

MAIN SETTLEMENTS

The largest settlements in the Thames-Coromandel District are Cooks Beach, Coromandel, Matarangi, Pauanui, Tairua, Thames, Whangamata and Whitianga. Each of the main settlements has different population and growth characteristics. It is important to take these characteristics into account when planning and delivering Council services and facilities – both now and in the future.

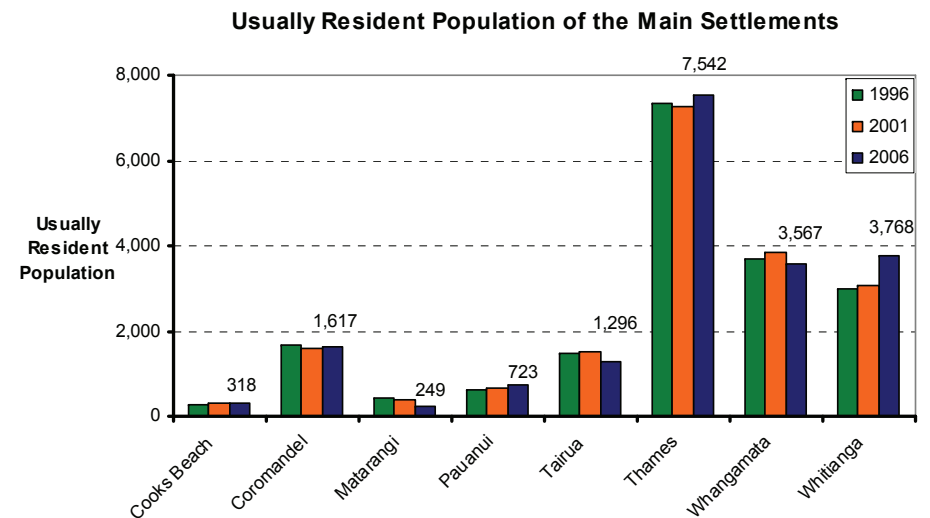
In order to protect the privacy of census participants, Statistics New Zealand does not release data when the size of the subject population for a particular category is too small. Hence, data is unavailable in some categories for the smaller settlements in the District (Cooks Beach, Matarangi, Pauanui and Tairua).

This section of the document compares and contrasts the characteristics of the main settlements in the Thames-Coromandel District. Information on each individual main settlement can be found in Appendix C.

Usually Resident Population

The majority of the usually resident population of the Coromandel Peninsula lives in one of the main settlements of the District. In 2006, this figure was almost 74% – which is similar to previous census years.

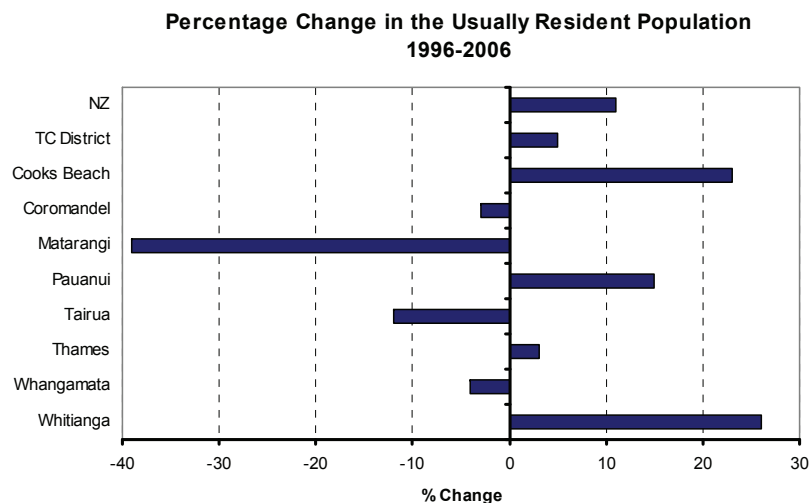
Between the 1996 and 2006 census nights, the overall usually resident population of the District increased, despite the fact that there was a decrease in the usually resident population of some of the main settlements. The graph below illustrates the changes in the usually resident populations of the main settlements over the past ten years. The population figure shown on the graph is from the 2006 Census.



In 2006 Thames had a usually resident population of 7,542 people followed by Whitianga with 3,768 people and Whangamata with 3,567 people. The usually resident population of Coromandel township was 1,617 people with

1,296 living in Tairua, 723 people in Pauanui, 318 people in Cooks Beach and 249 living in Matarangi.⁷

In terms of population growth, in the ten years from 1996 to 2006 Whitianga, Cooks Beach, Pauanui and Thames experienced growth in the size of the usually resident population, whereas Coromandel, Matarangi, Tairua and Whangamata all experienced a decrease in the usually resident population. The percentage change in the usually resident population for this ten year period, for New Zealand, the District, and each of the main settlements, is illustrated on the graph below.



It must be noted that although Matarangi decreased in population by a large percentage, it was from a small base population.

⁷ Appendix A contains a table of population figures from 1996 to 2006.

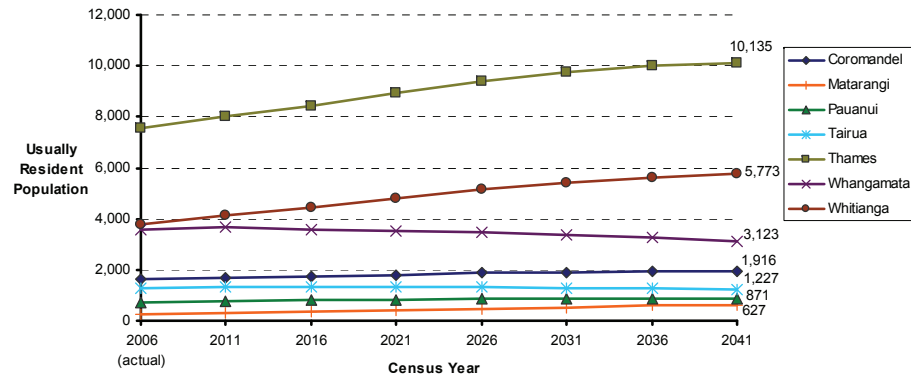
Looking forward

Population projections developed based on current trends indicate that, with the exception of Tairua and Whangamata, the usually resident population of each of the main settlements is likely to continue increasing to the year 2041.⁸ However, the usually resident population of some settlements is projected to grow at a faster rate than others. In the 35 year period from 2006 to 2041 the usually resident population of Matarangi is projected to grow by 152% to reach 627 people. Whitianga and Thames are also projected to experience fairly high increases in the usually resident population (53% and 34% respectively). As can be seen from the following graph, the majority of this growth occurs in the first 20 years of the projection period.

