Introduction and Demographics
Tauranga is a growing, developing, vibrant, exciting city that is attracting big money, big business, overseas people, retiring people and people who are escaping the lack of lifestyle other places have to offer. They are coming here for the whole environment - not just because of the beaches.

Tauranga Mayor - Stuart Crosby

The City of Tauranga is in the Bay of Plenty Region on the North East cost of the North Island of New Zealand. The City of Tauranga is home to a population of 105,000 and is the economic hub of the Bay of Plenty region, supporting a wide range of manufacturing, tourism, agriculture and horticultural industries.

Maori Settlement
Three iwi (tribes) make up what local Maori call Tauranga Moana (the seas of Tauranga): Ngati Ranganui, Ngaiterangi and Ngati Pukenga. Their traditional lands extend from Bowentown, at the northern end of Tauranga Harbour, down to Papamoa south of Mount Maunganui, and inland along the Kaimai Ranges.

Local Maori trace their descent from three waka (canoes) that arrived from Polynesia: Takitumu, Mataatua, and Te Arawa. The Takitimu waka is said to have come from Hawaiki in 1290, it landed at the base of Mauao, the landmark mountain at the entrance to Tauranga Harbour. Tamatea was the captain who named the sacred mountain.

Today visual evidence of early Maori settlement and habitation is mostly confined to the hilltops and promontories around the harbour and its hinterland. Mauao remains the most important of these ‘sentinels.’

European exploration
The 18th century explorer Captain Cook rounded East Cape aboard the Endeavour in 1769, and entered a wide, open bay with its coastline curving into the distance. The local populations seemed so large and prosperous; he named it the ‘Bay of Plenty.’
Tauranga City Council Community Profile

In 1976, the district had just 48,000 residents. By 2001, the population had nearly doubled to just over 90,900 people, making Tauranga one of the fastest growing districts in the country. Statistics New Zealand projects the population will climb to 113,900 by 2011, and to 131,300 by 2021, putting Tauranga among New Zealand’s five largest cities.

Population
At the 2006 Census of Population and Dwellings:
- The usually resident population count for Tauranga City Council was 103,635, a change of 14 percent since 2001.
- In comparison, the population for New Zealand as a whole had increased by 5.4 percent since 2001.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Tauranga City Council</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>20.8%</td>
<td>21.5%</td>
</tr>
<tr>
<td>15-64</td>
<td>61.7%</td>
<td>66.2%</td>
</tr>
<tr>
<td>65+</td>
<td>17.4%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

Ministry of Education population projections indicate that against a national decline, Tauranga is set for a period of sustained growth in the 5-12 age group through to 2021.

Age profile
Tauranga City’s population is older than average

At the 2006 Census:
- 20.8 percent of people in Tauranga City Council were under the age of 15 years, compared with 21.5 percent for all of New Zealand.
- 17.4 percent of people in Tauranga City Council were aged 65 years and over compared with 12.3 percent for all of New Zealand.

<table>
<thead>
<tr>
<th>Race Group</th>
<th>Tauranga City Council</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>European</td>
<td>67.8%</td>
<td>67.6%</td>
</tr>
<tr>
<td>Maori</td>
<td>15%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Pacific Peoples</td>
<td>1.7%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.1%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Other</td>
<td>12.5%</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Percentage remained unchanged from 2001.

Employment
At the 2006 Census:
- The unemployment rate in Tauranga City Council was 3.2 percent, compared with 3.5 percent for all of New Zealand.
- The most popular occupational group in Tauranga City Council was Legislators, Administrators and Managers (15.3 percent). The most popular occupational group for New Zealand as a whole was Professionals (14.7 percent).

The labour force participation rate in Bay of Plenty stood at 67.0% during the year to March 2007 up from 65.8% the year before. In comparison, the national average participation rate was 68.4% for the year to March 2007. The lower rate reflects the higher proportion of older people in the population.

Furthermore, the endeavours of the Bay of Plenty Polytechnic and Waikato University are focused on reversing the trend of students leaving the district for tertiary education.

Ethnic groups
At the 2006 Census:
- 67.8 percent of people in Tauranga City Council said they belong to the European ethnic group, compared with 67.6 percent for all of New Zealand. This figure is distorted by the 12.5% in the ‘other’ category. In 2001, 88% identified themselves as European. The Maori population percentage remained unchanged from 2001.

