



Mount Maunganui Industrial Blueprint

A pathway to a
sustainable future



Priority One
Tauranga
Moana



Introduction

Tauranga has been home to an important harbour for Aotearoa New Zealand for a long time, providing a landing place, safe anchorage and trading hub for iwi. It has evolved to being the country's most significant import and export hub, with continued growth ahead of it.

In the last two decades, Tauranga and the Western Bay of Plenty have seen significant growth. Its lifestyle, location, and employment opportunities make the city a popular place to live, work and play, and it has become one of New Zealand's fastest-growing cities. However, it's not just the population that's growing, the Mount Maunganui Industrial Area is too. The growth of the industrial area is largely due to keeping up with the increasing reliance on the Port of Tauranga.

The industrial area is home to more than 1,200 organisations that employ approximately 12,000 people. The Mount Maunganui Industrial Area is the region's most established and significant industrial area, popular with businesses that need to be close to a port or a central location. While the Port of Tauranga enables the throughput of many of New Zealand's primary sector exports, the area also hosts a range of manufacturers and importers who supply essential items to our country.

While the Mount Maunganui Industrial Area has grown to meet demand, the city has continued to grow around it. In some cases, this has created tension between the needs of an adjacent growing residential community (including provision of more growth) and the industrial area. Industry and stakeholders have implemented a number of initiatives to reduce environmental impacts and risks from the operations in the area and have demonstrated quantifiable results.

It's critical that the Mount Maunganui Industrial Area has a healthy co-existence with adjacent communities and the wider city, and all businesses within the area adhere to continuous improvement towards eliminating environmental impacts.

This Blueprint provides information on the Mount Maunganui Industrial Area and sets out a pathway for the future through a set of actions including an environmental accord which provides a commitment from industry and supports successful co-existence.

Priority One has undertaken independent research in conjunction with Sprout Consumer Research to inform this Blueprint. They reviewed the environmental outlook of businesses in the Mount Maunganui Industrial Area, including efforts to reduce or mitigate environmental impacts. It also gained a view from residents of their perception of the Mount Industrial area. This document outlines key findings and insights from the 2023 research, plus additional information from outlined sources as noted throughout the document.

Mount Maunganui Industrial Area

The Mount Maunganui Industrial Area has evolved around the Port of Tauranga. The area is home to several key industries, essential for Tauranga and Aotearoa, including transportation, services, manufacturing, and construction. The area is a critical connection point for many of our country's important imports and exports, enabling the country's economic wellbeing.

What we know about local industry in the Mount Maunganui Industrial Area:

- Approximately 12,000 people are employed in the industrial area, equating to 9% of the region's employment².
- Most businesses and industries have chosen to locate there for a specific reason, including the need to be close to the Port, their main customers are in the area, or they require a central and convenient location.
- Businesses are varied. Most are port/export related, with others being wholesale goods, construction, automotive and manufacturing. Many contribute materials and products that are used in consumer, industrial and essential products/services.
- There are more than 1,200 businesses. The majority of these do not have a high environmental impact (over 96%)¹.
- Some environmental impacts of businesses have raised concerns with surrounding communities.
- To lessen the environmental effects of industry in the area, businesses operate under strict regulatory conditions based on national guidelines enforced locally. This includes the area being a monitored airshed.
- As at May 2024, there are eight reference quality monitors in the Mount Maunganui Airshed, one further reference quality monitor in the residential area, and an additional 11 non-reference grade clarity monitoring stations in the adjacent residential area which Bay of Plenty Regional Council (BOPRC) manages³.
- Some businesses within the industrial area also have private on-site air quality monitors in place.
- Air pollution and monitored exceedances have decreased since stakeholders and businesses implemented monitoring and improvements.
- Businesses in the area are committed to continue reducing their environmental impacts.

1. Source: Priority One 2023 research
 2. Source: Stats NZ 20244 taxation data and business register
 3. Source: Bay of Plenty Regional Council

The Mount Maunganui Industrial Area is significant to our region and the local economy

Approximate annual turnover of the Mount Maunganui Industrial Area businesses¹

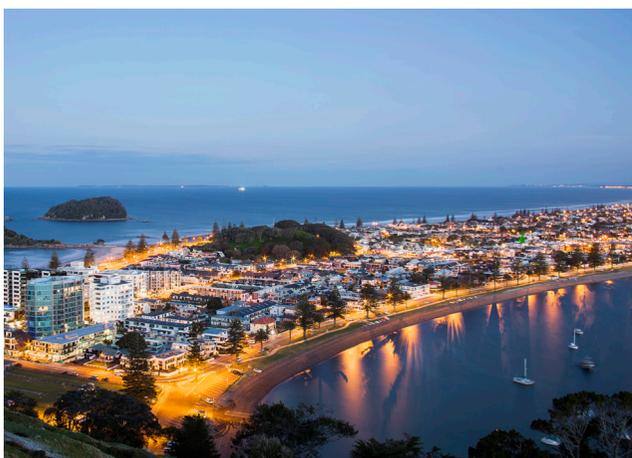
Less than \$1m		22%
Between \$1m – \$4.9m		39%
Between \$5m – \$9.9m		7%
Between \$10m – \$19.9m		6%
Between \$20m – \$49.9m		4%
Between \$50m – \$99.9m		3%
\$100m or more		5%
Non disclosed		14%