On the other hand, the usually resident populations of Tairua and Whangamata are projected to decrease over the next 35 years – Tairua by 5% to 1,277 people and Whangamata by 12% to 3,123 people.

⁸ A 'medium' rate of population growth has been used to project future populations for each of the main settlements except Whitianga, where a 'high' rate of population growth is expected.

**Projected Population of the Main Settlements
2006-2041**

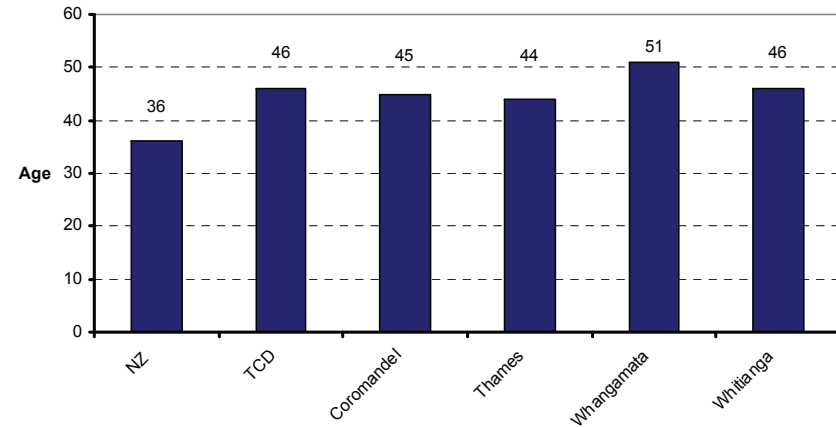


These projected percentage increases or decreases in the usually resident population can be compared to the overall District projection of an increase of 19% and a national projection of an increase of 21% by the year 2041.

Age

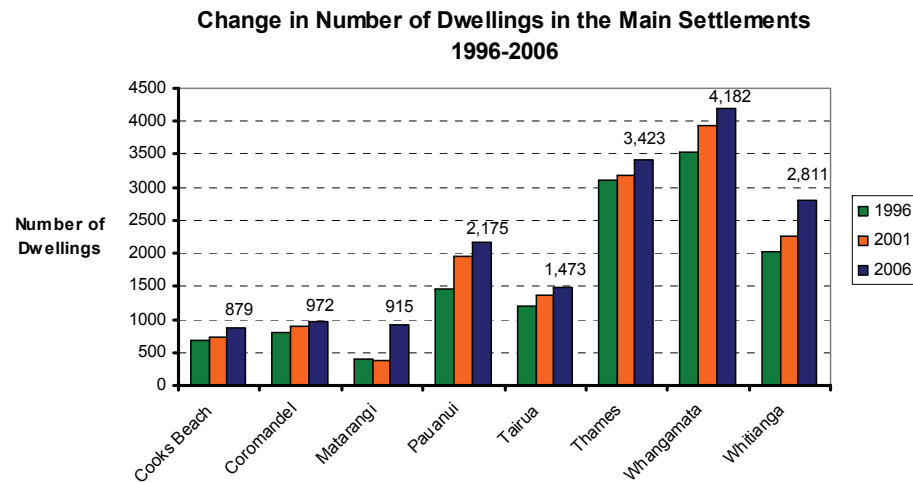
In 2006 the median age (half of the population is younger than this and half is older) of the usual residents in each of the larger main settlements was considerably higher than for New Zealand. This reflects the general trend of the District of having an older population and is shown on the graph below.

Median Age of the Usually Resident Population 2006



Housing

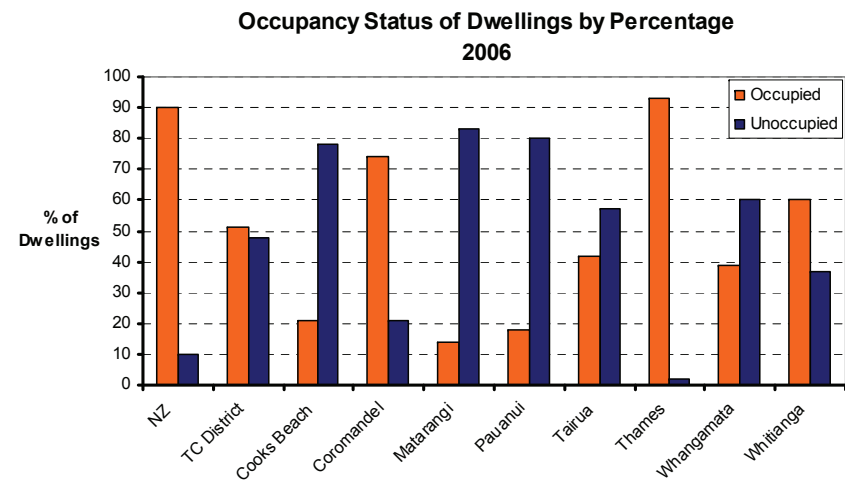
Between the 1996 and 2006 census periods, the number of dwellings in each of the main settlements increased. In 2006, there were 4,182 dwellings in Whangamata followed by Thames with 3,423 dwellings and Whitianga, with 2,811 dwellings. There were 2,175 dwellings in Pauanui, 1,473 in Tairua and 972 dwellings in Coromandel township.



Housing Occupancy

As mentioned earlier, on the night of the 2006 Census, only 51% of houses on the Coromandel Peninsula were occupied or lived in permanently. However, in Thames, 93% of dwellings were occupied by the usual residents. This was comparable to 90% of dwellings occupied in New Zealand as a whole and reflects the fact that Thames has a high permanent resident population. In the rest of the Thames-Coromandel District the percentage of occupied dwellings was far below the national level.

