



Eastern Bay – Beyond Today

A development plan and key actions
for the Eastern Bay



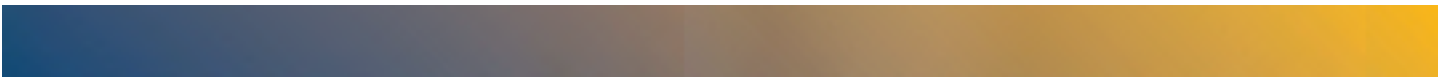
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**Draft Eastern Bay – Beyond Today
A Development Plan and Key Actions for the Eastern Bay**

Prepared for the Eastern Bay community by:



Supporting the Eastern Bay and the Bay of Plenty region



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MESSAGE FROM THE MAYORS AND CHAIR

Welcome to Draft 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 population, technology, and the environment. We need Eastern Bay to be resilient, livable, connected and collaborative.

With that in mind, we have set out the key opportunities for the Eastern Bay and the outcomes we want to achieve. Now we want to hear from you. What are your thoughts on the key opportunities? Do you agree? Have we got the outcome statements right? What can you or your organisation do to help realise the key opportunities?

The Eastern Bay community needs to collaborate to achieve our desired outcomes. We all have roles to play in building our future.

Together we can achieve great things for the Eastern Bay.

Add photo

Mayor Malcolm Campbell
Kawerau District Council

Add photo

Mayor John Forbes
Opotiki District Council

Add photo

Mayor Tony Bonne
Whakatane District Council

Add photo

Chairman Doug Leeder
Bay of Plenty Regional Council



Eastern Bay – Key Opportunities

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.
- Rail network to move freight from Kawerau 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 into high value products.
- Innovative and diverse rural production, including manuka.
- 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

- 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.

Sustainable communities

- Understanding and responding to an ageing population and changing demographics in our communities.
- Regional collaboration for healthy communities.
- Building and supporting sustainable, livable 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.

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 large-scale 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. Priorities will need to be stated, 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.

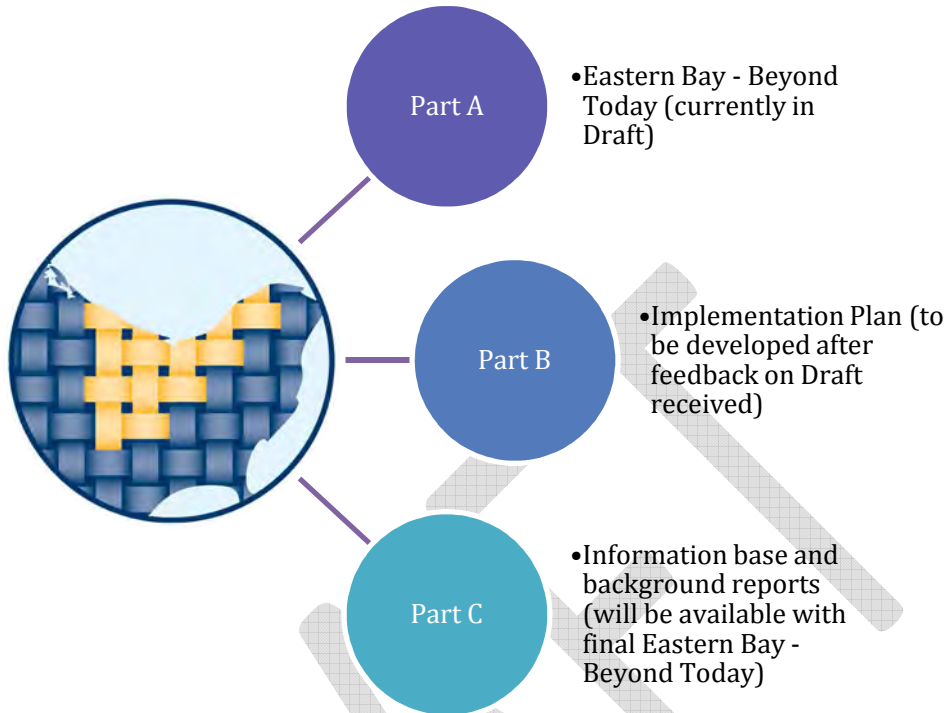
Councils, iwi and hapu, communities, government agencies, organisations, industry sectors and businesses all have roles to play. There are existing actions, projects and processes to continue implementing, and there will be some new initiatives for the future.



He waka eke noa

A canoe which we are all in with no exception

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 a list of actions, projects and processes under each key opportunity that will achieve the outcomes. Part C is the information base and background reports that inform the strategy and implementation plan.



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.



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.

Māori have lived in the Eastern Bay for about 700 years. Historic canoes are the Mataatua, Nukutere, Horouta and Tainui. There is a higher percentage than average Māori population in the area, and several main iwi.