BOPRC managed reference quality monitors in and around the Mount Maunganui Airshed³



BOPRC managed non-reference grade air monitoring stations in the Mount Maunganui residential area³



The main industries in the Mount Maunganui area are manufacturing and transport, postal and warehousing

Employee Count

Manufacturing		2,550
Transport, Postal and Warehousing		2,150
Wholesale Trade		1,400
Construction		1,300
Retail Trade		1,250
Administrative and Support Services		830
Professional, Scientific and Technical Services		430
Health Care and Social Assistance		430
Public Administration and Safety		270
Accommodation and Food Services		160
Education and Training		160
Arts and Recreation Services		140
Rental, Hiring and Real Estate Services		100

Business Count

Manufacturing		147
Transport, Postal and Warehousing		108
Wholesale Trade		171
Construction		129
Retail Trade		129
Administrative and Support Services		27
Professional, Scientific and Technical Services		93
Health Care and Social Assistance		21
Public Administration and Safety		12
Accommodation and Food Services		18
Education and Training		15
Arts and Recreation Services		27
Rental, Hiring and Real Estate Services		165

New Zealand's Export Gateway

The Port of Tauranga is New Zealand's largest port and is the gateway to the world for our country's imports and exports, handling a third of all New Zealand cargo and nearly half of all shipping containers.

The Port's facilities include the country's largest container terminal, extensive bulk cargo wharves and storage facilities, and bunker berths.

Most businesses in the Mount Maunganui Industrial Area are there because they need to be close to the Port. They either use the Port for imports or exports, support associated businesses or need to be in a central location close to their customers. Alternative locations often don't meet the needs of most of the businesses currently based in the area.

Being a large port with high volumes of cargo brings environmental challenges; however, businesses at the Port understand the importance of protecting the environment and are committed to reducing environmental impacts through a number of initiatives. See Port of Tauranga case study on page 13 for more information.



Container volumes

1.24

million TEU's*

Ship visits

1,369

Imports

9.7

million tonnes

Exports

15.9

million tonnes

*TEU means twenty-foot equivalent unit, a shipping container whose internal dimensions measure about 20 feet long, 8 feet wide, and 8 feet tall
Source: Port of Tauranga 2022

Key exports include



Meat



Horticulture



Dairy



Forestry

Key imports include



Fuel and petrochemical products



Feed



Fertiliser and raw materials



Materials for manufacturing, construction and infrastructure

Tauranga Airport

Tauranga Airport is located within the Mount Maunganui Industrial Area, with a land holding of 225 hectares. In operation since 1939, it is New Zealand's second busiest airport for general aviation, operating 24 hours a day, seven days a week.

Airport facts*

- 550,000 passengers a year
- 60,000 total aircraft movements annually
- Direct destinations from Tauranga Airport include Auckland, Wellington, Christchurch, Great Barrier Island, Whitianga and Motiti Island
- Three grass runways and one sealed runway
- 1825m long runway
- 80 hangars with a further 16 in the early stages of development.

Tauranga Airport makes a considerable economic contribution to the region, providing services for visitors, commuters, and general trade. The airport is currently working on a sustainability plan to support its environmental footprint within the area.



*Source: Tauranga Airport

Adjacent Communities

Whareroa Marae

Whareroa Marae has been present for around 160 years, making it one of the oldest kāinga in the area.

It is a traditional pā site and is the key marae for Ngāi Tukāirangi and Ngāti Kuku hapū of the Ngāi Te Rangi iwi, including a kōhanga reo and papakāinga housing, as well as providing for important events such as tangi and hui. However, over time, the marae functionality and the wellbeing of the Whareroa community has become increasingly impacted by the development of the adjacent industrial land, port, airport and related activities. Mana whenua and the Whareroa community have continued to strongly advocate for improvements to the situation, particularly to see health and environmental impacts addressed¹.

An air monitor was installed on site at Whareroa Marae in 2015 to monitor fine dust particulate matter, hydrogen sulphide and sulphur dioxide, and has been closely monitored since the last PM₁₀* exceedance at this monitor in 2020².

