



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL



## Strategy and Wellbeing Committee Meeting Agenda

Thursday, 10 March 2022

9:00am

Council Chamber, 28-32 Ruataniwha  
Street, Waipawa

*Together we Thrive! E ora ngātahi ana!*

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- 1 **KARAKIA**
- 2 **APOLOGIES**
- 3 **DECLARATIONS OF CONFLICTS OF INTEREST**
- 4 **STANDING ORDERS**

**RECOMMENDATION**

THAT the following standing orders are suspended for the duration of the meeting:

- 21.2 Time limits on speakers
- 21.5 Members may speak only once
- 21.6 Limits on number of speakers

And that Option C under section 22 General procedures for speaking and moving motions be used for the meeting.

Standing orders are recommended to be suspended to enable members to engage in discussion in a free and frank manner.

**5 CONFIRMATION OF MINUTES**

Strategy and Wellbeing Committee Meeting - 21 October 2021

**RECOMMENDATION**

That the minutes of the Strategy and Wellbeing Committee Meeting held on 21 October 2021 as circulated, be confirmed as true and correct.



**MINUTES OF CENTRAL HAWKES BAY DISTRICT COUNCIL  
STRATEGY AND WELLBEING COMMITTEE MEETING  
HELD AT THE COUNCIL CHAMBER, 28-32 RUATANIWHA STREET, WAIPAWA  
ON THURSDAY, 21 OCTOBER 2021 AT 9.00AM**

**PRESENT:** Dr Roger Maaka (Apology)  
Cr Jerry Greer  
Cr Kate Taylor  
Cr Exham Wichman  
Mayor Alex Walker  
Deputy Mayor (Chair) Kelly Annand  
Cr Tim Aitken  
Cr Brent Muggeridge  
Cr Gerard Minehan  
Cr Pip Burne

**IN ATTENDANCE:** Doug Tate (Group Manager, Customer and Community Partnerships)  
Monique Davidson (Chief Executive)  
Joshua Lloyd (Group Manager, Community Infrastructure and Development)  
Dylan Muggeridge (Strategic Planning and Development Manager)  
Caitlyn Dine (Governance and Support Officer)

**1 KARAKIA**

Councillor Taylor presented the karakia.

**2 APOLOGIES**

**COMMITTEE RESOLUTION**

Moved: Cr Gerard Minehan

Seconded: Cr Kate Taylor

That the apology of Dr Maaka be noted.

**CARRIED**

Councillor Muggeridge was late and arrived at 9:15am.

**2 DECLARATIONS OF CONFLICTS OF INTEREST**

**NIL**

**3 STANDING ORDERS**

**COMMITTEE RESOLUTION**

Moved: Cr Kate Taylor

Seconded: Cr Pip Burne

THAT the following standing orders are suspended for the duration of the meeting:

- 20.2 Time limits on speakers
- 20.5 Members may speak only once

- 20.6 Limits on number of speakers

And that Option C under section 21 General procedures for speaking and moving motions be used for the meeting.

Standing orders are recommended to be suspended to enable members to engage in discussion in a free and frank manner.

**CARRIED**

#### **4 CONFIRMATION OF MINUTES**

##### **COMMITTEE RESOLUTION**

Moved: Mayor Alex Walker

Seconded: Cr Jerry Greer

That the minutes of the Strategy and Wellbeing Committee Meeting held on 26 August 2021 as circulated, be confirmed as true and correct.

**CARRIED**

Student Brooke Pawai – St Josephs School presented her speech on Nga Ara Tipuna.

Student Connor Hansen – Takapau Primary School presented his speech on the Environment.

#### **5 REPORT SECTION**

##### **6.1 STRATEGY AND WELLBEING COMMITTEE RESOLUTION MONITORING REPORT**

###### **PURPOSE**

The purpose of this report is to present to the Committee the Strategy and Wellbeing Resolution Monitoring Report. This report seeks to ensure the Committee has visibility over work that is progressing, following resolutions from Committee.

###### **COMMITTEE RESOLUTION**

Moved: Cr Gerard Minehan

Seconded: Cr Pip Burne

###### **RECCOMENDATION**

**That, having considered all matters raised in the report, the report be noted.**

**CARRIED**

Mrs Davidson presented this report.

**6.2 STRATEGY AND WELLBEING COMMITTEE PRIORITY REPORT****PURPOSE**

The purpose of this report is for the Strategy and Wellbeing Committee to receive a report on the progress of key committee priorities.

**COMMITTEE RESOLUTION**

Moved: Cr Exham Wichman

Seconded: Cr Gerard Minehan

That, having considered all matters raised in the report, the report be noted.

**CARRIED**

Mrs Davidson introduced this report. Followed by staff presentations:

Mrs Wiggins presented Waste Free CHB

Mr Tate presented Social Housing

Mrs Campbell presented Economic Development

Mr Lloyd presented Environmental Strategy

Mrs Campbell presented Community Wellbeing Strategy

Whaea Kupa presented Tuhono Mai Tuhono Atu

Mrs Renata presented Community Planning

**6.3 THRIVING PLACES AND SPACES PROGRAMME****PURPOSE**

The purpose of this report is to present the Committee with an overview of the Thriving Places and Spaces programme. This report also provides the Committee oversight of the community engagement strategy for the next steps of the programme, and procedurally seeks a resolution in accordance with Section 41(5) of the Reserves Act 1977, pertaining to community engagement in the development of reserve management plans.

**COMMITTEE RESOLUTION**

Moved: Cr Brent Muggeridge

Seconded: Cr Jerry Greer

- a) That, having considered all matters raised in the report, the report be noted.
- b) That the discussion documents and high-level engagement plan presented in the attachments to the report be noted
- c) That the Thriving Places and Spaces Programme be used to assist in the development of reserve management plans, and to satisfy Section 41(5) of the Reserves Act 1977, with community engagement in November 2021 – January 2022 providing the opportunity for initial community input into development of these plans.

**CARRIED**

Mr Muggeridge presented this report.

Moved to report 6.5 before report 6.4.

<b>6.5 COMMUNITY PRIDE &amp; VIBRANCY FUND - WHAKANUIA MATARIKI KI TAMATEA FESTIVAL</b>
<b>PURPOSE</b> The purpose of this report is to inform the Strategy and Wellbeing Committee of the event funded by the Community Pride & Vibrancy Fund namely the Whakanuia Matariki Ki Tamatea Festival held at Russell Park, Waipukurau on Friday 18 June 2021, in accordance with the Community Funding Policy.
<b>COMMITTEE RESOLUTION</b> Moved: Cr Exham Wichman Seconded: Cr Kate Taylor That, having considered all matters raised in the report, the report be noted. <b>CARRIED</b>

Te Rangimarie Ngarotata presented this report alongside Phil Morris.

<b>6.4 ECONOMIC DEVELOPMENT ACTION PLAN UPDATE</b>
<b>PURPOSE</b> The purpose of this report is to bring Committee members up to date on the implementation of the Economic Development Action Plan (2019) so far and highlight key activities that have been completed across the seven work streams in the Plan. Ongoing implementation status updates will be provided as part of regular Strategy and Wellbeing Committee priority reporting.
<b>COMMITTEE RESOLUTION</b> Moved: Cr Kate Taylor Seconded: Mayor Alex Walker That, having considered all matters raised in the report, the report be noted. <b>CARRIED</b>

Mrs Campbell presented this report.

<b>6.6 ANNUAL COMMUNITY GROUP REPORTING SUMMARY</b>
<b>PURPOSE</b> The purpose of this report is to provide to the Strategy and Wellbeing Committee for its formal receipt, reports from community partners and organisations required annually or biennially.
<b>COMMITTEE RESOLUTION</b> Moved: Cr Kate Taylor Seconded: Cr Pip Burne That, having considered all matters raised in the report, the report be noted. <b>CARRIED</b>

Mr Tate presented this report.

**6 DATE OF NEXT MEETING**

**RECOMMENDATION**

THAT the next meeting of the Central Hawke's Bay District Council Strategy and Wellbeing be held in 2022.

**7 TIME OF CLOSURE**

The Meeting closed at 10.46am.

The minutes of this meeting were confirmed at the Strategy and Wellbeing Committee Meeting held on 10 March 2022.

.....  
**CHAIRPERSON**

## 6 REPORT SECTION

### 6.1 STRATEGY AND WELLBEING COMMITTEE RESOLUTION MONITORING REPORT

**File Number:** COU1-1411

**Author:** Bridget Gibson, Governance and Support Officer

**Authoriser:** Monique Davidson, Chief Executive

**Attachments:** 1. Resolution Monitoring Report [↓](#)

#### PURPOSE

The purpose of this report is to present to the Committee the Strategy and Wellbeing Resolution Monitoring Report. This report seeks to ensure the Committee has visibility over work that is progressing, following resolutions from Committee.

#### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

#### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

#### DISCUSSION

The monitoring report is **attached**.

#### IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

#### NEXT STEPS

An updated Resolution Monitoring Report will be presented at the next Committee meeting.

**RECOMMENDATION**

**That, having considered all matters raised in the report, the report be noted.**

20220310 Strategy and Wellbeing Resolution Monitoring Report March 22.xlsx



## Strategy and Wellbeing Committee - Resolution Monitoring Report March 2022

Key					
Completed					
On Track					
Off Track					
Item Number	Item	Committee Resolution or Action	Resolution Date	Responsible Officer	Progress Report
6.60	Environmental Sustainability Fund Application	Approve the Hunter Park Kindergarten Environmental and Sustainability funding Application up to a maximum funding of \$10,000.	22/10/2020	Josh Lloyd	On Track - Hunter Park Kindergarten are continuing the build of their sustainable water use / rain garden and environmental outdoor area. Council has paid its final invoice for the work completed and is expecting a final report on the project that will be shared with Council.
6.20	Committee Priority Report	That the Strategy and Wellbeing Committee write to the Ministry for the Environment to champion to increase the size of symbols and numbers on recycling products.	6/05/2021	Josh Lloyd	Council Officers have reached out to The Packaging Forum NZ. A letter has been written and sent awaiting feedback.
6.30	Class 4 Gambling and Board Venue Policy - Statement of Proposal for Adoption	That the attached Draft Class 4 Gambling and Board Venue Policy – Statement of Proposal be adopted for consultation.	26/08/2021	Lisa Harrison	Complete. The policy is now on the website.
6.30	Thriving Places and Spaces Programme	<p>a) That, having considered all matters raised in the report, the report be noted.</p> <p>b) That the discussion documents and high-level engagement plan presented in the attachments to the report be noted</p> <p>c) That the Thriving Places and Spaces Programme be used to assist in the development of reserve management plans, and to satisfy Section 41(5) of the Reserves Act 1977, with community engagement in November 2021 – January 2022 providing the opportunity for initial community input into development of these plans.</p>	21/10/2021	Dylan Muggeridge	Engagement with the community on the programme took place between November 2021 and February 2022, through a combination of online surveys, written survey, and targeted engagement in different locations across the district. The purpose of this engagement is to inform the development of plans and strategies across the 9 different topics included in the programme (Play, Active Recreation, Sports, Swimming pools, Arts, Community facilities, Community halls, Civic facilities and Camping). This feedback is currently being assessed and taken into account for the drafting of the plans and strategies for each topic, which will be consulted on more formally with the community later this year.

## 6.2 STRATEGY AND WELLBEING COMMITTEE PRIORITY REPORT

**File Number:** COU1-1411

**Author:** Monique Davidson, Chief Executive

**Authoriser:** Monique Davidson, Chief Executive

**Attachments:** 1. Committee Priority Report [↓](#)

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

### PURPOSE

The purpose of this report is for the Strategy and Wellbeing Committee to receive a report on the progress of key committee priorities.

### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

### BACKGROUND

Following the 2019 Triennial Local Body Elections, Council took the time to reset Council priorities, and agree on priorities for Committees.

The purpose of the Strategy and Wellbeing Committee is to determine specific outcomes that need to be met to deliver on the vision and direction of Council, and set in place the wellbeing strategies, policies and work programmes to achieve set goals and targets.

To develop, approve, review and recommend to Council (where applicable) statutory and nonstatutory policy, plans, bylaws and strategies to:

- Focus on the social, economic, cultural and environmental wellbeing of Central Hawke's Bay through the development of vision and strategy while identifying and promoting community aspirations.
- Integrate an all of wellbeing approach to strategy, plan and policy development.
- Have effective statutory plans and bylaws to protect the community through a focus on the social, economic, cultural and economic wellbeings.

The Strategy and Wellbeing Committee is responsible for:

- developing and adopting strategies, plans and policies that advance the Council's vision and goals, and comply with the purpose of the Local Government Act
- monitoring the implementation and effectiveness of strategies, plans and policies
- monitoring the success of the key strategic relationships that support the implementation of key wellbeing related initiatives

- general coordination of Council policy and decisions.

The Strategy and Wellbeing Committee has delegations to:

- develop and adopt strategies, plans and policies that advance the Council's vision and goals, and comply with the purpose of the Local Government Act.
- monitor the implementation and effectiveness of strategies, plans and policies.
- make full decisions on the distribution of the Pride and Vibrancy Fund, Environmental and Sustainability Fund and any other contestable community fund.
- receive decisions of the Creative New Zealand Committee and CVOS Committee.
- make recommendations to council regarding the distribution of Ruataniwha and Aramoana/Ruahine Ward Reserves.

The Committee has delegations to establish a special committee, working group or community forum as needed.

## DISCUSSION

The seven Strategy and Wellbeing Committee Priorities are:

- Lead and monitor the implementation of the Waste-Free CHB Strategy.
- Lead the delivery of the Social Housing Strategic Framework.
- Monitor the implementation of the Economic Development Strategy.
- Monitor the implementation of the Environmental Strategy.
- Review the current Community Wellbeing Strategy and then monitor the implementation of a revised Social Development Strategy.
- Implement the Tuhono Mai Tuhono atu Māori / Iwi Engagement Strategy.
- Monitor development and implementation of Community Plans.

The monitoring report related to the Strategy and Wellbeing Committee priorities has been updated in order to better reflect the highlights and progress against the priorities.

As the review of the Community Wellbeing Strategy progresses, so too will the maturity of reporting to Strategy and Wellbeing Committee, with a particular emphasis on the community outcomes and targets identified by Council during the Long Term Plan 2021 – 2023.

The key priorities for the Strategy and Wellbeing Committee reporting are below and reported in the **attached** priority monitoring report.

## IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;

- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council or would transfer the ownership or control of a strategic asset to or from the Council.

**NEXT STEPS**

The Strategy and Wellbeing Committee will receive an updated monitoring report at its next meeting.

**RECOMMENDATION**

**That, having considered all matters raised in the report, the report be noted.**



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL



# Strategy and Wellbeing Committee Priorities Report

October – February Update

*Together we Thrive! E ora ngātahi ana!*

## Governance Priorities and Projects: *Thrive in Five*

Following the October 2019 Triennial Election, Council took the time to identify key issues and opportunities facing Central Hawke's Bay.

Council agreed that the platform provided by *Project Thrive* provided the building blocks for success, however with a need to sharpen the focus on key issues to truly transform the future for Central Hawke's Bay.

Five Strategic Priorities that Council wanted to focus its attention on to ensure success were identified and these include:

### #1 – #thebigwaterstory

Delivery of #thebigwaterstory and improved water security for Central Hawke's Bay.

### #2 – The District Plan Review

**The District Plan:** Deliver of a notified and operative District Plan.

### #3 – Wastewater

**Waste Water Treatment Project:** Capital Works plan completed, initial improvements completed, and future funding strategy clarified.

### #4 – Social Housing

**Social Housing:** Increased numbers of social housing in Central Hawke's Bay, including improved leverage off Council's retirement housing portfolio.

### #5 – Creating a Wastefree CHB

**Wastefree CHB:** Reduce recycling to landfill and improved asset management and leverage of landfill.

## Strategy and Wellbeing Committee Priorities

In addition to setting the direction for Council, clarity on the role of the two full Committee of Council were also defined, by outlining the work programme for the committee in the next three years of the basis of 'what we know now'. Priorities and projects can change at the direction of Council.

The Priorities of the Strategy and Wellbeing Committee are:

### #1 Wastefree CHB

Lead and monitor the implementation of the **Wastefree CHB Strategy**.

### #2 Social Housing

Lead the delivery of the **Social Housing Strategic Framework**.

### #3 Economic Development

Monitor the implementation of the **Economic Development Strategy**.

### #4 Environmental Strategy

Monitor the implementation of the **Environment and Sustainability Strategy**.

### #5 Community Wellbeing Strategy

Review the current **Community Wellbeing Strategy** and then monitor the implementation of a revised **Social Development Strategy**.

### #6 Tūhono Mai Tūhono Atu

Develop and monitor implementation of a **Māori/Iwi Engagement Strategy**.

### #7 Community Planning

Monitor development and implementation of **Community Plans**.



# Elected Member Priorities

Following the October 2019 triennial election, Council has taken the time to discuss the key issues and opportunities facing Central Hawke's Bay District Council and have confirmed the general direction they wish to take Central Hawke's Bay.

Council has agreed that the platform built by Project Thrive has provided building blocks for success that now require continuation of momentum on building excellence for community with an eye to "sharpening our focus on the mechanisms that we have for true transformation for the future".

Council will continue to place its energy and investment on projects and priorities that deliver on the five key areas of focus.

## Key Areas



Protecting and promoting our unique landscape



Attracting and enabling business success



Planning for tomorrow as we future-proof Central Hawke's Bay



Strengthening our district and community identity



Promoting smart growth

## Strategic Priorities

These will be supported and delivered through five strategic priorities that Council want to ensure its success in:



Delivery of #thebigwaterstory and improved water security for Central Hawke's Bay.



**The District Plan:** Delivery of a notified and operative District Plan.



**Waste Water Treatment Project:** Capital works plan completed, initial improvements completed, and future funding strategy clarified.



**Social Housing:** Increased numbers of social housing in Central Hawke's Bay, including improved leverage off Council's retirement housing portfolio.



**Waste Free CHB:** Reduce recycling to landfill and improved asset management and leverage of landfill.

## Priorities and projects

In addition to setting the direction for Council, this report seeks to provide clarity on the role of the two full Committees of Council by outlining the work programme for the committees in the next three years on the basis of "what we know now". Priorities and projects can change at the direction of Council.

