



Information about our Districts

October 2021

A horizontal banner with a teal background. On the left side, there is a stylized swirl graphic in shades of orange and red. The text is centered on the right side of the banner.

Tini o Toi – kia tipu, kia puawai
To create, grow and blossom the myriads of Toi

Population and Ethnicity - EBOP

District	Population (2018)	Population Growth (2013 – 2018)	Estimate Population Jun 2020
Whakatane	35,700	+3,000 (+8%)	38,200 (7%)
Opotiki	9,300	+849 (+9%)	10,020 (+8%)
Kawerau	7,100	+786 (+11%)	7,750 (+9%)

There has been strong population growth across the EBOP, this is comparable with an overall 10% population growth across NZ.

In the EBOP, we have a significantly higher maori population, with Maori making up 14.5% of the population across New Zealand

District	NZ European	Maori	Others
Whakatane	53%	40%	7%
Opotiki	41%	52%	7%
Kawerau	42%	50%	8%

Household Income & Home Ownership - EBOP

District	Median Household Income (2018)	Change from 2013 – 2018	Median Household Income (2021)	Change from 2018 - 2021
Whakatane	\$62,300	+\$6,900 (+11%)	\$69,477	\$7,177 (+11%)
Opotiki	\$49,300	+\$8,700 (+18%)	\$54,956	\$5,456 (+11%)
Kawerau	\$43,200	+\$5,600 (+13%)	\$47,808	+\$5,600 (+13%)
New Zealand			\$84,557	

Some positive increases in the household income, still lagging behind NZ significantly.

Home ownership across the EBOP is the same, if not better than the New Zealand Average.

District	Own their home
Whakatane	53 %
Opotiki	50 %
Kawerau	59 %
New Zealand	51 %

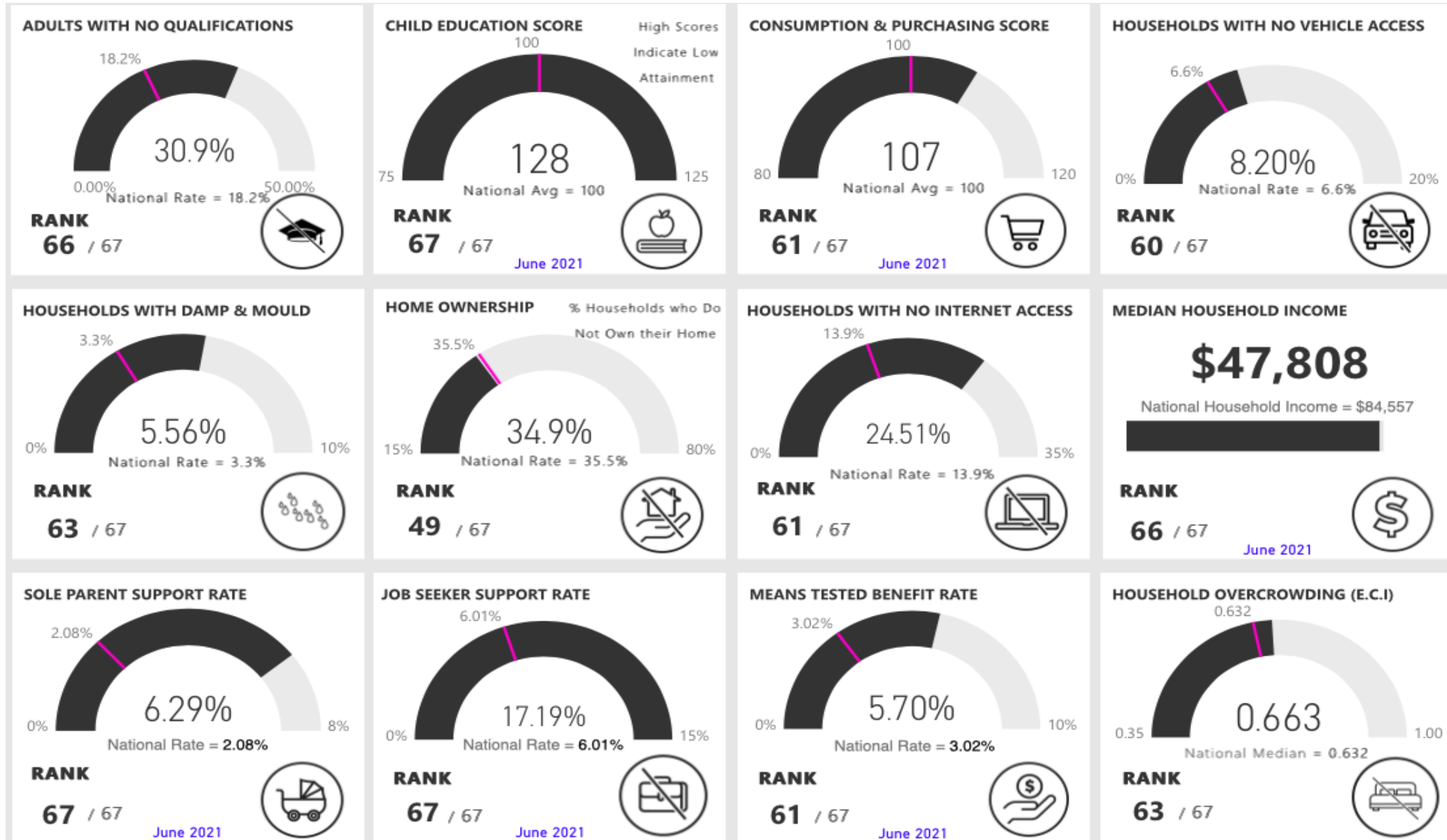
Kawerau – Key Employment Industries 2010

Industry	Businesses	Employees	Notes
OVERALL			
Manufacturing	30	1,450 (24%)	
Construction	42	230 (8%)	
Education & Training	21	290 (11%)	
Other Services	33	260 (6%)	
Retail Trade	33	200 (10%)	
Healthcare & Social Assistance	18	150 (11%)	
Public Administration & Safety	12	90 (3%)	
Transport, postal and warehousing	15	55 (4%)	

