town needs to be attractive to newcomers (and existing residents) to stimulate investment in housing and commercial ventures which in turn leads to job creation and economic growth.*

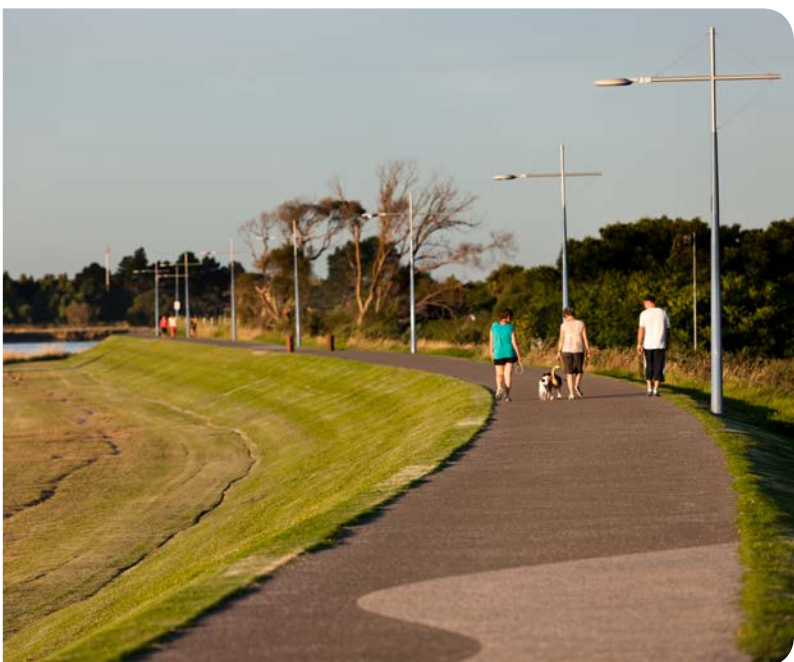
Middle aged NZ European male in Whakatāne

*We must be willing to listen to and debate new ideas, leave egos aside and work together for the common good. We must encourage multiculturalism where we respect everyone's culture but integrate together as a stronger, united, newer Eastern Bay of Plenty, where we take the good from each culture.*

Middle aged Indian female in Kawerau

*Very limited accommodation. If people can't find somewhere to live, it makes it difficult for them to stay here.*

Younger NZ European female in Whakatāne





# Supporting Children



## Top priorities for Supporting Children

- 1 Improve parenting skills programmes 58%**
- 2 Make it more affordable for parents to spend more time caring for their children 55%**
- 3 Increase access to health practitioners specialising in children 46%**

### What do different groups of residents think?

Kawerau residents are more positive than those living elsewhere in the region about how well the region ensures successful starts for children.

Those who live with children also identify the following as key priorities:



- Improve flexi-time policies for employees and employers to better meet whānau commitments (43%); and
- Improve access to affordable quality childcare (42%).



Those who rated the region's performance in this area poorly, Ōpōtiki residents and those aged 46 and over, are more likely than other residents to suggest parenting skills programmes are needed.



Ōpōtiki residents are more likely than those in other parts of the region to want more access to health practitioners specialising in children.



## The current environment for children



**AGED UNDER 15**

Close to one quarter (22%) of the Eastern Bay of Plenty population are aged under 15<sup>13</sup>.

**50**  
**EARLY CHILD CARE CENTRES**

There are 50 Early Childhood Education centres in the region.

**3**  
**PLUNKET OFFICES**

Plunket<sup>14</sup> has offices in Whakatāne, Ōpōtiki and Kawerau. This agency offers support and assesses the development of children from birth until they are five years old.





## What's happening in the Eastern Bay of Plenty?

In 2015, the **Eastern Bay Children's Team**<sup>15</sup> was launched. This team was established as part of a government initiative aimed at ensuring agencies work together to provide integrated care for children with complex issues.

Parenting programmes and agencies in the Eastern Bay of Plenty include:

- **Whakatāne Parents Centre**<sup>16</sup>: A volunteer organisation which provides families with tools and help for raising children.
- **Incredible Years**<sup>17</sup>: A programme for parents offered around New Zealand, including the Eastern Bay of Plenty. The programme focuses on families with children aged three to eight. Weekly group sessions provide time to practice ways of managing children's behaviour.
- **Well Child Tamariki Ora**<sup>18</sup>: This programme offers whānau free health services over the child's early years (6 weeks to 5 years). The service aims to support whānau to protect and improve the health of their children by covering growth and development, immunisation, wellbeing, and more. To Tohu o to Ora o Ngāti Awa provides this service in Whakatāne.
- **Eastbay REAP** (Rural Education Activities Programme): This service offers parenting programmes, teaches children about personal safety, helps parents become involved in teaching their young children, and provides coordinated access to health, education, and social services.



<sup>15</sup> Statistics NZ: Subnational Population Estimates 2017

<sup>14</sup> Plunket (2017) Bay of Plenty Area. Found here: <https://www.plunket.org.nz/plunket-near-you/area-pages/bay-of-plenty/>

<sup>15</sup> Tolley, A. (31 October 2015) Eastern Bay of Plenty Children's Team goes live. Found here: <https://www.beehive.govt.nz/release/eastern-bay-plenty-children%E2%80%99s-team-goes-live>

<sup>16</sup> Parents Centre Whakatāne (2017) Parents centres New Zealand Inc. Found here: <http://www.parentscentre.org.nz/whakatane/>

<sup>17</sup> Werry Workforce Whāraurau (2017) The Incredible Years\* in Aotearoa New Zealand. Found here: <http://incredibleyears.nz.co.nz/parents>

<sup>18</sup> Ministry of Health (2017). Well Child Tamariki Ora visits. New Zealand Government. Found here: <http://www.wellchild.org.nz/>

### Residents say...

*Lack of basic skills, budgeting, cooking, basic parenting. I think this needs to be addressed to improve how the next generation develop. The lack of sporting activities for our children and youth to go to, as the parents can't afford to take them.*

Middle aged NZ European female in Ōpōtiki

*There seems to be a lot of children not learning the basics of daily life which they don't even seem to be teaching in schools. This will be detrimental to the future of our community!*

Younger Māori male in Whakatāne

*Too many women smoking while pregnant not giving their babies the best start to life they need. Fathers not being real men in their homes because their minds are not with it. Children of young ages being left un-attended, and bringing themselves up because Mum and Dad are busy with intoxicating things.*

Younger Māori/NZ European female in Whakatāne





## Top priorities for Supporting Young Adults

- 1 Exposing youth to a variety of workplaces** to help them understand their choices **54%**
- 2 Improve local education and training opportunities** **48%**
- 3 Increase job opportunities** **48%**

## The current environment for young adults

**12%**  
AGED 15-24

The proportion of young adults (aged 15 to 24) in the Eastern Bay of Plenty is 12%<sup>19</sup>.

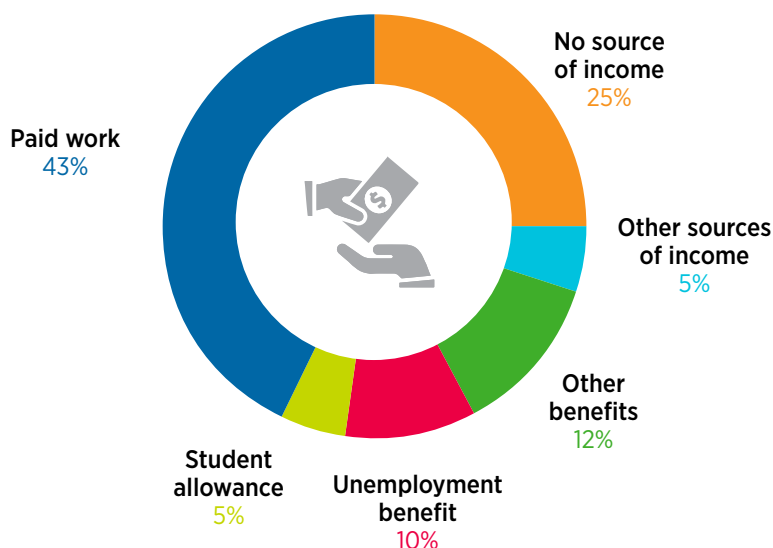
**464**  
RECEIVING  
JOBSEEKER  
SUPPORT

In the Eastern Bay of Plenty there are 464 residents aged 18-24 currently receiving Jobseeker support, the benefit for those who can usually work full-time<sup>20</sup>. This younger age group comprises 18% of all those in the region receiving this support.

WORK READY

Of all Eastern Bay of Plenty residents receiving Jobseeker support, two-thirds are deemed work ready<sup>21</sup>.

## Sources of personal income among young adults (aged 15-24) in the Eastern Bay of Plenty<sup>22</sup>



### What do different groups of residents think?

Kawerau residents are more positive than those living in other Eastern Bay of Plenty districts about the situation for youth in the region.



Kawerau residents, males and those with low household incomes (i.e. under \$50k) are the most likely to prioritise increasing job opportunities.



Residents who did not complete secondary school are more likely than those with higher levels of education to prioritise improving opportunities for training and education.