Residents and Visitors

Mount Maunganui (including Mount Maunganui North, Central, South, Omanu and Arataki) is home to a growing population of more than 16,000 people, equating to 7% of the sub-region's population³. Lifestyle, the beach, proximity to local amenities, employment choices, and schools make Mount Maunganui a popular place for people to move to.

In addition, Mount Maunganui is a major tourist destination and home to significant sporting codes and facilities.

The buffer between industrial and residential zones has decreased as the population has increased. Some local communities in the adjacent Mount Maunganui area have environmental concerns, primarily around traffic congestion, air pollution and odour.

While air monitoring has traditionally only been done in the industrial area, an additional 11 non-reference grade air monitoring stations have been installed in residential areas to give locals access to air quality data for the previous hour in the Mount Maunganui residential area².

*PM₁₀ is particulate matter 10 micrometers or less in diameter

1. Source: Tauranga City Council, Mount to Arataki Spatial Plan 2024

2. Source: Bay of Plenty Regional Council

3 Source: Stats New Zealand, 2023 Census population estimates

4. Source: Priority One 2023 research

Mount Maunganui Industrial Area Map



The Future of the Mount Maunganui Industrial Area

Over time, the Mount Maunganui Industrial Area is expected to remain an important location in the region for imports and exports. If anything, it will intensify due to population growth, increased demands on the Port of Tauranga and industrial, residential and transport use. Because of this, businesses in the industrial area remain committed to environmental impact mitigation to support co-habitation.

In the next decade it is expected that:

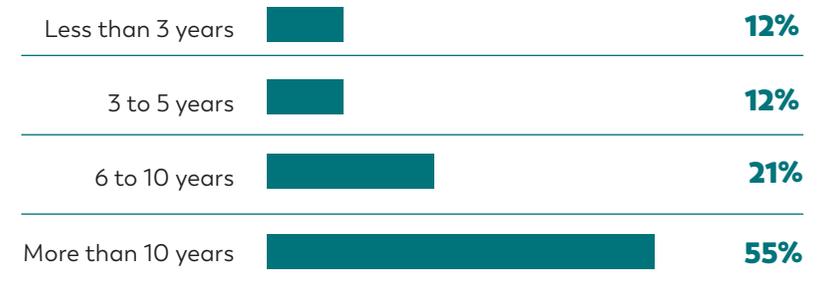
- The area will continue to be increasingly important to Aotearoa New Zealand as the country grows and other ports are constrained.
- Freight volumes through the Port will continue to grow as primary sectors expand.
- The industrial zone is geographically constrained and the boundaries are likely to remain the same.
- Businesses located in the Mount Maunganui Industrial area maintain existing land use rights.
- Most organisations already located in the area are going to stay in the Mount Industrial Area.
- With the re-development of Tauranga’s CBD, it is unlikely the Mount Industrial Area’s land will be repurposed for other uses such as commercial offices.
- The population of Western Bay of Plenty, both in and around Mount Maunganui, will continue to grow at a rapid rate.
- There will be substantial investment by local and central government in infrastructure to improve productivity, reduce congestion and reduce emissions.
- The Mount Maunganui Airshed will remain closely monitored and the sinking lid on discharge consents will continue, providing the community and industry with reassurance that environmental impacts are well managed.
- The environmental impacts of businesses in the area will continue to improve; businesses are already investing to improve environmental impacts, and this will accelerate.

With the increasing pressures there is a need for collaboration and commitment from both industry and stakeholders who must continue implementing initiatives to reduce environmental impacts and risks from the operations in the area. It is critical to ensure the industrial area has a healthy future and can co-exist with adjacent communities and the wider city.



Organisations in the area are established and have been there some time

Years operating in the Mount Maunganui Industrial Area*



Majority of surveyed organisations already in the industrial area are expecting to stay



Almost three quarters of surveyed organisations in the industrial area expect to grow in the next 5 years



Environmental Management Initiatives

Air quality within the Mount Maunganui Industrial Area has been monitored for several years and has improved over time. Industry and stakeholders are committed to addressing environmental impacts and risks to ensure balance and a protected future. Whilst businesses in the area are expected to grow and intensify, it is also expected that the area will see better environmental outcomes over time. There have been several environmental management initiatives implemented by industry, resulting in quantifiable improvements in air quality within the Mount Maunganui Industrial Area.

Mount Maunganui Airshed

An airshed is a legally designated air quality management area which allows specific rules to be introduced to help manage and address a problem. In Aotearoa New Zealand, regional councils and unitary authorities have identified areas to be managed as airsheds to ensure national environmental standards for air quality are met.

The Mount Maunganui Industrial Area is one of those areas. This airshed is the country's most monitored industrial zone and has been declared a polluted airshed. BOPRC has been working with local industries to significantly reduce emissions.

