



↘ **2,400**  
sunshine hours per year

The area of the City is  
↘ **12,742**  
hectares

1

## our city

Extending from Bethlehem in the north, reaching west to the new growth area of Pyes Pa, wrapping south around the beautiful harbour via Maungatapu and Welcome Bay, and extending east for many kilometres covering Papamoa (and the new development areas at Wairakei) and back up to Mauao (or 'the Mount').

Tauranga is a growing and vibrant city of over 100,000 people (estimates at 106,170 as at March 2007). Our population has doubled in the last 20 years. The population is predicted to grow to 2021 by 69 people a week and 30 new dwellings per week. By 2021 our population is expected to be 142,300 people.

Of Tauranga's population 16.5% identify themselves as Maori – higher than the national average of 14.6%. Many

Maori are affiliated to one of three main iwi – Ngaiterangi, Ngati Ranginui and Ngati Pukenga.

Tauranga has a significant number of people living here who are over 60 – 22.4%. This is higher than the national average of 16.8%. Increasing numbers of people in the 30-45 age bracket (with children) are now coming to live in Tauranga as a lifestyle choice.

The area of the City is 12,742 hectares. The landscape is dominated by the harbour, the long white beaches, the Kaimai mountain ranges to the west and the volcanic cone of Mauao.

Tauranga has an average warm temperature (14.2 C) with about 2,400 sunshine hours per year. Average rainfall is 1,349 mm although 2005 saw an unusually extreme rainfall





↘ **>142,300**  
expected population by 2021

event on 18 May that delivered nearly 400 mm of rainfall over a 24 hour period in some parts of the City. (This was the highest ever recorded rainfall for the City over 24 hours.)

↘ **BUSINESS AND EMPLOYMENT**

- approximately 13% of full-time equivalents are employed in the manufacturing industry
- a further 9% are employed in the construction industry
- approximately 16% are employed in the retail trade
- the health and community services industry employed 13.3% of total employees in the city.

Tauranga City contains 2.9% of all businesses in New Zealand. A total of 11,098 businesses were located in Tauranga in 2006. This was an increase of 5.5% or 577

businesses over the previous year. The principal industry is the property and business services industry, which accounts for 32.4% or 3,595 of all businesses within the city.

A total of 46,030 employees worked in Tauranga in 2006. The number of "Registered Unemployed" fluctuates due to seasonal work (eg. lower during kiwifruit season).

In the 2006 Census, 3% or 2,625 of people identified themselves as unemployed in Tauranga City.

↘ **HOUSING**

- above average proportion of dwellings owned without a mortgage (67% compared with 66.8% nationally)
- below average occupancy rates (2.55 people per

dwelling compared with 2.72 nationally)

- above average proportion of private dwellings owned or partly owned (63.3% compared with 62.7% nationally)
- above average weekly rent (\$230 compared with \$224 nationally)
- above average proportion of dwellings held in a Family Trust (15.9% compared with 12.3% nationally)

The 2006 Census showed that for the five years previous (2001-2006) Tauranga had a 14.9% growth in new dwellings (houses, apartments etc.) with 5,823 being built. This volume is comparable with more populous areas such as North Shore City, Auckland City, and Christchurch City. From March 2006 to June 2007 1399 new dwelling consents were issued in Tauranga.