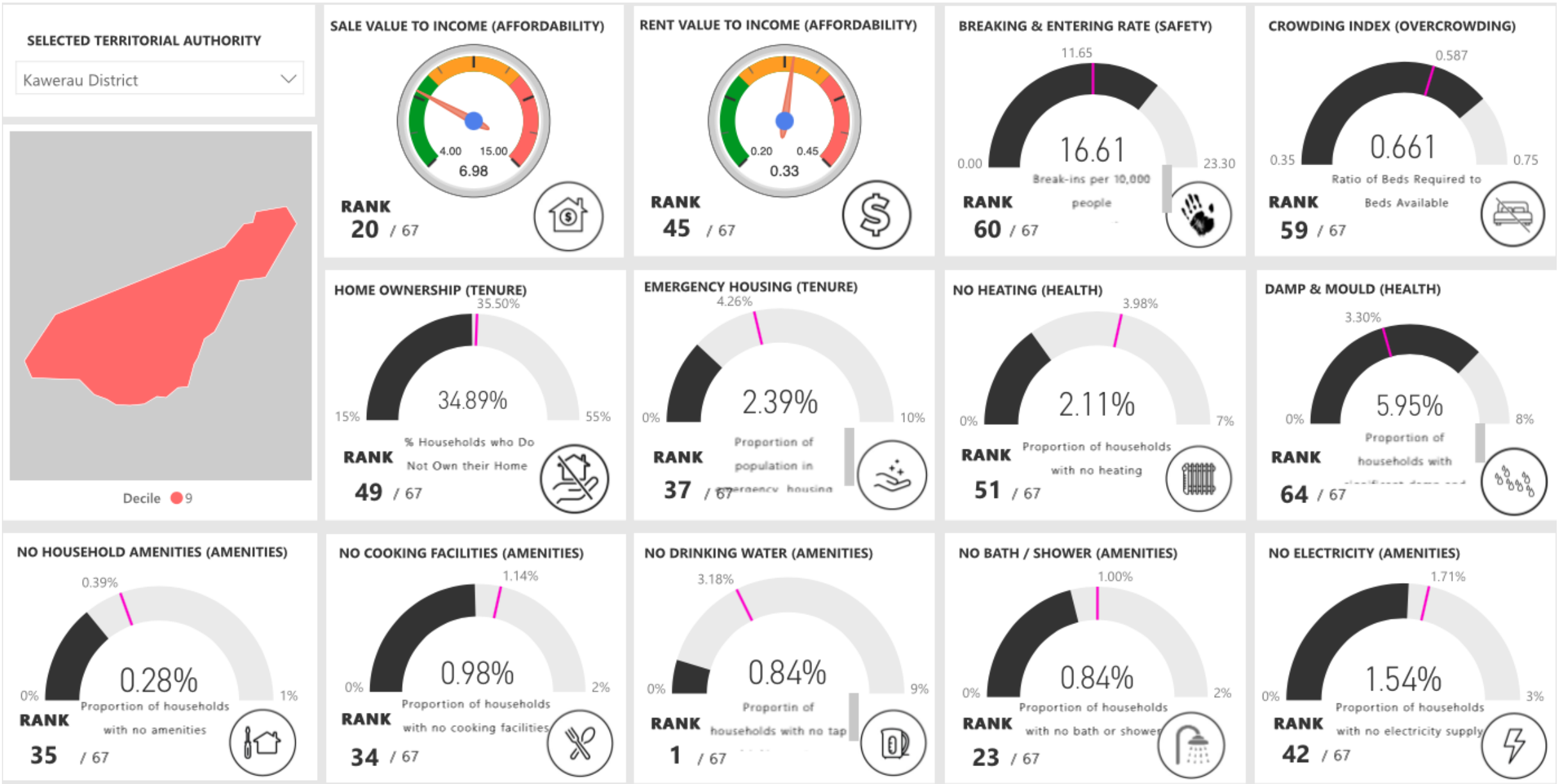
Kawerau – Key Employment Industries 2020

Industry	Businesses	Employees	Notes
OVERALL	324	2,800	
Manufacturing	30	1,150 (41%)	In 2001, was 1,900, with a low of 990 in 2014
Construction	39	340 (12.1%)	Around it's highest level, over last 20 years. Volatile job market.
Education & Training	18	240 (8.6%)	Steady over last 10 years
Other Services	27	180 (6.4%)	Pretty volatile, About average # for last 15 years.
Retail Trade	24	160 (5.7%)	Slight decline in last 3 years, from 200 people
Healthcare & Social Assistance	9	140 (5%)	Was steadily increasing up to a high in 2017 of 190, decline since then
Public Administration & Safety	9	140 (5%)	Seen a steady increase from 90 to 140 over last 10 years
Transport, postal and warehousing	18	110 (3.9%)	Increasing steadily over last 5 years, from 50 to 110

