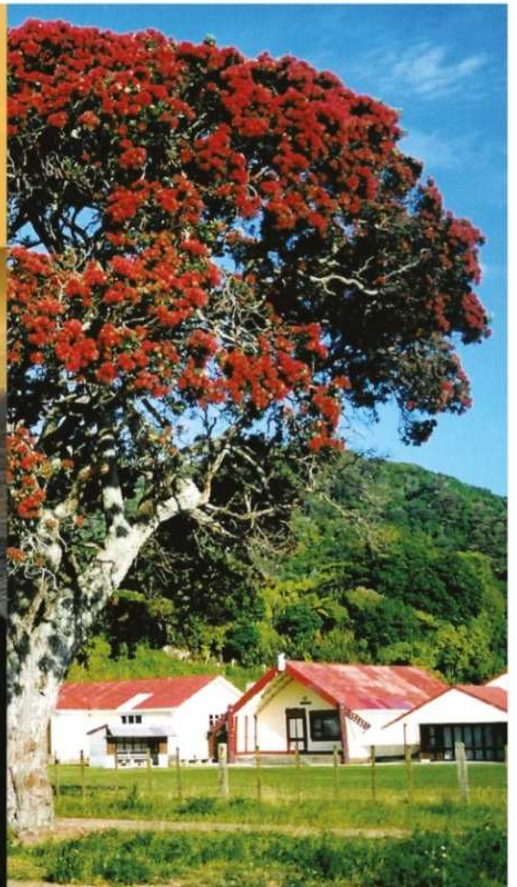




# Eastern Bay – Beyond Today

A development plan and key opportunities for the Eastern Bay





**Eastern Bay - Beyond Today**

**A Development Plan and Key Opportunities for the Eastern Bay**

Prepared for the Eastern Bay community by:



**Supporting the Eastern Bay and the Bay of Plenty region**



# Contents

Message from the Mayors and Chair	3
What is Eastern Bay – Beyond Today?	5
Our Eastern Bay	7
Key Trends and Implications	10
What We Want to Achieve	18
Our Economy	20
Our People and Culture	22
Our Environment	25
Our Infrastructure	27
Our Future Eastern Bay	29
How Key Opportunities will Achieve our Outcomes	30
Refresh Process	31
Appendix - Key Eastern Bay Infrastructure	33



# Message from the Mayors and Chair

Welcome to Eastern Bay – Beyond Today.

This is a development plan that provides a clear vision for the Eastern Bay for the next 30-50 years. It sets the scene for the future of our economy, people and culture, environmental, and infrastructure.

It's an exciting time to be living in the Eastern Bay – we have so much potential. But we need to make sure we take advantage of our opportunities, and respond to changes that will affect people and communities, our economy, and the environment. We need Eastern Bay to be resilient, liveable, connected and collaborative.

With that in mind, we have set out the Outcomes we want to achieve and Key Opportunities for the Eastern Bay. The Implementation Plan identifies actions around each of the Key Opportunities, and priorities for the next five years.

The Eastern Bay community needs to collaborate to make sure we reach our potential. We all have roles to play in building our future.

Together we can achieve great things for the Eastern Bay.



**Mayor Malcolm Campbell**  
**Kauerua District Council**



**Mayor John Forbes**  
**Ōpōtiki District Council**



**Mayor Tony Bonne**  
**Whakatāne District Council**



**Chairman Doug Leeder**  
**Bay of Plenty Regional Council**

## Key Opportunities in the Eastern Bay

### Connecting to the Eastern Bay

- Transport connections within Eastern Bay, and to Tauranga (Port of Tauranga), Rotorua, and the upper North Island. Road networks between communities, and to high value rural production areas and tourism opportunities.
- Efficient rail/road transport to move freight from the Eastern Bay to the Port of Tauranga.
- Broadband access to our communities to provide services, and link our businesses to the region, New Zealand and the world.

### Growing a high value economy

- Aquaculture - marine farms and associated processing, research and development.
- High value horticulture - kiwifruit, berry fruit, manuka.
- High tech developments (including using biotechnology and clean energy) to process our rural crops, wood and wood-fibre into high value products.
- Specialist manufacturing (including aluminium boat building).
- Innovative and diverse rural production.
- Tourism based on environmental and cultural experiences, local events, recreation, and industrial/commercial sector visits.
- Irrigation schemes for high-value horticulture and agriculture, resilient water supply.
- Water bottling.

### Education for living and working in the Eastern Bay

- People have higher skills for the future world, and skills for Eastern Bay jobs.
- Engaging youth in our communities, education opportunities and labour force.

### Clean energy powering our future

- Developing solar energy to make use of our high sunshine hours.
- Developing geothermal resources for energy and processing at Kawerau.
- Energy self-sufficiency for the Eastern Bay.

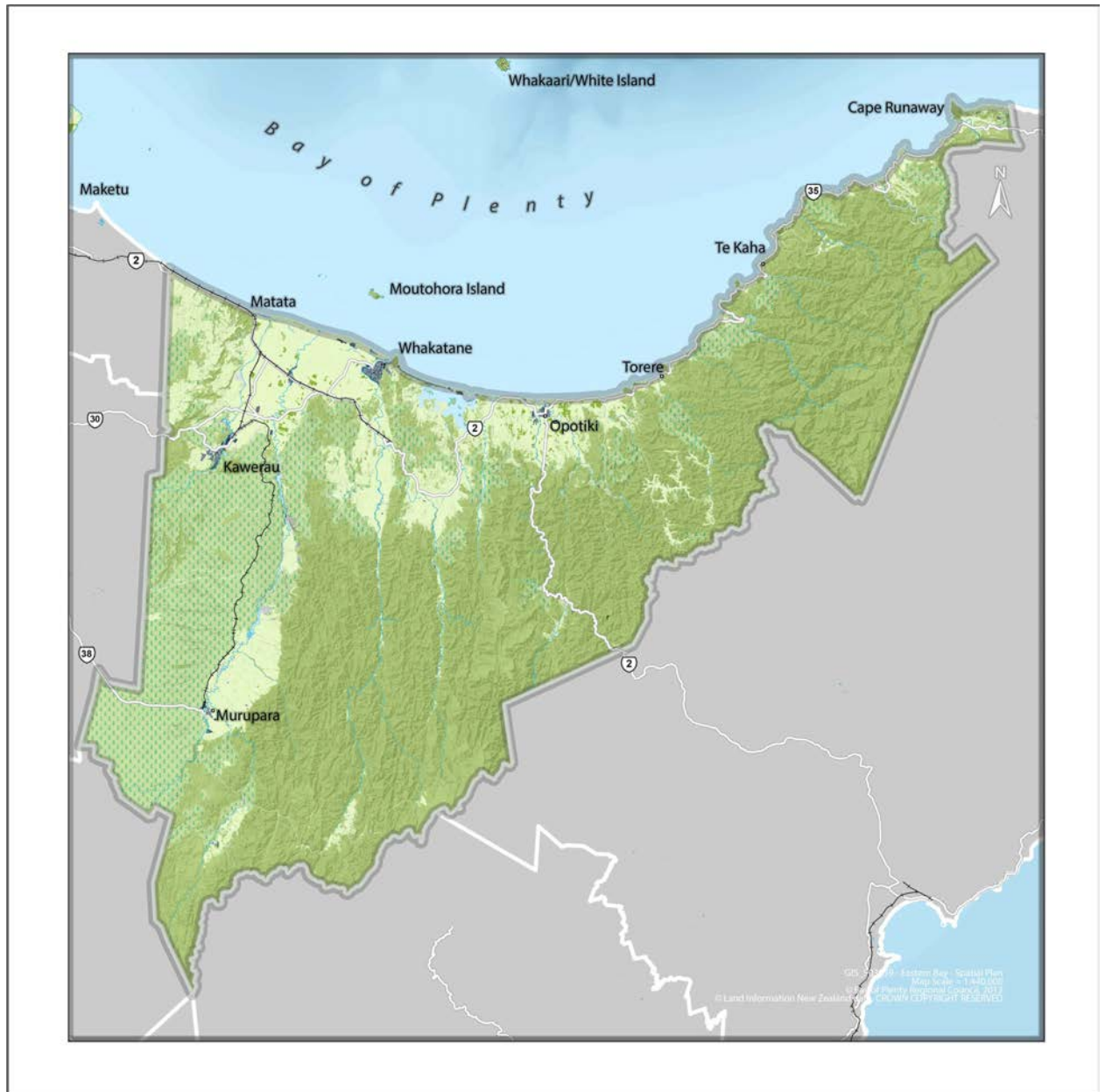
### Caring for our communities and the environment

- Understanding and responding to an ageing population and changing demographics in our communities.
- Regional collaboration for healthy communities.
- Building and supporting sustainable, liveable and resilient communities.
- Adapting to the implications of climate change.
- Sustainable use of our environmental resources.
- Setting and achieving good water quality standards.
- Water allocation - balancing environmental, cultural and economic needs.

# What is Eastern Bay – Beyond Today?

Eastern Bay – Beyond Today is a development plan for the Eastern Bay area.

The 'Eastern Bay' is the part of the Bay of Plenty region that covers the land area of Kawerau District Council, Opotiki District Council and Whakatane District Council, and the adjacent coastal area to 12 nautical miles offshore managed by Bay of Plenty Regional Council.



*Ehara taku toa, he takitahi, he toa takitini*

*My success should not be bestowed onto me alone, as it was not individual success but success of a collective.*

## The purpose of Eastern Bay – Beyond Today is to provide a clear vision for the Eastern Bay for where we want to be in the next 30-50 years.

The development plan:

- Is a collective voice for the Eastern Bay.
- Is based on four principles – resilience, livability, connectivity, and collaboration.
- Covers four themes – economy, people and culture, environment and infrastructure.
- Sets out outcomes for the Eastern Bay for where we want to be in the next 30-50 years.
- Identifies key opportunities that will achieve the outcomes.

