

BISHOP'S ACTION FOUNDATION
and the
NATIONAL SCIENCE CHALLENGE

REPORT FOUR

Rural Areas within
Twenty Territorial Local
Authorities, Compared

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December 2019

Acknowledgements

This report was sponsored by the Bishop's Action Foundation, Taranaki and part-funded by the National Science Challenge (NSC) project 'Harnessing the Hinterland' through the University of Otago, Department of Geography.

Sincere thanks to my Otago University colleagues Professor Etienne Nel and Dr Sean Connelly for their support and guidance throughout the NSC project.

Disclaimer:

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EXECUTIVE SUMMARY

Overview

1. This project (analysing published statistical data rural New Zealand) arose as part of work to address the National Science Challenge brief to improve understanding of the experiences of people living in rural New Zealand and support local efforts to make rural New Zealand more attractive for living, visiting, working and doing business.
2. 'Rural' for the purposes of this report is defined as places outside centres of 10,000 or more people. Rural consists of minor urban areas (1,000 to 9,999 people); rural centres (300 to 999 people)¹, and rural districts (the residual, statistically derived and mapped area units used by Statistics NZ to count people who live outside settlements of 300 or more people). Data is from the 2013 census (2018 census data for anything other than population counts, age and sex is not available for rural areas).
3. There were 923,238 usually resident people living in rural New Zealand in 2013, 22 percent of New Zealand's usually resident population². Every year a further million or so tourists stay in rural locations and move around rural New Zealand for a day or more. Information about where they visit, how long they stay, how much they spend and what impact they have on local communities is not readily available.
4. Primary industry and most of its associated manufacturing plants are located in rural New Zealand, and generate most of New Zealand's export (overseas) income. Over 78% of New Zealand's merchandise exports were from the primary sector in 2017³. Rural tourism adds to the importance of rural New Zealand to the national economy.
5. Twenty Territorial Local Authorities (TLAs) were selected out of a total of 54 TLAs for analysis in this study. Some 45 percent of the people in these 20 TLAs lived in the open countryside called 'rural districts' in this report (that is, live outside centres of population of 300 or more people).

Economic activity of rural people more than farming

6. Fewer than 40 percent of the people living in rural districts engage in agriculture and other primary industry as their principal employment. The proportion is even less when rural centres and minor urban areas are included. Statistics NZ does not, however, record the secondary economic activities rural district residents may engage in.
7. Comparison of the industry groups that people *living* in rural areas engage in against the people in those industry groups who *work* in rural areas shows that there is considerable commuting both to, from and within rural areas. Dairy and meat processing plants tend to be located in rural districts and attract workers from the nearby minor urban areas and rural centres, so that there was a preponderance of people working in manufacturing (and mining) in rural districts but not living there. Similarly, people engaged in service industries, particularly public services and the hospitality industries located in minor urban and rural centres, often did not live in the places where they worked. However, there is considerable variation across the TLAs depending on where the rural service centres are located, and the nature of the functions and activities they support. The accommodation and food sectors attracted workers to the tourist and retirement centres (such as Martinborough and Greytown in South Wairarapa, Franz Josef and Fox Glacier in Westland, most of Coromandel's and Kaipara's settlements) even though they did not always live in those centres.

¹ Statistics NZ sometimes includes settlements with fewer than 300 people in its area units for rural centres.

² McAllister, A., 2017: Urban Rural Counts 2013 Census, Geospatial Team, Statistics NZ, Christchurch

³ *Situation and Outlook Primary Industry 2017* Ministry of Primary Industry, Wellington

Zombie country: myth or reality?

8. There is a view among some commentators that the regions are stagnating or declining. Analysis of the data for the 20 TLAs shows that this is not correct for the rural districts and that there is wide variation between settlement types. The populations of 70 percent of the 20 TLA's rural districts grew between 2006 and 2013. Of the six TLAs who lost more people than they gained from their rural districts between 2006 and 2013, the declines were tiny. The populations of the minor urban areas were remarkably stable, with tiny increases or decreases. Some 52 percent gained more people than they lost. The settlements which were declining were the rural centres. Two-thirds either declined or had no growth.
9. While people living in most rural districts were relatively well-off with high personal incomes, low socio-economic deprivation and low unemployment, this was not the case for some of the rural centres. The three most deprived rural districts (Wairoa, Thames-Coromandel and Kaipara) also had the lowest median incomes and the highest unemployment rates. At the other end of the scale, Gore had the lowest unemployment, second highest median level of income, and lowest level of deprivation. Other TLAs with relatively prosperous rural districts were Southland, Central Otago, Clutha, Waimakariri, Hurunui, Westland, South Wairarapa, New Plymouth, and Stratford.
10. Compared with rural districts the rural centres and minor urban areas had high levels of deprivation. Three-quarters of the rural centres had a score six or more on the socio-economic deprivation scale (ten is the most deprived). Only just under one-quarter of the rural centres, and 13 percent of minor urban areas had median incomes above the national median. On the other hand, the majority of rural centres (58%) and minor urban areas (64%) had unemployment rates which were below the national rate (of 7.1%). Five rural centres had zero or very low unemployment, including several holiday locations (with low dwelling occupancy, such as Pauanui Beach and Koitiata) and the tourist destinations of Franz Josef and Fox Glacier (Westland).
11. Low incomes were to some extent related to the proportion of populations in the older age groups receiving government superannuation. The median age of all three settlement types was higher than the national median. On the other hand, while many rural centres were retirement destinations, high median ages were the result of having fewer children 0-14 years, rather than having an over-abundance of 65+ years people. Only one-third of rural centres had 20 percent or more of their populations in the 65+ years group. Of these Pauanui Beach (Coromandel), Koitiata (a beach holiday/retirement settlement in the Rangitikei), and the historic retirement village of Naseby (Central Otago) had around 40 percent of their population in the 65+ years group. Minor urban areas are the true retirement centres. Settlements such as Mangawhai Heads (Kaipara), Whangamata and Tairua (Coromandel) which had the oldest median ages also had around 35 percent of their resident populations in the over 65 years age group.
12. Nevertheless, just not having people in the labour-force contributed to low incomes in some locations. Patea, for example had just over 20 percent of its population in the 65+ category, but this was not the cause of its very high level of deprivation (10), and very low median income (\$19,000). Over 40 percent of its population was not in the labour force and it had an unemployment rate of 11 percent.
13. At the other end of the scale, the people of Pegasus (Waimakariri TLA) had a median income of \$41,900, a score of one on the deprivation index, and very low unemployment.
14. It is difficult to generalise about the state of rural New Zealand because of the wide range of factors impacting on community well-being. Patea lost its main source of income with the closure of the freezing works but many, particularly local Māori people who worked there,

have stayed because it is the settlement their families retreated to after being dispossessed from their lands. The nearest labour market and centre of population to Patea is Whanganui with 41,000 people, 50 minutes to an hour distant. Pegasus has become home to ‘earthquake refugees’ and many people commute to work in the nearby city of Christchurch (half an hour away, population 381,500). Pegasus has a very much larger labour market on its doorstep than Patea and this is reflected in their socio-economic statistics.

Demographics

15. The median age of people living in the 20 rural districts ranged from 35.1 years to 50.3 years (with the median of the medians around 41.3 years compared to a national median of 38 years). Rural districts had the greatest proportion of 0-14 year olds compared to the other settlement types. In 85 percent of the rural districts, 20 percent or more of the population was aged 0-14 years.
16. Few rural people were born overseas and where there were clusters of immigrants, this was predominantly in rural centres and minor urban areas: Oxford and Pegasus (Waimakariri), and the tourist ‘hot spots’ of Milford (Southland), Hanmer Springs (Hurunui), Franz Josef and Fox Glacier (Westland), Mangawhai (Kaipara), and Tairua (Thames-Coromandel).
17. Given the dispossession of Māori from their tribal lands and subsequent migration to urban settlements, only in Wairoa and Waitomo were there sizeable populations of people of Māori descent living in rural districts. All the rural centres and minor urban areas in South Taranaki had strong Māori populations ranging from Hawera (23%) to Manaia (47%). The rural centres of Tuai and Nuhaka, and Wairoa minor urban area were 80 percent, 75 percent, and 66 percent Māori respectively. Ratana in the Rangitikei is 98 percent Māori. Kaipara’s rural centres, and Dargaville; Waitara (New Plymouth TLA); Putāruru (South Waikato); Porangahau (Central Hawkes Bay), and Coromandel village had large populations of Māori descent. In the South Island, large populations of Māori descent had located in the rural centres of Ohai (46%, Southland) and Waiau (22%, Hurunui), and in the minor urban settlement of Mātaura (28%, Gore TLA).

Connections

18. A high proportion of rural households had no access to the internet – due as much to lack of broadband coverage as cost. Without national coverage of (affordable) broadband it is likely that this contributed to the very low 2018 census returns. While nationally some 27 percent of households had no internet access in 2013, in 85 percent of the rural centres and 65 percent of the minor urban areas more than 27 percent of households had no access to internet. Rural districts tended to be better off since many farm businesses have invested in the expensive option of obtaining internet via satellite (as this can be written-down as a business expense).
19. An issue for local government with popular beach settlements within their boundaries is the very low levels of occupied dwellings. This can affect the economic viability of those settlements. Such settlements included Pauanui Beach (19% of dwellings were occupied), Tairua (42%) and Whangamata (38%) on the east coast of Thames-Coromandel; Mangawhai Heads (37%) on Kaipara’s east coast; Koitiata (49%) Rangitikei’s south-west coast; and Kaka Point (49%) on Clutha’s east coast. Inland tourist ‘hot spots’ with low permanent occupancy included Naseby (24%) in Central Otago, and Hanmer Springs (41%) in Hurunui TLA.

SECTION 1: Background

Background to the BAF series and NSC project

This is the fourth report in a series sponsored by the Taranaki Bishop's Action Foundation (BAF). The series aims to build understanding of the changes occurring in rural in New Zealand, with particular attention to the Taranaki region.

The first report in this series was funded by the TSB Community Trust. It was a 'desk' analysis based predominantly on census data (derived from Statistics New Zealand's area unit data) for each of the rural districts, rural centres, and minor urban areas which make up the three territorial local authorities within Taranaki. Where possible additional information was added. While the information used is publicly available, this type of in-depth rural analysis had not been undertaken previously.

In the second report, area unit data from the census was again used to compare Taranaki's rural districts, rural centres and minor urban areas with those in seven other territorial local authorities. Emphasis was on population change, age structure, work force and industry engagement (including comparing the industry engagement of people who work in each area against that of people who reside there), unpaid work, education, income, deprivation, ethnicity, and access to the internet, cell-phones and motor vehicles. The report provided an opportunity to see what these ten territorial local authorities conveyed about rural New Zealand, as well as providing the Bishop's Action Foundation with a comparison of their rural constituents with others in like locations. The analysis included maps generated by Chris Garden (Department of Geography, University of Otago).

The third report, sponsored by the New Zealand Geographic Society and Massey University's School of People, Environment and Planning was a summary of research presented at a seminar on rural social research held at Massey University in February 2017, plus updates since the seminar.

This fourth report examines the rural districts, rural centres and minor urban areas of another ten territorial local authorities and compares them to the rural areas of the ten territorial local authorities compared in report two. The ten territorial local authorities selected include case study areas for a Department of Geography project at Otago University being conducted under the auspices of the National Science Challenge (NSC) *Building better homes, towns and cities: Ko ngā wā kāinga hei papakainga*.

There are six research programmes in the *Building better homes, towns and cities: Ko ngā wā kāinga hei papakainga*, a **National Science Challenge Research Strategy**, managed by the Building Research Association of New Zealand (BRANZ). The vision for this strategy is that the built environment shapes communities. BRANZ and its partners expect to achieve this through "co-created innovative research that helps transform people's dwellings into homes and communities that are hospitable, productive and protective". Some regional (and rural) settlements are likely to be more successful in achieving this goal than others. The overarching programme in this strategy: "Supporting success in regional settlements" aims to

- improve understanding of the experiences of people living in regional and small towns, and
- support local efforts to make these places more attractive for living, visiting, working and doing business.
- develop a model of the system of regional settlements and their links to rural activity as well as cities.

In a further iteration of this theme Etienne Nel, Sean Connolly, Michelle Thompson-Fawcett and Ann Pomeroy are working on the socio-economic dynamics, challenges and opportunities in rural areas through case studies of several rural areas and the minor urban and rural centres within them. This fourth report analyses census data, predominantly from the 2013 census (see explanation below).

A final (fifth) report provides an overview of research literature on farm, rural and small-town communities, people and living conditions. This is a major report which investigates rural New Zealand and rural localities from the perspective of residents, identifying boundaries and exploring the meaning of place for mana whenua (particularly those keeping ahi kā), and newcomers. The aim is to

build understanding of the similarities and differences between these places and other places; their socio-economic structures and dynamics; how rural places link with urban places; and the barriers and challenges impacting on, and opportunities enabling, the sustainability and growth of rural settlement. The research review also provides context/background to the third report.

Why 2013 data?

As at December 2019, with the exception of total population counts, data from the 2018 census was not available for sub-regional areas. Because of the move to on-line rather than paper-copy questionnaires and with large proportions of the rural populations without internet access, completion of census 2018 returns from rural New Zealand were poor. An undercount of rural populations and inadequate data collection for variables other than basic population counts meant release of 2018 census data was postponed to September 2019. As at December 2019, only population counts were available for census 2018.

The statistical area unit boundaries used by Statistics New Zealand also changed between 2013 and 2018 in an effort to more correctly detail the location of urban and rural populations. While population counts have been recalibrated by Stats NZ showing change between 2006, 2013 and 2018 census periods, the only data available is for total population and broad age groups. As 2018 figures are not directly comparable with the 2013 census data, data analysis in this report is based on 2013 census data. Where 2018 population counts are available for more or less the same geographic areas as in 2013 (with 2013 data on the 2018 boundaries allowing comparison), this information is included.

Some Definitions

Rural areas in New Zealand were defined by Statistics New Zealand prior to the 2018 census as the residual territory outside population centres of 1,000 or more people. Other countries define rural as areas outside population centres of 10,000 or more people. This analysis of rural New Zealand uses the latter definition as the starting point to understand how rural New Zealand looks today and how it has changed. This rationale is based on an analysis of rural New Zealand using area unit data from the 2013 census undertaken for BAF. Starting with Taranaki it became clear we needed to include minor urban areas (centres with a population of 1,000 to 9,999 people), since these areas are key service hubs for their rural catchments. They also provide critical employment opportunities for the farm and other communities in rural areas.

Settlement definitions as established by Statistics New Zealand (Stats NZ) prior to 2018 used in this analysis include:

Minor urban areas	Populations centres or settlements with a population of 1,000 to 9,999
Rural centres	Settlements with 300 to 999 people
Rural districts	Statistics NZ defined areas units outside population centres of 300 or more people.

Other settlements include:

Secondary urban	population centres with a population of 10,000 to 29,999 people (e.g. Tokoroa)
Main urban (cities)	population centres over 30,000 people (e.g. New Plymouth city)

It should be noted that because minor urban areas and rural centres are based on statistically derived area units, it is sometimes a matter of interpretation as to how settlements are labelled. For example, the area unit for South Taranaki's Waitotara had only 66 people in 2013, and that for Southland's Balfour Community, 120 people, yet both are counted in the BAF reports as rural centres since their area units are small and compact. On the other hand, Taranaki's Egmont Village with just under 600 people is counted as a rural district in the BAF report, as is Cust (North Canterbury) with 450 or so people, since those settlements are located inside relatively large area units which include scattered populations across open countryside.

This issue is addressed by Statistics NZ's revision of its statistical standards for geographic areas. In December 2017, Stats NZ released the Statistical Standard for Geographic Areas 2018 (SSGA18). This sets the official standard for statistical geographic areas in New Zealand for the 2018 census, and

allows statistical units, such as households, people, or businesses, to be assigned to the location where they live, work, and operate. SSGA18 replaces the 1992 New Zealand Standard Areas Classification. The main changes from the 1992 classification are the creation of three new geographies:

- statistical area 1 (SA1) – a new output geography
 - designed to minimise suppression of population data in multivariate statistics tables
 - has a target population size of 100-200 residents
- statistical area 2 (SA2) – replaces the area unit geography
 - provides an output geography for higher aggregations of population data than can be provided at the SA1 level
 - SA2s were drawn to incorporate new urban/rural boundaries, business-commercial areas, and to improve delineation of communities of interest, e.g. suburbs
- urban rural – replaces the urban area geography
 - Urban areas have been redesigned to represent the urban 'footprint', i.e. areas of high population density. Previously, urban areas represented the urban footprint plus the surrounding commuting zone. As a result, populations for the new urban areas are generally lower than the populations based on the old urban areas.
 - Rural centres are now known as rural settlements and are identifiable in the urban rural geography.

SECTION 2: Introduction

Sub-regional analysis of New Zealand

There are 53 district territorial local authorities in mainland New Zealand (i.e. excluding Chatham Island): 34 in the North Island and 19 in the South Island (see Map 16, last page of Annex one). Rural districts, rural and minor urban centres of ten territorial local authorities (TLAs) were analysed in the second BAF report⁴. Under the auspices of the NSC project a further five case study TLAs were added, all of which were in the South Island. For further comparison, five more TLAs from the North Island are included, enabling a slightly more in-depth analysis of rural New Zealand to be undertaken, based on 2013 census data from 20 TLAs.

The 10 new TLAs in this fourth study report are:

- the three West Coast TLAs: Buller, Grey and Westland, which all experienced growth between 2001 and 2013
- in Otago: Central Otago TLA (which grew) and Clutha TLA (which declined)
- Rangitikei TLA (declined between 2001 and 2013)
- South Waikato TLA (declined).
- Thames-Coromandel TLA (grew)
- Wairoa TLA (declined)
- Kaipara TLA (grew)

Most of the 10 new TLAs in this study were categorised by Statistics New Zealand in 2001 as rural areas with low or moderate urban influence. Almost all have pockets of highly rural/remote areas which are sparsely populated (see Maps 1 and 2).

In this analysis the area units making up rural districts in each TLA are combined for ease of analysis. Tables with some data for the individual rural district area units are included in Annex One.

Many of the smallest settlements, the so called 'rural centres' are smaller than the Statistics NZ designated size for a rural centre. While these theoretically consist of 300-1,000 people, Benhar in Clutha TLA, Naseby in Central Otago, Granity and Hector-Ngakawa in Buller, Blackball in Grey, and Ross in Westland all have fewer than 300 people. Nevertheless, as small nucleated settlements they are worthy of analysis as separate settlements. At the other end of the scale, Statistics NZ has included considerable areas of land around rural centres such as Karamea (Buller), Hari Hari, Franz Josef and Fox Glacier (Westland) making them all well over 10 square km in size. However, they contain nucleated settlements and the people within the area unit see themselves as part of the community converging on these rural centres. Pragmatically, confidentiality issues mean data is not made available for very small areas, so that increasing the area size to include more people supports data analysis.

Outline of report

In Section 3 of this report key variables for the ten new TLAs are analysed. As with Reports One and Two, location maps are provided naming the area units which form rural districts, rural centres and minor urban areas. A brief description is provided of each TLA including distance from secondary and/or main urban settlements.

Variables considered are: population numbers (of both usually resident population and census night population – the latter gives an indication of tourist hubs), basic age profiles (under 15 years, working age, over 65 years), median age, ethnicity, people in industry who work in the area unit against industry workers who live in the area unit, occupation, rates of unemployment, employment status, socio-economic status (Deprivation Index score), personal income, highest education qualification (no

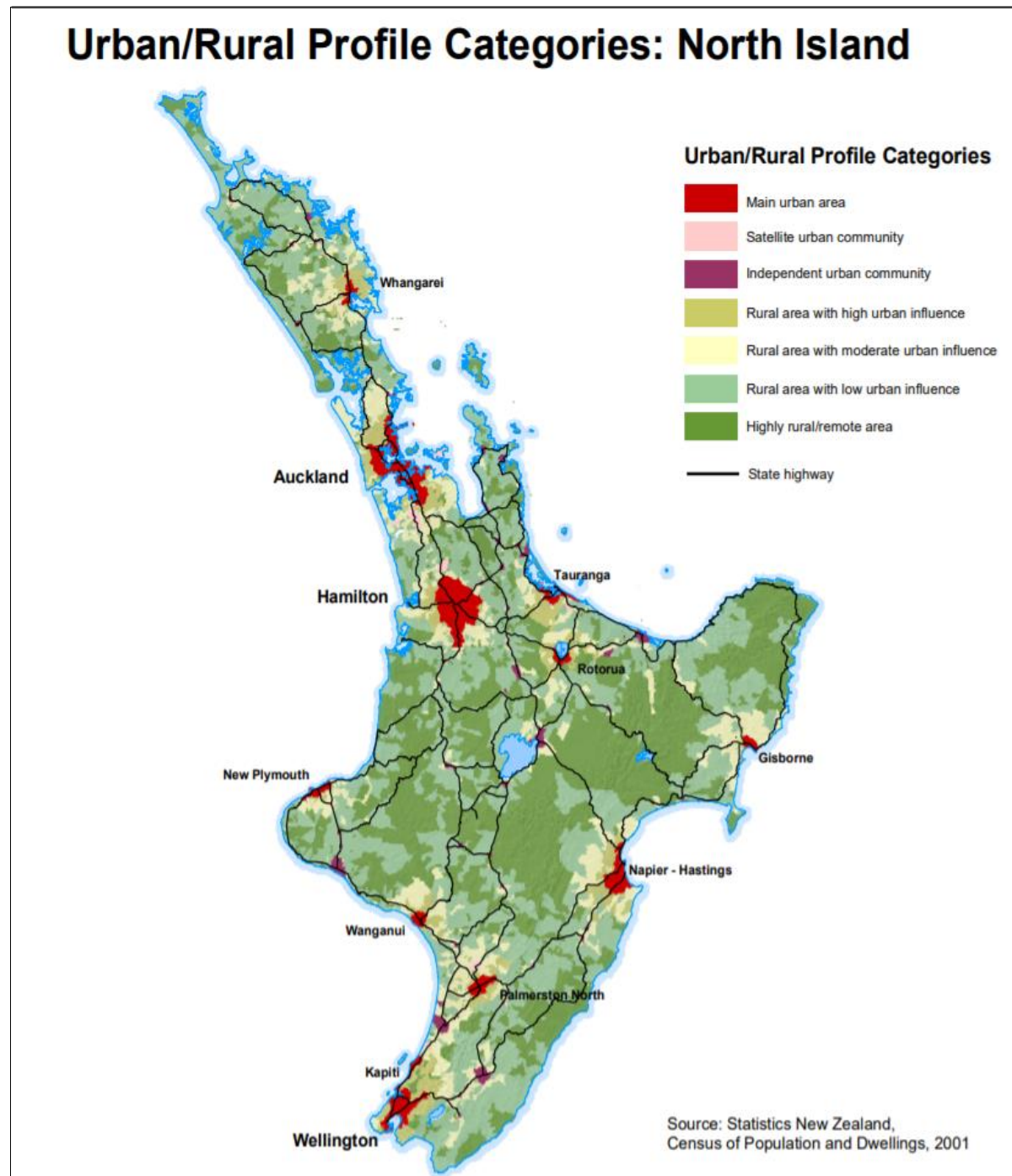
⁴ <http://hdl.handle.net/10523/8065>

qualification, numbers with a Bachelor degree or higher), internet and cell-phone access, dwelling occupancy rate, home ownership.

Section 4 summarises key findings about all twenty TLAs.

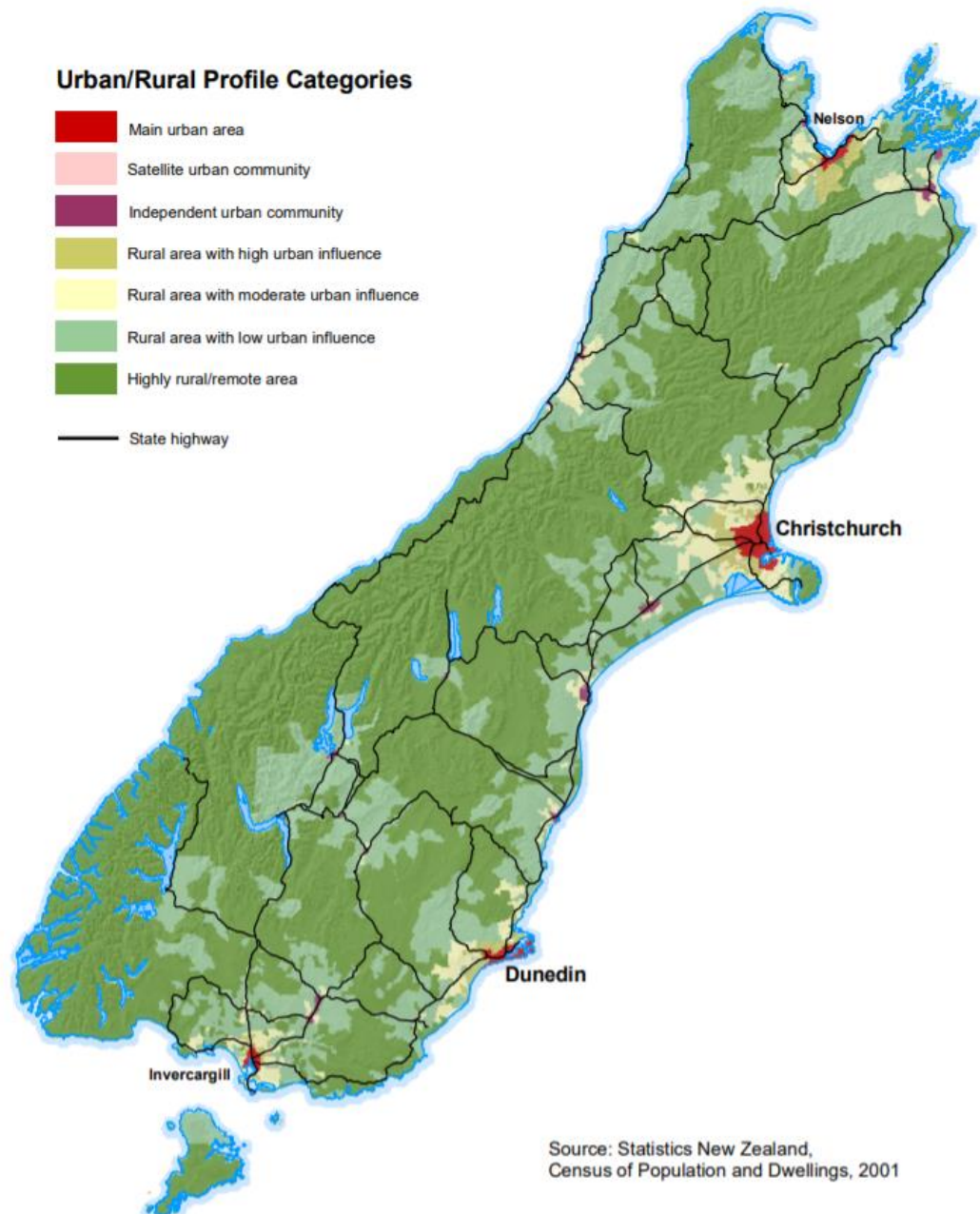
Annex 1 contains data for the rural districts which was combined in the body of the report, plus a map showing the overlap of TLAs with regions.

MAP 1

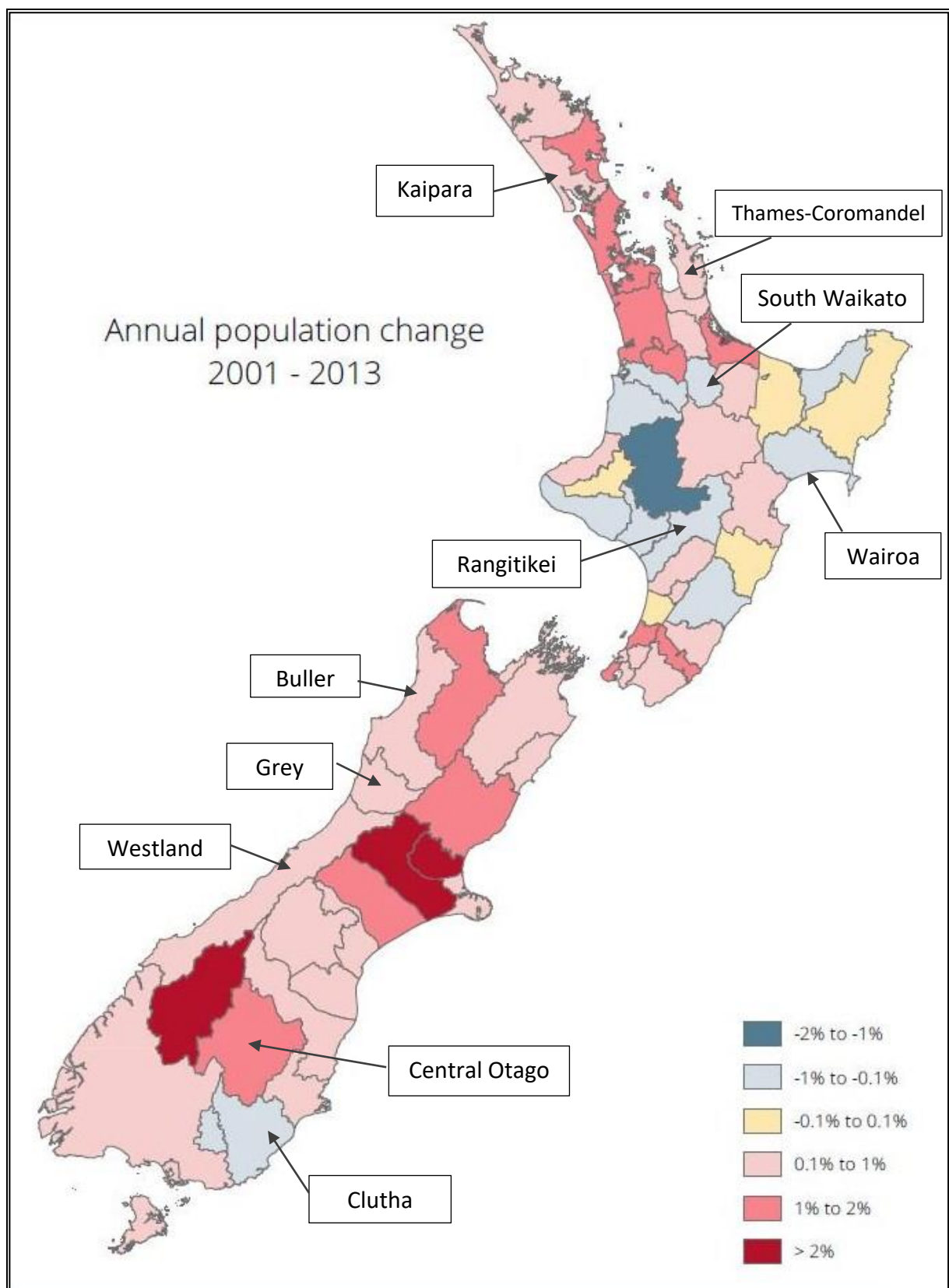


MAP 2

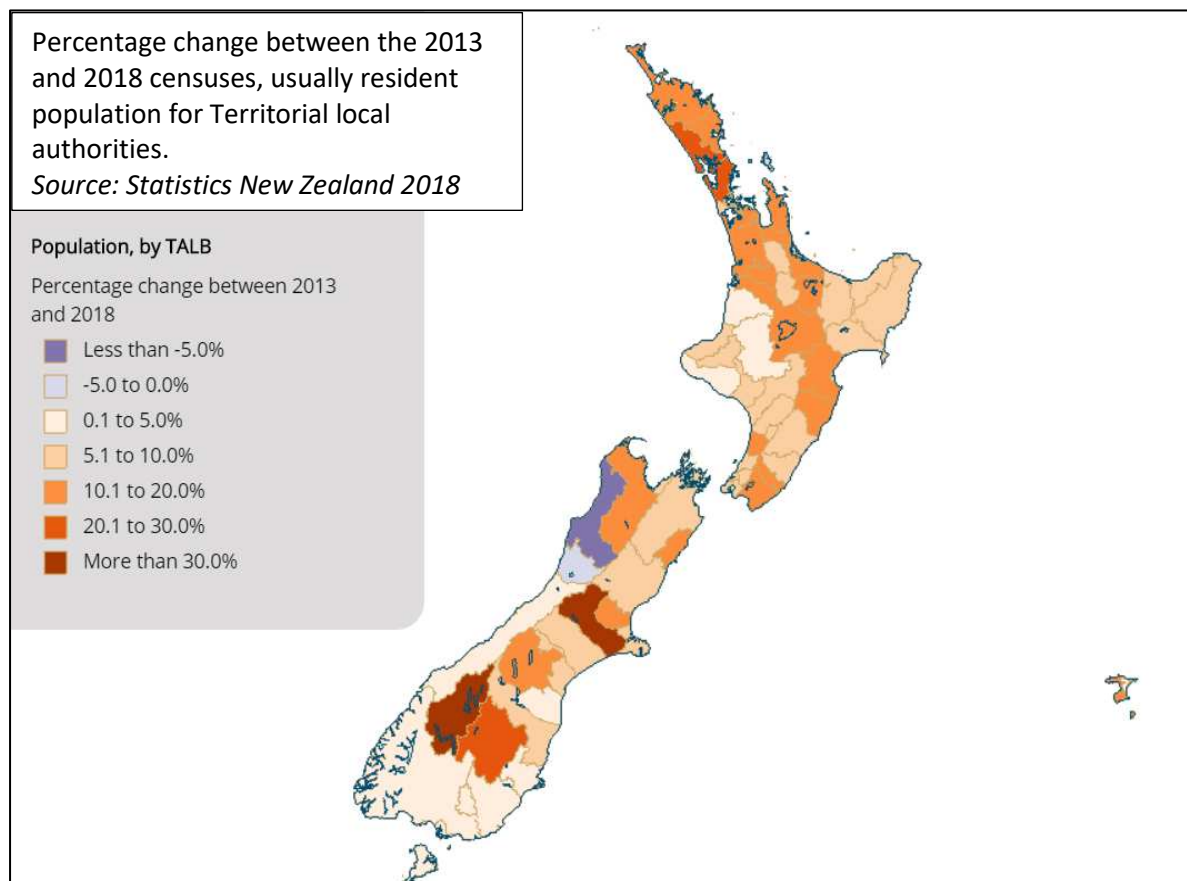
Urban/Rural Profile Categories: South Island



Map 3 shows the location of the ten new study areas, and changes in the populations of all the territorial local authorities between the 2001 and 2013 censuses (*Source: Garden and Nel 2016*).



Map 3: Locations of the ten additional TLAs

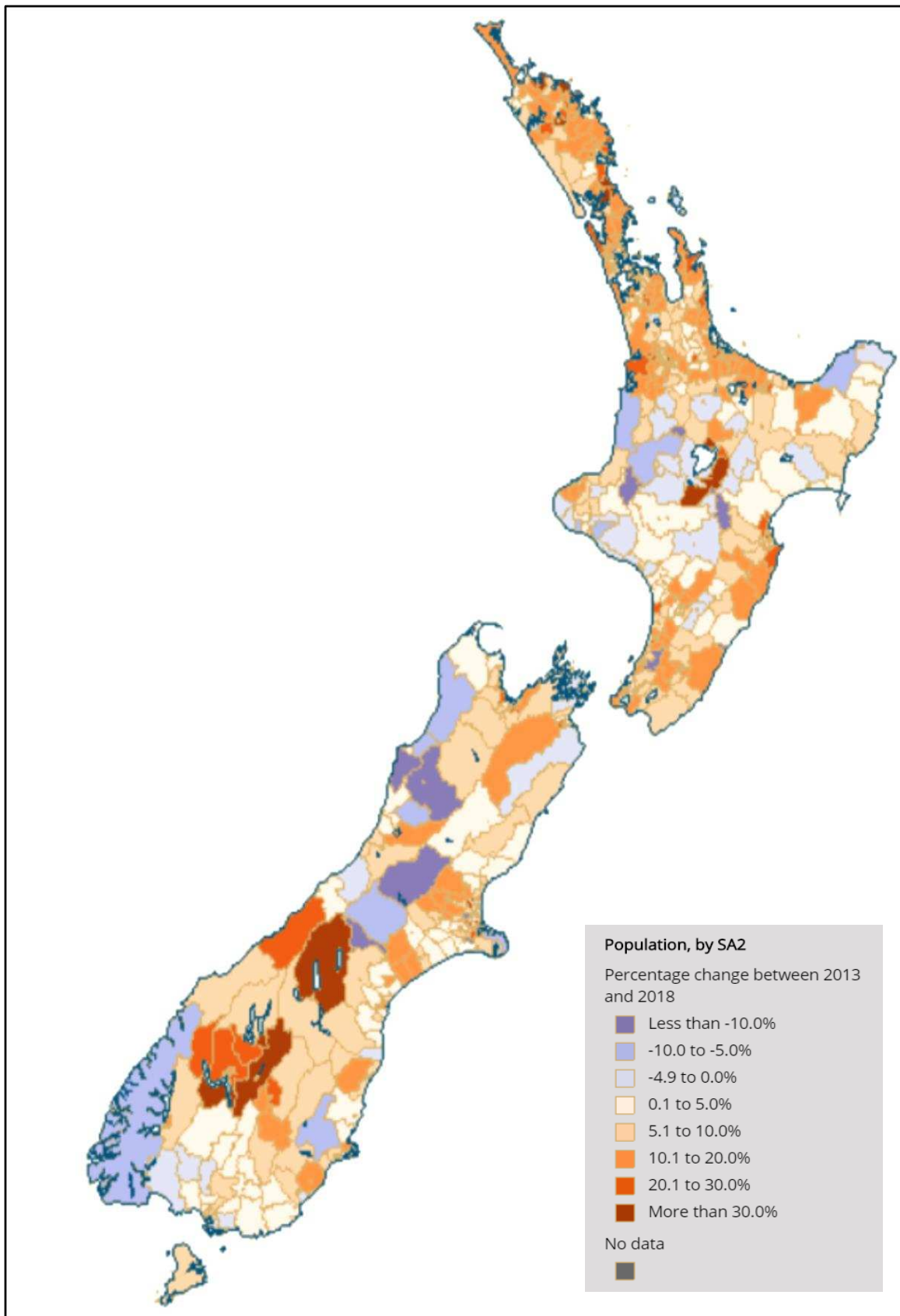


Map 4: Population change TLAs 2013-2018

Comparison between Map 3 and Map 4 shows the decline in population in many central North Island districts which occurred between 2001 and 2013 reversed between 2013 and 2018 with all North Island TLAs growing between 2013 and 2018. Map 4 shows South Island TLAs continued to grow with the exception of Buller and Grey districts which declined between 2013 and 2018 (having shown moderate growth between 2001 and 2013). Clutha and Gore which were the only South Island TLAs to decline between 2001 and 2013 showed moderate growth between 2013 and 2018. Queenstown Lakes, and Selwyn continued to have exceptional growth while most Canterbury TLAs and Tasman continued to grow strongly.

Map 5 depicts the level 2 Statistical Areas (SA2) which Statistics New Zealand is now (from 2018) using to replace the former Area Units. This Map shows that there is a greater degree of variation within TLAs than Map 4 (TLA level analysis) shows. Map 5 shows particularly strong growth within Central Otago and the Mackenzie TLA. Growth was strong in the western part of the former Dunstan rural district (Central Otago TLA), as well as in the area surrounding Lakes Tekapo and Pukaki (Mackenzie TLA). Locations which lost people were in Buller TLA and the former Waitaha area unit/rural district in Westland TLA (Map 10). The western edges of Selwyn, Ashburton and Timaru TLAs also lost people, as did the western part of Dunedin TLA, and the south western part of Southland (probably the former area units of Te Waewae and Wairio).

In the North Island growth was exceptional south of Lake Taupo (Taupo TLA). Areas which lost people between 2013 and 2018 include the western part of Waitomo, Whangamomona (Stratford TLA) and parts of South Taranaki, pockets within the Waikato, Otago, north Gisborne TLA, Ruakituri-Morere area unit/rural district of Wairoa TLA (Map 14), and the northern part of Rangitikei TLA (Ngamatea and Moawhango districts, Map 15) and the south-eastern part of Ruapehu TLA. Most of these areas had lost people between 2001 and 2013 (Map 3).



Map 5: Population change 2013-2018 Statistics NZ's Statistical Areas – Level 2
(Source: Statistics New Zealand 2018 Census, Map Gallery)

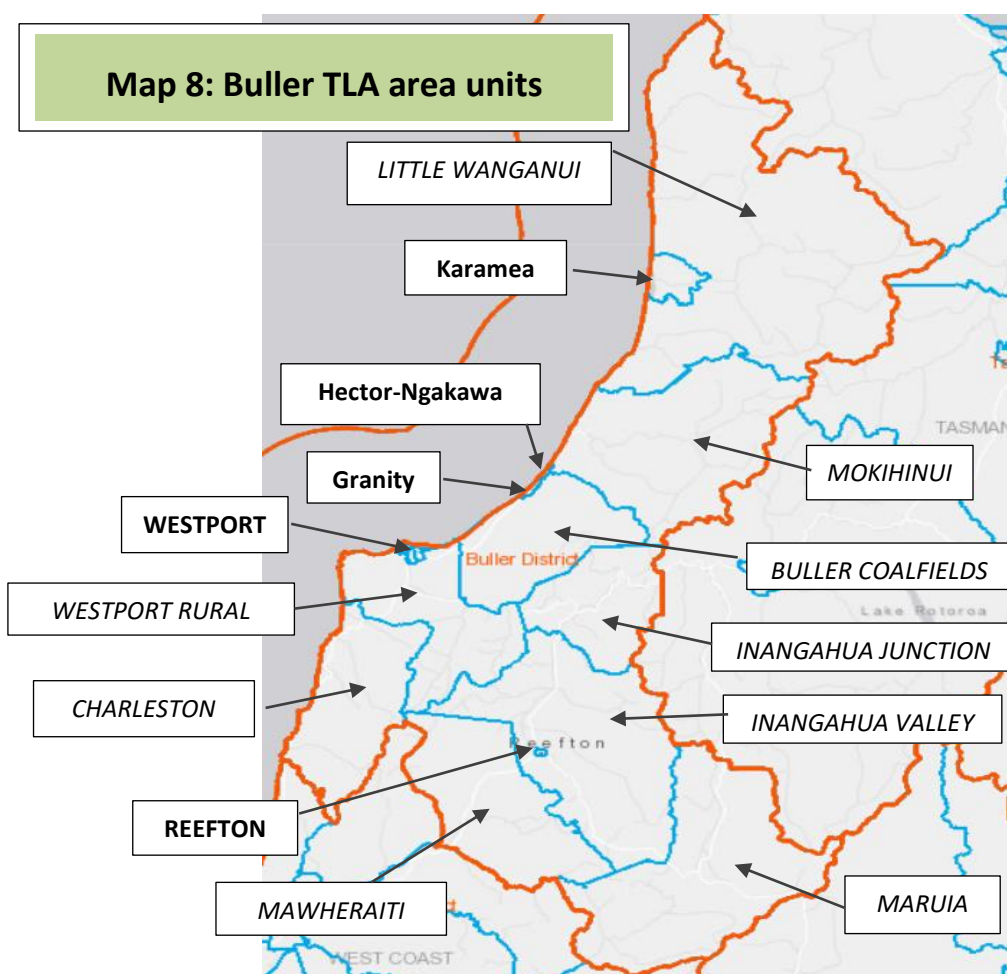
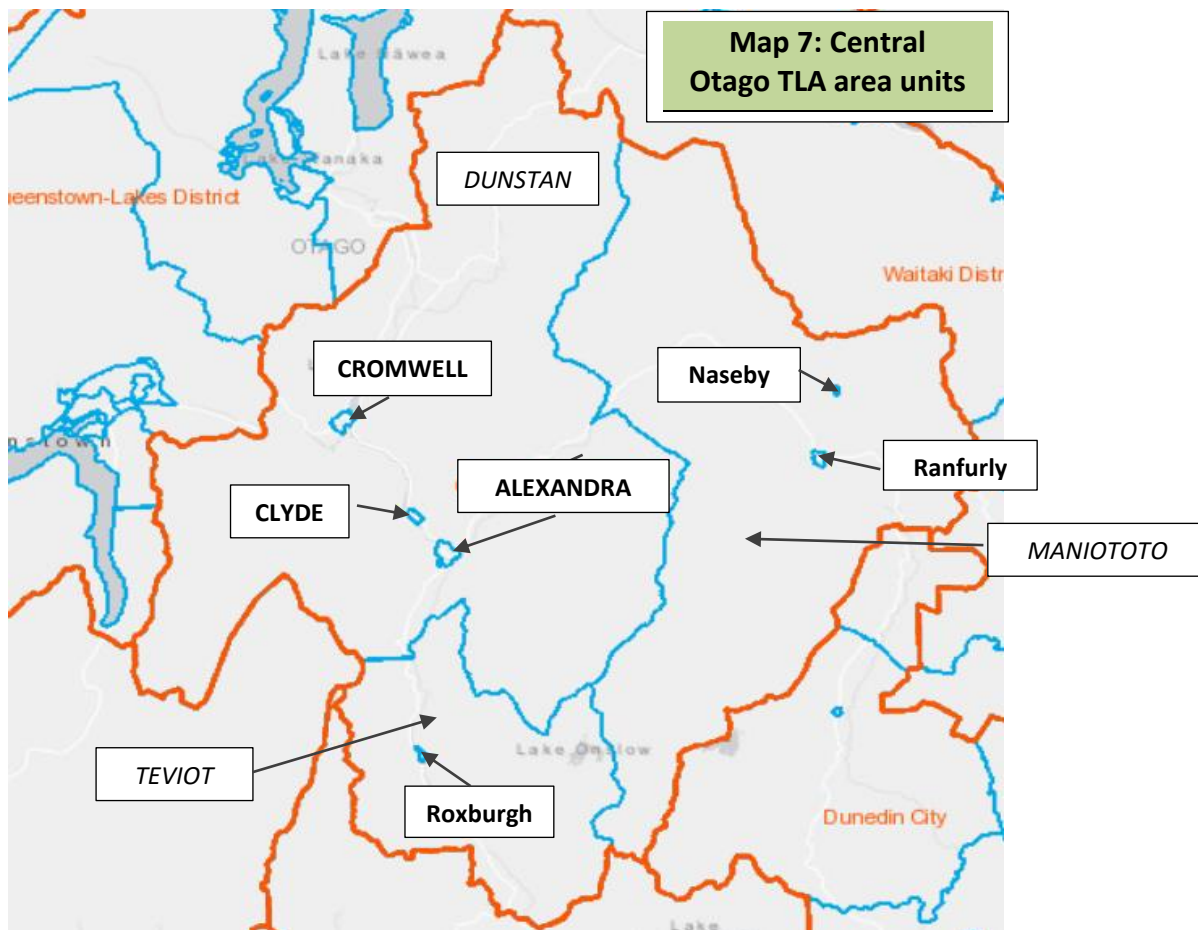
In the following series of maps (Maps 6 to 15) minor urban areas are in labelled in bold capitals; rural centres are in bold/lower case; and rural districts are in italicised capitals. Secondary-urban centres are in bold/underlined capitals with a pink fill.

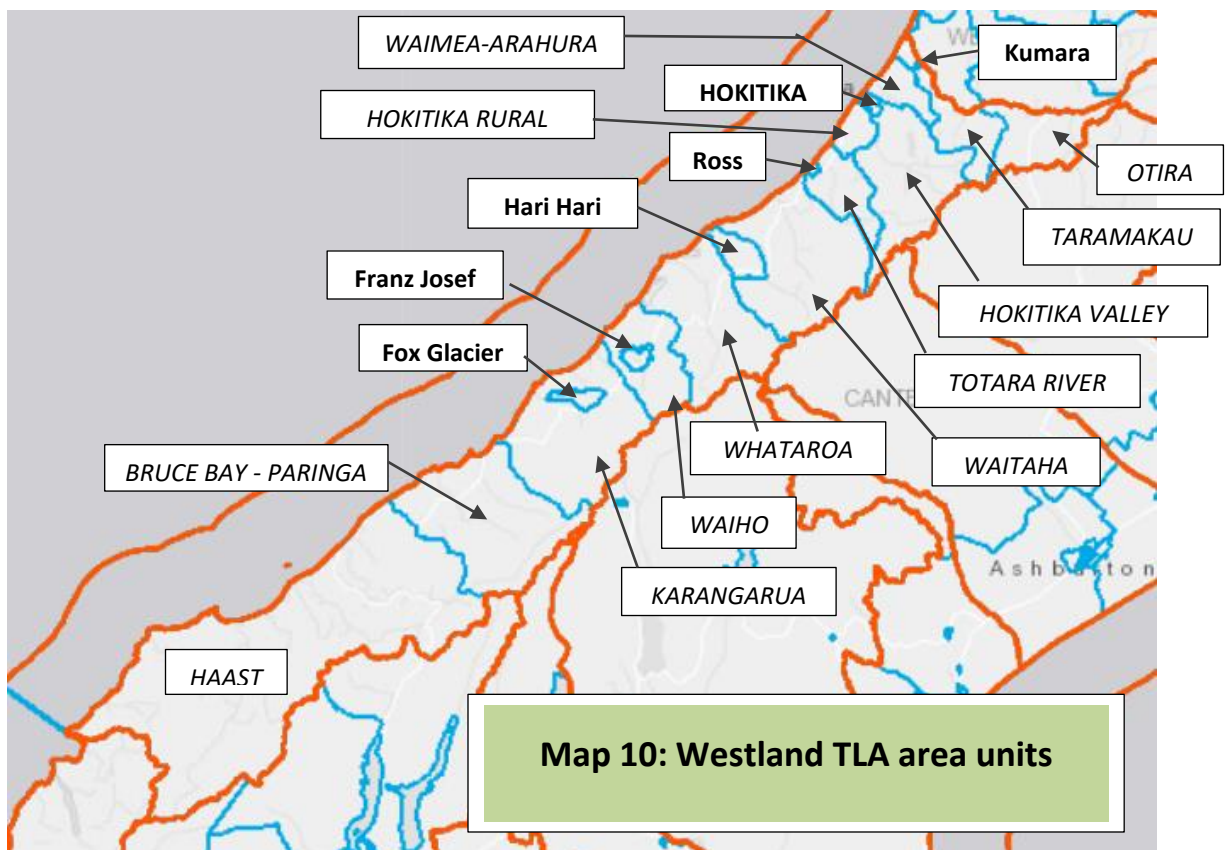
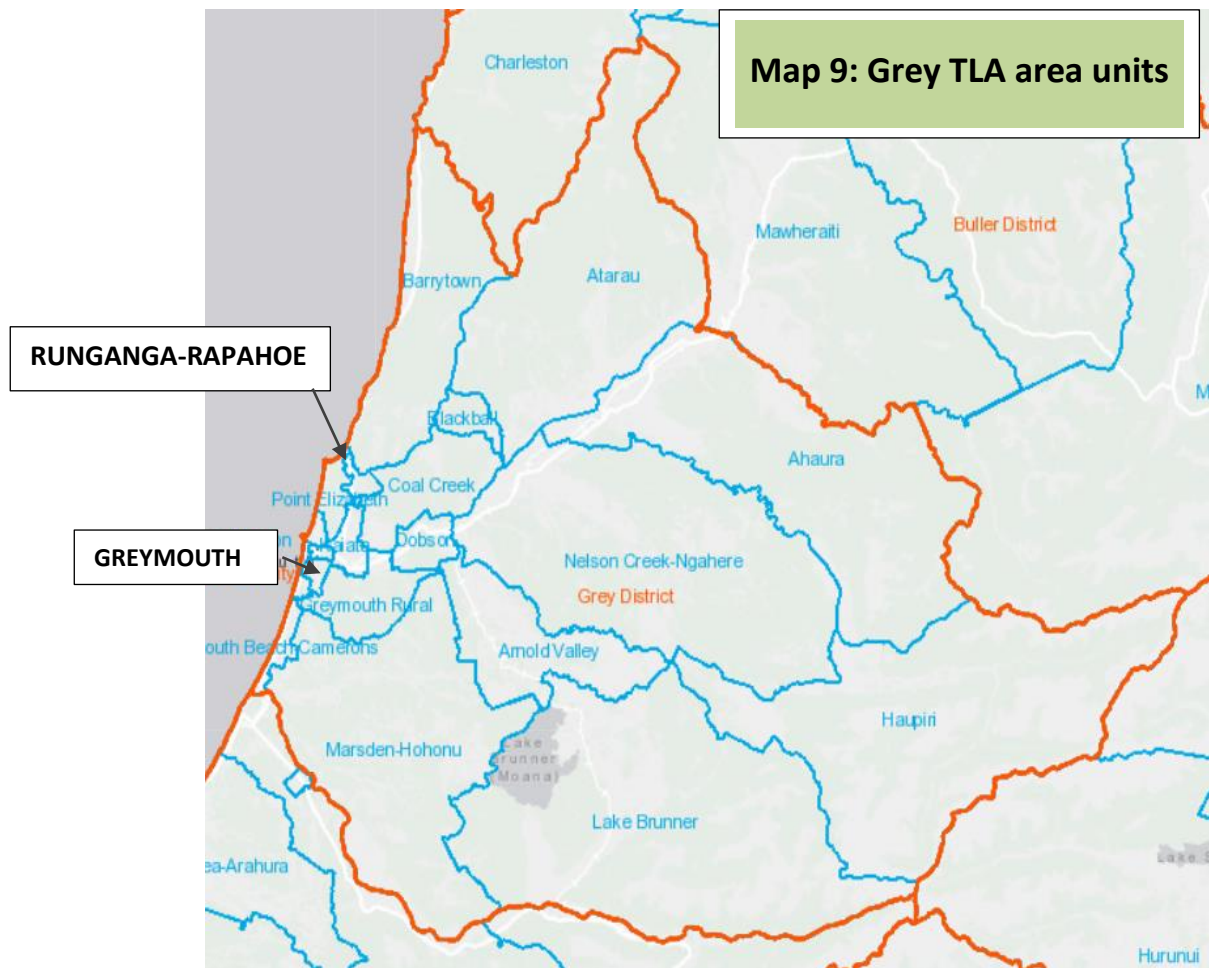
Clutha TLA is located south of Dunedin City. Balclutha, the largest centre (population 3,918 in 2013) is one hour by car from Dunedin, and 20 minutes south of Milton (population 1,929) (Map 6). Clutha TLA has eight rural centres.



Central Otago TLA (Map 7) is located between Dunedin and the fast-growing centre of Queenstown. The largest centre, the minor urban area of Alexandra (population 4,800) is just under 2.5 hours from Dunedin to the south-east (and 2.5 hours north of Invercargill). It is 20 minutes south of the second largest centre in the district, Cromwell (population 4,143). Cromwell is just under one hour's drive east of Queenstown. The third largest centre, Clyde (population 1,011) is just under 10 minutes north of Alexandra and one hour 10 minutes from Queenstown. There are three rural centres, Ranfurly, Naseby and Roxburgh (with the latter two under the rural centre threshold of 300 people).

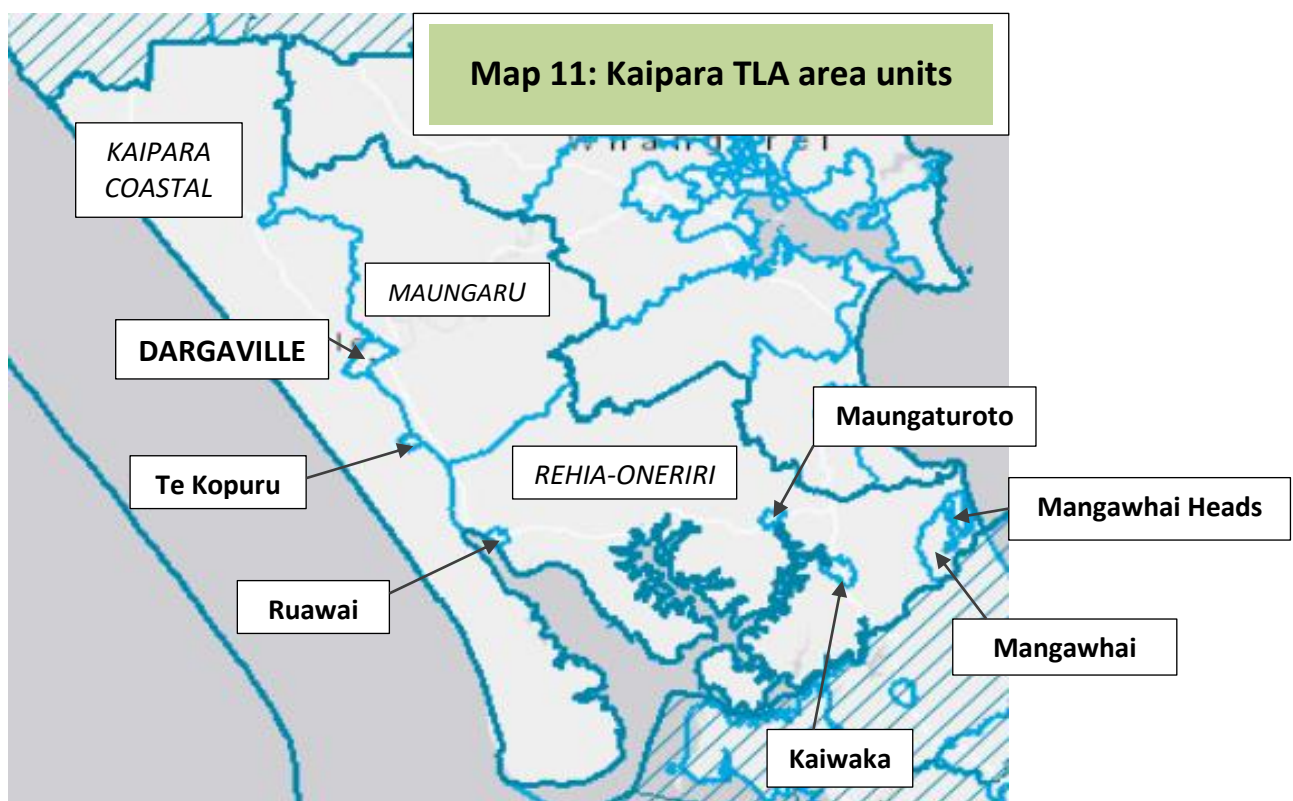
Buller TLA: (Map 8) The largest urban area in Buller (and second largest on the West Coast) is Westport (population 4,755). It is made up of three area units: Westport Urban (which has the bulk of the population, 85%), Orowaiti to the east, and Inlet-Buller River to the west (without people). Westport is 1.5 hours' drive north of Greymouth (SH6), 4.5 hours' drive from Christchurch (via SH7 across Lewes Pass, SH69 and SH6), and just over 3 hours from Nelson via SH6. The district has four other settlements: the minor urban area of Reefton (population 1,026), and the coastal rural centres of Granity, Hector-Ngakawau, and Karamea. Karamea with 375 people is located in a statistical area unit of 65.17 sq. km which contains a significant area of inlet. The two adjacent communities of Granity and Hector-Ngakawau are each below the 300 people threshold.

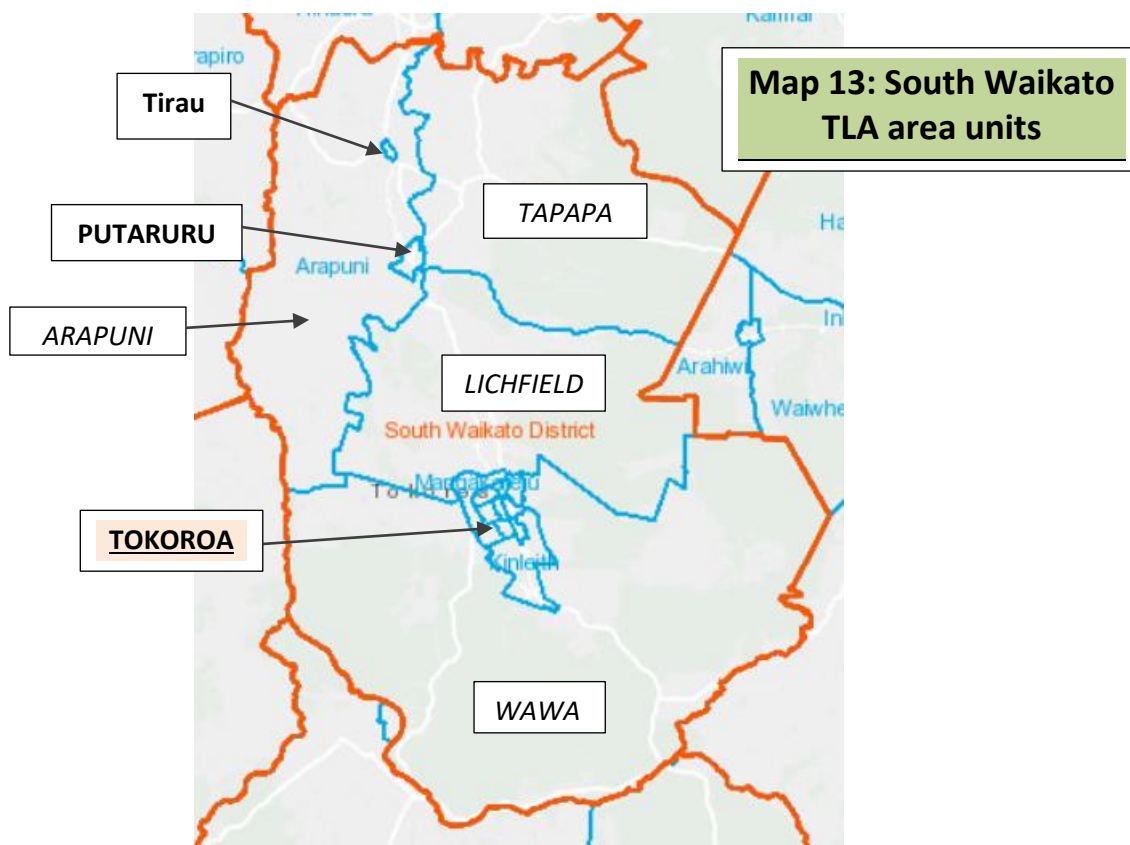
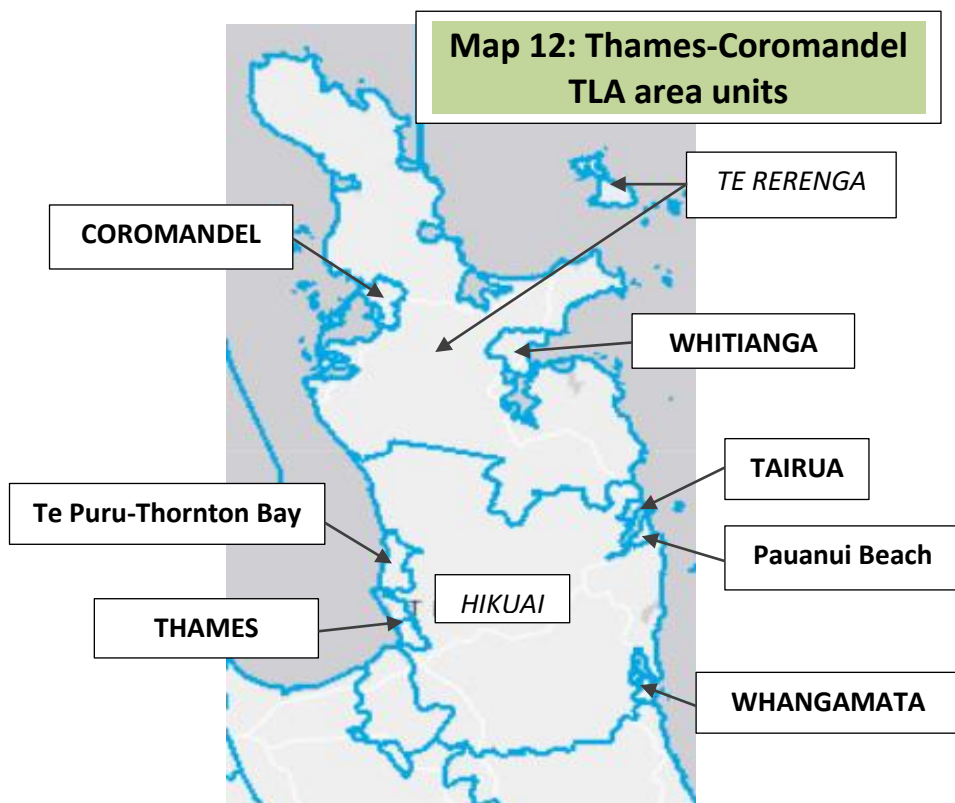


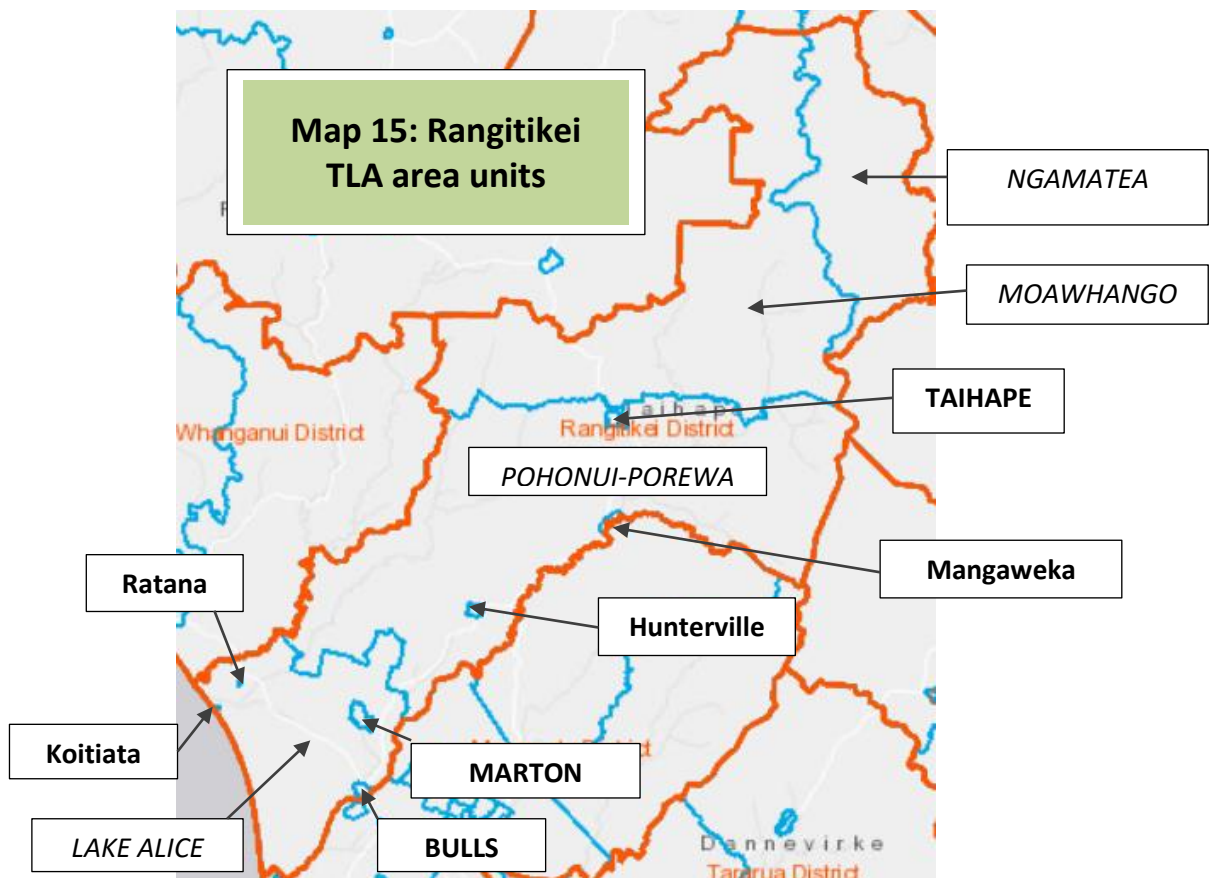
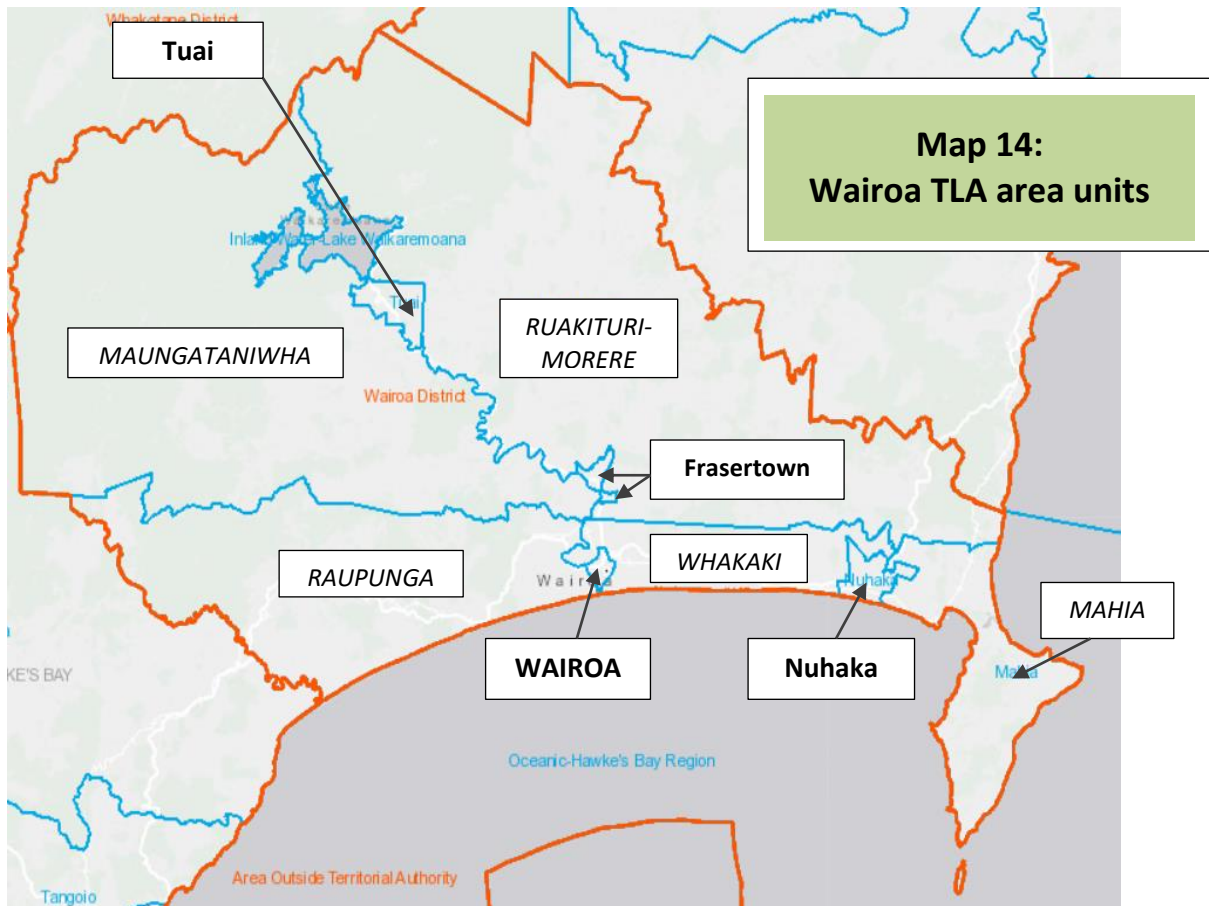


Grey TLA (Map 9) has the largest settlement on the West Coast, Greymouth (population 8,130). This minor urban area consists of the area units of: Greymouth Central, Greymouth South, Cobden, Blaketown, Karoro and South Beach-Camersons. Greymouth is 30 minutes north of Hokitika, and 3.5 hours west of Christchurch (via SH73, across Arthur's Pass). In his book *The Growth of New Zealand Towns*, Hugh Dicky includes the area units of Kaiata (population 288 in 2013) and Rūnanga-Rapahoe (population 1,245) as part of Greymouth. While the settlement of Rūnanga is 10 minutes north of Greymouth, the area unit of Rūnanga-Rapahoe (7.76 sq. km) is quite clearly a separate settlement. Kaiata (located between Rūnanga-Rapahoe and Greymouth) while small (14.67 sq. km), straddles the Grey River with no bridge crossing, and does not appear to have a nucleated settlement. Consequently, Kaiata is included in this report in the category of rural district. Both Kaiata and Rūnanga-Rapahoe lost people between 1996 and 2013, whereas South Beach-Camersons (the area unit on the south end of Greymouth) is growing, reflecting that the current expansion of Greymouth is towards the south not the north. Dicky's choice of boundary put Greymouth into the category of a secondary urban centre between 1926 and 1996.

Westland TLA's main centre is Hokitika in the north of the district. Hokitika has two area units: Hokitika Urban (with 86% of the population) and Kaniere to the south-east (together they have a land mass of 6.86 sq. km). Hokitika is just under 3.5 hours from Christchurch (via SH73 across Arthur's Pass). Separated from the east by the Southern Alps, Hokitika is 1.75 hours north of Franz Josef, 2.0 hours north of Fox Glacier, 3.5 hours to Haast, 5.5 hours from Wanaka, and 6.5 hours north of Queenstown (all via SH6). Hokitika to Dunedin is 8.5 hours (SH6 and SH8), and is about the same distance from Invercargill (SH6). Three of the area units in Westland TLA are large. Hari Hari covers 145.65 sq.km and contains a significant proportion of farm land. Fox Glacier (55.44 sq.km) and Franz Josef (42.71 sq.km) also have quite large areas of farmland.







