

Bay of Islands-Whangaroa Community Board

Strategic Plan

2018/2019/2020

***And Setting the Direction for
the Long Term Plan 2021 – 2031***



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Your Community Board Members



Terry Greening

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Appointments:

Chair - BOI-Whangaroa Community Board

(Russell-Opua subdivision)

Infrastructure Network Committee

Audit, Risk and Finance

Committee

Bay of Islands Walking Weekend Committee

Maromaku Domain Committee

Russell 2000 Trust

Russell Centennial Trust

Russell Sports Club Committee

Russell Town Hall Committee



Belinda Ward

Phone: 021 070 0761

Email: Belinda.Ward@fndc.govt.nz

Appointments:

Deputy Chair - BOI-Whangaroa

Community Board

(Paihia subdivision)

Paihia War Memorial Hall Committee

Paihia Memorial Trust



Martin Robinson

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Email: Martin.Robinson@fndc.govt.nz

Appointments:

BOI-Whangaroa Community Board

(Kerikeri subdivision)

Focus Paihia

Inter-council Working Party on GMO's

Kororipo Heritage Park Management Group

Paihia Haven of History Trust

Paihia Heritage Sub-Committee

Waitangi River Catchment Group



Lane Ayr

Phone: 027 445 8938

Email: Lane.Ayr@fndc.govt.nz

Appointments:

BOI-Whangaroa Community Board

(Kerikeri Subdivision)

Disability Action Group

Waipapa Hall Committee



Rachel Smith

Phone: 021 075 3407

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Appointments:

*BOI-Whangaroa Community Board
(Kerikeri subdivision)*

Cherry Park House Committee



Manuwai Wells

Phone 021 298 8960

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Appointments:

*BOI-Whangaroa Community Board
(Kawakawa-Moerewa subdivision)*

Kawakawa Domain Committee

Kawakawa Memorial Library Museum Committee

Simpson Park Committee



Bruce Mills

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Appointments:

*BOI-Whangaroa Community Board
(Whangaroa subdivision)*

Kaeo River Liaison Committee

Kaeo Swimming Pool Committee

Totara North Hall Committee

Whangaroa Memorial Hall Committee

Whangaroa Recreational Trust

Whangaroa Township Hall

Introduction

Our Vision

We encourage, support and foster appropriate community development within our communities, having recognised the diversity within our ward.

We believe that the best community outcomes are those that are identified and developed by the communities themselves.

Our Mission

We, as a board will ensure the provision of facilities, services and planning processes are transparent, fair, and safe while being fit for the purposes and needs of our communities.

We work to the best of our abilities to ensure facilities are well maintained, attractive, cared for and sustainable.

Purpose of this plan

This strategic plan is to inform concerned parties, including Council on what we as a community board have defined as the priorities for our communities and to promote connectivity and empowerment.

Role of Community Boards

The Far North District Council's three Community Boards (Bay of Islands/Whangaroa, Te Hiku, and Kaikohe/Hokianga) are a valuable resource for their communities and should be contacted about local issues before the Council itself is approached. In the first instance public are encouraged to use the request for service (RFS) system to report emergencies and any general enquiries.

The Boards have locally elected members who know and support their communities and are the best place to go when there are local issues, problems or situations that need to be addressed. They are the Council's "eyes, ears and voice" at grass roots level and are often able to resolve issues within their communities without needing to refer them on to other people. However, when extra help is needed, they have the ready attention of the Council and can liaise with other agencies as required.

The Community Boards' role within their communities is to:

- Represent and act as advocates;
- Communicate Council activities and issues of interest or concern;
- Maintain an overview of services provided by the Council;
- Prepare an annual submission regarding Council expenditure;
- Communicate with community organisations and special interest groups;
- Undertake any other responsibilities the Council may delegate;
- Consider and report on all matters referred to it by the territorial authority, or any matter of interest or concern to the community board;
- Maintain an overview of services provided by the territorial authority within the community;

- Prepare an annual submission to the territorial authority for expenditure within the community;
- Communicate with community organisations and special interest groups within the community; and,
- Undertake any other responsibilities that are delegated to it by the territorial authority.

