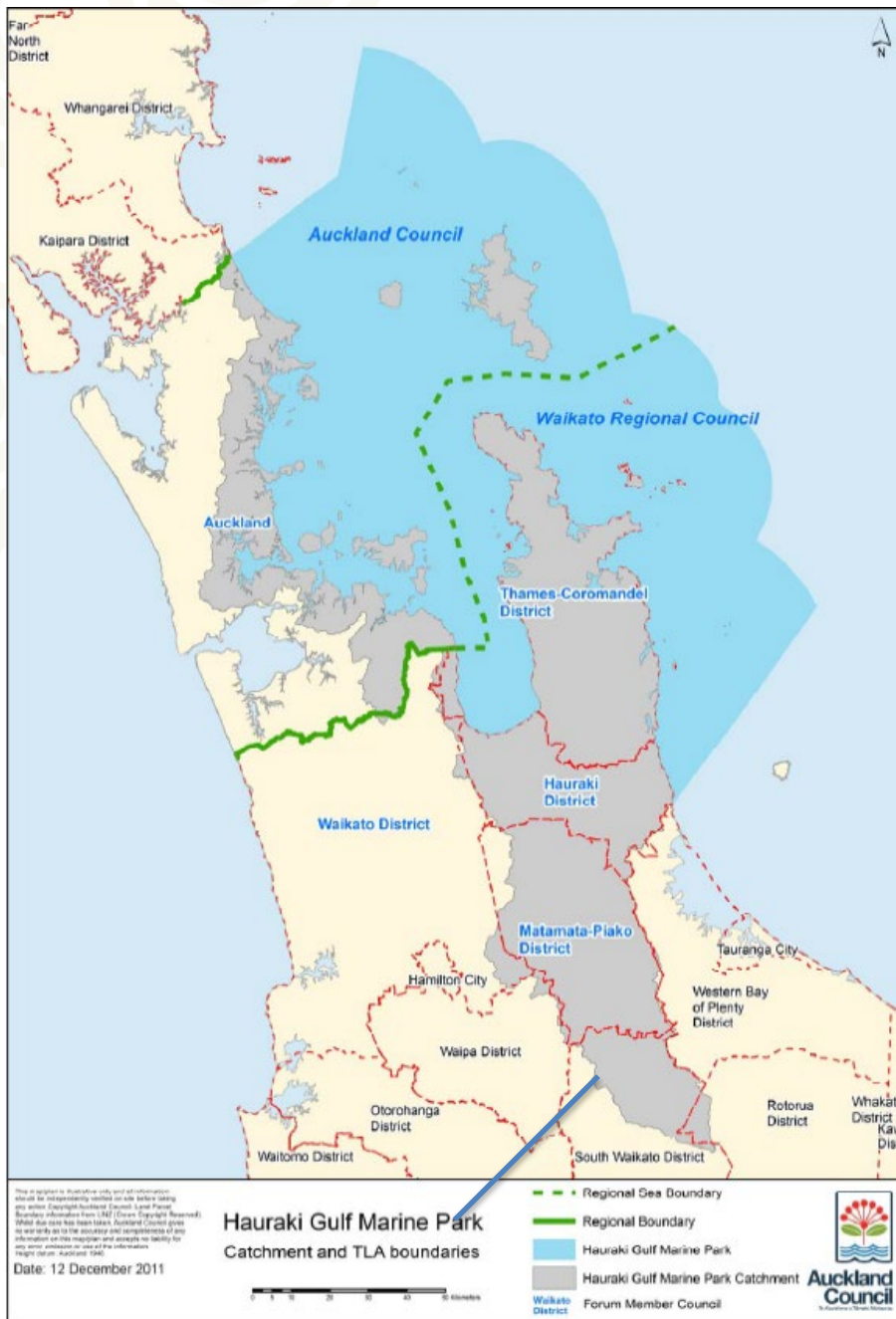


# People, growth, and the Gulf

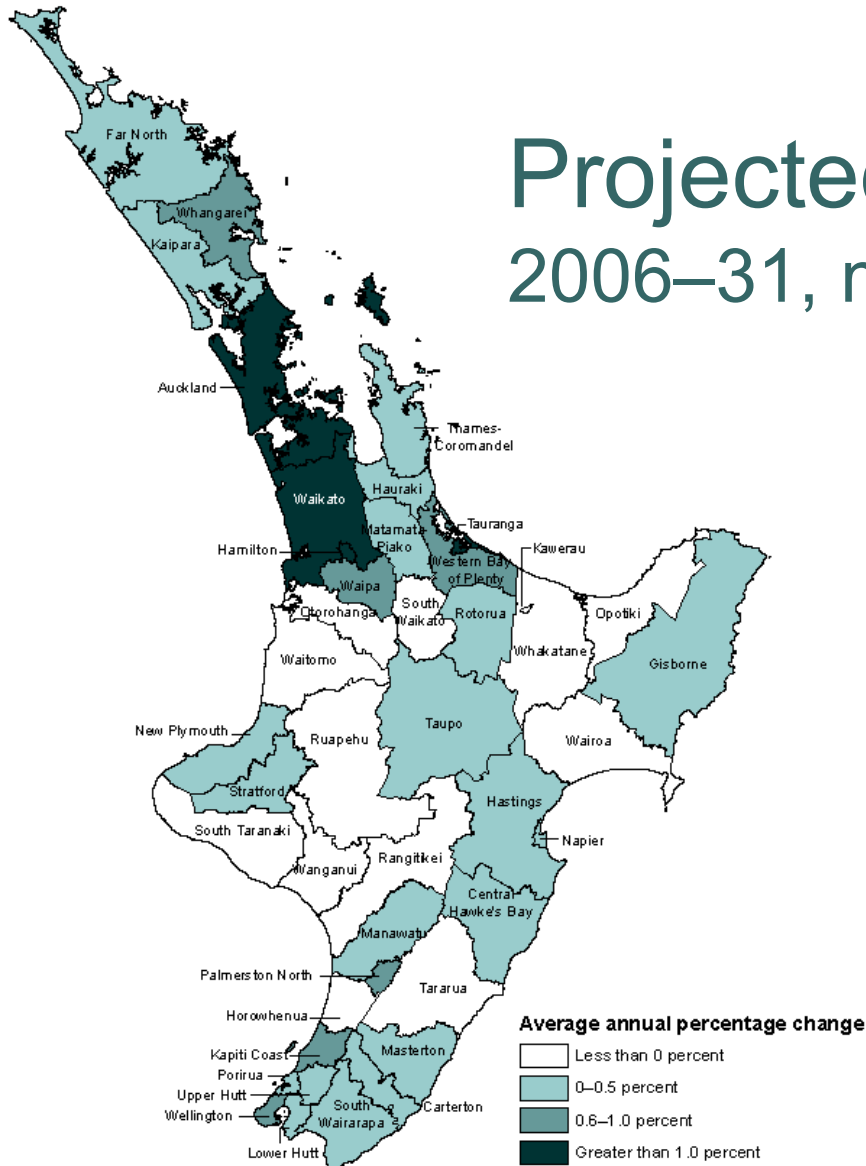
*Aspects of population growth –  
Hauraki Gulf 2014 and beyond.*

*Rachael Milicich  
General Manager Customer Delivery*



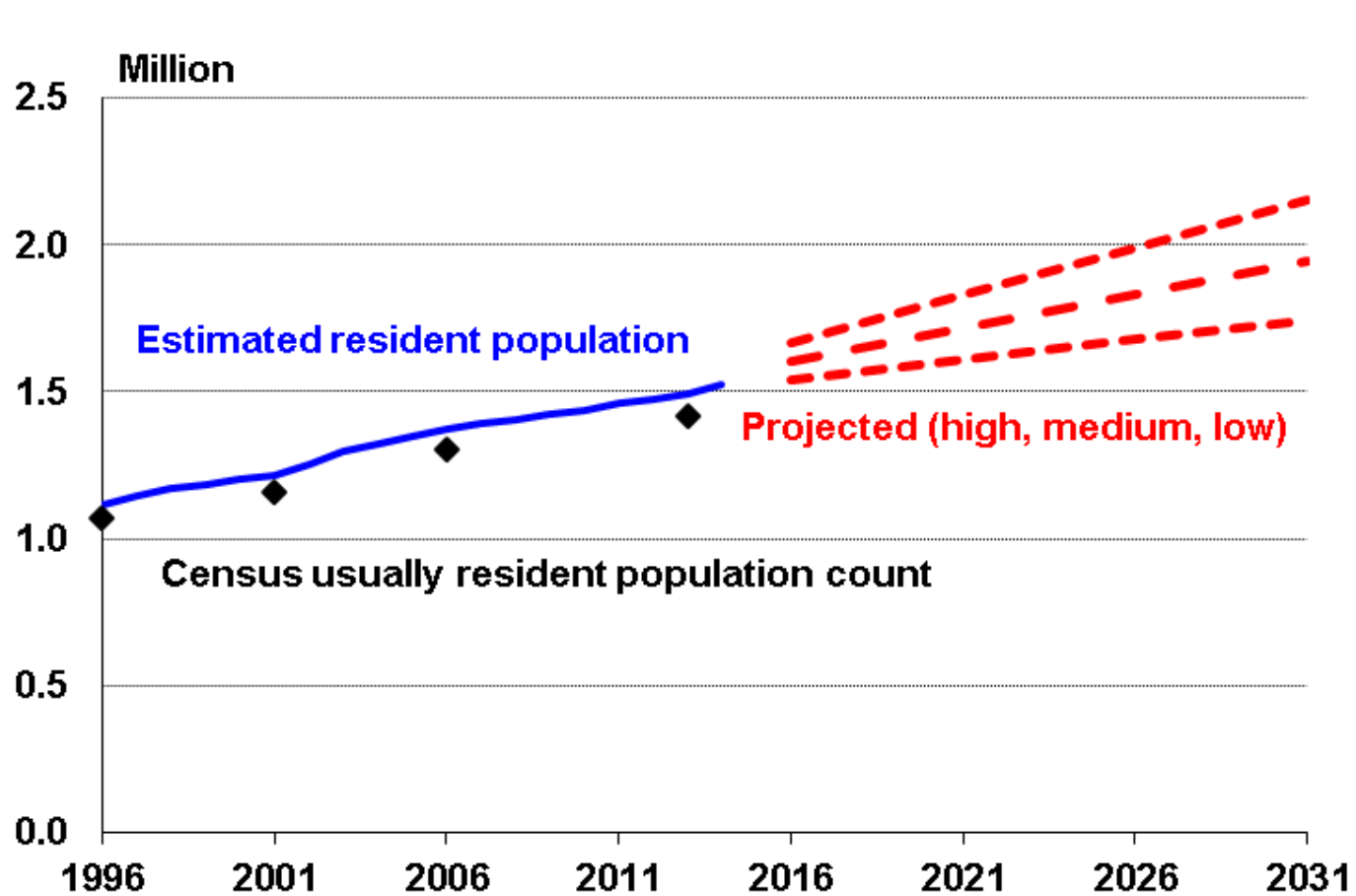
- ⊙ Current population:
- ⊙ About 1.8 million people living within 50km of Hauraki Gulf
- ⊙ About 2.2 million people living within 50km of Hauraki Gulf water catchment

