

Tai Timu Tai Pari

Sea Change

Hauraki Gulf Marine Spatial Plan

HAURAKI GULF MARINE SPATIAL PLAN

COMMUNITIES

The Hauraki Gulf supports a diverse range of coastal communities, from the busy metropolitan areas of Auckland to picturesque townships on both sides of the Coromandel Peninsula. For many of these communities the health and productivity of the coast and marine environment is essential.

Combined, the greater Auckland and Waikato regions house approximately 1.8 million people. Auckland is New Zealand's fastest growth region, with a population of 1,415,550 and accounting for over half of New Zealand's population growth over the past 7 years.¹ Over the next 30 years, Auckland's population is expected to grow by one million people, and another 300,000 jobs will have to be created.²

There are 382,716 people currently living in the greater Waikato region. This is an increase of 7 per cent since 2001. The 2031 population is projected to reach 468,200.

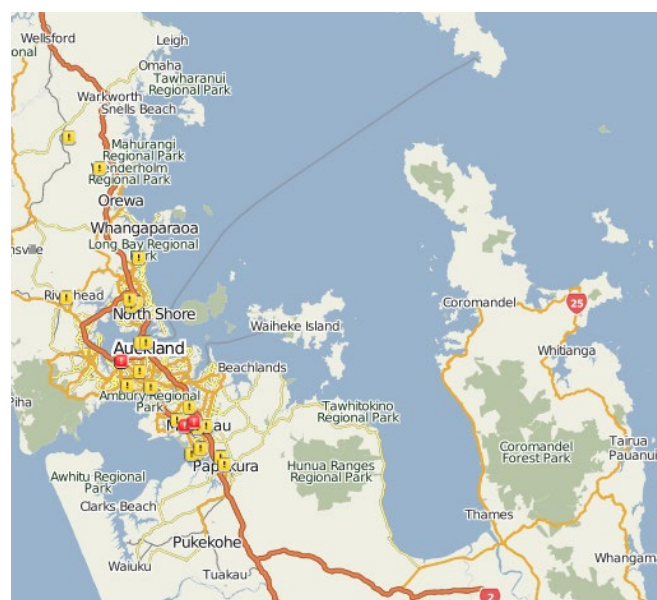
The unique coastal and forest environment of the Coromandel Peninsula and islands of the Hauraki Gulf mean that these locations are prime holiday destinations for many New Zealanders, in particular Aucklanders. The Coromandel Peninsula receives an additional 120,000 holiday makers a year. During the peak summer months the population of Whangamata swells from 3500 to 35,000 and Waiheke Island swells from an annual residency of approximately 8000 to nearly 60,000. These boosts in population seemingly happen overnight.

Along with the increased seasonal populations comes more intensive land use for housing and associated structures, putting pressure on the natural and amenity values of the coast.

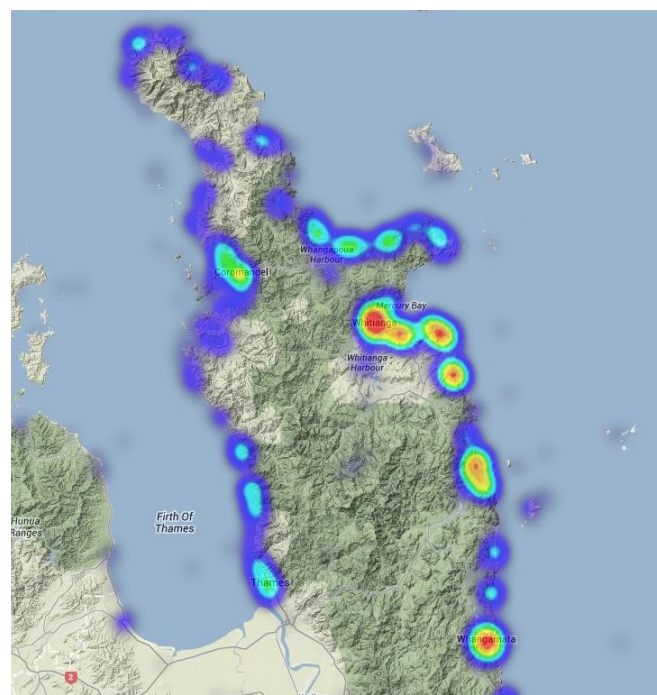
¹ Refer to <http://www.stats.govt.nz/Census/2006CensusHomePage/QuickStats/AboutAPlace/SnapShot.aspx?id=1000002&type=region&ParentID=1000002>

