

REPORT ONE

Rural Taranaki

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Acknowledgements

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Caveat:

All census data is rounded by up to + or – 3. Small area data sets must therefore be read as indications of trends rather than exact numbers or proportions.

Disclaimer:

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Chapter 1: Introduction

This socio-economic profile of rural and minor urban area in Taranaki and the analysis of trends, changes and differences between people living in Taranaki's rural districts, rural centres and minor urban areas (see definitions in Annex 3), and rural areas elsewhere in New Zealand, is sponsored by the Bishops Action Foundation.

The analysis is presented in three reports. This, the first report, is a 'desk' analysis based on census data (Statistics New Zealand's area unit data) for each of the rural districts, rural centres, and minor urban areas which make up Taranaki's three territorial authorities: Stratford, South Taranaki and New Plymouth (excluding New Plymouth city). Area units are a geographic concept. They are not communities (which are social entities), however rural areas contain communities of both place and interest and as such are a useful starting point for understanding the socio-economic and demographic structure of rural places.

The second report will compare Taranaki's rural districts, rural centres and minor urban areas with similar locations across New Zealand.

The third report will provide an overview and a rapid appraisal of current research available on rural New Zealand from a social science perspective, undertaken since the Ministry of Primary Industry ceased sponsoring social science research on rural New Zealand around 2000.

SOME DEFINITIONS

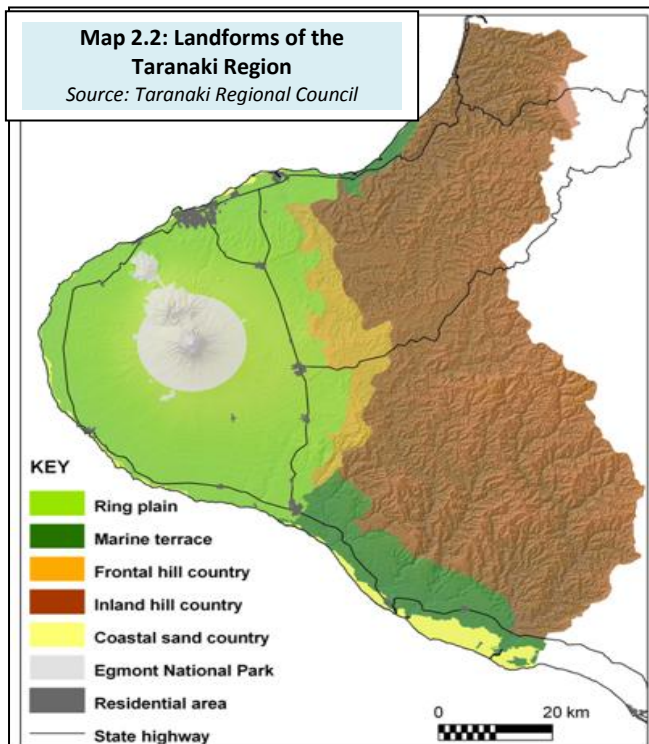
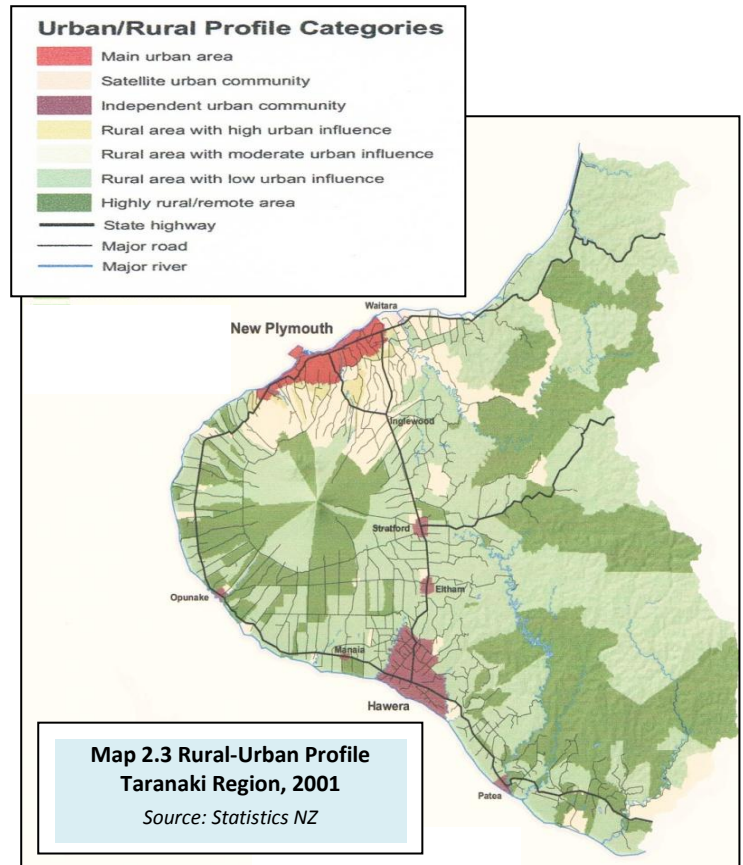
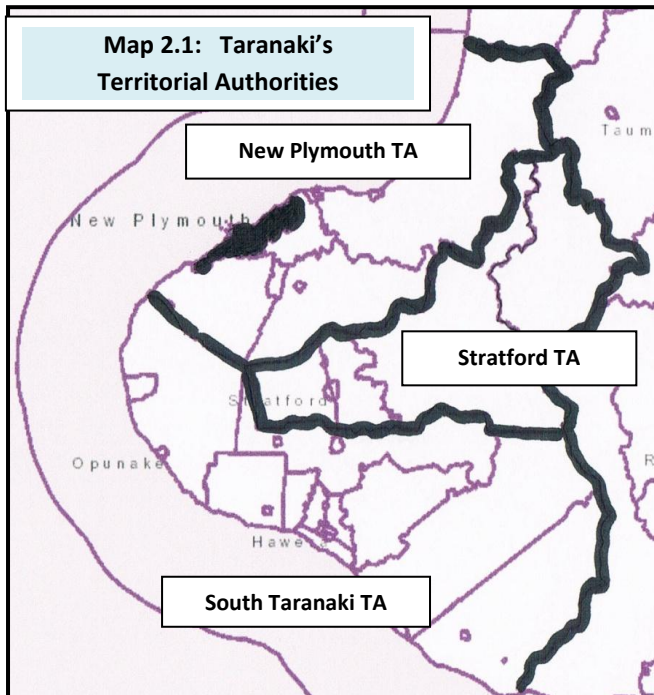
A desk analysis requires some somewhat arbitrary decisions to be made about the inclusion and exclusion, and the cataloguing and labelling of the data. In this review the first decision was how to define rural. Statistics New Zealand defines rural areas as areas outside population centres of 1,000 or more people. Other countries define rural as areas outside population centres of 10,000 or more people (that is, they include minor urban areas). In this analysis of rural Taranaki minor urban areas have been included to ensure a more complete representation of the entire region (given that minor urban areas are generally vital service centres for their surrounding rural catchments). Taranaki's three territorial authorities contain seven minor urban areas.

The second issue was the labelling of settlements. Statistics New Zealand defines rural centres as places with between 300 and 999 people. However, the area units of some rural centres have far fewer than this number (for example, Waitotara with 66 people, and Midhurst with 234 people). Because of their compactness these area units are regarded as rural centres here, despite their small populations. On the other hand, the area unit of Egmont Village (population 594) contains a small settlement but also includes enough surrounding open countryside to exclude it from being labelled as a rural centre. Similarly, Statistics combines the three area units which make up Hawera (population 8,541) with four surrounding area units (Waingongoro, Ohawe Beach, Tawhiti and Nomanby), and labels this as a secondary urban area (population 11,250), or independent urban community (Map 2.3). However, because of their compactness and size I have chosen to consider Hawera as a minor urban area, Normandy (population 891) as a rural centre, and the area units with a fairly dispersed population (Waingongoro, Ohawe Beach, and Tawhiti), rural districts. Consistent with this, Midhurst is a rural centre, while Egmont Village and Rahotu (population 252) are rural districts.

New Plymouth city (which comprises all the area units which fall into the area mapped by Statistics NZ as New Plymouth urban area), is excluded from this analysis.

Chapter 2: Overview

Taranaki region is made up of three territorial authorities: New Plymouth, Stratford and South Taranaki TAs (Map 2.1). The region is dominated and shaped by Mount Taranaki and its volcanic ring plain. The latter supports intensive pastoral (including dairy) farming in the region's western, coastal section. Inland to the east the land steepens into relatively infertile and erosion prone hill country. This is dominated by pastoral farming (predominantly sheep and beef) and commercial forestry (Map 2.2).



Landforms and land uses influence settlement patterns, and proximity to cities impacts on rural areas. Taranaki has one main urban area, New Plymouth, with a population of 52,700. In Map 2.3 settlement across the region is depicted according to an experimental urban/rural profile developed by Statistics New Zealand (Statistics NZ 2004). While the map is based on 2001 census data it is a useful pictorial representation of the influence of urban places on rural spaces. Moreover, the relationships have not changed significantly in the 15 years since the map was issued. Whangamomona (which is part of the Manawatu-Wanganui Region and therefore omitted from this map of Taranaki region) is highly rural/remote.

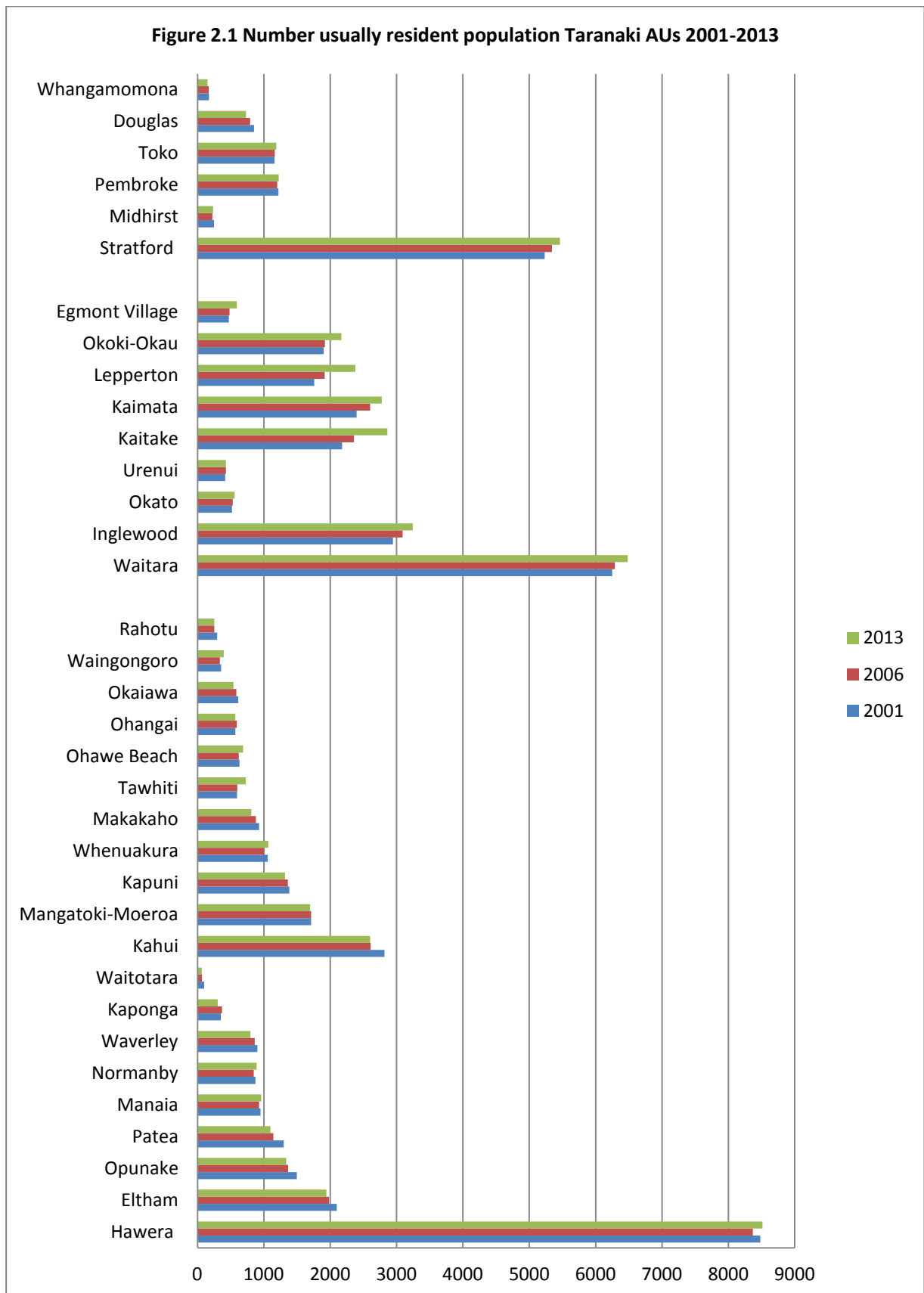


Figure 2.1 shows that in terms of absolute numbers, the populations of most of Taranaki’s area units are fairly stable. There has been growth in numbers in 19 area units, and a slight decline in 15. All of the area units in New Plymouth TA (outside New Plymouth city) have grown, whereas more area units in South Taranaki have declined than have grown. The four largest minor urban areas are growing.

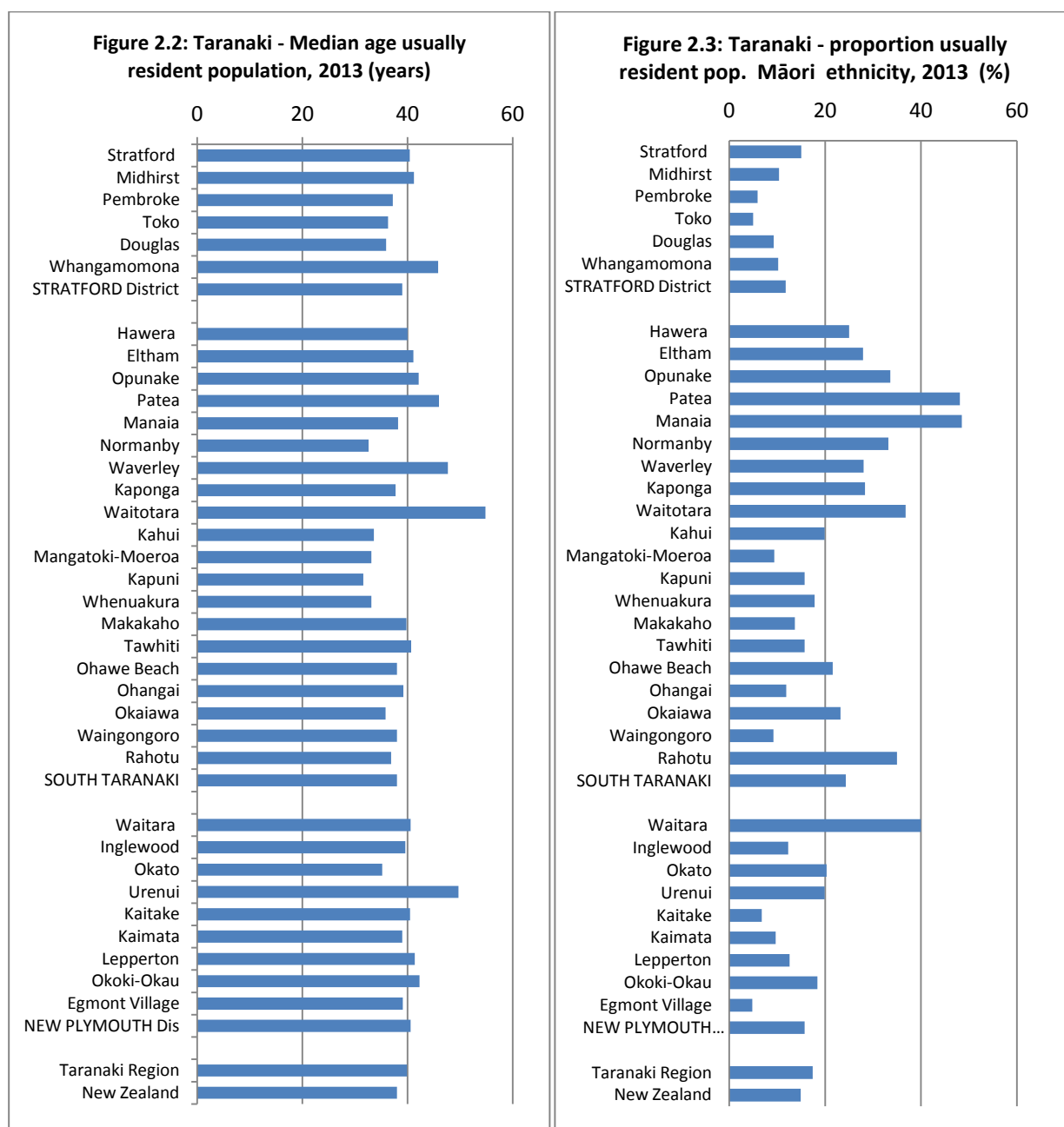


Figure 2.2 indicates that the minor urban areas, rural centres like Urenui and Waverley, and several of the smaller communities such as Waitotara, have a median age which is the same or older than that of the region as a whole (40 years), and older than the national median age. With the exception of Whangamomona, the median age of people living in rural districts is younger than for the region as a whole, and also below the national median age.

Taranaki's Māori population (Fig 2.3) lives predominantly in the minor urban areas and rural centres of South Taranaki (Patea, Manaia, Waitotara, Rahotu, Opunake, Normanby, Waverley, Kaponga and Eltham). The population of most of Taranaki's rural districts tends to be European, with few Māori. Stratford TA has fewer Māori than the national average (with most Māori in this territorial authority living in the Stratford minor urban area). New Plymouth TA's Māori are predominantly located in Waitara.

People with high median income levels live in rural districts (Fig 2.4). Rural districts also have fewer residents without formal qualifications compared to the rural centres and minor urban areas (Fig 2.5).

Figure 2.4: Taranaki - Median personal income (\$) usually resident population 15+yrs, 2013

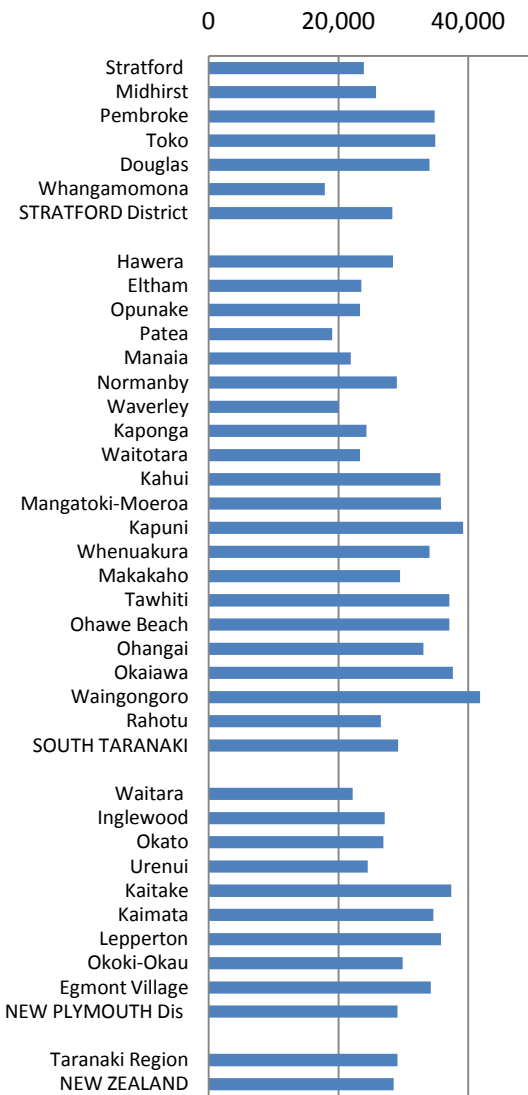


Figure 2.5 Taranaki - Percent of usually resident population (15+yrs) without formal qualifications in 2013

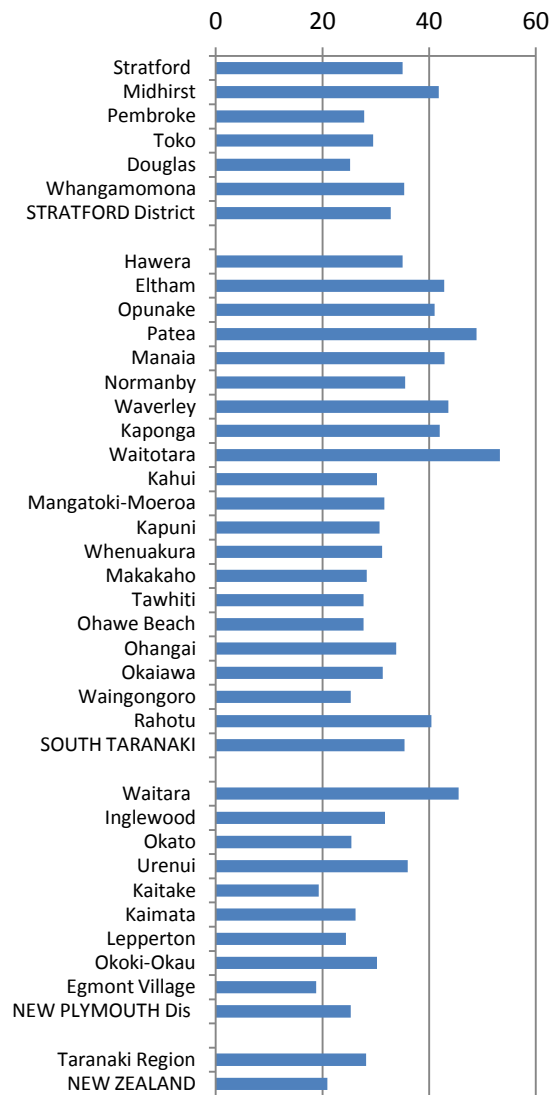


Figure 2.6: Proportion of population in each socioeconomic deprivation quintile, 2013 (1 is least deprived, 5 the most. Source: Atkinson et al 2014)

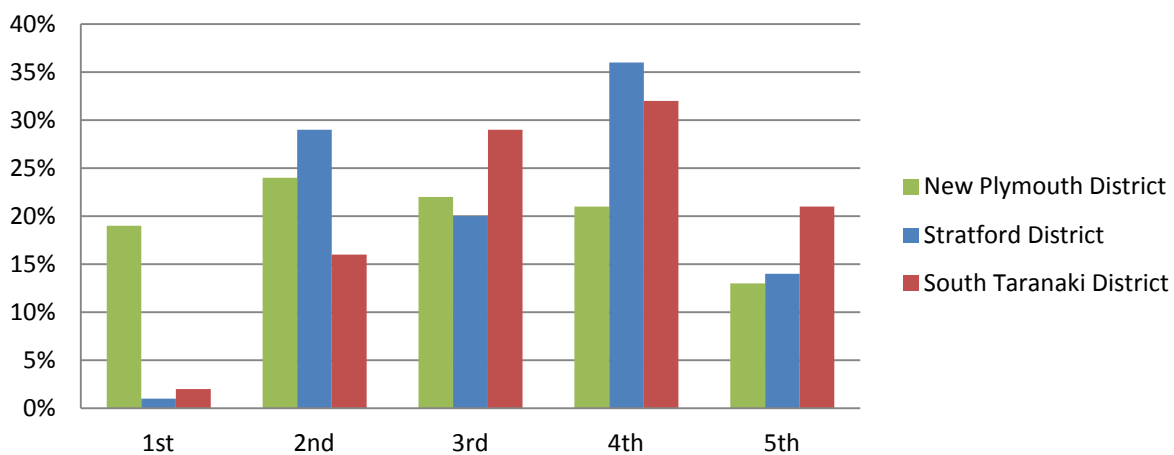
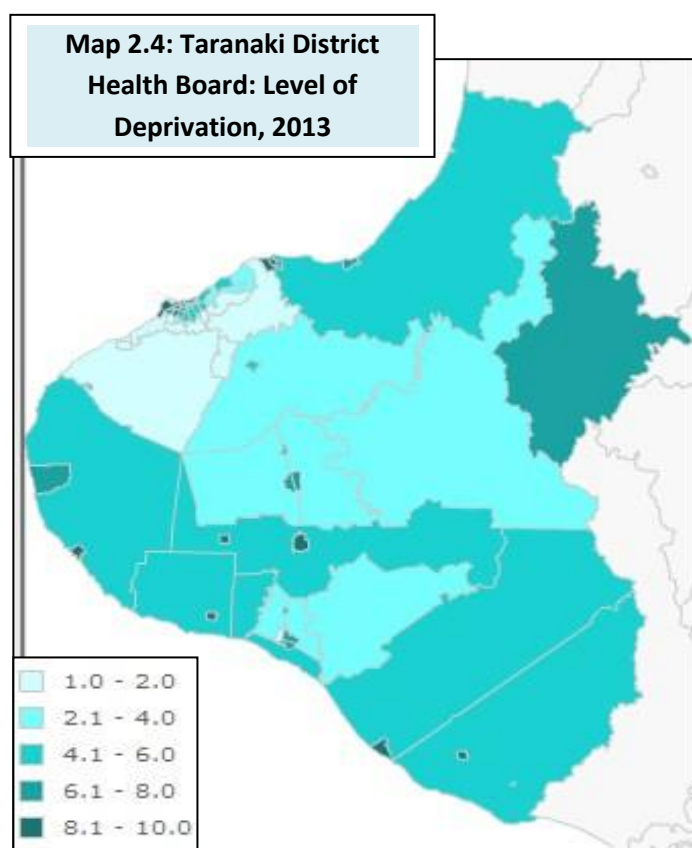
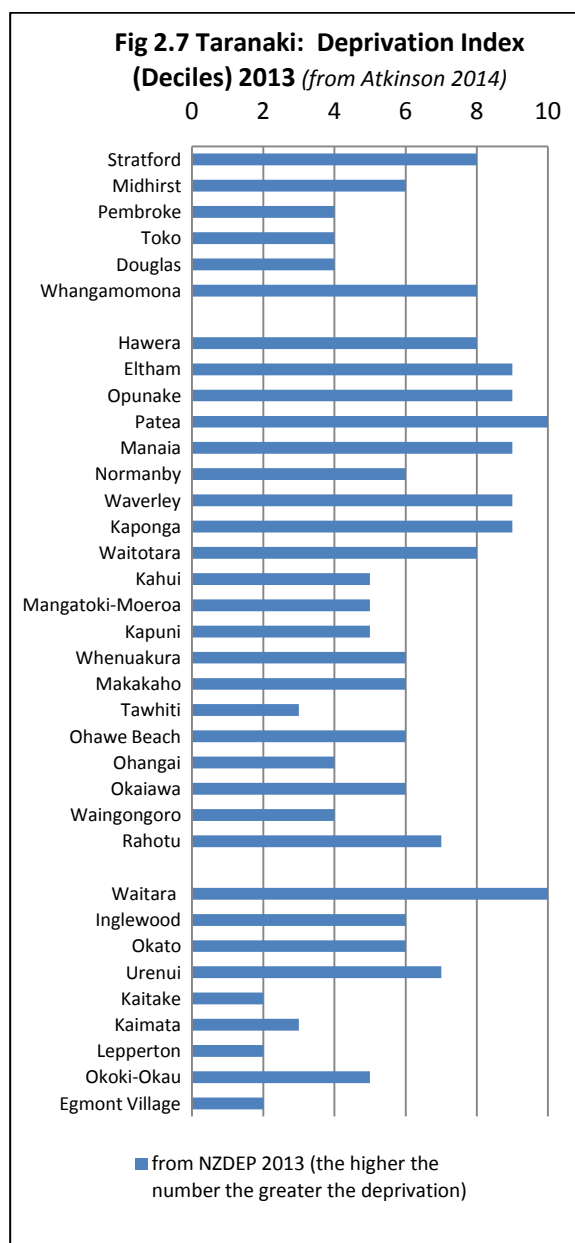


Figure 2.6 provides an overview of the socio-economic status of the people living in each of Taranaki's three Territorial Authorities as at the 2013 census. New Plymouth TA includes New Plymouth city. The first quintile is the least deprived, the fifth is the most deprived. The deprivation index is based on nine dimensions of deprivation (developed by Atkinson *et al* 2014). They defined people as deprived if they are:

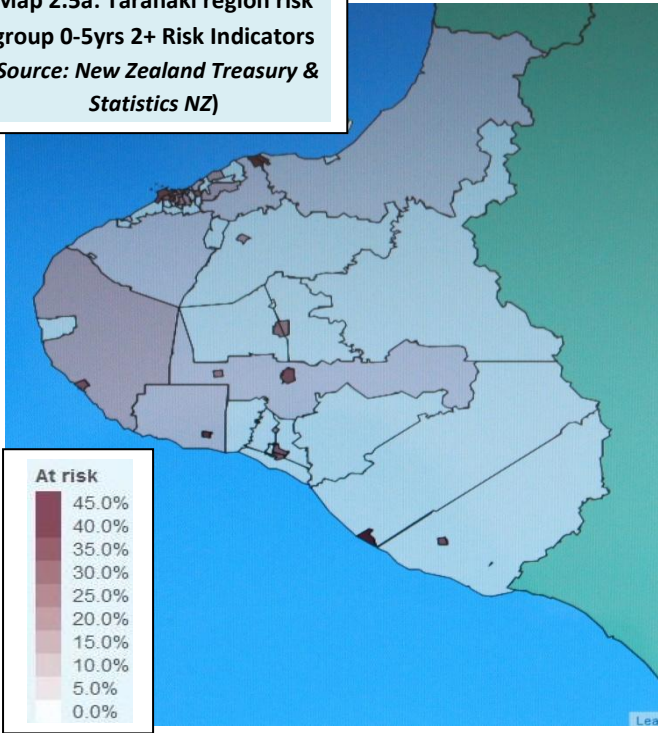
- aged <65 with no internet access at home
- aged 18-64 receiving a means tested benefit
- living in equivalised* households with income below an income threshold
- aged 18-64 who are unemployed
- aged 18-64 without any qualifications
- not living in their own home
- aged <65 living in a single parent family
- living in equivalised* households below a bedroom occupancy threshold
- without access to a car.

* 'Equivalised' refers to the methods used by Atkinson *et al* (2014) to control for household composition

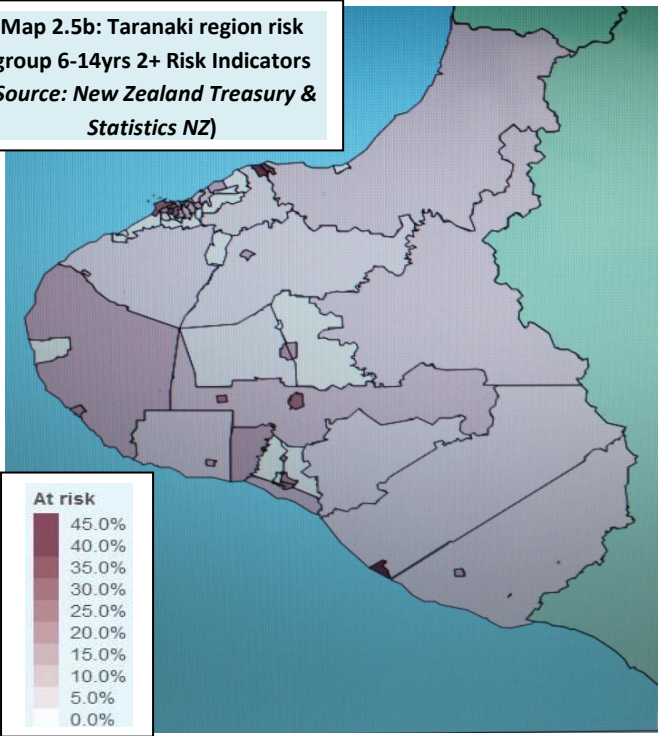


With the exception of the remote rural area of Whangamomona, Figures 2.6, 2.7 and Map 2.4 show that there is more disadvantage in Taranaki's urban areas and rural centres than in the region's open countryside. Thus, when New Plymouth City and Waitara are excluded, New Plymouth TA is the least disadvantaged, followed by Stratford TA. South Taranaki TA is the most disadvantaged.

Map 2.5a: Taranaki region risk group 0-5yrs 2+ Risk Indicators
 (Source: New Zealand Treasury & Statistics NZ)



Map 2.5b: Taranaki region risk group 6-14yrs 2+ Risk Indicators
 (Source: New Zealand Treasury & Statistics NZ)



In 2015, Treasury undertook an exploratory analysis of the Ministry of Social Development’s Integrated Child Dataset (ICD). The analysis investigates, among other things, the characteristics of children who are at risk of poor outcomes as young adults (Crichton *et al* 2015). The authors note that data included in the ICD covered varying periods to the end of 2012. The analysis enabled the authors to identify some key risk indicators which could be used to predict likely outcomes for affected children (characteristics and experiences at birth, 5, 13 and 18 years were correlated with outcomes by age 21). These predictions were then made available through an interactive web-based map developed by the New Zealand Treasury and Statistics NZ which shows location of risk. The maps at area unit level for two at risk groups (children 0-5 and 6-14 years) for the Taranaki region are reproduced here as Maps 2.5a and 2.5b. The authors note that the administrative data they used in their analysis provides only a partial picture of childhood adversity, service use and service costs and especially given the limitations of the data should not be viewed as forecasts of actual outcomes that will be incurred in the future.

Maps 2.5a and 2.5b closely correlate with the map of social deprivation (Map 2.4). As is to be expected, children at risk tend to come from deprived areas, which are predominantly minor urban and rural centres. Nevertheless, children living in some rural districts such as in Kahui (Map 2.5a,b) and Okaiawa (Map 2.5b) in South Taranaki (see Map 5.1 for place names) appear as being at high risk of poor outcomes.

Figure 2.8 shows that the employment status of the usually resident populations aged 15 or more years of the three territorial authorities is very similar. (Compiled from the 2013 census, Figures 2.8 to 2.10, and 2.12, exclude people living in the area units which make up New Plymouth city).

Figure 2.9 indicates that the main occupations of people living in the three districts are ‘professional and technical’ workers and ‘agriculture and fishery’ workers. Unsurprisingly, therefore, the overview provided by Figure 2.10 shows primary industry as significant, followed by manufacturing.

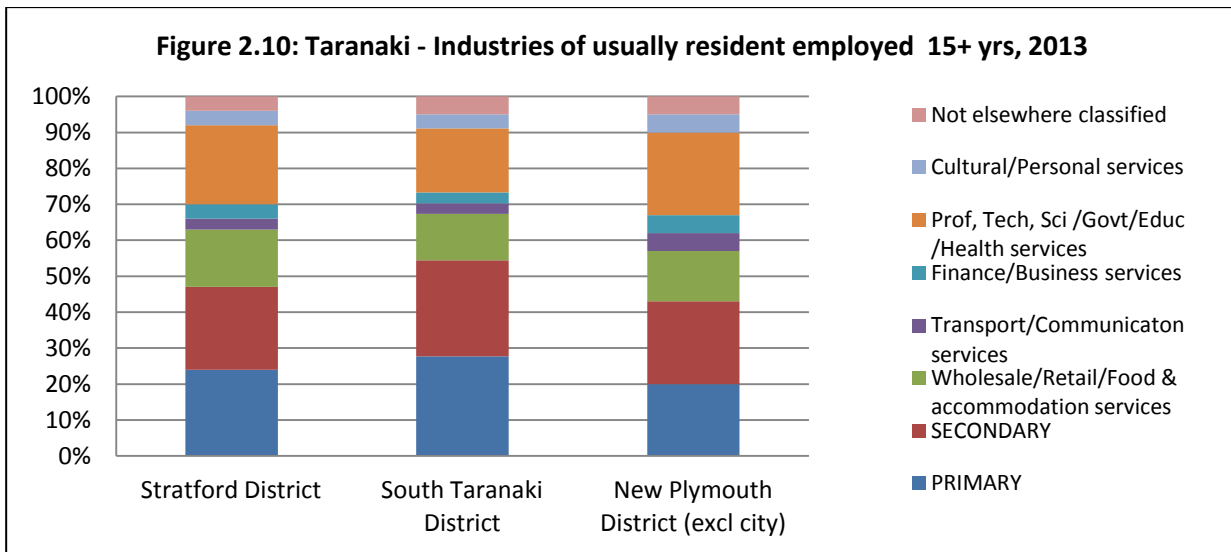
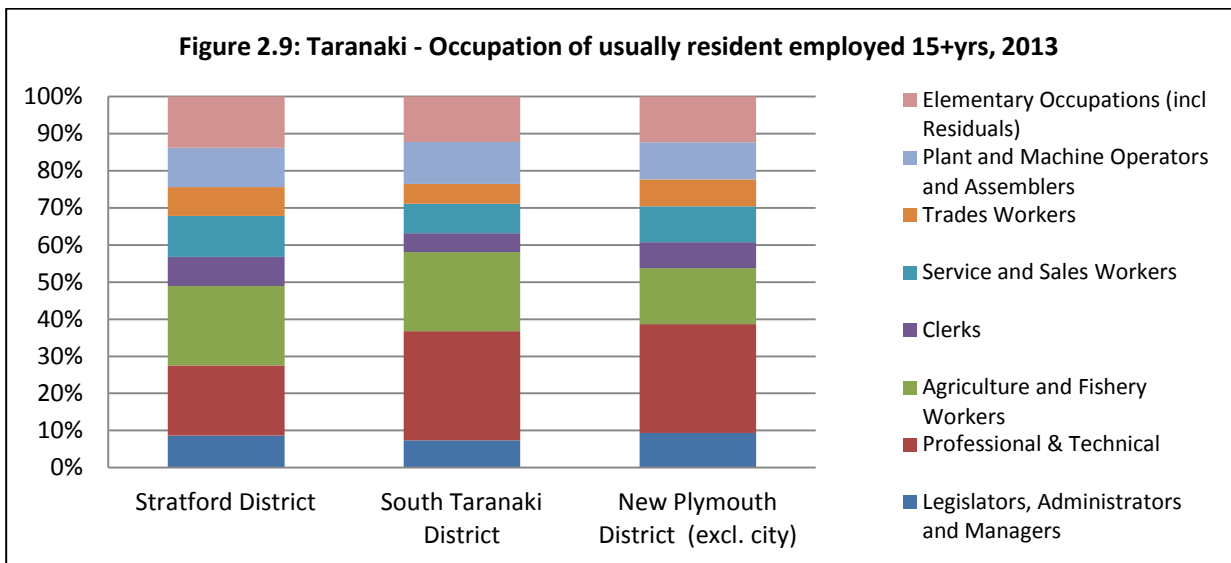
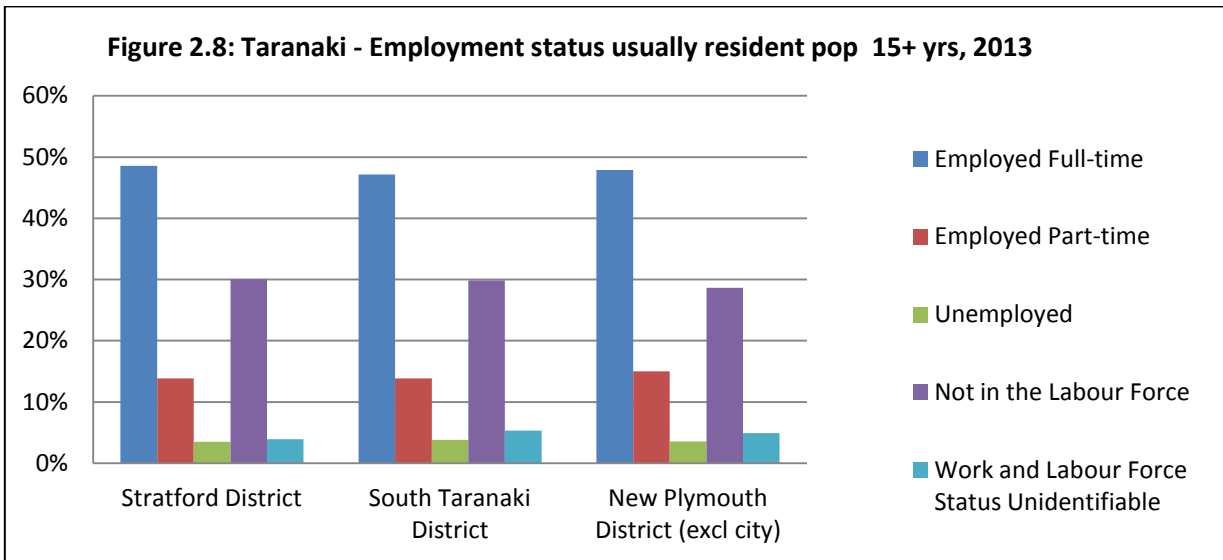
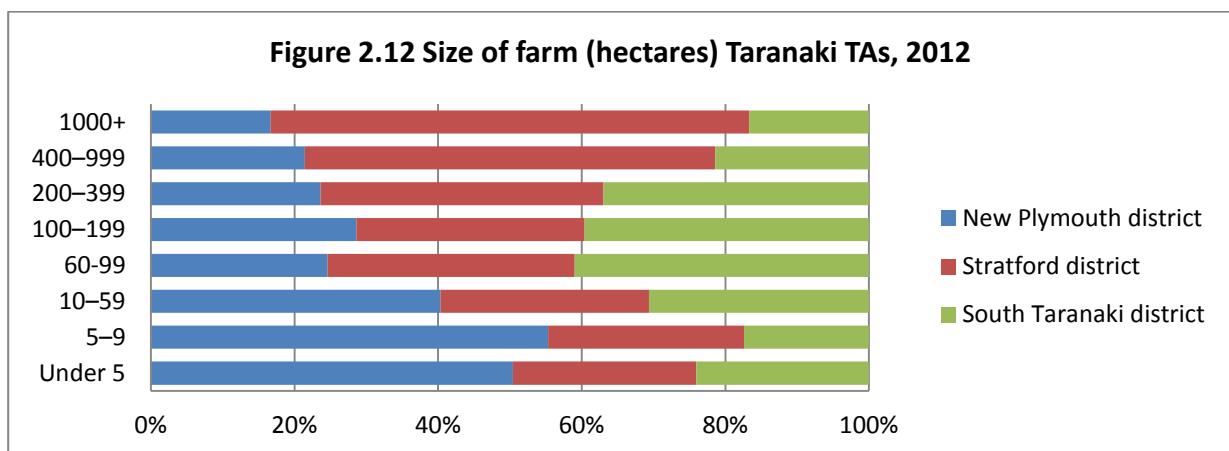
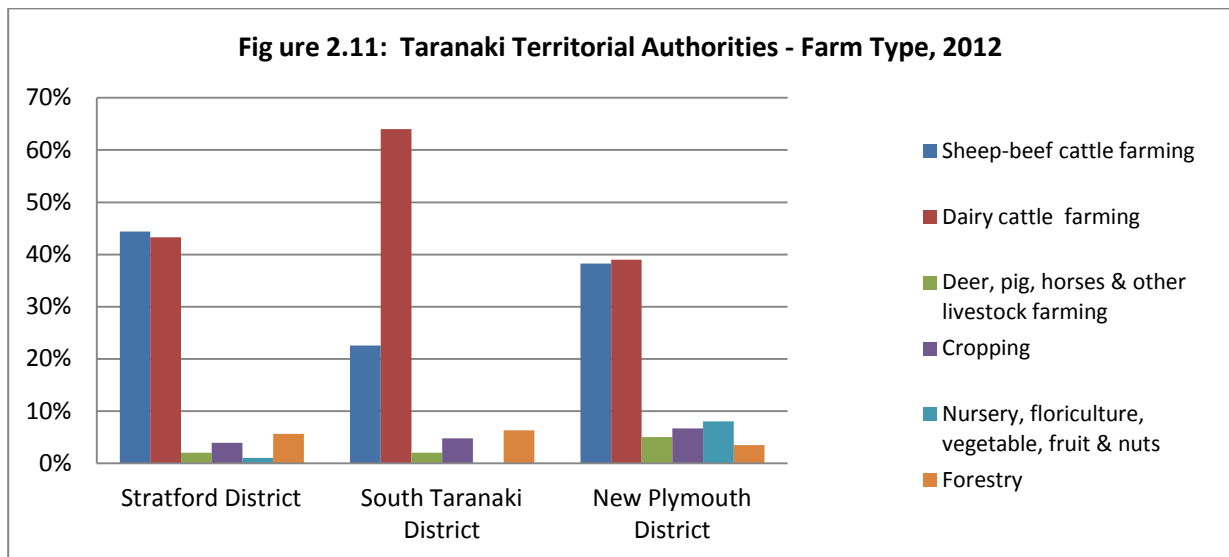
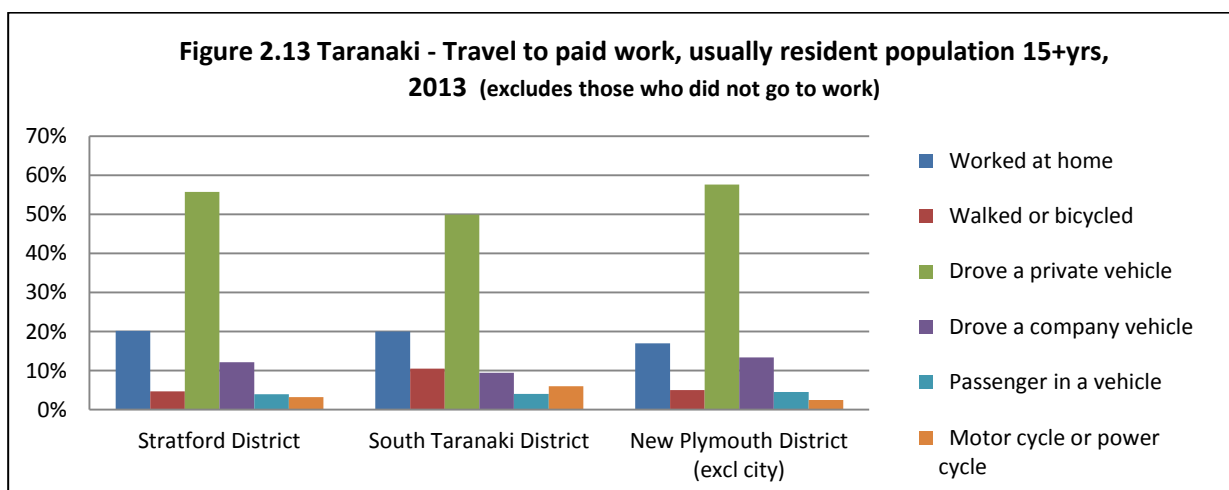


Figure 2.10 shows that within the service sector services in professional, technical, administrative support, education, health and public service are important. Health and education services dominate. In 2013 primary industry was an income source for between only 20 to 30 percent of the population in each district (Fig 2.10). Fewer than ten percent of workers are engaged in agriculture (Fig 2.9).



Nevertheless, primary industry is an important income earner for the region. The graph of farm types (Fig 2.11) reflects the significance of dairying (particularly in South Taranaki), followed by sheep and beef farming. Vegetables, nursery and floriculture businesses are located close to New Plymouth City (hence the greater proportion of very small farm units there (Fig 2.12).

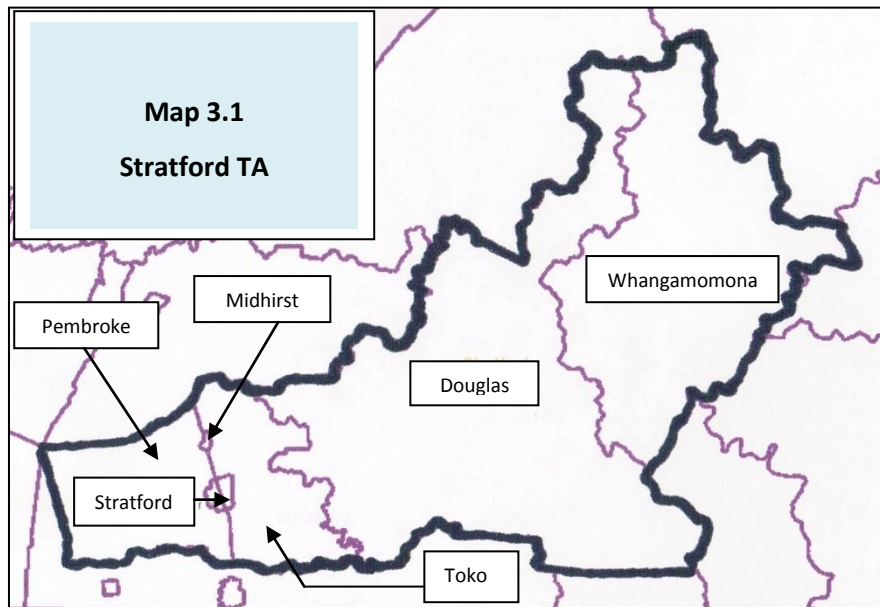
While over half of the working population commutes to work (Fig 2.13), one-fifth of paid workers living in Stratford and South Taranaki TAs work from home, and especially in South Taranaki a small percentage of people live close enough to their workplace to walk or cycle there.