Our key assumption is that there will be change over the next 30-50 years. Over that time there will be changes to technology, science, population demographics, society, the economy and the environment. Eastern Bay – Beyond Today is a directional document that takes a strategic view to achieving good long-term outcomes.

We know we have current challenges to address and that there are global and local trends we need to respond to. We also know that we need to do things now that will sustain and grow our people and culture, economy, environment and infrastructure.

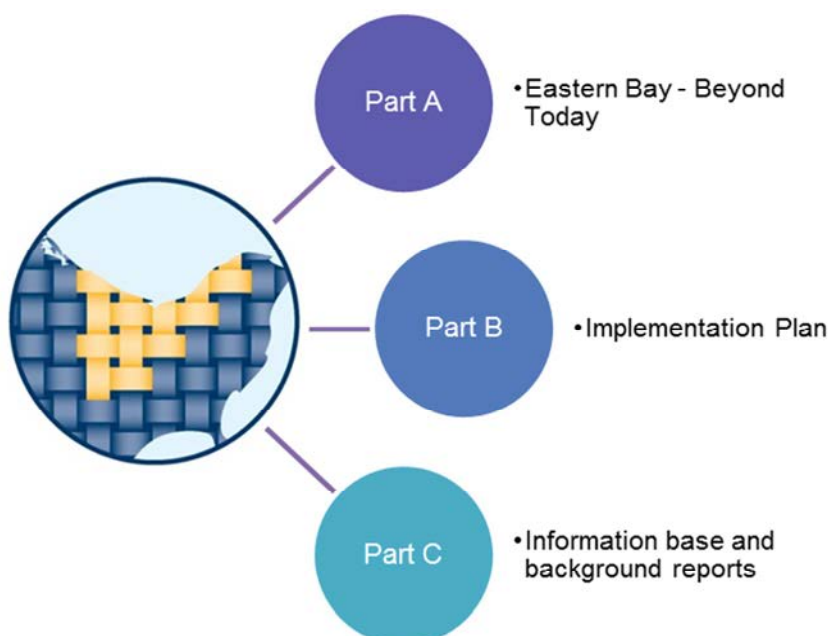
Eastern Bay – Beyond Today is not intended to be all things to all people. Priority actions have been stated in the Implementation Plan, and we will need to work within our limited means.

It is directional, not directive. We will need to regularly review the actions so we can respond to changes over time. This is an adaptive management approach – a flexible pathway to achieving good long-term outcomes.

## The Eastern Bay community needs to collaborate to achieve our outcomes.

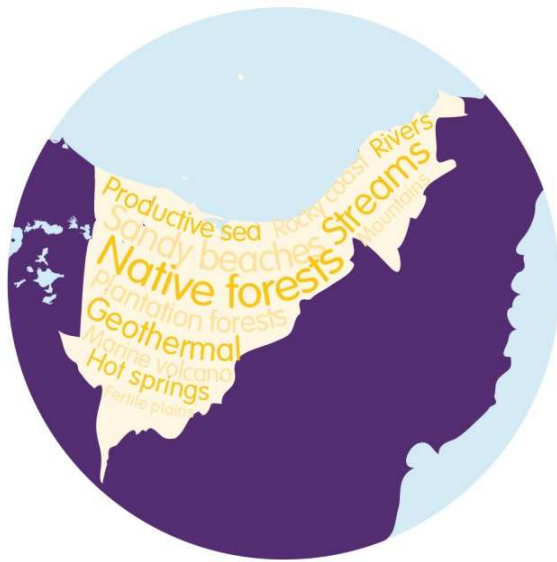
Councils, iwi and hapu, communities, government agencies, organisations, industry sectors and businesses all have roles to play. There are existing actions, projects and processes to continue implementing, and there will be some new initiatives for the future.

There are three parts to the development plan. Part A, Eastern Bay – Beyond Today (this document) contains the strategy and key opportunities. Part B is the implementation plan which will contain actions, projects and processes under each key opportunity to achieve the outcomes. Part C is the information base and background reports that inform the strategy and implementation plan.






# Our Eastern Bay



## Our people

 Population – 47,490 (2013)

The population grows in summer due to the area's popularity as a holiday destination and the warm and sunny climate.

There is a strong Māori presence and many iwi in the Eastern Bay. The main Waka are Mātaatua, Nukutere, Horouta and Tainui.

Captain James Cook, on the Endeavour, sailed into the Bay of Plenty in 1769. Cook named it 'Bay of Plenty' because the people were generous and there were lots of fish, timber and other supplies. From the 1870s onwards European settlers arrived in numbers.

## Our climate



Average annual sunshine 2332 hours



Average temperature 24°C February, 14°C July/August



Average annual rainfall 1207 mm, increasing inland

**Beaches** **Rivers**  
**Swimming and surfing** **Mountains**  
**Diving** **Bush walks**  
**Fishing** – rivers, surf-casting and ocean  
**Horse riding** **Kayaking**  
**Tramping** **Mountain biking**  
**Camping** - Motu Trails Cycleway,  
**Hunting** **Whirinaki**  
**Hot springs** **Golf**  
at Awakeri and Kawerau  
**Craft and produce markets**  
**Te Urewera**

## Our economy



**Dairy farming** – majority of dairy farms in the Bay of Plenty are in the Eastern Bay.



**Kiwifruit, berry fruit**



**Forestry and wood processing**



**Aquaculture** – largest approved marine farm in NZ is off Ōpōtiki.



**Tourism** – environment, culture, cycleways, walking tracks.



**Manufacturing and processing**

– dairy products, pulp and paper, wood products, agricultural, aquaculture and horticulture processing.