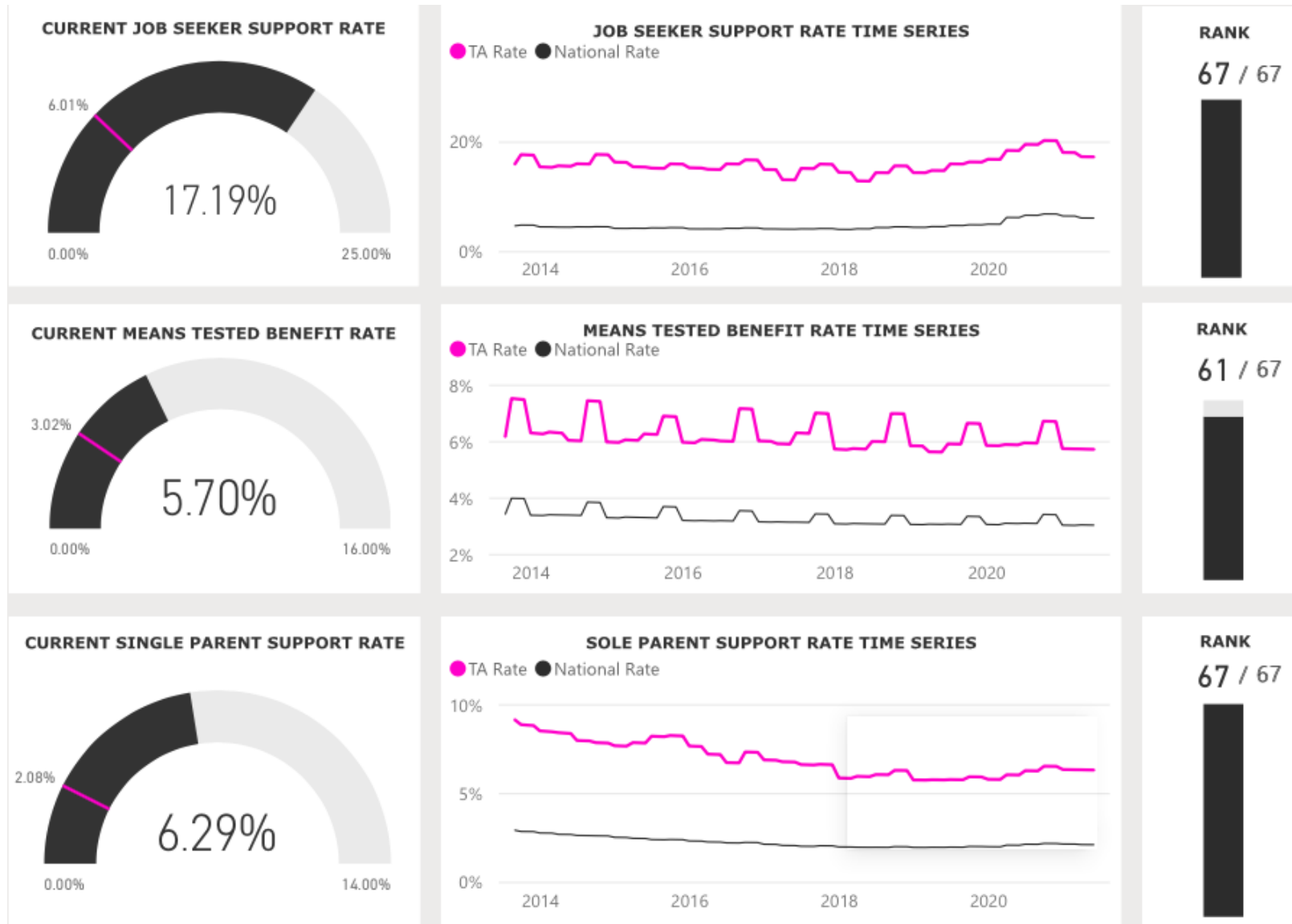
Kawerau Dynamic Deprivation Data



Kawerau Housing Dashboard



Kawerau – Government support



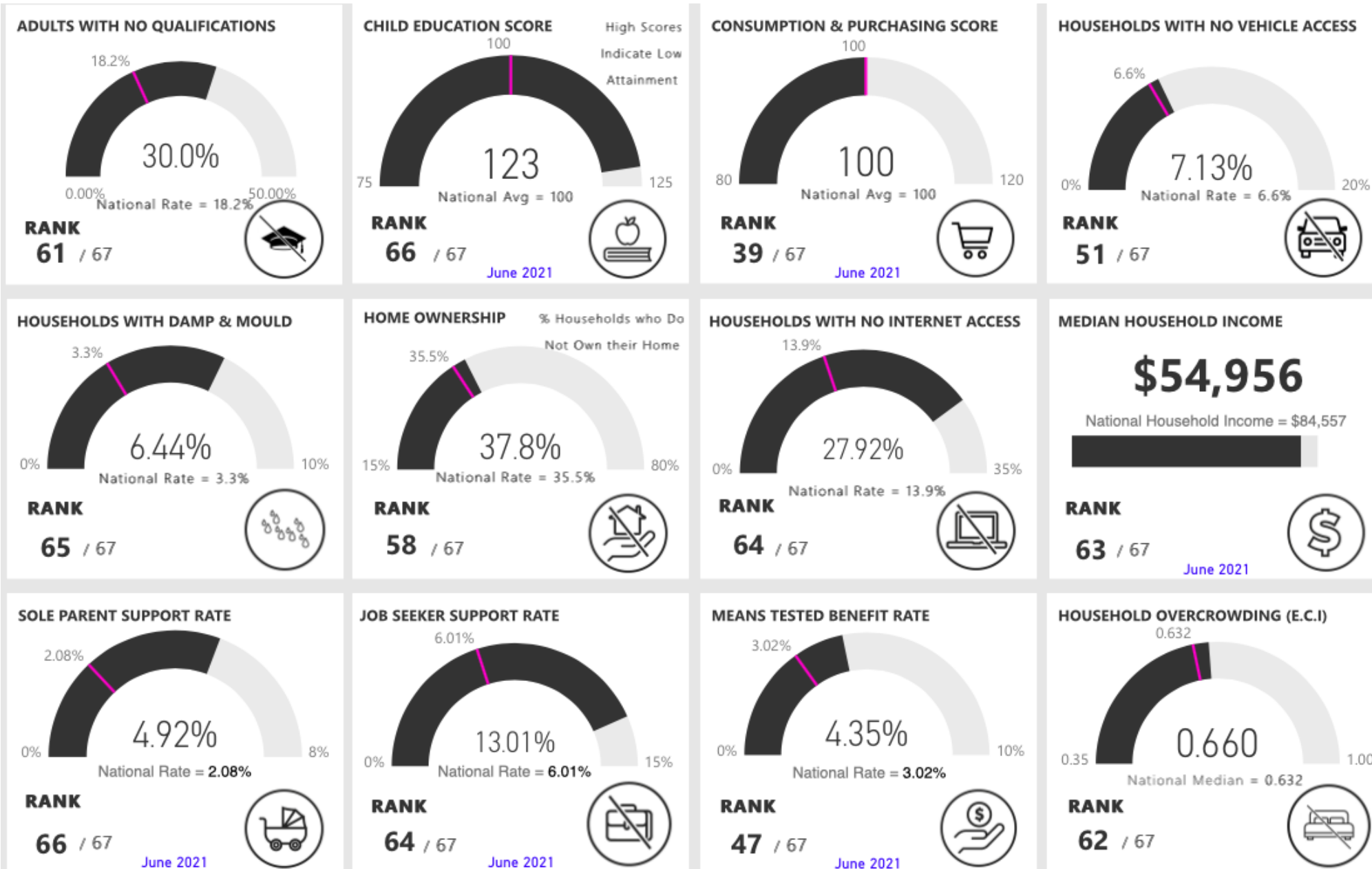
Opotiki– Key Employment Industries 2010

Industry	Businesses	Employees	Notes
OVERALL			
Agriculture, forestry and fishing	498	880 (29%)	
Education & Training	36	420 (12%)	
Administrative and support services	18	320 (6%)	
Retail Trade	42	290 (8%)	
Healthcare & Social Assistance	33	240 (8%)	
Construction	81	140 (7%)	
Accommodation & Food Services	51	160 (5%)	
Public administration and Safety	15	85 (4%)	
Manufacturing	27	50 (4%)	