Strategic priorities

Community Empowerment

We encourage participation and initiative from all our people in the process of building community heart and community resilience by:

- Supporting the development, implementation of community development plans
- Supporting opportunities for partnership (e.g. Men's sheds, Living Waters, Te Hononga project) and leadership development in our communities
- Supporting community led design and place- making activities
- Supporting community events through a contestable process to apply for community funding to supplement a community contribution
- Considering community events of a non-commercial nature for an appropriate level of funding
- Encouraging community led design and building of secure community facilities
- Supporting seed funding for events that have a good chance of sustainability
- Embracing innovation and technology that will enhance communities and our environment
- Supporting technology that enables access to WIFI and/or broadband connections
- Supporting EV charger access throughout the ward

Youth

We acknowledge the potential of our youth in our communities and encourage and value their constructive participation in community affairs by:

- Encouraging participation in community activities through the FNDC Youth Council.
- Supporting their development and mentoring as we believe the youth are a key to our future.
- Supporting youth engagement to keep them in the District.



Senior Citizens

We acknowledge senior citizens in our community and encourage and value their constructive participation in community affairs by:

- Recognising and empowering their economic and volunteer contribution to our communities.

Our Economic Priorities

We encourage and support the development of enterprises that bring long term benefit to the people and the environment of the Far North

- We see social enterprise and collaboration as a mainstay of our economic activity

Community Pride

We advocate for, and support our communities to create places that are attractive, welcoming, and proud to live in. We believe our unique and special heritage areas are complemented by passionate and supporting communities who value “who we are as a people” our heritage and culture.

Safety

Our decisions and activities result in the provision of safe and secure environments including priorities for:

- Speed limits
- Tsunami Warning Sirens
- Security

Facilities

Facilities are able to be accessed and enjoyed by citizens of the Far North and our visitors and are in line with the accessibility and Disability Action Group priorities. Including:

- Street lights
- Amenity lighting
- Carparks
- Footpaths



Walkways and Cycle way Development

The board sees huge value in having an effective network of interconnected walkways and cycle ways that encourage and enable healthy activity for people of all ages and levels of ability.

- We encourage community groups and clubs to share their facilities with other groups
- We will identify all council owned recreation reserves and support utilisation and connectivity of parks and reserves while supporting appropriate use of reserves

- We will support development of destination play spaces throughout the district that encourage intergenerational interaction.
- We will support initiatives that promote safe and secure communities.

Recreation and Waterways Development

The Board recognises the value in having an accessible network of recreational areas/public facilities and waterways to encourage and enable healthy activity for people of all ages and abilities.

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Our Current Priorities:

Community Empowerment
Consider community events of a non-commercial nature for an appropriate level of funding
Support the development, adoption and implementation of community development plans
Encourage community led design and build of secure cycle facilities
Engage with our communities during the District Plan consultation
Extend our avenues of engagement to promote diverse community relationships
Support community events through a contestable process to apply for community funding to supplement a community contribution
Fund one Christmas event or parade in Kerikeri, Kaeo, Kawakawa, Moerewa, Paihia and Russell of up to \$2500 per annum for the event, plus traffic management costs up to a maximum of \$2500 on receipt of completed funding application and Project Report
The community board will host a Christmas events workshop in September of each year, to support coordinators and assist with applications
Support seed funding for events that have a good chance of sustainability
Support community projects that celebrate centenary recognition through the district

Youth
Support the youth strategy developed by the FNDC Youth Council.
At least one of our board members will go through the process to become a conduit to the FNDC Youth Council.
Support youth engagement to encourage youth to remain in the District.
Support "Playpark" facilities on FNDC reserves in the ward.
Encourage FNDC to consult with youth
Investigate scholarship allocation, by way of amendment to our funding policy



Community Pride

Entrance to Kawakawa beautification as a gateway to the Bay of Islands: SH11 (between North Rd and Johnson Park)

Encourage and enable the increased levels of service for town maintenance services during peak seasons eg. toilets, litter, rubbish, mowing

Ensure council support future of Kawakawa Community Pool and Kerikeri Community pool

Continue work with Focus Paihia and support projects in line with Paihia Masterplan

Moerewa township beautification - encourage FNDC, FNHL & NZTA partnership for facilitation of this project

Support place making projects within our communities utilising the place making funding

Lovers Lane, road reserve beautification in Kawakawa

Heritage: To support historic events and projects in the ward e.g. preserve and enhance the historic character of the (existing and new) Kaeo built environment, Kororipo Basin Reserve, bicentennials, sester-centennials, Armistice Day centenary

Promote NRC 0800 Environmental Hotline encouraging community pride on private land covered in noxious weeds and rubbish

Support recycling initiatives in our ward – in alignment with the LTP 2018-2028 level of service

Work with NRC to create flood proof commercial sections in Kaeo

Lead public hearings of Control of the Use of Public Places bylaw

Work with community to improve landscaping around the WELCOME TO KERIKERI roundabout area in alignment with NZTA landscaping policies.