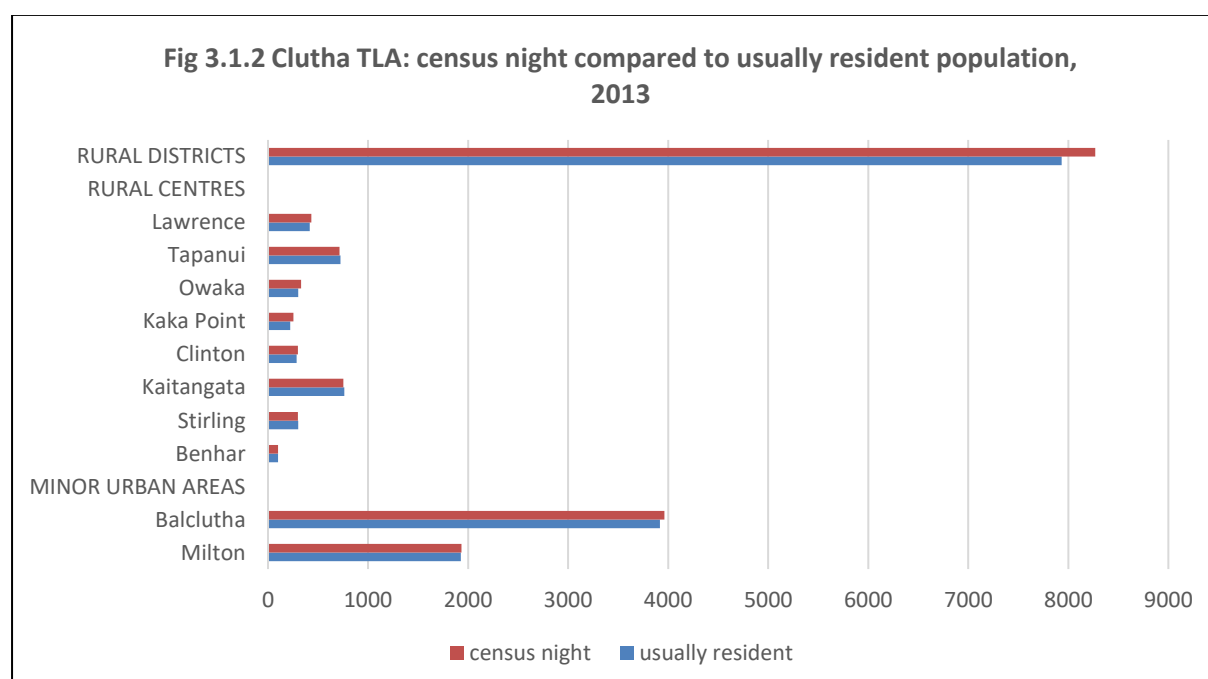
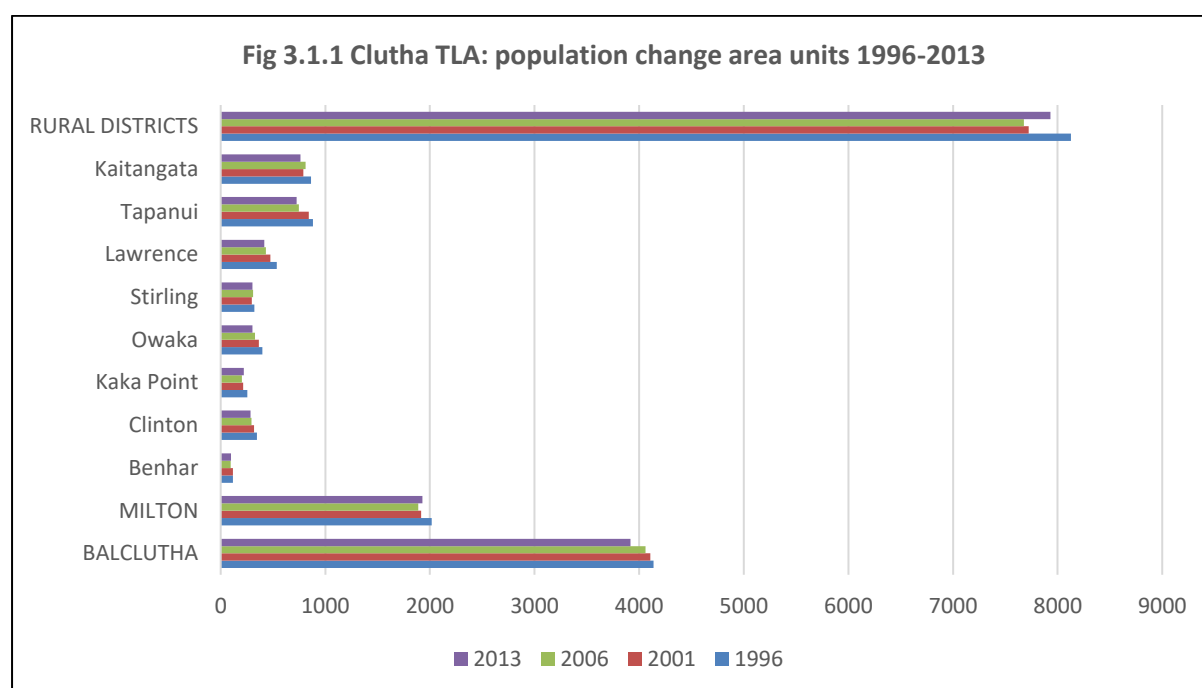
SECTION 3: Ten Territorial Local Authorities

3.1 Clutha TLA

The distribution of usually resident people across Clutha TLA, population 16,890 in 2013, was:

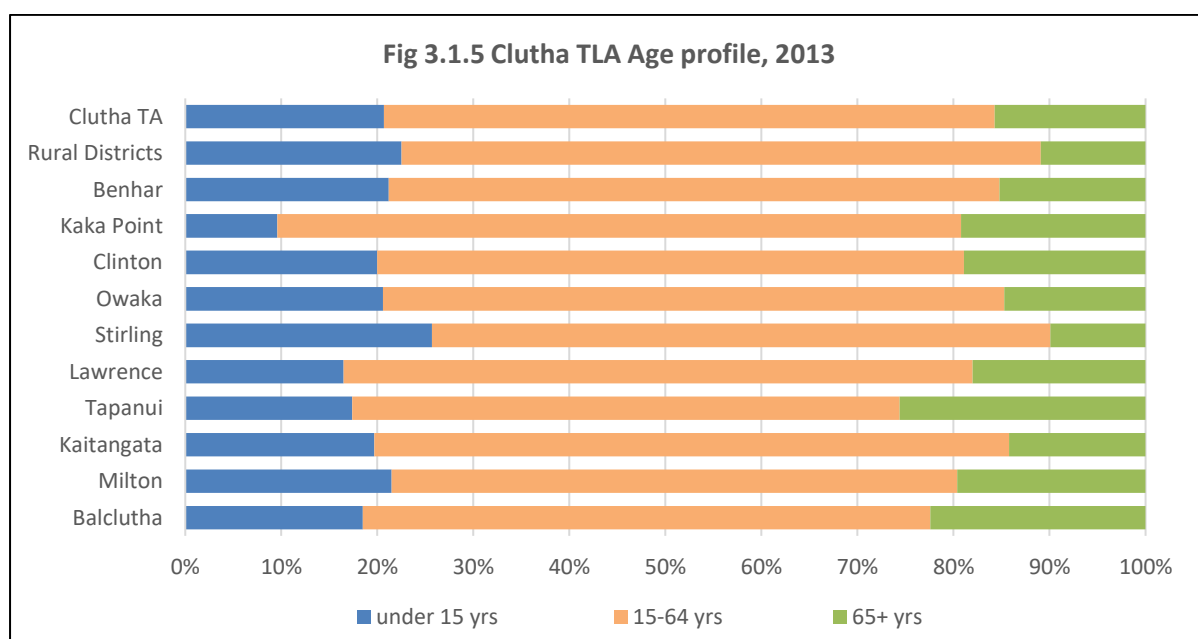
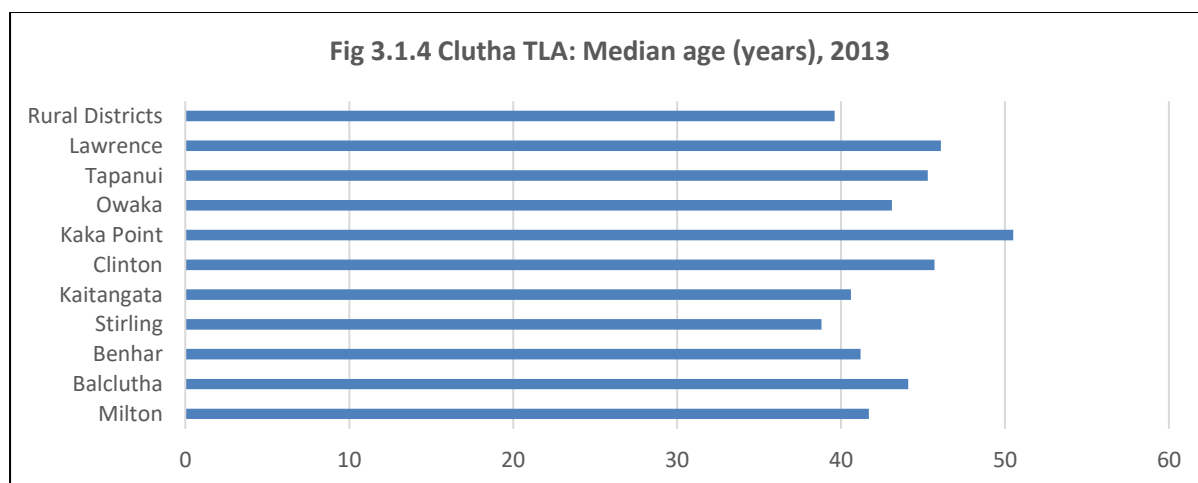
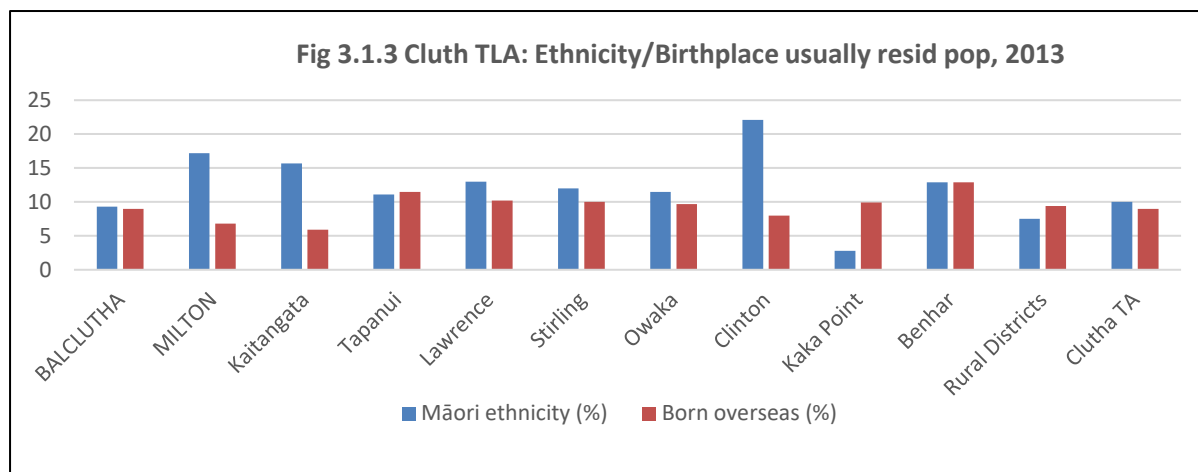
- Minor urban areas: 35%
- Rural centres: 18%
- Rural districts: 47%.

Figure 3.1.1 shows the size of the population of the area units making up the three settlement levels in Clutha TLA, and how they changed over the four census periods 1996-2013. Clutha was losing people. The only growth (between the 2001 and 2013) censuses was in the rural district of Bruce (where Milton is located), due to the establishment of a correctional facility at Milburn just north of Milton.

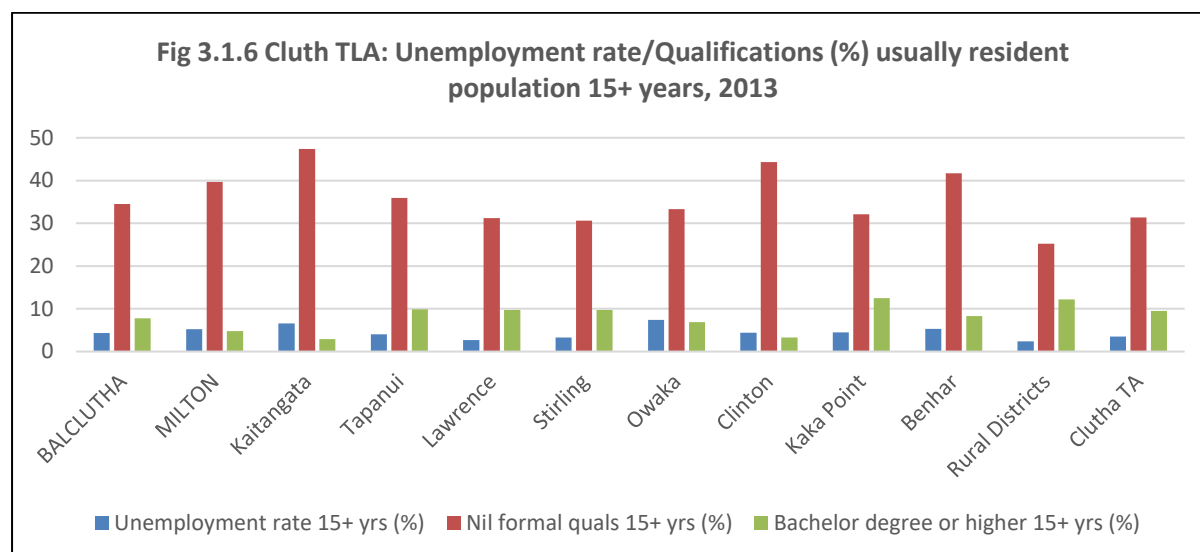


Both Bruce and Clutha rural districts had more people on the night of the census than usually live in these areas, while the settlements mostly had more people on census night than normally resided in them (Annex 1 and Fig 3.1.2), reflecting tourists camping or staying at B&Bs and motels in the Catlins and the historic town of Lawrence. Kaka Point is a retirement/holiday settlement, and fewer than half its dwellings were occupied (Fig 3.1.9).

Clinton had the highest proportion of people of Māori descent, followed by Milton and Kaitangata. These are predominantly Māori who have been drawn from elsewhere in New Zealand for work, and possibly to access cheaper housing. The three settlements had the fewest overseas born.

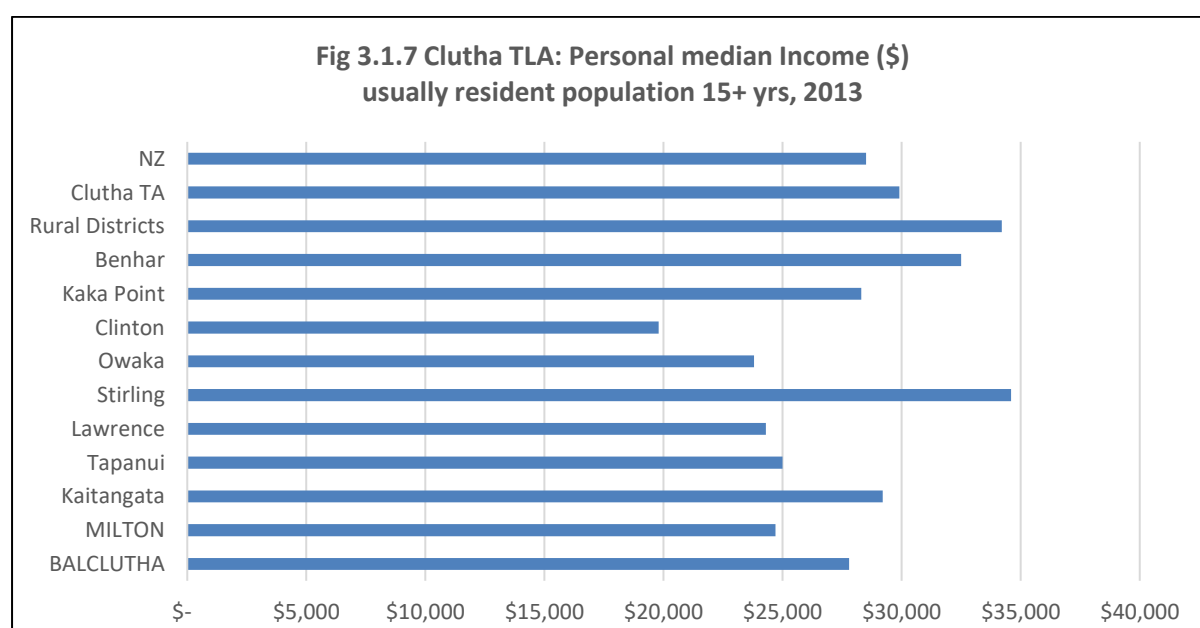


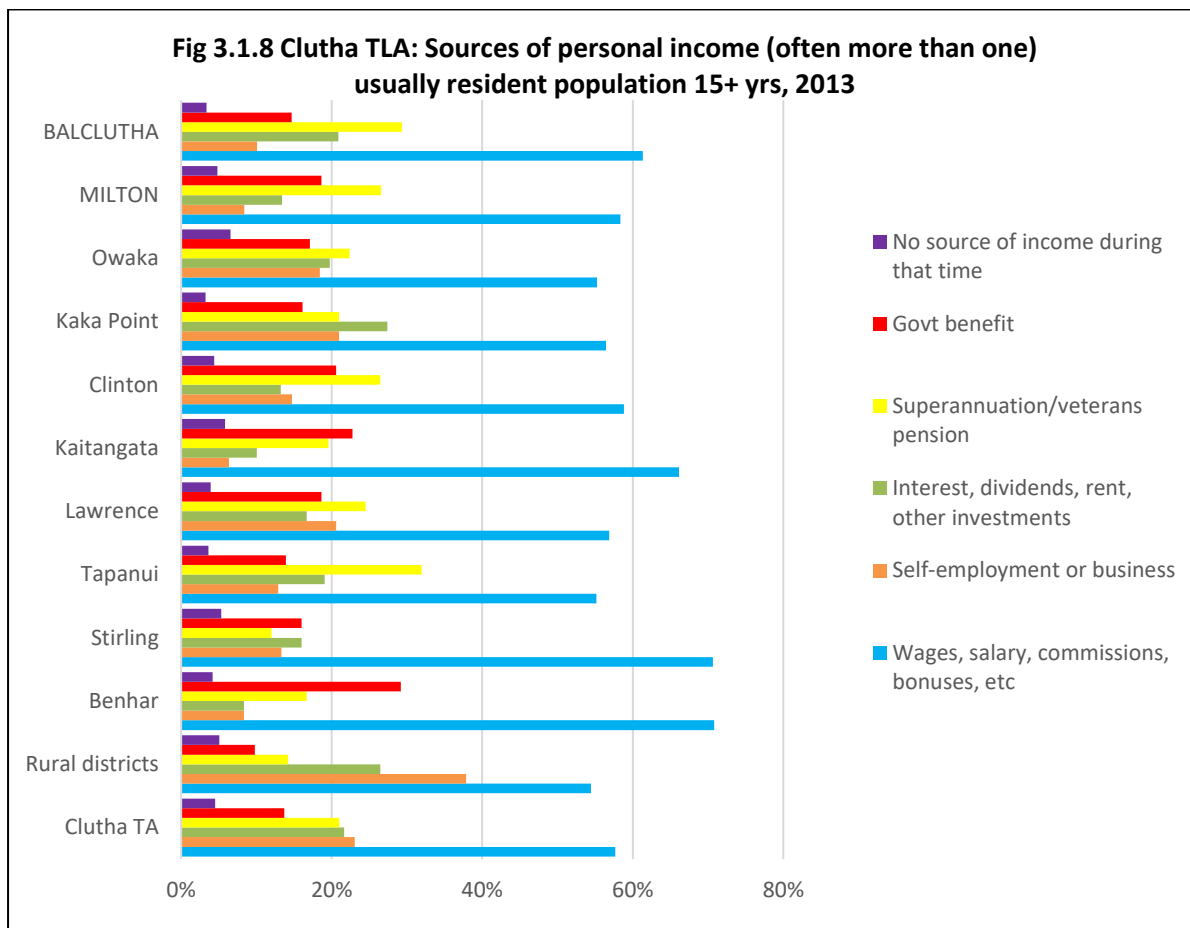
The median age of New Zealand as a whole was 38 years in 2013. Stirling and the rural districts matched this, but the residents of all other minor urban and rural centres were older (Fig 3.1.3). Kaka Point's high median age (50 years) points to its role as a retirement centre, although Fig 3.1.4 shows that this median was due to having few young people, and a large working age population. Tapanui is a retirement centre with the highest proportion of people over 65 years of age in this district (but a lower proportion than Central Otago's retirement centres).



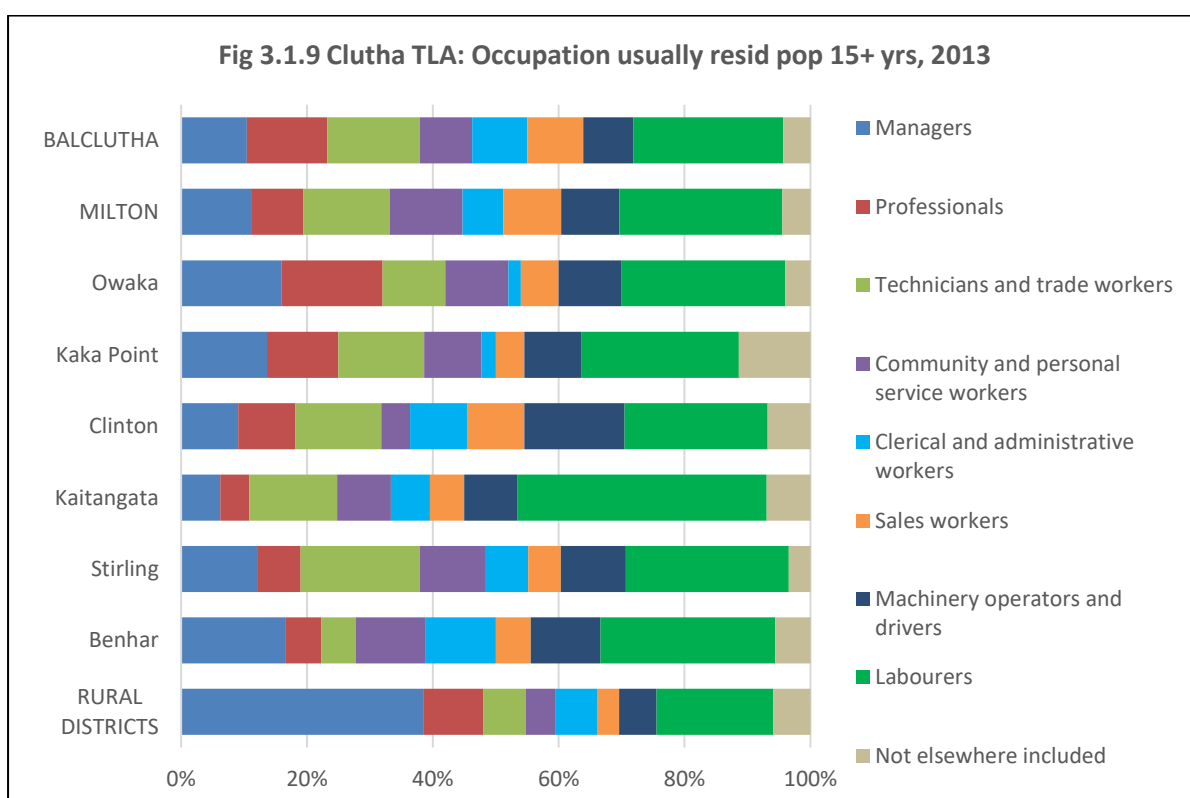
The unemployment rate was low in most parts of Clutha TLA, particularly in Tuapeka and Clutha district area units (both less than 2%). Owaka had the highest level of unemployment (7.4%), followed by Kaitangata (6.6%). Note the New Zealand rate at census 2013 was 7.1 percent. Kaitangata with a large manufacturing sector (Fig 3.1.11) had a high proportion of labourers, but also had a relatively high median income.

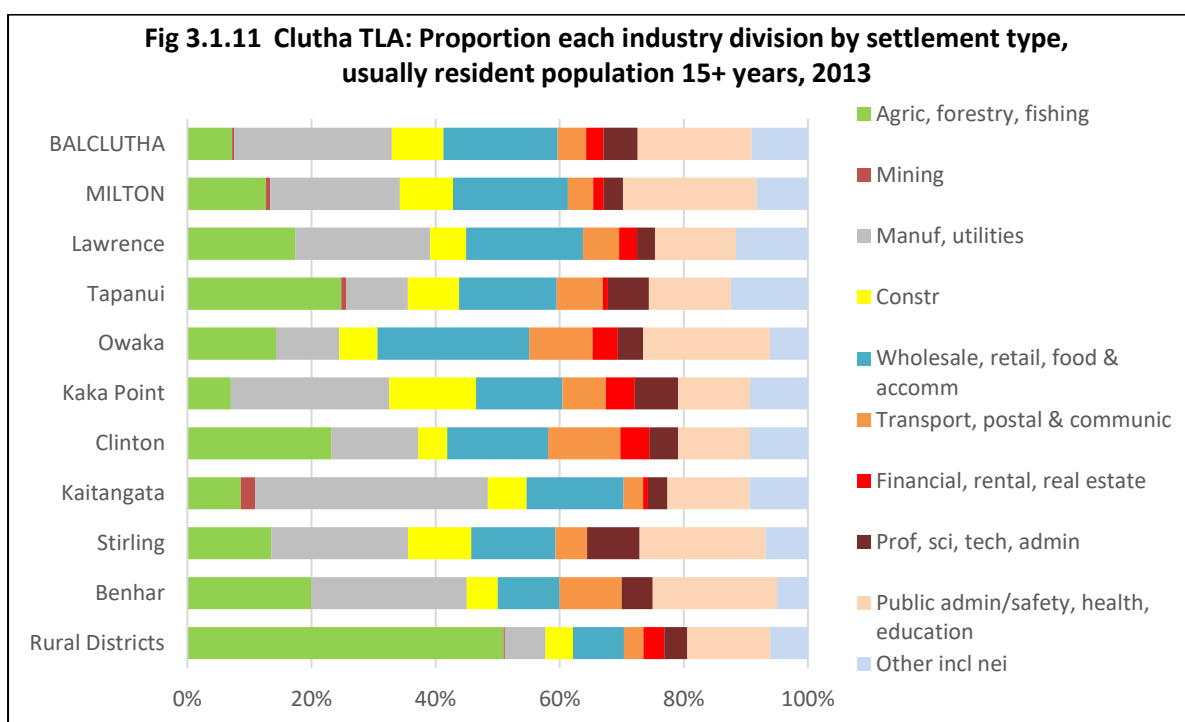
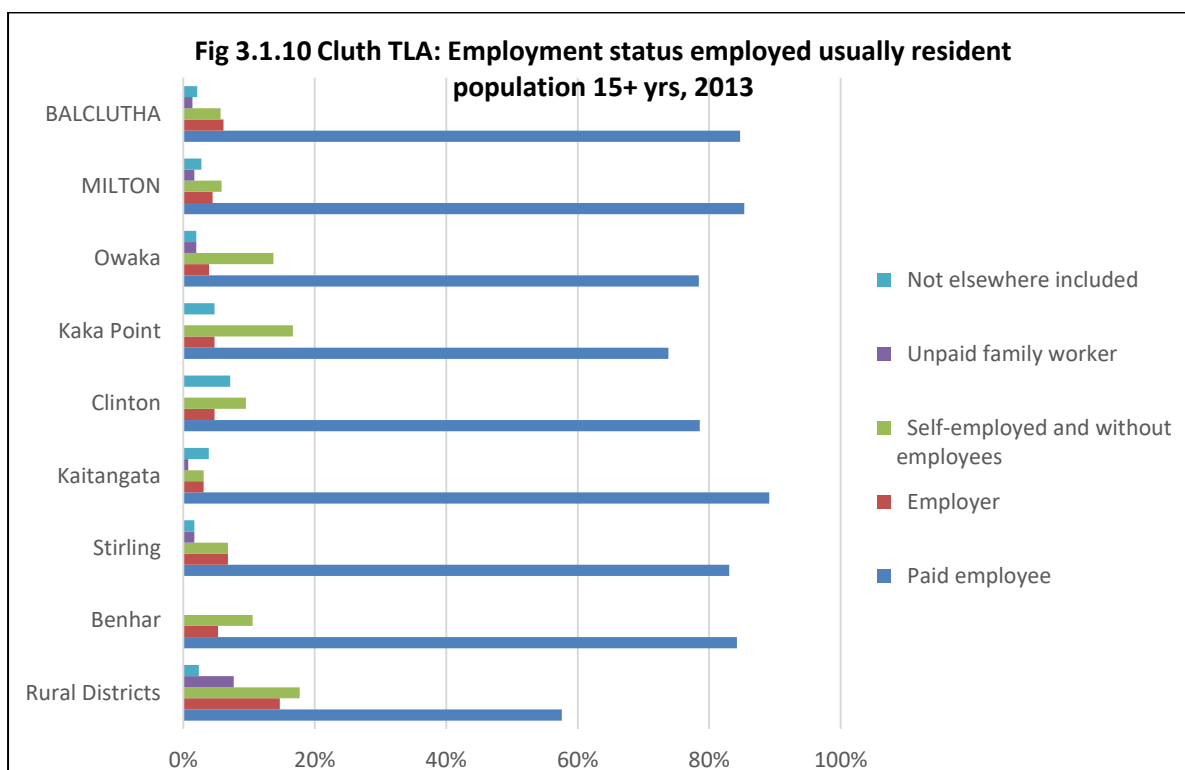
The proportion of people without formal qualifications in Clutha TLA was considerably higher than the national average (20%). Kaitangata and Clinton both had very high proportions of people without qualifications. For those living in Kaitangata this may relate to the higher unemployment rate, but those who had work had a slightly higher median income than the national average. In Clinton on the other hand the low level of qualifications was reflected in this settlement having the lowest median income in Clutha TLA.





As noted above, Clinton had the lowest personal median income. While employed Clinton residents predominantly earned their living from salary and wages, it also had quite a high superannuitant population. The rural districts and Stirling had the highest median incomes. Stirling residents were predominantly wage and salary earners, whilst those in the rural districts earned their living from self-employment/business or salary and wages.





Half of the usually resident rural districts' workforce was engaged in primary industry (Fig 3.1.11). The majority of the remaining half was engaged in services. Nevertheless, a sizable number of people engaged in manufacturing, and to a lesser extent construction, commuted to rural areas for work (Fig 3.1.12c). This included workers employed at the Silver Fern Farms Finegand meat works 12 km south of Balclutha. The plant has a workforce of around 1200 people, many of whom commute from Dunedin. News accounts indicate a shortage of accommodation for workers at the plant during the killing season, with some seasonal workers being accommodated at a local backpacker's hostel in Balclutha (Mary-Jo Tohill *Southland Times* 23 Oct 2018). The correctional facility located in Bruce rural district, near Milton, is another key workplace for locals living in Milton, Balclutha, the surrounding rural district and elsewhere. According to Correction's 2014 annual report it housed 395 offenders as at March 2013.

Fig 3.1.12a Industry division of people 15+ yrs living in, compared to those working in, Balclutha

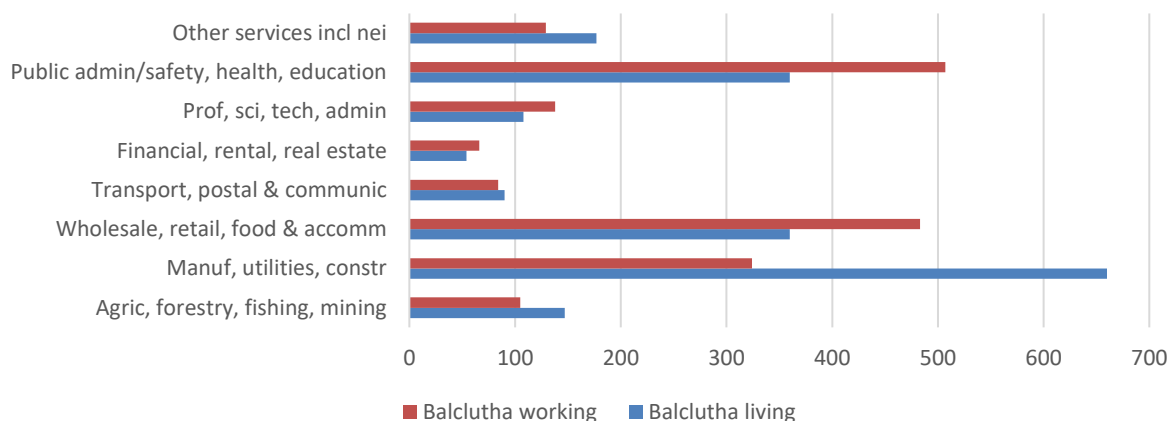


Fig 3.1.12b Industry division of people 15+ yrs living in, compared to those working in, Milton

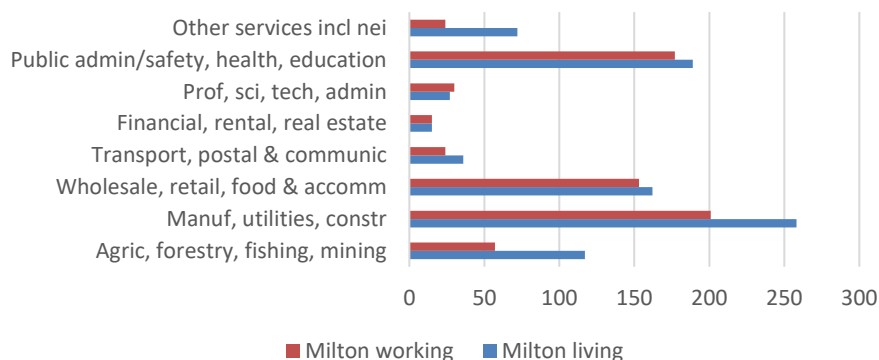
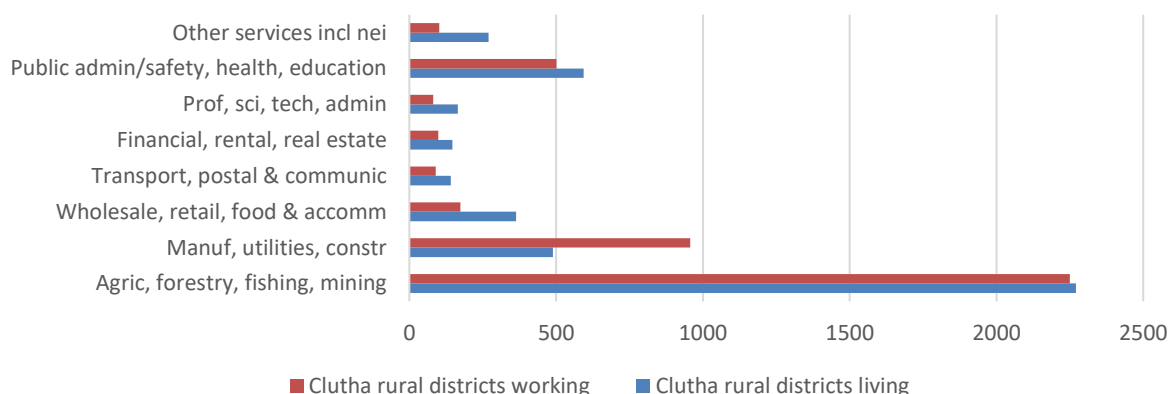
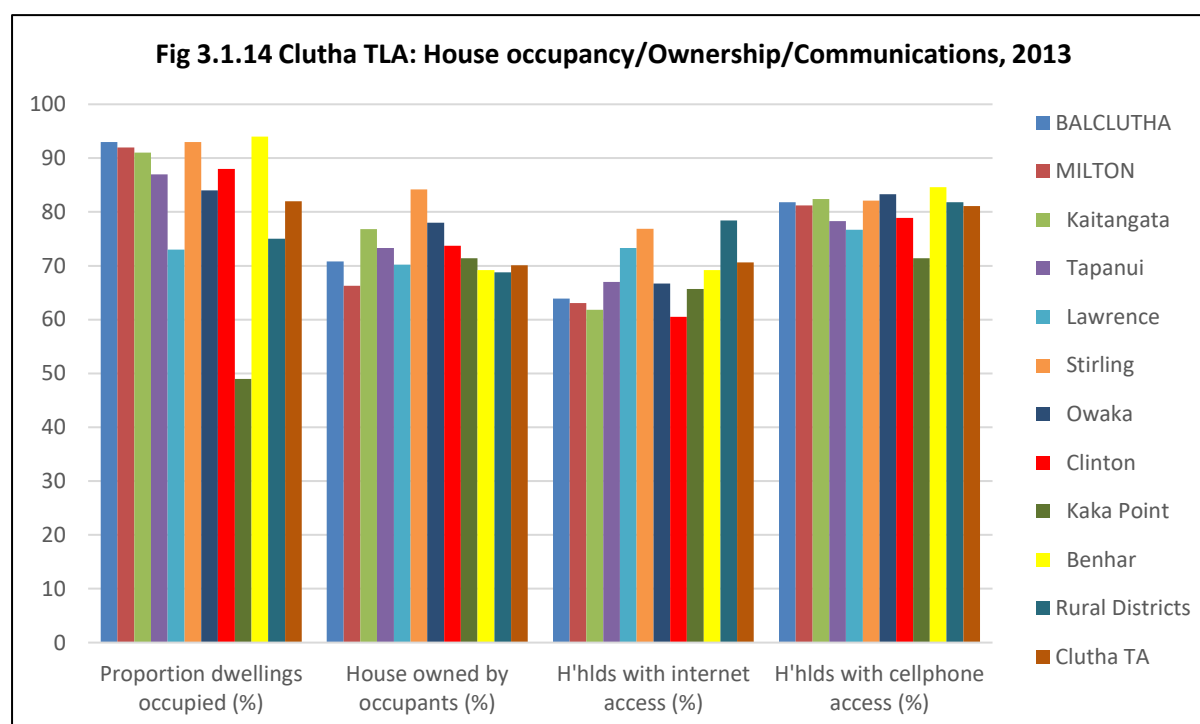
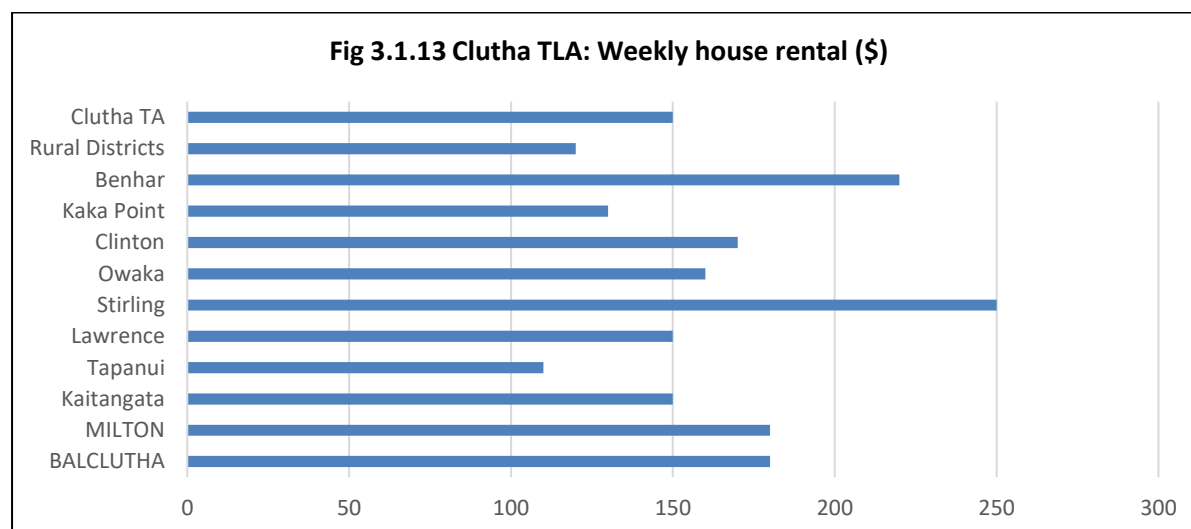


Fig 3.1.12c Industry division of people 15+ yrs living in, compared to those working in, Clutha TLA's rural districts, 2013



Manufacturing is important in several rural centres, particularly Kaitangata. While Kaitangata was established to service a coal mine in the 19th century, only a few miners live or work at the (now open cast) mine today. Stirling is the location of a Fonterra cheese factory, and this, with a workforce of around 100 people, was and is an important workplace for people living in Kaitangata, Benhar, Balclutha, and the Clutha and Bruce rural districts. Benhar was formerly the site of McSkimming's porcelain clay factory, manufacturing sanitaryware (toilets and hand basins), bricks and ceramics. The

factory closed following a fire in 1990. Kākā Point and Ōwaka (Catlins) are important tourist destinations but have too few businesses to show up in workplace address data.



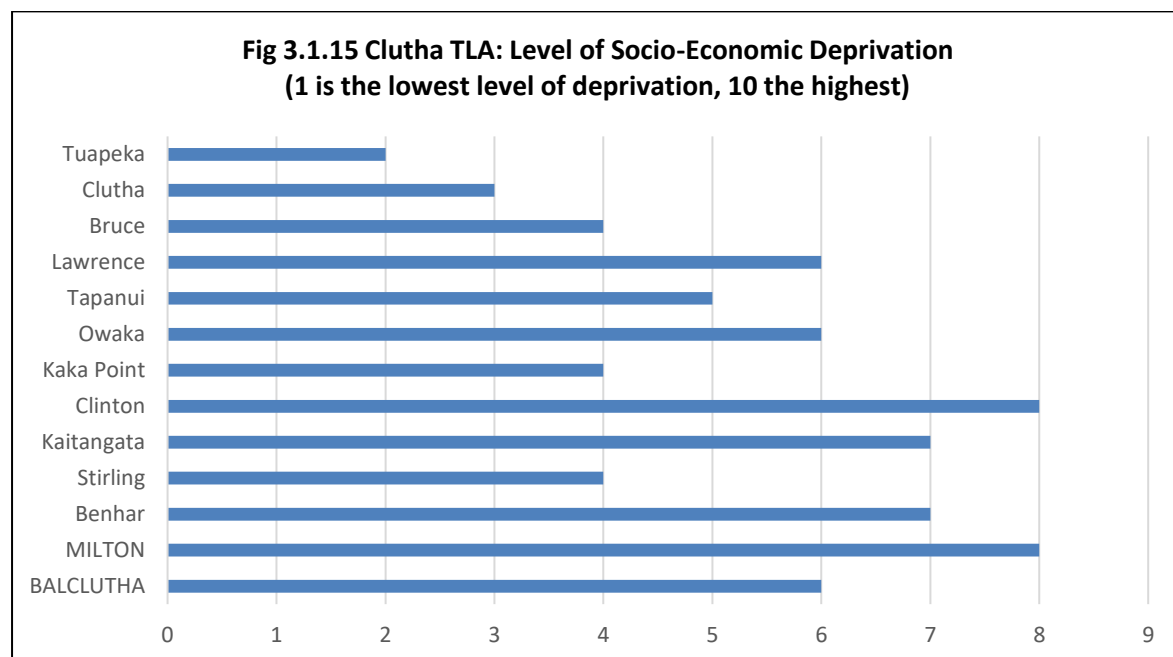
Stirling and Benhar had the highest house occupancy rates and also the highest weekly rentals in the district, probably due to a housing shortage. Kaitangata and Ōwaka also had high occupancy, but more moderate rentals. Stirling had the highest proportion of homes which were owned by the occupants, followed by Ōwaka and Kaitangata.

Kākā Point had the worst cell-phone access. Internet access was low in Clinton (40% of households did not have internet), Kaitangata (38% without internet), Milton and Balclutha (37% and 36% respectively without internet). The highest internet access was in the rural districts (presumably via expensive satellite), Stirling and Lawrence.

Clutha TLA's rural districts had the lowest level of socio-economic deprivation (Fig 3.1.15) which is in keeping with their profile as solidly-based farming areas. Bruce had a slightly higher level of deprivation.

In keeping with other variables such as high median income, high home ownership, low unemployment, the lowest proportion of people in the 65+ years age group in the district, and high internet access, Stirling had a fairly low level of deprivation. Kākā Point holiday destination also had a

fairly low level of deprivation. Clinton and Milton had the highest levels of deprivation. For Clinton, this reflected a direct relationship with its low personal median income. Clinton also had a relatively high proportion of superannuitants and beneficiaries. Like Clinton, Benhar and Kaitangata had a high proportion of superannuitants and beneficiaries. However, they also had high median incomes so that their level of deprivation, while high, was not at the highest level.



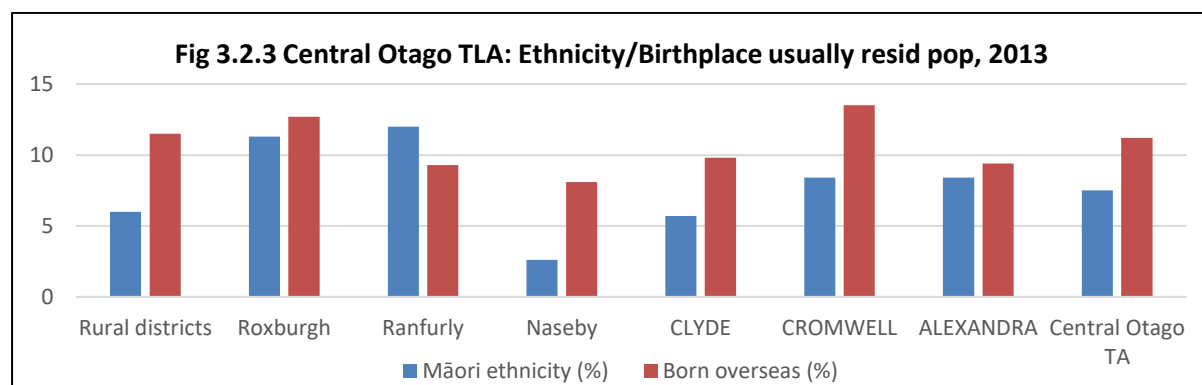
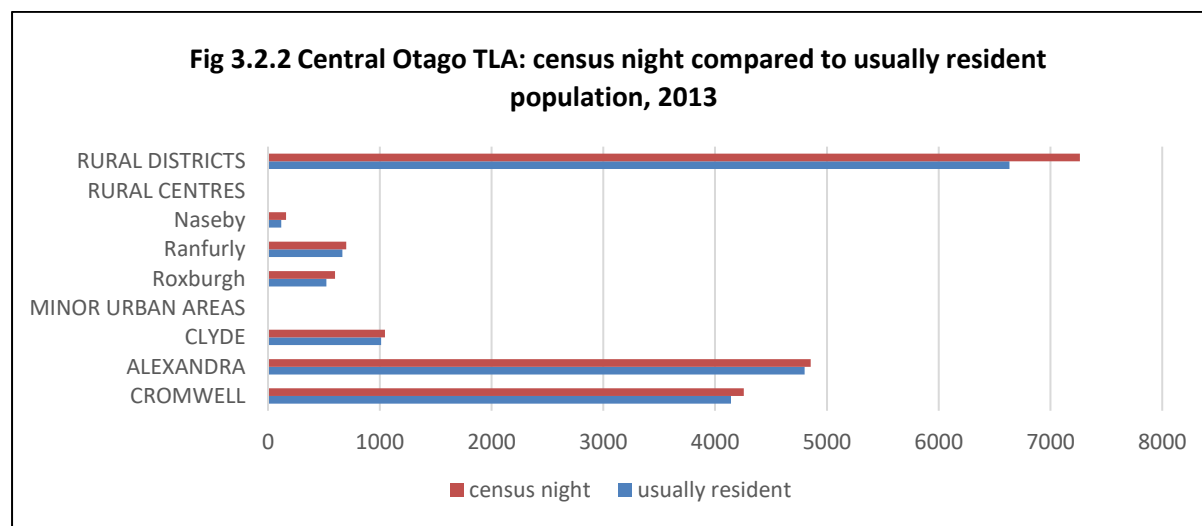
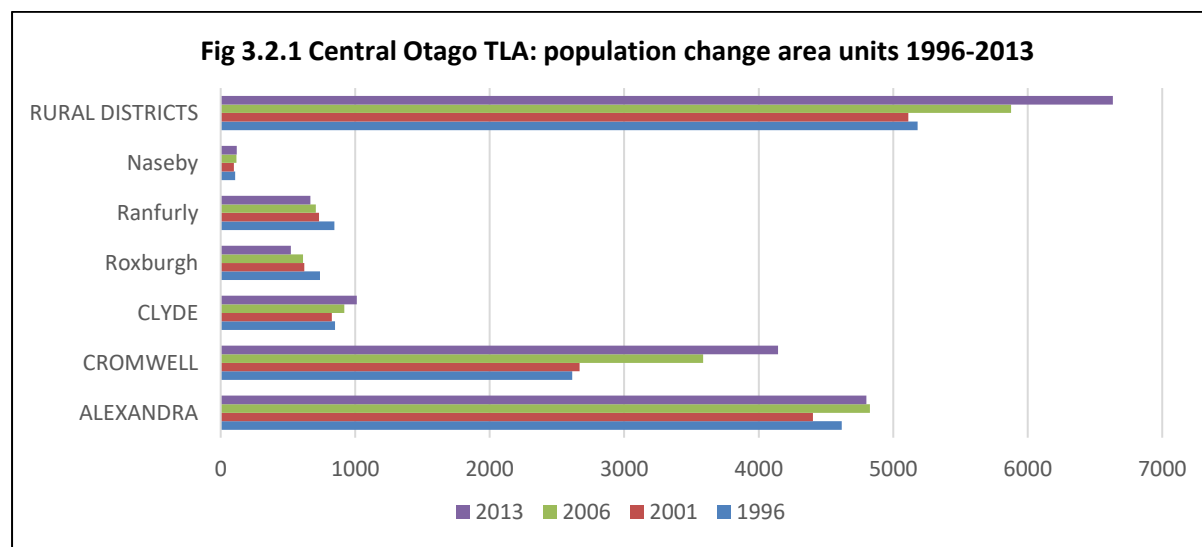
3.2 Central Otago TLA

The distribution of usually resident people across Central Otago TLA, population 17,895 in 2013, was:

- Minor urban areas: 56%
- Rural centres: 7%
- Rural districts: 37%.

Central Otago rural districts gained population each census from 2001 to 2013, as did the minor urban areas, particularly Cromwell (Fig 3.2.1).

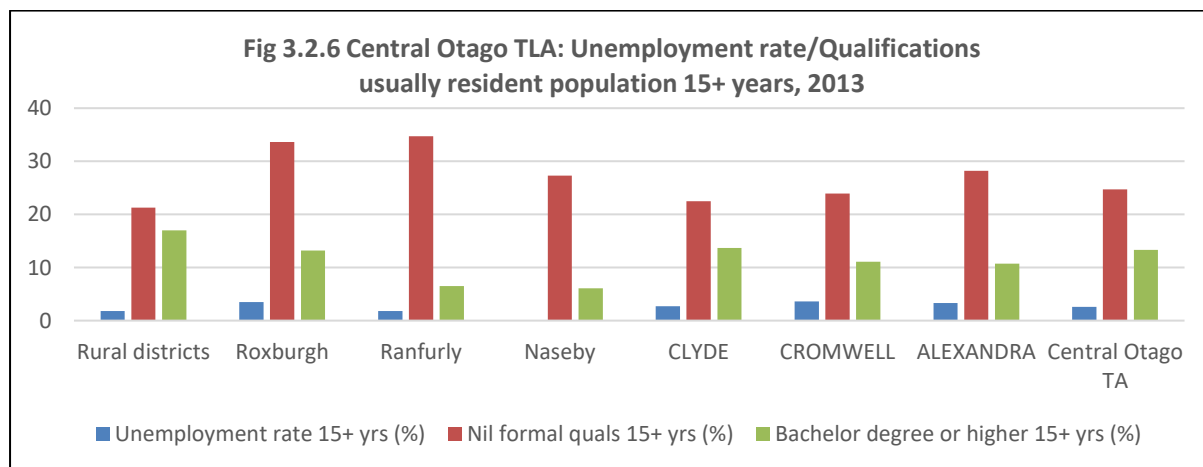
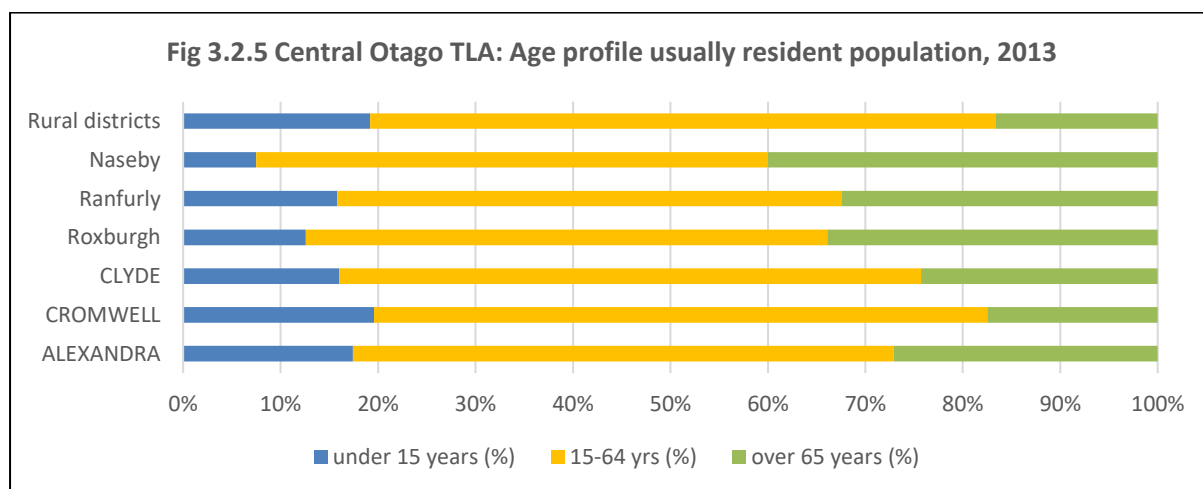
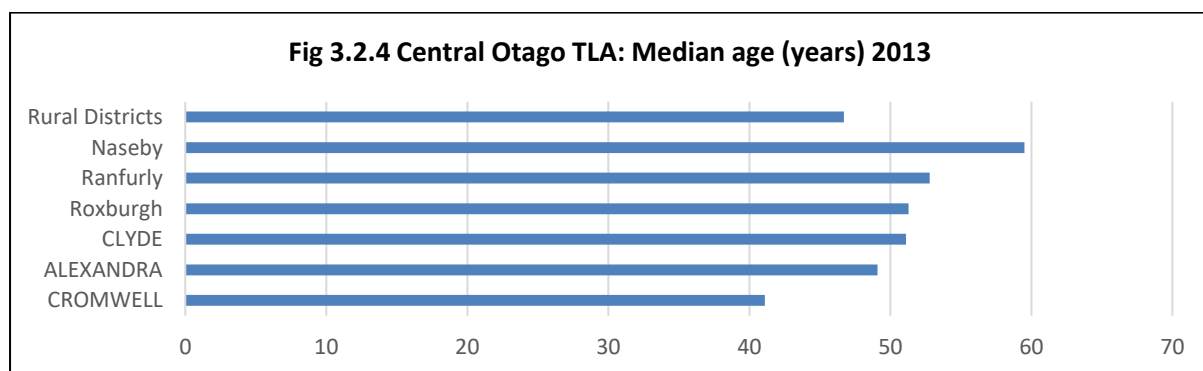
All the area units had additional people on census night in keeping with the district's popularity with tourists (Fig 3.2.2).



Few people of Māori descent lived in Central Otago in 2013. The greatest concentrations occurred in Ranfurly and Roxburgh and these were predominantly Māori from other parts of New Zealand who moved south for work.

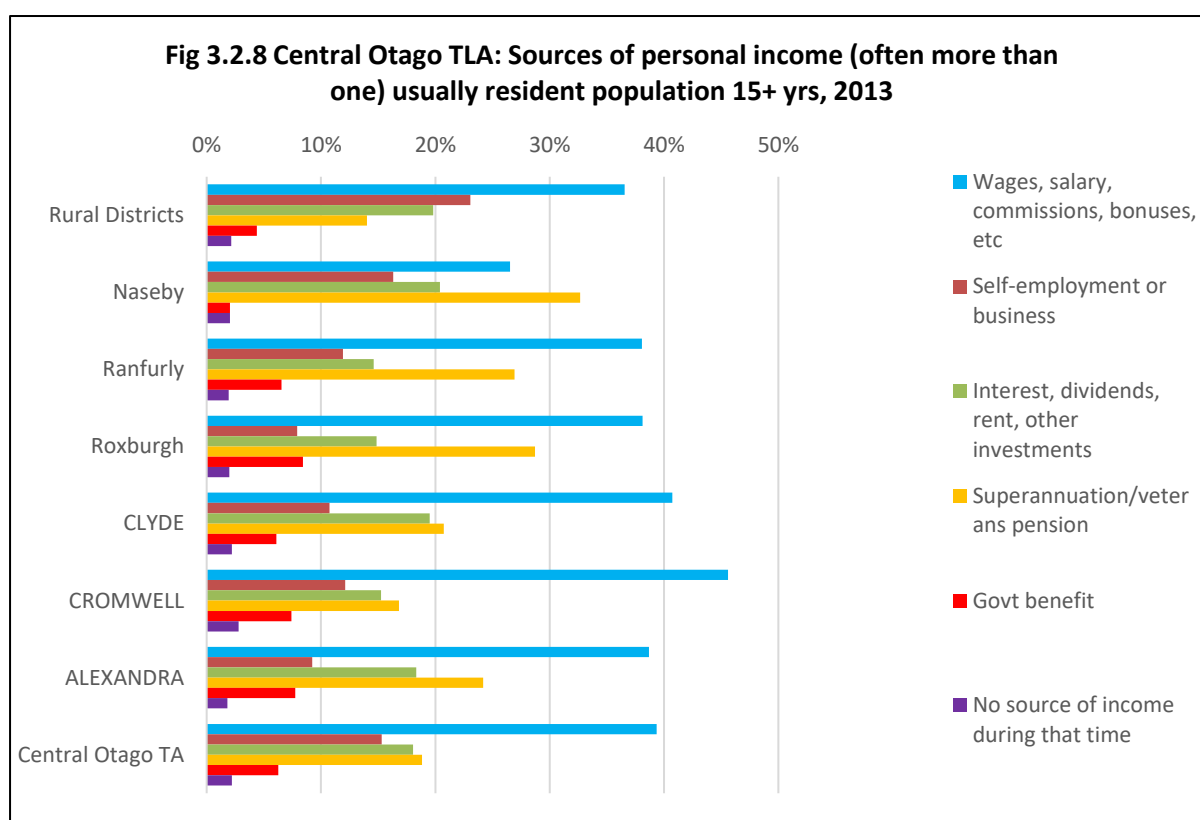
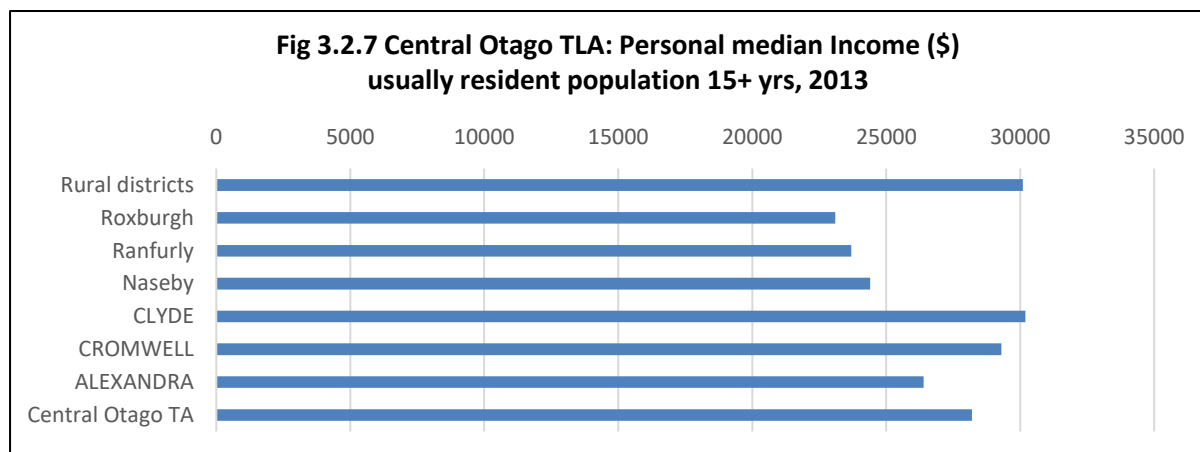
The highest proportions of overseas born lived in Cromwell followed by Roxburgh (probably as a consequence of taking up work to develop the hydro-electric power stations and in the tourism industry), and in the rural districts.

Cromwell had by far the lowest median age (41 years) of the minor urban areas, rural centres and districts, but this was still quite high given that the national median was 38 years. Naseby with a median age of just on 60 years (Fig 3.2.4) was, and is, clearly a retirement centre, and this is also reflected in Figure 3.2.5 which shows that 40% of Naseby's population was over 65 years (and there were few children), and Figure 3.2.8 which shows a high proportion of superannuitants. The other two rural centres, Roxburgh and Ranfurly also had quite high proportions of people over 65 years, and this too is reflected in the proportion of incomes derived from superannuation payments, in those centres.



Unemployment was very low in Central Otago with all area units having unemployment rates under four percent (Cromwell and Roxburgh, followed by Alexandra, had the highest rates, Fig 3.2.6).

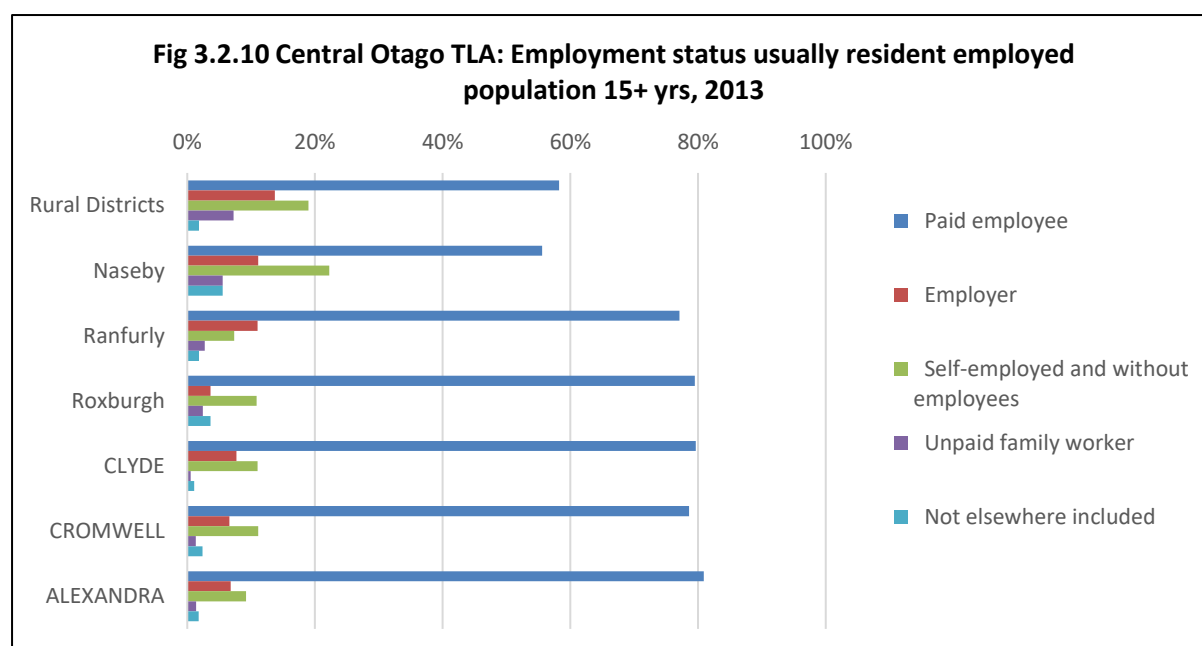
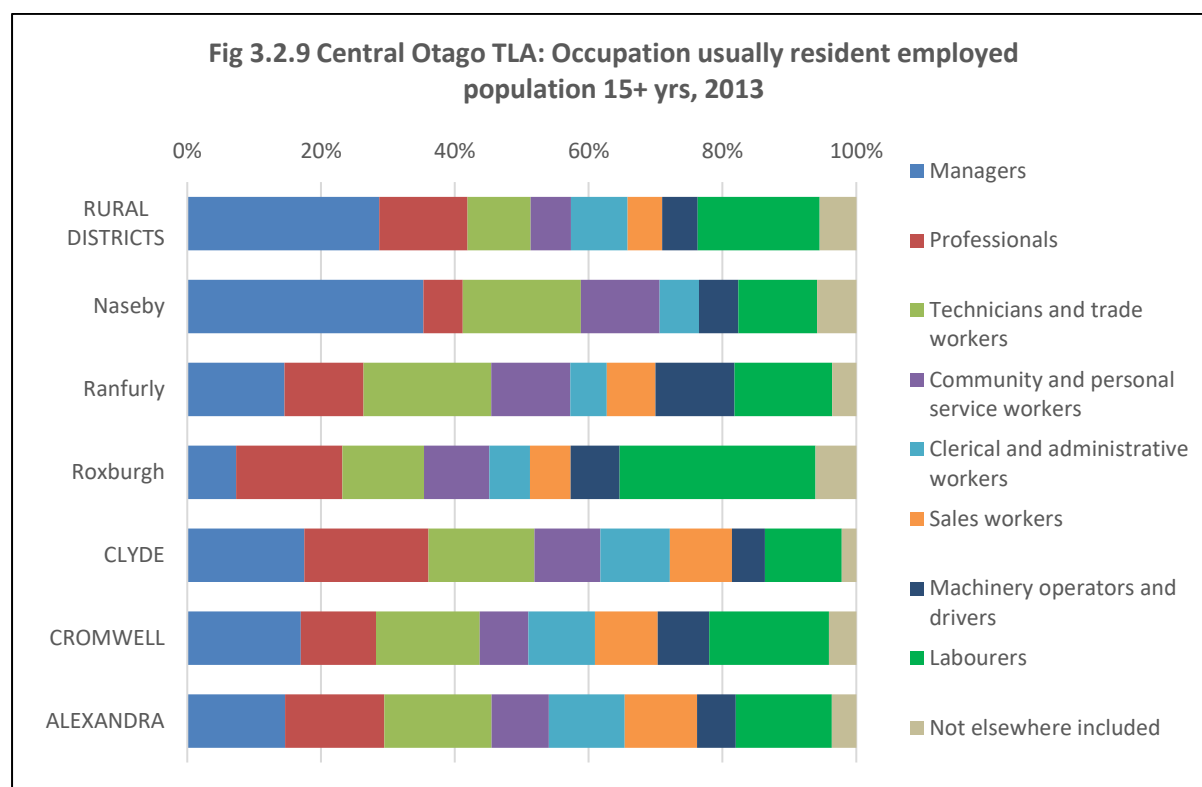
Central Otago TLA also had relatively low rates of people without qualifications. Ranfurly and Roxburgh had the highest proportion of people without qualifications and this was also reflected in median income with Roxburgh and Ranfurly having the lowest level of median income, followed by the retirement centre of Naseby. The rural districts and Clyde had the highest median income levels.



With the exception of Cromwell, all the settlements in Central Otago had a quite high proportion of superannuitants (Fig 3.2.8). This was in keeping with their age profiles which showed a relatively high proportion of people in the 65+ years category. Naseby, Roxburgh, Ranfurly, and to a lesser extent Alexandra, had strong retirement functions.

With respect to people in the workforce, Figure 3.2.9 shows Roxburgh as having the highest proportion of labourers in 2013. Linked to the settlement's low median income, this suggests that the work available was not highly paid. Naseby had a surprisingly high number of managers – a feature which dominated due to the settlement's very small workforce. Nevertheless, Figure 3.2.10 indicates that

Naseby's workforce included a high proportion of self-employed and employers. These people tended to be engaged in food and accommodation and to a lesser extent agriculture (Fig 3.2.11).



The proportion of people living in Central Otago's rural districts who were managers was slightly lower than might be expected given the importance of self-employment/business interests (Fig 3.2.9) and agriculture and orcharding (Fig 3.2.11). However, people who lived in Central's rural districts engaged in a range of occupations and industries in 2013, with quite a solid proportion earning income from investments.

The settlements of Naseby, Clyde, Alexandra and Cromwell had large food and accommodation sectors, while Alexandra and Cromwell also provided retail and public services to their local communities and rural hinterlands. The minor urban areas all had comparatively strong construction sectors.

The sets of figures comparing those who worked in a location against those who lived there and engaged in the same industry, show considerable commuting. Alexandra, Clyde and Ranfurly all attracted workers from elsewhere who were engaged in public services (administration, safety, health and education). Similarly, Alexandra and Ranfurly attracted workers in the wholesale, retail, food and accommodation industry sector, whilst Clyde was a source of workers for that sector.