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

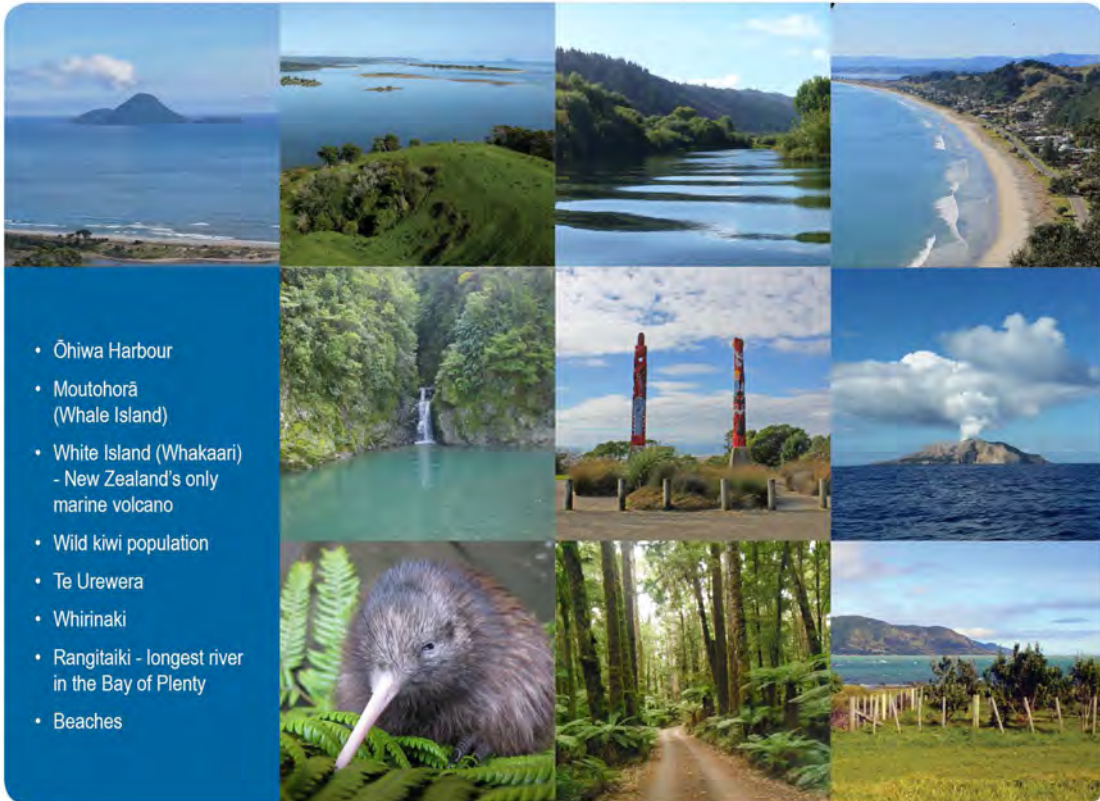


Water bottling



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 Region and the World

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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.

Demographic changes


Global trends



Ageing
population




Falling
birth rates




Decreasing
number of
youth

Population projected to stabilise around **9 - 10 billion** late this century


New Zealand trends




Ageing
population



Falling
birth rates




Net migration
loss of young
people




Net migration
gains of retirees

Population projected to **stabilise** second half of this century

Bay of Plenty trends



3rd 'oldest'
region in NZ



2013

16% population
over 65 years

2031

25% population
over 65 years

Eastern Bay trends and implications

 **Our population will age**, regardless of population size.
Increasing % of +65 year olds

2013	12%	2033	31%	2063	46%
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Rising number of +85 year olds - implications for health services and aged care facilities

 **Cost Implications of increasing number of retirees** - affordability of services to community

 **Falling birth rates**

 **Decreasing % of under 14 year olds**

2013	26%	2033	16%	2063	11%
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 **44% of the population is Māori**
> 60% in Ōpōtiki and Kawerau
Increasing % of Māori in the future

Stable or declining population
Current projections show population decline over the short term, with possible stable-increase over 30-50 years.

We can't accurately predict what the population size will be over time, but we have a range where it is likely to be.

Migration into the Eastern Bay (and within the area) to arrest population decline is dependant on:

- Availability of jobs and good transport routes to employment, or internet access for working remotely.
- Maori returning to their rohe (iwi/hapu lands).
- Lifestyle choice.
- 'Spill over' from other urban areas, especially in relation to affordable housing.

Eastern Bay has **higher than average unemployment rates**, and **lower than average qualification rates**.

Changes to workforce
More older workers, less youth


Higher skills needed for future employment

Greater % of Maori youth in future - Eastern Bay's future workforce.

 **Increasing obesity and health issues.**
Social and health effects and costs of smoking, alcohol and drugs.

Natural hazard risks and extreme weather events


Global trends	 Major natural disasters	New Zealand trends	 Flooding	 Tsunami
	 Increase of extreme weather events		 Erosion	 Earthquakes
			 Volcanic eruptions	 Extreme weather events


Eastern Bay trends and implications


The Eastern Bay is an area at risk of numerous natural hazards. Some natural hazards have a high likelihood of occurring (floods, landslips in specific areas). Others have a low likelihood, but a high potential to cause significant damage (the 1987 Edgecumbe earthquake).


Implications for future:


- Settlement pattern
- Water management
- Community resilience



Flooding
 in low lying areas


Tsunami risk
 in coastal areas


Earthquakes
 the Eastern Bay is high-medium risk


Erosion and slips
 on cliffs and steep land


Volcanic and geothermal eruptions
 eruptions in the area between Whakaari (White Island) and Mt Tarawera


Extreme weather events
 intense rainfall and flooding, wind storms. Drought and cyclones from El Nino and La Nina cycles

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	New Zealand trends	 Improving economic productivity - increasing use of technology (including robotics) and less jobs
	 Ongoing globalisation		 Fewer workers with higher skills
	 Doing business with world		








Eastern Bay trends and implications	 Broadband access will become increasingly important for connectivity and accessing services.	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
	<p>Increasing use of disruptive technologies - technologies with the potential to transform the global economy:</p> <ul style="list-style-type: none"> • 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) 	<p>There will be new science and technological advances over next 30-50 years that can't be predicted.</p>	