**Boat building** – aluminium boats

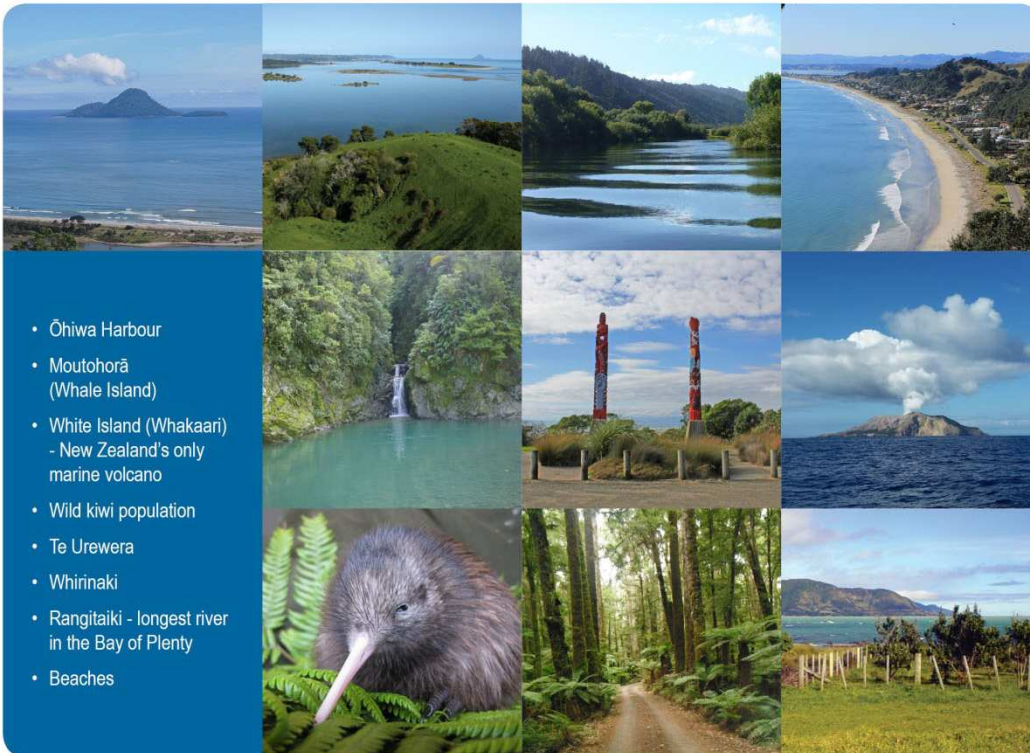


**Water bottling**



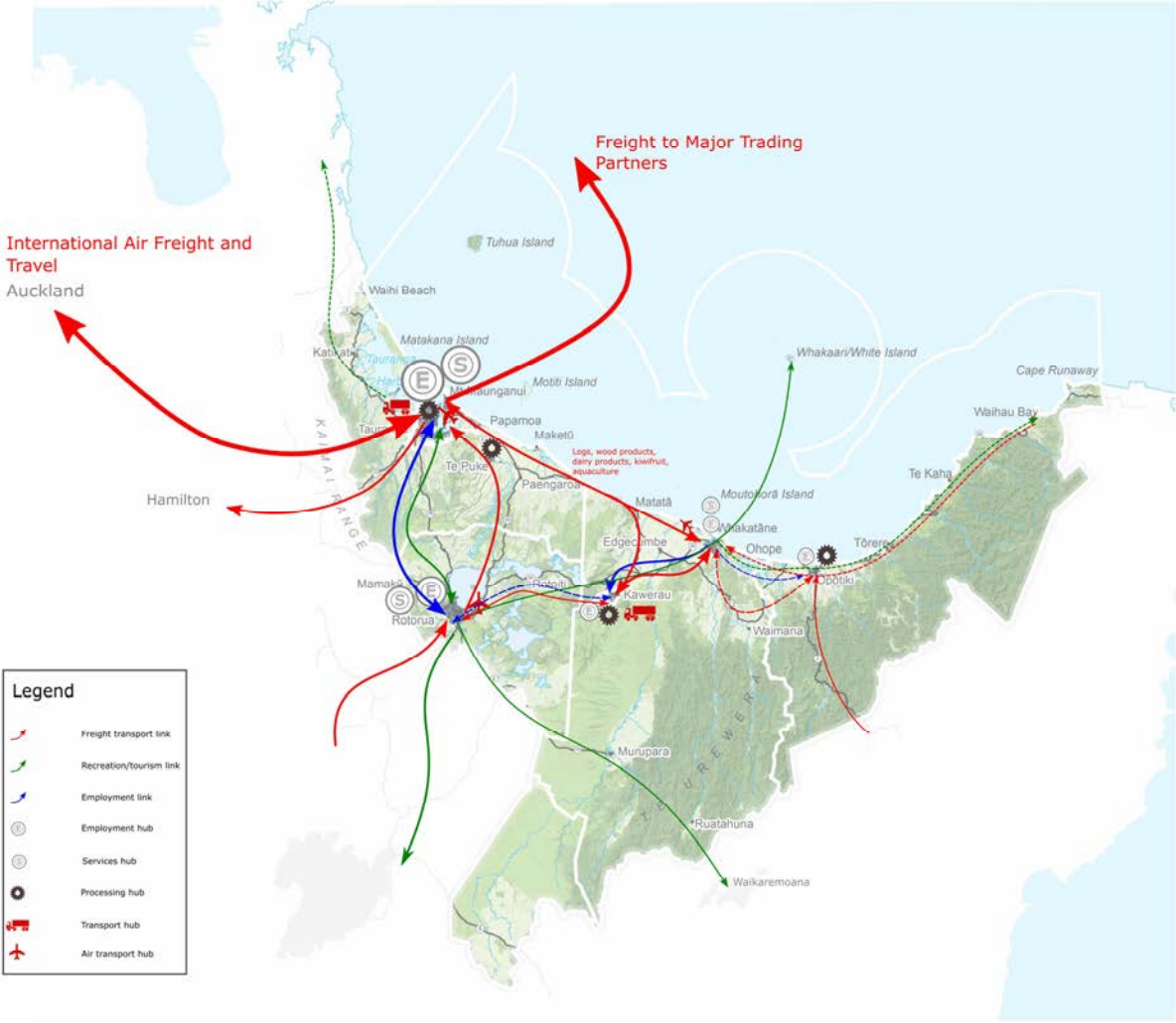
**Education** – tertiary education and training, Te Whare Wānanga o Awanuiarangi

## Our environment - special places



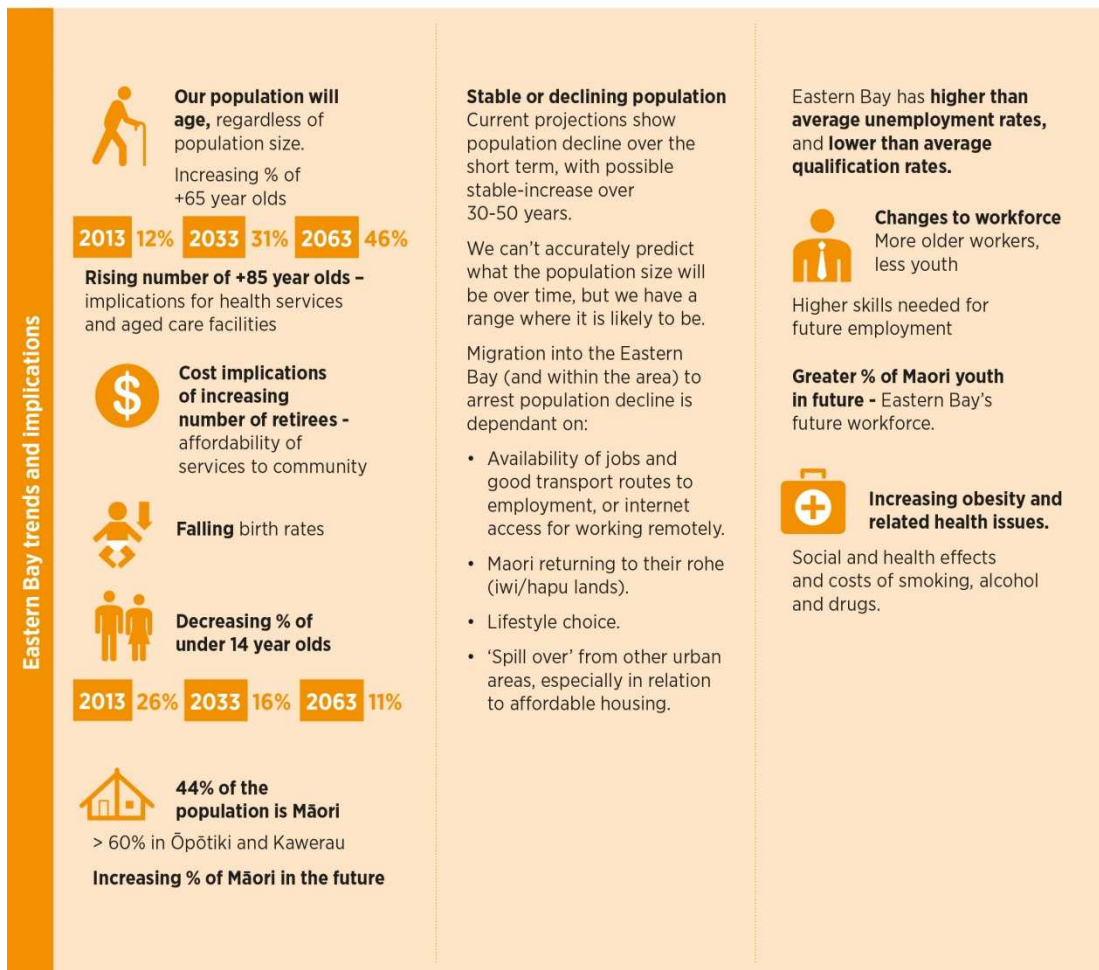
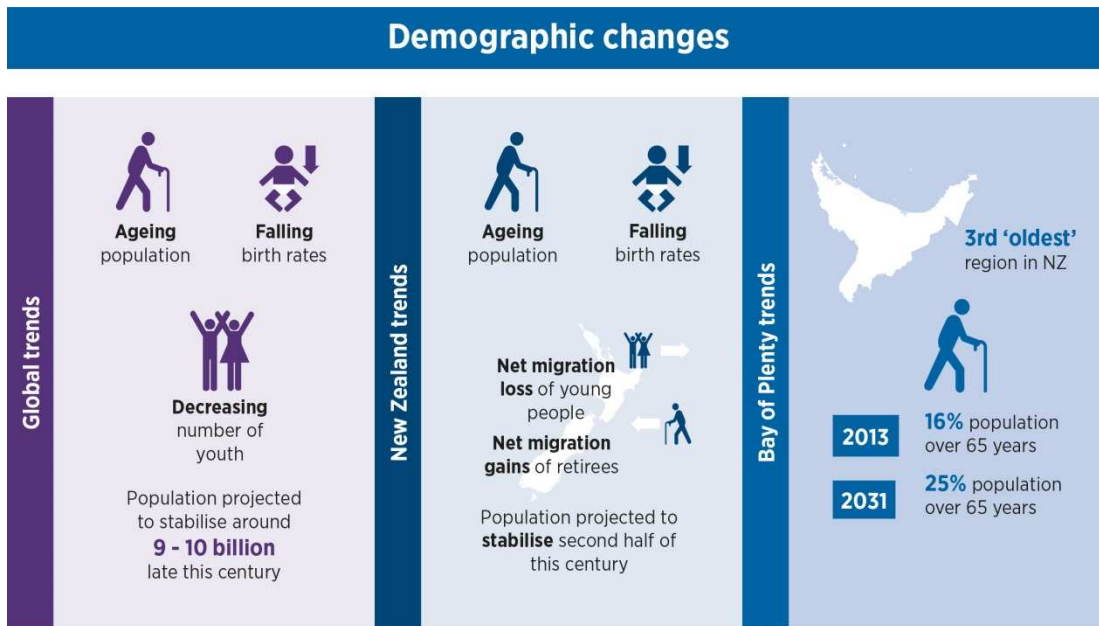
- Ōhiwa Harbour
- Moutohorā (Whale Island)
- White Island (Whakaari) - New Zealand's only marine volcano
- Wild kiwi population
- Te Urewera
- Whirinaki
- Rangitaiki - longest river in the Bay of Plenty
- Beaches

