

# Whakahou Taketake Vital Update

TAURANGA

# 2023

Hapori nui ā-Kiwa | Pacific communities



## He mihi

# Acknowledgement

Whakahou Taketake Vital Update – Tauranga has, once again, helped give a voice to our diverse community, some of whom we don't hear from often enough. For this, we are grateful.

### Thank you for sharing your voice

First of all, we would like to thank the communities in Tauranga for taking the time to share your experiences and aspirations, and for doing it with honesty and a willingness to promote positive change.

### Contributing sponsors and organisations

The support of our sponsors is fundamental to the success of this project. Thank you to the Acorn Foundation, BayTrust, TECT and Tauranga City Council.

We would also like to acknowledge the support of Ngairo Eruera in ensuring that our research material and reporting reflects a bilingual approach and acknowledges the importance of mana whenua in Tauranga Moana.

This research would not have been completed without the following groups:

- AvaNiu Pasifika
- Multicultural Tauranga
- Pacific Growth
- Pacific Island Community Trust BOP

Thanks to their help, we have achieved a rich diversity of responses, reflecting the unique and varied population of Tauranga. We have endeavoured to ensure both inclusion and accessibility, and the information collected provides a balanced view of our community's experiences, needs and aspirations.

A special mention also goes to the Tauranga City Council Community Development Team. They put a huge effort into project management and ensured the research was focused on a range of community engagement principles bespoke to each priority community.

***Kia mātau ki ngā hāpori – kia whai take mō ngā rā kei te heke mai***

Knowing our community – to inform our future

## Rārangi take

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# Tēnā koutou katoa

*Tērā koia te tautara ki Maunganui,  
te rūpeketanga a nunui, a roroa ki te pō.  
Okioki atu rā koutou ki te pō nui,  
Takoto atu rā koutou ki te pō roa,  
Tēnei te pō, nau mai e te ao.  
E ngā rauru o Tauranga moana,  
E ngā kārure o Tauranga tangata,  
Whītiki, maranga!*

*Tēnei te pou, te pou nō Rongo,  
Te Pou Taketake e rāhiri nei,  
haere mai, nau mai, tautī mai rā.*



Photo credit: Nikora Smith



## He kupu whakataki

# Introduction

'Whakahou Taketake Vital Update – Tauranga is a research project that looks at the geographic communities in Tauranga: who makes them up, and what their needs, wants and aspirations are for their neighbourhoods and the wider city.

Acorn Foundation, BayTrust, TECT and Tauranga City Council partnered to complete this research in 2020, and again in 2023, because we recognise that our communities, and the city, is evolving. We believe that by listening to our diverse communities, we can better understand how to plan and prioritise future work, and create a vision for Tauranga's tomorrow; inclusive, empowering and connected.

Through Vital Update – Tauranga, in addition to providing citywide data that is useful to the wider community, we have also been able to make significant progress in achieving the following areas:

- Understand the current living status of the community
- Understand the change in priorities for our community at suburban and citywide levels.
- Ensure that a community voice is reflected in Tauranga City Council's Long-term Plan.
- Ensure that a community voice is evident in Tauranga City Council's work programmes.
- Understand areas that may require further consideration, consultation and/or partnership with external agencies.

In Tauranga we have a diverse, and growing Pacific population, who contribute economically, socially and culturally to our city. For the first time we've been able to provide a specific data report for Pacific communities to better understand their experiences, needs and aspirations. We hope this will promote and support community wellbeing, inclusion and participation for Pacific peoples. This data will be important for understanding how various organisations and groups can support growing communities, such as our Pacific community here in Tauranga, and to plan for future growth, ensuring services, and organisational and community capacity are responsive to needs.

Pacific communities represent 3% of Tauranga's population (Census 2018). We received 282 responses from those who identified as belonging to Pacific communities. The data and insights captured in this report only show some of the information provided by these communities. The dashboards [www.tauranga.govt.nz/vitalupdate2023](http://www.tauranga.govt.nz/vitalupdate2023) include all the data collected, which can be extracted in meaningful ways to suit the needs of those who require it.

We are truly grateful to everyone who participated in this project. Your input will be used to inform and influence future projects and plans – it will help shape your city's future.

***Ma te mōhio ki a tātou o āianeī ka whakatata mai te pae tawhiti***

Knowing who we are today makes the distant horizon within our reach

Tauranga

# Demographic profile

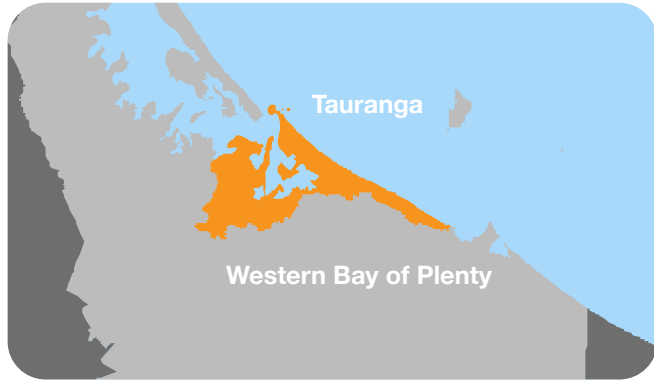


Photo credit: Katie Cox

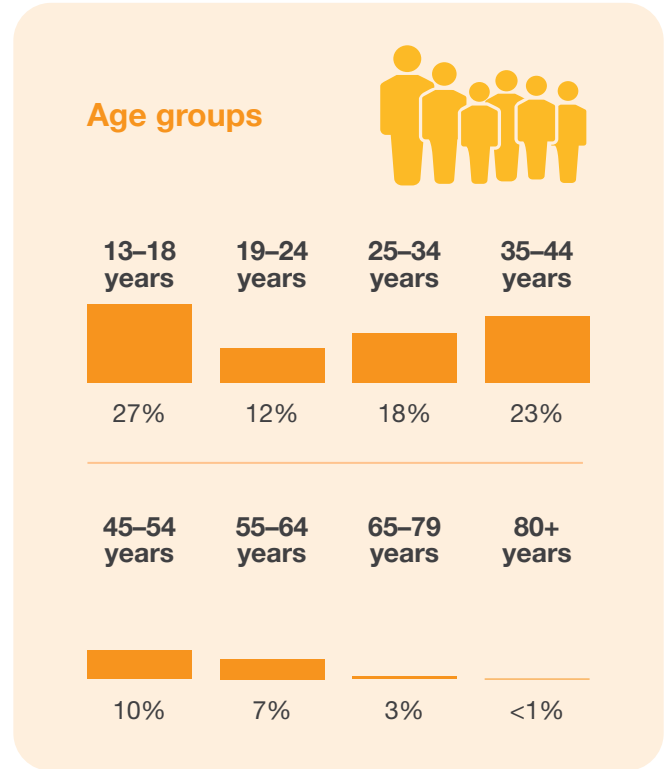
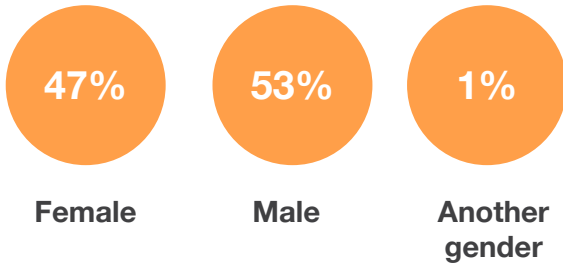
## Who responded to the survey?

### Snapshot of Pacific communities

This page represents the demographics of the 282 respondents who belong to Pacific communities.