Significance of Treaty settlements

New Zealand trends	 Settlement of historical Treaty of Waitangi claims.	Bay of Plenty trends	 2nd largest Maori population in New Zealand.
	Marine and Coastal Area (Takutai Moana) Act - recognition and protection of customary interests.		<p>35+ iwi, 200+ hapu.</p> <p>Co-governance and joint decision making from Treaty settlements.</p> <p>Building relationships with iwi and hapu.</p> <p>Maori and economic development.</p>








Eastern Bay trends and implications	Significant potential for Maori economic development and renaissance of iwi and hapu.	In negotiation	 
	Treaty settlements completed (2015)	Ngati Rangitihui	
	Ngati Awa	Mandate to start negotiations:	 
	Ngati Tuwharetoa Ki Kawerau	Te Whakatohea Ngai Tai	
Ngati Manawa	Developing draft mandate strategy:	 	
Ngati Whare	Te Whanau a Apanui		
Ngati Tuhoë	Co-governance		
	Rangitaiki River Forum		

Sustainable environment and resource use

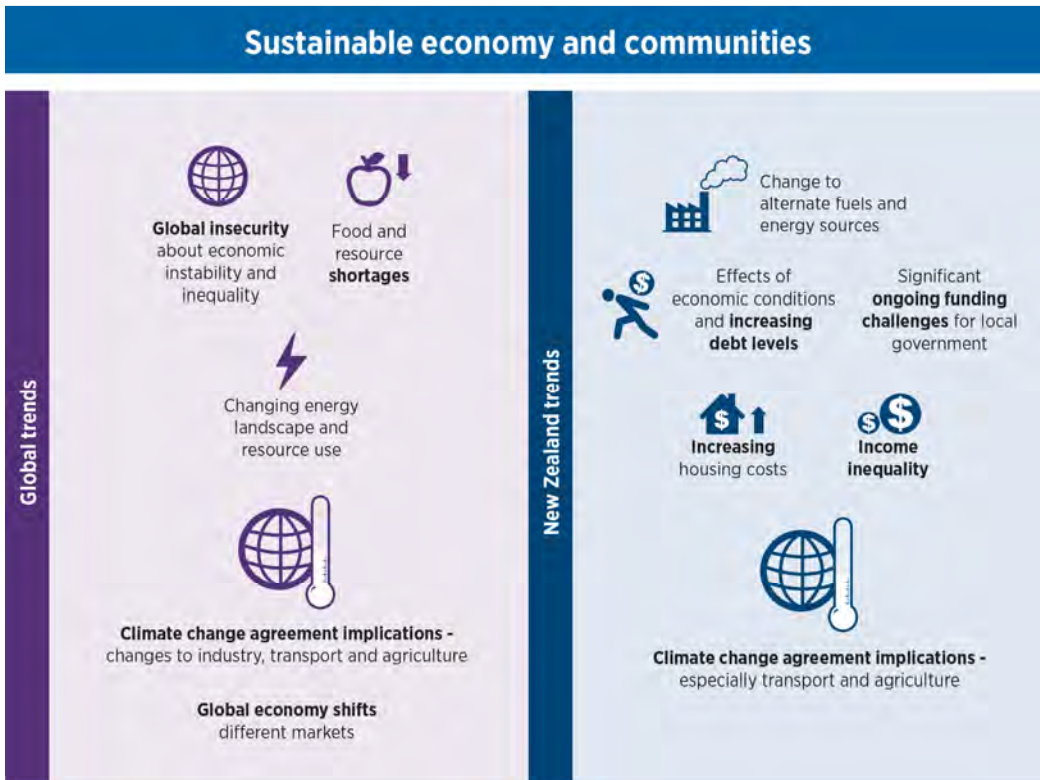
Global trends	 <p>Finite resources and increased difficulty accessing resources (land, water, energy).</p> <p>More from less.</p>	New Zealand trends	 Water allocation – especially in drier eastern areas  Water quality  Loss of native biodiversity	Bay of Plenty trends	 Water allocation where high use 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.
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Eastern Bay trends and implications	<p>Water allocation pressure Impacts of intensive agriculture and horticulture.</p> <p>Increasing pressure on water resources as a result of allocation needs and changing rainfall patterns will require efficient and effective management of water resources</p> <p>Water quality 'hot spots' – lower Tarawera River, Ecoli levels in all rivers and streams</p> <p>Loss of indigenous biodiversity (native species)</p> <p>Risk of declining natural resources and ecosystems</p>	<p>Making the most of our environment</p> <ul style="list-style-type: none"> • Sustainable management • Water management • Regulations for environmental standards • Intergrated catchment management approach • Balancing environment and economy • Assimilative capacity of water, soil and air
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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
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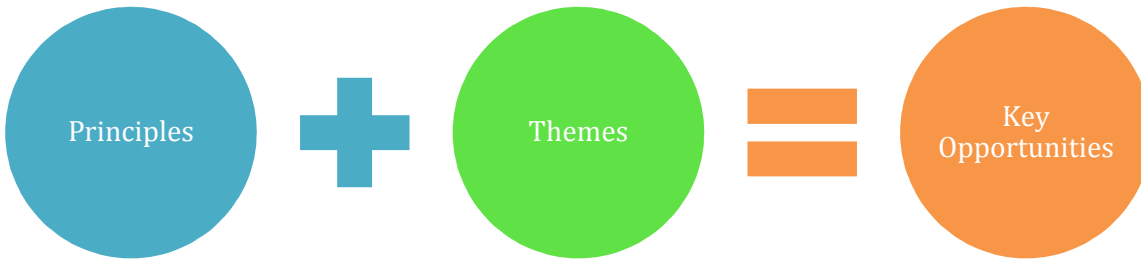
Eastern Bay trends and implications	<p>Implications for:</p> <table style="width: 100%;"> <tr> <td> Coastal areas - erosion and inundation</td> <td> Horticulture - crop types</td> </tr> <tr> <td> Water management - water storage</td> <td> Agriculture - plant pests</td> </tr> <tr> <td> Stormwater management in urban areas</td> <td> Indigenous ecosystems</td> </tr> <tr> <td> Flooding in low lying areas</td> <td></td> </tr> </table>	 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	
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 Stormwater management in urban areas	 Indigenous ecosystems								
 Flooding in low lying areas									