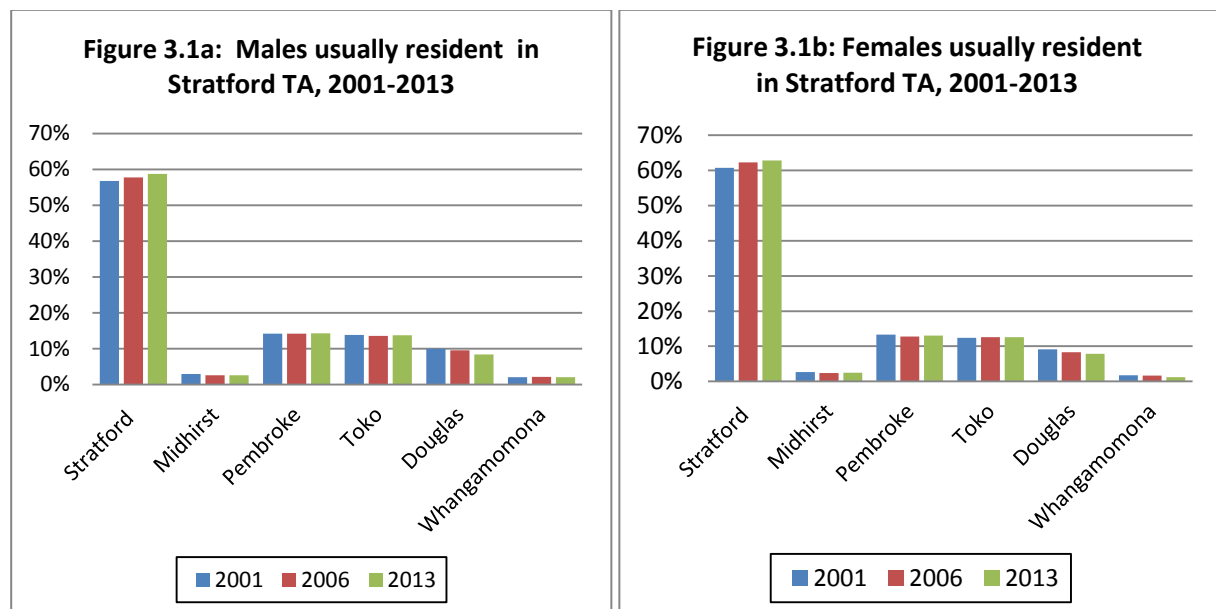
Chapter 3: Stratford TA

DEMOGRAPHICS

Stratford TA at the centre of Taranaki Region, and to the east of Mt Taranaki, has a population of just under 9,000 people (2013 census). The area has a population density of 4.2 people per km².

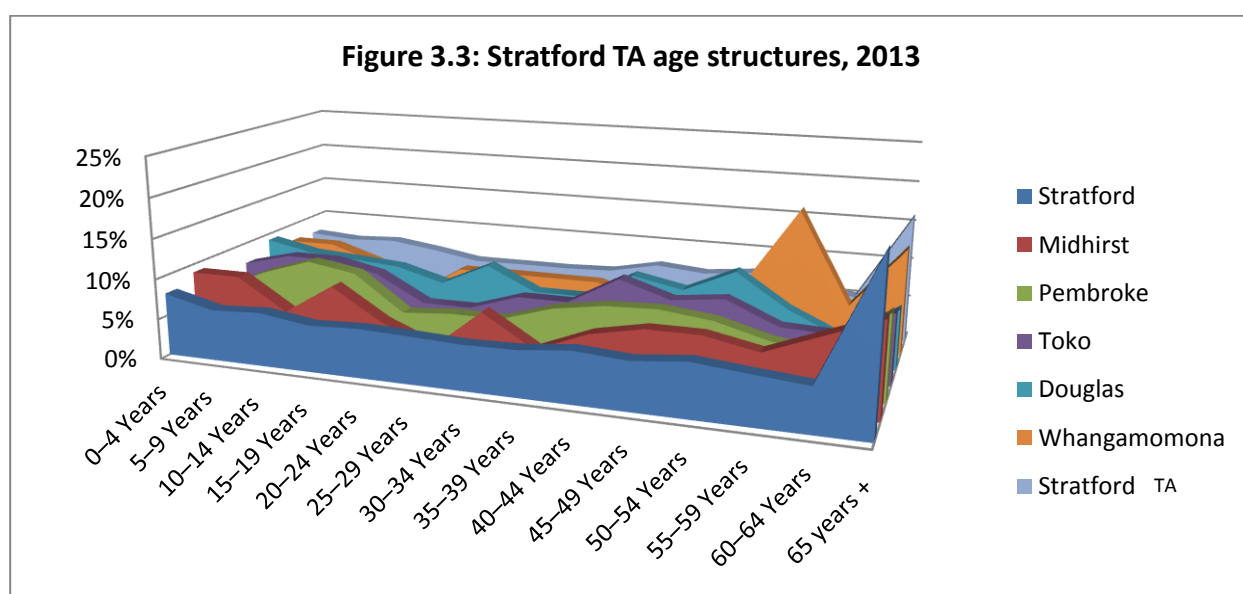
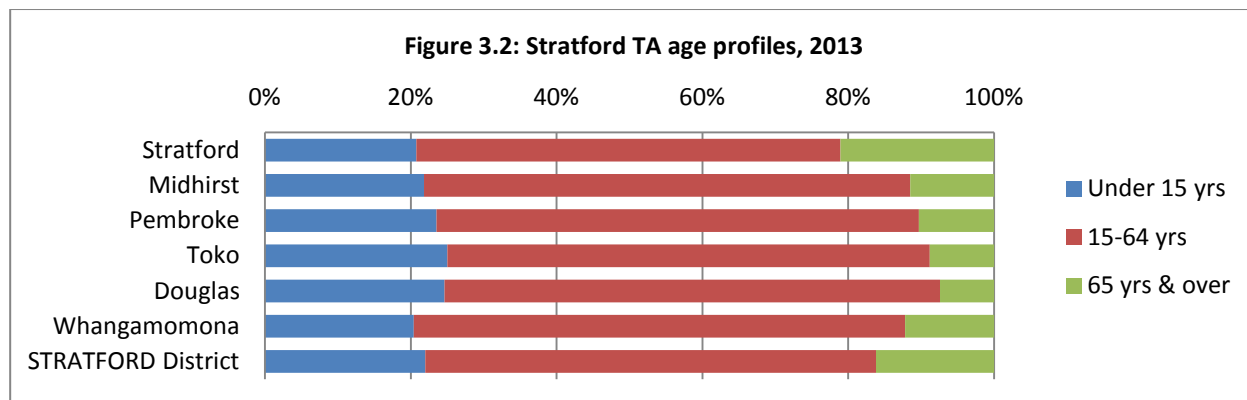


Over half of these people live in the minor urban area (MUA) of Stratford (on SH3, east of Mt Taranaki) which in 2013 had just under 5,500 people. Growth in the territorial authority over the last three censuses is due to growth in Stratford MUA. The remaining area units (AU) have remained about the same while Douglas has lost people (see Figs 3.1a & b, and Fig 2.1).



The two area units which make up Stratford MUA are very similar. Stratford West is slightly larger than Stratford East. Both area units have more women than men (unlike the rural districts where men outnumber women). Stratford West has more business units, lower unemployment and slightly more people with a Bachelor or higher degree, and fewer people without qualifications than Stratford East.

While both are below the TA, region and New Zealand median income (of people 15 years and over), Stratford West has a lower median income than Stratford East. This may be due to the former having more people over 65 years, than the latter. Stratford MUA has a higher proportion of over 65 year olds than any other part of the TA (Fig 3.2) reflecting its function as a retirement centre. Stratford West has more couples with children and sole parents than Stratford East.

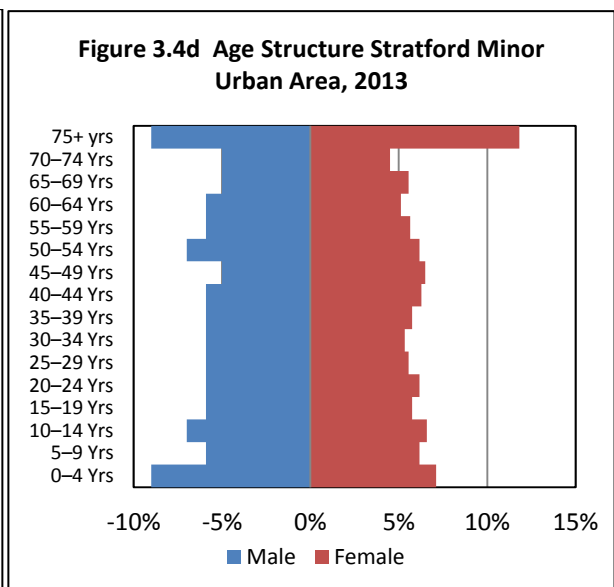
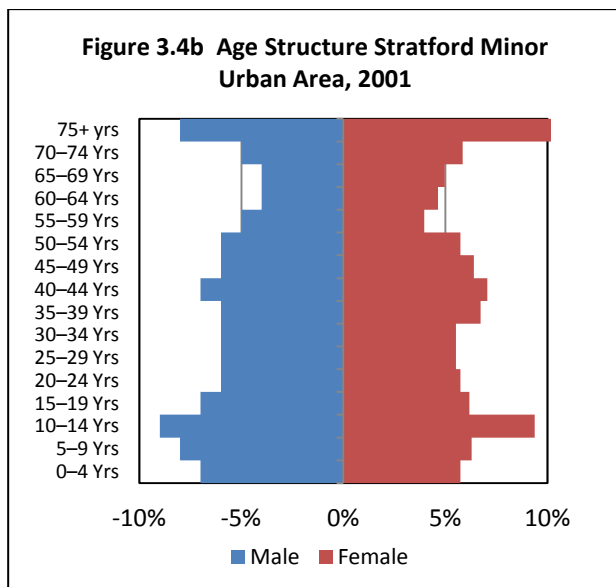
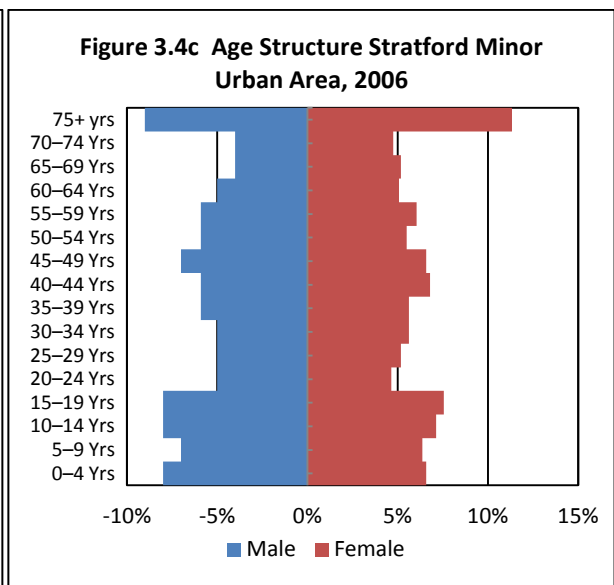
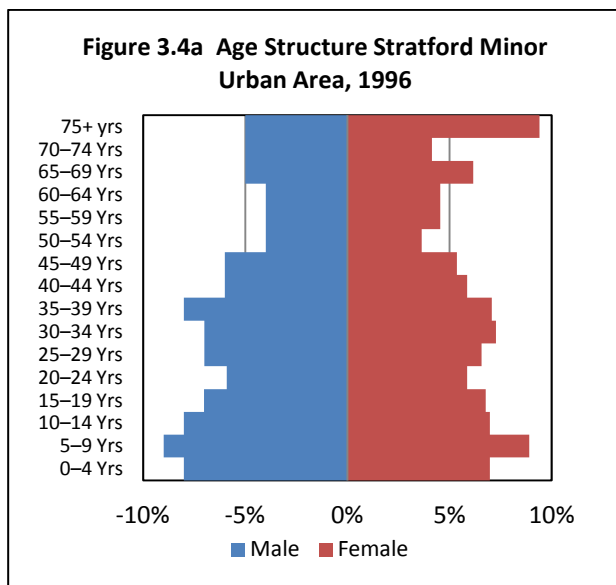


Midhurst village with a population of 234 people (99 households) has a higher median age than the TA (and region), but most of its population is in the working ages (15-64 years). It has the highest proportion of sole parents compared to other parts of Stratford TA, the highest proportion of people without formal qualifications and very few people with Bachelor or higher degrees (see Annex, Table 2, and Figure 3:15). Unsurprisingly it has the highest unemployment rate and very few business units. The median income of people living in the area is below that of the Territorial Authority and region.

Douglas with a population of 732 people in 2013 has the youngest age profile of all the Territorial Authority's area units (Fig 3.2). Although smaller, it is very like Pembroke and Toko, with high median incomes (Douglas is \$34,000 and the other two just under \$35,000 Fig 2.3) and low unemployment, a predominance of couples with children (Douglas has few sole parents), and the people are predominantly of European origin and New Zealand born. Pembroke and Toko have similar numbers of people, similar age profiles, and have remained relatively stable over the past three census periods (Figs 3.1a and b), while Douglas has lost people. Few people living in the three area units lack formal

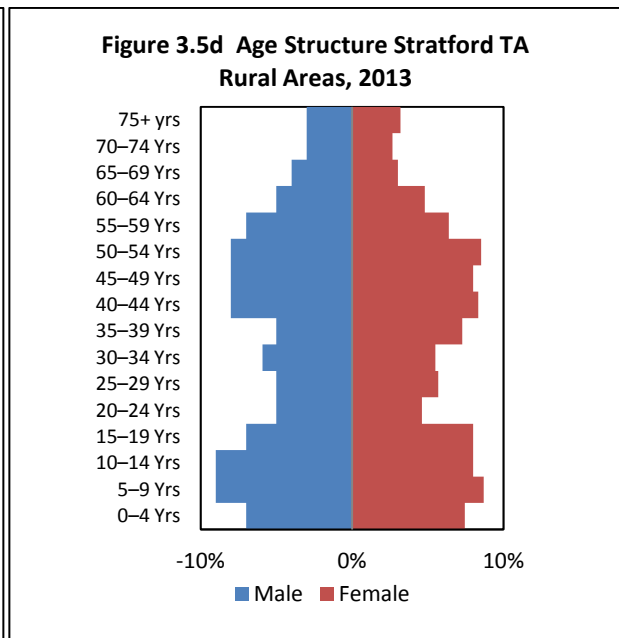
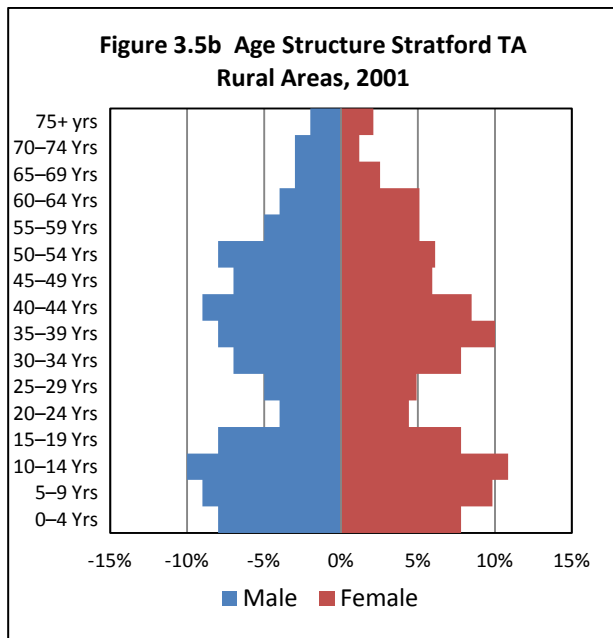
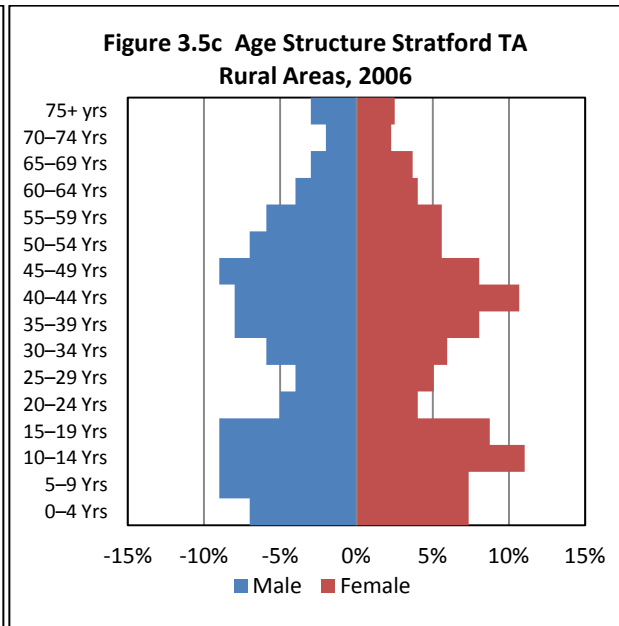
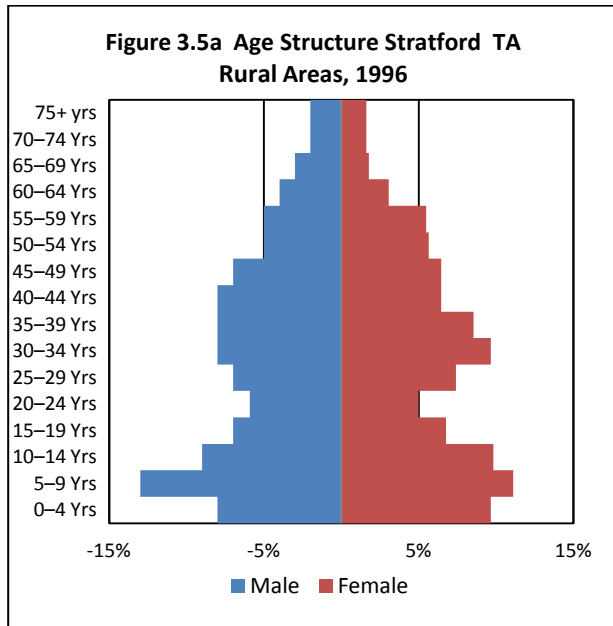
qualifications. Compared to the whole of Stratford Territorial Authority, Douglas has the largest proportion of its population with a Bachelor or higher degree.

Both Douglas and Whangamomona are sparsely settled. However, the resemblance between the two area units ends there. Whangamomona with a population of 150 people (66 households) declined between 2001 and 2013 due to an exodus of females (Fig 3.1b). The population is by far the poorest in the entire region with a median income of just under \$18,000 (compare New Zealand’s median income of \$28,500 and Taranaki region’s at \$29,100. Whangamomona’s median age is 45.8 years - high in comparison to the Territorial Authority, region and country – but the area has low numbers of elderly and young people, and a high proportion of people of working age (15-64 years). Like Stratford MUA, just over 10% of Whangamomona’s population was overseas born. Also like Stratford MUA over one-third of the people lack formal qualifications.



Figures 3.4a to 3.4d provide a pictorial representation of the change in Stratford MUA’s age structure across four census periods 1996 to 2013, while Figures 3.5a through 3.5d reflects the age structure of the combined area units of Stratford TA excluding the minor urban area for the same period.

Of particular note is the high and growing proportion of elderly (particularly women) living in Stratford MUA. Twenty years ago (in 1996), Stratford had fewer under fives than would normally be expected but in-migration of working parents has brought children 4-14 years into the area over time. These children have then moved out for secondary and tertiary education. Over time, the resident working age population has established families so that the proportion of under-fives expanded from 2006. The gradual narrowing of the profiles of the pyramids, particularly in 2006 and 2013 indicate that few teenagers have as yet returned or been replaced, but older people are remaining.

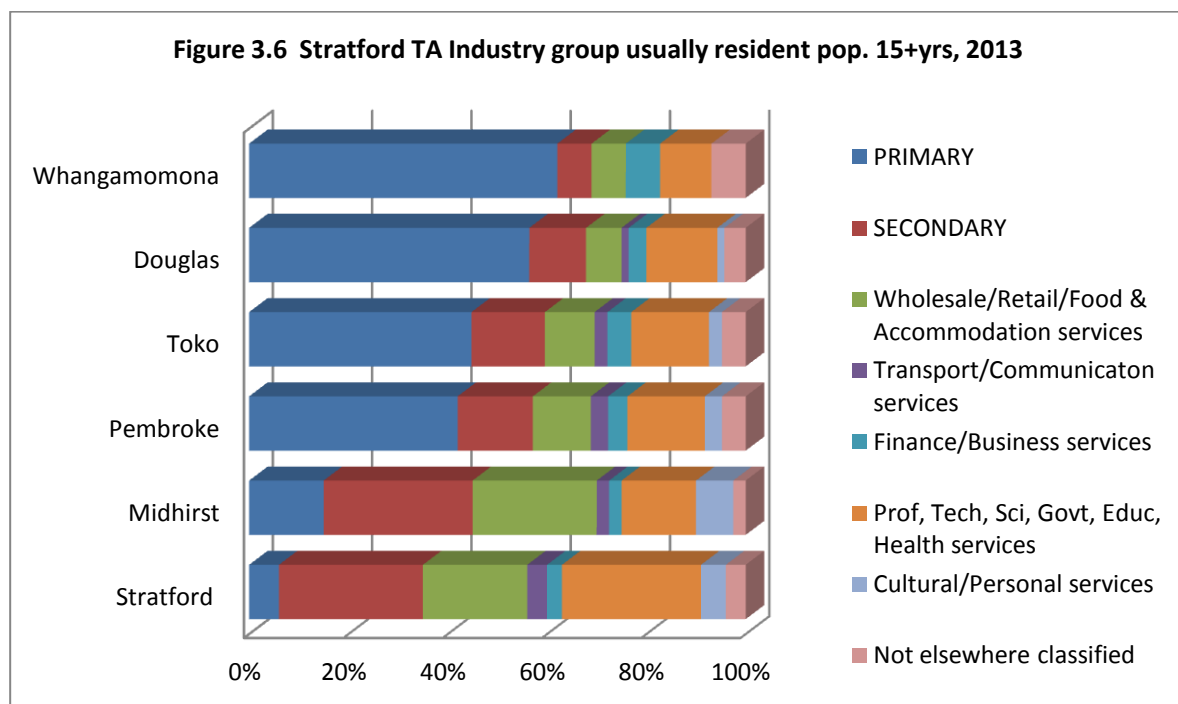


By combining the data for the remaining population of the Territorial Authority it is possible to gain a picture of changes over time for the predominantly rural area units of Stratford TA¹. The rural pyramids

¹ Due to confidentiality issues age/sex data is not available for each of the very small area units of Midhurst and Whangamomona. However, Figure 3.3 provides an overview of the 2013 age structure of each area unit. It is assumed that similar changes have occurred over time in Pembroke, Toko and Douglas as are depicted in the combined data pyramids.

are very similar to rural districts elsewhere in New Zealand with few people over 75 years (these people having moved to urban areas where there are more services) plus the ever tightening ‘waist’ in the pyramids reflecting out-migration of young people to secondary and tertiary education or work in urban centres. Stratford TA’s pyramids suggest that the TA’s rural teenagers are staying in the area for their secondary education and then moving out for tertiary studies and/or work. In 1996 there was an influx of working age couples of 30-45 years (and their children). These families have aged and while some have moved elsewhere, they are being replaced by newcomers, but not in great numbers. In summary, the rural profiles reflect a gradually ageing population. Given the engagement of around 35-40% of this population with farming, it is likely that this is a cyclical aging, and that new residents will move into the area as opportunities for work (or land) become available (or former young residents move back).

OCCUPATIONS, EMPLOYMENT AND BUSINESS



The smaller the population, the greater the proportion of people engaged in primary industry (predominantly agriculture) (Fig 3.6). Conversely the larger the population, the greater the proportion of the population engaged in secondary industry (manufacturing and construction)

As the main manufacturing and administrative hub for Stratford TA, Stratford MUA has a predominance of managers, administrators, professional and technical workers (Fig 3.7a). Midhurst has a similar employment structure to Stratford, but more trades, sales and agricultural workers (Fig 3.7b). Pembroke and Toko are virtually identical in their occupational distribution. Located within Taranaki’s ring plain and surrounding Stratford MUA, some 40% of Pembroke and Toko’s working age populations are engaged in agriculture, and around 40% in services. While Douglas and Whangamomona have the highest proportion of agricultural workers (56%), the distribution of other occupations is similar to the other rural districts – thus all the rural districts are combined in Figure 3.7c. Note that plant and machinery operators include forestry workers in rural districts.

Figure 3.7a Stratford MUA occupations of usually resident employed people 15+yrs, 2013



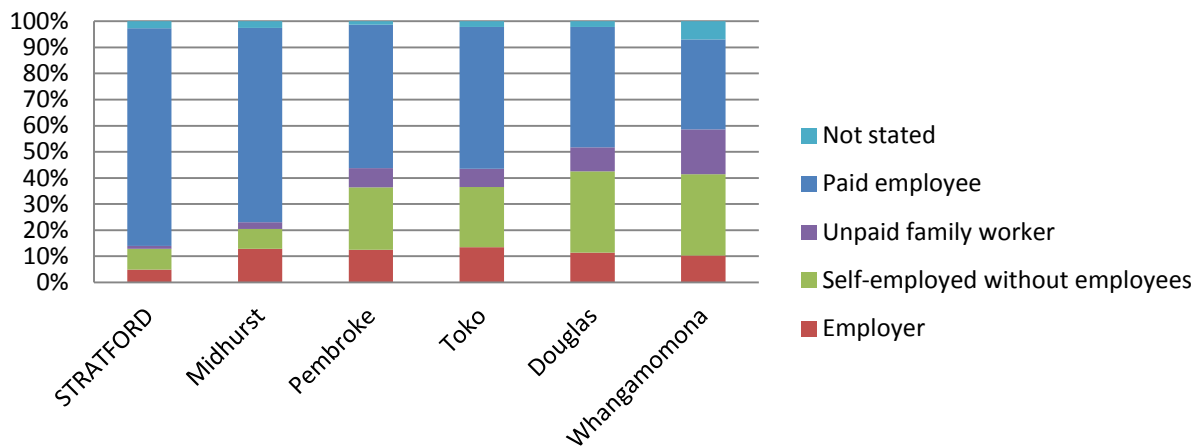
Figure 3.7b: Midhirst occupations of usually resident employed people 15+yrs, 2013



Figure 3.7c Rural districts Stratford TA occupations of usually resident employed people 15+yrs, 2013

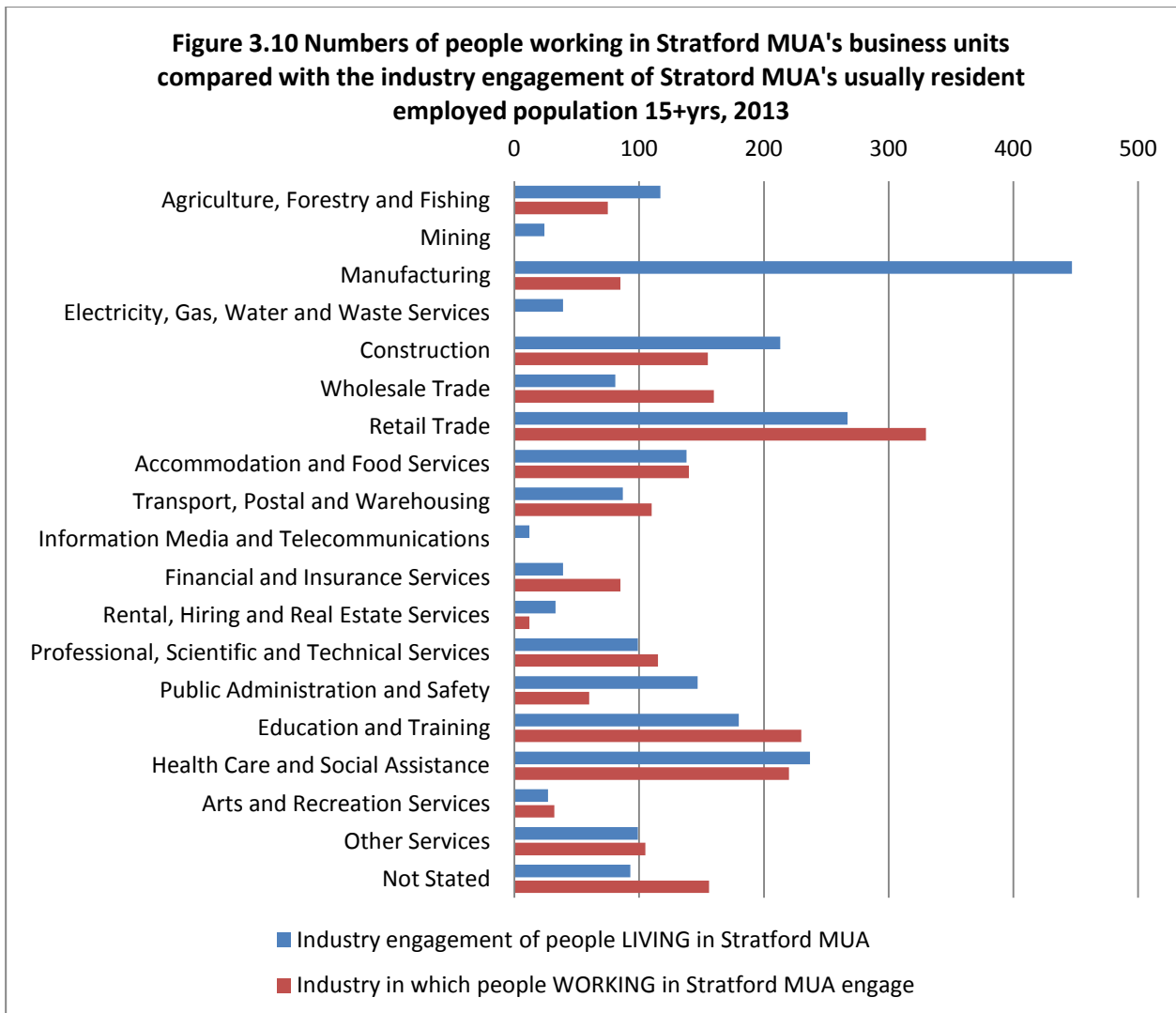
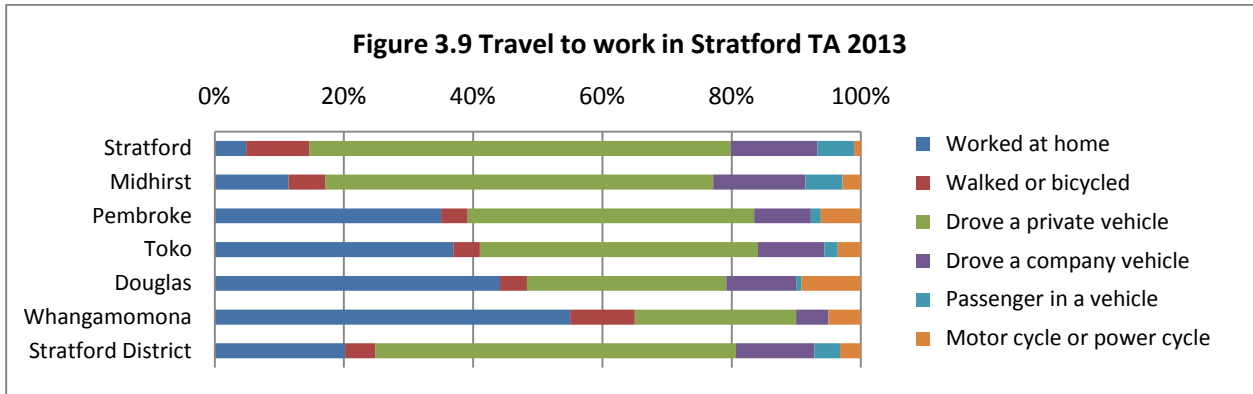


Figure 3.8 Employment status usually resident employed people 15+yrs Stratford TA, 2013



While most people in Stratford TA's workforce are employees (Figure 3.8), Stratford MUA and Midhurst have the most employees (86% of Stratford MUA's workers are employees and over three-quarters of Midhurst's workers are also in this category).

The rural districts have, as would be expected, a preponderance of self-employed/employer farming people. Some 44% of the workers in Douglas and Whangamomona are self-employed or employers (and a further almost 20% of Whangamomona's workers are 'unpaid family workers'), while 38% of workers in Toko and Pembroke are self-employed or employers.



Unsurprisingly, the more remote the rural area, the more likely people are to work at home or are able to reach their workplace via walking or bicycle (Fig 3.9).

Those living in the minor urban area or rural centre are likely to be commuting to another centre for work, and this is born out by Figure 3.10 which shows the difference between the work of people living in Stratford MUA alongside people who actually work *in* Stratford MUA. Obviously there is some major commuting to other places of people engaged in manufacturing who live in Stratford MUA (Fig 3.10), as Stratford MUA has few manufacturing businesses (Fig 3.11) and those businesses have few employees.

In addition to most of the people engaged in manufacturing, workers involved in mining, utilities (water, waste gas etc), the media and telecommunications also commute to work elsewhere, since there are no business units engaged in those industries in Stratford MUA.

Figure 3.10 shows there is some inward commuting by people working in retail and education.

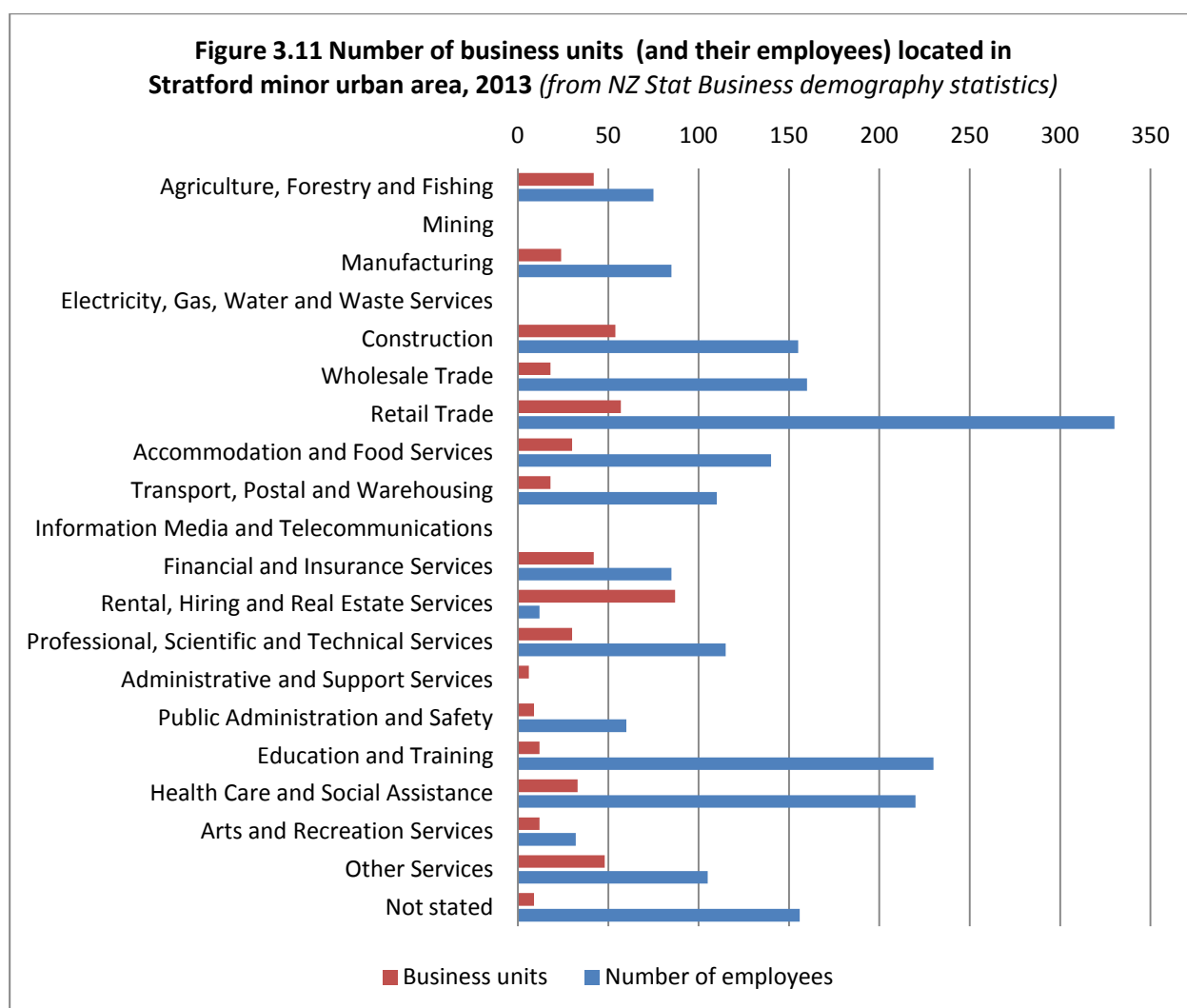


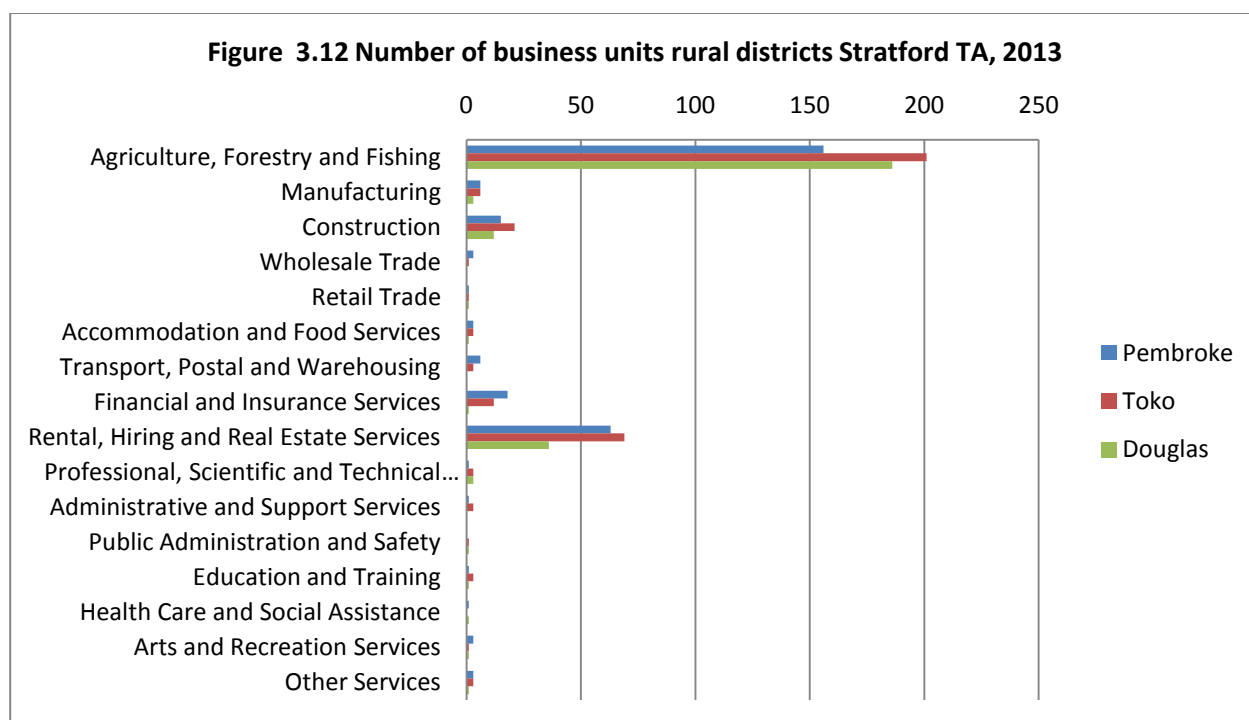
Figure 3.11 shows (as would be expected in any rural service centre) that the key business activity in Stratford MUA is retail, followed by education and health services. It is also noteworthy that the largest business sector: 'rental, hiring and real estate services' includes such businesses as farm animal and bloodstock leasing, leasing agricultural machinery, and people who invest in farms or livestock (but don't farm themselves).

While shearers are included in ‘agriculture, forestry and fishing’, ‘rental, hiring and real estate services’ may also include farm contractors such as haymakers. Heavy equipment operators, builders and probably fencers are categorised in the construction sector.

The rural centre of Midhurst has around 27 businesses (one-third of which are in agriculture, forestry, fishing, and others in manufacturing and services). These businesses employ about 40 people. (Because the centre is so small, most of the industry distribution data is not available).

Whangamomona’s 57 businesses are nearly all agriculture related. Together Whangamomona’s businesses employ about 40 people.

The remaining rural districts in Stratford TA (Fig 3.12) follow the same pattern: predominantly ‘agriculture, forestry and fishing’ businesses, followed by ‘rental, hiring and real estate services’.



SOCIO-ECONOMIC STATUS

The high levels of deprivation in Stratford MUA, Midhurst and Whangamomona (Fig 3.13) are due to the poor level of qualifications of those in employment in these areas (Fig 3.14), converting to low personal income (Fig 3.16). So despite being in full-time work (Fig 15), and working long hours (Fig 3.17), being an employee in low paid occupations (Fig 3.7a, b), or a beneficiary or a superannuitant (Fig 3.18) has the consequence of a high level of deprivation in Stratford MUA and Midhurst. Despite this there is a reasonably high level of home ownership (Fig 3.20).

In Whangamomona the high level of deprivation is due to the restricted employment opportunities in this remote area coupled with a high proportion of people with a low or no source of income (many of whom are ‘not in the labour force’, Fig 3.15) and consequent high proportion of the population dependent on benefits (Fig 3.18). Those who have work (predominantly their own business) in this district work long hours (Fig 3.17).

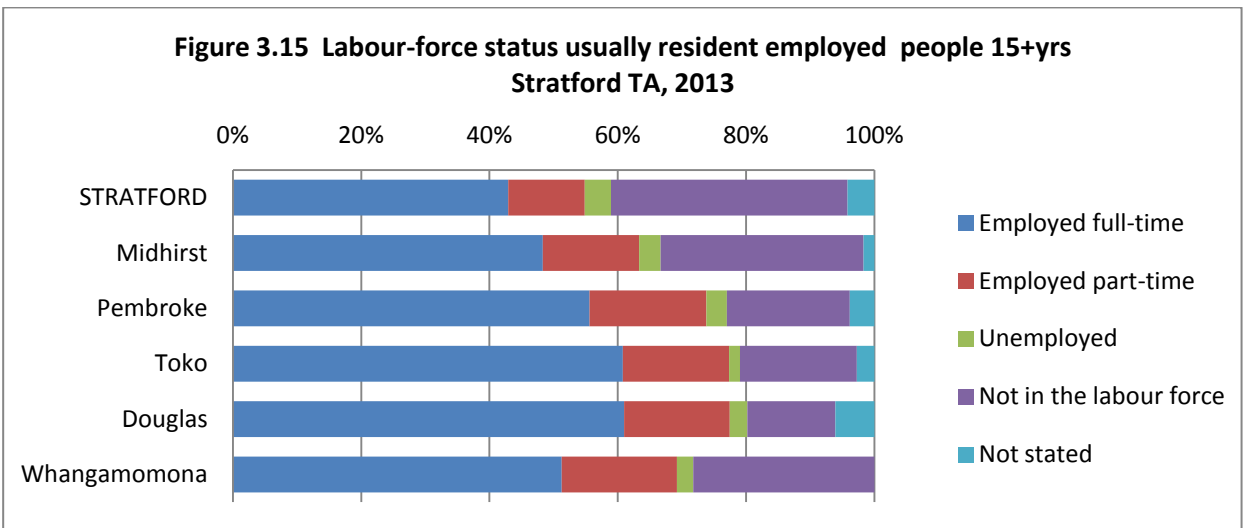
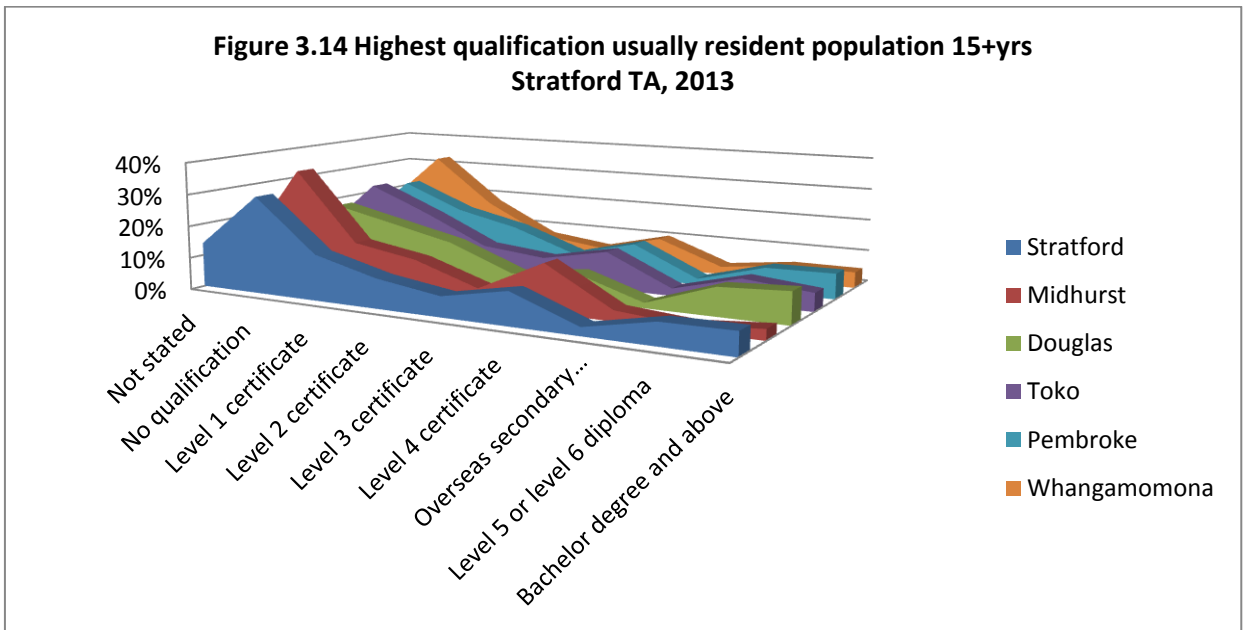
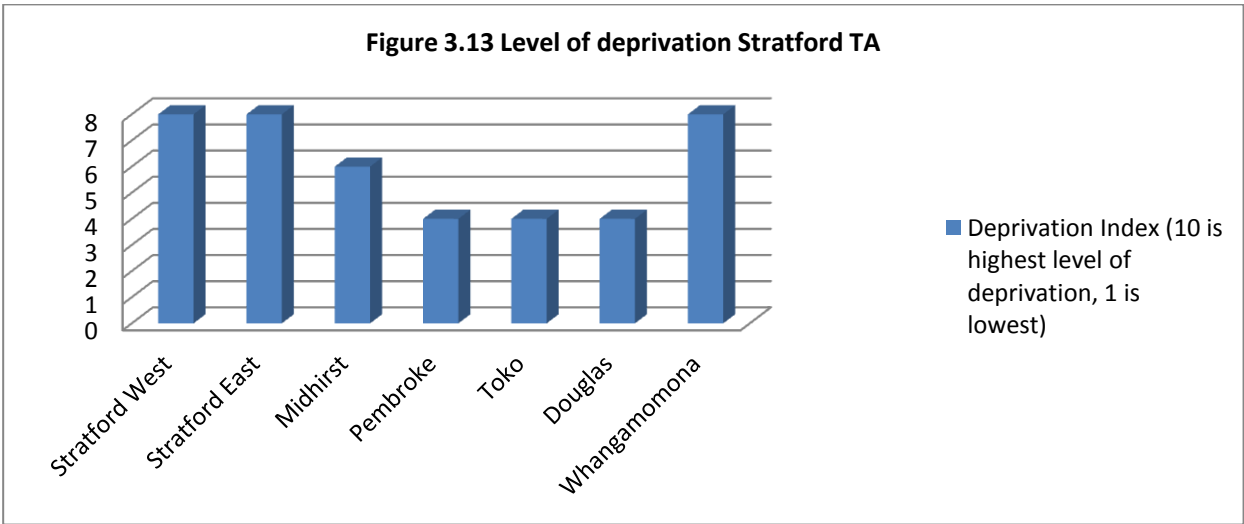
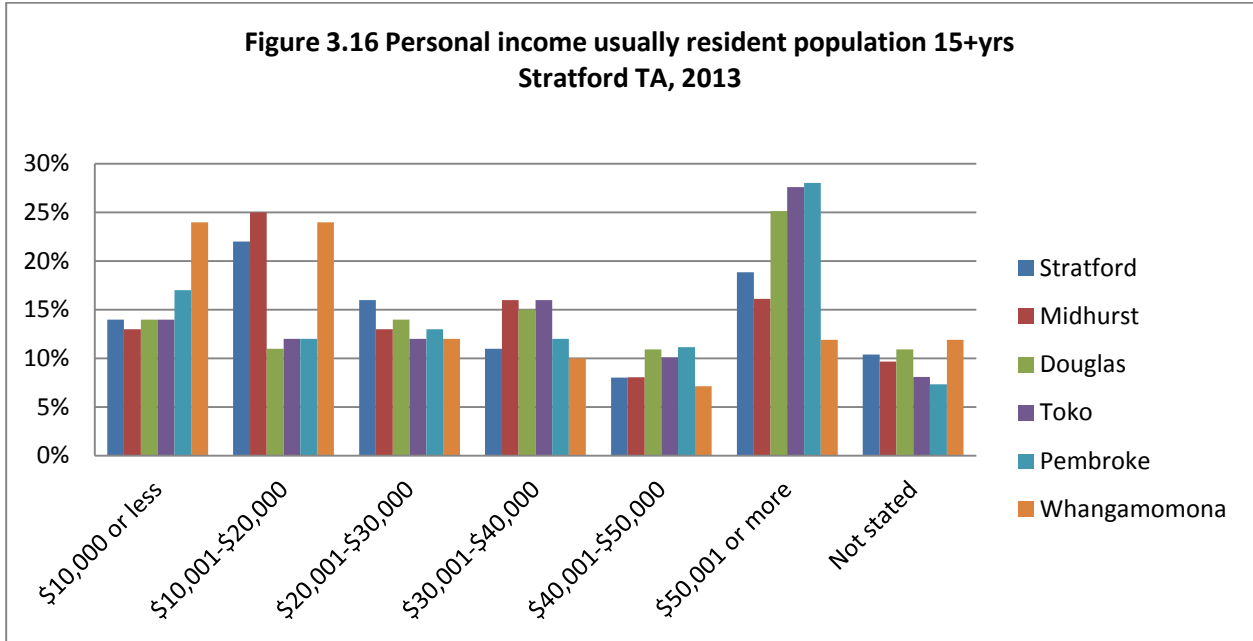


Figure 3.15 shows that (unless not in the labour force, i.e. retired, engaged in childrearing, or given up looking for work) most people are engaged full time, and few are unemployed. Note: the 'quick stats'

table (Annex Table 2) shows Stratford MUA and Midhurst with a much higher unemployment rate than the table-builder graphs would suggest - a reflection of small area data discrepancies.

The high proportion of people 'not in the labour force' in Stratford MUA and Midhurst is matched by the high proportion of sole parent families in those two places (Annex Table 2 and Fig 3.19). Stratford MUA is also a retirement community (with a fifth of its population over 65 years, Figure 3.2).