 <b>Strategy and Wellbeing Committee</b>	 <b>Council</b>	 <b>Finance and Infrastructure Committee</b>
<p>Lead and monitor the implementation of the <b>Waste Free CHB Strategy</b>.</p> <p>Lead the delivery of the <b>Social Housing Strategic Framework</b>.</p> <p>Monitor the implementation of the <b>Economic Development Strategy</b>.</p> <p>Monitor the implementation of the <b>Environmental Strategy</b>.</p> <p>Review the current <b>Community Wellbeing Strategy</b> and then monitor the implementation of a revised <b>Social Development Strategy</b>.</p> <p>Develop a <b>Māori/hwi Engagement Strategy</b>.</p> <p>Monitor development and implementation of <b>Community Plans</b>.</p>	<p>Review and approve <b>Section 17a Reviews</b> as appropriate.</p> <p>Monitor the delivery of the <b>District Plan</b> project and make any decisions related to this project.</p> <p>Lead the development of the <b>Long Term Plan 2021-2031</b>, and delegate to committees on specific functions as and when required.</p> <p>Lead the development of <b>Annual Plans</b>, and delegate to committees on specific functions as and when required.</p> <p>Monitor the implementation of <b>CouncilMARK</b> recommendations and progress.</p> <p>Provide advocacy, leadership and facilitation on <b>Water Security</b> initiatives for Central Hawke's Bay.</p> <p>Work with committees to undertake reviews of <b>Council Bylaws and Policies</b>.</p>	<p>Lead and monitor the <b>Wastewater Treatment Plan</b> projects for across Central Hawke's Bay.</p> <p>Monitor the implementation of <b>#thebigwaterstory</b>.</p> <p>Complete and lead the <b>Rates Review</b>.</p> <p>Monitor the implementation and progress of <b>Provincial Growth Fund</b> projects.</p> <p>Develop a <b>Land Transport Strategic Framework</b> and ensure governance input into the three-year business plan before NZTA submission.</p> <p>Lead the review of the <b>Financial Strategy</b> and associated policies that input into the Long Term Plan 2021-2031.</p> <p>Review the current <b>Treasury Policy – Investment, Debt and Liability Management</b> policies.</p> <p>Monitor the implementation of the <b>Non-Rateable Income Strategic Framework</b>.</p>



## Lead and monitor the implementation of the Wastefree CHB Strategy.

A major focus of Council has been the vision of achieving a Wastefree CHB. This vision, established through the Waste Management and Minimisation Strategy in 2019, introduce three new targets:

1. To increase diversion from landfill to 48% by 2025.
2. To increase diversion from landfill to 70% by 2040.
3. To increase participation in kerbside recycling services (measured through set-out rates) to 60% by 2025.

Central Hawke's Bay was an early adopter of new approaches to rubbish and kerbside, however no major change to services has occurred since kerbside recycling crates were introduced. A Section 17a Review of the Solid Waste Activity in 2020, primarily focussed on changes on kerbside recycling, rubbish and transfer station provision and was an area of consultation during the Long Term Plan consultation process.

Through the Long Term Plan 2021-2031, Council adopted a number of recycling initiatives including:

- Extension of kerbside recycling collection to Takapau, Tikokino and, Ongaonga and Otane.
- Introduction of a third recycling crate for cardboard and paper.
- Transition from rubbish bags to wheelie bins in 2023
- Replacement of rural drop-off centres with mobile recycling trailers

## Priority Updates

In this reporting period, we provide the following updates:

### Holiday Period Collections and Site Servicing

The current reporting period spans the holiday period which routinely provides significant increases on recycling services across the district and historically has presented challenges to maintain service levels and manage customer expectation. Now into our third year with current service provider (Smart Environmental Ltd), Council are pleased with the continued progress and improvements operationally, particularly around the busy holiday period. For the 2021/22 holiday period, Council and Smart Environmental worked closely together to ensure measures were put in place to maintain services through the period. The result was demonstrable improvements over previous years with no significant issues and only a small number of reactive call-outs related to recycling.

### Impacts of Carbon Pricing on Services

As discussed through a range of conversations recently with Council – the increase in carbon credit costs nationally is having an impact on users of the District Landfill. The detail of the impacts, which will increase costs of disposal of waste at landfill for all users, are being worked through with Council Officers and with contracted landfill users at present. Ultimately the increase in costs to dispose of waste will further incentivise diversion from landfill which aligns with Councils drivers under the WMMP.

### Recycling Trailer

Demand for the rural recycling trailers has become more consistent as the service and schedules become embedded in our more rural communities. The service is typically highly utilised with trailers returning full or near full most days. The introduction of the new weighbridge into Waipukurau later this year will allow weighing of the recycled product which will provide useful information to count

towards our diversion statistics and to communicate back to users. Operational adjustments are being made to the trailer schedule to reflect demand and these are being communicated appropriately. Managing contamination of the recycled product remains a focus for the team but is in control.



#### Weighbridge Update

The PMO is currently working through an opportunity to fund a new weighbridge at the Waipukurau transfer station. Funding approval from ministry for the environment is in final stages with confirmation expected early in March. A new weighbridge will allow council to record, and charge based on actual weight of refuse being dumped. As well as recording up to date and more accurate data of our kerbside recycling collection to better understand if we are successful in increasing participation in the service as well as having a better understanding of diversion of these materials from landfill. The weighbridge is

expected to be up and running by September 2022.

#### Refuse and Recycling Dashboard.

Key figures on recycling and refuse from the last two months are provided below

	October	November	December	January
<b>TOTAL DISTRICTWIDE RECYCLING (TONNES)</b>				
<b>23</b>	<b>133</b>	<b>116</b>	<b>108</b>	
<b>BLACK CRATES COLLECTED (PLASTIC / CANS)</b>				
<b>5,303</b>	<b>6,485</b>	<b>6,361</b>	<b>6,210</b>	
<b>TEAL CRATES COLLECTED (FIBRE)</b>				
<b>4,644</b>	<b>5,867</b>	<b>5,818</b>	<b>5,743</b>	
<b>RED CRATES COLLECTED (GLASS)</b>				
<b>3,899</b>	<b>4,757</b>	<b>4,663</b>	<b>4,816</b>	
<b>CHB REFUSE TO LANDFILL (TONNES)</b>				
<b>212</b>	<b>196</b>	<b>214</b>	<b>248</b>	
<b>SERVICE EXCEPTIONS (NON-COLLECTED CRATES)</b>				
<i>Non Recyclables</i>	<b>10</b>	<b>12</b>	<b>20</b>	<b>6</b>
<i>Unwashed</i>	<b>2</b>	<b>5</b>	<b>8</b>	<b>5</b>
<i>Too Heavy</i>	<b>15</b>	<b>40</b>	<b>32</b>	<b>6</b>



## Lead the Delivery of the Housing Strategic Framework.

The issue of housing is complex and with no one organisation able to address all housing needs, there is a role for Council to play, alongside other partners to achieve housing outcomes for the people of Tamatea – Central Hawke's Bay.

In March 2019, Council adopted its [Housing Strategic Framework 2019 - 2029](#). The Framework recognises that the scope of activities that could be covered is vast, and while Council will work with community across the spectrum, the initial focus will primarily sit with those that are most vulnerable.

While in the future Council wants to be able to support our community across the spectrum of housing issues, for the first ten years however Council are focused on delivering on housing issues that impact the most vulnerable in our community.



Achieving the Framework's vision of 'supporting our community to Thrive through access to a home - He āhuru mōwai, e taurikura ai te hāpori' will be transformational for some in our community, simply meaning they will have access to the basic need of housing. The framework is supported by four strategic goals and eight result outcomes:

- Goal 1 – Increasing Social Housing Leadership
- Goal 2 – Working together to improve housing
- Goal 3 – Provide Access to suitable housing
- Goal 4 – Retirement Housing is provided in the most efficient and effective way.

## Priority Updates

In this reporting period, we provide the following updates:

### Tamatea Housing Taskforce

Three Taskforce meetings with representatives of the Heretaunga Tamatea Settlement Trust, Te Taiwhenua o Tamatea and Manawhenua were held during the period.

The Taskforce recognises itself as the forum for housing issues to be raised in Tamatea – Central Hawke's Bay, to support a coordinated approach to housing with Marae, Manawhenua and community. The Taskforce is currently co-ordinating meeting dates for the 2022 Year. The taskforce have identified two initial priorities being:

- Enabling affordable rentals in the District
- Unlocking Maori housing opportunities

The Taskforce will be seek to operational and deliver on this two priorities through working parties in the 2022 calendar year.

### Kainga Ora Housing – River Terrace (Tukituki Way)

In our last report, we confirmed that Kainga Ora were shortly to confirm the ownership of 8 new two-bedroom social housing units on the corner of River Terrace and Herbert Street in Waipukurau, known as Tukituki Way.

The homes were officially opened on Monday 15 November and are now fully tenanted.

We are aware of particular comments and issues for the tenants relating to a lack of screening and privacy and have raised these issues directly with Kainga ora. There are intentions to organise planting this winter.



**Kainga Ora Porangahau Road Development**

There are no further updates from Kainga Ora on their Porangahau Road Development Site, commonly known as the old Maternity Annex.

Updates have been formally requested and Kainga Ora are unable to provide any further update. We understand that Kainga Ora met with Te Taiwhenua o Tamatea Trustees on the development, however were not able to communicate their clear plans for the site.

**Waipukurau South Growth Precinct (District Plan submission)**

As background, this project was a priority project to unlock housing in the area known commonly as the old Hospital in Waipukurau. The highlighted growth precinct has the potential to yield over 500 homes, with their being sufficient capacity in the entire residentially zoned area to yield over 950 lots. The area has been zoned residential for over 20 years.

Council in the period have again met with the adjoining land owners of the area known as the Waipukurau South Growth Precinct, including ongoing project meetings with the Heretaunga Tamatea Settlement Trust.

We have previously reported that Council have made a submission to the Proposed District Plan to include a structure plan for the site, that will provide for the co-ordinated development of the area, maximising yield and ensuring co-ordinated development of services in this large area of residentially zoned land. This submission will be considered alongside other submissions on the District Plan as part of the independent Hearings process that will start mid-March 2022.

**Waipukurau South Growth Precinct (Infrastructure Acceleration Fund application)**

Another lever that Council has to unlock housing development in the Waipukurau South Growth Precinct

is to apply for central government funding to build the required infrastructure that would enable the area to be adequately serviced (roads and 3 waters infrastructure in particular).

To this end in August 2021 Council made an application to the Kainga Ora Infrastructure Acceleration fund (IAF) to fast-track investment in the Waipukurau South Growth Precinct, with an application seeking approximately \$12 million of funding from Kainga Ora to fast track infrastructure to service the area and support other associated projects including water, wastewater and stormwater in partnership with adjoining landowners and the Heretaunga Tamatea Settlement Trust.

The Infrastructure Acceleration Fund (IAF) is a key component of the Government's \$3.8 billion Housing Acceleration Fund announced in March 2021. The contestable fund of at least \$1 billion was launched on 30 June 2021 with an invitation for expressions of interest from councils, iwi and developers.

The fund received over 250 expressions of interest from across the country, with Council's proposal being selected as one of 80 proposals across New Zealand to proceed to the next stage – the Request for Proposal Stage. The proposal was identified as a 'fast track – small scale' proposal recognising the lower level of funding required for the proposal. The Request for Proposals closed on Friday 17 December 2021.

Officers have responded to a small number of clarifications and met with officials reviewing the application and the Heretaunga Tamatea Settlement Trust on Friday 18 February, to give an overview of the project and to demonstrate the partnership involved in this application. We expect to be notified of the outcome by the end of April 2022. If successful the next stage would be for formal negotiations to commence with Kainga Ora in May 2022.

**Retirement Housing**

As part of the Healthy Homes Standards all units now have extractor fans and heating. Those that had private heat pumps have been purchased at a depreciated rate.

Prior to Christmas bi-annual inspections occurred and works identified are underway. Also, just prior to Christmas Mayor Alex and several councillors visited tenants and provided some holiday cheer.

Rental fee increases scheduled for late September 2022 are being reconsidered in light of inflation, the general cost of living

and the recent surge in COVID cases. A few options are being considered that could defer achieving the outcomes posed by the decisions made following the Section 17a Review.

Business Continuity Planning has addressed the importance of staying in communication with our tenants as Red Traffic Light progresses through the phases.

### Social Housing Dashboard

CENTRAL HAWKE'S BAY FAMILIES IN EMERGENCY HOUSING		
<b>66</b>	<b>57</b>	<b>↓9</b>
LAST QUARTER APR – JUNE 21	THIS QUARTER JULY - SEPT	CHANGE

<b>COUNCIL RETIREMENT HOUSING OCCUPANCY</b>	<b>100%</b>
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TOTAL NUMBER OF SOCIAL HOUSING PROPERTIES AVAILABLE IN CENTRAL HAWKE'S BAY	BASELINE NOV 2018		
	COUNCIL FLATS	KAINGA ORA	TRANSIT-IONAL
	<b>48</b>	<b>34</b>	<b>0</b>
	AT TIME OF REPORTING		
	COUNCIL FLATS	KAINGA ORA	TRANSIT-IONAL
	<b>48</b>	<b>42</b>	<b>6</b>

<b>COUNCIL RETIREMENT HOUSING WAITING LIST</b>	<b>9</b> OCT 21	<b>6</b> FEB 22	<b>↓</b>
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BUILDING CONSENTS PROCESSED		
<b>100</b>	<b>105</b>	<b>↑</b>
LAST QUARTER JULY 21 – SEPT 21	THIS QUARTER OCT 21 – DEC 21	CHANGE
TOTAL VALUE OF PROCESSED CONSENTS		
<b>\$18.4M</b>	<b>\$22.6M</b>	<b>\$4.2m ↑</b>
LAST QUARTER JULY 21 – SEPT 21	THIS QUARTER OCT 21 – DEC 21	CHANGE

## Priority #3

# Economic Development



## Monitor the implementation of the Economic Development Strategy

Council has recognised the importance of Economic Development for the future social and economic well-being of the District, successfully securing funding from the Provincial Growth Fund in 2019 to develop its first [Economic Development Strategy and Action Plan](#).

The strategy sets out the key actions for us to support and accelerate economic growth for businesses, communities and tourism in the District under seven key priority areas of:

- Skills
- Land use
- Tourism
- Business Development and Attraction
- Transportation
- Water
- Growth and Development

If we're successful, the outcomes that we're hoping to achieve are:

- **Increased job opportunities**  
Attracting new business, growing existing business, and increasing productivity will create more jobs and a wider range of employment across different industry types.
- **Increased prosperity**  
Increased productivity is a contributor towards providing more and better paying jobs, thereby increasing the prosperity of employees and employers.
- **Diversification and increased resilience**  
Diversification across a range of different industries protects the local economy against market shocks and increases economic resilience.
- **Improvement in local economic wellbeing**  
Employment enables members of the community to participate more fully in society. Regular income provides employees and their families with the ability to make lifestyle choices e.g. access to warm homes, participation in sports and recreation, food choices, health care.

## Priority Updates

In this reporting period, we provide the following updates:

### Monitoring Growth

Council adopted demographic and economic assumptions and projections for the district produced by economist Nigel Pinkerton, director of Squillions Ltd. These projections served as a basis to inform the development of the 2021-2031 Long Term Plan.

A small budget was included in the 2021 LTP to ensure that regular monitoring of growth assumptions and progress against the high growth scenario produced in 2020 occurred in between Long Term Plan cycles.

This update has been prepared, and will be noted at the Strategy and Wellbeing Committee meeting on 10 March 2022. The full report as well as a 4-page snapshot summary of the key findings will be available on the Council website after this meeting. The headline findings are that the district is tracking slightly ahead of the high population growth scenario produced in 2020, and that the district has shown good resilience in the face of Covid-19 compared to other regions of New Zealand.

A fuller, new set of assumptions and projections will be produced next financial year, in the lead-up to the 2024 Long Term Plan.

### Tukituki Trails

The final touches are underway for the bridges, with approach walls complete and ready for a layer of silt to smooth out for cyclers. The majority of stop banks have been spread with metal and will soon have a thin layer of limestone on top to smooth the finish. Lots of weed growth and trees down because of our recent weather so quite a lot of work has gone into spraying and clearing pathways. The Rotary River Pathway Trust have cleared the area next to Black Creek bridge to create a picnic area.

Large map signs have been approved by Hawke's Bay Regional Council and should be actioned over the next fortnight.



#### **New Regional Economic Development Authority (EDA)**

In December, all five Hawke's Bay Councils unanimously agreed to support the establishment of a new regional Economic Development Authority (EDA). This will see a joint annual investment of \$1.7 million to an independent entity governed equally between business, iwi/hapū and local council representatives. It is anticipated that the entity will be up and running for the start of the new financial year i.e., July 1, 2022, and planning to start as soon as possible. An update on this will be made at this Committee Meeting on 10<sup>th</sup> March.

#### **Tourism Summer Campaign**

Central Hawke's Baycation, our summer campaign coordinated by Hawke's Bay Tourism, which puts the spotlight on many of the incredible experiences visitors can look forward to in our District has now wrapped up as we come to an end of summer. Over the past three months, we have seen great feedback, responses and interaction from the summer campaign and these were found through numerous measures.

To date, we have had just on 13,000 page views across the campaign period. This includes paid and organic traffic. The most popular page continues to be the Beginners Guide to the District, with 4012 page views, which continues to point to a strong need for ongoing education about the districts offering.

Through social media, the 5 must-dos Facebook post counted 266 link clicks. To put that into perspective, all of our other posts have an average of 20-40 link clicks. Interactive comments included recognising the Coles Bros page image and referring to the Museum being a great place.

Overall comments via social media posts on all platforms Include: "Not a bad back yard", "Love this, this is why Central Hawke's Bay is a bit of paradise", "Wow, can't wait to go", "Yes definitely a favourite for our family, love staying there", "This looks like a great destination", "Stunning coastline, wow on the Wishlist", "We need to go explore

these", "Next road trip", "Our next Central Hawke's Bay get away".

Our target audiences continued strongly with the lower North Island regions being the top viewers such as Wellington, Manawatu, Wairarapa, and Hawke's bay. With Waikato and Bay of Plenty also clocking up page views ensuring our Central Hawke's Baycation message had a wide reach to our primal target markets and even beyond.