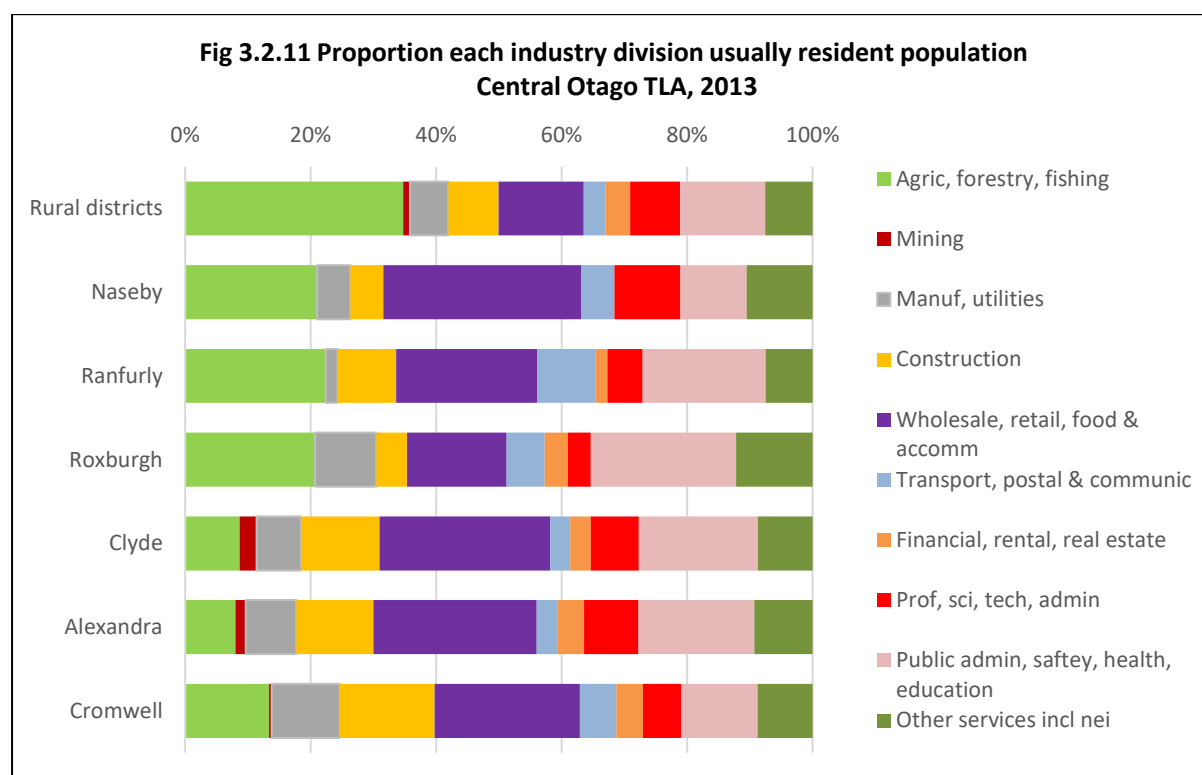


Fig 3.2.12b Industry division of people 15+ yrs living in, compared to those working in, Cromwell, 2013

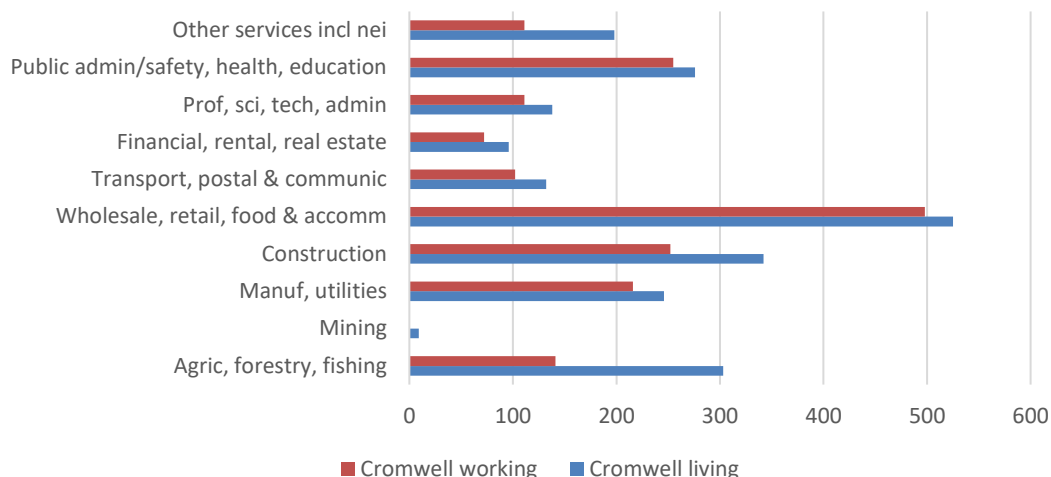


Fig 3.2.12c Industry division of people 15+ yrs living in, compared to those working in, Clyde, 2013

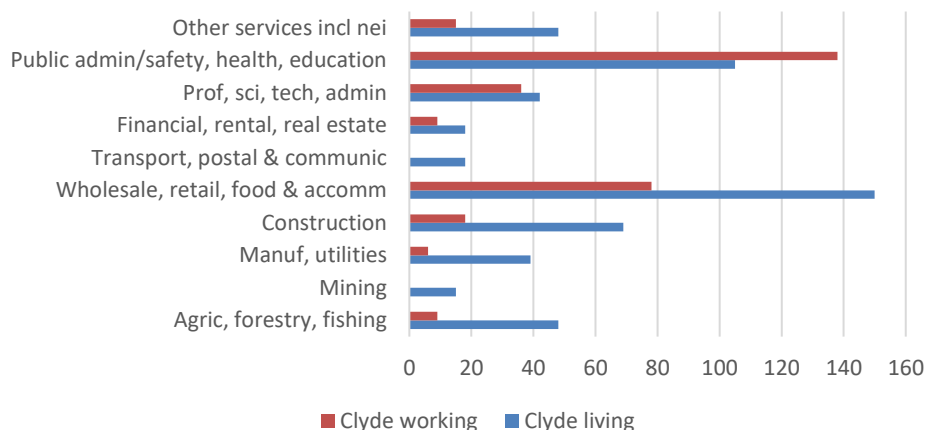


Fig 3.2.12d Industry division of people 15+ yrs living in, compared to those working in, Ranfurly, 2013

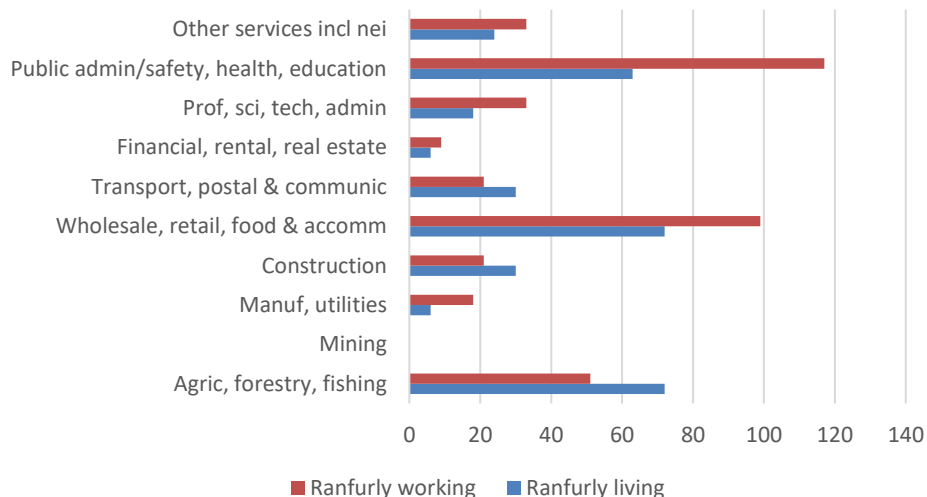
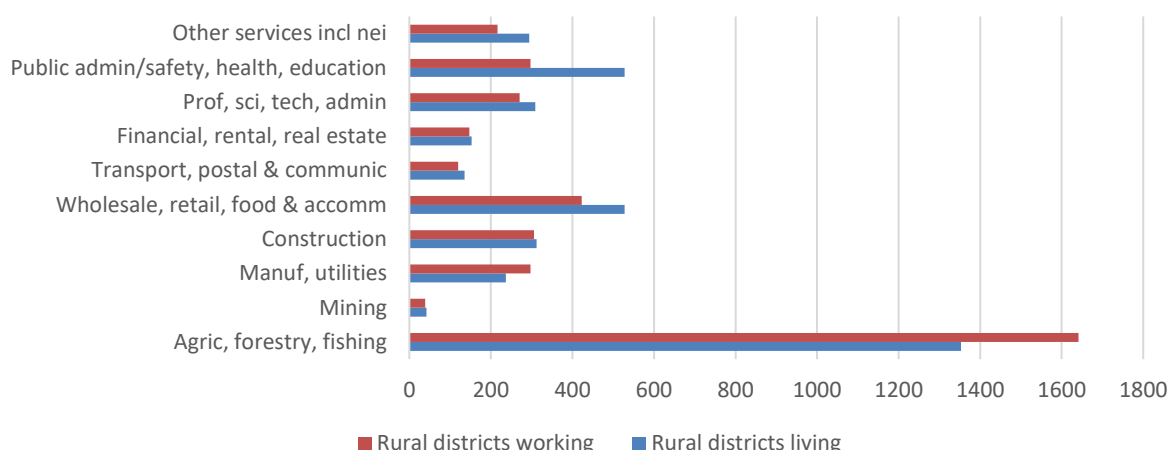


Fig 3.2.12e Industry division of people 15+ yrs living in, compared to those working in, Central Otago TA's rural districts, 2013



A considerable proportion of people who lived in Clyde in 2013 worked elsewhere. Most people who lived in Clyde and engaged in agriculture, mining, manufacturing, construction, and the service sector (with the exception of people engaged in public services) did not work in Clyde. People engaged in primary industry travelled from all the settlements, particularly Cromwell and Clyde, to work in the rural districts.

In addition to being a retirement centre, Naseby was also a holiday destination with only a small proportion of its dwellings occupied (Fig 3.2.14). Naseby also had the lowest access to cell-phones. Cromwell had the lowest proportion of homes owned by their occupants, and together with Naseby, had the highest weekly house rentals. Roxburgh and Ranfurly had the cheapest house rentals.

Fig 3.2.13 Central Otago TLA: Weekly rental (\$)

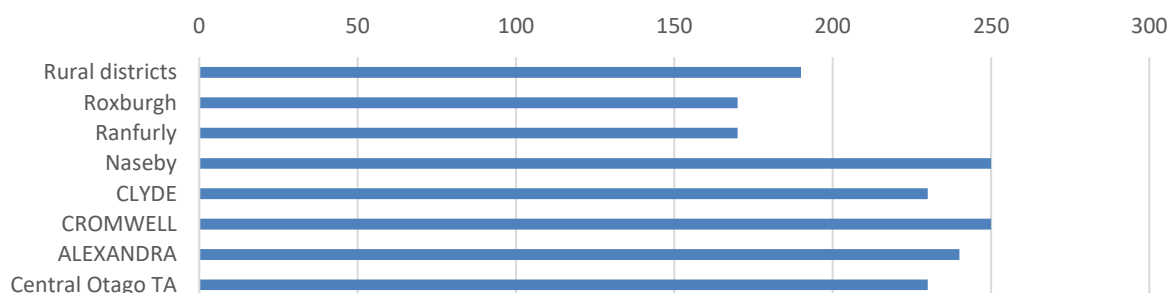
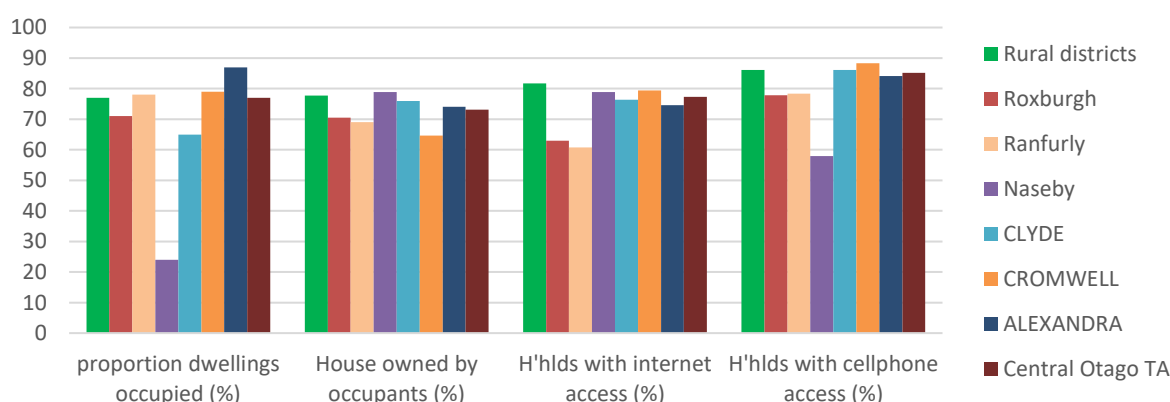
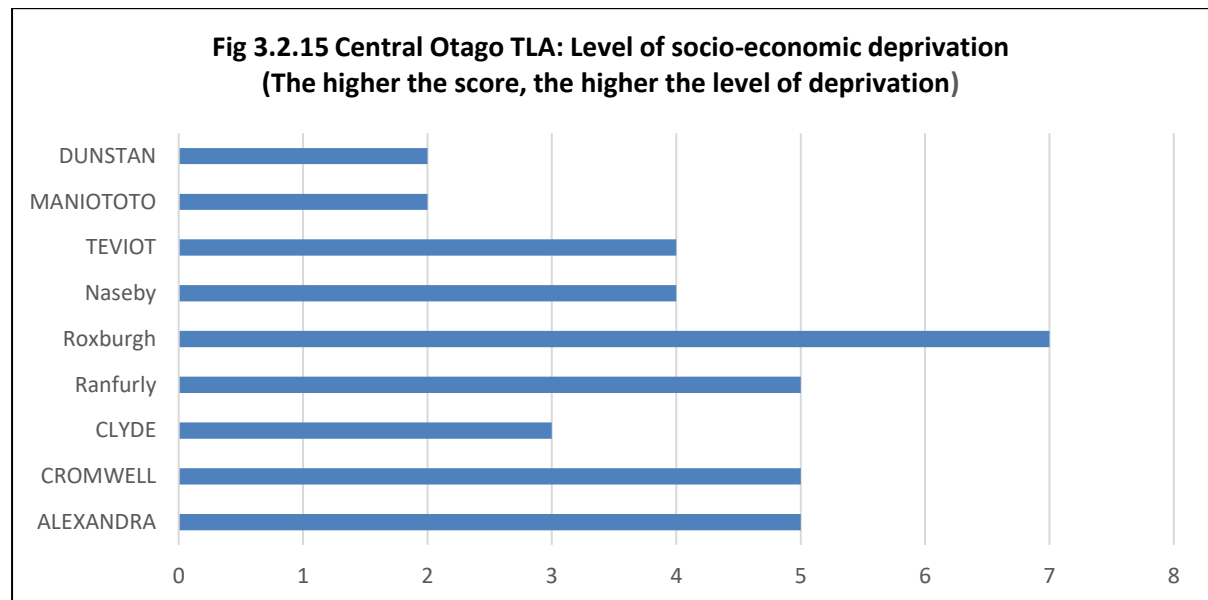


Fig 3.2.14 Central Otago TLA: House occupancy/Ownership/Communications, 2013



Roxburgh and Ranfurly had, alongside lowest median income and low house rental, the poorest access to internet. Figure 3.2.15 shows Roxburgh as having a relatively high level of deprivation, the highest in the Central Otago TLA. While Alexandra and Cromwell had an average level of deprivation, Clyde (in keeping with its high median income) had a low level of deprivation.

Like most other South Island rural districts, Central Otago's rural areas had a low level of deprivation.



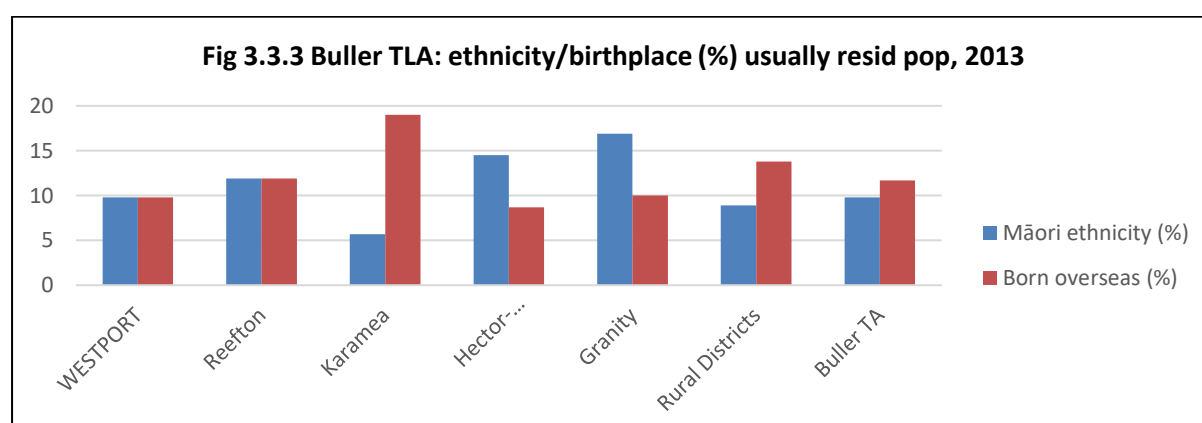
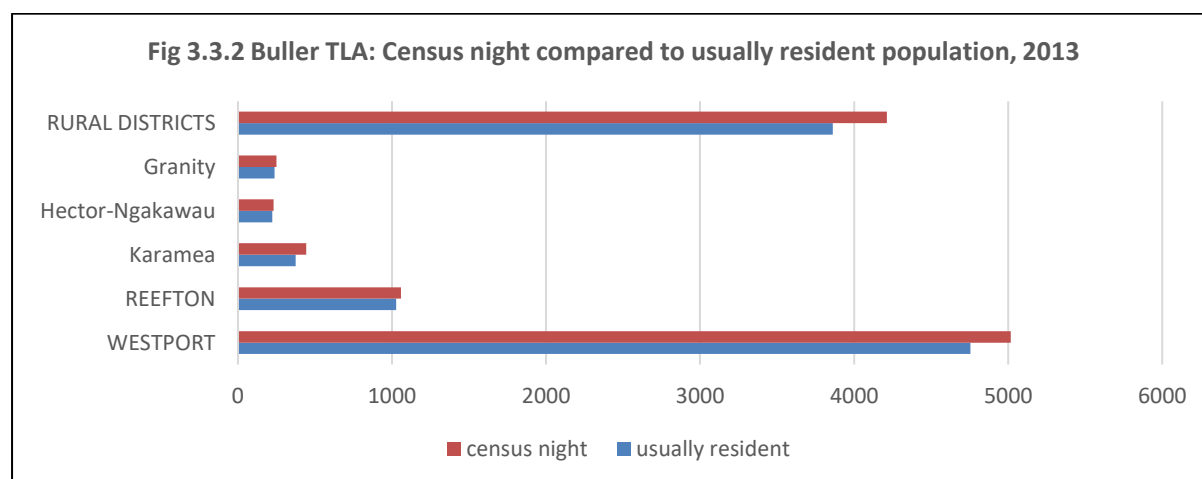
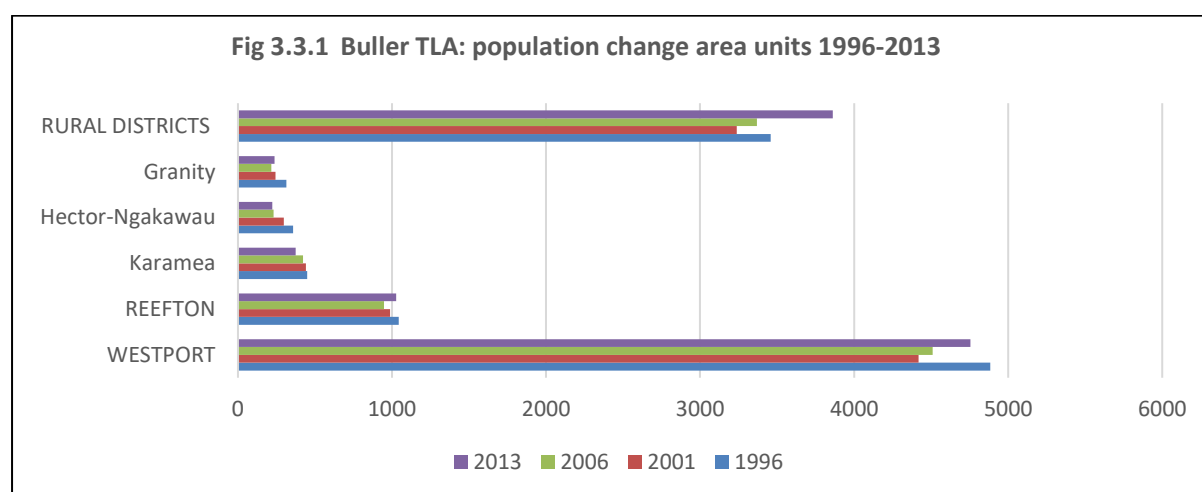
3.3 Buller TLA

The distribution of usually resident people across Buller TLA, population 10,473 in 2013, was:

- Minor urban areas: 55%
- Rural centres: 8%
- Rural districts: 37%.

Buller's rural districts and the minor urban areas increased their populations between 2001 and 2013 (Fig 3.3.1). However, while the rural districts exceeded the 1996 population by 2013, neither Westport nor Reefton had regained the numbers lost since 1996. The rural centres continued to lose people.

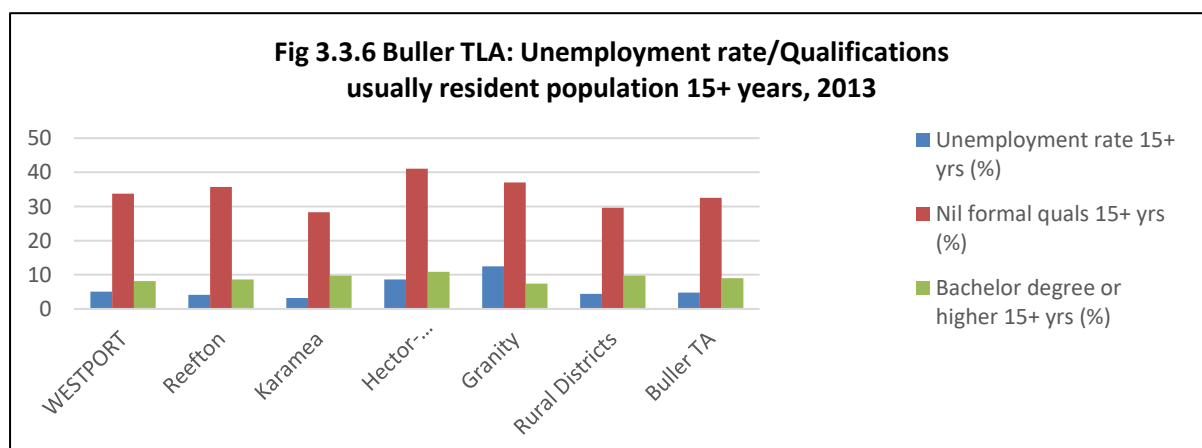
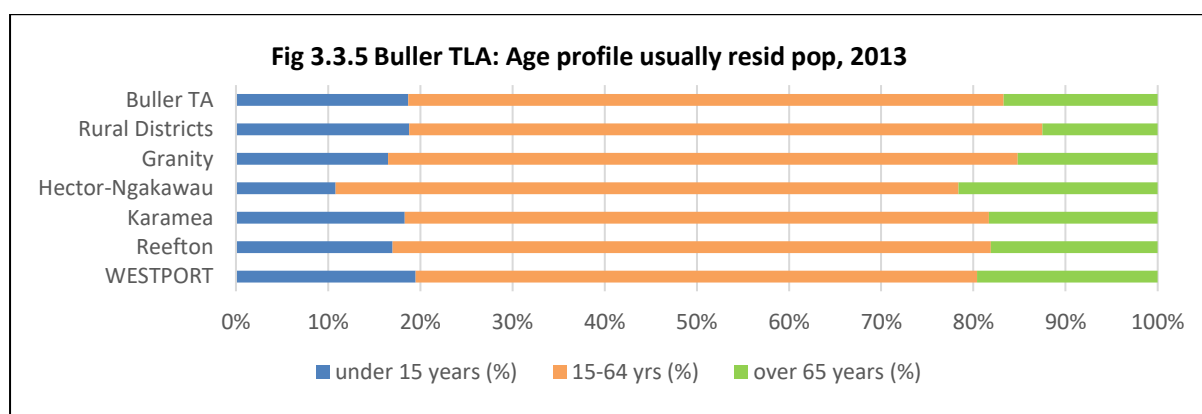
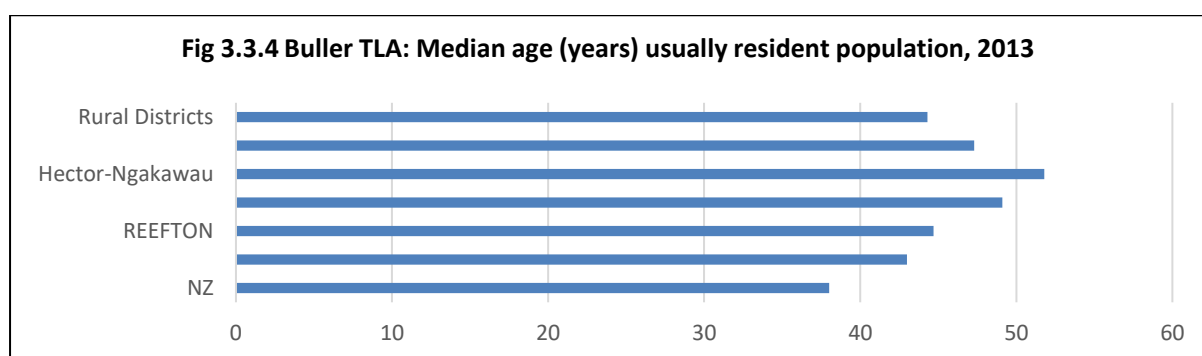
All area units had more people on census night than were usually resident in those areas reflecting the importance of tourism to Buller TLA. (Fig 3.3.2).



There are three iwi with interests in the Westport/Buller district: Ngāti Apa ki te Rā Tō, Ngāti Rārua (one of the eight tribes of Te Tau Ihu o Te Waka-a-Māui, descended from the Tainui canoe) and Ngāi Tahu (or Kāi Tahu in local dialect). A hapū of Ngāti Apa ki te Rā Tō, Pūaha Te Rangi, has affiliated marae in Westport: Te Taha o Te Awa marae and Te Taha o te Awa whareniui. Ngāti Apa ki Te Rā Tō Charitable Trust is the mandated iwi organisation under the Māori Fisheries Act, the iwi aquaculture organisation under the Māori Commercial Aquaculture Claims Settlement Act, is a Tūhono organisation, and is an "iwi authority" under the Resource Management Act. Ngāti Rārua is predominantly based in Marlborough/Nelson/Tasman, and the Ngā Papatipu Rūnanga of Ngāi Tahu on the West Coast are located in Hokitika and Bruce Bay (Haast). Te Ātiawa o Te Waka-a-Māui (one of the eight tribes descended from the Taranaki tribe Te Āti Awa) also has an interest in the Buller TLA under the Māori Fisheries Act 2004. While only the rural centres of Granity and Hector-Ngakawau had sizeable Māori populations, tangata whenua also resided in Reefton and Westport in 2013.

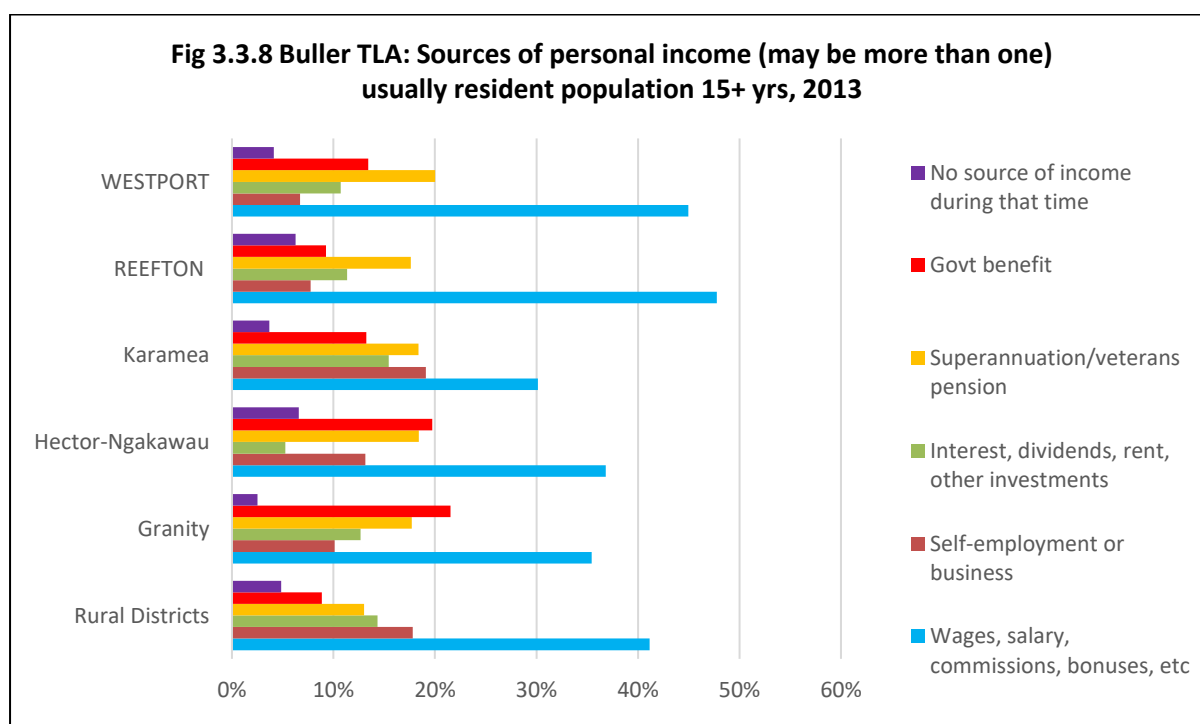
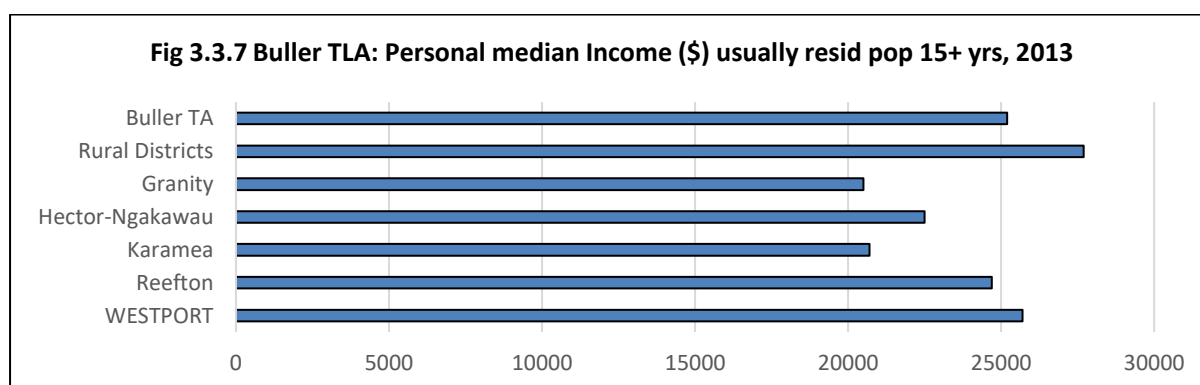
Karamea, the northern most settlement of any size on the West Coast (96 km from Westport) had the highest proportion of overseas born residents.

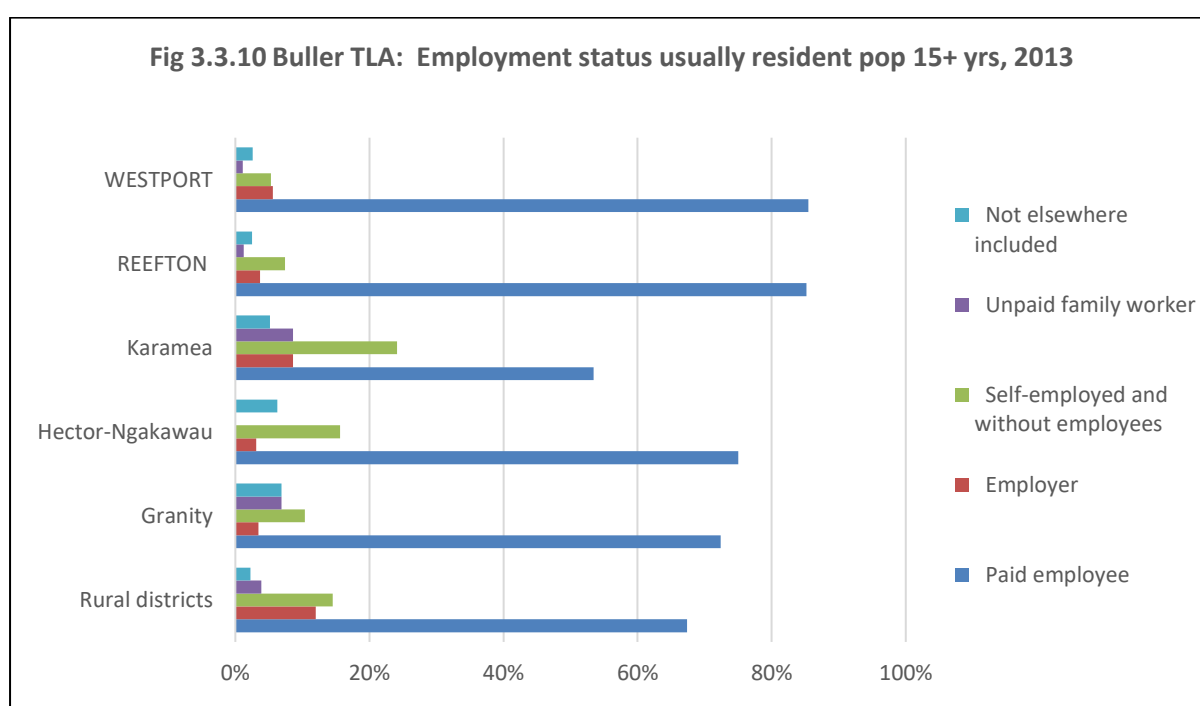
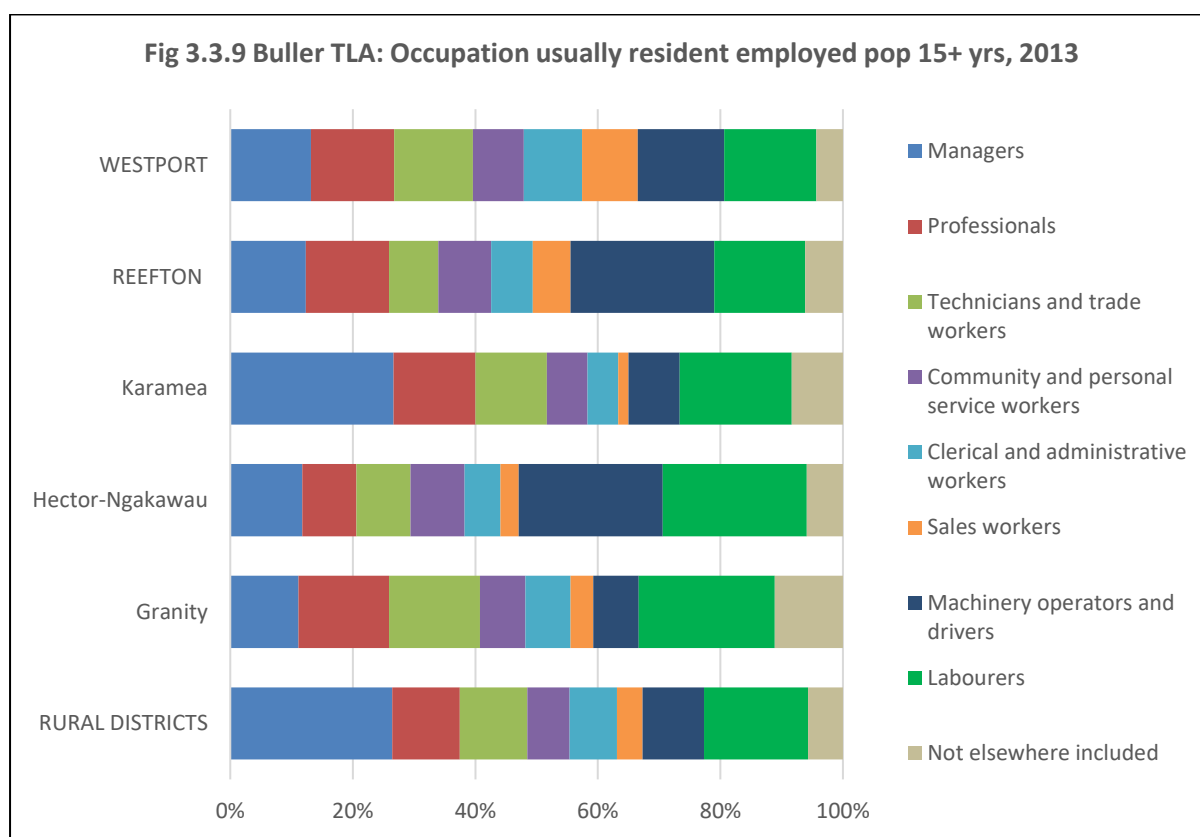
The rural centres of Hector-Ngakawau, Karamea and Granity had the highest median ages (Fig 3.3.4), although Granity had relatively few people in the 65+ years age group (Fig 3.3.5). All the settlements had a similar proportion of superannuitants, although Westport had most (Fig 3.3.8).



Unemployment was highest in Granity (12.5%), well over the 2013 national level of 7.1%, followed by Hector-Ngakawau (8.6%). The latter had a very high proportion of people without qualifications (41%), although all the area units had substantial proportions of their populations without qualifications. The very high levels in Hector-Ngakawau may be related to the high proportion of people over 65 years (who grew up in a time when there was less emphasis on formal qualifications), although this is not always correlated. Granity's high unemployment is linked to low median income (Fig 3.3.7). On the other hand, Karamea also had low median income associated with dependence on self-employment and interest /rental/etc income, and fewer wage and salary earners compared with other areas.

While overall the rural districts had low unemployment (4.4%), Inangahua Junction had a very high level (13%). This is likely to be linked to the very high proportion of the area's population (47%) which had no formal qualifications. Overall, the rural districts varied considerably in terms of qualifications held. In direct contrast to Inangahua Junction, the rural area unit of Charleston had a high proportion of people with a Bachelor degree or higher (17%, as did the adjacent area unit of Barrytown in Grey TLA with 18%). The rural area units also had considerable variability in terms of median income. The weighted average of median incomes gives the combined rural districts the highest median income level in Buller TLA (\$27,700 – though this is below the national level of \$28,500). Two area units (Westport Rural and Inangahua Valley) had a relatively high level of median income (\$31,200). In contrast, Mokihinui had the lowest median income (\$17,900) on the West Coast (excluding Haupiri/Gloriavale). The causes of Mokihinui's low median income are likely to relate to the area's high proportion (for a rural district) of people over 65 years (16%) who were dependent on superannuation, plus the importance of self-employment/unpaid family work.





Because of the area of land that Statistics New Zealand had included with the settlement of Karamea (65 sq. km: see Section Two above), the area unit had a large proportion of its population engaged in agriculture (Fig 3.3.11). As a consequence, the area had a high proportion of self-employed and employers (Fig 3.3.10), and in keeping with this, a high proportion of managers (Fig 3.3.9).

Mining (gold and coal) was (and is) important in Buller TLA with a high proportion of people living in Reefton and Westport working in the mining sector, mostly in opencast mines in the nearby rural districts of Buller Coalfields and Inangahua Valley (Fig 3.3.12a, b, and d). Manufacturing attracted considerable numbers of workers to Westport and to Westport Rural area units, while workers commuted to Karamea to provide education and health services. Food and accommodation services were important in Westport, Karamea, Reefton, and also Charleston and Westport Rural.

Fig 3.3.11 Buller TLA % each industry division usually resid pop 15+ yrs, 2013

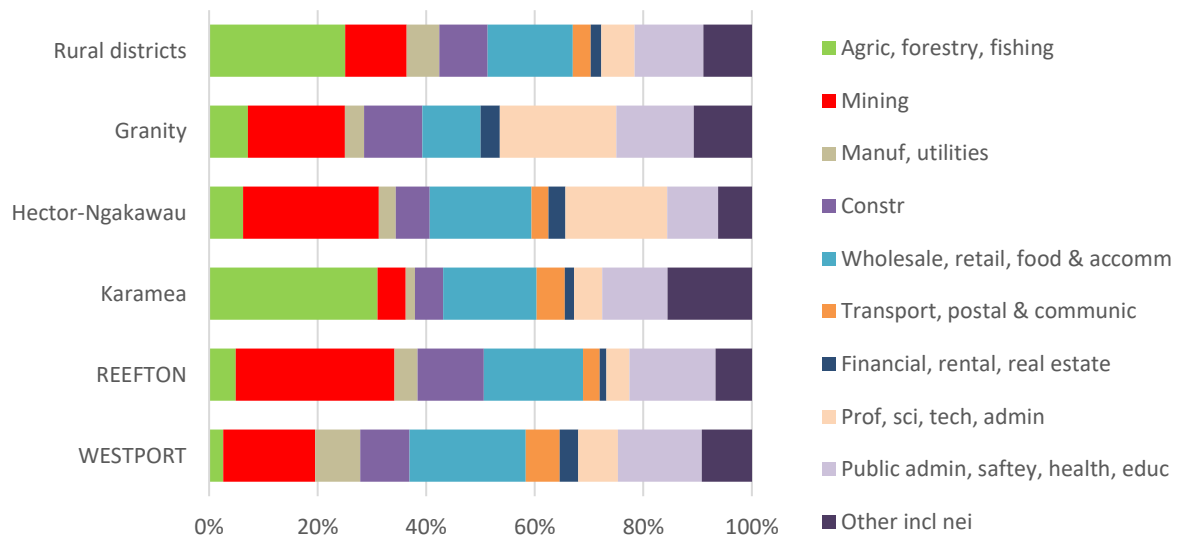


Fig 3.3.12a Industry division people 15+ yrs living in, compared to those working in, Westport, 2013

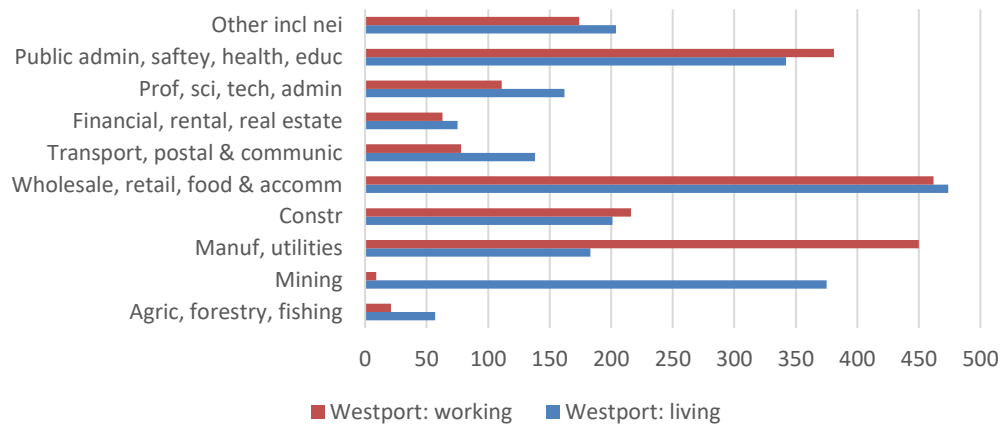


Fig 3.3.12b Industry division people 15+ yrs living in, compared to those working in, Reefton, 2013

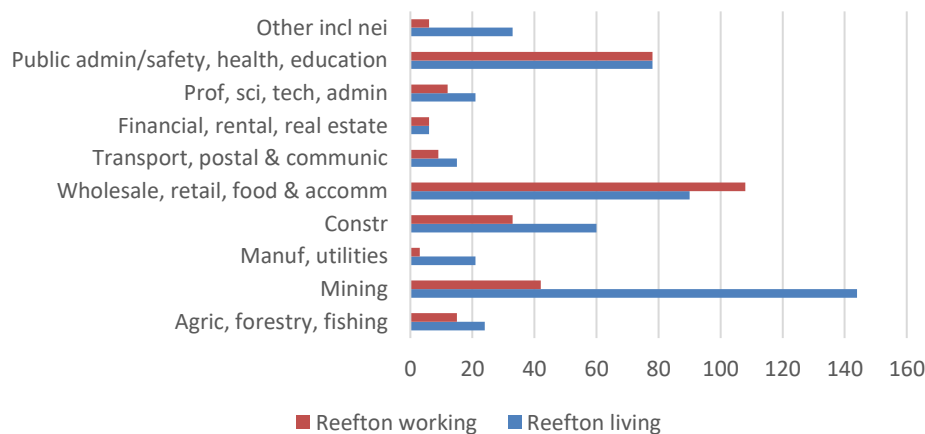


Fig 3.3.12c Industry division people 15+ yrs living in, compared to those working in, Karamea, 2013

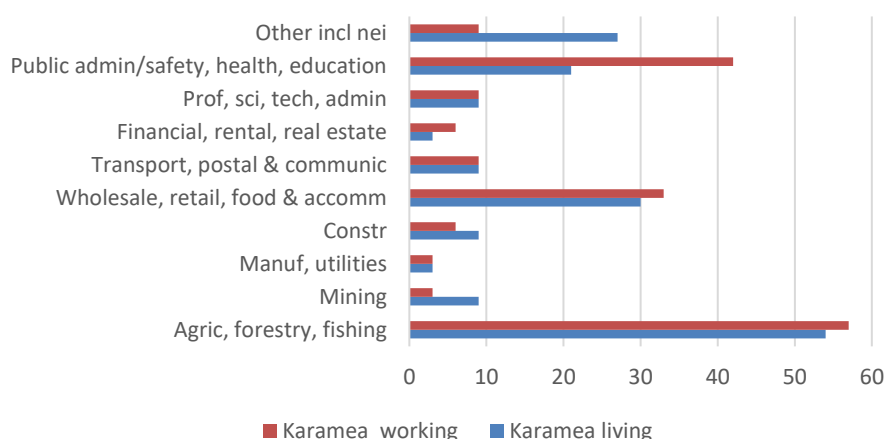


Fig 3.3.12d Industry division people 15+ yrs living in, compared to those working in, Buller TA rural districts, 2013

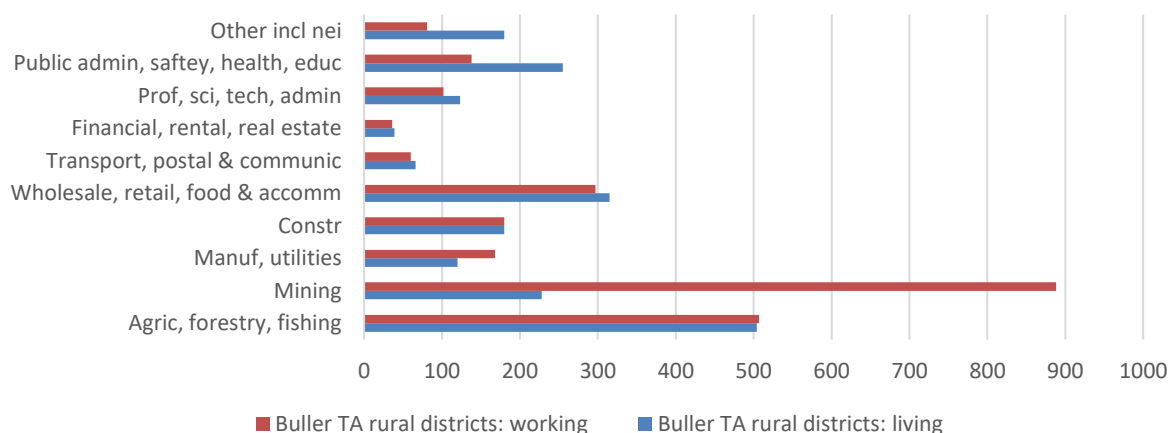
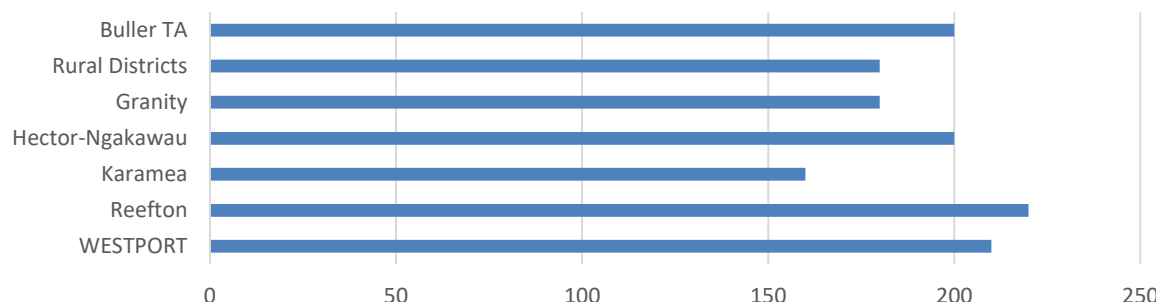
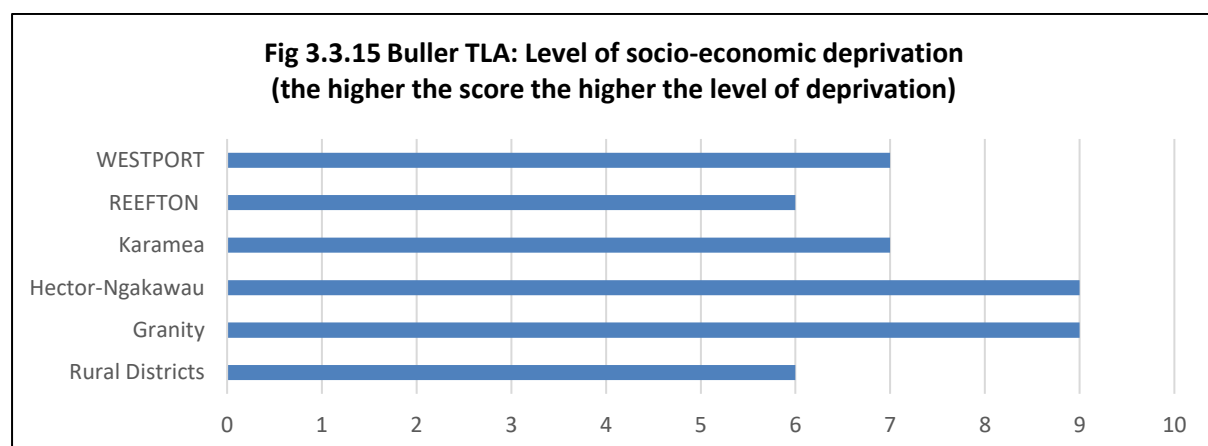
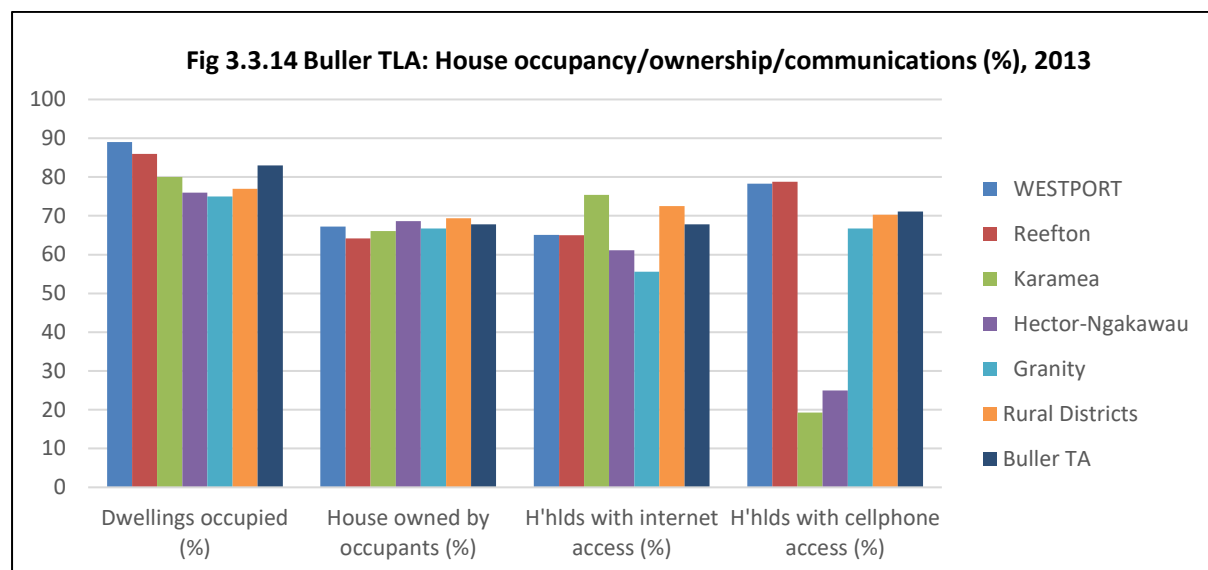


Fig 3.3.13 Buller TLA: Weekly house rental (\$), 2013



House rentals were highest in Reefton and lowest in Karamea (Fig 3.3.13). Westport had the highest house occupancy and Granity/Hector-Ngakawau the lowest (Fig 3.3.14). Around two-thirds of people in Buller TLA owned the homes they lived in. Internet access was poor, particularly (as noted above) in Granity. Even in Westport, just over one-third of households had no internet access, and 80% of Karamea households had no cellphone access, followed by three-quarters of households in Hector-Ngakawau. Internet and cellphone access were poor in Buller TLA, in 2013, even in Westport and Reefton (where a fifth of households had no cellphone and one-third no internet). Within Buller

TLA's rural districts Mokihinui had the lowest level of internet access (44% lack internet) while Westport Rural had the highest (21% lack access).



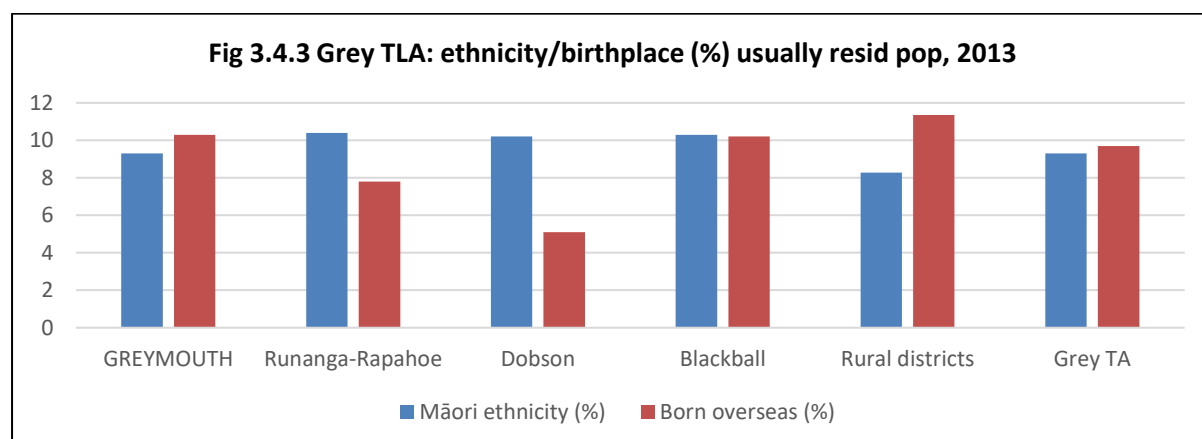
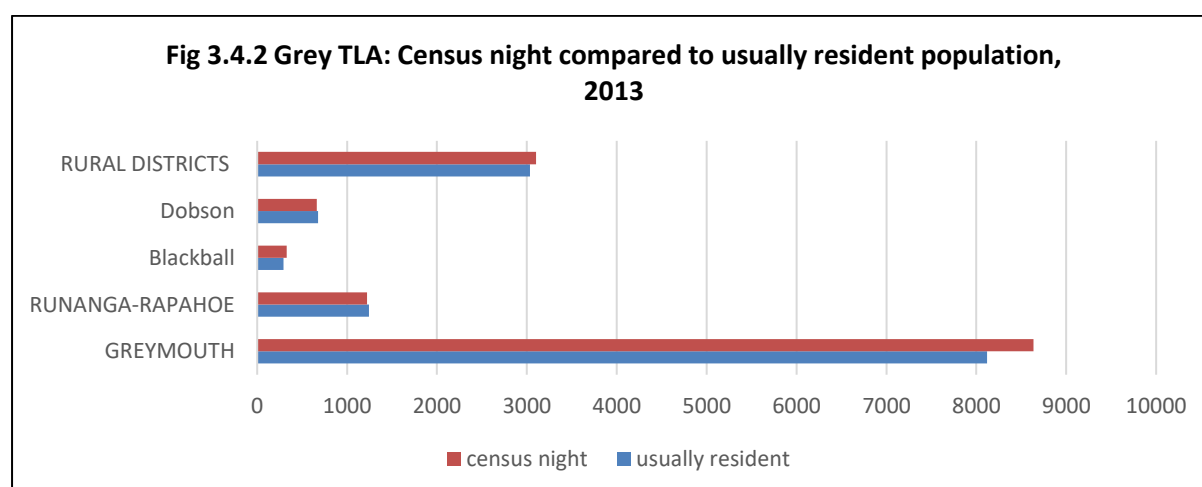
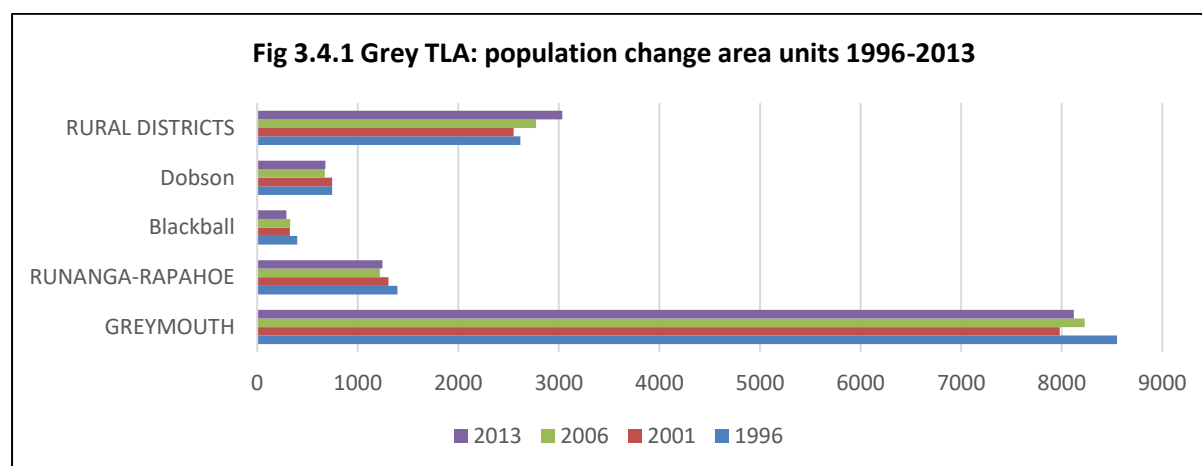
Buller TLA had high levels of deprivation although no area unit reached the highest deprivation score of ten. Granity and Hector-Ngakawau had the highest levels. The rural district area unit scores ranged between four and nine, with Westport Rural having the lowest level of deprivation. Whilst overall Westport had a deprivation score of seven, people living in the Orowaiti area unit of Westport had a score of four, whilst those who lived in Westport Urban area unit scored eight on the index.

3.4 Grey TLA

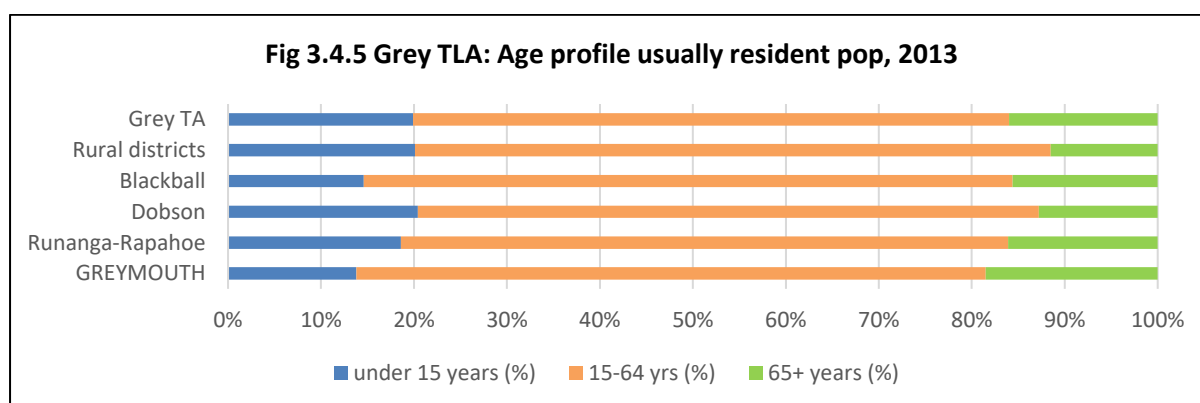
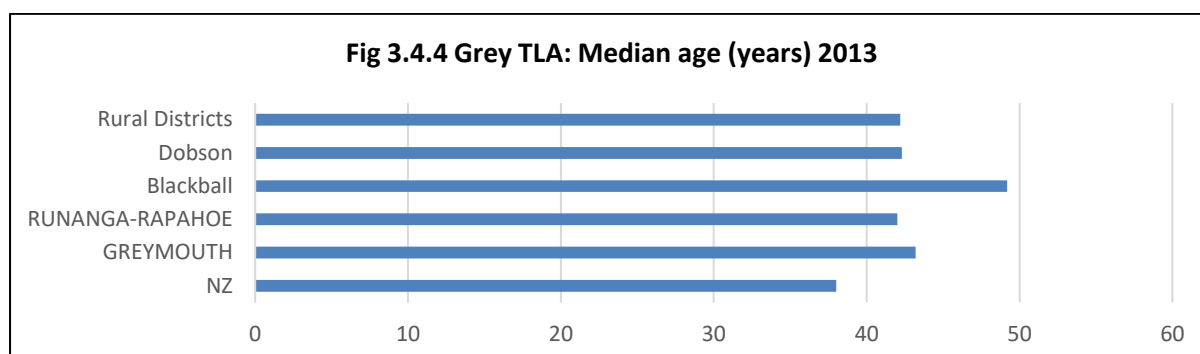
The distribution of usually resident people across Grey TLA, population 13,371 in 2013, was:

- Minor urban areas: 70%
- Rural centres: 7%
- Rural districts: 23%.

Grey TLA's rural districts grew between 2001 and 2013, but the rural centres and minor urban settlements in Grey TLA did not. Greymouth itself, while having more people than 2001, still had fewer in 2013 than in 1996 (Fig 3.4.1). Greymouth's 2013 census night population was larger than its usually resident population (Fig 3.4.2), reflecting this settlement's role as an important cog in the West Coast tourism industry.



Grey TLA settlements had quite large populations of Māori in 2013 (Fig 3.4.3). The main iwi is Ngāi Tahu, however, Ngāti Apa ki te Rā Tō (people of Ngāti Apa descent who migrated to Te Tau Ihu o Te Waka a Māui) have interests in the West Coast hinterlands as far south as Māwhera Valley (Greymouth). Ngāti Apa assimilated with, and intermarried, Ngāti Māmoe and Ngāti Tūmatakōkiri who occupied the area at that time. In the 19th century Ngāti Apa took advantage of conflict between Ngāi Tahu and Ngāti Tūmatakōkiri, combining with Ngāi Tahu to defeat Ngāti Tūmatakōkiri on the West Coast. Ngāti Apa consolidated its position ultimately controlling former Tūmatakōkiri lands, forming settlements in Karamea, Kawatiri (the Buller) and elsewhere⁵.



The median age of the settlements and rural districts of Grey TLA was higher than the national median in 2013 (Fig 3.4.5), but the proportion of people in the 65+ years age group was not particularly large. In calculating the median age and age profile for rural districts in Grey TLA, Haupiri (predominantly the Gloriavale religious community which had a median age of 13.8 years) was excluded. The median age in the rural districts ranged from 32 years (Point Elizabeth) to 53 years (Greymouth Rural).

Unemployment was high in Blackball and Runanga-Rapahoe (Fig 3.4.6), and in keeping with this, the personal median income was very low in Blackball (\$19,700 Fig 3.4.7), and low in Runanga-Rapahoe. The latter also had the highest proportion of people without formal qualifications. Greymouth and the rural districts had the highest proportion of people with university qualifications, and matching this, the highest median income (Fig 3.4.7). The rural districts had a high proportion of employers (Fig 3.4.10), and managers (Fig 3.4.9). This links to the high proportion of self-employed/business owners (Fig 3.4.8) and the importance of dairying (which requires contract workers or employees).

While Greymouth had a low proportion of people who obtained income from self-employment/business, it had a high proportion of people working in professional occupations (Fig 3.4.9), and to a lesser extent as managers and as technicians. The importance of management as an occupation links to the strong public service sector in Greymouth (particularly health, as Greymouth is the location of the regional base hospital, and education). Other areas of importance were retailing,

⁵ Hilary Mitchell and John Mitchell, 'Te Tau Ihu tribes - Kurahaupō tribes of Te Tau Ihu', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/community-contribution/17805/ngati-apa-ki-te-ra-to> (accessed 10 May 2019)

food and accommodation, manufacturing (particularly Montieth's beer), and construction (Fig 3.4.11 and Fig 3.4.12a). Greytown also has a Pounamu (greenstone or jade) carving industry.

Fig 3.4.6 Grey TLA: Unemployment rate/Qualifications usually resid pop 15+ yrs, 2013

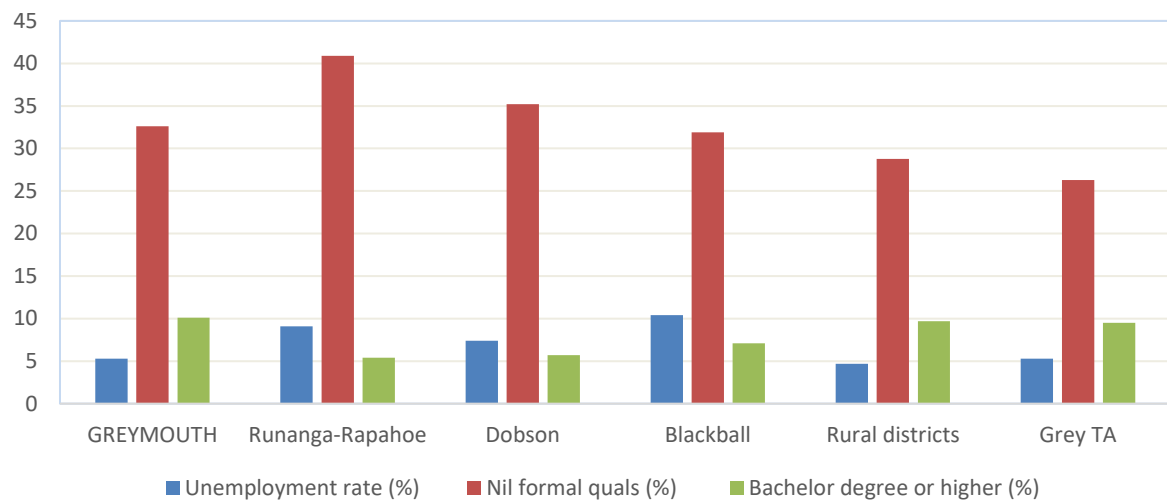


Fig 3.4.7 Grey TLA: Personal median Income, usually resid pop, 2013

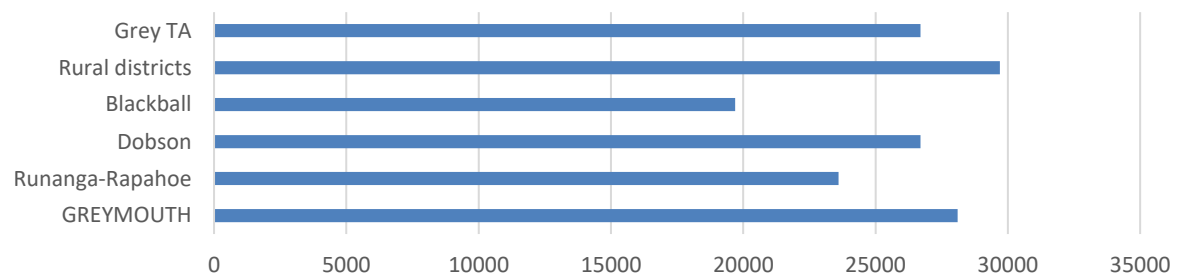
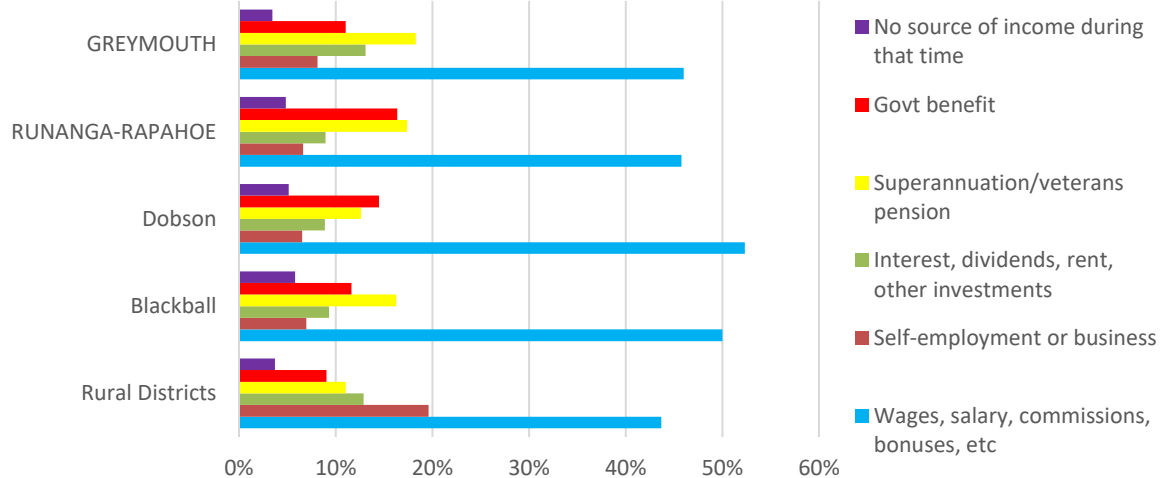
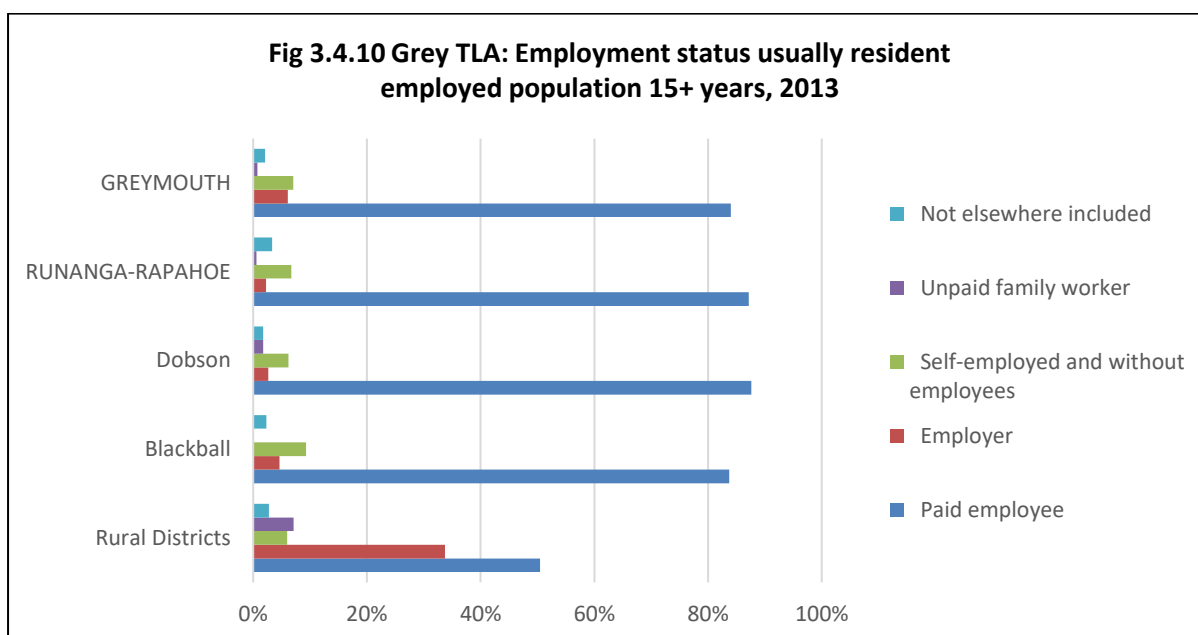
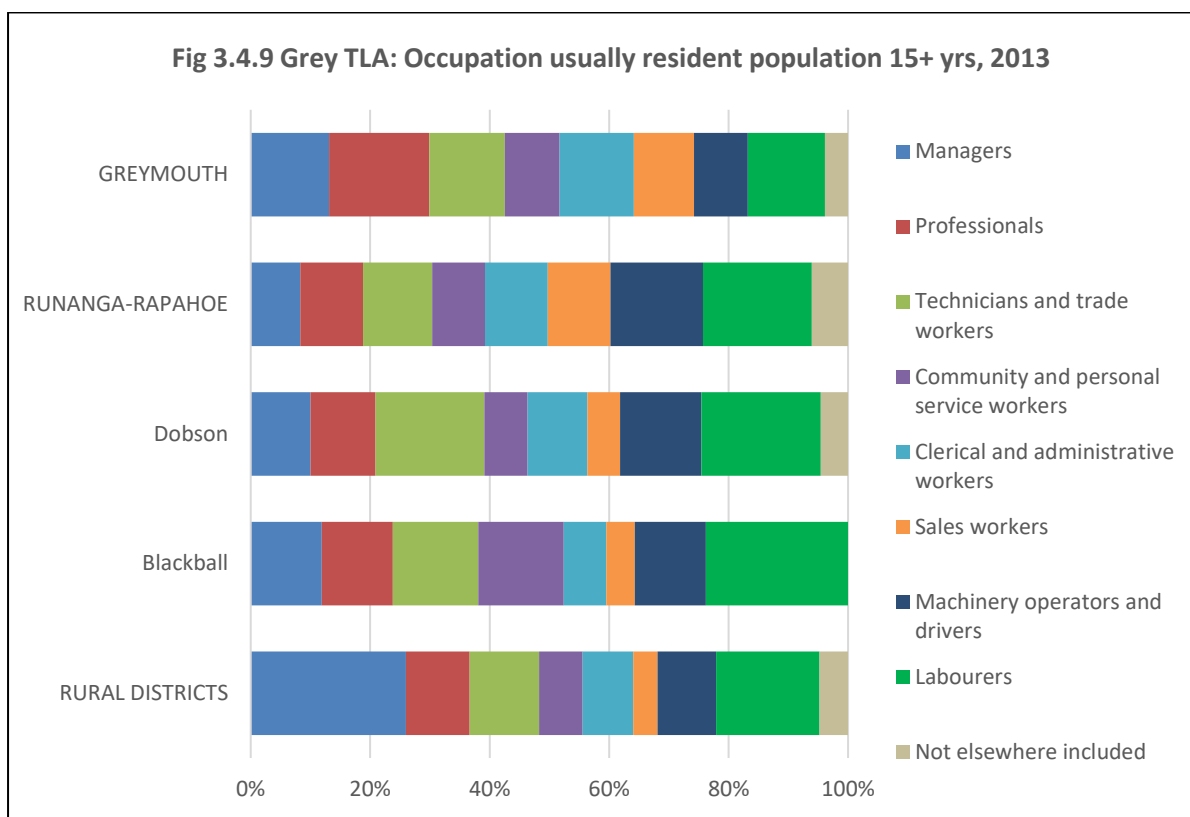


Fig 3.4.8 Grey TLA: Sources of personal income (may be more than one) usually resident population 15+ yrs, 2013





Apart from the rural districts, personal median income was relatively low, and below the national median in all settlements (Fig 3.4.7).

Figure 3.4.11 shows that the people who lived in Grey TLA's smaller settlements in 2013 engaged in a range of industries but usually elsewhere than at their home base. The set of figures 3.4.12b-d indicate that commuting was strong in Grey TLA particularly between the rural districts and smaller settlements. Workers commuted to Greymouth to work in the public sector, especially (as noted above) at the base hospital.

An important source of livelihood in all the settlements is the hospitality and tourism industries, followed by the public service, construction, manufacturing and transportation (Fig 3.4.11).