<sup>19</sup> Statistics NZ: Subnational Population Estimates 2017.

<sup>20</sup> It includes those who can't look for work currently due to a health condition or similar.

<sup>21</sup> Martin Jenkins (October 2016) Eastern Bay of Plenty Workforce Development Project: Labour Market Update 2016. Ōpōtiki District Council.

<sup>22</sup> Statistics New Zealand: Census 2013. This is the latest data available.

<sup>23</sup> English, B. (12 July 2017) \$50m to support at-risk young people into work. New Zealand Government. Found here: <https://www.beehive.govt.nz/release/50m-support-risk-young-people-work>

<sup>24</sup> Toi EDA: <http://www.toi-eda.co.nz/>

<sup>25</sup> Poutama Trust (2017) Being Innovative in Kawerau. Found here: <https://poutama.co.nz/innovative-in-kawerau/>

<sup>26</sup> Martin Jenkins (16 July 2014) Ōpōtiki Aquaculture and Harbour Development: Opportunities, issues and implications for workforce development. Ōpōtiki District Council.

<sup>27</sup> Martin Jenkins (October 2016) Eastern Bay of Plenty Workforce Development Project: Labour Market Update 2016. Ōpōtiki District Council.



## What's happening in the Eastern Bay of Plenty?

- In July 2017, the Government announced a \$50 million package aimed at getting young people into work and training<sup>23</sup>. The initiative focuses on four areas with high youth unemployment: Eastern Bay of Plenty, Northland, Hawke's Bay, and the East Coast. A portion of the funding (\$8 million) is reserved for initiatives aimed at getting young Māori into employment.
- One of Toi EDA's<sup>24</sup> (the Economic Development Agency for the Eastern Bay of Plenty) areas of focus is to develop the Eastern Bay of Plenty workforce by improving pathways to work. This involves developing systems to connect training with industry, to support work readiness among youth, and to overcome common barriers to workforce participation.
- New developments planned for the Eastern Bay of Plenty in milk processing and aquaculture, as well as growth in the areas of manuka honey and horticulture, are likely to create more jobs in the area in the coming years. The planned geothermal-powered milk processing plant in Kawerau is likely to provide 30 new jobs<sup>25</sup>, and over 300 new positions are predicted to be created over the next seven years in the burgeoning Ōpōtiki aquaculture industry<sup>26</sup>. School leavers have been identified as a key potential labour force for the latter<sup>27</sup>.



## Residents say...

*[The] unemployment rate is shocking in our area. I think the youth would benefit from some kind of organisation that would encourage them to be more motivated to want to get out there and do something. Or offering courses that would educate and teach youth in this area the knowledge and skills that they would need to gain employment in the mill (Tasman).*

Younger Māori/NZ European female in Kawerau

*Lack of employment opportunities for school leavers. Lack of apprenticeships for our youth. Young people who leave school with no qualifications are becoming beneficiaries almost immediately which feeds the drug, alcohol, gang involvement, crime and domestic violence issues.*

Older Scottish female in Whakatāne

*Get more youth employed. It is the best way to maintain/improve the standard of living of future generations.*

Older NZ European male in Ōpōtiki





## Top priorities for Learning

- 1 Improve links between local industries and local training/educational institutions 67%
- 2 Improve literacy and numeracy skills 60%
- 3 Increase continuing education opportunities 50%

## The learning environment

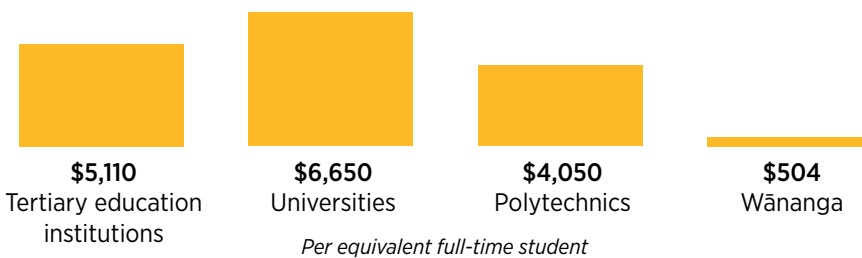
### 4 TERTIARY EDUCATION PROVIDERS

Te Whare Wānanga o Awanuiārangī, Te Wānanga o Aotearoa, Toi Ohomai Institute of Technology and Anamata offer a range of qualifications to local students through their Whakatāne campuses. Anamata also has a campus in Tāneatua which offers courses in te reo Māori and teaching Māori.

Toi Ohomai's Whakatāne<sup>28</sup> campus offers a range of subjects including agriculture, forestry, horticulture, tourism, art, business, health, sport, and others.

Te Whare Wānanga o Awanuiārangī<sup>29</sup> offers education with a distinctly Māori context to doctorate level. Both local and international students are welcome to study there. Subjects offered include te reo Māori, tourism Māori, education, health, and more.

### Average fees for domestic students in 2015<sup>30</sup>



### What do different groups of residents think?

Those living in Whakatāne and Kawerau are more likely than those in Ōpōtiki to be satisfied with the learning opportunities available in the region.



Of note, 44% of younger residents (aged 18 to 35) identify providing scholarships and incentives to undertake study as a priority.



On 5 December 2017, the Government confirmed the first year of tertiary education and training will be fees-free from 1 January 2018. This is likely to make tertiary education more accessible, improve opportunities for those who have been turned off study by the cost, and increase the number of people undertaking education or training following school.<sup>31</sup>



## What's happening in the Eastern Bay of Plenty?

- Hundreds of adult learners take part in courses offered by **Eastbay Rural Education Activities Programme (REAP)** each year<sup>32</sup>. Subjects offered include literacy, numeracy, digital skills, te reo Māori, NZ Sign Language, English, and driver education.
- **Pou Whakaaro**<sup>33</sup> facilitates Community Led Education in Whakatāne. Courses are run by local people for local people, allowing the sharing of skills and knowledge throughout the community.
- There are established **Communities of Learning in Whakatāne**<sup>34</sup>, **Rangitaiki/Kawerau**<sup>35</sup> and **Ōpōtiki**<sup>36</sup>. These bring together local schools (primary, intermediate, and secondary) to share their best educational practices and work together to raise the achievement levels of students.
- The **Computers in Homes programme** aims to reduce digital exclusion of students of low-decile schools by providing training, hardware, and home Internet to families. Between 2013 and 2017, 110 Eastern Bay of Plenty whānau completed the programme<sup>37</sup>.

### How is the Eastern Bay Community Foundation helping?

The Eastern Bay Community Foundation will launch a rural scholarship in 2018, for children in the residential area east of Te Kaha to Cape Runaway, to enable a young person with aspirations to attend university. This scholarship has been made possible by a former resident of this region, now living overseas.

In 2017 the Eastern Bay Community Foundation worked alongside the Board of Trustees of Whakatāne High School to establish a fund that past pupils can contribute to, for the betterment of the pupils and the school community.

<sup>28</sup> Toi-Ohomai (2017) Whakatāne Campus. Found here: <https://www.waiariki.ac.nz/about-us/campus-profiles/whakatane-campus>

<sup>29</sup> Te Wānanga o Awanuiārangī: <http://www.wananga.ac.nz>

<sup>30</sup> Ministry of Education (2015) Profile & Trends 2015: Tertiary Education Sector and Student Support. Tertiary Sector Performance Analysis, Ministry of Education

<sup>31</sup> Hon Chris Hipkins (5 December 2017) 80,000 people eligible for fees free. New Zealand Government. Found here: <https://www.beehive.govt.nz/release/80000-people-eligible-fees-free>

<sup>32</sup> King, H. (14 September 2017) Adult Learners Celebrate. Ōpōtiki News. Found here: <https://www.opotikinews.co.nz/blog/757799>

<sup>33</sup> Pou Whakaaro: <https://www.pouwhakaaro.co.nz>

<sup>34</sup> Ministry of Education. Investing in Educational Success: Whakatāne Community of Learning 2015-2018.

<sup>35</sup> Ministry of Education. Rangitaiki/Kawerau Community of Learning.

<sup>36</sup> Ministry of Education. Investing in Educational Success: Ōpōtiki Community of Learning 2015-2018

<sup>37</sup> Computers in Homes (July 2017) Computers in Homes Annual Report [pp 45]. Found here: <https://drive.google.com/file/d/0B89xW6WRpDGsMkJnZTVQMWhfRm8/view>

## Residents say...

*Increase services that support and encourage transition from unemployment to workforce.*

Young NZ European male in Whakatāne

*Many of our youth don't know how to work, they have poor numeracy and literacy skills. Drugs are also a big concern; they have no respect for others or themselves. This comes down to schooling and parenting in early years, making sure kids know the basic in numeracy and literacy, respect and commitment.*

Middle aged NZ European female in Ōpōtiki

*Encourage early leavers to attend some facility to undertake either an apprenticeship or learning to become adults.*

Older NZ European male in Whakatāne





## Top priorities for Arts and Culture

- 1 **More festivals and community celebrations** 63%
- 2 **More affordable arts and cultural activities** 45%
- 3 **Opportunities for diverse groups to celebrate their cultures** 38%

### What do different groups of residents think?



Those aged 18-35 are more satisfied than older residents with arts and culture in the Eastern Bay of Plenty. These residents and those with a household income of over \$110k (and thus presumably with more disposable income) are also more interested in creating more festivals and community celebrations.