#### **Central Hawke's Bay Business Network**

Art Deco was alive in Central Hawke's Bay on Saturday 19 February for the Districts inaugural Farmers Market. Over 27 stallholders came together to showcase all the best local produce and products that Central Hawke's Bay had to offer which included, local wine from Lime Rock and Junction, Kanapu Hemp, Cheese, Chocolates and more.

The initiative was co-ordinated with support from the Central Hawke's Bay District Council through the CHB Business Network, which consists of local businesses who are passionate about working together to have a positive impact on Central Hawke's Bays economic growth.

With strong attendance, feedback was positive with requests for future events, a welcomed response as the Network intends to run more farmer's markets as an opportunity to support local and showcase the amazing produce Central Hawke's Bay has to offer through what are uncertain times for business.

#### **Business After 5 Connections**

Our Business After 5 (BA5) Event on 9th February 2022 hosted 16 businesses with 10 new businesses attending for the first time. New attendee Baron Contractors Ltd, was able to connect with another local landscaping business and they shared ideas to collaborate and offer complementary service to their customers. This is the kind of networking success we love to see at our BA5's which are held bimonthly.

#### **Te Huinga Wai – Knowledge and Learning Hub**

Since the Hub was opened in September 2021, there have been over 7035 people utilise the facility. Noting that the facility was closed over the Christmas period so services were not available for approximately 10 days. Services that have been utilised include library, AA and Council e.g. paying rates, registering dog licences, attending meetings or programmes, and general use of the facilities available.

There have been over 133 meetings occurring within our two meeting rooms: Tahi and Rua. These meetings are both internal and external meetings therefore exposing numerous organisations and community members to the facilities and services that are on offer. The below workshops and programmes are currently being run out of Te Huinga Wai:

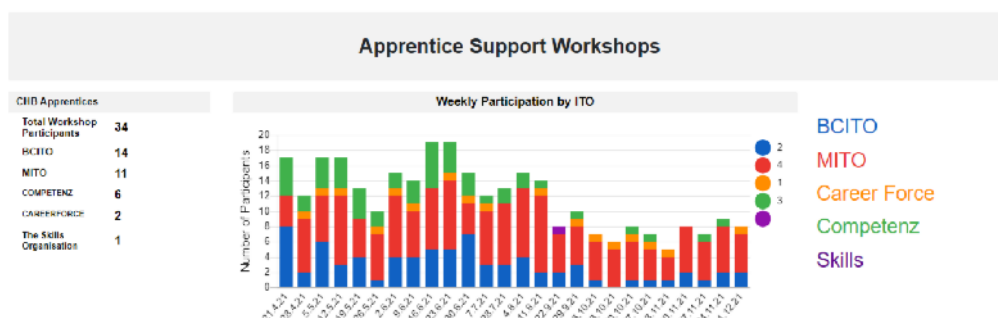
- **Growing Great Entrepreneurs in Central Hawke's Bay** - in conjunction with the Hawke's Bay Chamber of Commerce this course has been run on three occasions. To date these sessions have been run in alternative locations, however the current course is being held at Te Huinga Wai with five participants actively involved. At the completion of this course, local small start-up businesses will be armed with information and resources to be able to grow their business and support it to Thrive. Watch Amy's story to see how this program is making positive change in our community: <https://youtu.be/HSX04ZDLFSU>
- **Business Mentoring** – Following on from the Growing Great Entrepreneurs course start-up local businesses are offered mentoring for a further six months with David Trim, a professional business mentor. He works with these businesses at Te Huinga Wai fortnightly on a Wednesday from 4-5.30pm and offers guidance and support to help the new business thrive.
- **Profit Club** – This business support service is also offered by David Trim for those more established businesses who need additional support or guidance. The service is currently offered in Napier/Hastings however was not offered in Central Hawke's Bay. After discussions with David Trim this service is now offered locally, and the perfect location for the sessions in Te Huinga Wai. The sessions occur on a fortnightly basis on a Thursday. The image below shows participants at the first Profit Club held at Te Huinga Wai.



- **Apprenticeship Support Workshops**- Weekly night workshops to assist apprentices through their course work.
- **Talk Digital** – Drop in sessions where people can attend and have assistance with all things digital from iPhones to Computers.
- **Better Digital Futures for Seniors** – A four-session Digital Introductory pathway covering the motivating factors in moving digital. Once people have completed this course they will move into the other courses that are offered. COVID has impacted on the ability to continue running these sessions, however the intentions are that they will recommence as soon as practicable.
- **Activation Sessions** – Prior to the Christmas Holidays these sessions were occurring after school, and during the holidays they are occurring throughout the day. They are intended to give the kids something to do when in town. Every day a session is held either at Te Huinga Wai or in an outdoor location, to make the most of the summer weather and open spaces. The sessions include:
  - **Crafternoons** – arts and crafts-prior to Christmas the kids were making Christmas Decorations for the local Community Christmas Tree.
  - **Chalk it- outdoor chalk session**
  - **Playstation Playtime** – a chance for kids to have a go on something they may not have access to at home- Play Station.
  - **Waka Tākaro** – our local Play Trailer is utilised at Nelly Jolly Park where kids are encouraged to enjoy the outdoors and are given the freedom to 'Play'.
- **Banking** – Discussions continue with the banks in an attempt to run a service in Central Hawke's Bay through the CHB District Libraries, with a recent conversation occurring with BNZ. These discussions are ongoing. In the interim a partnership has been formed with CHB Budget Services and they are running Digital Banking classes out of Te Huinga Wai which commenced at the start of February 22.
- **Digital awareness programme:** App and phone management advice. This programme was being run at EIT, however will recommence at Te Huinga Wai when practicable.

## ED Dashboard

- **Total Domestic Tourism Spend** in Central Hawke's Bay in the 12 months to December 2021 \$22.2m (Up 6.4% in the 12 months to December 2020 which was \$20.9m)
  - These figures are called the Tourism Electronic Card Transactions, and it only records cards being swiped at the point of sale – so excludes cash or digital payments (e.g. paying for accommodation in advance). So the trend is mostly what we observe now, rather than the total complete \$\$ value.
- **Total number of CHB businesses in our directory** and who are regularly communicated with: 591
- **Total Jobseeker referrals quarter November – January 2022** (covers our 2 week Christmas shutdown): **39** compared to 47 from July – September
- **Total number of apprentices involved in weekly workshops** from commencement: **34** with new apprentices attending each week.
- Check out our promo video: <https://youtu.be/g3nML2kraKo>
- Training Provider i.e. BCITO, MITO, Career Force, Competenz, The Skills Organisation
  - Colours refer to the numbers each workshop



Our **Youth transitions** coordinator has connected with 51 of the 88 students who indicated they were not returning to school in 2022.

15 - Going into further training

27 - Secured employment

9 - Unsure/looking for work

6 - currently require further assistance from Jobs in CHB.

37 - No reciprocal contact yet

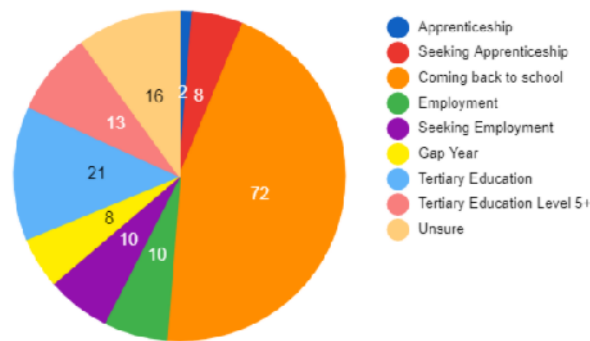
2022 will see our Youth Transitions Coordinator connect with year 11 & 12 students to complete our student pathway survey as well as connecting with home schooling and Te Kura learners to offer support there too.

### 🕒 Student Pathway ★

#### Student Pathway Survey

<b>160</b>
Total Referrals
<b>94</b>
Year 12 Referrals
<b>61</b>
Year 13 Referrals
<b>74</b>
Have a CV
<b>88</b>
Do not plan to return to school next year

#### Students Next Year





## Monitor the implementation of the Environmental and Sustainability Strategy.

In May 2019 Council adopted its first [Environmental and Sustainability Strategy](#), which sets the direction for how it will manage its impact on the environment for years to come.

The strategy is a key deliverable of [Project Thrive](#), to deliver on the communities' aspirations for Central Hawke's Bay - a proud and prosperous district made up of strong communities and connected people who respect and protect our environment and celebrate our beautiful part of New Zealand.

Developed alongside the community with the support of a community reference group and external expertise, the Environmental and Sustainability Strategy captures activities and initiatives that the Council can influence, coordinate or facilitate, and in some instances deliver.

The strategy has four priority areas:

- Managing our impact on waterways,
- increasing recycling and reducing waste to landfill,
- conserving water
- managing climate change.

To deliver on these priority areas, the strategy focuses delivery around four key themes. Each theme features an assessment of 'where we are now and where we are going', and includes a table of actions to help the council, and the community, bridge the gap. These four themes are:

1. Leading the way in environmental sustainability
2. Ensuring environmental vitality through our way of working
3. Connecting our people and place
4. Building a sustainable economy

## Priority Updates

In this reporting period, we provide the following updates:

### Embedding the Leachate to Land Scheme.

Continued progress has been made through the reporting period to bring the leachate to land scheme online. The scheme is fully operational but is being run at a limited capacity while the details of consent conditions are worked through, and the system ensures it can demonstrate compliance with the imposed conditions. Occasional truck loads of leachate are still being trucked to wastewater ponds to manage demand on the system while it is still not fully being used. There are no long term concerns about the operability or ability of the system to meet normal demand.

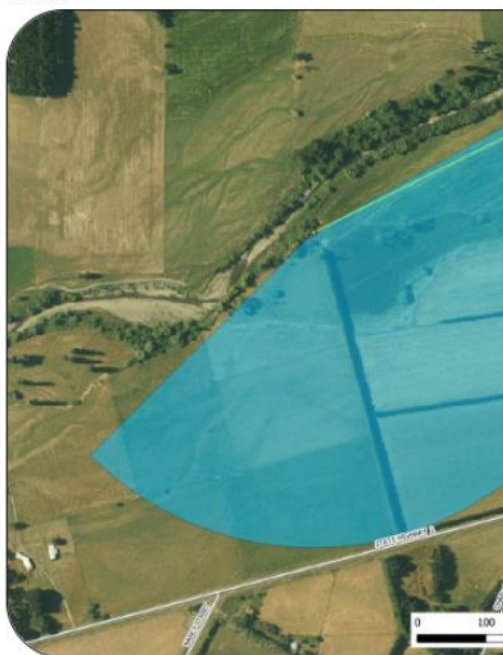


### Takapau Wastewater Consent.

On Thursday 7th October – our consent proposing the irrigation of wastewater to land was released for public consultation. This marks a significant milestone in the transformation of Takapau's current wastewater treatment and discharge scheme and a movement away from freshwater discharge.

Resource consent is being sought to irrigate land adjacent to the Takapau WWTP via a centre pivot irrigator. Treated wastewater will be applied in a way that allows nutrients to be

beneficially reused. A new 18,000 m<sup>3</sup> storage pond will be constructed to carry over water for later irrigation. Should the pond be filled, then the overflow can be discharged via an overland flow system to the river. Wastewater will continue to be treated at the WWTP but there will be the addition of UV treatment. The layout of the proposed system is shown in the photo below.



COVID limitations as possible. The work is to be carried out by professional and accredited assessors who have expertise in carbon accounting.

#### **Regional Water Conservation Campaign.**

Through the early and middle Summer months, Council shared collateral and participated regionally in water conservation campaign messaging. With excellent performance of our infrastructure to meet our communities needs for water, and with welcomed rain in February 2022, Council had water restrictions of the lightest level in place for a period of only 2 weeks. Our Regional neighbours remain on water shortages due to challenges with their own infrastructure.

#### **Carbon Footprint Assessment.**

Council has taken the first step in improving its carbon footprint by commissioning and assessment of its current footprint and a report to provide recommendations for areas to improve. The work is to be completed early in 2022 when the office is in a 'normal' operating period with as minimal physical disruption from



### **Review the current Community Wellbeing Strategy and then monitor the implementation of a revised Social Development Strategy**

Central Hawke's Bay District Council recognises that it plays a significant role in promoting the well-being of its community and, after consultation with a wide range of groups and organisations and in December 2017 adopted its first [Community Wellbeing Strategy](#).

The Strategy's vision is:

**"Central Hawke's Bay is the leading District for caring for the wellbeing of its people".**

The Strategy is served by [four action plans](#), that enable and support wider Community Wellbeing outcomes that Council seeks to achieve.

Central Hawke's Bay has changed significantly since 2017, and while fit for purpose in 2017 the strategy doesn't fully take into account the four well-beings reinstated under the Local Government Act 2002 in 2019. A key priority for Council is the review of the Community Wellbeing Strategy to ensure it remains fit for purpose and right sized for Central Hawke's Bay.

Council will prepare a Community Wellbeing Strategy to encompass the re-introduction of the four well-beings, and a Social Development Strategy, to specifically deliver on the social and community aspects of Community Wellbeing.

### **Priority Updates**

In this reporting period, we provide the following updates:

#### **Community Wellbeing Strategy**

In the workshop agenda of this Strategy and Wellbeing meeting is a specific session to share the detail of the development of both the Community Wellbeing Strategy and the Social Development Strategy with Councillors.

Consultation on the Social Development Strategy took place last November in a series of workshops with key community stakeholders across the District and Region who identified key priorities, themes and defined a thriving community would look like.



#### **Network of Networks**

All Networks have met and developed priority focus areas and workplans for 2022. Information collated from the Social Development workshop consultation has informed the networks planning and priorities.

#### **Older Persons Network (previously Positive Ageing)**

Continuing impacts of COVID-19 on the district's older residents continues to remain a priority for network agencies and organisations with social isolation of older people being of particular concern.

Organisations continue to focus on being flexible to enable them to respond to members needs in a safe way with many adapting their service to include more outreach initiatives.

Priority areas for the Older Persons Network for 2022 are:

- Social isolation
- Falls prevention
- Nutrition
- Creating independence
- Mental Health wellbeing
- Elder Abuse
- Reducing barriers

#### **Disability Network (previously Disability Reference Group)**

Member organisations also report challenges to programmes and events due to the current COVID-19 restrictions. Programmes and events are still occurring but at a reduced level

Full funding for the beach wheelchair has been secured and an order for a Hippocampe All Terrain Beach Wheelchair has been placed. The network is now working through the final details for the housing and hiring of this community resource in time for the official launch.

Priority areas for the Disability Network for 2022 are:

- Advocacy and sector support
- Raise awareness
- Diversity
- Access – physical, information, support and services

On Friday 18 February Central Hawke's Bay District Council, alongside ACC and NZ Police supported the Age Concern Mobility Scooter workshop which was attended by over 20 local residents. Age Concern and the CHB Scooter Mob are active in both the Older Persons and Disability Networks.



On Monday 21 February the Scooter Mob had a planned trip to Waipawa and back along the new cycle pathway. They expressed a desire to utilise their trip to pick up rubbish along the pathway and were supplied with rubbish bags to support their venture. Members plan on a return trip as there is still more work to do. The picture below is the result of this amazing and resourceful group of locals.



#### **Youth Development Network**

Priority planning is currently being developed for this network and feedback is being collated from a number of hui held with youth focused agencies

#### **Safer Central Hawke's Bay**

The network has faced challenges with community engagement during 2021 due to COVID-19 restrictions as traditionally most interactions and messaging was done face to face. A workshop was held to brainstorm ideas as to how we could meaningfully engage with the community during COVID-19 times and how we reach our target audience.

All four workstreams of Safer Central Hawke's Bay; Road Safety; Safer Warmer Homes; Violence Free CHB and community Resilience & Wellbeing have all met and developed priority focus are for 2022. These have been presented to the wider coalition at a meeting held on 16th February 2022.

#### **Central Hawke's Bay Food Secure Network**

The network has achieved a number of its priority actions as identified in the Food Security Action plan. Stakeholder relationships

across the food security network have been strengthened and the network is playing an integral part in supporting Central Hawke's Bay through the COVID-19 pandemic currently affecting us.

Development of a logo and central web page for the network are underway.

#### **Waka Tākaro – Central Hawke's Bay Play Trailer**

Since its launch date in October 2021 the Waka Tākaro has had 17 bookings from schools, public events, private bookings, the home schooling community, holiday programmes and day cares. It has had over 530 local tamariki and over 170 adults interact with it.



Our tamariki have used their creative minds to utilise every piece of equipment located within the trailer and amazing feedback has been received from all those who have used it. "our tamariki would like to thank you for lending the Tākaro Trailer for the day. I thought that this taonga would only be suited to our babies but this was not the case at all. All year groups within Otane School had loads of fun building, hitting, balancing, tipping and most importantly imagining with all the taonga you provided for us"

We have been fortunate enough to receive additional external funding from Waipukurau Rotary and this will go towards purchasing additional equipment for the trailer.

Blanche's role as the Play Activator is crucial when it comes to the promotion of not only the Play Trailer but "Play" within our community. She is also assisting with the planning of Children's Day and Parks Week activities which highlights the important work she completes can be incorporated into multiple activities to support getting our tamariki out and about within our community.



**Priority #6****Māori Engagement**

### **Develop and then monitor the implementation of a Māori/Iwi Engagement Strategy.**

The implementation of the Tūhono mai Tūhono atu Strategy is now in its second year. The Strategy is used as a framework for Council and Tangata Whenua to engage in aspirations for increasing Māori development, with a particular focus on recognising how culture connects and strengthens communities, instils a sense of pride, identity and improves individual and community health and wellbeing.

Engagement with Tangata whenua has increased by prioritising the following engagement strategies.

1. Utilising and developing the existing relationships made through Council and known networks
2. Utilising and developing the strong whakapapa connections and relationships that exist within the Tamatea District.
3. Nurturing a strong relationship with Te Taiwhenua o Tamatea
4. Building leadership capacity by assisting and leading in key kaupapa, key role development, and by supporting key people into becoming leaders of influence who will exemplify future aspiration and inspire others to follow them
5. Connect Council and iwi Governance so that joint Strategy and aspirations benefit the Community
6. Ensure that our most vulnerable communities have a voice and can be seen, and heard, and are followed up with so they become more connected to their community.