Fig 3.4.11 Grey TLA: Proportion each industry division by settlement type, usually resident population 15+ yrs, 2013

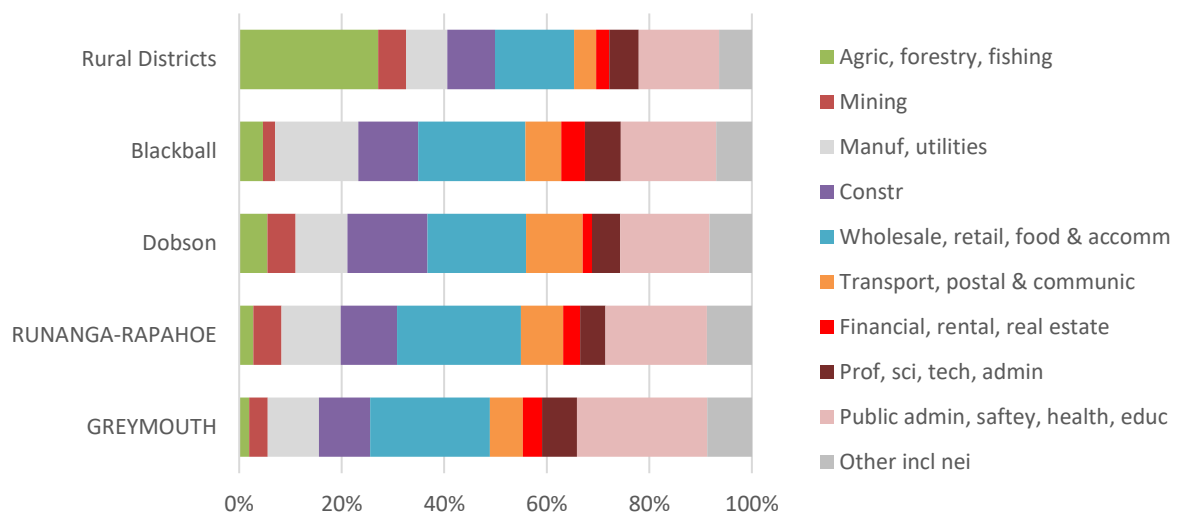


Fig 3.4.12a Grey TLA: Industry division of people 15+ years living in, compared to those working in, Greymouth, 2013



Fig 3.4.12b Grey TLA: Industry division of people 15+ yrs living in, compared to those working in, Runanga-Rapahoe, 2013

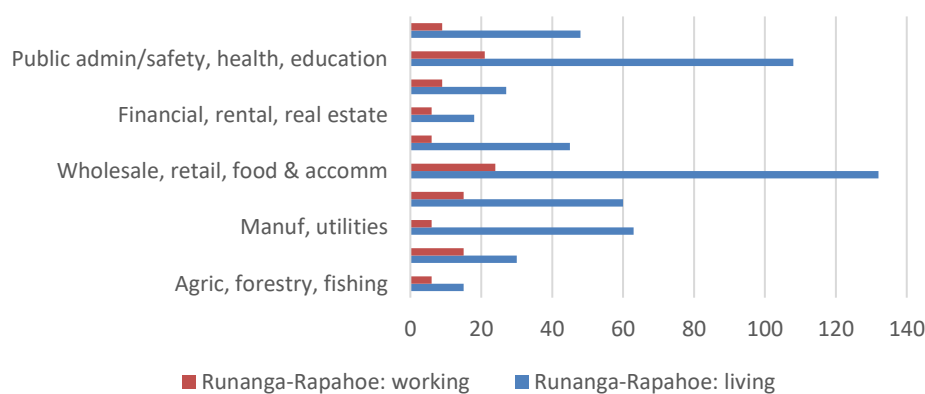


Fig 3.4.12c Grey TLA: Industry division people 15+ yrs living in, compared to those working in, Dobson, 2013

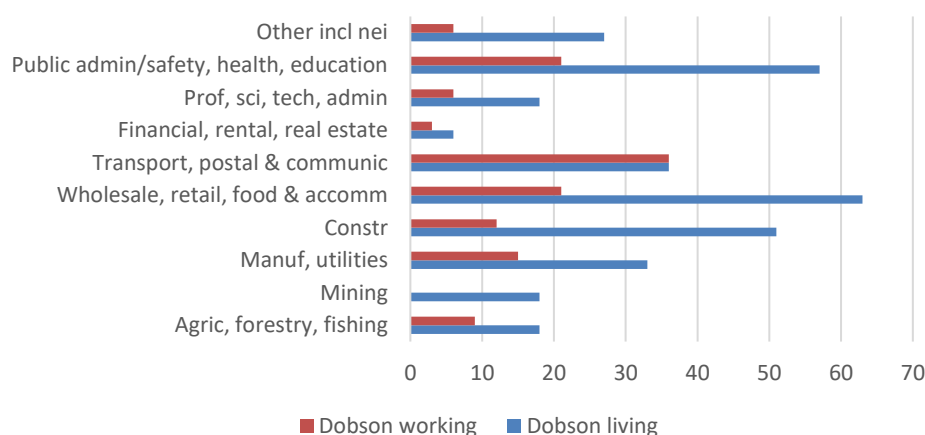


Fig 3.4.12d Grey TLA: Industry division people 15+ yrs living in, compared to those working in, Grey TA rural districts, 2013

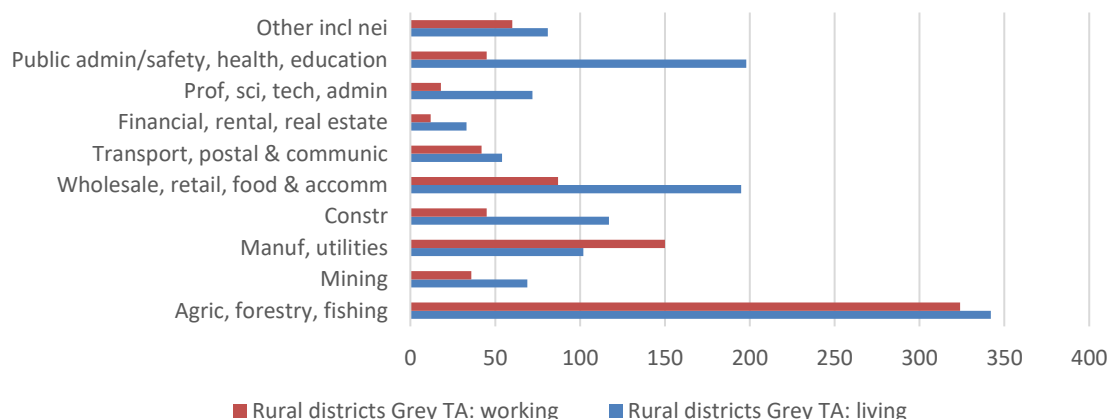
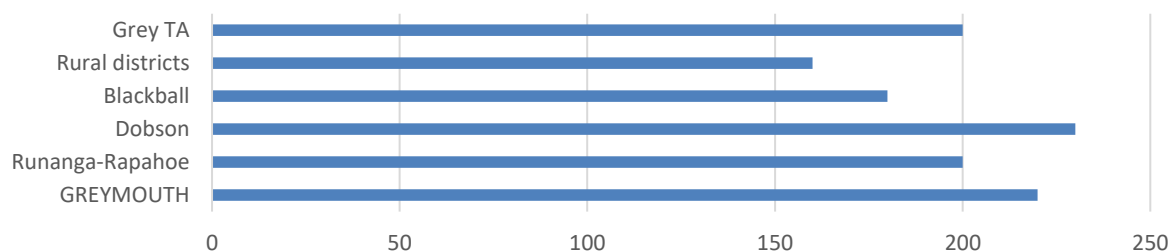
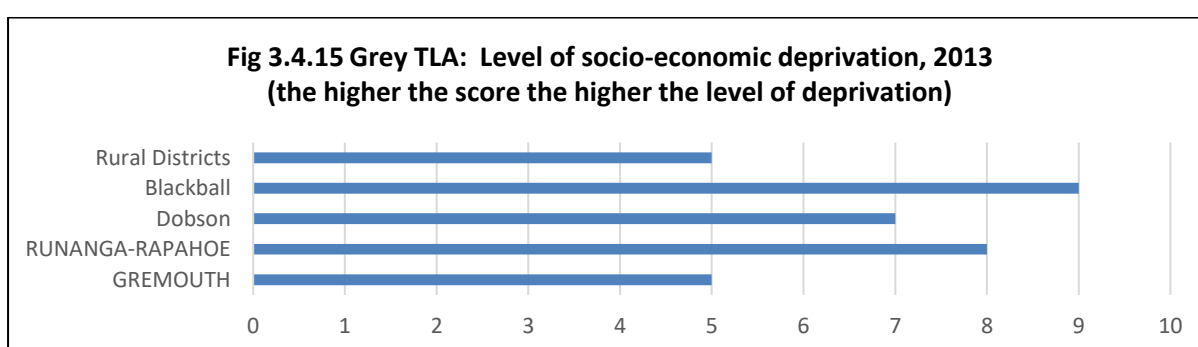
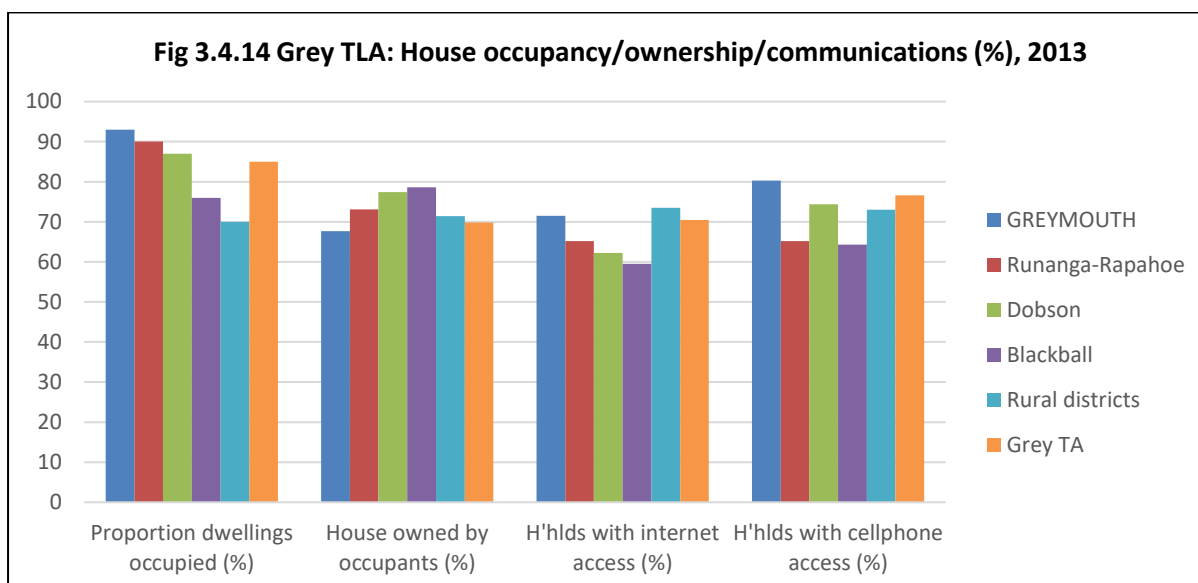


Fig 3.4.13: Grey TLA: Weekly housing rentals (\$), 2013



Housing rentals in 2013 were high (Fig 3.4.13) given the low median income. Rural districts with the highest median income had the lowest rentals, and also the lowest proportion of occupied dwellings (Fig 3.4.14). Greymouth and Dobson with relatively high median incomes had the highest housing rentals. Blackball with the lowest median income, and second to lowest housing rentals, had the highest proportion of houses owned by their occupants (Fig 3.4.14).

Blackball had the worst internet access (40% of households had no access), although most settlements including Greymouth had poor internet access (Fig 3.4.14). Some 28 percent of Greymouth households were without internet, and 47 percent in Greymouth Central had no access to the internet.



The level of socio-economic deprivation was high (Fig 3.2.15). Blackball had the highest level of deprivation (with a score of nine). The deprivation scores for the rural districts ranged between 2 (Atarau) and 8 (Point Elizabeth), and the scores for Greymouth ranged between one (Karoro and South Beach-Cameras) and nine (Cobden).

Missing from the analysis of Grey TLA is the rural area unit of Haupiri. While the area unit had a usually resident population of 531 (and the same number on the night of the 2013 census), the majority of these residents were living at the Gloriavale religious community. While Statistics NZ suppressed most of the data for the area unit, some information is available. As noted above, the median age of Haupiri residents was 13.8 years in 2013. Some 132 residents were aged 0-4 years; 150 were 5-14 years; 246 were aged 15-64 years; and 12 were over 65 years (note: due to rounding of +/-3, numbers add up to more than 531). Some 240 people were in employment: 6 as employers, 177 self-employed, 39 unpaid family workers, 15 paid employees, and 3 unspecified. The majority of these 240 workers were listed as engaged in administrative and support services (183 people); 24 were engaged in education and training, 18 in agriculture, forestry or fishing; three in construction; three in arts and recreation services; and nine not specified. Of the 228 people whose workplace was in Haupiri, 183 were engaged in administrative and support services; 24 in education and training; 12 in agriculture/forestry/fishing; three in 'other services'; and six not specified. Occupational data identified that 54 people were professionals; 42 managers; 33 technicians and trade workers; 24 labourers; 21 community and personal workers; 15 clerical and administrative workers; nine machinery operators and drivers; while a further 39 had no specified occupation. Of the 243 people who had a source of personal income (and noting that multiple sources are possible): 193 received income from self-employment or business; 18 from wages or salary; six from interest, dividends and investments; none received superannuation; three received income from a government benefit; and 27 had no source of income. The median personal income of people in Haupiri was \$17,000 by far the lowest in the region. Some 88 percent of the population over 15 years had qualifications and 14 percent had a Bachelor degree or higher. There was zero unemployment in the area unit.

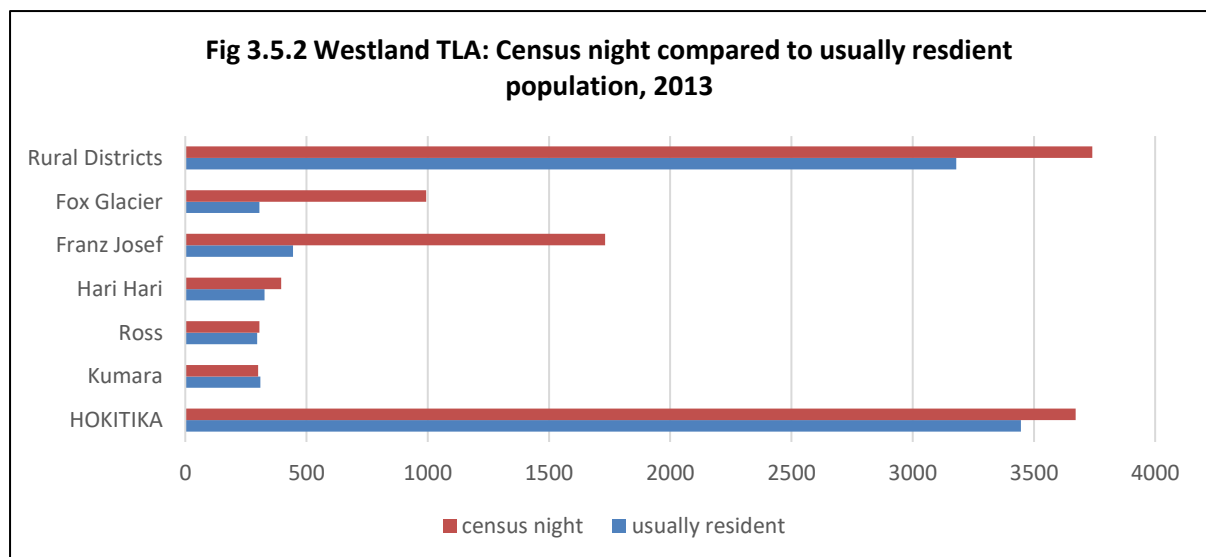
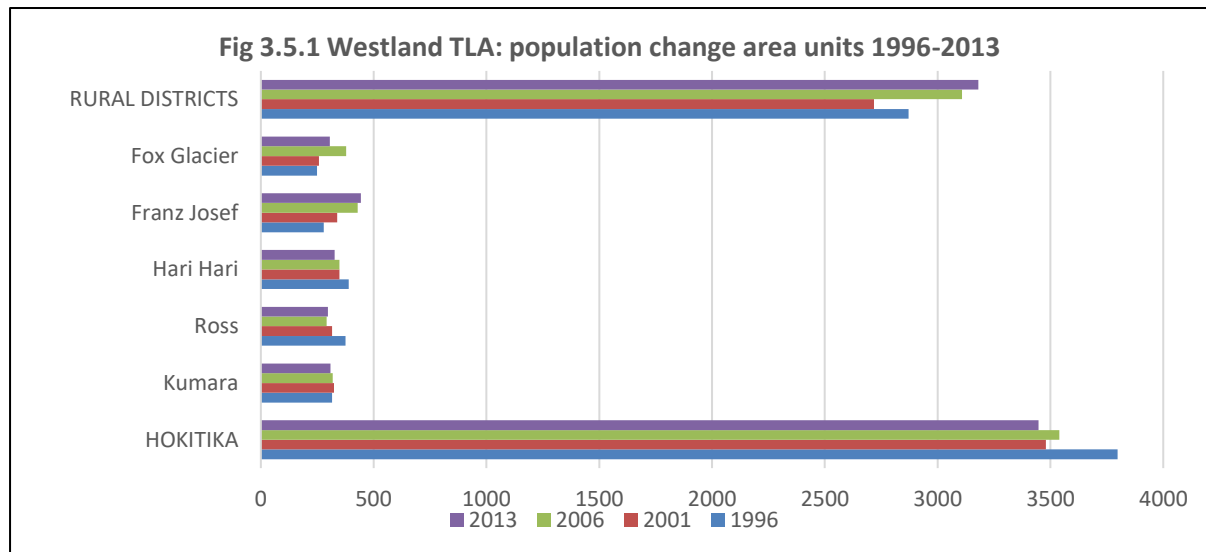
3.5 Westland TLA

The distribution of usually resident people across Westland TLA, population 8,307 in 2013, was:

- Minor urban area: 42%
- Rural centres: 20%
- Rural districts: 38%.

Hokitika lost people between 1996 and 2013, whereas the rural districts gained people (Fig 3.5.1). Franz Josef is one of the few rural centres to consistently gain people.

In keeping with their roles as tourist destinations both Franz Josef and Fox Glacier had large numbers of visitors on census night 2013 (Fig 3.5.2). These tourists almost quadrupled Franz Josef's population and tripled Fox Glacier's. The rural districts and Hokitika also had quite large numbers of visitors.



Hokitika has a strong Māori presence (Fig 3.5.3). Mana whenua are the Ngāi Tahu iwi, and there are two Ngā Papatipu Rūnanga on the West Coast. The hapū of Te Rūnanga o Ngāti Waewae centres on Arahura and Hokitika. It extends from the north bank of the Hokitika River to Kahurangi and inland to the Main Divide, and has a shared interest with Te Rūnanga o Makaawhio over the area between the north bank of the Puerua River and the south bank of the Hokitika River. Arahura marae is located north of Hokitika. Te Rūnanga o Makaawhio hapū centres on Mahitahi (Bruce Bay) and extends from the south bank of the Puerua River to Piopiotahi (Milford Sound) and inland to the Main Divide⁶.

⁶ <https://ngaitahu.iwi.nz/te-runanga-o-ngai-tahu/papatipu-runanga/>

Fig 3.5.3 Westland TLA: Ethnicity/Birthplace usually resident pop, 2013

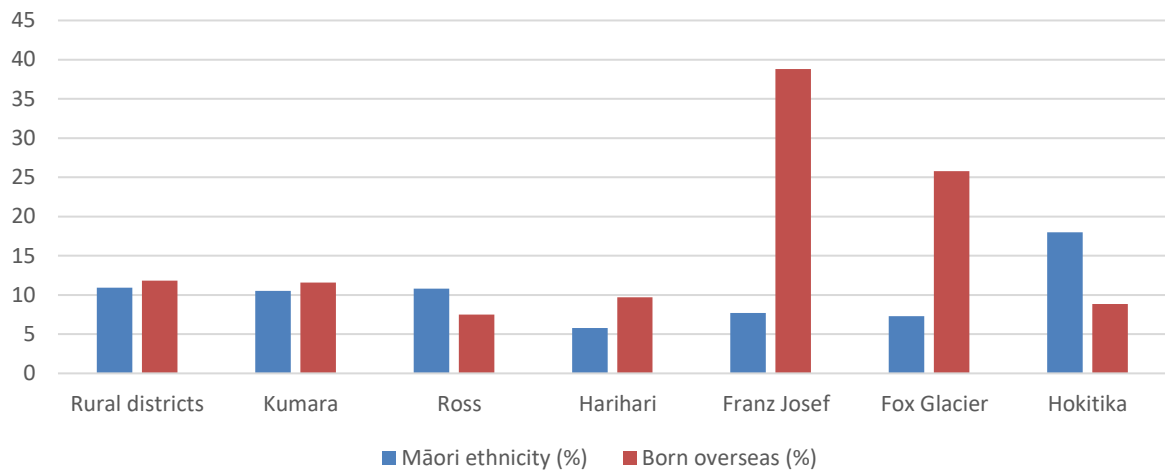


Fig 3.5.4 Westland TLA: Median Age (yrs) usually resid pop, 2013

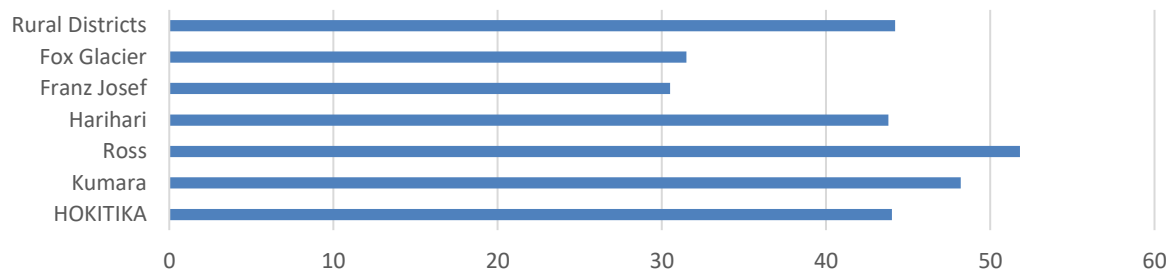


Fig 3.5.5 Westland TLA: Age profile usually resid pop, 2013

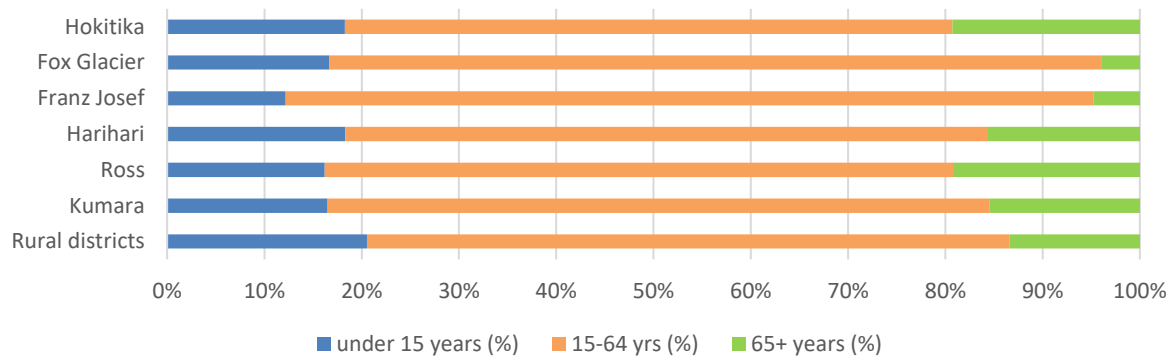
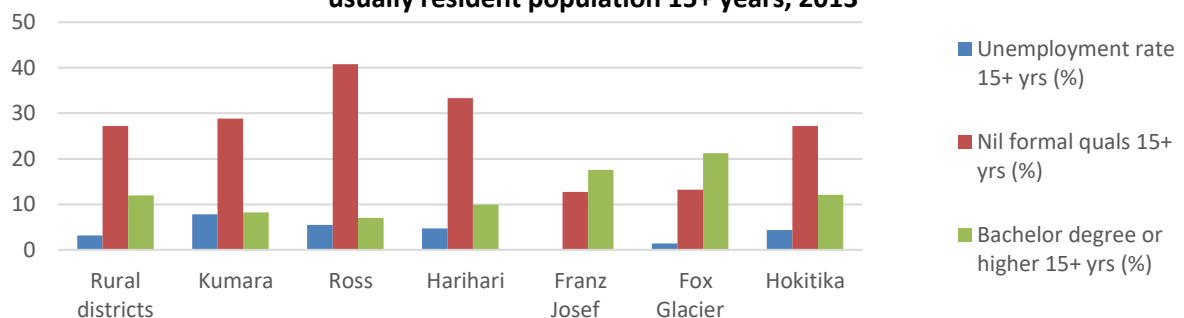


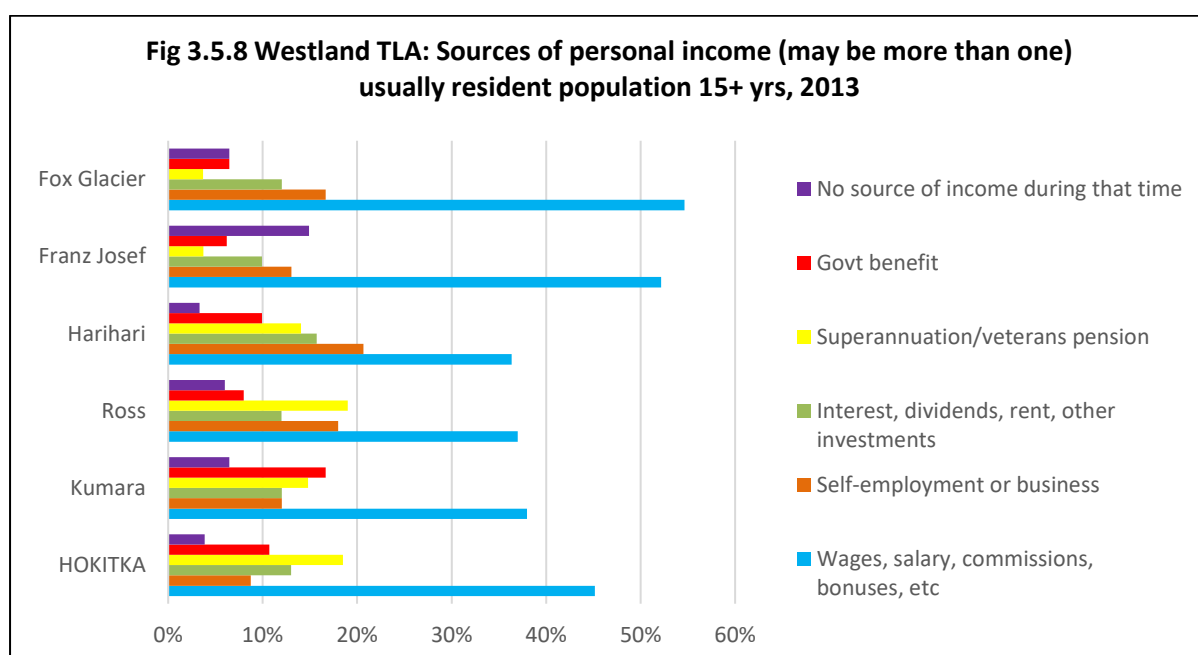
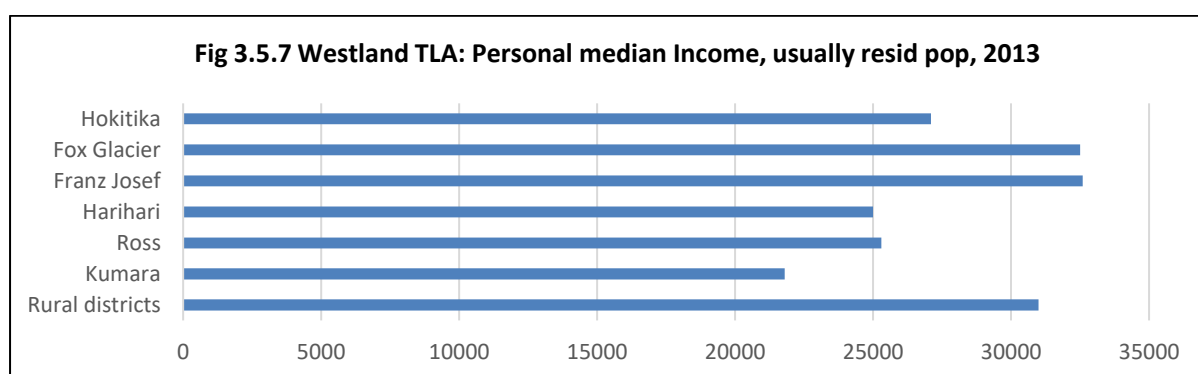
Fig 3.5.6 Westland TLA: Unemployment rate/Qualifications usually resident population 15+ years, 2013



Hari Hari had the smallest proportion of people of Māori descent. The two tourist towns of Fox Glacier and particularly Franz Josef had substantial proportions of residents who had been born overseas (Fig 3.5.3). A quarter of Fox Glacier's resident came from overseas, and almost 40 percent of Franz Josef's, and were (most likely) predominantly working in the food and accommodation sector.

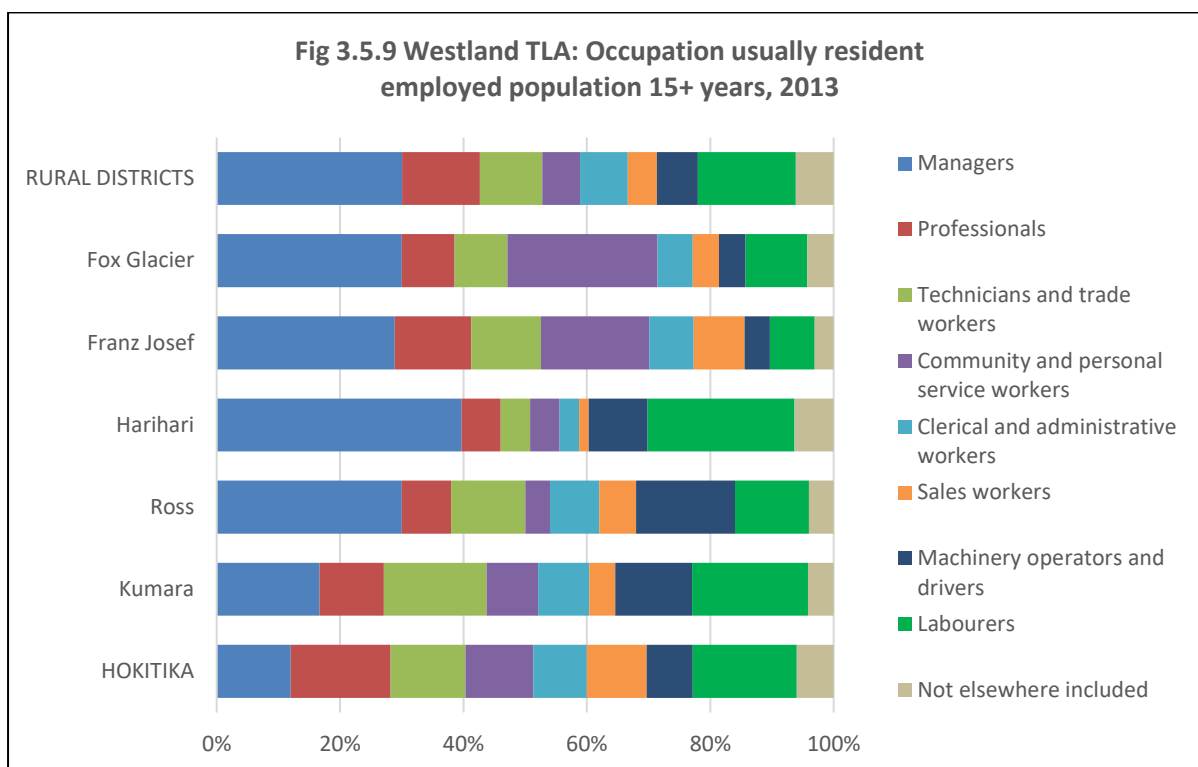
Both Franz Josef and Fox Glacier had the lowest median age of any settlement on the West Coast, and were among the lowest for rural settlements anywhere. Both settlements had very few people in the 65+ years age group, and large populations in the 15-64 years age group. This is in keeping with these town's functions as tourism centres. Most resident in the two centres had formal qualifications, and large proportions of the population had Bachelor or higher degrees (Fig 3.5.6). The two settlements had little or no unemployment (Fig 3.5.6) and in keeping with this also had very high median incomes (Fig 3.5.7), higher than the rural districts, and well above the national median.

Ross had a high median age and also a comparatively large proportion of its population over 65 years (Fig 3.5.4 and Fig 3.5.5). It also had the highest proportion of people without formal qualifications (41%, Fig 3.5.6), and a comparatively low median income level (Fig 3.5.7).

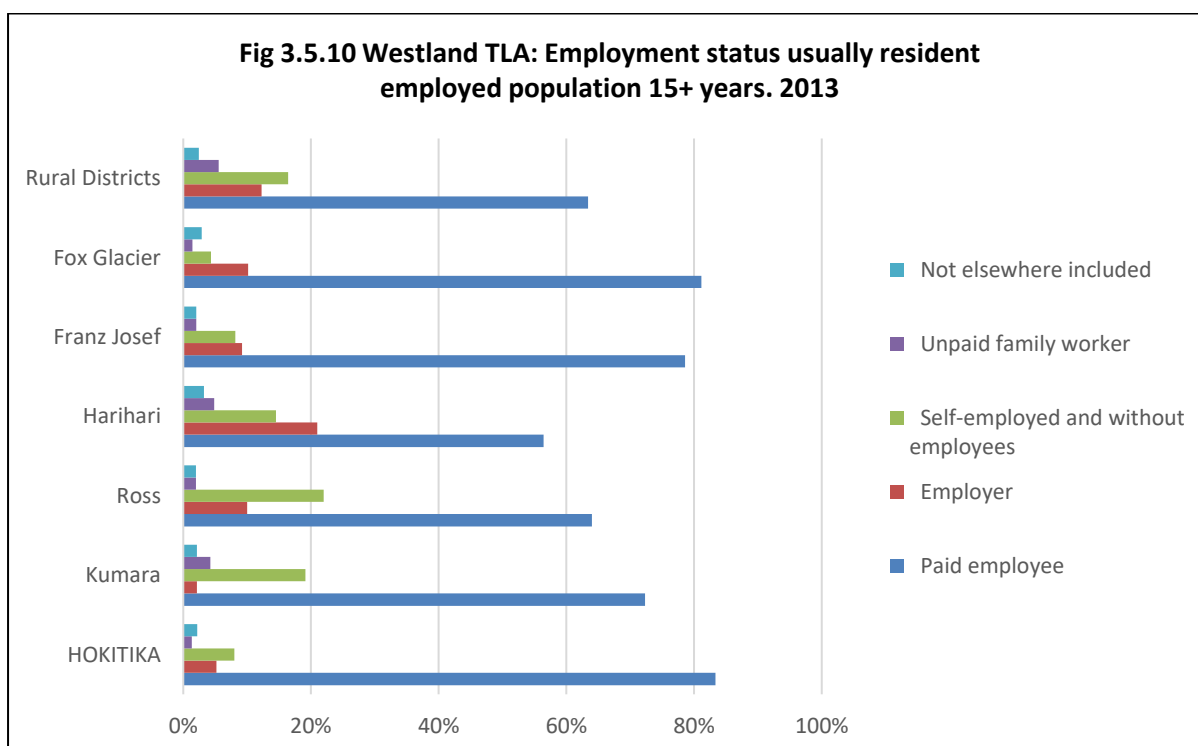


Kumara residents had the lowest median income and also the highest unemployment level in Westland TLA and the highest proportion of population who received a government benefit (Fig 3.5.8). In recent work on labour catchments⁷, Statistics NZ placed Kumara (located on the border of Grey TLA) in the Greymouth labour catchment suggesting that people from there commute to Greymouth more than to Hokitika for work (both minor urban areas are just over 20 minutes from Kumara). Certainly commuting is the norm for residents of Hari Hari (Fig 3.5.12c), and the rural districts (Fig 3.5.12d).

⁷ Statistic NZ (May 2019) 'DRAFT Proposed urban influence classification Functional urban areas' Unpublished paper on the methodology and description of the first draft areas.



As is to be expected, the rural districts had a high proportion of managers (Fig 3.5.9). Hari Hari rural centre with the highest proportion of managers, is (as was noted in section 2) located in a 146 sq.km area unit, so is surrounded by a considerable amount of farmland. This was reflected in the high proportion of Hari Hari's people who were engaged in the agriculture/forestry/fishing industry group (40%, Fig 3.5.11), and the high proportion of employers and self-employed living there (Fig 3.5.10).



Ross, Kumara and to a lesser extent Franz Josef, had relatively large segments of self-employed people whilst Ross, Franz Josef and Fox Glacier had relatively high proportions of employers (Fig 3.5.10). The latter two settlements had a large proportion of its employed population listed as community and personal service workers, presumably, given the significance of the food and accommodation industry in these two centres (Fig 3.5.11), in that industry.

Fig 3.5.11 Westland TLA: Proportion each industry division usually resident population 15+ years, 2013

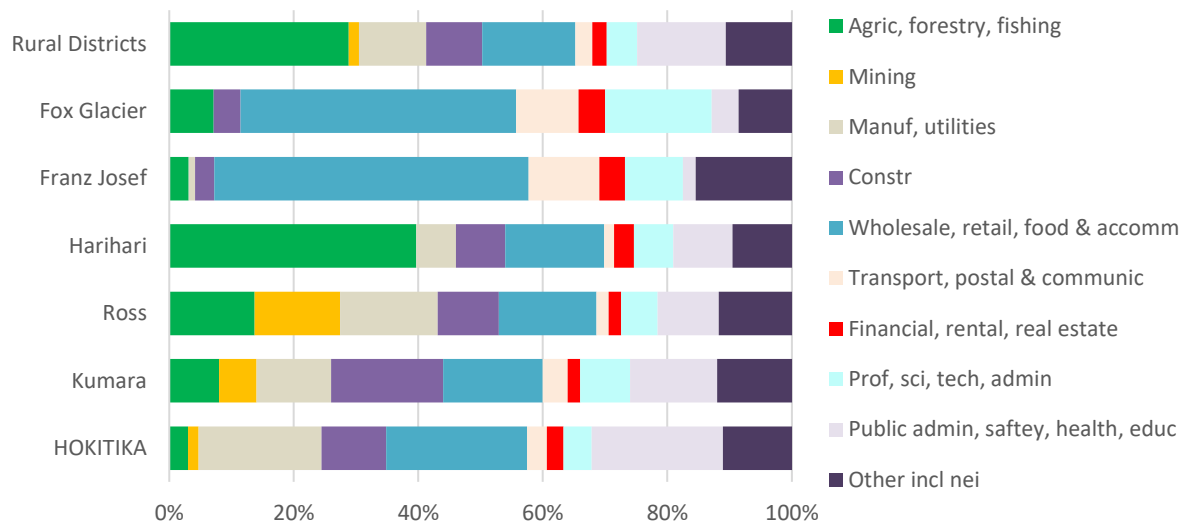


Fig 3.5.12a Industry division of people 15+ yrs living in, compared to those working in, Hokitika, 2013

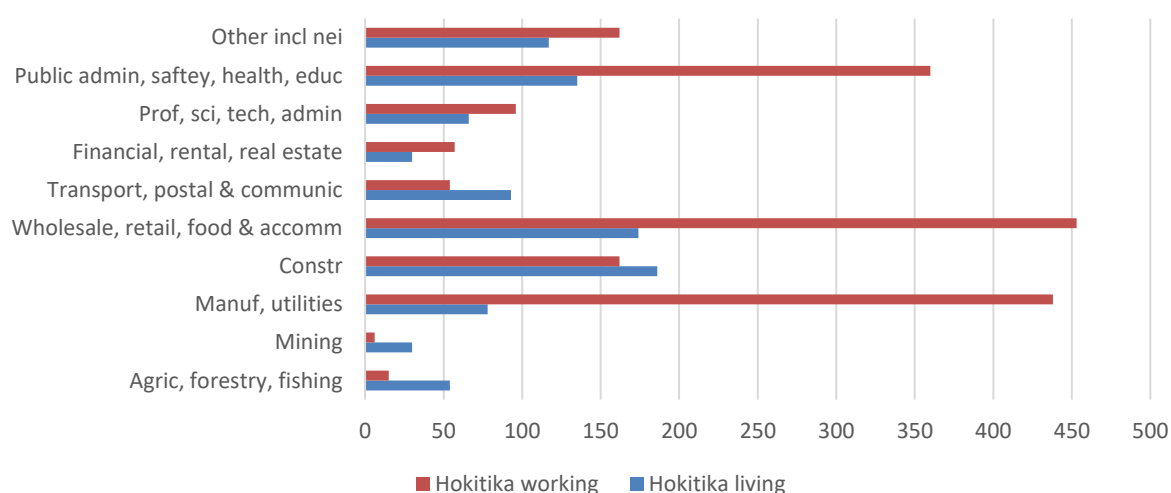


Fig 3.5.12b Industry division of people 15+ yrs living in, compared to those working in, Franz Josef and Fox Glacier combined, 2013

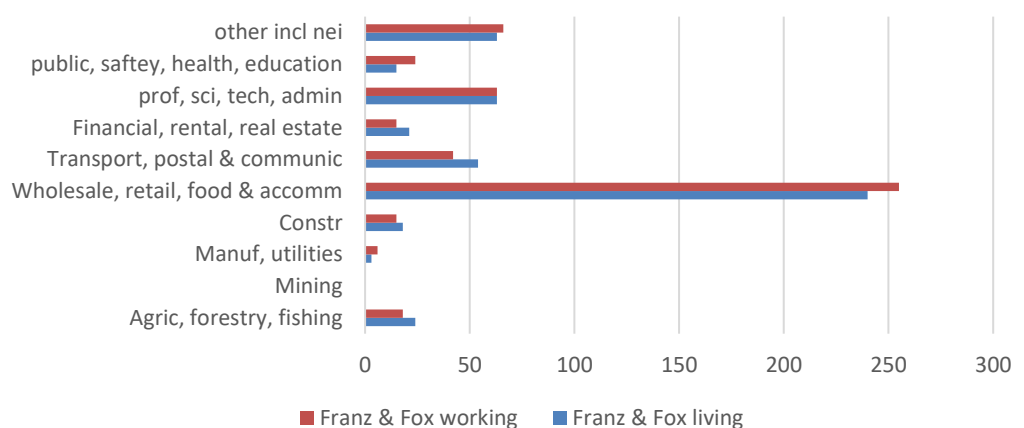


Fig 3.5.12c Industry division of people 15+ yrs living in, compared to those working in, Hari Hari, 2013

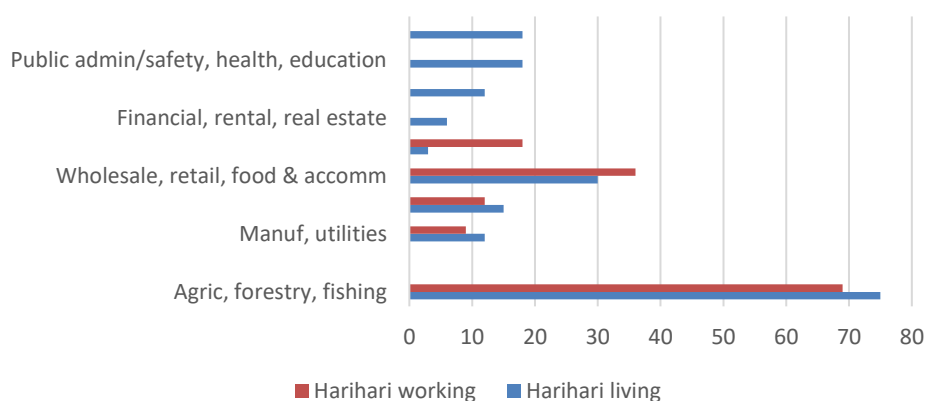
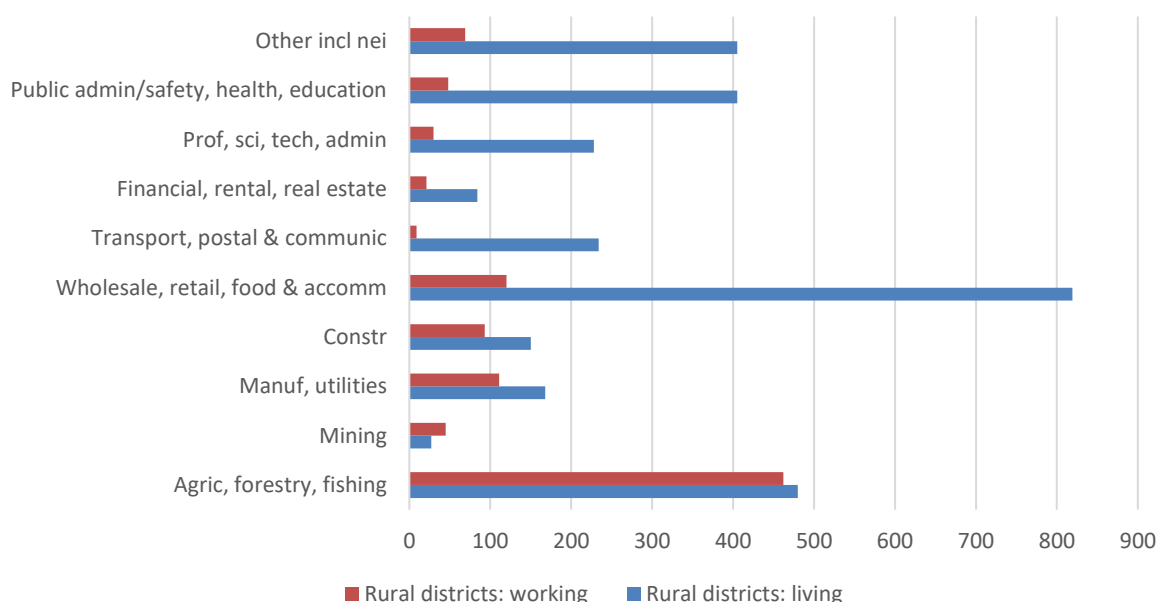
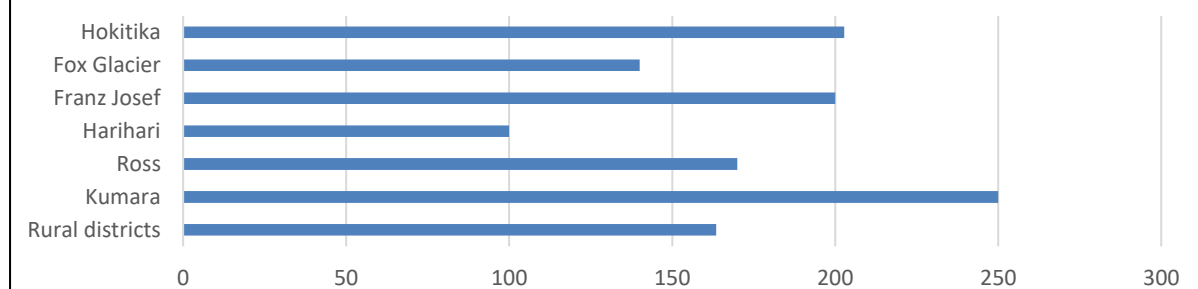


Fig 3.5.12d Industry division of people 15+ yrs living in, compared to those working in, Westland TA's rural districts, 2013

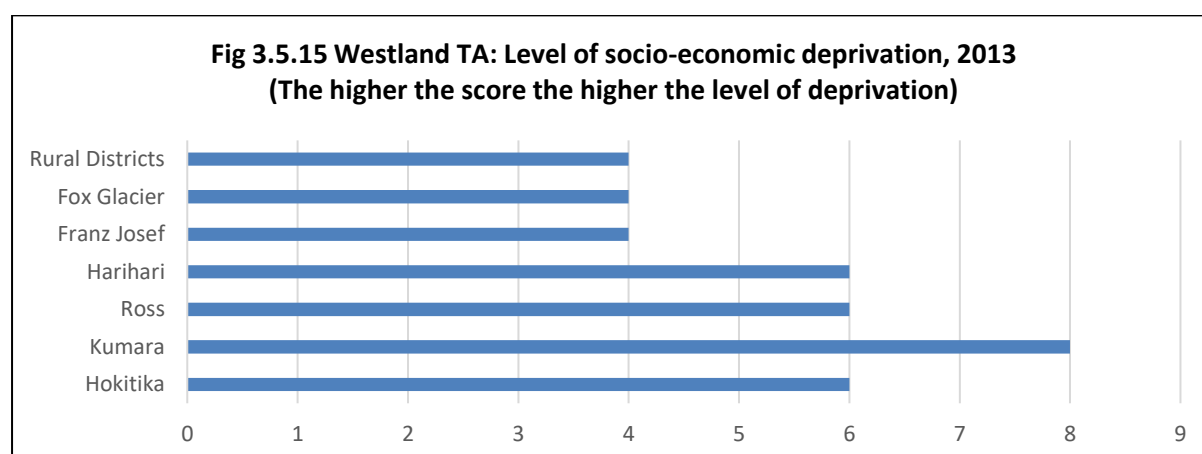
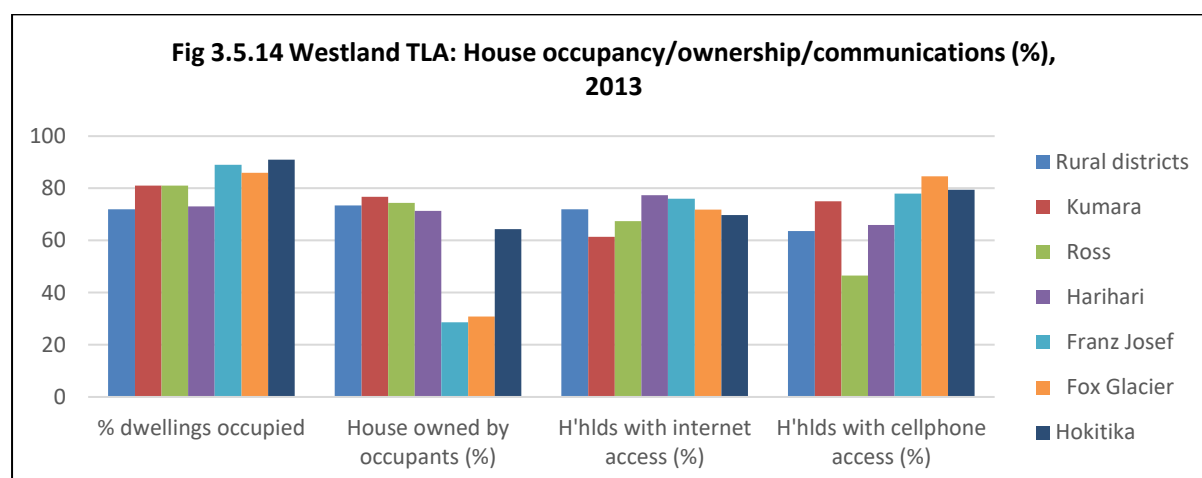


Hokitika had a high proportion of professionals, as well as managers and technical/trade workers. Manufacturing is important in Hokitika with the major processing factory of the Westland Co-operative Dairy Company located there. Hokitika is also the location of the West Coast's main regional airport and the town is one of the West Coast's tourist hubs. The public service sector, manufacturing, and food and accommodation industries, attracted workers to Hokitika from elsewhere on the Coast, and particularly from the rural districts in 2013 (Figs 3.4.12a and d).

Fig 3.5.13 Westland TLA: Weekly house rental (\$), 2013



Despite the low level of median income, weekly house rentals were highest in Kumara (Fig 3.5.13). Hari Hari had the lowest house rentals, and also fairly low dwelling occupancy (Fig 3.5.14). Both Fox Glacier and Franz Josef had very low house ownership levels, with under 30 percent of homes owned by their occupants (Fig 3.5.14). Internet and cellphone access was poor across Westland TLA. Internet access was poorest in Kumara, and fewer than half the households in Ross had cellphone access.



The weighted median of social deprivation in the rural districts, and the level in Franz Josef and Fox Glacier rural centres were relatively low (scoring four), whilst other settlements had a relatively high level of deprivation. The rural districts ranged from a level of three to seven. Kumara had a very high level of deprivation in keeping with its very low median income. Hokitika Urban area unit also had a high level of deprivation (seven), while Kaniere area unit scored a three (i.e. not deprived) on the index.

3.6 Kaipara TLA

The distribution of usually resident people across Kaipara TLA, population 18,960 in 2013, was:

- Minor urban areas: 35%
- Rural centres: 12%
- Rural districts: 53%.

While Dargaville has more people than in 1996 (and gained people through to 2006) by 2013 there had been a slight decline. Mangawhai and Mangawhai Heads had been steadily losing people. With the exception of Kaiwaka, rural centres grew slightly. The rural districts were losing people, but showed a slight increase between 2006 and 2013.

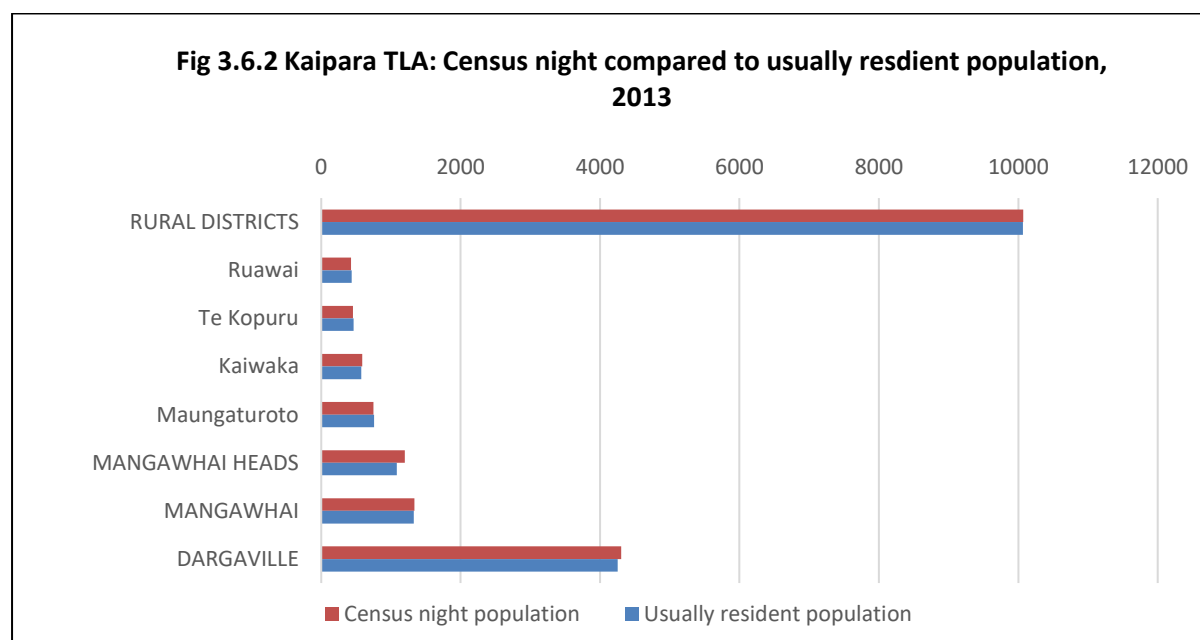
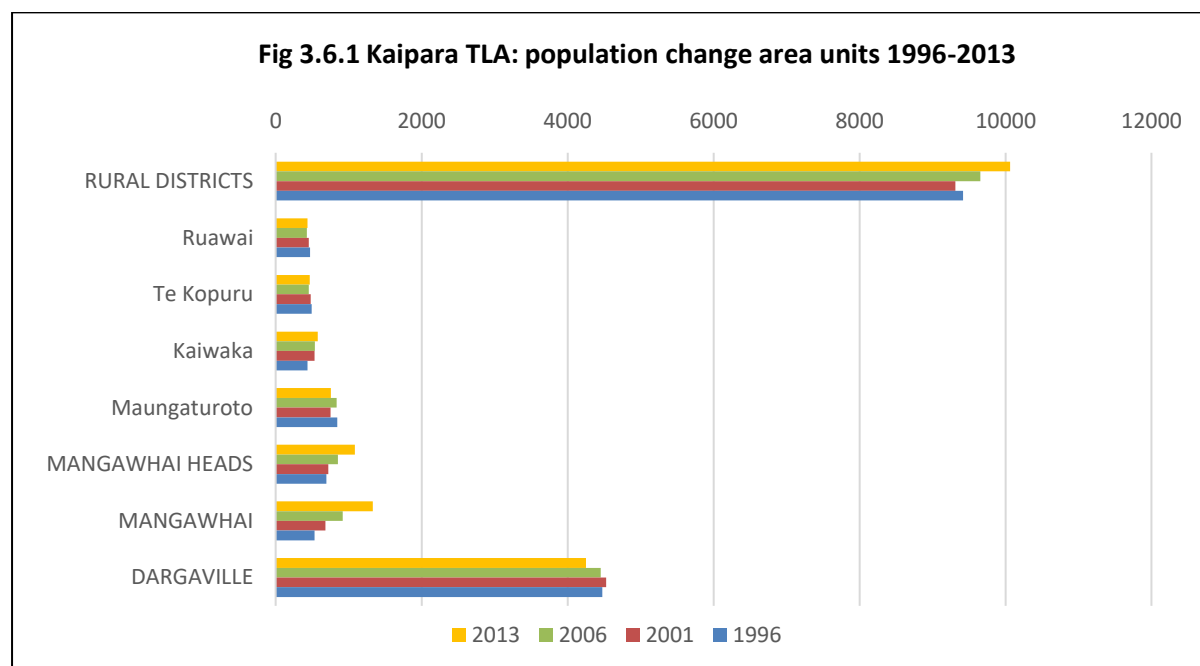
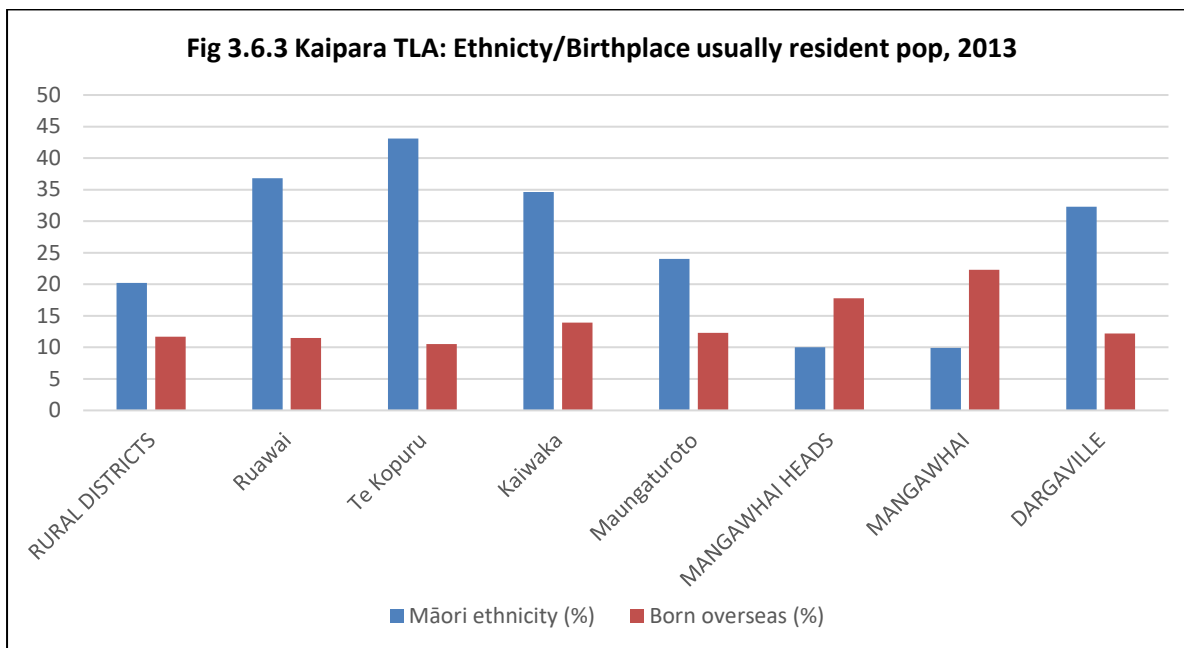
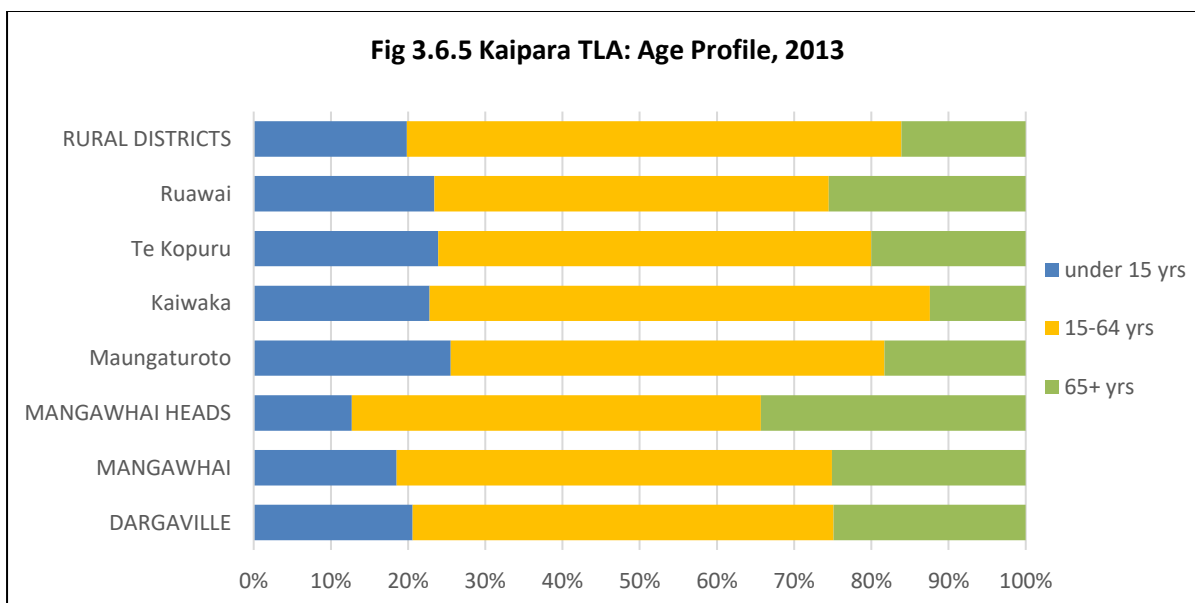
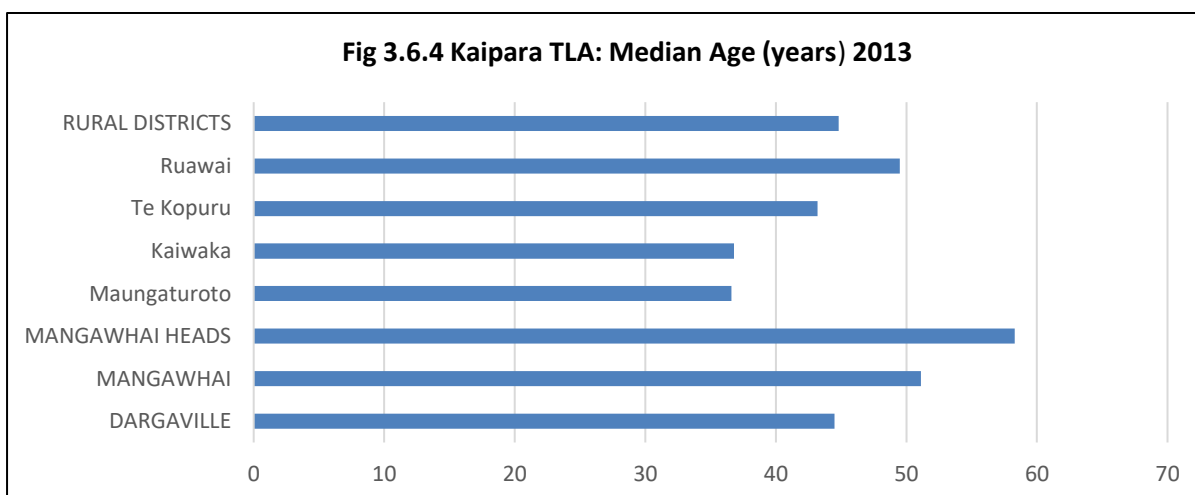


Figure 3.6.2 suggests little tourist influence with virtually identical numbers of usually resident and census night populations, although both Dargaville and Mangawhai Heads had visitors on census night.

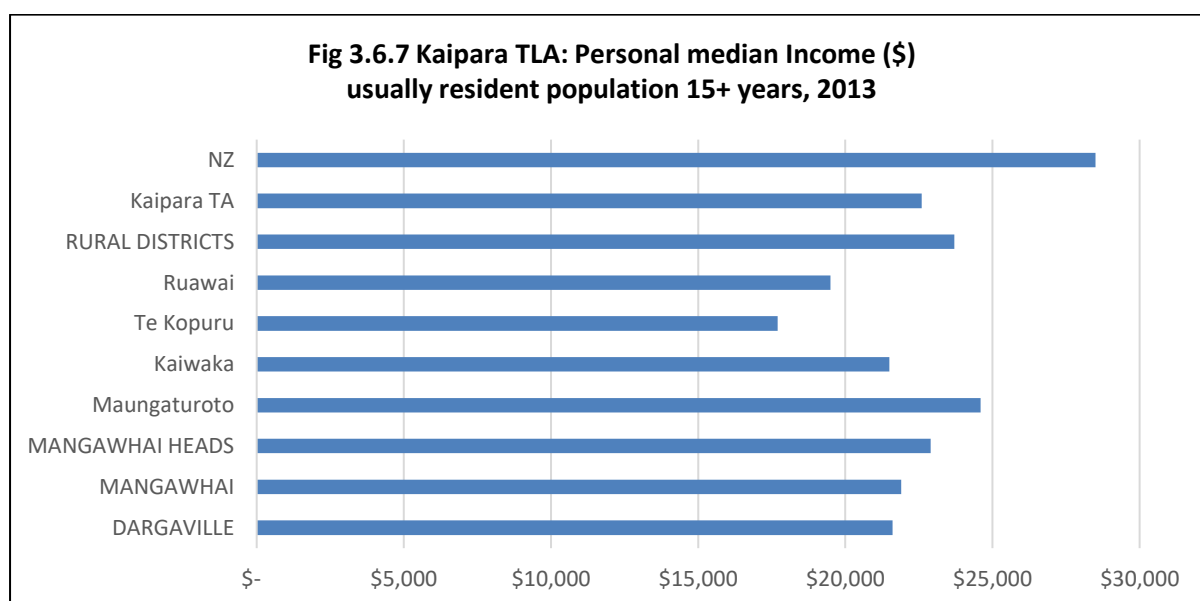
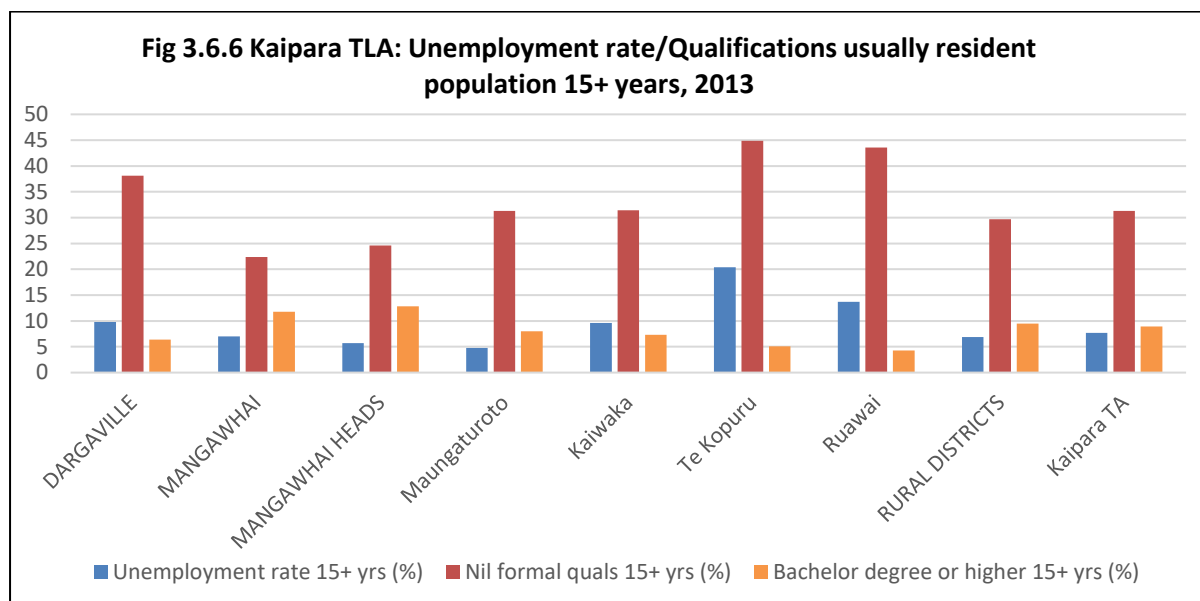
The rohe of three iwi cover the land within Kaipara TLA: Ngāti Whātua; Te Roroa and Te Uri o Hau.



All localities, with the exception of Mangawhai and Mangawhai Heads, had strong Māori populations. Mangawhai and Mangawhai Heads had the highest proportion of foreign-born nationals.



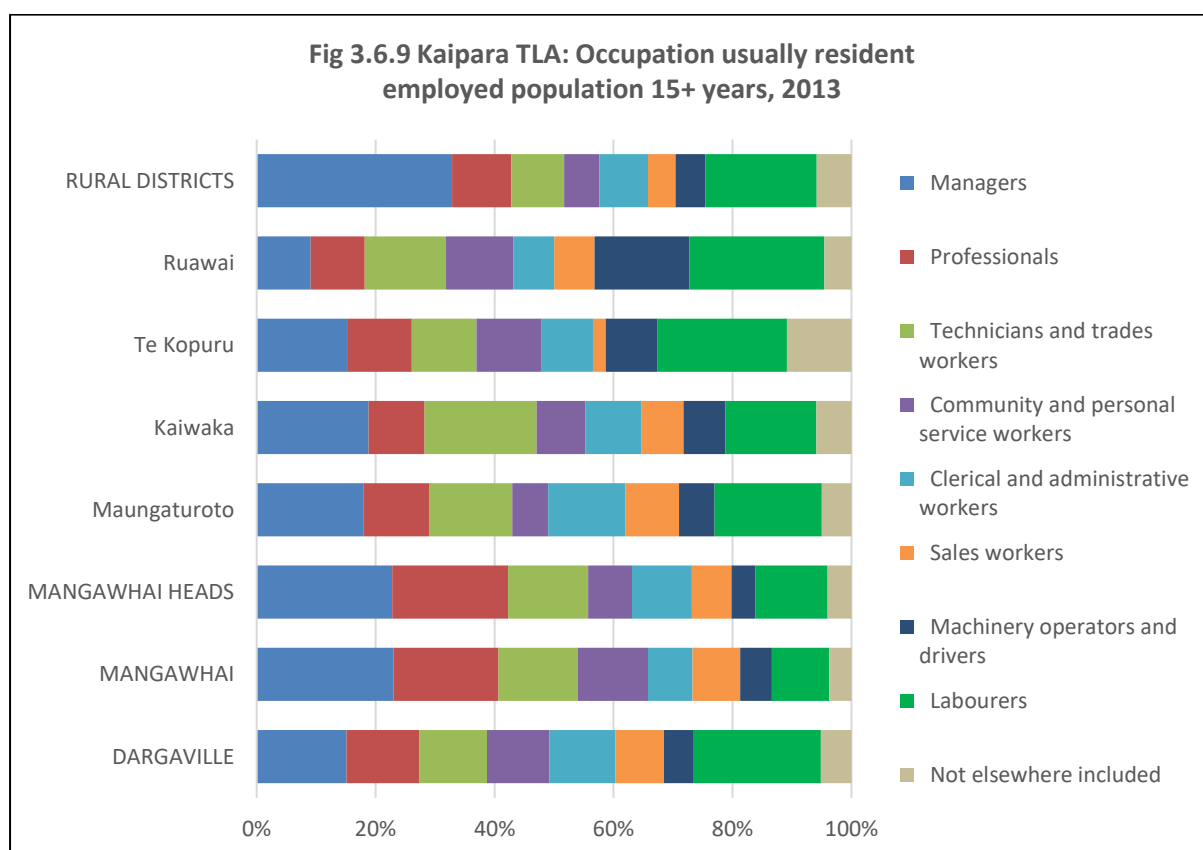
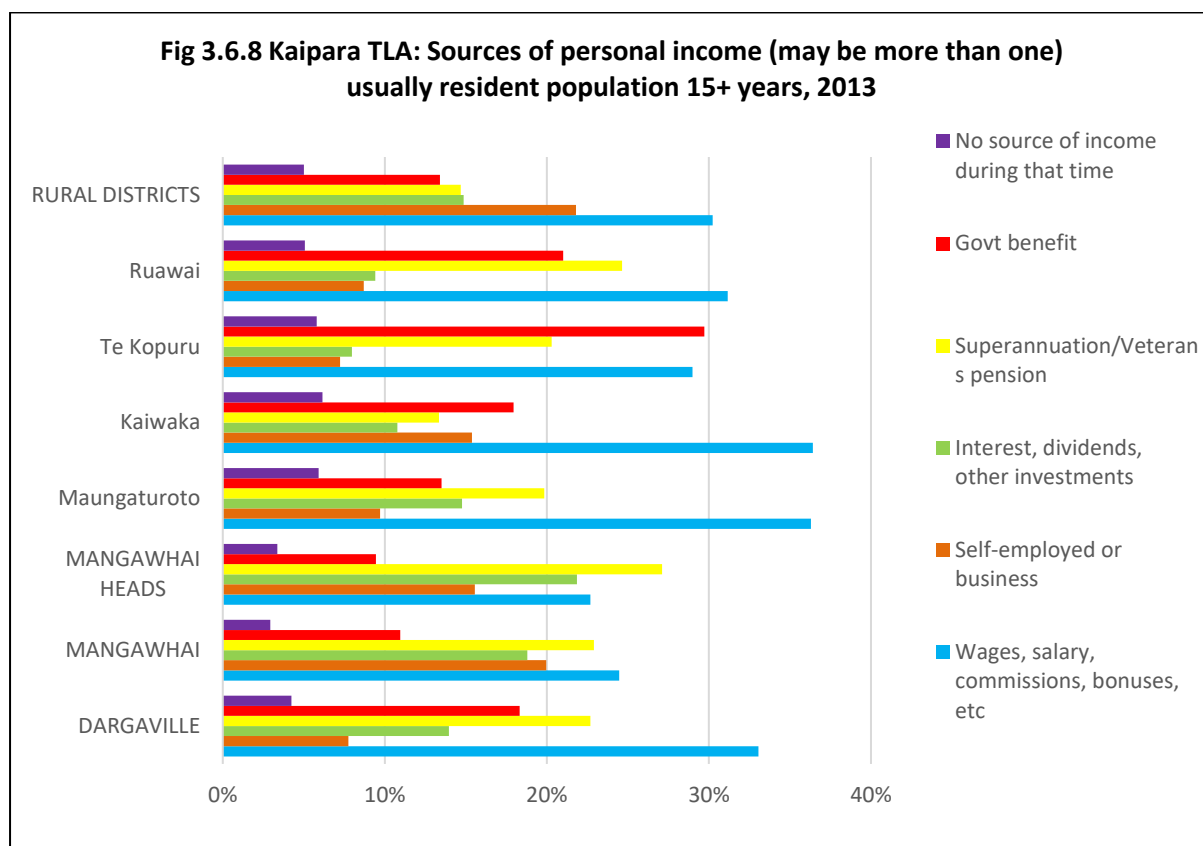
The areas with the lowest median age in Kaipara (Fig 3.6.4) were the two rural centres of Kaiwaka and Maungaturoto. The minor urban areas of Mangawhai Heads and Mangawhai had the most elderly populations with median ages over 50 years, reflecting their roles as retirement centres. Mangawhai Heads had the lowest proportion of people under 15 years (Fig 3.6.5).



