



Priority One  
Tauranga  
Moana

# WESTERN BAY

## economic strategy

Te pai me te whai rawa o Tauranga Moana ki te ao

To grow the value of our economy in an intelligent way; creating a prosperous, sustainable region that contributes to improved social, cultural and environmental outcomes benefiting everyone in our rohe.

To achieve this Tauranga Moana needs:

- An economy underpinned by skilled talent, innovation and collaboration.
- Intelligent growth where economic strategy informs future plans and spatial development.

### Objectives | Whāinga

- Our primary objective is raising income levels within the sub-region.
- Creating high-value knowledge intensive jobs and enabling local people to do them.
- Supporting sustainable industry growth and success.
- Improving Māori education, workforce outcomes and success of Māori businesses.
- Transitioning to a low carbon economy that protects and enhances Tauranga Moana as the great place it is to live, learn, work and play.

### Key enablers | Ngā āheinga

- A sustainable supply of work-ready talent.
- City centre rejuvenation led by people living, working and studying in the CBD.
- Delivery of critical infrastructure through implementation of key sub-regional strategies.
- Unlocking the potential of the Māori economy.
- Sustainable growth delivered through collaboration with SmartGrowth partners.

### Metrics (2020)

- GDP growth 3.3% vs NZ 1.6%
- Population growth 3.4% vs NZ 2.1%
- Number of jobs 101,442
- Unemployment 3.2% vs NZ 4.1%
- Māori unemployment 5.6%
- Mean annual income \$57,884 vs NZ \$64,237
- Māori mean annual income \$53,110
- Knowledge intensive employment 24.7% vs 32.1%
- Housing affordability 9.2x mean household income vs NZ 7.8
- Rental affordability 25.9% mean weekly rent/mean household income vs NZ 21.4%

## What we will deliver | Ngā takahanga

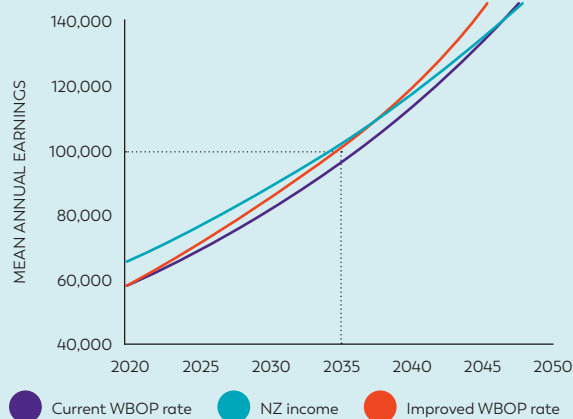
### Outcomes

- Raise regional prosperity by increasing incomes to NZ parity faster than would otherwise occur, and thereafter being a high income earning region.
- Lift mean annual earnings for WBOP to reach parity with NZ by 2035.
- Lift mean annual earnings for Māori in the WBOP to reach parity by 2045.
- Greater economic prosperity contributes to improved social, cultural and environmental outcomes.

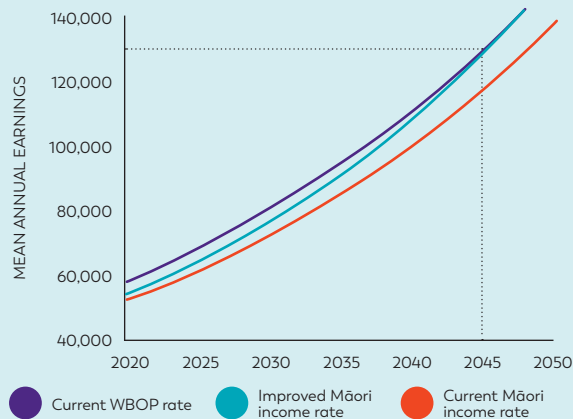
### Key moves

- Shift sector mix to be more knowledge intensive.
- Create industry scale through collaboration.
- Leverage education systems for targeted skills.
- Support Māori workforce participation.
- Improve Māori education outcomes.

WBOP vs NZ incomes



Māori vs all incomes



## Work areas | Aronga

### Talent

Priority One is focused on bridging the existing skills gap in our workforce and preparing for future demands as the working population ages.

### Innovation

Fostering our innovation eco-system and shifting the sub-region's industry sector mix to be more knowledge intensive, creating higher value jobs.

### City Centre

To rejuvenate the city centre, we've put together a CBD blueprint that focuses on catalyst projects to build momentum and position the city as the ideal place to live, work and study.

### Sustainability

Priority One is focused on reducing carbon emissions and waste by positively influencing business attitudes to climate change and undertaking projects that can provide large scale impact to environmental sustainability objectives.

### Māori economic development

Working with our strategic partner, Toi Kai Rawa Trust, our focus is on improving Māori education outcomes and lifting workforce participation rates to help address the earnings gap between Māori and non-Māori.

### Infrastructure

Priority One is committed to a more sustainable approach to rapid population growth. We work alongside SmartGrowth partners to implement initiatives that address our housing and transport challenges, and help build the key infrastructure and amenity needed to ensure Tauranga Moana delivers on its promise to be a great place to live, learn, work and play.



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