Safety
Speed Limits
Bay of Islands - Whangaroa Community Board recognises the following priorities for council to work towards addressing
Kawakawa intersection - lobby NZTA for immediate remedy and reduction in speed limit through town to last 3rd bridge
Between Wainui Rd to Ratcliffe Bay including the Gamefish Club and the boat ramp, Whangaroa
Opito Bay to Rangitane
Okiato to Russell
Te Wahapu Road (Russell)
Flagstaff and Tapeka Roads (Russell)
Extend 70km from Yorke Rd to Nautical Drive (Haruru Falls)
Rangitane residential area
Moerewa Safer Roads project – reduction of speed through town
Ensure community voice is heard on the proposed speed reduction in Kerikeri Road
Ensure community voice is heard and concerns about Kapiro Road issues related to accidents are investigated and addressed
Speed Limit North and South of Kaeo to be reducing further to slow (Omaunu Road)
Waipapa Intersection issues need resolving
Tsunami Warning Sirens
Implementation of sirens as identified for Rawhiti (x2), Opito Bay, Skudders Beach and the remainder of the Kerikeri Inlet area
Security
Support security camera network (CCTV) in Kawakawa, Kaeo, Paihia and Moerewa. Encourage central coordination of multiple communities linked to a full suite of services including supporting CCTV in Kerikeri & Waipapa CBDs
Support community initiatives to patrol Kawakawa streets (with NZCP & Maori Wardens)



Facilities

Street Lights

Bay of Islands - Whangaroa Community Board recommend the following street lights for installation in order of priority:

- 2x lights at Te Kemara Ave, Paihia, agreed to as part of a trade-off when the water line was put through to the Copthorne Hotel
- James Street, Russell outside Top 10 Camp entrance
- Boardwalk/footpath extension from Lower Street to Whangaroa Marina (Whangaroa)

Bay of Islands - Whangaroa Community Board recognises the following for prioritisation in the next plan:

- Between the Heritage bypass and Landing Road, Kerikeri
- 2x street lights at Station Road Kawakawa (increased use due to the Cycleway)
- Cobham Road Kerikeri near the retirement village
- Investigate the need for lights at Tohitapu Road, Paihia
- 5x street lights at the end of cul-de-sacs in Moerewa
- Kerikeri Road between heritage bypass roundabout and Kororipo Pa carpark
- Grey Street and Whitemans Road Kawakawa

Amenity Lighting

Kawakawa business area

3x more 'strings' of lights in main street (SH10) Kaeo

Car Parks
Chapel Street, Russell between Church and Baker Streets
Parking at Russell Cemetery
Wellington Street, Russell adjacent to Baptist Church
Cemetery Road, Kaeo – expand parking and turnaround area
Support initiatives for parking solutions for Kerikeri including Disability spaces
Repaint carpark outside Kawakawa Four Square for disability parking
Disability and elderly parking at Paihia
Raise awareness for people to access mobility cards
Support discounted parking rate for resident gold card holders
Kawakawa <ul style="list-style-type: none"> • Kuia Kaumatua parking along Wynyard Street (able accessed parking required in center of town) • More able accessed parking and access through the town • Better pedestrian access from the commercial street parking area to the main street
Encourage private land opportunities with shuttle service secure cycle way facilities/Segway's etc. to work and services (post office, library etc.) offer incentive for parking further away
Riverview Road – support traffic and pedestrian safety solutions
Temporary carpark to the south of the Whangaroa Gamefish club – weatherproof improvements
Marine car parking – demand has increased. Start conversation with NRC & FNHL to address this increasing concern