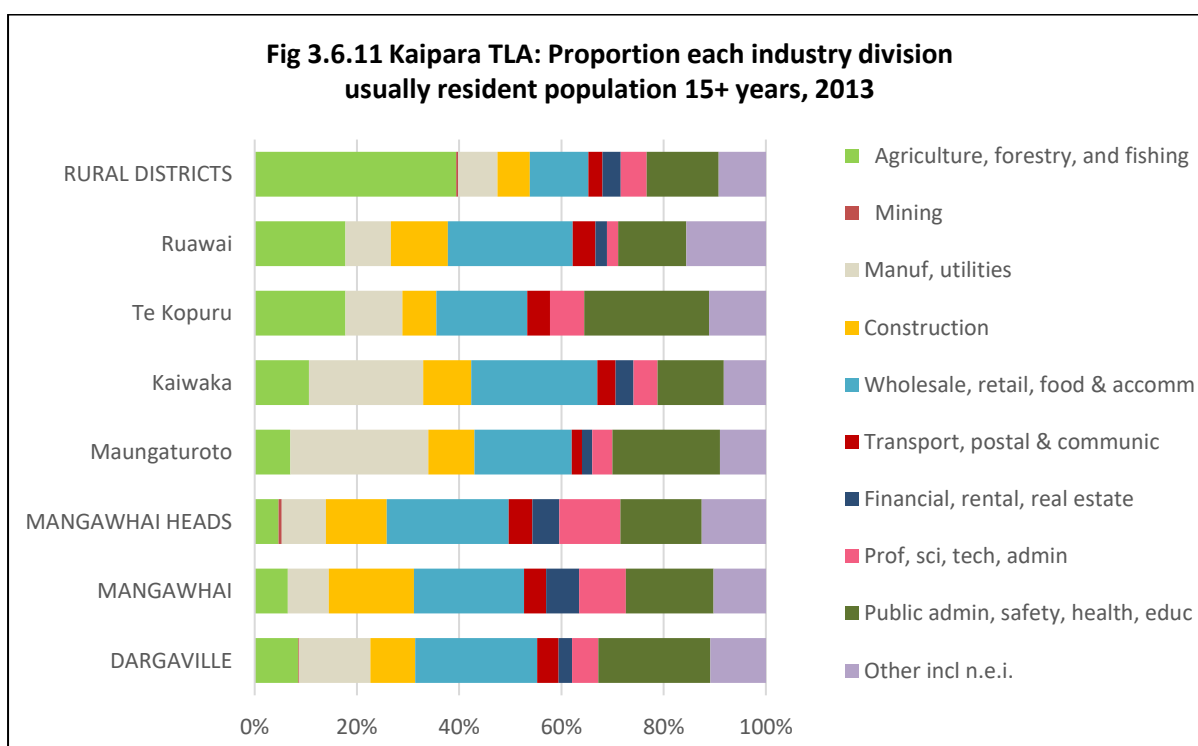
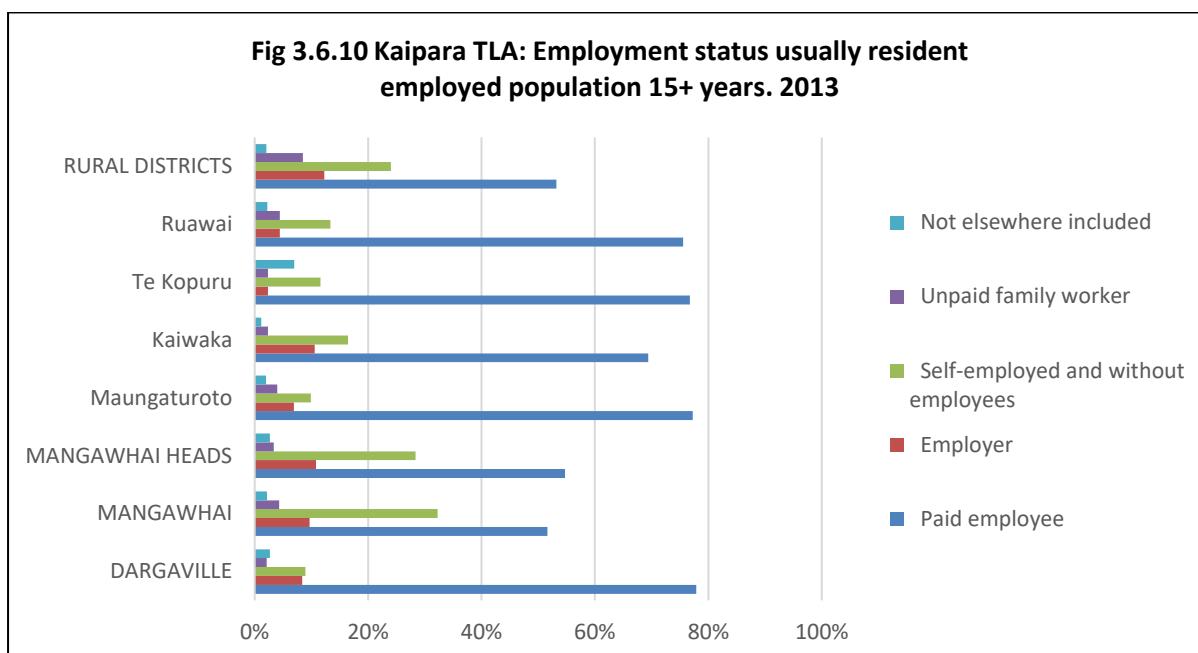
Unemployment was very high in Te Kopuru (20%, Fig 3.6.6) and also in Ruawai. This is reflected in the low personal median income levels of people in these two rural centres (Fig 3.6.7) and the high proportion of people (particularly in Te Kopuru) receiving a government benefit (Fig 3.6.8). Unsurprisingly the two centres also had the highest proportion of people with no formal qualifications (Fig 3.6.6).

All settlements (other than the rural districts) had relatively high proportions of superannuitants. The main centre of the district, Dargaville, also had a high proportion of people without formal qualifications. While people in this minor urban centre predominantly earned wages and salaries, Dargaville also had relatively high proportions of people on a benefit or on superannuation (Fig 3.6.8).

Maungaturoto (the location of a dairy factory) had the highest median income, and a high proportion of its population on salary and wages. The settlements with the highest proportion of self-employed had the highest median incomes. Nevertheless, median income levels were well below the New Zealand median (Fig 3.6.7).



Whilst managers dominated in the rural districts (like rural districts elsewhere in New Zealand), in most locations the most common occupation was labourer. The exception was Mangawhai and Mangawhai Heads where professionals followed managers as the dominant occupation (Fig 3.6.9). These two settlements also had the highest proportion of self-employed (Fig 3.6.10).

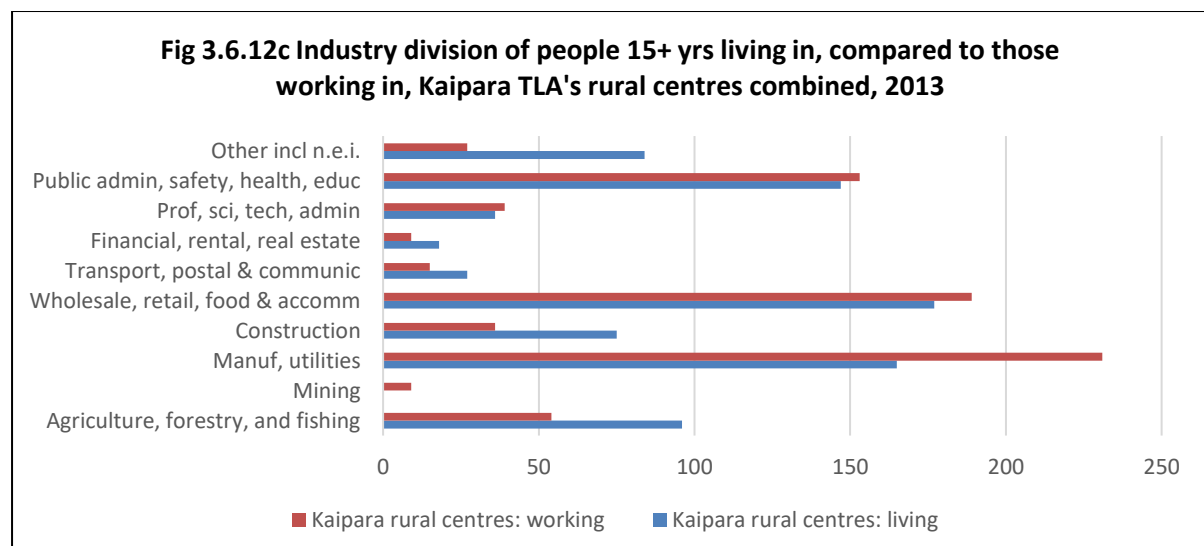
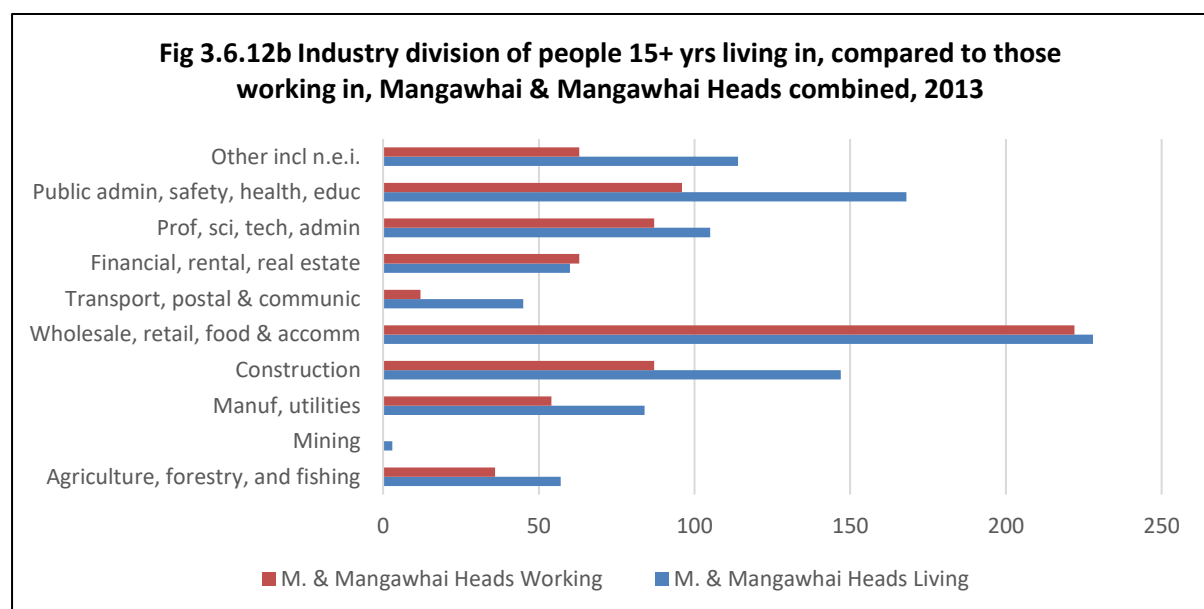
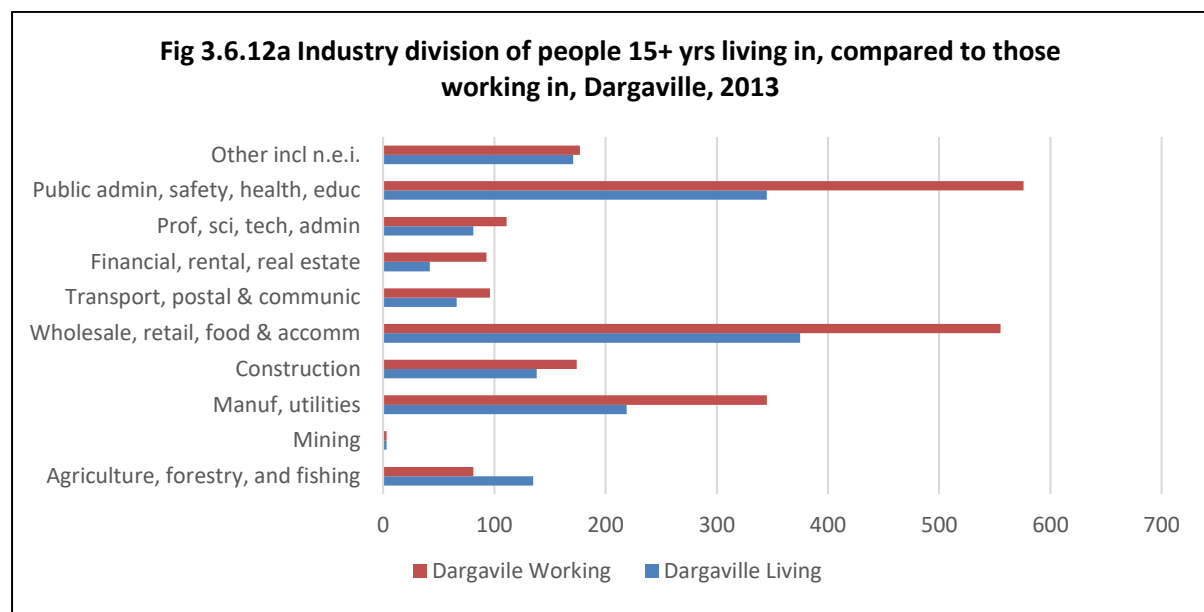


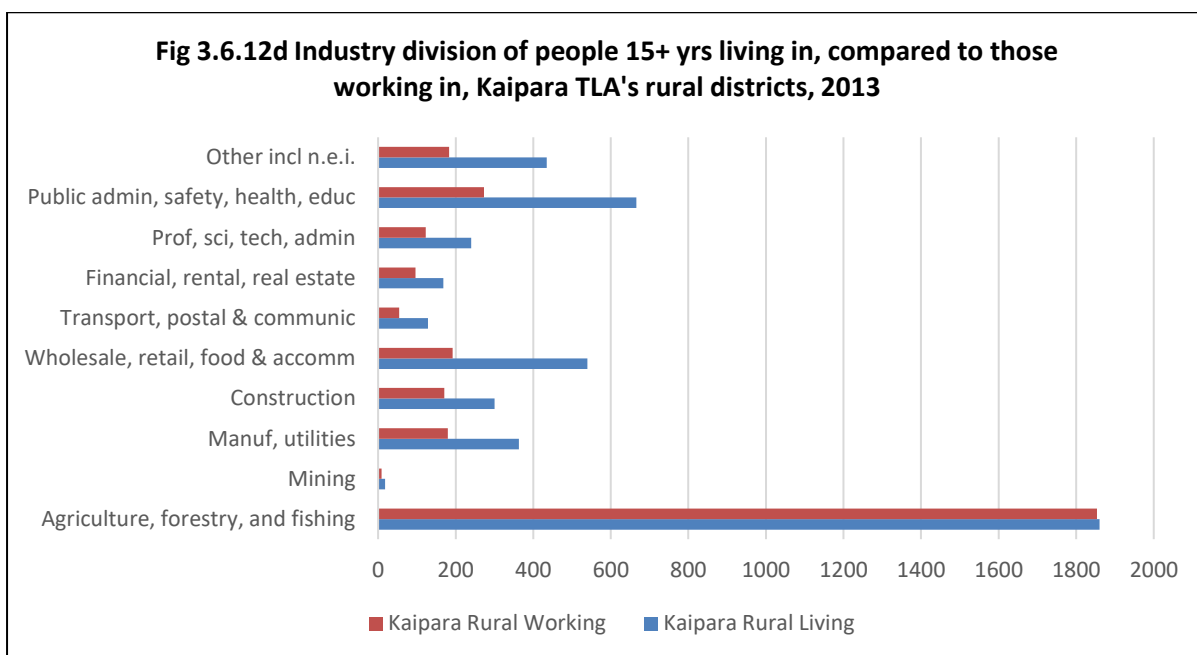
Both Maungaturoto and Kaiwaka have large manufacturing sectors. Maungaturoto is the site of a Fonterra dairy factory (around 115 employees⁸) and is a strong drawcard for workers from outside the settlement (Fig 3.6.12c). Kaiwaka has a range of industries including Kaiwaka Clothing (agricultural, marine and commercial clothing manufacturers). These settlements may also have provided workers for Marsden Point, around half an hour away, while Dargaville and Whangarei are around an hour away. All of Kaipara's minor urban and rural centres had strong retail sectors (Fig 3.6.11).

Only 40 percent of the people living in Kaipara TLA's rural districts were engaged in primary industry in 2013. Figure 3.6.12d indicates that large proportions of those not engaged in primary industry from the rural districts commute elsewhere to work. Residents of Mangawhai and Mangawhai Heads who were not engaged in wholesale, retail, food and accommodation also tended to commute elsewhere

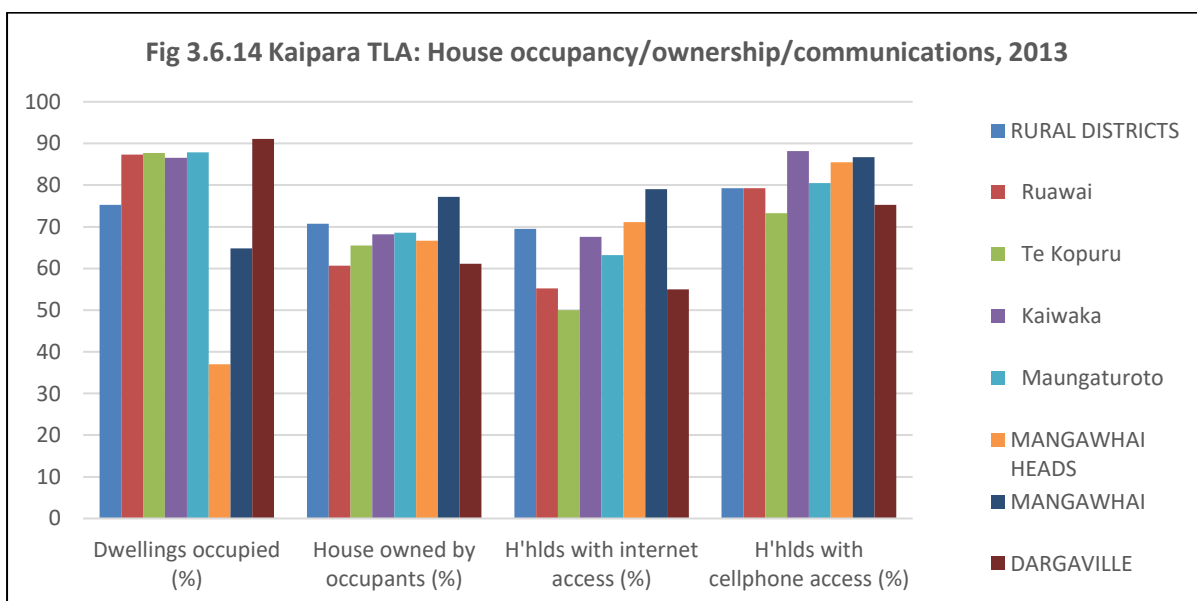
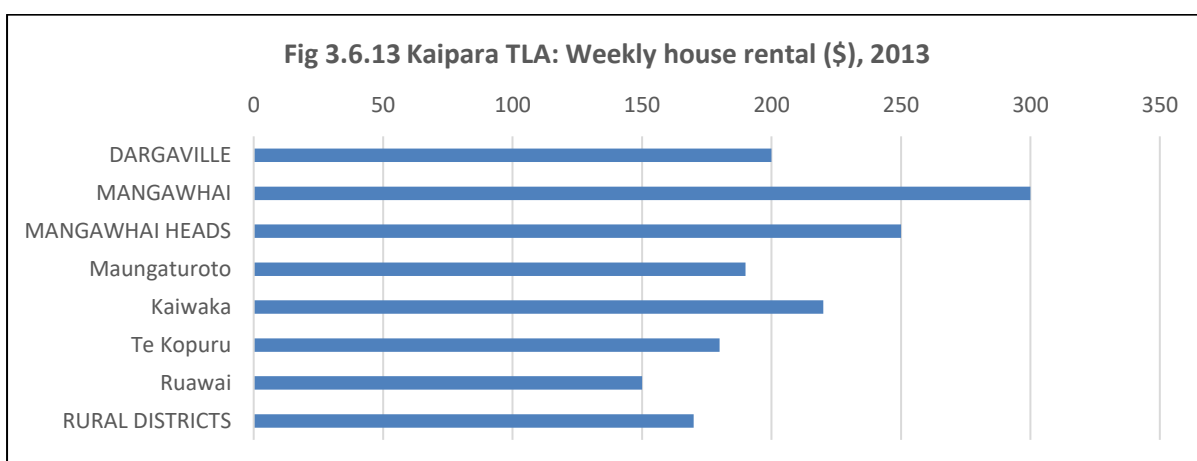
⁸ In addition, Fonterra employs 130 staff to operate its milk collection fleet of 40 trucks which service its two Northland factories: Maungaturoto and Kauri (north of Whangarei).

to work (Fig 3.6.12b). Figures 3.6.12a suggests many commuters worked in Dargaville, particularly those engaged in the Public Service and in wholesale, retail, food and accommodation.

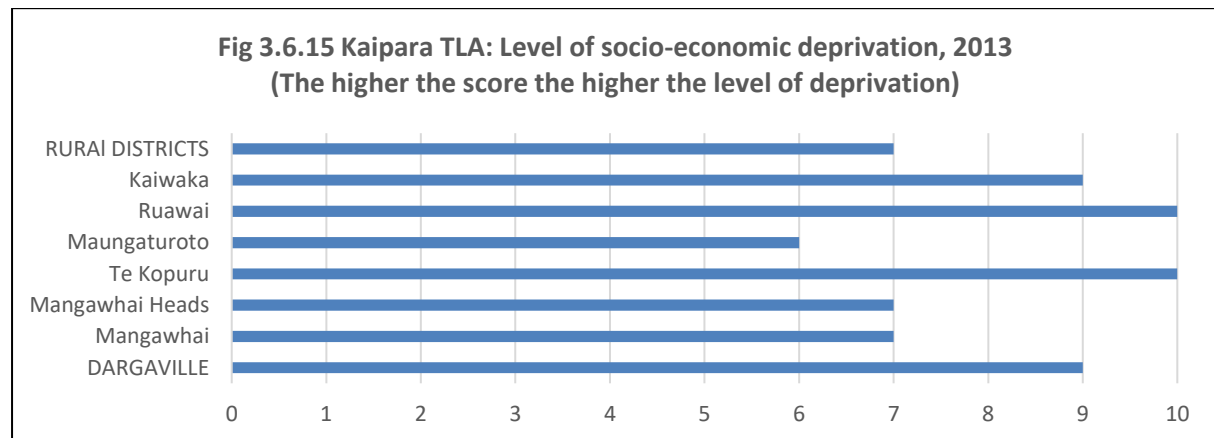




House rentals were highest in Mangawhai followed by Mangawhai Heads (which as noted above had the highest median income). The cheapest housing was in Ruawai (Fig 3.6.13). This settlement also had the lowest proportion of owner-occupied houses (61%, just lower than Dargaville, Fig 3.6.14).



Mangawhai Heads had by far the largest proportion of unoccupied houses (37%) suggesting it is a holiday settlement. Te Kopuru, Ruawai and Dargaville had fewer than 55 percent of households with internet access. Even in the settlement with the best internet access, Mangawhai, 21 percent of residents did not have internet, while the settlement with the worst access Te Kopuru, only 50 percent of residents had internet (Fig 3.6.14).



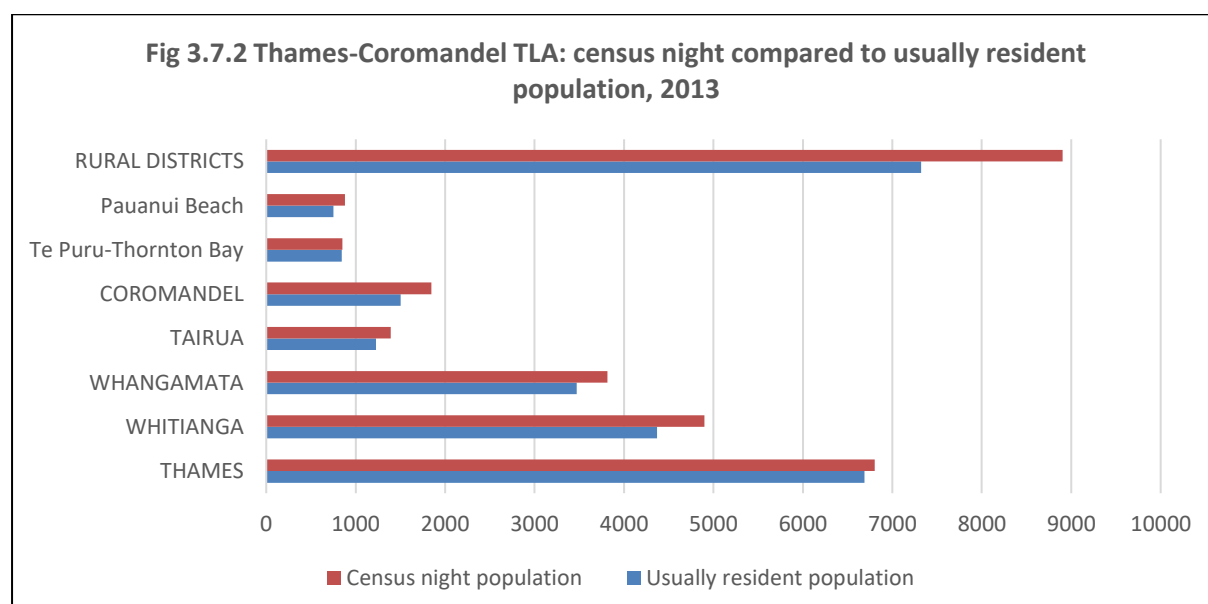
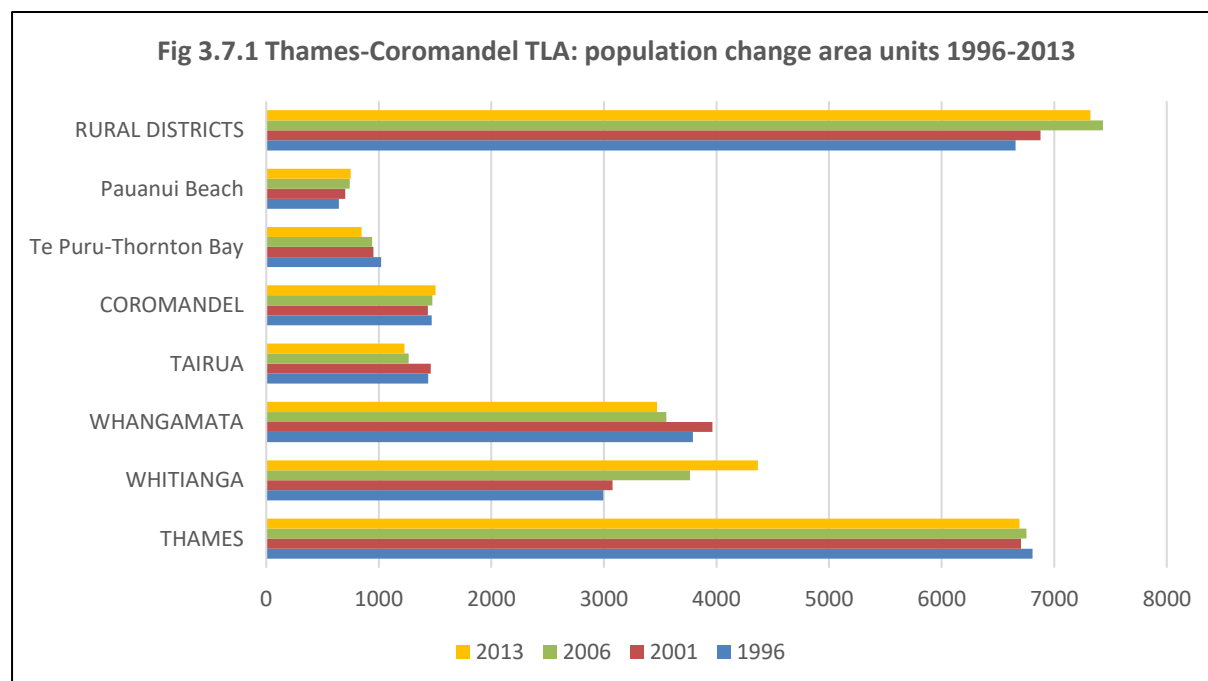
Socio-economic scores (Fig 3.6.15) indicate that there is nowhere in the Kaipara that was particularly well-off in 2013. Ruawai and Te Kopuru were worst off, followed by Kaiwaka and Dargaville. Maungaturoto was the best off but even this settlement was on the more-deprived side of the median.

3.7 Thames-Coromandel TLA

The distribution of usually resident people across Thames-Coromandel TLA, population 26,181 in 2013, was:

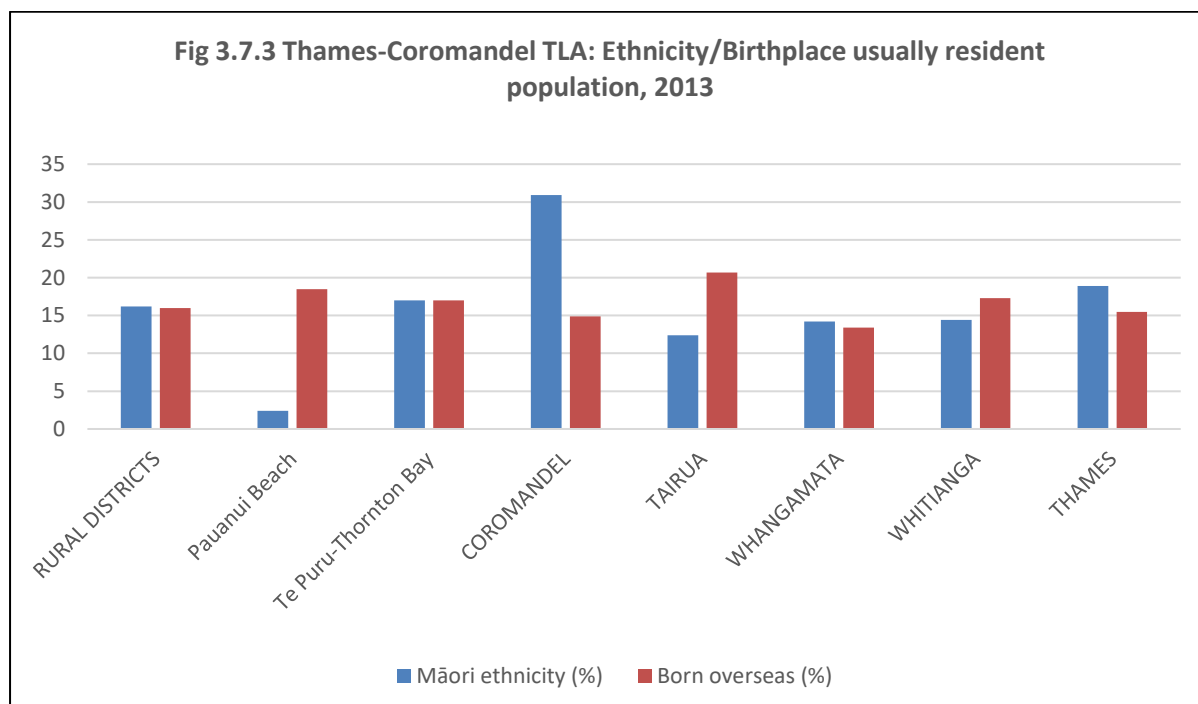
- Minor urban areas: 66%
- Rural centres: 6%
- Rural districts: 28%.

Thames-Coromandel TLA's rural districts grew between 1996 and 2013, but there was a small decline between 2006 and 2013 (Fig 3.7.1). Whitianga was the only minor urban area which grew significantly across all four census periods. Thames (made up of Parawai and Moanataiari area units) lost people while Coromandel gained. Of the rural centres Pauanui Beach grew while Te Puru-Thornton Bay declined.



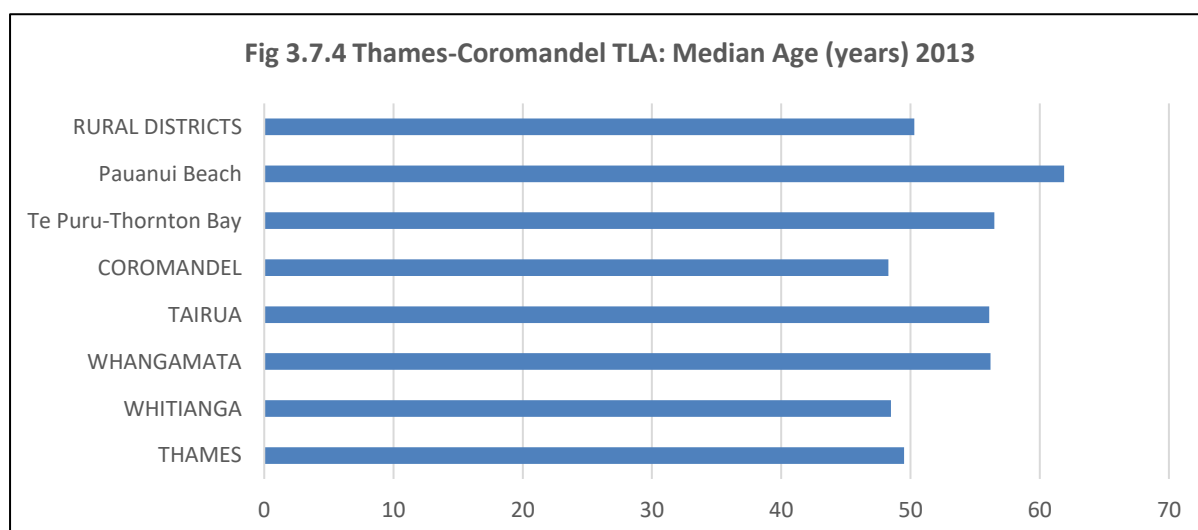
All centres and the rural districts had more people on census night compared to usually resident population reflecting the TLA's importance as a tourist destination (Fig 3.7.2). The two minor urban areas of Tairua and Whangamata while relatively small (1,227 and 3,471 respectively) and losing

permanent residents (at least until 2013⁹), they are also key holiday destinations with populations in the many thousands over the peak summer period. Whangamata reportedly¹⁰ hosts over 60,000 people over the Christmas holiday period.



With the exception of Pauanui Beach all locations had moderate populations of Māori (Fig 3.7.3). The highest proportion of Māori in the TLA in 2013 were located in Coromandel village. Mana whenua are Ngāti Maru, descendants of Marutūahu's son Te Ngako. Ngāti Maru is part of the Ngāti Marutūahu confederation of tribes, better known as Hauraki Iwi. Other iwi include: Ngāti Pūkenga, Te Patukirikiri, Ngāti Hei, and Ngāti Porou.

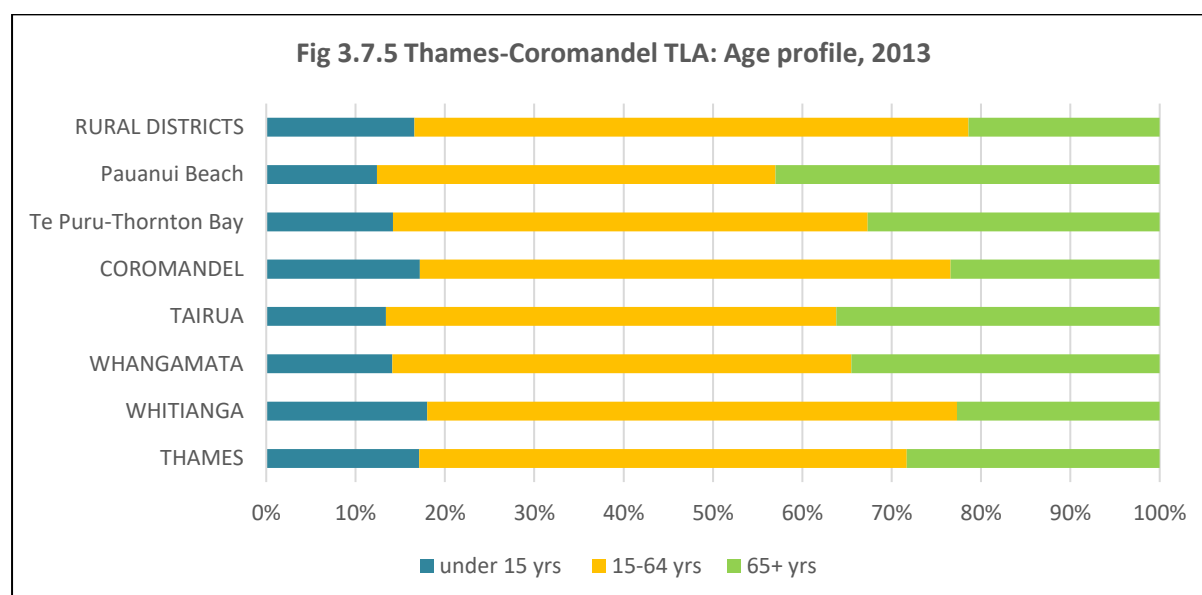
The TLA had a smaller proportion of foreign-born residents than the New Zealand average (which was 25% in 2013).



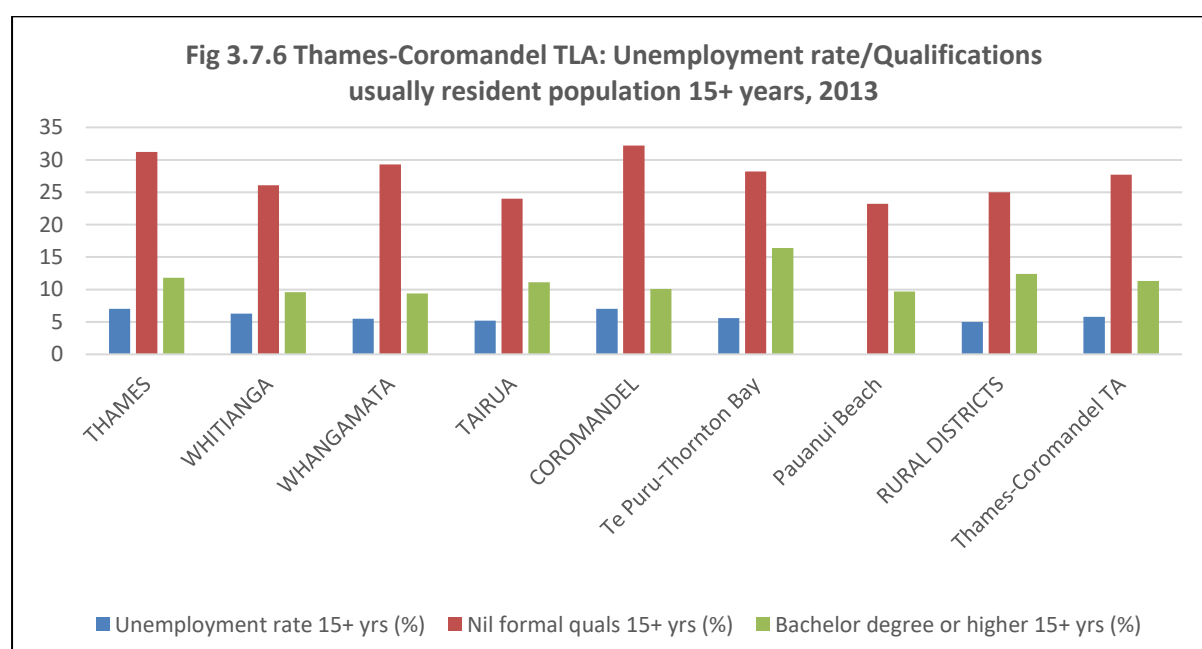
⁹ Both settlements had gained residents according to the 2018 census, but as the boundaries for 2018 are different from the 2013 boundaries, this may reflect statistical rather than actual growth.

¹⁰ Stuff: <https://www.stuff.co.nz/travel/destinations/nz/87288639/life-in-a-resort-town-whangamata-coromandel-peninsula> 13 Jan 2017

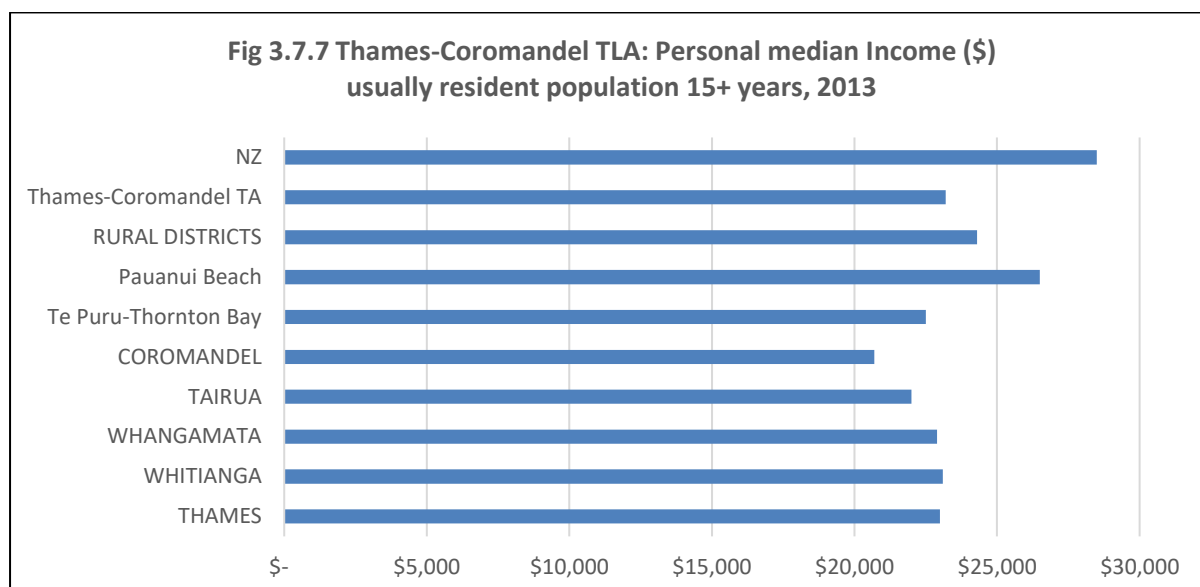
The median age of people who lived at all locations in 2013 was well over the New Zealand median age of 38 years. Those who lived in Pauanui Beach were oldest (Fig 3.7.4) and the locality had the greatest proportion of people over 65 years (Fig 3.7.5), reflecting the rural centre's function as a retirement centre. Tairua and Whangamata also had large proportions of their populations in the 65 years plus category.



Unemployment was relatively low across all settlements (Fig 3.7.6), while the proportion of people without qualifications was higher than the New Zealand median (21%). The data for Thames is a combination of two area units. The northern one (Moanatairi) had more superannuitants and people without qualifications and consequently a lower level of personal median income than the southern part of Thames (Parawai).



The personal median income of residents of all settlements in Thames-Coromandel TLA was lower than the New Zealand median. People who lived in Pauanui Beach had the highest median income, (despite the relatively high proportion of people on superannuation), whilst those who lived in Coromandel township had the lowest (Fig 3.7.7).



All settlements had quite substantial proportions of their populations receiving superannuation (Fig 3.7.8), although the rural districts had fewest. Government benefits were particularly important in Coromandel, followed by Thames. The proportion of people who received income from self-employment was highest in the rural districts. At the same time, Fig 3.7.10 shows that the retirement and holiday resort township of Pauanui Beach had an even higher proportion of self-employed people than the rural districts. Wages and salaries were important in all settlements except Pauanui Beach. There, investment income alongside superannuation was important.

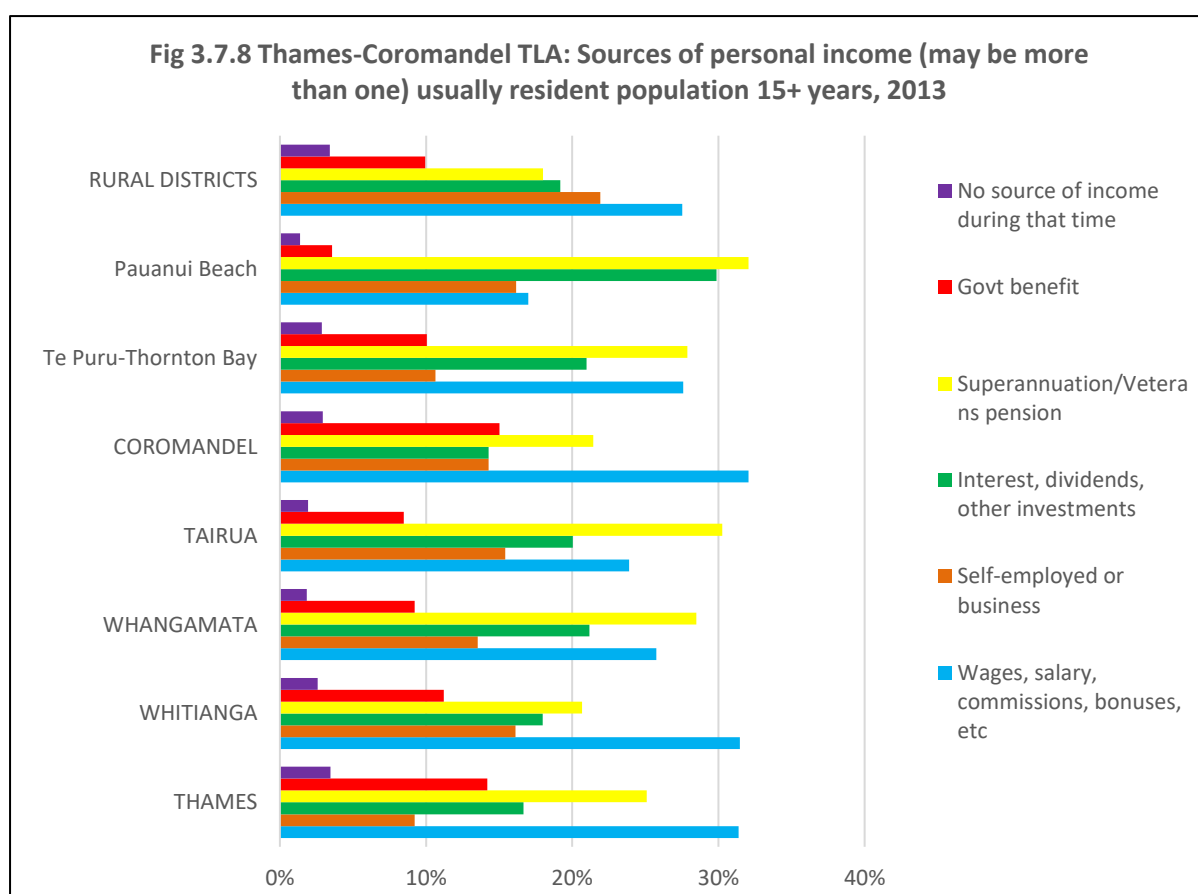
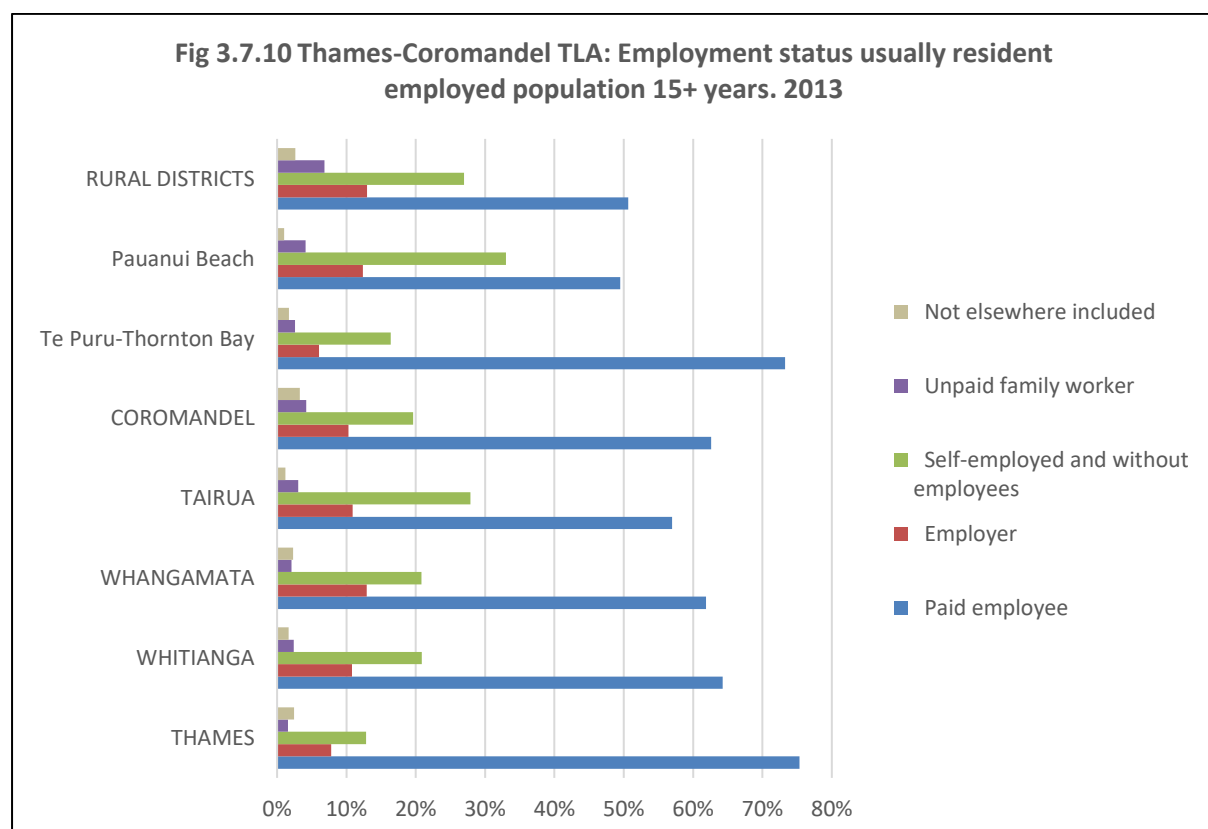
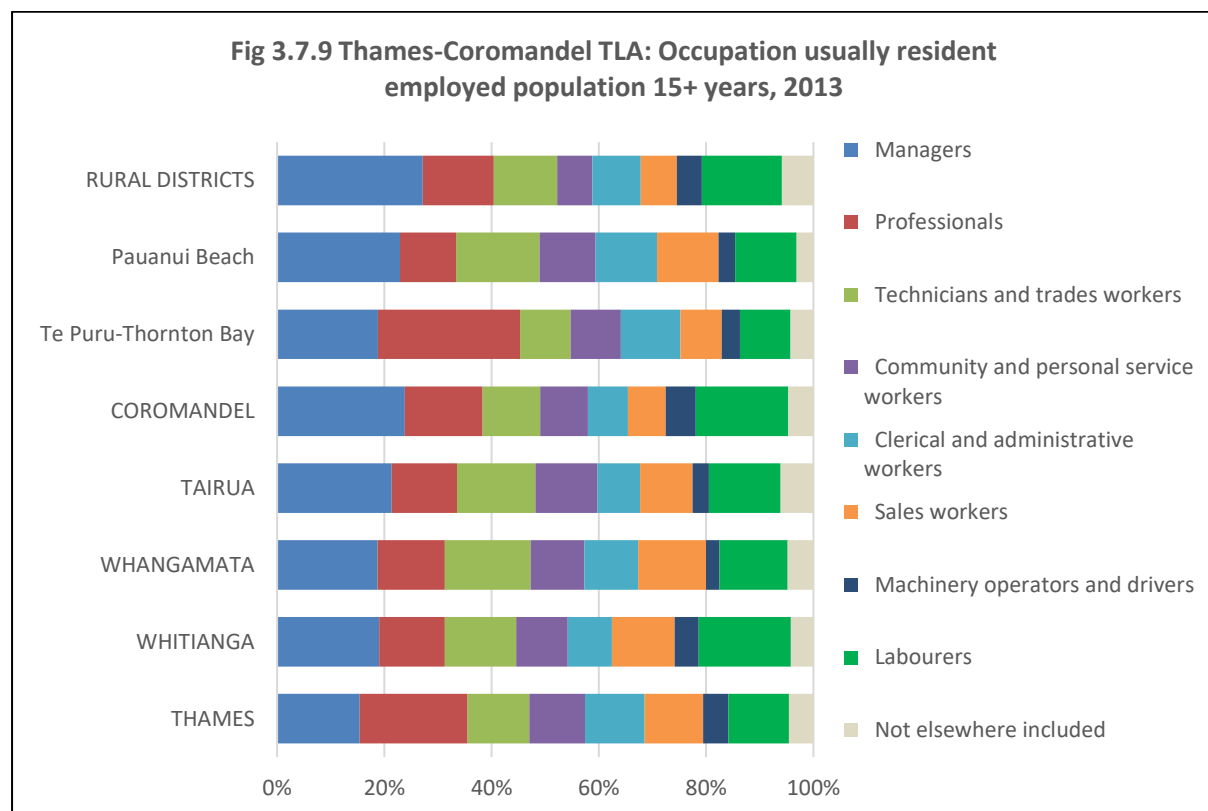
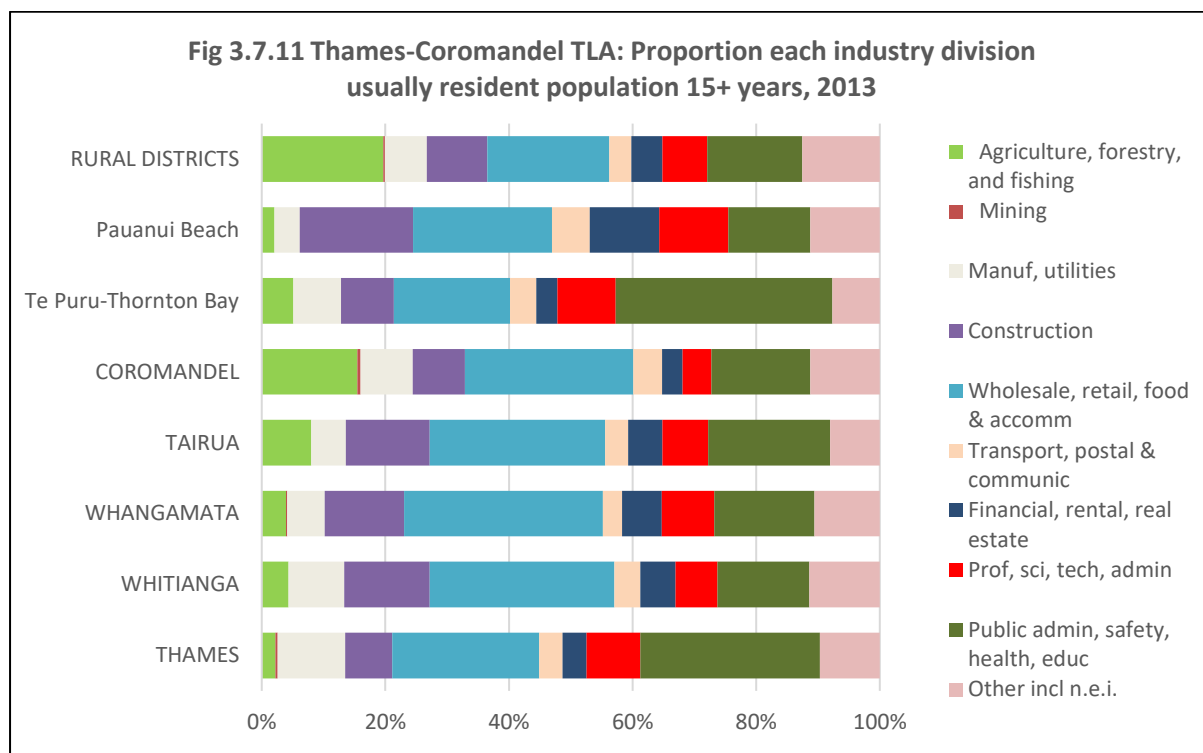


Fig 3.7.9 shows a wide variation of occupations among employed people living in the various settlements. In rural districts 'managers' was the most important occupation. Managers were also important in Pauanui Beach, Coromandel and Tairua. Professionals dominated in Te Puru-Thornton Bay and to a lesser extent in Thames. Both settlements had strong public service sectors (health,

education, public administration and safety) (Fig 3.7.11). Figure 3.7.12g shows that most of the people engaged in public service who lived in Te Puru-Thornton Bay did not work there. They presumably commuted to north Thames (Moanataiari) to work.



Only one in five people in the TLA's rural districts were engaged in primary industry (Fig 3.7.11). In all settlements, other than Te Puru-Thornton Bay, the dominating industry was 'wholesale, retail, food and accommodation' reflecting the dominance of tourism in the area.



In reviewing which industry groups those living and working in Thames were engaged in, the two area units were kept separate. Figures 3.7.12a and b show considerable commuting, particularly where people were engaged in public service and in the food and accommodation, retail and wholesale sectors. In other words, far more people worked in those sectors in Moanatairi (north Thames), than lived there, while the reverse is the case for those living in Parawai (south Thames). Given that the norther part of Thames has a predominance of services and industry compared to the south of Thames it is not surprising that more people lived in Parawai than worked there and vice versa for Moanatairi.

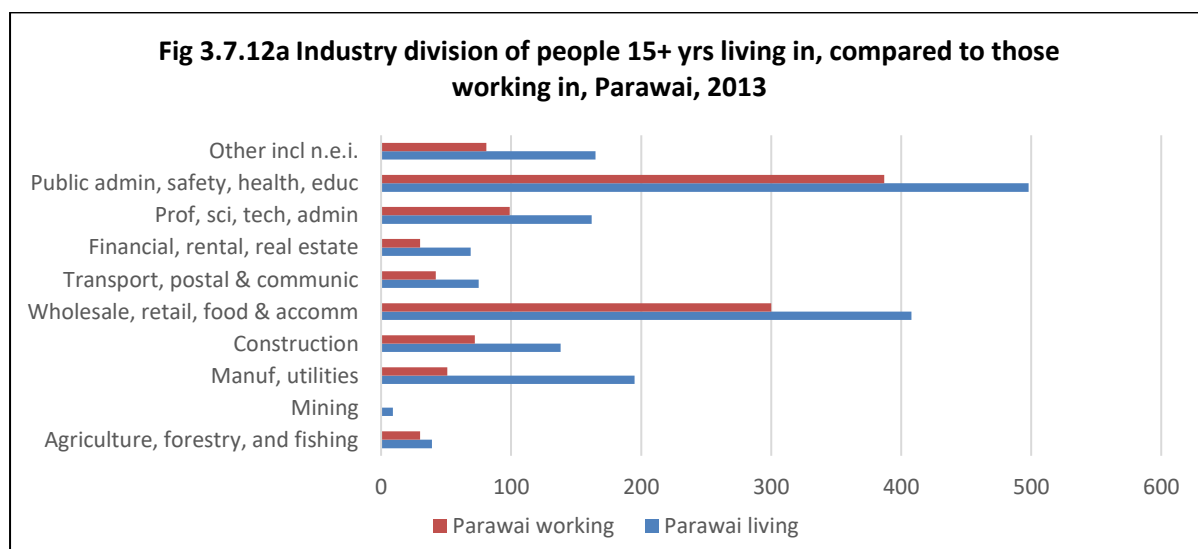


Fig 3.7.12b Industry division of people 15+ yrs living in, compared to those working in, Moanataiari, 2013

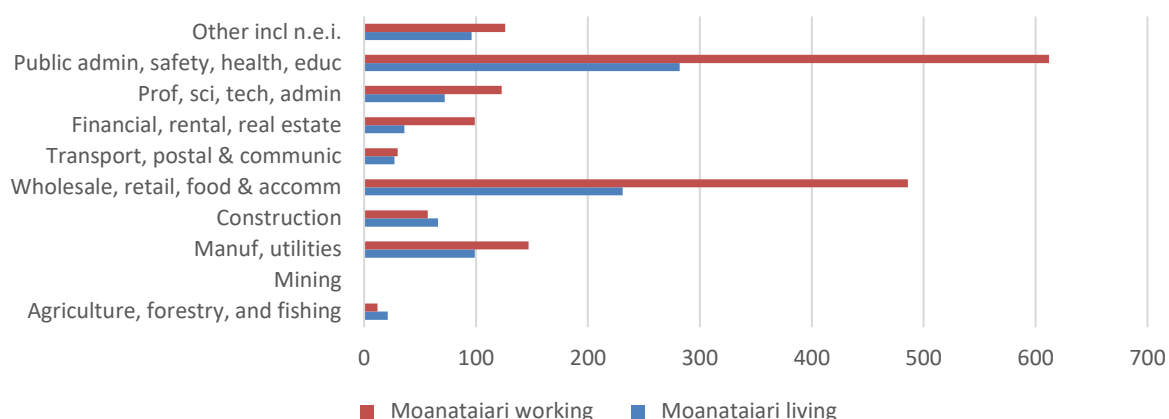


Fig 3.7.12c Industry division of people 15+ yrs living in, compared to those working in, Whitianga, 2013

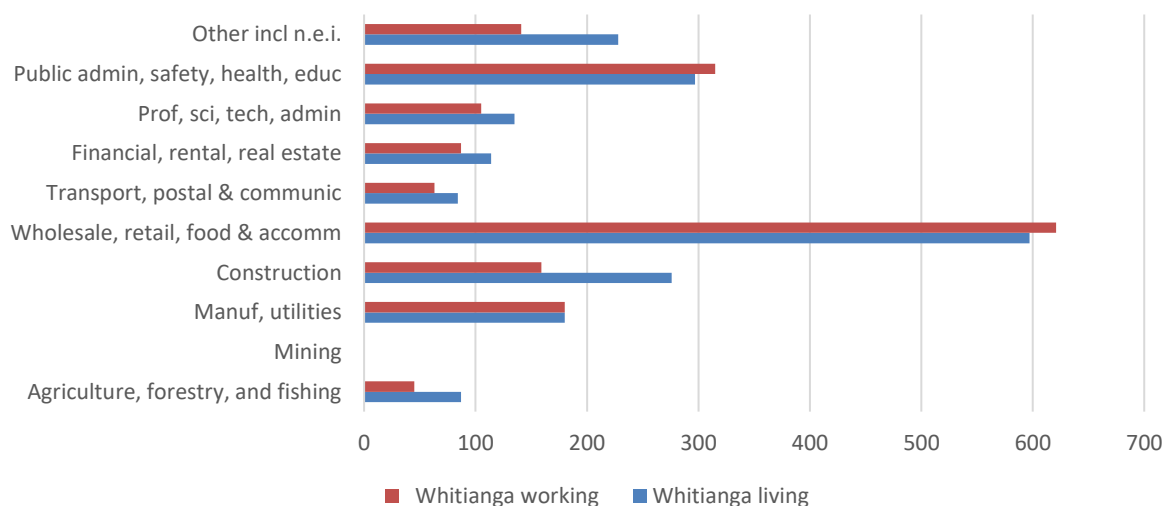
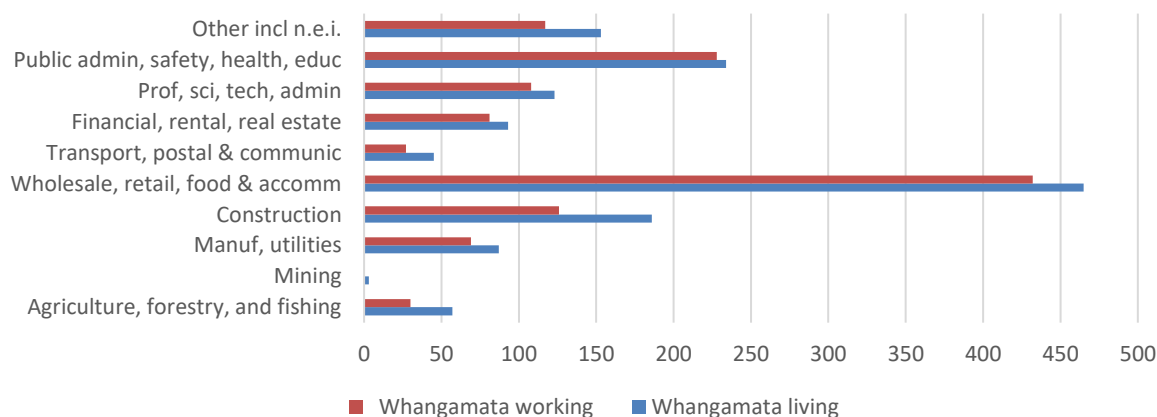


Fig 3.7.12d Industry division of people 15+ yrs living in, compared to those working in, Whangamata, 2013



As noted above, the dominant industry in all settlements was 'wholesale, retail, food and accommodation'. With the exception of Te Puru-Thornton most people worked where they lived. Nevertheless, there was significant commuting especially in some industries such as construction.

Fig 3.7.12e Industry division of people 15+ yrs living in, compared to those working in, Tairua, 2013

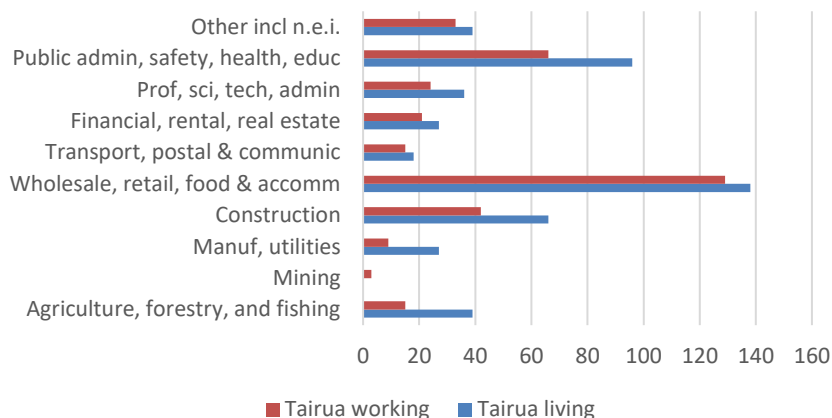


Fig 3.7.12f Industry division of people 15+ yrs living in, compared to those working in, Coromandel, 2013

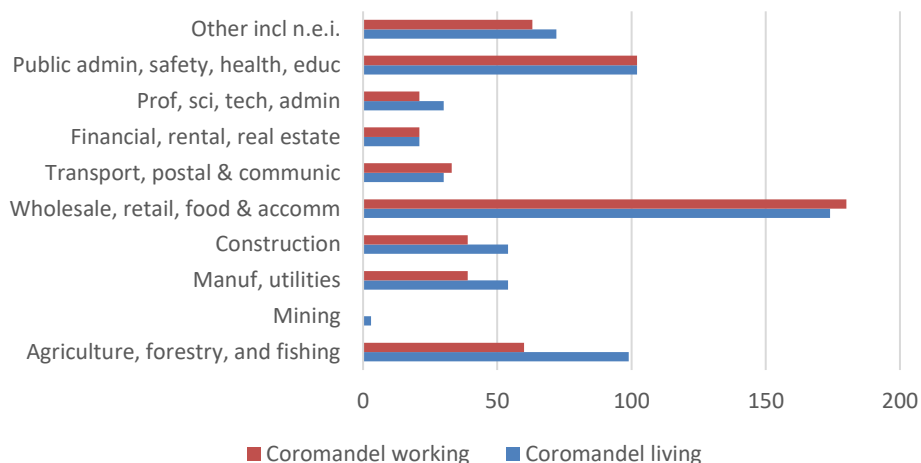


Fig 3.7.12g Industry division of people 15+ yrs living in, compared to those working in, Te Puru-Thornton Bay, 2013

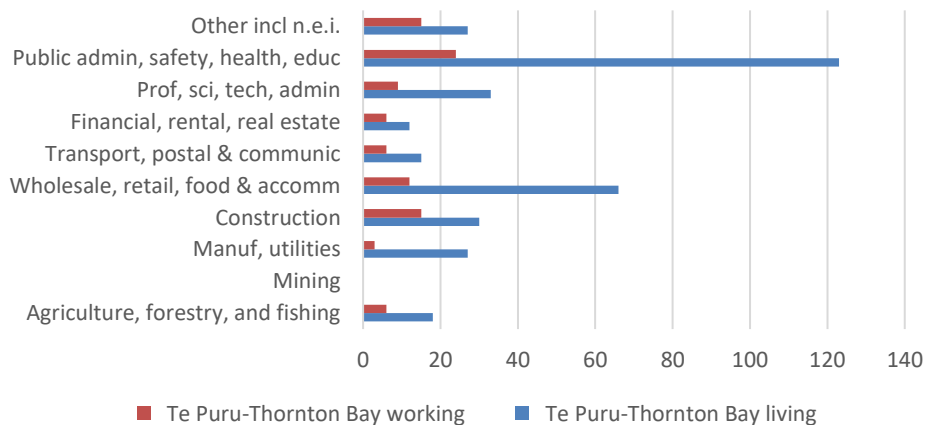


Fig 3.7.12h Industry division of people 15+ yrs living in, compared to those working in, Pauanui Beach, 2013

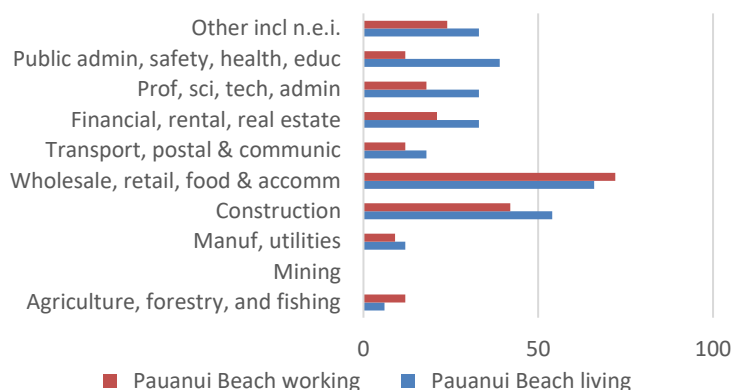
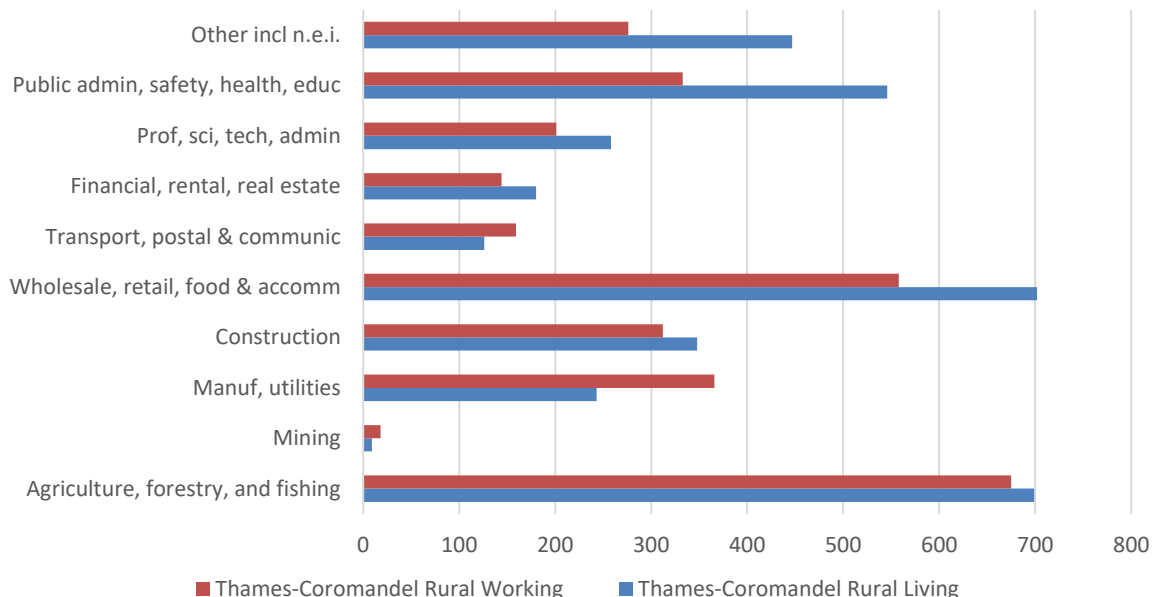


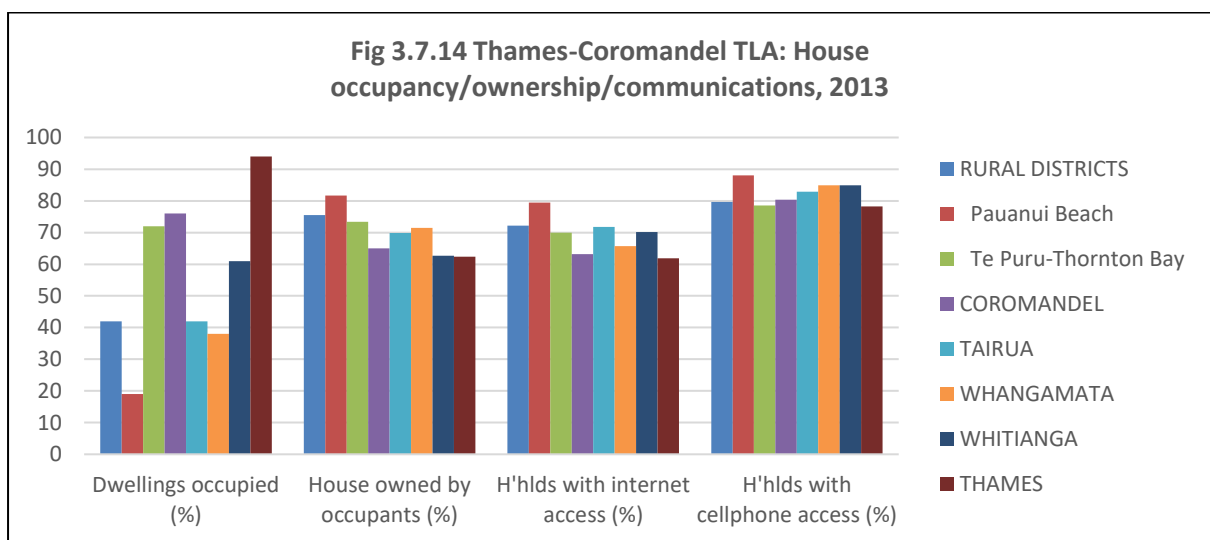
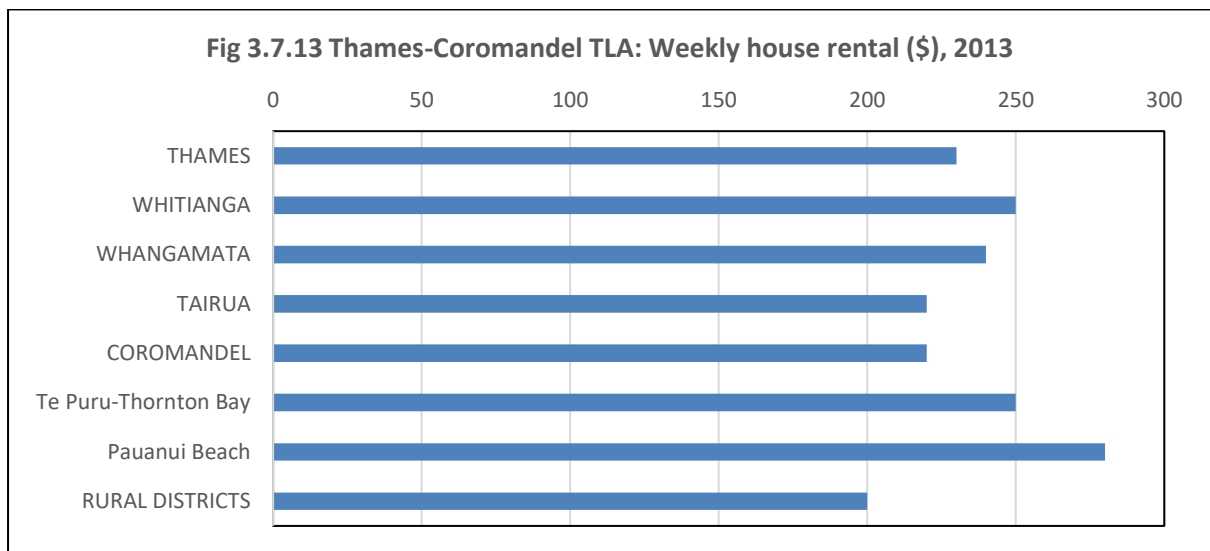
Fig 3.7.12i Industry division of people 15+ yrs living in, compared to those working in, Thames-Coromandel TLA's rural districts, 2013



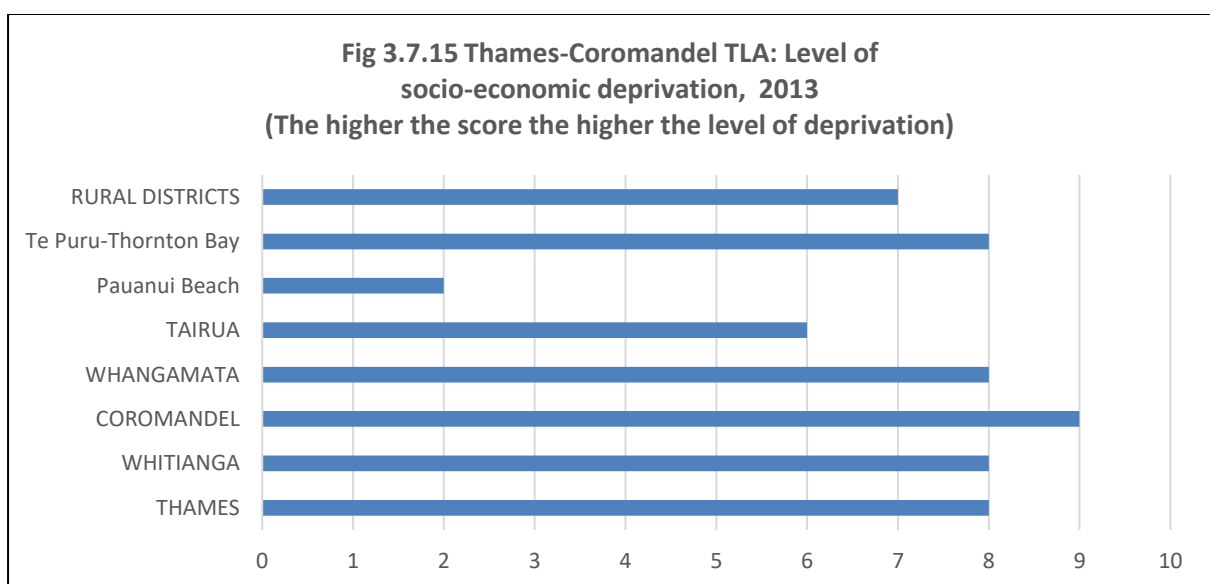
With the exception of those working in primary industry, manufacturing and 'transport, postal and communications', small but quite significant proportions of people living in the rural districts tended to commute to urban areas for work (Fig 3.7.12i). Manufacturing plants located in the rural districts attracted people from the minor urban and rural centres. Similarly people working in cartage firms or heavy equipment operators based in towns or rural centres operated in rural districts.