# Our links to the Bay of Plenty region and the world

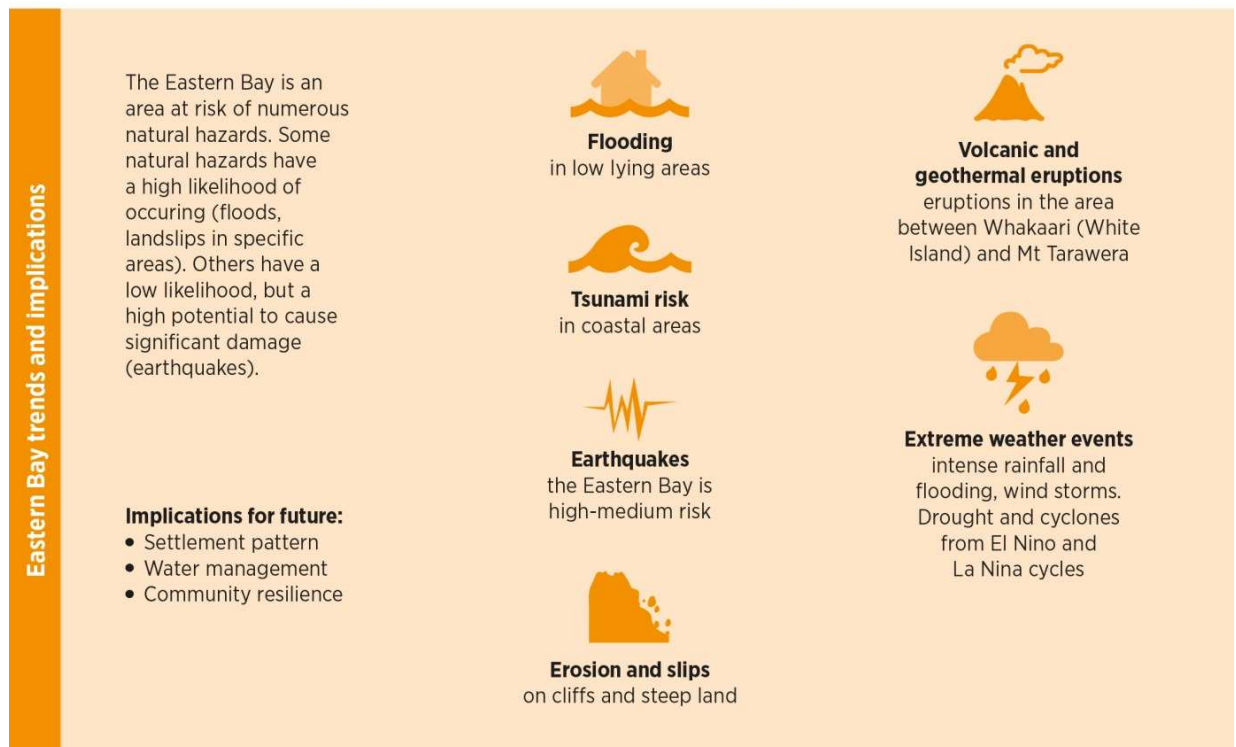
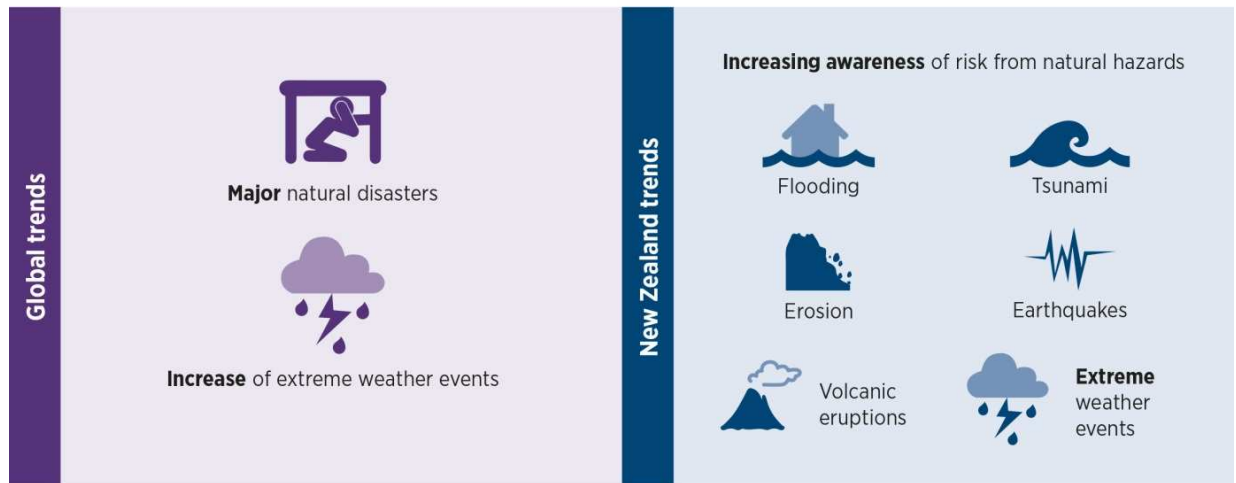


# Key Trends and Implications

The key trends and influences that will affect the Eastern Bay in the future are shown below. The local implications that we will need to respond or adapt to in the future are also explained.



## Natural hazard risks and extreme weather events



## Settlement Pattern

### Global trends



**Increasingly urbanised**  
populations

### New Zealand trends

**Uneven spread of future growth** – majority of growth expected in Auckland



### Bay of Plenty trends



Rural communities thinning out as people move to large urban areas and cities –

**80%**

of BOP population lives in urban areas

### Eastern Bay trends and implications



**Where we live may change**

**Implications from:**

- Economic development and opportunities
- Climate change
- Job locations
- Transport links
- Broadband access

**Rural to urban drift –**

to Whakatāne, Rotorua, Tauranga and beyond.

Less people in rural areas – risk of declining services and retreat from those areas.



Implications of changing demographics - ageing population, stable or declining population.

## Science and technological advances

### Global trends



Invention, innovation, diffusion of technology and knowledge



Ongoing globalisation

Interaction and integration across the world



Doing business with world

### New Zealand trends



**Improving economic productivity** – increasing use of technology (including robotics) and less jobs



**Fewer** jobs with higher skill requirements

### Eastern Bay trends and implications



**Broadband access will become increasingly important** for connectivity and accessing services.

Increasing use of disruptive technologies – technologies with the potential to transform the global economy:

- Mobile internet (mobile rather than wires/fibre)
- Automation of knowledge work (artificial intelligence used to automate tasks previously not able to be done by machines)

- Internet of Things (physical objects that are connected and able to monitor conditions and performance)
- Cloud technology to provide computer services
- Advanced robotics (substituting labour for robots in manufacturing, rural production, services and health)
- Next generation genomics
- Autonomous and near-autonomous vehicles

- Energy storage (battery technology – electric vehicles, greater use of solar power)
- 3D printing (on-demand production)
- Advanced materials (different strength, reactivity and conductive properties)
- Advanced oil and gas exploration and recovery
- Renewable energy and energy self-sufficiency

**There will be new science and technological advances over next 30-50 years that can't be predicted.**

## Significance of Treaty settlements

### New Zealand trends



Settlement of historical Treaty of Waitangi claims.

Ture Whenua Act Reform - use of Māori land.

Marine and Coastal Area (Takutai Moana) Act - recognition and protection of customary interests.

### Bay of Plenty trends



3rd largest Māori population in New Zealand.

35+ iwi, 200+ hapu.

Co-governance and joint decision making from Treaty settlements.

Building relationships with iwi and hapu.

Māori and economic development.

### Eastern Bay trends and implications

#### Significant potential for Māori economic development and renaissance of iwi and hapu.

#### Treaty settlements completed (2015)

Ngāti Awa  
Ngāti Tūwharetoa Ki Kawerau  
Ngāti Manawa  
Ngāti Whare  
Ngāi Tūhoe  
Central North Island Iwi collective

#### Co-governance

Rangitāiki River Forum

#### Treaty settlements in progress

Ngāti Rangitihi  
Te Whakatōhea  
Ngāi Tai  
Te Whānau ā Apanui





## Sustainable environment and resource use

### Global trends



**Finite resources and increased difficulty** accessing resources (land, water, energy).

**More from less.**

### New Zealand trends



**Water allocation** – especially in drier eastern areas



**Water quality**



Loss of **native biodiversity**

### Bay of Plenty trends



**Water allocation** where high use for intensive production, large municipal takes.



**Water quality** – Rotorua Lakes, Tauranga Harbour catchment, and other ‘hot spots’.



**Versatile land** – conflict between urban growth and rural production.

### Eastern Bay trends and implications



#### **Water allocation pressure in areas of intensive agriculture and horticulture.**

Increasing pressure on water resources as a result of allocation needs and changing rainfall patterns will require efficient and effective management of water resources

Water quality ‘hot spots’ – lower Tarawera River, E. coli levels in all rivers and streams

Loss of indigenous biodiversity (native species)

Risk of declining natural resources and ecosystems

#### **Making the most of our environment**

- Sustainable management
- Water management
- Regulations for environmental standards
- Intergrated catchment management approach
- Balancing environment and economy
- Assimilative capacity of water, soil and air
- Pest Management

# Climate change

## Global trends



Sea level **rise**



**Increasing**  
temperatures



**Changing**  
rainfall patterns



**Climate change agreement**  
to limit emissions  
to 2°C increase

## New Zealand trends and implications



### Temperature ↑

1.2°C by 2040  
(compared  
to 1990)

↑ 2.7-3.6°C by 2090

Twice number of hot  
days above 25°C by  
mid century

Frosts are rare by 2090



### Sea level rise

0.27m by 2040 ↑  
0.8m by 2090 ↑

Increased coastal  
erosion and flooding



### Rainfall

Drier winter and spring

More variable rain in summer and autumn

Increased need for water storage and managing  
for rainfall variability

Extreme 24hr rainfall events increase in magnitude

Increased flooding risk in low lying areas

## Eastern Bay trends and implications

### Implications for:



Coastal areas - erosion and inundation



Horticulture - crop types



Water management - water storage



Agriculture - plant pests



Stormwater management in urban areas



Indigenous ecosystems



Flooding in low lying areas



Pest Management

# Sustainable economy and communities

## Global trends



**Global insecurity**  
about economic  
instability and  
inequality



Food and  
resource  
**shortages**



Changing energy  
landscape and  
resource use



**Climate change agreement implications -**  
changes to industry, transport and agriculture

**Global economy shifts**  
different markets

## New Zealand trends



Change to  
alternate fuels and  
energy sources



Effects of  
economic conditions  
and **increasing  
debt levels**

Significant  
**ongoing funding  
challenges** for local  
government



**Increasing**  
housing costs



**Income  
inequality**



**Climate change agreement implications -**  
especially transport and agriculture

## Eastern Bay trends and implications



### Effects of the global economy on the Eastern Bay

Economic variability, shifts in global trade – need for resilient economy, value-added products, emerging economic opportunities. Producing goods and services for new economic markets.

Food security for Eastern Bay, and export of food products to feed global demand.

Move to clean energy sources (geothermal and solar) and opportunity for energy self-sufficiency.