Walkway and Cycleway Development
Bay of Islands - Whangaroa Community Board prioritised the following footpaths over the next 3 years:
<u>2018/19</u> <ul style="list-style-type: none"> • Kerikeri: Landing Road bridge to Kapiro Road • Opuia: Kellet Street at Opuia School • Matauri Bay: Matauri Bay Road • Russell: Long Beach Road corner at Long Beach
<u>2019/20</u> <ul style="list-style-type: none"> • Haruru: Haruru Falls Road to Watea (SH 10) • Totara North: School Road • Kerikeri: Landing Road near Stone Store car park • Moerewa Snowdon Avenue
<u>2020/21</u> <ul style="list-style-type: none"> • Kaeo: Omaunu Road • Kawakawa: Bowen Street
Request a review of the 2005 Track Strategy, prioritise upgrades and new initiatives and link with existing walkways
Work with New Zealand Transport Agency (NZTA) to complete the footbridge adjacent to the bridge on SH 10 in Kaeo
Identify and rectify safety issues around our schools; e.g. safe foot traffic links between Riverview School and Waipapa Road & Kapiro Road, including pedestrian crossing; Kaeo

Primary School link to footpath to town
Moerewa bike pump track at Nesbit Park, Moerewa
Support development of cycle way/walkway between Taupo Bay and Totara North. This probably needs to be 'route amended' and also the inclusion of St. Paul's Ohakiri Reserve.
Support provision of water fountains along the Twin Coast Cycleway (Pou Herenga Tai) at points where drinkable water is available throughout the ward incorporating pedestrian/cycle ways
In conjunction with Far North Holdings Ltd (FNHL) and Focus Paihia develop an all-weather all access (disability) pedestrian link from the Williams Road car park to the footpath in Marsden Road Paihia along the stream
Support secure bike parking and secure, user-pays shower facilities (for workers, independent travellers or freedom campers)
Investigate and support development of connectivity between Kerikeri Domain and Kororipo Pa Reserve in partnership with Kerikeri Retirement Village and wider community

Recreation and Waterways Development

Provide shade for Marsden Road playground and consider toilet provisions for playground
<p>Kerikeri Domain</p> <ul style="list-style-type: none"> • Complete the Reserve Management Plan • Develop a concept plan • Repair/refurbish the Kerikeri Domain Pavilion
Encourage private and public collaboration for dog recreation
Consideration be given to identifying reserves and their suitability for dog exercise areas in their wards
Support provision of water fountains, shade and no smoking signs at playgrounds
Review Lake Manuwai Management Plan and develop it as a jointly managed public area and recreational facility with council
We encourage community groups and clubs to share their facilities with other groups
Support utilisation and connectivity of parks and reserves
Promote and support urban restoration of the Wairoa Stream in Kerikeri and development of Peacock Garden reserve, facilitate working with adjoining landowners
Encourage re-establishment of a management committee. Improve the grounds and facilities, thus developing shared use of Bledisloe Domain, Haruru Falls with potential to become a community hub
Support dinghy rack, boat storage and launching facilities at boat ramps
Support Roland's Wood and Lavenders Land community space
Support further development of Kororipo Heritage Park and support a link between Kerikeri community recreation spaces.
Support development of destination play spaces throughout the district
Allow Freedom Camping only at sites beside public toilets

Our Future Priorities:

Bay of Islands - Whangaroa Community Board recommend the following priorities for implementation as soon as possible:

Encourage the lifting of low lying tidal roads to address the effects of climate change including tidal extremes and flooding

Kerikeri

- Allowance for growth
- Embracing growth in younger age demographics

Kerikeri Roading Improvement Strategy, including parking and bus traffic solutions

Potable water for Kaeo

Participate in review of Town Maintenance contract (increase mowing schedules)



Other information

Council Delegations to Community Boards

- Set local priorities for minor capital works in accordance with existing plans; recommend local service levels and asset development priorities for civic amenities in the Annual Plan and Long Term Plans. The "civic amenities" referred to in these delegations include the following Council activities:
 - Amenity lighting
 - Cemeteries
 - Drainage (does not include reticulated storm-water systems)
 - Public toilets
 - Reserves
 - Halls
 - Swimming pools
 - Town litter
 - Town beautification and maintenance
 - Street furniture including public information signage
 - Street/public art
 - Trees on Council land
 - Off road public car parks
- Exclusions: From time to time Council may consider some activities and assets as having district wide significance and these will remain the responsibility of Council. These currently include: The roading network, Hundertwasser toilets, District Library Network, Baysport, the Kerikeri, Kaikohe & Kaitaia Airports, Hokianga Vehicle Ferry, i-Site network, Far North Community Centre, Kerikeri Domain, Kawakawa Heated Swimming Pool, Kaikohe Cemetery, Kerikeri Sports Complex, The Centre at Kerikeri, the Bay of Islands/Hokianga Cycle Trail.
- Reallocate capital budgets within the Annual Plan of up to 5% for any specific civic amenity, provided that the overall activity budgetary targets are met.
- Make grants from the allocated Community Funds in accordance with policy #3209, and the SPARC/Sport Northland Rural Travel fund in accordance with the criteria set by the respective body, and, for the Bay of Islands-Whangaroa Community Board, the power to allocate the Hundertwasser Donations Account.
- Provide comment to council staff on resource consent applications having significance within the Community including provision of land for reserves and/or other public purposes.
- Participate in hearings, as the Council considers appropriate in relation to submissions pertinent to their community and if appropriate recommend decisions to Council.
- Develop plans and strategies including contributing to the Long Term Plan and Annual Plans.
- Hold hearings of submissions received as a result of Special Consultative