The aim is to have the airshed classified as non-polluted within the next decade. To become classified as non-polluted, the airshed must achieve five consecutive years of no more than one exceedance of PM₁₀ standards per year.



70% of surveyed Mount Maunganui residents have little to no knowledge about the airshed

**Source: Bay of Plenty Regional Council, Mount Maunganui Air Project*

Air Quality – Network of Monitors

Particulate matter, often referred to as airborne particles or air pollution, is a complex mix of tiny particles that can be produced naturally or from human activity. The main sources of particulate matter in New Zealand come from wood and coal fires (for home heating), motor vehicles, industrial emissions, open burning and natural sources such as sea salt, sand, pollen and soil.

Some members of the local community are concerned about the impact on air quality the Mount Maunganui Industrial Area has on surrounding neighbourhoods. This has been noted over many years. Whareroa Marae, located on the inner harbour, has seen the industrial area grow around it and has long expressed concerns about environmental impacts in the area.

BOPRC invests approximately \$500,000 annually in a network of air monitoring stations for the area to better understand air quality concerns and respond accordingly*:

- 11 non-reference grade air monitoring stations in the Mount Maunganui residential area.
- Nine reference grade air monitoring stations in or near the Mount Maunganui Industrial Area.

In addition, private on-site air quality monitors have been installed in a number of business with higher environmental impacts.

Air quality is improving, with a report of dust exceedance coming down from 19 in 2019, to three in 2022-23. The permissible emissions across the area continue to be monitored and reviewed.

Financial year (1 July to 30 June)	PM ₁₀ exceedances recorded*
2018-19	7
2019-20	19
2020-21	4
2021-22	10
2022-23	3

Sustainability Initiatives

Climate Action Plans

Some businesses are proactively lowering their carbon emissions by implementing internal dedicated environmental programmes.

93%

of surveyed organisations in the area with higher environmental impacts are investing in equipment or their facility to reduce their impact*

Decarbonisation of Transportation

Transport is the largest contributor to greenhouse gas emissions in the Western Bay of Plenty and has a significant impact on air quality in the Mount Maunganui area.

Tauranga City Council is investing in cycleways to encourage mode shift on many access routes and is considering decarbonisation when planning roading infrastructure. Priority One and businesses are working on mode shift initiatives to enable more efficient and low carbon use of our transport networks.

Given its importance regionally and nationally, Priority One and Tauranga City Council, alongside key businesses, have been exploring the transition of freight and logistics to alternative fuels such as: hydrogen, battery electric, sustainable aviation fuel, bio-diesel, e-methanol.

Regional Energy Transition Accelerator (RETA)

Supported by Priority One and delivered by Energy Efficiency and Conservation Authority (EECA), RETA has supported a selection of businesses in the Mount Maunganui Industrial Area to reduce emissions from process heat – the energy used for heat generation in manufacturing and processing primary products.



*Source: Priority One 2023 research

Odour Management

The industrial area has a history of problems with bad smells, caused by pet food manufacturing, tar, bitumen and hydrogen sulphide (rotten egg smell). In past years, a large number of air-related complaints have been related to odour. However, odour complaints have reduced dramatically from 57 complaints per annum in 2020, to 7 complaints in 2022. This reduction in complaints correlates to the relocation of one business from the area.

It is hard to measure odours, therefore BOPRC relies on trained staff to detect and investigate issues. Public calls reporting smells also contribute to detection.

Monitored contaminants in Mount Maunganui

BOPRC currently monitor the below contaminants in the Mount Industrial Area:

Name of monitored contaminant	Description
Particulate Matter 10 (PM ₁₀)	Fine dust likely from unsealed yards, construction, earth/road works, salt spray, silica (sand), heavy industry and vehicles (such as from the exhaust, tyre, road and brake wear). A type of Total Suspended Particulate (TSP).
Particulate Matter 2.5 (PM _{2.5})	Fine dust likely from combustion from vehicle engines, shipping and salt spray. A type of TSP.
Hydrogen Sulphide (H ₂ S)	Colourless gas likely from waste oil treatment, industrial processes and sources found in the natural environment.
Sulphur Dioxide (SO ₂)	Colourless gas likely from industrial processes, vehicles and shipping.
Hydrogen Flouride (HF)	Colourless gas monitored at Whareroa Marae, likely from industrial processes.
Total Volatile Organic Compounds (TVoC)	Colourless gas which could be associated to fuel storage, methyl bromide fumigant or vehicle emissions.
Odour	Smells in the area, accounted for by number of complaints.
Benzene (C ₆ H ₆)	Colourless liquid that evaporates into the air and is produced by both natural and man-made processes. It is a natural component of crude oil and other natural sources.