In 2013 people in Stratford TA’s rural districts were receiving higher returns from their own businesses compared to the remuneration received by paid employees in the minor urban and rural centre (Fig 3.16).

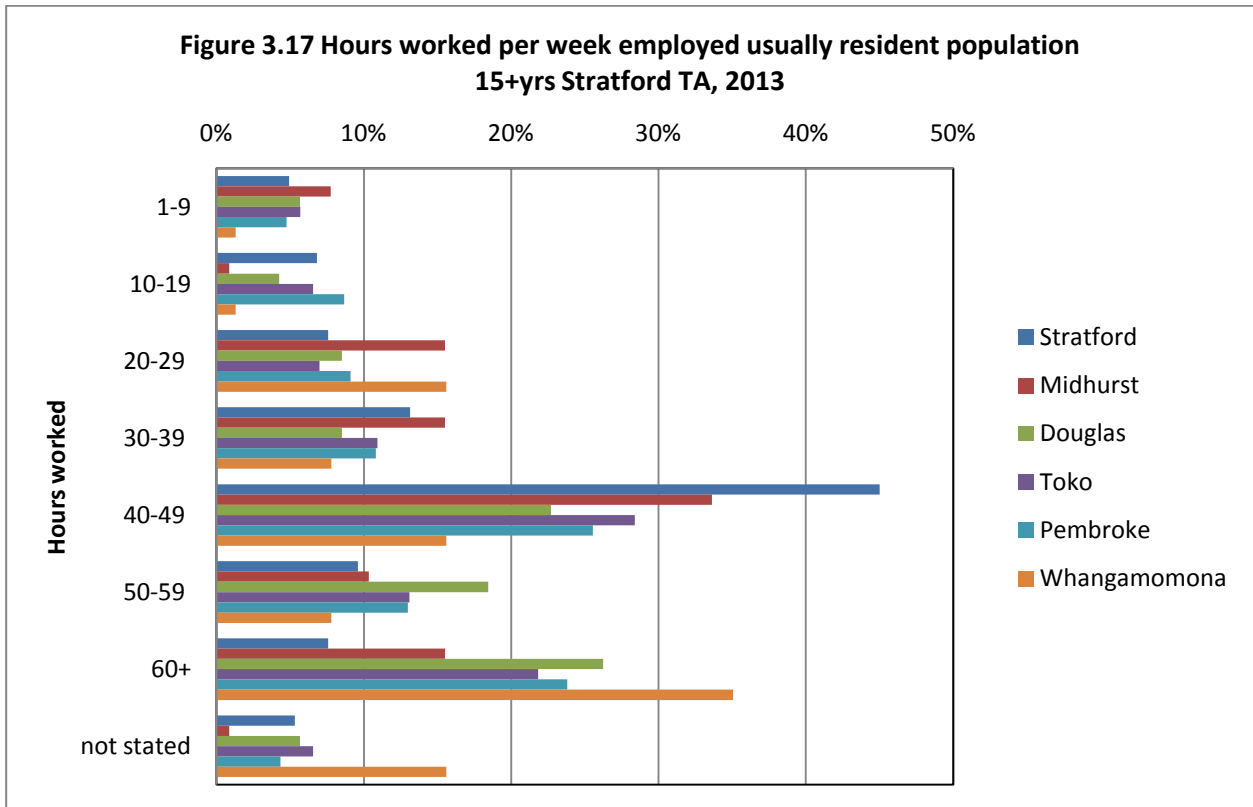


Figure 3.18 Sources of household income Stratford TA 2013 (includes more than one source)

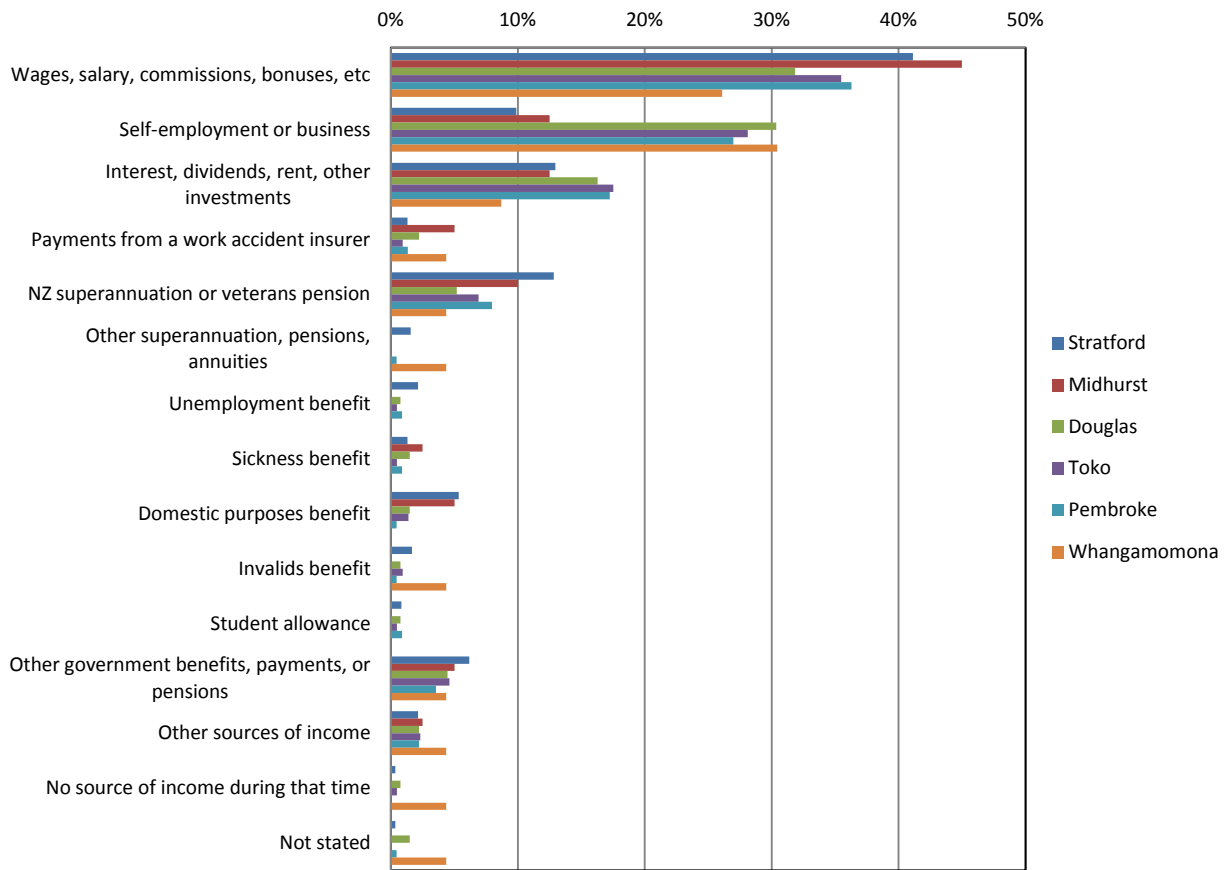


Figure 3.19 Family type of families living in private dwellings Stratford TA, 2013

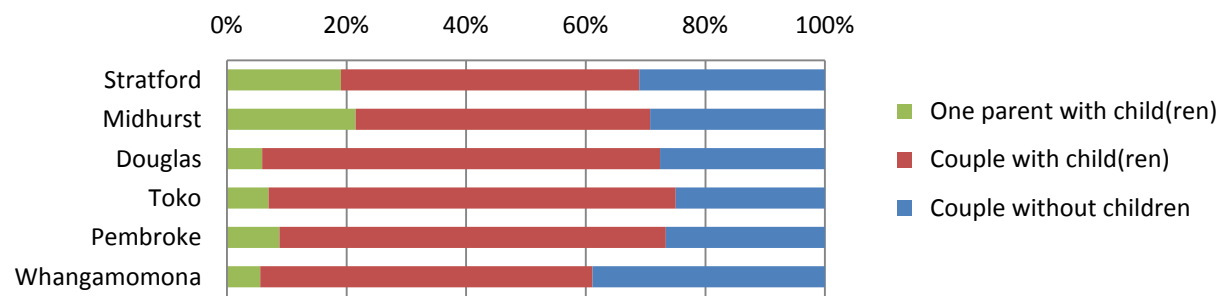
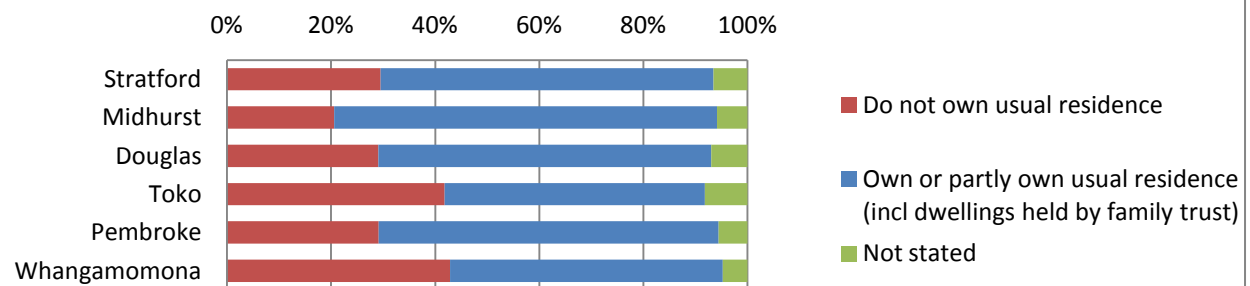
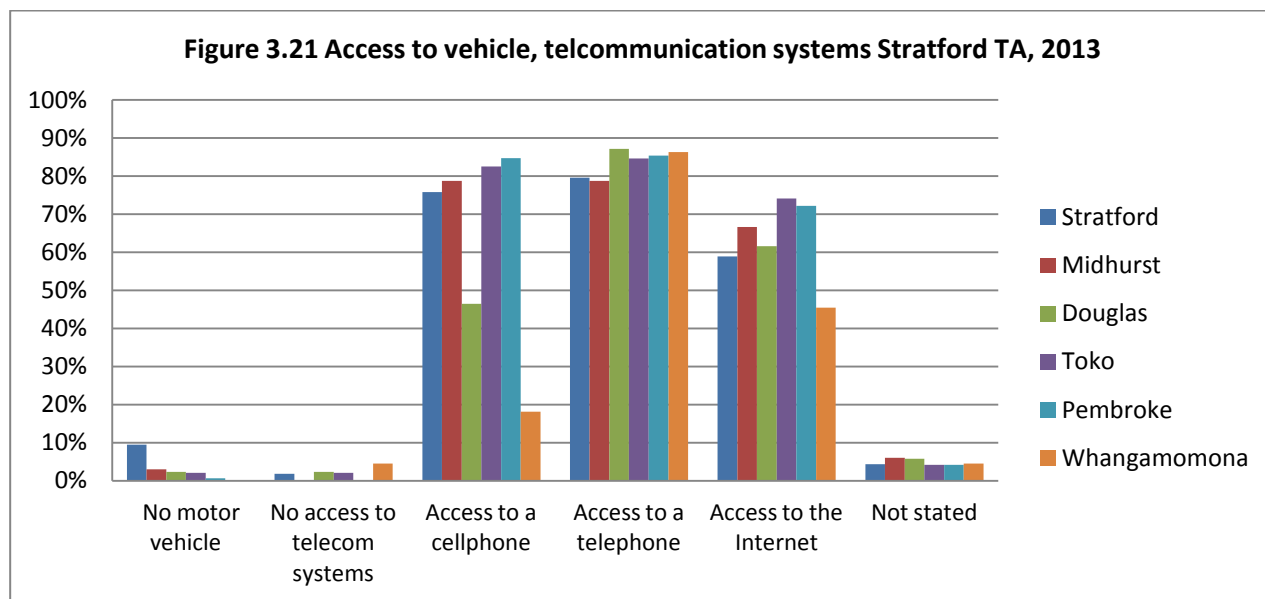


Figure 3.20 Tenure of usual residence Stratford TA, 2013



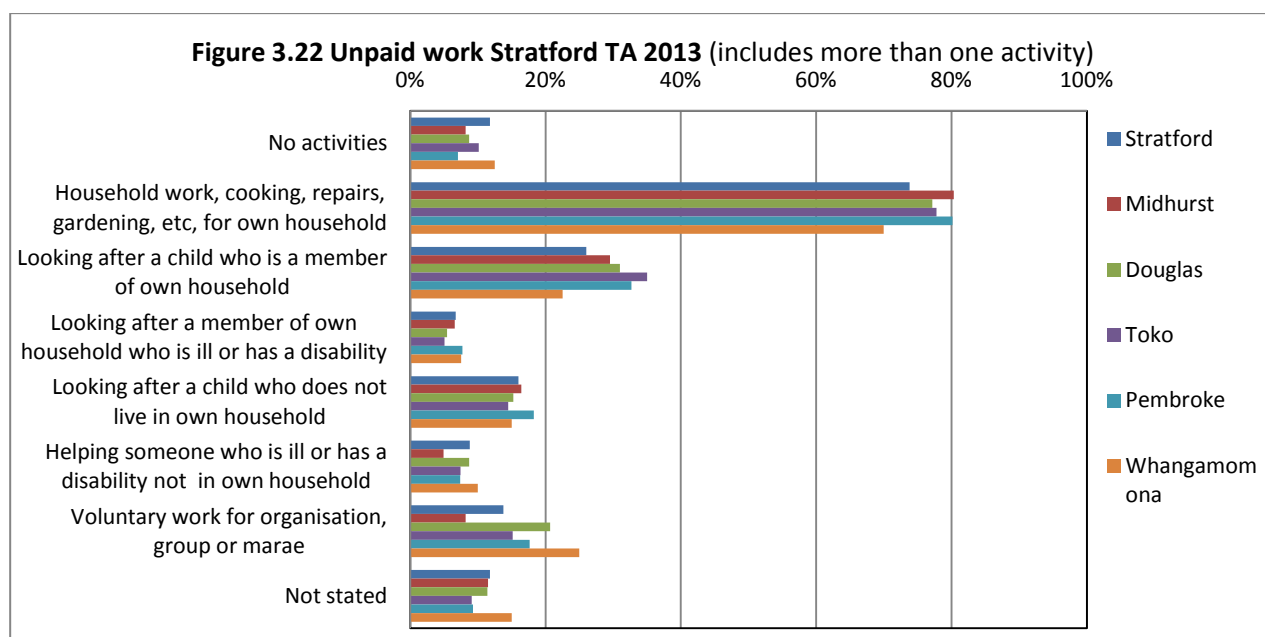
Most people in Stratford TA (over 60%) own their own residence (Fig 3.20), except in Toko and Whangamomona where it is likely that many people live in rental accommodation connected with their work.

Lack of access to cell phones and internet (Fig 3.21) relates as much to the remoteness of Whangamomona and the area's lack of connectivity than to its low socio-economic status (although wealthier residents are likely to be able to afford costly satellite internet – which is out of the reach of poorer residents). Residents of Douglas are also likely to have cellphone coverage problems given just over half of the people living there have no access to cellphones. Between 25% and 40% of residents in Stratford TA (rising to 55% in Whangamomona) do not have access to the internet (Fig 3.21).



UNPAID WORK

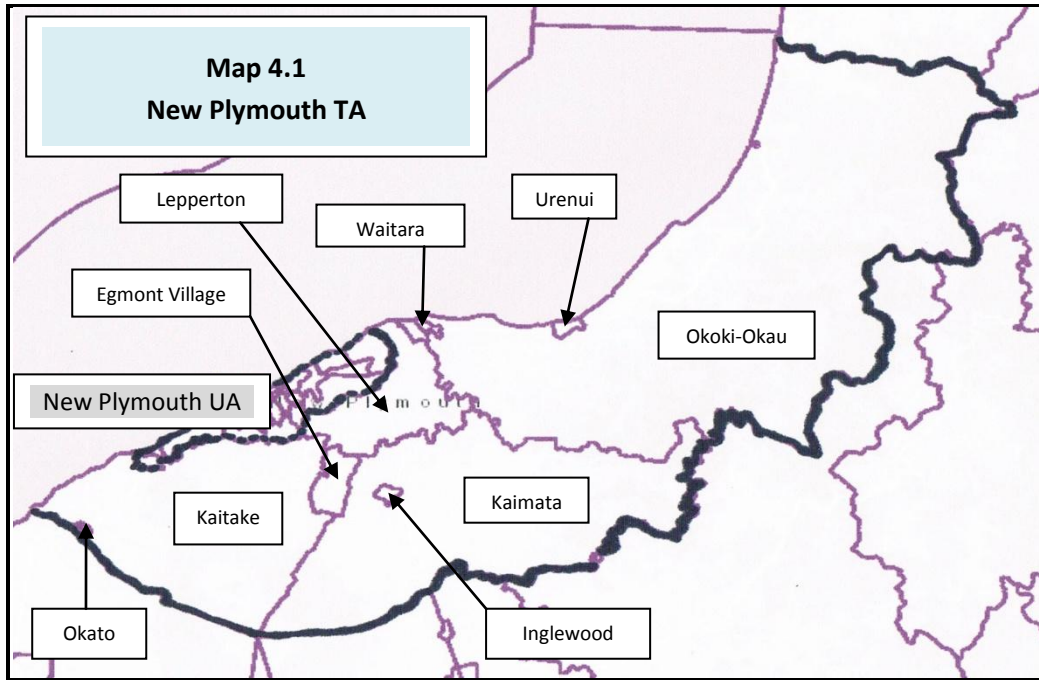
Participation in unpaid work does not seem to vary much by location, with almost everyone (70% or more) doing household work. People in Midhurst have the lowest level of participation in voluntary work including for a marae, in Taranaki (8%), whilst those in Whangamomona have the highest (25%).



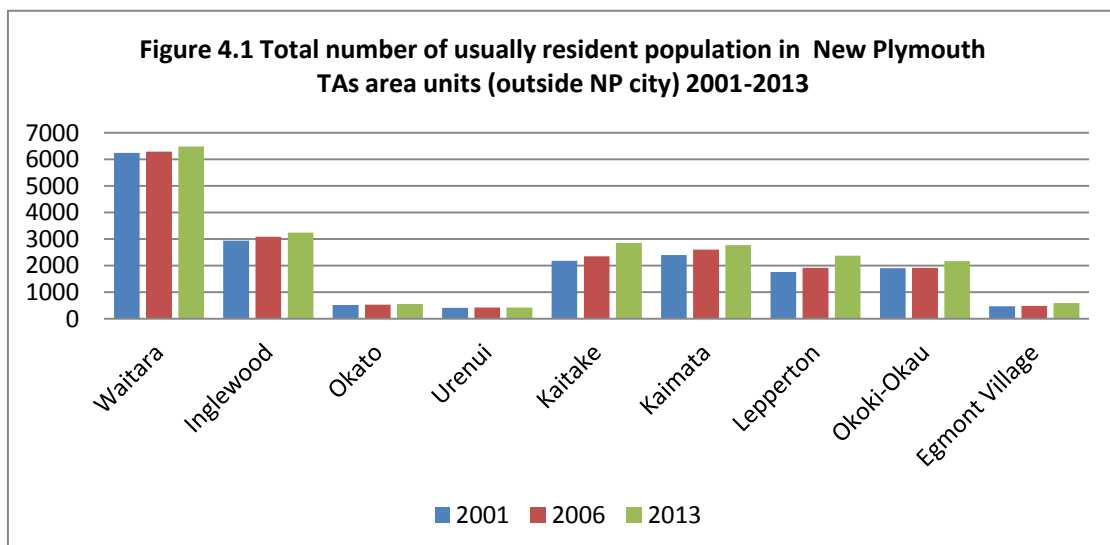
Chapter 4: New Plymouth TA

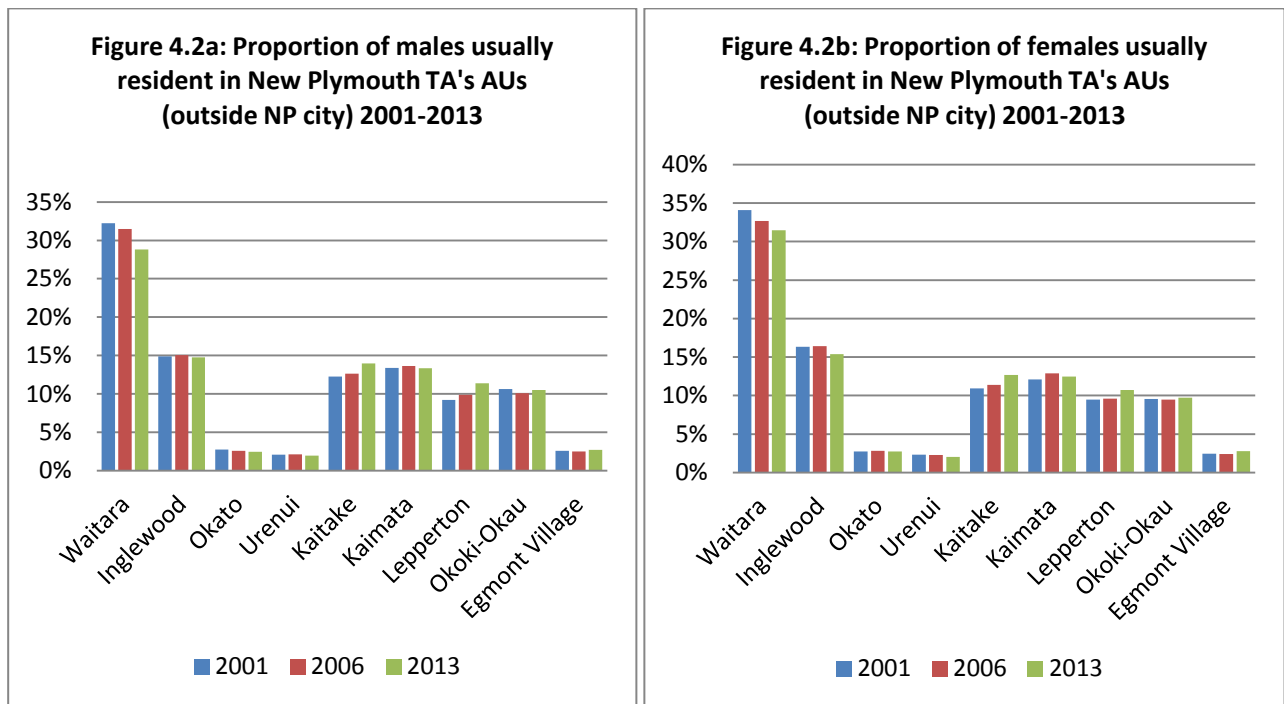
DEMOGRAPHICS

New Plymouth TA has the largest population in Taranaki: just over 74,000 people (population density 33.6 people per km²). Removing New Plymouth City (a 'main urban area' of 52,700 people making up almost three-quarters of the territorial authority's population) reduces New Plymouth TA to just under 21,500 people. The territorial authority has two minor urban areas: Waitara on the coast just north of the city at the end of SH3, and Inglewood (one of a string of settlements on SH3 to the east of Mt Taranaki). Smaller settlements include the rural centres of Okato, Urenui and Egmont Village.

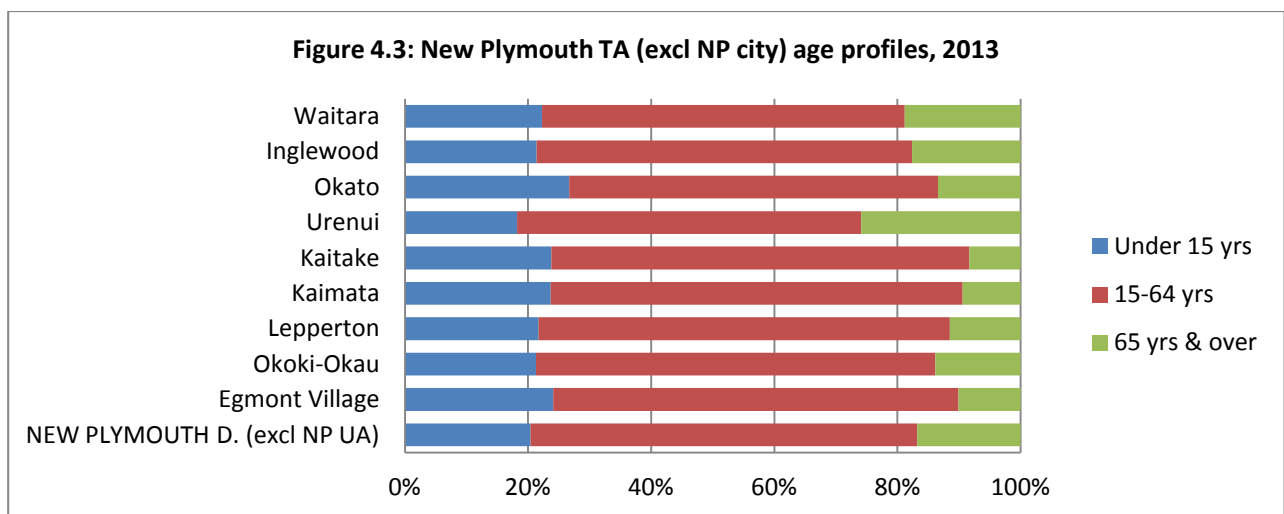


Nearly half of the people living in New Plymouth TA (excluding New Plymouth urban area/city), are located in Waitara (population just under 6,500 people) and Inglewood (with a population half that of Waitara). While the numbers of people in each of the area units is climbing (Figs 4.1 and 2.1), the proportion of the population living in Waitara has fallen (Figs 4.2a & b).





Like Stratford TA, New Plymouth TA's minor urban areas and rural centres (Okato, Urenui and Egmont Village) have more females than males, whereas in the rural area units, males outnumber females.



The settlement of Okato has the youngest age profile (and lowest median age) in the Territorial Authority (Fig 4.3). Urenui on the other hand is a retirement settlement. It has the smallest number of under 15 year olds, and the highest number of over 65 year olds in New Plymouth TA (outside the city). It has the second highest median age in Taranaki (after the settlement of Waitotara in South Taranaki TA (Fig 2.2).

Figure 4.4 shows that while the median age has climbed over the last decade in each area unit, the median is still below the 1996 level in all areas except Urenui (and Egmont Village).

Figure 4.4: Median age (years) New Plymouth TA (excl NP city), 1996-2013

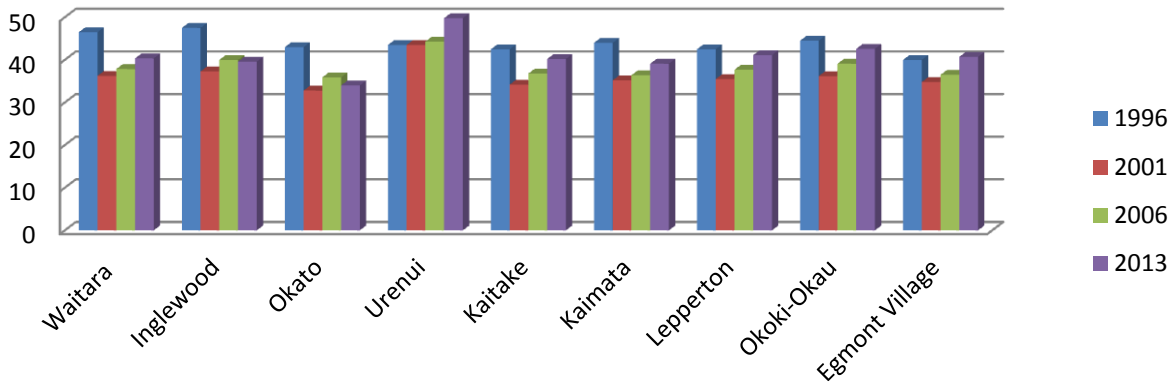
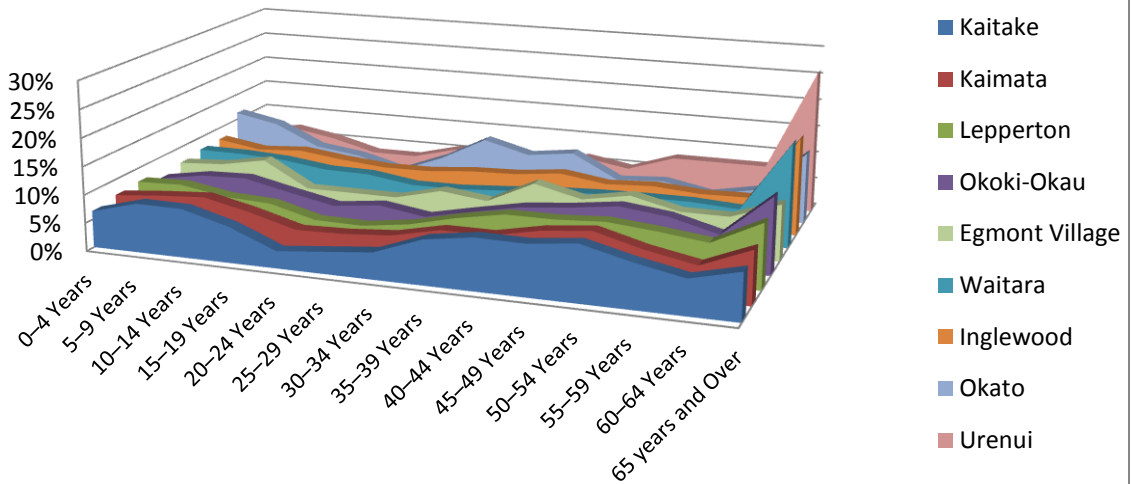


Figure 4.5: Age structure area units New Plymouth TA (excl NP city), 2013



The rural districts of Kaitake and Kaimata have very few people over 65 years (under 10%). The rural area units all have high proportions of their populations in the working ages of 15-64 years (both are either at or above the New Zealand benchmark) and above the Taranaki average. However, the rural districts (plus the rural centres of Urenui and Okato) have relatively few people in the 20-34 years age group.

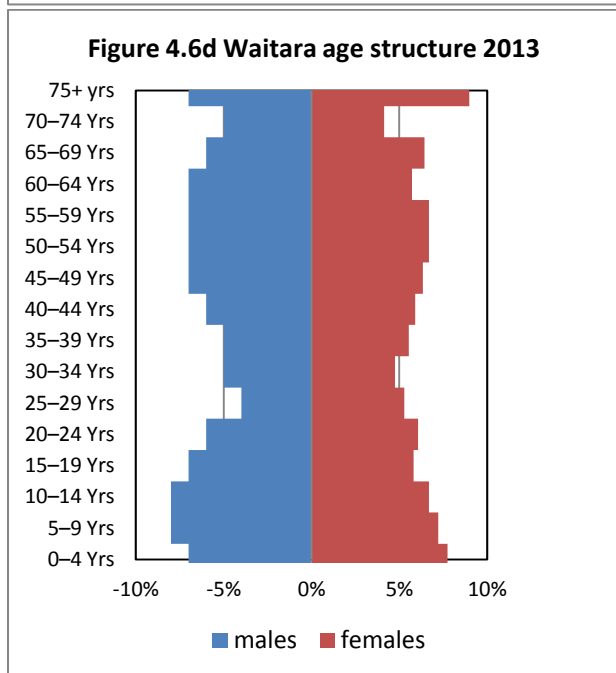
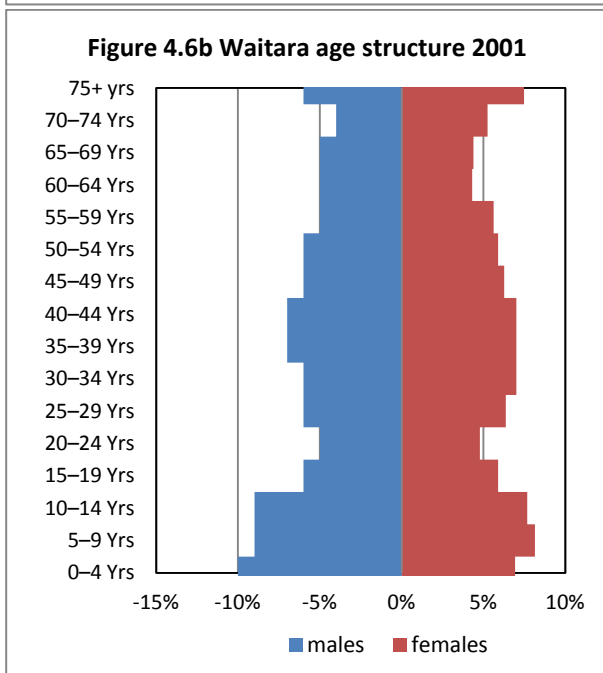
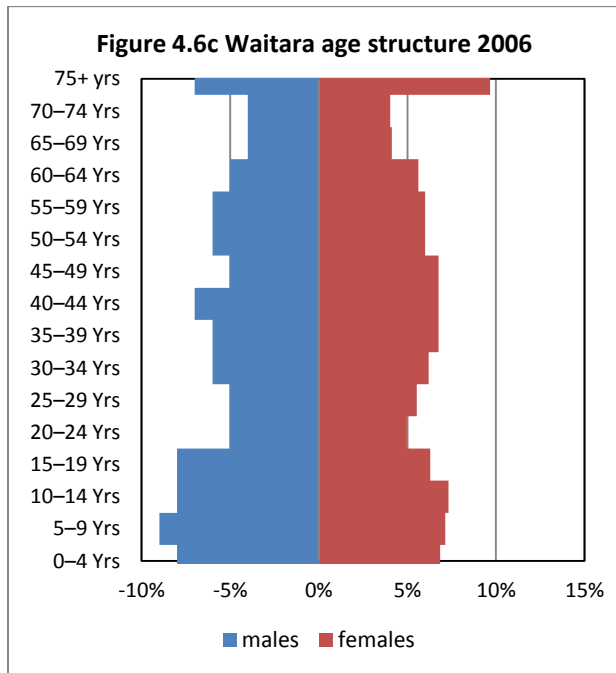
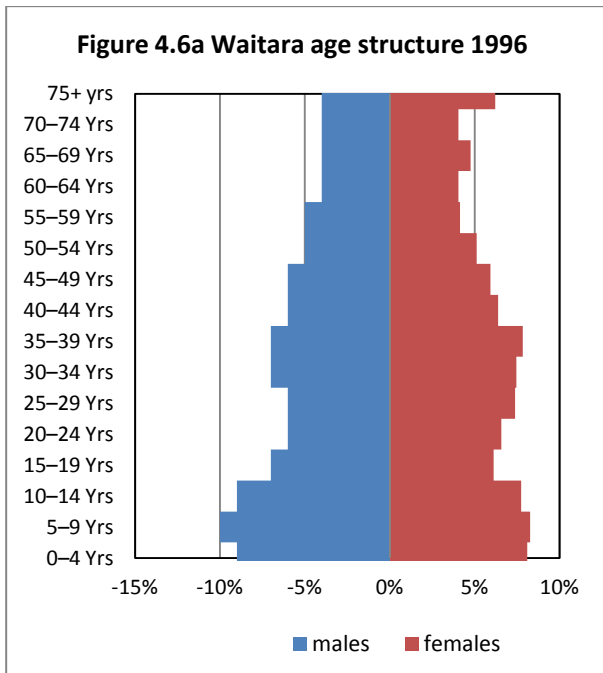
The rural centres all have relatively high proportions of people over 65 years (particularly the retirement settlement of Urenui).

Two-thirds of Waitara's population lives in the west area unit of this minor urban area, but the two area units are very similar in terms of age structure (the changing age structure of the combined area units of Waitara from 1996 to 2013 is shown in Fig 4.6). Waitara has the highest proportion of people of Māori ethnicity in the Territorial Authority. Slightly more people of Māori ethnicity live in the east side of the area (42%) compared to the west (38%). Those in the east have a slightly higher median income, lower unemployment (8.5% unemployed in 2013 compared to 11.5% in Waitara West), slightly fewer sole parents, and are better qualified than those living in the west. However, Waitara as a whole has by far the lowest median income of the area units in New Plymouth TA (outside New Plymouth urban area);

the highest proportion of sole parents, the highest proportion of people over 15 years without qualifications and the highest unemployment (Annex 1 Table 2, and see below).

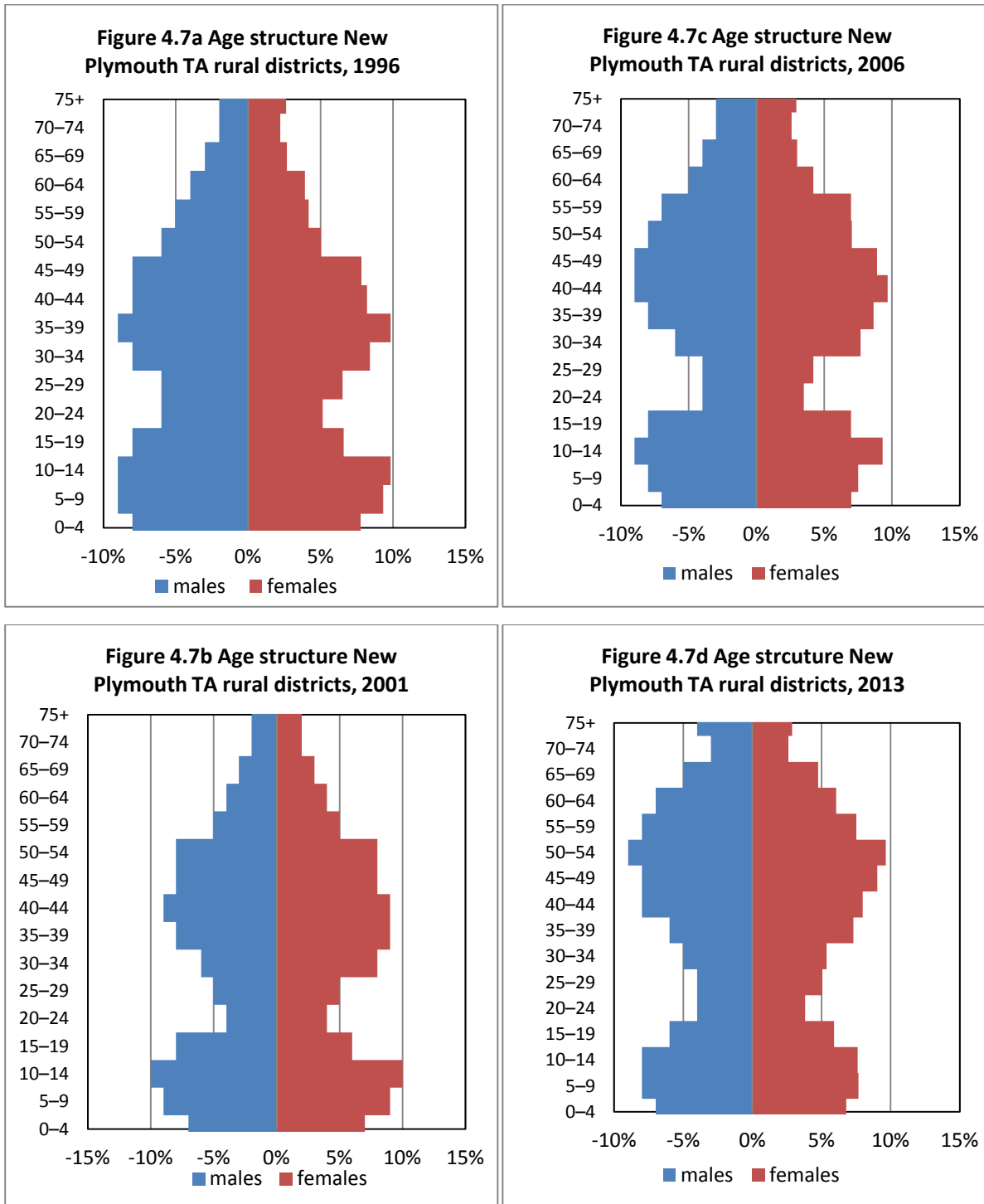
The other minor urban area of Inglewood has a very similar profile to minor urban areas across Taranaki except that it has a comparatively low proportion of people of Māori ethnicity.

Waitara’s age pyramids are somewhat similar to those of Stratford minor urban area, with an increasing number of older people and a declining proportion of young people. The bulking out of the upper portion of the pyramid over the four census periods reflects a trend of people remaining in this service centre in their older working ages and retirement years, young people leaving for education and training, and people with families returning.



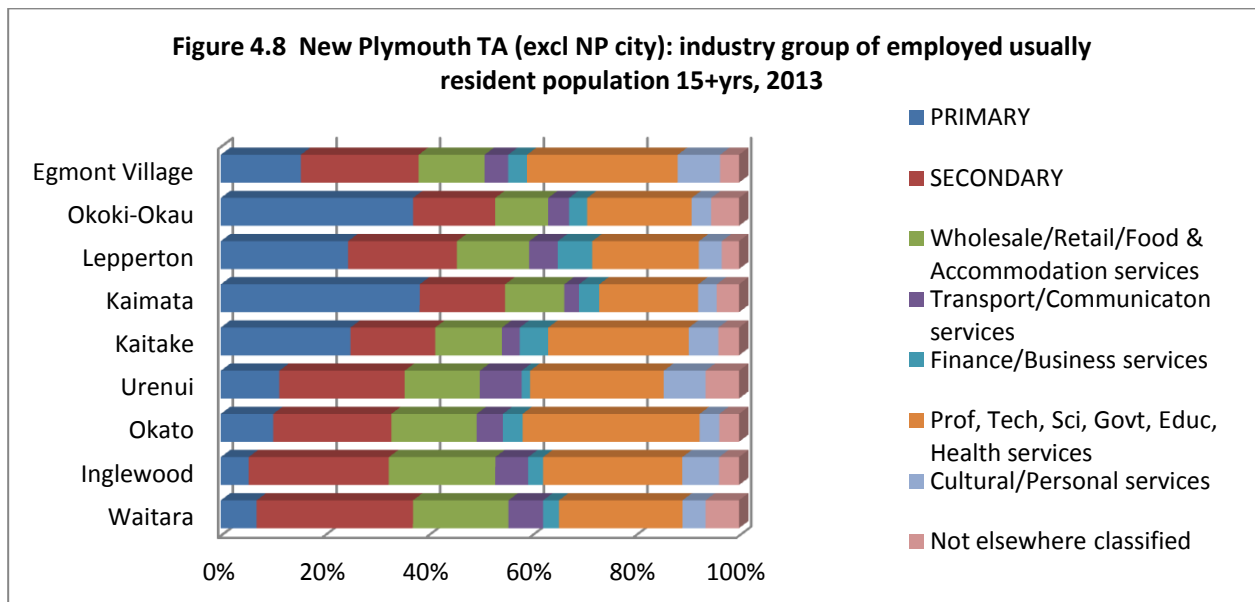
As in Stratford TA, New Plymouth TA’s rural districts have a quite different profile to that of the minor urban areas. Like Stratford TA’s rural districts, New Plymouth TA’s rural districts have the distinctive

'waist' due to the out-migration of people aged from 20 to around 39 years, and few people remain in the rural districts in their retirement.

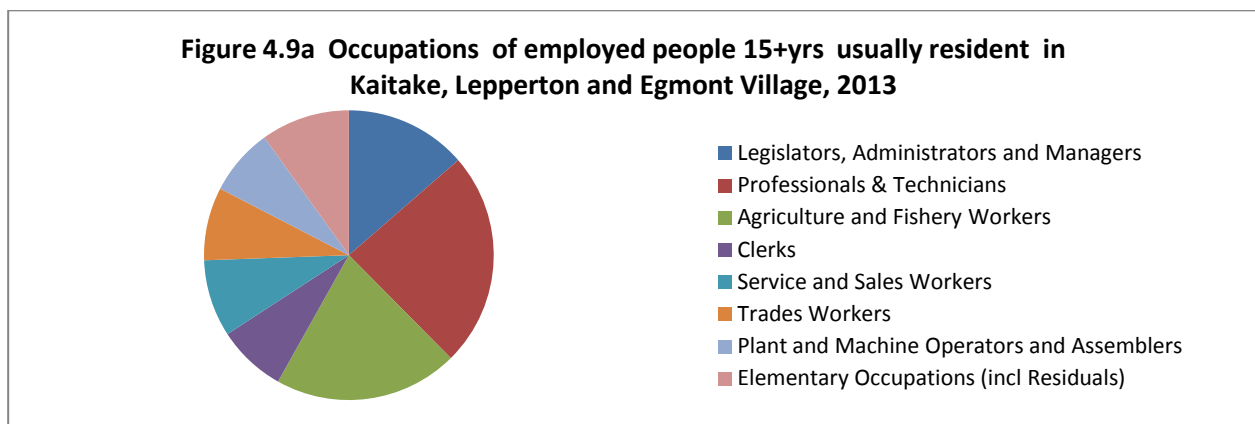


OCCUPATIONS AND EMPLOYMENT

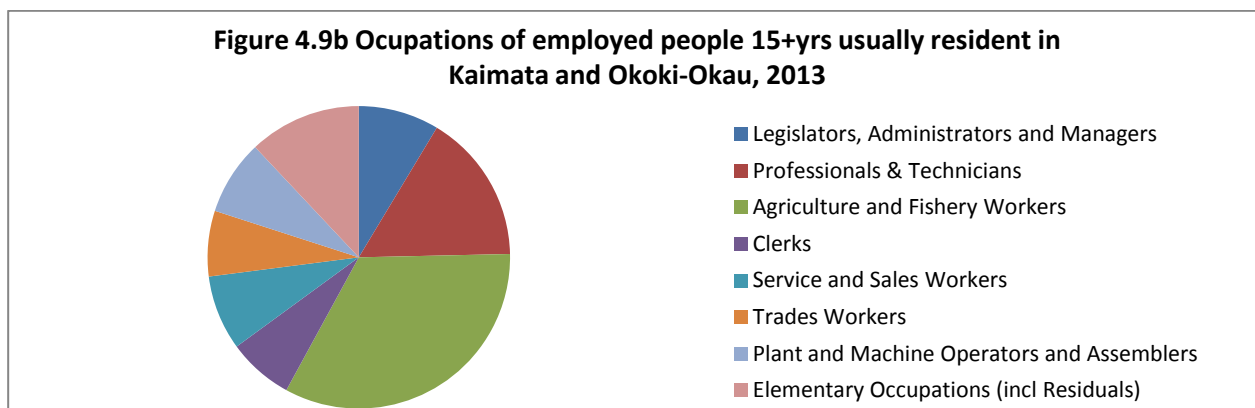
As with Stratford TA, primary industry is relatively unimportant in the minor urban and rural centres. Primary industry is of greatest importance in the two area units most distant from New Plymouth (Kaimata and Okoki-Okau)(Fig 4.8), while key industries in the other rural districts are in the service sector. These include education (Okato) and health (Waitara and Inglewood). Manufacturing is especially important in Waitara.

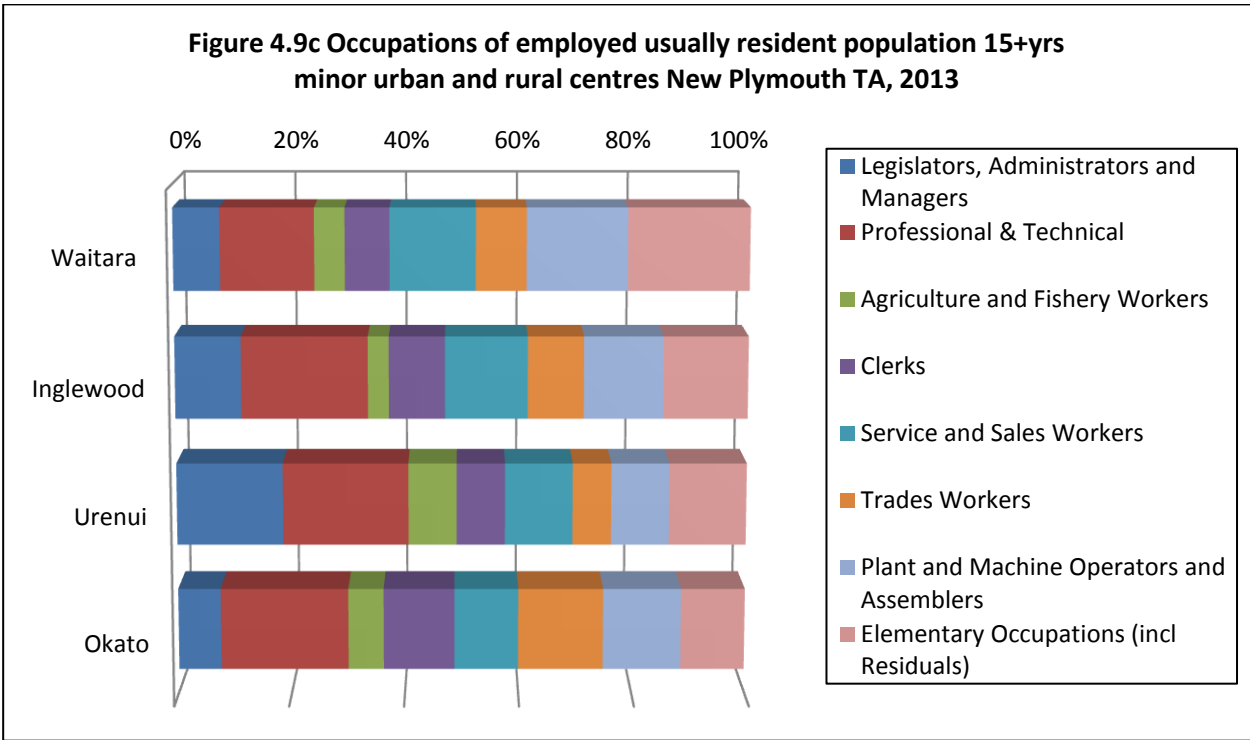


The rural area units closest to New Plymouth City, Kaitake, Lepperton and Egmont Village (Fig 4.9a), have a relatively high proportion of ‘legislators, administrators and managers’ in addition to the professionals and technicians that would be expected in urban centres.