Effects of interest rate and inflation rate changes.

Stricter environmental legislation/controls.

Natural hazards.

### Affordability of infrastructure and services:

- Increasing costs
- Demographic and population changes will affect the affordability of services and infrastructure
- Aging infrastructure
- Achieving reliable services
- Growth pressures in specific areas
- Balancing community wants/needs and affordability of social infrastructure
- Who pays versus who benefits?

### Intergrating landuse and transport planning:

- Industrial land available in Kawerau
- Freight from Eastern Bay to Port of Tauranga and Upper North Island.

### Encouraging communities to thrive:

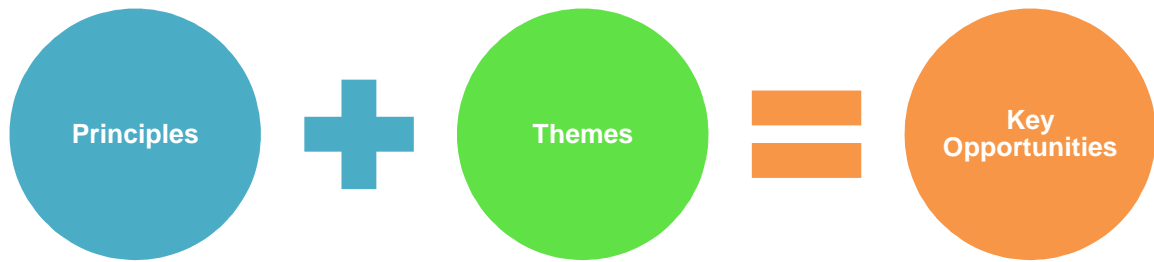
- Sustainable economic growth, growth strategy and high-quality decision making.
- Increasing focus on attracting jobs, people and investment
- Working together to meet the needs of our communities.
- Jobs and people not necessarily in the same place.

### People and skilled labour force are critical to economic growth.

# What We Want to Achieve

## Our Principles and Themes

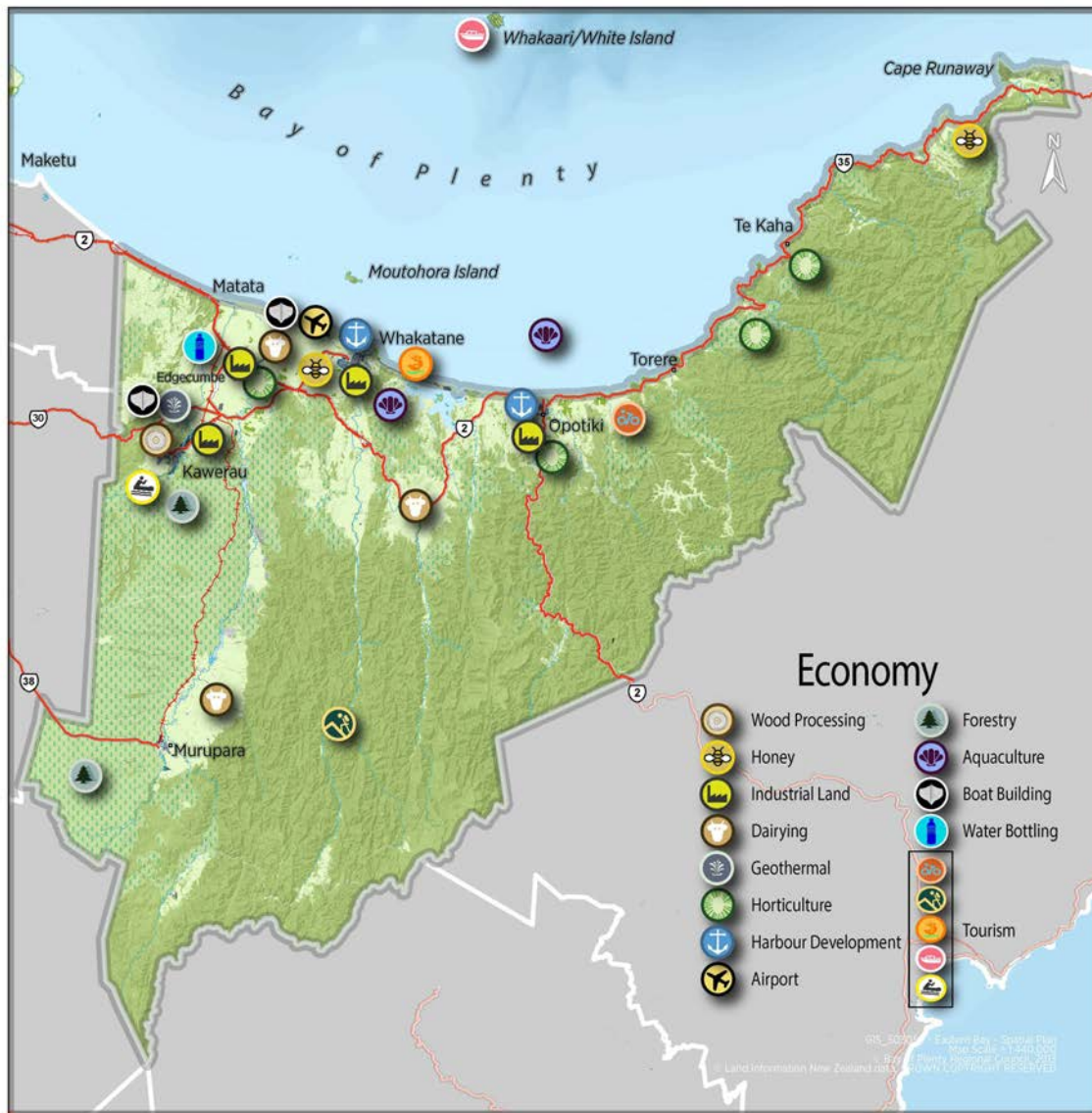
		Themes			
		Economy	People and Culture	Environment	Infrastructure
Principles	<b>Resilience</b>	<p>Growing an economy based on diverse and high value horticulture, agriculture and aquaculture products and processing.</p> <p>An innovative economy that quickly adopts new technology and to the changing environment.</p>	<p>Our changing population - understanding and planning for an ageing population, and demographic change.</p> <p>Youth are engaged in the community and economy.</p> <p>Resilient and sustainable communities – responding to the changes and diverse needs and places of our communities.</p> <p>Education and training for living and working in the Eastern Bay – now and in the future.</p> <p>Adapting to climate change.</p>	<p>Managing our water resources to benefit ecosystems, communities and economic uses.</p> <p>Setting environmental (water) standards.</p> <p>Water allocation.</p> <p>Sustainable use of our environment – kaitiakitanga, stewardship.</p>	<p>Clean energy – solar, geothermal, micro hydro generation.</p> <p>Energy self-sufficiency.</p> <p>Infrastructure that supports the economy, high value food products, tourism, and connections between communities – including digital, transport and irrigation/water supply infrastructure.</p> <p>Infrastructure that is resilient to major risks and future changes to our communities and environment.</p>
	<b>Liveability</b>	<p>Attracting and retaining skilled people for jobs in the Eastern Bay.</p>	<p>Improving the quality of life and health of our people and communities.</p> <p>Creating places where people want to live and work – attractive and liveable communities.</p> <p>Good quality, available, affordable housing.</p>	<p>Making the most of the recreation and amenity values of the Eastern Bay environment.</p>	<p>Affordable infrastructure for the needs of our communities and economy.</p> <p>Providing modern, effective, efficient services and infrastructure.</p>
	<b>Connectivity</b>	<p>Connecting the Eastern Bay - good transport and digital technology connections across the Eastern Bay; and to the rest of Bay of Plenty, New Zealand, and the world.</p> <p>Tourism based around cultural, environmental and cycling experiences.</p>	<p>Improving connections between people, cultures and communities.</p>	<p>Active connections between the economy, people and the environment.</p>	<p>Infrastructure that supports good transport and digital connections to link people, communities, and employment opportunities; the movement of goods; and access to services.</p>
	<b>Collaboration</b>	<p>Working together towards agreed outcomes - grow a sustainable economy.</p> <p>Developing strong, collaborative working relationships for Maori economic development.</p>	<p>Working together towards agreed outcomes – sustainable, liveable and resilient people and communities.</p> <p>Collaboration across sectors –communities, iwi, industry, local and central government.</p>	<p>Working together towards agreed outcomes - sustainable resource use.</p> <p>Doing more with less resources.</p>	<p>Working together towards agreed outcomes – affordable and targeted infrastructure.</p> <p>Making good long-term decisions that take into account the wide interests in the community.</p>



## Our Key Opportunities

<p><b>Connecting to the Eastern Bay</b></p>	<ul style="list-style-type: none"> <li>• Transport connections within Eastern Bay, and to Tauranga (Port of Tauranga), Rotorua, and the upper North Island. Road networks between communities, and to high value rural production areas and tourism opportunities.</li> <li>• Efficient rail/road transport to move freight from the Eastern Bay to the Port of Tauranga.</li> <li>• Broadband access to our communities to provide services, and link our businesses to the region, New Zealand and the world.</li> </ul>
<p><b>Growing a high value economy</b></p>	<ul style="list-style-type: none"> <li>• Aquaculture - marine farms and associated processing, research and development.</li> <li>• High value horticulture - kiwifruit, berry fruit, manuka.</li> <li>• High tech developments (including using biotechnology and clean energy) to process our rural crops, wood and wood-fibre into high value products.</li> <li>• Specialist manufacturing (including aluminium boat building).</li> <li>• Innovative and diverse rural production.</li> <li>• Tourism based on environmental and cultural experiences, local events, recreation, and industrial/commercial sector visits.</li> <li>• Irrigation schemes for high-value horticulture and agriculture, resilient water supply.</li> <li>• Water bottling.</li> </ul>
<p><b>Education for living and working in the Eastern Bay</b></p>	<ul style="list-style-type: none"> <li>• People have higher skills for the future world, and skills for Eastern Bay jobs.</li> <li>• Engaging youth in our communities, education opportunities and labour force.</li> </ul>
<p><b>Clean energy powering our future</b></p>	<ul style="list-style-type: none"> <li>• Developing solar energy to make use of our high sunshine hours.</li> <li>• Developing geothermal resources for energy and processing at Kawerau.</li> <li>• Energy self-sufficiency for the Eastern Bay.</li> </ul>
<p><b>Caring for our communities and the environment</b></p>	<ul style="list-style-type: none"> <li>• Understanding and responding to an ageing population and changing demographics in our communities.</li> <li>• Regional collaboration for healthy communities.</li> <li>• Building and supporting sustainable, liveable and resilient communities.</li> <li>• Adapting to the implications of climate change.</li> <li>• Sustainable use of our environmental resources.</li> <li>• Setting and achieving good water quality standards.</li> <li>• Water allocation - balancing environmental, cultural and economic needs.</li> </ul>

# Our Economy



## Economy Outcomes

- We have a thriving and diverse marine economy and aquaculture industry.
- We have outstanding visitor experiences based around our marine and land environments, and our culture.
- We have an innovative and high value economy based around biotechnology, high value rural products and processing.