The Chamber of Commerce reports that skill gaps are significant and widening – and the low unemployment rate is making it hard for business. The latest Chamber business confidence survey showed that local businesses are concerned at the persistent shortages of both skilled and unskilled labour. This was reinforced by a recent APN survey which revealed that 44.5% of businesses reported difficulties in attracting sufficiently skilled staff.
**Income**

At the 2006 Census:

- The median income of people in Tauranga City Council is $23,200, compared with $24,400 for all of New Zealand. This reflects the higher proportion of older people who are on fixed incomes.

Tauranga City Council was $230, compared with $225 for New Zealand as a whole.

- 67 percent of dwellings in Tauranga City Council were owned with or without a mortgage, compared with 66.8 percent for all of New Zealand.

Source: Statistics New Zealand

The information in this profile is based on the 2006 Census of Population and Dwellings, the 2001 Household Expenditure Survey and the New Zealand Business Demographic Statistics.

<table>
<thead>
<tr>
<th>Tauranga City Council</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000 or Less</td>
<td>10.1%</td>
</tr>
<tr>
<td>$5,001 - $10,000</td>
<td>6.6%</td>
</tr>
<tr>
<td>$10,001 - $20,000</td>
<td>23.9%</td>
</tr>
<tr>
<td>$20,001 - $30,000</td>
<td>15.4%</td>
</tr>
<tr>
<td>$30,001 - $50,000</td>
<td>21.2%</td>
</tr>
<tr>
<td>$50,000 or more</td>
<td>14.3%</td>
</tr>
<tr>
<td>Not Stated</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

**Households**

At the 2006 Census:

- The average household size in Tauranga City Council was 2.5 people, compared with 2.7 for all of New Zealand. There were 40,494 households in Tauranga City Council.

- Of the 25,000 families living in Tauranga in 2001, 45% were couples without children (nationally, childless couples made up 39% of families). By 2021, Statistics New Zealand estimates couples without children will make up 53% of Tauranga families.

- 57.7 percent of households in Tauranga City Council had access to the internet, compared with 60.5 percent for all of New Zealand.

- 90.5 percent of households in Tauranga City Council had access to a motor vehicle, compared with 88.1 percent for the whole of New Zealand.

- For dwellings that were rented, the average weekly rent paid for permanent private dwellings in Tauranga City Council was $230, compared with $225 for New Zealand as a whole.

New claims volume and expenditure

The volume of new claims shows an increase of 7.5% to 4,433 in the year ending 30 June 2007. This represents a cumulative 52% increase in the last five years. Expenditure on new claims has more than doubled (138%) over the corresponding period from $10M to $23.6M. By way of comparison, Tauranga City population growth over the same period was around 14% and Western Bay of Plenty District grew at a little over 10%.

Ongoing claims volume and expenditure

The volume of on-going claims rose by 60% over the last five years. Expenditure rose by 44% for the same period to $34.6M.

Total expenditure in the year ended 30 June 2007 for new and on-going claims was $58.3M ($48.3M:2006)

Age and gender distribution

In 2007, males account for 64% of all new claims and 73% of on-going claims across all ages that accounts for around 75% of total expenditure. Female new claims only out-number males after age 75+.

For new claims in the age groups 15-19 (75%); 20-24 (75%); 25-29 (77%) males are significantly over-represented.

By way of comparison: there were 1,052 new claims for the age group 15-29yrs costing $3.8M. For the age group 65-85+ there were 798 new claims costing $4M.

Ethnicity split

Maori represent 13.5% of all new claims, and 10.75% of on-going claims. The new claims would be predicted to be slightly over-represented in the young male and older persons categories. Their under-

**Injury and crime data**

Injury and crime data are drawn from a wide variety of sources and are subject to considerable variation – geographic boundaries are not consistent; timeliness is a real issue with much of the information being several years old; and very little data is collected with prevention in mind.

The end result is that it is difficult to develop an accurate profile of the current injury situation; and even more difficult to predict future trends with any certainty; making it extremely difficult to determine priorities and implement appropriate interventions; and measure their effectiveness over time.

**Injury data**

The most up-to-date injury data is ACC Claims Data.

Analysis of ACC Claim Statistics:

Tauranga District

2006 – 2007
representation in the on-going claims could indicate that there are people who may not be receiving their proper entitlement to financial assistance for a variety of reasons.

**Employment status**
In the year ended 30 June 2007, 20% of new claims were for people defined as unemployed.

**Claims by industry for work-related new claims**
Manufacturing (26%); construction (17%); agriculture, forestry, fishing (12%); retail trade (7%) are the leading industries. By comparison, government administration and defence contributed a mere 0.5%.

