

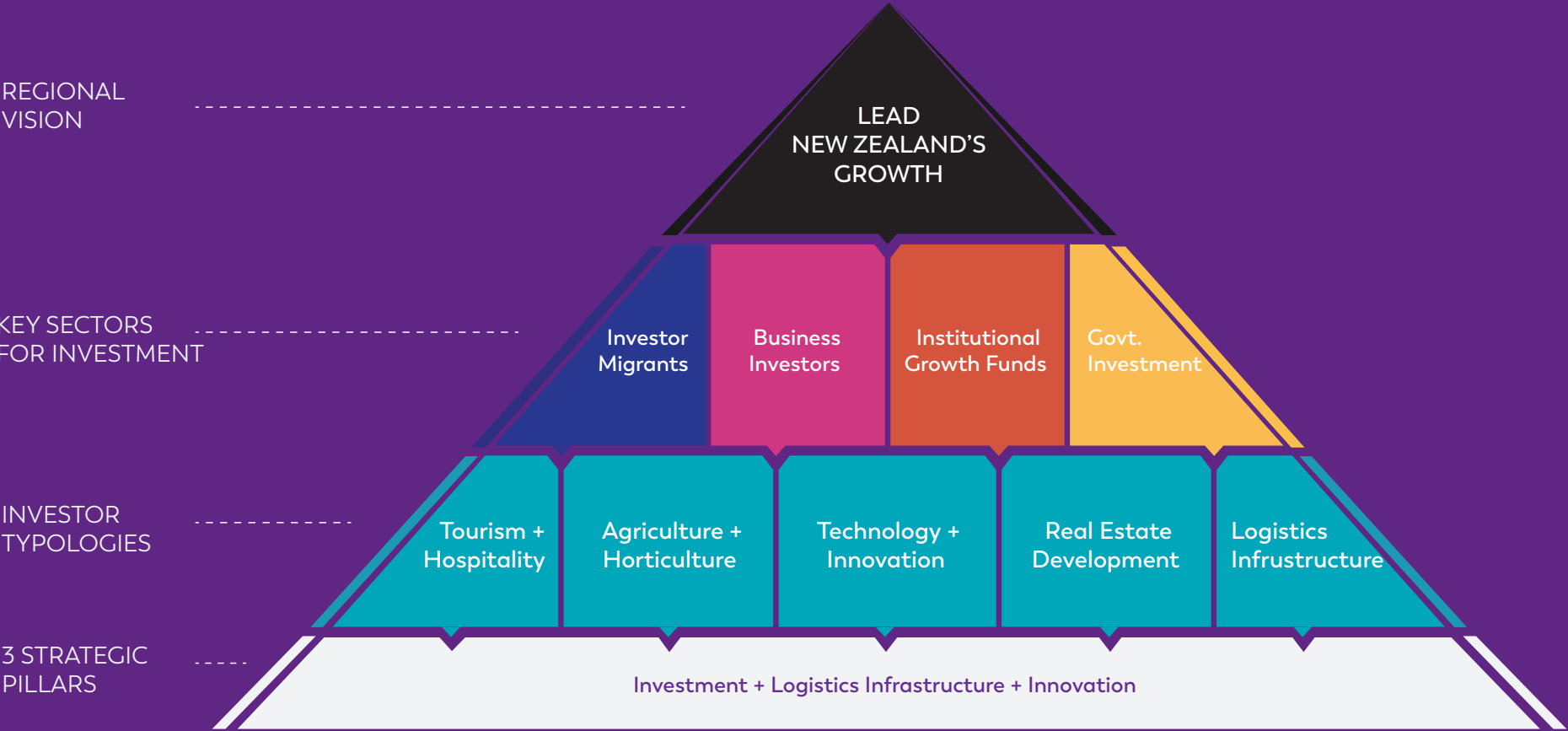
Priority One
Tauranga
Moana

INVEST IN TAURANGA MOANA

Leading New Zealand's Growth

Regional Investment Insights Summary

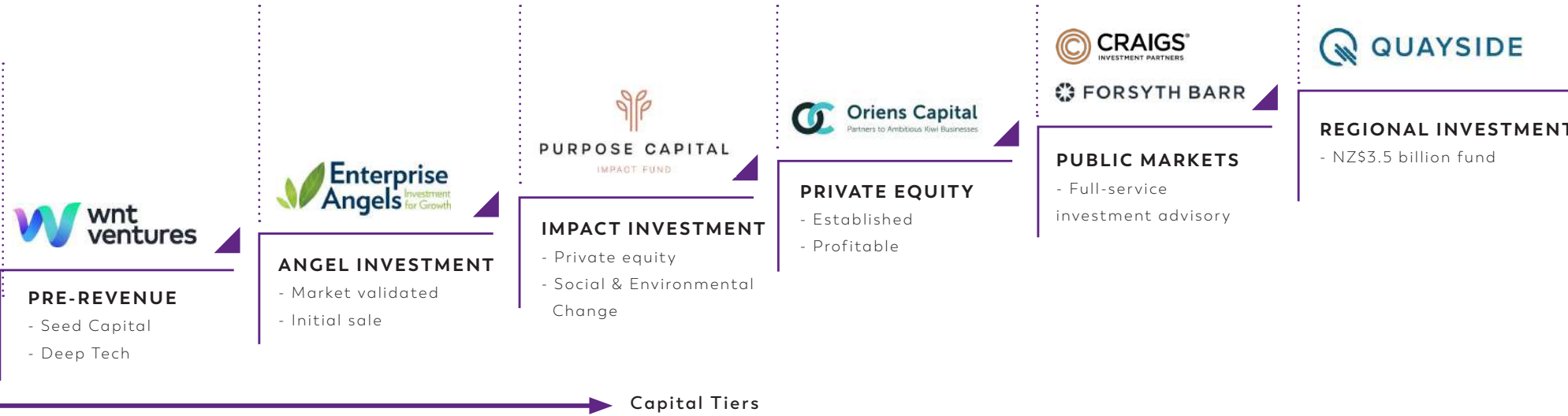
A clear growth strategy and bold future



Priority One Platinum Partners:



Local Capital Infrastructure:



Professional Services Partners:

Banking: BNZ, Kiwibank and Westpac.
Financial: Bakertilly, Deloitte, EY, Grace Team Accounting, KPMG, William Buck and Young Read Woodburg.
Immigration: Malcolm Pacific and StayLegal.
Legal: Ashcroft Mitchell McGregor, Cooney Lees Morgan, Holland Beckett, James & Wells and Sharp Tudhope.

Tauranga Moana – the smart choice for your investment in New Zealand

Investment opportunities abound in Tauranga Moana – including in infrastructure, housing, transport, innovation, export, and managed funds. We're an ambitious region, with a clear plan to lead New Zealand's future growth. As the region's business-led economic development organisation, Priority One is here to help connect you with the right people to ensure your investment needs are met.

For more information visit our website for our full investor insights perspective or get in touch.



Priority One
Tauranga
Moana

Get in touch

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Tauranga, New Zealand**

A place with strong DNA

Tauranga Moana's identity is shaped by a powerful mix of natural beauty, Māori heritage, economic vitality, and coastal lifestyle. It's a place where land, sea, and people connect deeply - and that connection defines its unique regional DNA. It is a combination of place, purpose, and people. It's a city that balances economic ambition with cultural integrity and environmental care - and that's what truly makes this place special.

Ocean & Port City Powerhouse

Tauranga Moana is home to New Zealand's largest and most efficient port, Port of Tauranga, giving it outsized influence in national and global trade. This connectivity fuels a diverse economy - logistics, agriculture, manufacturing, and marine industries thrive here.

Fertile Land, Food Bowl of the North

The region's rich volcanic soils and favorable climate support world-class horticulture. It's a global leader in kiwifruit, avocados, and other premium produce, giving Tauranga a reputation for innovation in agritech and food exports.

Strong Professional Services Capability

Tauranga Moana boasts a strong and growing professional services sector, supported by a dynamic business environment and highly skilled workforce. The city is home to a diverse range of businesses offering expertise in legal, financial, engineering, architectural, immigration and consultancy services. This capability is further enhanced by close collaboration between local businesses, education providers, and government agencies, fostering innovation, growth and a high standard of service delivery across industries.

Strong Cultural Roots

Tauranga Moana is the ancestral home of Ngāi Te Rangi, Ngāti Ranginui, and Ngāti Pūkenga iwi. Their values of kaitiakitanga (guardianship), manaakitanga (hospitality), and whanaungatanga (relationships) continue to shape the region's approach to people, land, and sustainability.