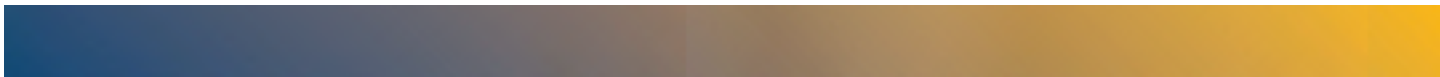
WHAT WE WANT TO ACHIEVE

Our Principles and Themes

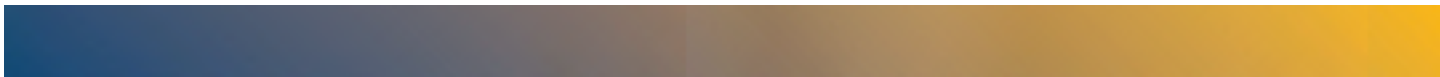
		Themes			
		Economy	People and Culture	Environment	Infrastructure
Principles	Resilience	<p>Growing an economy based on diverse and high value horticulture, agriculture and aquaculture products and processing.</p> <p>An innovative economy that quickly adopts new technology and the changing environment.</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>
	Livability	<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>
	Connectivity	<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>
	Collaboration	<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, livable 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



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.

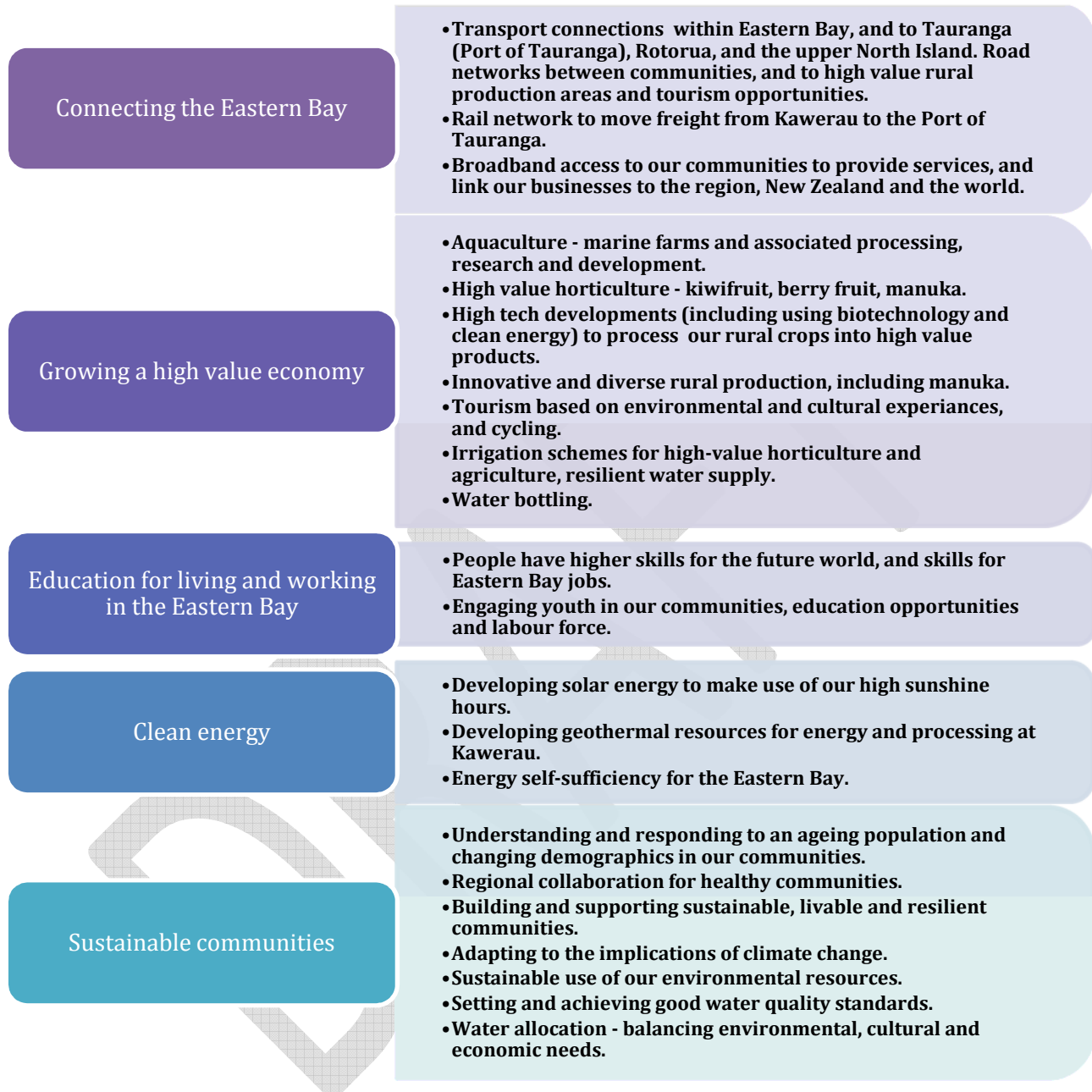
The Eastern Bay remains an area of native forest and bush, agriculture, plantation forestry, and horticulture. **Biotechnology**, high value rural production and associated processing is a major economic activity. **High value horticulture** (particularly kiwifruit) and apiculture (honey) industries 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.