#### Gender



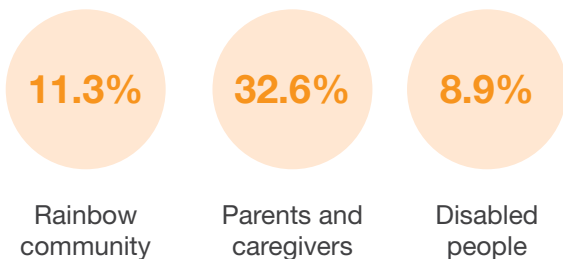
#### Unemployment rate



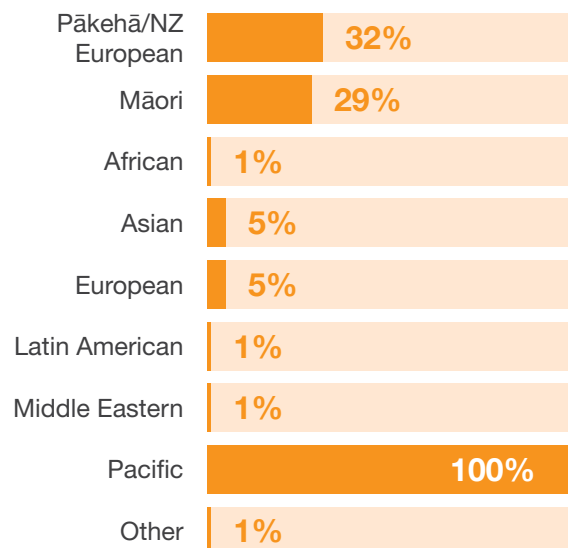
Unemployment rate for this priority group is higher than 4.5% for Tauranga overall.

10.8%

#### Within Pacific communities respondents\*\*



#### Ethnicity



124 out of 282 respondents identified as belonging to more than one ethnic group. As this was a multiple-choice question, the total percentages will not add up to 100.

NOTES:

1. Sample: n=282.

\* See 'Appendix 2. About the people' for a more detailed demographic profile of the respondents.

\*\* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

\*\* The numbers represent the unweighted percentages of respondents among Pacific communities.



Wawatanga o Tauranga Whānui

# Aspirations for Tauranga



Photo credit: Katie Cox



# He aha ō tātou whakarerekētanga ki Tauranga? What would we change in Tauranga?

Change is important. It can improve quality of life and help our city to move in the right direction.

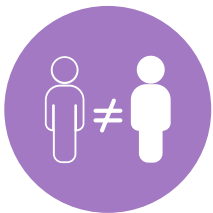
While some priorities remain consistent with what we saw for all Tauranga residents, Pacific communities have a slightly different outlook on what they would like to change:



‘Less traffic congestion/better roading infrastructure/less roadworks’ (**22%** for Pacific communities vs **35%** for Tauranga overall). This area has gathered the most comments from the Pacific communities.



While the second most popular change that our overall respondents want to see is ‘revitalised CBD/better CBD/shops/restaurants/bars’ (**14%**), the Pacific community would like to have ‘more activities/events/entertainment’ (**15%**).



‘Inclusivity/attitude/less racism’ was mentioned by a further **12%** of respondents from the Pacific communities.

Other ideas included:

- Revitalised CBD/better CBD/shops/restaurants/bars (9%)
- More affordable housing/rent control/alternative housing solutions (6%)
- Lower cost of living (5%)

## NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? And why? n=174 left a comment.

“

Restructuring and building new public walkways, which are safer and more accessible for people in the area to access public spaces.

I would change nothing, because the community is wonderful, and there are lots of caring people you see when you walk around the neighbourhood.

The traffic on Fraser Street and the roadworks on Cameron Road. Public toilets at Fraser Cove and closer to the playground in Memorial Park, as it's hard to take one kid to the toilet while watching my other children.

More communal homes, I feel very disconnected.

More sport facilities, like a batting cage.

I would like to see a playground, swimming pool, and more fun activities for children.

The traffic on roads is too congested.

”

## What is Tauranga missing when compared to other cities?

“

Housing Foundation in Auckland and Christchurch. Working households to become homeowners. That would ease up the housing market for the low-income whanau and singles in Tauranga.

Cafes, bars and restaurants on the waterfront like in Auckland and Wellington.

Gondolas and a beautiful restaurant up the Mount - stop tourists leaving by the bus loads to Rotorua!

Something like TECT, a fun casual outdoorsy place for our older kids 8-15yrs. Paint ball, archery, obstacle course, playground, rock climbing, laser tag, bowling etc. Instead of having all those fun things separate, have a fun place that has it all. There are kids out there that love that stuff, like mine, but I don't want to pay for each individual thing.

New Plymouth/Napier - cities with a vision to the future. Tauranga's vision - fix up what needed to fixed 10 years ago and when that is done, we are still behind.

I like how Tāupo embraces street art. I think it gives the city a more welcoming vibe and it is awesome. Cool to see the new work that has gone up.

”

We asked if there was anything you had seen in another city that Tauranga should have. A total of 164 participants from the Pacific communities surveyed shared their opinions with us.

Some of the most common ideas included:



'Stadiums/theme parks/aquarium/facility to host large events' (**20%** compared with **15%** for Tauranga overall).



Better/improved public transportation' (**16%** compared with **15%** for Tauranga overall).

Other ideas included:

- Shops/shopping centres/dining (6%)
- Green spaces and parks (6%)
- Better/improved roading infrastructure/traffic (4%)
- Thriving/busy CBD/city centre (4%)



Photo credit: Katie Cox

### NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=164 left a comment



Ngā whare me ngā paerewa oranga

# Housing and standards of living



Photo credit: Nikora Smith



## Housing and living standards – what is most important?

While there are perceived affluent communities in Tauranga, the results of Vital Update 2023 tell us many people are struggling to meet their everyday needs and worry about their financial situation.

### Homeownership

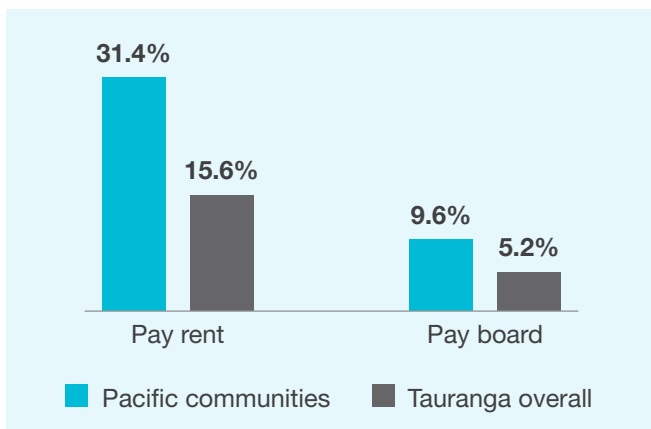
25.6%

of those who identified as belonging to Pacific communities own a house in Tauranga

This is compared with 60.8% homeownership in Tauranga overall based on the survey responses.

### Renters and boarders

Pacific communities have significantly higher proportions of renters and boarders:



### Homelessness

The proportion of people who belong to Pacific communities and are experiencing homelessness (6.5%) is considerably higher than for Tauranga overall (2.8%). Those aged 13-24 years (8.5%) are more likely to be experiencing homelessness when compared to older members of Pacific Communities (5.7% average).

### Household incomes

30%

of survey participants reported having 'nowhere near enough' or 'not enough' household income to meet their everyday needs, compared with 16% for Tauranga overall.

74%

of those surveyed worry about how much their household has, those aged 45-64 years being the most concerned (88%).

11%

of Pacific communities indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 5% for Tauranga overall.

### What else?

The living situation for Pacific communities is quite different when compared with Tauranga overall – less people live alone with 9% for Tauranga overall and 4% for Pacific communities.

Members of the Pacific communities have reported worse house conditions (dampness, mould, being leaky, crying windows and access to amenities). 35% consider their house damp, compared with 19% for Tauranga overall.

This may be directly related to a smaller proportion of the Pacific communities being homeowners and over four in ten being renters (31.4%) or boarders (9.6%).

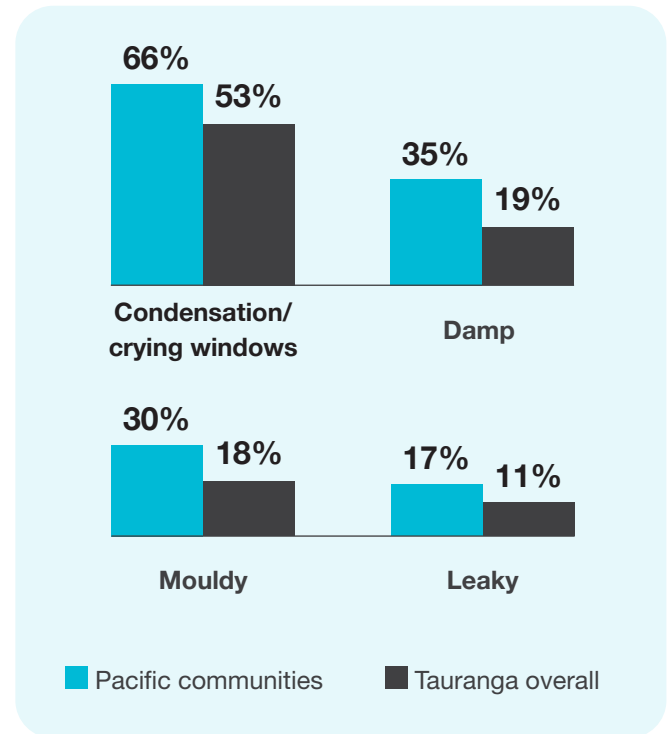
E pēhea ana te noho ā-whare?