# Projected population change 2006–31, medium projection

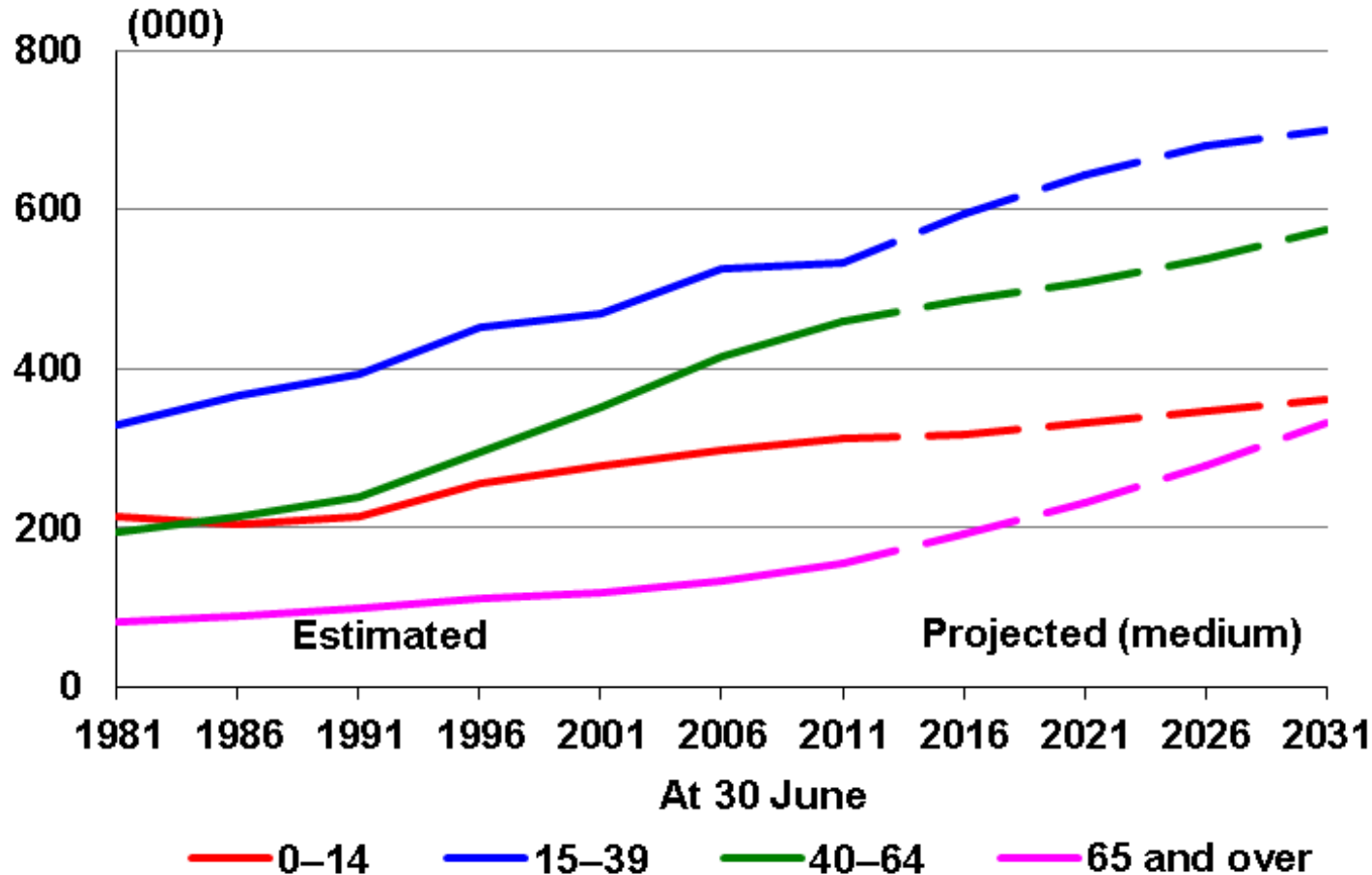


Source: Statistics New Zealand

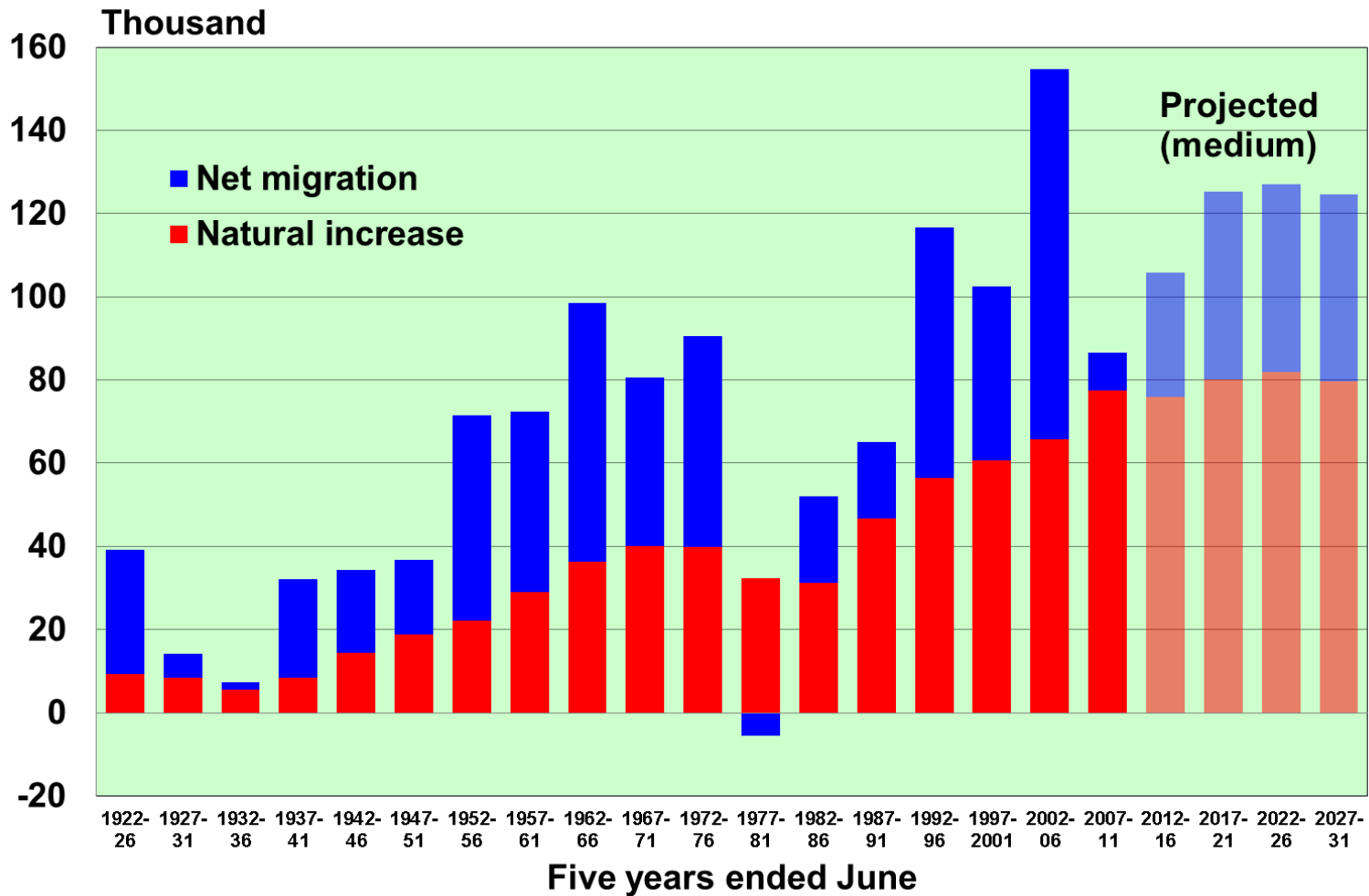
# Auckland's population – historical and projected