### This means

We have an approach that facilitates economic growth by capitalising on the Eastern Bay's strengths and opportunities. We have built on our comparative advantages and collaborate to increase the resilience, liveability and connectivity of the Eastern Bay.

The diversity in our coastal, freshwater, geothermal and land environments is maintained and enhanced, and sustains a range of cultural, recreational and commercial opportunities. We have innovative and diverse rural production. The coast and marine environment remains a 'point of difference' and comparative advantage for the Eastern Bay.

Marine aquaculture remains an economic driver for the Eastern Bay through the sustainable use of our marine waters. The Eastern Bay is a world-class aquaculture region.

Quality tourism experiences continue to grow based around our environment, culture and cycling opportunities. These opportunities are connected across the Eastern Bay, and to other key tourism areas in the Bay of Plenty.

The Eastern Bay remains an area of native forest and bush, agriculture, plantation forestry, and horticulture. Biotechnology, high value rural production and associated processing is a major economic activity. High value horticulture (particularly kiwifruit) and apiculture (honey) industries have grown. We use biotechnology and high-tech processing to extract maximum value from our rural production. We extract the maximum sustainable regional wealth from the Central North Island forest resource.

The potential of geothermal resources are known and the use is optimised in relation to physical and cultural limitations.

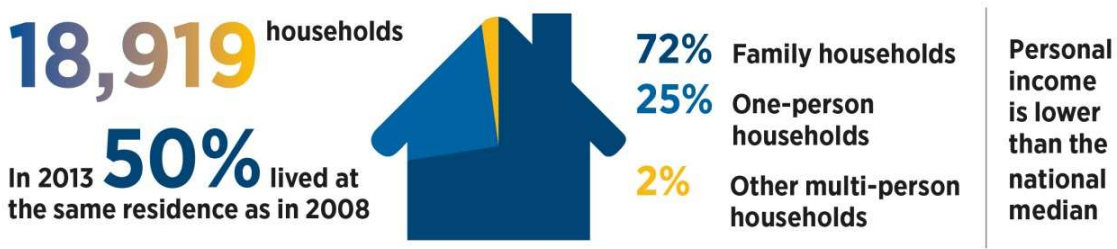
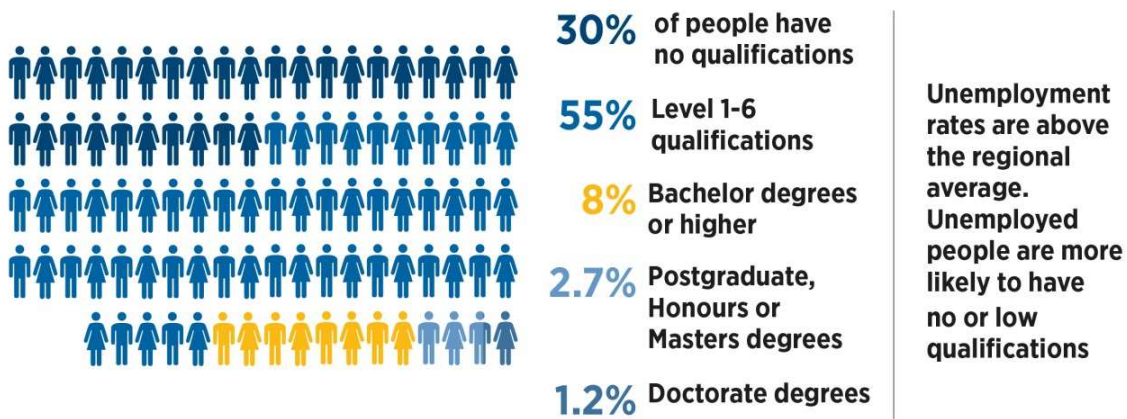
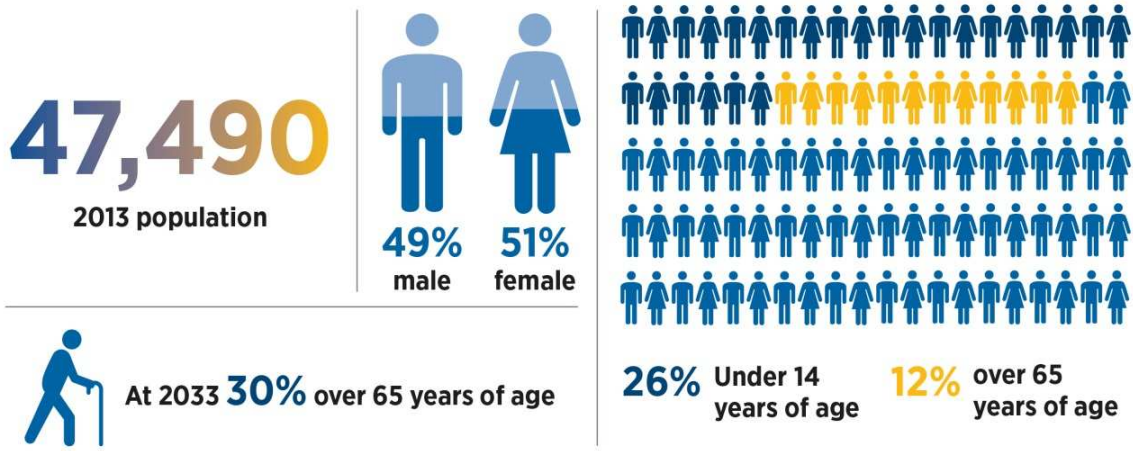
Māori economic development is creating wealth, jobs and prosperity across the Eastern Bay.


### Achieving our Outcomes

For how we will achieve our outcomes, see:

- How Key Opportunities Will Achieve Our Outcomes (page 30).
- Eastern Bay – Beyond Today Implementation Plan.

# Our People and Culture



 People migrate into Eastern Bay, attracted by jobs and lifestyle. They leave for better employment and family reasons. Retirees are attracted to Eastern Bay for lifestyle and climate.



## People and Culture Outcomes

- We have the education, training and work skills for living and working in the Eastern Bay.
- We live in safe, healthy, eco-friendly homes and neighbourhoods that can adapt to change and meet the community's lifestyle needs.
- Our older people age well in place (wherever they choose to live), enjoy life and contribute to our communities.
- Our children and youth pursue excellence in all there is to do.
- Our history and cultural heritage is known and treasured.
- We have resilient, healthy and diverse communities with good quality of life, and have good connectivity and access to services.
- Our communities and economy are successfully adapting to climate change.

### This means

We live in a place that is prosperous, where everyone has the opportunity to participate in the economy and there is a quality of life that makes us want to call our place home. As a community we are proud of our lifestyle and our culture and we want to sustain that quality of life for the long-term. We collaborate to build and retain sustainable, liveable, and resilient communities.

The critical years of 0-24 are used to develop the foundation skills for adulthood. Young people offer high levels of energy and make positive contributions to communities. Young people are engaged, valued and work for the betterment of the community. The particular needs of young people are identified and we work with them to address these and support them in their chosen fields. Children and youth are innovative, are encouraged to have a world-view and have the tools available to foster this. Children have the right to be heard, be included, be protected and live fulfilling lives. We have an early childhood environment that fosters our children to be the best they can be.

The complex effects of demographic change are understood, and our communities have sustainably responded to an ageing population. We recognise the diversity across peoples' life spans so there are a variety of housing, work or retirement options available, and ways older people can contribute to the community. Services and facilities are provided that allow people to age in place across the Eastern Bay. Our people are living a more mature, productive and able life longer, with a shorter span of possible frailty. They have independence and security.

Knowledge and skills enhance people's ability to meet their basic needs, widen the range of options open to them in every sphere of life, and enable them to influence the direction their lives take. The skills people possess enhance their sense of self-worth, security and belonging. The labour force has skills that match the needs of employers and job availability in the Eastern Bay and can adapt to future technology changes. Education at all levels is focused on skills for Eastern Bay jobs and higher skills for the future.

In the Eastern Bay we live peacefully alongside our neighbours, whoever they may be. We enjoy a sense of belonging, of community, feeling we are accepted no matter what our differences or similarities are. Understanding and respect are felt by those around us. The history of the Eastern Bay is well understood; its people and the changes that have occurred up to now. We talk openly and honestly with each other, and positively influence decisions that affect the Eastern Bay. We make decisions and take action that benefit our future generations.

Our houses are safe, are of a standard that does not contribute to poor health, and are fit for purpose. Our homes and buildings take advantage of technology changes and improved design. Eco-friendly buildings use a host of technological innovations, materials and techniques including solar panels, high efficiency lighting, ultra-efficient insulation, improved glazing, water conservation, plumbing and recycling. We consider how we build our houses, and also where we build them in relation to natural hazard risks.