Key Opportunities that will build our Economy

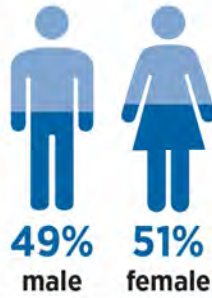
Bold text indicates opportunities that will build our Economy.



OUR PEOPLE AND CULTURE

47,490

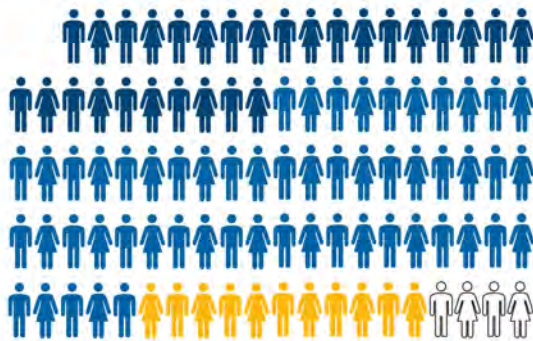
2013 population



At 2033 **30%** over 65 years of age

26% Under 14 years of age

12% over 65 years of age



Unemployment rates are above the regional average. Unemployed people are more likely to have no or low qualifications



44%

are Māori (>60% in Ōpōtiki and Kawerau)

Iwi:

- Ngāi Tai
- Ngāti Awa
- Ngāti Manawa
- Ngāti Rangitihi
- Ngāti Tūwharetoa ki Kawerau
- Ngāti Whare
- Te Whānau a Apanui
- Tūhoe
- Whakatōhea

18,919 households

In 2013 **50%** lived at the same residence as in 2008



72% Family households
25% One-person households
2% Other multi-person households

Personal income is lower than the national median



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, livable, 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 efficiently 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.

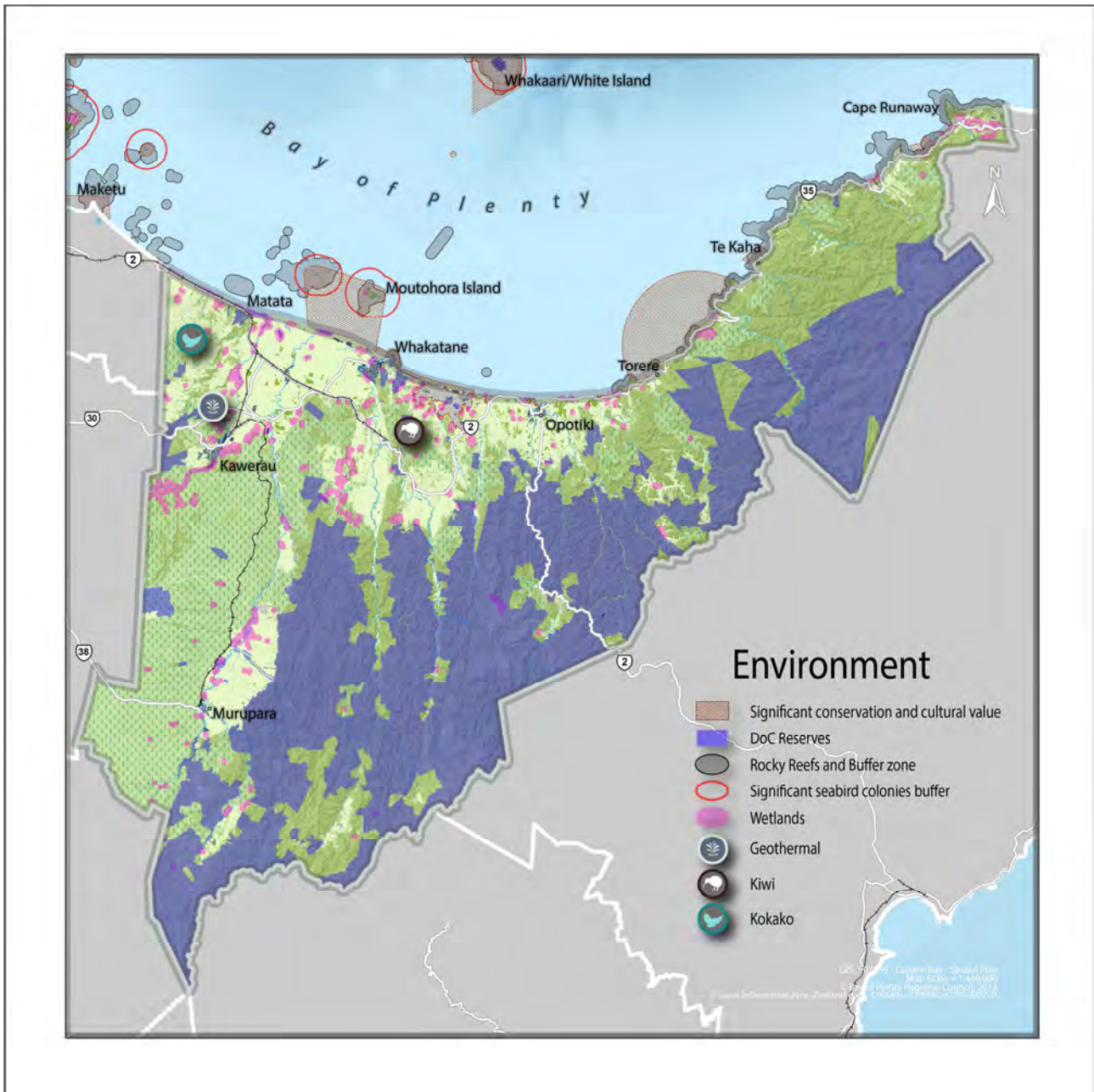
Our communities, people and businesses are successfully **adapting to** the challenges and opportunities of **climate change**.