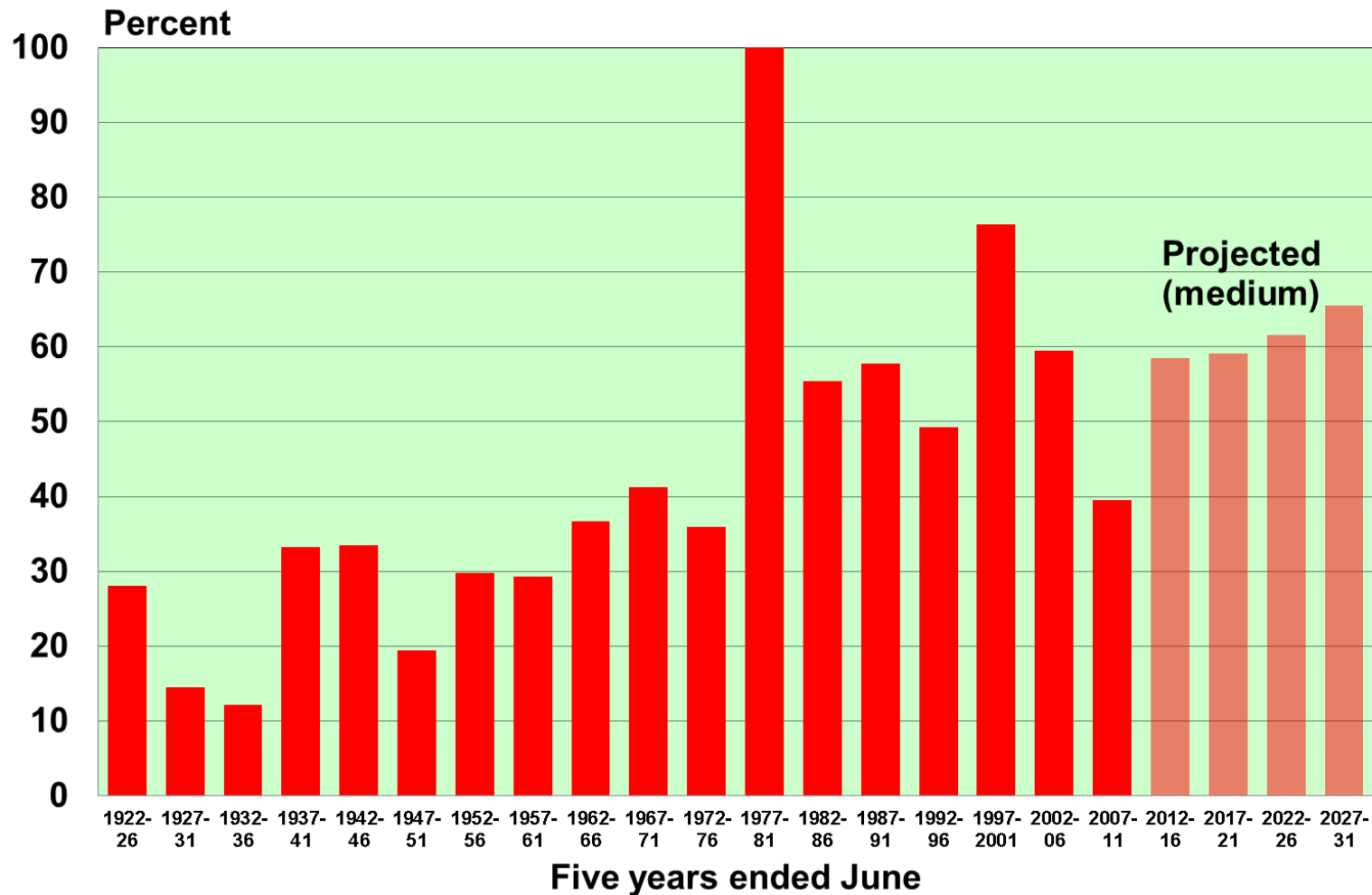
# Broad age groups in Auckland



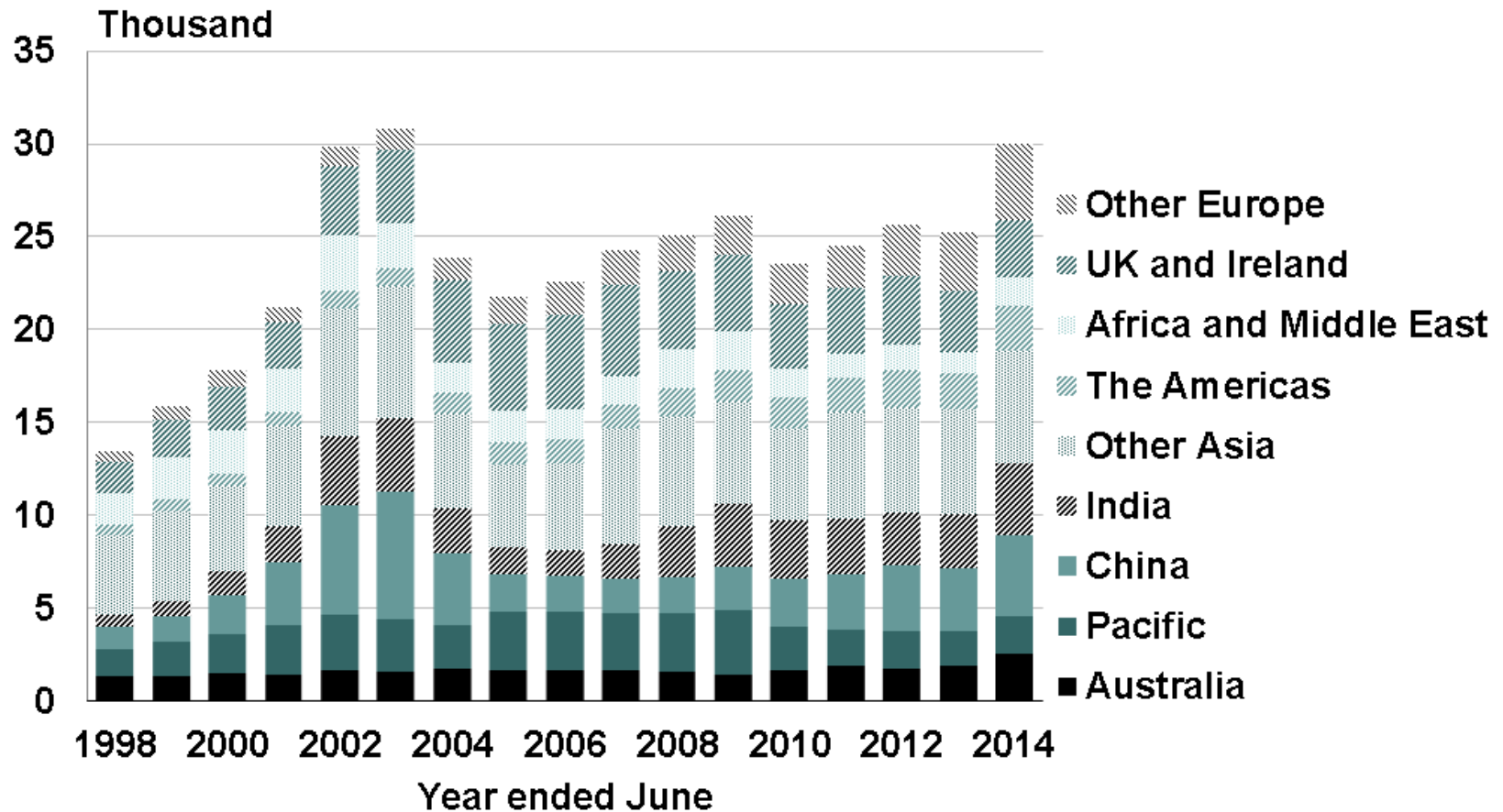
# Migration and Auckland's population growth