Procedures carried out in respect of any matter other than an Annual or Long Term Plan, and make recommendations to Council.

- Where recommended by staff, appoint management committees for local reserves, cemeteries, halls, and community centres.
- Allocate names for previously unnamed local roads, reserves and other community facilities, and recommend to Council name changes of roads, reserves, and community facilities subject to consultation with the community.
- Consider the provisions of new and reviewed reserve management plans for recommendation to Council in accordance with the Reserves Act 1977, and/or participate in the hearing of submissions thereto, as considered appropriate by Council.
- Provide recommendations to Council in respect of applications for the use and/or lease of reserves not contemplated by an existing reserve management plan.
- Prohibit the use of skateboards in specified locations within their communities, in accordance with Council's Skating Bylaw 1998.
- Recommend new bylaws or amendments to existing bylaws.
- Prepare and review management plans for local cemeteries within budget parameters and in a manner consistent with Council policy.
- Exercise the following powers in respect of the Council bylaws within their communities.
- Control use of Public Spaces – Dispensations on signs
- Mobile Shops and Hawkers – Recommend places where mobile shops and/or hawkers should not be permitted.
- Parking and Traffic Control – Recommend parking restrictions, and areas where complying camping vehicles may park, and consider and grant dispensations in accordance with clause 2007.2
- Public Places Liquor Control – Recommend times and places where the possession or drinking of alcohol should be prohibited.
- Speed Limits – Recommend places and speed limits which should be imposed.
- Appoint Community Board members to speak on behalf of their community in respect of submissions or petitions.
- Set the schedule of meeting dates, times and venues, subject to the meetings not conflicting with meetings of the Council and satisfying the provisions of the Local Government Official Information and Meetings Act 1987.
- Review all proposed public art projects on a project-by project basis to ensure they comply with policy #5105 Art in Public Places, including approval of the aesthetic appearance, maintenance programme, insurance and appropriate location, and agree to their installation.
- In respect of applications from food establishments for permission to establish tables and chairs on a public place, i.e. alfresco dining in accordance with Policy 3116, consider and decide on any application which does not meet all criteria of the policy, and any application which

staff recommends to be declined.

- Subject to a report from the appropriate managers and the appropriate budgetary provision, make decisions in respect of civic amenities including the levels of service, and the provision or removal of an amenity not provided for elsewhere in these delegations.

Terms of Reference

In fulfilling its role and giving effect to its delegations, Community Boards are expected to:

- Comment on adverse performance to the Chief Executive in respect of service delivery.
- Assist their communities in the development of structure plans, emergency management community response plans, and community development plans
- Assist their communities to set priorities for Pride of Place programmes
- Have special regard for the views of Maori
- Have special regard for the views of special interest groups, e.g. disabled, youth, aged, etc.
- Actively participate in community consultation and advocacy and keep Council informed on local issues.
- Seek and report to Council community feedback on current issues by:
 - Holding a Community forum prior to Board meetings
 - Varying the venues of Board meetings to enable access by members of the community
- Monitor and make recommendations to Council to improve effectiveness of policy
- Appoint a member to receive Annual Plan\Long Term Plan submissions pertinent to the Board area, attend hearings within the Board area, and attend Council deliberations prior to the Plan adoption.