Opotiki– Key Employment Industries 2020

Industry	Businesses	Employees	Notes
OVERALL	1,053	3,400	
Agriculture, forestry and fishing	414	1,200 (35%)	Steadily increasing over last 20 years, with a significant increase since 2017 (was 890 employees)
Education & Training	39	360 (10.6%)	Steady over last 20 years
Administrative and support services	24	330 (9.7%)	Was increasing up to a peak of 600 in 2019, sharply reduced to 330 (Reclassification ?)
Retail Trade	36	260 (7.6%)	Slight decrease until 2017 hit a low of 230, now rising back up.
Healthcare & Social Assistance	33	230 (6.8%)	Significant increase from 2000 to 2005, steady at approx. 230 since then.
Construction	66	210 (6.2%)	Steady increase over last 20 years, some volatility since 2015.
Accommodation & Food Services	48	190 (5.6%)	Increasing steadily over last 20 years
Public administration and Safety	12	120 (3.5%)	Strong growth since 2016 (was 80)
Manufacturing	21	100 (2.9%)	Strong growth since 2016 (was 65)

Opotiki Dynamic Deprivation Data



Opotiki Housing Dashboard

SELECTED TERRITORIAL AUTHORITY

Opotiki District



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SALE VALUE TO INCOME (AFFORDABILITY)



RANK
57 / 67



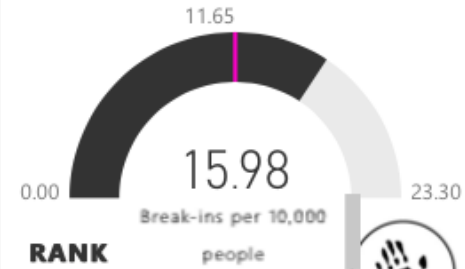
RENT VALUE TO INCOME (AFFORDABILITY)



RANK
52 / 67



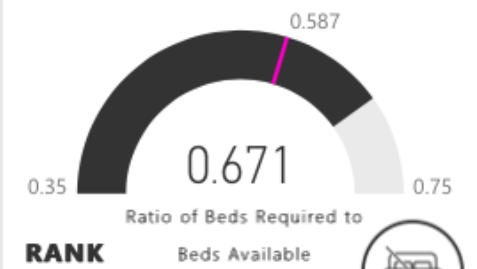
BREAKING & ENTERING RATE (SAFETY)



RANK
56 / 67



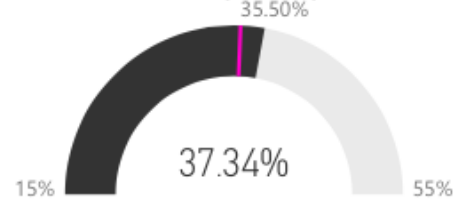
CROWDING INDEX (OVERCROWDING)



RANK
63 / 67



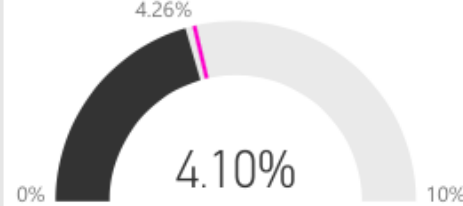
HOME OWNERSHIP (TENURE)



RANK
58 / 67
% Households who Do Not Own their Home



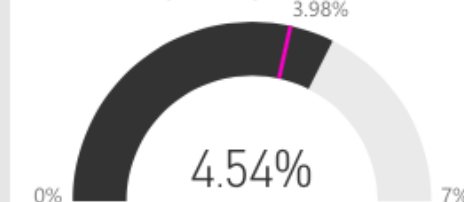
EMERGENCY HOUSING (TENURE)



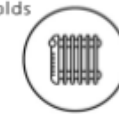
RANK
56 / 67
Proportion of population in emergency housing



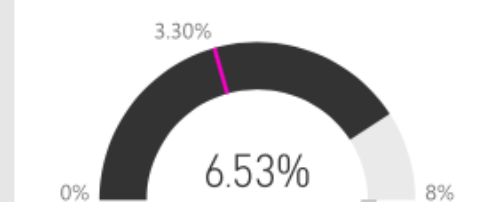
NO HEATING (HEALTH)



RANK
62 / 67
Proportion of households with no heating



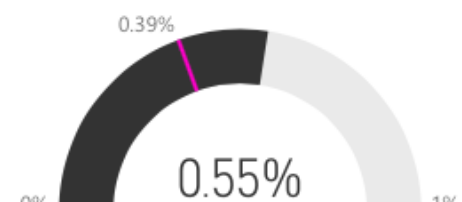
DAMP & MOULD (HEALTH)



RANK
65 / 67
Proportion of households with



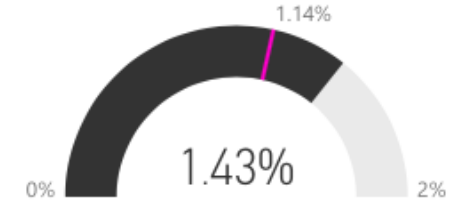
NO HOUSEHOLD AMENITIES (AMENITIES)



RANK
64 / 67
Proportion of households with no amenities



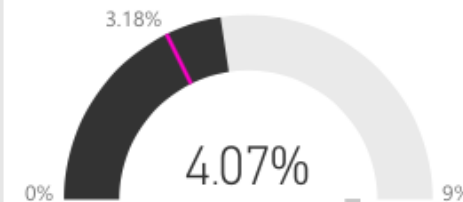
NO COOKING FACILITIES (AMENITIES)



RANK
61 / 67
Proportion of households with no cooking facilities



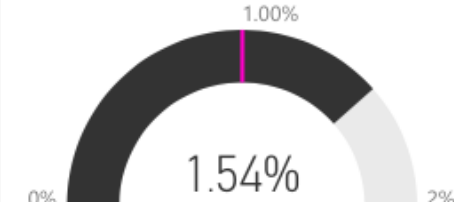
NO DRINKING WATER (AMENITIES)