² Refer to <http://www.aucklandcouncil.govt.nz/EN/planspoliciesprojects/plansstrategies/theaucklandplan/economicdevelopmentstrategy/Pages/home.aspx>

Communities of the Hauraki Gulf



Favourite beaches on the Coromandel



Thames-Coromandel

The major growth areas in the Coromandel Peninsula area are Thames, Whitianga and Whangamata.

Thames is the gateway to the Coromandel's unique towns, a retail hub and heritage town. Thames has fast-growing and dynamic IT, engineering and eco-innovation firms. The district council's Thames Urban Development Strategy is focused on the growth of companies and relocation opportunities. This leverages off affordable living, a stable resident population and modern healthcare facilities, and the Coromandel's summer visitor population spike of 120,000.

The key community aspirations for Thames include: retain historic heritage predominantly for tourism value, retain 14-50 year olds, encourage longer tourist stays, provide a good level of infrastructure and reliable supply to support businesses, and transportation upgrades, particularly on Thames Coast Road.

Whitianga has enjoyed continued innovation and the most success in the tourism sector. For the last five years the regional tourism organisation Destination Coromandel has successfully expanded the summer season with the support or establishment of major events. Whitianga's main community vision is based around improved infrastructure, above and ahead of growth. The Whitianga community desire a vibrant economy that supports tourism and provides for Whitianga as the main service centre.³

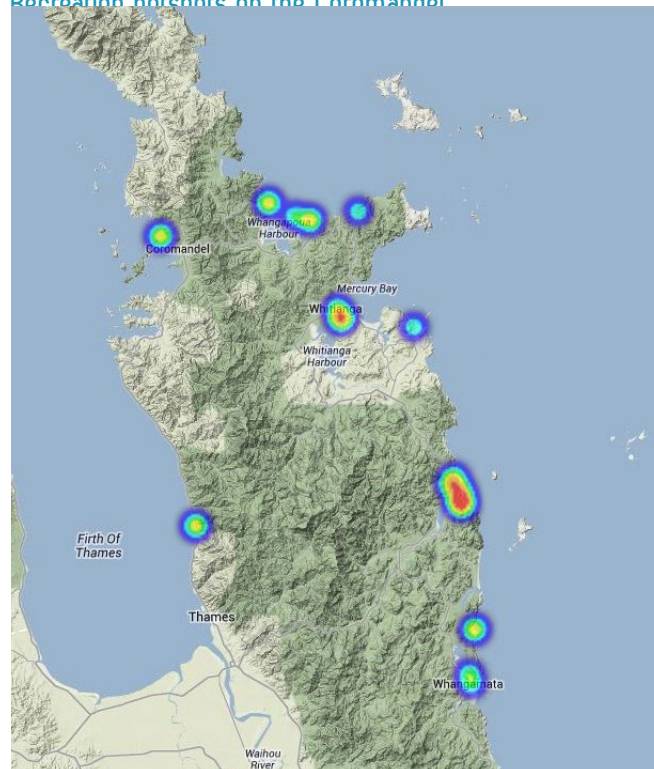
To protect the area's natural resources, the district council has invested heavily in infrastructure, including the \$83 million wastewater treatment plants on the eastern Coromandel and Thames.

Whangamata is positioned between the Bay of Plenty, Hamilton and Auckland, and has a proactive and capable workforce and economical commercial premises ideally suited to light industry. It recently underwent a \$4.2 million town centre upgrade promoting its surfing history and world-class surf break. Major events include the Brits at the Beach and Beach Hop, an annual celebration of 50s and 60s culture drawing millions of dollars in economic benefit.