Older residents are among those most interested in opportunities for diverse groups to celebrate their cultures.



## The current Arts environment



**MUSEUMS**

There are museums in Whakatāne, Kawerau and Ōpōtiki.



**16,000-  
25,000  
visitors  
each month**

There are between 16,000 and 25,000 visitors each month to Te Kōputu a te whanga a Toi in Whakatāne. This facility houses the museum, art gallery and library and showcases artists from around Eastern Bay of Plenty as well as from the wider Bay of Plenty region.



Whakatāne hosts the Summer Arts Festival each year from January to March. Highlights of the event include Sculpture on the River Bank, Molly Morpeth Canaday Art Award Opening Night and Exhibition, Shakespeare, jazz, and dance<sup>38</sup>.

Most festivals and events are well attended. Over 300 people attended the Jazz in the Park event in 2017 and around 200 attended the Molly Morpeth Canaday Awards for Painting and Drawing opening night.



## What's happening in the Eastern Bay of Plenty?

Arts and culture are celebrated in the Eastern Bay of Plenty region through a range of events, activities, groups and clubs, festivals, murals, pou, carving, music, choirs, theatre, dance, orchestra, the brass band, weaving, and more.

- **Te Kapa Haka o Te Whānau-ā-Apanui** won Te Matatini 2015 and were runners-up at the 2016 Mataatua Kapa Haka regionals<sup>39</sup>. Te Whānau-ā-Apanui is an Eastern Bay of Plenty/East Coast iwi.
- The **Taneatua Gallery** in Taneatua is helping to revitalise the small town. The building is over 100 years old and the gallery features contemporary art from local and international artists.
- Ōpōtiki is home to the **Ōpōtiki Heritage Art Centre**. Recently refurbished, the Art Centre now has a workshop wing (including a pottery workshop), freeing up the hall for use by artists and creatives<sup>40</sup>.
- The **National Woodskills Competition and Festival** in Kawerau is a community event celebrating wood craft. This annual festival has been running since 1989 and recognises the importance of forestry in Kawerau's history.

<sup>38</sup> Whakatāne Info. Found here: <https://www.whakatane.com/events/festivals-and-shows/art-and-culture/summer-arts-festival>

<sup>39</sup> Māori Television (2017) Te Matatini 2017. Found here: <https://www.maoritv.com/haka/te-matatini/groups/te-kapa-haka-o-te-whanau-a-apanui>

<sup>40</sup> EventFinda. Ōpōtiki Heritage Arts Centre. Found here: <https://www.eventfinda.co.nz/venue/opotiki-heritage-arts-centre-bay-of-plenty-opotiki>



### Residents say...

*This region has a wealth of Māori heritage sites and narratives, and yet the potential is untapped. Where are the art/music/theatre workshops for instance? .... I would also like to see regular art exhibitions of young people's work - all entries accepted. With musical buskers. With art work for sale.*

Middle aged NZ European female in Whakatāne

*Promote awareness of the arts and crafts, and culture programs run in the District.*

Younger Māori female in Ōpōtiki

*The cost of events stops us, and people staying with us, from going to some things.*

Middle aged Māori female in Whakatāne

*Cohesiveness of the diversity of cultures in EBOP [Eastern Bay of Plenty]. Rather than opportunities to celebrate each one as separate cultures, please celebrate us as a diverse but together place to live and work.*

Older NZ European female in Whakatāne

### How is the Eastern Bay Community Foundation helping?

The Eastern Bay Community Foundation have made an annual distribution to the Ōpōtiki Heritage Museum for the past four years, via an endowment set up by an anonymous donor. This funding helps to ensure taonga, antiquities and items of interest from the Ōpōtiki District are curated, preserved and displayed well for future generations.







# Health and Wellbeing



## Health and Wellbeing

Health and Wellness	C+
Safety	C
Sports and Recreation	B

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

Overall, the health and wellbeing of the Eastern Bay of Plenty community is perceived as being reasonable. Residents grade the region positively for the sport and recreation opportunities offered. Across all sections measured, this is the area about which the community is most positive.

The theme of Kawerau residents being most satisfied and Ōpōtiki residents being least satisfied continues here. The Kawerau community are the most likely to rate the region highly for the health and safety of its residents. The Ōpōtiki community are less positive about these factors as well as the sport and recreation opportunities offered.



### HOSPITAL

The only hospital in the Eastern Bay of Plenty is in Whakatāne. Some situations may require travel to Rotorua or Tauranga to see the doctor or specialist required.



### AGEING POPULATION

The population of the Eastern Bay of Plenty is ageing, with close to 30% of the population expected to be aged 65 or over by 2043<sup>41</sup>. This is going to require more aged care services and other changes in the healthcare industry.



### TARGETED HEALTHCARE SERVICES

The high proportion of Māori in the Eastern Bay of Plenty is also important when considering health and wellbeing, as Māori and Pacific populations tend to have poorer health than other ethnicity groups. This indicates a need for targeted healthcare services<sup>42</sup>.



### LOTS OF SPORTS AND RECREATION ACTIVITIES

Numerous sports and recreation activities are offered for children and adults in the Eastern Bay of Plenty. These activities include, but are not limited to, swimming, archery, badminton, bowls, disability sports, fishing, golf, hockey, horse riding, netball, orienteering, Pilates and yoga, roller skating, swimming, tennis, water sports, and Zumba.

<sup>41</sup> Statistics NZ: Statistics New Zealand: Subnational Population Projections: 2013 (base)-2043 update, released 22 February 2017.

<sup>42</sup> Ernst & Young (2016) Health and Service Profile. Bay of Plenty District Health Board

## How is the Eastern Bay Community Foundation helping?

The Eastern Bay Community Foundation in collaboration with Alzheimer's Eastern Bay of Plenty and a very generous donor, set up an Endowment Fund in October 2017. Interest from this fund will be distributed for the first time in 2018 and will support and provide professional assistance for dementia sufferers and their families in the Eastern Bay of Plenty.

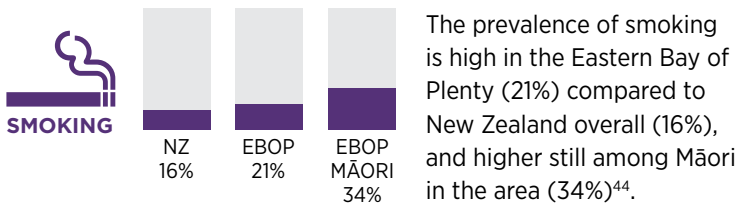


## Top priorities for Health and Wellness

- 1 Ensure everyone has access to an affordable family/whānau doctor 61%
- 2 Reduce drug and alcohol abuse 55%
- 3 Improve access to mental health services 27%

## Health and wellness in the Eastern Bay of Plenty

Eastern Bay Primary Health Alliance have identified smoking cessation, cervical screening, diet, and immunisation among their key focus areas<sup>43</sup>.



The prevalence of smoking is high in the Eastern Bay of Plenty (21%) compared to New Zealand overall (16%), and higher still among Māori in the area (34%)<sup>44</sup>.



Healthcare and Social Assistance employs 1,950 people (13% of the workforce) in Whakatāne and is the second highest employing industry in the District (behind the agriculture, forestry, and fisheries industries)<sup>45</sup>.



Standard GP consultation fees<sup>46</sup> for 2017 range from \$0 for patients aged under 13, to \$34 for patients aged 14 and over at some clinics.

The median price for a standard consultation for patients:

- 13-17 YEARS \$12
- 18 OR OVER \$18

### What do different groups of residents think?

The Kawerau community is more positive than other Eastern Bay of Plenty communities about the health and wellness of the region's residents.



Those aged over 65 also identified reducing the wait time for non-urgent surgery (29%) and supporting elderly to stay in their homes (28%) as priorities for the region.



Ōpōtiki residents are the most likely to indicate a need to reduce drug and alcohol abuse.

<sup>43</sup> Eastern Bay Primary Health Alliance (2017) 2017 Annual report Eastern Bay Primary Health Alliance.