Note: Air quality is regulated based on national guidelines, which are locally enforced. BOPRC must report any breach of the ambient air quality standards. This is required under the Resource Management (National Environmental Standards for Air Quality) Regulations 2004. The National Environmental Standard (NES) sets health-based limits for ambient air concentrations of: carbon monoxide, particulate matter (PM₁₀), hydrogen sulphide, nitrogen dioxide, sulphur dioxide, ozone. <https://www.boprc.govt.nz/environment/air/air-monitoring>

The National Environment Standard for 24-hour PM₁₀ is 50 µg/m³.

The National Environmental Standard for 1-hour SO₂ is 350 µg/m³ (9 allowed per year) and 570 µg/m³ (0 allowed per year).

Air quality measurements: PM₁₀ = particulate matter less than 10 millionths of a metre (10µm) in diameter | PM_{2.5} = particulate matter less than 2.5 millionths of a metre (2.5µm) in diameter.

Business and Industry Improvement: Case Studies

As well as continuing existing environmental improvements, businesses within the Mount Maunganui Industrial Area are committed to doing their part to further reduce environmental challenges within the area and to maintain their social license to operate in the community. Organisations that have the largest impact on air quality are investing and making changes to improve their overall environmental practices and air discharge. The Port of Tauranga, Ballance Agri-Nutrients and Lawter share their commitment to improvements.



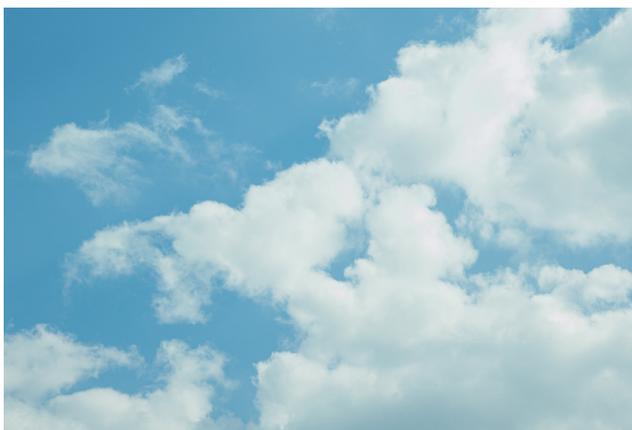
Port of Tauranga

The Port of Tauranga was established in the 1950s primarily as a port for log and forestry exports. Over the years, it has become the largest port in Aotearoa New Zealand.

Today, the Port plays a crucial role in our national economy. It is the main export port for dairy products, kiwifruit, and logs, and handles 42% of all containers in and out of the country. It is the international gateway for the country's imports and exports, and the only port that can accommodate larger container vessels.

Being a large port with high volumes of cargo brings environmental challenges. The Port takes its environmental obligations to protect and enhance our environment seriously, and has implemented initiatives to minimise debris being washed into the harbour and dust being created from port operations.





Air Quality

Air quality monitors have been installed to measure dust and other air pollutants. In the last few years, monitoring has shown airborne dust has significantly reduced near the Mount Maunganui wharves. This reduction can be attributed to several different initiatives:

- Wharf sweeping to ensure dust and debris is collected. The Port has multiple vacuum sweeper trucks to collect particulate material.
- Concrete barriers have been installed to keep traffic and heavy equipment on swept roadways only, preventing dust disturbance caused by vehicles.
- The Port is working with independent companies that operate on the Port to provide better education and awareness of both dust issues and best practice techniques to minimise dust.
- Collected dust and debris is recycled. Trucks transport bark from export logs to a composting facility in Matamata, where it is transformed into garden products.
- Close to 2km of wind fences have been erected. While they don't stop the dust itself, it allows the dust to settle and be recovered.

Water Quality

The Port has installed screen chambers and remote-activated stormwater shut-off valves on key stormwater drains at the Mount Maunganui wharves and at Tauranga's container terminal. It has also upgraded stormwater treatment infrastructure to help better manage stormwater discharges.

The Port also regularly monitors water and sediment quality, rigorously testing for contaminants like heavy metals, petroleum hydrocarbons and suspended solids.

Carbon Emissions

The Port of Tauranga's carbon emissions are measured and independently audited annually by Toitū Envirocare. Identifying diesel and electricity use, rail freight and waste-to-landfill as key emission sources, it has developed a carbon reduction plan. The Port has set a short-term target of a 5% reduction in emissions per cargo tonne per year, with a longer-term target of reaching net zero emissions by 2050.

One immediate carbon reduction tactic for the Port is investing in fuel-efficient equipment and vehicles. It has introduced hybrid straddle carriers to its fleet of machines that move containers around. The hybrids are over 40% more fuel efficient than older model straddle carriers. When replacing or purchasing new equipment, the Port prioritises energy-efficient options.