# Auckland share of NZ's population growth



# Arrivals into Auckland of non-NZ citizens by country of last permanent residence



Source: Permanent and long-term migration statistics



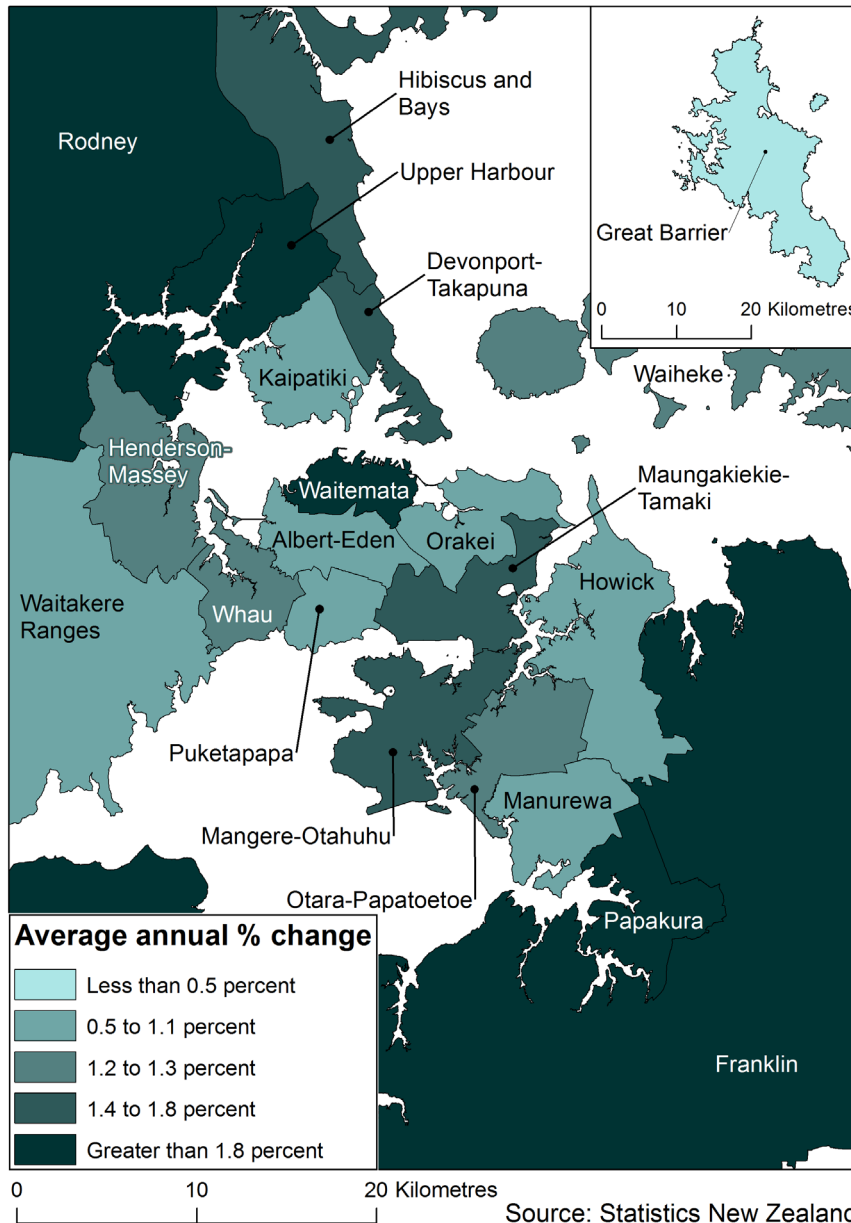
# Ethnic diversity

- ◎ 37% of Auckland's population was born overseas (2013 Census)
- ◎ Two-thirds of New Zealand's broad Pacific and Asian populations live in Auckland...
- ◎ ... and over half of New Zealand's broad MELAA (Middle Eastern/Latin American/African) population
- ◎ Auckland at 30 June 2013:
  - 890,000 people with a European ethnicity – 59% of the population
  - 350,000 people with an Asian ethnicity (Chinese, Indian, etc.) – 23%
  - 230,000 people with a Pacific ethnicity (Samoan, Tongan, etc.) – 15%
  - 170,000 people with Māori ethnicity – 11%
  - 30,000 people with a MELAA ethnicity – 2%

# Projected ethnic growth

## ⊙ Auckland in 2021:

- 920,000 people with a European ethnicity
  - 53% of the population
- 470,000 people with an Asian ethnicity (Chinese, Indian, etc.)
  - 27% of the population
- 290,000 people with a Pacific ethnicity (Samoan, Tongan, etc.)
  - 17% of the population
- 200,000 people with Māori ethnicity
  - 12% of the population



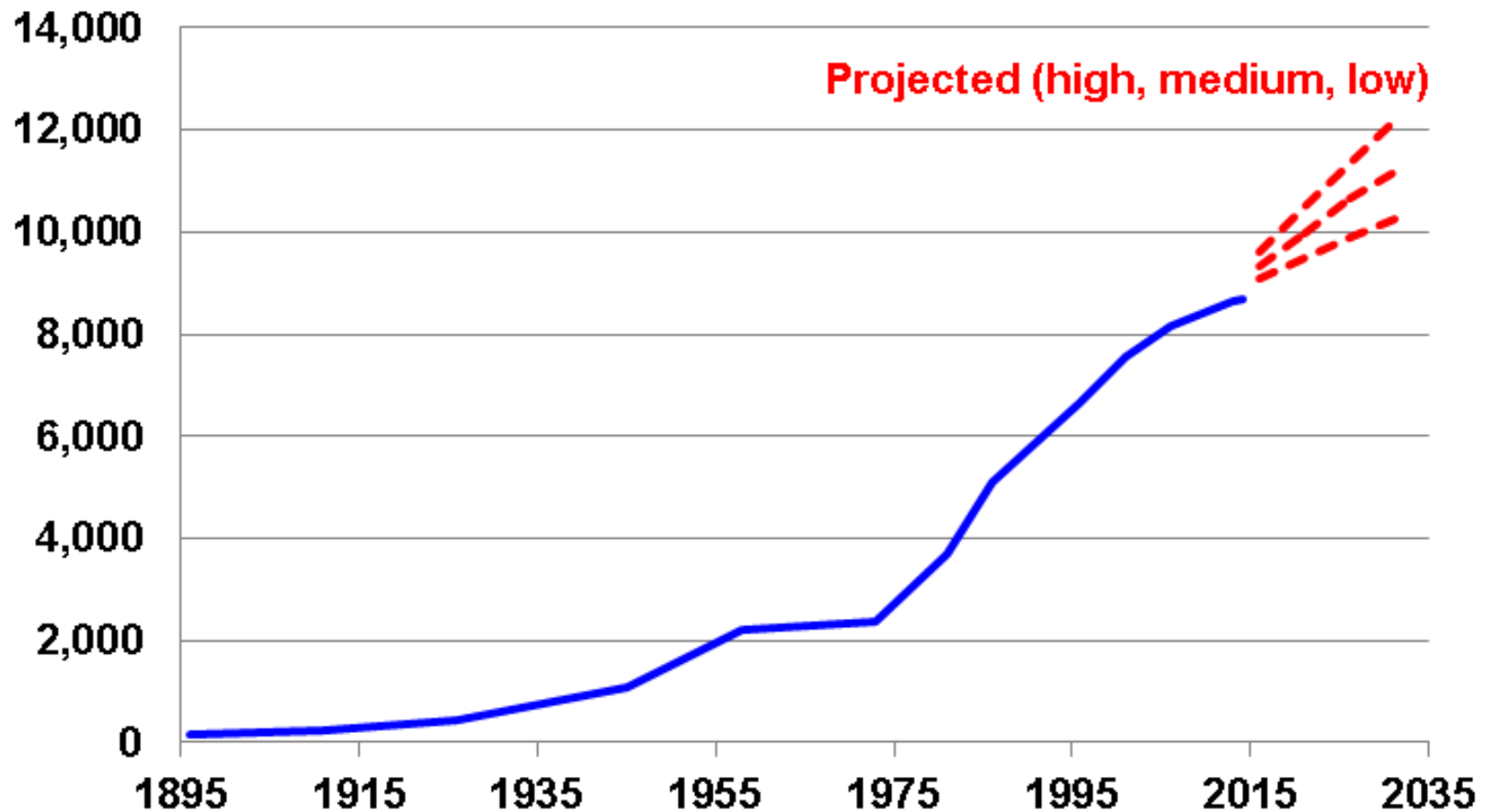
# Annual % increase in total population 2011–31 medium projection



## Auckland's strategic transport network 2042

<http://theplan.theaucklandplan.govt.nz/aucklands-transport/>

# Waiheke Island population



# Well-being in New Zealand

## Overall life satisfaction

**87%** of New Zealanders were satisfied or very satisfied with their lives

**60%**

said they were in excellent or very good health

**31%**

felt lonely at some point in the last four weeks

**15%**

felt they did not have enough money to live on

**85%**

found it very easy or easy to express their own identity in New Zealand

### Health

People who rated their health as excellent or very good

62% European

60% Asian

55% Pacific people

54% Māori

### Relationships

People who didn't feel lonely in the last four weeks (by family type)

74% Couple without children

70% Couple with children

64% Not in a family

61% One parent with children



**89%** minimised energy use – at least some of the time

**32%** of these households did so for environmental reasons

**52%**

of people had three days' worth of emergency water

**80%**

recycled most of, or all their rubbish

**70%**

were very satisfied or satisfied with the quality of council services

**33%**

felt unsafe walking alone in their neighbourhood at night

## Older people were most satisfied with life

Older New Zealanders were most satisfied with life overall, followed by young people and then those in mid-life. This could reflect the increasing pressures of work and family that people experience as they move through life's stages.



**94%**

felt a sense of belonging to New Zealand



**10%**

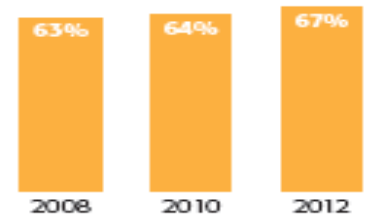
experienced discrimination in the last year

## Enough money



Over time, a decreasing proportion of young people (aged 15–24 years) felt they had enough money to live on.