Economic diversity

The Thames-Coromandel economy is fairly diverse, indicated by a Tress index of 74.1 (March 2011). This ranks Thames-Coromandel number 13 out of the 72 local authorities, meaning the economy is less vulnerable to adverse events such as climatic conditions and commodity price fluctuations compared to other territorial authority areas in New Zealand. The gross domestic product (GDP) 95-96 prices increased from \$624.8 million to \$904.4 million in the year ending December 2011.

Recreation hotspots on the Coromandel

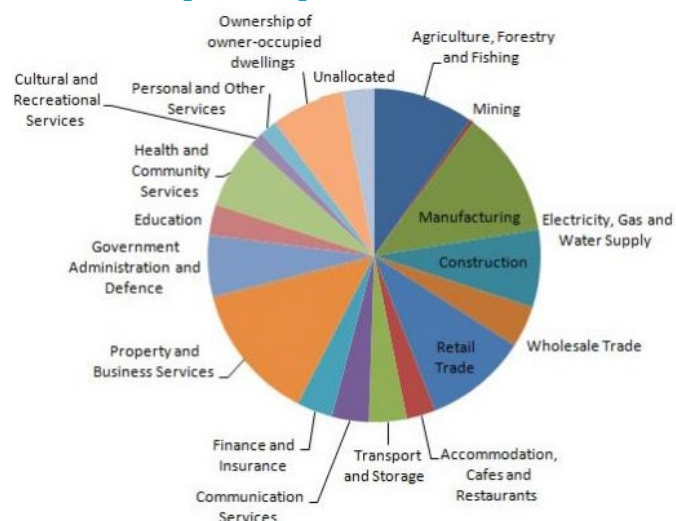


TOP 5 CONTRIBUTING INDUSTRIES TO TOTAL DISTRICT GDP

Rental, hiring and real estate services	18%
Agriculture, forestry and fishing	16%
Construction	15%
Retail trade	8%
Accommodation and food services	8%

The table above shows the top five contributing industries to total Thames-Coromandel district GDP in 2013.⁴

GDP by industry (95-96 prices), Thames-Coromandel district, for the year ending December 2011



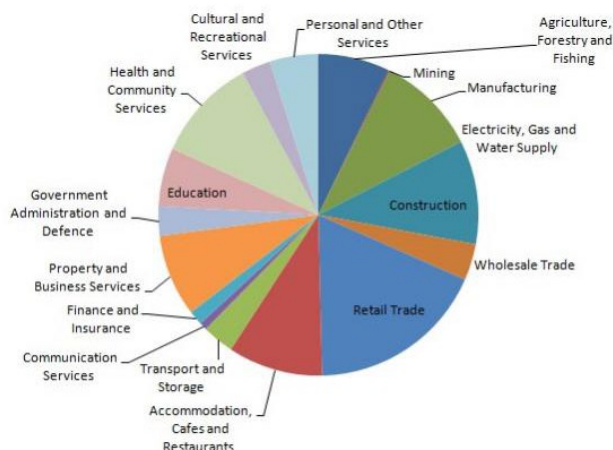
³ Source - http://www.opportunitycoromandel.co.nz/core/lib/other/wysiwyg/uploaded/Expo%20Booklet%202013_FINAL%20PROOF.pdf

⁴ Source: Infometrics Ltd

Top four industries contributing to employment in total filled jobs

The total number of filled jobs in Thames-Coromandel was 12,068 for the year ending December 2011. The top four industry employers were, in order: retail trade, construction, health and community services and manufacturing.