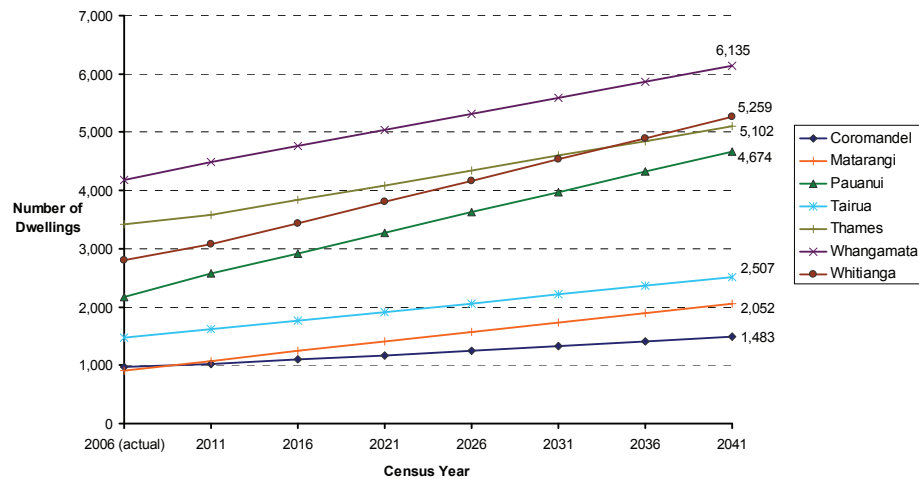
The occupancy rates of Coromandel (74%) and Whitianga (60%) reflected the more permanent status of these settlements compared to other main settlements in the District. Cooks Beach, Matarangi, Pauanui, Tairua and Whangamata had a greater percentage of dwellings unoccupied than occupied on census night, reflecting their status as popular holiday destinations containing a large proportion of holiday homes and 'baches'.



Looking forward

Dwelling projections presenting one possible scenario for housing development over the next 35 years have been produced, based on current development trends. These trends suggest that the settlements likely to experience the greatest percentage increase in dwelling numbers are Matarangi (124%), Pauanui (115%) and Whitianga (87%). In terms of new dwelling numbers this equates to around 1,100 for Matarangi and around 2,500 each for Pauanui and Whitianga over the next 35 years. The number of dwellings in Tairua is projected to increase by 70% while Coromandel, Thames and Whangamata may all experience an increase in dwelling numbers of around 50%.

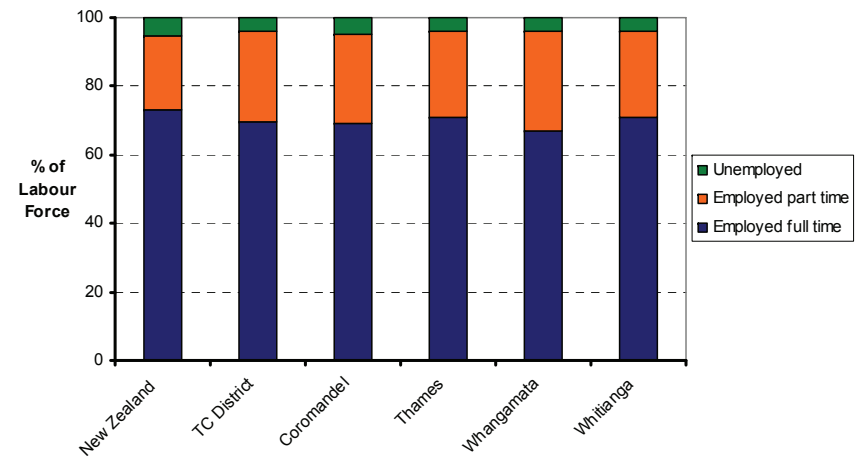
**Dwelling Projections for the Main Settlements
2006 - 2041**



Employment and Labour Force

In 2006, the main settlements had lower proportions of the usually resident population aged 15 years and over in the labour force when compared to New Zealand as a whole. However, the unemployment rate in each of the main settlements and the District was lower than for New Zealand.

Employment Status for the Labour Force 2006



CONCLUSION

Managing change and development has been identified as a key issue for the future planning of the Thames-Coromandel District. As part of addressing this, the Thames-Coromandel District Council needs to refer to demographic information, particularly population and dwelling statistics. Projections out to 2041 have been produced for the Council which give one possible scenario for growth over the next 35 years.

Current demographic information and population and dwelling projections will be used to help plan for infrastructure and community facility needs in the District.

APPENDICES

Appendix A: Usually Resident Population Figures

	1996	2001	2006	% Change 1996-2006
NZ	3,618,303	3,737,277	4,027,947	11%
TCD	24,822	25,176	25,941	5%
Cooks Beach	258	327	318	23%
Coromandel	1,662	1,608	1,782	7%
Matarangi	408	396	249	-39%
Pauanui	627	678	723	15%
Tairua	1,470	1,515	1,296	-12%
Thames	7,341	7,269	7,542	3%
Whangamata	3,708	3,855	3,567	-4%
Whitianga	2,994	3,078	3,768	26%

Usually Resident Population Figures for Main Settlements 1996-2006

Appendix B: Housing Figures

	1996	2001	2006	% Change 1996-2006
NZ	1,407,828	1,524,663	1,651,542	17%
TCD	18,060	20,040	22,704	26%
Cooks Beach	672	741	879	31%
Coromandel	804	885	972	21%
Matarangi	405	381	915	126%
Pauanui	1,458	1,962	2,175	49%
Tairua	1,203	1,371	1,473	22%
Thames	3,111	3,192	3,423	10%
Whangamata	3,531	3,939	4,182	18%
Whitianga	2,037	2,259	2,811	38%

Housing Figures for Main Settlements 1996-2006

Appendix C: Main Settlement Information

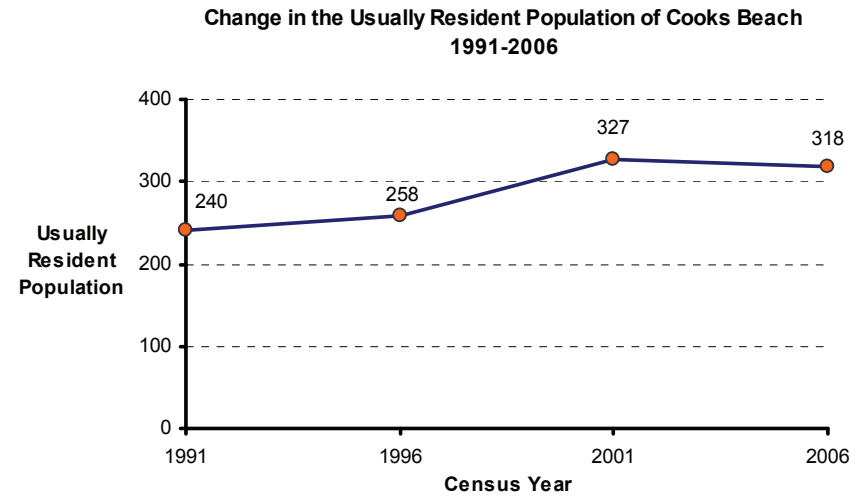
Cooks Beach

In 1769, Captain James Cook arrived at what is now known as Cooks Beach and declared New Zealand for King George III. Today, the Cooks Beach and Ferry Landing areas are holiday destinations due to the popularity of Cooks Beach's golden sand beach, Shakespeare Cliff's attractive scenic reserve and its close proximity to Whitianga township.