House rentals were highest in the settlement of Pauanui Beach, followed by Whitianga and Te Puru-Thornton Bay (Fig 3.7.13). Pauanui Beach had an exceptionally low housing occupancy rate (19%), marking it as a holiday settlement. Other holiday settlements were Whangamata and Tairua. Thames-Coromandel's rural districts also had a relatively low housing occupancy rate (38%) and also the lowest housing rentals in the TLA (Fig 3.7.13).

Of occupied dwellings, Pauanui Beach had the highest proportion of owner-occupancy (Fig 3.7.14) and by far the lowest level of socio-economic deprivation (Fig 3.7.15). Thames had the highest proportion of occupied dwellings (94%, Fig 3.7.14). The southern end of Thames (Parawai area unit) was wealthier than the northern part (Moanataiari area unit) and consequently had more houses with internet access, cell-phones and houses owned by the occupant. Excluding Pauanui Beach, between 30 and 40 percent of Thames-Coromandel TLA residents lacked internet access in 2013.



With the exception of Pauanui Beach, the level of socio-economic deprivation in Thames-Coromandel was relatively high (Fig 3.7.15).

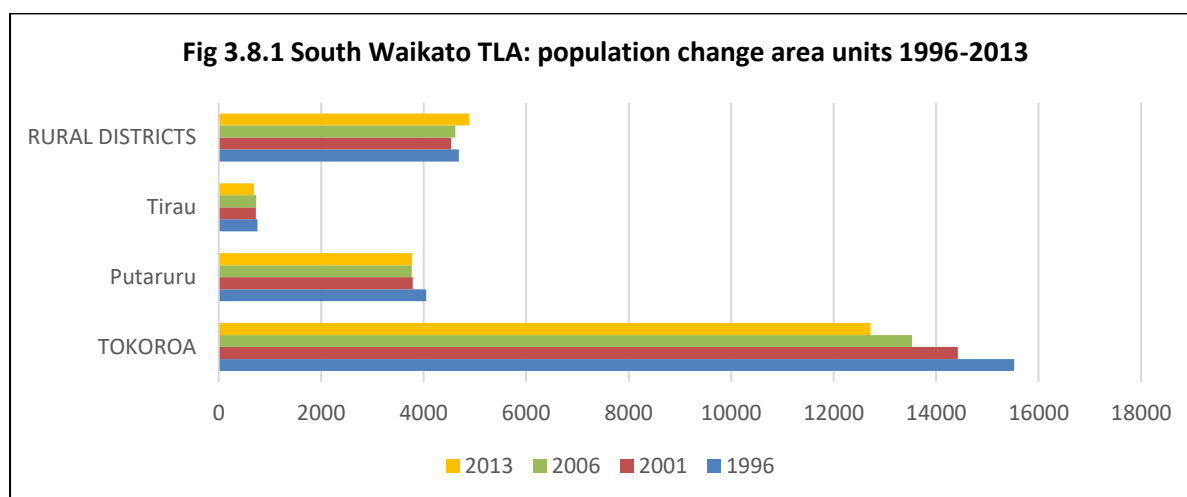


3.8 South Waikato TLA

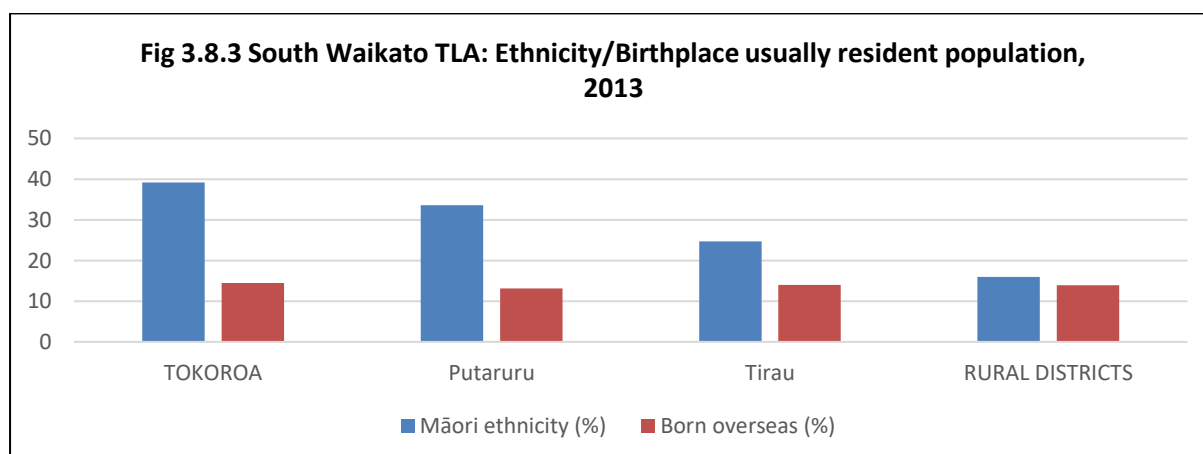
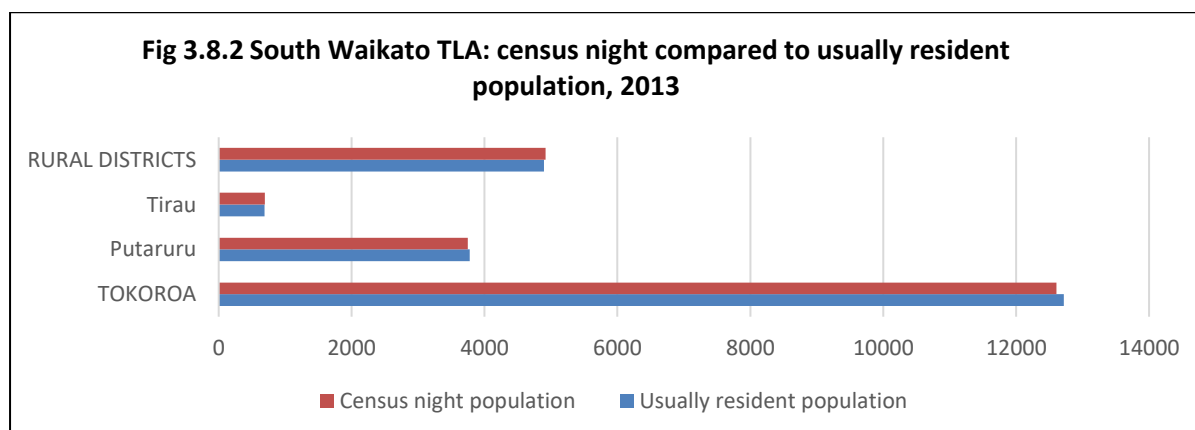
The distribution of usually resident people across South Waikato TLA, population 22,071 in 2013, was:

- Secondary urban (Tokoroa): 58%
- Minor urban areas (Putāruru): 17%
- Rural centres (Tirau): 3%
- Rural districts: 22%.

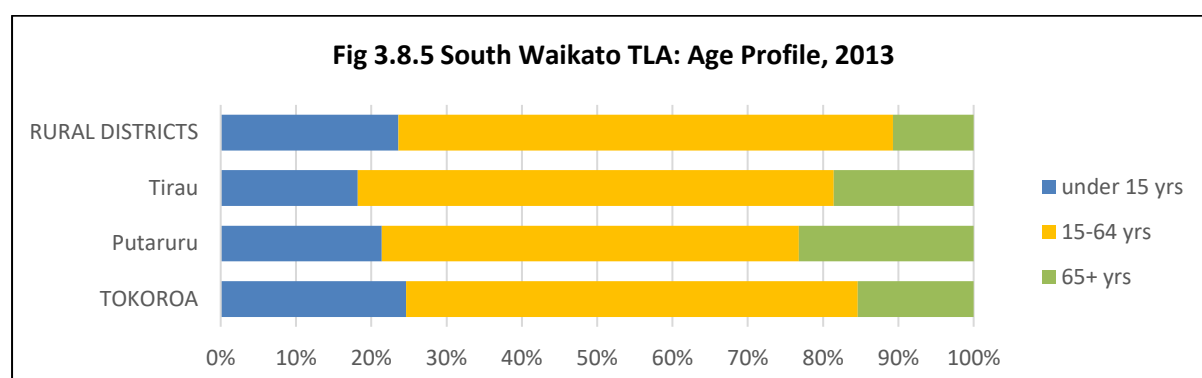
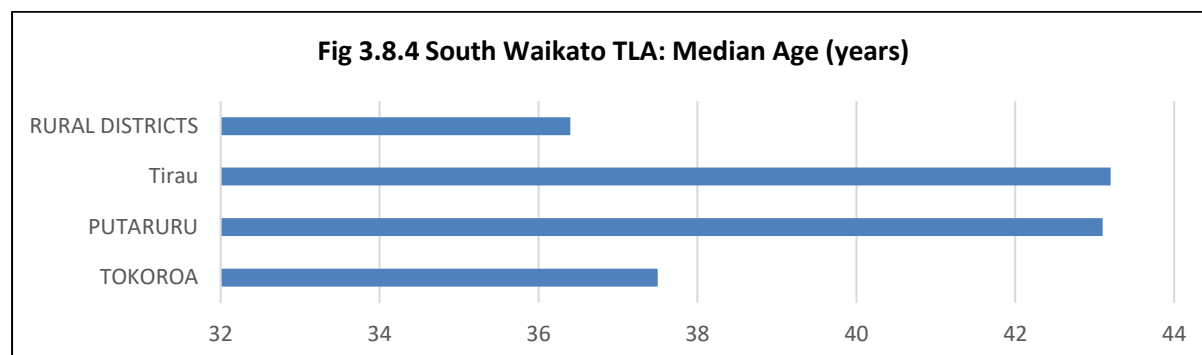
While the secondary urban centre of Tokoroa has been steadily losing people, the rural districts gained people each census after 1996. The gain in people at the 2013 census took the rural districts above the numbers in 1996. The minor urban area of Putāruru was virtual static, while the rural centre of Tirau declined slightly. Census 2018 estimates (using adjusted compatible boundaries) show that both Putāruru and Tirau grew between 2013 and 2018.



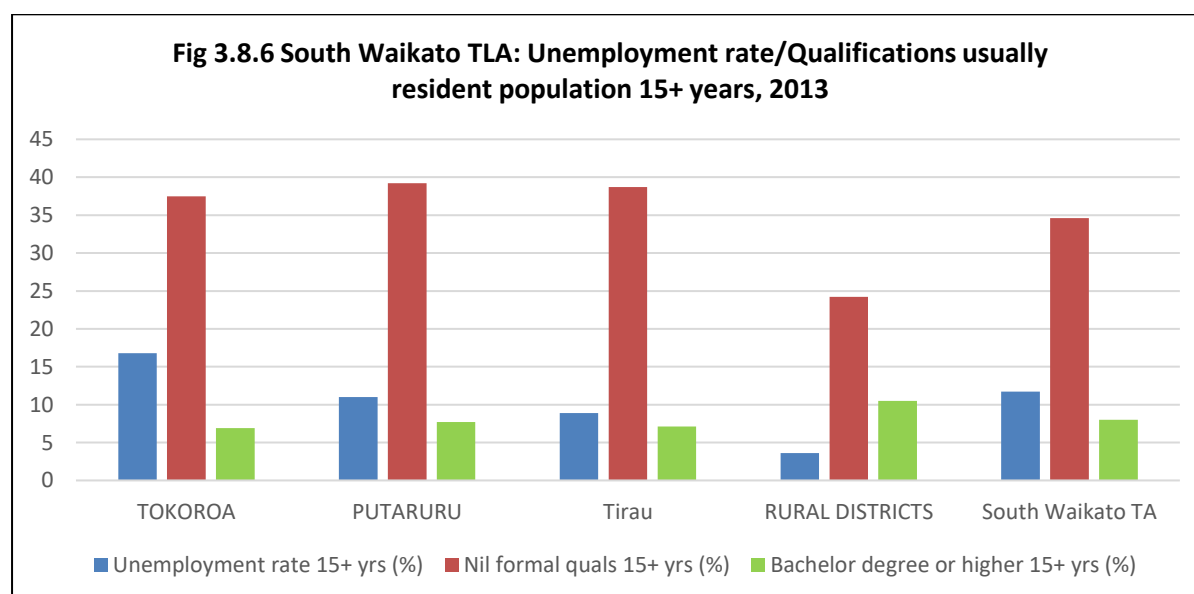
As the South Waikato is not a tourist destination (Tirau is a main highway coffee-stopping point), Figure 3.8.2 reflected little difference between usually resident and census night populations.



Te Kāhui Māngai¹¹ ascertains that South Waikato TLA is predominantly in the Raukawa rohe, and that five other iwi have interests in the area. Evicted from their land South Waikato Māori have retreated to urban places. Tokoroa and Putāruru (and to a lesser extent Tirau) have large Māori populations (Fig 3.8.3).

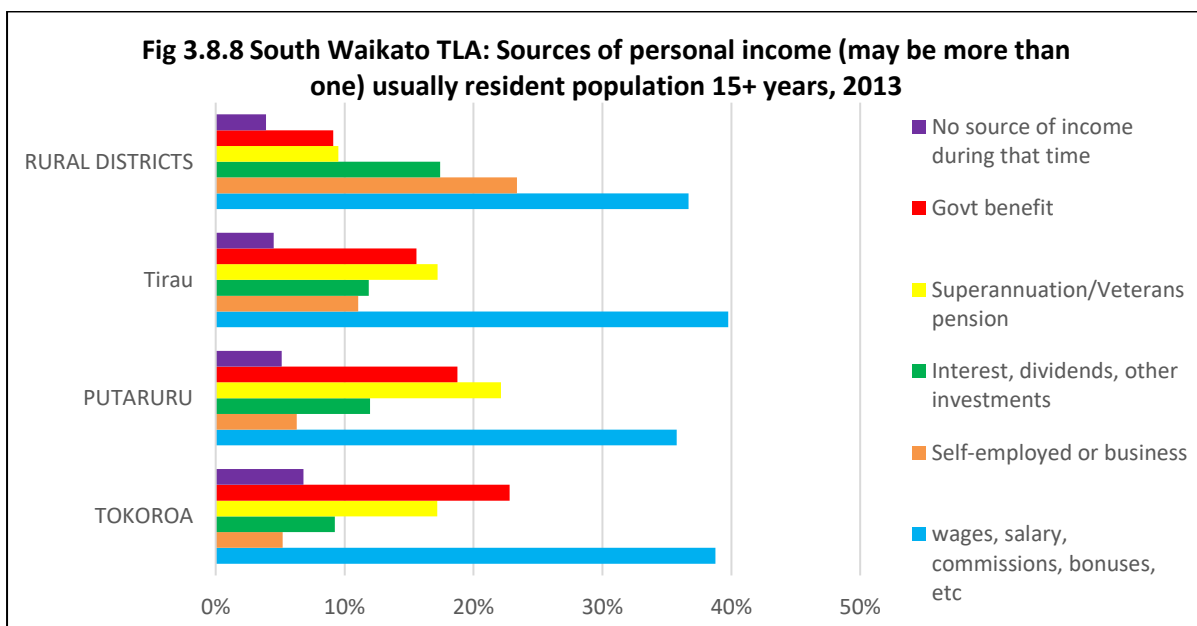
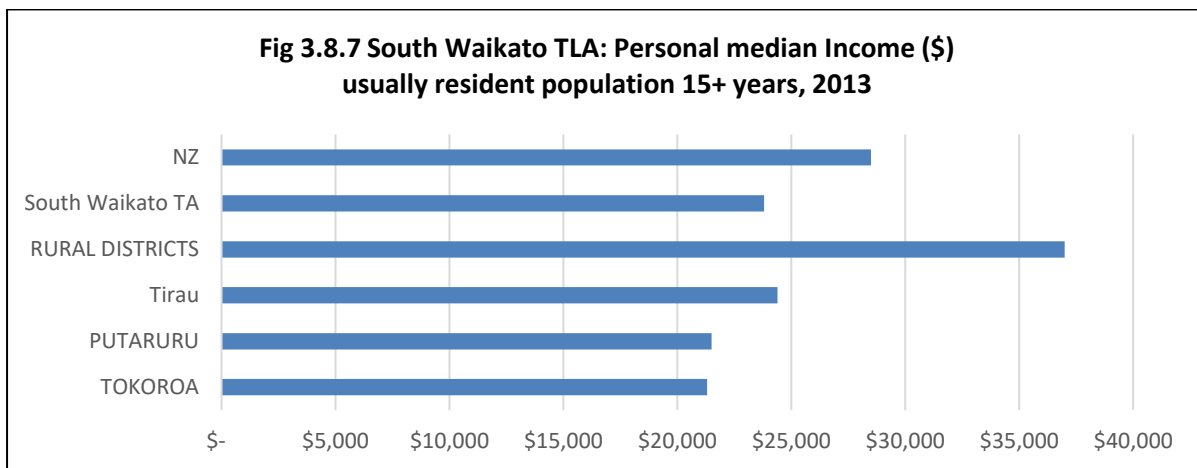


Figures 3.8.4 and 5 point to the relative youth of people who lived in South Waikato's rural districts in 2013. Putāruru had the largest proportion of over 65 year olds, and also has the highest proportion of superannuitants (Fig 3.8.8).

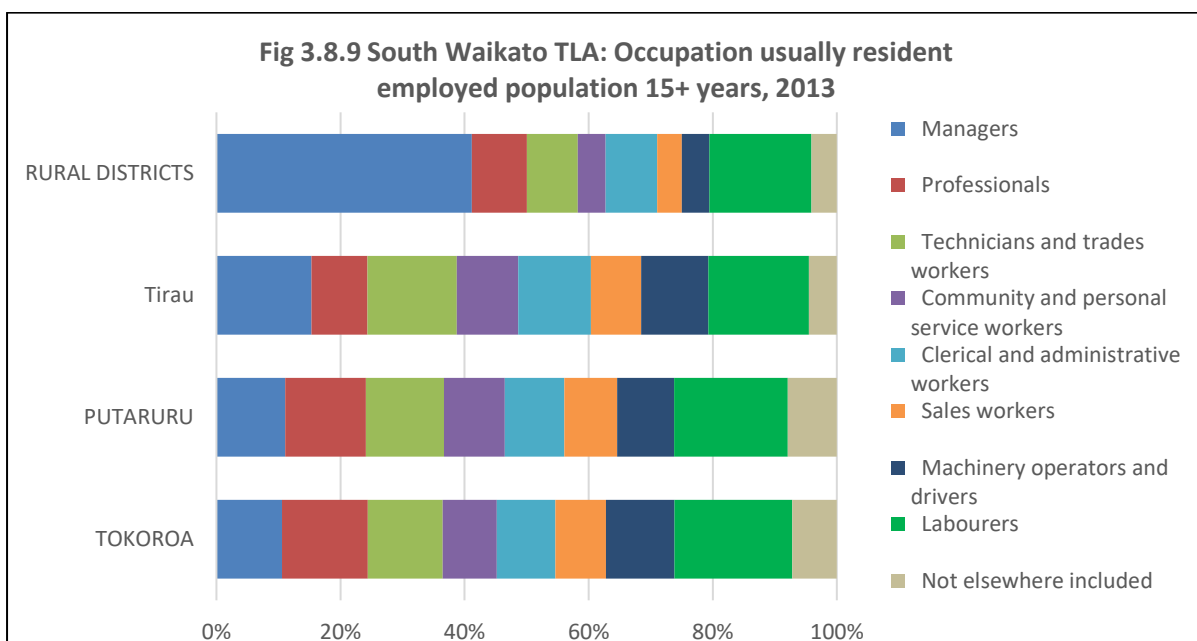


Unemployment was highest in Tokoroa secondary urban centre, and the entire district had a relatively high proportion of residents without qualifications (Fig 3.8.6). Like most TLAs the rural districts of South Waikato had the highest proportion of university (and equivalent) graduates. The rural districts also had the lowest proportion of unemployed, and by far the highest personal median income level of the TLA (Fig 3.8.7). Tokoroa and Putāruru residents had the lowest mean incomes.

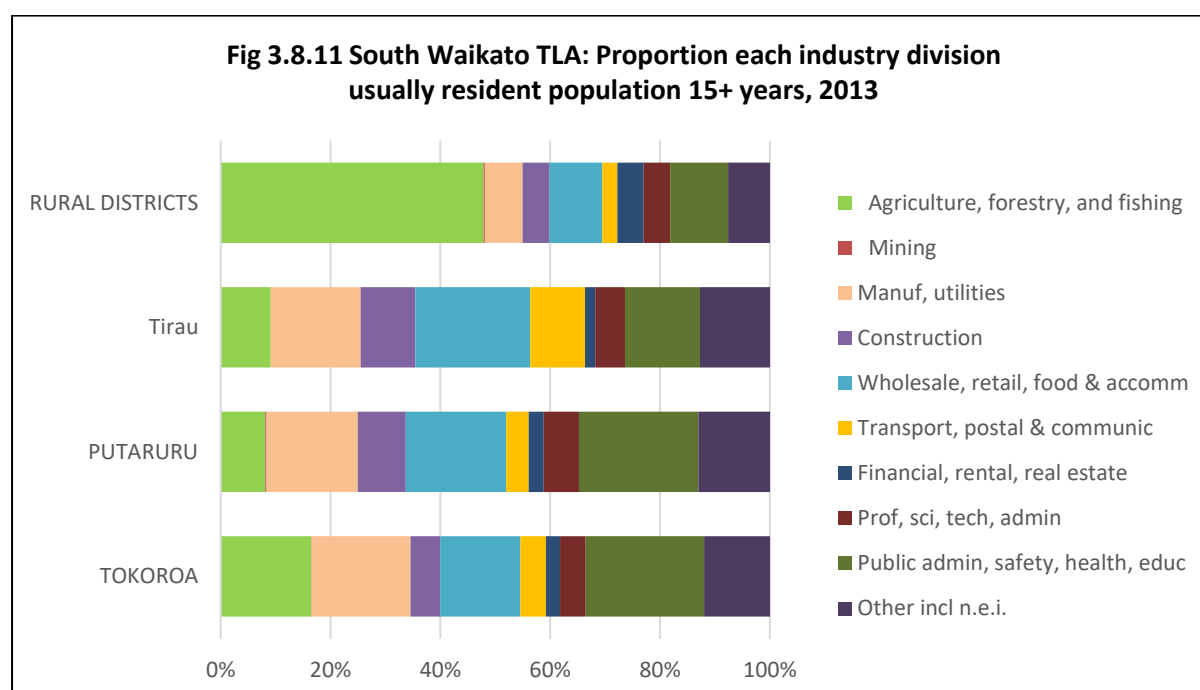
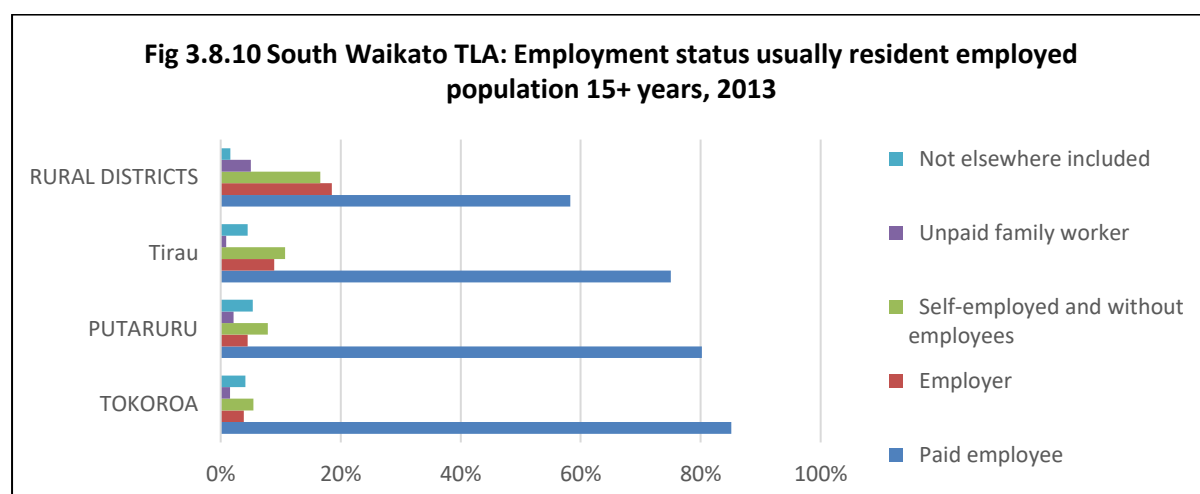
¹¹ Te Puni Kōkiri <http://www.tkm.govt.nz/iwi/raukawa/> downloaded 9.12.19



Income, as elsewhere, was mainly from wages and salary (Fig 3.8.8). Government benefits were particularly important in Tokoroa with its high unemployment. Superannuation was also a key source of income for Putāruru and Tirau with their older median age and relatively high proportion of people over 65 years.



As in other TLAs, managers predominated in the rural districts (Fig 3.8.9). Labourers were important in all settlements, while professionals and technicians and tradespeople were important occupations in the urban settlements. While employees dominated the paid work force, self-employed and employers were important groups in the rural districts and rural centres (Fig 3.8.10).



While 48 percent of rural residents were engaged in primary industry, some 16 percent of Tokoroa's residents were also engaged in primary industry, although Figure 3.8.12a shows that this was not in Tokoroa itself. Many of Putāruru's residents also commuted elsewhere (probably to the Fonterra's Lichfield plant – see below) to engage in manufacturing (Fig 3.8.12b), and also to participate in primary industry. The most important source of paid work actually located in Putāruru (and in Tokoroa) was the public service, particularly in health and education.

People commuted to Tirau to work in both the retail and food and accommodation sectors. Those sectors were also an important source of livelihood for people who lived in Tirau (Fig 3.8.12c).

Figure 3.8.12d shows that after primary industry (predominantly dairy farming), manufacturing is the most important industry in the rural districts. This is predominantly due to Fonterra's Lichfield factory which (located just under 15 minutes from both Putāruru and Tokoroa) employs around 330 people.

Fig 3.8.12a Industry division of people 15+ yrs living in, compared to those working in, Tokoroa, 2013

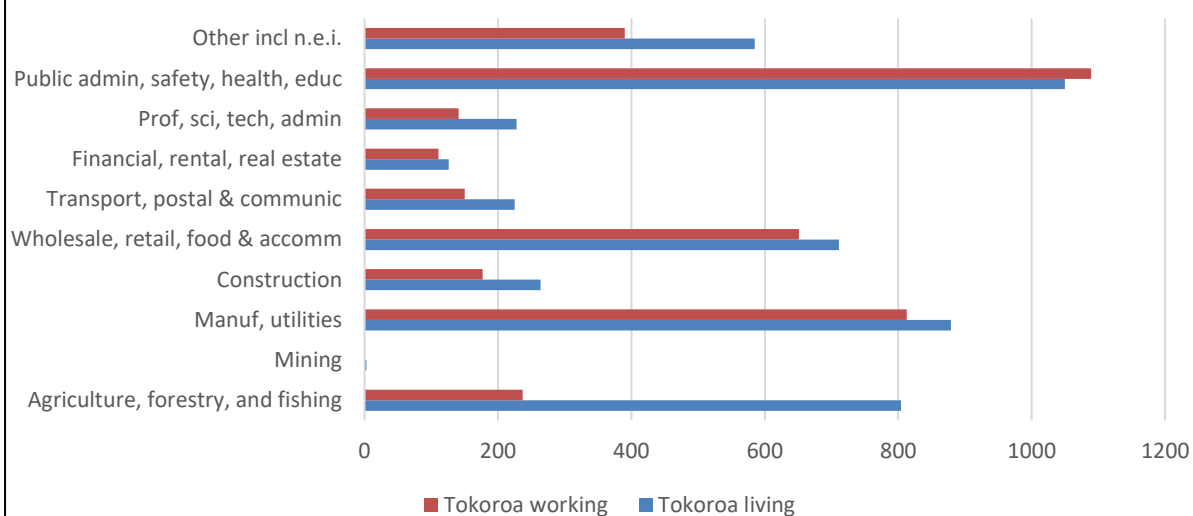


Fig 3.8.12b Industry division of people 15+ yrs living in, compared to those working in, Putaruru, 2013

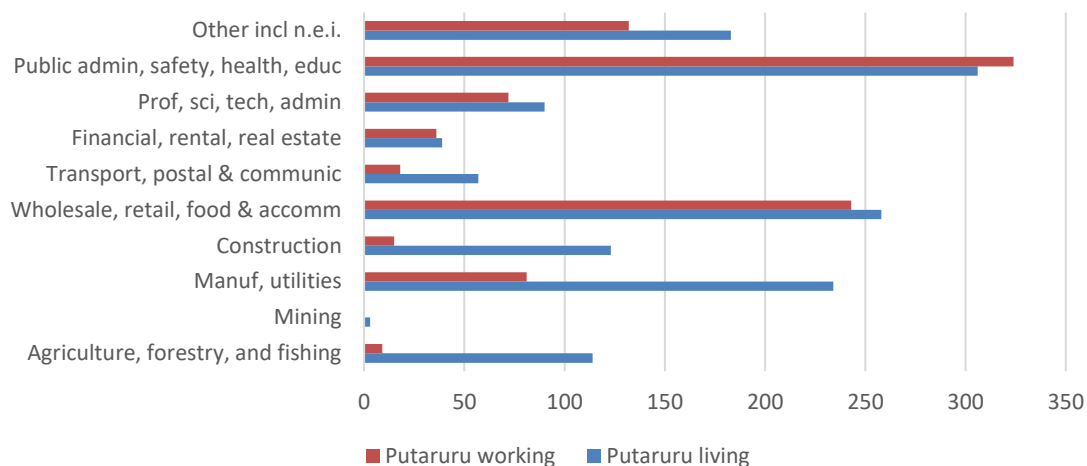
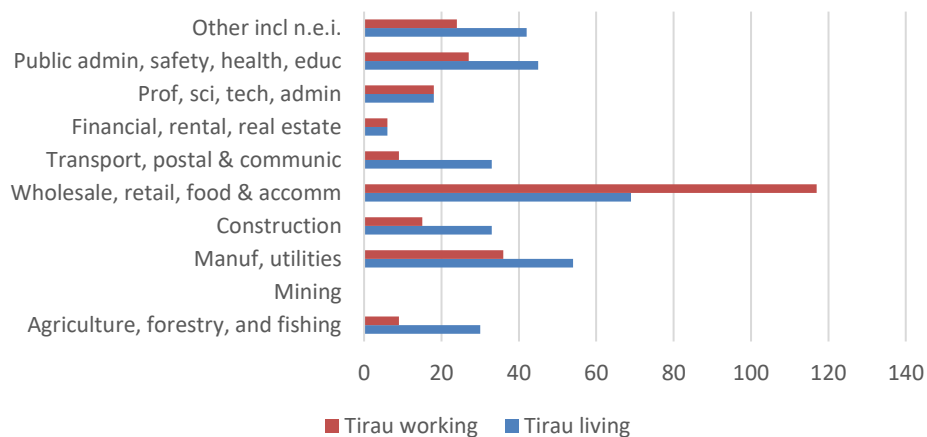
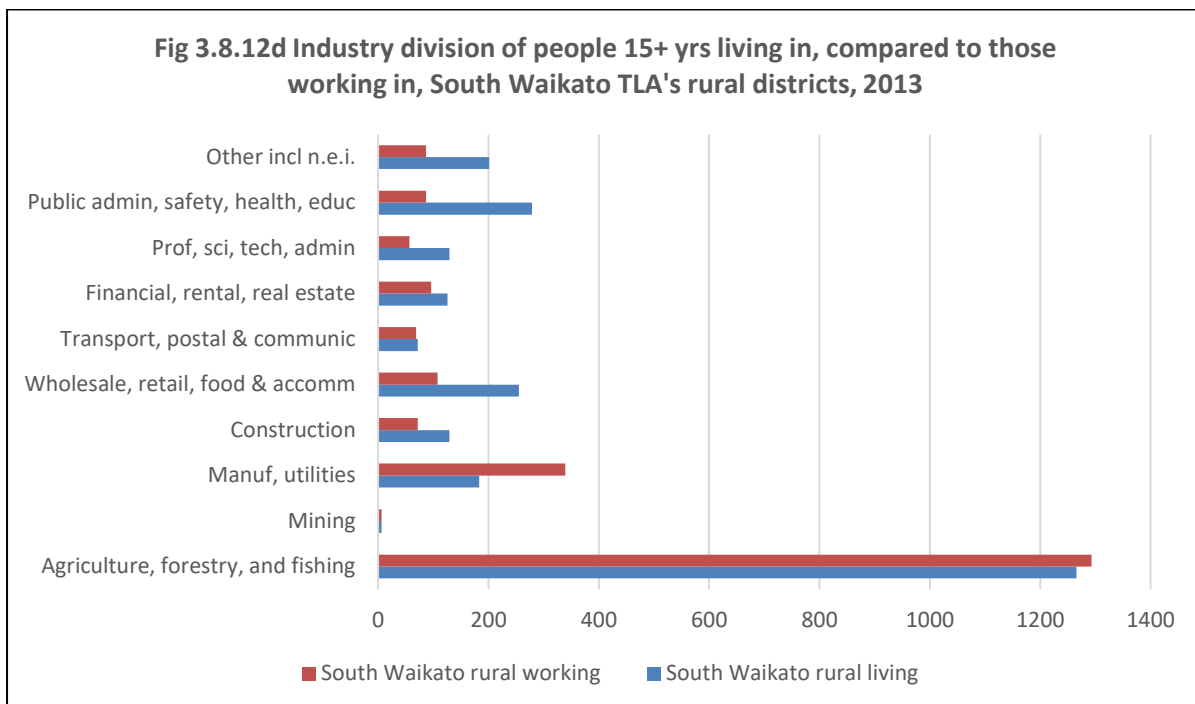
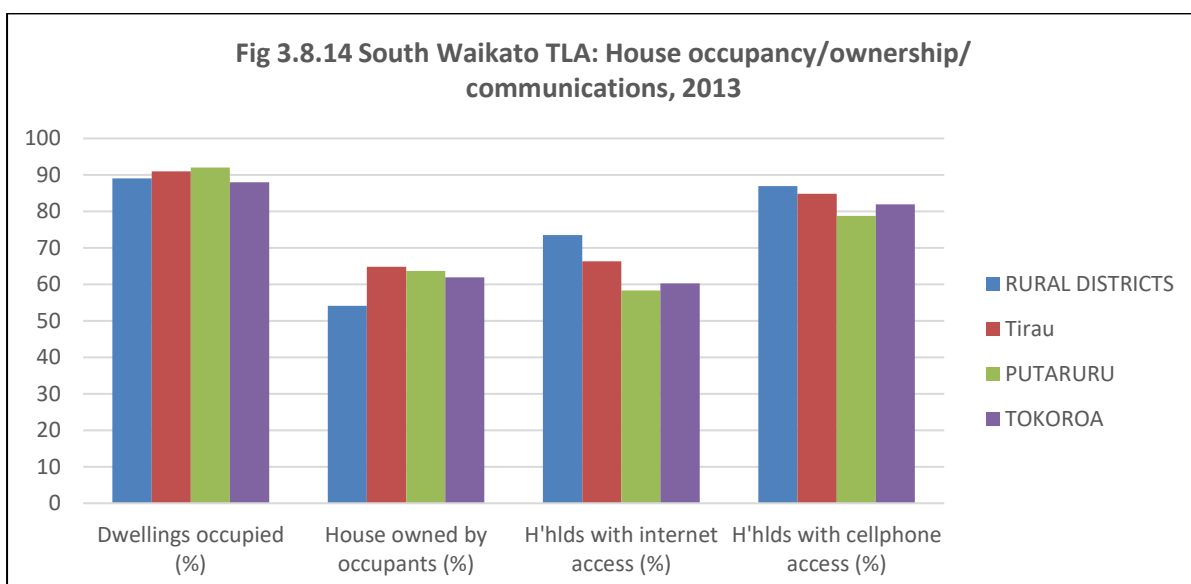
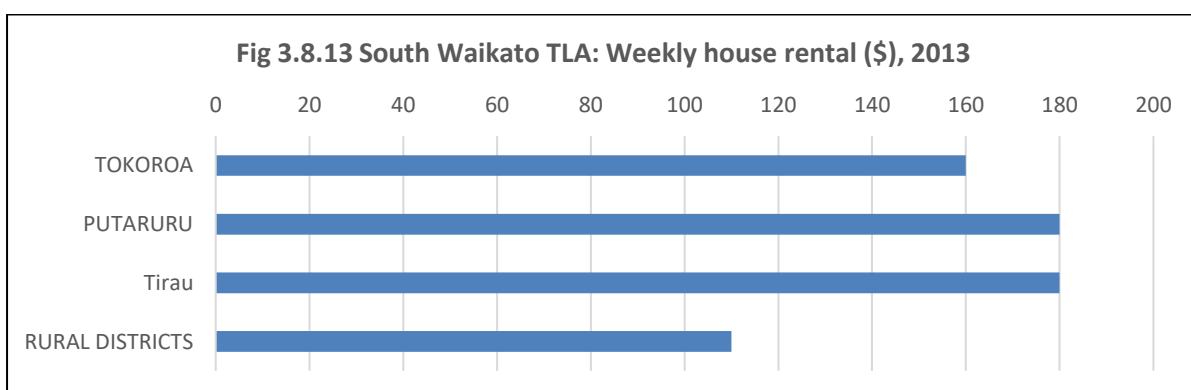


Fig 3.8.12c Industry division of people 15+ yrs living in, compared to those working in, Tirau, 2013

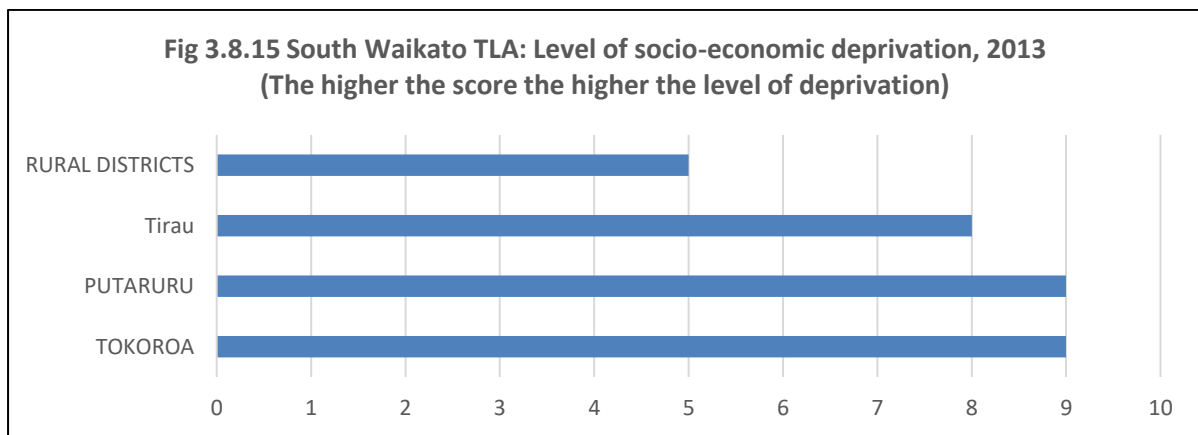




The cheapest house rentals were in the rural districts (Fig 3.8.13), the most expensive were in Putāruru and Tirau. While most houses were occupied (around 90%), between 35 and 38 percent were not owned by the occupants in the urban settlements and even fewer (46%) in the rural districts (Fig 3.8.14). Internet access was also poor. Only 58 percent of Putāruru residents, 66 percent of Tirau residents, and 73 percent of rural residents had internet (Fig 3.8.14).



The rural districts had the lowest level of socio-economic deprivation, whilst the urban settlements were relatively poorly off with high levels of deprivation. (Fig 3.8.15).

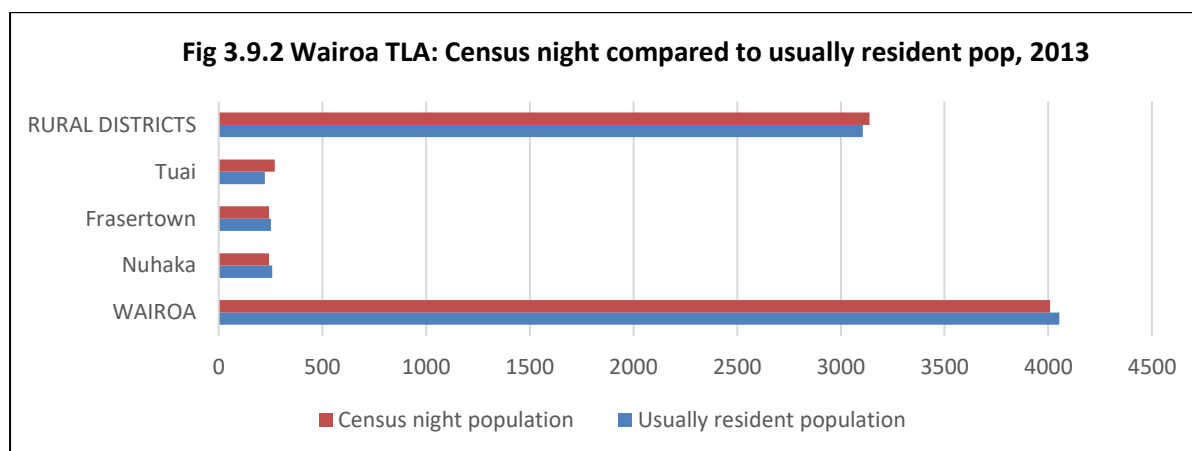
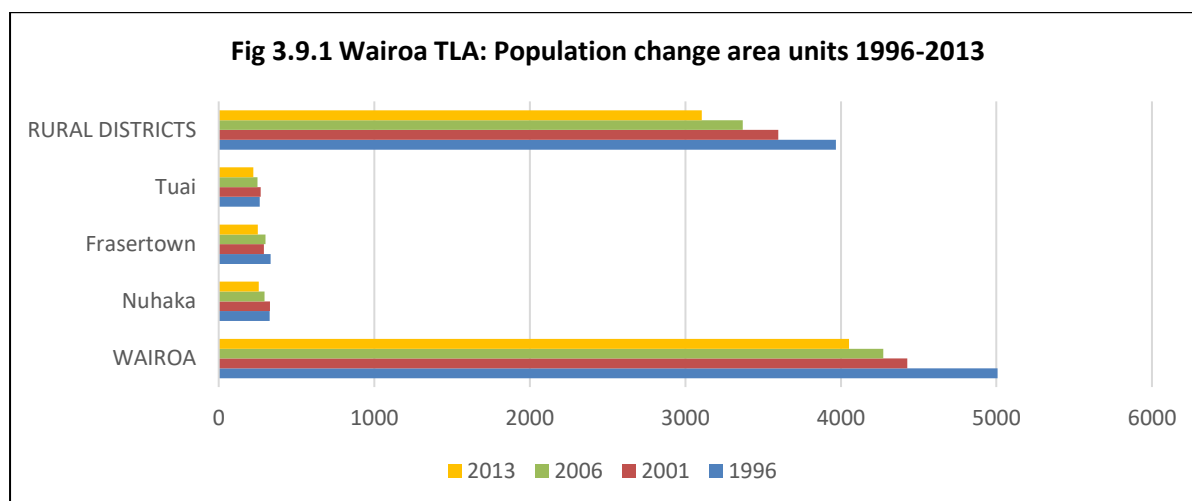


3.9 Wairoa TLA

The distribution of usually resident people across Wairoa TLA, population 7,890 in 2013, was:

- Minor urban areas (Wairoa): 51%
- Rural centres: 9%
- Rural districts: 40%.

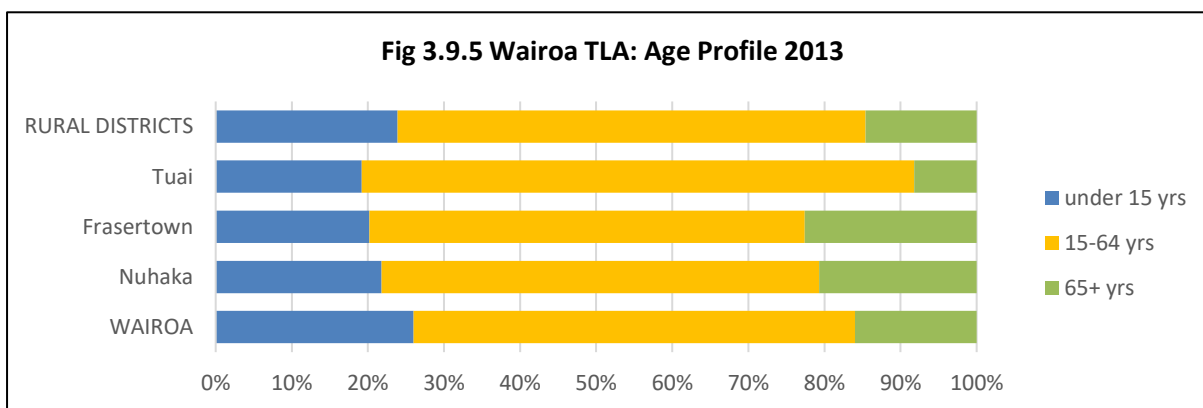
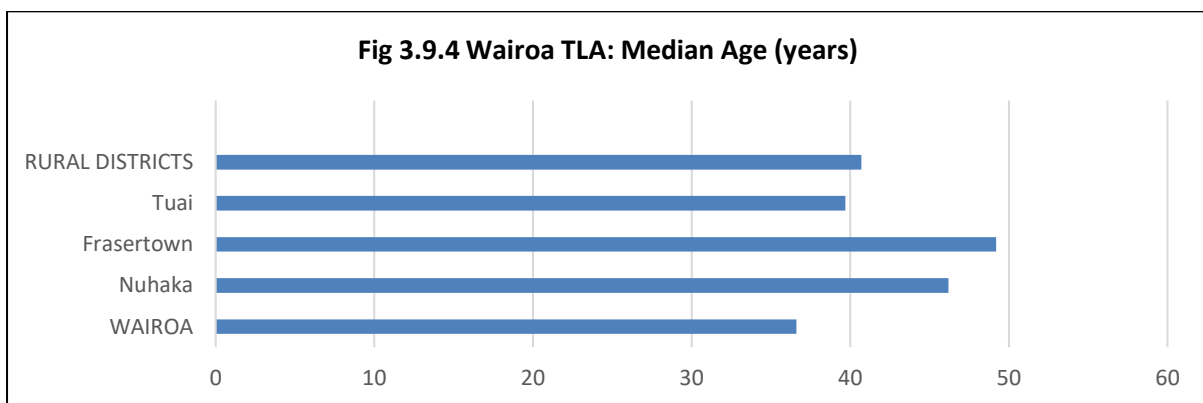
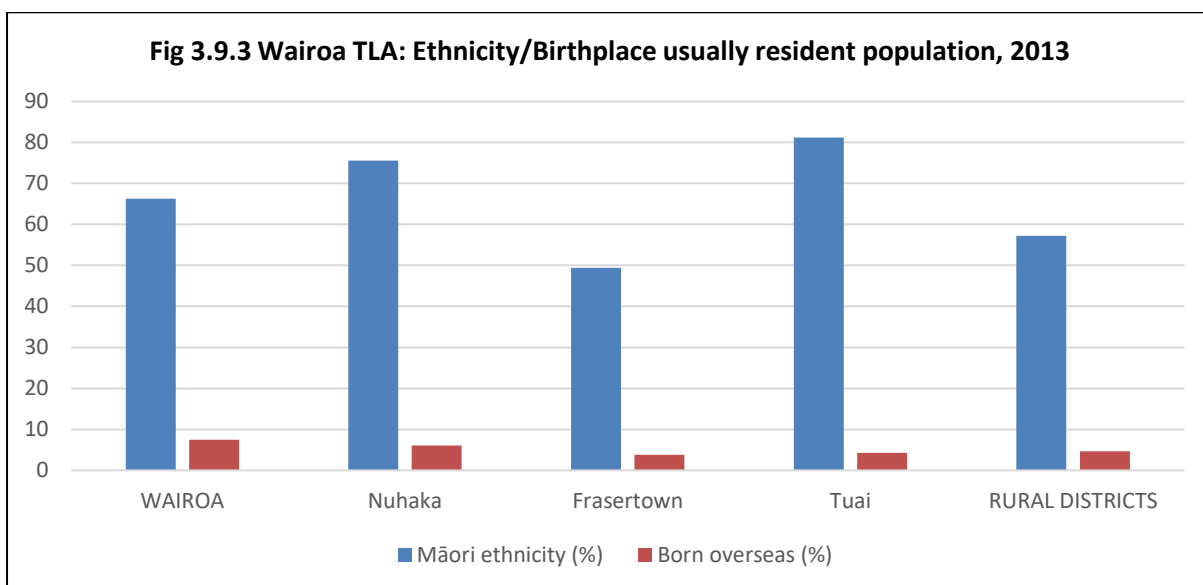
All Wairoa TLA's settlements lost people between 1990 and 2013, with almost 1,000 people disappearing from the rural districts and Wairoa minor urban area over the 17 year period (Fig 3.9.1). The 2018 (estimated) census population on adjusted (comparable) boundaries showed Wairoa had grown¹². The rural districts (which include the rural centres at the 2018 census) also grew between 2013 and 2018.



There was little variation between the usually resident population and the census night population in 2013 (Fig 3.9.2).

All settlements, including the rural districts, had (and have) very strong Māori populations (Fig 3.9.3). Mana whenua are Ngāti Kahungunu (and Ngāti Rongomaiwahine – descendants of Kahungunu and Rongomaiwahine). Ngāti Pāhauwera have interests in the resources of the southern part of the Wairoa TLA. The rohe of Ngāti Ruapani ki Waikaremoana surrounds the lake and extends south east (particularly encompassing Tuai). Tūhoe exercises kaitiakitanga for the purposes of the Resource Management Act 1991 in the north west of Wairoa TLA including Lake Waikaremoana. Ngāti Rongomaiwahine of Māhia Peninsula joined together with northern Ngāti Kahungunu hapū to form Te Wairoa iwi and hapū for Treaty of Waitangi negotiations. Wairoa TLA had few foreign-born residents in 2013.

¹² Statistics NZ: NZ.Stat export Usually resident population counts 2006, 2013 and 2018 censuses, TLA/SA2 (data extracted 5 Dec 2019)



Frasertown and Nuhaka had the oldest age profiles/median ages (Figs 3.9.4 and 5), and similarly the highest proportions of superannuitants in the TLA (Fig 3.9.8). The rural districts and Wairoa had high proportions of children, whilst Tuai had few elderly, giving these places relatively low median ages.

The unemployment rate was high (Fig 3.9.6). Interestingly it was lowest in Frasertown which despite having the fewest people with qualifications, had the highest median income compared to other locations in Wairoa TLA (Fig 3.9.7). Income in Frasertown was predominantly from wages, salary etc followed by superannuation and veterans pension (Fig 3.9.8). Median income for all Wairoa TLA locations was low, particularly in Tuai which had the highest unemployment.

Fig 3.9.6 Wairoa TLA: Unemployment rate/Qualifications usually resident population 15+ years, 2013

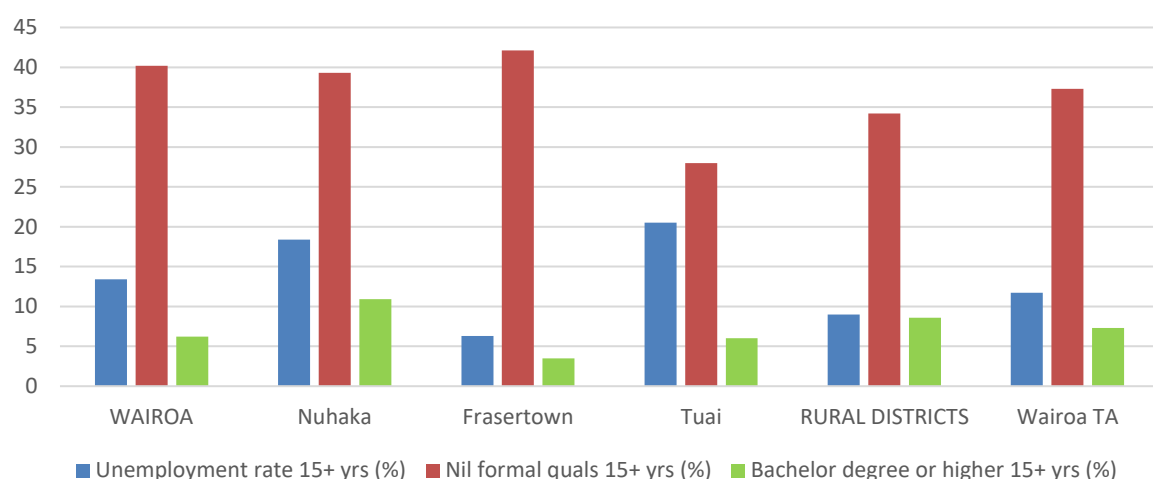


Fig 3.9.7 Wairoa TLA: Personal median Income (\$) usually resident population 15+ years, 2013

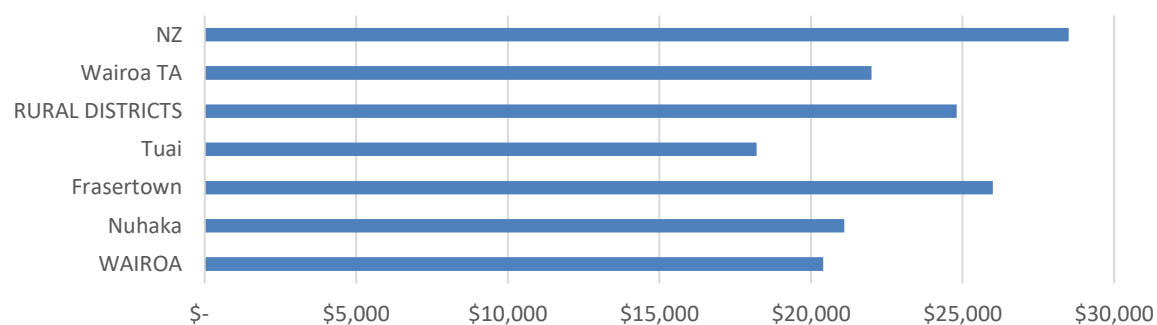
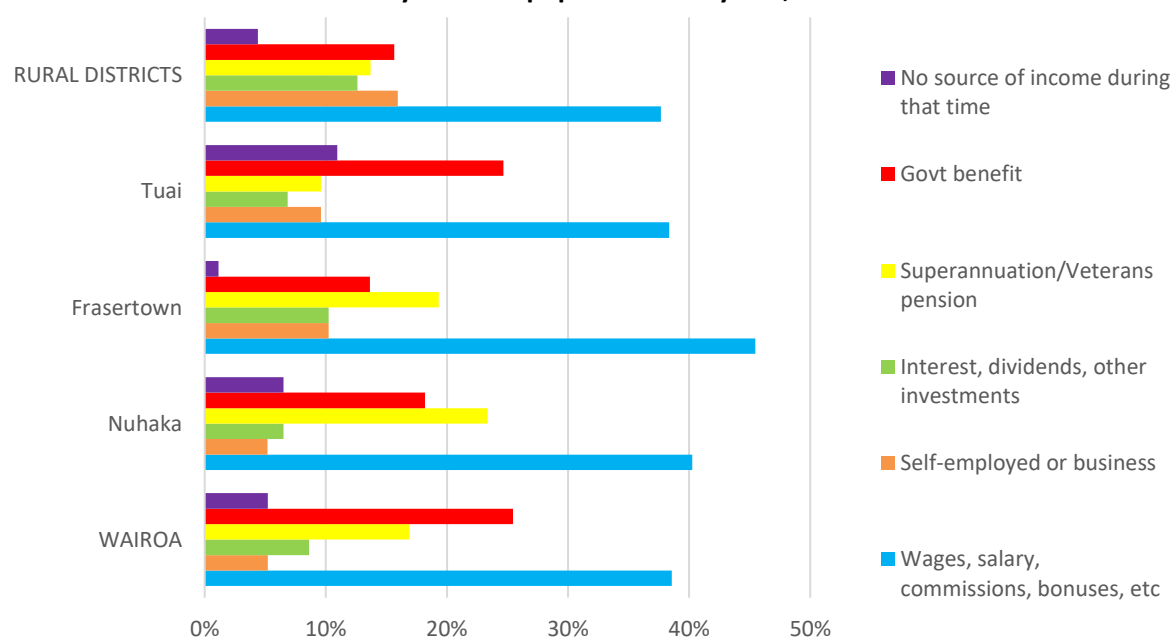
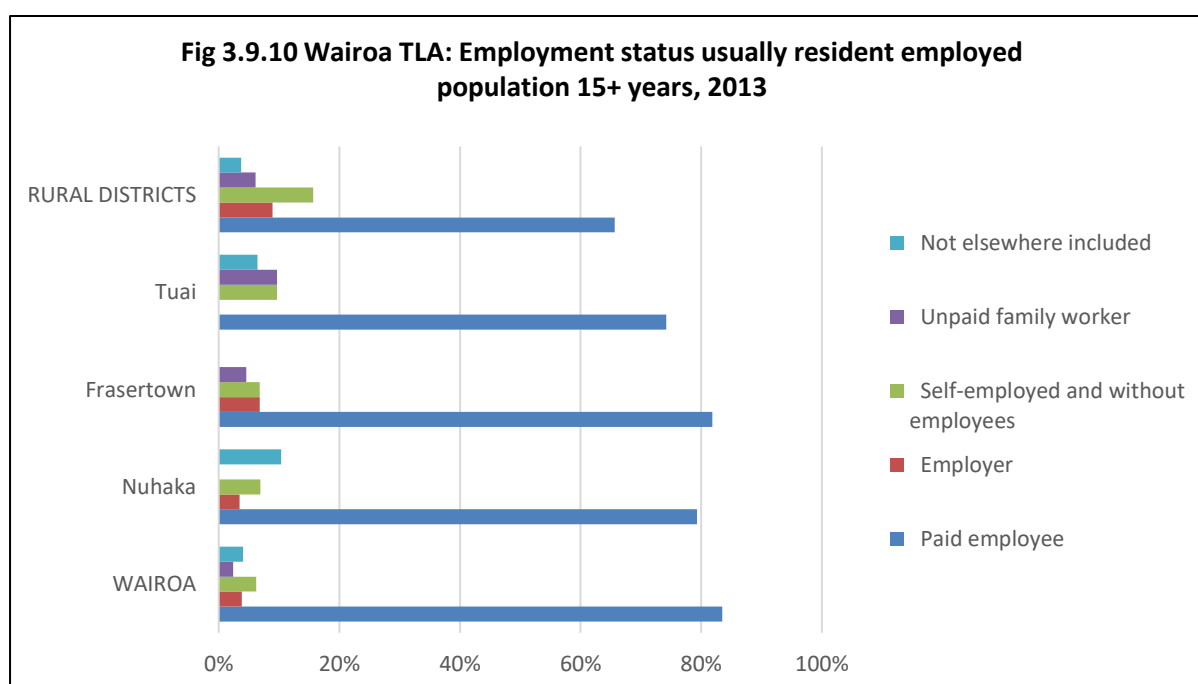
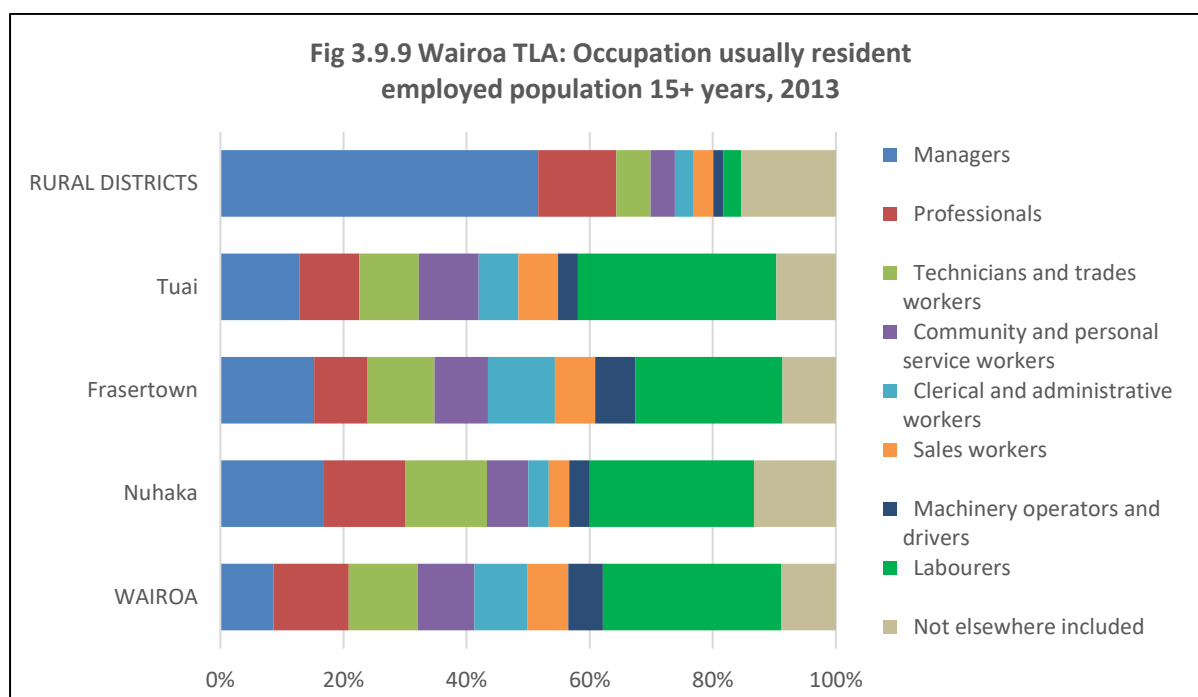


Fig 3.9.8 Wairoa TLA: Sources of personal income (may be more than one) usually resident population 15+ years, 2013



Wairoa TLA rural districts had a high proportion of managers, like all rural districts (Fig 3.9.9). The rural centres and Wairoa minor urban had a predominance of labourers.



Most people in Wairoa TLA, including the rural districts, were employees (Fig 3.9.10). Although only 40 percent of those in the paid workforce engaged in primary industry in the rural districts (Fig 3.9.11), this was where the highest proportion of employers and self-employed people lived.

With comparatively large rural catchments within the boundaries of the statistical entities making up the Tuai (29 sq. km) and Nuhaka (24 sq.km) settlements, it is unsurprising that Nuhaka attracted primary industry workers (Fig 3.9.12b). Tuai encompasses several settlements on the shores of lakes Waikaremoana, Kaitawa and Whakamarino (where the Kaitawa and Tuai hydroelectric power stations are located. The third station, Piripaua, is further south). While people commuted into the Tuai area unit to work at the power stations, people commuted out to engage in manufacturing industry elsewhere (Fig 3.9.12d). A large proportion of Tuai is in native forest and the remainder in hard hill

country farmland. Those who farmed lived there. Tuai had no employers but did have a comparatively large proportion of unpaid family workers (Fig 3.9.10).

Interestingly, AFFCO's Wairoa meat processing plant is just outside the statistical area unit boundary of Wairoa minor urban area. This means that the large proportion of people who live in Wairoa and work in the plant, commute a few minutes into the rural area unit of Whakaki (Map 14). Thus, while Figures 3.9.12a and c showed many Wairoa and Frasertown people engaged in manufacturing, they did not work in those locations. Meanwhile, Figure 3.9.12e showed many people who worked in manufacturing plants located in the rural districts, did not live there. Most rural residents not engaged in primary industry (or meat processing) commuted elsewhere for work.

Public service was also an important source of livelihood with people travelling from Frasertown and the rural districts to work in Wairoa (and also Tuai). Most of Frasertown's residents did not work there (except those engaged in transport and communications, Fig 3.9.12c).