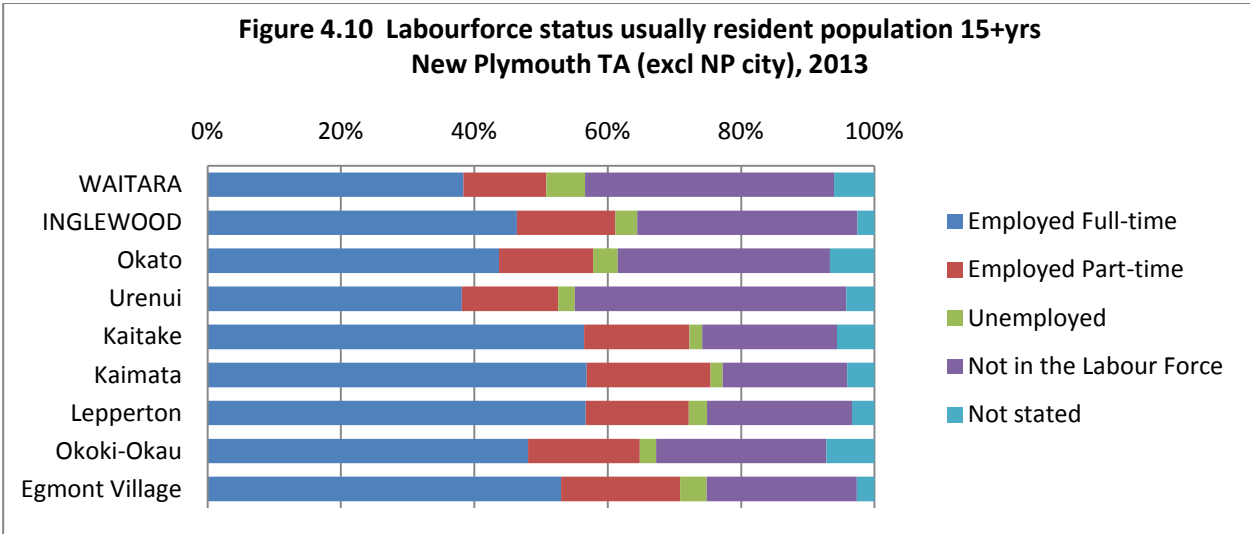
The two rural districts that are more distant from New Plymouth, Kaimata and Okoki-Okau, have unsurprisingly the highest proportion of agricultural, forestry and fisheries workers (Fig 4.9b). Employment in professional and technical work and in the elementary occupations is also important.





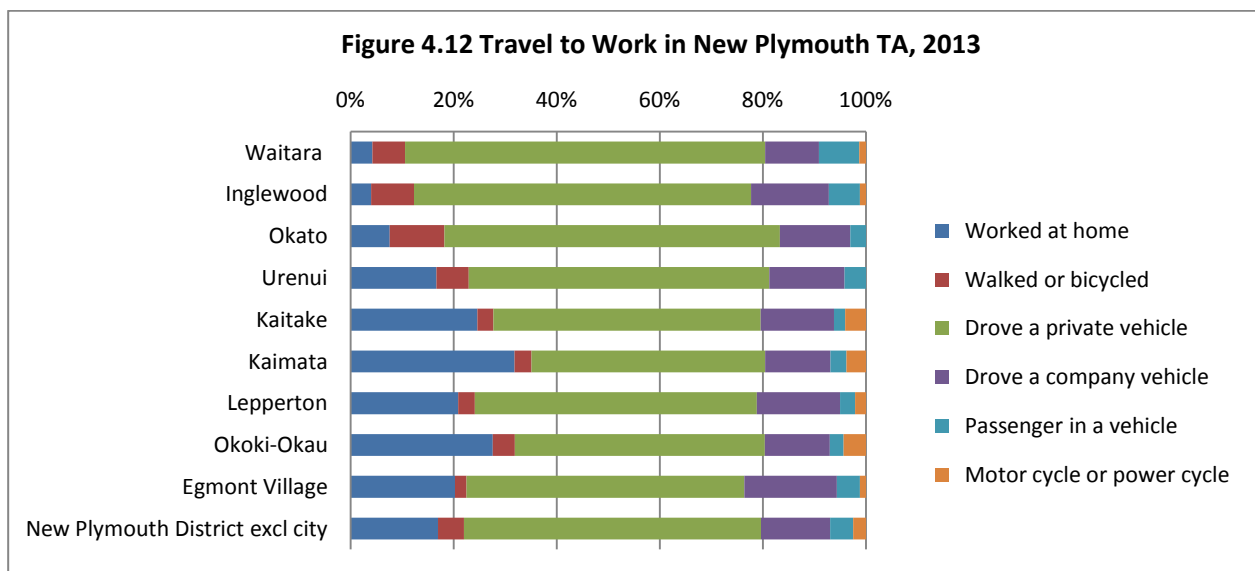
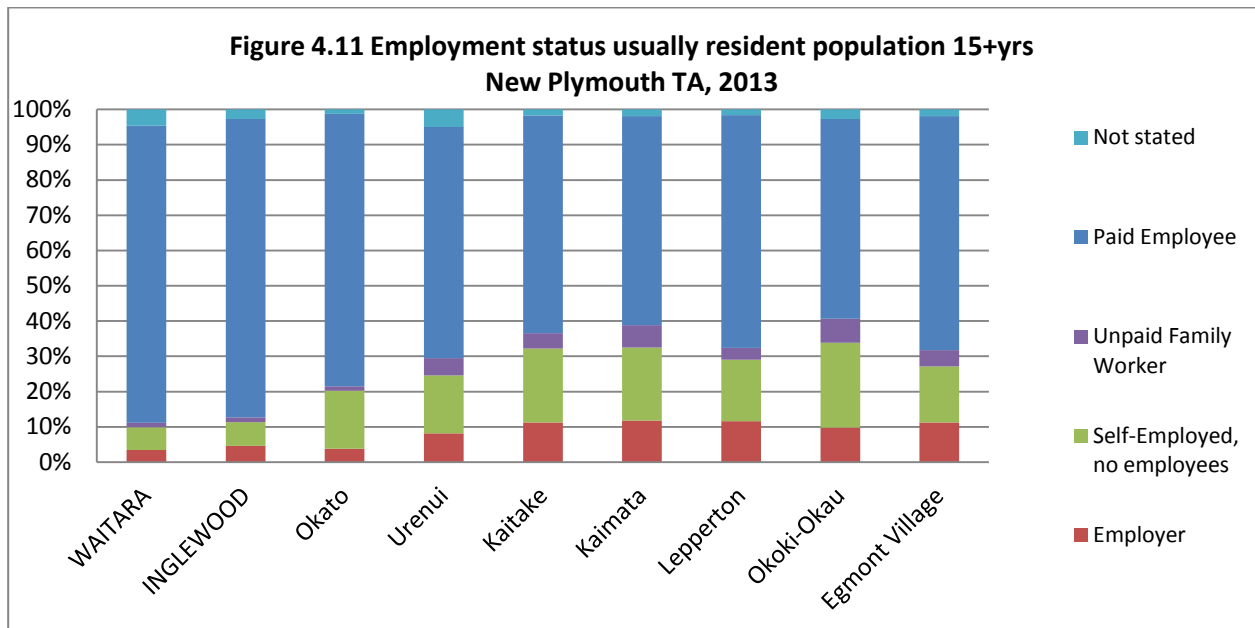
Where there is a higher proportion of manufacturing and construction (Waitara, Inglewood and the other two rural centres), there is a higher proportion of professional and technical occupations and manual labourers (Fig 4.9c). Note that the Motunui methanol plant close to Waitara is a very small employer. The occupational structure of the minor urban and rural centres translates into a low median income (Fig 2.4) and income distribution (Figure 4.15) in these centres.

In addition, the two minor urban areas and two rural centres have a lower proportion of their employed population in full-time work (Fig 4.10) compared to the rural districts. The difference is the greater proportion of people 'not in the labour force', who are (given the age structure of Waitara, Inglewood and Urenui) most likely retired, while in Okato, the high proportion of young children means a greater proportion of adults are engaged in childcare.



The pattern of employment and labourforce status in New Plymouth TA follows that of Stratford TA. People living in the minor urban and rural centres are predominantly employees while the rural districts

have a greater proportion of people who are employers or self-employed (and unpaid family workers) (Fig 4.11).



As in Stratford TA, a higher proportion of people living in rural districts than in the rural centres/minor urban areas tended to work at home or nearby (enabling walking or cycling to work). The proximity to New Plymouth however means that a greater proportion of the working population was driving to work in 2013 (Fig 4.12). This commuting is reflected in Figure 4.13 which compares industry engagement of people living in Waitara with the numbers of people working in Waitara in each industry sector.

Despite the large numbers of employees of the few manufacturing businesses (Fig 4.14), as in Stratford MUA many Waitara people engaged in manufacturing and construction are commuting elsewhere for work (Fig 4.13). In addition, people engaged in retail trade and health services are also commuting from Waitara to work elsewhere.

Figure 4.15 shows that business in rural parts of New Plymouth TA is, as in Stratford TA, predominantly farm and farm-based services.

Figure 4.13 Numbers of people working in Waitara's business units compared with the industry engagement of Waitara's usually resident employed population 15+yrs, 2013

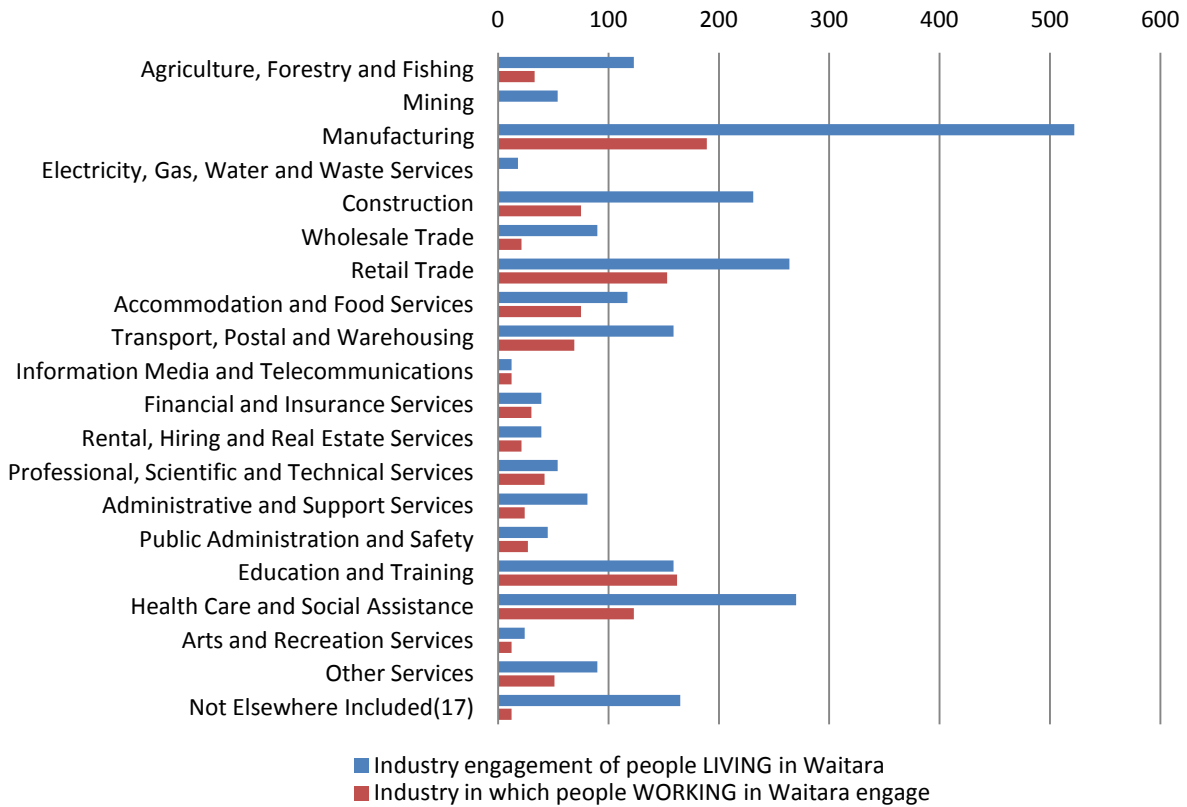


Figure 4. 14 Number of business units (and their employees) located in Waitara, 2013 (from NZ Stat Business demography statistics)

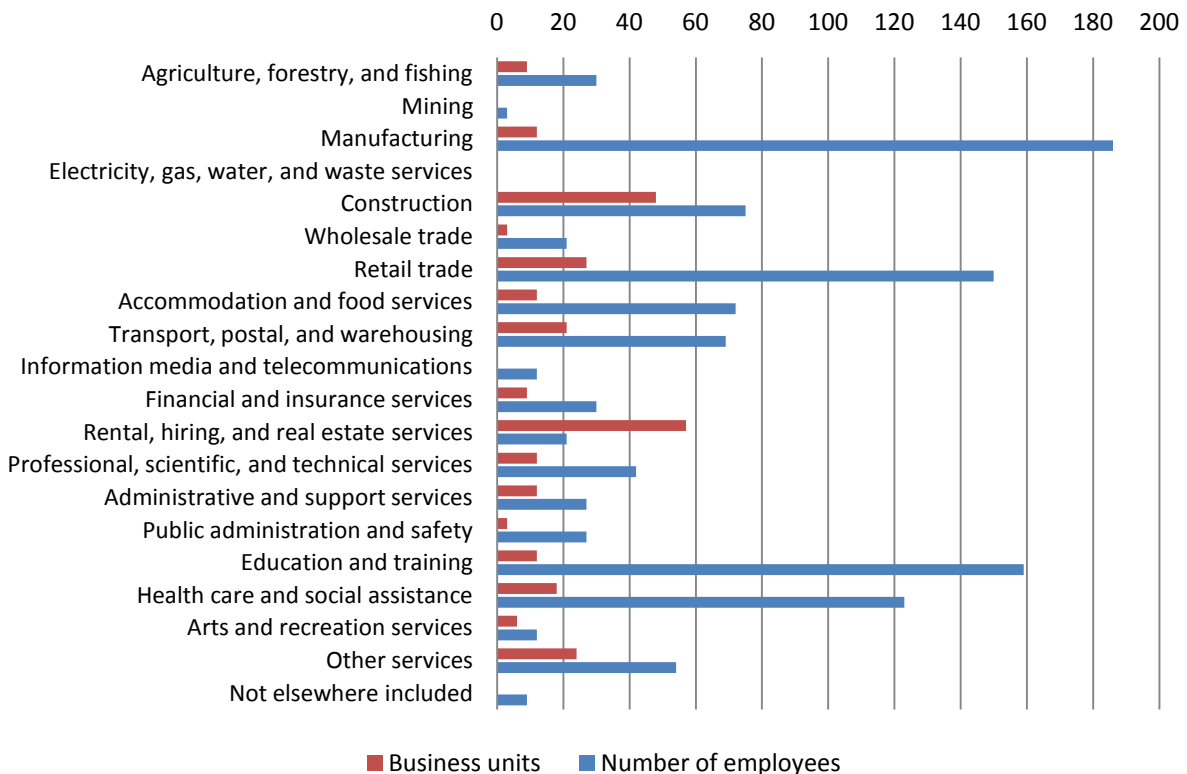


Figure 4.15 Number of business units by sector New Plymouth TA (excluding New Plymouth urban area), 2013

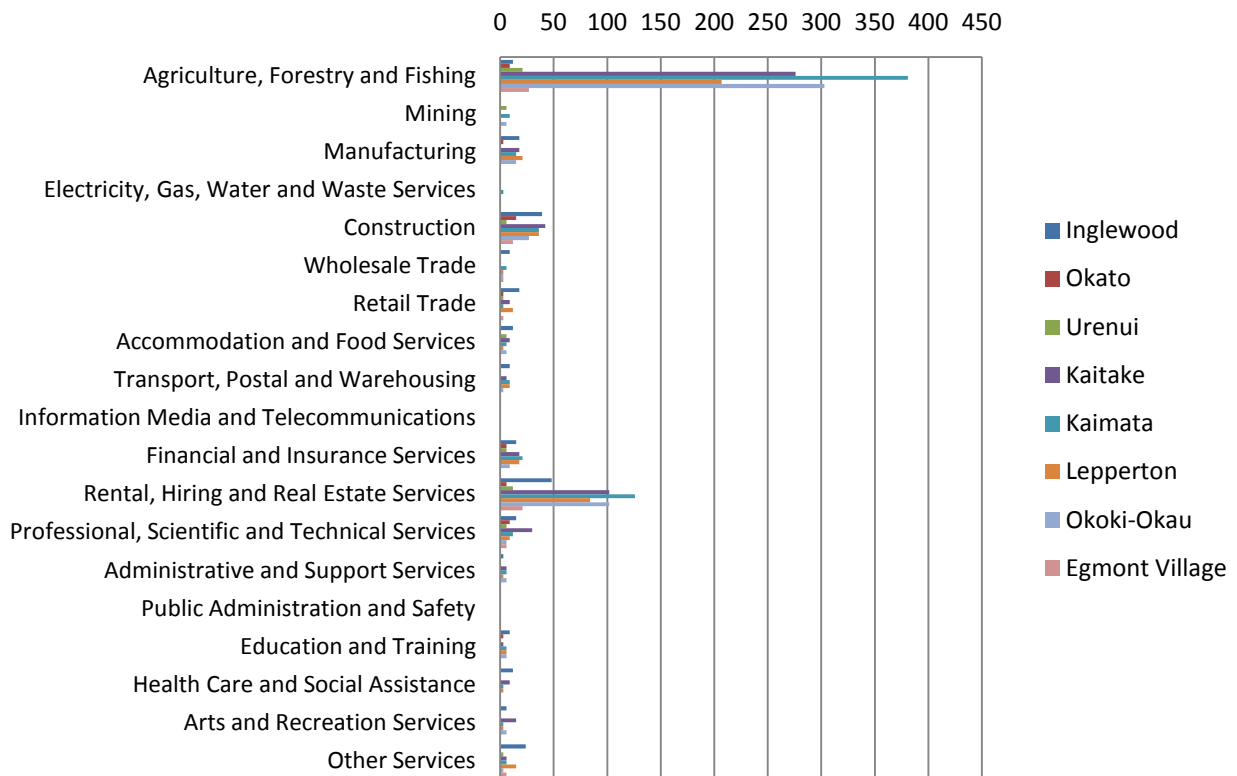


Figure 4.16 Number of people 15+ yrs working in Inglewood, Okato, Urenui and the rural areas of New Plymouth TA by industry sector, 2013

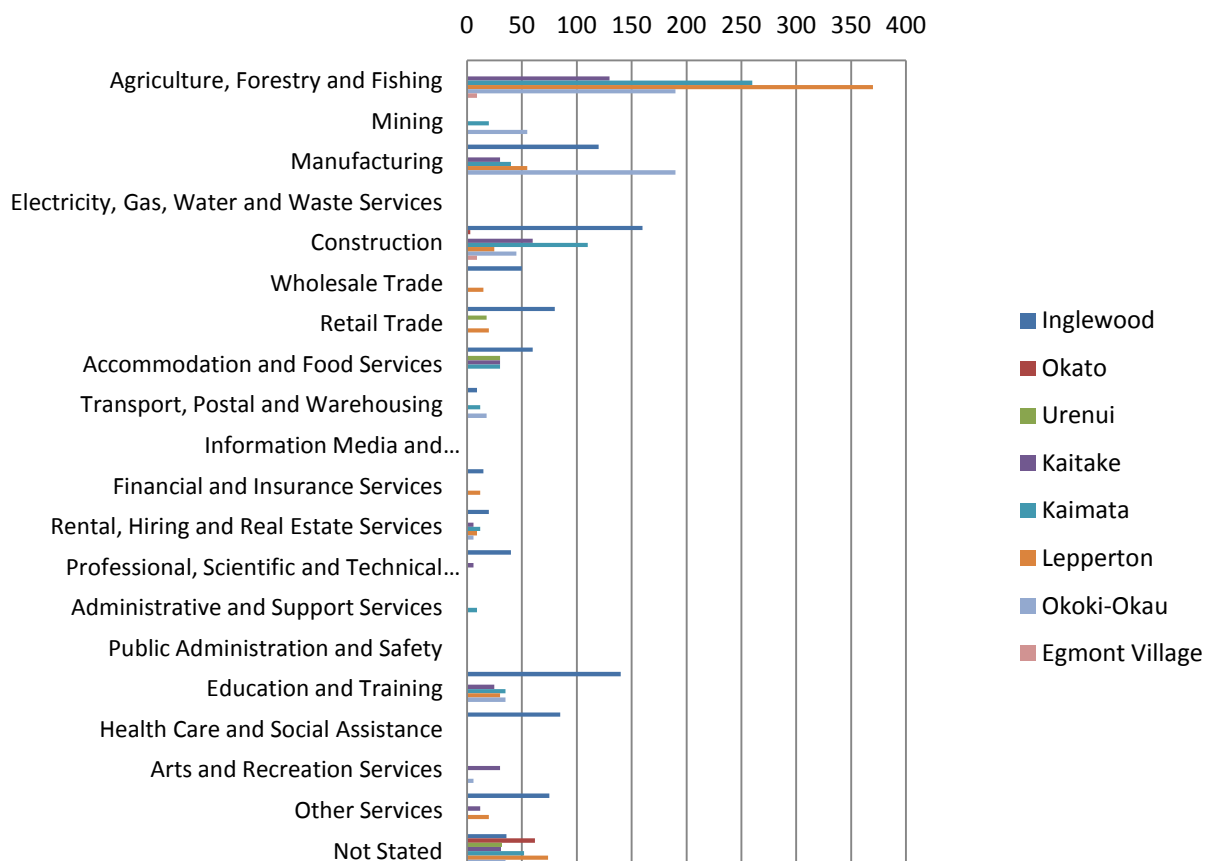


Figure 4.17 Industry sector of Lepperton workers and residents, 2013

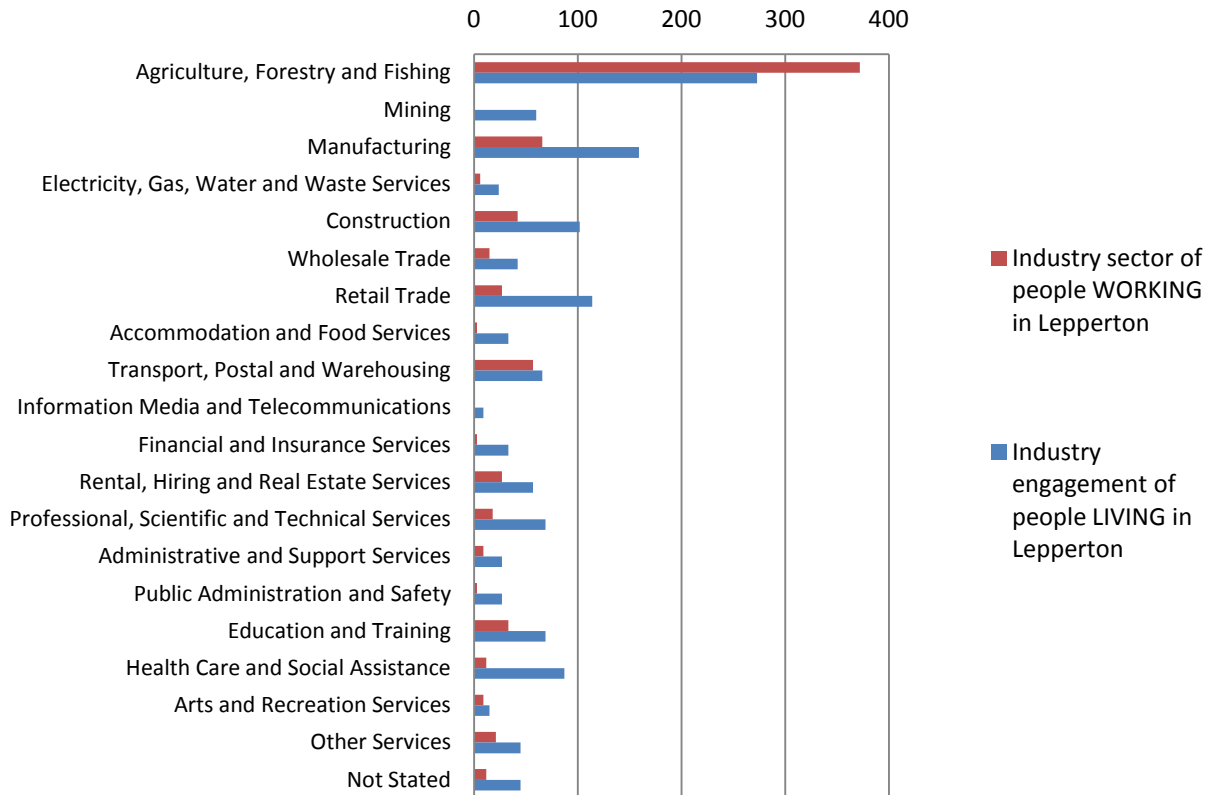
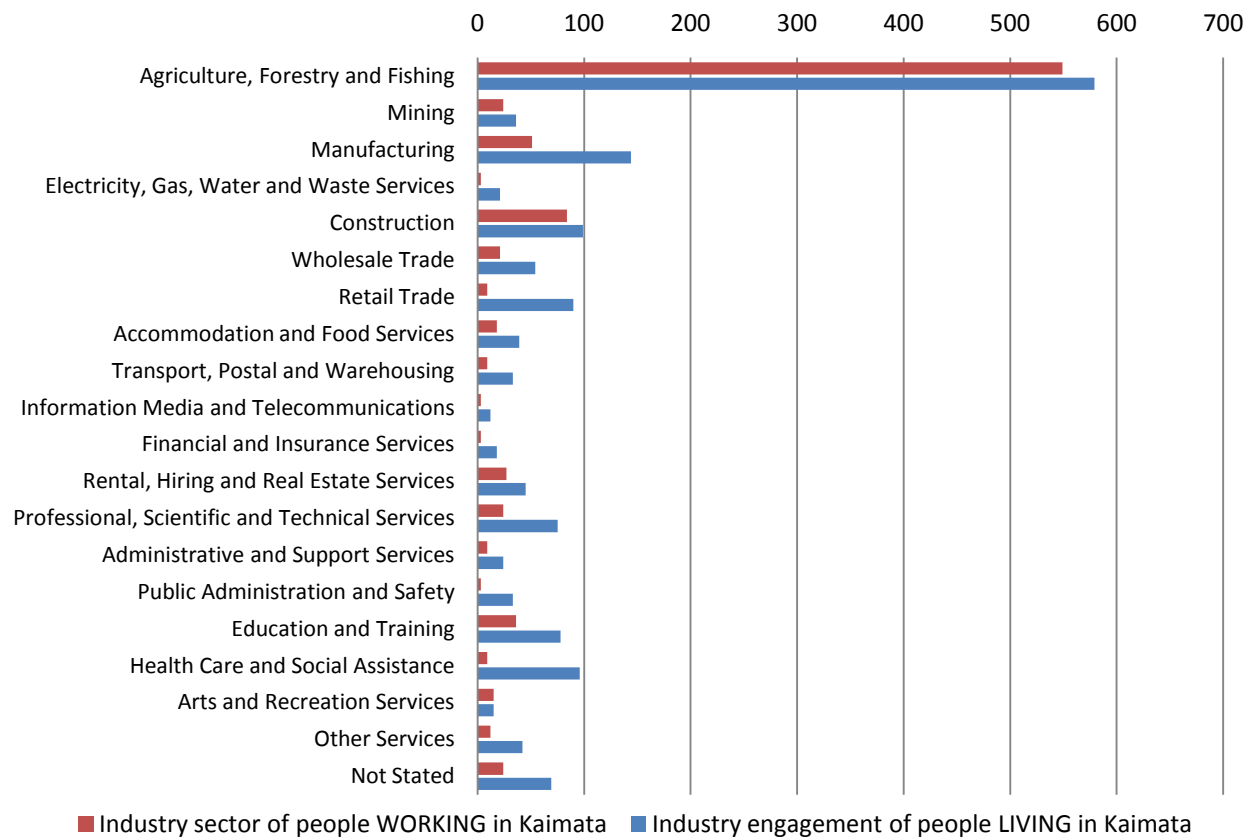
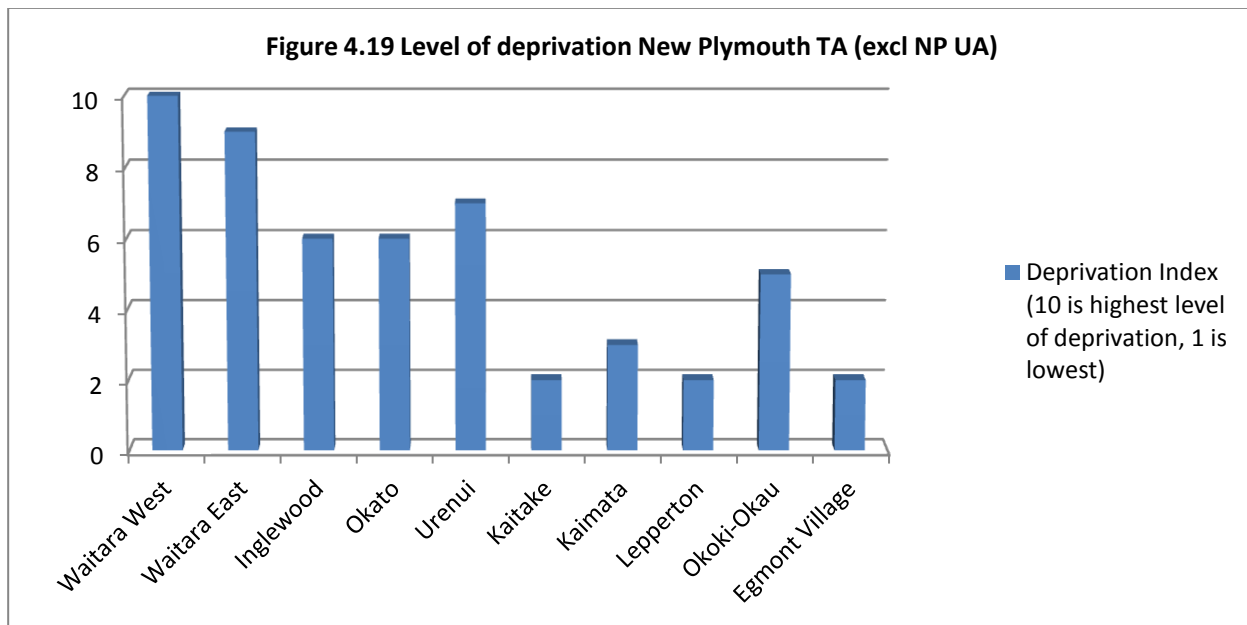


Figure 4.18 Industry sector of Kaimata workers and residents, 2013



Two further graphs reflect the commuting of residents between rural districts and other places (Figs 4.17 and 4.18). Lepperton area unit (close to New Plymouth City) has an inward flow of people working in the farming sector, with people engaged in all other sectors leaving the area for work (Fig 4.17). More people leave to work in other places from Kaimata area unit (which is slightly further from New Plymouth City than Lepperton (see Map 4.1) than come in or remain in the area to work (Fig 4.18).

SOCIO-ECONOMIC STATUS AND WELL-BEING



Waitara and Urenui have the highest levels of deprivation in New Plymouth TA (outside New Plymouth City, Fig 4.19). Indicators used to explain socio-economic status and well-being include labour-force and employment status, highest level of formal educational qualifications, level of income, source of income, hours worked, solo parenthood, home ownership and access to vehicles, cellphones and the internet. These are discussed below.

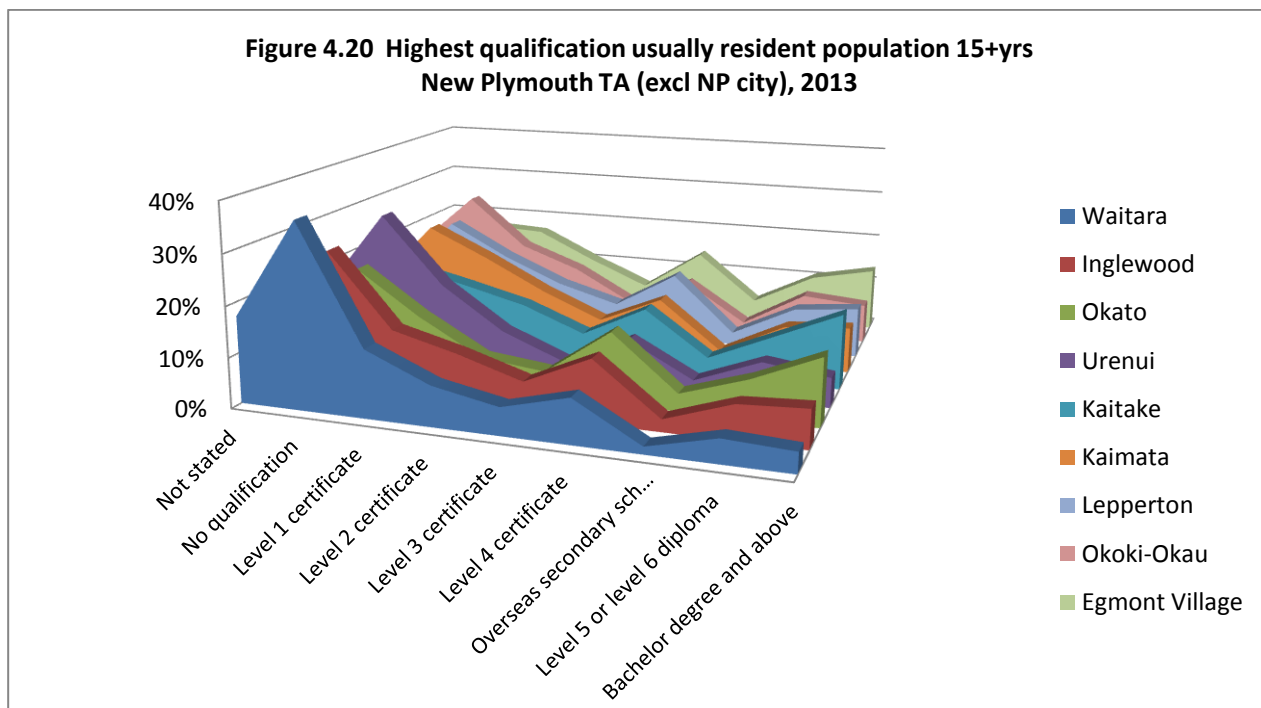
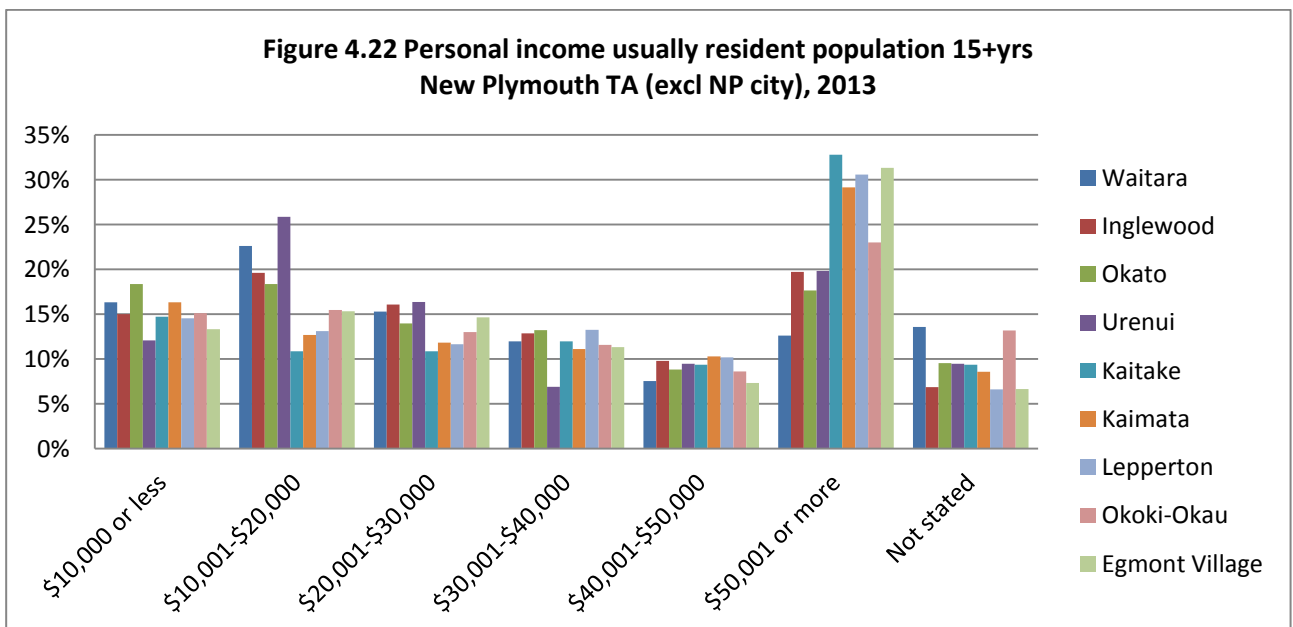
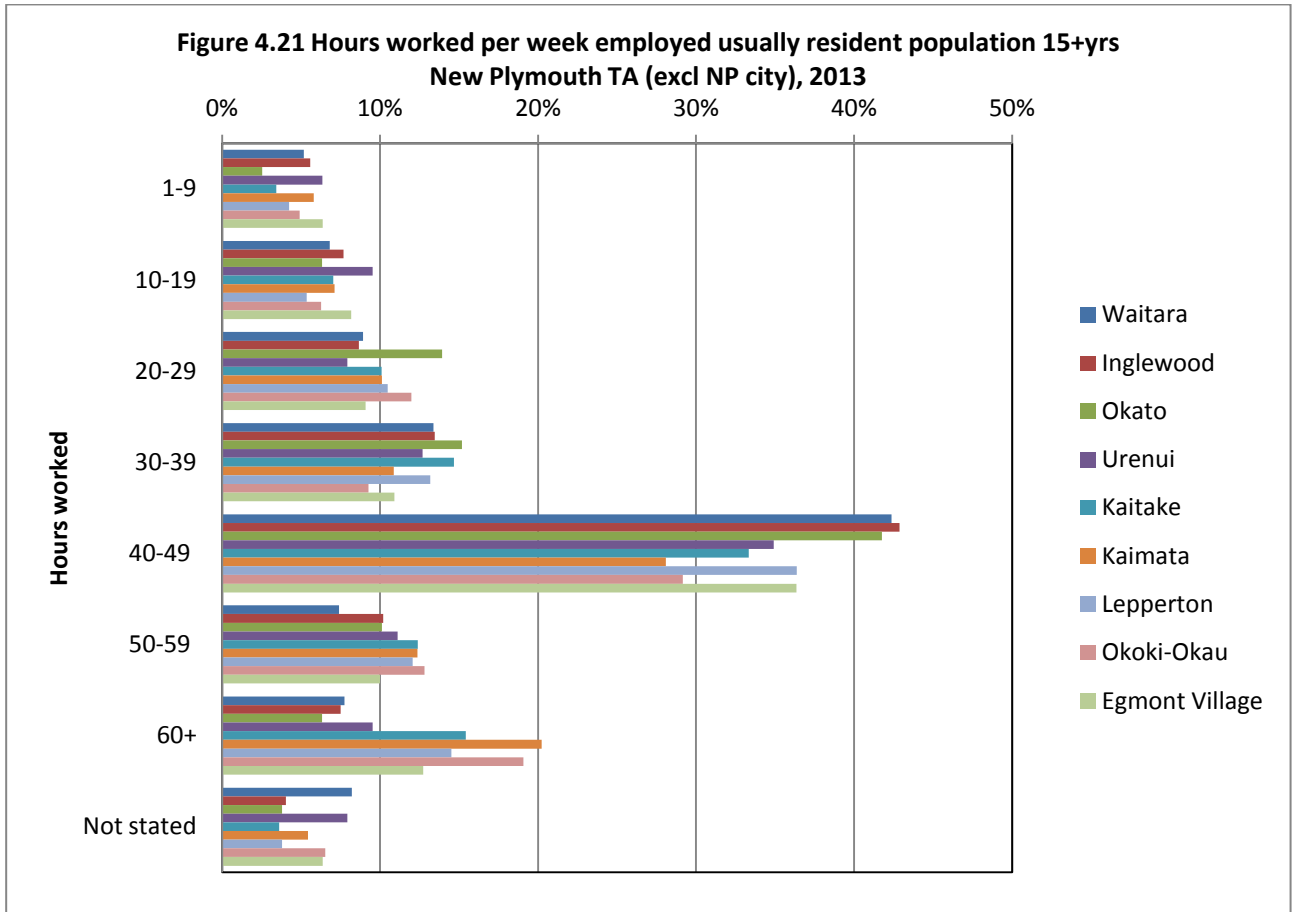
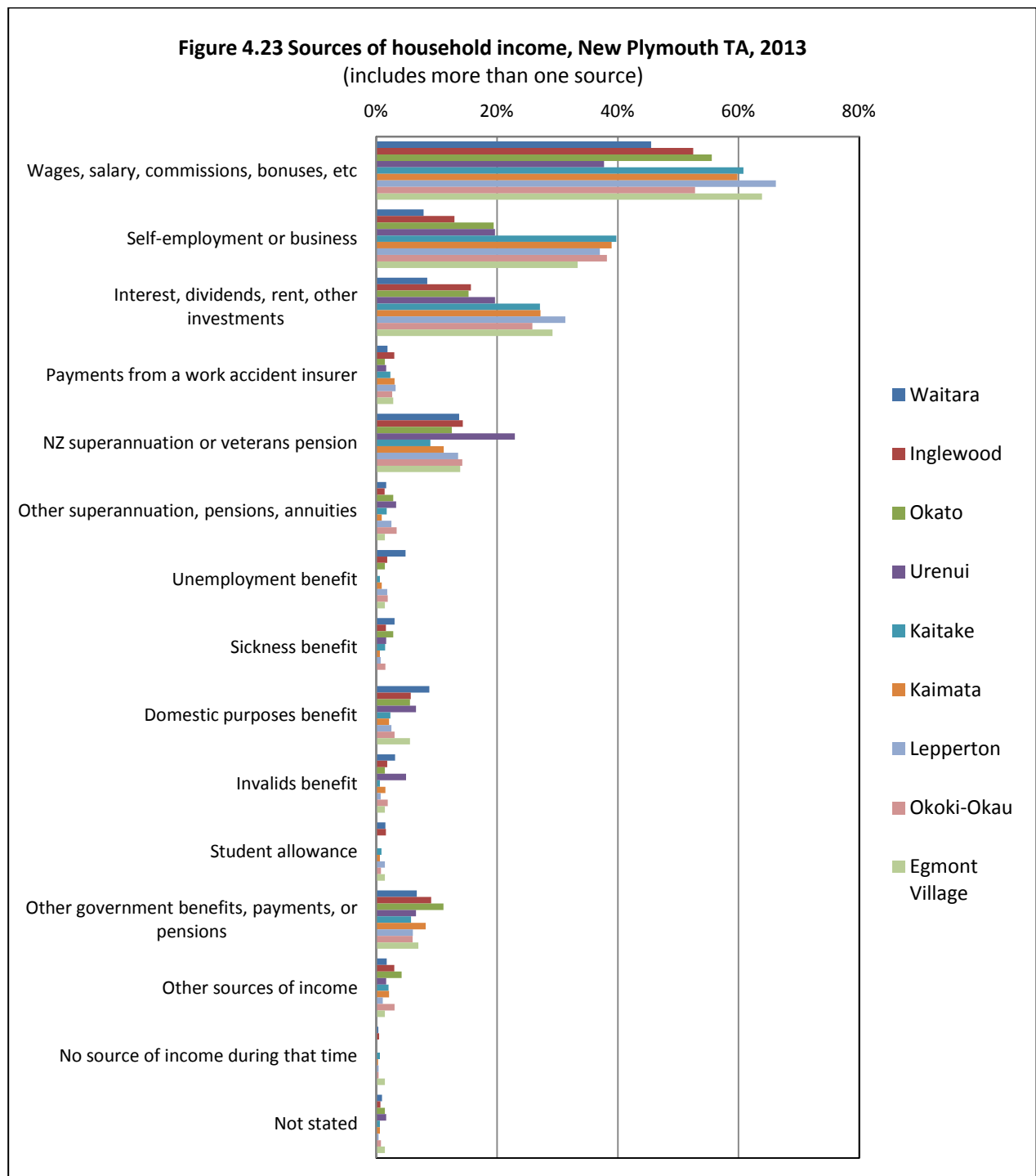


Figure 4.20 shows clearly the poor educational record of the people living in Waitara and Urenui. This is also, however, a reflection of an older population which did not necessarily have the educational expectations or opportunities which currently prevail. The proportion of people with a Bachelor or higher degree is greatest in Okato rural centre and the rural districts of Kaitake, Egmont Village (followed to a lesser extent by Lepperton, Kaimata and Okoki-Okau). These areas have more highly educated populations than Taranaki region (though still well below the New Zealand benchmark, Annex 1 Table 2).

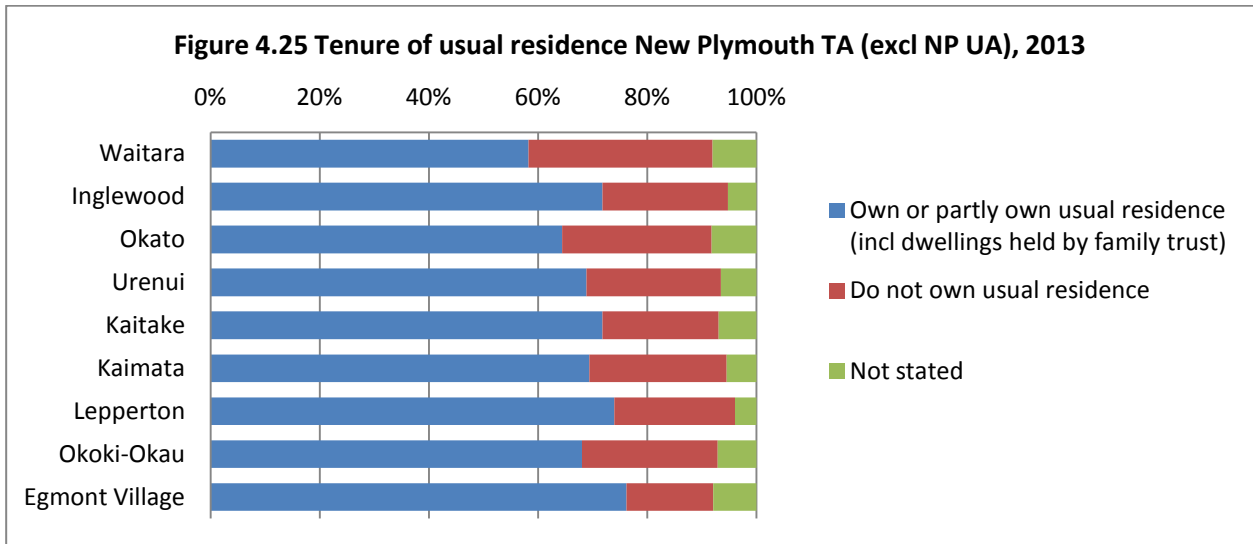
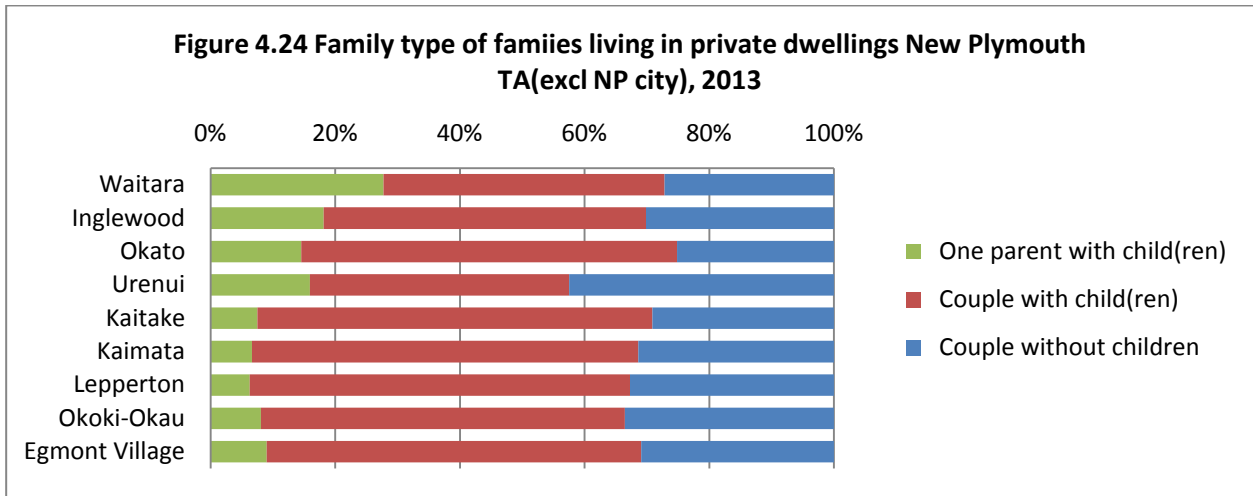


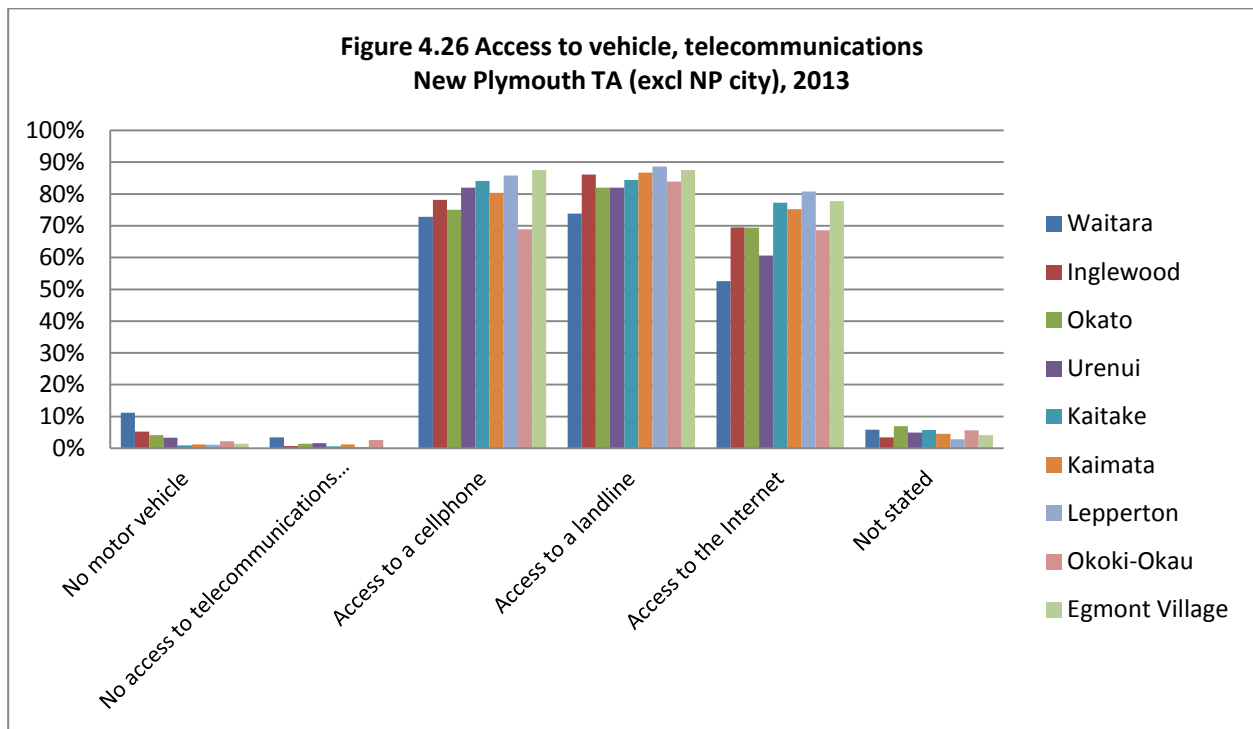
Low education and high numbers of retired people translates into low median personal income (Fig 2.4) and low income levels (Fig 4.22) for people living in Waitara and Urenui, and to a lesser extent Inglewood. Urenui as a retirement centre has by far the fewest people gaining an income from wages and salaries, and a high proportion of superannuation recipients (Fig 4.23). As would be expected people sourcing their income from domestic purposes benefits are more often located in the rural centres/minor urban areas than in the rural districts which lack services, and this is reflected in family type with these centres having a greater proportion of sole parents than do the rural districts (Fig 4.24).