Protocols

In supporting Community Boards to fulfil their role, the Council will:

1. Provide appropriate management support for the Boards
2. Organise and host regular workshops with the Community Boards to assess the 'State of the Wards & District' to establish spending priorities
3. Prior to decision-making, seek and include 'Community Board views' in Council reports in relation to:
 - The disposal and purchase of land
 - Proposals to acquire or dispose of reserves
 - Representation reviews
 - Development of new maritime facilities
 - Community development plans and structure plans
 - Removal and protection of trees
 - Local economic development initiatives

- Changes to the Resource Management Plan
4. Organize and host quarterly meetings between Boards, the CEO and senior management staff
 5. Prepare an induction/familiarisation process targeting new members in particular early in the term
 6. Support Board members to arrange meetings with local agencies and service clubs to place more emphasis on partnerships and raising profile of the Boards as community leaders.
 7. Permit Board chairperson (or nominated member) speaking rights at Council meetings and any Council committee the chairperson is appointed to.
 8. Help Boards to implement local community projects
 9. Arrange for Infrastructure and Asset Management Staff to meet with the Community Boards in September each year to agree the capital works for the forthcoming year for input into the Annual or Long Term Plan.
 10. Provide information formally requested by Board members.

What the Board Funds

Provides and administers community grants:

- Community local grants scheme
- Rural Travel Fund on behalf of Sports NZ
- Place making fund
- Infrastructure fund (in collaboration with Te Hiku, Kaikohe-Hokianga Boards)
- Events

As appropriate may refer funding applications to the following grant schemes:

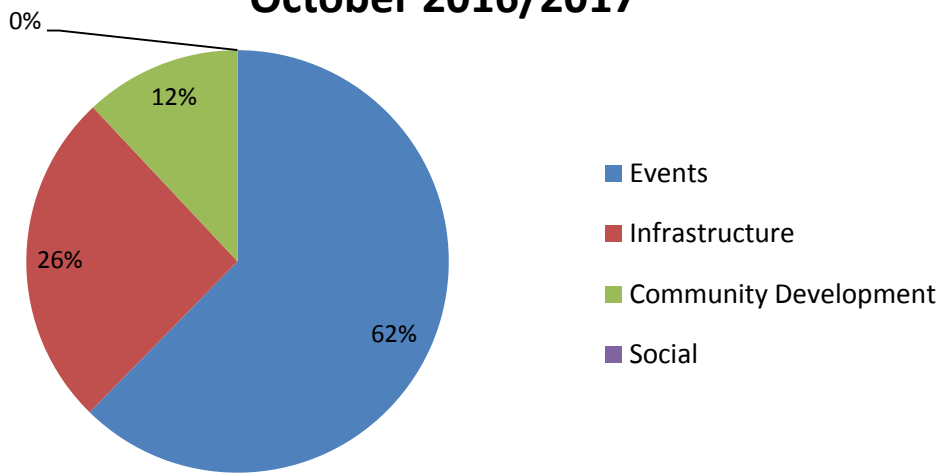
- Contestable Community – District Plan Scheme and the Sports and Recreation Loan Scheme
- Creative Communities Scheme on behalf of Creative NZ
- The Mayoral Fund
- Other suitable funding options

What we have funded

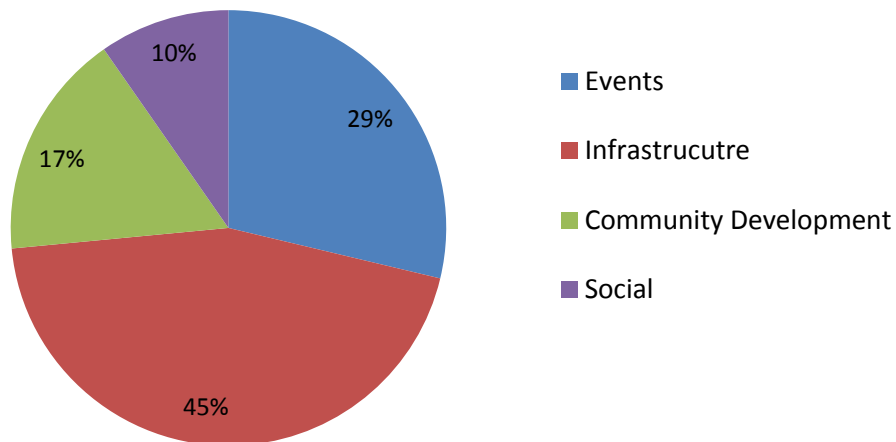
Community Boards fund a range of projects through their Local Community Grant Funding. Analysis of previous years funding is shown graphically below and has been categorised as follows:

- Events
- Infrastructure
- Community Development
- Social

Bay of Islands-Whangaroa Funding October 2016/2017



Bay of Islands-Whangaroa Funding 2017/2018



What has been achieved

We have capable, credible, civic leadership that advocates for people and trusted by the communities they serve

- We continue to build safe, healthy, resilient communities, places and people
- Our residents and ratepayers engage with us, understand and have confidence in our decision making.
- Our environment and heritage is protected, enhanced and wisely managed to pass on to our children
- We have prudent financial management within long term strategic planning
- We continue to build strong partnerships with Māori, communities, businesses,

government, Northland councils, non-profit, voluntary groups and communities where quality of life is important and community benefits are maximised

- Our sustainable, affordable, equitable infrastructure contributes to the economic progress and social wellbeing of our communities and the Far North district
- We keep working with Māori to enable development of their lands, communities and resources

The Ward Story

Location and Boundaries

Eastern Ward is bounded by the localities of Ngapuhi-Kaikou and Ohaeawai in the south, and the localities of the Hokianga South, Hokianga North and Karikari Peninsula-Maungataniwha in the West.

East Ward encompasses the localities of Bay of Islands, Haruru Falls, Kaeo, Kapiro, Kawakawa, Kerikeri, Mangapa-Matauri Bay, Moerewa, Okaihau, Opuā East, Opuā West, Paihia, Pokere-Waihaha, Russell, Waihou Valley-Hupara and Waitangi.

Settlement History

European settlement dates from 1819 when a Church Mission Settlement was established in Kerikeri. Early industries included ship building, whaling, timber milling and dairy farming. In 1840 The Treaty of Waitangi was signed both by the Māori Chiefs and British Crown. Population was minimal until the late 1800s, aided by the opening of the railway line, growth in fishing industries, and coal mining at Kawakawa. Growth took place from the late 1800s into the early 1900s, when land also became used for horticulture. Expansion continued from the post-war years, particularly in Moerewa, Opuā and Paihia during the 1960s and 1970s as tourism became popular and access to the area was improved. Population growth took place in Kapiro from the early 1980s. The population of the area increased slightly between 1996 and 2013 as new dwellings were added to the area.

Land Use

East Ward is a rural and growing rural-residential area, with small townships at Kawakawa, Kerikeri, Moerewa, Opuā, Paihia and Russell, and numerous small settlements. Land is used largely for dairy farming, horticulture (orchards and market gardens) and viticulture, with forestry, commercial fishing and tourism also being important industries.

Economic Data

The Bay of Islands-Whangaroa Ward's three largest industry sectors by employment are:

- Agriculture, forestry and fishing (1,365 people or 12.8%)
- Retail Trade (1,098 people or 10.3%)
- Accommodation and food services (1,032 people or 9.7%)

In combination, these three industries employed 3,495 people in total or

32.8% of the employed resident population

Changes in sector employment 2006 to 2013

Top 3 job gains

1. Public administration and safety (+189 people)
2. Education and training (+126 people)

Top 3 job losses

1. Construction (-330 people)
2. Not elsewhere included (-225 people)
3. Manufacturing (-162 people)

Major features of the area include

- Bay of Islands, Bay of Islands Maritime Park
- Cavalli Islands, Motukawanui Island, Motupapa Island, Moturua Island, Stephenson Island, Urupukapuka Island, numerous other small islands
- Bay of Islands Marina (Port Opuā), Opuā Harbour, Whangaroa Harbour, Paihia - Russell Ferry, Paihia Wharf, Bay of Islands
- Airport (Kerikeri)
- Numerous beaches
- Kawiti Glow Worm Caves
- Bay of Islands Vintage Railway
- Waitangi Treaty Grounds
- Bay of Islands Golf Club (Kerikeri), Kauri Cliffs Golf Course, Marty's Golf and Archery Range, Waitangi Golf Club
- Kerikeri Mission Station (including Kemp House and the Stone Store), Pete's Pioneer and Transport Museum, Rewa's Village, Cherry Park House, Pompallier Mission, Russell Museum, Frigate HMNZS Canterbury, Flagstaff Hill Historic Reserve, Rainbow Warrior Wreck
- North Tec (Bay of Islands Campus)
- Bledisloe Domain, Kerikeri Domain, Bay Sports Grounds Waipapa, Kerikeri Sports Complex, Turner Centre at Kerikeri
- Fairy Pools, Rainbow Falls, Haruru Falls
- Mangonui Forest, Omahuta Forest, Opuā Forest, Puketi Forest, Russell Forest, Waitangi Forest
- Ake Ake Vineyard, Cottle Hill Winery, Fat Pig Vineyard, Kainui Road Vineyard, Kapiro Vineyard, Marsden Estate Winery, Omata Estate (winery), Paroa Bay Winery, Pukeko Vineyard
- Lake Manuwai, Lake Omapere
- Kawakawa Swimming Pool, Kerikeri Swimming Pool, Whangaroa Community Swimming Pool and numerous schools.