Population

At the time of the 2006 Census, Cooks Beach and Ferry Landing had a combined usually resident population (all people who usually live in the area) of 318 people. This was a decrease of 3% since 2001.

The following graph shows how the usually resident population of Cooks Beach has fluctuated over the past 15 years.



Peak Population

The *2007/08 Peak Population Study* produced by the Thames-Coromandel District Council (TCDC) found that the population of Cooks Beach reached a peak of around 8,200 people during the Christmas and New Year holiday period. This was over 25 times the township's usually resident population. On average, on New Years Eve 2007, there were 8.56 people per house in Cooks Beach.

Age

Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in Cooks Beach was around 45 years which can be compared to the national median age of around 36 years.

Development

Community Plan

The Cooks Beach, Ferry Landing and Flaxmill Bay Community Plan places emphasis on development management planning that recognises the importance of retaining a small scale, family atmosphere and protecting the green backdrop to the area.

Trends

In terms of development trends, Cooks Beach and Ferry Landing mainly consist of standard residential development in the coastal area. Development within the Cooks Beach settlement and surrounding area may cause the population to increase, particularly the peak population. In addition, the projected median age of New Zealanders and subsequent potential relocation of retirees may further increase the number of permanent residents in this area. The population of Ferry Landing is anticipated to remain relatively steady with a mixture of permanent and seasonal residents.

Dwellings

In 2006, there were 879 dwellings in the Cooks Beach and Ferry Landing area. This was an increase of 138 dwellings or 19% since 2001.

Dwelling Occupancy

On census night 2006, only 21% of dwellings in the Cooks Beach and Ferry Landing area were occupied by usual residents. This occupancy rate reflects

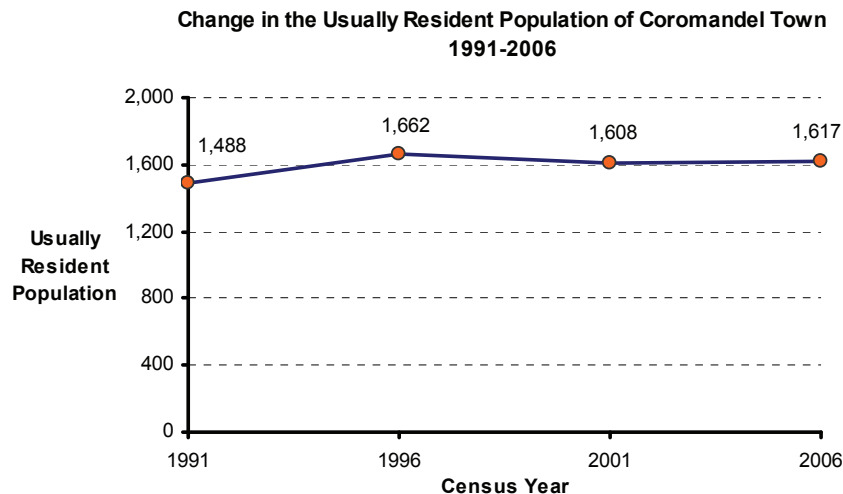
the status of the area as a holiday destination with many 'baches' and holiday homes and few permanent residential dwellings. 77% of dwellings in Cooks Beach were unoccupied on census night compared to 48% of dwellings in the District as a whole.

Coromandel Town

Originally a thriving milling and mining town, Coromandel township reached a population of over 12,000 people in the early 1900s. Since the decline of the milling and mining industries, the population is substantially smaller. Coromandel is today known as a heritage settlement nestled between the hills and the sea.

Population

In March 2006, the usually resident population of Coromandel Town (all people who usually live in Coromandel Town) was 1,617 people. This was an increase of 9 people or 0.6% since 2001. The following graph shows how the usually resident population of Coromandel Town has fluctuated over the past 15 years.



Projected population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that, based on current trends, the usually resident population of Coromandel Town may increase to around 1,900 people by 2041.

Peak Population

The 2007/08 *Peak Population Study* produced by TCDC found that the population of Coromandel township reached a peak of around 5,100 people during the Christmas and New Year holiday period. This was over three times the township's usually resident population.

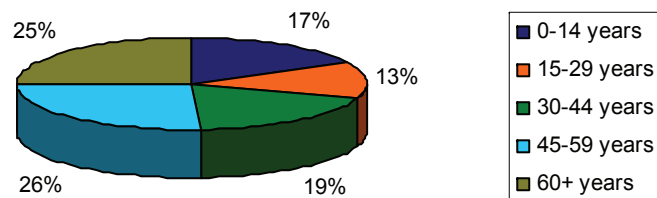
Age

Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in Coromandel Town was around 45 years which can be compared to the national median age of around 36 years.

The following graph shows the age distribution of usual residents of Coromandel Town.

Age of the Usually Resident Population of Coromandel Town 2006



Employment

70% of the labour force of Coromandel Town is in full time employment, a further 25% is employed part time and 5% is unemployed.

Development

Community Plan

The vision of Coromandel Town and the surrounding communities places heavy emphasis on ensuring growth and development can continue but in an ecologically sound manner which retains the natural character and beauty of the region.

Subdivision

Subdivision has been occurring at a moderate rate in Coromandel—on average 23 additional house lots have been created each year since 2001. Most of these are in the form of ‘infill’ subdivision (subdividing a residential property into 2 or more sections).

Dwellings

By 2006, Coromandel’s total dwelling numbers had increased by 2.3% per year since 1996 to reach a total of 972. Coromandel’s dwellings predominantly consist of stand alone dwellings, rather than apartments.

Dwelling occupancy

On census night 2006, 74% of dwellings in Coromandel were occupied by usual residents. This occupancy rate is higher than many of the settlements on the east coast of the Peninsula, indicating that it has fewer ‘baches’ and holiday homes and more permanent residential dwellings. 21% of dwellings in Coromandel were unoccupied on census night compared to 48% of dwellings in the District as a whole.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Coromandel Town suggests that the total number of dwellings may increase to nearly 1,500 by the year 2041.