## What is our housing situation?



Living in a house, flat, unit or apartment that is stable and/or unassisted housing

Homeless



### Amenities

Amenities	% who have access - Pacific communities	% who have access - Tauranga
Cooking facilities	95%	97%
Tap water that is safe to drink	93%	96%
Fridge	94%	97%
Bath or shower	96%	97%
Toilet	96%	97%
Electricity supply	93%	97%
Heating (including heat pump, wood burner, or built-in gas fireplace)	88%	93%
Extractor fan in bathroom	83%	86%
Extractor fan in kitchen	82%	85%
Additional bedroom heaters	57%	66%

**Homeowners**  
**25.6%**  
Tauranga overall 60.8%

Those who own a house (including in a trust, with or without a mortgage, and co-owning models) and pay all relevant costs.

**Renters**  
**31.4%**  
Tauranga overall 15.6%

Those who rent the house and pay rent.

**Boarders**  
**9.6%**  
Tauranga overall 5.2%

Those who board/stay with family, friends or other adults and pay for the stay.

**Retirement village**  
**0%**  
Tauranga overall 1.8%

Those who live in a retirement village.

NOTES:

- HS1. What best describes your living situation? Please select all that apply. n=282
  - HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation? n=282
  - Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=282
  - HS3. Please review the statements below regarding the place you are currently living. n=269.
  - HS4. Which of the following are available at the place you are currently living. Don't include anything that is disconnected or broken. n=280
- \* 'Don't know' responses were excluded for more accurate data presentation.

Ko wai ō tātou hoa noho?  
**Who do we live with?**

49%

**Live with partner/  
spouse**

Tauranga overall 62%

37%

**Live with parents**

Tauranga overall 18%

30%

**Live with dependent  
children**

Tauranga overall 26%

23%

**Live with siblings**

Tauranga overall 9%

26%

**Live with partner and  
children**

Tauranga overall 20%

9%

**Live with flatmates/  
housemates/roommates**

Tauranga overall 1%

8%

**Live with adult children**

Tauranga overall 7%

4%

**Live alone**

Tauranga overall 9%

3%

**Live with grandparents**

Tauranga overall 1%

4%

**Single parents**

Tauranga overall 5%

2%

**Live with grandchildren**

Tauranga overall 1%

### What have we learnt?

- 1 Close to half (49%) of survey participants in Pacific communities live with their partner/spouse, and 22% live with their partner/spouse without kids.
- 2 4% are single parents.
- 3 There is more communal living and larger families among those belonging to Pacific communities. The responses show higher proportions of those living with their parents, siblings, flatmates and grandparents compared to Tauranga as a whole.

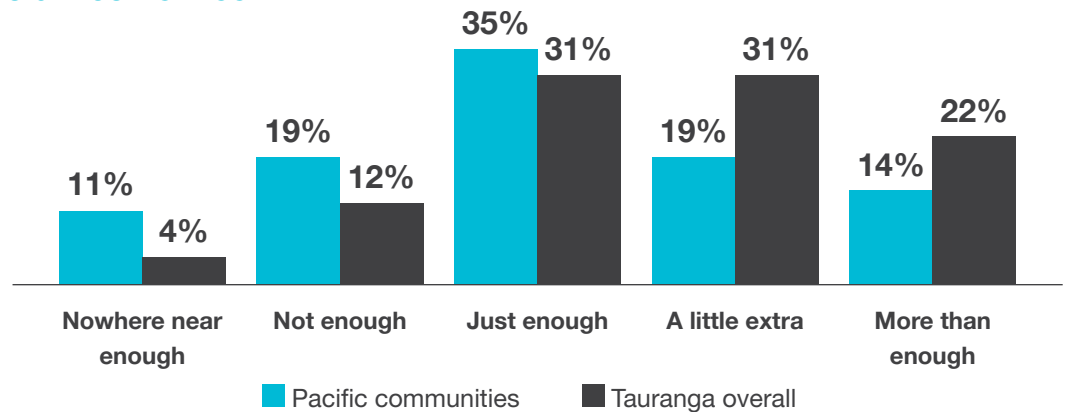
NOTES:

1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=281

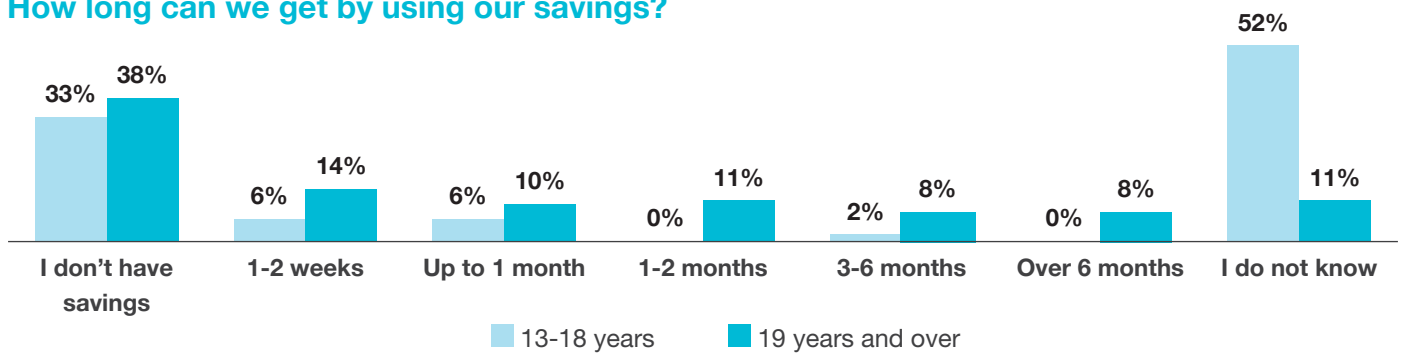


He aha ā tātou whiwhinga pūtea ā-whare, ā, e hāngai ana ki ngā matea?  
**What are our household incomes, and do they meet our needs?**

**How does our household income meet everyday needs?**



**How long can we get by using our savings?**



Note: The responses have been separated in these age groups for display purposes only. Further information can be found in the dashboards.

**What have we learnt?\***

- Those surveyed who identify as belonging to the Pacific communities make up the highest proportion of all ethnicities who do not have enough income to meet everyday needs (30% compared with 16% overall).
- Those aged between 25 and 44 years struggle the greatest financially, with 40% reporting not having enough income to meet their everyday needs. This proportion is even higher for Fijians – 61% have indicated that they have either ‘nowhere enough’ or ‘not enough’.
- Overall, 37% of Pacific communities do not have savings in case of a change or circumstance or an emergency, with 27% of those 19 years and over having savings to last them more than a month.
- 74% worry about how much money their household has at least ‘sometimes’.
- Survey participants aged between 45-64 years worry the most about their household’s financial wellbeing (88%).

NOTES:

1. HS9. Thinking about how well your household income meets your everyday needs (including accommodation, food, clothing) – money wise would you say you have... n=280  
 2. HS10. If you were to have a change in circumstances that affected your income (car breakdown, school camps, loss of job) how long would you be able to get by using your savings or passive income? n=278  
 3. HS12. Do you worry about how much money your household has? n=278  
 \* ‘Don't know’ responses were excluded from HS12 for more accurate data presentation.  
 \*\* We combined responses for ‘nowhere near enough’ and ‘not enough’ to identify at risk communities that might struggle more than others.