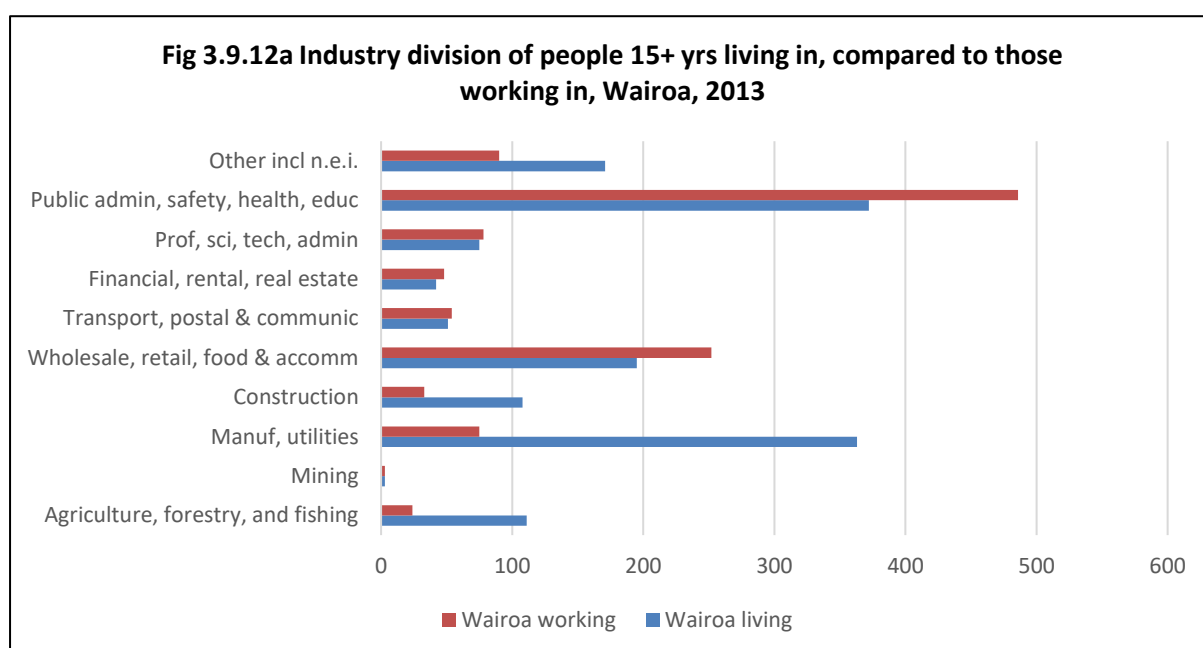
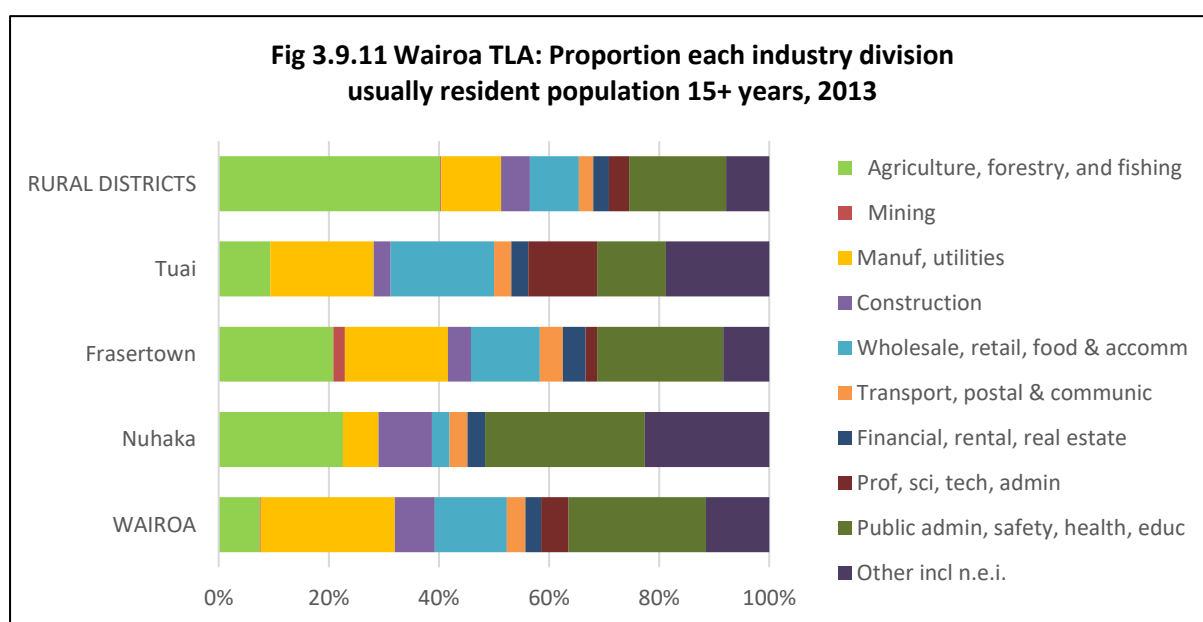


Fig 3.9.12b Industry division of people 15+ yrs living in, compared to those working in, Nuhaka, 2013

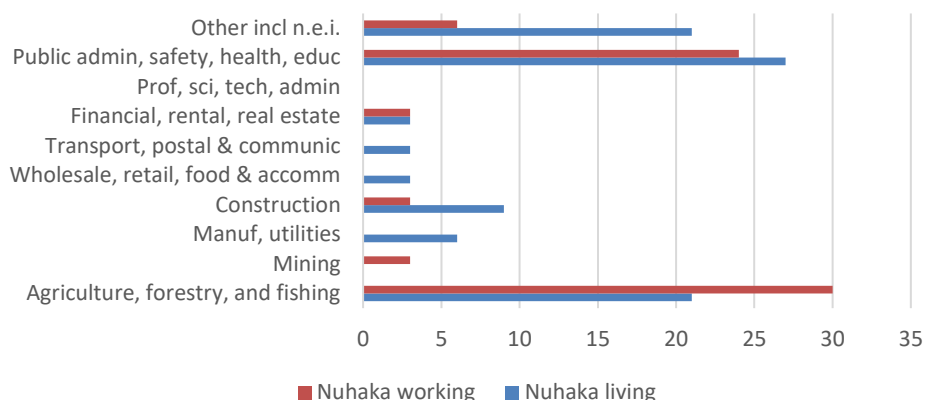


Fig 3.9.12c Industry division of people 15+ yrs living in, compared to those working in, Frasertown, 2013

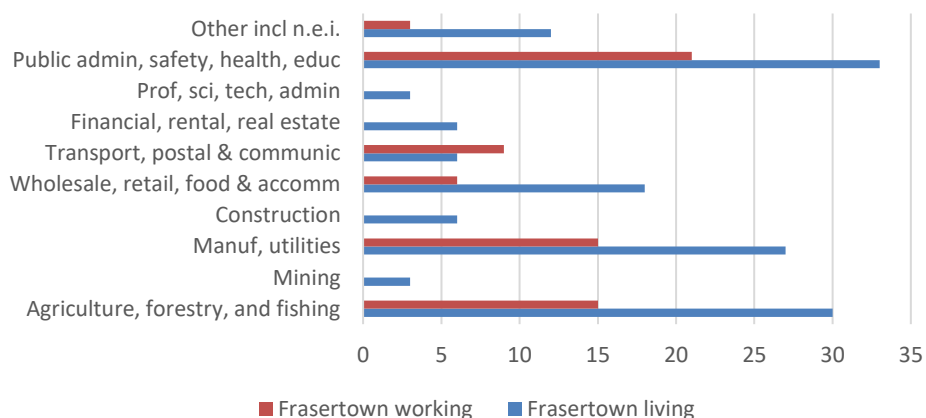


Fig 3.9.12d Industry division of people 15+ yrs living in, compared to those working in, Tuai, 2013

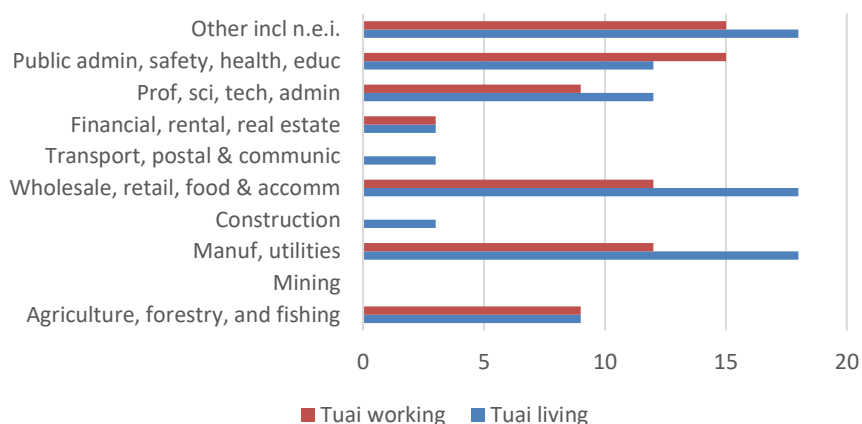
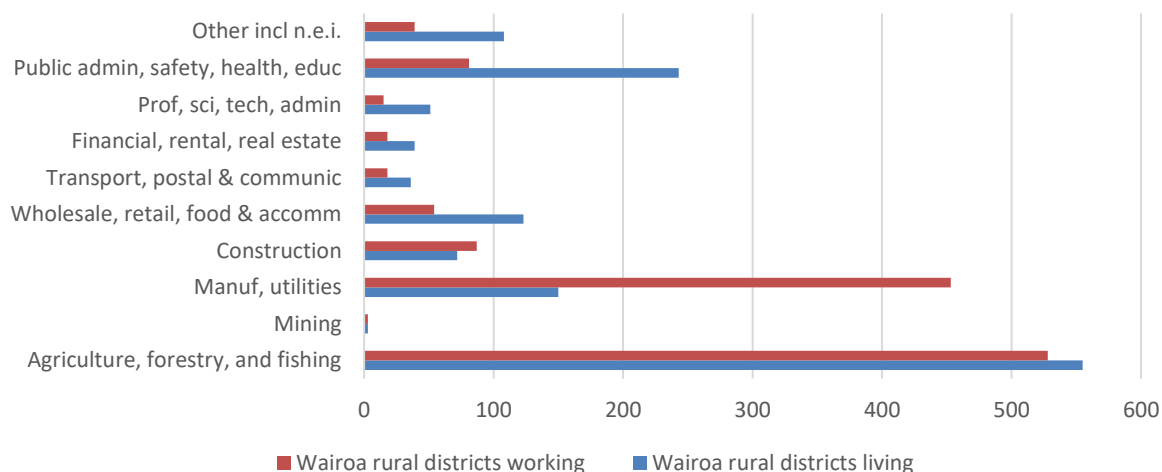


Fig 3.9.12e Industry division of people 15+ yrs living in, compared to those working in, Wairoa TLA's rural districts, 2013



Housing rentals were highest in the settlements of Wairoa and Frasertown and lowest in the rural districts and Tuai (Fig 3.9.13) where dwelling occupancy was lowest (Fig 3.9.14). Frasertown had the highest proportion of houses owned by the occupants (as well as, noted above, the highest median income). The proportion of households with internet access was low, ranging from 48 percent of households in Tuai to 63 percent of households in Frasertown.

Fig 3.9.13 Wairoa TLA: Weekly house rental (\$), 2013

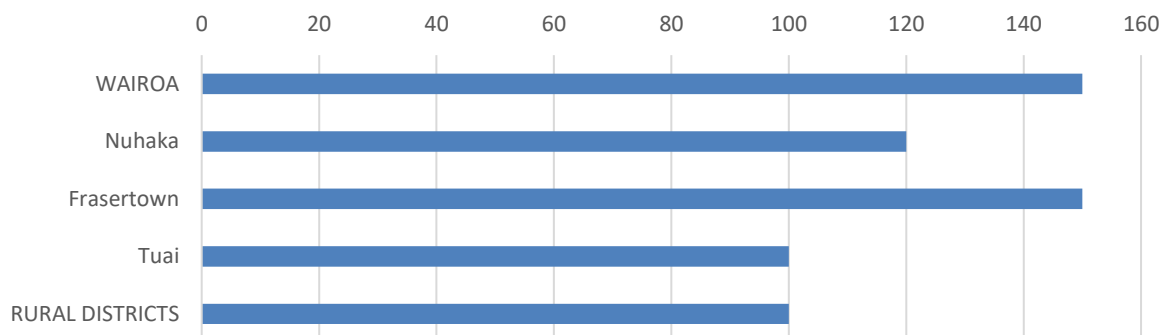
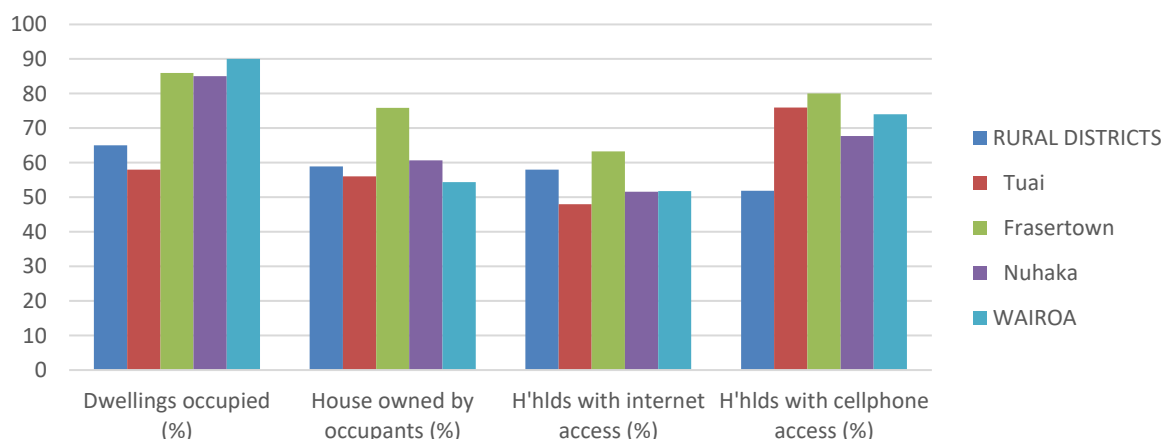
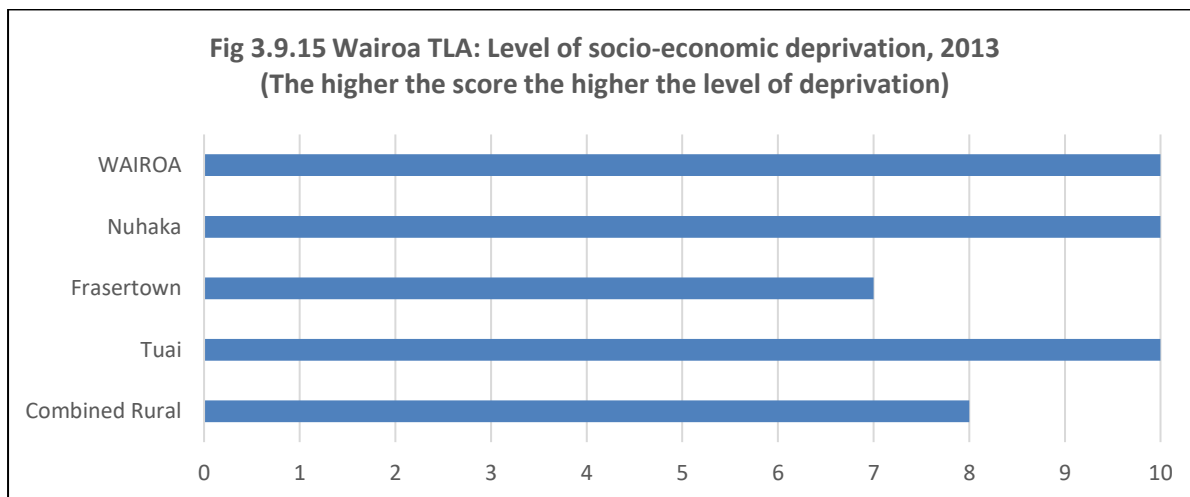


Fig 3.9.14 Wairoa TLA: House occupancy/ownership/communications, 2013





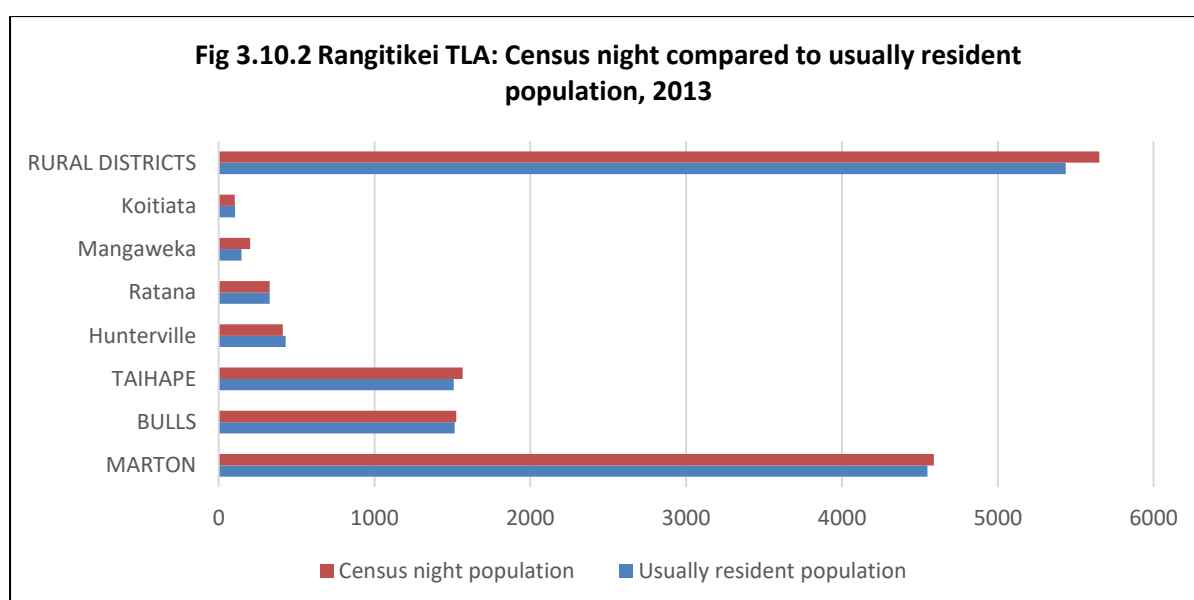
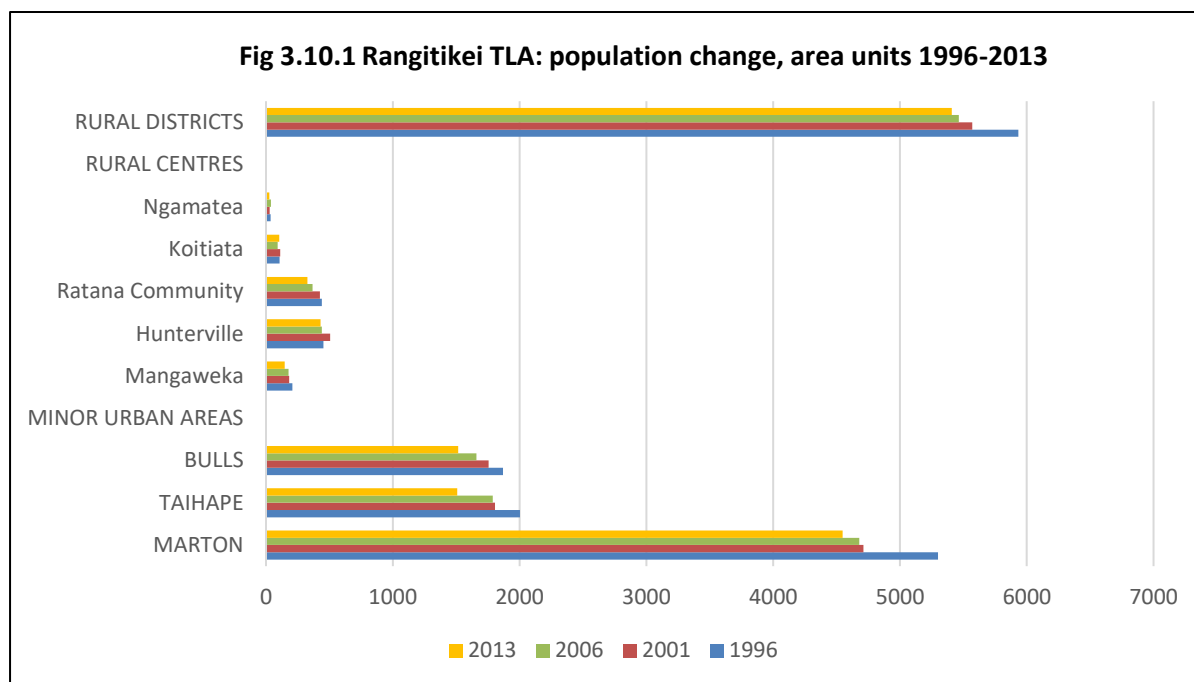
While Frasertown was the least deprived settlement, it still had a high level of deprivation. Figure 3.9.15 indicates all urban settlements and the rural districts of Wairoa TLA had a high level of socio-economic deprivation.

3.10 Rangitikei TLA

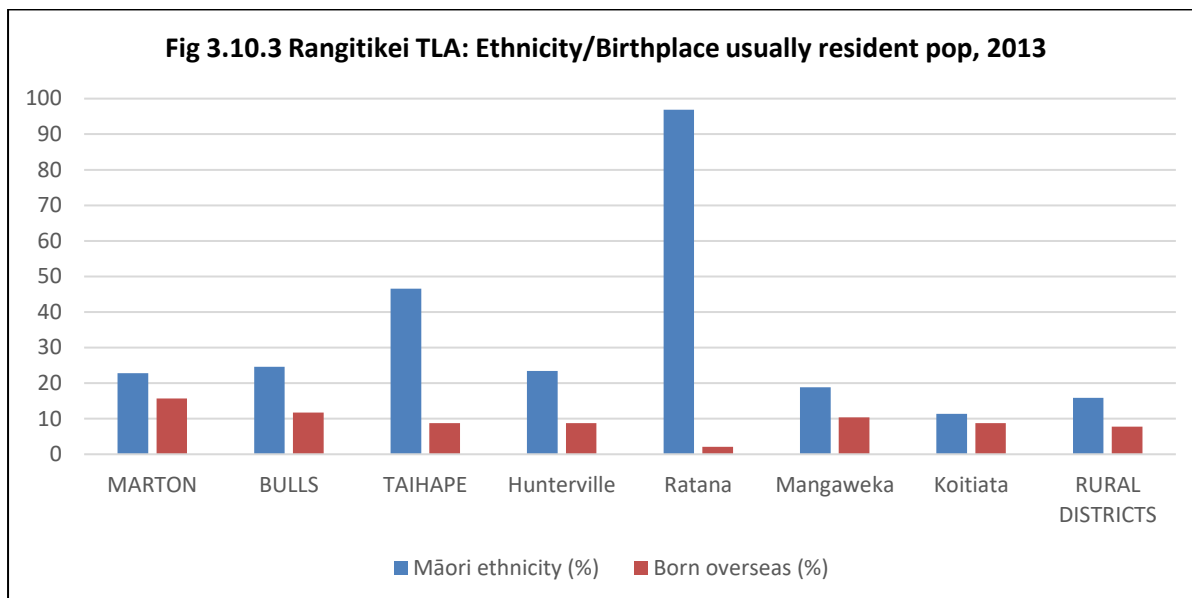
The distribution of usually resident people across Rangitikei TLA, population 14,019 in 2013, was:

- Minor urban areas: 54%
- Rural centres: 7%
- Rural districts: 39%.

All Settlements including the rural districts lost people across the four census periods. The biggest drops were experienced between 1996 and 2001 (Fig 3.10.1). Census data for 2018 shows all three minor urban areas (Marton, Taihape and Bulls) grew between 2013 and 2018. Population estimates suggest Hunterville continued to lose people. There was no identifiable data for the other settlements, but most rural districts appeared to have reversed or slowed their decline.



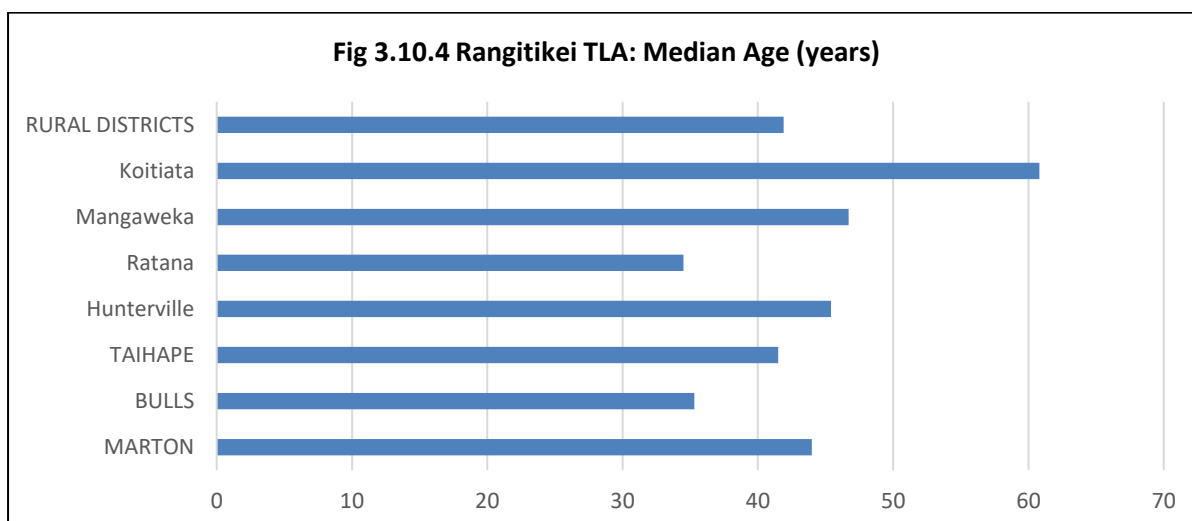
All settlements with the exception of Hunterville had increased populations on census night from visitors (Fig 3.10.2). Although the area is not a tourism destination its minor urban settlements (particularly Taihape and to a lesser extent Bulls) are half-way points between major North Island cities on the State Highways so attract over-night guests (such as people working for the freight haulage companies).



As depicted in Figure 3.10.3 the community of Ratana is almost entirely Māori (97% in 2013). The community developed around the Rātana Pā, the birthplace of the Ratana religion. With a usually resident population of just over 300 in 2013, the community absorbs many thousands of visitors (particularly politicians and reporters) on 25 January who arrive to celebrate the birth of Tahupōtiki Wiremu Rātana, the church's founder. Mana whenua are Ngāti Apa. Nearly half of Taihape's population was Māori in 2013.

Te Kāhui Māngai¹³ lists four iwi for Rangitikei TLA: Mōkai Pātea Nui Tonu, Ngāti Apa, Ngāti Hauiti, Ngāti Raukawa ki te Tonga. Marton, Bulls, Ratana and Koitiata are located within the Ngāti Apa rohe. Mangaweka and Hunternville are located within the Ngāti Hauiti rohe. Mōkai Pātea Nui Tonu is the confederated iwi of Ngāi Te Ohuake (Taihape and to the north), Ngāti Hauiti (Taihape and Rata – the latter is located between Hunternville and Marton), Ngāti Whitikaupeka (northern part of Rangitikei), and Ngāti Tamakōpiri (Taihape).

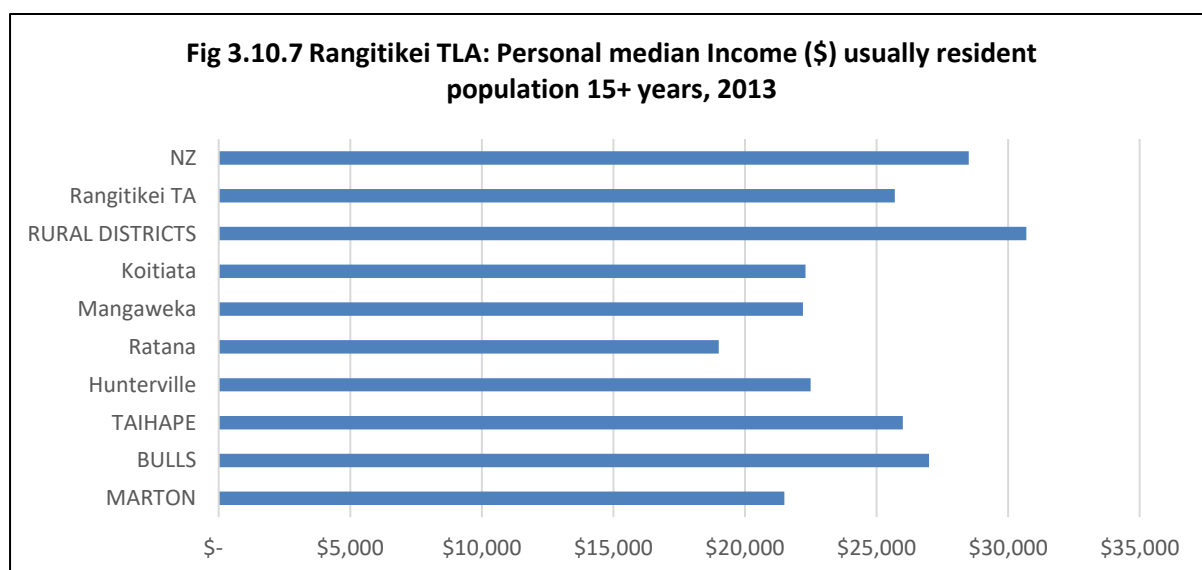
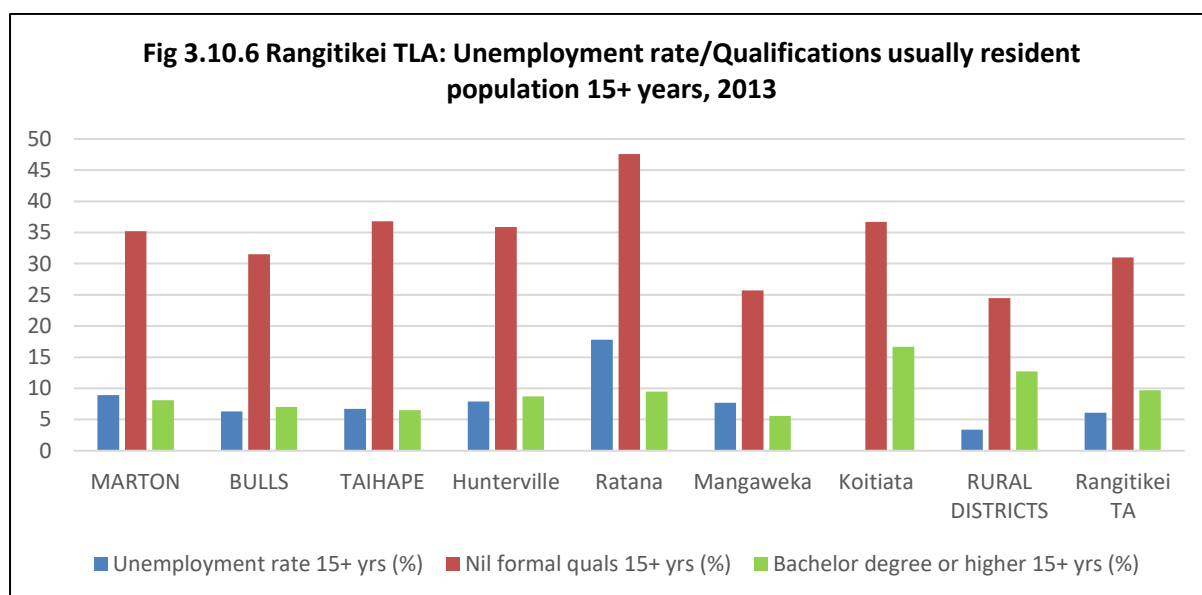
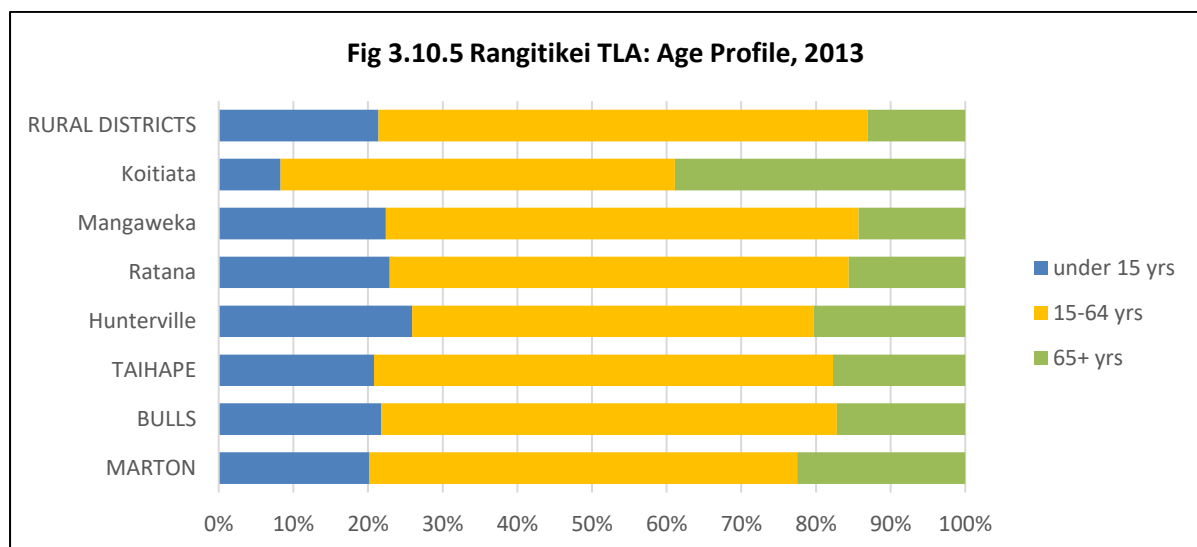
Only Marton has a sizeable immigrant community (Fig 3.10.3).



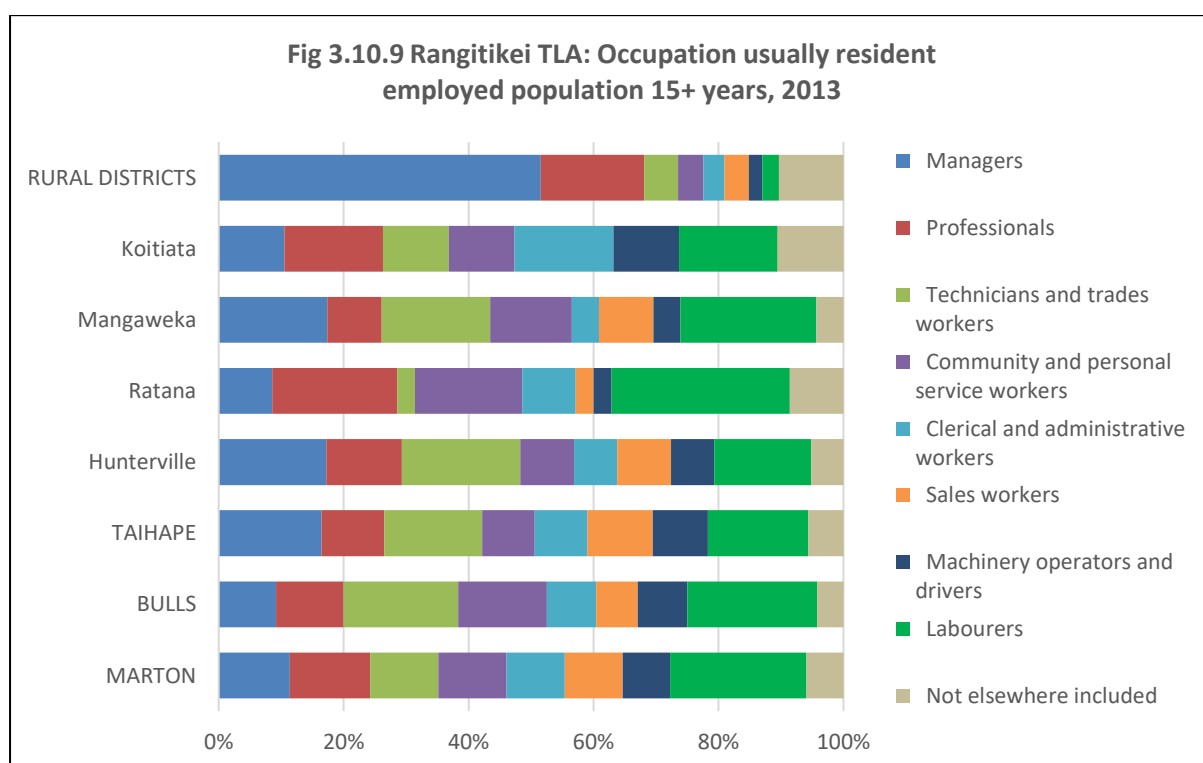
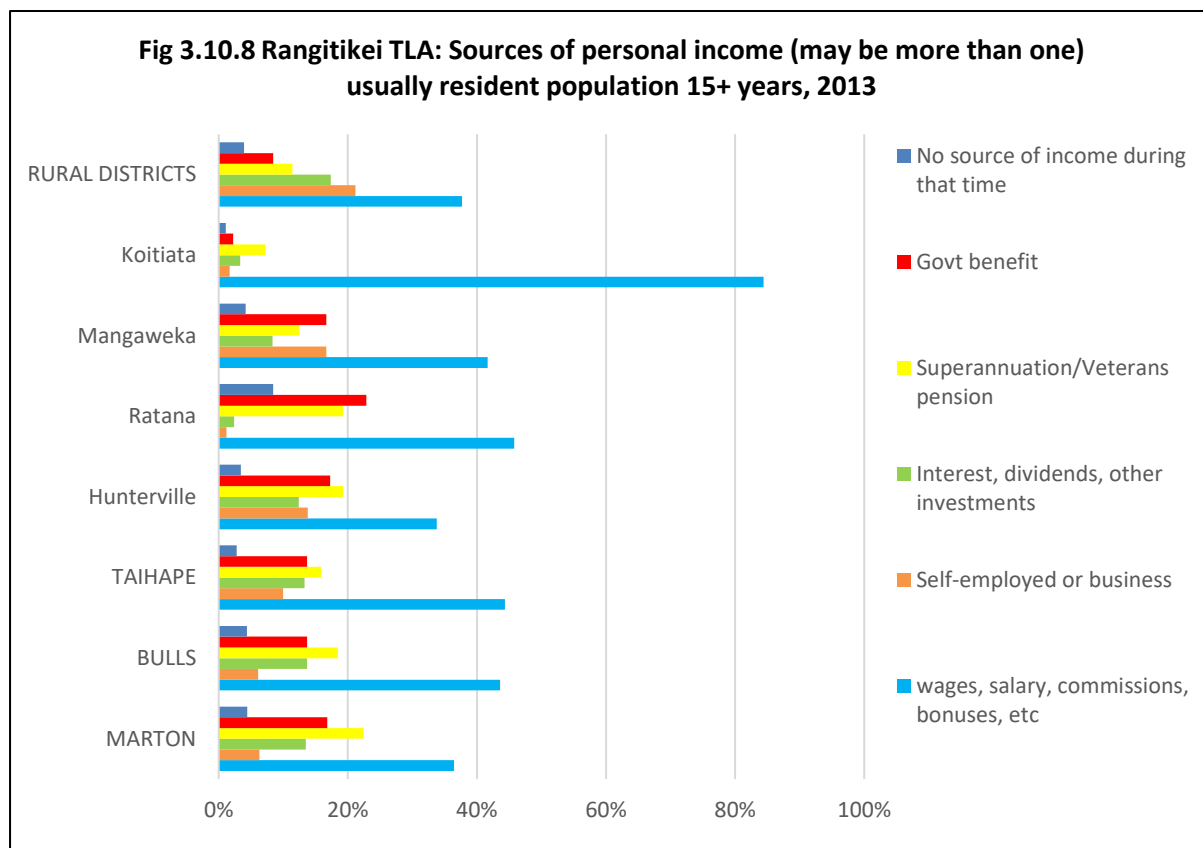
With a median age over 60 years (Fig 3.10.4), the tiny community of Koitiata (population 108) appears to be a retirement settlement, except that in 2013 most people were wage and salary earners and not superannuitants (Fig 3.10.8). Figure 3.10.5 shows the settlement had few children (less than 10% of the population). While Ratana (with its predominance of Māori) had the youngest median age,

¹³ Te Puni Kōkiri <http://www.tkm.govt.nz/localauthority/rangitikei-district-council/> downloaded 9.12.19

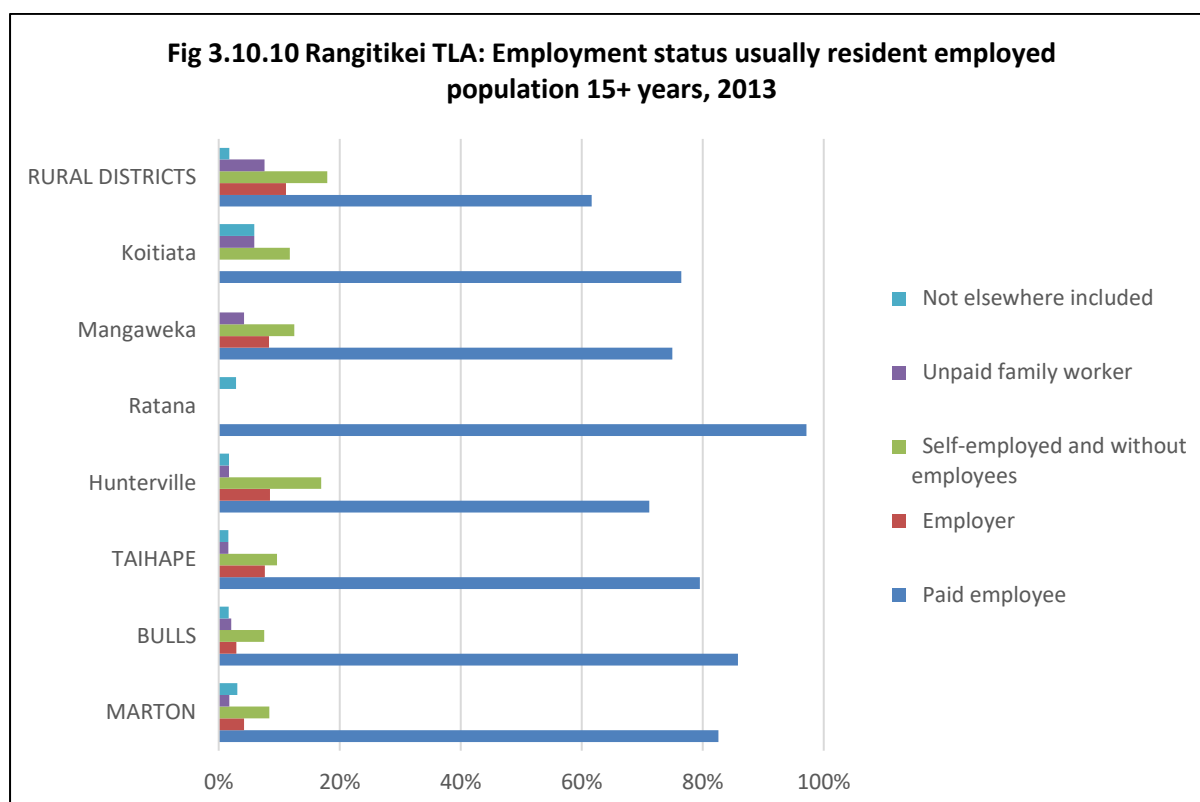
Hunterville had the highest proportion of children (under 15 years), and the rural districts followed by Mangaweka had the fewest over 65 years.



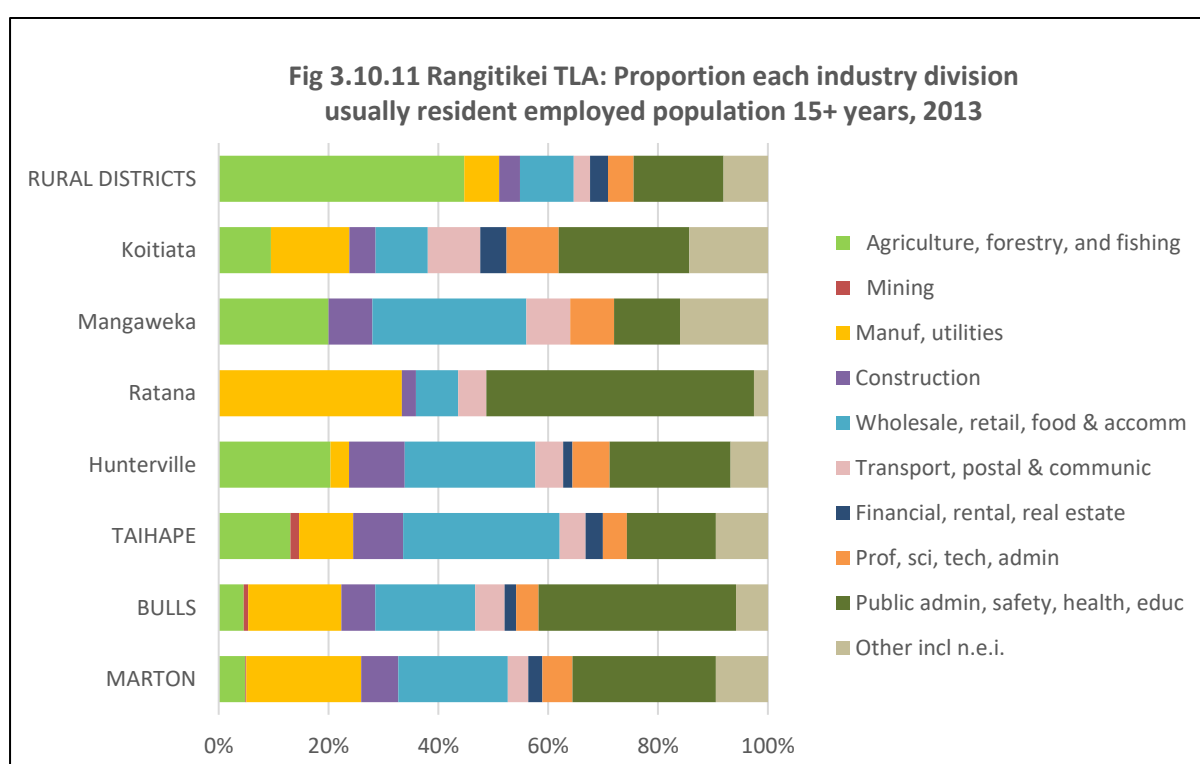
Unemployment was very high in Ratana (Fig 3.10.6) and unsurprisingly, this settlement had the lowest median income (Fig 3.10. 7) and the largest proportion of beneficiaries (Fig 3.10.8). The rural districts (like rural districts across the country) had the highest median income (Fig 3.10.7), followed by the commercial centres of Bulls and Taihape. Marton with its comparatively high proportion of residents engaged in manufacturing, had a low level of median income. While personal median income in the rural districts exceeded the New Zealand median, all urban centres were below (and sometimes well below) the 2013 New Zealand median.



Labourers, professional and technical workers were the dominant occupations in the urban settlements (Fig 3.10.9).



Excluding Ratana (almost entirely paid employees), the rural districts and smallest rural centres had the highest proportions of self-employed (Fig 3.10.10). Fewer than half of Rangitikei's employed usually resident rural district population were engaged in primary industry (Fig 3.10.11). Interestingly quite sizeable proportions of Mangaweka and Hunterville's workforces (one in five) were engaged in primary industry.



Some 45 percent of the people living in the rural districts were engaged in primary industry. Most other rural residents commuted elsewhere to work with the exception of those working in the two ANZCO meat processing works located just outside Bulls and on State Highway 1 between Bulls and Marton, and in other small plants (such as Farmlands bacon) located in the rural district, also near Bulls.

Fig 3.10.12a Industry division of people 15+ yrs living in, compared to those working in, Marton, 2013

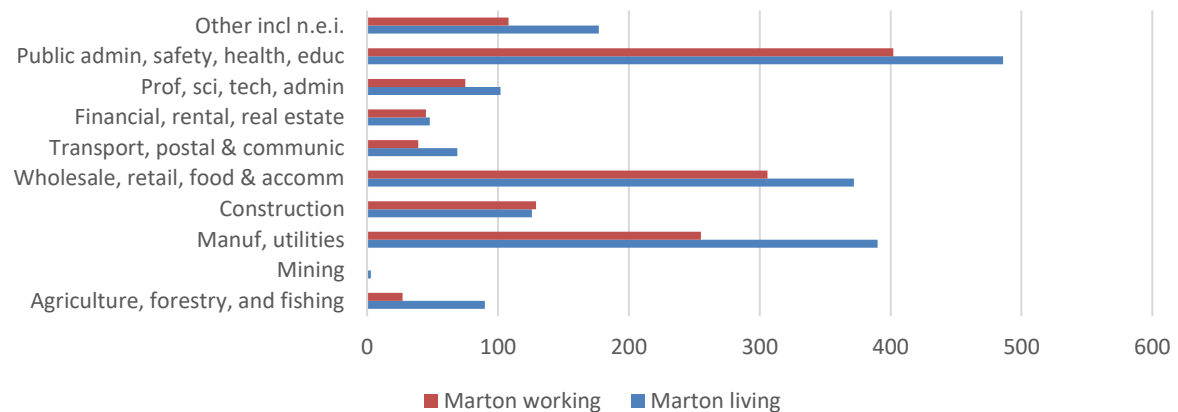


Fig 3.10.12b Industry division of people 15+ yrs living in, compared to those working in, Bulls, 2013

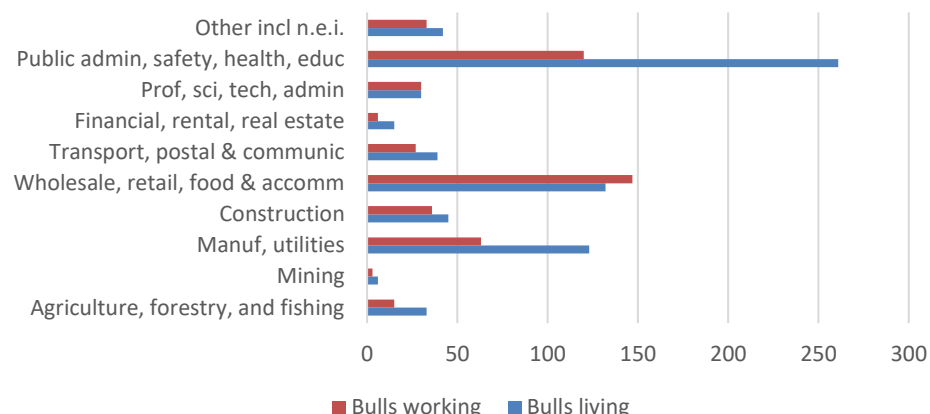


Fig 3.10.12c Industry division of people 15+ yrs living in, compared to those working in, Taihape, 2013

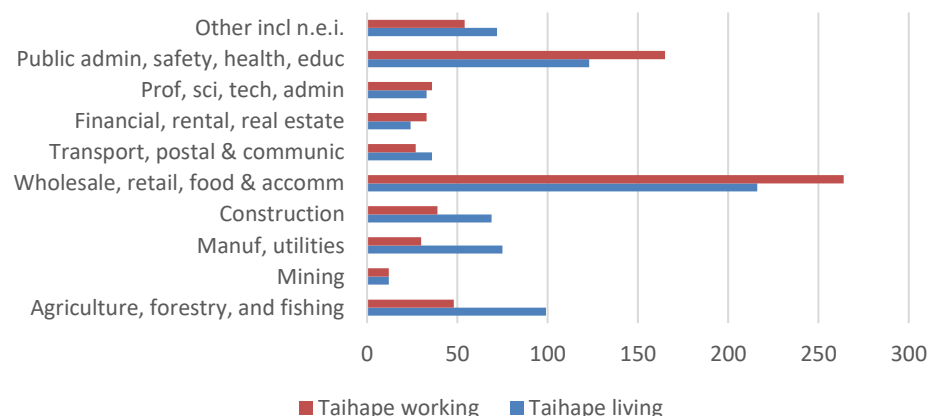


Fig 3.10.12d Industry division of people 15+ yrs living in, compared to those working in, Hunterville, 2013

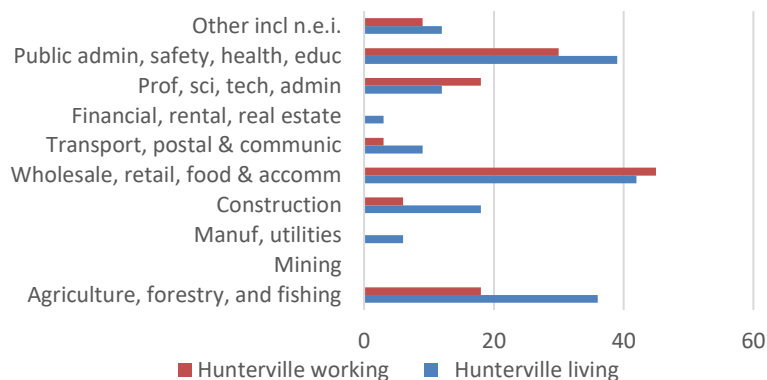


Fig 3.10.12e Industry division of people 15+ yrs living in, compared to those working in, Mangaweka, 2013

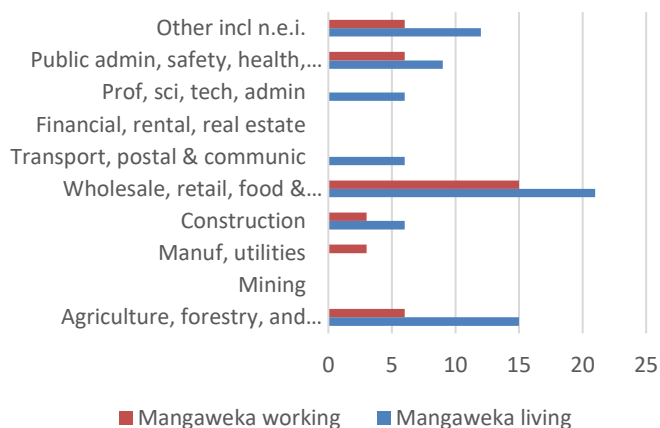
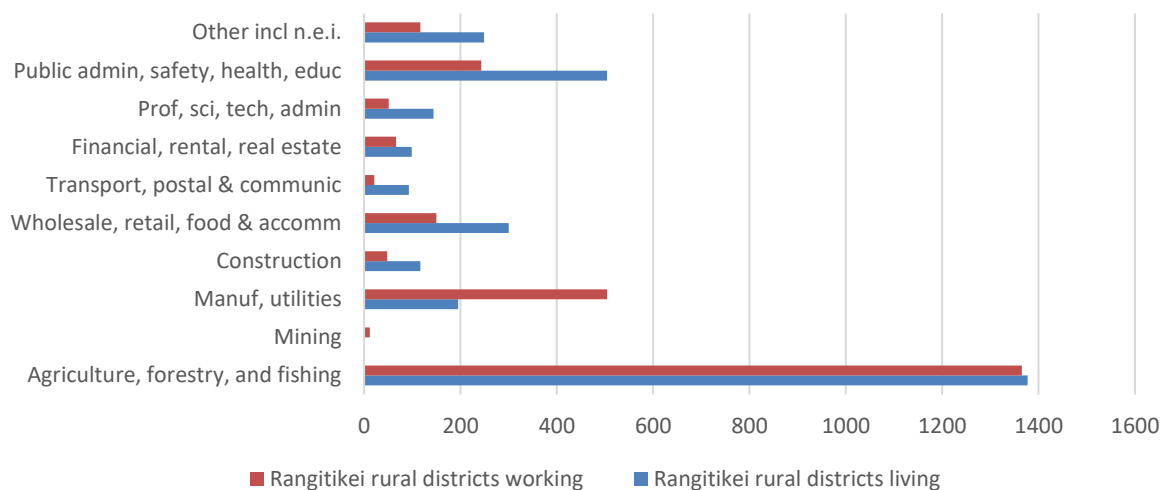
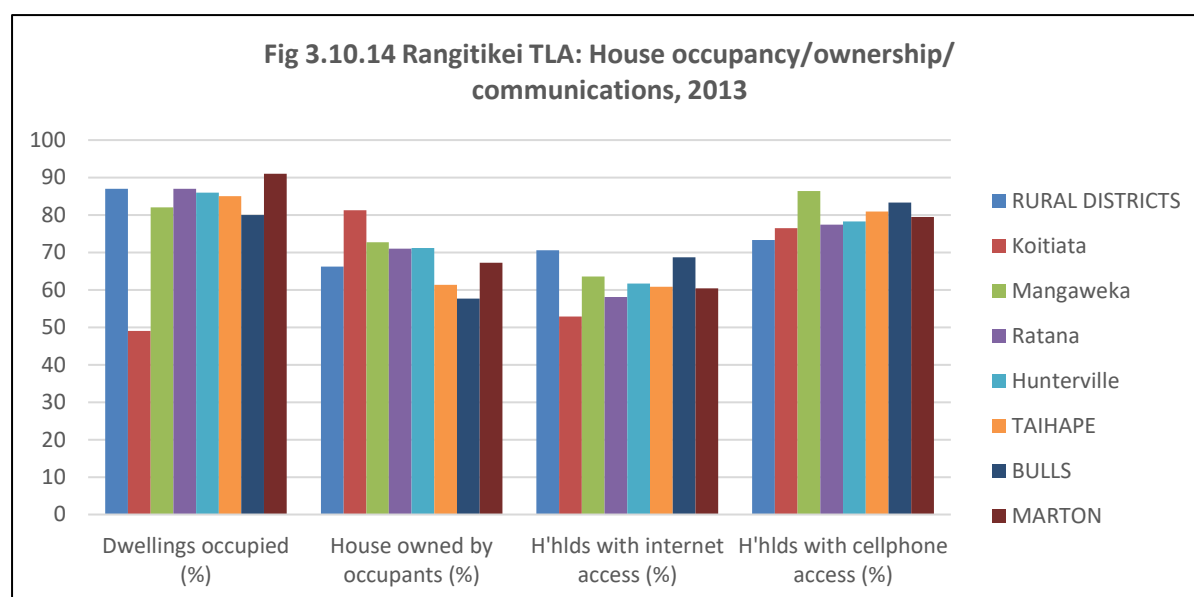
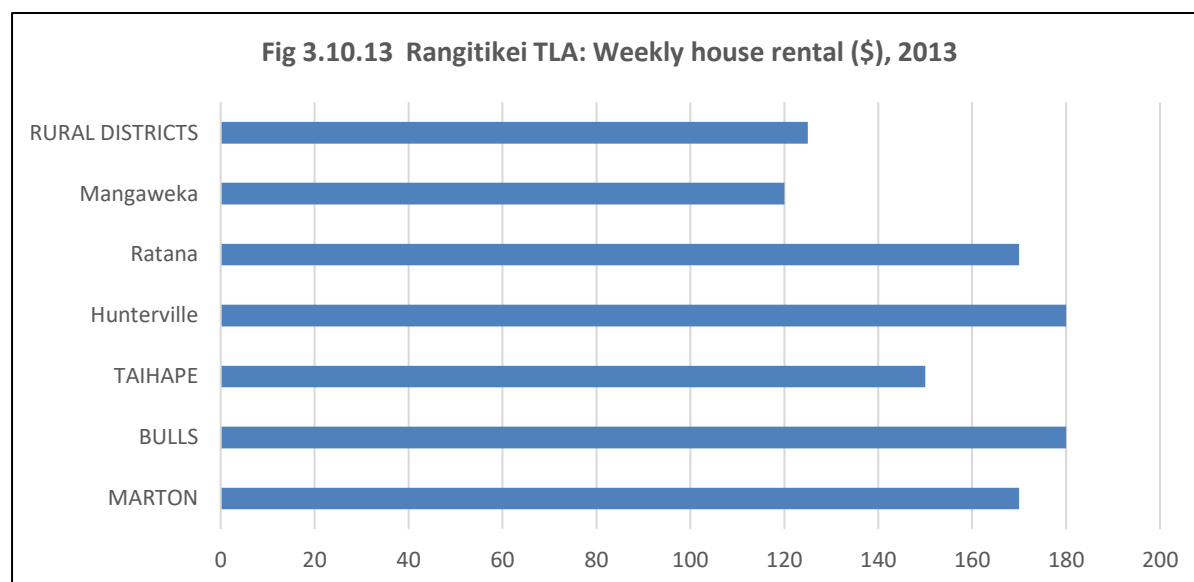


Fig 3.10.12f Industry division of people 15+ yrs living in, compared to those working in, Rangitikei TLA's rural districts, 2013



These plants attracted commuters from both Bulls and Marton (Figs 3.10.12a and b) and probably also Ratana and Koitiata (Fig 3.10.11). Given that Bulls is less than half an hour from Palmerston North city and that Marton is just over half an hour from Palmerston North, and that both are around half an hour from Whanganui city, it is likely that many people engaged in public service resident in those two settlements commute to one or other city for work (Figs 3.10.12a and b).

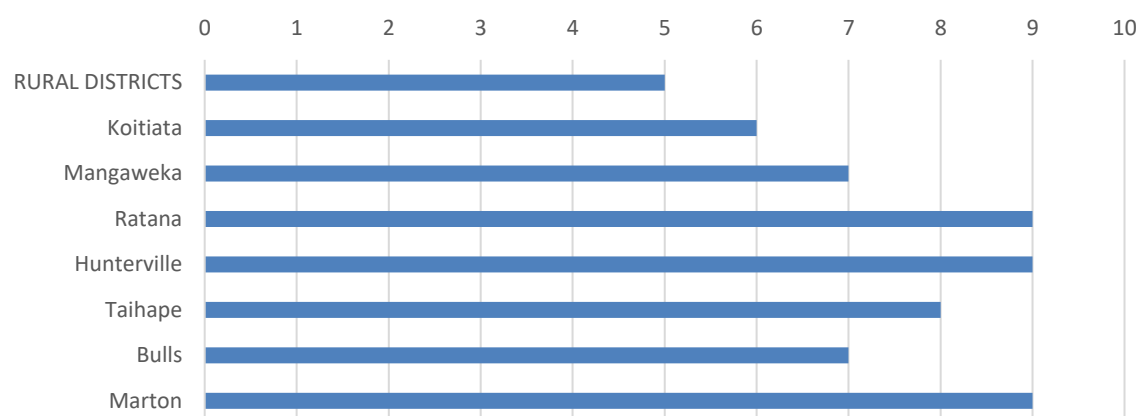
Rural residents living in the northern part of Rangitikei TLA probably commute to Taihape to work in public services there and also in the retail and food and accommodation sectors (Fig 3.10.12c).



Housing rentals were lowest in the village of Mangaweka followed by the rural districts (Fig 3.10.13). Bulls and Hunterville, followed by Marton and Ratana, were the most expensive. Occupancy was high especially in Martin (Fig 3.10.14). Ownership varied between 58 and 72 percent. In the tiny retirement and beach holiday settlement of Koitiata only 49 percent of houses were occupied. Of those that were, 81 percent were owner occupied. Only 53 percent of Koitiata residents had internet access (Fig 3.10.14). While this was the lowest, none of the settlements had more than 70 percent of households able to access internet. Rural cellphone coverage was also poor. There is no information available from the census as to rents for houses in Koitiata.

Socio-economic deprivation was relatively high with most settlements scoring between seven and nine (Fig 3.10.15). The rural districts were the least deprived.

Fig 3.10.15 Rangitikei TLA: Level of socio-economic deprivation, 2013
(The higher the score the higher the level of deprivation)

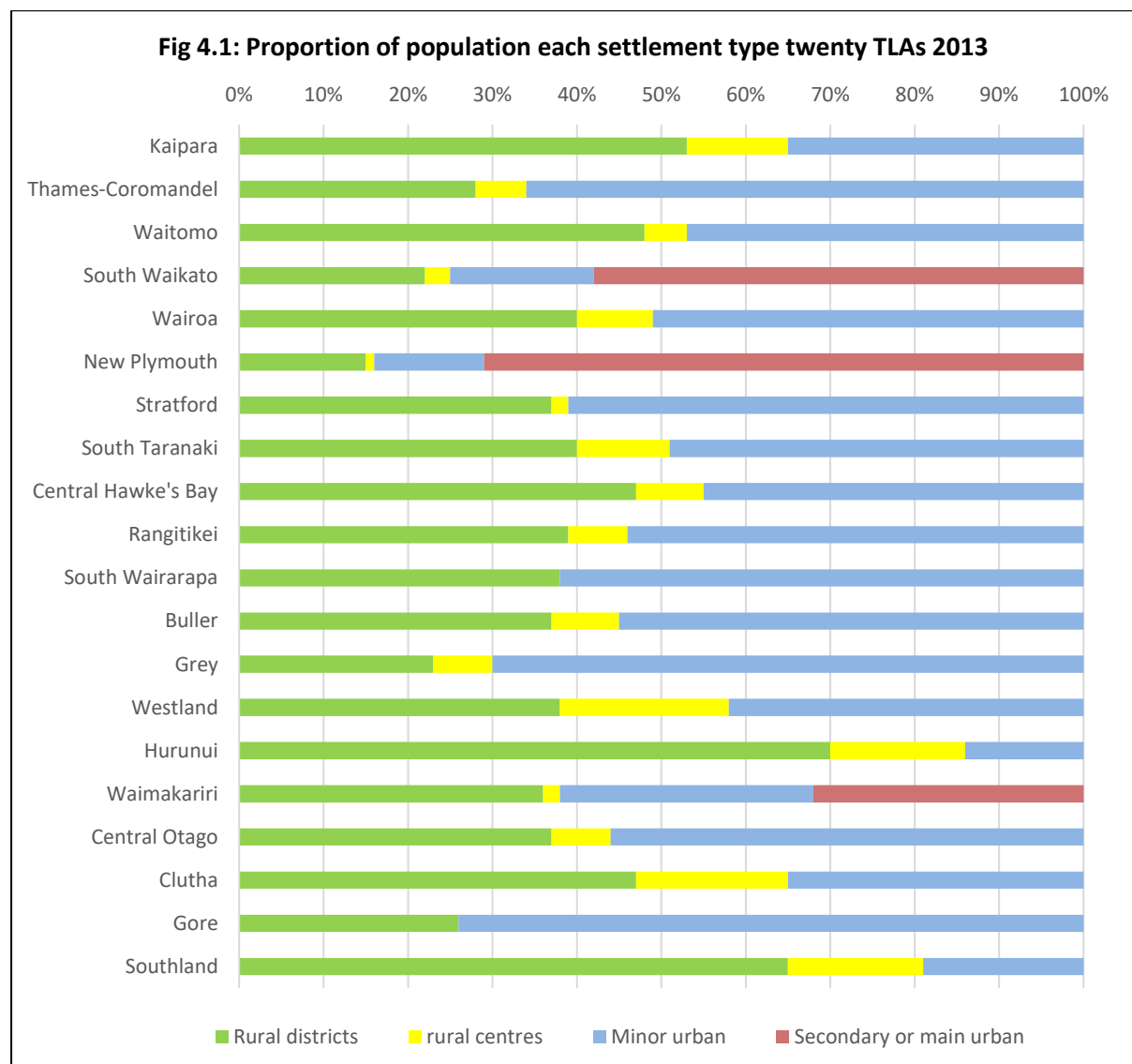


SECTION 4: Rural areas/small settlements of twenty TLAs compared

Composition and size of the 20 TLAs' rural areas

In this section, the area units which make up each TLA's rural districts are combined. Given that they are an artificial (statistical) construct it makes sense to consider the area units which make up a TLA's 'open countryside' (called rural districts here) as a single entity.

There were 513,960 people usually resident in rural districts in 2013. The 20 TLAs covered 27.5 percent of them (141,138 people). In three of the twenty TLAs the rural district contained more than 50 percent of the TLA's population. That is, the largest proportion of the populations of Hurunui, Southland and Kaipara was located in their rural districts (Fig 4.1). The TLAs with the smallest proportions of their populations in their rural district were New Plymouth, South Waikato, Grey, Gore and Thames-Coromandel.



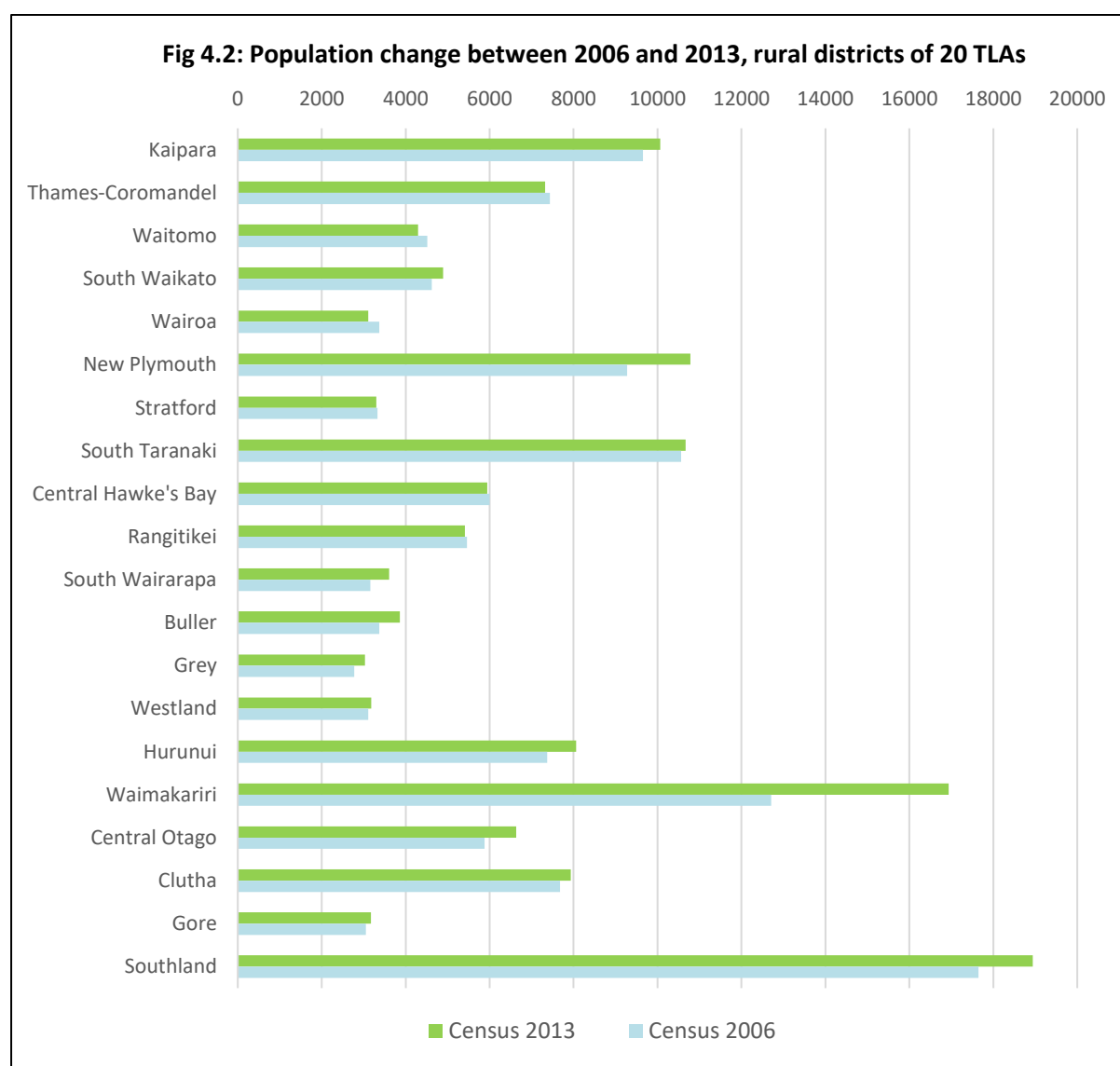
Some 71,964 people lived in rural centres in 2013. The 20 TLAs covered 38 percent of them (or 27,372 people). Rural centres are by definition small so that the bulk of the rural populations of the 20 TLAs studied was in minor urban settlements.

In 2013 there were 103 minor urban areas in New Zealand accounting for 337,314 people. The 20 TLAs covered 44 percent of them (149,193 people). Three TLAs also contained a secondary urban area/city: New Plymouth (New Plymouth City), South Waikato (Tokoroa) and Waimakariri (Rangiora). New Plymouth City and Tokoroa contained the bulk (over half) of those TLAs' populations.

While the bulk of most TLA's populations are urban, rural districts/open countryside contain significant populations. The size of the 20 TLAs' rural districts varied between Grey with just over 3,000 people, to Southland with just under 19,000 people (Fig 4.2) living in rural districts. The average TLA rural district population size was just over 7,000 people, and the median of the 20 TLAs just under 6,000. One-quarter of the TLAs studied had over 10,000 people living in their rural districts.

Growth of TLAs' rural areas

The populations of 70 percent of the 20 TLA's rural districts (the area of the TLA outside rural centres and other urban settlements) grew between 2006 and 2013 (Fig 4.2). Only six TLA's rural districts lost people, and these were tiny declines. The rural districts which experienced the largest growth were those bordering on cities: Waimakariri's rural districts received people who retreated from Christchurch and from the TLA's urban settlement of Kaiapoi¹⁴ following the 2010-11 earthquakes.



Minor urban areas (1,000–10,000 people) were remarkably stable with mostly only tiny increases or decreases in population between 2006 and 2013. Of the 46 minor urban areas in the 20 TLAs, just over half (24) grew (mostly slightly) and 22 declined (most only slightly). However, due to the Canterbury earthquakes, Kaiapoi (which was badly affected) lost nearly 1,000 people. This was offset by the new centre of Pegasus (slightly further north from Kaiapoi) which gained nearly 1,000 people. Cromwell, the recipient of growth over-spill from neighbouring Queenstown-Lakes district, grew strongly as did the tourist/retirement centre of Whitianga in the Coromandel.

¹⁴ Listed as secondary urban in 2006, Kaiapoi (due to the earthquakes) had dropped to minor urban by 2013.

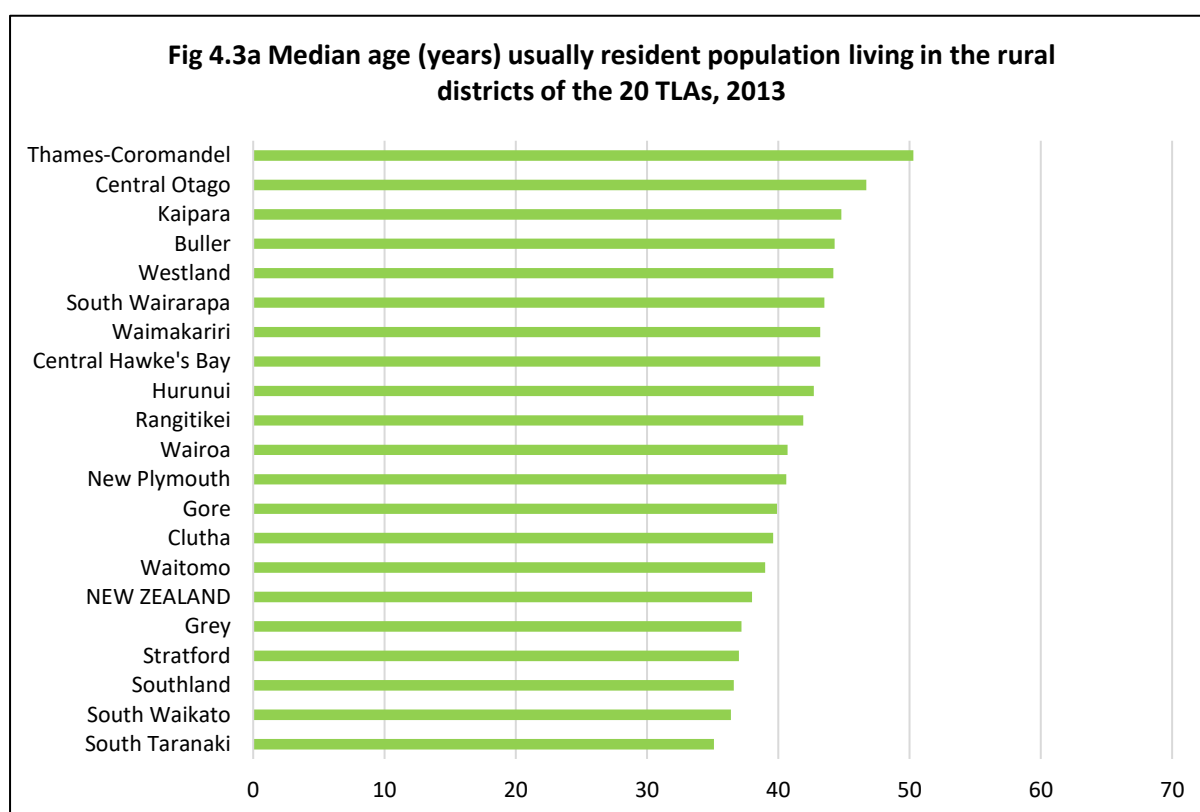
Rural centres (300–1,000 people) predominantly lost people. There were 61 rural centres in the 20 TLAs. Of these just over half (31) declined, 21 grew and nine were static.

Between 2013 and 2018 (on the new statistical area 2 level [SA2] boundaries introduced by Statistics NZ for both census dates), most of the rural portions of the 20 TLAs experienced population increases.

Age structure

The median age of people living in the 20 rural districts ranged from 35.1 years to 50.3 years, with the median of the medians falling between 40.7 and 41.9 years (approx. 41.3 years), in other words, slightly older than the national median of 38 years (Fig 4.3a). The rural districts had a younger age profile than both minor urban areas and particularly rural centres. The latter tend to be retirement destinations for people who formerly lived in rural districts.