Matarangi

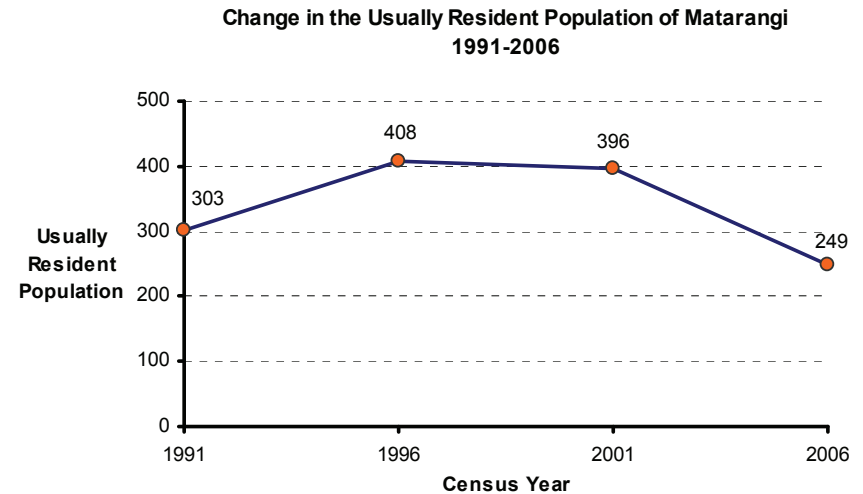
Matarangi was first developed as a comprehensive settlement in the 1970s. Today Matarangi continues to reflect its original vision as a beach holiday destination. It is anticipated that in the future Matarangi will continue as a resort town, due to limited provision of the services and facilities required to sustain a permanent population.

Matarangi is different from other settlements on the eastern side of the Coromandel Peninsula in that it has a finite area for development. Residential sprawl of Matarangi township is inhibited by an area to the east zoned conservation, in effect creating a clear town boundary. As dwelling capacity is met in Matarangi, pressure to develop the area south of Matarangi (around Mt Koruakomako Murphy's Hill) could increase.

Population

In March 2006, the usually resident population of Matarangi (all people who usually live in Matarangi) was 249 people. This was a decrease of 159 people or 39% since 1996.

The following graph shows how the usually resident population of Matarangi has changed over the past 15 years.



Projected Population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that the usually resident population of Matarangi may increase to 630 people by 2041.

Peak Population

The 2007/08 Peak Population Study produced by TCDC found that the population of Matarangi township reached a peak of around 7,100 people during the Christmas and New Year summer holiday period. This was nearly 27 times the township's usually resident population. On average, on New Years Eve 2007, there were just over 7 people per house in Matarangi.

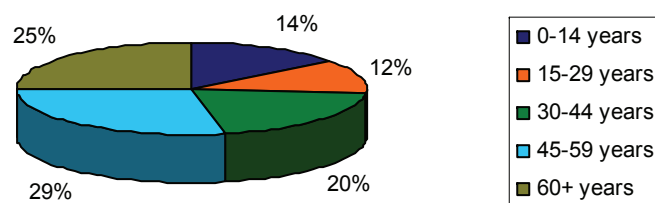
Age

Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a

greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in the District was around 46 years which can be compared to the national median age of around 36 years.

**Age of the Usually Resident Population of Matarangi
2006**



Development

Subdivision

The nature of residential development in Matarangi is generally in the form of staged subdivision. This means that there is usually not a consistent trend in subdivision.

Dwellings

By 2006, Matarangi's total dwelling numbers had increased by 126% since 1996 to reach a total of 915. Matarangi's dwellings are mainly holiday homes on single sites.

Dwelling Occupancy

On census night 2006, only 14% of dwellings in Matarangi were occupied by usual residents. This reflects Matarangi's primary role as a holiday resort town. 83% of dwellings in Matarangi were unoccupied on census night, compared to 48% of dwellings unoccupied across the District as a whole.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Matarangi suggests that the total number of dwellings may increase to around 2,350 by the year 2041.

Pauanui

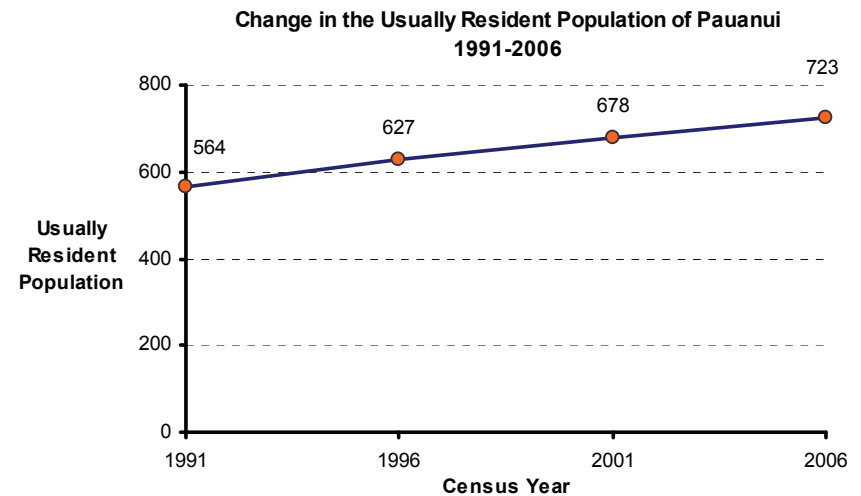
Pauanui township was first developed as a settlement in the 1960s. Today, Pauanui continues to reflect its original vision as a beach holiday destination, consisting of primarily residential activity with a small town centre.

Pauanui is a planned resort town, using unique design concepts to create a park-like seaside suburb for permanent and holiday residents. The population of the town fluctuates throughout the year as visitors and holidaymakers come and go. With its attractive coastal environment and its accessibility to a large part of the North Island population, the continued and potentially increasing popularity of Pauanui as a destination is assured. The challenge is one of protecting and enhancing the character of Pauanui in a way that draws people to the area.

Population

In March 2006, the usually resident population of Pauanui (all people who usually live in Pauanui) was 723 people. This was an increase of 96 people or 15% since 1996.

The following graph shows how the usually resident population of Pauanui has changed over the past 15 years.



Projected population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that, based on current trends, the usually resident population of Pauanui may increase to around 870 people by 2041.

Peak population

The *2007/08 Peak Population Study* produced by TCDC found that the population of Pauanui township reached a peak of approximately 12,500 people during the Christmas and New Year summer holiday period. This was over 17 times the township's usually resident population.