## Me pēhea e whakaheke ai i ngā nama? How do we keep our expenses down?\*

### What are the most common ways people keep their expenses down?

- Spend less on hobbies and entertainment than you would like (43% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (40% do this 'often' or 'all the time')
- Put off buying clothing/footwear for as long as possible (37% do this 'often' or 'all the time')

### What are people not wanting to compromise to keep expenses down?

- **Buying food**  
Gone without groceries to help keep expenses down (11% do this 'often' or 'all the time')
- **Children participating in school activities**  
Not go on school trips/sent your children on school trips (13% do this 'often' or 'all the time')
- **Paying the bills**  
Not paid or put off paying bills (including rent, mortgage, power, school expenses, car related cost) (14% do this 'often' or 'all the time')



Photo credit: Alan Gibson

### What have we learnt?

- 1 11% of Pacific communities surveyed indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 5% for Tauranga overall.

#### NOTES:

1. HS11. In the last 12 months have you done any of the following? n=267
- \* 'Don't know' responses were excluded for more accurate data presentation.



Oranga hapori

# Social wellbeing



Photo credit: Katie Cox



## Social wellbeing – what is most important?

### Feeling connected to friends, family and wider community is integral to social wellbeing.

This study has shown that in 2023 44% of those surveyed from Pacific communities feel lonely at least some of the time.

In the last four weeks, 9% of those surveyed ‘never’ or ‘rarely’ have contact with relatives or friends who they don’t live with.

The most common reasons for having less contact with family and friends are:

- Distance from family and friends
- Cost of travel is too high
- Too busy
- Friends and family not being available

48% of Pacific respondents aged between 25-44 feel lonely all, most or some of the time.

### Local event attendance

Local events are a way in which the community can come together.

16%

are eager for more sporting events, while others mentioned a need for more family friendly activities and cultural events.

The main reasons for lack of attendance among those surveyed include:

- Not interested in the types of events
- Events are too expensive to attend
- Too tired or can’t be bothered to attend
- Not aware of the events



There is a strong desire in the wider Tauranga community for more events such as music, festivals and concerts.

### Moving around the city

Driving a car, truck or van is the most common way people move around the city, whether it to be to school, work or generally getting around.

Walking or jogging is the second most common way for those who responded to the survey to get around the city, with 43% reporting this as their preferred transportation method.

To get to work or school, nearly three in ten respondents (29%) will take a public or school bus and a similar proportion will walk or jog.

### Key household issues

Financial pressure is the greatest issue affecting households within Pacific communities, with almost half of respondents reporting financial pressures.

Health is the second largest issue, with one in four households affected.

Mental health is also high on the list of household issues, one in five households reported that their household is affected.

Those aged 45-64 years are the most affected by both financial pressures and mental health compared with other age groups.

### An accepting and welcoming city

65%

of the Pacific communities we surveyed believe that Tauranga is welcoming, with 61% feeling included and respected.

However, it is important to acknowledge that 61% of the community have reported experiencing racial discrimination at least ‘sometimes’.

### Culture and heritage in events

One third of respondents within the Pacific communities who participated believe that events in Tauranga reflect a strong sense of culture and heritage. However, there is a strong desire to see more Multicultural/Pasifika/European events held (45%).

Kei te pēhea koe? Te mokemoke me te whanaungatanga  
**How are we feeling? Loneliness and connection**

**44%** of those surveyed feel lonely 'all', 'most' or 'some' of the time.

This is higher when compared with 36% for Tauranga overall.

**Who is most at risk?**

Pacific respondents aged between 25-44 years are most at risk. 48% feel lonely 'all', 'most' or 'some' of the time. The proportion of those aged between 13-24 years feeling lonely is only slightly lower at 44%.

**Having contact with family & friends**

In the last four weeks, 9% of those surveyed 'never' or 'rarely' had contact with relatives or friends who they don't live with.

**Most common reasons for having less contact with family and friends**

Distance	44%
Cost	36%
Too busy	25%
They aren't available	17%

Some of the other reasons for not having contact with family and friends include not having a transport options, them not having access to internet or phone, poor health, losing contact and limitations/restrictions due to COVID-19.

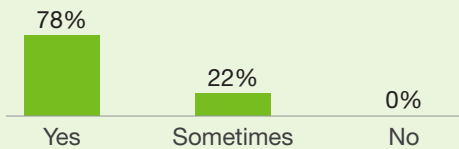


NOTES:  
 1. SW1. In the last four weeks, how often have you felt lonely? n=265  
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=275  
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=258  
 4. SW4. How well-connected do you feel with... n=278  
 \* 'Don't know' responses were excluded for more accurate data presentation.

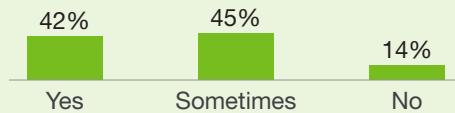
## How do we feel about our life and where we live?

### In my life...

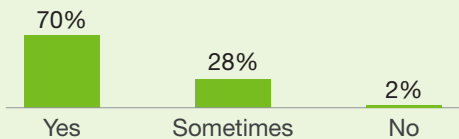
**I can make decisions for myself**



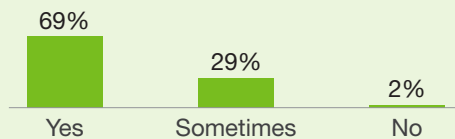
**I feel fit and healthy**



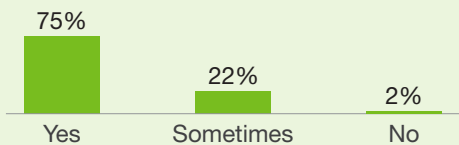
**I feel respected and loved**



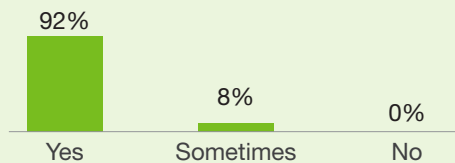
**I have a good life**



**I am proud of who I am**

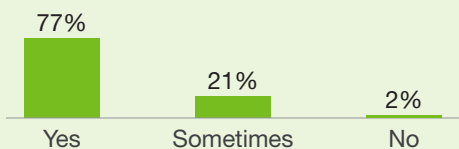


**I am proud of my culture**

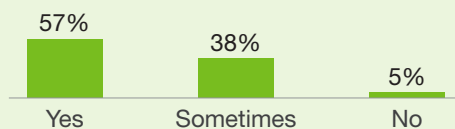


### Where I live...

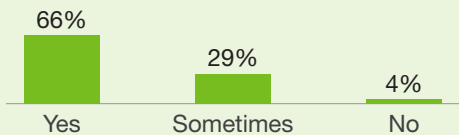
**People will help me**



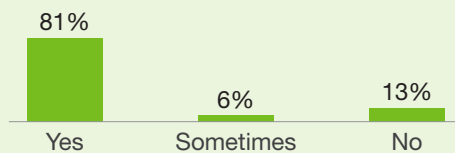
**We live in a fun environment**



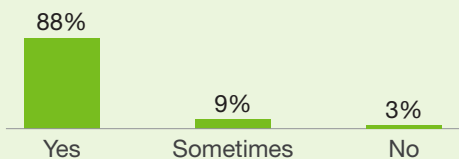
**We spend time together**



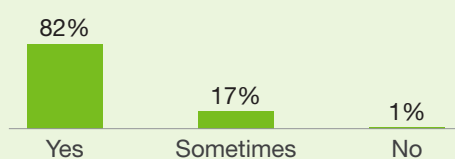
**Everyone has their own bed**



**People would notice if I didn't come home**



**People are accepted and included**



NOTES:

1. SW5. In my life... n=281

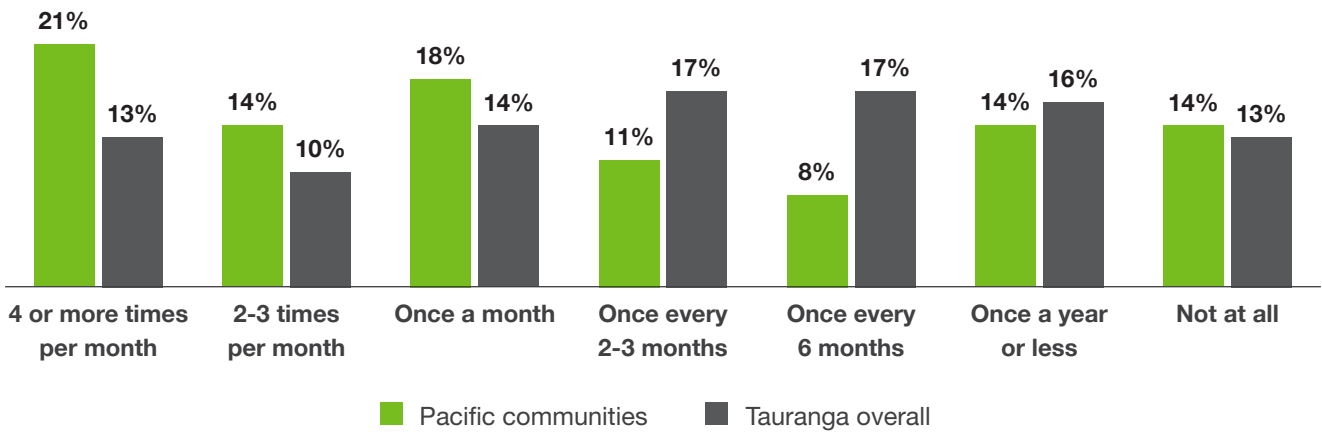
2. SW6. Where I live...n=267

\* 'Don't know' responses were excluded for more accurate data presentation.

\* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.



Kei te haere ki ngā tākUNETANGA tūmatanui? He aha ngā tākUNETANGA e hiahiatia ana ki Tauranga?  
**Are we attending community events? What events would we like in Tauranga?**



**What are the barriers?**

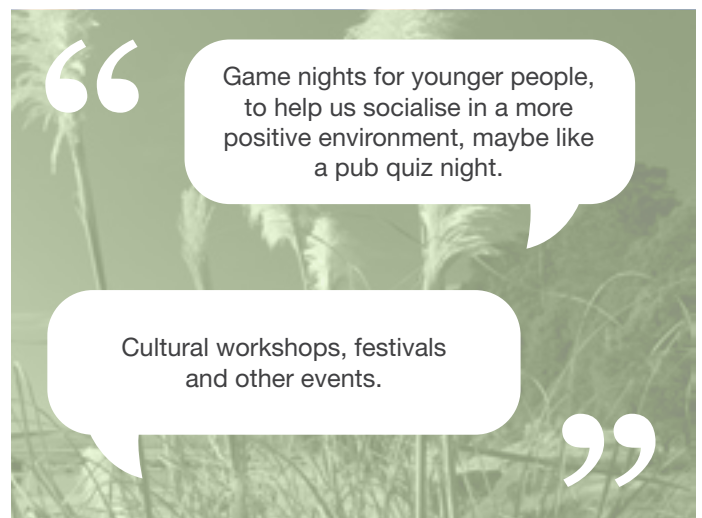
- 1 For Tauranga wide respondents, the most common reason for not attending is the types of events on offer (48%), however, those from Pacific communities say that it's too expensive to attend (43%).
- 2 The second most common barrier is the lack of awareness of the events held. Respondents indicated that they don't see advertisements and don't know about events (36%).
- 3 A further 34% of Pacific communities have indicated that the types of events do not interest them.

**What are the events that respondents would like to attend?**

A total of 178 respondents left a comment with suggestions regarding the events they would like to see in Tauranga. Their suggestions are important, as one of the most common reasons for not attending the current types of events is due to their lack of appeal.

**Desired events**

Music/festival/concerts	36%
Cultural events	31%
Activities for families with children	16%
Sports	16%



NOTES:

1. SW7. On average, how often do you attend and/or participate in events in your community, such as festivals, concerts, sports events? n=241, n=83 mentioned barriers.

2. SW9. What kinds of events would you like to see more of in your community? n=178 left a comment.

\* Percentages represent the survey respondents who indicated they attended events and excluded the response "Don't know".

## What are the key issues affecting our community?

### What have we learnt?

- 1 36% of the Pacific communities surveyed indicated that there are no issues affecting their household. This is lower when compared with 42% Tauranga wide.
- 2 64% of those surveyed indicated that there are one or more issues affecting their household.  
  
Close to half of the Pacific respondents (48%) reported having financial pressures. With the current economic situation and increasing cost of living, it is not surprising to see financial issues ranking highly.  
  
Financial issues affect 64% of the Pacific community members aged between 45-64 years.

- 3 Health is the second largest issue that was mentioned by survey participants, with one in four households affected (24%).
- 4 Mental wellbeing is the third most important issue with one in five (21%) households affected.  
  
Those aged between 45-64 years old had the highest proportion indicating mental health was an issue for them (33%).
- 5 Other issues mentioned include food (17%), housing (16%), employment (13%), access to support services (12%), education (9%) and isolation/lack of understanding (9%).

“

Slight disconnection between members of the family.

Transportation.

Electricity supply.

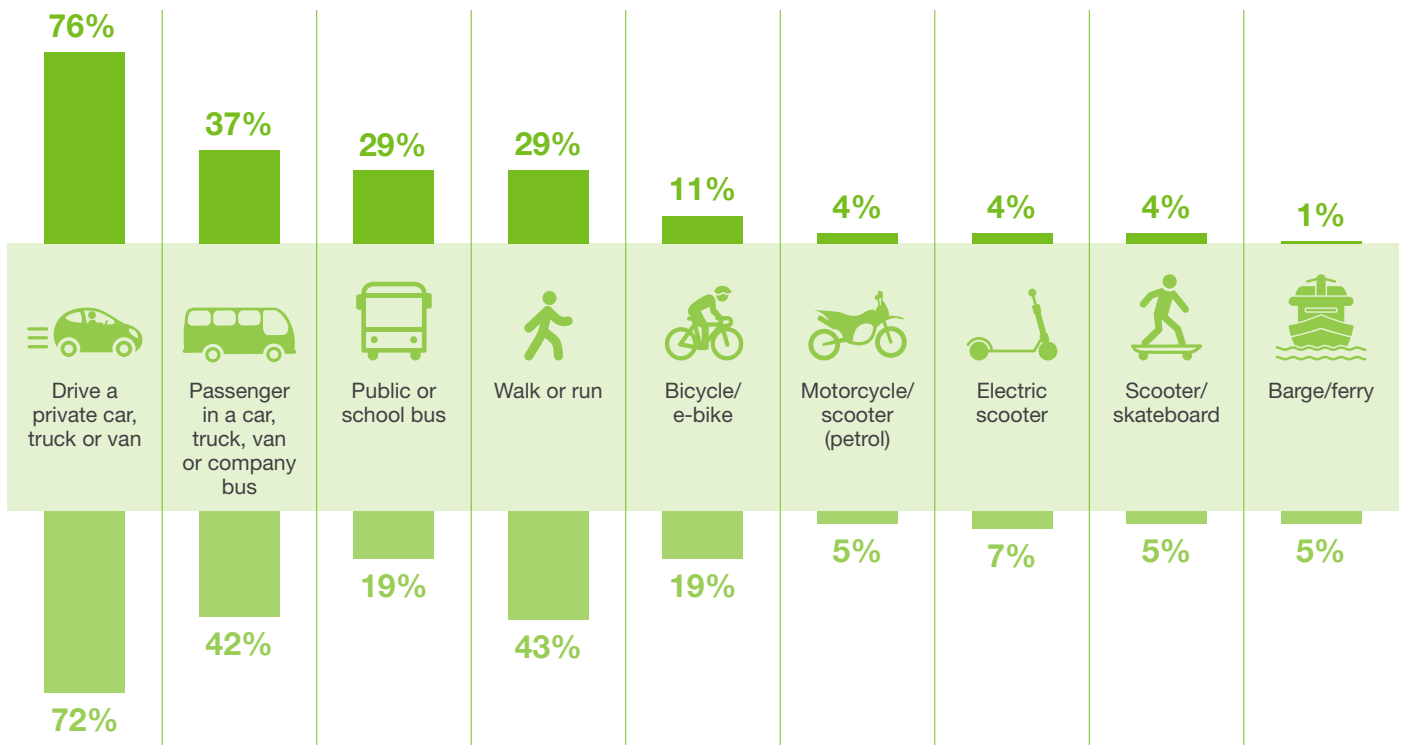
”

#### NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=270  
\* 'Don't know' responses were excluded for more accurate data presentation.