Key opportunities that will support our People and Culture

Bold text indicates opportunities that will support our People and Culture.



OUR ENVIRONMENT



Environment 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.

Key opportunities that will sustain our Environment

Bold text indicates opportunities that will sustain our Environment.

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.
- Rail network to move freight from Kawerau 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 into high value products.
- **Innovative and diverse rural production, including manuka.**
- **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.

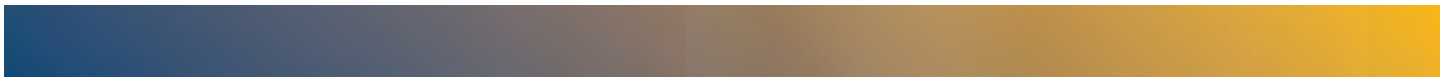
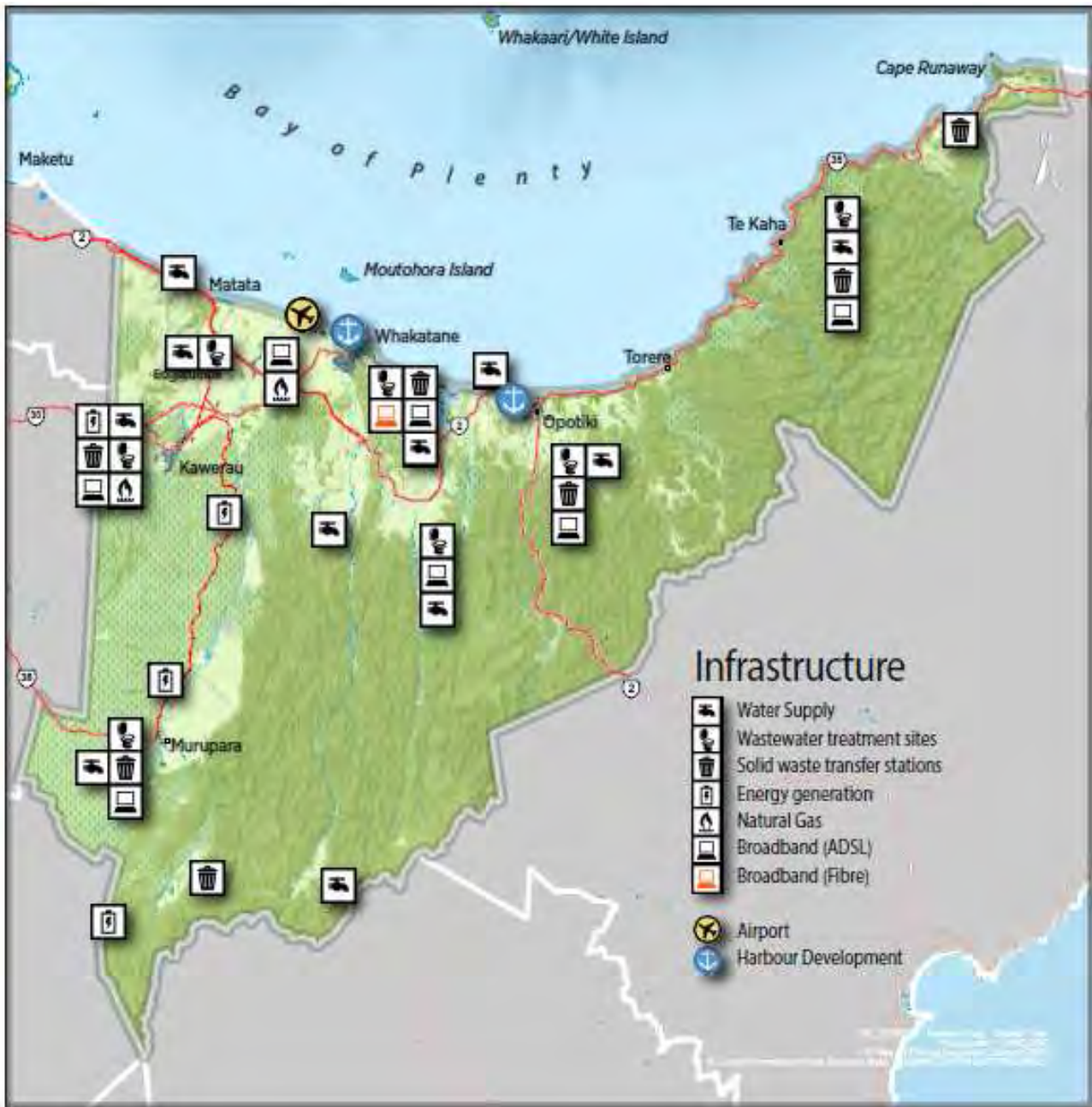
Clean energy

- **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.**

Sustainable communities

- Understanding and responding to an ageing population and changing demographics in our communities.
- **Regional collaboration for healthy communities.**
- **Building and supporting sustainable, livable 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.**

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.