The Impacts of engagement for iwi have been challenging. Historical issues with the Crown still have impact in our rural communities. Most Marae in Tamatea have water, sewerage, and maintenance issues. Surrounding Māori

landowners often find themselves at a disadvantage and can struggle with landlocked issues, paper roads and alienation from town services and supply. Unfortunately, the capacity to deal with these issues is often left for a range of reasons but often it is due to a lack of resource. Generation after generation, some of these issues have become more complex, and unresolved. Tangata whenua can become tired, wary, and sceptical of those that say they can support.

There are four engagement priority areas identified in the Strategy.

Pou Tahi – Whiriwhiria - Council – Iwi Relationships

Pou Rua – Tikanga – Language, Culture and Place

Pou Toru – Oranga – People and Prosperity

Pou Whā- Rauemi – Infrastructure and Resources.

### **Priority Updates**

In this report we provide the following updates:

Late in 2020 the initial priority for engagement focused on clarifying the correct lines of communication for Tangata Whenua.

This is a current snapshot of Ngā Marae me nga Hāpu o Tamatea and a list of known entities with most recent Council/Marae Governance hui dates:

#### 2021 – 2022 - Post Settlement Government Entities and Mandated entities

- Heretaunga Tamatea Settlement Trust – 17 February 2022
- Te Taiwhenua o Tamatea – 2021 & to be scheduled for March/April Taiwhenua hui 2022
- Kairakau Lands Trust – 17 February 2022
- Aorangi Trust – 25 February 2022

- Whātuma Management Group – 28 Feb 2022
- Ngāti Kere Hāpu Authority – 17 February 2022
- Ngā Karanga Hāpu o Kairākau - Mon 28 Feb deferred to 8 of March 2022
- Ngā Hāpu o Ngāi te Oatua Trust – 17 February 2022

#### Tamatea Marae

- Rakautatahi - 16 Feb 2022
- Te Rongo a Tahu – 25 Feb 2022
- Rongomaraeroa – 16 Feb 2022
- Waipukurau Community - 15 Feb 2022
- Mataweka - 21 Feb 2022
- Tapairu – 8 March 2022
- Pourerere – 17 Feb 2022
- Te Whatu-i-apiti – 4 March 2022
- Pukehou - 25 Feb 2022

Councils Pou Whatuia will be working with Mayor Alex to continue to grow the relationships across the rohe. One of the key developments that has arisen is the need to co-ordinate a collaborative Coastal hāpu hui with Ngāti Kere Hāpu Authority, Ngā Karanga Hāpu O Kairākau and Ngā Hāpu o Ngāi Te Oatua Trust. Council is currently organising a time for this across the Hāpu groups.

#### **Adopt a Councillor Framework**

The adopt a Councillor concept was first discussed at a hui with Mataweka and Tapairu Marae in 2021.

In this initiative Councillors are invited along to regular Marae meetings to provide a Council lens into meeting discussions and to bring back to Council key areas that Marae and Council may want to work on.

Councillor Annand has been attending Tapairu Marae hui on behalf of Council. The adopt a councillor concept has also been discussed with Ngā Karanga Hāpu o Kairākau. Councillor Muggeridge has offered his support to this group.

Council has established relationships with all entities at both Governance and operational levels in the past two years. The focus for this period has been Marae, entity and Council Governance hui.

#### **Current Hui and Relationship Focus**

In 2022/2023 the ongoing relationships and partnerships under the umbrella of Te Tiriti o Waitangi and doing things "the Tamatea way" will be a focus for further engagement. Working toward formal partnership and a review of the Strategy will be the priority leading into 2023.

Photo below is from a recent Lake Whatuma Management Group meeting.



#### **Te Kauhihera o Tamatea Te Reo classes - EIT**

Te Reo Development within Council continues this year with another level 2 Te Reo class added. There were 15 staff who initially signed up for Te Reo level 2 from Council this year. A Level 3 class has also started, all up approximately 40 staff and some Community members have at some stage undertaken the Te Reo classes that have been delivered by EIT and supported by Council.

Tikanga classes will be added to the developing Te Reo program. It is the hope that this work will lay the foundation for a Te Reo Strategy for Community involving current tutors, their whanau, hāpu and Marae. Wananga or overnight stays are also an integral part of these courses this means that you build relationships with marae that are binding and genuine.

## Priority #7

# Community Planning



## Monitor the Development and implementation of Community Plans.

In the development of [Project Thrive](#) with the community in 2017, the need for a localised tool to capture the voice of the Districts rural local communities was clearly heard.

To deliver this voice, the community planning programme was initiated as part of the 2018 – 2028 Long Term Plan Programme. The Community Planning Programme supports communities to develop a shared vision for their village. It provides a mechanism for collaboration between communities, council and other agencies to implement improvements.

The programme's objectives are:

- To set clear strategic direction for villages, reflecting each community's unique characteristics.
- To provide a pathway for village community's vision and priorities to be reflected in council's and other agencies strategies and work plans.
- To grow village community spirit, attract and retain residents.
- To enable village residents to create the communities they want.
- To further develop constructive working relationships between councillors, village residents, businesses and council staff

The intention is to roll Community plans to the communities of Tikokino, Ongaonga, Takapau, Porangahau, Kairakau, Otane and Elsthorpe.



## Priority Updates

In this reporting period, we provide the following updates:

### Otane Community Plan

We are working to reconfirm a date for the Otane Community Plan planning day, within the contexts of Level 2 restrictions. In early January we had worked on an initial date for late February, however the challenges related to vaccination events and distancing make the ability to confidently hold these types of events challenging.

All going well this will be mid-2022. From experiences attempting to run things virtually, for the best success we are best waiting for restrictions to ease.

### Tikokino Community Plan

Community Planning for the Tikokino community is underway and following the community workshop held on the 18 July, a draft plan has been developed and has been distributed to the working group for feedback.

A follow up workshop occurred led by the Tikokino community on Saturday 26 February for the community to prioritise their actions and next steps can be planned from there. Over 40 attendees came through the two hour drop in, with many new faces being involved in the plan.



The team building the plan have received further granular feedback on the plan, with many comments uncomfortable with a number

of initiatives proposed – speed reductions, walking tracks and growth being the three key issues raised at the second workshop. The plan will now be working through the feedback with revised actions to seek further community on the specific issues raised, which will be undertaken by the community group leading the project.

#### Ongaonga Community Plan

The Ongaonga Community Plan was adopted by council on 24 September 2020. Several smaller focus groups have formed and are now working on action points and priorities from the plan.

We will seek to provide a fuller update in the future with Ongaonga Community.

#### Takapau Community Plan

The Takapau Community Plan was adopted by council on 24 September 2020. A number of smaller focus groups have formed and are now working on action points and priorities from the plan. Examples of this include the recent traffic and speed meeting held in Takapau, prompted by the plan.

TAKAPAU COMMUNITY PLAN		
PHASE	IMPLEMENT	
TIMELINE	AUG 2021 START DATE	AUG 2024 END DATE
PROGRESS	50%	
PLAN DEVELOPMENT		
IMPLEMENTATION		

TIKOKINO COMMUNITY PLAN		
PHASE	DESIGN	
TIMELINE	AUG 2021 START DATE	AUG 2024 END DATE
PROGRESS	30%	
PLAN DEVELOPMENT	Second workshop planned for end Feb	
IMPLEMENTATION		

### Community Planning Dashboard

ONGAONGA COMMUNITY PLAN		
PHASE	IMPLEMENT	
TIMELINE	AUG 2022 START DATE	AUG 2024 END DATE
PROGRESS	40%	
PLAN DEVELOPMENT		
IMPLEMENTATION		

OTANE COMMUNITY PLAN		
PHASE	PLAN	
TIMELINE	NOV 2021 START DATE	AUG 2024 END DATE
PROGRESS	10%	
PLAN DEVELOPMENT	Delayed due to COVID Red restrictions	
IMPLEMENTATION		

### 6.3 DEMOGRAPHIC AND ECONOMIC GROWTH MONITORING AND PROJECTIONS: 2022 UPDATE

**File Number:** COU1-1411

**Author:** Dylan Muggeridge, Strategic Planning & Development Manager

**Authoriser:** Doug Tate, Group Manager Customer and Community Partnerships

**Attachments:**

1. Central Hawke's Bay District Demographic and Economic Growth Projections: 2022 Update [↓](#)
2. Growth at a Glance: 2022 Update Summary Document [↓](#)

#### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

#### PURPOSE

The purpose of this report is to present key findings from a report by Squillions Ltd which monitors progress against demographic and economic projections that were used as a basis for the 2021 Long Term Plan.

A new 'high population growth' projections scenario to 2050 has also been prepared to ensure infrastructure design and modelling continues to be based on the most up-to-date available information.

#### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

#### BACKGROUND

On 30 July 2020 Council accepted officers' recommendation to base the relevant components of the 2021–2031 Long Term Plan on the high growth scenario outlined in the *Central Hawke's Bay District Demographic and Economic Growth Projections 2021–2051* report, prepared by economist Nigel Pinkerton, Director of Squillions Ltd. This report constituted one of the key building blocks for the 2021 LTP, by providing key growth assumptions for long-term planning.

Following Council's adoption of the report and of the high growth scenario, a small budget was subsequently included in the 2021 LTP to ensure that regular monitoring of growth assumptions and progress against the high growth scenario produced in 2020 occurred in between Long Term Plan cycles.

Nigel Pinkerton was again engaged to produce a report that would track progress against the high growth scenario and monitor key demographic and economic indicators for the district since the last report was published. The report contained in attachment 1, *Central Hawke's Bay District Demographic and Economic Growth Projections: 2022 Update* achieves this purpose. A 4-page summary of the key findings from the report is also provided in attachment 2.

As part of this report Squillions Ltd was also asked to produce a new high growth scenario, in particular to ensure that design of, and modelling for, key infrastructure (in particular 3 waters infrastructure in urban areas) continues to be based on the most up-to-date information available to ensure that it is fit for purpose to cater for the projected growth in the district.

Squillions Ltd was not asked to provide a full new set of low, medium and high growth scenarios as part of this work. We expect that a full set of new demographic and economic projections will be produced in the lead-up to the 2024 LTP, during the 2022/2023 financial year.

## DISCUSSION

Squillions Ltd was commissioned to produce a report to serve as an update from the 2020 report, covering:

- How indicators are tracking relative to the high growth scenario adopted from the 2020 report
- Updating the relevant indicators covered in the 2020 report, where available
- Higher-frequency data series, namely business and employment indicators, to help plug the information gaps between census years
- Local industry and employment trends covered in the 2020 report with reference to their relationship to population growth.
- The current state of the housing market, local migration, and other demand-side factors
- Longer-term trends, such as climate change and the likelihood of more frequent droughts like the ones the district has experienced in recent years, and the possible impacts from such trends and events.
- The ongoing impact of the COVID-19 pandemic on the district, including visitor spend
- Information on the proportion/extent of the commuting population, commuting to and from Central Hawke's Bay

While not asked to produce a new full set of population growth projections, Squillions was asked to produce a new high population growth scenario for key infrastructure (in particular 3 waters in infrastructure in urban areas) modelling, design and planning purposes.

### Key findings

The following section provides a summary of the key findings from the report prepared by Squillions. The full report is contained in Attachment 1, and a 4-page summary is contained in attachment 2.

Despite challenges related to Covid-19, supply chain shocks, and labour market challenges, the district continues to grow - population-wise and economically.

### *Snapshot on population growth*

The high scenario produced by Squillions in mid-2020 has been revised to better reflect the most optimistic set of assumptions, based on what we have learned over the last 18 months. While significant near-term uncertainty remains, the high scenario is looking more like a central scenario at present – where risks are balanced to the upside and the downside. The population of the district was 0.5% above the previous projected high scenario, as per table 1 below.

1.

2. *Table 1: comparison of population projections*

Year	July 2020 projections			Revised
	Low	Medium	High	High
2021	15,100	15,240	15,520	15,600
2031	15,400	17,140	18,770	20,120
2041	14,800	18,330	21,320	25,280
2051	13,430	19,430	23,980	32,300

Other key demographic growth findings:

- Since 2013 the district has grown by an average of **2.1%** per year.
- The district added **950 people** over the last four years, gaining **210 people** alone in 2021 from an estimated 1,500 migrants.
- The number of young working-age residents jumped 8% over the last two years (15–39 year-olds)
- If the district was to grow by 2.5% per year the population would double by 2051 (+16,000 people). Central Hawke's Bay District has not reached this level of growth to date, and 2.5%pa over this time horizon would be exceptional. But it is not completely without precedent. For the twenty-five years to 2021, four New Zealand districts and Tauranga city experienced average growth rates of more than 2% per annum.

Central Hawke's Bay's population growth since 2018, and in 2020-21 alone, exceeds that of a many of our neighbouring districts and of New Zealand as a whole. Central Hawke's Bay is benefiting from people choosing to locate themselves outside the main cities.

Extended international uncertainty has made remaining in, or moving to, the district more attractive for some workers and their families. Fewer New Zealanders are also heading overseas due to extended restrictions and uncertainty has also shored-up the population of the regions, with Central Hawke's Bay seemingly being a prime example of this behaviour.

*Snapshot on the economy*

Squillions' report shows that the district has demonstrated economic resilience in the face of Covid-19.

Some key findings:

- The total number of businesses in Central Hawke's Bay grew by 0.3% in the year to February 2021
- The total number employed by those businesses increased 1.6%
- The number of businesses closing was up 20% in the year to February 2021. But Entrepreneurial activity remained steady, suggesting those resources are being redeployed in the economy.
- There will be more business closures to come, but signs of resilience are encouraging

*Commuting population*

The report also provides valuable information regarding the commuting population of Central Hawke's Bay. In 2020, 61% of wage and salary earners worked for employers located outside Central Hawke's Bay District. This share has increased steadily from less than 40% prior to 2006, with the advent of work-from-home and flexible employment arrangements. Central Hawke's Bay District is an attractive district for commuters, and they are coming in increasing numbers. Remote work and long-distance commuting allow people to live outside the main centres and access diverse employment opportunities

Employers in Central Hawke's Bay District employ more than 2,700 non-resident workers – about half the total number on the payroll, noting that residents employed outside the district earn more – 3.5% more on average.

Implications of the Report

There are no direct financial implications or immediate actions arising from this new report for Council to action or consider in the context of its Long Term Plan 2021 – 2031 at this time.

The report does however provide useful information for a range of Council's work programmes, and valuable information for businesses and community organisations alike.

*Planning and consenting*

From a planning and consenting perspective, it is useful information to know that the district is currently tracking above the high growth scenario produced in 2020. One of the key findings from the update report however is that while there is a continued increase in population in district, there is also a big jump in the number of lots being approved for subdivisions over the last two years indicates, with more to come in the pipeline. This indicates that land availability is not going to be a constraint on population growth going forward. There are however some risks and factors that we will need to keep monitoring and where possible, managing. Supply of land for example is only one side of the equation. There still needs to be builders and resources available to develop these sections and demand to live on them. Capacity in the building sector will remain an issue in the near-term, while finance costs are expected to rise over the next few years as the Reserve Bank continues to raise interest rates.

Based on the information contained in this report, officers are confident that the various programmes that are currently in place to cater for growth (e.g., Integrated Spatial Plan implementation, Long Term Plan, review of the District Plan) are adequate and on the right track. A new set of projections and assumptions (high, medium and low growth scenarios) will be conducted next financial year to inform asset management plans in the lead-up to the 2024 Long Term Plan.

There are currently no implications from this report on Council's Development Contribution policy – this will need to be reviewed concurrently with the development of the next LTP.

*Infrastructure design and modelling*

The growth projections form an important component of the basis of design of our infrastructure projects in the urban area. Council is in the midst of its largest capital programme and development in the district, each new development in the urban area puts pressure on our infrastructure. We use the growth projections to forecast the size and volume of water or wastewater that needs to be treated, stored or conveyed.

Our existing resource consents, have limitations for water able to be taken or wastewater allowed to be discharged. The projections support the planning for when these consents need to be reviewed.

The projections are being actively used to plan the increase in the Waipawa water take, the future of the sizing of the reservoir replacement programme across Waipukurau and Waipawa, the sizing of the pipelines, the pump stations and treatment plants across our wastewater programmes. The movement in these numbers continue to pose risk to our basis of design, and means council needs to ensure adequate contingency is added into our design to account for the increase in growth.

*Economic development, tourism and other providers*

The report continues to tell a positive and optimistic story of the growth and development in Central Hawke's Bay. To date, the draft data has been used to support three separate economic development stories that speak to the growth and general positivity the District is experiencing.

Both the full document and the short version will be shared amongst our business networks and when the opportunities arises, used with our key partners such as the business community. The documents in draft have already been shared with partners such as the Ministry of Education to assist them in their planning.

Attachments

Please note the 2 attachments to this report:

- **Attachment 1** is the full report and analysis from Squillions Ltd. It is anticipated that the target audience for this report will be businesses, organisations, developers and interested members of the public as it contains more detailed information and analysis than that contained in attachment 2.
- **Attachment 2** is a succinct 4-page summary which presents the key findings from the report. It is anticipated that this document can be sent to and used by community and organisations to get a snapshot of the growth the district is currently experience – if readers want further information, then they are able to access and read the full report.

### IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

### NEXT STEPS

A press release to make public the publication of the update report and summary document has been prepared.

Officers are also considering what broader events could be organised to maximise the reach of this new report to interested parties, including the accessible document

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL

# Central Hawke's Bay District

DEMOGRAPHIC AND ECONOMIC  
GROWTH PROJECTIONS - UPDATE

2022



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**Background**

Author: Nigel Pinkerton

Prepared for: Central Hawke's Bay District Council, February 2022

**DISCLAIMER**

This report is produced at the request of, and for the purposes of the client only. While every effort is made by Squillions to ensure that the information, opinions, and projections delivered in this report are accurate and reliable, Squillions shall not be liable for any adverse consequences of the client's decisions made based on this report. Squillions shall not be held to have given any warranty as to whether this report will assist in the performance of the client's functions. Any reliance will be at your own risk.