Mā hea tātou nekeneke haere ai?  
**How do we move around?**

✓ **Transport to place of learning/work**



^ **Getting around the city**

**What have we learnt?**

- 1 The most popular way to commute to school or work is driving a car, a truck or a van (76%).
- 2 Less than 3 in 10 use public transport to commute to school or work, or to get around the city. However, 43% are walking or jogging, particularly to get around the city.
- 3 Considerably more members of Pacific communities choose to use public transport to get to work (29%) or walk (29%) compared to Tauranga overall (19% and 18% respectively).
- 4 Less than 1% of respondents selected 'other' which includes, wheelchairs and mobility scooters.

NOTES:

1. SW13. What mode(s) of transport do you usually use to get? Please select all that apply. City n=223. Work n=247  
 \* 'Don't know' responses were excluded for more accurate data presentation.



E whakaataata ana a Tauranga i te ahurea me te tuku ihotanga?

## Does Tauranga reflect a strong sense of culture and heritage?

### In events



33%

believe that events **do** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

9% of respondents **do not** think that the events in the city reflect a strong sense of culture and heritage.

### In buildings

25%

of survey participants believe that buildings **do** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

16% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

### In public spaces



32%

believe that public spaces **do** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

11% of those surveyed **do not** think that the public spaces in the city reflect a strong sense of culture and heritage.

#### NOTES:

1. SW14. Do you think Tauranga reflects a strong sense of culture and heritage? n=261
  2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=152 left a comment.
- \* 'Don't know' responses were excluded for more accurate data presentation.

### As a city overall

27%

believe that the city overall **does** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

13% **do not** believe that Tauranga reflects a strong sense of culture and heritage.

### Arts and culture that people want to see more of in Tauranga

- 1 Multicultural/Pasifika/European (45%)
- 2 Māori art and culture (22%)
- 3 Events (7%)

“

Tokelauan art and Māori art together would be a sight to see for sure.

Ethnic cultural activities that educate people and make them aware of New Zealand culture and requirements.

Pasifika culture, given there is a huge rate of Pasifika people moving into Tauranga.

History, the preservation of historical sites and stones around the city.

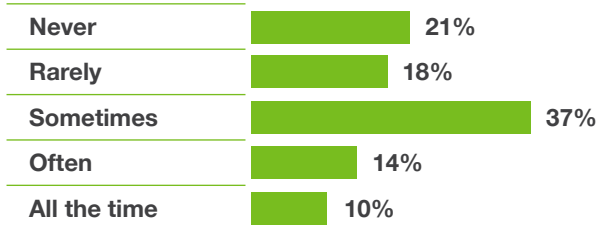
”

He kāinga ngākau tūwhera a Tauranga?  
**Is Tauranga an accepting and welcoming place to live?**

**65%**

believe that the city is 'fairly welcoming', 'welcoming' or 'very welcoming'.

**Experienced racial discrimination**



**What can be done?**

Respondents were asked what could be done to better include and respect cultural perspectives in Tauranga, 105 people shared their thoughts:

- Multicultural festivals need to be more participated in/advertised (25%)
- Educate teachers students/everyone/more awareness (12%)
- Less ignorance/more open mindedness/less discrimination/ less racism (12%)
- Accept all cultures/include everyone (10%)
- Provide opportunities to express culture (5%)



Photo credit: Katie Cox

NOTES:

1. SW16. Is Tauranga an accepting and welcoming place to live? n=261
  2. EC5. What could be done to better include and / or respect diverse cultural perspectives in Tauranga? n=105
  3. EC7. Have you experienced racial discrimination in Tauranga? n=238
- \* 'Don't know' responses were excluded for more accurate data presentation.

## Cultural identity – do we feel included and respected?



**76%**

of survey participants **do** feel comfortable to express their cultural identity where they currently stay.

20% of survey participants **do not** feel comfortable to express their cultural identity where they currently stay.



**65%**

of survey participants **do** feel comfortable to express their cultural identity with medical professionals.

23% of survey participants **do not** feel comfortable to express their cultural identity with medical professionals.



**72%**

of survey participants **do** feel comfortable to express their cultural identity at their workplace.

18% of survey participants **do not** feel comfortable to express their cultural identity at their workplace.



**67%**

of survey participants **do** feel comfortable to express their cultural identity in the local community.

21% of survey participants **do not** feel comfortable to express their cultural identity in the local community.



**71%**

of survey participants **do** feel comfortable to express their cultural identity at their place of learning.

17% of survey participants **do not** feel comfortable to express their cultural identity at their place of learning.



**61%**

of survey participants **do** feel comfortable to express their cultural identity in Tauranga as a city.

22% of survey participants **do not** feel comfortable to express their cultural identity in Tauranga as a city.

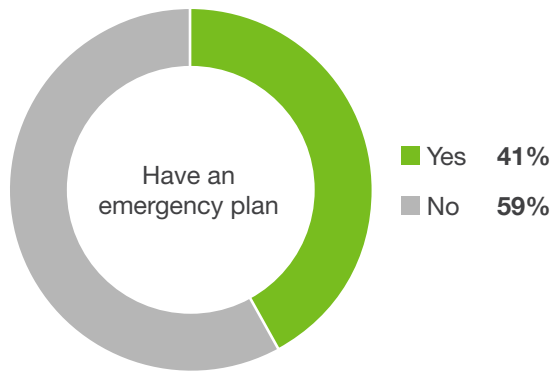
NOTES:

1. EC3. How comfortable do you feel to express your cultural identity? n=253
  2. EC4. How included and respected are your cultural values and perspectives in Tauranga? n=237
- \* 'Don't know' responses were excluded for more accurate data presentation.

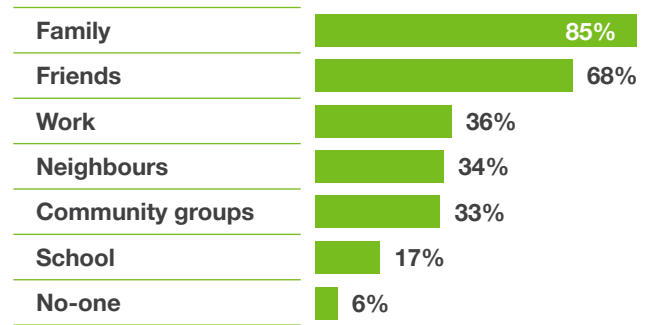


# Kua rite tātou ki tētahi aituā Whakamaru Ohotata? Are we ready for a Civil Defence emergency?

After several severe weather events affecting the region and the country over the past year, many people now have a better understanding of emergency services, their importance, their role and their availability. However, it is also important to be ready and prepared in case civil defence emergencies occur.



## Support networks in an emergency



### What have we learnt?

- 41% of respondents who identified as belonging to Pacific communities have an emergency plan, which is slightly lower than 50% for Tauranga overall.
- When we asked about support networks, most survey participants will turn to family (85%), friends (68%) and work (36%) for help in case of emergency.  
  
However, 6% have selected that they have no-one.



NOTES:

- EM1. Do you/your family have an emergency plan? n=268
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=268

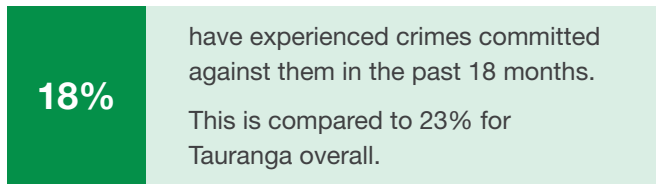
Haumarutanga

# Safety





### Crime in Tauranga



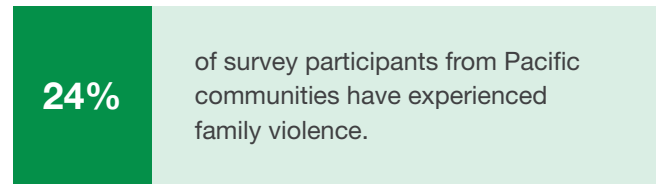
Survey participants indicated that the CBD/downtown Tauranga area is the most unsafe place, with 37% feeling unsafe here during the night and 16% feeling unsafe during the day.