In terms of waste management, significant reductions in waste to landfill has occurred in the past three years. This has provided up to a 7% reduction in the Port's annual greenhouse gas emissions. The Port continues to recycle wharf sweepings, such as bark, and is continuously working to identify other recycling opportunities to further reduce waste-to-landfill. It has been in partnership with Daltons in Matamata for decades and is continuously refining its approach to waste management.

Conclusion

The Port of Tauranga is the anchor of the Bay of Plenty's economy, creating jobs and wealth for the Tauranga community and the broader region. It is also essential to New Zealand's economy and for the economic prosperity of Aotearoa. The Port has and will continue to invest in infrastructure and initiatives to benefit its customers, shareholders, community, and environment.

Ballance Agri-Nutrients

Ballance Agri-Nutrients (Ballance) has been providing an affordable and reliable source of nutrients to farmers and growers around Aotearoa New Zealand for over 60 years. Agricultural prosperity is the backbone of the New Zealand economy. At the root of that is fertiliser, providing our soil with the nutrients it needs to feed the world. Fertiliser is an essential link to sustaining our planet today and into the future.

Ballance has two sites in the industrial area: a superphosphate manufacturing site and national support office, and a distribution hub. The manufacturing site produces New Zealand's most commonly used fertiliser, superphosphate, which is vital to our farming and growing economy. It contains phosphate and sulphur, two nutrients New Zealand soil is typically deficient in.

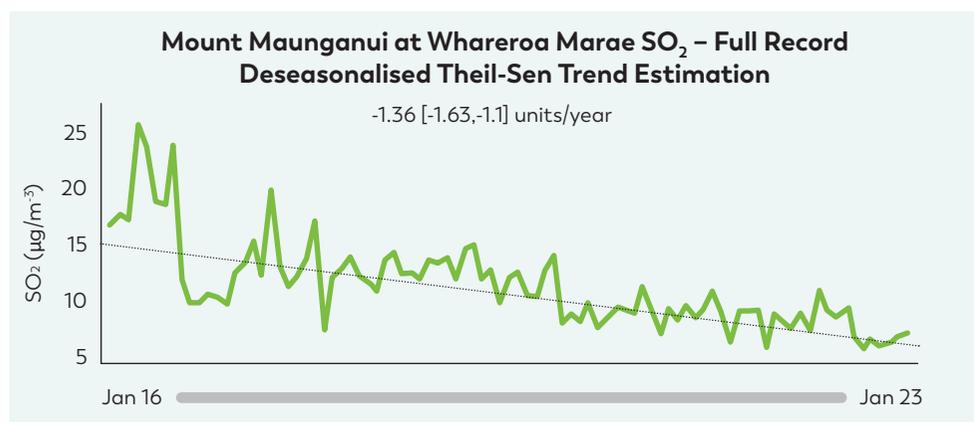
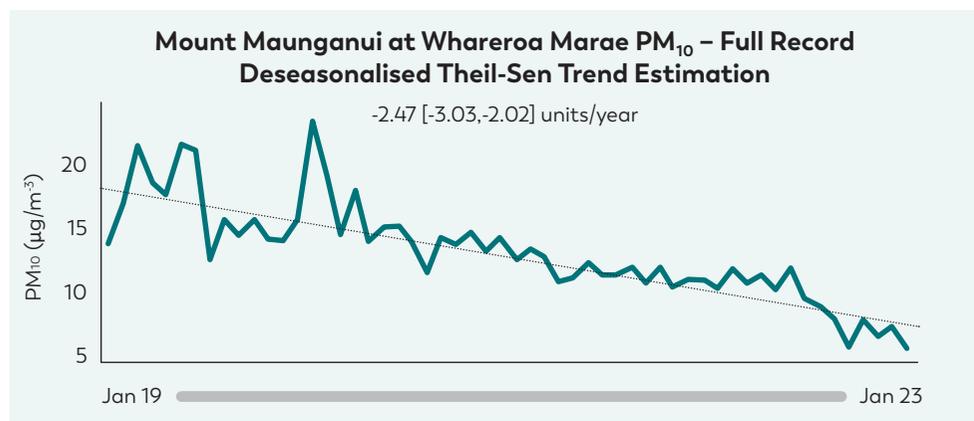
Ballance takes its environmental responsibility seriously. All Ballance manufacturing sites hold globally-recognised ISO 14001 certification, awarded when a best-practice environmental management system has been successfully implemented. This accreditation is testament to Ballance's commitment to environmental sustainability and proactive approach to managing and reducing its environmental impacts.



Air Quality

Ballance has an ongoing investment programme supporting continuous improvement at all its sites, including Mount Maunganui, aimed at reducing impacts on air quality. Over the last 10 years Ballance has invested over \$12m on improvements at their Mount superphosphate manufacturing site to reduce impacts to air quality.