## Executive summary

This report updates the Central Hawke's Bay District Demographic and Economic Projections 2020 - 2051 report from June 2020<sup>1</sup>. It is designed to give an overview of the enablers and barriers to economic progress in Central Hawke's Bay District, providing a baseline for planning for population growth. The analysis covers historic trends, with a focus on what has changed over the last 18 months, and future growth prospects for the district and selected areas within.

Central Hawke's Bay District is showing signs of resilience in the face of Covid-19. Migration into the district has been supported by several factors:

- The net outflow from Auckland to the rest of New Zealand was up 20% in 2021 from the previous two years.
- The Central Hawke's Bay economy is in historically good shape, despite ongoing challenges related to Covid-19, wider supply chain issues, two dry summers, and capacity constraints.
- Commuting is enabling migration into Central Hawke's Bay, evidenced by the increasing proportion of residents drawing income from outside the district (61% in 2020). Commuters bring income into Central Hawke's Bay and create secondary opportunities. Commuting trends point to the continued appeal of Central Hawke's Bay District as a place to live, work, and start a family.
- Investment is also creating local job opportunities. The total number of businesses in the district increased slightly in the year to February 2021 on the back of an increase in both business closures and new businesses starting. The total number of people employed by those businesses was up 1.6%. New businesses have the potential to be more innovative, boosting productivity and therefore incomes.

Additionally, domestic tourism has held up well in the district, based on the 1% rise in total card spending attributed to tourists in Central Hawke's Bay over the last year. New Zealand residents unable to travel abroad appear to have been spending some of that money locally instead.

The population of Central Hawke's Bay District was up 3% in the year to June 2020. However, growth slipped to 1.6% to June 2021 on the back of first-round effects of Covid-19 and a constrained building sector.

While significant near-term uncertainty remains, the high scenario from mid-2020 is looking more like a central scenario at present – where risks are balanced to the upside and the downside. The population of the district was 0.5% above the previous high scenario in June 2021.

Table 1: Revised high scenario and previously published projections

Year	July 2020 projections			Revised
	Low	Medium	High	High
2021	15,100	15,240	15,520	15,600
2031	15,400	17,140	18,770	20,120
2041	14,800	18,330	21,320	25,280
2051	13,430	19,430	23,980	32,300

<sup>1</sup> [Squillions-Demographic-Growth-Projections-CHBDC-2020-2048.pdf](#)

**Demographic and Economic Growth Assumptions 2022 update | Squillions Ltd**

2

A big jump in the number of lots being approved from subdivisions over the last two years indicates that land availability is not going to be a constraint on population growth going forward.

Supply of land however is only one side of the equation. There still needs to be builders and resources available to develop these sections and demand to live on them (demand factors being the focus of this report). Capacity in the building sector will remain an issue in the near-term, while finance costs are expected to rise over the next few years as the Reserve Bank continues to raise interest rates.

In our revised high growth scenario, annual population growth peaks at 3.1% in the year to 2026 as more young workers choose to stay in, or move to, the district and raise their families. Central Hawke's Bay District gains 4,500 people by 2031 under this scenario.

The previous high growth scenario had an average growth rate of 1.5%pa over the next thirty years, and a total change of 9,100 people (with nearly 24,000 people living in the district by 2051). If the district's population grows by 2.5%pa over this period as assumed under the revised high scenario, Central Hawke's Bay could more than double its population to 32,000+ by 2051.

Projections should not be taken as predictions. Central Hawke's Bay District has not reached this level of growth to date, and we identify several downside risks in this report. A growth rate of 2.5%pa over this time horizon would be exceptional. But it is not completely without precedent. For the 25 years to 2021, four New Zealand districts and Tauranga city experienced average growth rates of more than 2%pa – with Queenstown-Lakes and Selwyn district posting growth rates of 4.8% and 4.3%pa respectively (albeit with different underlying drivers of growth).

Central Hawke's Bay has proved itself an attractive place to live, with the population growing faster than that of New Zealand and surrounding regions over the last few years. The factors driving growth in New Zealand's regions are changing and the district has a lot to offer to an increasingly connected and mobile world, where workers are less tied to the physical location of their employer or business networks.

## New Zealand economic roundup

### Key insights

- Headline GDP growth was 17%pa in the June 2021 quarter, an impressive result even off a weak base, but slipped 3.7% in the September quarter.
- The COVID-19 Delta Variant and resulting local lockdowns or restrictions (previous and future) will continue to constrain activity over the near-term.
- Upward pressure on prices has been widespread across industries as supply chains struggle to keep up with demand.
- Difficulty sourcing goods, new equipment, and parts for existing plant and machinery is becoming a handbrake on activity.
- Supply of labour has been an issue in some sectors, especially where short-term gaps were previously plugged with migrant labour.
- Businesses remain confident about a recovery with pent-up demand expected to see spending and investment bounce back as we learn to live with Covid.

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- Rising interest rates, Covid restrictions, ongoing disruptions to international markets, and supply chain pressures will continue to constrain growth over the coming year.

## “Unprecedented” times and the “new normal”

Buzzwords abound as the New Zealand economy finds itself in relatively good shape at this stage of the pandemic. The government has stuck to the Keynesian economic playbook, using its balance sheet to absorb a large chunk of the impact of Covid through subsidies and other spending.

Net core Crown debt was 30% of GDP in June 2021, which compares favourably with Australia and other trading partners. However, concerns about “money printing” – asset purchases funded directly by the Reserve Bank – have surfaced. The Reserve Bank’s own advisors warned in early 2020 that “unconventional monetary policy” measures risked fuelling asset price inflation and worsening inequality. As the economy heats up next year, the Reserve Bank is expected to raise interest rates further to catch up.

Strong headline GDP growth suggests the economy bounced back well from the first period of restrictions in early to mid-2020. However, supply chain shortages have started to bite across several sectors as stocks run low around the world. A surge in shipping costs and disruptions at ports has presented challenges to exporters and seen prices for imported goods rise.

The Consumer Price Index (CPI) is increasing at its fastest rate since the late 1980s (excluding the effect of a GST hike in 2011), with CPI inflation reaching 5.9%pa in the year to December 2021. The size of the jump inflation during 2021 caught some onlookers by surprise. Inflation expectations jumped almost 1.5% between September and December (to 4.4%), according to the ANZ Business Outlook survey.

Despite these challenges, and uncertainty around Covid, business confidence remains somewhat resilient. While confidence slid firmly into the negative in the ANZ survey, a net 12% of firms surveyed still expect to increase their own activity in the coming months.

In the short-term, the Government will continue to pull the leavers on Covid restrictions as the current Delta outbreak runs its course. The prospect of a “long tail” to the pandemic will weigh heavily on confidence. But pent-up demand from months of restrictions will see household spending playing catch up as restrictions begin to ease.

Houses have become expensive by any measure, with the national median house price reaching a nominal \$905,000 in December, according to REINZ data. Over the next few years, as interest rates rise and the supply of housing increases, there is a risk a house price correction would dampen confidence, spending, and investment.

## How has the population of Central Hawke's Bay District changed?

The total population of Central Hawke's Bay District was up 1.6% in June 2021 compared to the previous year. The biggest increases over the last year were in the over 65 and 15-39 age brackets (more on that soon).



## Demographic and Economic Growth Assumptions 2022 update | Squillions Ltd

Figure 1: Population of Central Hawke's Bay District by age group

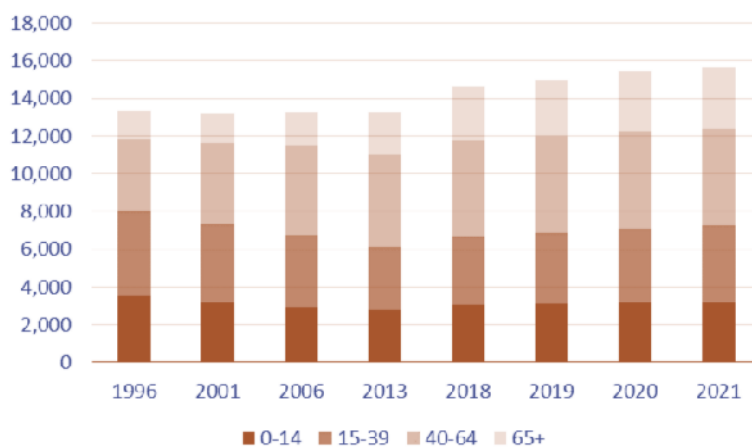
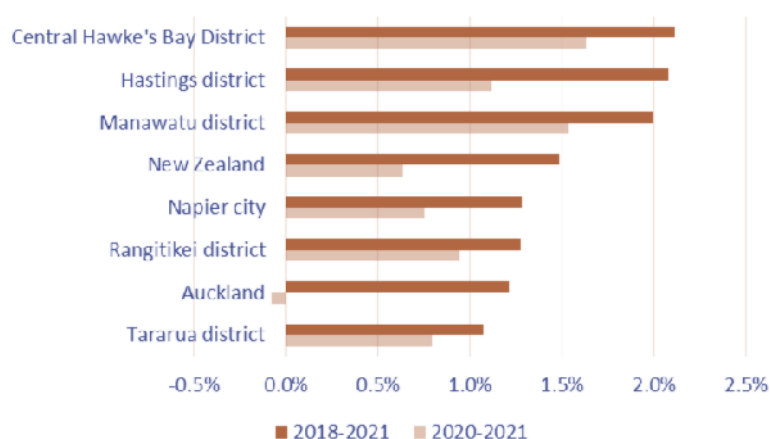


Table 2: Estimated resident population for Central Hawke's Bay District (Statistics NZ areas)

Area	Estimated population				Annual change		
	2018	2019	2020	2021	2019	2020	2021
Central Hawke's Bay District	14,650	14,900	15,350	15,600	1.7%	3.0%	1.6%
Waipawa	2,160	2,190	2,290	2,360	1.4%	4.6%	3.1%
Waipukurau	4,530	4,580	4,660	4,660	1.1%	1.7%	0.0%
Mangaonuku	990	1,030	1,070	1,090	4.0%	3.9%	1.9%
Mangarara	2,490	2,540	2,650	2,710	2.0%	4.3%	2.3%
Taurekaitai	1,960	2,010	2,050	2,070	2.6%	2.0%	1.0%
Makaretu	2,540	2,580	2,640	2,720	1.6%	2.3%	3.0%

Figure 2 shows that Central Hawke's Bay District has been growing relatively rapidly since 2018, exceeding New Zealand's population growth rate by a significant margin.

Figure 2: Annual population growth comparison



### Are young people staying by choice?

Between 1996 and 2013 the total population of Central Hawke's Bay District was static, and the number of residents aged 15-39 dropped by an average of 1.8% every year.

After 2013 total population growth picked up, and the 15-39 year age group had a proportionally bigger turnaround on the back of improving economic prospects, commuting opportunities, and relatively affordable housing.

Still, the conspicuous outlier in Table 3 is the 5.3% increase in the 15-39 age group for the year to June 2020 – a jump of 200 people.

Table 3: Annual growth by age group, Central Hawke's Bay District (1996-2021)

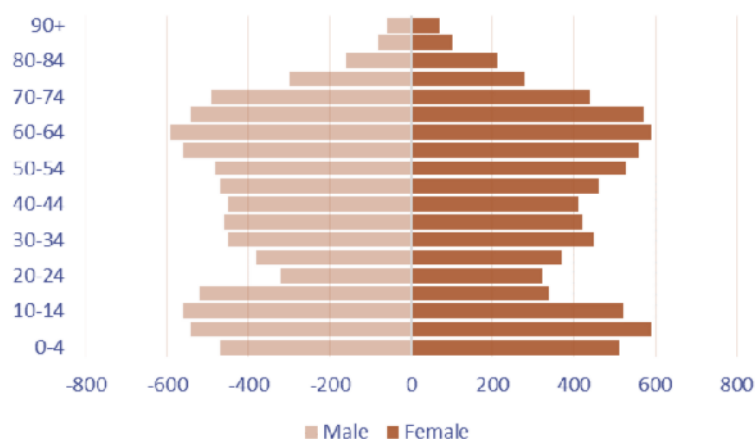
To June	0-14 Years	15-39 Years	40-64 Years	65 Years +	Total
2001	-1.8%	-2.1%	2.5%	1.3%	-0.2%
2006	-1.6%	-1.5%	2.0%	1.8%	0.1%
2013	-1.0%	-1.8%	0.4%	3.7%	0.0%
2018	2.1%	1.7%	0.8%	4.8%	2.0%
2019	1.6%	2.7%	0.0%	5.3%	1.7%
2020	1.6%	5.3%	1.0%	5.0%	3.0%
2021	1.6%	2.5%	-1.0%	4.8%	1.6%

*Growth rates prior to 2019 are annual average from previous listed year*

Young workers who desire to leave the district for “greener pastures” elsewhere in New Zealand or overseas have faced significant barriers over the last two years thanks to Covid-19. As restrictions ease, some young people will once again look for adventure and opportunities elsewhere.

However, the overall trend suggests Central Hawke's Bay District is seen as a desirable place to work and raise a family. Younger working migrants are increasingly bringing their own opportunities (see *Commuting a boon for Central Hawke's Bay District*, page 13). Migration is shoring-up the younger age brackets in the face of lower birth rates and an ageing population.

Figure 3: Population by five-year age group, Central Hawke's Bay District



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Figure 3 shows that there are many people in Central Hawke's Bay who will be reaching the traditional retirement age over the next few years.

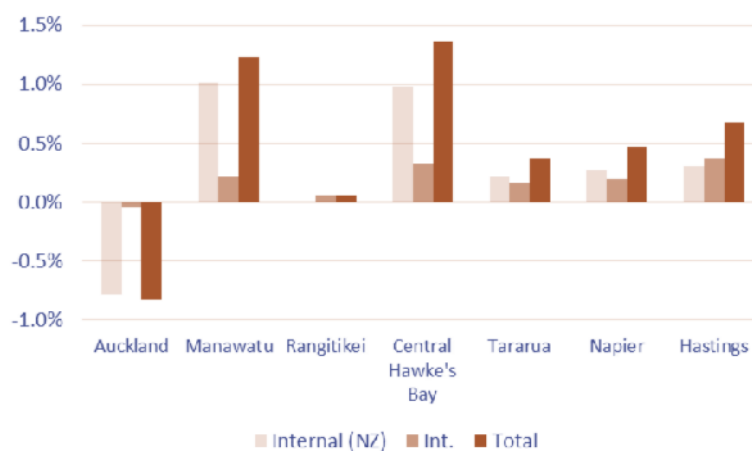
## What has happened to migration under Covid restrictions?

Central Hawke's Bay District stands in contrast to Auckland, where a drop in international migrants and a large net outflow to the rest of New Zealand led to a slight fall in the total population.

Table 4: Components of population change, June 2021

Area	Natural increase	Net migration (within NZ)	Net migration (international)	Net migration (total)	Population
Central Hawke's Bay District	50	150	50	210	15,600
New Zealand	27,700	0	4,700	4,700	5,122,600
Auckland	12,900	(13,500)	(670)	(14,200)	1,715,600
Hastings district	420	270	330	600	90,100
Manawatu district	120	330	70	400	33,000
Napier city	170	180	130	310	66,700
Rangitikei district	100	0	10	10	16,050
Tararua district	90	40	30	70	19,050

Figure 4: Net migration as a percentage of population\*, year to June 2021



\*Net migration during the year, expressed as a % of population at the start of the year

New Zealanders relocating out of Auckland is nothing new, but the net outflow from Auckland was up 20% in 2021 from the previous two years. Unlike in previous years, there was not a large net gain in international migrants to offset the exodus out of Auckland.

The other regions listed in Table 4 all gained from international migration in 2021. Some New Zealand residents who have been living overseas are relocating home and spreading out around the country.

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Meanwhile, some migrants living in Auckland (where international migrants disproportionately settle) may be returning to their home countries also.

**How much “churn” is behind the net migration?**

Net migration tells us the net gain or loss for an area, but not how many people have arrived or left during the year. A small net gain for a region could mask a large outflow, made up by a larger inflow of people.

There were an estimated 45,300 permanent and long-term arrivals into New Zealand during the year to June 2021. This was down 73% from the previous year, with outward migration down 46% over the same period.

The breakdown of international and internal (within NZ) migration<sup>2</sup> for Central Hawke's Bay District is shown in Table 5. Total inward migration was down 12% in 2021, back to 2019 levels.

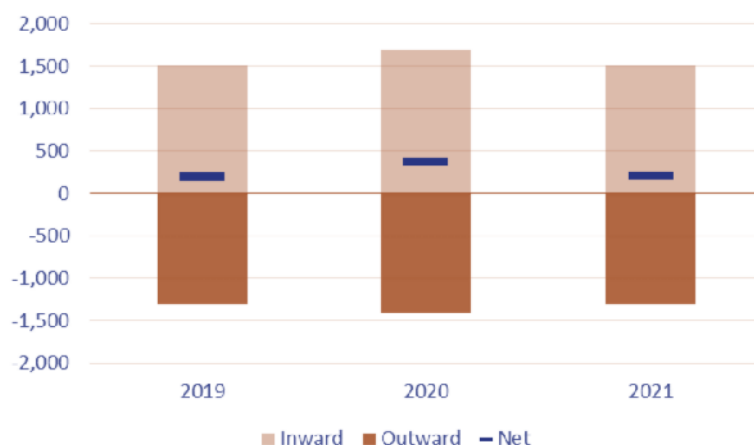
The number of people moving to the district from overseas fell 72%, but this fall was offset by lower international departures.

Reassuringly, migration from other areas of New Zealand into Central Hawke's Bay District remained steady.

Table 5: Components of net migration, Central Hawke's Bay District

Year to June	Internal (NZ)			International			Total migration		
	In	Out	Net	In	Out	Net	In	Out	Net
2019	1,300	1,200	100	180	90	80	1,500	1,300	190
2020	1,400	1,200	170	320	120	210	1,700	1,400	370
2021	1,400	1,300	150	90	30	50	1,500	1,300	210

Figure 5: Components of total migration, Central Hawke's Bay District



<sup>2</sup> Included in internal migration are migrants who may have arrived from overseas in previous years and first lived in another area of New Zealand.

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Central Hawke's Bay District is middle of the pack for the areas listed in Table 6, ranked on churn relative to population size.

An estimated 2,800 people moved into or out of the district during the year to June 2021, nearly one fifth the number of people who were living in the district at the start of the year. For Auckland, this ratio was almost a quarter.