**Work related and non-work claims**
Just over 64% of new claims were non-work, however this almost reverses when looking at on-going claims where 58% are work-related. The expenditure on non-work claims (new and on-going) are higher than work-related claims.

**Diagnosis of injury**
For new claims in the year ending 30 June 2007, soft tissue injury (contusion, internal organ, strain) 47%; and fracture/dislocation 26% account for nearly three quarters of diagnosed injuries and these were spread pretty evenly around the various parts of the body. It may be worrying that there were as many claims for injuries to ears, as for hips/thighs.

**Scene of accident**
New claims in the year ended 30 June 2007, the home (37%) tops the list; followed by workplace (30%). Sports/recreation generated just 13%, and road/street a shade under 10%.

There were 223 new claims related to road/street, which includes driver/passenger (car 54%, truck 0%, motorcycle 27%), pedestrian 7%, cyclist 6%.

**How injury was inflicted**
For new claims in the year ended 30 June 2007, impact/contact with ground/floor (33%) and impact/contact with object (19%) accounted for just over half the claims.

37% of new claims were for slips, trips and loss of balance.

Strenuous movement with lifting (13%) and strenuous movement without lifting (9%) account for another 22%. 5% resulted from fighting or contact with another person. 30 claims were from animal bites and kicks.

**New claims – fatalities**
In 2007 there were 48 fatal claims, an increase of 10 from 2006. The range over the past ten years varies from a low of 26 fatality claims in 2001/02 to 48 in 2006/07. The numbers vary randomly within that range.

Programmes addressing workplace injury; falls prevention and road safety are addressed in the Sector Reports.

Other data sources:
Safe Communities Foundation
Tauranga Injury Data Report 2005


**Injury deaths**
Between 1993 and 1999 there were 277 deaths resulting from injury. This is equivalent to a crude injury rate of 51 injury deaths per 100,000 people. Males accounted for the majority (68%) of fatalities.

The leading cause of injury deaths was suicide (34%); followed by motor vehicle crashes (27%), falls (17%); homicide (3%) and suffocation (3%).

**Suicide**
Suicide is the leading cause of injury deaths across all ages followed by motor vehicle crashes until 75+ years when falls becomes the leading cause by a substantial margin.

**Leading causes of injury deaths, 1993-1999**

<table>
<thead>
<tr>
<th>Age group</th>
<th>No.</th>
<th>Suicide</th>
<th>Motor vehicle crashes</th>
<th>Falls</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24 years</td>
<td>58</td>
<td>55%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>25-49 years</td>
<td>68</td>
<td>36%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>40-59 years</td>
<td>50</td>
<td>46%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>60-74 years</td>
<td>26</td>
<td>34%</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>75+ years</td>
<td>62</td>
<td>11%</td>
<td>18%</td>
<td>63%</td>
</tr>
</tbody>
</table>

PHI suicide and intentional self-harm data: 1998-2002; 2005

**Age and Gender**
- There were 65 suicides in Tauranga for the five year period 1998-2002, of which 52 were males (80%) and 13 were females (20%) compared to the national average of male 75%, female 25%
- Male suicides were distributed across the age ranges, with clusters – 15-24yrs; 25-34yrs; 50-65yrs; 70-79yrs
- Female suicides are distributed in the 30-59yrs range with one third of the total peaking in the 40-44yrs group
- Sixteen young male suicides (15-
24yrs) compared to two female
- Nine men over the age of 60yrs compared to one female
- Suicide rates peaked in 1998 but the Bay of Plenty still remains above the national average (since 1990)
- The Bay of Plenty shows a significant downward trend for intentional self-harm compared to the national average
- For the year 2005, the Bay of Plenty recorded 149 incidents of intentional self-harm.
- The gender split for the Bay of Plenty was female 60%, male 40% compared to the national average of female 68% male 32%.

There are no collaborative structures or projects as yet in Tauranga concerning suicide prevention. The situation is summarised in the Suicide Prevention Sector Report.

**Injury hospitalisations 1993-2003**

Across all ages, falls (37%) were the leading cause of injury hospitalisation during this period, followed by motor vehicle crashes (11%); cutting and piercing (8%); attempted suicide/deliberate self harm (6%); striking an object or person (6%); and cycle crashes (4%).

Falls are the leading cause of injury hospitalisation and injury deaths for older people and the resulting physical and mental health consequences are frequently severe. Falls and the fear of falling are a major contributing factor to their decreased mobility and physical inactivity and increased social isolation and physical frailty.

Programmes and strategies for falls prevention are addressed in the Falls Prevention Sector Report.