Two key environmental focus areas at the Mount superphosphate manufacturing site relate to air quality; dust and sulphur dioxide (SO₂) generated through the manufacturing process. Ballance has had a monitoring regime in place at this site for over 20 years to measure the chemical composition of dust around the boundary. It has also been monitoring its SO₂ emissions since 2015, and dust (PM₁₀) since 2019. In total, Ballance has 10 of its own private air quality monitors installed across its manufacturing site.



Dust

Ballance's superphosphate plant imports phosphate-rich rocks and elemental sulphur as key raw materials. The sulphur is converted into sulphuric acid and mixed with finely ground phosphate rock to produce superphosphate fertiliser. Overall, this process doesn't generate a large amount of dust, however some raw material and finished superphosphate fertiliser can generate some dust while it's being handled. Ballance manages this in a number of ways which include:

- Altering the variables of manufacturing fertiliser to improve the quality of the finished product and reduce its ability to break down.
- Fast-closing doors into the finished product dispatching building, so minimal dust can escape.
- A dust extraction system in the finished product dispatching building.
- Ongoing roofing and cladding replacements.
- Installation of dust suppression devices to reduce dust on rock intakes.

These investments have contributed to significant reductions in dust generated.

SO₂

Ballance continuously monitors SO₂ emission levels at the point of discharge at its acid plant. This is supported by two in-line continuous monitors, which are also verified by a monthly lab test.

In 2016, Ballance installed a new technology catalyst and in 2017, a new converter, which resulted in significant reductions of SO₂ emissions. The site's SO₂ control system is now among the top performing of similar plants around the world. Due to these consistently lower emissions Ballance requested that BOPRC lower the consent limit to half its original value, an indication of the effectiveness of the measures taken by the business.

Conclusion

Ballance is one of only two fertiliser co-operatives in Aotearoa New Zealand. Without its fertiliser, Kiwi farmers and growers would not have the nutritious soil they need to feed the world and support New Zealand's economic prosperity. Ballance aims to be fully transparent regarding its progress with both dust and SO₂ emissions – ambient air quality and consent monitoring results are publicly available on its website. In addition, Ballance regularly hosts community events that include site tours and is happy to respond to any questions.

[Find out more here.](#)



Lawter NZ

Background

Lawter New Zealand is a leading global supplier of environmentally sustainable products derived from pine tree by-products. These are sourced during the pulping process at local paper mills. Based in Totara Street in Mount Maunganui, Lawter has been operating locally for 40 years. It employs more than 50 Bay of Plenty locals, as well as a team of local contractors and suppliers to support its operations.

Located halfway between Aotearoa New Zealand's local pulp and paper mills, and close to the Port of Tauranga, more than 95% of Lawter's products are exported via the Port which is why the Mount Maunganui site was originally chosen.

Lawter has sustainability at its core. The prime raw materials it uses are environmentally sustainable and come from a renewable resource (pine trees).

Investment and Results

The key raw materials Lawter receives from the pulp and paper mills include some odorous compounds that pose a challenge to its operational processes. Removing these odours from the raw materials requires strong operational controls.

Lawter's goal is to have zero odour impact on its neighbours and the surrounding community. To achieve this, Lawter has made some significant investments to control odour from the raw materials.

Since 2020, Lawter has invested approximately \$1.3m in upgrading its existing closed odour (waste gas) management system and another \$1.3m in installing an independent system for backup odour management. It has also invested \$8m in new, state-of-the-art storage tanks and associated piping systems and instrumentation.

The Mount Maunganui site has continuous monitoring to ensure the integrity of the system. Since the upgrades, Lawter has seen significant improvement in operational practices and site equipment to control emissions and has had no substantiated odour complaints. This is an ongoing journey and Lawter is committed to continuing to find new ways to mitigate its environmental impact.





A Way Forward

Creating the conditions for success

Whilst there has been some positive progress on the Mount Maunganui Industrial Area's environmental outcomes, given the expected growth of both the local and national economies, local industry and the surrounding residential population, it's essential more businesses and stakeholders actively manage and deliver improvements to support the future growth of the area. To ensure Mount Maunganui remains vibrant and continues to support economic benefits and community wellness, it's critical businesses within the Mount Maunganui Industrial Area and the adjacent communities can harmoniously co-exist.

Constructive relationship with mana whenua: Businesses must acknowledge concerns from mana whenua and work constructively towards solutions that enable co-existence. While some discussions and solutions will be difficult, it is imperative that a constructive approach is taken.

Commitment to co-existence: Businesses are in the area because they need to be located close to a port. Demand for import and export related business in Aotearoa will only grow. At the same time, so will the need for housing in the area as the population grows.