<sup>44</sup> Pointon, B. (2015) Tobacco Control Strategic Action Plan 2015-2018. Bay of Plenty District Health Board. Found here: [https://www.health.govt.nz/system/files/documents/pages/bay\\_of\\_plenty\\_dhb\\_tobacco\\_control\\_plan.pdf](https://www.health.govt.nz/system/files/documents/pages/bay_of_plenty_dhb_tobacco_control_plan.pdf)

<sup>45</sup> Infometrics (2016) Whakatāne District: Annual Economic Profile. Found here: [https://www.whakatane.com/sites/www.whakatane.com/files/documents/whakatane\\_annual\\_profile\\_2016\\_pdf.pdf](https://www.whakatane.com/sites/www.whakatane.com/files/documents/whakatane_annual_profile_2016_pdf.pdf) [pp 15]

<sup>46</sup> Eastern Bay Primary Health Alliance (2016) Approved DHB Fees for EBPHA Practices. Found here: [http://ebpha.org.nz/index.php?option=com\\_content&view=article&id=12&Itemid=139](http://ebpha.org.nz/index.php?option=com_content&view=article&id=12&Itemid=139)

<sup>47</sup> Bay of Plenty District Health Board (2016) Mental Health and Addiction Services. Found here: <http://www.bopdnhb.govt.nz/services/a-z-hospital-services/mental-health-addiction-services/>

<sup>48</sup> Eastern Bay Primary Health Alliance: <http://ebpha.org.nz/>

<sup>49</sup> Eastern Bay Primary Health Alliance (2016) Approved DHB Fees for EBPHA Practices. Found here: [http://ebpha.org.nz/index.php?option=com\\_content&view=article&id=12&Itemid=139](http://ebpha.org.nz/index.php?option=com_content&view=article&id=12&Itemid=139)



## What's happening in the Eastern Bay of Plenty?

- **Bay of Plenty Addiction Services**<sup>47</sup> works with adults (aged 18+) with moderate to severe alcohol and drug problems. The programme takes a multi-disciplinary approach, calling on the services of psychiatrists, psychologists, nurses, social workers, counsellors, and addiction clinicians. Clinics are operating in Whakatāne and Kawerau in the Eastern Bay of Plenty.
- **Seven Eastern Bay of Plenty dental practices** provide WINZ quotes for Community Service Card holders or low-income adults.
- The **Eastern Bay of Plenty Primary Health Alliance (EBPHA)**<sup>48</sup> is a region-wide approach to improving the health and wellness of the local community. It brings together a range of health and wellness services such as general practices, counselling, Hāpainga – stop smoking service, immunisation services, heart health, diabetes programmes, and more.

The EBPHA's Youth Alcohol and Other Drug/Co-Existing Problems service's achievements include<sup>49</sup>:

- Smoking cessation advice was provided to 1,571 clients in the Eastern Bay of Plenty
- The Primary Health Counselling Service saw 1,052 clients
- Outreach Immunisation Services performed 384 vaccinations in rural and isolated communities

- **Sport Bay of Plenty** delivers the **Green Prescription Programme (GRx)** throughout the Eastern Bay of Plenty. Inactive adults engage in a six-month programme to develop a healthier lifestyle through physical activity and diet.



### How is the Eastern Bay Community Foundation helping?

In 2017 a generous benefactor established the Frank and Alma Kemp Endowment Fund, with the Eastern Bay Community Foundation, with the sole purpose of providing annual financial support to Hospice Eastern Bay of Plenty. Alma had been a committed and empathetic volunteer for Hospice in the Ōpōtiki region during her lifetime.

## Residents say...

*There are not enough doctors and the waiting time to see specialists and for operations is not at all good.*

Older NZ European female in Ōpōtiki

*Drugs and alcohol are the main issues in our community. I think that having more support in those areas will help. More job opportunities may help some people get off the drugs. Also, more education in college about what drugs and alcohol can have an effect on. More young people are doing drugs and alcohol in this community.*

Younger Māori female in Ōpōtiki

*Drug, P and alcohol are major issues in this area! It is affecting themselves, their children and whānau and the wider community. This needs to be eradicated to bring peace and happy living as well as holistic wellbeing of all the residents.*

Middle aged Asian male in Ōpōtiki





## Top priorities for Safety

- 1 Reduce drug and alcohol abuse 68%**
- 2 Reduce domestic violence 67%**
- 3 Reduce child abuse 46%**

### What do different groups of residents think?

Kawerau residents are the most likely to feel positively about safety and security in the Eastern Bay of Plenty, while Ōpōtiki residents are the least likely to rate safety highly.



Ōpōtiki residents, those aged 36 and over, and non-Māori are among the most likely to identify reducing drug and alcohol abuse as a priority.

## Safety in the Eastern Bay of Plenty<sup>50</sup>

Breaches of custody, home detention, parole, bail and related offences against justice procedures, government security and government operations<sup>51</sup>

902

Other (including burglary, harassment, sexual assault, robbery, and homicide)

189

Fraud, Deception and Related Offences

114

Dangerous or Negligent Acts Endangering Persons

117

Convictions in EBOP Courts 2016-17<sup>49</sup>

**3,231**

Traffic and Vehicle Regulatory Offences

734

Acts Intended to Cause Injury

415

Theft and Related Offences

264

Illicit Drug Offences

187

Property Damage and Environmental Pollution

144

**939**  
**Notice of Concern about family violence**

July 2016 to March 2017

The number of children and young people in the Eastern Bay of Plenty with one or more Notice of Concern about family violence (including NZ Police family violence referrals) is 939 for the July 2016 to March 2017 period. This is down from 1,020 for the July 2015 to March 2016 period. Eastern Bay of Plenty Notices of Concern account for 2% of the total New Zealand notifications<sup>52</sup>.

### Reported sexual assaults

In the year to 30 September 2017<sup>53</sup>:

**134** Whakatāne

**15** Ōpōtiki

**16** Kawerau



## What's happening in the Eastern Bay of Plenty?

- **Bay of Plenty Sexual Assault Support Services (BOPSASS)** is a free service for sexual assault survivors in the Bay of Plenty. The service has offices in Tauranga and Whakatāne and offers 24/7 Crisis Phone Support, medical and forensic examinations, STI and pregnancy prevention, emotional support, follow up support, and more<sup>54</sup>.
- **The Children's Action Plan** aims to protect vulnerable children in New Zealand by reducing child abuse and neglect.
- The **Oho Ake**<sup>55</sup> initiative developed by Bay of Plenty Police and Tūhoe Hauora aims to help youth in the Eastern Bay of Plenty connect with their Māori culture and reduce crime rates. Oho Ake won the Supreme Award in the 2017 Evidence-Based Problem Oriented Policing Awards.

<sup>50</sup> Statistics NZ (2017) Criminal Conviction and Sentencing Tables. Found here: [http://m.stats.govt.nz/tools\\_and\\_services/nzdotstat/tables-by-subject/criminal-conviction-and-sentencing-tables-fiscal-year.aspx](http://m.stats.govt.nz/tools_and_services/nzdotstat/tables-by-subject/criminal-conviction-and-sentencing-tables-fiscal-year.aspx)

<sup>51</sup> This also includes breach of bond, breach violence and non-violence orders, resist or hinder government official, bribery involving government officials, immigration offences, resist or hinder government officer concerned with government security, subvert the course of justice, resist or hinder police officer or justice official, prison regulation offences, and offences against justice procedures.

<sup>52</sup> Ministry of Social Development (March 2017) Notifications. Found here: <http://www.msd.govt.nz/about-msd-and-our-work/publications-resources/statistics/cyf/notifications>

<sup>53</sup> NZ Police (January 2017) Victimisations (police stations). Found here: <http://www.police.govt.nz/about-us/statistics-and-publications/data-and-statistics/victimisations-police-stations>

<sup>54</sup> Bay of Plenty Sexual Assault Support Services: <https://www.bopsass.org.nz/>

<sup>55</sup> New Zealand Police (5 October 2017) Oho Ake - safer communities, together. Found here: <http://www.police.govt.nz/news/ten-one-magazine/oho-ake-safer-communities-together>



## Residents say...

*Change the gang culture. They are the support network for drug abuse, child neglect and abuse, crime, violence, sex abuse, etc. Gangs are the major creators of unhappiness and trouble in our district.*

Older NZ European male in Whakatāne

*Alcohol abuse, which is followed by family violence and then causes child abuse. The children then grow up and repeat the cycle because it's all they know.*

Younger NZ European male in Whakatāne

*The safety of our families - we have a shameful domestic violence rate.*

Middle aged Māori male in Ōpōtiki

*Speaking from a Kawerau perspective, drug and alcohol is very high in our community and there are no free programmes available for those seeking early intervention. Unemployment; with no job and the financial struggles some people tend to use drugs and alcohol which causes domestic violence, child neglect/abuse, bad choices, etc.*

Middle aged Māori female in Kawerau





## Top priorities for Sports and Recreation

- 1 Support the redesign of existing outdoor spaces to be multi-purpose and multi-season 55%**
- 2 Increase access to local sport and recreation opportunities and facilities 50%**
- 3 Increase the number of children and youth involved in recreation or sports 49%**
- 4 Increase investment in sport and recreation facilities 45%**

### What do different groups of residents think?

Whakatāne and Kawerau residents, and those aged 18 to 35, are the most satisfied with sports and recreation in the region.

Kawerau residents are more likely than those in other Eastern Bay districts to identify increasing the number of children participating in sport and recreation as a priority.

Females, those aged 18-35 and Māori want greater access to sport and recreation opportunities and facilities. Māori also noted a need for increased investment in this area.

## Sport and recreation in the Eastern Bay of Plenty

**Kawerau and Whakatāne both have indoor sports stadiums:** The Ron Hardie Recreation Centre in Kawerau and Whakatāne's War Memorial Hall and Sports Stadium.



