People are at the heart of cities. Everything Council does impacts people. As the city grows and changes, we want to improve the lives of everyone in our community, and ensure that ‘no one is left behind’.

Council’s role in achieving community wellbeing

Tauranga City Council recognises that many different organisations play a role in community wellbeing. Council’s role runs along this spectrum:

- **Most investment**
  - PROVIDER: The Council provides infrastructure and services
  - FUNDER: The Council provides funding to another organisation or group towards providing a service or facility
  - REGULATOR: The Council enforces government legislation and/or creates its own bylaws and policies
  - PROMOTER & FACILITATOR: The Council undertakes promotional activity such as education programmes, or brings together other organisations or groups to work towards outcomes
  - ADVOCATE: The Council advocates to other agencies such as central government to try and achieve outcomes

- **Least investment**

Over the next three, 10 and 30 years our city and our community will undoubtedly change.

In May 2017, Council adopted its Long Term Plan assumptions for the period 2018–2028:

- Tauranga’s growth is not expected to stop anytime soon.
- Tauranga is New Zealand’s 5th largest and fastest growing city. We have a challenge ahead of us to keep up with this rapid growth.

Source: SmartGrowth - Tauranga City Population and Household Projection Review 2017 (Growth Allocations 2013-2063)

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>134,600</td>
</tr>
<tr>
<td>2028</td>
<td>154,900</td>
</tr>
<tr>
<td>2048</td>
<td>186,693</td>
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</tbody>
</table>
We will get older – demographic change: age

Apart from each of us individually growing older, the city’s population as a whole will become much older. The median age will move from 40.5 in 2018 to 41.4 in 2028, and 42% of the population is expected to be over 65 years old by 2063.

Source: Statistics New Zealand - Subnational Population Projections 2013 (base) - 2043 update February 2017

An increasingly diverse city – ethnicity projections

Tauranga will continue to appeal to residents and new migrants from overseas. The city’s ethnic profile will continue to change, and will see an increase in the Māori and Asian proportion of the population. Growth in different ethnic groups may bring different demands on service provision, and different opportunities. Over the life of the LTP, the Māori proportion of the population will grow from 19% to 21% and the Asian proportion will grow from 8% to 10%.


Socio-economic status – we have pockets of high deprivation

Whilst Tauranga has often been viewed as an affluent community in reality there are pockets of deprivation and poverty. Tauranga has seven suburbs identified in the NZ Social Deprivation Index as being a 9 or 10 on the deprivation scale (with 10 being the most deprived). These areas are: Gate Pa, Greerton, Kairua, Matapihi, Sulphur Point, Tauranga Hospital, and Yatton Park. Many of the people who live in these areas have specific social support needs. Some of these areas may change with increased affluence, however we expect that the overall pattern will not change without intervention.

Source: University of Otago, Socioeconomic Deprivation Indexes
If Tauranga was 100 people...

1 Number of people aged 15 and over in the Bay of Plenty (not just Tauranga City) that did at least 30 minutes of exercise on five or more days in the past week.

2 Anyone in the working-age population who is neither employed nor unemployed e.g. retirees, people not able to work, people not seeking work etc.

3 These measures only refer to those people in our community who are in the labour force (aged 15 and over).

4 This is not an unemployment rate, which is the proportion of people in the labour force (all people over 15 years) who are unemployed.

So what do these statistics tell us?

There is inequity within our community.

Access to adequate housing is a fundamental human right. Poor housing quality can lead to a range of negative impacts.

Homelessness is increasingly visible, with an estimated 350 people who are homeless in Tauranga. 71% of residents believe that homelessness is an issue in Tauranga. This has increased since 2016 (up from 57%).

Rapid population growth and changing demographics require increased social infrastructure.

With rapid population growth, additional facilities and services will be required. Accessible social infrastructure is vital to community wellbeing. It contributes to people's sense of place and identity and social cohesion. It could also affect whether people wish to live in Tauranga.

Council can support communities to help themselves.

Across Tauranga and the Bay of Plenty there are many organisations working with a community development and social services focus. Some of these organisations work independently of each other, although they may have common objectives. Further co-ordination and collaboration will help rationalize resources and ensure they are directed to the areas of greatest need.

Housing is a key issue.

The rapid growth of Tauranga’s population in recent years has stretched the capacity of its housing stock to accommodate the growing demand.

Issues include the need to increase the supply of houses both to purchase and to rent, housing affordability, household crowding and growing homelessness. In Council’s annual residents’ survey, 86% of first home-buyers and 71% of households renting believe that housing costs are unaffordable in our city.

(Data is sourced from Statistics NZ, Vital Signs and Tauranga City Council's residents’ survey)
We need to create a city in which we feel community pride and belonging.

It is important to have a shared identity and sense of belonging. We need to recognise and celebrate its own heritage and identity, while at the same time embracing the diversity of new cultures. Tauranga is becoming increasingly multicultural. Each ethnic group coming to live here has a distinct history and culture that contributes in a different way to the richness of our city.

Arts, culture and heritage facilities and services enable the expression of people’s cultural, national and local identity and are important outlets for many people’s enjoyment. The ability to take part in a range of arts and cultural activities is also associated with community connectedness.

Despite the diverse offering of events, and an increased investment in events in recent years, there was a significant decrease in the proportion of residents satisfied with the number of events in Tauranga (58% in 2017 and 2016 compared to 73% in 2015). This reflects the changing expectations of our communities.

Being healthy and active is important to us.

Participation in physical activity has positive benefits for people’s physical and mental health, and it makes us more resilient as individuals and communities.

Tauranga is sited alongside large areas of coastline and harbour, major recreation resources. Green areas in the city encourage physical activity and enjoyment of the outdoors. Our natural environment draws people to our city (e.g. over a million visitors go up or around Mauao each year).

Issues and opportunities facing recreation and leisure activities in Tauranga include:

- A need to ensure facilities and services provision accommodate our changing population,
- An increasing community expectation of facility standards and services,
- An aging population and increasing ethnic diversity are changing the demand for community sport and the way Kiwis participate,
- People are fitting sport into their busy lifestyles – changes to the traditional five day working week make sports attendance more difficult, and
- Demand for individualised sport and physical activity is on the rise, while demand for team and organised sport is declining.

Our communities need to be safe and resilient to thrive and respond to changes.

Safety and resilience are fundamental to people’s wellbeing. Safety is the freedom from physical or emotional harm. It requires all sectors of the community to work in unison to address concerns about injuries, crashes, anti-social behaviour, violence and crime.

Our community has expressed some concerns about safety, with the percentage of people who feel safe in our city decreasing over the past year. In 2017, only 46% of residents reported feeling safe in the city centre at night, down from 48% in 2016. 87% of residents felt safe in the city centre during the day, compared with 91% in 2016.

Community resilience is the ability to utilise available resources to prepare, respond and recover from natural hazard events. It is an emerging area of focus for New Zealand, and for Tauranga.

We cannot improve community wellbeing without the community.

Ensuring communities are well-informed and have their say in decision-making processes is part of encouraging strong and positive communities.

Community engagement is critical. Non-participation is known to lead to feelings of powerlessness, which leads to feelings of chronic stress, with adverse consequences for health and wellbeing.

Effective partnerships between service systems and communities results in a greater sense of ownership, greater take-up of services, and better outcomes for children and families. One such partnership that Council is focusing on is our partnership with Tangata Whenua. Local authorities are required to understand Māori values and issues related to their community wellbeing. For example, when a Council is making an important decision involving land or a body of water, it must take into account the relationship of Māori and their culture and traditions with their ancestral land, water, sites, wāhi tapu, valued flora and fauna, and other taonga.