Age

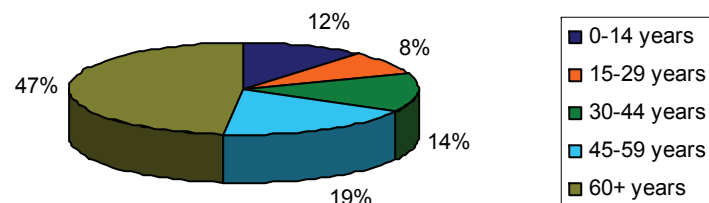
Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a

greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in the District was around 46 years which can be compared to the national median age of around 36 years.

The graph below shows the age distribution of usual residents in Pauanui.

**Age of the Usually Resident Population of Pauanui
2006**



Development

Community Plan

The vision outlined in the Pauanui Community Plan is to protect and enhance the park-like seaside resort of Pauanui for present and future generations, while enhancing its economic viability and accommodating limited growth. The Pauanui community wishes development to be limited and the density of housing restricted to maintain the unique standards that were originally established such as open spaces, wide roads and an abundance of trees.

Subdivision

Growth in Pauanui has been affected by a subdivision moratorium placed on Pauanui and Tairua in 2000. This moratorium was lifted in August 2007 and there is expected to be an increase in new house lots as a result.

Dwellings

By 2006, Pauanui's total dwelling numbers had increased by 4.9% per year since 1996 to reach a total of 2,175. Pauanui's dwellings are mainly holiday homes on single sites, but some apartments and townhouses are emerging.

Dwelling occupancy

On census night 2006, only 18% of dwellings in Pauanui were occupied by usual residents. This occupancy rate is lower than most of the other main settlements in the District and significantly below the national occupancy rate of 90%. The low number of usual residents reflects Pauanui's primary role as a holiday resort town.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Pauanui suggests that the total number of dwellings may increase to around 4,670 by the year 2041.

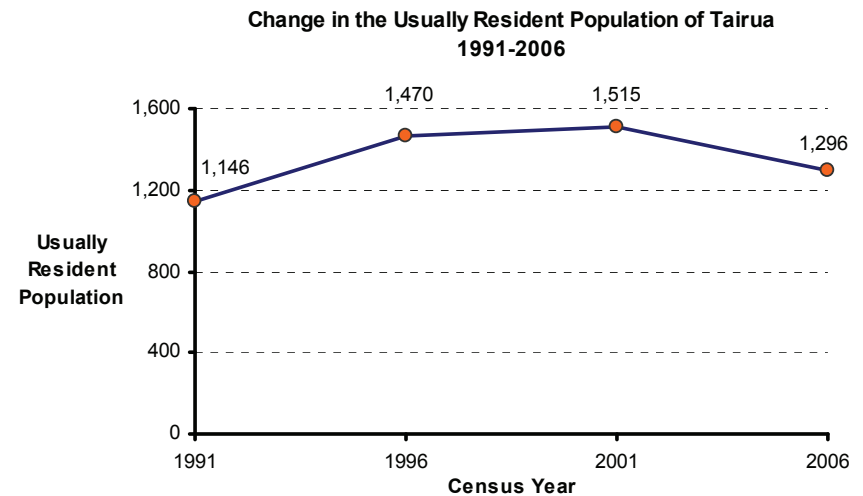
Tairua

Originally a milling and farming community, Tairua is a popular holiday destination on the East Coast of the Peninsula with its village atmosphere, harbour, ocean beach and dramatic natural landscapes. The usually resident population is steadily declining but there exists a strong sense of community.

The community values its 'village' atmosphere and the natural character and landscape. The Tairua Community Plan outlines the need to preserve the town's special qualities while coping with growth pressures.

Population

In March 2006, the usually resident population of Tairua (all people who usually live in Tairua) was 1,296 people. This was a decrease of 174 people or 12% since 1996. The following graph shows how the usually resident population of Tairua has fluctuated over the past 15 years.



Projected population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that, based on current trends, the usually resident population of Tairua may be around 1,230 people by 2041.

Peak population

The *2007/08 Peak Population Study* produced by TCDC found that the population of Tairua reached a peak of around 8,800 people during the Christmas and New Year summer holiday period. This was over 6 times the township's usually resident population.

Age

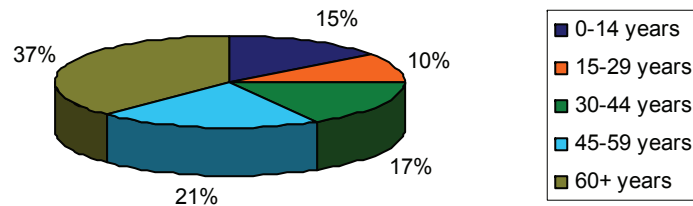
Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a

greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in the District was around 46 years which can be compared to the national median age of around 36 years.

The graph below shows the age distribution of usual residents in Tairua.

**Age of the Usually Resident Population of Tairua
2006**



Development

Community Plan

The vision detailed in the Tairua Community Plan is to retain Tairua as a preferred lifestyle choice with the best of both town and country. The intention is to avoid inappropriate development while enjoying some of the better aspects of larger communities and retaining the picturesque setting.

Subdivision

Growth in Tairua has been affected by a subdivision moratorium placed on Tairua and Pauanui in 2000. This moratorium was lifted in August 2007 and an increase in new house lots is expected as a result.

Dwellings

By 2006, Tairua's total dwelling numbers had increased by 2.6% per year from 1996 to reach a total of 1,473. Tairua's dwellings are a mix of baches and established houses, with some apartments and townhouses.

Dwelling occupancy

On census night in 2006, 42% of dwellings in Tairua were occupied by people usually resident in the town. This is similar to other settlements on the eastern side of the Peninsula and reflects the town's popularity as a holiday destination. Some 57% of dwellings in Tairua were unoccupied on census night compared to 48% of dwellings in the District as a whole.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Tairua suggests that the total number of dwellings may increase to around 2,500 by the year 2041.