**Fishing is a key sporting activity** for the Eastern Bay of Plenty region – with sea fishing, surfcasting, and trout fishing on offer throughout the region. Both Ōpōtiki and Kawerau host 'Big 3' hunting and fishing competitions annually, drawing high numbers of participants from the region.



**Numerous sporting events for adults and children are held in the Eastern Bay of Plenty throughout the year.**

These include a range of annual events as well as more traditional sporting competitions e.g. rugby, netball, hockey, etc. Some of the annual events include:

- Whai Ora Spirited Women – All Women's Adventure Race
- Ōpōtiki Motu Challenge: offers a multisport event, cycling race, a duathlon for adults, and an off-road duathlon for children
- Toi's Challenge: an 18km course following the Ngā Tapuwāe o Toi track
- Ōhope Express running event
- Kawerau King of the Mountain: a race up and down the mountain established in 1955
- Oxfam Trailwalker: this event started in Whakatāne in 2016 and involves either a 50km or 100km walk as a team to raise money for Oxfam
- The Eve Rimmer Games celebrate and enable disability in sport. The Games originated in Whakatāne (where Eve Rimmer, winner of 15 paralympic medals, is from).



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.



The 2017 **Eastern Bay of Plenty Primary Schools Athletic Championships** had over **400 participating athletes** aged 9 to 13.



## What's happening in the Eastern Bay of Plenty?

- The **Bay of Plenty Rugby Union** ran a Pro 4 Series tournament between Bay of Plenty Samoa, Te Waiariki Māori, Western Bay of Plenty and Eastern Bay of Plenty in 2017<sup>56</sup>. This series was developed as a platform for improved connections between the Bay of Plenty Steamers squad and upcoming players.
- **Sport BOP** has established Regional Sports Directors to manage events for primary school students, including driving increased participation.
- Sport Bay of Plenty facilitates the **Active Families Programme**, which works with families to increase their levels of physical activities and change their dietary habits<sup>57</sup>.
- **Well-known sporting Kiwis hailing from the Eastern Bay of Plenty** include recent Olympic athletes Lisa Carrington (canoeing), Sarah Walker (BMX), Jaimee Lovett (kayaking), and Karen Hanlen (mountain biking).

<sup>56</sup> Bay of Plenty Rugby Union (12 July 2017) Pro 4 Series to Boost High Performance. Found here: <http://www.boprugby.co.nz/news--information/pro-4-series-to-boost-high-performance/>

<sup>57</sup> Sport Bay of Plenty (2016) Active Families. Found here: <http://www.sportbop.co.nz/get-active/active-families/>



### Residents say...

*An awareness of facilities available and creating a desire to be involved. If folks are not aware then they won't get off their chuffs and join.*

Older NZ European male in Kawerau

*Another issue is a lack of activities for kids to be involved in other than sports as some kids are not into sport but there is nothing else for them.*

Middle aged NZ European female in Ōpōtiki

*Not enough for the youth, recreational activities.*

Younger South African female in Whakatāne

*I love the bike/walking tracks and would love for more recreational things like that to be available, for example, parks, courts, scenic walking tracks, etc.*

Younger Māori/NZ European male in Whakatāne









# Economic Wellbeing

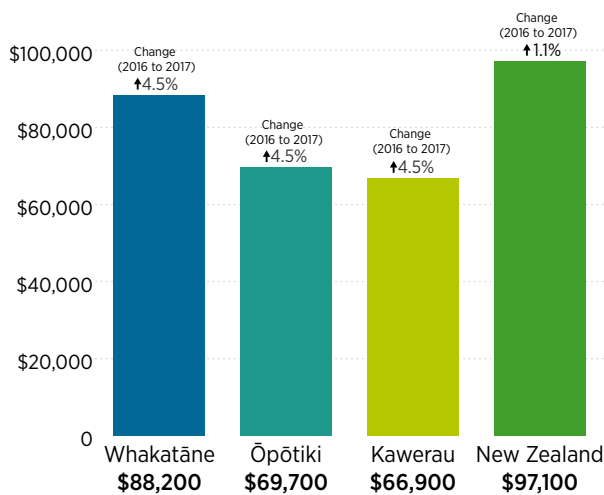


This section presents perceptions of the economic wellbeing of the Eastern Bay of Plenty community and prioritises opportunities for improvement. The subjects covered include the economy, reducing inequity, and housing. The economic wellbeing of the Eastern Bay of Plenty is perceived as 'average', with little difference between perceptions of the three elements.

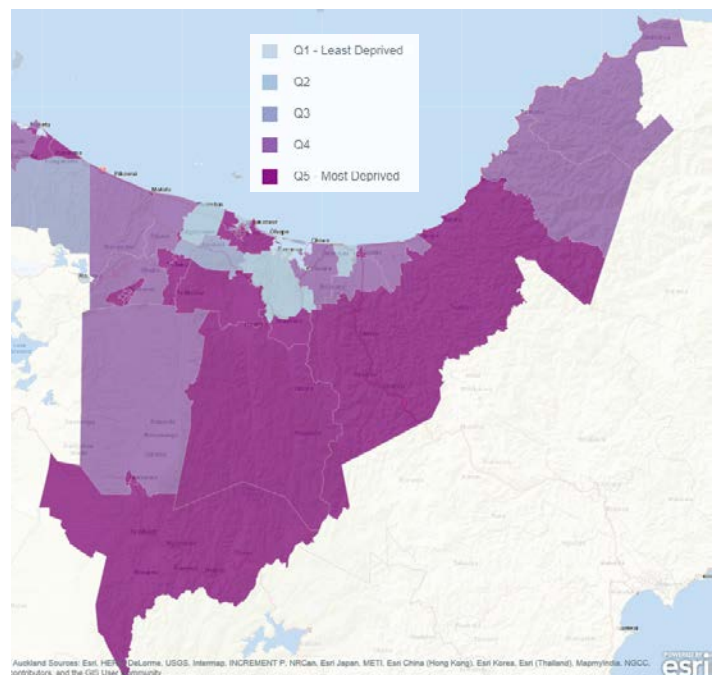
Economic Wellbeing	
Economy	C+
Reducing Inequity	C
Housing	C

Kawerau residents are again more positive about the Eastern Bay of Plenty than those in either Ōpōtiki or Whakatāne. Kawerau residents are more likely to provide more positive grades for economy and reducing inequity. Both Kawerau and Whakatāne communities were more positive than those living in Ōpōtiki about housing in the region.

## Average Household Income 2017<sup>58</sup>



## Employment Deprivation in the Eastern Bay of Plenty<sup>59</sup>



<sup>58</sup> Regional Economic Activity Web Tool (2017) Household Income in New Zealand. Ministry for Business, Innovation and Employment. Found here: <http://webrear.mbie.govt.nz/theme/household-income/map/timeseries/2017/new-zealand?accessedvia=bay-of-plenty&areatype=ta&bailliwick=W251bGwscdHJlZSx0cnVlLHRydWVd&left-zoom=1&right-transform=absolute>

<sup>59</sup> The University of Auckland and Health Research Council of New Zealand. New Zealand Index of Multiple Deprivation. Found here: <https://www.fmhs.auckland.ac.nz/en/soph/about/our-departments/epidemiology-and-biostatistics/research/hgd/research-themes/imd.html>

The map represents employment deprivation in the Eastern Bay of Plenty region, based on the number of working age people receiving Jobseeker Support or Supported Living Payments.

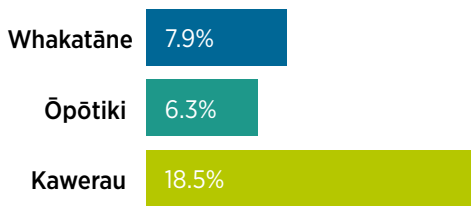


## Top priorities for improving the region's Economy

- 1 Reduce unemployment 64%
- 2 Improve support for entrepreneurs and small businesses 53%
- 3 More training opportunities 50%

## The current economy

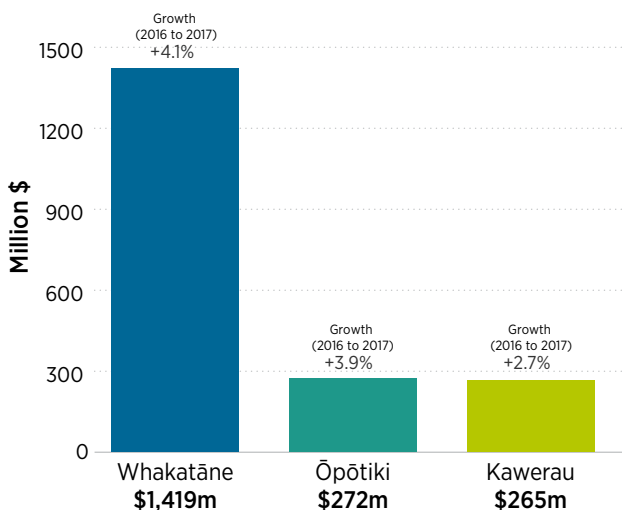
Unemployment statistics<sup>60</sup> (Sept 2017)



Unemployment in Kawerau is the highest of all Territorial Authorities in New Zealand. The District with the next highest unemployment is Wairoa at 11.0%.