RANK
48 / 67
Proportion of households with no tap



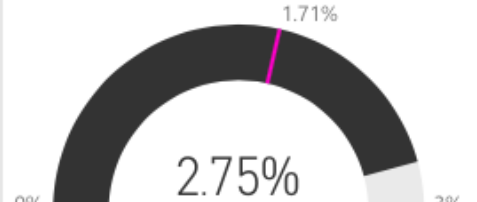
NO BATH / SHOWER (AMENITIES)



RANK
63 / 67
Proportion of households with no bath or shower



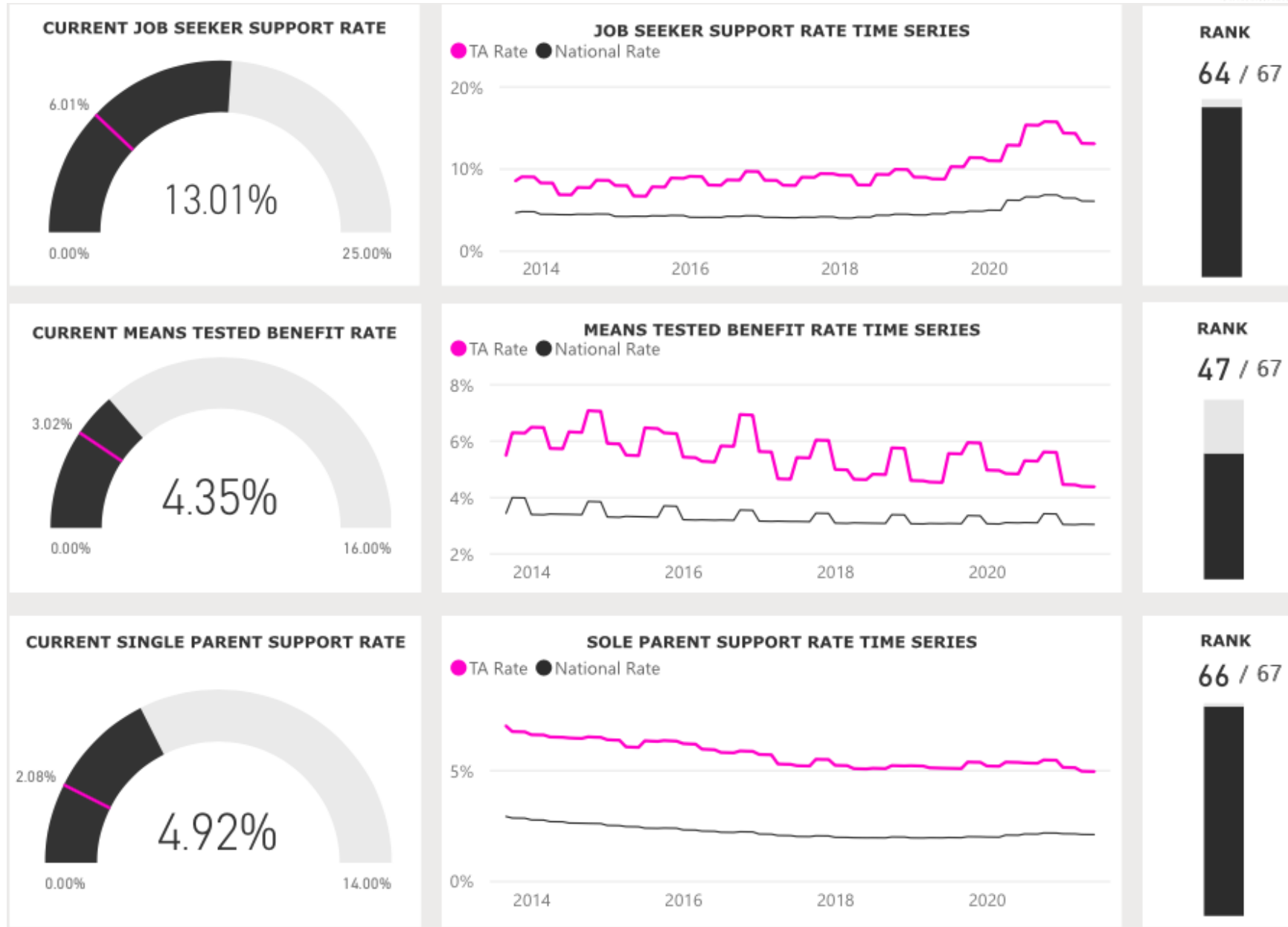
NO ELECTRICITY (AMENITIES)