## Improving housing



Two-thirds of New Zealanders had no major problems with their home.

**16%**

said they had a crime committed against them in the last year

**42%**

felt they did not have enough free time in the last four weeks

**85%**

were very satisfied or satisfied with the state of native bush in New Zealand

**23%**

thought they didn't have enough contact with family they didn't live with

# How people see it:

## Percentage who said they were 'satisfied' or 'very satisfied' with the state of the lakes, rivers, harbours, oceans and coastlines in their region

	2008	2012
Auckland	74%	80%
Waikato	72%	68%

# Percentage who said they were 'satisfied' or 'very satisfied' with the state of bush and green spaces in their region

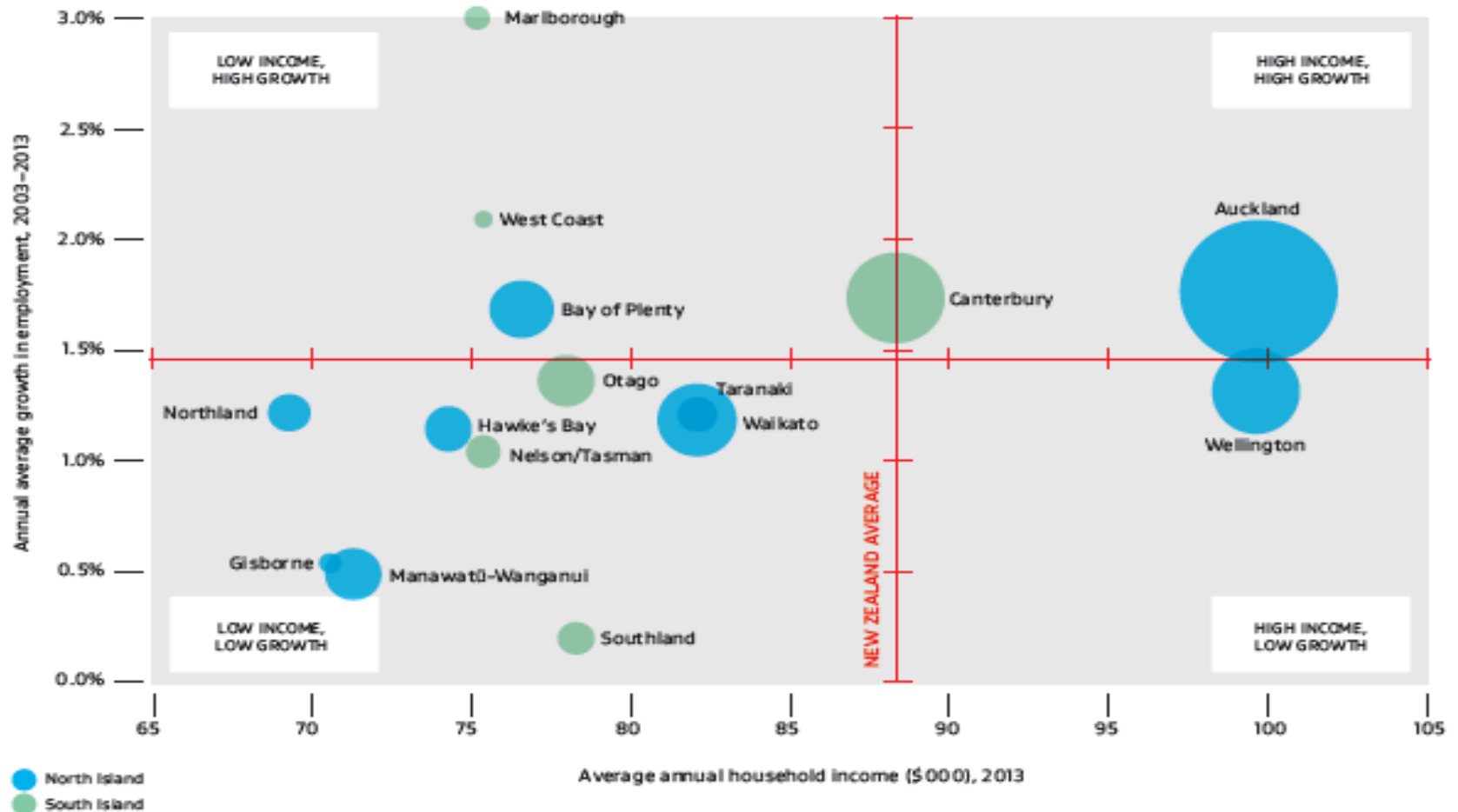
	2008	2012
Auckland	82%	87%
Waikato	81%	79%





## Te Kupenga – Māori well-being

# Household income & employment growth



Note: Size of circle indicates a region's share of national employment.

Source: Statistics New Zealand, Ministry of Business, Innovation and Employment

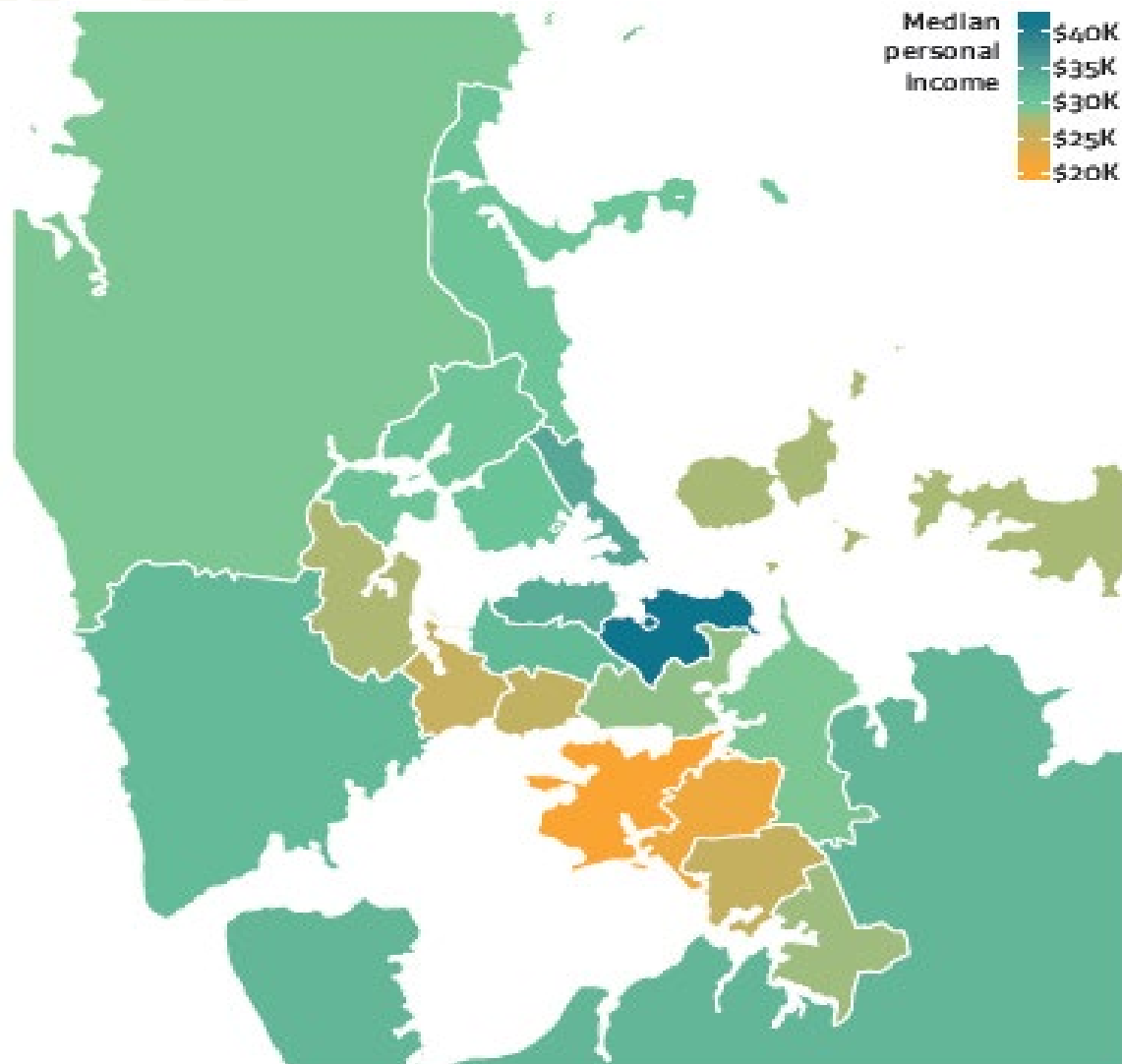
# Average annual household income and rent, 2013



Note: Income data and employment data is drawn from different sources to 2013 report and cannot be compared.

