

TAURANGA IS A CITY IN TRANSFORMATION.

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').

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 – 22.5%. 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 13,440 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 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

- The largest industry in terms of employees is the 'Health, Care and Social Assistance Industry' which employs 15.4% of all employees in the city.
- The 'Retail Trade' industry employs a further 13.6% of total employees.
- Approximately 10.2% of employees are employed in the manufacturing industry.
- The 'Education and Training' sector comprises 8.1% of employees.
- A further 7.0% are employed in the 'Accommodation and Food Services Industry'.

Tauranga City contains 2.6% of all businesses in New Zealand. A total of 13,213 businesses were located in Tauranga in February 2010. This was a decrease of 3.1% or 423 businesses over the previous year. The principal industry by number of businesses is in the area of 'Rental, Hiring and Real Estate Services Industry', which accounts for 21.7% or 2,862 of all businesses within the city.

A total of 48,270 employees worked in Tauranga in February 2010. The number of 'Registered Unemployed' fluctuates due to seasonal work (e.g. lower during kiwifruit season). In the 2006 Census, 5.1% of people identified themselves as unemployed. However this number reduces considerably at the peak of the kiwifruit season.

Housing

- Above average proportion of dwellings are held in a family trust (15.9% compared with 12.3% nationally).
- Below average household size (2.5 people per dwelling compared with 2.8 for New Zealand).
- Below average proportion of private dwellings owned or partly owned by usual resident(s) (48% compared with 51% 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 Auckland City, and Christchurch City. From March 2006 to June 2010, 3,098 dwelling consents were issued in Tauranga City.

