



# Bay of Plenty Situational Analysis

## BERL November 2013



**The purpose of the Bay of Plenty Situational Analysis was to provide baseline information about the current economic, environmental and social conditions of the Bay of Plenty.**

The baseline information provides a solid platform from which to set realistic goals for the future and identify priority areas of focus required to achieve those goals.

This report examined three interrelated factors which affect economic growth: people, business and environment (natural and infrastructure). This information has been drawn mostly from 2006 Census data and will be updated in April 2014 when 2013 Census data has become available.

### Key findings:



#### People

- 305,000 people live in the Bay of Plenty region, accounting for 7% of the national population.
- A high proportion of the Bay of Plenty population (15 per cent) is aged over 65, this will increase to 25 per cent by 2031. This is uneven across the region, with Rotorua and the Eastern Bay enjoying a more youthful population than the West.
- 34 percent of the region's Maori population is aged under 15.
- Population is growing at a rate of approximately 2500 people/year. Growth is concentrated in Tauranga City, Western Bay of Plenty and Rotorua Districts, with some decline in the East. This trend is projected to continue.
- Employment is a key factor in attracting migration into the region.
- The Bay of Plenty population has a higher than average level of deprivation, especially in the Eastern Bay and in urban pockets of Tauranga and Rotorua.
- Rural communities are thinning out as people move into growing cities.
- Main centres such as Tauranga, Rotorua and Whakatane are inter-dependant on each other as well as surrounding smaller towns and rural centres.



#### Business

- Economic performance in the region is average – consistent with national trends.
- The Bay of Plenty generates approximately 6% of New Zealand's national GDP and employment.
- The region's top employment and value generating sectors in 2012 were the Social Services, Manufacturing and Business Services industries.
- Employment is decreasing whilst productivity is increasing in the primary, retail and construction sectors.
- The services sectors account for 25 percent of employment in Tauranga, Rotorua and Whakatane.
- The Eastern Bay economy is heavily reliant on the primary production sector, especially in Kawerau where 87% of employment is within the forestry industry.
- Employment growth is strongest in Tauranga and Rotorua.
- Labour force availability is highest in the Eastern Bay.



#### Environment

- Infrastructure (such as roading, telecommunications and electricity supply) is adequate to support current levels of economic activity, but further investigation is needed to plan for long-term needs.
- The region enjoys large stretches of highly productive grassland and commercial forestry interspersed with natural forest.

# Situational analysis - summary of statistics