Source: Statistics New Zealand, Ministry of Business, Innovation and Employment

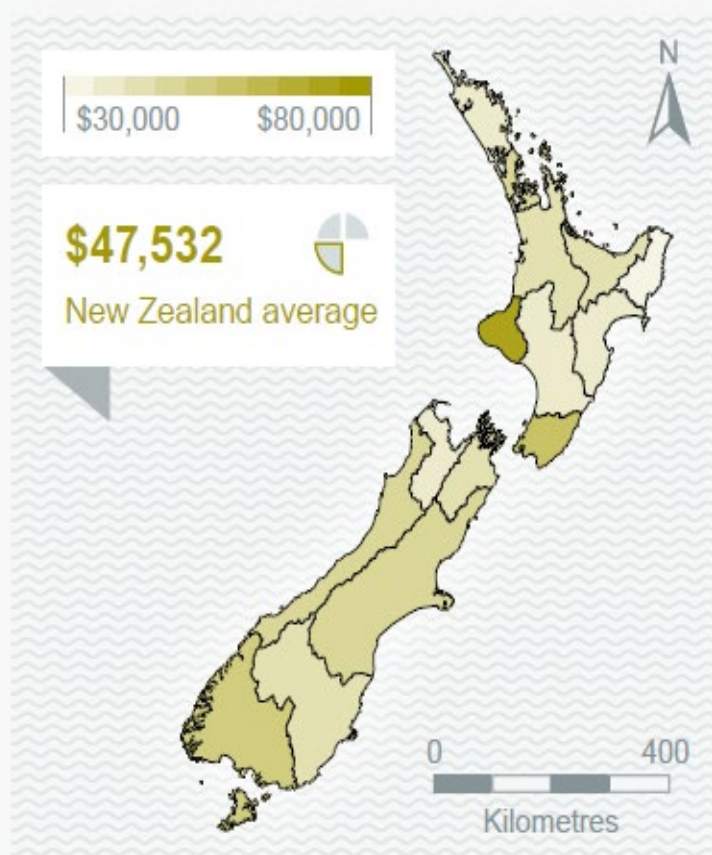
# Median personal income by local board, 2013