Cultural heritage includes landscapes and features, buildings, structures and gardens, archaeological and traditional sites, sacred places and monuments, and their associated values. Heritage continues to be an important part of our built environment. Heritage buildings create character and a point of interest. The culture of those who came before us continues to play an important role in the Eastern Bay. Places of cultural value are well managed and promoted as points of difference in the Eastern Bay. The Eastern Bay's cultural heritage is protected for future generations.

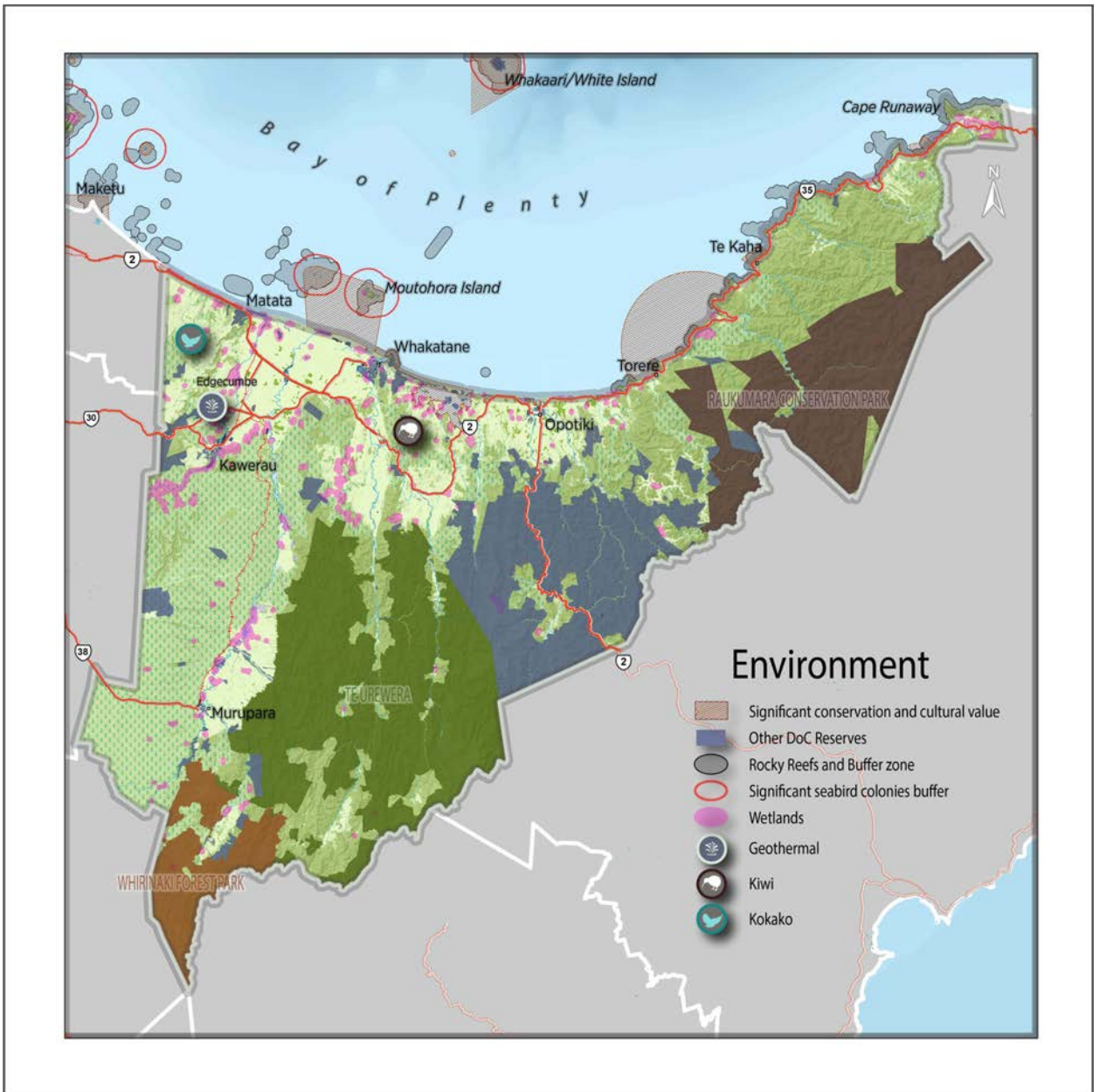
Our communities, people and businesses are successfully adapting to the challenges and opportunities of climate change.

## Achieving our Outcomes

For how we will achieve our outcomes, see:

- How Key Opportunities Will Achieve Our Outcomes (page 30).
- Eastern Bay – Beyond Today Implementation Plan.

# Our Environment



## Environmental Outcomes

- We have plentiful kaimoana to feed our people.
- We live in a stunning location that has ample recreation opportunities.
- Our natural environment and native species are treasured.
- We sustainably manage our land, water, geothermal and air resources to support a healthy environment and diverse rural production.

### This means

Sustainable use of land, air, freshwater and geothermal resources continues, and a balance between competing uses and values is found. The mauri ('vital essence'/life force) of our natural resources is enhanced. Air quality is maintained at its current high level. We collaborate to achieve sustainable use, and have active connections between our economy, people and our environment. We are doing more with less resources.

Kaimoana remains abundant. The Eastern Bay continues to be a place where the sea feeds and sustains its people, and continues to play an essential part of life in the Eastern Bay.

Our recreational opportunities are merged sustainably into our environment, and make the most of what the Eastern Bay offers. We have tourism experiences based on our natural environment and related recreational opportunities.

Natural heritage is our indigenous biodiversity, including flora and fauna and ecosystem types, together with associated geological structures and formations. Heritage continues to be an important part of both our natural environment. Places of environmental value are well managed and promoted as points of difference in the Eastern Bay. The Eastern Bay's natural heritage is protected for future generations.

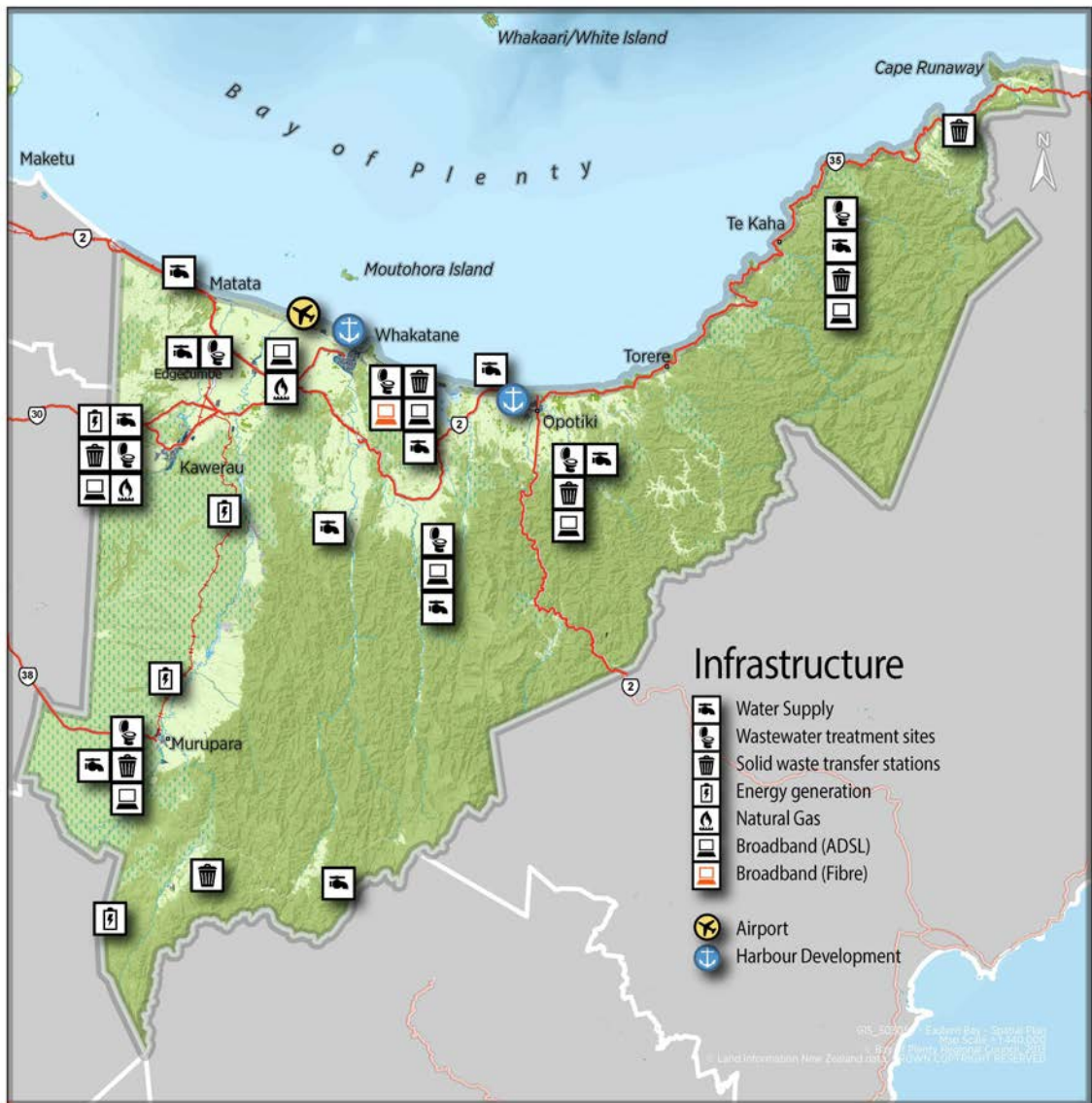
We manage our water resources to benefit ecosystems, communities and economic uses. We have set water quality standards and water allocation mechanisms, and work together to achieve these.