Thames

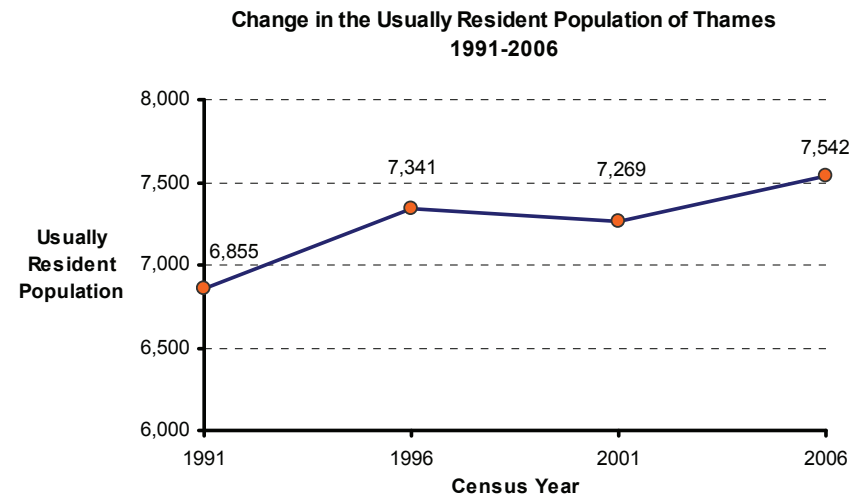
Towards the end of the 19th Century and during the gold mining boom, Thames was the largest populated township in New Zealand with 18,000 residents and over 100 hotels. Since the decline of the gold industry the population stands at less than half that of the gold-mining era.

The essence of Thames and its people is the preservation of their culture and heritage—to continue to grow, yet retain the small town feel. The magical landscape of the Kauaeranga Valley is a major attraction, together with the abundant bird life, fishing and water sports on the Firth and the picturesque pohutukawa coastline.

Population

In March 2006, the usually resident population of Thames (all people who usually live in Thames) was 7,542 people. This was an increase of 201 people or 3% since 1996.

The following graph shows how the usually resident population of Thames has changed over the past 15 years.



Projected population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that, based on current trends, the usually resident population of Thames may increase to around 10,100 people by 2041.

Peak population

The *2007/08 Peak Population Study* produced by TCDC found that the population of Thames reached a peak of around 12,300 people during the Christmas and New Year summer holiday period. This was 1.6 times the township's usually resident population.

Age

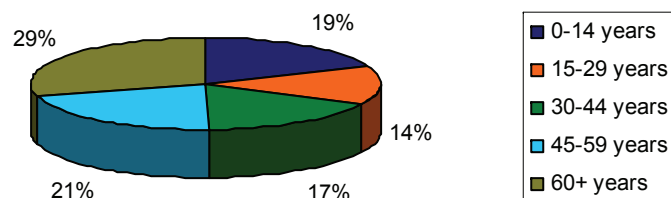
Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a

greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in Thames was around 44 years which can be compared to the national median age of around 36 years.

The graph below shows the age distribution of usual residents in Thames.

**Age of the Usually Resident Population of Thames
2006**



Employment

In 2006, 71% of the Thames labour force was in full time employment, a further 25% was employed part time and 4% was unemployed. Of the usual residents of Thames, 42% earned less than \$20,000 and 11% earned more than \$50,000.

Development

Community Plan

The vision outlined in the Thames Community Plan is to plan for development for all socio-economic groups for their living, working, educational, cultural and recreational needs.

Subdivision

Subdivision has been occurring at a steady rate in Thames—on average 58 additional house lots have been created each year since 1996. Most additional house lots have been created through ‘infill’ subdivision (subdividing a residential property into two or more sections).

Dwellings

By 2006, Thames’ total dwelling numbers had increased by 2% (or 58 dwellings) per year since 1996 to reach a total of 3,423. Dwellings in Thames are a mix of stand-alone houses, townhouses and retirement villages.

Dwelling occupancy

On census night 2006, 93% of dwellings in Thames were occupied (lived in) by usual residents. This is markedly different to other settlements in the District which often have a low occupancy rate, reflecting their role as holiday destinations. The Thames occupancy rate closely mirrors the national occupancy rate of 90%.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Thames suggests that the total number of dwellings may increase to around 5,100 by the year 2041.

Whangamata

Originally a gum digging, gold mining and forestry community, Whangamata has today become a popular holiday destination. Like other settlements on the Coromandel Peninsula, its coastal location means that demand for residential and holiday homes in the area continues.

Whangamata is famous for its spectacular ocean beach which provides some of the best surfing breaks, yet safest swimming in New Zealand. Sea conditions suitable for all are available along its 4km length or in the safe harbours that lie to the north and south. These lead out to a section of the Pacific Ocean popular for big game and recreational fishing.

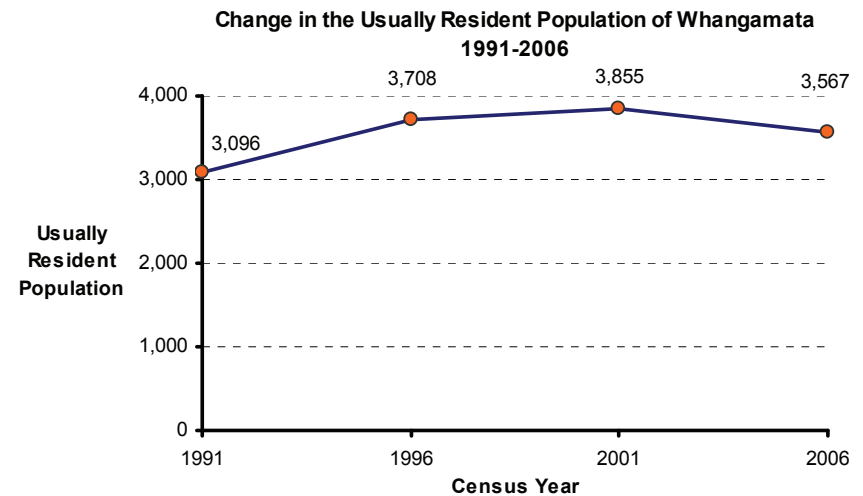
Population

In March 2006, the usually resident population of Whangamata (all people who usually live in Whangamata) was 3,567 people. This was a decrease of 141 people or 4% since 1996.

The following graph shows how the usually resident population of Whangamata has fluctuated over the past 15 years.

Projected population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that, based on current trends, the usually resident population of Whangamata may be around 3,120 people by 2041.



Peak population

The 2007/08 Peak Population Study produced by TCDC found that, of the main settlements on the Peninsula, Whangamata had the highest peak population—an estimated 27,200 people on New Years Eve 2007. This was over 7 times greater than the township's usually resident population.