RANK
65 / 67
Proportion of households with no electricity supply



Opotiki – Government support



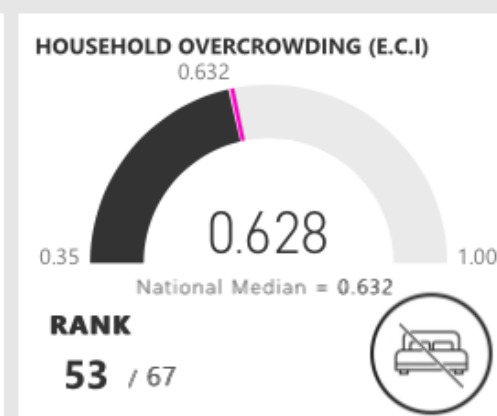
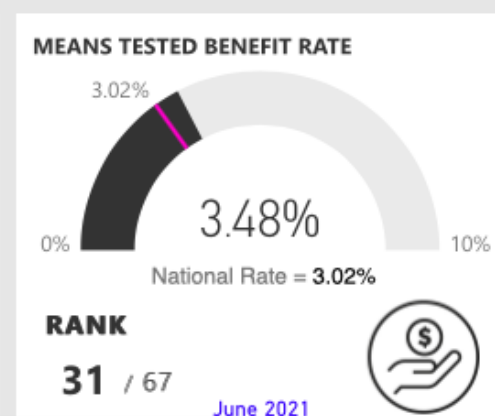
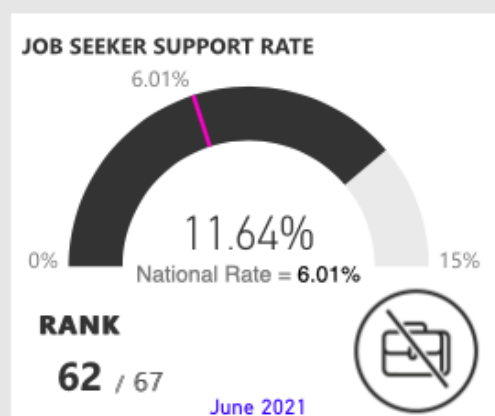
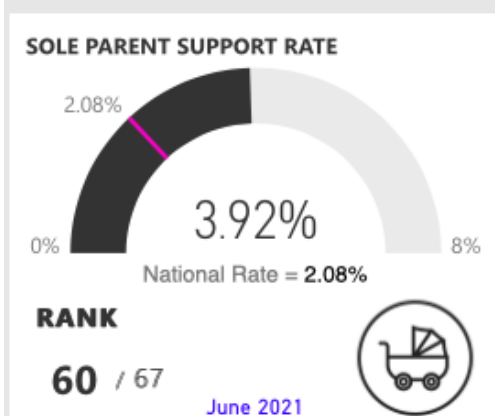
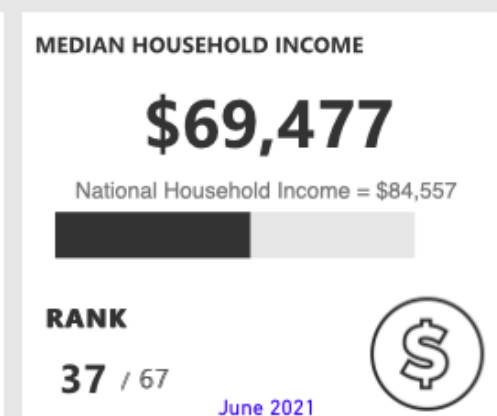
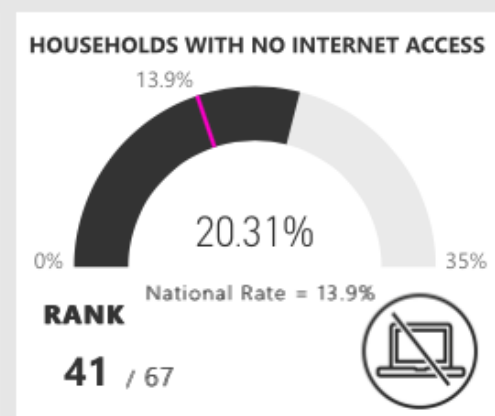
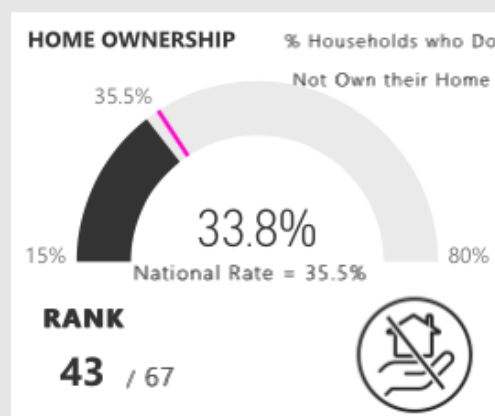
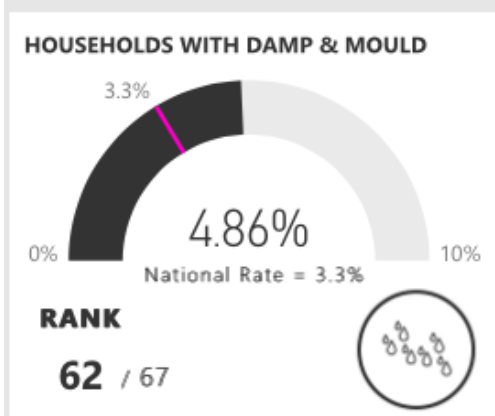
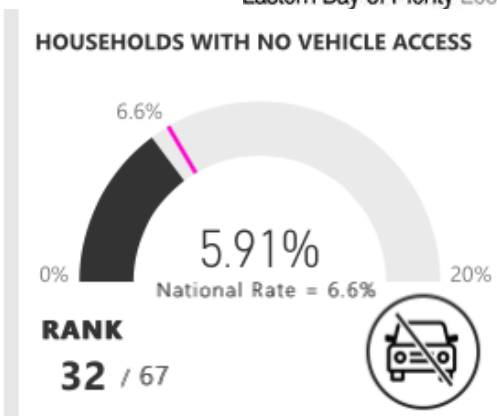
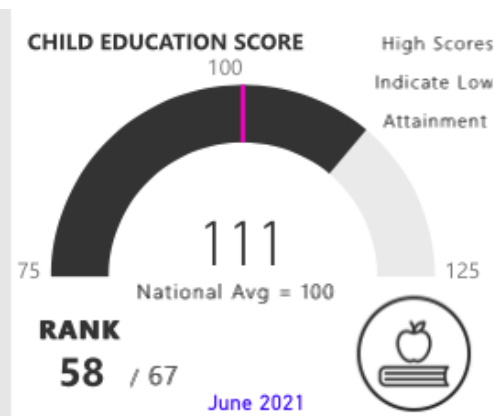
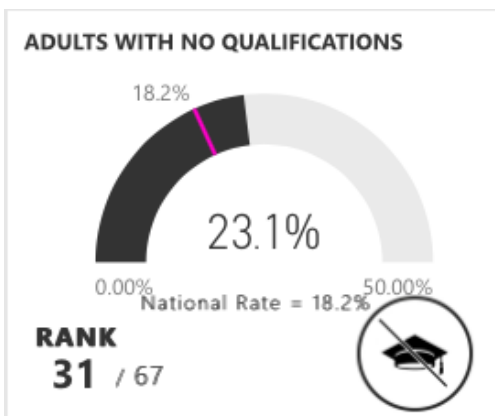
Whakatane – Key Employment Industries 2010

Industry	Businesses	Employees	Notes
OVERALL			
Healthcare & Social Assistance	162	1,800 (12%)	Very steady over last 20 years
Agriculture, Forestry and Fishing	1,137	1,500 (15%)	Increased significantly to a high in 2019 of 2,150, see a sharp decline (?)
Education & Training	123	1,700 (12%)	Very steady over last 20 years
Retail Trade	252	1,600 (10%)	Very steady over last 20 years
Manufacturing	144	920 (11%)	Very steady over last 20 years
Other Services	165	530 (4%)	Seen strong growth over last 10 years, was at 450
Construction	339	730 (8%)	Increased significantly between 2001 – 2008. Steady since 2017.
Accommodation & Food Services	120	740 (4%)	Steady since 2015
Public Administration & Safety	39	580 (5%)	Steady growth, decline in 2016 down to 650