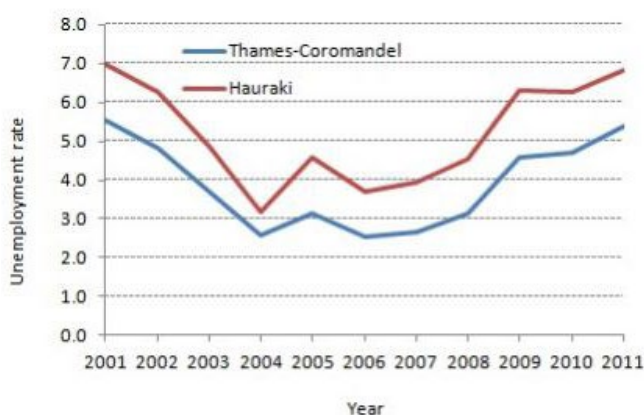
Employment by total filled jobs by industry, Thames-Coromandel district, average 2011



Unemployment rates in Hauraki and Thames-Coromandel

Long-term trends indicate that unemployment has been rising since record lows between 2004 and 2007, back to levels similar to those experienced around the year 2002 and earlier. The average for the Thames-Coromandel: 5.4 (average for the year ending December 2011).

Unemployment rate, Thames-Coromandel and Hauraki districts, 2001–2011



Visitor guest nights

Statistics New Zealand estimates that around 700,000 guest nights per year are spent in commercial accommodation in the Coromandel area. Many more are spent in other forms of accommodation, such as the high number of holiday homes, the numerous campgrounds and hosted bed and breakfasts.

The majority of visitors are over the summer 'peak' period when the population staying overnight on the peninsula can increase to an estimated 142,000 people. However, the population on any given day is estimated to be much higher as the Coromandel is easily accessible for day trips and is a popular venue for events. For more peak population information, visit www.tcdc.govt.nz.

Coromandel - Total Guest Nights - latest three years



Auckland

Top five growth areas

Large, outward-facing global cities are critical for the development of entire nations. They generate and attract businesses, skills and investment by developing their own recognisable brand. Auckland is the only city with the potential to play this role in New Zealand. With over a third of New Zealand's population and 627,100 jobs, Auckland generated approximately \$50 billion in economic activity in 2011. That equates to 36.9 per cent of New Zealand's GDP.

Auckland has a significant productivity premium over any other region in New Zealand, because of how businesses are clustered. For instance, Auckland workers add between 32-59 per cent more value than workers elsewhere in New Zealand. These figures increase to between 117-156 per cent for Auckland's CBD.

GDP in Auckland measured \$55,468 million in the year to March 2012, up 3.2 per cent from a year earlier. New Zealand's GDP increased by 2.3 per cent over the same period. Economic growth in Auckland averaged 3.1 per cent per annum since 2001 compared with an average of 2.5 per cent in the national economy. Since 2001 growth in Auckland reached a high of 8.9 per cent in 2003 and a low of -2.8 per cent in 2009. Auckland accounted for 38.3 per cent of national GDP.⁵

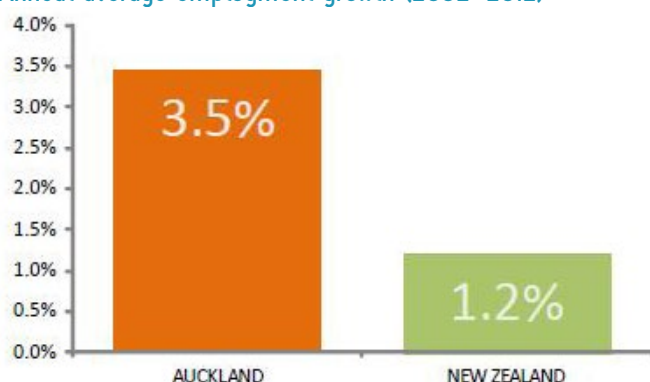
The top ranking sectors

Manufacturing was the largest industry in Auckland in 2012, accounting for 14 per cent of total GDP. The second largest industry was information media and telecommunications (8.6 per cent) followed by professional, scientific and technical services (7.4 per cent). The industry most highly represented in Auckland relative to the national economy is information media and telecommunications. This industry contributes 8.6 per cent to the district's economy compared with 6.1 per cent to the national economy. The next most highly represented industries are financial and insurance services (6.6 per cent compared to 4.8 per cent nationally) and wholesale trade (7.4 per cent compared with 5.5 per cent nationally).