The Whakatāne Ki Mua project (2017) also identified employment and jobs as a key challenge facing the Whakatāne District<sup>61</sup>.

Gross Domestic Product<sup>62</sup>



Key sectors in the Eastern Bay of Plenty are rural production, business services, utilities and construction, and manufacturing<sup>63</sup>. The region's forestry, farming, dairy processing, and horticultural industries are performing strongly. Among the large employers in the region are the pulp and paper mills in Whakatāne and Kawerau, Fonterra, Eastpac, Opac, NZ Manuka, Whakatāne Hospital, NZ Homecare, the education sector, and the Ōpōtiki mussel farms.

### What do different groups of residents think?

Kawerau residents are more positive than those in Whakatāne and Ōpōtiki about the Eastern Bay of Plenty's economy.



Those who feel less stress about their personal finances are more positive about the region's economy. Those who feel high stress are less positive.



Females, young people (aged 18-35), Māori, and those who feel stressed about their personal finances are more likely than other residents to want more training opportunities to be offered.



Those with an income of \$50k+ are more likely to want improved support for entrepreneurs and small businesses.



## What's happening in the Eastern Bay of Plenty?

- **Toi EDA** (the region's Economic Development Agency) is focused on strategically growing the Eastern Bay of Plenty economy. The organisation's priorities for 2016 to 2021 involve looking at the Ōpōtiki Harbour Development project and implementing relevant actions identified in the Toi Moana Bay of Plenty Economic Action Plan<sup>64</sup>.
- The **Eastern Bay Chamber of Commerce** provides support, advocacy services, networking events, and mentors to help local businesses succeed<sup>65</sup>. The Chamber has 197 member organisations.
- The **Kawerau Enterprise Agency Inc. (KEA)** seeks to grow existing businesses, and help attract new businesses to the Kawerau District<sup>66</sup>.
- **Industrial Symbiosis Kawerau** involves the sharing of materials, energy, water, by-products, services, knowledge, networks, and other resources to achieve a competitive advantage. Access to geothermal energy in Kawerau is a key element of the initiative.
- **Other developments** planned for the Eastern Bay of Plenty include a milk processing plant in Kawerau and increasing aquaculture opportunities in Ōpōtiki Harbour. Growth is also expected in the manuka and horticulture industries.

<sup>60</sup> Infometrics (September 2017) Quarterly Economic Monitor.

<sup>61</sup> Whakatāne Ki Mua (2017) The journey so far. Found here: <https://www.whakatane.com/community-vision/journey-so-far>

<sup>62</sup> Infometrics (September 2017) Quarterly Economic Monitor.

<sup>63</sup> Bevin, S. (April 2016) Eastern Bay of Plenty Region: Economic Update 2015/16. Economic Solutions Ltd, Napier.

<sup>64</sup> Toi-EDA (2017) Toi EDA Project. Found here: <http://www.toi-eda.co.nz/About-Toi-Eda/Toi-EDA.aspx>

<sup>65</sup> Eastern Bay Chamber of Commerce: <http://www.ebopchamber.co.nz/>

<sup>66</sup> Kawerau Enterprise Agency: <http://www.kea.org.nz/>



### Residents say...

*The main issue is the lack of work for younger people here in the Eastern Bay of Plenty, we need more jobs so that the younger generation can stay and work here if they so desire, instead of having to leave the area to find work.*

Middle aged NZ European male in Whakatāne

*If employment opportunities and training improved there would be greater individual and community wealth leading to improved housing and health and more support for shops.*

Older NZ European male in Ōpōtiki

*There are a few big companies that will be starting businesses up here in Kawerau and many of the locals are sceptical about whether locals will be employed or if the jobs will be out sourced. It could be a good idea to start some training that would align with the skills these companies require so that locals would have a chance in gaining some employment.*

Middle aged Māori female in Kawerau





# Reducing Inequity



## Top priorities for Reducing Inequity

- 1 **Improve basic household financial skills** 47%
- 2 **Increase services that support transition from unemployment to workforce** (work readiness) 45%
- 3 **Promote local adoption of a living wage** 41%

### What do different groups of residents think?

Kawerau residents are more likely than those living in other districts in the region to rate the Eastern Bay of Plenty positively for reducing inequity.



Whakatāne and Ōpōtiki residents are the most likely to prioritise services that support transition to the workforce.



Younger residents (aged 18-35) are the **least likely to prioritise adopting the living wage** (although they are equally or more likely to indicate higher minimum wages are needed).

Those earning less than \$50k are the **least likely to suggest improving household financial skills** as a priority and, instead, identify adopting the living wage and/or improving minimum wage as being more important.

## Equity and inequity in the Eastern Bay of Plenty

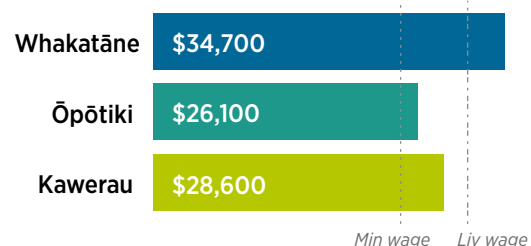
### Minimum and Living Wages

**Minimum wage** in New Zealand is \$15.75 (as of April 2017)<sup>67</sup>, significantly below the calculated **living wage** of \$20.20 (as of July 2017)<sup>68</sup>. For a full-time position (40 hours per week) this equates to<sup>69</sup>:

	Weekly take home pay	Annual take home pay
Minimum Wage	\$540	\$28,072
Living Wage	\$684	\$35,579

### Median personal income (2016)

Estimated median incomes for the Eastern Bay of Plenty districts in 2016 suggest over half of residents are earning less than a living wage<sup>70</sup>.



### How residents feel about personal finances



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



## What's happening in the Eastern Bay of Plenty?

- The **Liveable Homes Project Whakatāne**<sup>71</sup> (led by Whakatāne District Council) seeks to ensure homes damaged in the floods in early 2017<sup>72</sup> can be repaired to a liveable standard. The project is specifically aimed at helping those without the financial means to repair their homes themselves. Bay of Plenty Regional Council, BayTrust, and the Eastern Bay Energy Trust have contributed funds for this project.
- **Youth Service** is a government initiative focused on helping youth into education, training, or work-based learning<sup>73</sup>. Providers of this service in the Eastern Bay of Plenty are the Kawerau Youth Care Centre Trust, WERA Aotearoa Charitable Trust (Whakatāne), and Whakaatu Whanaunga Trust (Ōpōtiki).
- **Budgetary Advisory Services** across the Eastern Bay of Plenty support families to better manage their money.
- **Trident High School in Whakatāne** offers a Service Academy to students at risk of disengaging with education. The academy programme aims to encourage engagement with learning, and to help students gain qualifications to find employment or undertake further education or training.
- **Te Tari Āko Matua Taiohi Education Centre** in Kawerau provides high quality education for teen parents. The school offers secondary school qualifications, vocational education and life skills<sup>74</sup>.



### Residents say...

*Employment opportunities and support for businesses to take on unskilled labour will ease the poverty problem and housing problem. We need to understand in our own communities what the skill shortages are and work with schools and other organisations transitioning unemployed people to work.*

Middle aged Māori/NZ European female in Kawerau

*I think financial disparity between people is a huge issue facing the whole of NZ. Low wages and benefits mean people/families are living in poverty with all that engenders - poor food, housing, etc.*

Older NZ European female in Whakatāne

*Poverty is the main issue in the Eastern Bay of Plenty and some improvements (e.g., food, shelter, safe water, employment, health service, etc.) must be made.*

Younger Māori male in Kawerau

<sup>67</sup> New Zealand Government (18 April 2017) Minimum Wage. Found here: <https://www.govt.nz/browse/work/workers-rights/minimum-wage-in-new-zealand/>

<sup>68</sup> Foxcroft, L. (21 February 2017) \$20.20 vision: the new Living Wage rate for 2017. Living Wage. Found here: [http://www.livingwage.org.nz/2017\\_living\\_wage\\_rate\\_20\\_20](http://www.livingwage.org.nz/2017_living_wage_rate_20_20)

<sup>69</sup> Numbers exclude Student Loan repayments and KiwiSaver

<sup>70</sup> Statistics NZ: Experimental Estimates of income from linked administrative data. Data are derived from the Integrated Data Infrastructure (IDI) and looks at residents aged 15 and over.

<sup>71</sup> Whakatāne District Council (2017) Project: Liveable Homes. Found here: <https://www.whakatane.govt.nz/project-liveable-homes>

<sup>72</sup> Extensive flooding occurred in Edgecumbe following Cyclone Debbie in April 2017.