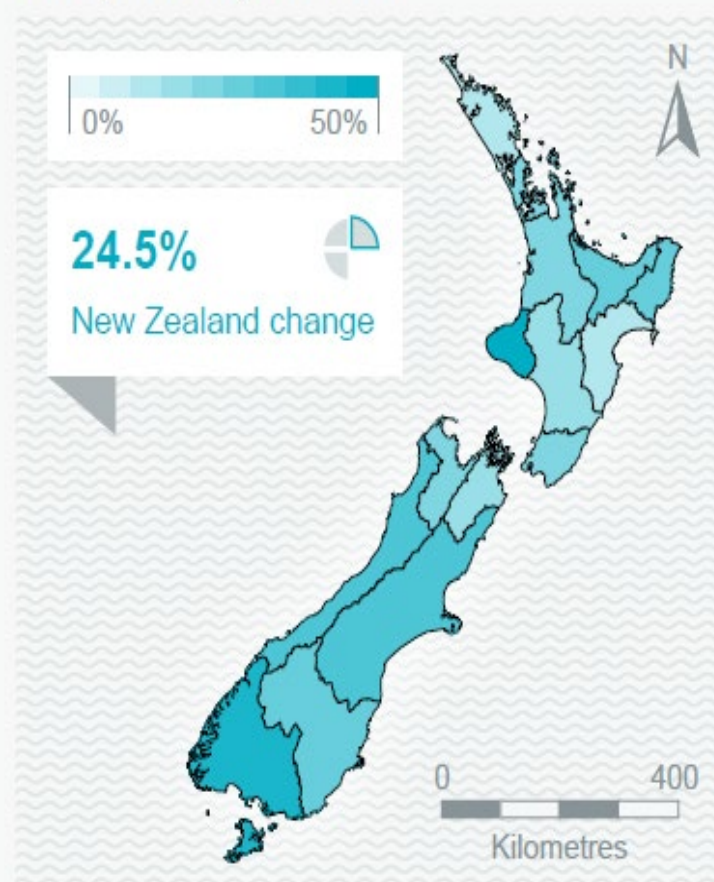
Source: Statistics New Zealand

# Regional economies – All

## GDP per capita, 2013



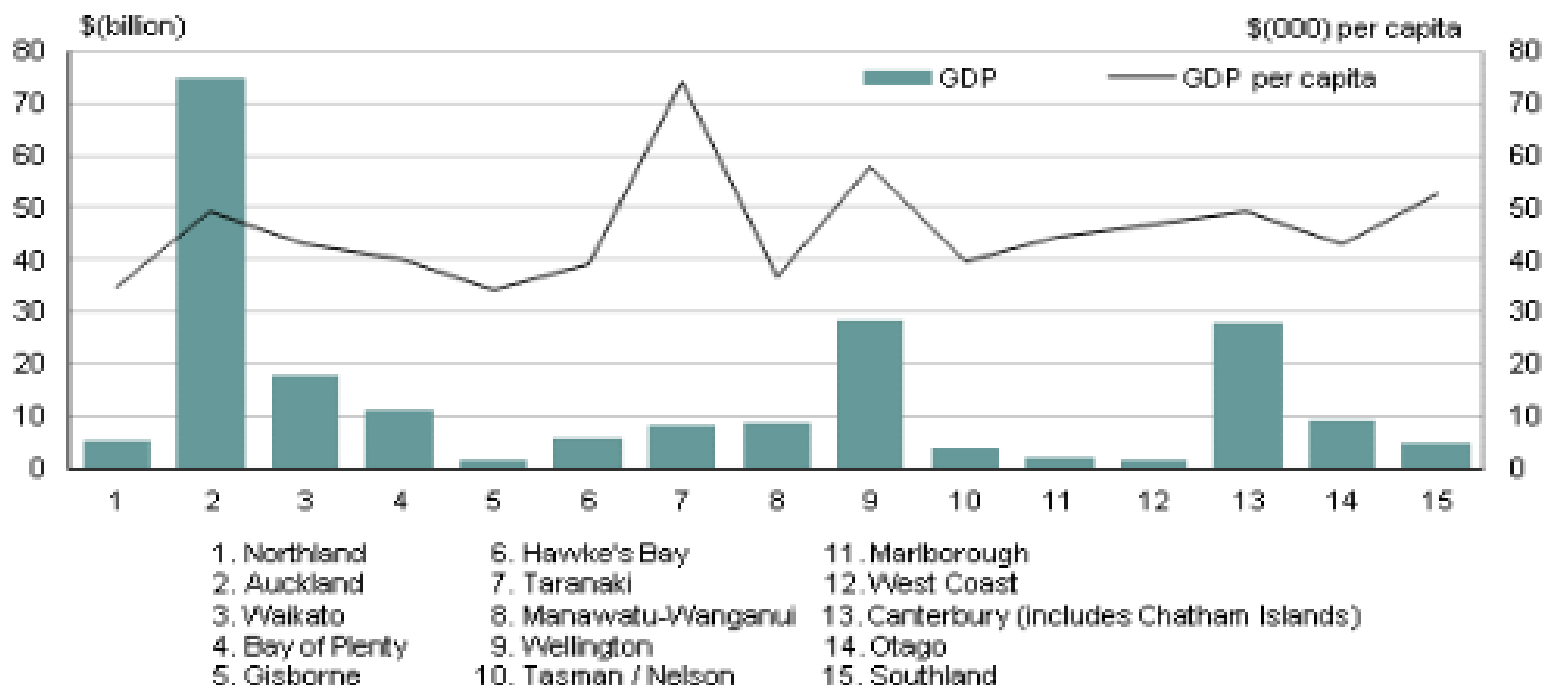
## Change in GDP, 2007–13



# Regional economies

## Gross domestic product and gross domestic product per capita

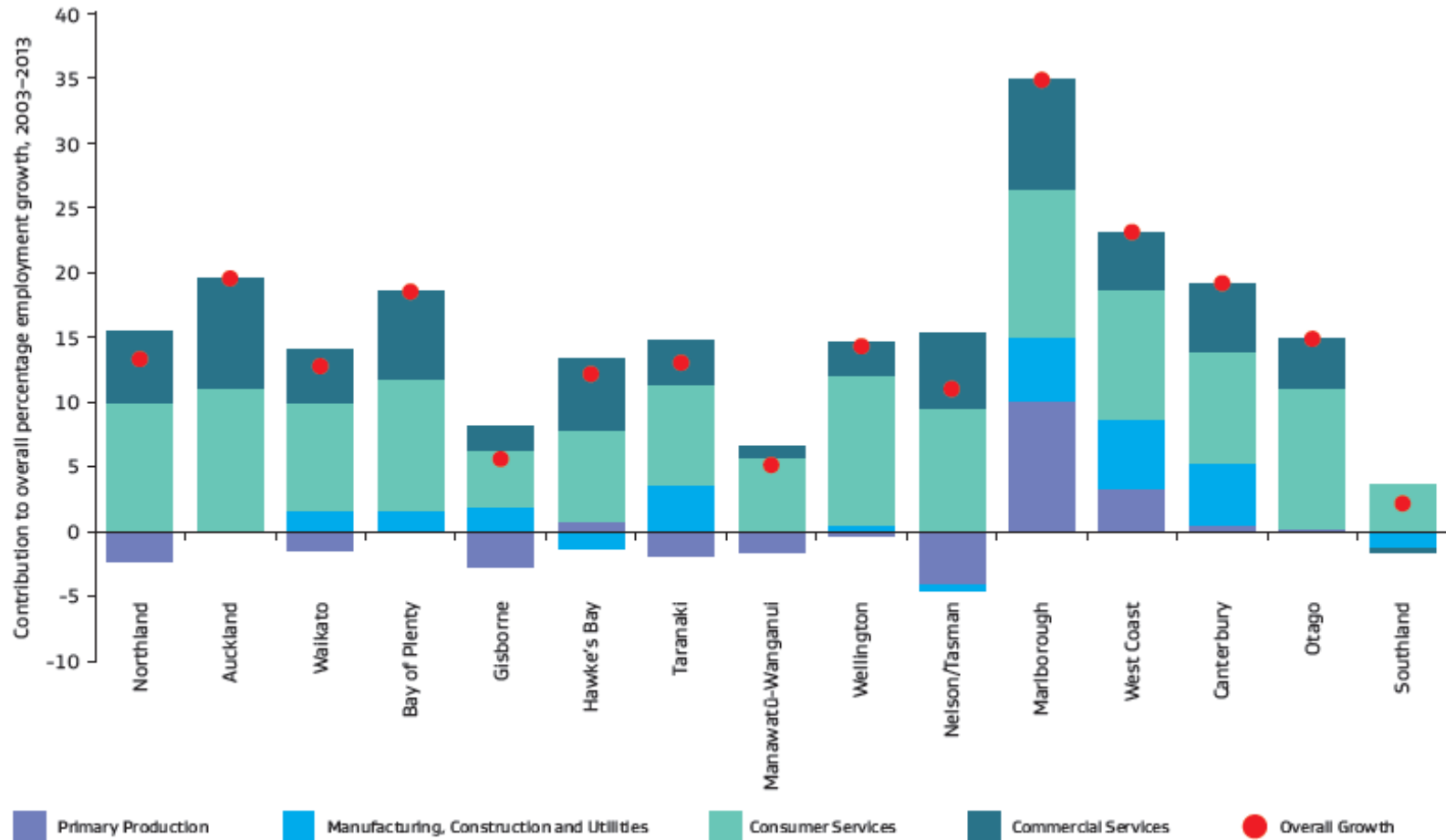
By region  
Year ended March 2013



Source: Statistics New Zealand

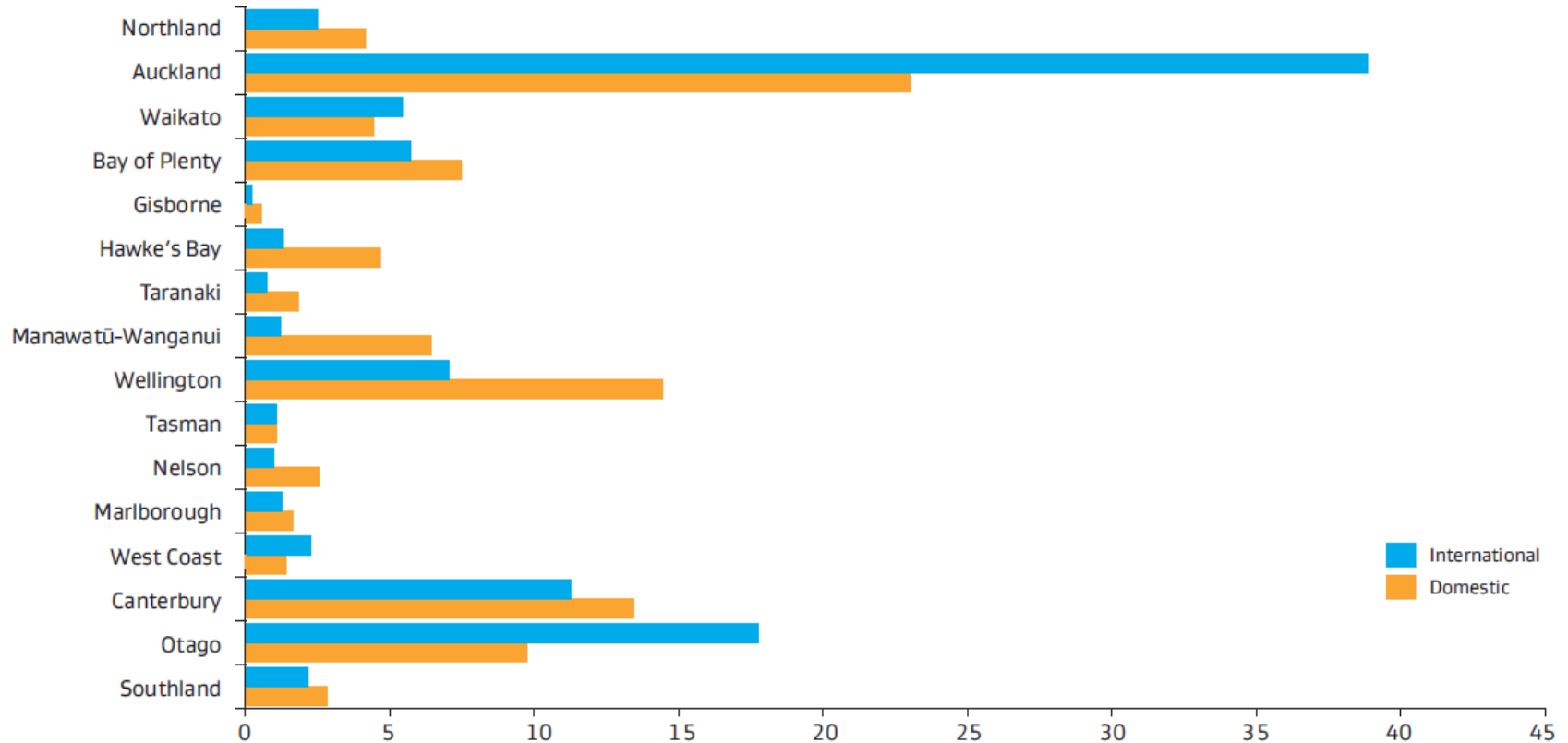


# Sector contribution to industry employment



Source: Statistics New Zealand, Ministry of Business, Innovation and Employment

# Share of tourism spend by region, 2013



Source: Statistics New Zealand, Ministry of Business, Innovation and Employment



# Looking forward

- ⊙ Auckland represents one third of NZ's GDP, employment and population – but economic growth has slowed since 2007
- ⊙ Waikato has strong primary production and agri manufacturing focus with a relatively youthful population containing a higher than average Māori population.

# Resources

- ◎ [NZGSS well being across regions](#)
- ◎ [MBIE Regional Economic Activity Report 2014](#)
- ◎ [2013 Census Map – Quickstats about a place](#)
- ◎ [Waikato Progress Indicators –Tupuranga Waikato](#)
- ◎ [NZ Progress Indicators](#)
- ◎ [NZ Social Indicators](#)
- ◎ [Te Kupenga](#)

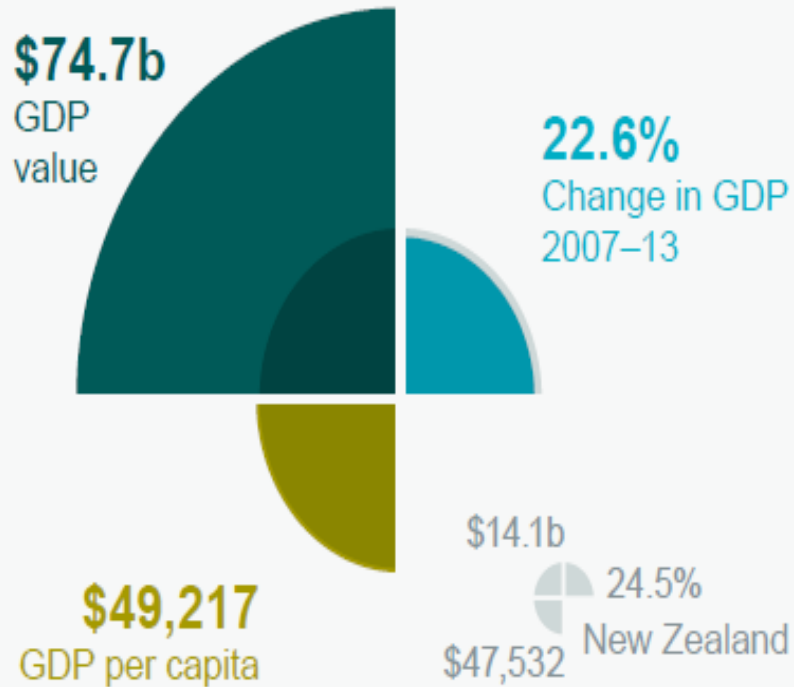
# Additional detail

- ⊙ Regional GDP
- ⊙ Regional GDP by industry
- ⊙ Median personal income by local board