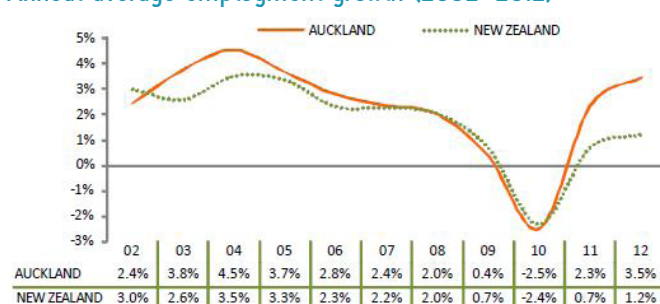
The broad industries making the lowest contributions were mining (0.0 percentage points), arts and recreation services (0.0 percentage points), and agriculture, forestry and fishing (0.0 percentage points).

Rank	Industry	Auckland		New Zealand
		GDP (\$m)	% of total	% of total
1	Manufacturing	7,744	14.0%	12.8%
2	Information Media and Telecommunications	4,798	8.8%	8.1%
3	Professional, Scientific and Technical Services	4,131	7.4%	6.3%
4	Wholesale Trade	4,098	7.4%	5.5%
5	Rental, Hiring and Real Estate Services	3,897	6.7%	5.6%
6	Financial and Insurance Services	3,637	6.6%	4.8%
7	Transport, Postal and Warehousing	3,282	5.9%	5.2%
8	Retail Trade	2,889	4.8%	5.1%
9	Health Care and Social Assistance	2,646	4.8%	5.2%
10	Education and Training	1,709	3.1%	3.2%
11	Construction	1,634	2.9%	4.2%
12	Public Administration and Safety	1,529	2.8%	4.1%
13	Other Services	1,114	2.0%	1.9%
14	Administrative and Support Services	930	1.7%	1.7%
15	Electricity, Gas, Water and Waste Services	822	1.5%	2.2%
16	Accommodation and Food Services	753	1.4%	1.5%
17	Arts and Recreation Services	614	1.1%	1.2%
18	Agriculture, Forestry and Fishing	305	0.6%	5.9%
19	Mining	253	0.5%	0.8%
Ownership of owner-occupied dwellings		3,891	6.7%	6.8%
Unallocated		5,413	9.8%	9.9%
Total		55,468	100.0%	100%

Annual average employment growth (2002–2012)



Annual average employment growth (2002–2012)



Waiheke Island

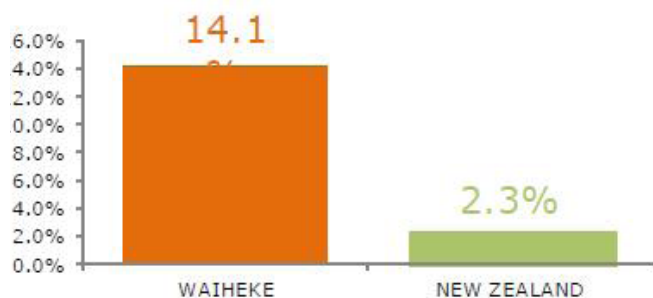
The population of Waiheke Island is growing steadily and is currently 8770 (up 14.1 per cent from a year earlier).

Economic growth in Waiheke averaged 4.1 per cent per annum since 2001, compared with the national average of 2.5 per cent. Since 2001, growth on Waiheke reached a high of 26.9 per cent in 2004 and a low of -16.6 per cent in 2005. Waiheke accounted for 0.1 per cent of national GDP.