<sup>73</sup> New Zealand Government. Youth Service. Found here: <http://www.youthservice.govt.nz/>

<sup>74</sup> Teen Parents Schools in New Zealand (2011) Te Tari Āko Matua Taiohi Education Centre. Association of Teen Parent Educators New Zealand. Found here: <http://teenparentschools.org.nz/our-school/te-tari-ako-matua-taiohi-teen-parent-education-centre/>



## Top priorities for Housing

- 1 Improve the quality of existing housing** through insulation, maintenance and cost-effective fittings **57%**
- 2 Improve the affordability of owning a home** **56%**
- 3 Provide more assistance for first home buyers** **51%**

### What do different groups of residents think?

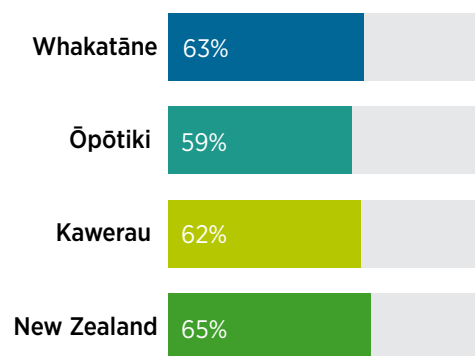
Whakatāne and Kawerau residents are more likely to be satisfied with the state of housing in the Eastern Bay of Plenty, while those in Ōpōtiki rate it less positively.



Kawerau residents are more likely than those in other Eastern Bay of Plenty districts to identify improving the affordability of owning a home and providing assistance for first home buyers as priorities. They also identified improving the affordability of renting a house as a priority for the region.

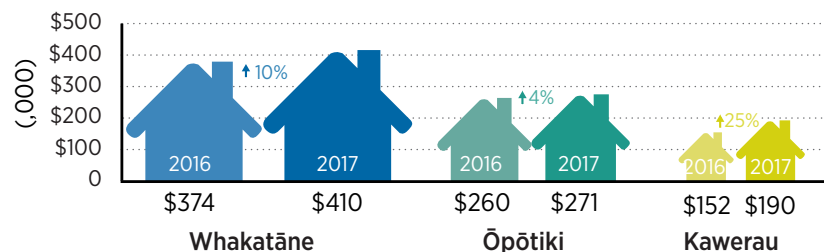
## The housing environment

### Home Ownership (March 2013)<sup>75</sup>



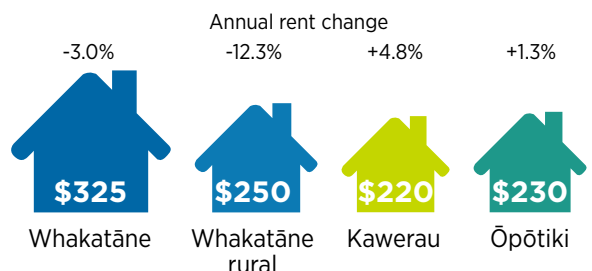
Updated 2017 figures show home ownership is at 63% nationwide, the lowest since 61% in 1951<sup>76</sup>.

### Average House Values Eastern Bay of Plenty<sup>77</sup> (October 2016 and October 2017, in thousands)



House prices in Kawerau have risen considerably in recent years and selling prices are considerably higher than rateable values. These high prices are being driven by a shortage of housing stock compared to demand<sup>78</sup>.

### Average Weekly Rent in the Eastern Bay of Plenty (2017)<sup>79</sup>





## What's happening in the Eastern Bay of Plenty?

- **HomeStart grants**<sup>80</sup> have helped 335 home owners to purchase their first home across Whakatāne, Ōpōtiki, and Kawerau. This equates to \$1.4m in grants. HomeStart is a government initiative aimed at supporting New Zealanders to purchase their first home.
- Since 1996, **Eastern Bay Energy Trust**<sup>81</sup> has offered a retrofit insulation programme to homeowners in the Eastern Bay of Plenty. The programme offers free insulation or subsidies towards insulation to improve the quality of homes in the region.
- According to research commissioned by the **New Zealand Housing Foundation**<sup>82</sup>, the Government could save \$17.5 million over 15 years by getting 2,000 people into their own home (rather than renting). The research findings show those who own their own homes tend to have better health and wealth, achieve better in education, and are less likely to be involved in criminal activities; accordingly, this saves the Government spending on health and rehabilitation.



### Residents say...

*Lack of housing, especially for young families with children. Urgent issue, every child should have the opportunity to live in their own home with mum, dad and siblings. This can only improve the child's chances of having the best start to the rest of their lives.*

Younger Māori male in Whakatāne

*The amount of "homelessness" and poverty is appalling. In a district such as Whakatāne, I don't believe so many people should be living below the poverty line.*

Younger NZ European female in Whakatāne

*The health and safety of our older people is paramount, as is the same with young families trying to make a difference in their lives but are stalled by outrageous rentals for below average houses.*

Middle aged Māori male in Ōpōtiki



<sup>75</sup> March 2013, Census NZ QuickStats. The proportion of households in private dwellings who own the dwelling or hold it in a family trust.

<sup>76</sup> Stats NZ: Dwelling and Household Estimates: September 2017 quarter

<sup>77</sup> QV.co.nz (October 2017) Residential House Values. Found here: <https://www.qv.co.nz/property-trends/residential-house-values>

<sup>78</sup> Eastern Bay Community Foundation trustees.

<sup>79</sup> QV.co.nz (October 2017) Rental Analysis. Found here: <https://www.qv.co.nz/property-trends/rental-analysis>

<sup>80</sup> Housing New Zealand (1 August 2016) KiwiSaver HomeStart grant and savings withdrawal. Found here: <https://www.hnzc.co.nz/ways-we-can-help-you-to-own-a-home/kiwisaver-homestart-grant-and-savings-withdrawal/>

<sup>81</sup> Eastern Bay Energy Trust. Retrofit House Insulation. Found here: <http://www.ebet.org.nz/projects/retrofit-house-insulation>

<sup>82</sup> New Zealand Housing Foundation (April 2017) From social renting to housing independence – the social and economic impacts of housing tenure.







# Environmental Wellbeing



This section explores the environmental wellbeing of the Eastern Bay of Plenty. The community evaluates the Eastern Bay of Plenty relatively modestly for both sustainability and the ease of getting around.

Echoing the earlier theme of Kawerau residents being more satisfied than their Ōpōtiki and Whakatāne neighbours, those in Kawerau are more positive about environmental sustainability in the Eastern Bay of Plenty. Ōpōtiki residents are the least satisfied with environmental sustainability in the region.

Another theme that emerges in this section is public transport (or buses) being a priority for Kawerau residents. The one bus route in Kawerau links Kawerau to Whakatāne and only operates on Tuesdays and Fridays.

Environmental Wellbeing	
Environmental Sustainability	B-
Getting Around	C+

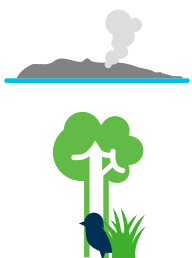
**7,500 km<sup>2</sup>**  
LAND AREA

The Eastern Bay of Plenty has a land area of approximately 7,500 km<sup>2</sup>. The region boasts over 200km of coastline, as well as harbours (Whakatāne and Ōhiwa), rivers, and marshes. Inland areas include farmland and forest.

**200 km**  
COASTLINE



The climate of the region is temperate, with Whakatāne leading the sunshine hours in New Zealand for 2017 (as of September). However, the region has also experienced significant rainfall in the wake of Cyclone Cook and Cyclone Debbie in April 2017. These events caused extensive flooding to the small town of Edgumbe.



Features of the region include Te Urewera National Park and White Island. Te Urewera covers a significant area in the south of the region and is home to many species of bird and plant life. An active marine volcano, White Island (Whakaari), is situated 50km offshore from Whakatāne. It is complete with geothermal steam vents and mud pools. The water around the island is very clear and home to a wealth of marine life.

Whirinaki Te Pua-a-Tāne Conservation Park is also an area of special significance. The dense forest is home to rare birds, native trees, waterfalls, and trout.



## Top priorities for Environmental Sustainability

- 1 Improve the quality of the harbours, beaches, lakes and rivers 61%**
- 2 Promote and improve waste management (including recycling) 33%**
- 3 Improve sustainable land use practices 30%**

## The current environment



The Kawerau geothermal system is used by industry and for electricity generation, bringing economic benefits to the region. As of 2016, over 150,000 tonnes of geothermal fluid from this system is allowed to be used each day although not all of this is currently in production.



In April 2017, Cyclone Debbie caused significant rainfall in the Eastern Bay of Plenty. During this event the floodwall along the Rangitāiki River failed near Edgecumbe causing extensive flooding, destroying 15 homes and damaging a further 250. An independent review of the event makes a range of recommendations around flood hazard management, evacuation planning, operation of the Matahina dam, and related matters.<sup>83</sup>



**Water around the Eastern Bay of Plenty is of a quality that is safe for swimming.** The Bay of Plenty Regional Council monitors swimming water quality at a number of popular coastal, river and lake recreation sites in the Eastern Bay of Plenty.



### What do different groups of residents think?

Kawerau residents are the most satisfied and Ōpōtiki residents are the least satisfied with Environmental Sustainability in the Eastern Bay of Plenty.



Increasing public transport options is a key priority for Kawerau residents.



Ōpōtiki residents are the most likely to view improving the quality of the region's harbours, beaches, lakes, and rivers as a priority.