# Regional economies – Auckland

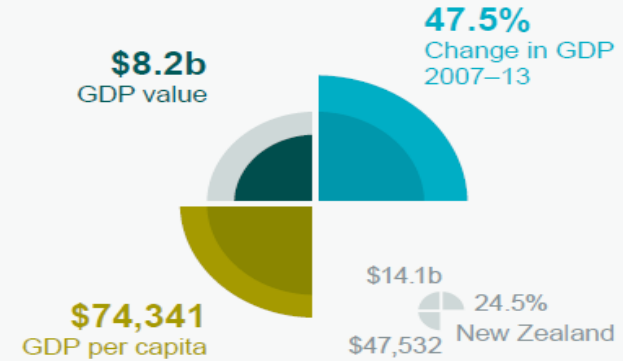
## Auckland

Regional GDP, 2013 35.3% of national GDP



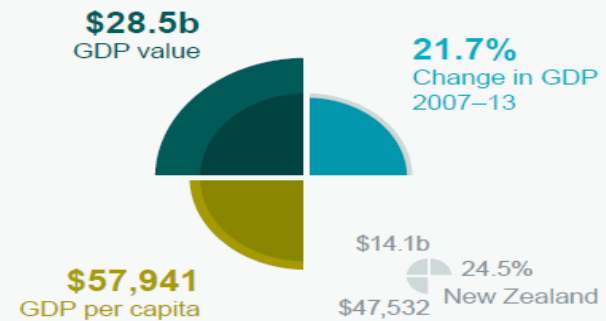
## Taranaki

Regional GDP, 2013 3.9% of national GDP



## Wellington

Regional GDP, 2013 13.5% of national GDP

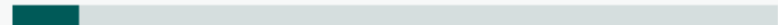


# Regional economies – Waikato

## Waikato

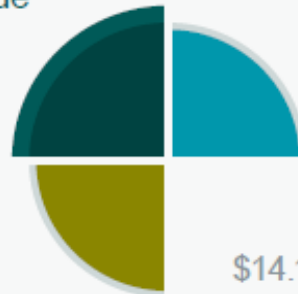
Regional GDP, 2013

8.5% of national GDP



**\$17.9b**  
GDP value

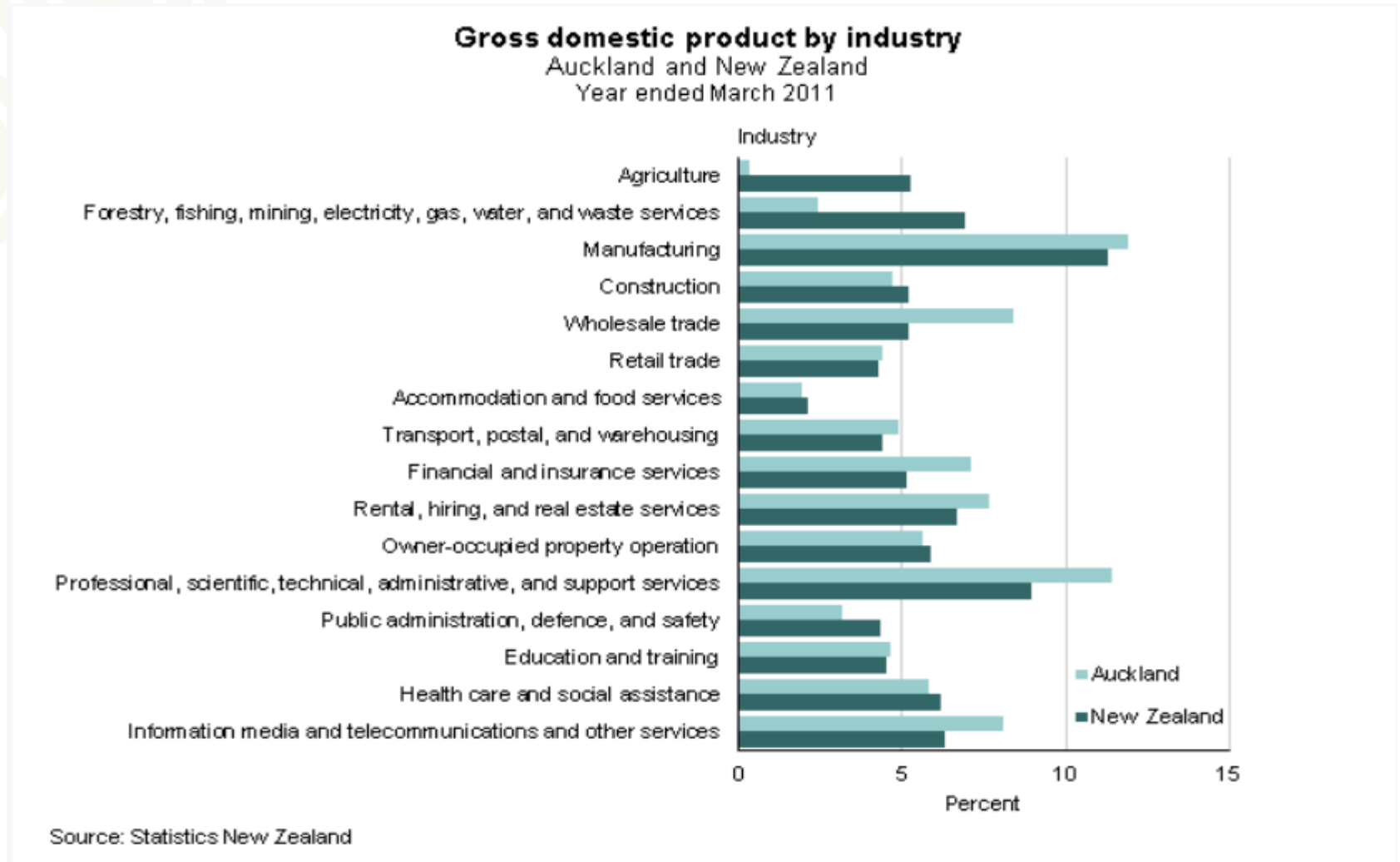
**22.1%**  
Change in GDP  
2007–13



**\$42,968**  
GDP per capita

**\$14.1b**  
**\$47,532**  
24.5%  
New Zealand

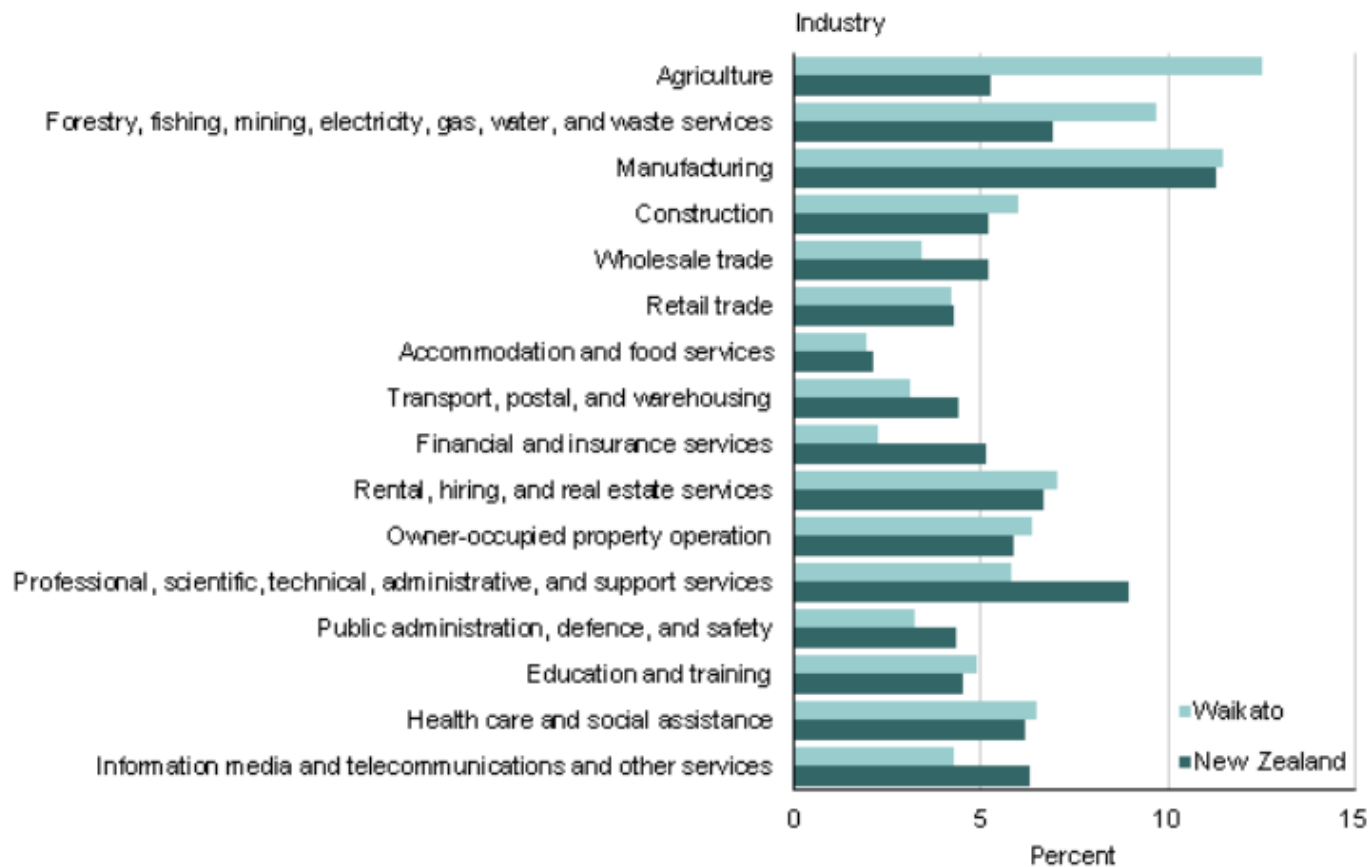
# Regional economies – Auckland



# Regional economies – Waikato

## Gross domestic product by industry

Waikato and New Zealand  
Year ended March 2011



Source: Statistics New Zealand

# Pressures

- ⊙ Sedimentation
- ⊙ Water quality
- ⊙ Fish and bird life
- ⊙ Marine processes
- ⊙ Litter
- ⊙ Traffic
- ⊙ Land use