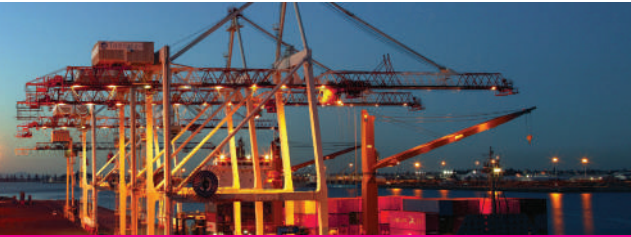
Growth with Lifestyle

Tauranga Moana is one of New Zealand's fastest-growing urban centres, yet it remains deeply connected to nature. Mount Maunganui, golden beaches, and nearby forests provide an unmatched work-life balance, attracting skilled professionals, entrepreneurs, and families alike.

Innovation Hub on the Rise

The region fosters innovation - particularly in marine science, design, agritech, advanced manufacturing and sustainability - supported by local institutions like the University of Waikato's Tauranga campus and partnerships with iwi, businesses, and government.

Regional Investment Areas



1. LARGEST PORT IN NEW ZEALAND

The Port of Tauranga is the largest port by tonnage and container throughput in New Zealand:

- Total cargo is approximately 23.6 million tonnes.
- Export cargo is 15.8 million tonnes and Import 7.8 million tonnes.
- Total Container Volume (TEU) is 1,147,350 TEUs handled annually.



2. GREENFIELD DEVELOPMENTS

Tauranga needs new houses and has several greenfield residential development zones, including:

- Tauriko West Development ~350 hectares (developable residential portion ~210 ha).
- Te Tūmu in Papamoa East ~760 ha (developable portion ~340 ha).
- The Lakes Development ~254 ha (contains ~2,081 sites and ~7,000 future residents).



3. BUSINESS PARKS

Rangiuru and Tauriko Business Parks are major industrial precincts strategically positioned within close proximity to the Port of Tauranga and providing solutions for logistics, warehousing and innovation-driven industries.



4. ENERGY SECTOR

Tauranga Moana has a complex range of energy needs that are being driven by: significant GDP growth (averaging 4.6% CAGR); additional step loads to industrial energy demand; and the drive to decarbonise to maintain social license and competitiveness in offshore markets. Within our region there are specific technologies which could be further developed for commercial application including geoheat, biomass, and biomethane.



5. HEALTH SECTOR

Tauranga's public and private healthcare infrastructure is expanding rapidly. This includes: emergency, surgical, maternity, paediatric, medical, geriatric, mental health, and neonatal care. The Clinical Campus provides training placements for medical students, nursing, midwifery, allied health, and other disciplines across clinical programs.



6. MARINE SECTOR

Tauranga is a significant hub for boatbuilding and retrofit as well as aquaculture and marine related education, research and commercialisation. Establishment of the NZ Marine Futures Institute is currently being planned to further strengthen commercial, cultural and environmental opportunities.



7. CONNECTED TRANSPORT CORRIDORS

Tauranga's transport network is structured around several key regional corridors, each serving a distinct role - freight, commuter movement, housing growth, and connectivity to the wider North Island. These include: Tauranga Eastern Link; Western Corridor; Takitimu North Link; Ring Road North / Freight Loop; and other public transit & active corridors.



8. CITY CENTRE & COMMERCIAL PRECINCT

The region's commercial and civic hub. Home to government offices, business services, arts venues, and waterfront development. A focus for smart urban regeneration and high-density residential growth.



9. TOURISM SECTOR

Surf beaches, vibrant retail, café culture, and a hotspot for tourism and lifestyle living. Tauranga's iconic Mount Maunganui (Mauao) receives over 100 cruise ships annually. The city is also a foodie haven with the Flavours of Plenty platform enabling locals and visitors alike to uncover, connect and celebrate the distinctive eco-system of growers, suppliers and purveyors of the unique Coastal Bay of Plenty food and hospitality offerings. Similarly, the Zespri Aims Games is Australasia's largest junior sporting event, held annually in Tauranga Moana.



10. TECH SECTOR

Rapidly emerging as one of New Zealand's most dynamic innovation hotspots, combining a fast-growing ecosystem of tech start-ups, exporters and R&D ventures, supported by local technology incubators such as WNT Ventures (early stage deep-tech) and Enterprise Angels (angel investment).



11. A UNIVERSITY CITY

Tauranga's city centre tertiary precinct connects businesses with top talent and world-class research. The precinct is a multi-institutional partnership between University of Waikato, Tauranga City Council and other community organisations including economic development agency Priority One, designed to accelerate regional innovation and provide a sustainable supply of highly skilled talent.



12. REGIONAL AIRPORT

Tauranga Airport is one of New Zealand's busiest regional airports with frequent daily flights to other main centres and onward connections internationally.