The Ward Demographics

Population

Females	13,362	51.6%
Males	12,549	48.4%
Total	25,911	100.00%

Ethnic Groups

European	17,952	69.3%
Maori	7,263	28%
Pacific Peoples	669	2.6%
Asian	585	2.3%
Middle Eastern/Latin/African	99	0.4%
New Zealander	396	1.5%
Other ethnicity	0	0

Qualifications

Higher Degree	714	3.5%
Bachelor Degree	1,659	8.1%
Post School (excluding University)	4,428	21.5%
School Qualification	6,627	32.2%
No qualification	4,038	19.6%
Not stated/included	3,114	15.1%
Total	20,580	100.0%

Employment Status

Employed full-time	10,857	91.3%
Employed part-time	7,917	66.6%
Unemployed	2,940	8.7%
Total	11,886	100.0%

Individual Income

Negative or zero income:	1,440	7.0%
\$1 - \$5,000	936	4.6%
\$5,001 - \$10,000	990	4.8%
\$10,001 - \$15,000	1,872	9.1%
\$15,001 - \$20,000	2,262	11.0%
\$20,001 - \$25,000	1,752	8.5%
\$25,001 - \$30,000	1,368	6.7%
\$30,001 - \$40,000	2,268	11.0%
\$40,001 - \$50,000	1,506	7.3%
\$50,001 - \$70,000	1,893	9.2%
\$70,001 - \$100,000	927	4.5%
\$100,001 or more	528	2.6%
Not stated	2,802	13.6%
TOTAL	20,544	100.0%

Household Income

Negative or zero income:	120	1.2%
\$1 - \$5,000	99	1.0%
\$5,001 - \$10,000	141	1.4%
\$10,001 - \$15,000	285	2.8%
\$15,001 - \$20,000	504	5.0%
\$20,001 - \$25,000	555	5.5%
\$25,001 - \$30,000	591	5.9%
\$30,001 - \$40,000	1,053	10.5%
\$40,001 - \$50,000	807	8.0%
\$50,001 - \$70,000	1,341	13.3%
\$70,001 - \$100,000	1,296	12.9%
\$100,001 or more	1,251	12.5%
Not stated	2,004	19.9%
Total	10,047	100.0%

Occupations

Managers	4,176	21.4%
Professionals	3,540	18.1%
Technicians and trades workers	1,917	9.8%
Community and personal service workers	1,902	9.7%
Clerical and administrative workers	2,133	10.9%
Sales workers	1,719	8.8%
Machinery operators and drivers	807	4.1%
Labourers	2,652	13.6%
Not stated/included	672	3.4%
Total	19,518	100.0%

Industries

Agriculture, forestry and fishing	2,931	15.0%
Mining	60	0.3%
Manufacturing	1,122	5.8%
Electricity, gas, water and waste services	201	1.0%
Construction	1,182	6.1%
Wholesale Trade	345	1.8%
Retail Trade	2,211	11.3%
Accommodation and food services	1,569	8.0%
Transport, postal and warehousing	702	3.6%
Information media and telecommunications	114	0.6%
Financial and insurance services	495	2.5%
Rental, hiring and real estate services	645	3.3%
Professional, scientific and technical services	834	4.3%
Administrative and support services	558	2.9%
Public Administration and safety	879	4.5%
Education and training	2,175	11.1%
Healthcare and social assistance	2,004	10.3%
Arts and recreation services	288	1.5%
Other services	744	3.8%
Not elsewhere included	453	2.3%
Total	19,512	100.0%

Family Types

Couples with children	2,112	32.3%
Couple with dependent children	1,821	27.8%
Couple with adult children only	309	4.7%
Couple with children – dependency unknown	0	0.1%
One parent families	996	15.2%
One parent family with dependent children	885	13.5%
One parent family with adult children only	171	2.6%
One parent family with children – dependency	0	0.1%
Couple without children	3,360	51.3%
Total	6,468	100.0%

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