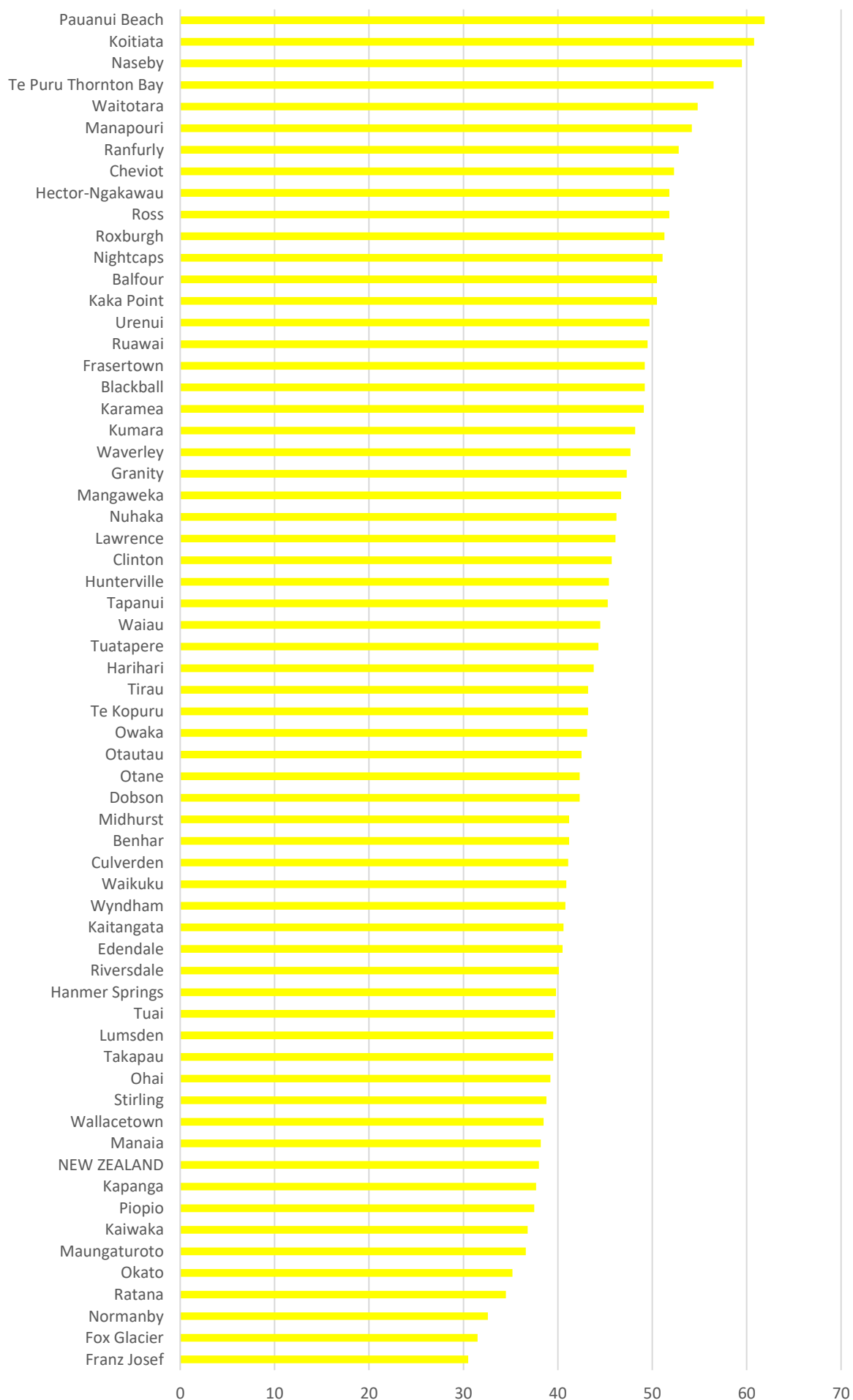
The rural districts had by far the greatest proportion of children (0-14 year-old residents). With the exception of Thames-Coromandel, Buller and Central Otago TLAs, the rural districts of all other TLAs (that is 85% of TLAs) had at least 20 percent or more of their populations in the 0-14 age group¹⁵. The three exceptional TLAs (all incidentally with older median ages) had a slightly smaller proportion of children because over 60 percent of their populations were in the 15-64 year age group. Of the rural districts, Thames-Coromandel TLA had the highest proportion of people over 65 years living in its rural district (21%).



The median age of residents living in the 62 rural centres of the 20 TLAs ranged between 30.5 and 61.9 years (Fig 4.3b) – a much broader range than for rural districts (and minor urban areas), and reaching to much older ages in keeping with the function of some of the rural centres as retirement destinations. Nevertheless, the median of the rural centres' median ages was only slightly older than the median for rural districts (43.2 years compared to 41.3 years). The rural centres with the youngest

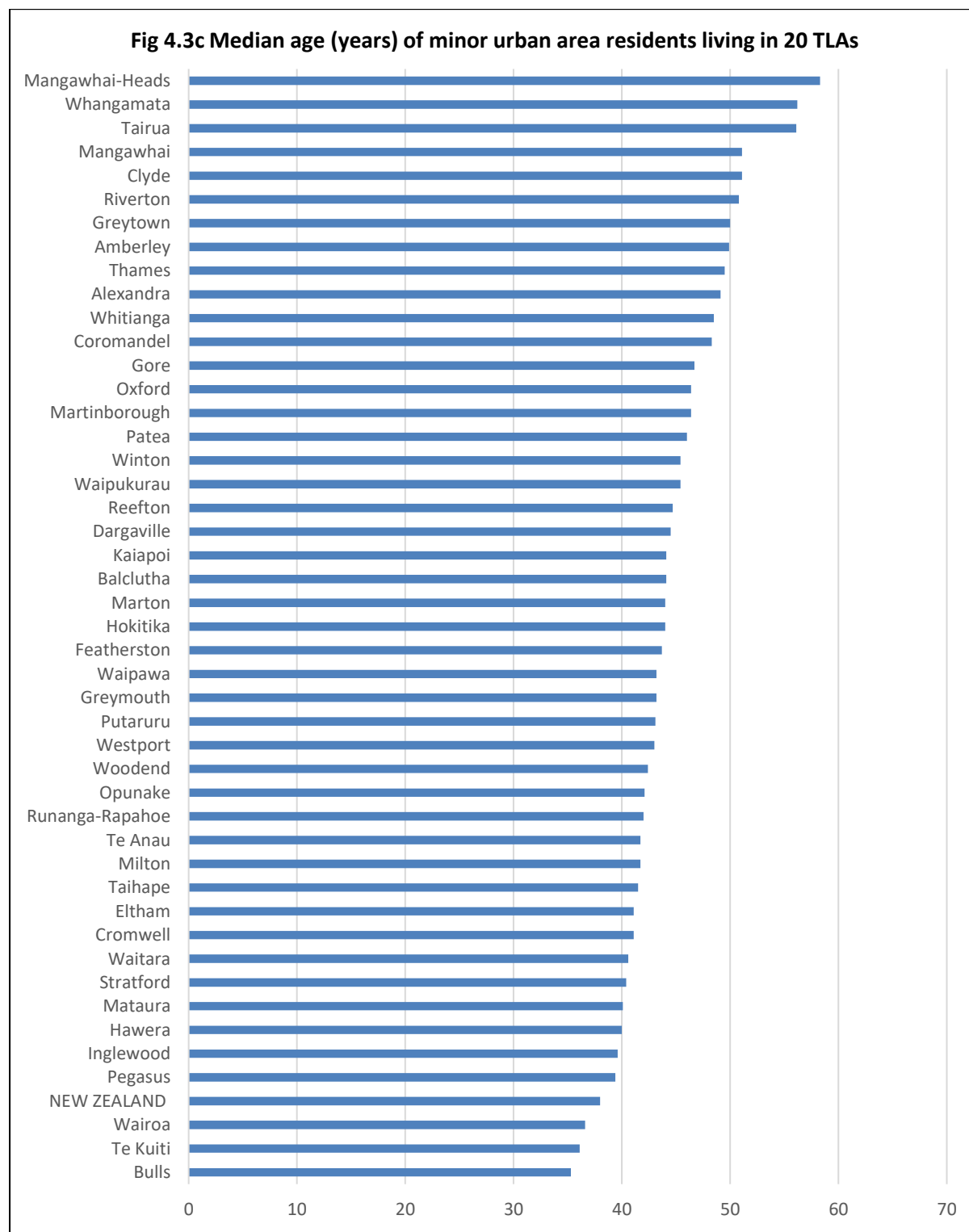
¹⁵ The age profiles shown in Report Two (Fig 4.2c) indicate three of the area units for Waimakariri's rural districts fell below the 20 percent level. When combined, however, 21.5 percent of this TLA's rural district's population was aged 0-14 years. The tourist village of Milford, which had no children or elderly, is another exception.

Fig 4.3b Median age (years) of residents living in 62 rural centres in 20 TLAs



median ages were Fox Glacier and Franz Josef. Both are tourist centres in isolated forestry districts/national parks and less than five percent of their populations were over 65 years in 2013.

Both rural centres and minor urban areas varied widely in terms of their proportions of older people (over 65 years) and children (0-14 years) in their populations, but those settlements with less than 20 percent of their populations under 15 years of age tended to have more elderly. Interestingly, two-thirds of the TLAs' rural centres had under 20% of their populations in the 65+ years age group.



Rural centres probably had higher median ages because many had relatively few children. In 52 percent of the rural centres, fewer than a fifth of the population were children. The bulk of the rural centre populations was in the working age-groups, 15-64 years. Thus, despite seemingly high median

ages in rural centres, it was in the minor urban centres studied that older people tended to congregate. Some 54 percent of the minor urban areas had over one-fifth of their populations aged over 65 years, compared to only one-third of the rural centres.

Of the rural centres with high median ages and high numbers of older people, Pauanui Beach (Coromandel) had over 40 percent of its population in the 65 plus years group. It also had the highest median age (61.9 years). Koitiata (Rangitikei) a beach holiday/retirement settlement, and the historic retirement village of Naseby (Central Otago) had 39 to 40 percent of their populations in the 65 plus years group, while children made up less than 10 percent of their populations.

The median age of the 46 minor urban areas located within the 20 TLAs ranged between 35.3 and 58.3 years, with the median of the median ages being 44 years (Fig 4.3c). Minor urban areas are key destinations for retirees. Settlements such as Mangawhai Heads (Kaipara), Whangamata and Tairua (Coromandel) which had the oldest median ages also had around 35 percent of their resident populations in the over 65 years age group.

Other demographics

Born Overseas

Very few rural people were born overseas. Immigrants formed less than 20 percent of the population of most rural settlements. Settlements with more than 20 percent of their residents born overseas included Waimakariri (Oxford and Pegasus and two locations within Waimakariri's rural district); and the tourist 'hot spots' of Hanmer Springs (Hurunui), Franz Josef and Fox Glacier (Westland), Mangawhai (Kaipara), and Tairua (Thames-Coromandel).

Māori descent

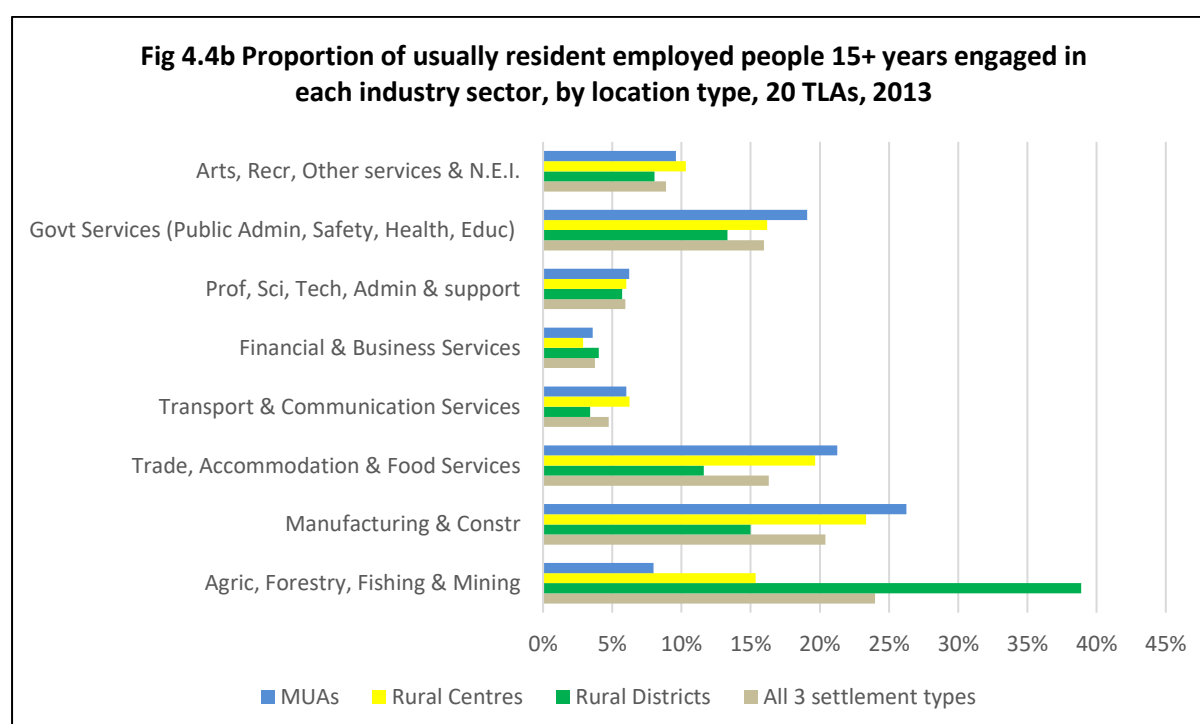
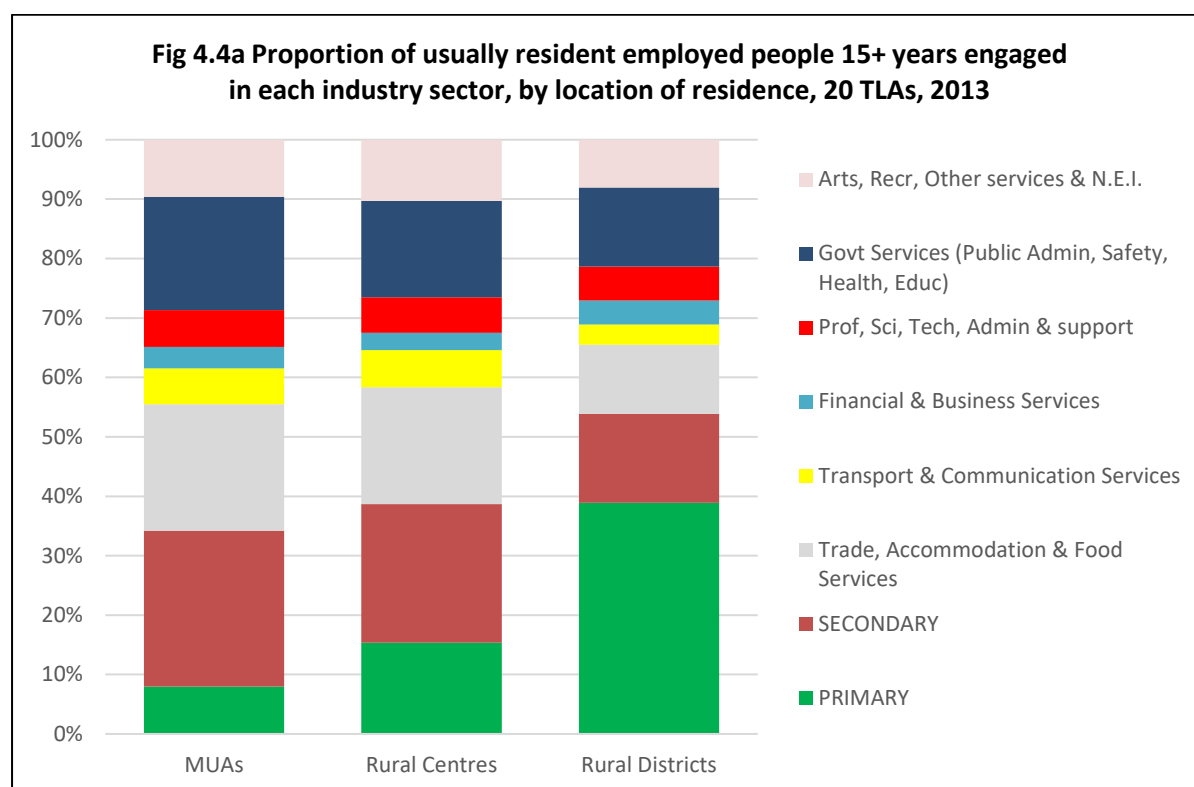
Information is not available from the census as to whether Māori living in any particular settlement are the mana whenua of that land (that is, are the people who have customary authority over an identified land holding). Instead, information is provided about people of Māori descent. In no South Island rural settlements did people of Māori descent near 20 percent of the population. In the North Island, Māori have been dispossessed of their land holdings and pushed out of their rohe (except in some fairly remote areas) into urban settlements. Consequently only the rural districts of Waitomo and Wairoa TLAs had more than 20 percent of their populations of Māori descent. Clusters of people of Māori descent appeared in the rural districts of Taharoa (88%) in Waitomo, and Porangahau (62%) in Central Hawkes Bay (although the latter is really more of a rural centre than a district), and in parts of South Taranaki.

All the rural centres and minor urban areas in South Taranaki had strong Māori populations ranging from Hawera (23%) to Manaia (47%). Some 59% of Wairoa's rural district population was of Māori descent, while the rural centres of Tuai and Nuhaka and Wairoa minor urban area were 80 percent, 75 percent, and 66 percent Māori respectively. All the rural centres/minor urban areas of Waitomo, Central Hawkes Bay and Rangitikei had large Māori populations (Ratana in the Rangitikei is 98 percent Māori). Elsewhere in the North Island clusters of people of Māori descent live in Waitara (37%, New Plymouth TLA), all four of the rural centres in Kaipara and in Dargaville (32%), Coromandel (31%), Putāruru (31%, South Waikato). In the South Island there were also large populations of Māori in the rural centres of Ohai (46%) in Southland and Waiau (22%) in Hurunui, and in the minor urban settlement of Mātaura (28%) Gore TLA.

Industry

Even in the rural districts, the proportion of rural people engaged in primary industry was less than 40 percent (Fig 4.4a). While Figure 4.4b (which is the same information as 4.4a but differently presented) shows that primary industry (agriculture, forestry, fishing and mining) is by far the most important source of paid work for those living in rural districts, and the one which is still the basis of the country's economy it is, nevertheless, not the activity which the majority of rural people engaged in as their principal source of livelihood. The majority of the people living in rural districts did the same kinds of

things that urban people engaged in: namely services (particularly public services such as health, education, policing and the tasks undertaken by local government), and to a lesser extent processing primary products and other manufacturing activities, or constructing the buildings in which people lived or conducted business.

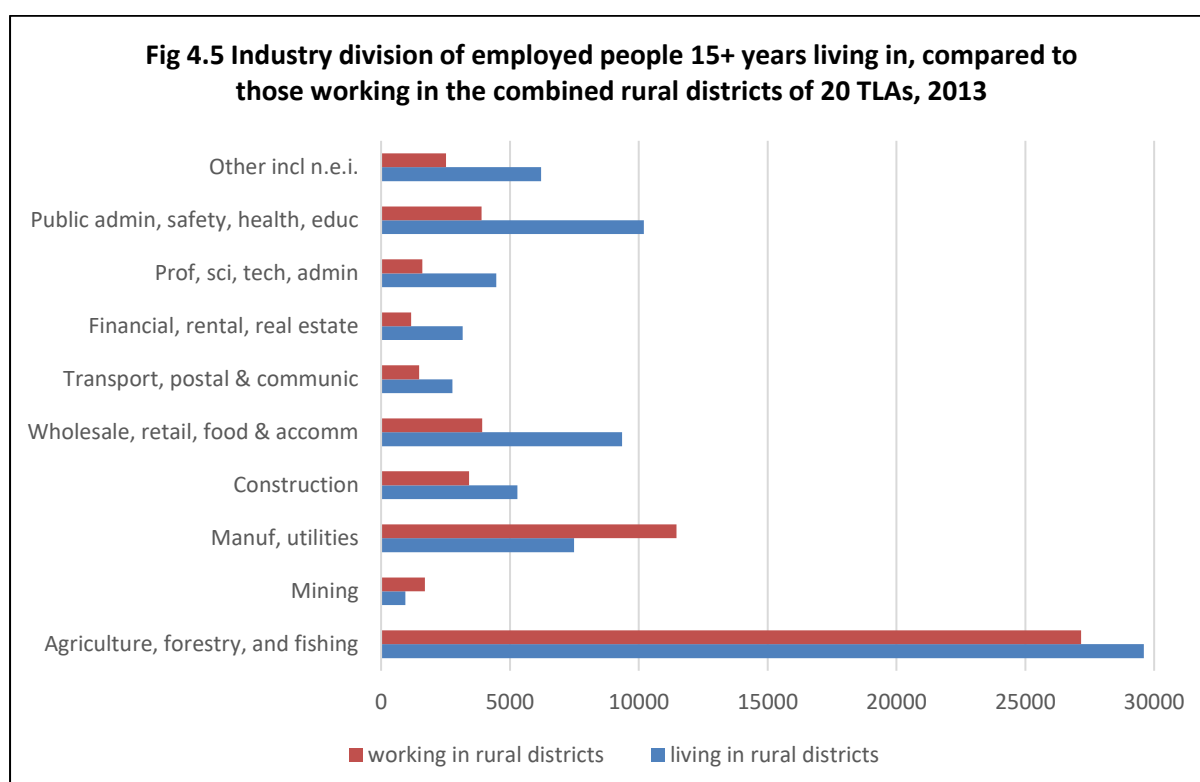


However, the census only collects information about people's primary employment and not any secondary activity they may also be engaged in. It is clear from the literature¹⁶ that many people who own/live on farms commute to work in full or part-time employment in the secondary or service industries in other locations, while also engaging in primary industry, albeit on a part-time basis.

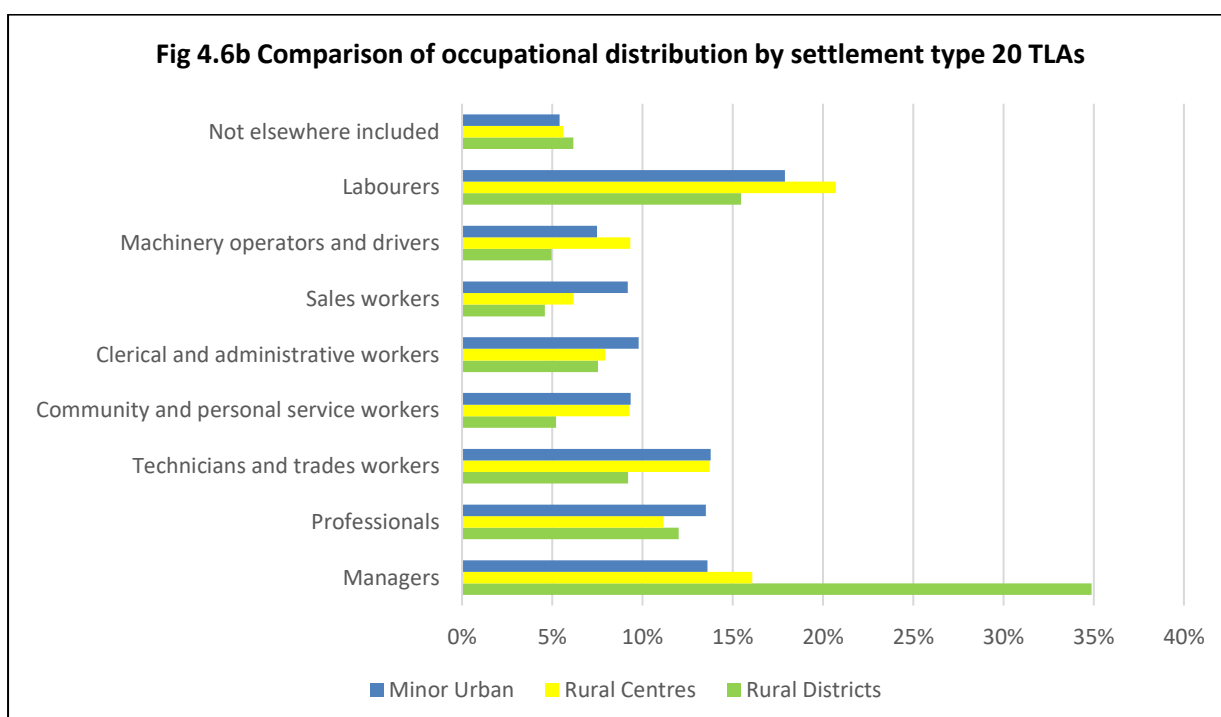
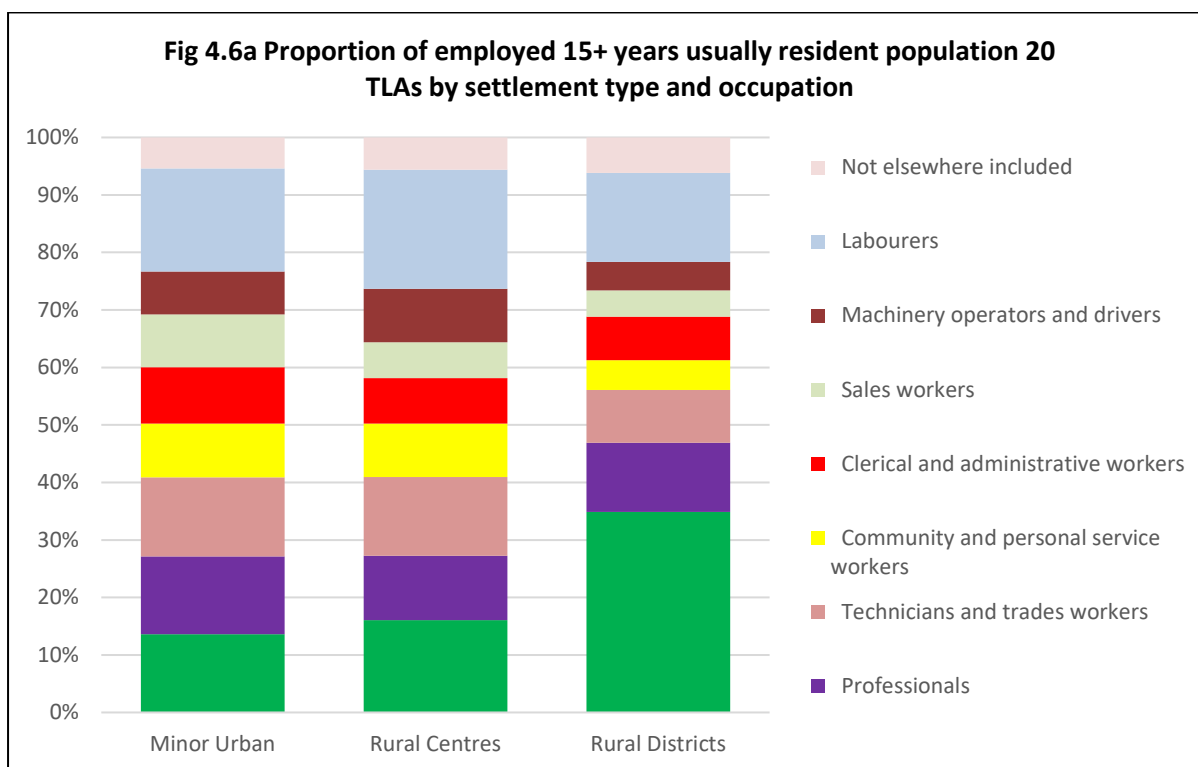
¹⁶ See *Report Five: Research on Rural New Zealand from a Social Perspective*

Rural centres and minor urban areas were key locations for manufacturing and construction (secondary industry), and also the tourism industry (provision of accommodation and food services). Government services (particularly health, local government administration and policing, but also education) were also predominantly located in the minor urban areas and rural centres.

As noted in Report Two there was considerable variation between the numbers of people living in rural districts and settlements and those who worked there. Dairy and meat processing plants tend to be located in rural districts and attract workers from the nearby minor urban areas and rural centres, so that there was a preponderance of people working in manufacturing (and mining) in rural districts but not living there. As would be expected, people engaged in primary industry who lived in rural districts also predominantly worked in the rural districts. (Obviously fishers who lived in rural districts did not work there if they were ocean fishing). However, those living in rural districts but not engaged in primary industry tended to commute to work elsewhere. This particularly applies to people working in the public services, and also to those engaged in wholesale/retail trades, food and accommodation (Fig 4.5).



The reverse is the case for people living in rural centres and minor urban areas. Large numbers of people engaged in manufacturing commuted from the urban settlements they lived in to the rural districts (and sometimes nearby cities) for work. The individual graphs of people living and working in minor urban areas and rural centres in this report (and Report Two) show that people engaged in service industries, particularly public services and the hospitality industries located in minor urban and rural centres, often did not live in the places where they worked. However, there is considerable variation across the TLAs depending on where the rural service centres are located, and the nature of the functions and activities they support. Tourist and retirement centres (such as Martinborough and Greytown in South Wairarapa, Franz Josef and Fox Glacier in Westland, most of Coromandel's and Kaipara's settlements) attracted workers in the accommodation and food sectors, and sometimes also accommodated them in the same location.



Occupational distribution and industry information also showed that while some occupations were based in rural settlements (such as machinery operators and drivers), their workplace was predominantly on the roads (milk tanker, stock or logging truck drivers) or paddocks (heavy equipment operators) of the rural districts.

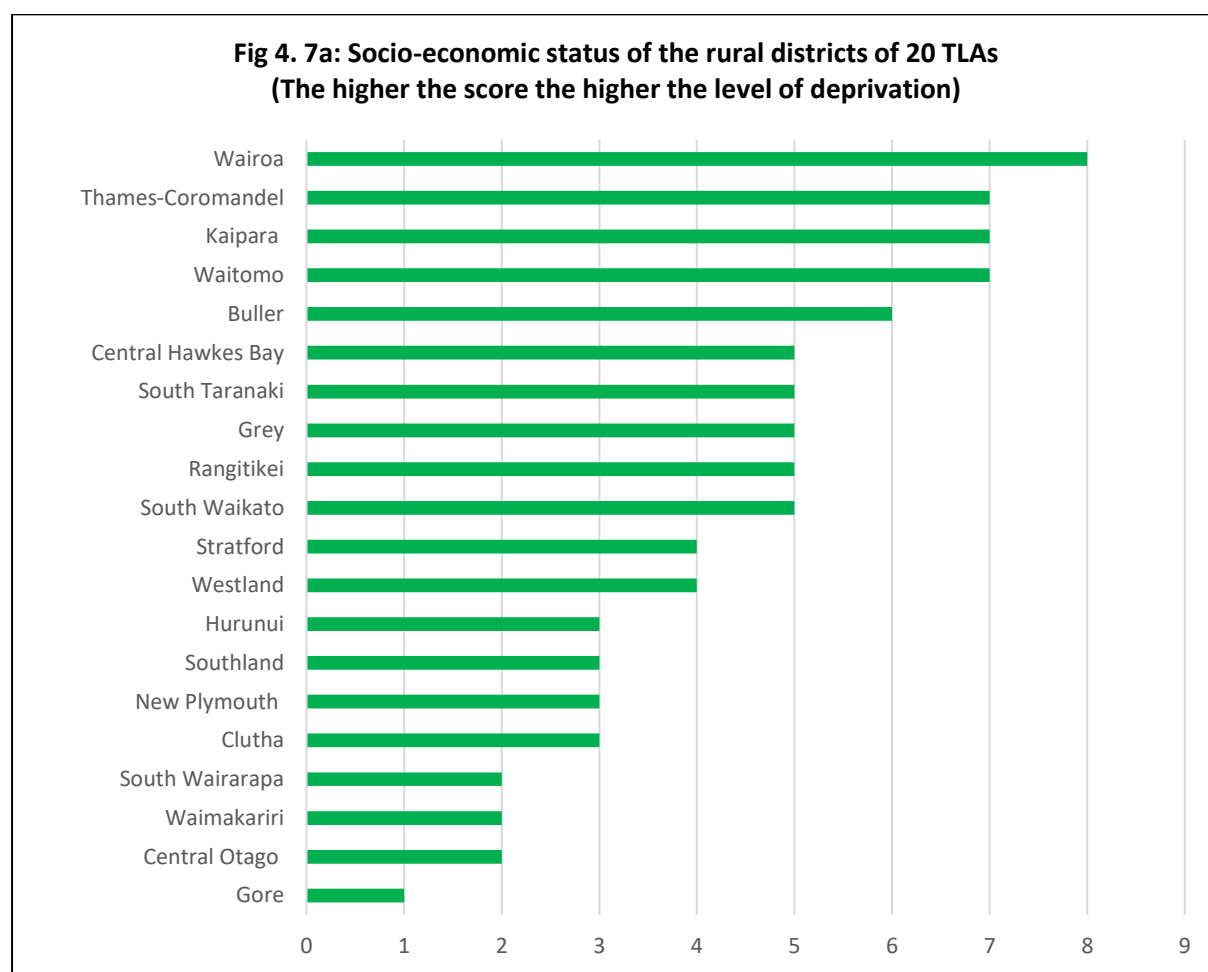
The data in Figures 4.6a and b is the same but presented differently to facilitate comparison. The additional 10 TLAs made little difference to the pattern shown in Report Two. Minor urban areas and rural centres had very similar occupational distributions, although rural centres had a slightly larger percentage of labourers. Rural districts stood out for the proportion of managers (predominantly farm owners and farm managers in addition to factory managers) within their usually resident populations.

Socio-economic

Deprivation

As in Report Two, rural districts tended to have low deprivation scores, that is, were not particularly deprived (though there is of course diversity within the rural districts). Three-quarters of the rural districts in the 20 TLAs studied had scores of five or less (Fig 4.7a).

The situation was considerably different for rural centres and minor urban areas. Both had high levels of deprivation. Only one-quarter of rural centres had a score of five or less, so that by far the majority of rural centres had a high level of socio-economic deprivation (Fig 4.7b). Indeed, 60% had a score of seven or more.



While one-third of the minor urban areas had a score of five or less (Fig 4.7c), like rural centres (Fig 4.7b), nearly 60 percent of minor urban areas scored seven or more. Just over a quarter of the minor urban areas and rural centres scored eight or nine. Thus, a good proportion of the people living in rural centres and minor urban areas can be considered as having a high level of deprivation.

Fig 4.7b: Socio-economic status of 62 rural centres within 20 TLAs, 2013
(The higher the score, the higher the level of deprivation)

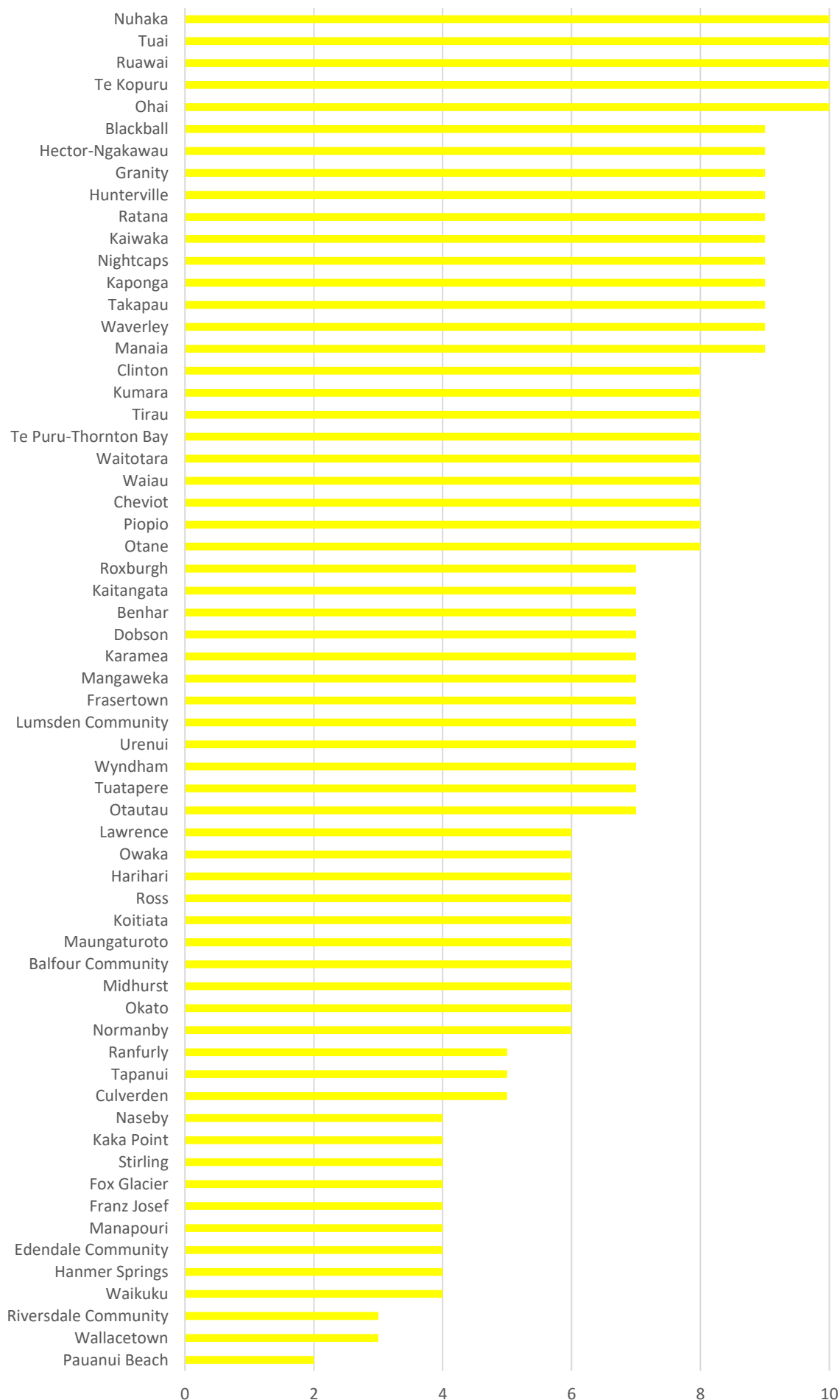
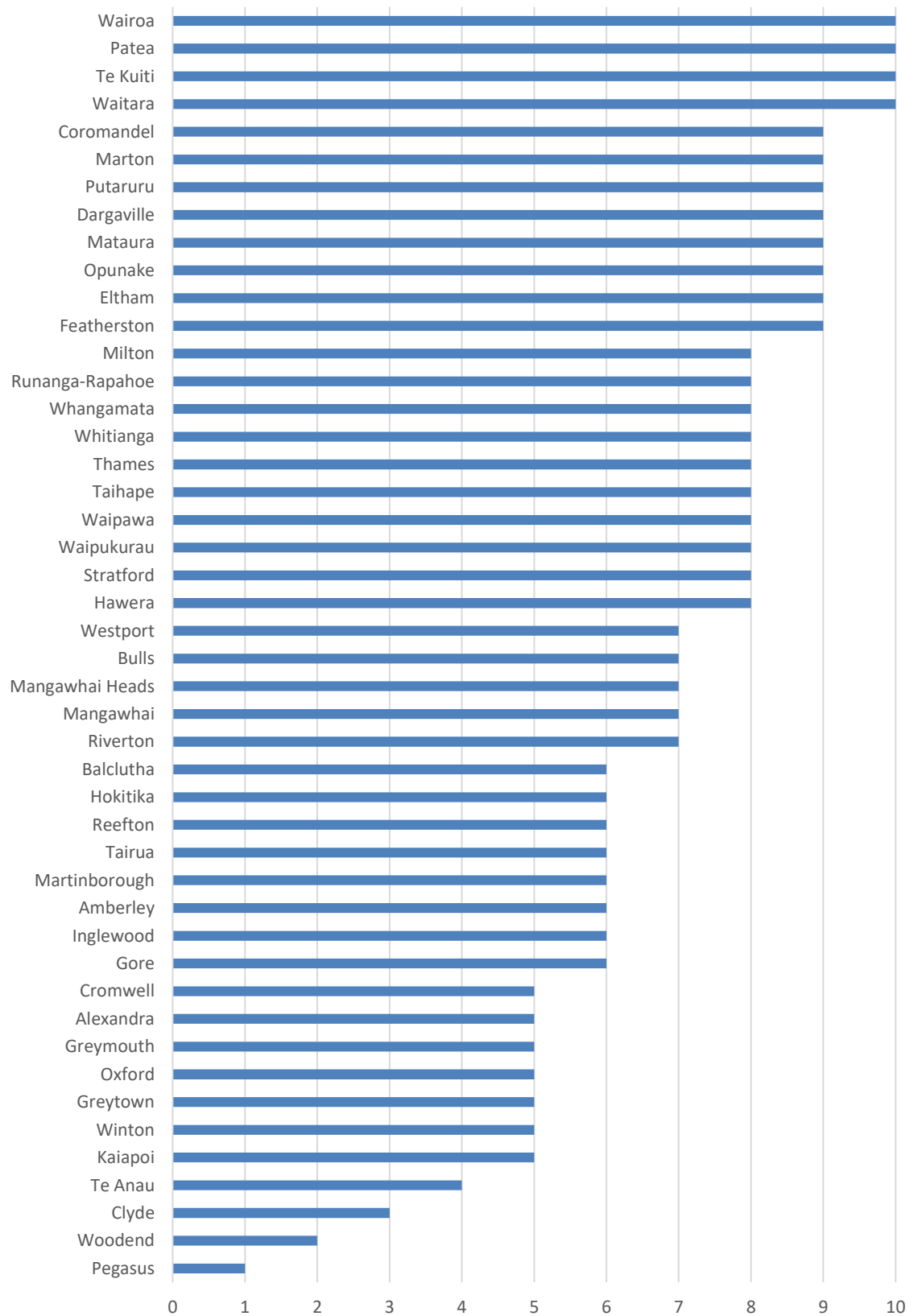
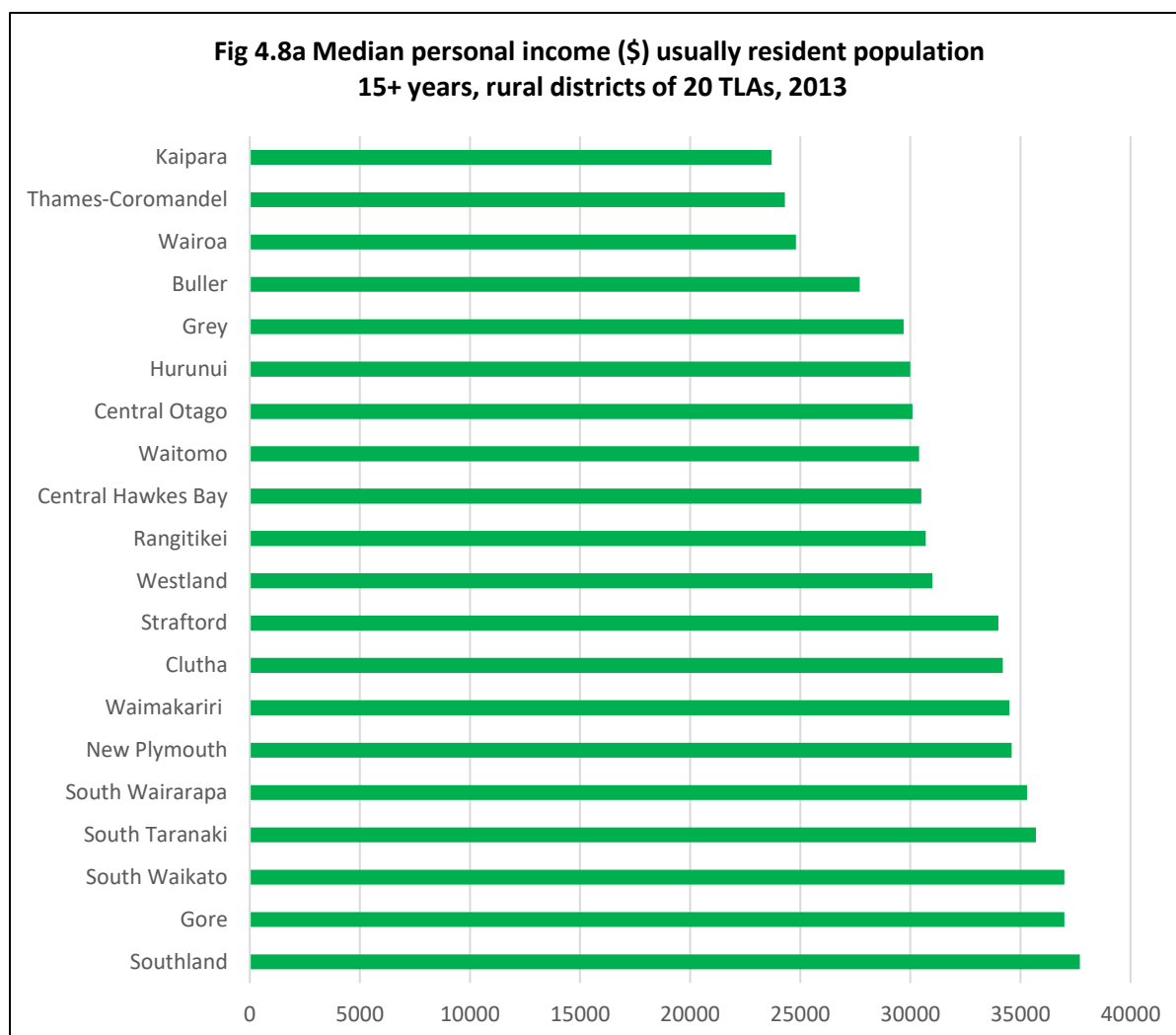


Fig 4.7c: Level of deprivation of 46 minor urban areas in 20 TLAs, 2013
(The higher the score the higher the level of deprivation)



Income

Median personal income level closely matches socio-economic status. Rural districts were mostly comparatively well-off, but the three most deprived rural districts (Kaipara, Thames-Coromandel and Wairoa) also had the lowest median incomes (Fig 4.8a). These three plus Buller had median income levels below the New Zealand median of \$28,500. In all, the median income of people usually resident in 80 percent of the rural districts was above the national median. The median of rural district median incomes was \$31,000.



The situation of people living in the rural centres and minor urban areas was not as fortunate as that of those in the rural districts. Just under one-quarter of rural centres (Fig 4.8b), and even fewer minor urban areas (six or 13%, Fig 4.8c), had median incomes above the national median.

Pegasus with a median income of \$41,900 was a major outlier, and to a lesser extent, so was Patea at the other end of the spectrum (median income \$19,000). The median incomes of the other minor urban areas (Fig 4.8c) were within the range of \$20,400-\$30,300. The median of the minor urban medians was \$23,900 well below the national median of \$28,000. Some 87 percent of the minor urban areas had median incomes below the national median.

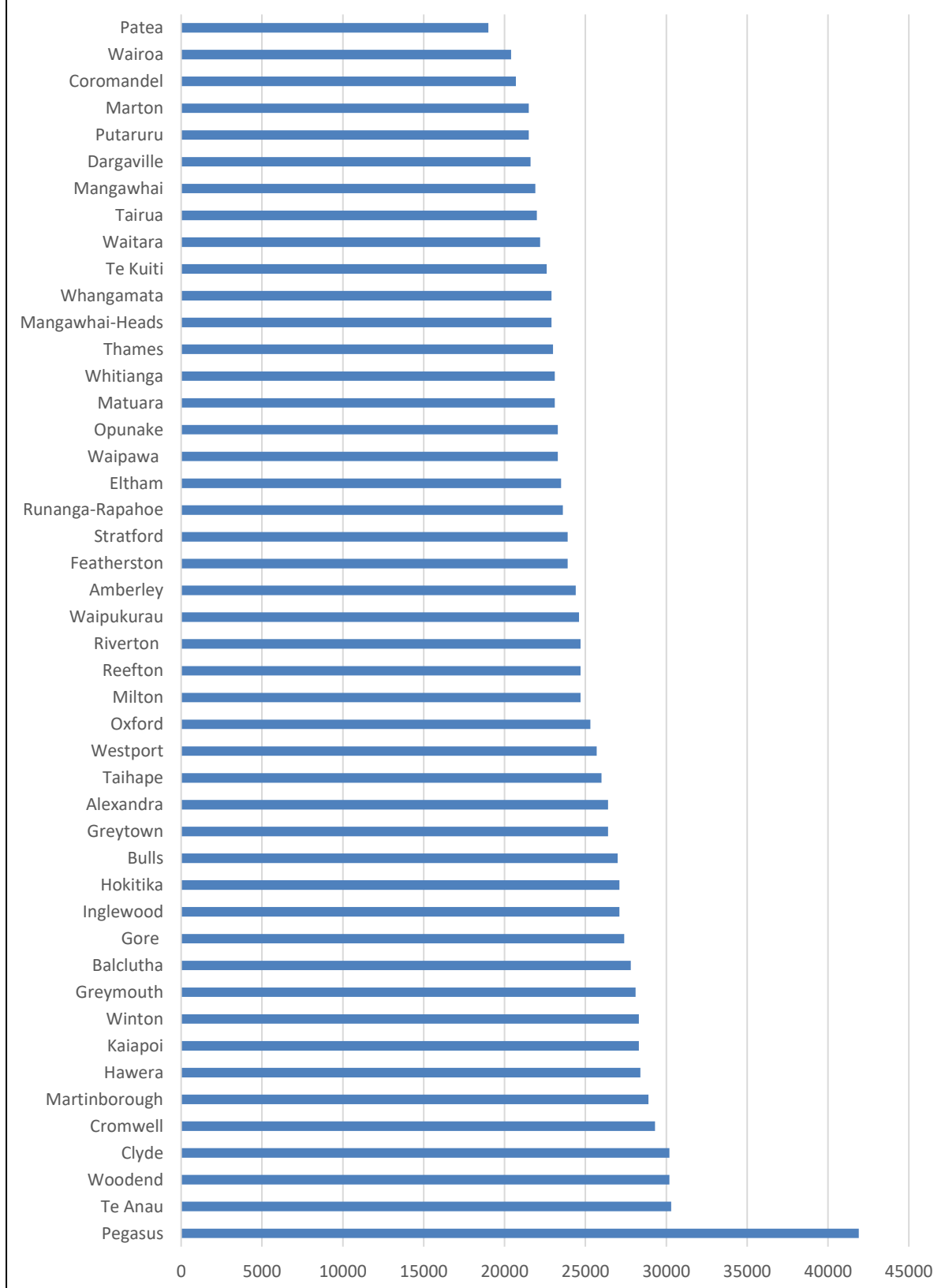
The 61 rural centres¹⁷ (Fig 4.8b) had a wide range of median incomes (from \$34,600 down to \$17,400). The median of the medians was \$24,400. With 79 percent having a median income below the national median, people living in most of the rural centres were not well off. Eight (13%) had median incomes below \$20,000. Places such as the former mining towns of Ohai and Nightcaps were particularly disadvantaged in that they are located within the particularly well-off rural district of Southland.

¹⁷ Statistics NZ has not released data on median income for all 62 rural centres.

**Fig 4.8b Median personal income (\$) usually resident population
15+ years, 61 rural centres, 2013**



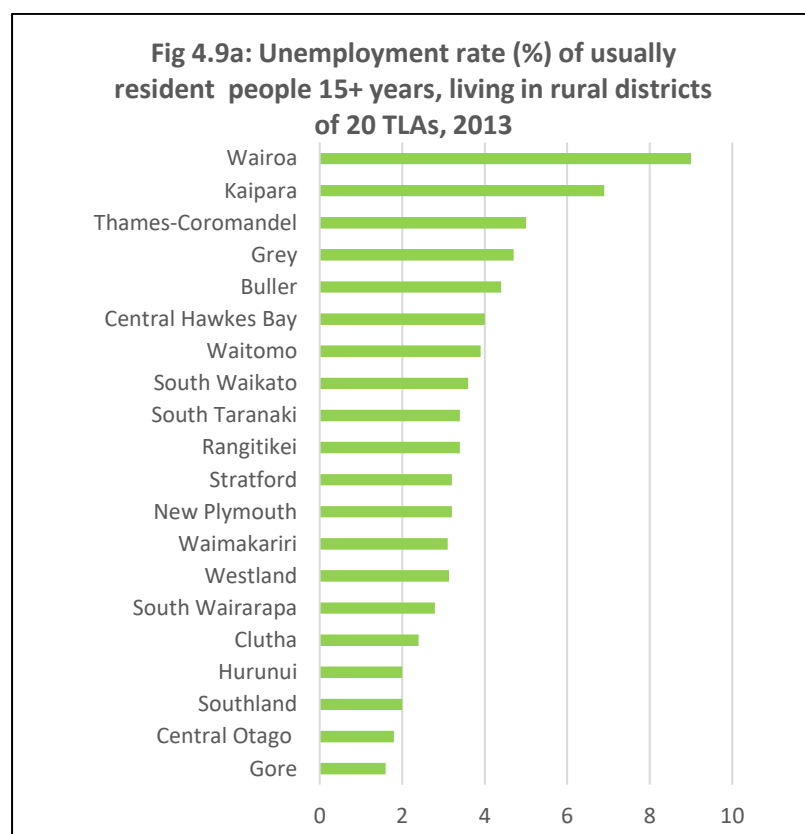
**Fig 4.8c Median personal income (\$) usually resident population
15+ years, 46 minor urban areas, 2013**



Unemployment

Echoing the more favourable levels of income and consequent low levels of deprivation, unemployment rates were low in the rural districts. All but one of the 20 rural districts (Wairoa) had an unemployment rate below the national rate of 7.1 percent (Fig 4.9a). Wairoa's rural districts had

the highest level of socio-economic deprivation of the 20 TLAs so its high unemployment level is unsurprising.



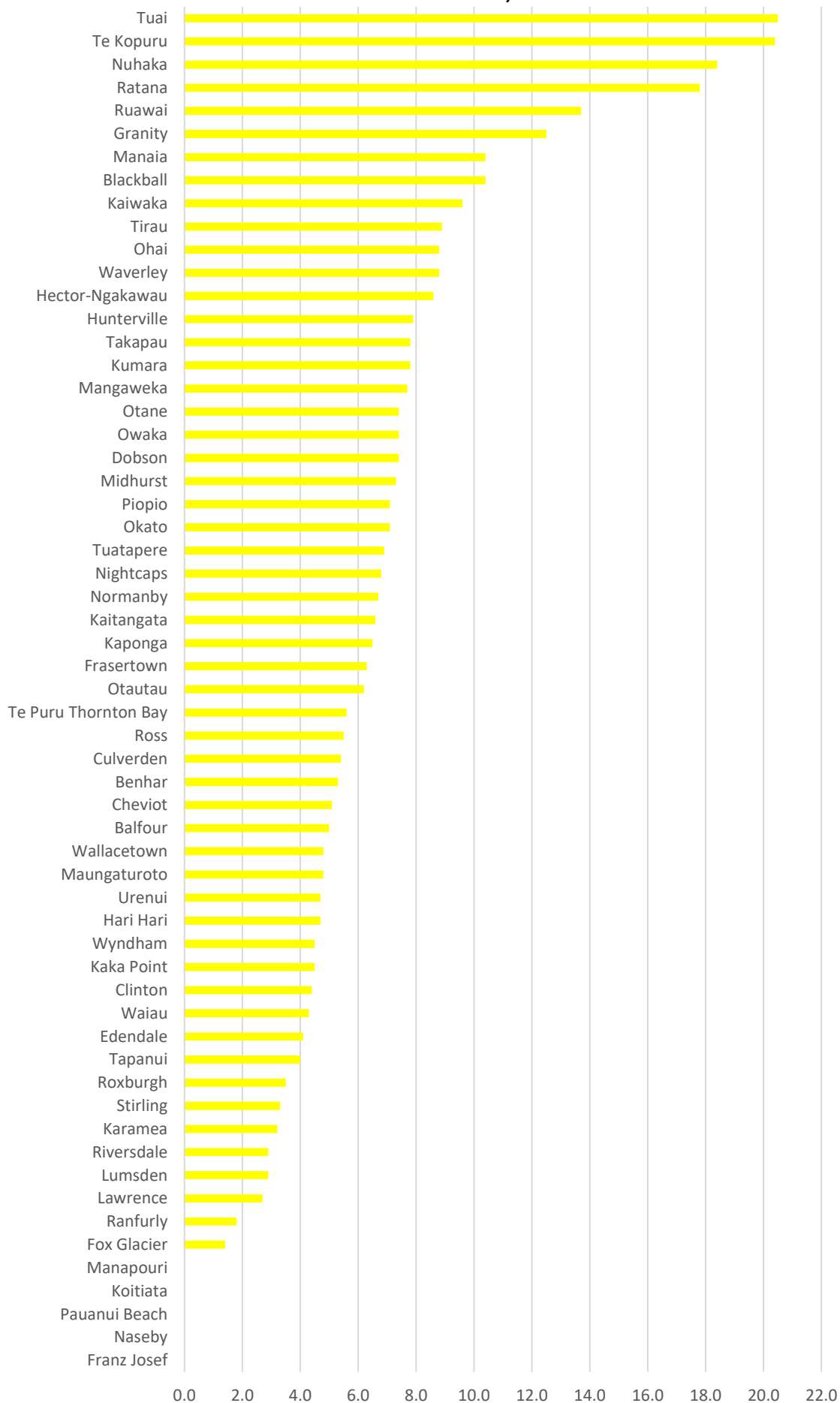
The rural districts of Wairoa, Kaipara, Thames-Coromandel and Buller all had relatively high levels of unemployment, low incomes and high levels of socio-economic deprivation.

At the other end of the scale, Gore had the lowest unemployment, second highest median level of income, and lowest level of deprivation. Other TLAs with relatively prosperous rural districts were Southland, Central Otago, Clutha, Waimakariri, Hurunui, Westland, South Wairarapa, New Plymouth, and Stratford.

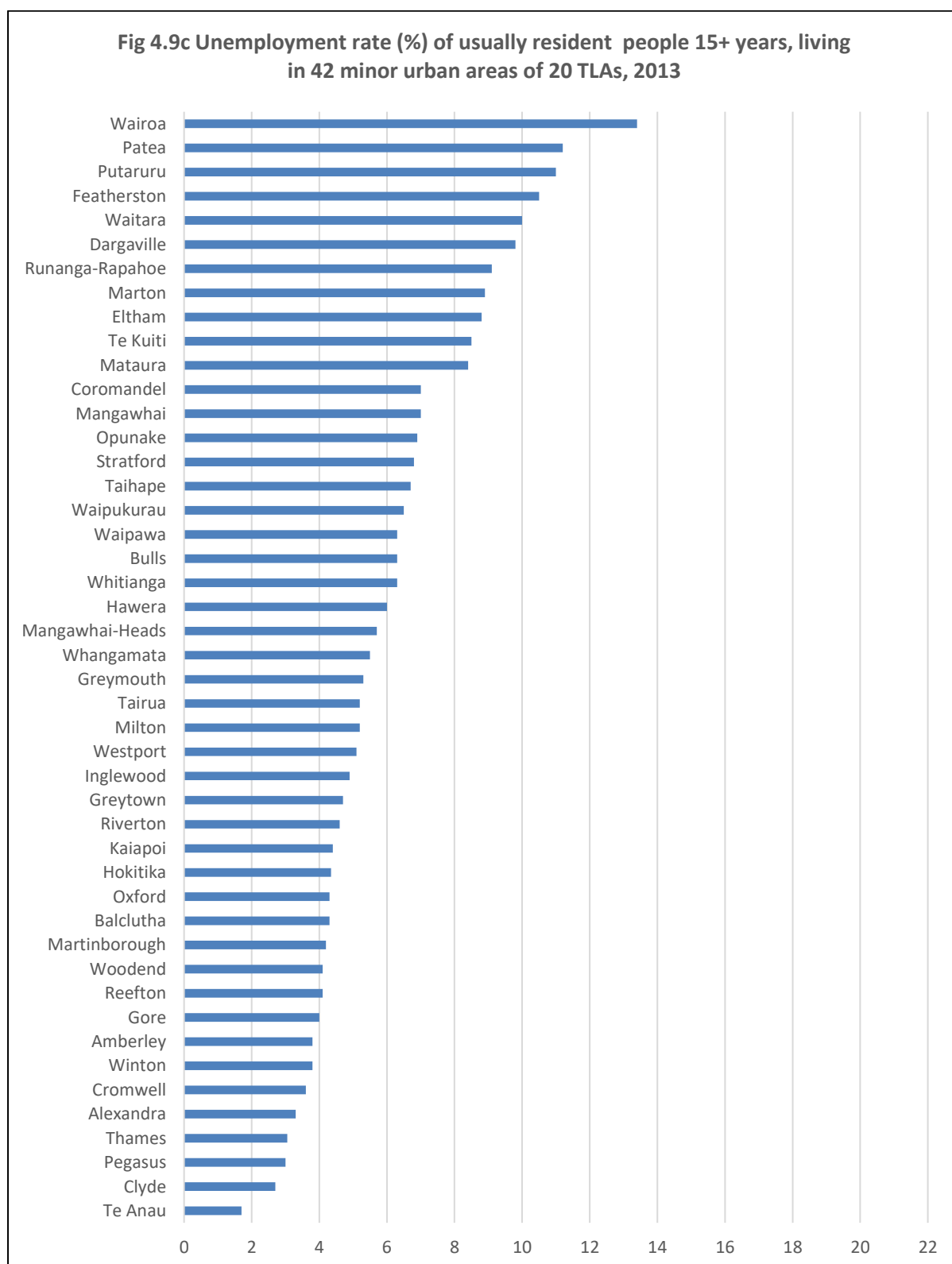
The majority of rural centres (58%) and minor urban areas (64%) had unemployment rates which were below the national rate (of 7.1%). Five rural centres had zero or very low unemployment, including several holiday locations (with low dwelling occupancy, such as Pauanui Beach and Koitiata) and tourist destinations (Franz Josef and Fox Glacier).

Other rural centres, including some located in the more favoured rural districts, such as Kumara and Ross (both in Westland) had relatively high unemployment (8% and 6% respectively). However, the rural centres with the highest levels of unemployment were Tuai in Wairoa TLA, and Te Kopuru (Kaipara TLA, Fig 4.9b), with unemployment rates of 20.5 and 20.4 percent respectively. These were followed by Nuhaka (Wairoa TLA, 18.4%) and Rātana (Rangitikei 17.8%). These four rural centres also had high levels of socio-economic deprivation and low median income levels. In addition to high unemployment Tuai and Te Koitiata had low dwelling occupancy (58% and 49% respectively). This is probably due to Tuai being an attractive holiday spot on the shores of Lake Waikaremoana, popular with recreational fishers, while Koitiata is a favoured beach bach location. Neither settlement had strong local economies. Rātana residents had few conventional sources of livelihood other than teaching at the local primary school. People engaged in health, policing and manufacturing commuted elsewhere to undertake paid work. However, Rātana is the site where the Rātana religious movement was founded by Tahupōtiki Wiremu Rātana. It attracts thousands of adherents (and politicians) to annual gatherings and many Rātana residents are engaged in church affairs. Like Rātana, Nūhaka had few work opportunities within its own community other than teaching. Those with paid work mostly commuted elsewhere.

Fig 4.9b Unemployment rate (%) of usually resident people 15+ years, living in 62 rural centres of 20 TLAs, 2013



Other rural centres where high deprivation, low income and high unemployment went together were Ruawai (Kaipara), Ohai (Southland), the coastal settlements of Granity/Hector-Ngakawau (Buller) and Manaia (South Taranaki), Blackball (Grey), Kaiwaka (Kaipara), and Waverley (South Taranaki).



Only 18 percent of the minor urban areas had an unemployment rate which was higher than the national rate, with the highest level of unemployment in the minor rural areas being experienced in Wairoa (Fig 4.9c). While at 13 percent this was much higher than the national level, it was still much lower than the highest levels experienced in the worst-off rural centres.

Within minor urban areas the lowest rate of unemployment was in Te Anau (Fig 4.9c).

In common with the larger urban areas and cities the most important source of income for rural people, irrespective of settlement type, was wages and salary. Where unemployment was high, government benefits were important and where there were high proportions of retired people, superannuation was important. As might be expected, self-employment/business and investment income was more important in rural districts where there was the greatest proportion of self-employed and employers.

Internet

A key issue in 2013 was the high proportion of rural households with no access to the internet – due as much to lack of broadband coverage as cost. Without national coverage of (affordable) broadband it is likely that this contributed to the very low 2018 census returns.

Occupied dwellings

Another intriguing point to emerge from the data was information on the level of occupied dwellings in rural centres and minor urban areas. Popular beach settlements had very low levels of occupied dwellings. These include Pauanui Beach (19%), Tairua (42%) and Whangamata (38%) on the east coast of Thames-Coromandel; Mangawhai Heads (37%) on Kaipara's east coast; Koitiata (49%) Rangitikei's south-west coast; and Kaka Point (49%) on Clutha's east coast. Inland tourist 'hot spots' with low permanent occupancy included Naseby (24%) Central Otago, and Hanmer Springs (41%) Hurunui.

Annex One:

Clutha TLA: 2013	Usually resident	Census night	Median Age (years)	Total dwellings	% dwellings occupied	Business Units
MINOR URBAN AREAS						
Balclutha	3918	3963	44.1	1809	93	455
Milton	1929	1935	41.7	864	92	151
RURAL CENTRES						
Benhar	99	99	41.2	48	94	4
Stirling	303	300	38.8	126	93	24
Kaitangata	762	753	40.6	360	91	30
Clinton	285	300	45.7	147	88	40
Kaka Point	222	255	50.5	240	49	13
Owaka	303	330	43.1	168	94	32
Tapanui	726	714	45.3	381	87	94
Lawrence	417	432	46.1	270	73	71
RURAL DISTRICTS						
Bruce	3105	3282	41.3	1527	72	615
Tuapeka	1584	1563	40.1	810	78	522
Clutha	3243	3426	37.5	1659	75	966
Rural districts combined	7932	8271	39.5	3996	75	2103
Central Otago TLA						
MINOR URBAN AREAS						
CROMWELL	4143	4257	41.1	2151	79	615
ALEXANDRA	4800	4854	49.1	2448	87	778
CLYDE	1011	1047	51.1	702	65	110
RURAL CENTRES						
Roxburgh	522	600	51.3	357	71	57
Ranfurly	666	699	52.8	423	78	97
Naseby	120	162	59.5	276	24	20
RURAL DISTRICTS						
Dunstan	4515	4932	48.1	2373	80	1109
Maniototo	1074	1158	38.9	648	67	327
Teviot	1044	1173	48.6	585	78	227
Rural districts combined	6633	7263	46.7	3606	77	1663
Buller TLA 2013						
MINOR URBAN AREAS						
REEFTON	1026	1059	44.7	543	86	100
WESTPORT	4755	5016	43.0	2310	89	415
RURAL CENTRES						
Karamea	375	444	49.1	240	80	65
Hector-Ngakawau	222	231	51.8	153	76	16
Granity	237	249	47.3	171	75	17
RURAL DISTRICTS						
Little Wanganui	204	264	51.3	165	64	31
Mokihinui	186	204	54.1	141	64	19
Buller Coalfields	534	504	46.0	279	84	49
Westport Rural	1551	1590	43.5	681	89	179
Charleston	342	570	46.1	315	57	59
Inangahua Junction	144	159	40.2	78	81	24
Inangahua Valley	327	324	45.5	192	77	84
Mawheraiti	387	390	41.1	195	85	82
Maruia	186	189	33.2	108	67	38
Rural districts combined	3861	4212	44.3	2154	77	565

Grey TLA 2013	Usually resident	Census night	Median Age	Total dwellings	% Dwellings occupied	Business Units
MINOR URBAN AREAS						
RŪNANGA-RAPAHOE	1245	1221	42.0	603	90	56
GREYMOUTH	8130	8637	43.2	1158	3681	898
RURAL CENTRES						
Blackball	291	327	49.2	198	76	16
Dobson	678	663	42.3	336	87	49
RURAL DISTRICTS						
Kaiata	288	294	46.2	156	81	34
Point Elizabeth	84	84	31.7	30	90	4
Barrytown	237	258	46.3	168	71	29
Coal Creek	51	45	40.2	18	100	15
Atarau	180	183	36.2	93	81	27
Greymouth Rural	75	72	53.2	42	86	20
Marsden-Hohonu	417	414	40.7	192	81	50
Arnold Valley	162	189	32.8	87	79	39
Nelson Creek-Ngahere	363	360	42.4	168	86	43
Ahaura	372	375	43.1	186	87	76
Lake Brunner	270	297	44.5	459	27	50
Haupiri	531	531	13.8	24	n.d.	22
Rural districts combined	3030	3102	42.2*	1623	66	452
*Haupiri with a median age of <u>13.8</u> years (due to the dominance of the Gloriavale religious community) is excluded from the calculation of median age for combined rural districts. With Haupiri included the median age of Grey TLA's combined rural districts drops to 37.2 years.						
Westland TLA: 2013						
MINOR URBAN AREAS						
HOKITIKA	3447	3672	43.8	1674	91	359
RURAL CENTRES						
Kumara	309	300	48.2	177	81	31
Ross	297	306	51.8	171	81	40
Hari Hari	327	396	43.8	198	73	74
Franz Josef	444	1731	30.5	237	89	81
Fox Glacier	306	993	31.5	177	86	65
RURAL DISTRICTS						
Taramakau	240	240	49.1	117	87	22
Otira	57	66	46.5	57	58	8
Waimea-Arahura	651	675	44.9	273	93	81
Hokitika Rural	876	1005	44.5	411	88	126
Hokitika Valley	525	522	40.1	303	66	134
Totara River	63	60	45.5	24	88	12
Waitaha	111	114	40.5	57	79	35
Whataroa	285	333	38.5	195	71	81
Waiho	69	111	43.7	66	77	13
Karangarua	30	72	47.5	30	60	9
Bruce Bay-Paringa	33	111	55.5	78	50	13
Haast	240	432	50.5	363	42	55
Rural districts combined	3180	3741	44.2	1974	72	589

Kaipara TLA: 2013	Usually resident	Census night	Median Age (years)	Total dwellings	% dwellings occupied	Business Units
MINOR URBAN AREAS						
DARGAVILLE	4251	4302	44.5	1995	91	501
MANGAWHAI	1329	1338	51.1	894	65	178
MANGAWHAI HEADS	1086	1197	58.3	1542	37	149
RURAL CENTRES						
Maungaturoto	756	750	36.6	321	88	106
Kaiwaka	576	588	36.8	246	87	77
Te Kopuru	465	453	43.2	219	88	22
Ruawai	435	429	49.5	213	87	58
RURAL DISTRICTS						
Kaipara Coastal	2955	2982	44.4	1707	73	604
Maungaru	1695	1692	43.2	738	90	458
Rehia-Oneriri	5415	5397	45.5	2991	74	1169
Rural districts combined	10065	10071	44.8	5436	75	2231

Thames – Coromandel TLA: 2013	Usually resident	Census night	Median Age (years)	Total dwellings	% dwellings occupied	Business Units
MINOR URBAN AREAS						
WHITIANGA	4368	4899	48.5	3234	61	679
PARAWAI	4266	4296	47.4	1947	94	408
WHANGAMATA	3471	3816	56.2	4500	38	478
MOANATAIARI	2424	2508	53.3	1293	93	388
TAIRUA	1227	1392	56.1	1455	42	207
COROMANDEL	1503	1845	48.3	897	76	247
RURAL CENTRES						
Te Puru-Thornton Bay	846	852	56.5	567	72	69
Pauanui Beach	750	879	61.9	2148	19	128
RURAL DISTRICTS						
Te Rerenga	4107	5370	52.4	5925	34	788
Hikuai	3198	3495	47.6	2168	62	624
Rural districts combined*	7323	8904	50.3	8093	42	1412

* Includes 18 people usually resident (39 on census night) on islands or inlets within the TLA.

South Waikato TLA: 2013	Usually resident	Census night	Median Age (years)	Total dwellings	% dwellings occupied	Business Units
SECONDARY URBAN						
TOKOROA	12717	12606	37.5	5427	88	709
MINOR URBAN AREAS						
PUTARURU	3777	3747	43.1	1668	92	326
RURAL CENTRES						
Tirau	690	696	43.2	327	91	91
RURAL DISTRICTS						
Tapapa	999	984	36.9	414	90	265
Arapuni	2190	2196	37.6	924	89	472
Lichfield	990	975	35.9	426	87	225
Wawa	714	765	32.4	294	93	166
Rural districts combined	4893	4920	36.4	2058	89	1128

Wairoa TLA: 2013	Usually resident	Census night	Median Age (years)	Total dwellings	% dwellings occupied	Business Units
MINOR URBAN AREAS						
WAIROA	4053	4008	36.6	1728	58	273
RURAL CENTRES						
Nuhaka	258	243	46.2	117	85	31
Frasertown	252	243	49.2	108	86	29
Tuai	222	270	39.7	156	58	20
RURAL DISTRICTS						
Ruakituri-Morere	708	744	35.9	309	84	190
Maungataniwha	318	303	36.3	153	75	94
Raupunga	627	627	37.9	300	80	139
Whakaki	732	726	39	321	86	86
Mahia	720	738	51.6	786	40	95
Rural districts combined	3105	3138	40.7	1869	65	604

Rangitikei TLA: 2013	Usually resident	Census night	Median Age (years)	Total dwellings	% dwellings occupied	Business Units
MINOR URBAN AREAS						
MARTON	4548	4590	44	2118	91	348
BULLS	1515	1524	35.3	774	80	140
TAIHAPE	1509	1566	41.5	774	85	230
RURAL CENTRES						
Hunterville	429	411	45.4	216	86	72
Ratana	327	327	34.5	117	80	10
Mangaweka	147	201	46.7	84	82	25
Koitiata	105	102	60.8	117	49	3
RURAL DISTRICTS						
Ngamatea*	27	27	n.d.	15	80	4
Moawhango	651	675	39.8	282	86	158
Pohonui-Porewa	2031	2004	41.1	963	84	600
Lake Alice	2727	2946	43	1194	89	613
Rural districts combined	5436	5652	41.9	2454	87	1375

*Ngamatea area unit is located in Hawke's Bay region



Map 16: Territorial Local Authorities in New Zealand