A strong environmental position from businesses: While environmental impacts in the area have dramatically improved, businesses need to prioritise investments in reducing emissions, leading to improved air quality via zero exceedances and lower overall levels. To achieve this, businesses will need to work together to share knowledge and to hold each other to account. It's expected that decarbonisation of heavy industry and transport will play a strong role in future emissions reductions.

Better recognition of the success and importance of the area: Businesses have been reluctant to talk publicly about improvements they have made and share any success. This has led to a lack of public awareness about the positive elements of the industry. Businesses need to take active steps and a collective approach to improving public awareness of industry and environmental actions.

Improving transport outcomes: Transport is the number one issue for the public and is a major source of emissions. Urgent work needs to go into improving transport outcomes on state highways and local roads by investing in well planned infrastructure and encouraging mode shift. The Western Bay of Plenty Infrastructure Forum has developed a 10-Point infrastructure action plan to cater for future growth across the region.

Strong management of air quality: A firm action plan must be put in place to monitor and address air quality concerns in Mount Maunganui. This includes a robust monitoring network, health reporting and an action plan developed with business and communities.

Interface with the city: Steps need to be taken to improve the visual and spatial interface with key transport routes and residential areas. This might include green belts, beautification and active steps from businesses to improve visual amenity of their boundaries.

Action plan

As a result of Priority One's research, the below actions are outlined for business and industry, plus local government, in order to support co-existence in the Mount Industrial Area. The newly formed Mount Industrial Steering Committee will drive commitment to these actions with relevant parties and Priority One will act as the conduit where required.

Actions for business and industry

Actions completed:

1. Established a Mount Maunganui Industrial Steering Committee* to ensure an effective and focused forum.
2. Businesses in the Mount Maunganui Industrial Area have been asked to sign up to an environmental accord (29 have signed, so far), which requires them to:
 - a. Identify 2-5 actions specifically for their business, which measurably reduce environmental impacts, and commit to implementing these over a 24–36-month period.
 - b. Agree to report actions and progress to the Mount Maunganui Industrial Steering Committee* on a quarterly basis for the purpose of visibility and accountability against our actions.
 - c. For air quality, they agree to comply with National Environmental Standards (NES) and conditions agreed in consents with the Bay of Plenty Regional Council, measured as appropriate, and aim to achieve a higher standard.
 - d. Identify and monitor any discharges that require a consent.

The environmental accord will underline commitment from businesses to:

- Protect our environment and deliver on environmental issues in the Mount Maunganui Industrial Area.
- Continue to improve future environmental outcomes.
- Work collaboratively, share information, and keep each other accountable.
- Work with Priority One to assist regulatory stakeholders, understand consent requirements well in advance and prioritise consents which reduce environmental impacts.
- Maintain working relationships with councils to enable better monitoring and information sharing.
- Support a collective engagement plan to inform the adjacent communities about Mount Maunganui Industrial Area and share information about their business and the work they are doing to improve environmental outcomes.

Further actions:

1. Evaluate the establishment of a revised Mount Maunganui Industrial Network.
2. Accelerate Priority One's decarbonisation strategy, including actions that reduce CO₂ emissions from heavy industry and transportation.
3. Priority One to work with businesses on relocation if other areas become more viable, including development of alternative zones for heavy industrial businesses.
4. Create a collective engagement plan to inform the adjacent communities about the Mount Maunganui Industrial Area, which will share information about businesses in the area and the work they are doing to improve environmental outcomes.
5. Industry to collaborate with local government on street scape improvement and general beautification.

Expected actions for local government

1. Already updated the Tauranga City Council and Mount Maunganui spatial plan to include co-existence, catering for both residential population growth and growth of industry. This included consultation with businesses around the intensification of residential areas near the industrial area.
2. Share airshed management plans with businesses, led by the BOPRC including a long-term view of consents and capex to improve.
3. With business and community input, ensure that air quality monitoring processes and equipment are best practice and fit the aspirations of our area.
4. Invest and implement green buffer zones and beautification initiatives between the industrial and residential areas to reduce visual pollution and encourage public goodwill. This may include cosmetic improvements for items that currently cause visual pollution.
5. Progress the Connecting Mount Maunganui transport project. This plan will need to balance increasing freight, commercial, public transport and commuter needs.
6. Invest and support decarbonisation initiatives, particularly around heavy vehicles, and industry.
7. Tauranga City Council to support feasibility study to assess current location of Tauranga Airport.
8. Tauranga City Council to complete infrastructure plans to ensure improved access to the Port of Tauranga.
9. BOPRC to review the current airshed monitoring framework to ensure effective and quality data capture.
10. Local government to provide certainty to industry around zoning and consents so businesses can invest more to improve on environmental outcomes and productivity.

*Mount Maunganui Industrial Steering Committee is a collective of businesses located in the Mount Maunganui Industrial Area who acknowledge their impact and are committed to making change that improves environmental outcomes for the area.



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