Discrimination (42%), Racism (39%), Mental health (35%) are the issues that most members of Pacific communities are extremely concerned about.

### Alcohol, nicotine and drug consumption

- 54% of participants from Pacific communities surveyed consume alcohol, which is lower than 77% for Tauranga overall.
- 18% of survey participants smoke tobacco and 11% smoke cannabis. 9% of respondents have indicated that they have used drugs as recently as a week ago. This includes 7% attributed to cannabis.

### Family violence

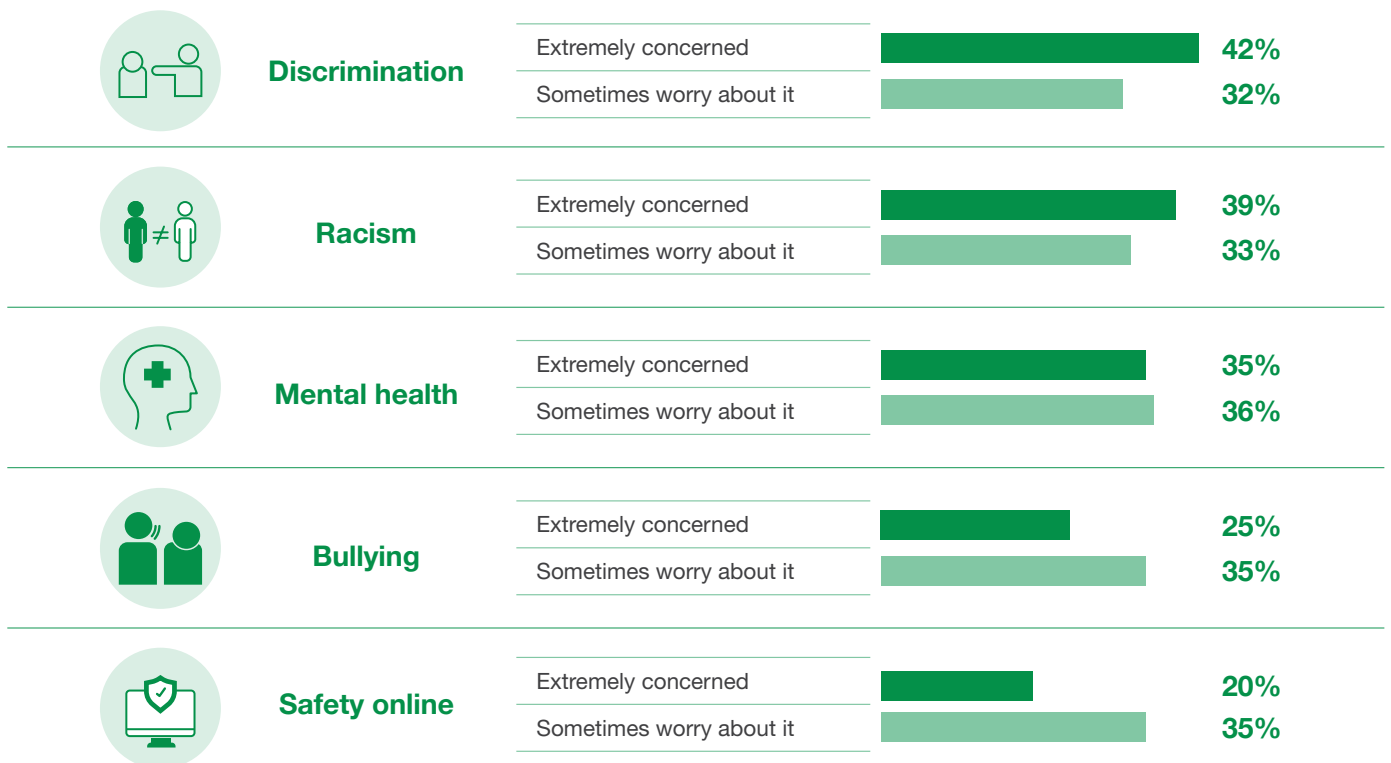


The most reported instances of family violence, occurring to the respondent or someone close to them, in this study are:

- Verbal abuse/arguments (86%)
- Domestic violence (72%)
- Sexual assault (66%)
- Intimate partner harm (63%)
- Child abuse/neglect (59%)

Support to enable victims to come forward and seek help is required. While 43% of survey participants reported family violence, 29% of those affected have sought help.

### What are we concerned about?



NOTES:

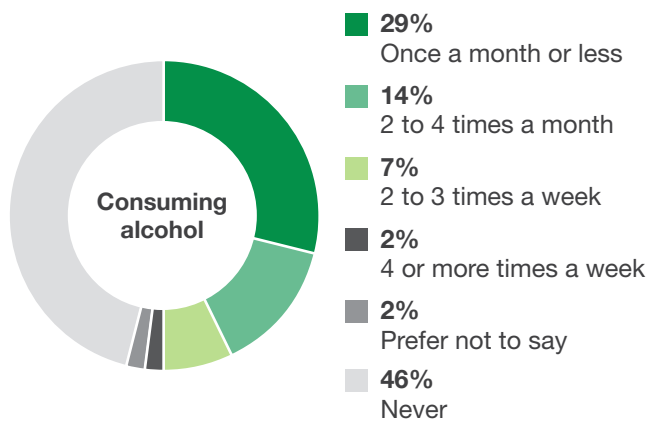
1. SAF10. Please let us know if any of the following are a concern for you...n=228



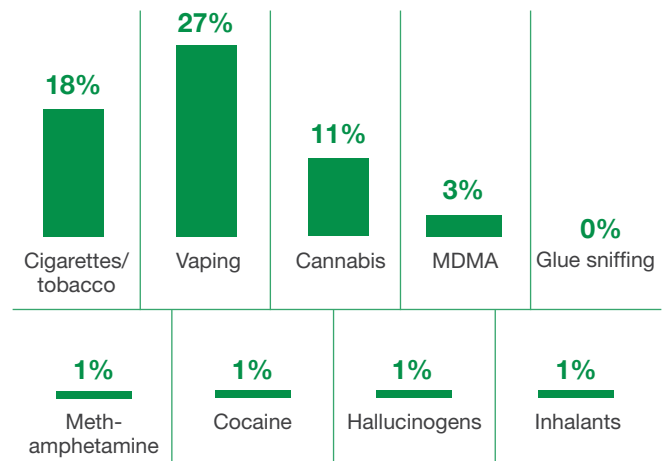
Me aha i te taihara, i te waipiro, i te kai pūroi hoki?  
**What about crime, alcohol and drug consumption?**



Theft	10%
Verbal abuse	8%
Harassment	4%
Assault	3%
Vandalism	2%



**Nicotine and drug consumption\*\***



**What have we learnt?**

- 1 While 23% of respondents Tauranga wide experienced crime, 18% of the Pacific community reported that they have been the victim of a crime in the last 18 months.
- 2 52% of those surveyed consume alcohol. 9% indicated that they drink alcohol more than once a week, which is lower than 34% of Tauranga respondents.
- 3 Around two in ten survey participants smoke tobacco (18%) and one in ten smoke cannabis (11%). 9% of respondents have used drugs as recently as a week ago. This includes 7% attributed to cannabis.
- 4 Over a quarter of those who responded (28%) do not feel that there are any barriers in accessing support services for alcohol or drug addiction. 10% of survey participants have indicated that 'not having enough time' is a barrier to accessing support services, with a further 7% mentioning 'stigma and embarrassment'.