The rural districts of New Plymouth TA are similar to each other. All have a relatively high median income, above the Territorial Authority, region and New Zealand benchmarks. Unemployment is low,

the proportion of sole parents with children is low, and the proportion without qualifications is mostly low.

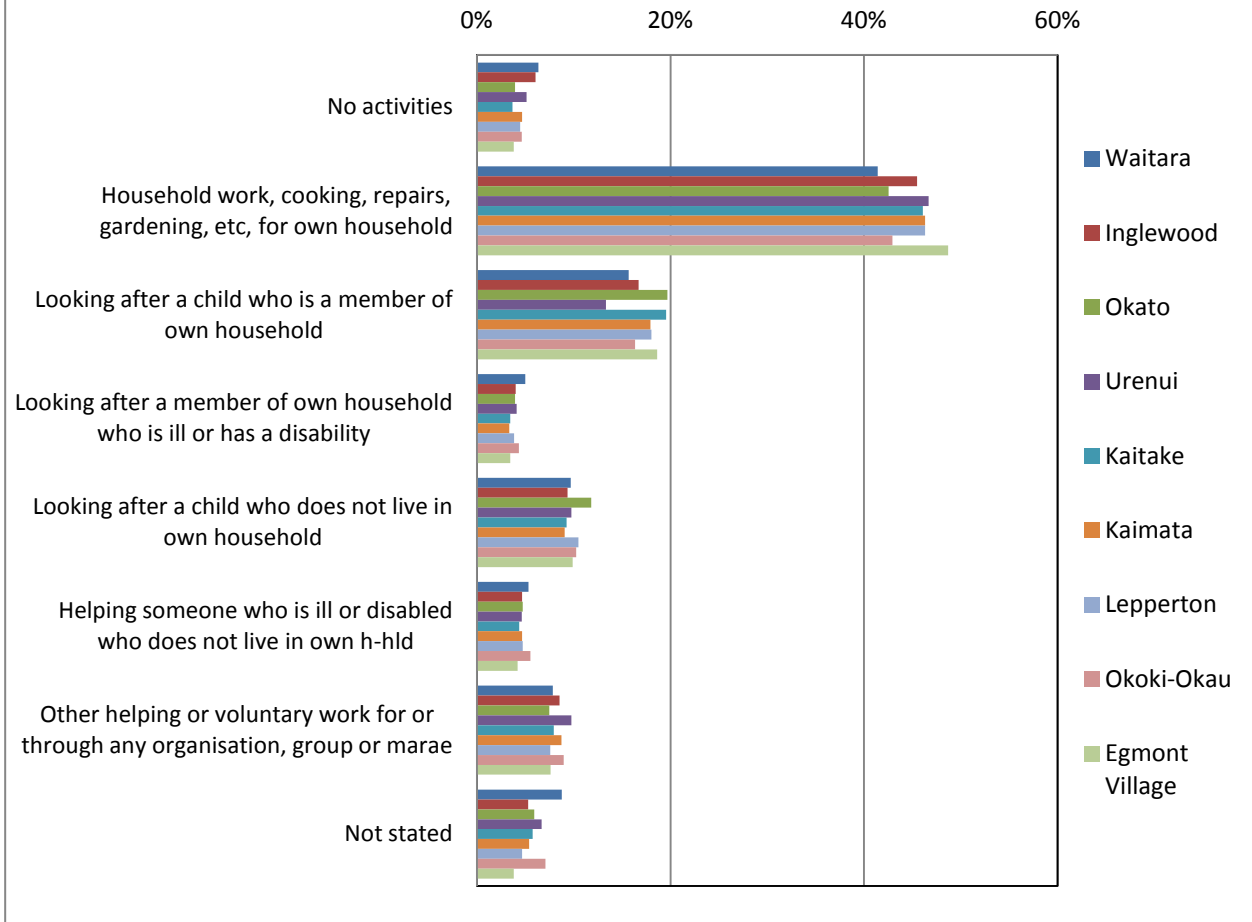




Except in Waitara, over 60% of people own their home (Fig 4.25) and most own a car (Fig 4.26), although 10% of people in Waitara are without access to a vehicle. Most people have a landline or cellphone (Fig 4.26). Almost half of Waitara’s residents do not have internet access and nor do 40% of Urenui’s residents, while between 20% and 30% of New Plymouth TA (outside the city) do not have internet access.

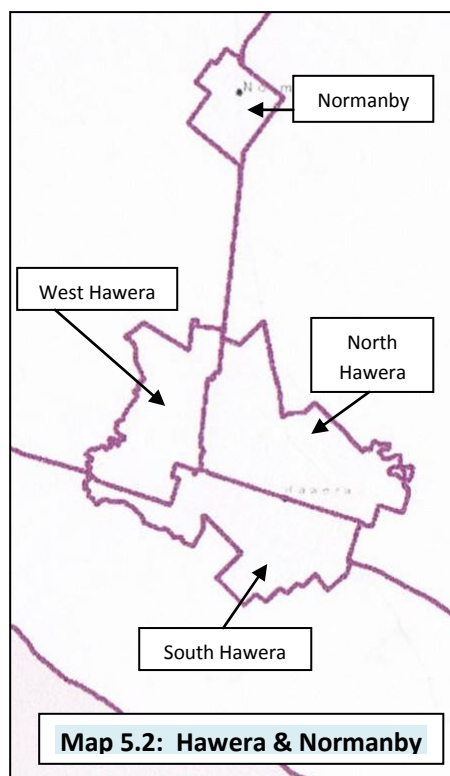
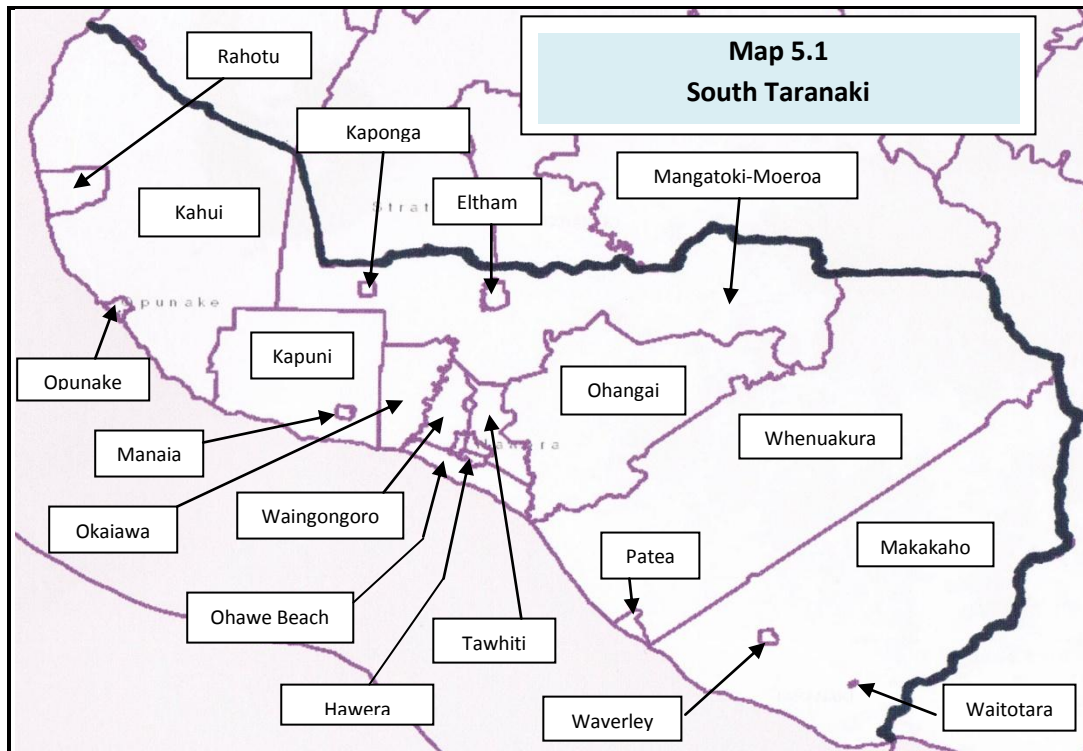
UNPAID WORK

Figure 4.27 Unpaid work of usually resident population of New Plymouth TA (outside NP city), 2013



There is little variation between places in terms of engagement in unpaid and voluntary work in New Plymouth TA (Fig 4.27).

Chapter 5: South Taranaki TA

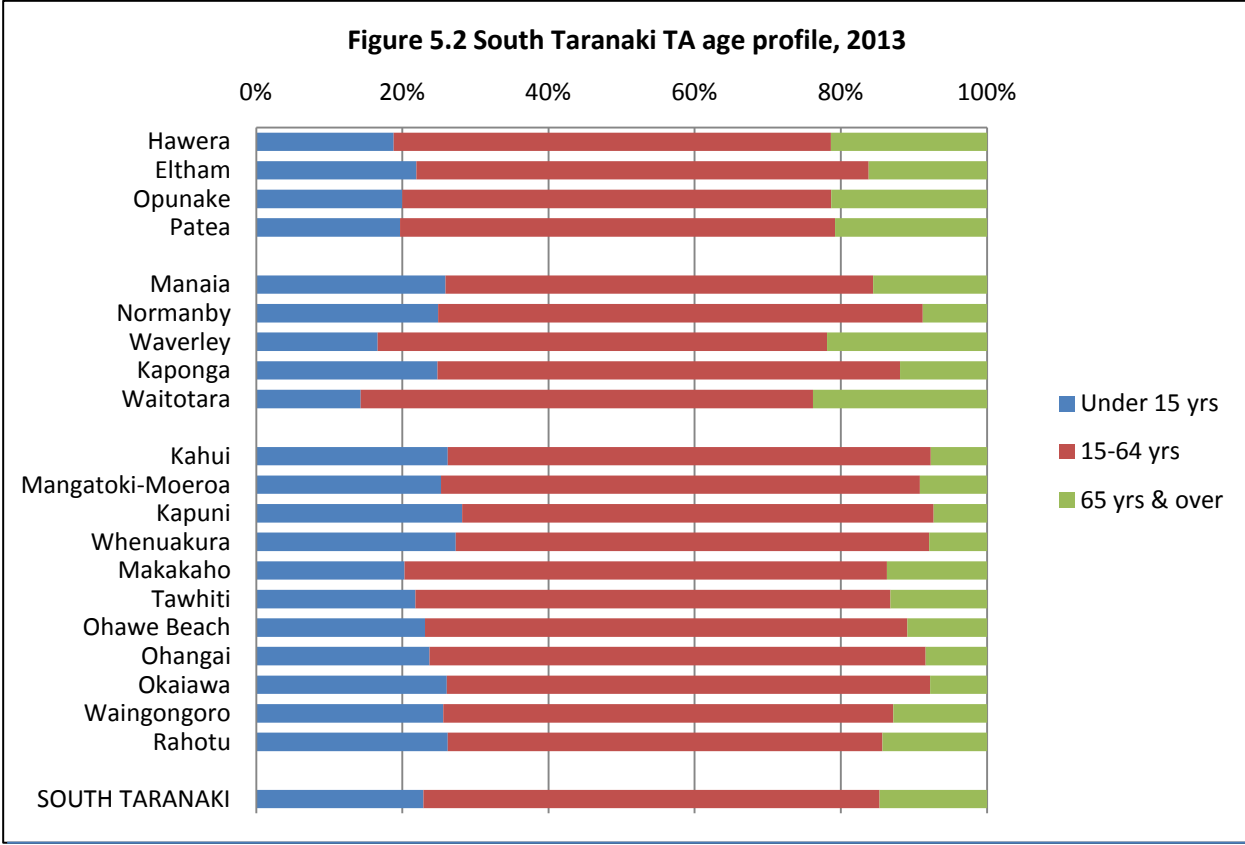
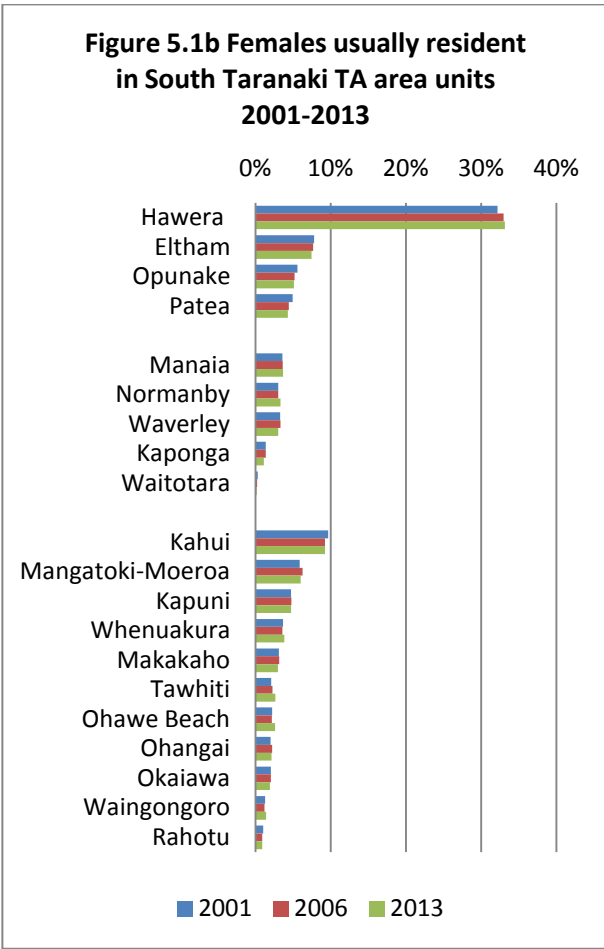
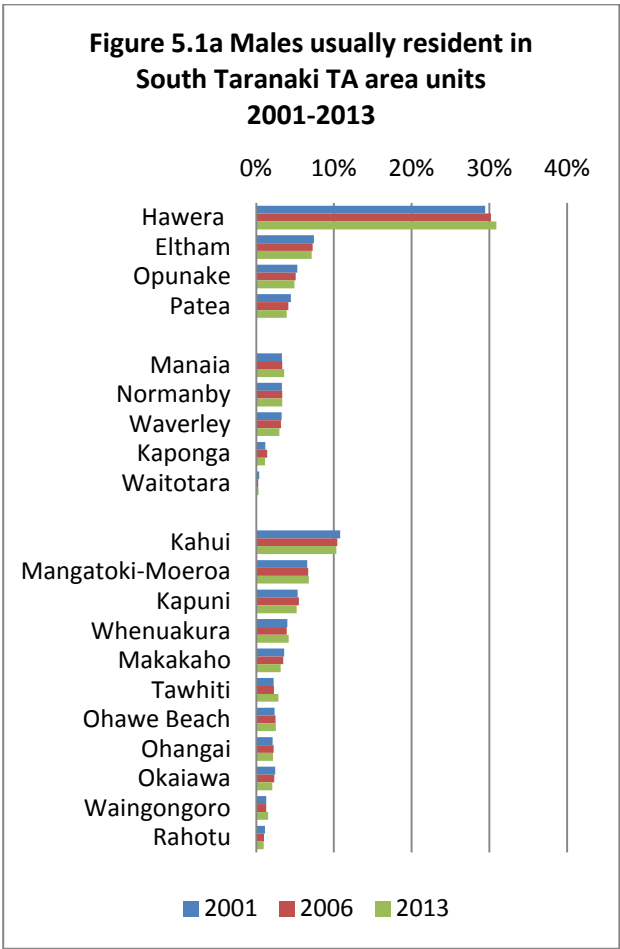


DEMOGRAPHICS

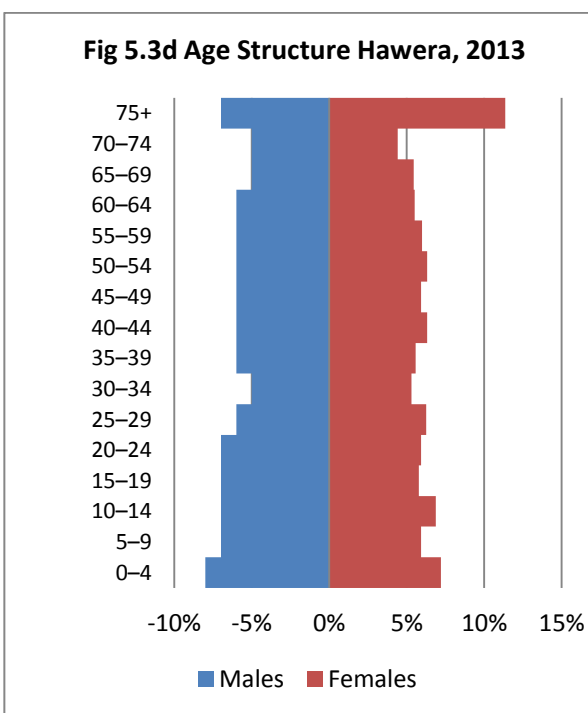
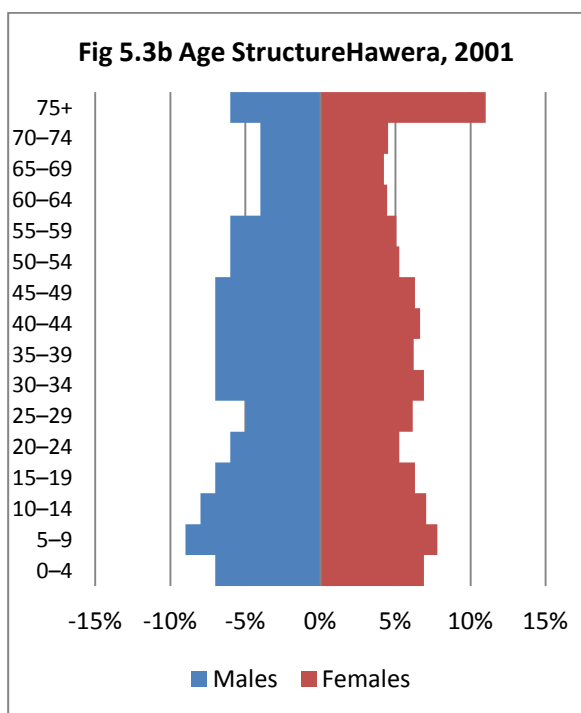
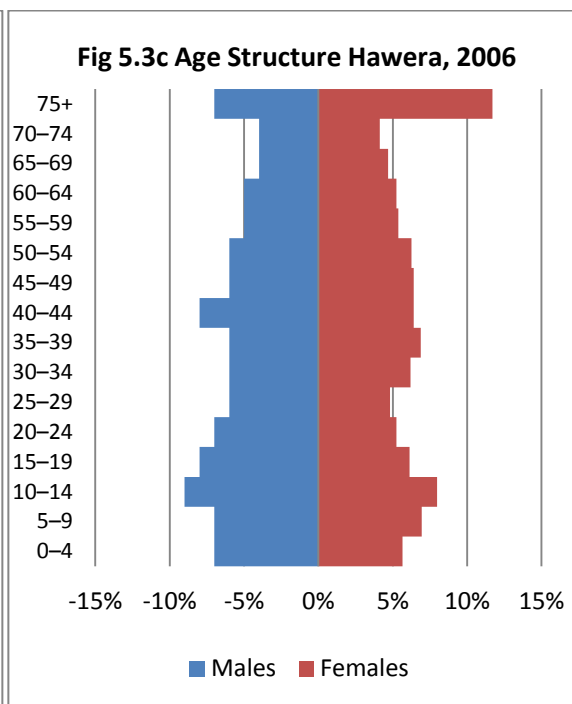
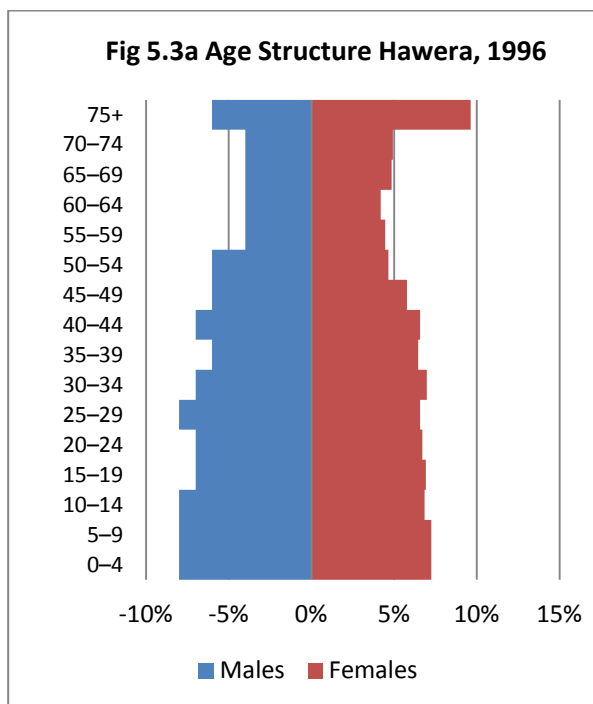
South Taranaki District has a population of just over 26,500 and a population density of 7.4 people per km². It has four minor urban areas and four rural centres. Hawera is the largest service centre with 8,500 people, a very much larger centre than Eltham which has just under 2,000 people. Hawera has grown slightly over the three census periods since 2001 (Fig 5.1). It is one of the few places in South Taranaki to be growing. Eleven of the 20 area units in this District declined in numbers, while four remained at about the same size. This is in marked contrast to the rural districts closer to New Plymouth city which have grown in numbers (Fig 2.1).

The populations of North and South Hawera (Map 5.2) are very similar in terms of numbers (just under 3,900 people each), age structure, ethnicity (although South Hawera has more Māori than elsewhere in Hawera), sole parents and qualifications. People in South Hawera have a low median personal income, the fewest people with qualifications (compared to the rest of Hawera) and a high unemployment level compared to the rest of South Taranaki.

West Hawera (Map 5.2) has few people (just under 800). They are older (the area unit has the lowest proportion of under 15 year olds in South Taranaki), and are predominantly European with few Māori. Personal income levels are high, almost three-quarters of the population have qualifications, including 10% with a bachelor degree or better, there are few sole parents (7%, the lowest in Taranaki) and unemployment is low, at less than 3%).



The other minor urban areas in South Taranaki are smaller (under 2,000 people *see Annex 1, Table 1*), and have much in common with the rural centres. With the exception of Normandy and Kaponga the minor urban and rural centres have a high proportion of people over 65 years (Fig 5.2). Unsurprisingly the rural districts have a high proportion of young people, and few older people. The smooth age pyramids for Hawera (Fig 5.3) and Opunake (Fig 5.4) reflect a typical retirement settlement age structure (and see also Figure 5.5a). The age structures of the rural centres are less smooth than the minor urban areas, but much less jagged in structure than the rural area age structures. The rural districts typically lose young people to education and training, but gain parents with young families.



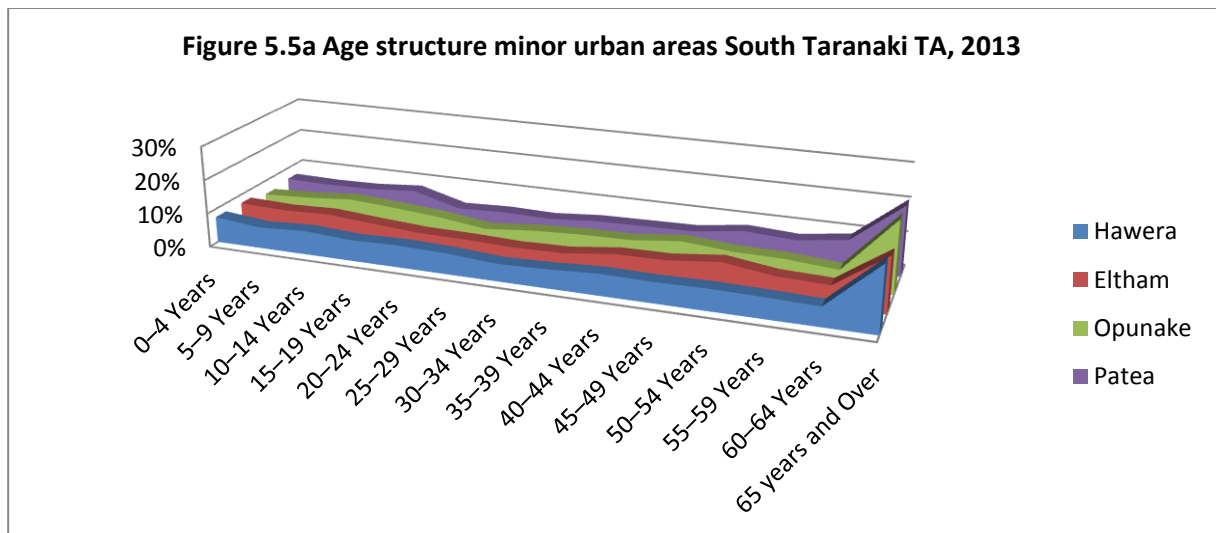
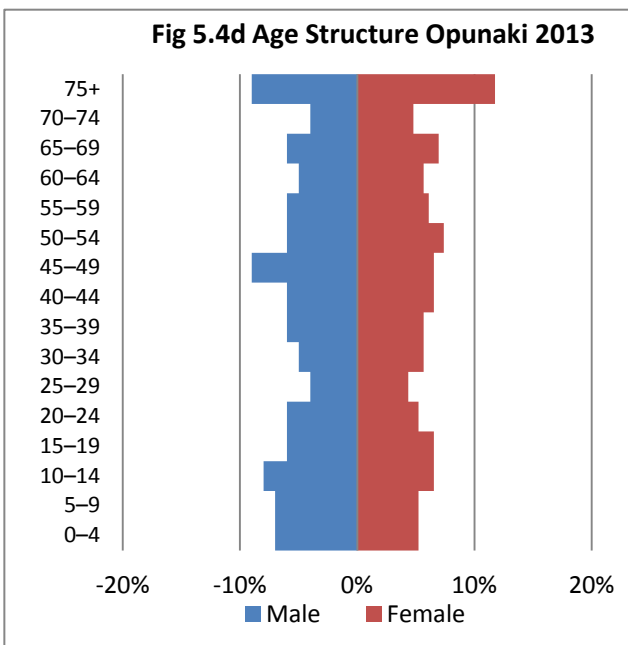
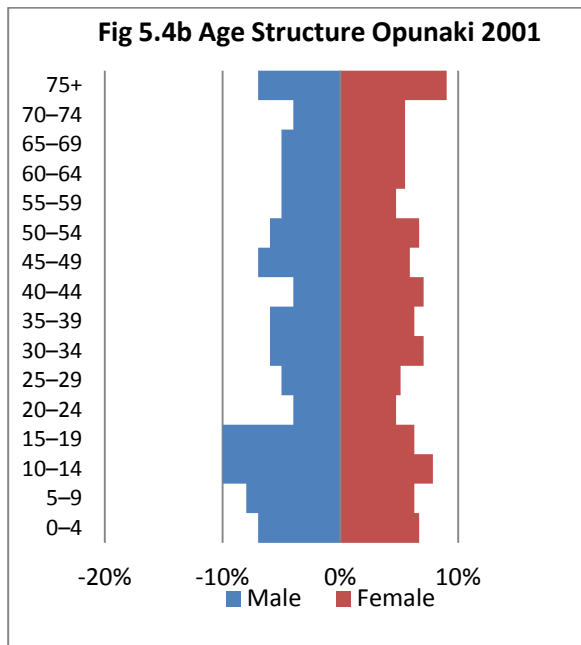
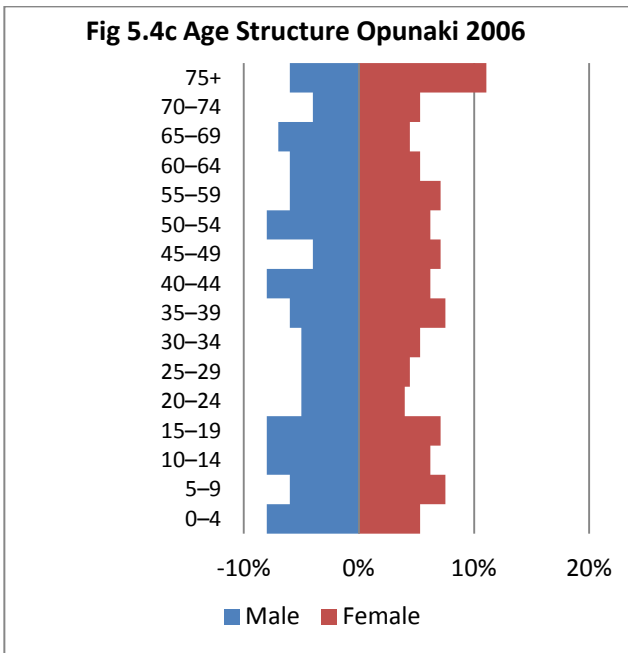
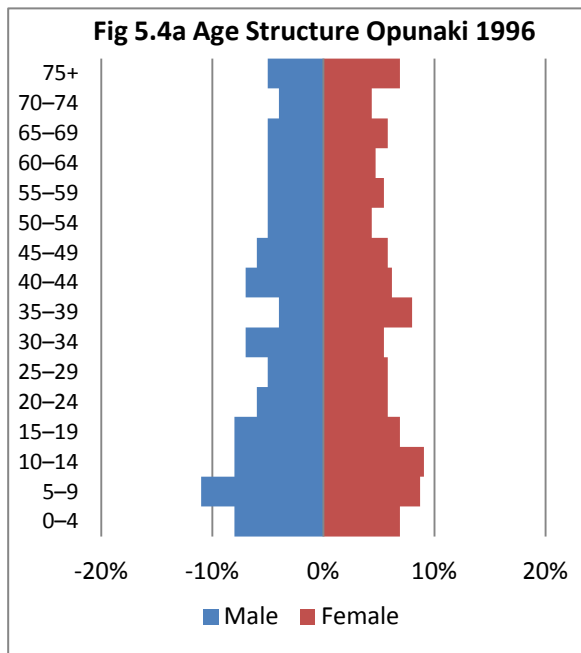


Figure 5.5b Age structure rural centres South Taranaki TA, 2013

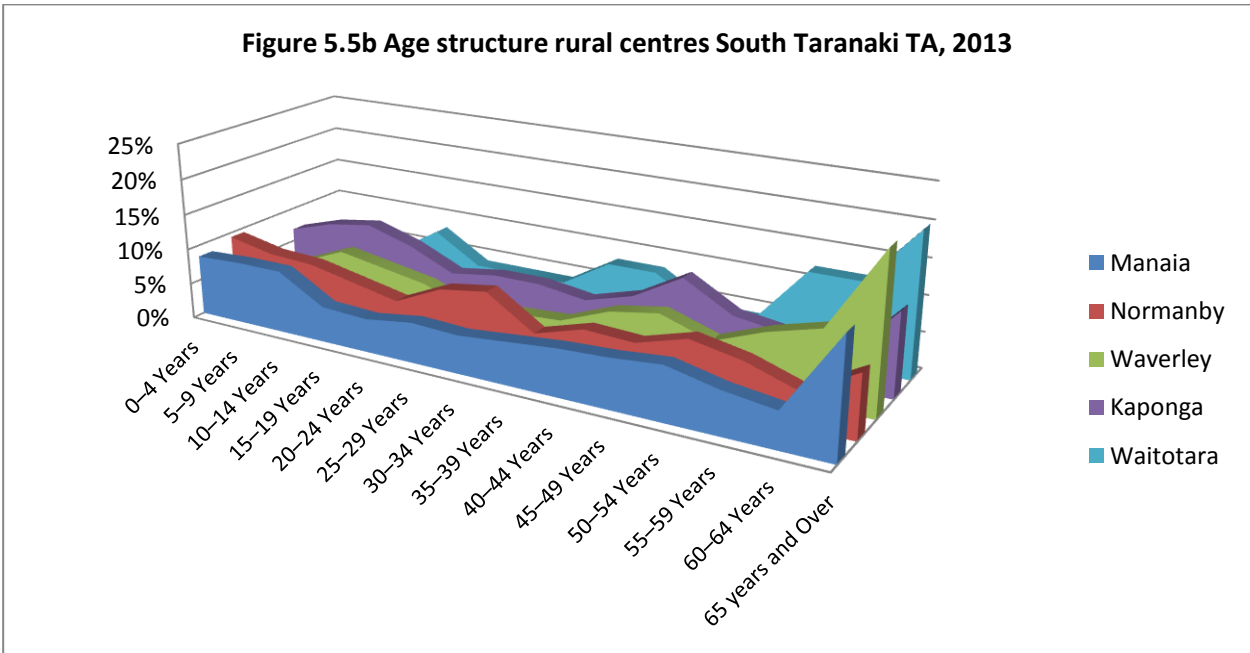
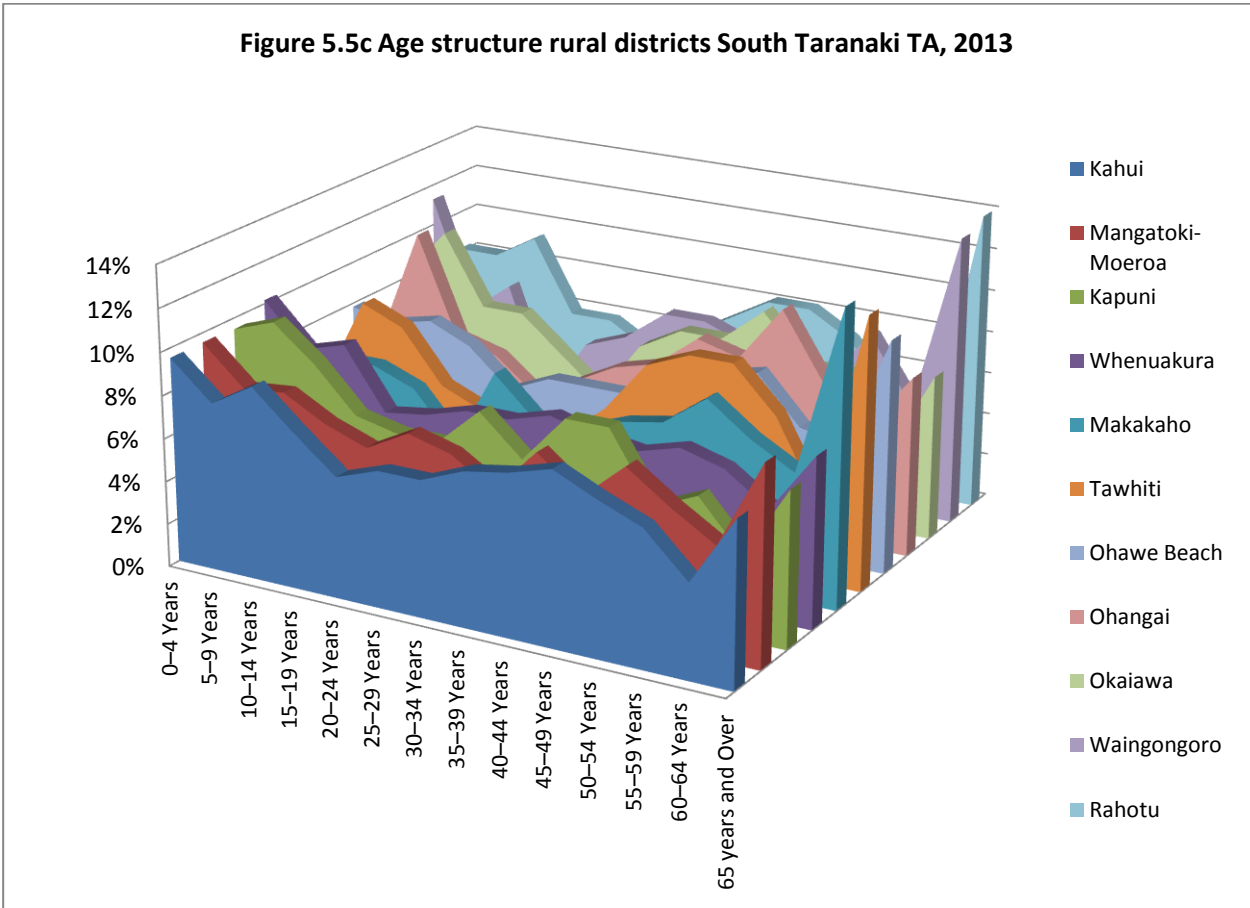


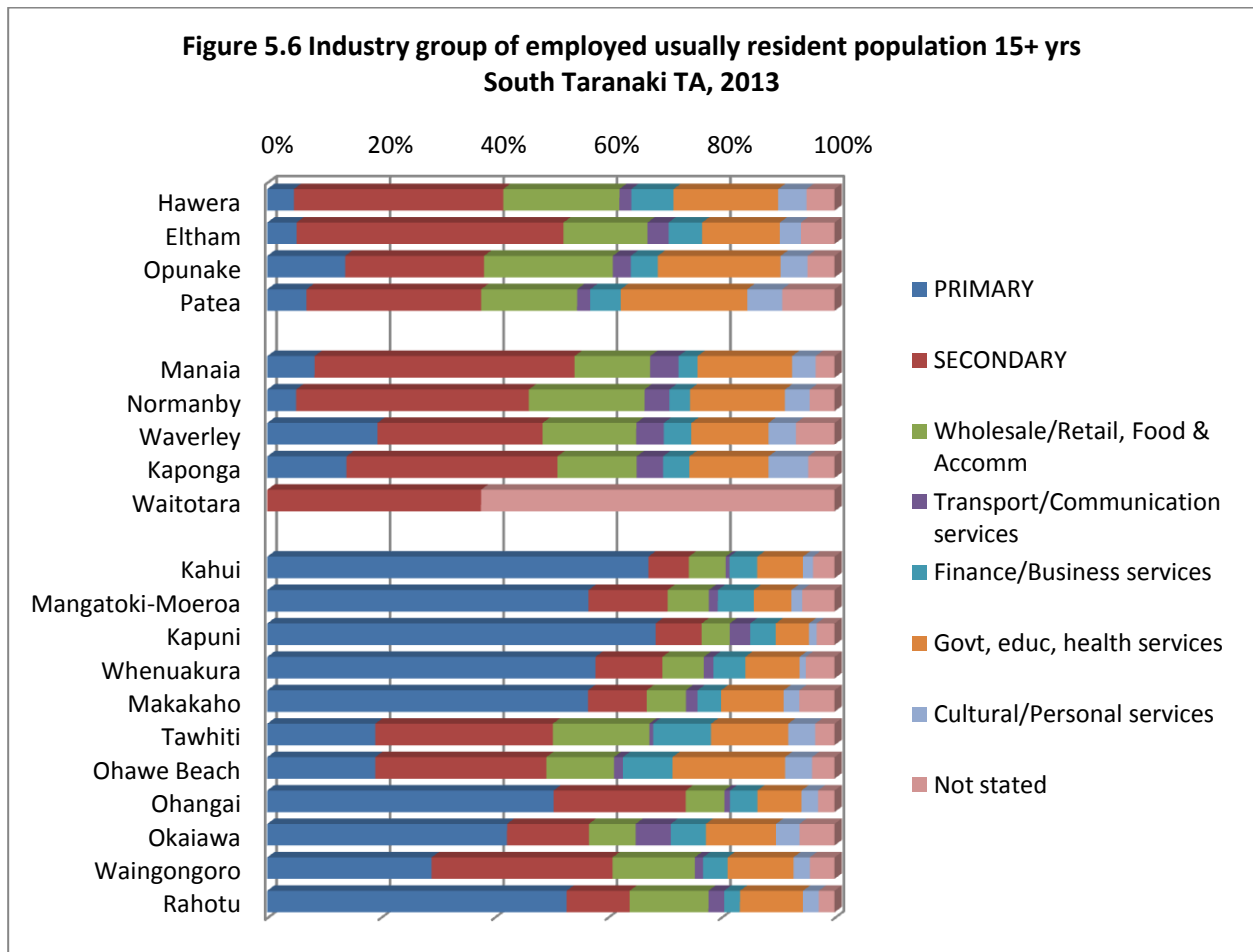
Figure 5.5c Age structure rural districts South Taranaki TA, 2013



The age structures of South Taranaki’s rural districts (Fig 5.5c) also reflect the outmigration of elderly people (over 75 years) to service centres. Nonetheless, a considerable proportion of people in the post-65 years age group remain in their rural districts and continue to work in their own (farm) businesses. Tawhiti, Ohawe Beach, and Waingongoro have some overspill of older people from Hawera, while Rahotu is a relatively small area unit with characteristics of both a rural district and rural centre.

INDUSTRY, OCCUPATIONS AND EMPLOYMENT

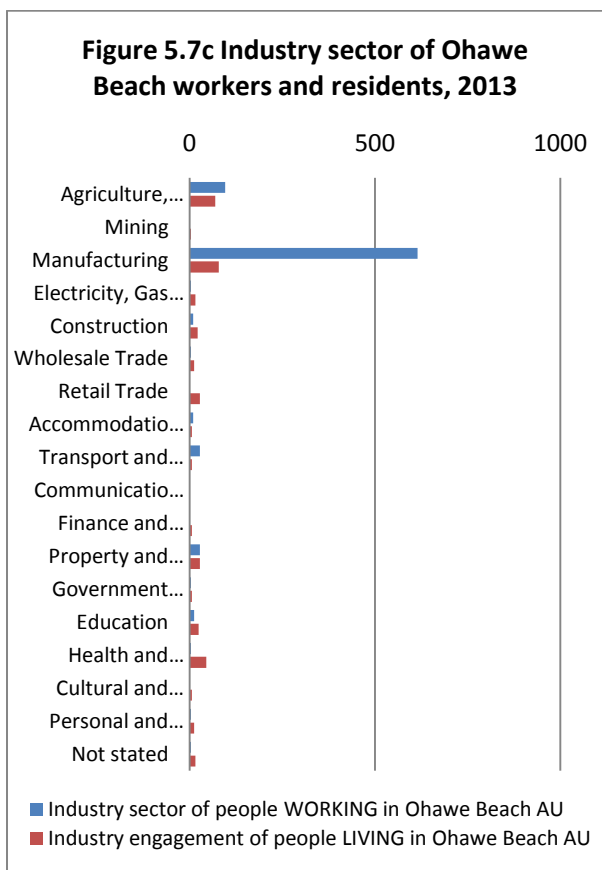
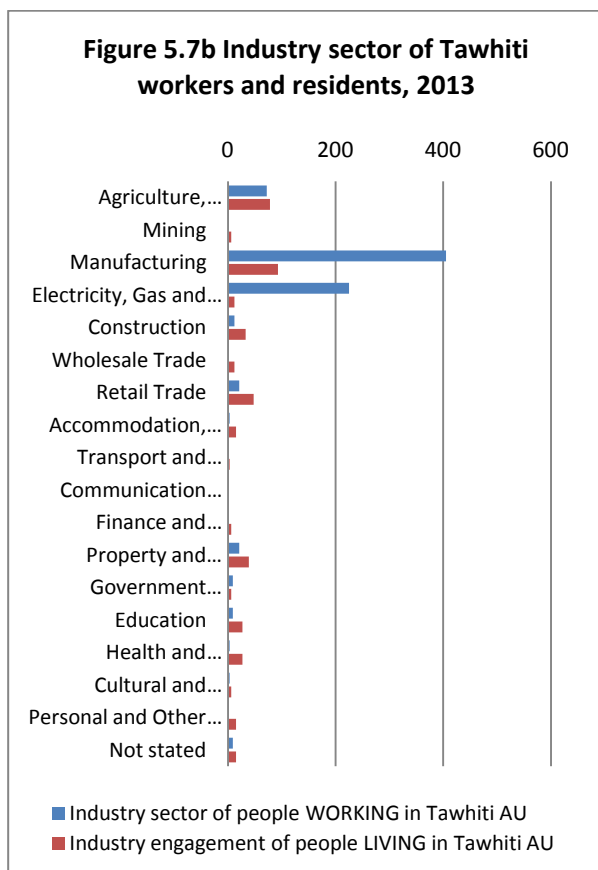
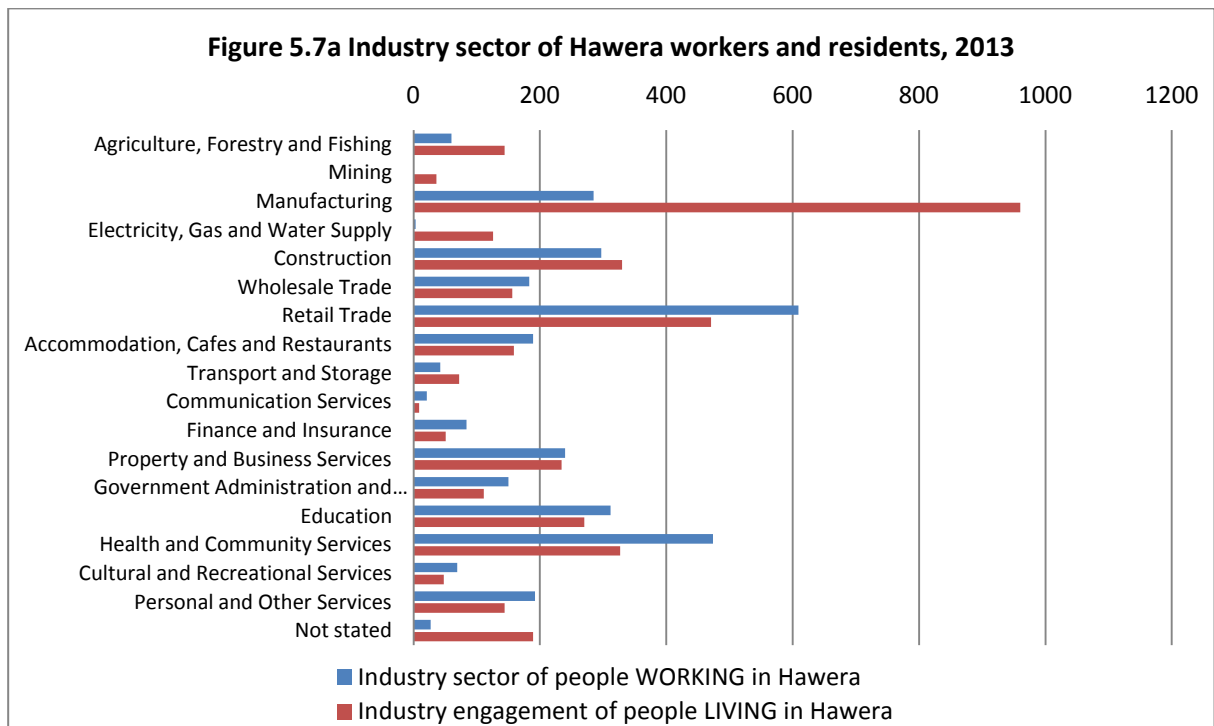
Secondary industry (predominantly manufacturing) is of greatest importance in South Taranaki's minor urban areas and rural centres, followed by a range of services (Fig 5.6), particularly retail trade and government services (education, health and community services).