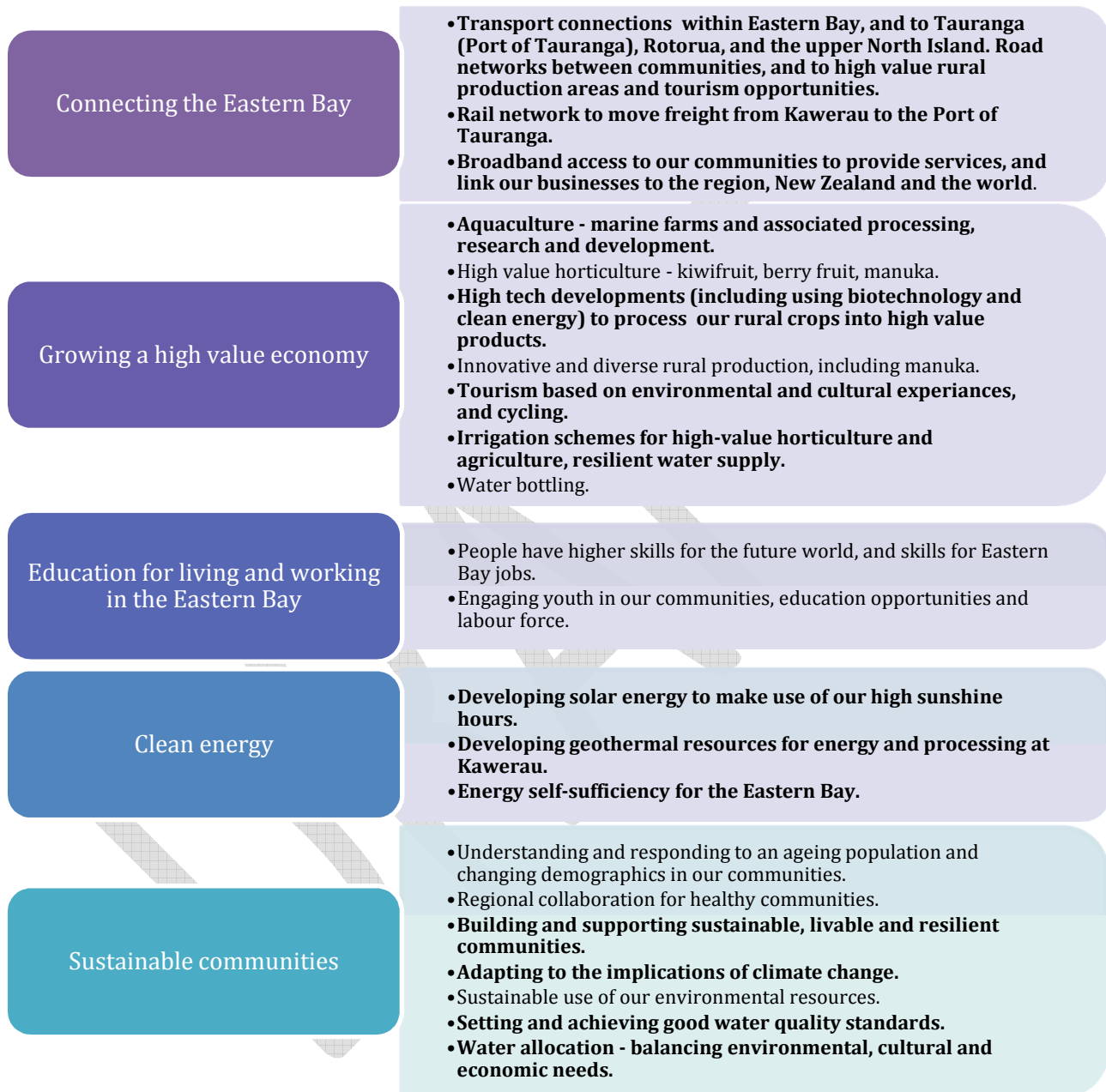
Efficient **irrigation schemes and water supply** support high value rural and horticulture production. These help build resilience in our economy and communities in relation to climate change and drought events.

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.

Key opportunities that will integrate our Infrastructure

Bold text indicates opportunities that will integrate our Infrastructure to achieve our Economy, People and Culture, and Environment outcomes. See Appendix – Key Eastern Bay Infrastructure for a list of infrastructure projects.