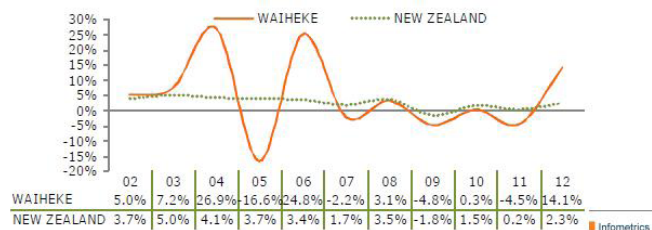
TOP 4 INDUSTRIES ON WAIHEKE ISLAND⁶

Rental, hiring and real estate services	15.6%
Manufacturing	12.1%
Retail trade	7.9%
Agriculture, forestry and fishing	6.0%

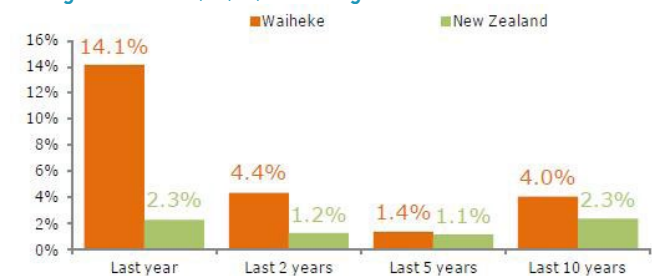
GDP for Waiheke Island 2012



Annual average GDP growth (2002–2012)



GDP growth last 1, 2, 5, and 10 years



The unemployment rate is 7.2 per cent versus 6.6 per cent nationally.

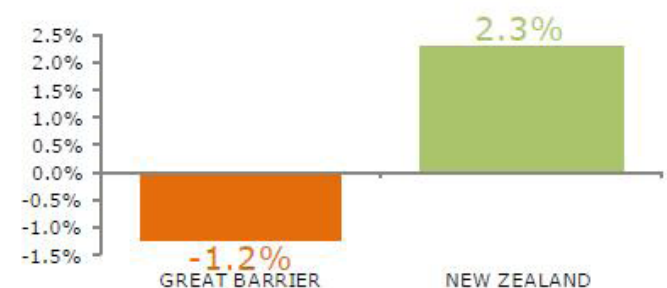
Great Barrier Island⁷

The population of Great Barrier Island is 840. GDP on Great Barrier Island measured \$14 million in the year to March 2012, down 1.2 per cent from a year earlier. New Zealand's GDP increased by 2.3 per cent over the same period. Economic growth on Great Barrier Island averaged -1.3 per cent per annum since 2001, compared with an average of 2.5 per cent in the national economy. Since 2001, growth on Great Barrier reached a high of 44.4 per cent in 2004 and a low of -17.2 per cent in 2002. Great Barrier accounted for 0.0 per cent of national GDP.

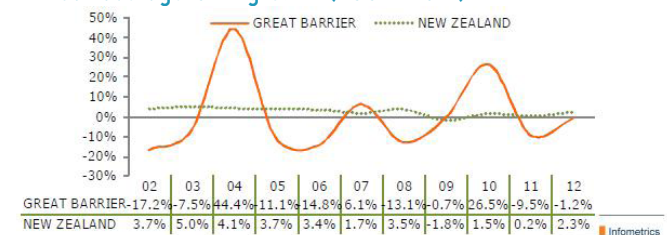
PERCENTAGE OF LOCAL JOBS BY INDUSTRY (2011)⁸

Business and property services	22.5 %
Construction	13.5%
Wholesale and retail	14.5%
Cultural, personal and other services	12.0%
Accommodation, restaurants and bars	10.0%
Transport and storage	7%
Education	7%
Government administration and defence	5%
Health and community services	4.5%
Other	4%

GDP for Great Barrier Island 2012



Annual average GDP growth (2002–2012)



GDP growth last 1, 2, 5, and 10 years



The Auckland economy

The map on the back page outlines the key economic directions for Auckland, identifies the major centres and business areas, and the economic corridors which connect them and provide for new business activity.

The corridors highlight the flows of economic activity from Auckland to the rest of New Zealand. Economic infrastructure is shown, such as the ports and airports that help drive Auckland's economy and connect it globally, and some of the elements (e.g. visitor attractions) that make Auckland attractive to visitors.

6,8 From Table 1. 1-digit industries ranked by contribution to GDP (2012) from 2012 Auckland Council annual economic review
 7 From http://www.cometauckland.org.nz/webfiles/CometNZ/files/2013ED_SNAP_GT_BARRIER-1.pdf