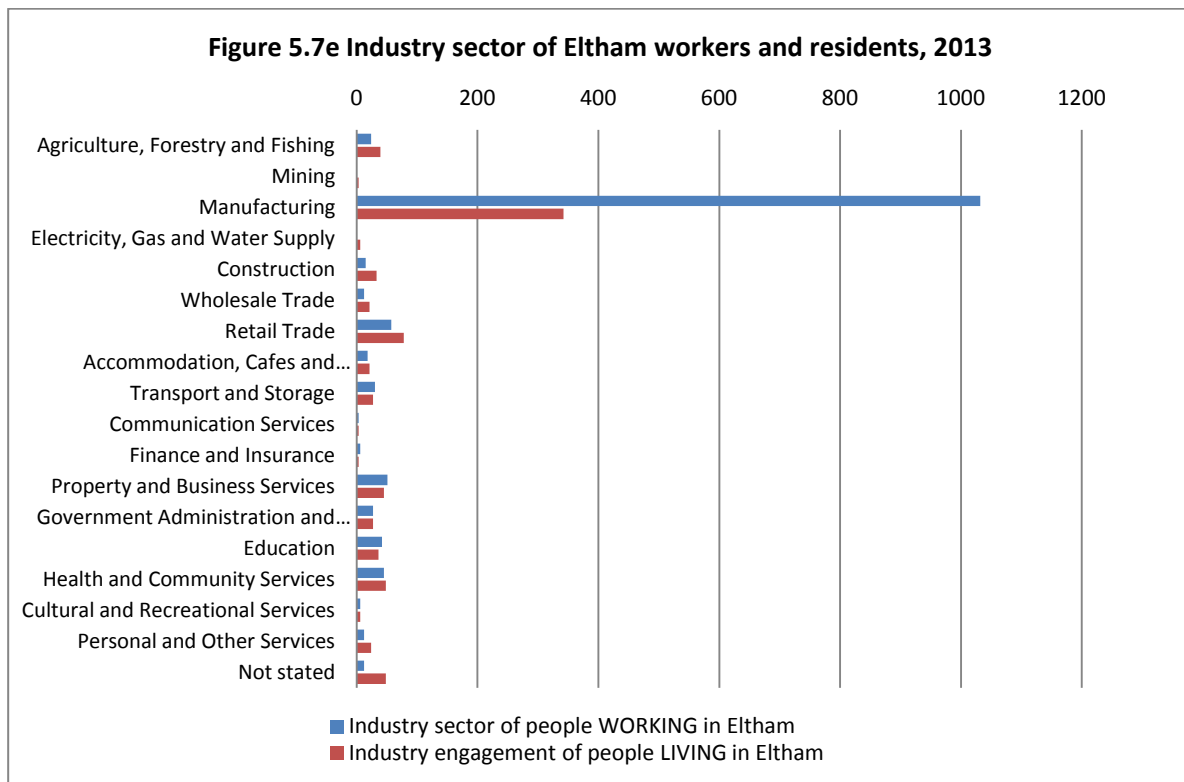
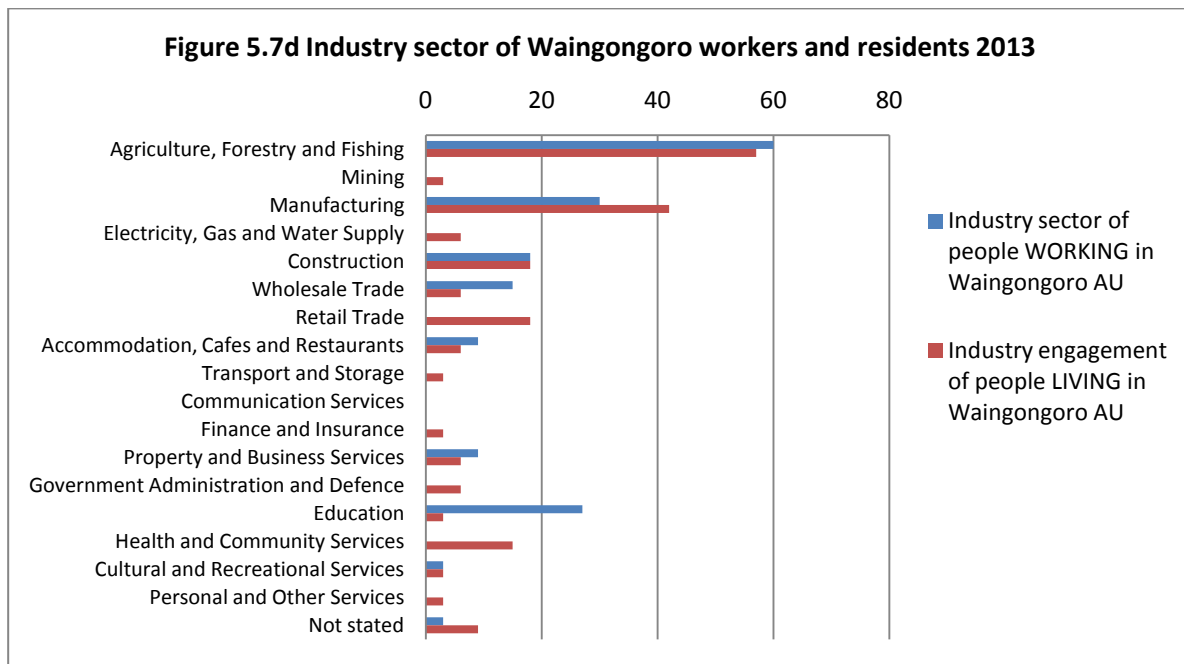
As is to be expected, agriculture is of greatest importance in most of the rural districts with the exception of Tawhiti, Ohawe Beach and Waingongoro (Fig 5.6). In these three area units (which surround Hawera) residents predominantly engage in manufacturing, often commuting to work in other centres such as Hawera (Figs 5.7b, c and d).

Figures 5.7b and 5.7c reflect the importance of the businesses located in Tawhiti and Ohawe Beach. Tawhiti in particular receives an influx of commuters working in manufacturing and utilities (i.e. electricity, gas and water) (Fig 5.7b). Ohawe Beach also has an inflow of commuters working in manufacturing, as does the town of Eltham (Fig 5.7e) to the north of Hawera on State Highway 3.

Ohawe Beach is the site of Fonterra's milk, powdered milk, butter, cheese, whey and casein processing plants (Whareroa Road) employing 1,000 staff in 2014 (many of whom appear to live in Hawera). The plants at this site process $\frac{1}{5}$ th of Fonterra's dairy production in New Zealand. A key draw card for those working in Eltham's manufacturing sector is the Fonterra cheese factory which is (according to Fonterra's website), the largest consumer and foodservice cheese manufacturing plant in Australasia (Collingwood Street), employing 550 people. Also located in Eltham is Fonterra's blue cheese plant (Bridge Street) employing 120 people.



All of those area units have the usual range of services with staff resident in those places commuting to work in various schools and health facilities. The graph showing in which industries Waingongoro's residents and workers are employed (Fig 5.7d), reflects the travelling that rural people located close to a minor urban centre, but working in the service sector undertake (see also Fig 5.8). Interestingly, Waingongoro itself has relatively few resident agricultural (dairy) workers (Fig 5.9) but attracts commuting agricultural workers (Fig 5.7d).



The rural centre of Normanby (Fig 5.7f) acts as a dormitory suburb to Hawera (to the south) and probably also Eltham (to the north), with its residents commuting to work elsewhere in a range of industries, particularly manufacturing, but also in services such as retail, health, transport, business services and local government. Normandy itself has a strong construction industry.

Residents living in both Opunake (Fig 5.7g) and Patea (Fig 5.7h) are commuting elsewhere to work in the manufacturing (presumably dairy processing) sectors, although both of these minor urban areas also provide work locally for people in retail, education and health. Opunake also has a strong food and accommodation sector, and is a popular tourist spot having (according to Wikipedia) one of Taranaki's finest beaches.

Figure 5.7f Industry sector of Normanby workers and residents, 2013

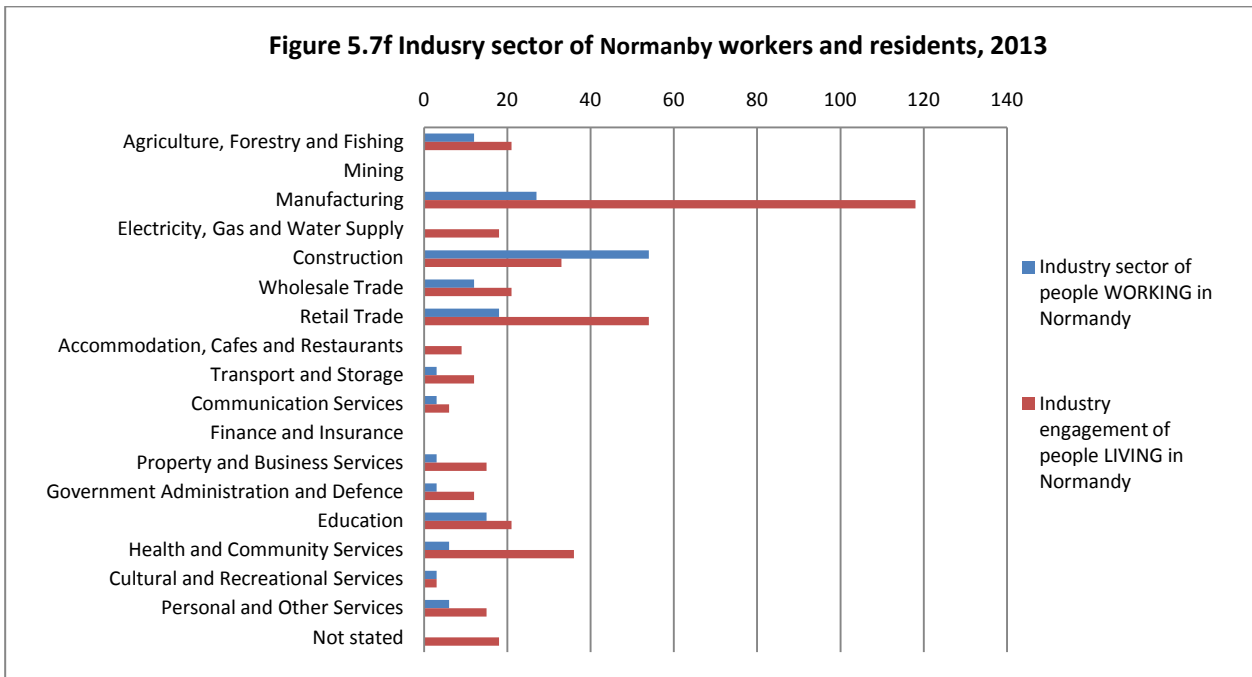


Fig 5.7g Opunake industry, 2013

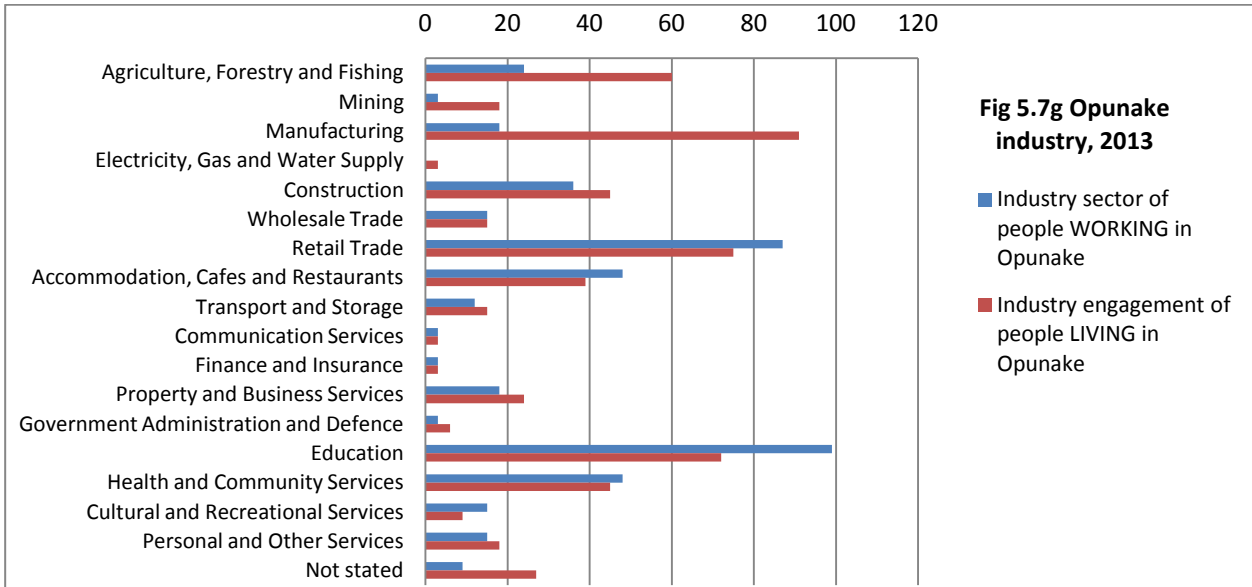
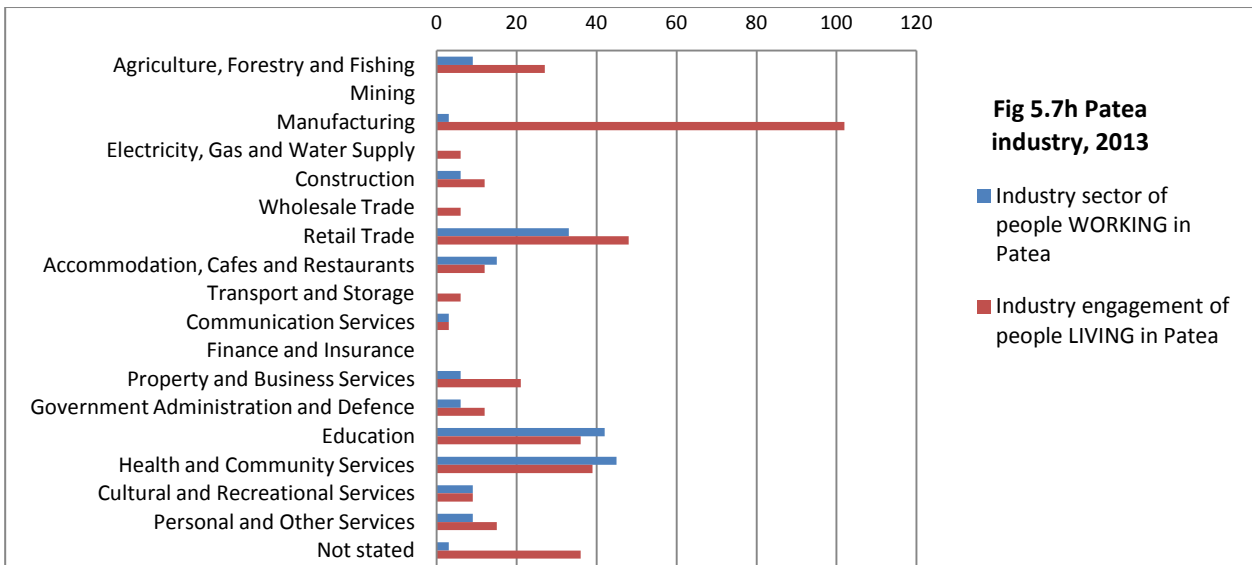
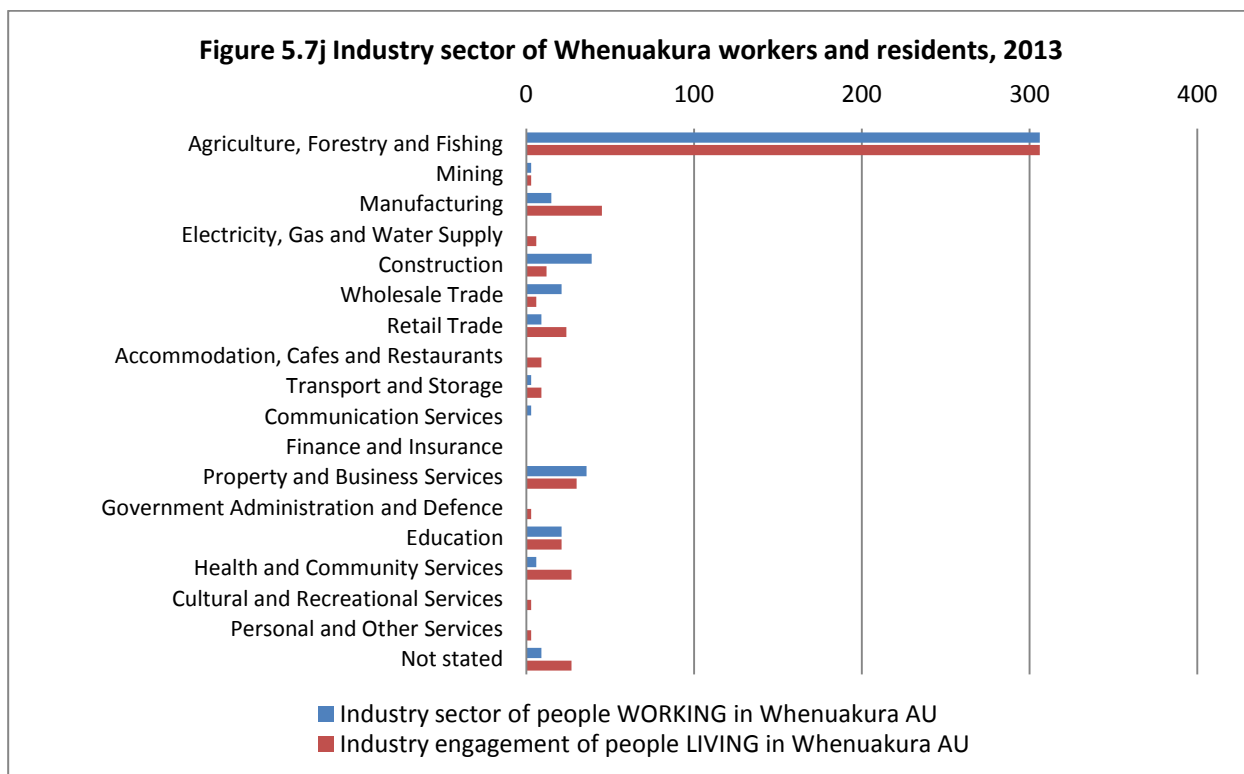
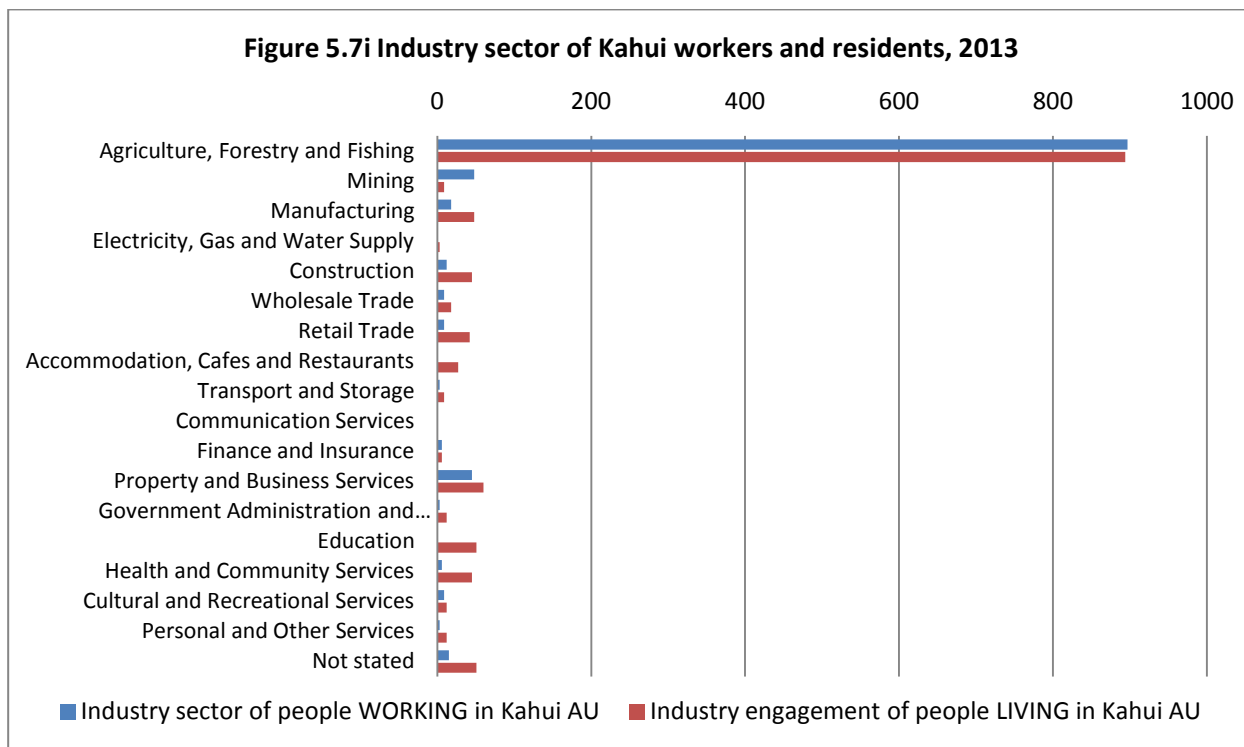


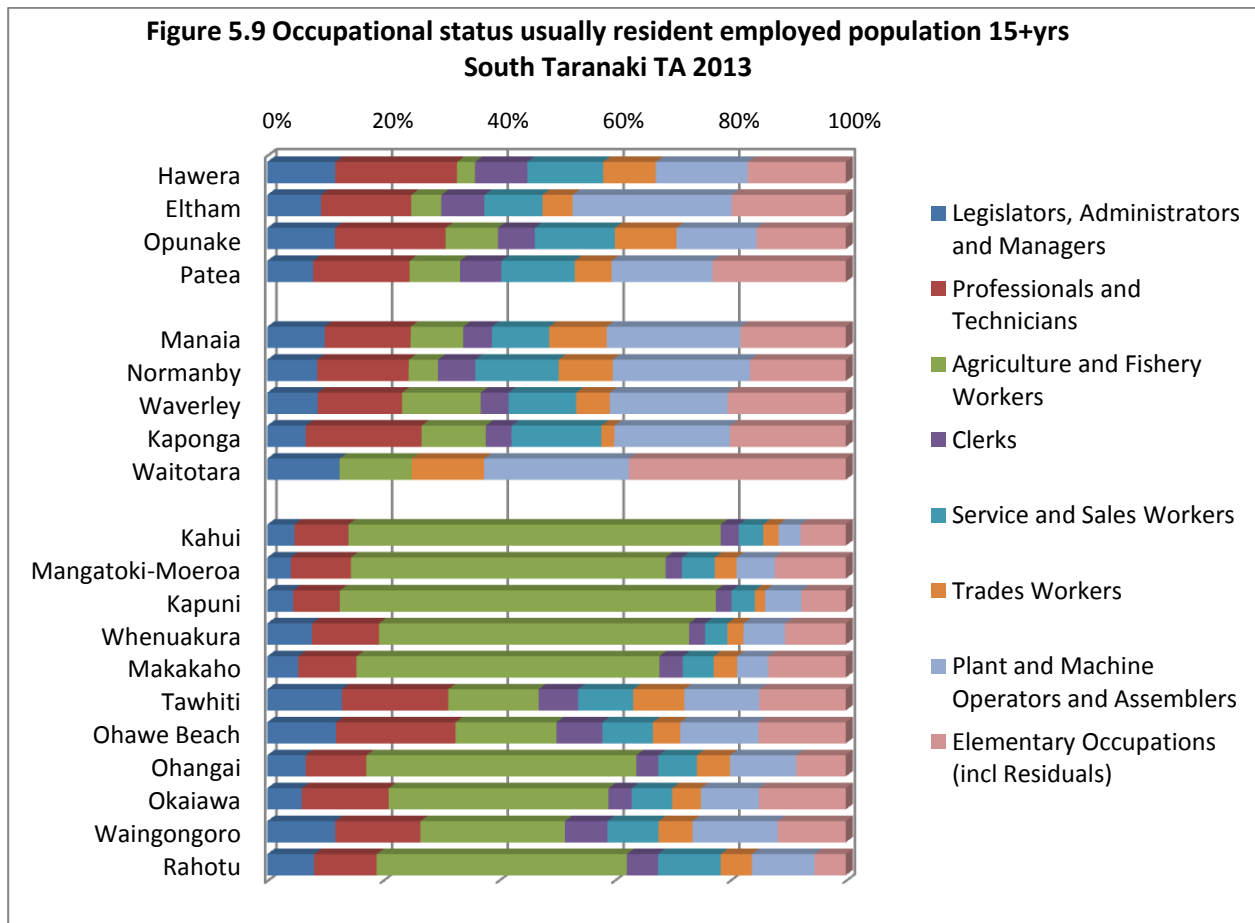
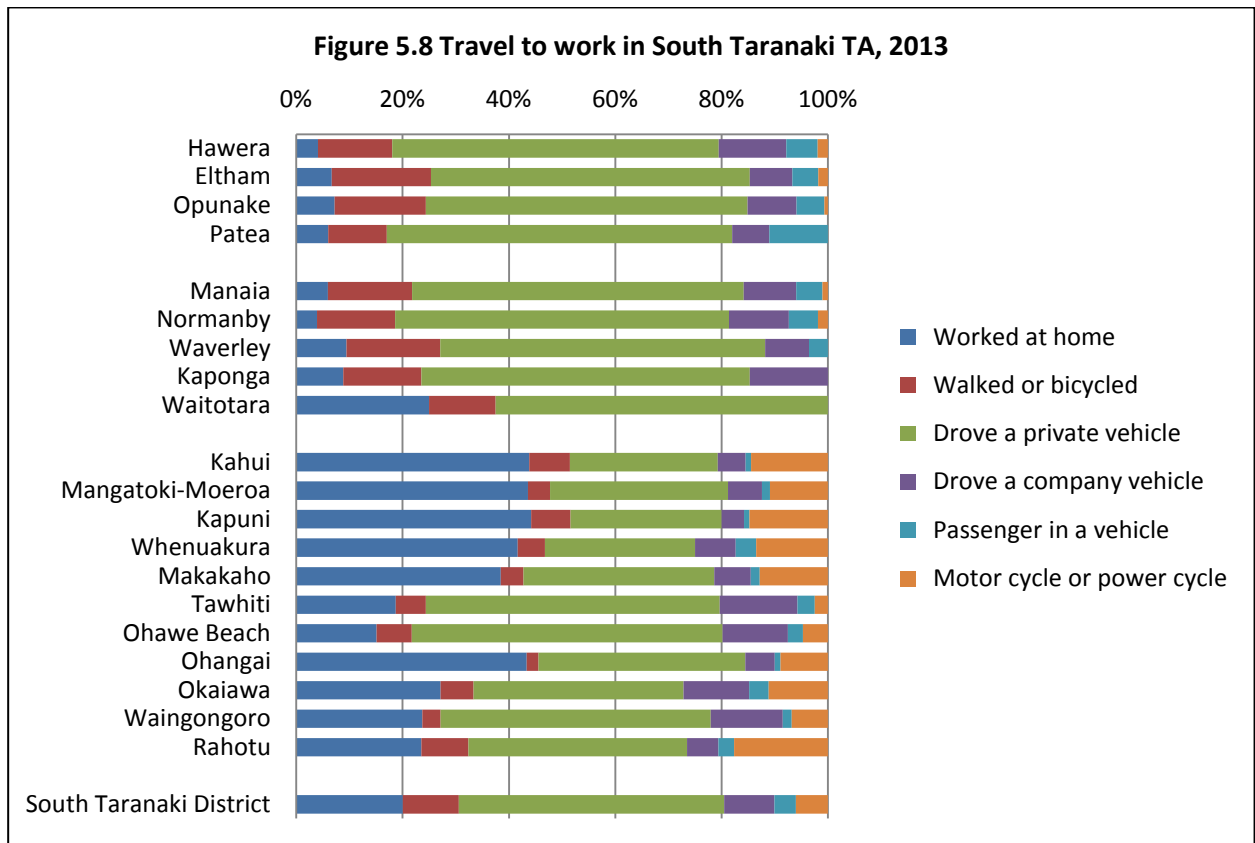
Fig 5.7h Patea industry, 2013



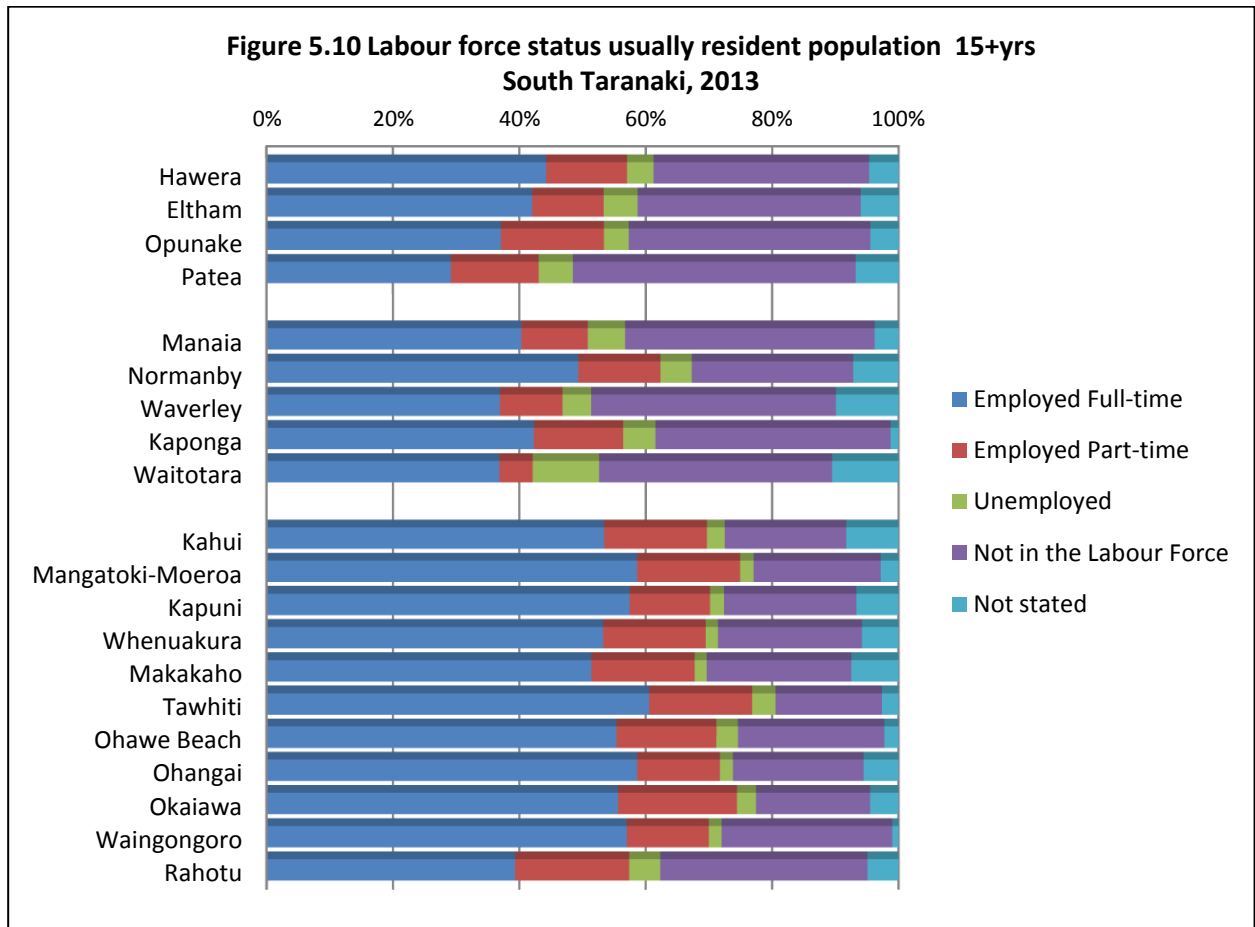
As Figures 5.6 and 5.9 show, the farming dominated area units of Kahui, Rahotu, Kapuni, Mangatoki-Moeroa, Whenuakura and Makakaho, Ohangai and Okaiawa all have a similar pattern of some outward commuting, but predominantly people living and working in the same location. The graphs for Kahui (Fig 5.7i) and Whenuakura (Fig 5.7j) are typical of rural districts with by far the most of their residents and workers engaged in agriculture. Makakaho and the settlements of Waitotara and Waverley are close to Whanganui City (population 39,000). Waverley at 44km from Whanganui is a 35 minute trip, while Waitotara is 25 minutes by car, so there is likely to be some commuting there for work



As both Figure 5.8 and the graphs of the industries in which workers and residents are employed show, most people living in minor urban, rural centres, or places close by such centres, commute to work.

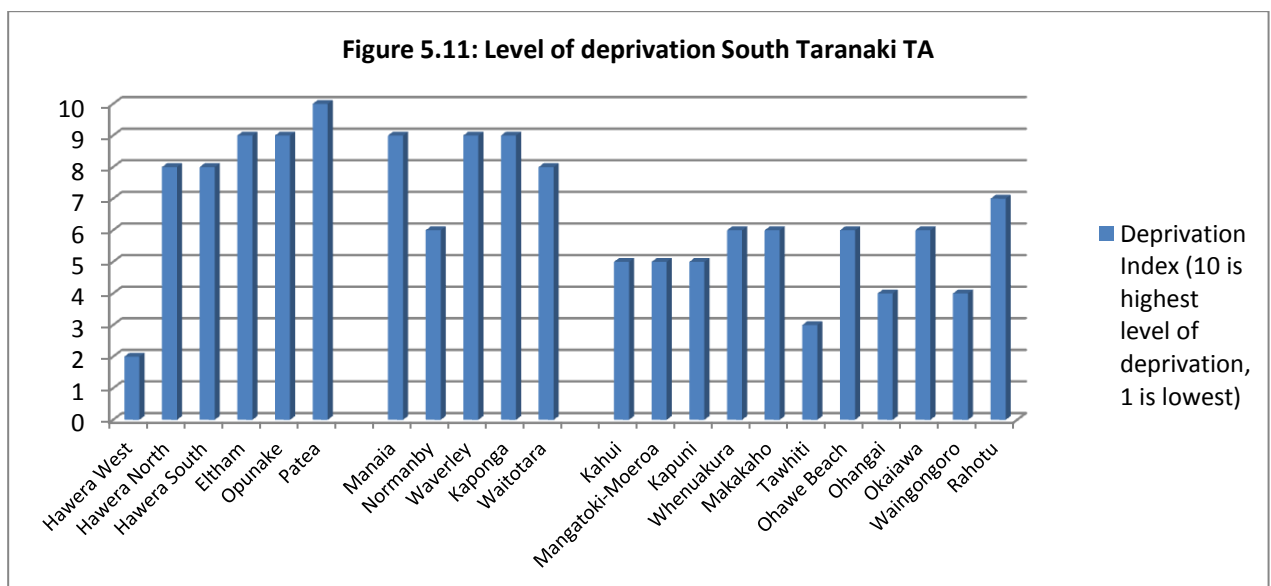


Unsurprisingly, the more remote rural districts have the highest proportion of agricultural workers, whilst the minor urban and rural centres have a preponderance of plant and machinery operators, and elementary occupations (see definitions)(Fig 5.9).



Few people are unemployed (Fig 5.10). Those who are in this category tend to live in the minor urban and rural centres. Most of those who not in the labour force are retired or caring for children, but this category also includes those who, unable to find work, have given up looking.

SOCIO-ECONOMIC STATUS AND WELL-BEING



People living in the small minor urban centres and the rural centres, are poorer than those living in the rural districts of South Taranaki (Fig 5:11). They are also less well qualified with much higher unemployment levels compared to the rural districts' residents (Figs 5.12a, b and c).

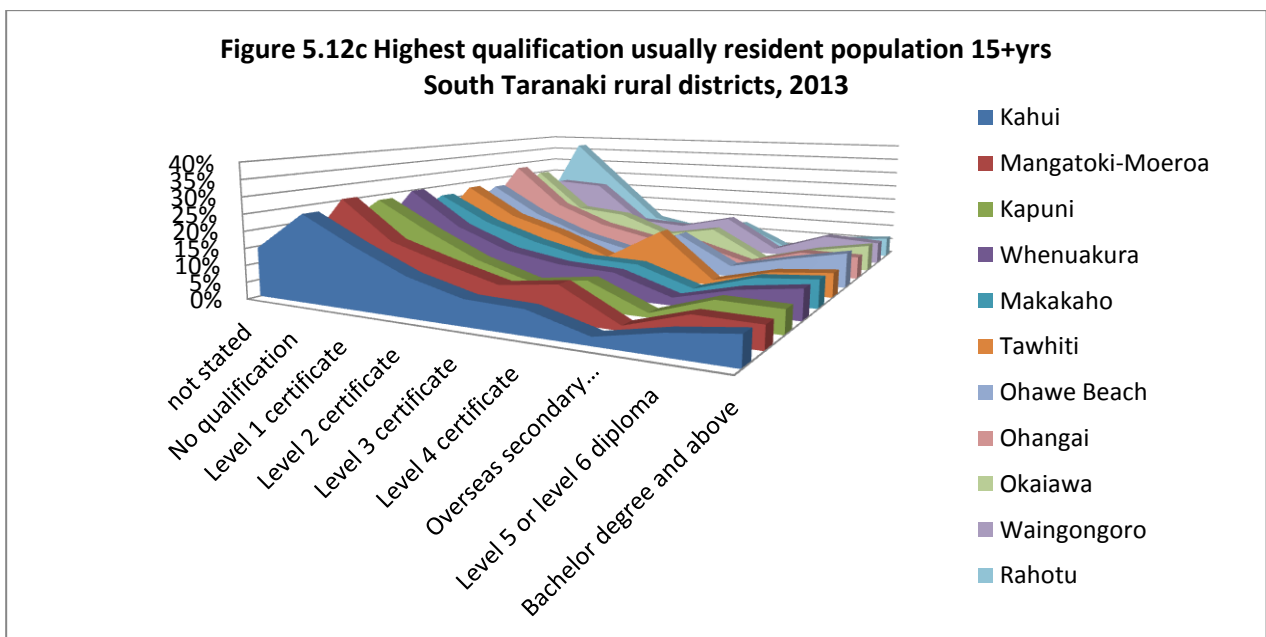
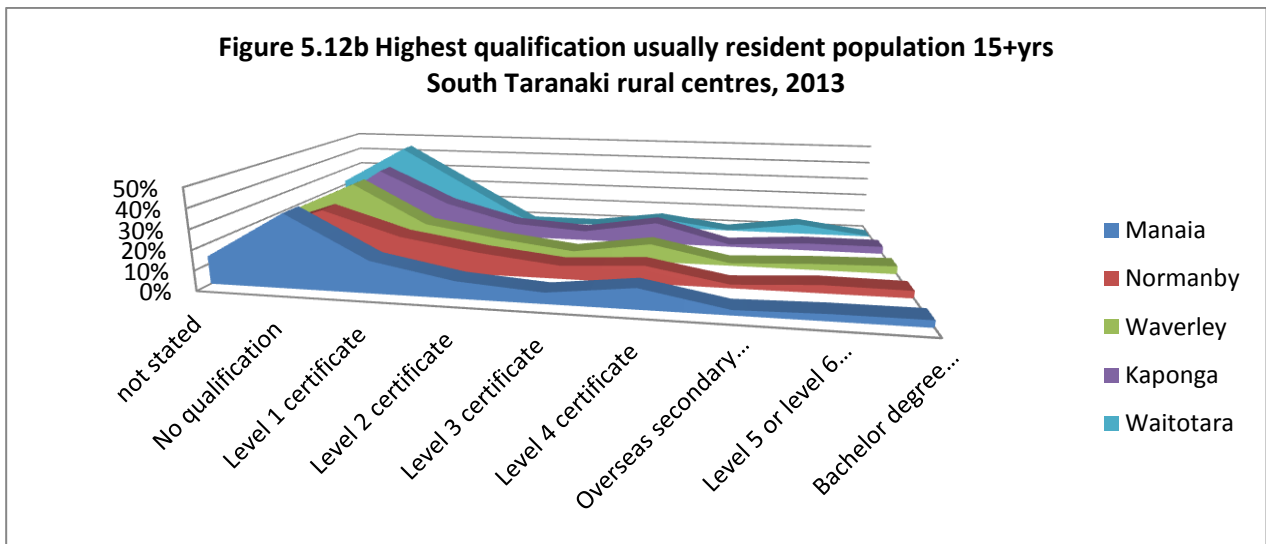
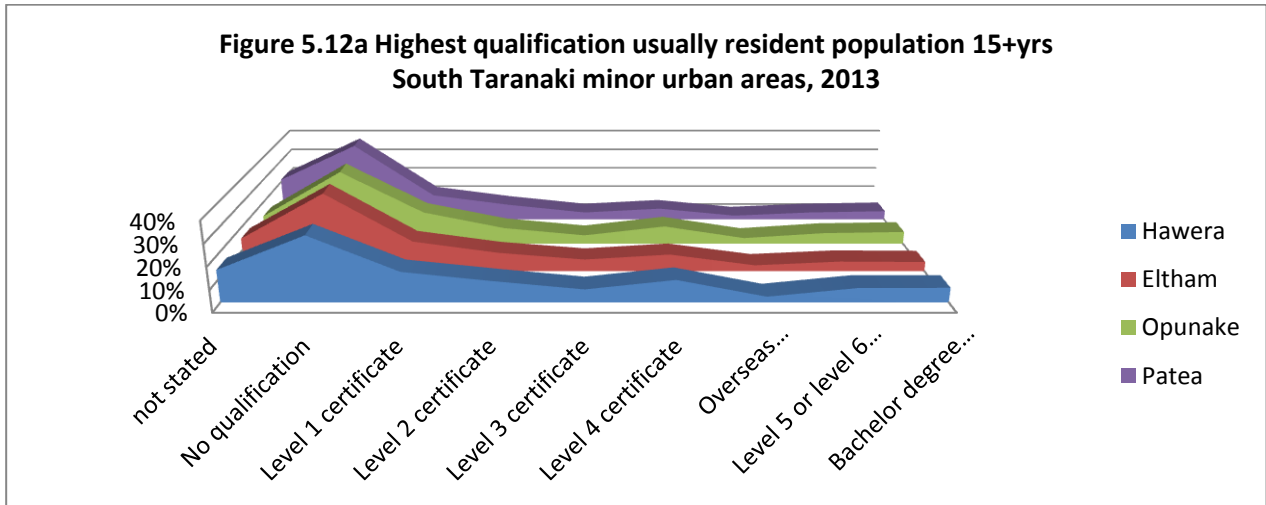
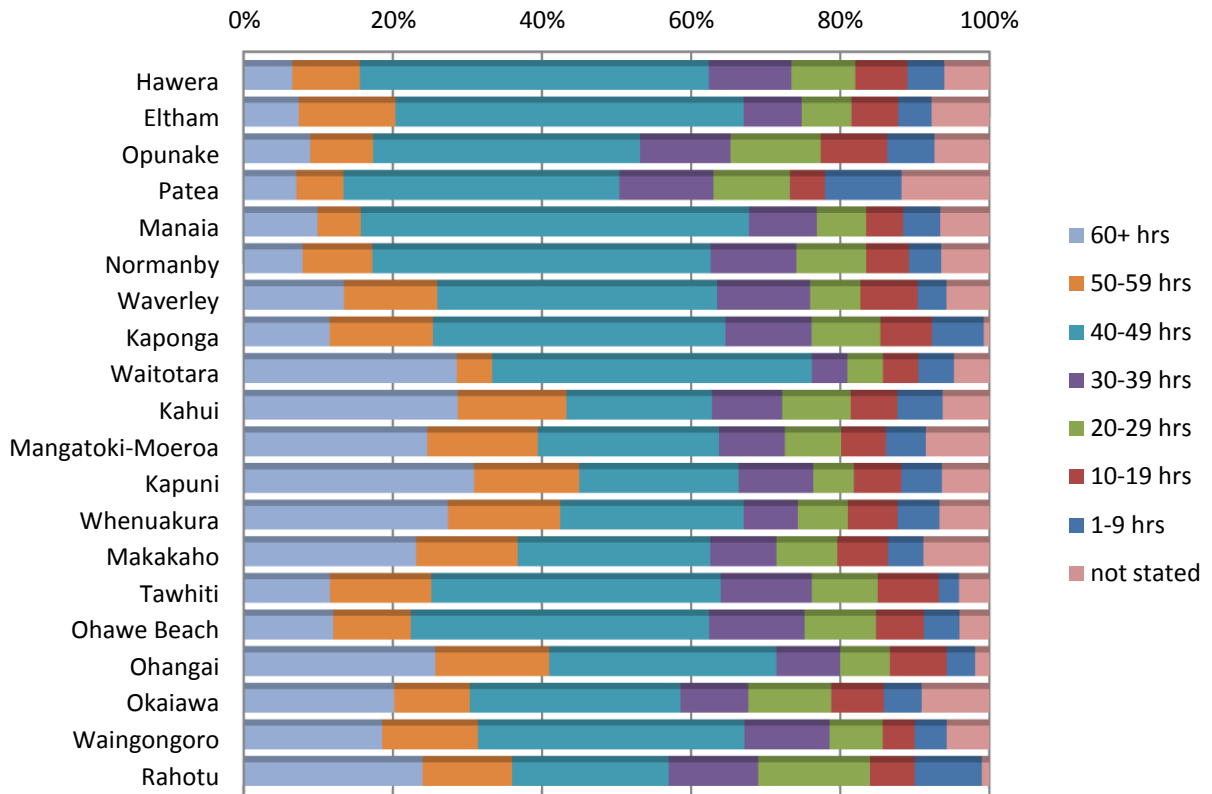
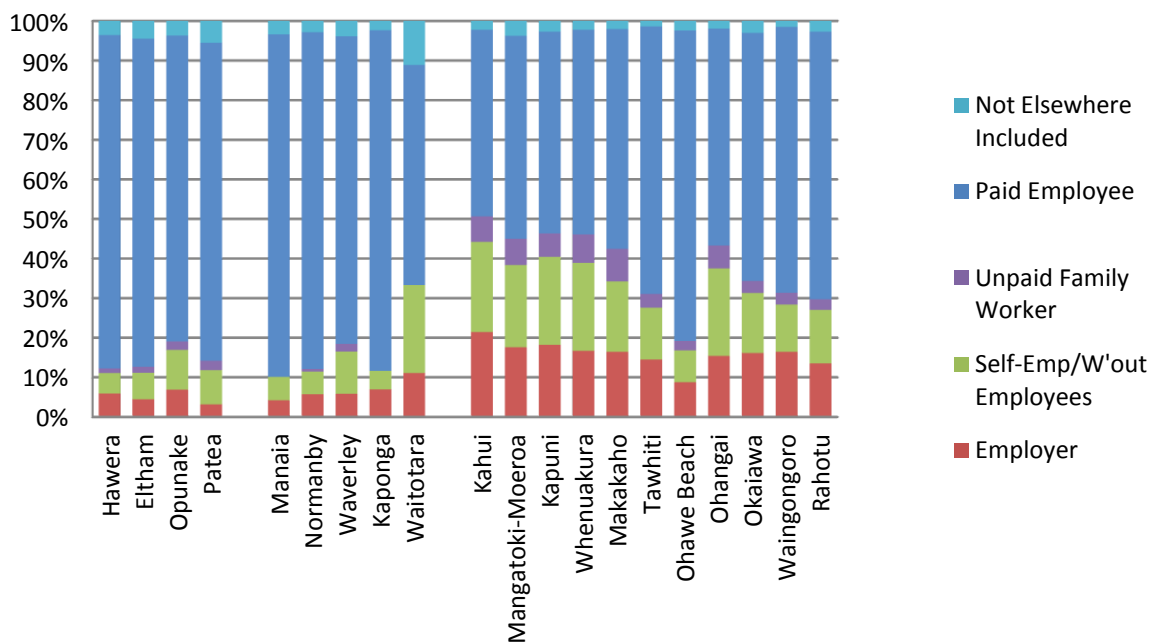


Figure 5.13 Hours worked per week employed usually resident population 15+ yrs South Taranaki, 2013

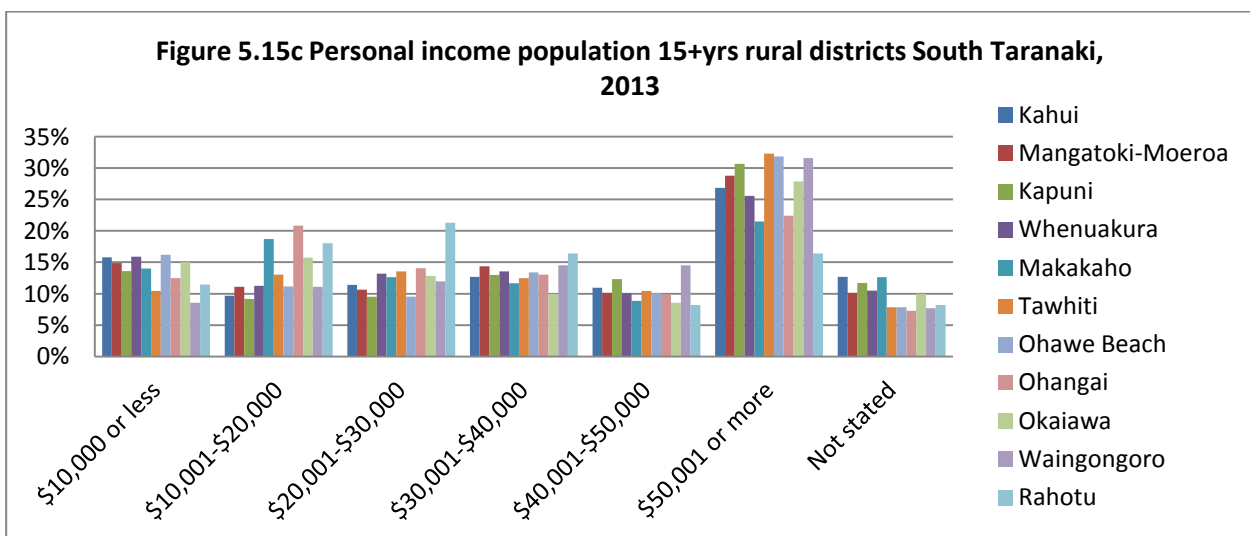
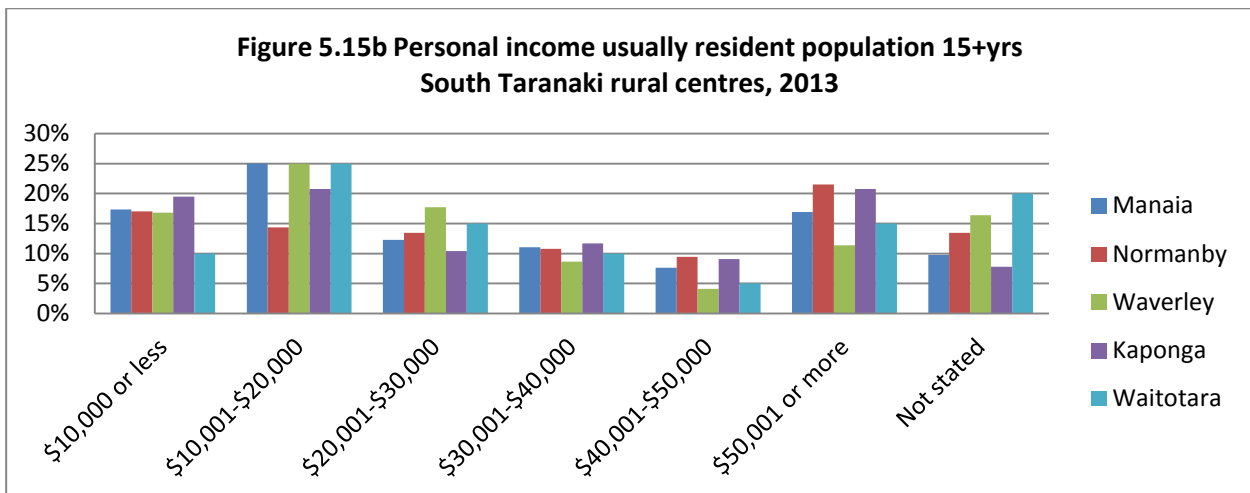
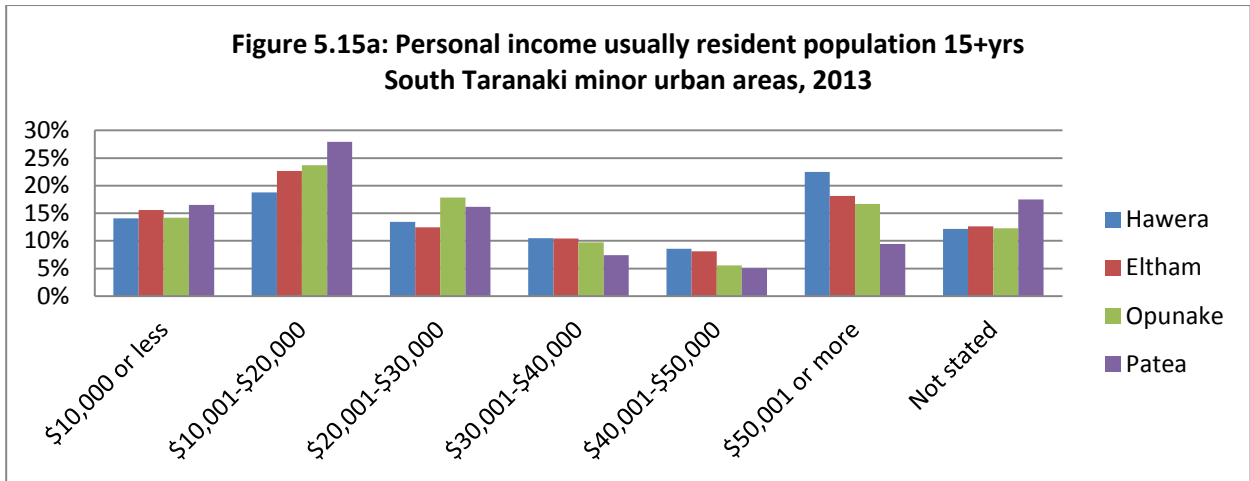


Most people are working 40 hours or more per week (Fig 5.13), with those in rural districts working the longest hours. The latter are predominantly business owners (Fig 5.14).