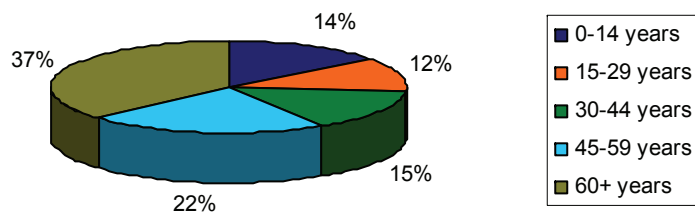
Age

Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in Whangamata was around 51 years which can

be compared to the national median age of around 36 years. The graph below shows the age distribution of usual residents in Whangamata.

**Age of the Usually Resident Population of Whangamata
2006**



Employment

67% of the Whangamata labour force was in full time employment in 2006. A further 29% was employed part time and only 4% was unemployed. 46% of the population of Whangamata aged over 15 years was not part of the labour force.

Development

Community Plan

The Whangamata Community Plan contains a vision of restricting any development to the defined town limits to avoid urban sprawl. Furthermore, it is intended that the vistas of hills, harbour and beach will be protected to maintain the “beachy/bachy” spirit of Whangamata.

Subdivision

Subdivision has been occurring at a steady rate in Whangamata—on average 30 additional house lots have been created each year since 2001. Most of these are in the form of ‘infill’ subdivision (subdividing a residential property into 2 or more sections).

Dwellings

In 2006, Whangamata’s total dwelling numbers had increased by 1.5% per year since 1996 to reach a total of 4,182—more dwellings than any other settlement in the District. Whangamata’s dwellings are a mix of older baches, new substantial-sized housing, townhouses and apartments.

Dwelling occupancy

On census night 2006, 39% of dwellings in Whangamata were occupied by usual residents. This occupancy rate is similar to other settlements on the eastern side of the Peninsula and reflects the town’s popularity as a holiday destination. 60% of dwellings in Whangamata were unoccupied, compared to 48% of dwellings unoccupied across the District as a whole.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Whangamata suggests that the total number of dwellings may increase to 6,100 by the year 2041.

Whitianga

Whitianga township is undergoing strong growth—in 2006, it was the fastest growing town in the District. Like other settlements on the Coromandel Peninsula, its coastal location means that demand for residential and holiday homes in the area continues to increase.

Whitianga is the main service centre for the northern east coast of the Coromandel Peninsula. It is home to permanent residents as well as catering for marine based tourist activities and is a popular destination for holidaymakers during the summer months.

Population

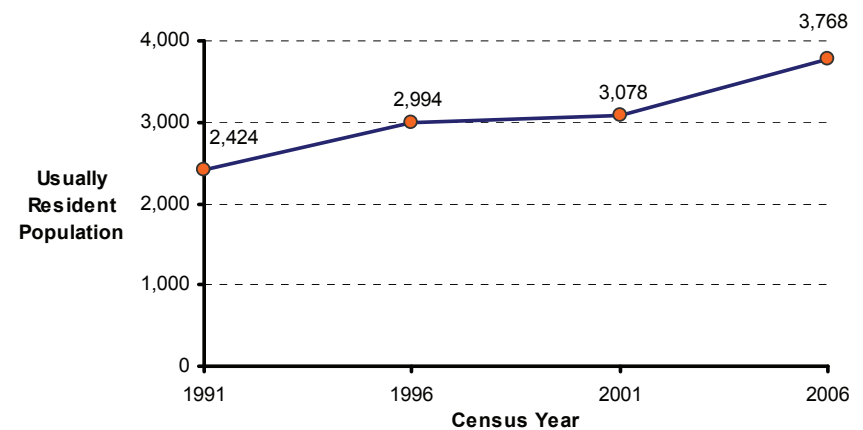
In March 2006, the usually resident population of Whitianga (all people who usually live in Whitianga) was 3,768 people. This was an increase of 774 people or 26% since 1996.

The following graph shows how the usually resident population of Whitianga has grown over the past 15 years.

Projected population

Projections out to 2041 produced for the Thames-Coromandel District Council (TCDC) in 2007 suggest that, based on current trends, the usually resident population of Whitianga may increase to around 5,770 people by 2041.

Change in the Usually Resident Population of Whitianga
1991-2006



Peak population

The 2007/08 Peak Population Study produced by TCDC found that the population of Whitianga reached a peak of around 18,600 people during the Christmas and New Year summer holiday period. This was over four times the township's usually resident population.

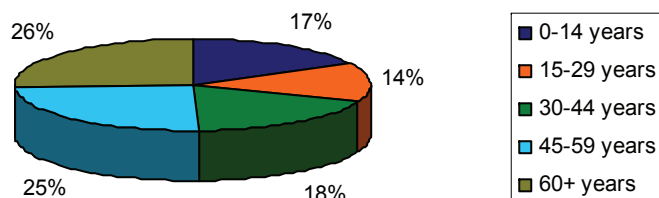
Age

Thames-Coromandel District residents are generally older than elsewhere in New Zealand. Compared to New Zealand as a whole, the District has a greater proportion of residents over the age of 60. This is likely due to the fact that the Coromandel Peninsula is an attractive place to retire.

In 2006, the median age (half the population is older than this and half is younger) of usual residents in Whitianga was around 46 years which can be compared to the national median age of around 36 years.

The graph below shows the age distribution of usual residents of Whitianga.

**Age of the Usually Resident Population of Whitianga
2006**



Employment

96% of the Whitianga labour force is employed either full or part time and 4% is unemployed. 35% of the population aged over 15 years is not part of the work force. Of the usual residents of Whitianga, 38% earn less than \$20,000 and 9% earn more than \$50,000.

Development

Community Plan

The Whitianga Community Plan outlines a vision of a comprehensive structure plan that allows for all facets of future development while enhancing the preservation of the natural coastline and protecting Whitianga's green backdrop.

Subdivision

Subdivision has been occurring at a high rate in Whitianga—on average 78 additional house lots have been created each year since 1996. Most of these are in the form of 'greenfield' subdivision (subdivision of currently undeveloped land).

Dwellings

In 2006, Whitianga's total dwelling numbers had increased by 3.8% per year since 1996 to reach a total of 2,811. Whitianga's dwellings are a mix of stand-alone dwellings, townhouses and apartments.

Dwelling occupancy

On census night 2006, 60% of dwellings in Whitianga were occupied by usual residents. This occupancy rate is higher than other settlements on the eastern side of the Peninsula and reflects the town's higher permanent population as well as its popularity as a holiday destination. 37% of dwellings in Whitianga were unoccupied on census night, compared to 48% of dwellings unoccupied across the District as a whole.

Dwelling Projections

Based on current development trends, a possible scenario for dwelling increase in Whitianga suggests that the total number of dwellings may increase to around 5,260 by the year 2041.