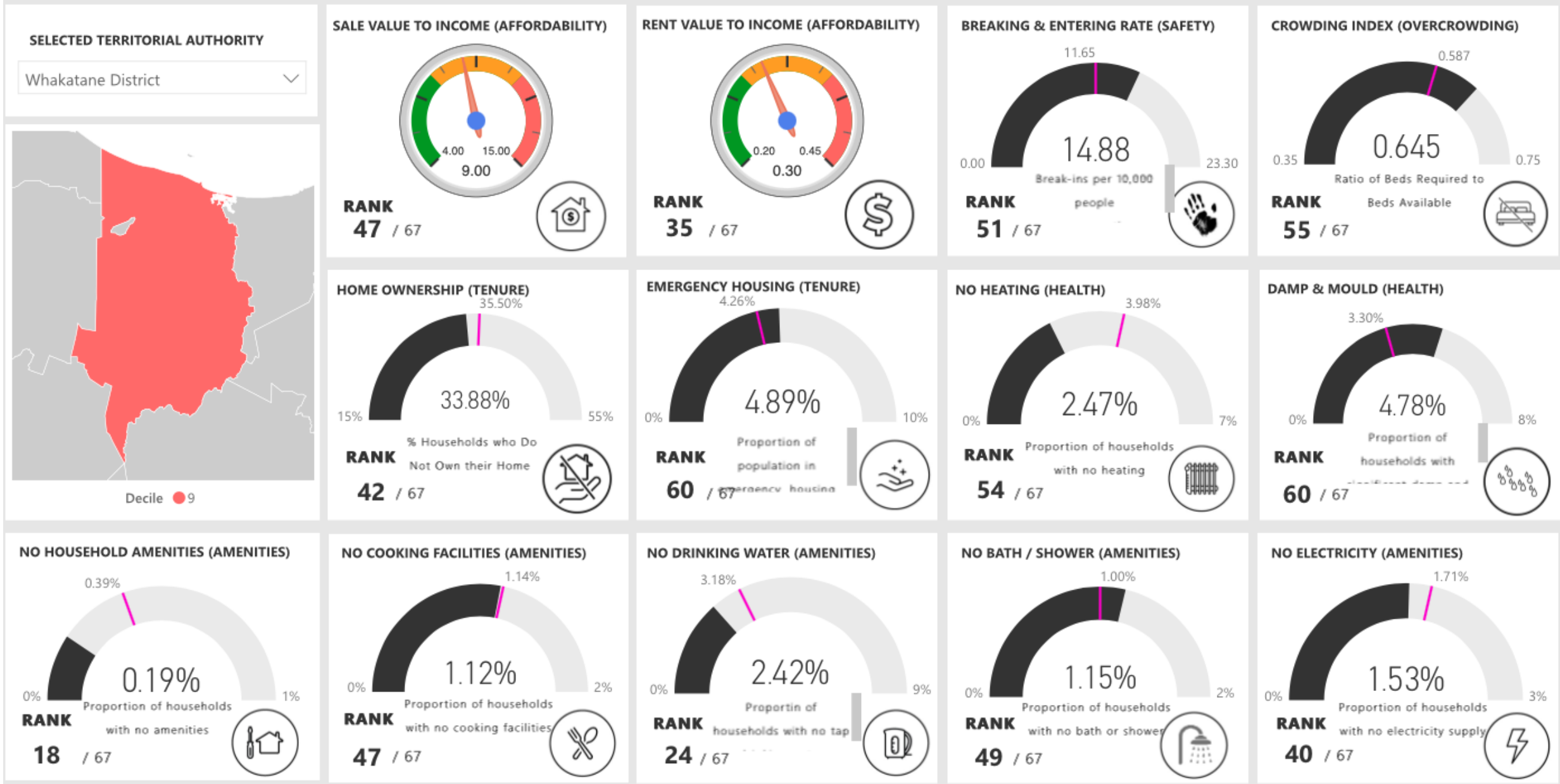
Whakatane – Key Employment Industries 2020

Industry	Businesses	Employees	Notes
OVERALL	4,266	13,700	
Healthcare & Social Assistance	144	1,900 (14%)	Very steady over last 20 years
Agriculture, Forestry and Fishing	1,026	1,800 (13%)	Increased significantly to a high in 2019 of 2,150, see a sharp decline (?)
Education & Training	120	1,600 (12%)	Very steady over last 20 years
Retail Trade	231	1,500 (11%)	Very steady over last 20 years
Manufacturing	156	1,100 (8%)	Very steady over last 20 years
Other Services	180	850 (6%)	Seen strong growth over last 10 years, was at 450
Construction	411	800 (6%)	Increased significantly between 2001 – 2008. Steady since 2017.
Accommodation & Food Services	150	780 (6%)	Steady since 2015
Public Administration & Safety	42	730 (5%)	Steady growth, decline in 2016 down to 650