Table 6: Migration churn rate, year to June 2021

Area	Churn <sup>1</sup>		
	Internal (NZ)	International	Total
Auckland	22%	2.3%	25%
Manawatu district	20%	0.6%	20%
Rangitikei district	19%	0.8%	19%
Central Hawke's Bay district	18%	0.8%	18%
Tararua district	17%	0.8%	17%
Napier city	14%	1.3%	15%
Hastings district	13%	1.2%	14%

<sup>1</sup>: Inward + outward migration expressed as percentage of population at start of year

### How will migration shape the future of Central Hawke's Bay District?

While some international migrants settle in Central Hawke's Bay, the population of the district is heavily influenced by regional migration trends.

There will be significant pent-up demand for people moving into New Zealand and out of New Zealand's cities in the near-term. While there will also be pent-up demand in the other direction (people waiting to move overseas or out of the district), the net result will be a gain to the district if current trends continue.

Migration will continue to influence the demographic makeup of Central Hawke's Bay and slow the ageing trend. See page 19 for more on the outlook for Central Hawke's Bay District.

## What is the shape of the Central Hawke's Bay economy?

### Key insights

- Entrepreneurial activity remained steady during the first year of Covid disruptions, with a provisional estimate of 183 new businesses started during the year to February 2021.
- New businesses represented 8% of the business stock in Central Hawke's Bay District, compared to 11% nationally.
- Total business units increased just 0.3% during these challenging times, with business closures estimated to be up 20% from the previous year.
- High property prices and strong demand has led to several new businesses starting in construction.
- Capacity constraints and supply issues continue to constrain building activity.
- Domestic tourism spending remains healthy overall despite Covid-19



## Which industries gained and lost the most businesses since Covid 19?

The total number of businesses in Central Hawke's Bay grew by 0.3% in the year to February 2021, to 2,262 business units. Growth in the number of businesses has slowed since the year to February 2020, prior to the first lockdown, when the total number of businesses increased 1.1%.

Table 7: Business units by industry in Central Hawke's Bay District, as at February 2021

Industry	Business units	Annual change
Agriculture, Forestry and Fishing	819	1.5%
Rental, Hiring and Real Estate Services	516	-3.4%
Construction	165	7.8%
Financial and Insurance Services	138	-2.1%
Retail Trade	93	0.0%
Professional, Scientific and Technical Services	69	-4.2%
Other Services	66	4.8%
Manufacturing	63	0.0%
Accommodation and Food Services	54	12.5%
All others	279	-1.1%
Total	2,262	0.3%

## How did entrepreneurship hold up under Covid-19?

Entrepreneurial activity remained steady during the first year of Covid disruptions, with a provisional estimate of 183 new businesses started during the year to February 2021 – an average of one every two days. New businesses represented 8% of the business stock in Central Hawke's Bay District, which was lower than in New Zealand as a whole (11%).

Table 8: Business births and deaths over the year to February 2021

Industry	Births	Deaths
Rental, Hiring and Real Estate Services	36	60
Agriculture, Forestry and Fishing	51	42
Construction	24	18
Financial and Insurance Services	12	9
Accommodation and Food Services	9	9
Professional, Scientific and Technical Services	6	12
Other Services	9	6
Manufacturing	6	6
Health Care and Social Assistance	9	3
Retail Trade	6	6
Transport, Postal and Warehousing	6	6
All others	9	15
Total	183	192

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The births and deaths in Table 8 are provisional estimates from administrative data sources. Due to estimation methods and timing issues (of when a closure is recorded), births and deaths will not add exactly to total business unit change over a given period.

When looking at the industry level, it's important to note that businesses can move between industries or be reclassified if acquired or merged. These events affect the counts in Table 8, but are not counted as births or deaths within an industry.

Closures tended to be higher in industries that also had high numbers of new businesses starting over the last year. This pattern is encouraging because challenging economic times can lead to marginal businesses shutting and a reorganisation of labour and capital within an economy. New businesses have the potential to be more innovative, boosting productivity and therefore incomes.

Previous recessions have seen a lag between the toughest times and business closures. This can be due to administrative factors of when a business closure is picked up, but also because some businesses hold on through hard times but can't quite claw back even when the economy is on the up.

Therefore, there will be more business closures to come. But high rates of new businesses opening will put the Central Hawke's Bay economy in a good position to take advantage of opportunities that emerge. The industry makeup of Central Hawke's Bay District will continue to evolve as businesses adjust to the "new normal".

## How has employment by industry changed?

The changing industry composition in Central Hawke's Bay District is less pronounced when looking at the total number of employees across all businesses in an industry.

Table 9 shows that in February 2021 the number of employees in the two biggest industries (Agriculture, Forestry and Fishing, and Manufacturing) remained unchanged from the previous year.

Employment in construction was up 8.3% from the previous year, representing an additional 40 jobs. Sixty jobs were added in education and training, while Accommodation and Food Services added thirty jobs (during a period that included tight restrictions).

The biggest drop in total jobs was in Transport, Postal and Warehousing (shedding 40 workers). It's important to note that these jobs didn't necessarily go away as employers can move between industries (as previously noted). Business closures have contributed to job losses in some industries though (see Table 8).

Some growth industries tended to have high rates of churn, with both births and deaths. The notable exception was Agriculture with high churn yet static employment, reflecting the traditionally steady demand for labour in this industry when compared on a year-to-year basis (removing seasonal effects).

Table 9: Employee count by industry in Central Hawke's Bay District, February 2021

Industry	Employee count		Annual change
	2021	2020	
Agriculture, Forestry and Fishing	1,950	1,950	0.0%
Manufacturing	1,400	1,400	0.0%
Construction	520	480	8.3%
Education and Training	450	390	15.4%
Retail Trade	430	440	-2.3%
Health Care and Social Assistance	310	300	3.3%
Accommodation and Food Services	180	150	20.0%
Professional, Scientific and Technical Services	170	170	0.0%
Other Services	150	140	7.1%
Public Administration and Safety	140	150	-6.7%
Transport, Postal and Warehousing	130	170	-23.5%
Wholesale Trade	100	100	0.0%
Financial and Insurance Services	65	65	0.0%
Electricity, Gas, Water and Waste Services	65	50	30.0%
Administrative and Support Services	65	75	-13.3%
Rental, Hiring and Real Estate Services	45	25	80.0%
Arts and Recreation Services	40	50	-20.0%
Mining	35	35	0.0%
Information Media and Telecommunications	21	20	5.0%
<b>Total</b>	<b>6,300</b>	<b>6,200</b>	<b>1.6%</b>

Source: Business demography statistics (BDS), Statistics NZ

## Where is building activity currently concentrated?

The number of consents being issued for new residential dwellings in Central Hawke's Bay District has remained historically elevated but hasn't picked up yet to match the large number of residential sections in the pipeline (see page 20). Waipawa picked up 15% of total consents for the district for the year to November 2021, while Waipukurau had almost 30% of the total.

Table 10: Building consents by SA2 area in Central Hawke's Bay District, year ended November

	Notes	Consents issued			Annual change		Share (2021)
		2019	2020	2021	2020	2021	
Waipawa		14	20	16	6	-4	15%
Waipukurau East		9	15	12	6	-3	11%
Waipukurau West		8	11	19	3	8	18%
Mangaonuku	Rural Northwest	2	3	1	1	-2	1%
Mangarara	Rural Northeast (inc. Otane)	23	43	33	20	-10	31%
Taurekaitai	Rural Southeast (inc. Porangahau)	9	11	17	2	6	16%
Makaretu	Rural Southwest (inc. Takapau)	6	9	10	3	1	9%
<b>Central Hawke's Bay</b>		<b>71</b>	<b>112</b>	<b>108</b>	<b>41</b>	<b>-4</b>	<b>100%</b>

Source: Statistics NZ

## What has happened to tourism?

The Ministry of Business, Innovation, and Employment (MBIE) discontinued its Monthly Regional Tourism Estimates due to issues from COVID-19.

The Tourism Electronic Card Transactions series (an alternative measure) estimates electronic card transactions attributable to tourism. This series does not attempt to estimate total visitor spend but can still give insights into what has happened to tourism since Covid hit.

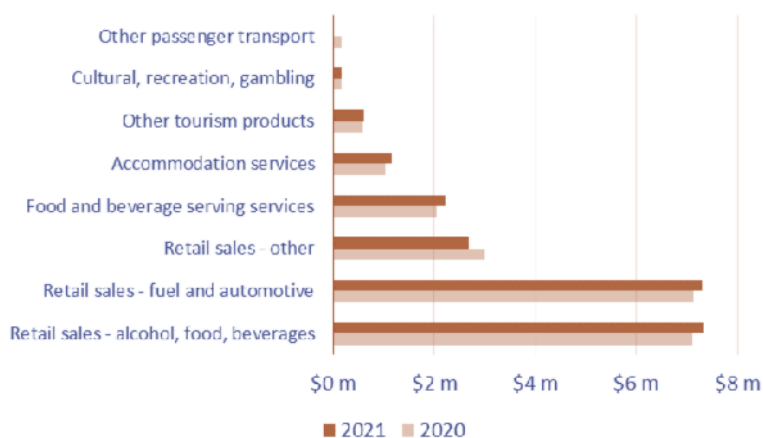
Table 11: Electronic card spending attributed to tourism, year to August (\$m)

Year to Sep.	New Zealand		Central Hawke's Bay	
	Total	International	Total	International
2018	5,487	1,136	9.3	0.3
2019	12,792	3,265	21.2	1.0
2020	11,317	2,414	21.2	0.9
2021	11,788	900	21.4	0.6

There was a 63% fall in electronic card spending attributed to international tourists in New Zealand for the year to September 2021 – a drop of over \$1.5 billion. For Central Hawke's Bay District, the fall was 40%, or just over \$360,000 for the year.

Domestic tourism, however, has held up well in the district, based on the 1% rise in total card spending attributed to tourists in Central Hawke's Bay over the last year.

Figure 6: Tourism electronic card spending by category, Central Hawke's Bay District



Card spending on passenger transport took a big hit over the year to September 2021, dropping over \$140,000. The biggest fall in dollar terms was in the retail – other category, down over \$300,000.

The falls in these categories are consistent with the effects of lockdowns and dampened confidence. However, the robustness of total tourism card spending is encouraging, suggesting New Zealand residents unable to travel abroad have been spending some of that money locally.

As domestic restrictions ease some of the pent-up demand for tourism will be directed towards domestic spending, as travellers are likely to take a cautious approach towards international travel even as border restrictions ease.

## What does the state of the economy mean for growth?

The upshot is that the factors that have driven migration into Central Hawke's Bay District and boosted the population since 2018 have not gone away.

The economy is still in relatively good shape despite ongoing challenges related to Covid-19, supply chain issues, two particularly dry summers, and capacity constraints. Businesses appear to be confident enough to invest and create jobs.

## What is driving population growth?

### Commuting a boon for Central Hawke's Bay District

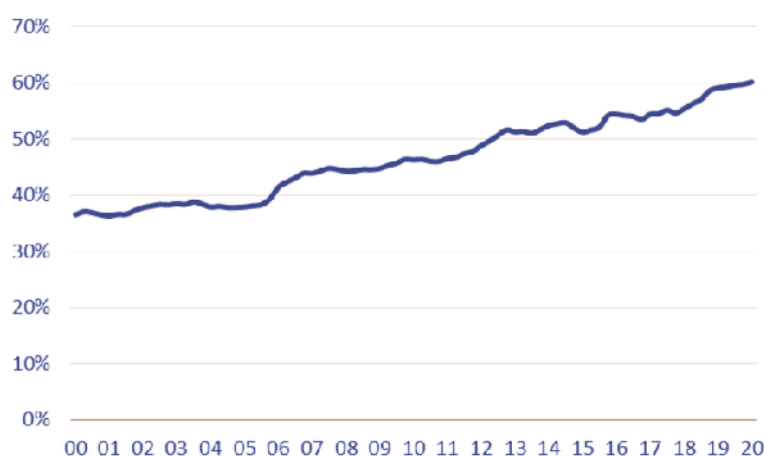
Linking employer and employee records from IRD gives insight into where residents of Central Hawke's Bay District draw their income from.

#### What proportion of residents derive income from outside Central Hawke's Bay?

*61% of employed residents derived income from outside the district*

In June 2020, 61% of employed residents (excluding self-employment) drew income from outside Central Hawke's Bay District. This figure (which includes remote work arrangements) has steadily increased over the last 20 years as shown in Figure 7.

Figure 7: Share of Central Hawke's Bay District residents drawing income from outside the district

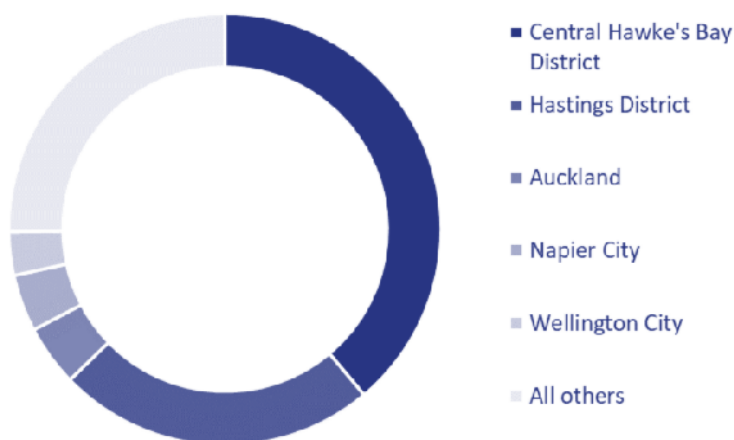


### Where do residents earn their income from?

The top external employer of Central Hawke's Bay District residents was Hastings, with 24% of total employment. Auckland was a distant second with 5%, reflecting the growing flexibility of remote-working and long-distance employment relationships.

There were 190 residents employed by employers based in Palmerston North City in June 2020. In the 2018 census very few people said they commute to Palmerston North on a regular basis, which makes sense given the distance (it is 119km from Waipawa to Palmerston North via Saddle Road). But it is likely these employees make the trip to Palmerston North at least occasionally.

Figure 8: Employer address for residents of Central Hawke's Bay District, June 2020



Employers based in Tararua District employed 140 residents of Central Hawke's Bay District in June 2020.

Table 12: Employed Central Hawke's Bay residents by TA of employer

Employer TA	Filled Jobs, Jun 20		Total earnings (\$m), year ended Jun 20	
Central Hawke's Bay District	2,640	39%	127	38%
Hastings District	1,620	24%	79	24%
Auckland	310	5%	16	5%
Napier City	290	4%	15	5%
Wellington City	220	3%	13	4%
All others	1,710	25%	84	25%
Total ex. Central Hawke's Bay	4,150	61%	206	62%
Total	6,790	100%	333	100%

### What is the benefit of commuting to the district?

Average earnings for jobs (not accounting for hours worked) were 3.5% higher for residents of Central Hawke's Bay employed outside the district for the year ended June 2020.

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*Average earnings were 3.5% higher for residents employed outside the district*

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Unsurprisingly, earnings were higher in Auckland and Wellington than in other locations, showing the benefit to the individual from these long-distance employment relationships.

The total amount earned in wages and salary by residents from outside the district for the year to June 2020 was \$206 million.

Table 13: Average earnings of residents by employer location

Employer TA	Average earnings
Central Hawke's Bay District	48,000
Hastings District	48,700
Auckland	50,300
Napier City	51,700
Wellington City	58,000
All others	49,300
Total ex. Central Hawke's Bay	49,700
Total	49,100

### What proportion of the workforce lives outside the district?

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*51% of the workforce lives outside Central Hawke's Bay District*

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In June 2020, 51% of the workforce of employers based in Central Hawke's Bay lived outside the district.

### Where does the workforce of employers in Central Hawke's Bay District live?

The top employer of residents working outside Central Hawke's Bay District was also Hastings, at 14%.

Table 14: Jobs for employers based in Central Hawke's Bay District by TA of residence

TA of residence	Filled Jobs, Jun 20		Total earnings (\$m), year ended Jun 20	
Central Hawke's Bay District	2,640	49%	127	48%
Hastings District	760	14%	39	15%
Napier City	230	4%	12	5%
Tararua District	220	4%	11	4%
Whanganui District	150	3%	0	0%
All others	1,410	26%	77	29%
Total ex. Central Hawke's Bay	2,770	51%	139	52%
Total	5,410	100%	266	100%

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As with outward commuting, average earnings were higher for longer distance employment relationships. Average earnings were 14% higher for employees based outside Central Hawke's Bay District, suggesting employers are looking further afield for some of their higher-skilled workers.

Total earnings paid by employers in Central Hawke's Bay to residents outside the district was \$139m. There was a net gain to the district of \$67 million over the year to June 2020 from these long-distance employment relationships captured by IRD data (based on employee address).

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*\$67 million – net annual gain to Central Hawke's Bay based on employee address*

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Table 15: Average earnings of employees by TA of residence

TA of residence	Average earnings
Central Hawke's Bay District	48,020
Hastings District	51,344
Napier City	53,022
Tararua District	51,063
Whanganui District	0
All others	54,598
Total ex. Central Hawke's Bay	50,337
Total	49,206

### What do commuters mean for Central Hawke's Bay District?

Commuters and remote workers bring income into Central Hawke's Bay and create secondary opportunities. Some may even leave their place of employment in time and start businesses in the district.

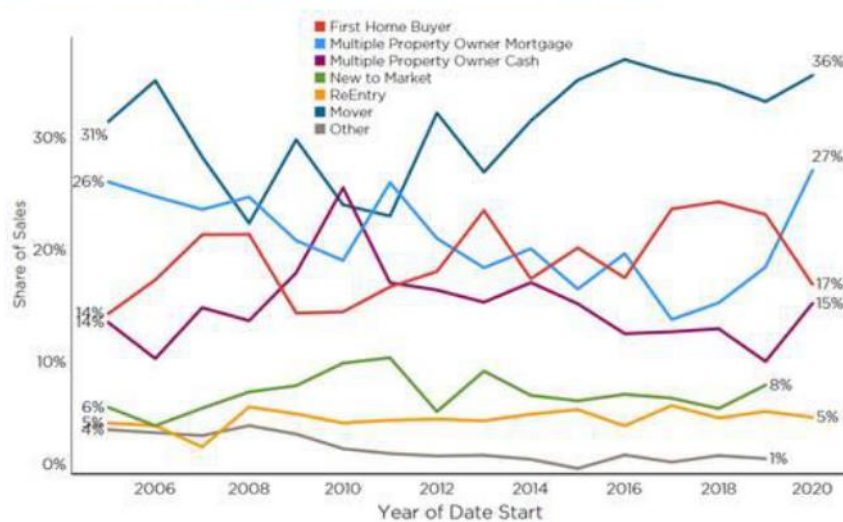
Commuting trends point to the continued appeal of Central Hawke's Bay District as a place to live, work, and start a family.