Fig 5.14 Employment status usually resident employed population 15+ yrs South Taranaki TA, 2013



Among residents of the minor urban areas Patea’s are the least wealthy and Hawera’s the most (Fig 5.15a). In rural centres Waverley residents are least well off (Fig 5.15b), and in rural districts, residents of Rahotu are least well off. As in the other territorial authorities, the residents of South Taranaki’s rural districts are predominantly better off than those living in the minor urban and rural centres. The wealthiest are those living in Waingongoro and Kapuni (Annex 1, Table 2).



In the minor urban areas and rural centres, income tends to be from salary and wages (Fig 5.16a and b). While salary and wages are also a key source of income in the rural districts, business and investment income feature as another major income source there. Superannuation and pensions are slightly more important as a source of income in minor urban areas than in the rural districts (reflecting the higher proportion of elderly in the minor urban and rural centres compared to the rural districts). As in the other two Taranaki territorial authorities, benefits are a source of income for up to around 10% of households in minor urban and rural centres, but are of little importance in the rural districts.

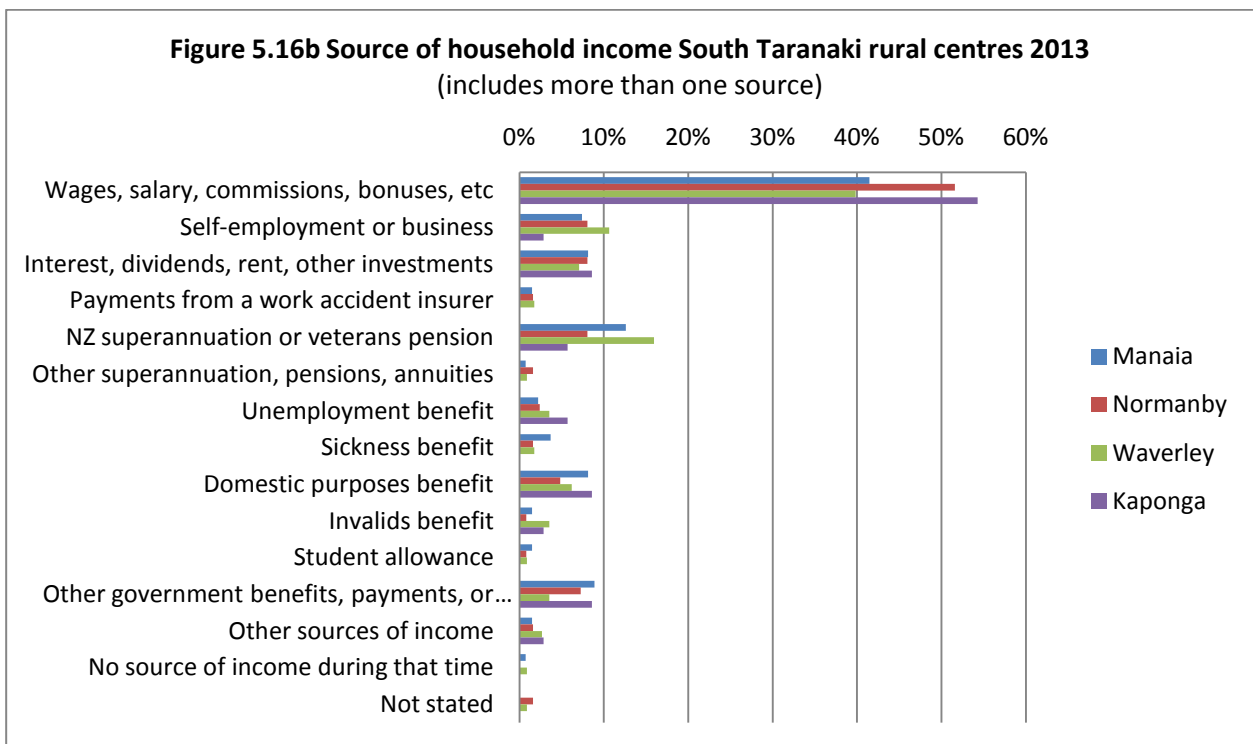
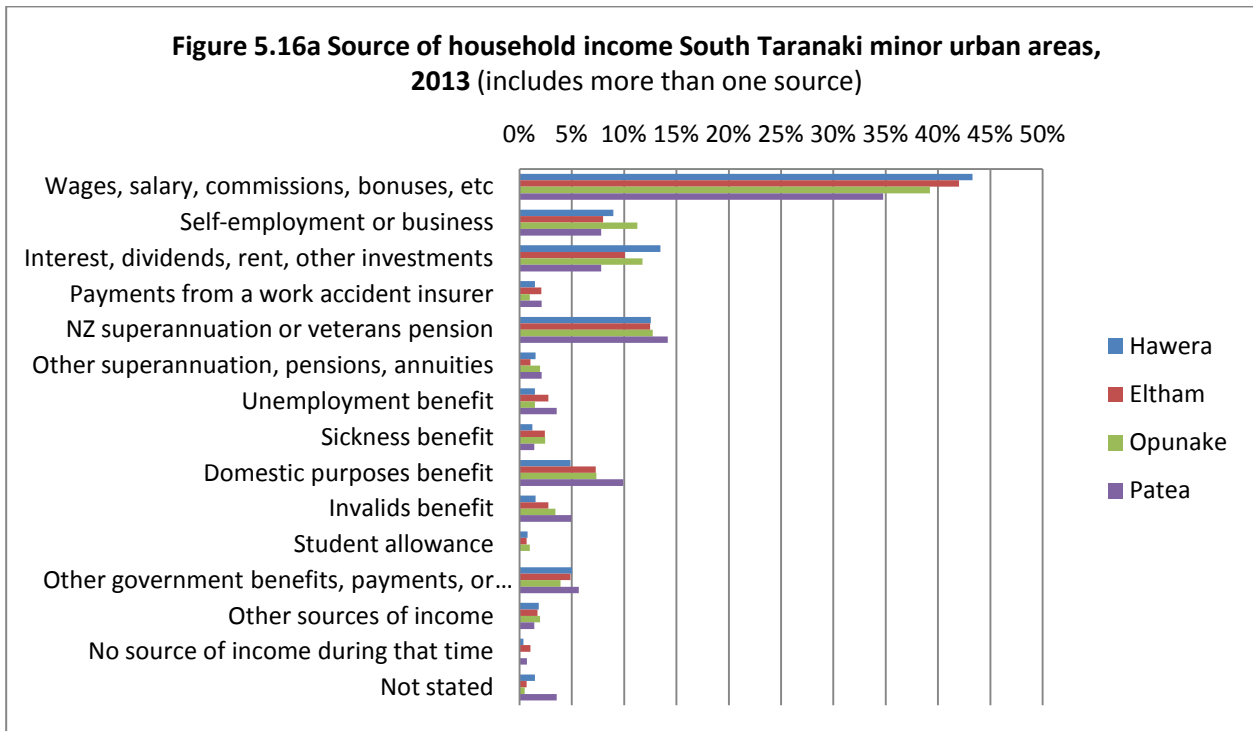


Figure 5.16c Source of household income South Taranaki rural districts 2013

(includes more than one source)

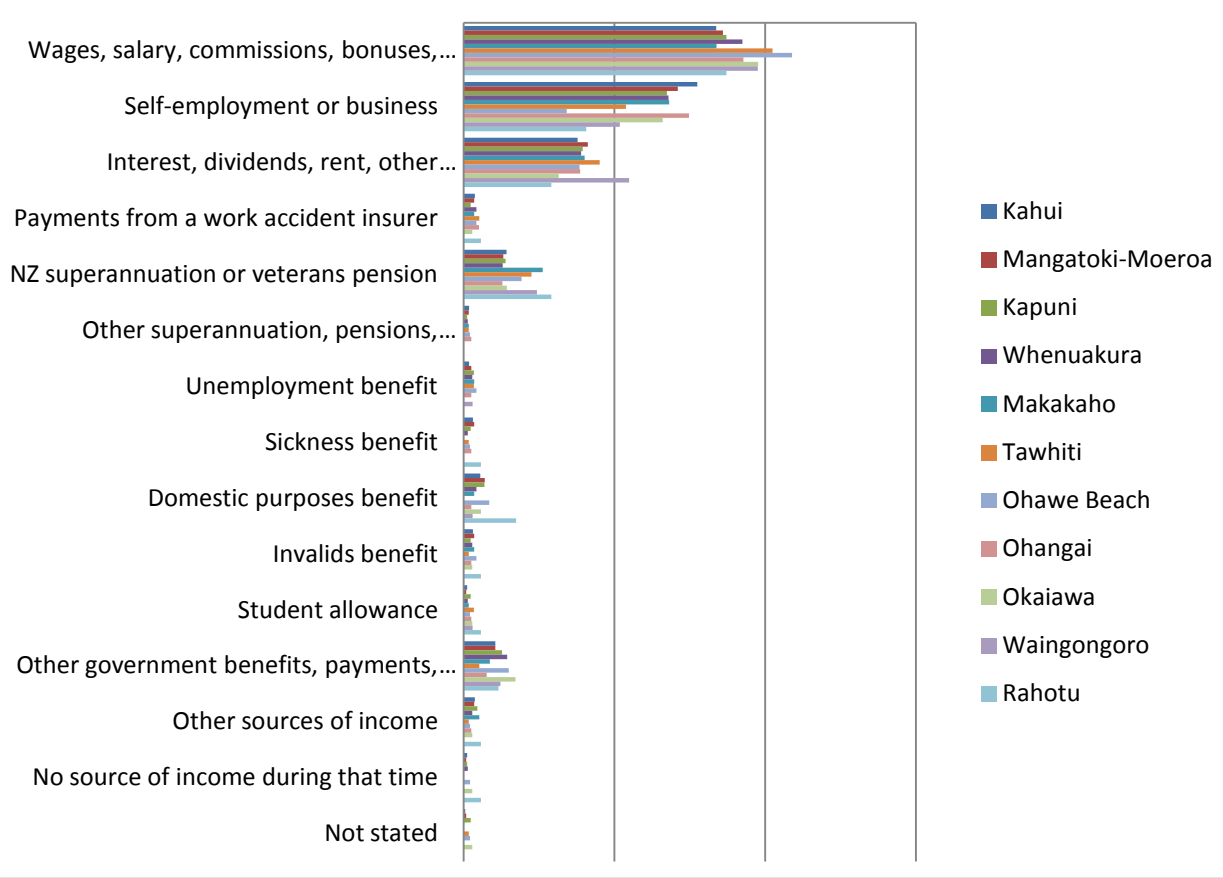
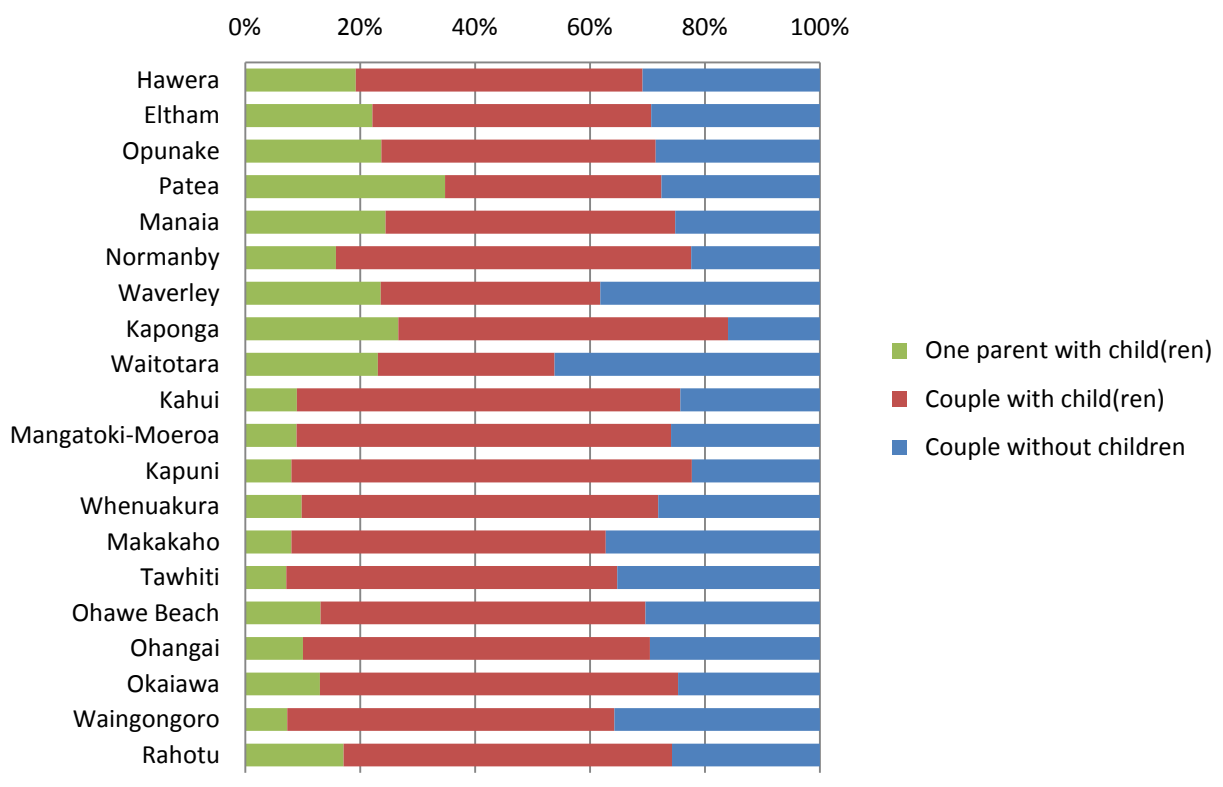
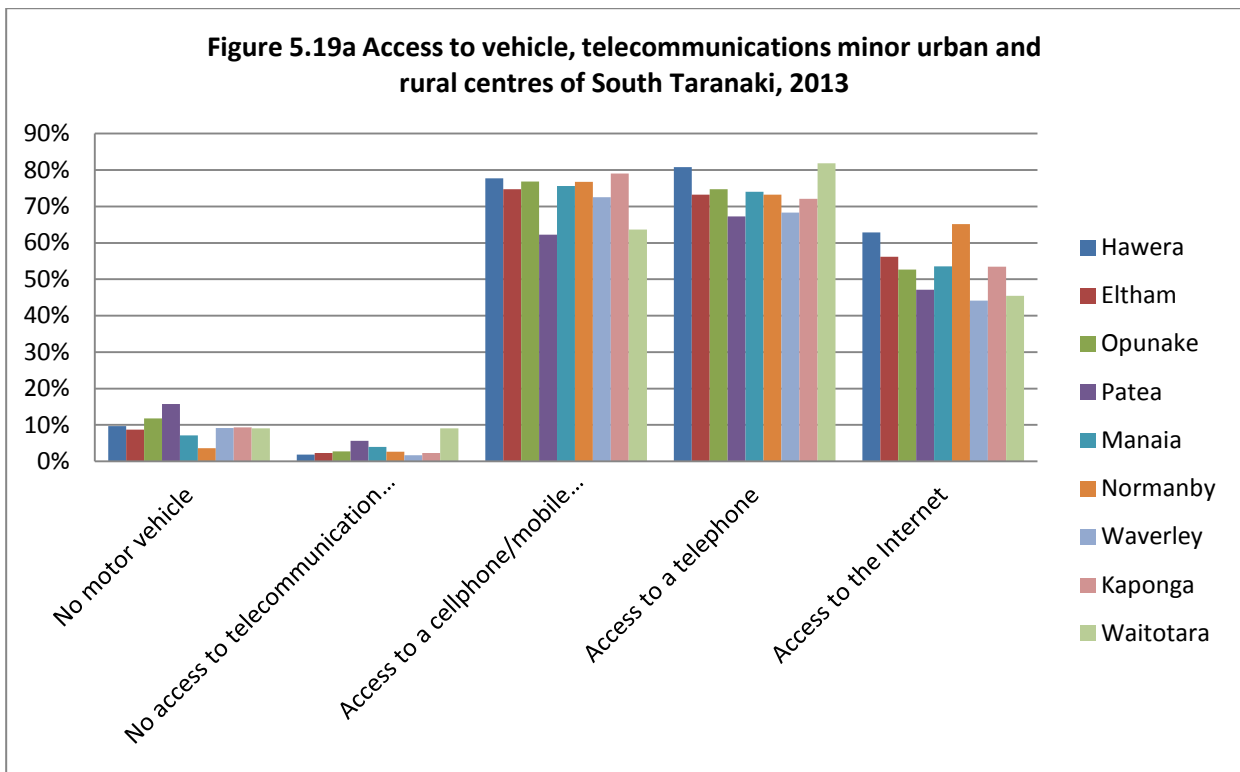
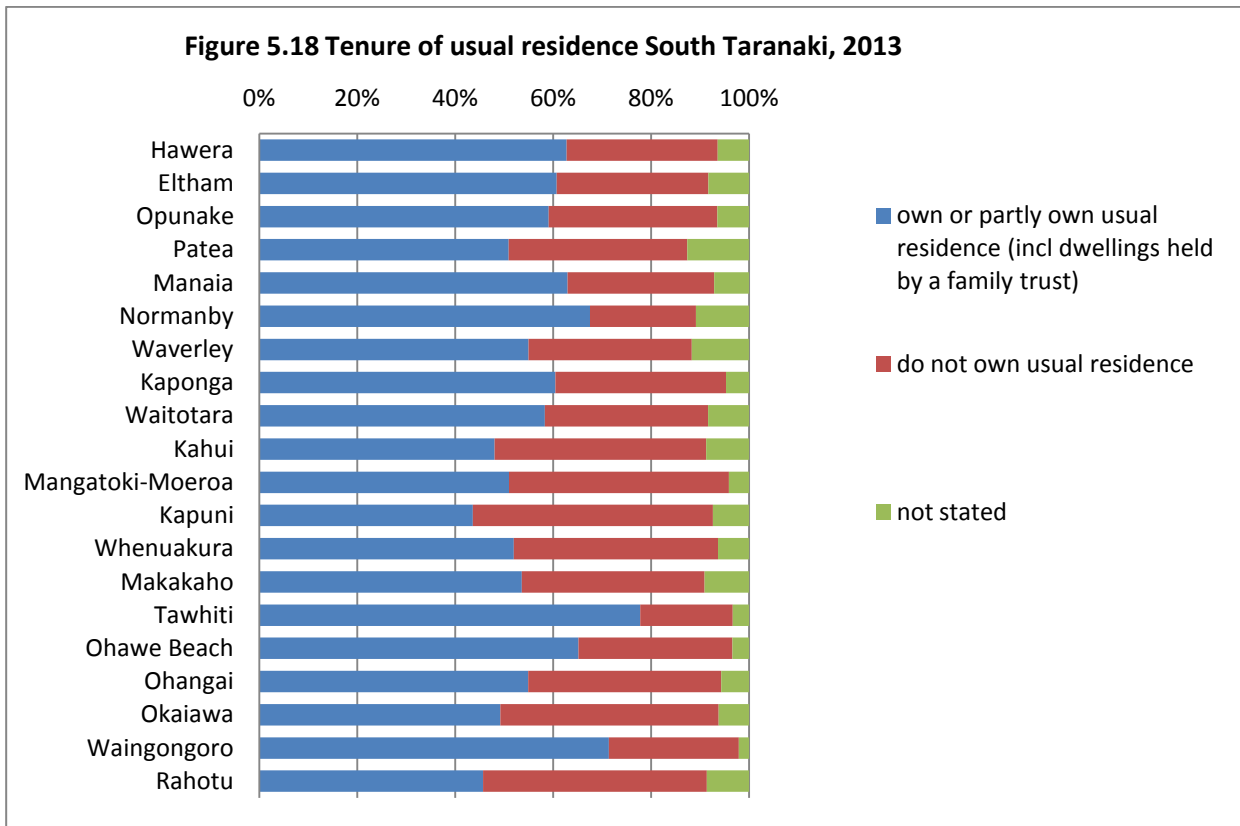


Figure 5.17 Family type of families living in private dwellings South Taranaki, 2013

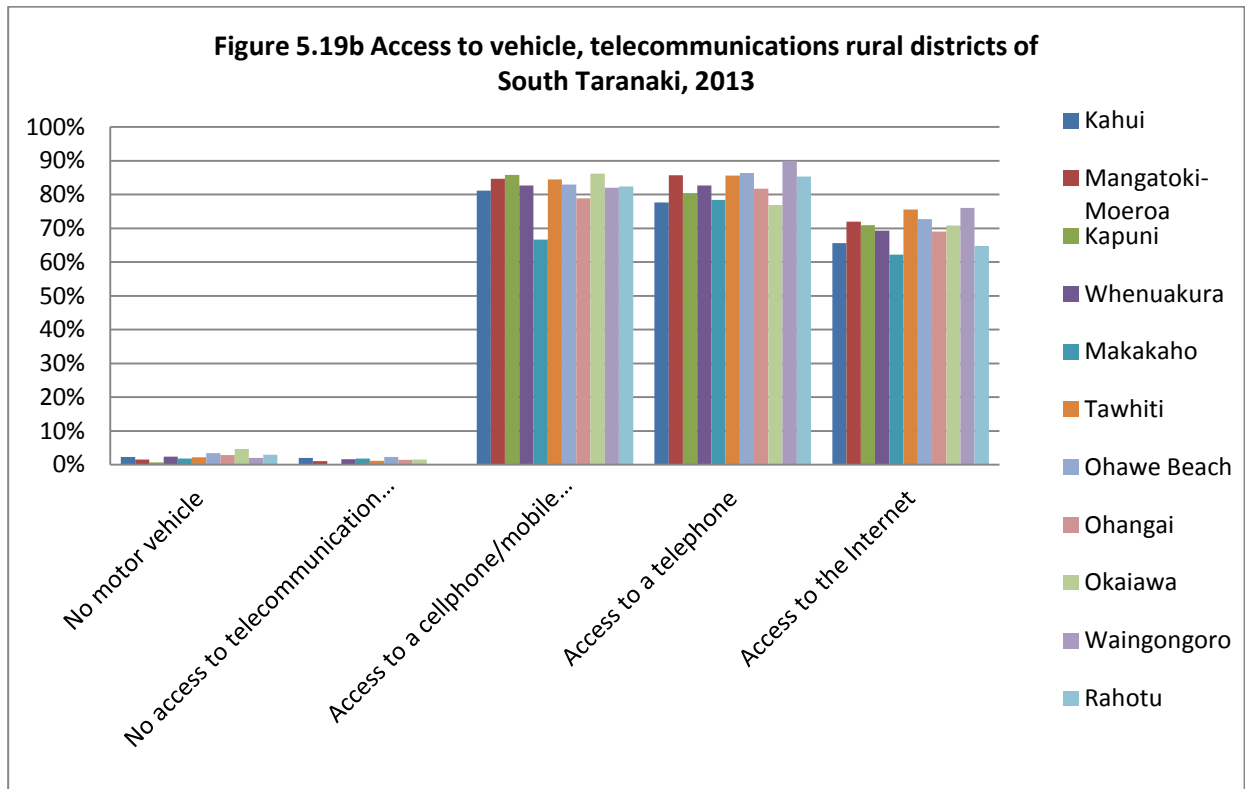


One parent families are more common in the minor urban and rural centres than in rural districts (Fig 5.17). While most people own their own home (Fig 5.18), home ownership is low in the rural districts, particularly in Kapuni (despite a high median income level), Rahotu, Kahui, Okaiawa, Whenuakura and Makakaho. Home ownership is highest in Tawhiti and Waingongoro, Normanby and Hawera.



Access to vehicles, the phone (cell phone) and the internet is similar to the other Taranaki territorial authorities (Fig5.19a and b). Access to the internet is lower in the minor urban and rural centres than in

rural districts, with Waverley, Waitotara and Patea having the lowest connection levels (Fig 5.19a). While around 10% of people living in the minor urban areas have no access to a vehicle, most people in the rural districts do have vehicle access (Fig 5.19b).



Figures 5.20a to c reflect the unpaid work of South Taranaki’s rural residents. While just about everyone works within the home (at least $\frac{2}{3}$ ^{rds} or more, much higher than in the other territorial authorities), only around 15% work for a voluntary organisation including for a marae (fewer than in Stratford, but more than New Plymouth TA).

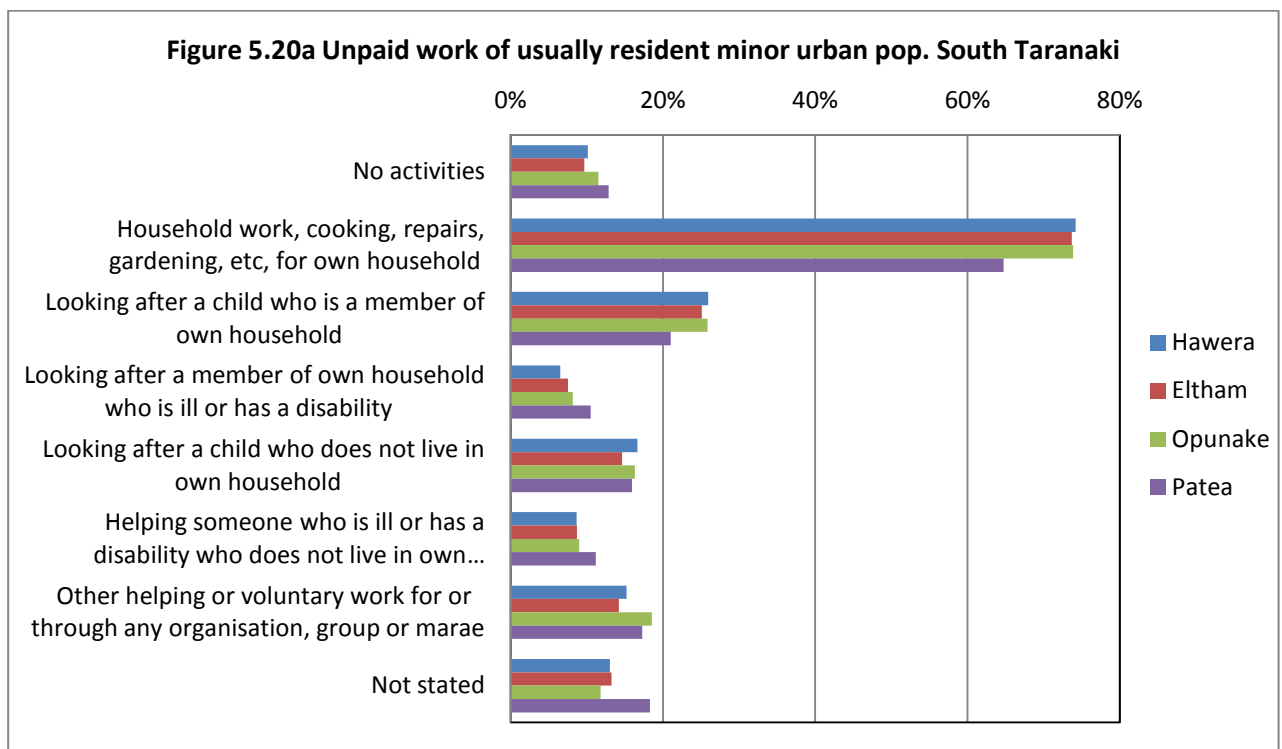


Figure 5.20b Unpaid work usually resident pop. South Taranaki rural centres

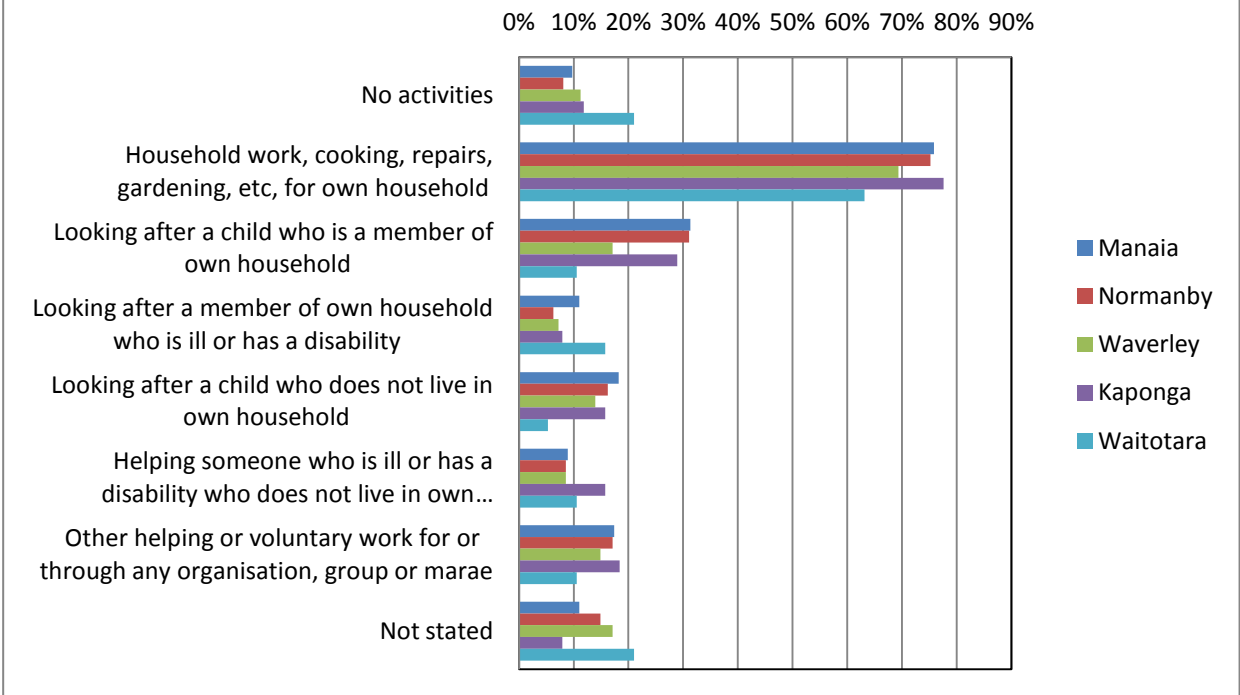
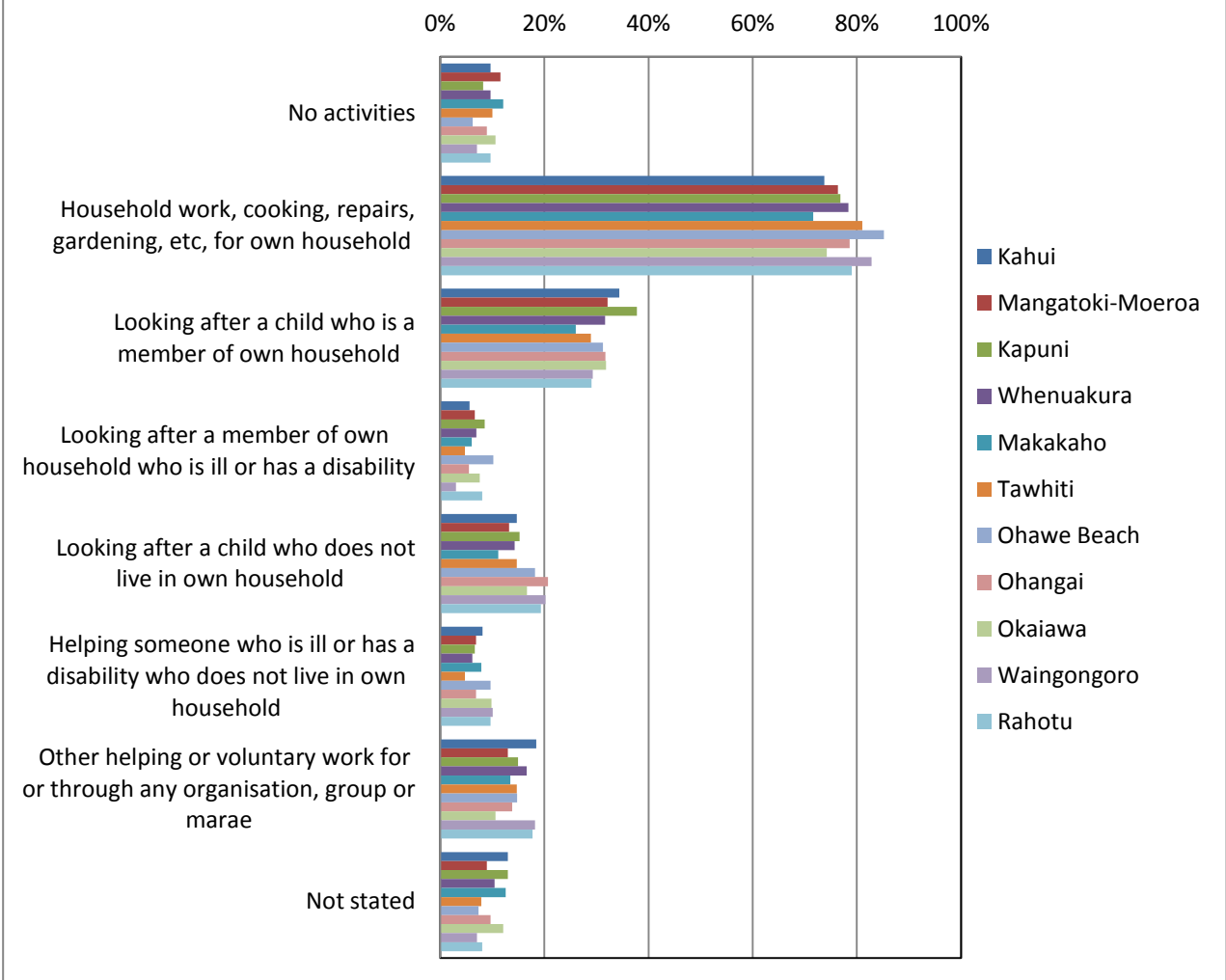


Figure 5.20c Unpaid work usually resident pop. South Taranaki rural districts



Chapter 6: Taranaki's indigenous population

According to TPK's *Te Kāhui Māngai* there are eight iwi (tribes) in Taranaki. All are recognised by the Crown for both historic Treaty of Waitangi settlement purposes and for legislative purposes such as the Māori Fisheries Act 2004. The rohe (territory) of Ngāti Tama, Ngāti Mutunga, Te Atiawa, Taranaki and Ngāti Maru are located across the territorial authorities of New Plymouth TA and Stratford TA. Ngāti Maru also extends into Ruapehu TA. The rohe of Ngāruahine, Ngāti Ruanui and Ngā Rauru Kītahi are located in the territorial authorities of Stratford TA and South Taranaki TA. Ngā Rauru Kītahi also extends into Whanganui TA.

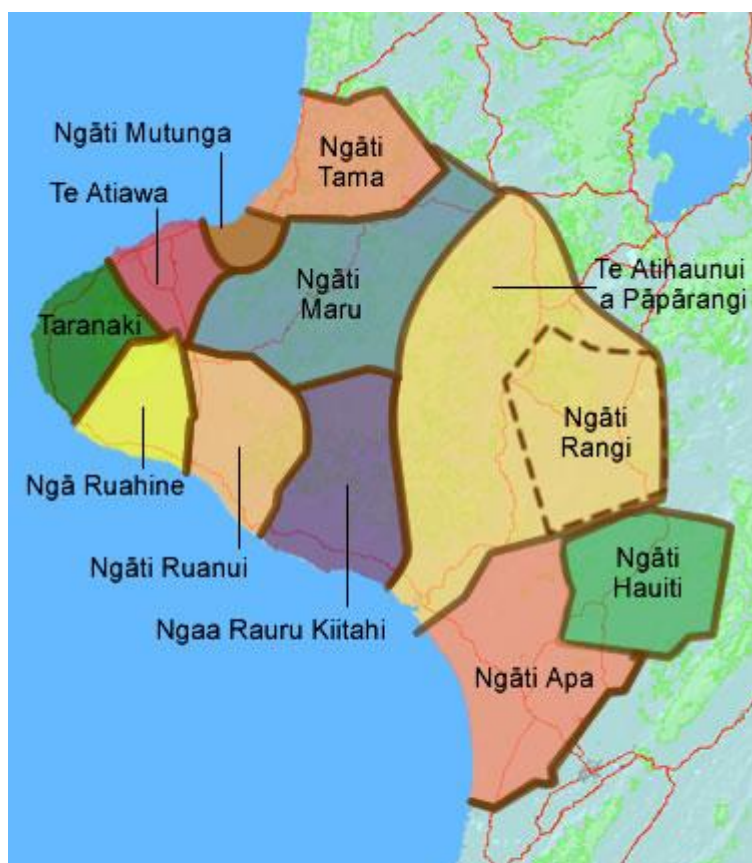


Fig 6.1 Location of Hauāuru (Taranaki and Whanganui) iwi
Te Puni Kōkiri *Te Kāhui Māngai*
www.tkm.govt.nz/region/hauauru/

Ngāti Tama had a population of 1,338 in 2013, of whom 29% lived within Taranaki region. Its rohe map (see Annex 2) is based on the Area of Interest agreed between Ngāti Tama and the Crown in the Deed of Settlement signed on 21 December 2001. Its marae Pukearuhe is located at Pukearuhe.

Ngāti Mutunga had a population of 2,514 in 2013, of whom 30% lived within the Taranaki region. Its rohe map is based on the Area of Interest agreed between Ngāti Mutunga and the Crown in the Deed of Settlement signed on 31 July 2005. Its marae is located in Urenui (Ruapekapeka).

Te Atiawa had a population of 15,273 in 2013, of whom 25% live in Taranaki region. Its rohe map is based on the Area of Interest agreed between Te Atiawa (Taranaki) and the Crown in the Deed of Settlement signed on 4 June 2014. The three hapū of Manukorihi,

Ngāti Rāhiri and Ngāti Te Whiti are based at the Ōwae (Manukorihi) marae in Waitara. Mangaemiemi is the marae of the hapū of Otaraua (located at Tikorangi). The hapū of Pukerangiora has two marae: Kairau (Brixton) and Te Kohanga Moa (Inglewood). Muru Raupatu marae (Bell Block) is the home of the Puketapu hapū.

Taranaki had a population of 6,087 in 2013, 28% of whom are located in Taranaki region. Its rohe map is based on the Area of Interest agreed between Taranaki iwi and the Crown in the Deed of Settlement signed on 05 September 2015. There are nine hapū. Ngā Māhanga is based at Pūniho (Tarawainuku) marae. Ōrimupiko marae (Ōpunake) is home to three hapū: Ngāti Haumia, Ngāti Kahumate and Ngāti Tamarongo. Parihaka marae (Pungarehu) is home to Ngāti Haupoto and Ngāti Moeahu. Ngāti Haupoto, together with Ngāti Tara and Ngāti Tuhekerangi are also based at Te Pōtaka marae (Ōaonui). Ngāti Tairi is based at Ōākura (Okorotua) marae.

Ngā Ruahine had a population of 4,800 in 2013, 37% of whom live in Taranaki region. Its rohe map is based on the Area of Interest agreed between Ngāruahine and the Crown in the Deed of Settlement initialled on 13 June 2014. There are six hapū and eight marae. Kanihi-Umutahi is based at Kanihi (Māwhitiwhiti) marae (located at Ōkaiawa) and Te Rangatapu marae (located at Ōhawe Beach). Te Rangatapu is also home to Ōkahu – Inuāwai. This hapū is also based at Aotearoa marae (Ōkaiawa). Ngāti Haua is based at Okare ki Uta and at Tawhitinui maraes (both located in Otakeho). Ngāti Manuhiakai is based at Te Aroha o Tītokowaru marae (Ōkaiawa). Ngāti Tamaahuroa me Tītahi is based at Ōeo marae, while Ngāti Tū is based at Waiokura marae (Manaia).

Ngāti Ruanui had a population of 7,260 in 2013, 25% of whom live in Taranaki region. Its rohe map (no copy available) is based on the Area of Interest agreed between Ngāti Ruanui and the Crown in the Deed of Settlement signed on 12 May 2001. There are 16 hapū and 12 marae.

<u>Hapū</u>	<u>marae</u>	<u>location</u>
Ahitahi	Whakaahuangi	Stratford
Araukūku	Ketemarae (Ngārongo)	Normanby
Hāmua	Ngātiki	Hāwera
	Taiporohēnui	Hāwera
Hāpōtiki	Taiporohēnui	Hāwera
Ngā Ariki	Meremere	Ohangai
	Mokoia	Mokoia
Ngāti Hawe	Ararātā	Ararātā
	Ngātiki	Hāwera
Ngāti Hine	Meremere	Ohangai
	Pariroa	Kakaramea
	Whenuakura	Whenuakura
Ngāti Kōtuku	Pariroa	Kakaramea
Ngāti Ringi	Pariroa	Kakaramea
Ngāti Tākou	Manutahi (Te Takere)	Manutahi
Ngāti Tānewai	Wharepuni	Hāwera
Ngāti Tūpaea	Wharepuni	Hāwera
Ngāti Tūpito	Pariroa	Kakaramea
Rangitāwhi	Wai o Turi	Pātea
Tuatahi	Pariroa	Kakaramea
Tūwhakaehu	Meremere	Ohangai

Ngāti Maru had a population of 855 in 2013 of whom 34% live in Taranaki region. Its rohe map is from its Deed of Mandate. There are eight hapū and one marae (Te Upoko o te Whenua located in Tarata). The hapū are: Ngārīki, Ngāti Hinemōkai, Ngāti Kōpu/Kōpua, Ngāti Kui, Ngāti Maruwharanui, Ngāti Tamakehu, Ngāti Tamatāpu, Ngāti Te Ika.

Ngā Rauru Kītahi had a population of 4,176 in 2013, of whom 17% live in Taranaki region. Its rohe map is based on the Area of Interest agreed between Ngā Rauru Kītahi and the Crown in the Deed of Settlement signed on 27 November 2003. There are 17 hapū and 11 marae.

<u>Hapū</u>	<u>marae</u>	<u>location</u>
Hine Waiata	Whenuakura	Whenuakura
Hine Waiatarua	Te Ihupuku (Parehungahunga)	Waitōtara
Kairākau	Wai o Turi	Pātea
Manaia	Wai o Turi	Pātea
Ngā Ariki	Waipapa (moumahaki)	Waitōtara

Ngāti Hine	Wai o Turi	Pātea
Ngāti Hou Tipua	Kaipō (Wharetapapa)	Waitōtara
Ngāti Iti	Kai Iwi	Kai Iwi
	Taipake	Kai Iwi
	Te Aroha	Kai Iwi
Ngāti Maika I	Wai o Turi	Pātea
Ngāti Maika II	Pākaraka	Maxwell
Ngāti Pourua	Takirau	Piraunui
Ngāti Pūkeko	Kai Iwi	Kai Iwi
	Taipake	Kai Iwi
	Te Aroha	Kai Iwi
Ngāti Ruaiti	Tauranga Ika	Waverley
Pukorokoro	Wai o Turi	Pātea
Rangitāwhi	Wai o Turi	Pātea
Tamareheroto	Kai Iwi	Kai Iwi
	Taipake	Kai Iwi
	Te Aroha	Kai Iwi

Two further groups are not included in *Te Kāhui Māngai*, but appear in Statistics New Zealand data sets. These are Pakakohi and Tangahoe. The Office of Treaty Settlements states “while Pakakohi and Tangahoe exist today as distinct entities they are not of the same status as Ngāti Ruanui and do not have exclusive occupation of territory..... Pakakohi was a sub-grouping of Ngāti Ruanui and considered as such by other iwi in Taranaki. Pakakohi is part of the same claimant community as Ngāti Ruanui, same marae, hapū and rohe” (OTS 2003?). While Pakakohi and Tangahoe’s claims for separate settlement failed, changes were made to the Ngāti Ruanui Deed of Settlement to ensure greater recognition was given to Pakakohi and Tangahoe.

Table 6.1: Socio-Economic Data Taranaki Iwi

Taranaki Iwi	New Zealand Māori affiliating with each Iwi	Māori affiliating with each Iwi and living in Taranaki	% of iwi living in Taranaki region	Median age (yrs) (NZ wide)	No formal quals 15+yrs (NZ wide)	Bachelor degree or higher 15+yrs (NZ wide)	Median income 15+yrs (NZ wide)	% fluent in Te Reo (NZ wide)
Ngāti Tama	1,338	387	29%	30.9	23%	15%	\$26,500	18%
Ngāti Mutunga	2,514	759	30%	30.7	25%	17%	\$27,600	21%
Te Atiawa	15,273	3,828	25%	27.1	26%	14%	\$25,800	17%
Taranaki	6,087	1,686	28%	27.2	26%	16%	\$25,400	25%
Ngā Ruahine	4,803	1,776	37%	24.3	30%	13%	\$25,400	30%
Ngāti Ruanui	7,260	1,830	25%	24.4	29%	13%	\$24,500	26%
Ngāti Maru	855	294	34%	25.5	28%	10%	\$21,500	26%
Ngā Rauru Kītahi	4,176	717	17%	24.2	29%	11%	\$22,800	31%
Tangahoe	243	96	40%	28.5	28%	18%	\$24,800	44%
Pakakohi	351	144	41%	30.8	36%	9%	\$21,700	30%
People of Māori descent in NZ	668,721	20,400	3%	24.4	33%	10%	\$23,700	21%

Unfortunately due to issues with small data sets most data available at an iwi level is not differentiated by location. Annex 1, Table 3 provides an approximate indication of the numbers of each iwi located in Taranaki’s minor urban, rural centres and rural districts. However, the remainder of the data is for the whole of Taranaki region, including those living in New Plymouth City. Most of Taranaki’s iwi (resident in the region) are predominantly more highly qualified than people of Māori descent generally, and are as well and if not better qualified than Taranaki’s population as a whole (Table 6.1). This is reflected in median income which is higher than for people of Māori descent in general, though below the New Zealand and Taranaki region’s median levels.

Fluency in Te Reo varies across iwi (Table 6.1), but half of all Taranaki iwi had visited their ancestral marae and considered it important to engage in Māori culture (Figures 6.1 and 6.2).