Those with lower household incomes (i.e. under \$50k) see opportunities to learn about sustainable living as a priority.

Map data current at 19 December 2017. [www.boprc.govt.nz/our-region-and-environment/water/swimming-water-quality](http://www.boprc.govt.nz/our-region-and-environment/water/swimming-water-quality)



## What's happening in the Eastern Bay of Plenty?

- **Kawerau, Whakatāne** and **Ōpōtiki District Councils** are working to reduce waste in their districts through recycling, mulching greenwaste or greenwaste collections, and education programmes. Urban residents can dispose of waste and recycling through kerbside collection services.
- Whakatāne operates **CRew** (Community Resources Whakatāne) for items that can be reused, upcycled, and saved from landfill.
- Close to 200 **Forest & Bird** members work in the Eastern Bay of Plenty region on wetland, coastal, and forest projects. Some of the projects involve protecting shorebirds, such as the NZ dotterel, looking after the Whakatāne harbour and estuary (Whakatāne Harbour Care Group), cleaning Waiewe Stream, and helping Onepu Care Group with the restoration of Lake Tamerunui.
- The Ōpōtiki and Whakatāne District Councils, Bay of Plenty Regional Council, Department of Conservation, Whakatōhea, Upokorehe, Ngāti Awa and Tūhoe are working together to care for the **Ōhiwa Harbour**<sup>84</sup>. Several community groups are also working to care for various parts of the Harbour.
- Other conservation groups operating in the Eastern Bay of Plenty, include (but are not limited to):
  - Whakatāne Kiwi Trust
  - Apanui Saltmarsh Care Group
  - Matatā Community Resource Centre
  - Pakihi Valley Care Group
  - Manawahe Eco Trust



<sup>83</sup> Bay of Plenty Regional Council (3 October 2017) Findings of the independent review into Rangitaiki River Scheme. Found here: <https://www.boprc.govt.nz/latest-news/media-releases/media-releases-2017/october-2017/findings-of-the-independent-review-into-rangitaiki-river-scheme/>

<sup>84</sup> Bay of Plenty Regional Council (2017) Ōhiwa Harbour. Found here: <https://www.boprc.govt.nz/plans-policies-and-resources/strategies/ohiwa-harbour-strategy/>

### Residents say...

*Retain the natural beauty of areas of beach, river, bush for us now and those in the future. Be alert to threats that damage it and prevent damage.*

Older NZ European female in Whakatāne

*Provide more facilities for rubbish collection to reduce dumping of rubbish in unauthorised locations.*

Middle aged NZ European male in Whakatāne

*Coastal erosion, flood damage caused by environmental changes. For example, Edgcumbe flooding - long term mismanagement.*

Older Māori male in Kawerau





# Getting Around



## Top priorities for Getting Around

- 1 **Improve walkways** (e.g. footpaths, lighting, crossings, overpasses) 58%
- 2 **Improve the bus services** 54%
- 3 **Improve roading design and new arterial roads** 46%
- 4 **Improve and expand cycle networks and facilities** 44%



### What do different groups of residents think?



Kawerau residents, and those who are less positive about transport in the region are those most interested in improvements to the bus service.

## The current transport and roading environment



**BayBus**<sup>85</sup> operates seven bus routes in the Eastern Bay of Plenty. These connect the districts to each other and to Tauranga.



There are many **walkways and cycleways** around the **Eastern Bay of Plenty** including (but not limited to):

- The Motu trails in the Eastern Bay of Plenty and Eastland regions form one of the Great Rides on Nga Haerenga (the New Zealand Cycle Trail).
- The Warren Cole and river edge walkway/cycleway in Whakatāne
- The Whakatāne to Ōhope roadside cycleway/walkway
- The Ōpōtiki Stopbank trail
- Ngā Tapuwae o Toi (Footprints of Toi). Part of the track (Kōhi Point walkway) connects Whakatāne and Ōhope.





## What's happening in the Eastern Bay of Plenty?

- The **Eastern Bay of Plenty Cycle Trail Strategy**<sup>86</sup> produced by the local District Councils (Kawerau, Ōpōtiki and Whakatāne) provides a framework for a cycle network to link the main communities in the region. Several opportunities are identified to form that network and build on trails already established.
- The **Eastern Bay of Plenty Road Safety Strategy 2015-2018**<sup>87</sup> proposes a comprehensive road safety programme. This has been developed as the region was identified as being a vulnerable area in terms of road safety. Similarly, **New Zealand Transport Agency**<sup>88</sup> has earmarked improvements to support rural road safety for the Eastern Bay of Plenty.



### Residents say...



*Too many cars. Need more public transport. More safe cycleways, encourage people to walk more, and eat less. Encourage wellbeing.*

Older NZ European male in Whakatāne

*Upgrading the roading in the Eastern Bay because the roads are pretty bad.*

Younger Māori/NZ European male in Kawerau

*Lack of affordable bus services and suitable times from Kawerau to Whakatāne, Rotorua & Tauranga for medical check-ups.*

Older South African female in Kawerau

*Roading and accessibility for mobility scooters needs to be addressed.*

Older NZ European male in Whakatāne



<sup>85</sup> Bay Bus: <https://www.baybus.co.nz/>

<sup>86</sup> Eastern Bay of Plenty Cycle Trail Strategy (July 2015). Bay of Plenty Regional Council, Whakatāne District Council, Ōpōtiki District Council, Kawerau District Council.

<sup>87</sup> Eastern Bay of Plenty Road Safety Strategy Programme. Road Safety Strategy 2015-18. Found here: [https://www.whakatane.govt.nz/sites/www.whakatane.govt.nz/files/documents/about-council/council-initiatives/road\\_safety\\_strategy\\_2015-18.pdf](https://www.whakatane.govt.nz/sites/www.whakatane.govt.nz/files/documents/about-council/council-initiatives/road_safety_strategy_2015-18.pdf)

<sup>88</sup> New Zealand Transport Agency (2017) Bay of Plenty. New Zealand Government. Found here: <https://www.nzta.govt.nz/planning-and-investment/2015-18-national-land-transport-programme/nltp-in-the-regions/bay-of-plenty/>

# Who did the survey?

A total of 769 residents completed the survey. 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.

## Age of Respondents<sup>89</sup>

18 - 35	14%
36 - 45	10%
46 - 55	18%
56 - 65	27%
Over 65	31%

## Gender of Respondents<sup>90</sup>

Male	43%
Female	57%

## Where Respondents Live<sup>91</sup>

Whakatāne	68%
Ōpōtiki	18%
Kawerau	14%

## Ethnicity of Respondents<sup>92</sup>

NZ European	78%
Māori	24%
Pasifika	1%
Other	7%

## Household Income of Respondents<sup>93</sup>

Up to \$49,999	35%
\$50,000 to \$109,999	33%
\$110,000 or more	16%
Declined	15%

## Length of Time Lived in the Region<sup>94</sup>

Less than 1 year	3%
1 to 5 years	12%
6 to 10 years	9%
11 to 20 years	20%
More than 20 years	56%

<sup>89</sup> Unweighted percentages.

<sup>90</sup> Unweighted percentages.

<sup>91</sup> Unweighted percentages.

<sup>92</sup> Unweighted percentages.

<sup>93</sup> Weighted percentages.

<sup>94</sup> Weighted percentages.

# How did we do the research?

Eastern Bay Community 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 three districts, Whakatāne, Kawerau, and Ōpōtiki.

An invitation letter was posted to all of those selected in the sample, inviting them to participate in the research. The letter directed respondents to a website to complete the survey online or asked them to call Key Research if they wished to be sent a paper copy. Additionally, the Eastern Bay Community Foundation sent out a media release 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 12,700 invitations were sent to residents in the Eastern Bay of Plenty. A response rate of 6% was achieved, resulting in a total of 769 responses to the survey. A sample of this size (n=769) provides results with an associated margin of error of 3.4% (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.

# About the Eastern Bay Community Foundation

The Eastern Bay of Plenty Community Foundation provides an avenue for people to leave a lasting gift to their community. Money from donations is pooled and invested, and the interest gained is used to provide funding to community groups and charities. These can either be specified by donors or the trustees can identify areas with the greatest need. Donations can be made during the lifetime of the donor or by leaving a legacy in their will.

The Eastern Bay Community Foundation covers the Whakatāne, Ōpōtiki, and Kawerau Districts. To contact the Eastern Bay Community Foundation, visit [www.easternbaycommunityfoundation.nz](http://www.easternbaycommunityfoundation.nz) or phone 021 997 495.



Eastern Bay Community Foundation is proud to be a member of Community Foundations of New Zealand (CFNZ).

Membership of CFNZ means that our community foundation meets professional standards of best practice. We are governed by a local Board, are community-focused and are striving to build a permanent endowment fund which will benefit our local community, forever.

There are 15 Community Foundations in New Zealand, with a number of others in the planning stages.

Community Foundations of New Zealand are part of a global movement of place-based philanthropy, one of the fastest-growing forms of philanthropy in the world.

For further details visit [www.nzcommunityfoundations.org.nz](http://www.nzcommunityfoundations.org.nz)





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