OUR FUTURE EASTERN BAY



Naku te rourou nau te rourou ka ora ai te iwi

With your basket and my basket the people will live



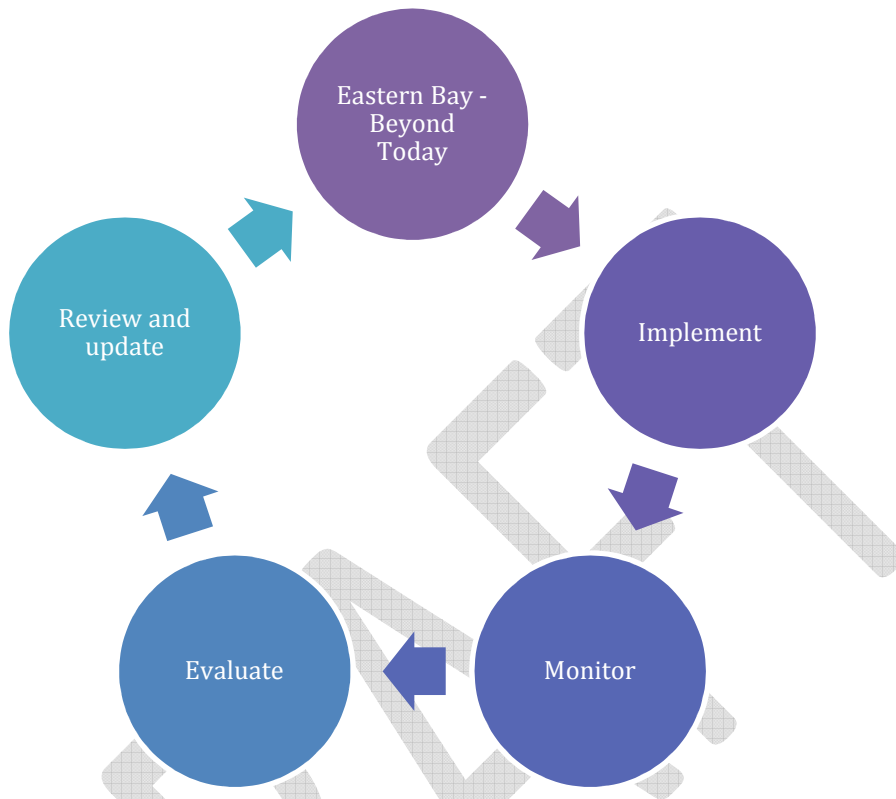
HOW KEY OPPORTUNITIES WILL ACHIEVE OUR OUTCOMES

The table below shows the connections between the Key Opportunities and Outcomes from the four themes.

Key Opportunity		Theme			
		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.	✓✓	✓✓✓		✓✓✓
	Rail network to move freight from Kawerau 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.	✓✓✓	✓		✓
	Innovative and diverse rural production, including manuka.	✓✓✓	✓	✓✓✓	
	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	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.	✓	✓✓✓	✓✓✓	✓✓✓
Sustainable communities	Understanding and responding to an ageing population and changing demographics in our communities.	✓	✓✓✓		✓
	Regional collaboration for healthy communities.	✓	✓✓✓	✓	
	Building and supporting sustainable, livable 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.	✓	✓✓✓	✓✓✓	✓

REVIEW 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 reviewed and updated at regular intervals as a result of:

- Changes to science/technology, economy, society and the environment.
- Completing priority actions identified for a 5-10 year period, and moving to the next set of priorities.
- Current issues being addressed, and/or new issues becoming apparent.

Monitoring results will be evaluated to track progress to achieving our outcomes, and tell us if we are on the path to success. Effective monitoring, evaluation and review processes provide information on emerging issues, improve implementation and ensure accountability (that things are being done). It will also answer questions around implementation - Are we doing the right things? Are we doing it the right way? Are there better ways of achieving results? What external influences are affecting the things we are doing?

Future reviews 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). The first review of Eastern Bay – Beyond Today, Implementation Plan and information base will be in 2018.

DRAFT



APPENDIX - KEY EASTERN BAY INFRASTRUCTURE

Key Opportunity		Council infrastructure over next 30 years	Other Key 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.	Existing road maintenance	Improve Rainforest Route roading to Waikaremoana Replace Pekatahi Bridge for route security Improve roads between Rotorua and Whakatāne for tourism links Improve road connections from the eastern end of the TEL to Whakatāne, Kawerau and Opotiki Improve roading through the Eastern Bay to link Gisborne and the Port of Tauranga Road link between Murupara and the Napier/Taupō state highway
	Rail network to move freight from Kawerau to the Port of Tauranga.		Kawerau rail extension
	Broadband access to our communities to provide services, and link our businesses to the region, New Zealand and the world.		Extension of broadband infrastructure into rural areas Connection of broadband network to businesses, schools, and community hubs
Growing a high value economy	Aquaculture - marine farms and associated processing, research and development.		Ōpōtiki Harbour Development Ōpōtiki New Wharf and Planned Extension
	High value horticulture - kiwifruit and berry fruit.		
	High tech developments (including using biotechnology and clean energy) to process our rural crops into high value products.		
	Innovative and diverse rural production, including manuka.		
	Tourism based on environmental and cultural experiences, and cycling.	Whakatāne Harbour wharf replacement, repair and strengthening	Cycle trail from Lake Tarawera to Kawerau Cycle trails identified in Eastern Bay Cycling Strategy Cycle trails to link the Hauraki Cycle Trail to the Mōtū Trails and the East Coast Cycle trail to link Murupara to the Napier/Taupō state highway
	Irrigation schemes for high-value horticulture and agriculture, resilient water supply.		Ōmaio irrigation scheme Raukōkore Community Water Supply Rangitāiki Plains irrigation scheme Galatea Murupara irrigation scheme
Education for living and working in the Eastern Bay	Water bottling.		Water bottling plant – Rangitāiki Plains
	People have higher skills for the future world, and skills for Eastern Bay jobs.		Refer to Broadband above
Clean energy	Engaging youth in our communities, education opportunities and labour force.		
	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.		

Key Opportunity	Council infrastructure over next 30 years	Other Key Infrastructure	
Sustainable communities	Understanding and responding to an ageing population and changing demographics in our communities.	Whakatāne Pensioner housing renewals	
	Regional collaboration for healthy communities.		
	Building and supporting sustainable, livable and resilient communities.	<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 <u>Community infrastructure</u> Ōpōtiki Library Redevelopment Ōpōtiki CBD Integration with Harbour Environment Whakatāne Multi Sports Events centre	
	Adapting to the implications of climate change.	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	
	Sustainable use of our environmental resources.		
	Setting and achieving good water quality standards.	Kopeopeo Canal contaminated site remediation 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	
	Water allocation - balancing environmental, cultural and economic needs.		