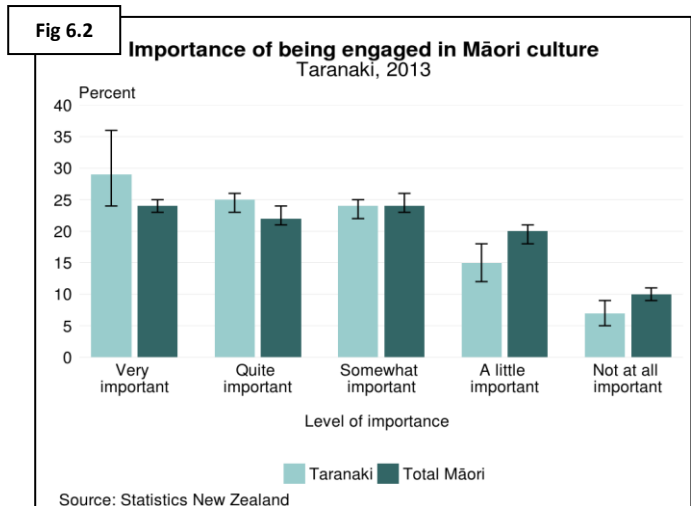
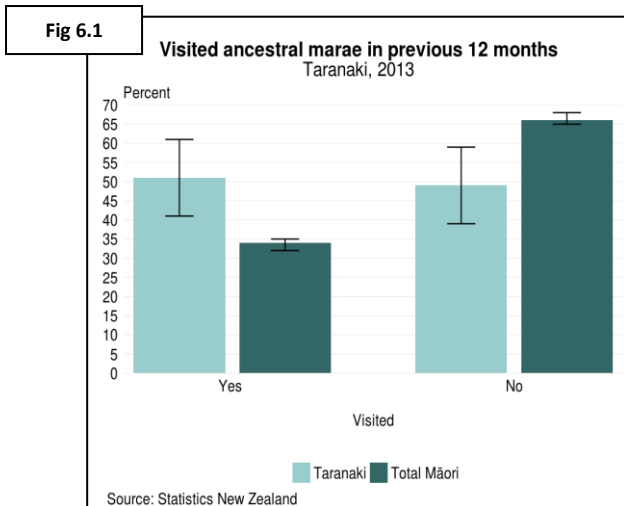
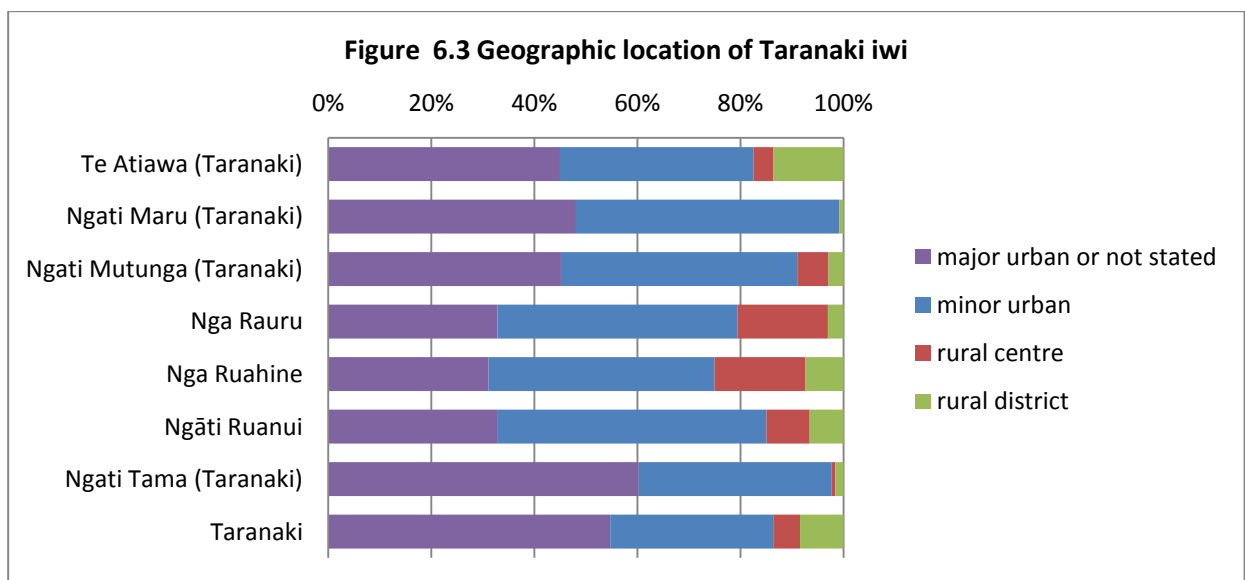


Figure 6.3 shows that of the iwi whose geographic location could be identified, most are based in New Plymouth City or in Taranaki’s minor urban areas. The actual location of iwi living in minor urban, rural centres and rural districts is identified in Annex 1, Table 3.



Figures 6.4 and 6.5 show little differentiation between iwi in terms of labour force status, or occupation. Occupations of iwi mirror those of all Taranaki residents. Ngāti Ruanui, Tangahoe and Pakakohi iwi also cross into Whanganui TA and are likely to commute to Whanganui City as well as to New Plymouth (from Waitara). Pakakohi are heavily engaged in manufacturing industry and Tangahoe the professions.

Fig 6.4 Labour force status of people 15+ yrs of Maori descent usually resident in Taranaki region by iwi, 2013

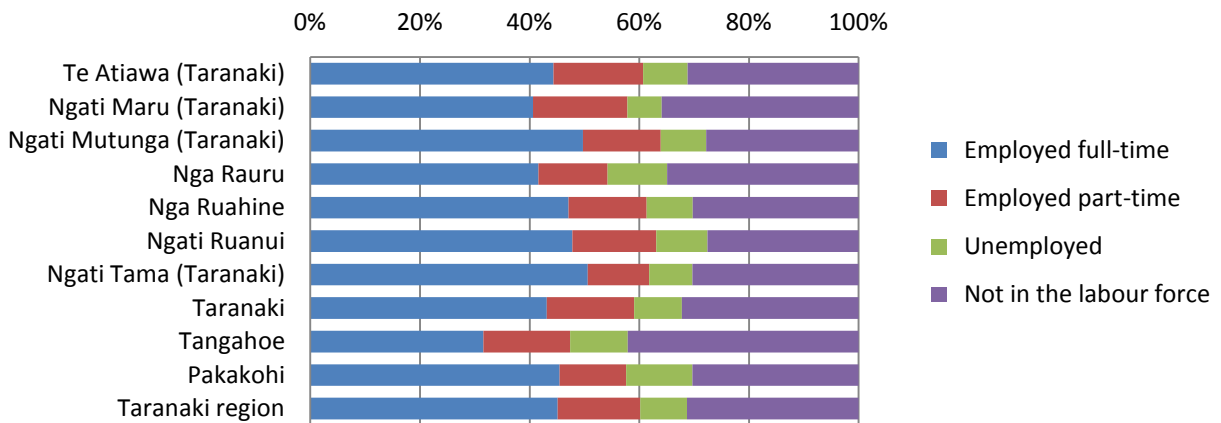


Fig 6.5 Occupation of employed 15+ yrs iwi usually resident in Taranaki region, 2013

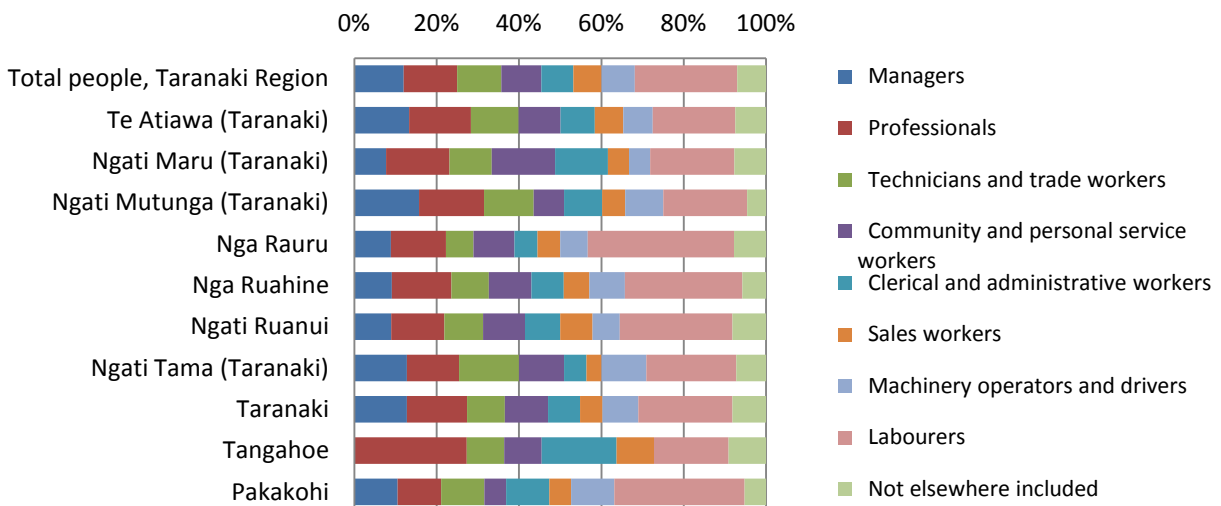
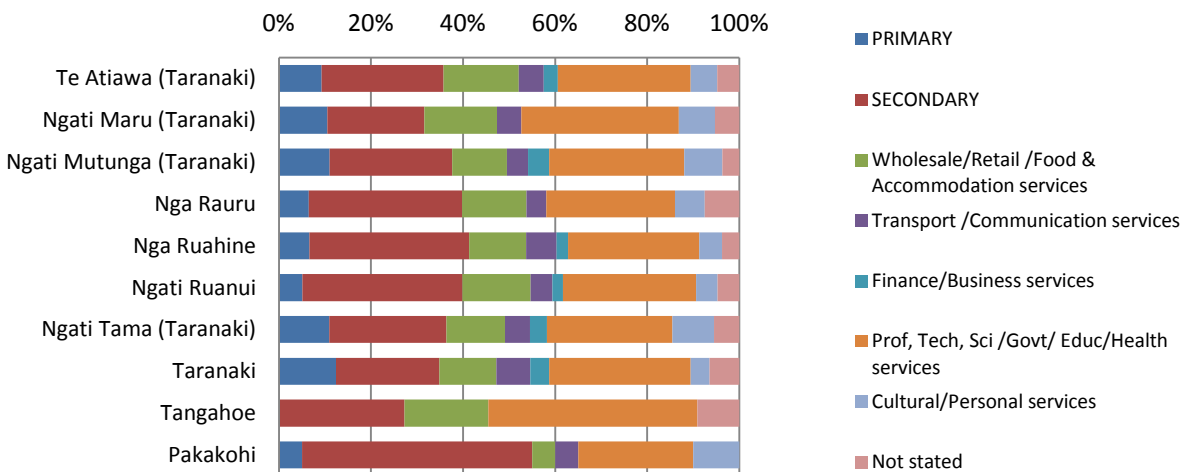


Figure 6.6 Industry group of employed population of Maori descent 15+ yrs usually resident in Taranaki region by iwi, 2013



Chapter 7: Summary Comments

Reviewing the rural and minor urban areas of the three territorial authorities together provides further insights into Taranaki region's rural population. Including Whangamomona (which while part of Stratford TA, is located in Manawatu-Wanganui region), the 2013 distribution of Taranaki's population was as follows:

- New Plymouth City 48%
- Minor urban areas 26%
- Rural centres 4%
- Rural districts 22%

The minor urban areas in Stratford TA and New Plymouth TA are growing as is Hawera in South Taranaki. Rural centres remain stable but are mostly not growing. New Plymouth TA's rural districts are growing, but Stratford TA's rural districts are static, and South Taranaki's are in a gentle decline.

The minor urban areas have a fairly even distribution of people across all age groups in contrast to the very uneven distribution of ages in the rural districts. Older people (65+ tend to congregate in the minor urban areas. The rural districts have lost people from ages 15-30 years and again in the 65+ years age groups.

Few of Taranaki's tangata whenua live in the rural districts, or even the rural centres. Most choose to live in New Plymouth City or in the minor urban areas.

Employment

As expected, primary industry (predominantly farming) dominates the rural districts. Here people predominantly work and live in the same location. It is only in the districts that are the most distant from the largest urban places that primary industry predominates, however. Thus, only three rural districts have more than 60% of their employed usually resident population 15+ years engaged in primary industry. These are: Kapuni (68%); Kahui (67%); and Whangamomona (62%). A further six rural districts have 50-58% of their employed population in primary industry: Whenuakura (58%); Makakaho (57%); Mangatoki-Moeroa (56%); Douglas (56%); Rahoitu (53%); and Ohangai (50%). Another five rural districts range between 37-47% in primary industry: Toko, Pembroke, Okaiawa, Kaimata and Okoki-Okau.

The remaining rural districts, with their employed population's engagement in primary industry ranging from 15-29%, are those closest to New Plymouth City: Kaitake, Lepperton (25% each), and Egmont Village (15%); and to Hawera: Waingongoro (29%), Ohawe Beach and Tawhiti (19% respectively).

Although the service industries predominate in the minor urban and rural centres, secondary industry (particularly manufacturing) is also significant. The proportion of the employed usually resident population 15+ years engaged in secondary industry is greatest in Eltham (47%) and Manaia (46%); followed by Normanby (41%); Waitotara (38%), Hawera and Kaponga (37% each). Engagement in secondary industry is also important in Patea (31%); Waitara and Midhurst (30% each); Stratford and Waverley (29% each); and Inglewood (27%). Of particular interest is its importance in the three rural districts surrounding Hawera: Waingongoro (32%); Ohawe Beach (31%); and Tawhiti (30%). The location of manufacturing plants in rural districts contributes to the significant level of commuting with many people living in for example, Hawera, commuting to the Fonterra factory in Ohawe Beach, or to

businesses in Tawhiti. Similarly, people living in Normandy, Opunake and Patea commute elsewhere to work, while Eltham attracts workers from elsewhere to work in its manufacturing businesses. Hawera attracts people from elsewhere to work in its retail sector, whilst those engaged in the education and health sectors also commute. Unsurprisingly, around 75 to 80 or more percent of the paid workers living in minor urban and rural centres drive, or are passengers in, a motor vehicle of some description.

Socio-economic status

Deprivation is high. It is highest in the minor urban areas, followed by the rural centres. Deprivation is also high in the most remote of all the rural districts (Whangamomona).

On the other hand, deprivation it is very low in the three rural districts closest to New Plymouth City: Kaitake, Lepperton and Egmont Village. Low deprivation of course relates to the availability of higher paying jobs in New Plymouth City, reflected in the higher personal income of people living in districts closest to the city: Kaitake, Lepperton and Egmont Village.

Away from New Plymouth City, the rural districts have a good proportion of people with high levels of income. Those living in the rural districts surrounding Hawera are comparatively well off. Waingongoro has the highest median personal income in the region, with people living in Tawhiti and Ohawe Beach also having a relatively high level of personal income. Kapuni and Okaiawa are closely followed by Mangatoki-Moeroa, Kahui, Toko, Pembroke, Kaimata, Douglas, Whenuakura and Ohangai as places where the median income is well above average.

The defining factor in terms of income levels and deprivation levels is not whether people are self-employed/employers versus employees, but whether or not they are in the labour force.

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Annex 1: Data

Table 1: Selected demographic data for Taranaki Territorial Authorities and Area Units 2013 Census Population & Dwellings Source: Statistics NZ 2013 Census Quickstats about a place www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-about-a-place.aspx?request_value=14641&tabname [accessed Oct 2015]

Area Unit	Number of people	Median age (years)	Under 15 yrs (%)	15-64 yrs (%)	65 yrs & over (%)	Number of households	Ethnicity European (%)	Ethnicity Māori (%)	Over-seas born (%)
Stratford	5,466	40.4	20.7	58.0	21.0	2,247	89.5	15.0	10.7
Midhirst	234	41.2	21.8	66.7	11.5	99	92.2	10.4	6.7
Pembroke	1,224	37.2	23.5	66.2	10.3	432	96.4	5.9	7.5
Toko	1,188	36.3	25.0	66.2	8.8	429	94.8	5.0	6.6
Douglas	732	35.9	24.6	68.0	7.4	258	96.9	9.3	6.8
Whangamomona	150	45.8	20.4	67.4	12.2	66	93.9	10.2	10.2
STRATFORD TA	8,991	39.0	22.0	61.8	16.2	3,537	91.9	11.8	9.3
Hawera	8,514	40.0	19.0	60.5	21.6	3,399	80.4	25.0	9.4
Eltham	1,941	41.1	21.9	61.9	16.2	795	81.8	27.9	8.5
Opunake	1,335	42.1	20.0	58.7	21.3	558	78.1	33.6	10.1
Patea	1,098	46.0	19.7	59.5	20.8	480	61.8	48.1	7.7
Manaia	960	38.2	25.9	58.5	15.6	381	68.9	48.5	5.6
Normanby	891	32.6	24.9	66.3	8.8	336	77.3	33.2	5.1
Waverley	798	47.7	16.6	61.5	21.9	360	79.5	28.0	7.2
Kaponga	303	37.7	24.8	63.3	11.9	132	80.8	28.3	4.1
Waitotara	66	54.8	14.3	61.9	23.8	36	68.4	36.8	5.3
Kahui	2,601	33.6	26.2	66.1	7.7	924	88.6	19.9	6.4
Mangatoki-Moeroa	1,698	33.1	25.3	65.5	9.2	588	94.8	9.4	5.2
Kapuni	1,317	31.6	28.2	64.5	7.3	444	92.6	15.7	5.4
Whenuakura	1,065	33.1	27.3	64.8	7.9	381	90.1	17.8	6.4
Makakaho	810	39.8	20.3	66.0	13.7	333	89.5	13.7	7.7
Tawhiti	732	40.7	21.8	65.0	13.2	270	89.4	15.7	8.5
Ohawe Beach	687	38.0	23.1	66.0	10.9	267	87.8	21.6	9.0
Ohangai	570	39.2	23.7	67.9	8.4	213	93.2	11.9	5.6
Okaiawa	540	35.8	26.1	66.1	7.8	195	83.9	23.2	4.8
Waingongoro	396	38.0	25.6	61.6	12.8	150	91.5	9.2	7.7
Rahotu	252	36.9	26.2	59.5	14.3	105	77.5	35.0	7.6
SOUTH TARANAKI	26577	38.0	22.9	62.4	14.7	10,341	82.9	24.3	7.7
Waitara	6,483	40.6	22.3	58.9	18.8	2,604	73.0	40.0	6.0
Inglewood	3,243	39.6	21.4	61.0	17.6	1,320	91.4	12.3	11.1
Okato	561	35.2	26.7	59.9	13.4	216	90.1	20.3	15.0
Urenui	426	49.7	18.2	55.9	25.9	183	91.2	19.9	8.2
Kaitake	2,862	40.5	23.8	67.9	8.3	1,041	96.0	6.8	14.1
Kaimata	2,778	39.0	23.7	66.9	9.4	993	93.8	9.7	9.3
Lepperton	2,379	41.4	21.7	66.8	11.5	840	92.2	12.6	8.7
Okoki-Okau	2,172	42.3	21.3	64.9	13.8	798	90.3	18.4	7.2
Egmont Village	594	39.1	24.1	65.8	10.1	213	95.7	4.8	12.8
NEW PLYMOUTH TA excl NP UA	21,498					8,208			
NEW PLYMOUTH TA incl NP UA	74,184	40.6	20.4	62.8	16.8	29,202	86.7	15.7	15.0
New Plymouth UA	52,686					20,994			
Taranaki excl N/P UA	56,922					22,020			
Taranaki Region	109,608	39.9	21.1	62.7	16.2	43,014	86.2	17.4	12.8
New Zealand	4.2 m	38.0	20.4	65.3	14.3	1.5 m	74.0	14.9	25.2

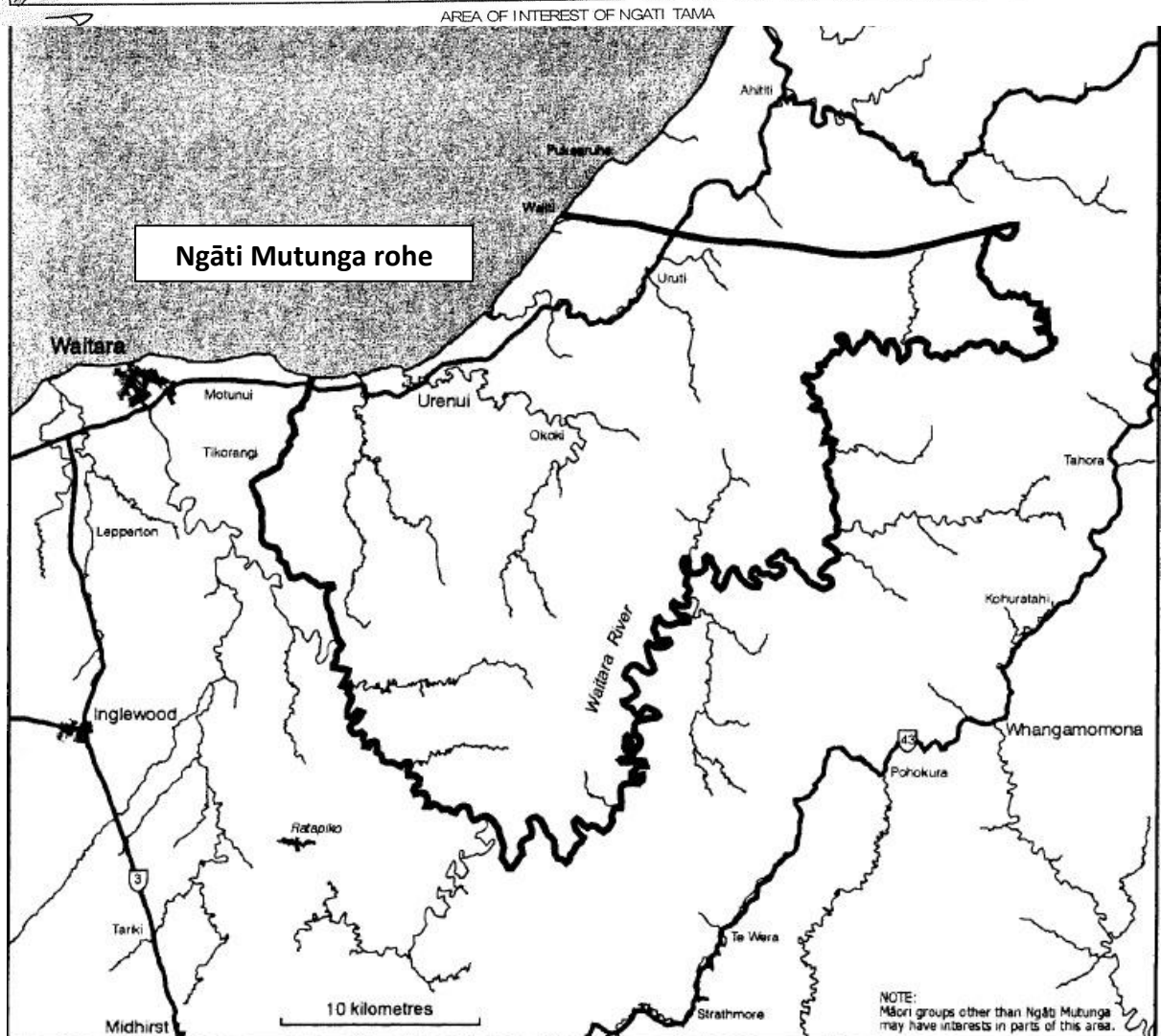
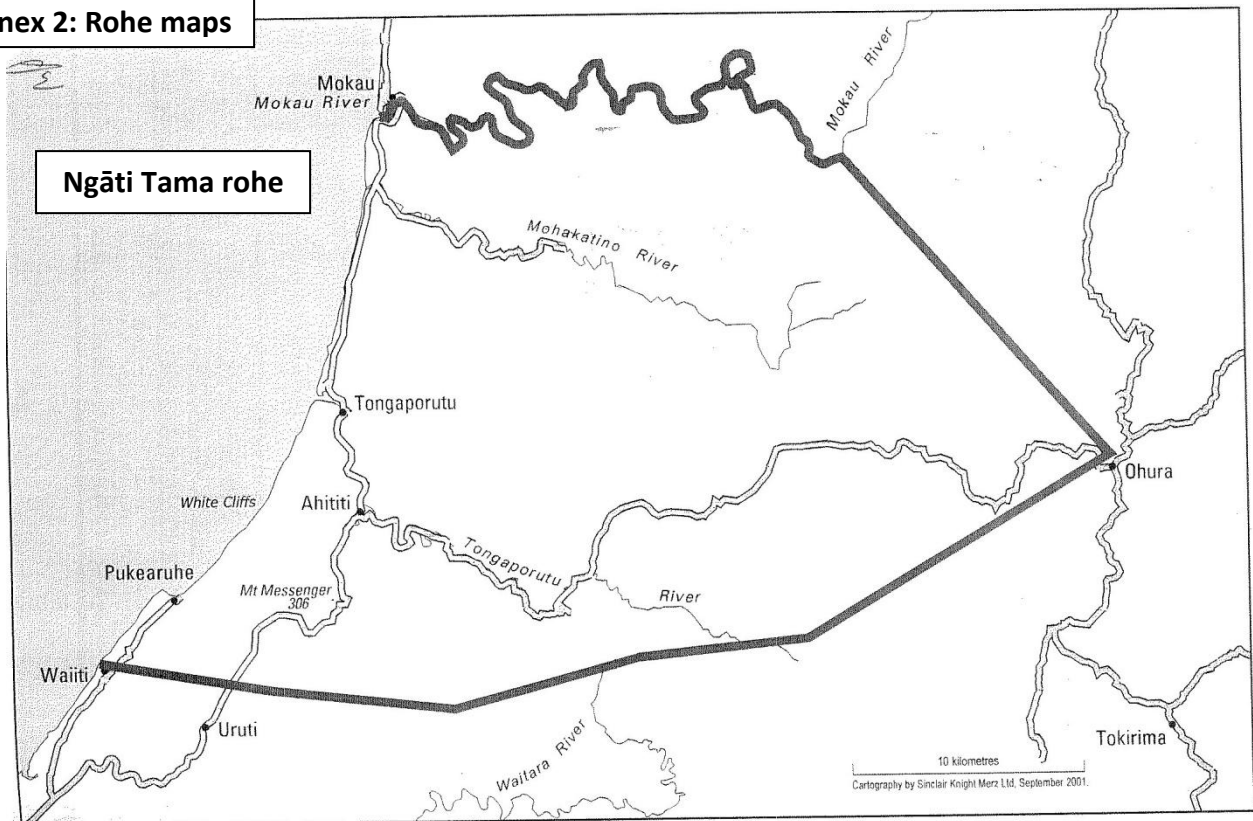
Table 2: Selected socio-economic data for Taranaki 2013 Census & Business Register Source: Statistics NZ 2013 Census www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-about-a-place.aspx?request_value=14170&tabname [accessed Oct 2015]

Data	Median personal income 15+years (\$)	Couples with children (%)	Sole parents with children (%)	No formal qualifications 15+years (%)	Bachelor degree or above 15+years (%)	Un-employment rate (%)	Number of paid workers in area unit	Business Units
Area Unit								
Stratford	23,900	36.0	21.0	35.0	8.0	6.8	2,050	532
Midhirst	25,800	36.4	22.7	41.8	1.8	7.3	40	26
Pembroke	34,800	47.8	10.4	27.8	8.5	4.1	220	282
Toko	34,900	52.7	8.9	29.5	6.3	2.1	360	339
Douglas	34,000	50.0	7.6	25.2	11.0	2.7	130	253
Whangamomona	17,900	41.7	0	35.3	5.9	6.7	40	56
STRATFORD TA	28,300	41.1	16.3	32.8	8.0	5.3	2,850	1,488
Hawera	28,400	35.5	20.0	35.0	8.0	6.0	3,835	863
Eltham	23,500	34.1	24.4	42.8	5.6	8.8	1,520	131
Opunake	23,300	33.9	26.3	41.0	7.1	6.9	450	138
Patea	19,000	26.1	35.2	48.9	6.0	11.2	160	62
Manaia	21,900	36.9	26.2	42.9	3.4	10.4	280	45
Normanby	29,000	46.2	19.2	35.5	4.3	6.7	130	52
Waverley	20,000	26.8	21.1	43.6	5.5	8.8	190	94
Kaponga	24,300	43.5	30.4	42.0	4.3	6.5	110	24
Waitotara	23,300	31.0	23.0	53.3	0	n/a	9	10
Kahui	35,700	51.4	10.5	30.2	9.3	3.9	750	709
Mangatoki-Moeroa	35,800	49.7	9.8	31.6	7.1	2.8	510	508
Kapuni	39,200	54.7	10.3	30.7	8.2	3.1	530	319
Whenuakura	34,000	45.8	10.4	31.2	9.4	2.2	370	278
Makakaho	29,500	39.2	8.1	28.3	10.8	2.7	580	282
Tawhiti	37,100	41.9	8.1	27.7	9.2	4.6	750	139
Ohawe Beach	37,100	41.5	15.4	27.7	11.3	4.6	1,090	80
Ohangai	33,100	47.2	9.4	33.8	8.5	2.8	150	201
Okaiawa	37,600	45.7	15.2	31.3	10.3	3.9	190	122
Waingongoro	41,800	38.6	11.4	25.3	6.6	2.8	180	94
Rahotu	26,500	43.5	17.4	40.4	8.8	7.7	80	43
SOUTH TARANAKI TA	29,200	39.9	17.9	35.4	7.5	5.8	11,890	4,194
Waitara	22,200	32.8	28.7	45.5	4.9	10.0	1,080	289
Inglewood	27,100	37.3	19.5	31.7	8.6	4.9	890	256
Okato	26,900	47.1	17.6	25.4	16.9	7.1	65	59
Urenui	24,500	27.9	16.3	36.0	7.0	4.7	80	78
Kaitake	37,400	47.7	8.7	19.3	16.8	2.6	360	565
Kaimata	34,600	45.5	7.8	26.2	10.4	2.4	540	649
Lepperton	35,800	45.6	6.6	24.4	11.5	3.7	630	441
Okoki-Okau	29,900	41.0	9.8	30.2	9.7	3.9	590	508
Egmont Village	34,200	44.3	11.5	18.8	14.5	5.3	60	89
NEW PLYMOUTH TA incl NP UA	29,100	38.4	17.0	25.3	14.4	5.6	34,470	8,906
New Plymouth UA							30,175	5,972
Taranaki excl NP UA							18,985	8,560
TARANAKI REGION	29,100	39.0	17.2	28.2	12.3	5.6	49,160	14,532
NEW ZEALAND	28,500	41.3	17.8	20.9	20.0	7.1	1.9m	507,908

Table 3 Approx* location of Taranaki iwi usually resident in Taranaki in 2013	Te Atiawa (Taranaki)	Ngati Maru (Taranaki)	Ngati Mutunga (Taranaki)	Nga Rauru	Nga Ruahine	Ngāti Ruanui	Ngati Tama (Taranaki)	Taranaki
STRATFORD	87	12	6	12	63	105	0	51
Midhirst								
Pembroke	9							
Toko	9							
Douglas								
Whangamomona								
HAWERA	141	9	18	141	402	573	21	129
ELTHAM	57	0	6	9	84	69	3	24
OPUNAKE	66	0	0	6	42	12	6	150
PATEA	21	9	63	138	57	180	0	21
Manaia	33	0	3	15	189	57	3	24
Normanby	33			15	93	87	0	21
Waverley	6			72	6	9		
Kaponga	18			9	24	21		6
Waitotara				15				
Kahui	99	3	9	6	30	27	0	159
Mangatoki-Moeroa	21	6			12	12		21
Kapuni	33		6		45	12		12
Whenuakura	9			30	18	48		9
Makakaho				36		6		
Tawhiti	6			9	30	27		
Ohawe Beach	15			12	48	39		9
Ohangai				6	9	21		
Okaiawa	6				39	18		
Waingongoro								6
Rahotu								42
WAITARA	993	105	246	27	117	129	102	141
INGLEWOOD	75	15	9	3	12	15	12	21
Okato	24							27
Urenui	33		42					9
Kaitake	42				9	15		18
Kaimata	66	12	12	9	24	12	6	18
Lepperton	117	3	12	6	9	15	15	12
Okoki-Okau	99	6	72	3	9	0	39	27
Egmont Village	9							
Taranaki Region	3828	294	759	717	1776	2070	387	1686

*Note: because of privacy issues with small area data sets, Statistics NZ has withheld data for many cells

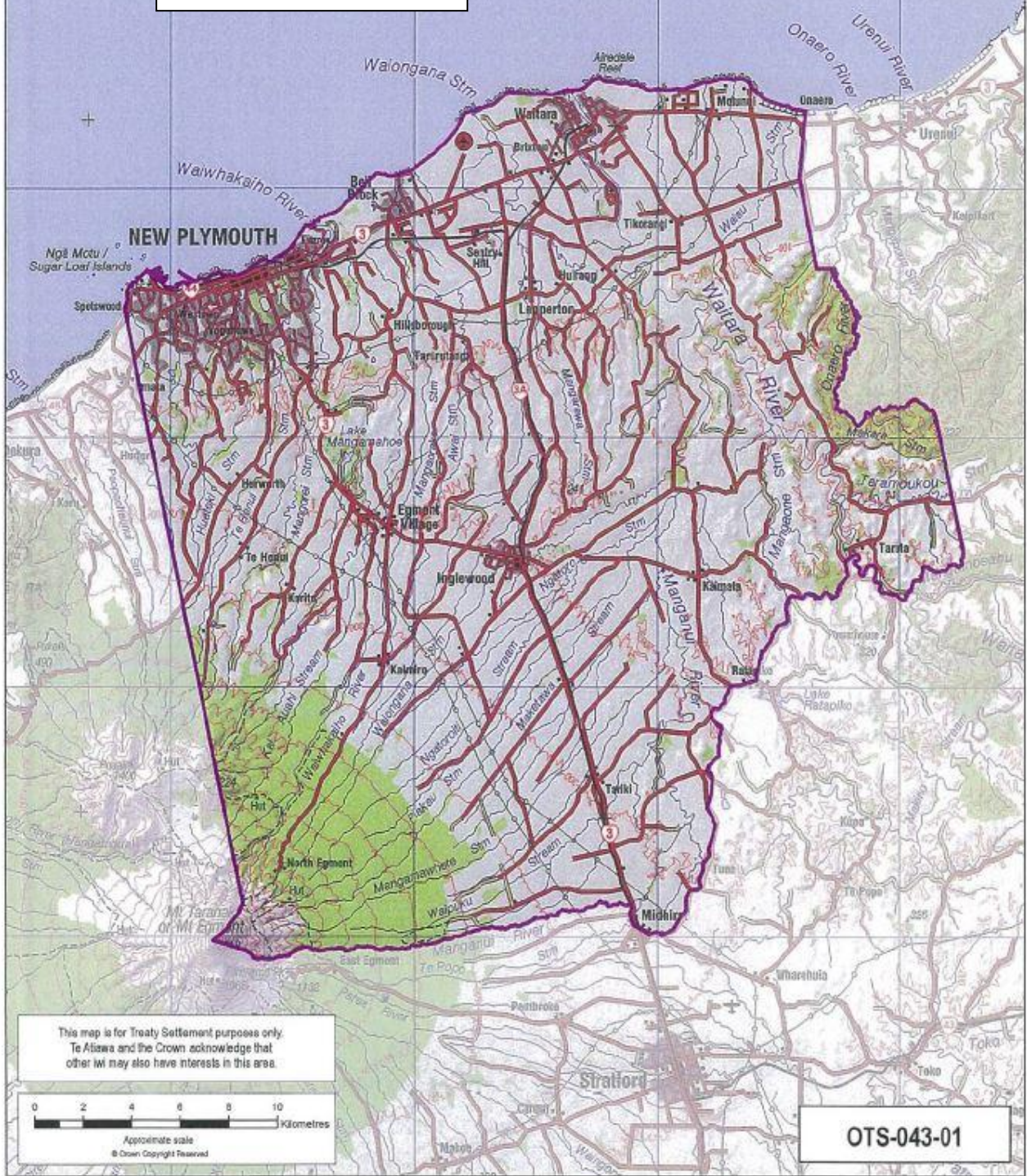
Annex 2: Rohe maps





North Taranaki Bight

Te Atiawa rohe



This map is for Treaty Settlement purposes only. Te Atiawa and the Crown acknowledge that other iwi may also have interests in this area.

0 2 4 6 8 10 Kilometres

Approximate scale
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OTS-043-01

Taranaki Land District
Territorial Authority New Plymouth
& Stratford Districts
Compiled as a graphic representation.
Boundaries are indicative only.

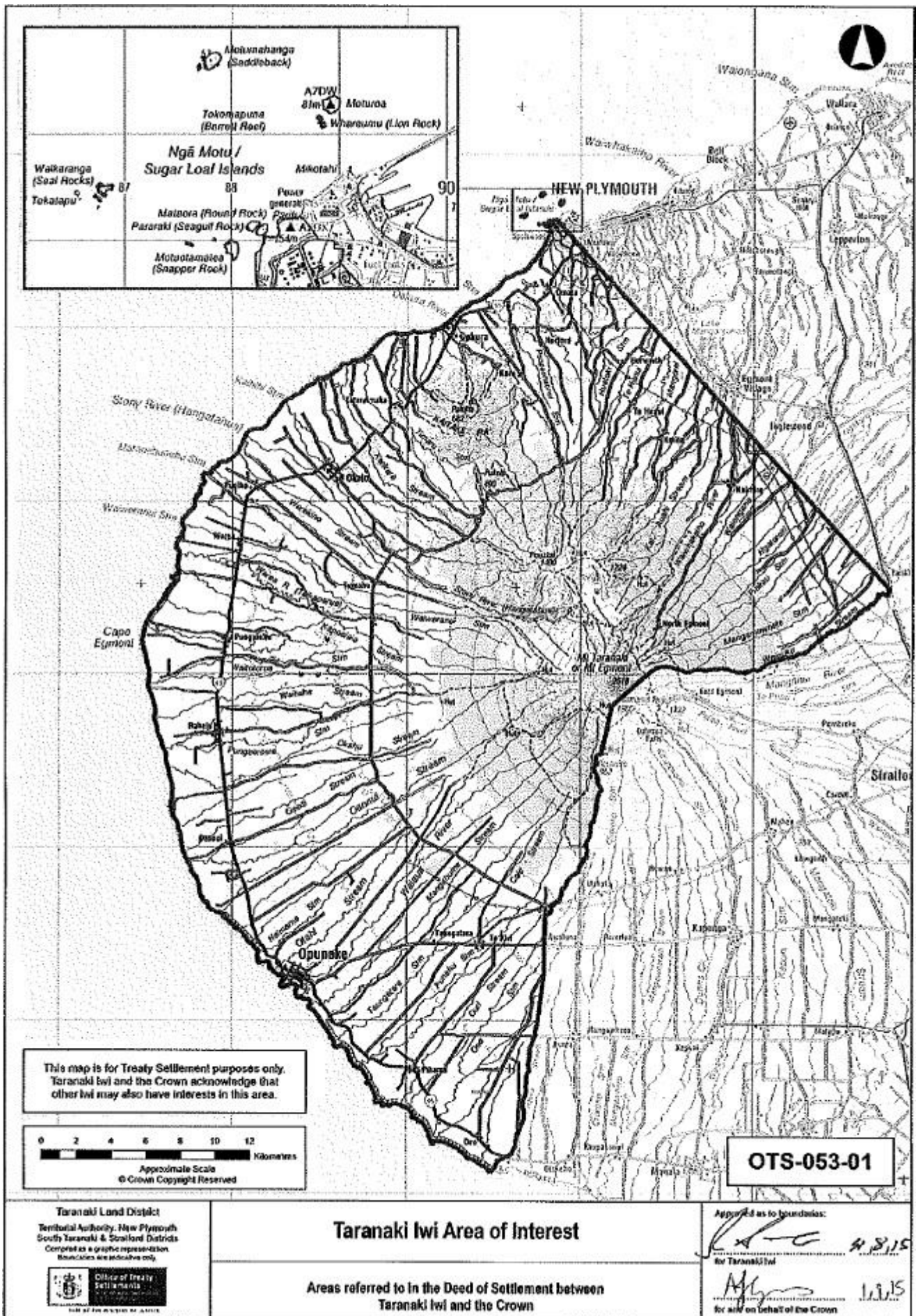
OFFICE OF TREATY SETTLEMENTS
PART OF THE MINISTRY OF JUSTICE

Te Atiawa Area of Interest

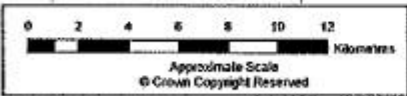
Areas referred to in the deed of settlement between
Te Atiawa and the Crown

Approved as to boundaries:
M. Harlow 29.5.14
for Te Atiawa

G. Gray 29.5.14
for and on behalf of the Crown



This map is for Treaty Settlement purposes only. Taranaki Iwi and the Crown acknowledge that other Iwi may also have interests in this area.



OTS-053-01

Taranaki Land District
 Territorial Authority, New Plymouth
 South Taranaki & Stratford Districts
 Compiled as a graphic representation.
 Boundaries are indicative only.



Taranaki Iwi Area of Interest

Areas referred to in the Deed of Settlement between
 Taranaki Iwi and the Crown

Approved as to boundaries:
 [Signature] 4.8.15
 for Taranaki Iwi
 [Signature] 1.8.15
 for and on behalf of the Crown



Taranaki Land District
Territorial Authority: New Plymouth,
South Taranaki & Stratford Districts
Compiled as a graphic representation
Boundaries are indicative only



OFFICE OF TREATY SETTLEMENTS
PART OF THE DEPARTMENT OF JUSTICE

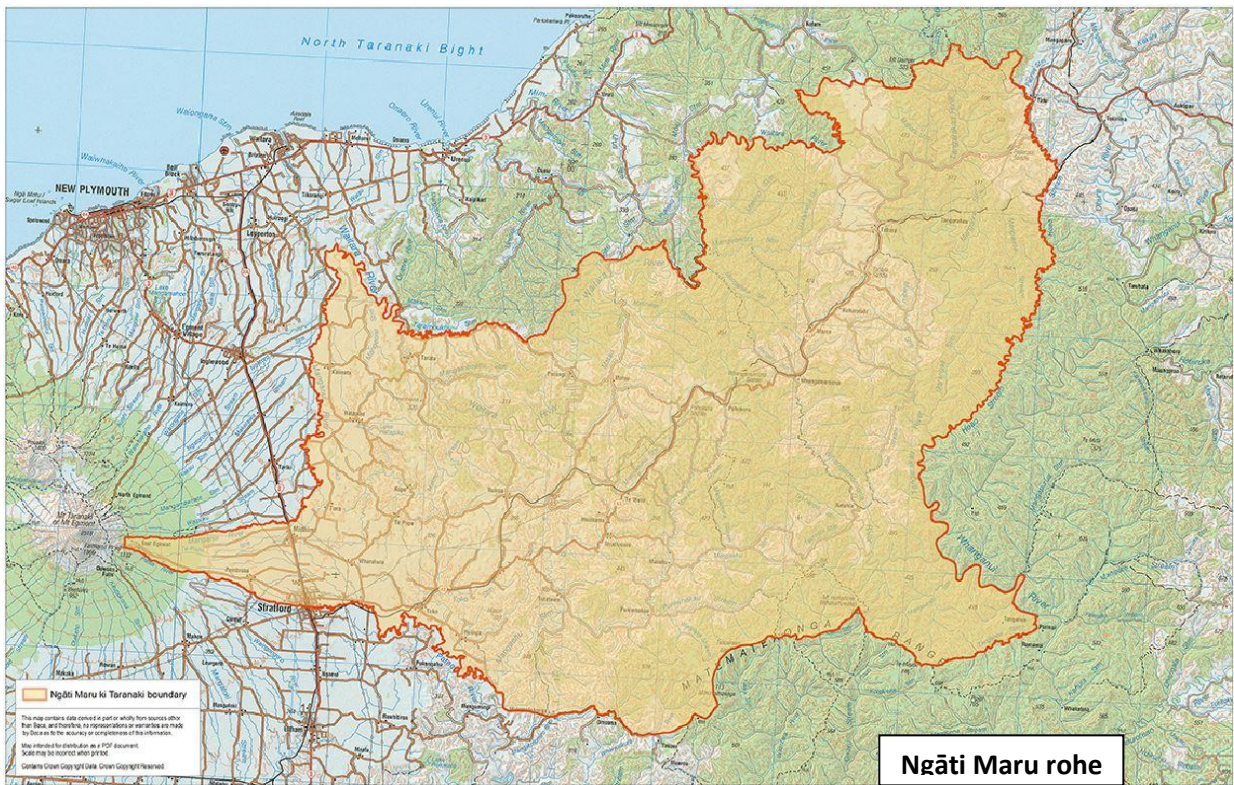
Ngāruahine Area of Interest

**Areas referred to in the deed of settlement between
Ngāruahine and the Crown**

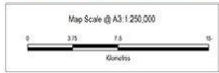
Approved as to boundaries:

for Ngāruahine *J. J.*

for and on behalf of the Crown *J. J.*



Ngāti Maru rohe



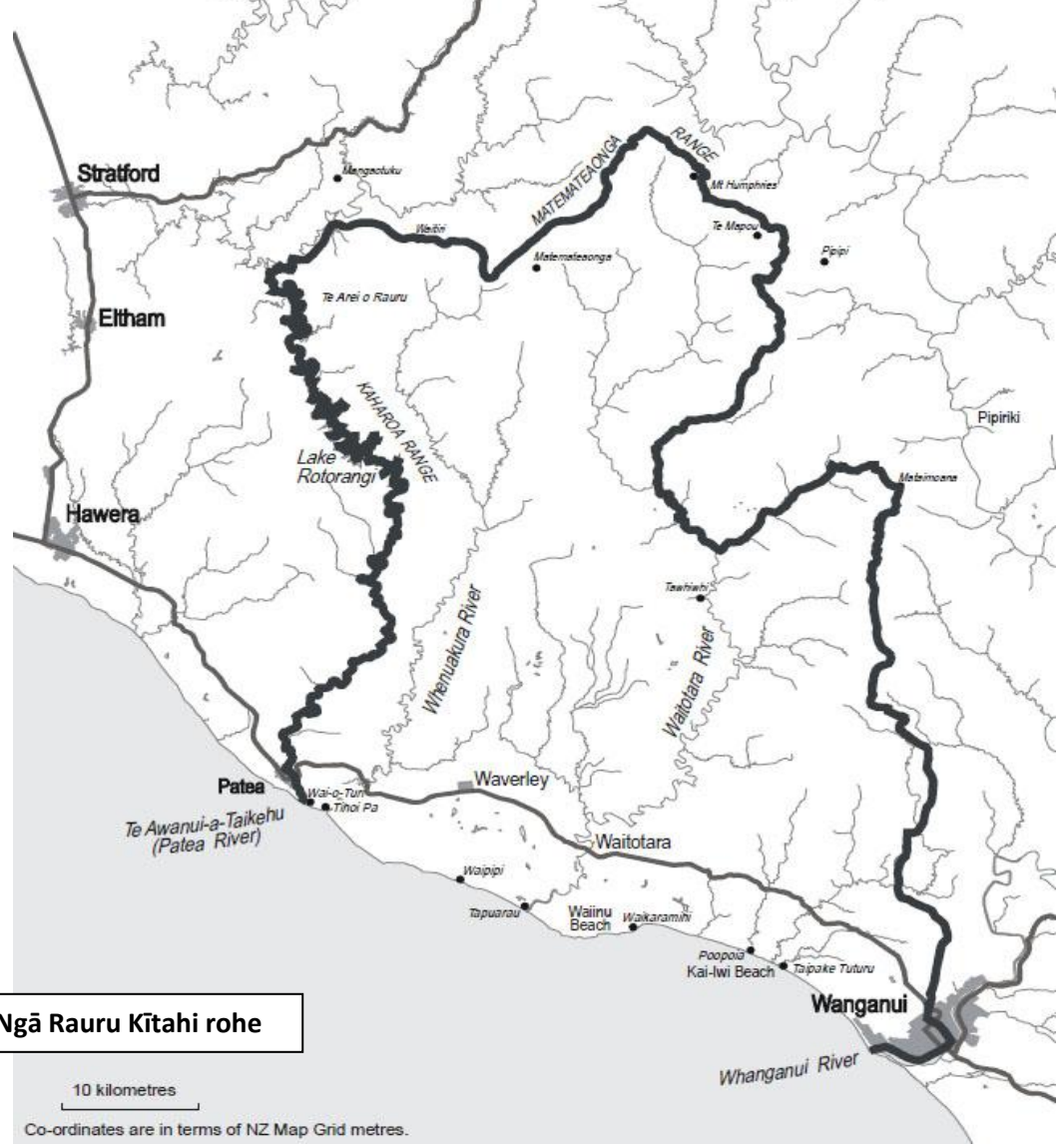
Revision	Author	Checker	Approved	Date	Notes
1	HCC	AKA	YGR	01/02/14	

Ngāti Maru ki Taranaki boundary
[Indicative]

Client: Ngāti Maru
Project: Ngāti Maru Historical Maps



Discipline: GIS
Drawing No: GS-372710-55



Ngā Rauru Kītahi rohe

10 kilometres
Co-ordinates are in terms of NZ Map Grid metres.

ABBREVIATIONS

AU	area unit
MUA	minor urban area
NP	New Plymouth
UA	urban area

DEFINITIONS

Urban areas or All urban	Centres with 1,000 or more people
Main urban areas	Centres with 30,000 or more people
Secondary urban	Centres with 10,000 < 30,000 people
Minor urban areas	Centres with a population of 1,000 < 10,000
Rural centres	Centres with 300 to 999 people
Rural districts	Areas outside population centres of 300 or more people
Rural areas or All rural	Areas outside population centres of 1,000 or more people
Rural residential	0.5 ≤ 2 ha
Small holdings	2 ≤ 8 ha

International standard classification of occupations:

- Legislators, administrators, managers: includes managing directors, chief executives, senior officials in central/local government, business managers (including hotels, restaurants etc)
- Professionals and technicians: includes scientist, engineers, planners, doctors, nurses, vets, teachers/lecturers, financiers, legal, marketing and PR, librarians, authors, telecommunications technicians, software and IT, pharmaceutical, sports and fitness workers, artists
- Agriculture, forestry and fishery workers: includes market gardeners, crop/livestock farmers, forestry workers, fishers, hunters/trappers [Note: Statistics NZ have extracted 'Agriculture and Fishery workers' from the major group Manager – all farmers and farm managers come under Manager; while farm workers, pickers etc, forestry workers, hunters, fishing hands and deck hands, would usually be classified under major group Labourers. Shearers are listed under Technicians and Trade workers. Master Fishers are usually listed under major group Professionals. Forestry workers operating equipment are listed under major group Machinery Operators and Drivers (mobile plant operators).]
- Clerks: includes general office workers, secretaries, keyboard operators, tellers
- Service and sales: includes personal care services, travel attendants, guides, cooks, waiters, hairdressers, housekeepers, retail and sales, child care

- Trades; includes builders, cabinet makers, painters, metal workers, toolmakers, printing trade workers, electronics workers, electricians, telecommunications installers/repairers, mechanics, food processors/garment manufacturing
- Plant and machinery operators and assemblers: includes mining plant operators, mineral processing, metal processing, chemical plant operators, textiles /paper / food machinery operators, assemblers, vehicle /heavy equipment drivers
- Elementary occupations: includes cleaners, packers, freight handling and goods delivery, construction labourers, manufacturing and other manual work including food preparation

GLOSSARY

Hapū sub-tribe/clan

Iwi tribe

Rohe territory, boundaries of tribal groups