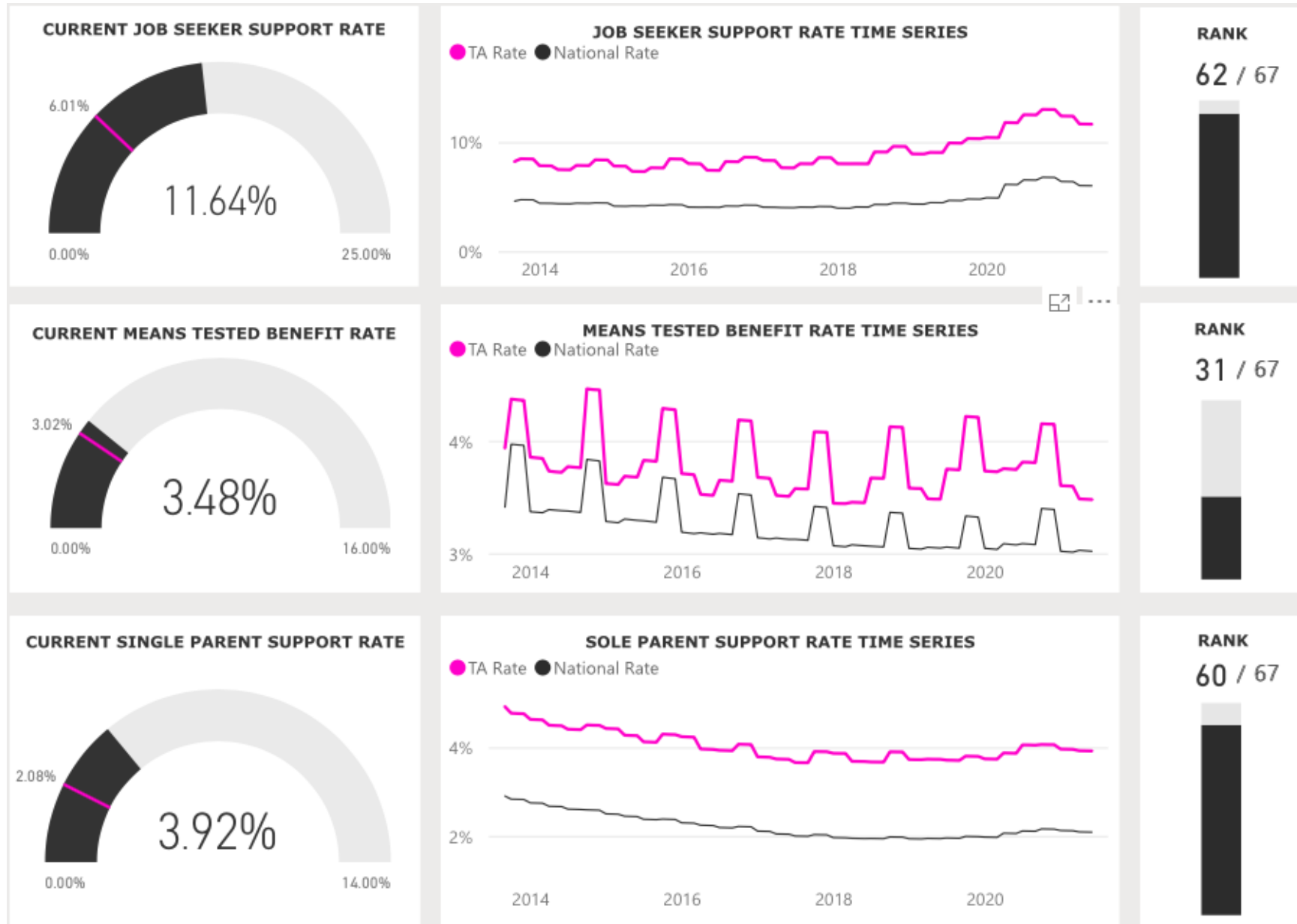
Whakatane Dynamic Deprivation Data



Whakatane Housing Dashboard

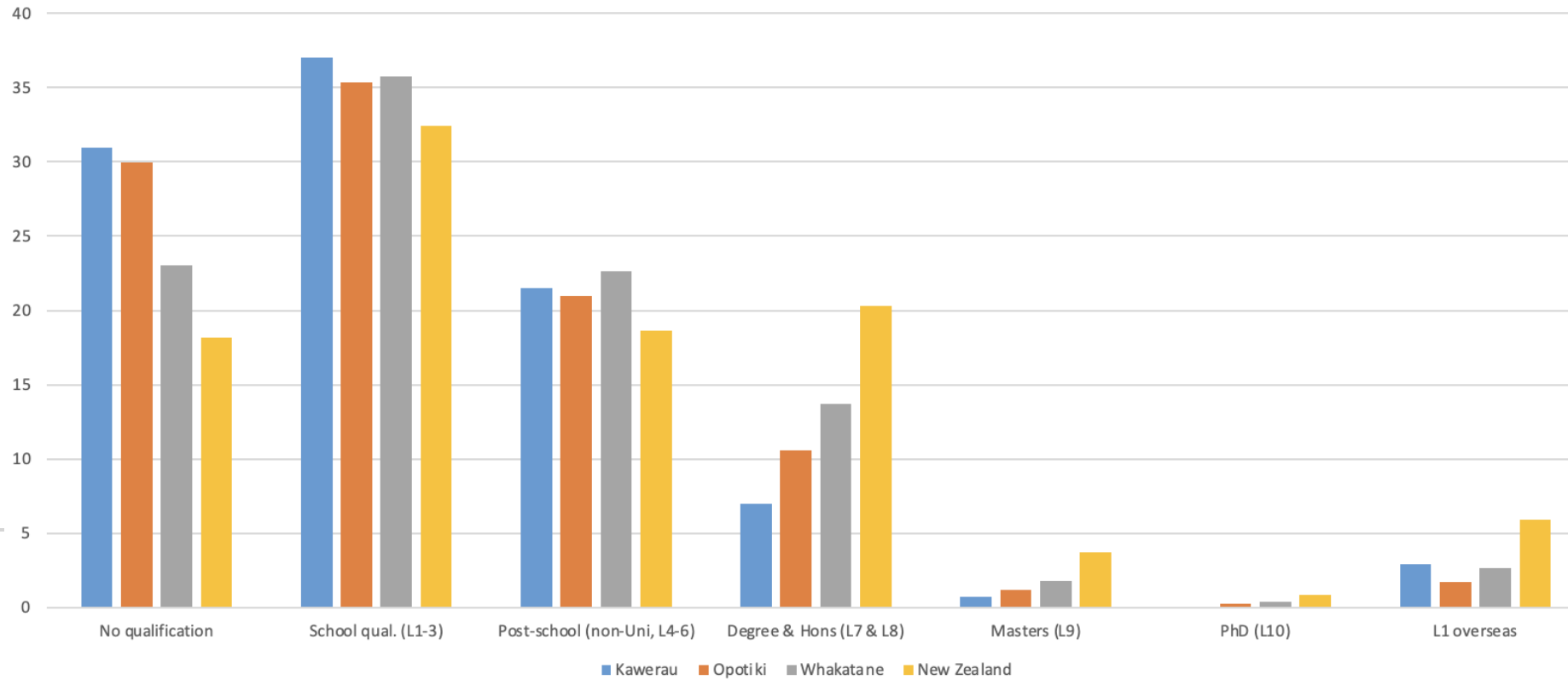


Whakatane – Government support



Education & Training

Education levels - EBOP



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