### Is housing still a drawcard?

Over the last few years, the relative affordability of property has been a big drawcard for people moving to Central Hawke's Bay.

Figure 9 shows that there has been an uptick in first home buyers as a percentage of house sales in Central Hawke's Bay District since 2020. The share of buyers who already own multiple properties has taken a sharp turn in the wake of the Government's measures announced earlier this year targeting property investors.

Figure 9: House buyer classification in Central Hawke's Bay District

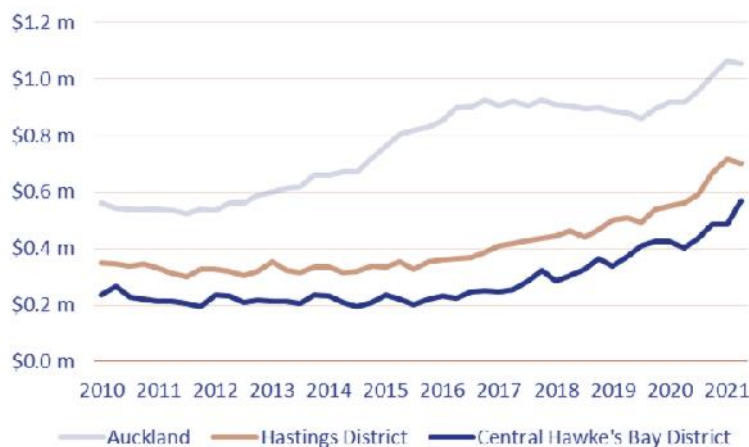


Source: CoreLogic

On an inflation-adjusted basis, the rapid growth in the median house price started to abate in some of the main centres in the first half of 2020. High prices and concerns about rising borrowing costs could be starting to bite.

However, low numbers of listings remain a feature in many regions. The low levels of building seen up until recently should limit the extent of any price falls in the short term.

Figure 10: Median house price, inflation adjusted



Source: Housing and Urban Development (HUD)

House price growth in Central Hawke's Bay has remained relatively strong to date (see Figure 10). For those who draw their income outside the region, or those considering moving, a narrowing of the affordability gap between Central Hawke's Bay District and the main centres could make living in the district less attractive, at least at the margin.

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If house price growth continues to be elevated relative to other New Zealand regions, it would suggest that supply of residential houses is not currently meeting demand. But the large supply of sections coming onto the market in the district (see Build it and they will come?, page 20) should help with affordability.

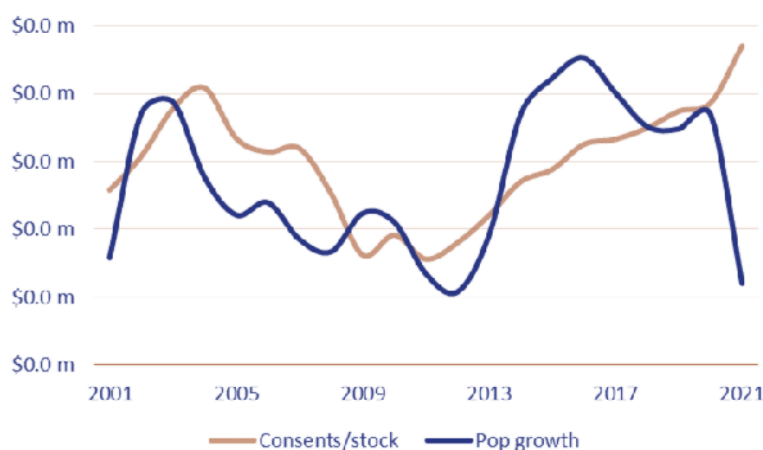
Opinions abound as to the cause of rapid house price growth in recent years, from foreign buyers to low interest rates and other monetary policy measures (see section “Unprecedented” times and the “new normal” on page 3). The issue is complex and multi-faceted.

The upshot is that supply simply hasn't kept pace with demand in recent years. But this could be changing.

### Will building overshoot and lead to an oversupply?

The demand for housing in Central Hawke's Bay District is heavily tied to the national housing market. Figure 11 plots the annual population growth in New Zealand (year ended September) with the total number of residential consents expressed as a percentage of the estimated dwelling stock.

Figure 11: New Zealand population growth and residential building rates (annual, September)



Over the past decade, even without factoring in replacement of existing stock, consents were struggling to keep up with population growth.

Strong demand, high prices, and a raft of policy measures to free up supply for housing have pushed building to record highs even as the construction sector battles with labour and material shortages.

Meanwhile, population growth has slowed sharply since Covid 19 first arrived here in early 2020.

Will we see an oversupply lead to a hard landing in the housing market? In the near term the following factors will moderate any fall in house prices:

- Pent up demand for international migration into New Zealand
- Catching up from the last ten years of underbuilding
- Capacity issues in the building sector

However, in the longer term there is a risk that the market will overcorrect. Policy and investment decisions made now will have impacts for years to come, and housing projects have a long lead time. See discussion Housing market risks, page 24, for more information.

## What will the future look like for Central Hawke's Bay?

Central Hawke's Bay has a lot to offer an increasingly connected and mobile world, where workers are less tied to the physical location of their employer or business networks.

### A revised high-growth scenario

Squillions published projections for low, medium, and high growth scenarios in July 2020 for Central Hawke's Bay District. Since then, the district has been tracking at or slightly above the high growth scenario (see How has the population of Central Hawke's Bay District changed?, page 3).

#### Why revise?

Between 2018 and 2021 the population of Central Hawke's Bay District grew by an average of 317 people per year – according to the latest Statistics NZ estimates. If growth was to continue at this rate the population would reach 16,870 in June 2025 – almost exactly what was projected under the high scenario in the 2020 report.

Why revise up the high scenario then? The high scenario from 2020 is looking more like a central scenario at present – where risks are balanced to the upside and the downside. Therefore, Central Hawke's Bay District Council has commissioned a revised high-growth scenario to assist with planning for growth.

#### Interpreting growth scenarios

The high scenario is an optimistic scenario for planning purposes and should be read in conjunction with the discussion about risks to the outlook (see page 22).

Projections should not be mistaken for predictions about the future. The scenario approach we have used allows for modelling how the future may look based on different underlying assumptions – when there is a degree of uncertainty about those assumptions. This report highlights what the drivers of growth are and what the factors are that may shift the district off its current growth track – upside and downside risks.

Projections are demand-focused, highlighting where growth pressure is likely to occur. Future policy decisions by Central Hawke's Bay District Council may constrain or enable growth in certain areas.

See the 2020 report (referenced on page 1) for a full discussion of the assumptions and outlook under low, medium, and high growth scenarios. This section updates the high-growth scenario from that report.

#### What has changed?

Covid lingers and there continues to be a high degree of uncertainty regarding the shape and the timing of the economic recovery. However, nearly 18 months of data since the projections were published has confirmed some of the near-term assumptions:

- Migration into the district has held up well as expected
- Young people are moving to or remaining in the district (see Are young people staying by choice?, page 5)



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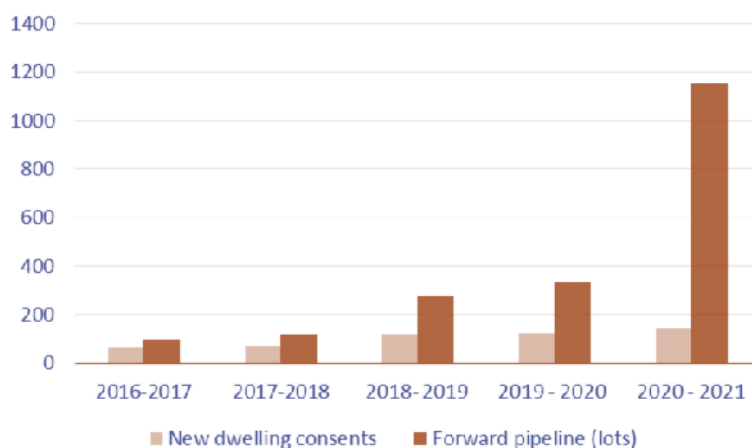
**Build it and they will come?**

Land availability is not going to be a constraint on development going forward.

Analysis of resource and building consents for the last five years indicates there are up to 2,500 unbuilt sections in the pipeline – 80% of these are from applications since the start of 2020 (including those still in the processing stage). Not all proposals will be approved, and some may be scaled back, but this figure only includes applications received up to November 2021.

There are also plans to release further areas for development. To deliver on the Central Hawke's Bay District Integrated Spatial Plan, the Council has been working towards enabling further areas for development in Waipukurau. This includes applying for government funding to accelerate building and infrastructure to service development in Waipukurau South Growth Precinct, more commonly known as the area around the "Old Hospital Site". This area has the potential to hold 950 lots which could be built over the next 15 years.

Figure 12: Annual new dwelling consents and resource consent pipeline, year to June



Source: Central Hawke's Bay District Council

Supply of land however is only one side of the equation. There still needs to be builders and resources available to develop these sections and demand to live on them (demand factors being the focus of this report). Capacity in the building sector is constrained and finance costs are expected to rise over the next few years as the Reserve Bank tightens monetary policy (raising interest rates).

If we were to use a "build it and they will come" approach and ignore demand factors, we would project an additional 2,000 residents by 2031 (10% higher than projected in Table 14) based on current consenting trends. To hit this population number would require an exceptional 3.6%pa growth rate for each of the next ten years.

But even under the most optimistic set of assumptions (which this high scenario uses), it is hard to see this level of growth in this timeframe. Central Hawke's Bay District is competing with other councils who have also been releasing land for development. While people will continue to move out of the cities, they will have plenty of choice as to where to locate themselves and their families.

**Key assumptions (high scenario)**

- Higher rates of migration slow the ageing trend in the population



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- The natural increase in the population (births less deaths) trends towards almost zero by 2051 but does not turn negative.
- Some of the jump in the 15-39 age bracket proves temporary as Covid restrictions ease but commuting and lifestyle opportunities continue to attract working age people and families into the district.

### Highlights (high scenario)

- Central Hawke's Bay District gains 4,500 people by 2031
- Population growth peaks at 3.1% in the year to 2026 as more young workers choose to stay in or move to the district and raise their families.
- Growth remains high by historical standards in the outer years of the projection horizon, even as the population ages and birth rates fall.
- There will be an additional 1,700 households by 2031

### Projected population and households

We have projected growth under this high scenario to remain elevated between 2031 and 2051. With an average growth rate of 2.5%pa over the next thirty years the district could more than double its population.

Central Hawke's Bay District has not reached this level of growth to date, and 2.5%pa over this time horizon would be exceptional. But it is not completely without precedent. For the twenty-five years to 2021, four New Zealand districts and Tauranga city experienced average growth rates of more than 2%pa.

Figure 13: Estimated and projected share of population by broad age group (high scenario)

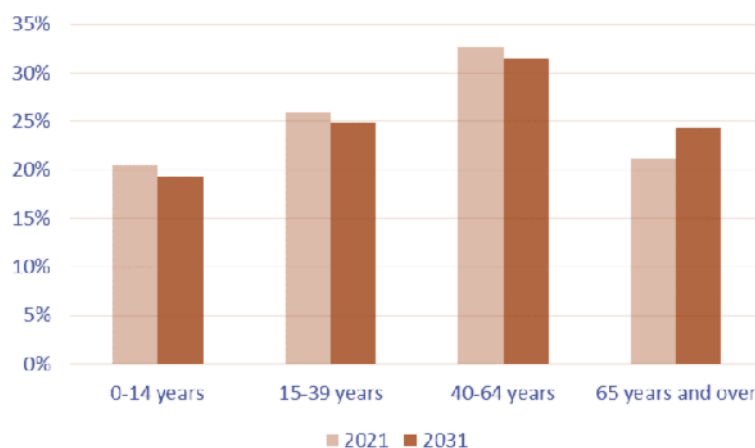


Table 16: Central Hawke's Bay District projected population (high scenario)

Year	Total	0-14 years	15-39 years	40-64 years	65+ years	Households
2018	14,650	3,050	3,650	5,100	2,850	5,418
2019	14,900	3,100	3,750	5,100	3,000	5,510
2020	15,350	3,150	3,950	5,150	3,150	5,680
2021	15,600	3,200	4,050	5,100	3,300	5,770
2022	15,960	3,250	4,090	5,150	3,470	5,910
2023	16,350	3,300	4,000	5,400	3,650	6,040
2024	16,750	3,360	4,090	5,470	3,830	6,180
2025	17,190	3,420	4,200	5,570	4,000	6,330
2026	17,720	3,500	4,370	5,710	4,140	6,510
2027	18,230	3,580	4,520	5,840	4,290	6,710
2028	18,700	3,650	4,650	5,950	4,450	6,900
2029	19,170	3,720	4,770	6,080	4,600	7,090
2030	19,650	3,800	4,890	6,210	4,750	7,280
2031	20,120	3,870	5,010	6,340	4,900	7,470
2036	22,570	4,260	5,640	7,050	5,620	8,390
2041	25,280	4,690	6,320	7,950	6,320	9,420
2046	28,550	5,230	7,050	9,130	7,140	10,650
2051	32,300	5,860	7,840	10,510	8,090	12,070

*Households counts 2019-2021 are estimates, 2018 count is from census*

## How will growth be distributed within Central Hawke's Bay District?

Commuting will remain a key driver of where people choose to locate. But there will also be local opportunities for employment in the district. For example, the developing Te Mata Mushroom development is expected to employ up to 200 staff.

Residents that draw their income from outside the district (see page 13) will create local employment opportunities as they spend a portion of that income in Central Hawke's Bay District.

The Integrated Spatial Plan process identified more opportunities for infill and/or greenfield development in Waipukurau than in the other centres. Due to this greater potential for development, we have projected Waipukurau to pick up a higher share of growth over both the medium and longer term.

But analysing recent resource consents indicates there will be plenty of land available to build on in Waipawa and (proportionally speaking) Otāne over the next few years as well. Demand for sections in these localities will remain strong due to its handy location for commuters heading north.

Population growth in Waipukurau has been proportionally slower since 2018 (0.9%pa), despite an apparent availability of lots from subdivisions. If land availability in other areas within the district remains high, there is a risk that growth in Waipukurau will be slower than we have projected.

Table 17: Population by residential area (high scenario)

Area	Population		
	2021	2031	2051
Waipawa	2,360	3,270	5,330
Waipukurau	4,660	6,100	9,980
Otāne <sup>1</sup>	790	1,250	2,370
Pōrangahau <sup>1</sup>	240	310	580
Takapau <sup>1</sup>	640	760	1,200
Central Hawke's Bay	15,600	20,120	32,300

<sup>1</sup>: 2021 population for small areas estimated from 2018 census and partial indicators

Assuming the makeup of households in the areas listed remain stable, the population counts in Table 17 translate into the following household counts.

Table 18: Household estimates and projections (high scenario)

Area	Households		
	2021	2031	2051
Waipawa	950	1,320	2,160
Waipukurau	1,860	2,440	3,990
Otāne	290	460	870
Pōrangahau	90	120	230
Takapau	230	270	430
Central Hawke's Bay	5,770	7,470	12,070

### Rural areas

As with the residential areas listed in Table 17, we have considered current trends, land availability, and subdivision applications in distributing projected growth across rural areas. There is some judgement used in allocating growth between the urban areas listed and the rest of the district, as town boundaries are not fixed over time.

Table 19: Projected population by rural area (high scenario)

Area	2021	2031	2051
Rural North West (Mangaonuku)	1,090	1,240	1,830
Rural North East (Mangarara)	1,920	2,330	3,580
Rural South West (Makaretu)	2,080	2,720	4,230
Rural South East (Taurekaitai)	1,830	2,140	3,220

## Risks to the outlook for Central Hawke's Bay District

Most of the attention since the projections were published in mid-2020 has focused on the high scenario. Indeed, Central Hawke's Bay District has been tracking close to the high scenario (on balance) over the last 18 months, and forward-looking indicators point to further upside potential (see page 3).

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But a robust planning framework also requires careful examination of the factors that could knock the district off its current high growth track.

Key risks identified for Central Hawke's Bay District:

- The Covid-19 crisis and subsequent economic effects drag on for longer than anticipated, supply chain and labour shortages persist for longer, and the building sector can't meet demand.
- A widespread housing market correction impacts people's net worth and changes the equation on housing affordability, impacting on confidence, spending, and migration into the district.
- Inflationary pressures become entrenched in wage and price expectations, leading to stubbornly high inflation, dampening confidence, and constraining investment.
- Increasing frequency of adverse events from climate change undermine the agricultural sector.

### Downside economic risks

The prospect of new Covid-19 variants has been in the media recently – with Omicron the latest emerging variant. If restrictions drag on here and around the world, supply chain issues could constrain key sectors (e.g., building) for longer than anticipated.

A weak global economy could dampen demand for our exports, and earnings from international tourism could take longer to recover (further constraining New Zealand's export earnings).

### Housing market risks

Decisions made now, by planners and businesses, impact the supply of housing 2-3 years or more down the track. This lag leads to momentum that can cause an oversupply of housing if underlying demand changes.

Councils around New Zealand are releasing land for development. Despite the near-term capacity issues in the building sector, over the longer term the risk of an oversupply emerges if building rates remain elevated.

In 2008 house prices fell about 8% nominally but there were significant regional differences. If New Zealand goes into the next recession with an oversupply of housing, the effects could be much more pronounced.

If house prices were to fall in Central Hawke's Bay relative to other areas, it could drive migration in the short-term. But in the longer term it would undermine confidence and investment in residential development.

### Inflationary pressures

CPI inflation is currently being driven by price increases across a wide range of goods and services, including transport and shipping costs, pent up consumer demand, supply constraints, energy prices, food prices, and labour shortages.