**Leading causes of injury hospitalisations, 1993-2003**

<table>
<thead>
<tr>
<th>Age group</th>
<th>No.</th>
<th>Falls %</th>
<th>Motor vehicle crashes %</th>
<th>Other</th>
<th>Other %</th>
<th>Other %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 years</td>
<td>957</td>
<td>44%</td>
<td>4%</td>
<td>Poisons 12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-14 years</td>
<td>1,844</td>
<td>50%</td>
<td>5%</td>
<td>Cycle crashes 13%</td>
<td>Striking object/person 7%</td>
<td></td>
</tr>
<tr>
<td>15-24 years</td>
<td>1,984</td>
<td>16%</td>
<td>22%</td>
<td>Attempted suicide 11%</td>
<td>Cutting and piercing 10%</td>
<td>Assault 8%</td>
</tr>
<tr>
<td>25-39 years</td>
<td>2,086</td>
<td>18%</td>
<td>15%</td>
<td>Attempted suicide 12%</td>
<td>Cutting and piercing 12%</td>
<td>Assault 8%</td>
</tr>
<tr>
<td>40-59 years</td>
<td>1,608</td>
<td>27%</td>
<td>13%</td>
<td>Attempted suicide 7%</td>
<td>Cutting and piercing 11%</td>
<td></td>
</tr>
<tr>
<td>60-74 years</td>
<td>1,134</td>
<td>61%</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>75+ years</td>
<td>2,167</td>
<td>84%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Drowning prevention**

With miles of accessible and well-utilised coastline; surf beaches, within the harbour and river systems; Tauranga appears to be adopting a water safety ‘culture’ that is achieving positive outcomes in and around the water.

2006 is the first year since records were commenced in 1980 that there have been no drownings in the Tauranga district. This excellent result was achieved directly through:
- The year-round access to boat handling education and ‘learn to swim’ programmes;
- The vigilance and intervention of the water safety agencies (surf lifesaving; coast guard; harbourmasters);
- In an environment that has a favourable climate, extensive coastline and beaches, with estuaries, rivers and streams there is an emerging culture of safety in the Bay of Plenty around the water;
- Reports of high levels of compliance with life jacket use, particularly for children.

Programmes and strategies concerning water safety are addressed in the Water Safety Sector Report.

**Crime data**

Total reported Crime in the Western Bay of Plenty Police Area reduced by 8.7% for the fiscal year ending 30 June 2007 compared to the same period last year. This is a reduction of just over 1200 reported crimes.

When the figures are broken down there are several reductions in specific crime types that have contributed in this overall reduction:
- Total burglary in the Western Bay is down 19.6% (489 fewer burglaries) including house burglary, down by 16.2% (248 fewer) for the fiscal year.
- Stolen cars and theft from cars are down 25% (675 fewer) from the previous year.
- Family violence is down by 13.6% (154 fewer).

These are significant reductions and have come about by the Police, in partnership with a number of groups and organisations, having introduced...
initiatives over the year. The Police have enhanced our Partnerships in the Community and also made a number of internal organisational changes. All have contributed to a continuing downward trend in crime despite a significant increase in population. A particular example is TMAPS (Tauranga Moana Abuse Prevention Strategy) which is the overarching partnership protocol for addressing family violence.

Percentage wise the Police caught significantly more people for burglary and stealing cars compared to the previous year. These are high volume crime types and together with other dishonesty offences, adversely affect a significant proportion of the population.

Property crime has increased by 10.8% (147 more), and this is largely graffiti/ tagging. This area is targeted for attention because tagging is a significant factor in people’s perceptions of personal safety. It is also an opportunity for early intervention with young people before they reoffend or graduate to more serious offending.

Disorder offending increased by 7% (47 more) and violent attacks reduced by 3.6%. This reflects stricter enforcement of the liquor ban bylaw and early intervention in what are largely alcohol-fueled assaults. The Police, Tauranga City Council, Toi Te Ora Public Health, ACC, liquor licensees and a number of community organisations are working collaboratively on a number of fronts to reduce alcohol-related offending and improve the place management of drinking environments, particularly The Strand. These initiatives are addressed in the Alcohol and Street Violence Sector Report.

The frequency of serious and fatal crashes is a concern for Police, with 16 people killed in fatal crashes in the 2006-2007 fiscal year. In spite of years of publicity about the dangers of driving at speed, driving when intoxicated and failing to wear a seatbelts, Police are disappointed that these messages do not seem to be getting through. Programmes to address these issues are addressed in the Road Safety Sector Report.