### Achieving our Outcomes

For how we will achieve our outcomes, see:

- How Key Opportunities Will Achieve Our Outcomes (page 30).
- Eastern Bay – Beyond Today Implementation Plan.

# Our Infrastructure



## Infrastructure Outcomes

- Safe, secure and efficiently integrated road, rail, air and sea land linkages support communities and the economy.
- We have affordable, good quality infrastructure that supports healthy communities, and a growing economy.

### This means

The Eastern Bay has a modern, integrated, affordable and efficient infrastructure system that underpins prosperous, resilient and liveable communities, and a growing economy. We are connected across the Eastern Bay, and to the rest of the Bay of Plenty, New Zealand, and to the world.

Our infrastructure supports connectedness, resilience, liveability, access to services, increased productivity, and more high-value exports and growth. It helps all people in the Eastern Bay to reach their full potential and play a meaningful role in the economy and our communities.

The Eastern Bay is energy self-sufficient through our use of solar and geothermal energy that is abundant in the area.

Good transport provides access across the Eastern Bay of Plenty. Our road and rail network is the main connection between Opotiki, the East Coast, Gisborne, Rotorua and Tauranga. There are improved links to the south of the area. Good transport connections support our communities, high value rural production and tourism. The roading network is managed safely, efficiently and effectively for the continued growth and economic success of the Eastern Bay. The right level of investment is allocated into road and rail networks to ensure they remain safe, our community are connected with the rest of the country and they are of an appropriate standard for the usage, including for rural areas of the Eastern Bay.

There is fast broadband access across the Eastern Bay in areas to support economic development and provide services to communities.

Efficient irrigation schemes and water supply support high value rural and horticulture production. These help build resilience in our economy and communities in relation to climate change and drought events.

Efficient air travel is enhanced to provide opportunities for businesses to develop in the Eastern Bay, as well as maintaining fast and efficient transport options.

All infrastructure providers are flexible enough to change to support growth opportunities as they develop, and respond quickly to changing technology.

### Achieving our Outcomes

For how we will achieve our outcomes, see:

- How Key Opportunities Will Achieve Our Outcomes (page 30).
- Appendix – Key Eastern Bay Infrastructure.
- Eastern Bay – Beyond Today Implementation Plan.

# Our Future Eastern Bay



*He waka eke noa*

*A canoe which we are all in with no exception*

# How Key Opportunities will Achieve our Outcomes

✓ Directly achieves the Outcomes; ✱ Supports achieving the Outcomes

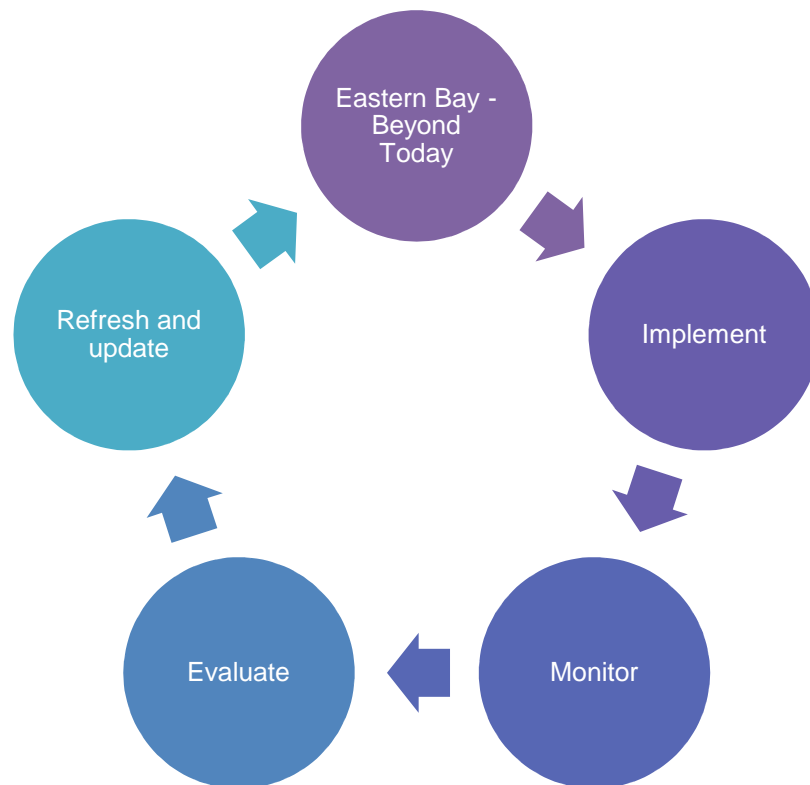
Key Opportunity		Outcomes			
		Economy	People and Culture	Environment	Infrastructure
Connecting the Eastern Bay	Transport connections within Eastern Bay and to Tauranga (Port of Tauranga), Rotorua, and the upper North Island. Road networks between communities, and to high value rural production areas and tourism opportunities.	✱	✱		✓
	Efficient rail/road transport to move freight from the Eastern Bay to the Port of Tauranga.	✱	✱		✓
	Broadband access to our communities to provide services, and link our businesses to the region, New Zealand and the world.	✱	✱		✓
Growing a high value economy	Aquaculture - marine farms and associated processing, research and development.	✓	✱		
	High value horticulture – kiwifruit, berry fruit, mānuka.	✓	✱		
	High tech developments (including using biotechnology and clean energy) to process our rural crops into high value products.	✓	✱		
	Specialist manufacturing (including aluminium boat building).	✓	✱		
	Innovative and diverse rural production.	✓	✱	✓	
	Tourism based on environmental and cultural experiences, and cycling.	✓	✱	✓	
	Irrigation schemes for high-value horticulture and agriculture, resilient water supply.	✓	✱		✓
	Water bottling.	✓	✱		
Education for living and working in the Eastern Bay	People have higher skills for the future world, and skills for Eastern Bay jobs.	✱	✓		
	Engaging youth in our communities, education opportunities and labour force.	✱	✓		
Clean energy powering our future	Developing solar energy to make use of our high sunshine hours.	✱	✱	✓	✓
	Developing geothermal resources for energy and processing at Kawerau.	✱	✱	✓	✓
	Energy self-sufficiency for the Eastern Bay.	✱	✱	✓	✓
Caring for our communities and environment	Understanding and responding to an ageing population and changing demographics in our communities.	✱	✓		
	Regional collaboration for healthy communities.	✱	✓	✓	
	Building and supporting sustainable, liveable and resilient communities.	✱	✓	✓	✓
	Adapting to the implications of climate change.	✱	✓	✓	✓
	Sustainable use of our environmental resources.	✱	✓	✓	
	Setting and achieving good water quality standards.	✱	✓	✓	
	Water allocation - balancing environmental, cultural and economic needs.	✱	✓	✓	

See Appendix – Key Eastern Bay Infrastructure for a list of infrastructure projects.



## Refresh Process

The planning process is a continual improvement process, as illustrated in the diagram below. This document is the first version of Eastern Bay – Beyond Today, and is based on information up to 2015.



Eastern Bay – Beyond Today will need to be refreshed and updated at regular intervals as a result of:

- Completing priority actions identified for a 5 year period, and moving to the next set of priorities.
- New information and data.
- Changes to science/technology, economy, society and the environment.
- Current issues being addressed or new issues becoming apparent.

Monitoring our measures of success will track progress to achieving our outcomes. Effective monitoring, evaluation and refresh processes will provide information on emerging issues, improve implementation and ensure accountability (that things are being done).

Future refresh processes and updates of Eastern Bay – Beyond Today will be timed to inform local government Long Term Planning cycles, and be based on available information (e.g. Census data).



## Appendix - Key Eastern Bay Infrastructure

Key Opportunity	Core Council infrastructure planned over next 30 years	Other Key Infrastructure (planned)	Other Key Infrastructure (investigation stage)
Connecting the Eastern Bay	Road maintenance	Maintenance and upgrading of state highways Re-decking Pekatahi Bridge HPMV routes (Opotiki-Kawerau-Rotorua-Tauranga)	Rainforest Route to Waikaremoana Road-rail container terminal at Kawerau, including rail extension Digital radio network for civil defence emergency management Extension of broadband infrastructure into rural areas
Growing a high value economy	Whakatāne Harbour wharf replacement, repair and strengthening	Ōpōtiki Harbour Development Ōpōtiki New Wharf and Planned Extension Water bottling plant – Rangitāiki Plains	Cycle trails Ōmaio water supply and irrigation scheme Raukōkore Community Water Supply Rangitāiki irrigation
Education for living and working in the Eastern Bay			Refer to broadband extension
Clean energy powering our future			
Caring for our communities and environment	<p><u>Water supply</u> Te Kaha Water Supply Extensions Kawerau water supply pipework replacement. Whakatāne District water supply upgrades and renewals. Rangitāiki Plains water supply – Edgecumbe, Te Teko, Awakeri, rural.</p> <p><u>Community infrastructure</u> Ōpōtiki Library Redevelopment. Ōpōtiki CBD Integration with Harbour Environment. Whakatāne Multi Sports Events centre.</p> <p><u>Stormwater and flood management</u> Opotiki Stormwater Upgrades and Storage. Wainui Te Whara stream urban catchment flood mitigation works. Whakatāne and Ōhope stormwater upgrades and works. Maintenance and upgrading river and drainage schemes.</p> <p><u>Wastewater</u> Hikutaia Wastewater Reticulation Extension. Opotiki Wastewater Reticulation Replacement. Ōpōtiki Relocation of Primary Wastewater Treatment to Pond. Kawerau wastewater pipework replacement. Whakatāne District wastewater upgrades, renewals. Matatā/Edgecumbe/Whakatāne integrated wastewater solution.</p>		