Some of these factors are expected to ease in the near-term. But inflationary expectations can easily become self-fulfilling. If businesses expect prices to increase, they will put their own prices up more readily and be more amenable to the wage demands of their staff (who are also expecting prices to keep going up).

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The reserve bank has a significant challenge ahead of it to rein in expectations before higher inflation becomes entrenched. This will mean higher interest rates in the near-term, and the outside chance of a costly war on inflation further down the track.

**Climate change and adverse events**

Population growth is being driven primarily by commuters, remote-workers, and industries disconnected from agriculture. Agriculture nonetheless remains a critical part of the economy and the character of Central Hawke's Bay District.

The district has had two dry summers in a row and is staring down the barrel of a third. Conventional scientific opinion is that such events will become increasingly common.

Climate change presents both threats and opportunities. A recent report by The Economist<sup>3</sup> argues that economic growth does not have to be linked to rising CO<sub>2</sub>. To date, policy and industry efforts have focused on switching to lower-carbon energy sources and making industries more efficient (using less energy). Progress has been mixed, leading some to suggest radical "degrowth" solutions – a reduction in population and/or living standards.

But growth breeds growth, The Economist argues, and it also breeds innovation. Companies like Tesla are blazing a path for others to follow and show that consistent, cumulative improvements in existing technologies can be as powerful as new, radical innovations.

Despite the optimism from some, there is much to contend with. The Intergovernmental Panel on Climate Change (IPCC) now expects an average rise in global temperatures of 1.5-1.6°C in the near term (to 2040), and 1.6-2.4°C by 2060. The uncertainty comes from modelling assumptions and different scenarios of how society may respond to the threat, but the trend is clear<sup>4</sup>.

Each increase in average global temperatures causes further changes in regional average temperature, rainfall patterns and soil moisture levels.

The National Institute of Water and Atmospheric Research (NIWA) has identified several areas of concern for New Zealand<sup>5</sup>. For agriculture:

- Rainfall changes and rising temperatures are expected to change the timing of growing seasons, and where certain crops can be grown economically.
- The outlook for pasture-based farming is mixed. Some areas are likely to benefit from climate change, but areas near the east coast (including Central Hawke's Bay) are expected to experience lower average rainfall and more frequent drought conditions.
- Warmer conditions could present new problems from pests, weeds, and diseases.

Uncertainty in projected rainfall changes creates significant challenges for adaptation. In agriculture, when the rain falls is as important as how much. Coastal areas and flood plains are expected to see increased erosion and risk of flooding.

The opportunities and challenges from Climate Change will not be evenly spread across industries in Central Hawke's Bay. Agriculture will be under increasing pressure to adapt, through water

<sup>3</sup> The Economist, (2021) *The economics of the climate*. Accessed 19 January 2022. <https://www.economist.com/special-report/2021/10/27/the-economics-of-the-climate>

<sup>4</sup> The Intergovernmental Panel on Climate Change, (2021) *Working Group I Contribution to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*. Accessed 19 January 2022.

[https://www.ipcc.ch/report/ar6/wg1/downloads/report/IPCC\\_AR6\\_WGI\\_SPM\\_final.pdf](https://www.ipcc.ch/report/ar6/wg1/downloads/report/IPCC_AR6_WGI_SPM_final.pdf)

<sup>5</sup> NIWA (2020), IPCC Fifth Assessment Report - New Zealand findings. Accessed 19 January 2022.

[https://niwa.co.nz/sites/niwa.co.nz/files/NZCCC%20Summary\\_IPCC%20AR5%20NZ%20Findings\\_April%202014%20WEB.pdf](https://niwa.co.nz/sites/niwa.co.nz/files/NZCCC%20Summary_IPCC%20AR5%20NZ%20Findings_April%202014%20WEB.pdf)

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management, selecting the right cultivators, and timing of planting. But new businesses will emerge to service a low-carbon economy, providing employment opportunities for displaced workers.

# Growth at a glance 2022 update



This document provides a summary of updated population and economic indicators for Central Hawke's Bay, and projected growth figures for 2022 - 2051.

The full report can be found at [\[insert link\]](#). The full set of projections produced in 2020 that this report updates can be found [here](#).

## Resilience in the face of challenges

Despite challenges related to Covid-19, supply chain shocks, and labour market challenges, the district continues to grow.

## What has happened to migration?

**210 people** Net gain in 2021 from an estimated 1,500 inward migrants.

**13,500** Net number of people who left Auckland to live elsewhere in New Zealand in 2021 (outflow minus inflow).

Central Hawke's Bay is benefiting from people choosing to locate themselves outside the main cities. International migration is down. These migrants were proportionally more likely to settle in Auckland.

Returning New Zealanders tend to spread out around the country. Fewer kiwis heading overseas due to extended restrictions and uncertainty has also shored-up the population of the regions.

## Some quick snapshots...

Since 2013 the District has grown by an average of **2.1% per year**



The District added **950 people** over the last four years



The number of young working-age residents jumped **8%** over the last two years (15-39 year olds)

If the District was to grow by 2.5% per year the population would double by 2051 (+16,000 people)



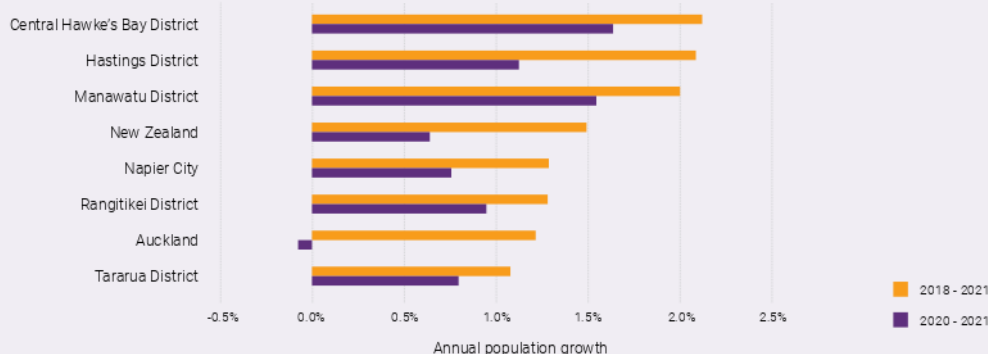
61% of wage and salary earners work for employers based outside the District (including remote workers)

## WANT TO KNOW MORE?

For more information on what growth means for your own business or situation, feel free to call us on **06 857 8060** or email [business@chbdc.govt.nz](mailto:business@chbdc.govt.nz)



### Central Hawke's Bay District leads the pack



### Pressures to the upside

- The population of the district in June 2021 was 0.5% above the previous high growth projections produced in 2020.

Year	July 2020 projections			Revised
	Low	Medium	High	High
2021	15,100	15,240	15,520	15,600*
2031	15,400	17,140	18,770	20,120
2041	14,800	18,330	21,320	25,280
2051	13,430	19,430	23,980	32,300

Statistics NZ estimate for June 2021

While significant near-term uncertainty remains, the high scenario from mid-2020 is looking more like a central scenario at present – where risks are balanced to the upside and the downside.

- A big jump in the number of lots being approved from subdivisions over the last two years indicates that land availability is not going to be a constraint on population growth going forward.
- Extended international uncertainty has made remaining in, or moving to, the district more attractive for some workers and their families.

The high scenario has been revised to better reflect the most optimistic set of assumptions, based on what we have learned over the last 18 months.

### The shape of the economy

Local industry has shown resilience in the face of Covid-19:

- The total number of businesses in Central Hawke's Bay grew by 0.3% in the year to February 2021
- The total number of people employed by those businesses increased 1.6%

The number of businesses closing was up 20% in the year to February 2021. But entrepreneurial activity remained steady, suggesting those resources are being redeployed in the economy.

There will be more business closures to come, but signs of resilience are encouraging.

### What are the risks?

Supply of land is only one side of the equation. There still needs to be:

- Builders availed to build houses
- Materials and resources available to develop vacant lots
- People wanting to move to or remain in the district

Significant uncertainty remains surrounding Covid-19 and how soon people and goods will be moving freely again.

### Commuting a boon for the district

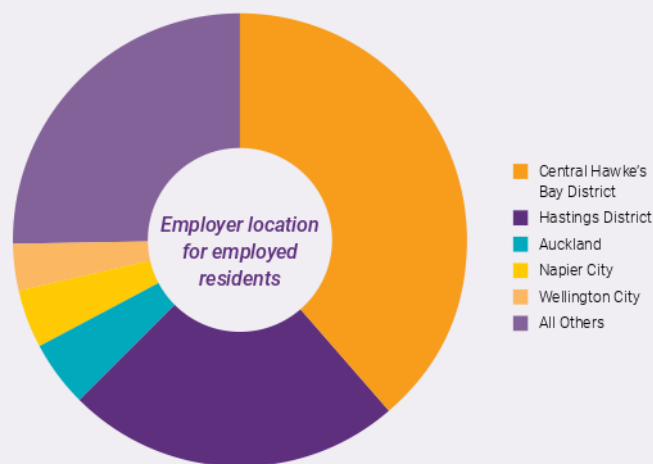
Remote work and long-distance commuting allow people to live outside the main centres and access diverse employment opportunities.

### Where do residents of Central Hawke's Bay District work?

In 2020, 61% of wage and salary earners worked for employers located outside Central Hawke's Bay District. This share has increased steadily from less than 40% prior to 2006, with the advent of work-from-home and flexible employment arrangements. **Central Hawke's Bay District is an attractive district for commuters, and they are coming in increasing numbers.**

Residents employed outside the district earn more – 3.5% more on average.

Employers in Central Hawke's Bay District employ more than 2,700 non-resident workers – about half the total number on the payroll.



### Gauging the district's potential

If the district's population grows by 2.5%pa on average, it could more than double its population to 32,000+ by 2051.

Central Hawke's Bay District has not reached this sustained level of growth to date, but the district has plenty of land, natural character, and ability to attract geographically mobile workers.

For our most optimistic set of assumptions, we project:

- An extra 4,500 people living in the district by 2031
- 1,700 more households over the next ten years

Year	Total	0-14 years	15-39 years	40-64 years	65+ years	Households
2018	14,650	3,050	3,650	5,100	2,850	5,418
2019	14,900	3,100	3,750	5,100	3,000	5,510
2020	15,350	3,150	3,950	5,150	3,150	5,680
2021	15,600	3,200	4,050	5,100	3,300	5,770
2022	15,960	3,250	4,090	5,150	3,470	5,910
2023	16,350	3,300	4,000	5,400	3,650	6,040
2024	16,750	3,360	4,090	5,470	3,830	6,180
2025	17,190	3,420	4,200	5,570	4,000	6,330
2026	17,720	3,500	4,370	5,710	4,140	6,510
2027	18,230	3,580	4,520	5,840	4,290	6,710
2028	18,700	3,650	4,650	5,950	4,450	6,900
2029	19,170	3,720	4,770	6,080	4,600	7,090
2030	19,650	3,800	4,890	6,210	4,750	7,280
2031	20,120	3,870	5,010	6,340	4,900	7,470
2036	22,570	4,260	5,640	7,050	5,620	8,390
2041	25,280	4,690	6,320	7,950	6,320	9,420
2046	28,550	5,230	7,050	9,130	7,140	10,650
2051	32,300	5,860	7,840	10,510	8,090	12,070

### Many factors could knock the district off a high growth track:

- How long will supply chain issues last?
- Will a sharp correction in house prices constrain investment?
- Will inflation become entrenched, dampening confidence?
- Will the rebound in outward migration be stronger than anticipated?
- Will policy decisions be made that constrain growth?

The district must also contend with the looming threat of climate change to the agriculture sector.

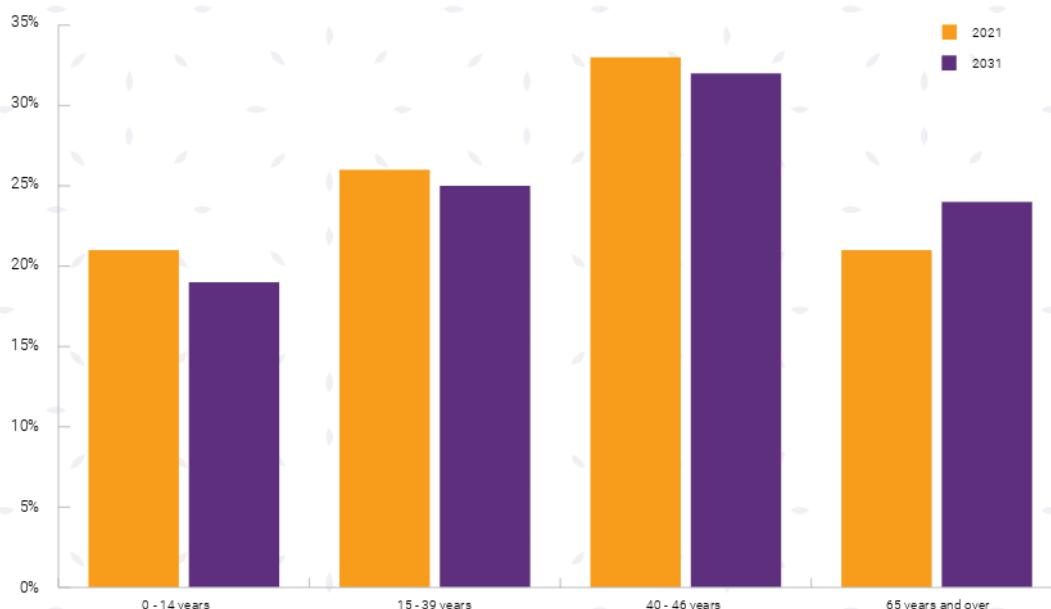


## The population will age over the next ten years

A steady flow of working-age migrants and families will slow the increase in the average age.

Still, almost a quarter of the population is expected to be aged 65 and over, under the high migration scenario.

If migration is lower than anticipated the population will age faster. In 2021 3,300 residents were aged 50-64 (over 36% of the working age population).



## Where will people locate?

Population growth in Waipukurau has lagged recently, averaging 0.9% per year since 2018. But there is plenty of land available to develop.

Otāne will likely remain popular with commuters.

Local buyers looking for affordable housing will likely spread out into areas like Takapau.

Commuters have higher average incomes and will demand diverse housing options, including rural retreats and lifestyle blocks on the city fringe.

Area	Population		
	2021	2031	2051
Waipawa	2,360	3,270	5,330
Waipukurau	4,660	6,100	9,980
Otāne <sup>1</sup>	790	1,250	2,370
Pōrangahau <sup>1</sup>	240	310	580
Takapau <sup>1</sup>	640	760	1,200
Central Hawke's Bay	15,600	20,120	32,300

<sup>1</sup> 2021 population for small areas estimated from 2018 census and partial indicators

[www.chbdc.govt.nz/our-thriving-future](http://www.chbdc.govt.nz/our-thriving-future)



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL

## 6.4 CENSUS 2023

**File Number:** COU1-1411

**Author:** Christine Renata, Social Services Lead

**Authoriser:** Doug Tate, Group Manager Customer and Community Partnerships

**Attachments:** 1. NZ Stats presentation on Census 2023 [↓](#)

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

### PURPOSE

The purpose of this report is to update council on Census 2023 engagement strategies with communities.

### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

### BACKGROUND

The 2018 Census collection process had a lower-than-expected collection of 83.3%.

The purpose of this report is to update council on Census 2023 engagement strategies with communities that have been developed in response to the last Census and to give them assurance that planning and resources have been allocated to ensuring Census 2023 is a success.

Census 2023 is working hard to improve the Census experience and outcomes following on from the last Census poor overall performance.

### DISCUSSION

Attached is a report on Census 2023. Audrey Tolua and Karnak Heremia (Community Engagement Advisors – Census 2023) will take you through the report and to answer any questions.

### IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

**RECOMMENDATION**

**That, having considered all matters raised in the report, the report be noted.**

NZ Stats presentation on Census 2023  
to Central Hawke's Bay District Council -  
10<sup>th</sup> March 2022



## Background to Census presentation

Co-Presenters: Audrey Tolua & Karnak Heremia, Community Engagement Advisors,  
Census 2023

## When is the next Census?

March 2023

## The value of Census

- Every \$ invested in the Census generates a net benefit of \$5 in the economy (Bakker report, 2013)
- The estimated net benefit for Maori for using Census data in the next 25 years is estimated to be in the range of \$500 million. (Bakker report, 2019)

## Who are we?

The Community Engagement team consists of 48 engagement specialists over eight regions across the motu. Our kaupapa is to provide local awareness and support for Census 2023. Central Hawke's Bay is included in the Central East regional team which encompasses Eastern Bay of Plenty, Tuhoe, Tairāwhiti and Hawke's Bay. There are six team members based in Whakatane, East Cape, Gisborne, Napier and Hastings.

## What do we do?

- Increase and improve our profile in the community through grass roots interactions.
- Understand and develop organisational engagement and move towards partnership and collaboration.
- Increase participation in Census 2023 to completion.
- Gather insights from our communities.
- Promote Stats products and the benefits of Census data.
- Look for opportunities from our communities to tailor data that is relevant to them.

## Census 2018

The 2018 Census collection process used a digital-first model and had a lower-than-expected collection of 83.3%.

In Hawke's Bay the highest non-response rates were amongst young Maori and Pacific aged 15-29 years. The highest non-response ethnicities were Maori and Pacific.

Local barriers:

- Smaller field operations team to provide hands on support.
- Limited access for the general public to telecommunications.

## Census 2023

- Our commitment to Te Tiriti o Waitangi means achieving the highest response rates possible and delivering quality data for iwi/Māori.
- Additional funding has been allocated into Field and Community Engagement for the 2023 Census. This signifies our commitment to greater support of Māori, Pacific Peoples and priority response groups who may need more support to participate.
- Community Counts is a new model of community-led engagement and was successfully piloted in Raahui Pookeka (Huntly) during the 2021 census operations test and will be rolled out across the motu.
- Assisted Completion (ACE) Events –Numerous pop-up sites where the community can receive Census support at convenient locations eg. local marae, kura, community hubs.

**7 DATE OF NEXT MEETING**

**RECOMMENDATION**

THAT the next meeting of the Central Hawke's Bay District Council Strategy and Wellbeing Committee be held on 5 May 2022.

**8 TIME OF CLOSURE**