NOTES:

1. SAF1. In the last 18 months, have you been the victim of a crime? n= 264
2. SAF5. How often do you have a drink containing alcohol? By a 'drink' we mean more than a sip. We respect your privacy, and your responses will not be connected with you personally. n=264
3. SAF6. When was the last time you have used/tried any of the following? We respect your privacy, and your responses will not be connected with you personally. n=262
4. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=35

\* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

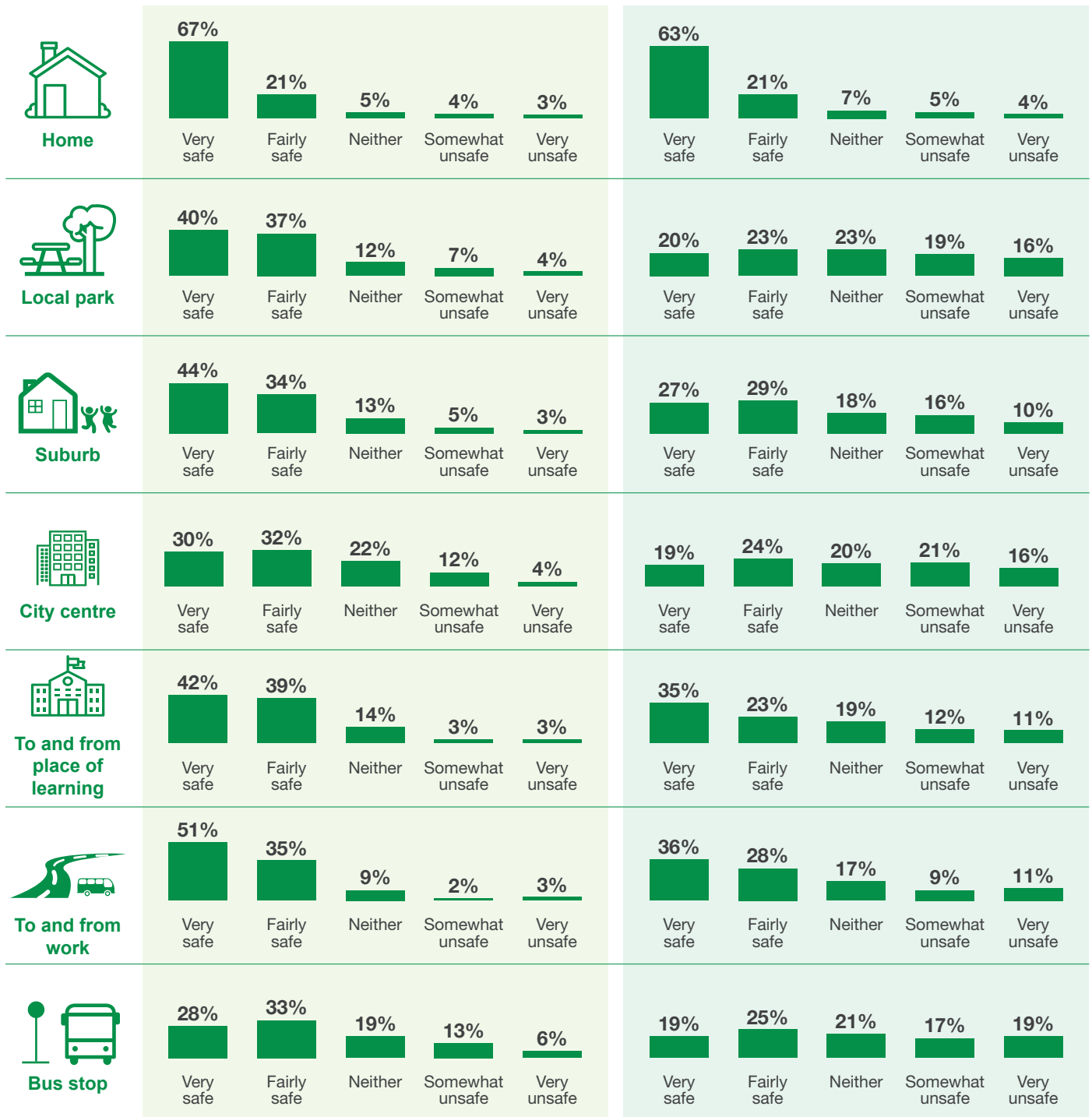
\*\* Chart represents combined data for those who have used a certain substance within past 6 months.

# He kāinga haumarū a Tauranga? Awatea vs. Pō

## How safe is Tauranga? Day vs. night

### Feeling safe during the day

### Feeling safe during the night



During the day, those surveyed feel the safest in their homes (88%) and when going to and from work (86%).

At night, survey participants feel the safest in their homes (84%) and when going to and from work (64%). The city centre and the bus stop are reported as being less safe at night, with 37% and 36% respectively feeling somewhat unsafe and very unsafe.

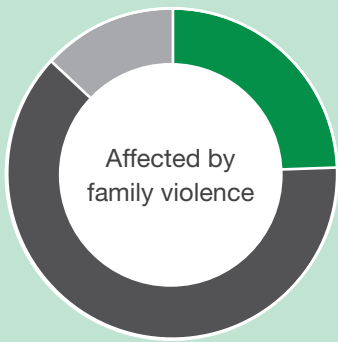
**NOTES:**

- SAF2. Overall, how safe do you feel being alone in the following spaces during the day? n=266
- SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=267

\* 'Don't know' responses were excluded for more accurate data presentation.

\* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

Whakarekerekere whānau – ko wai ka mamaetia?  
**Family violence – who is likely to be impacted?**



■ Yes **24%**  
■ No **62%**  
■ Prefer not to say **13%**

	Myself	Someone close to me	Prefer not to say
<b>Sexual assault</b>	28%	38%	34%
<b>Intimate partner harm</b>	13%	50%	37%
<b>Child abuse and/or neglect</b>	28%	31%	41%
<b>Domestic violence</b>	27%	45%	28%
<b>Verbal abuse/arguments</b>	45%	41%	14%
<b>Harm from a carer/ support worker</b>	-	25%	75%

**What have we learnt?**

- 24% responded that someone in their family has experienced family violence and 13% indicated they preferred not to answer the question. This is higher than 15% for Tauranga overall.
- Support to enable victims to come forward and seek help is required. While 43% of survey participants who experienced family violence have reported it, 29% of those affected had sought help.

**It's easy to ask for help**

youth services    mental health    finances    employment  
 health    education    food    general support  
 and more ...

**Here to help**  
 www.heretohelpu.nz  
 0800 568 273

NOTES:

- SAF7A. Has anyone in your family experienced family violence? n=256
- SAF7. Which of the following have your family experienced? n=61
- SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=60
- SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=60



Oranga hinengaro

# Mental Health

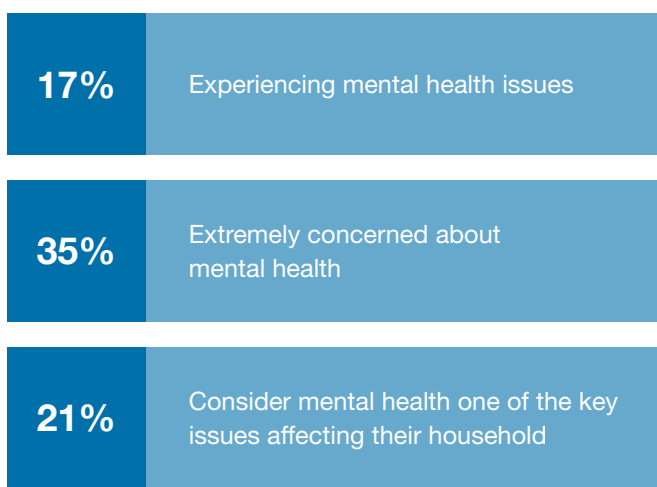


Photo credit: Nikora Smith

**Mental health is a crucial part of wellbeing; however, this is an area in which many people can struggle and may be unable to get the right support.**

This study has shown that 17% of survey participants in Tauranga are currently experiencing mental health issues. Pacific communities’ results are consistent with the city-wide population.

35% of Pacific participants are extremely concerned about this issue and two in ten (21%) consider it to be an issue affecting their household.



Three quarters of the community (73%) have someone to talk to; a support person. However, this means that one quarter of the community does not have someone they can turn to in a time of need.

### Changes and triggers

Overall, in Tauranga, one quarter of participants have reported that their mental health has improved in the last 12 months. For the Pacific communities, this proportion is even higher – 43%. However, there is also 15% of this priority group whose mental health has declined.

The main triggers for changes in people’s mental health (up or down) are:

- Self help/change of mindset/better lifestyle/religion (20%)
- Work (16%)
- School/education (11%)
- Relationships (11%)
- Support/access to support services/mental health help (9%)

### Barriers

While one third of survey participants (35%) believe there are no barriers to accessing support services for mental health, others have mentioned:

- Financial issues (17%)
- Society/stigma (8%)
- Wait lists/waiting time/timing (7%)
- Personal barriers (i.e., do not want to/uncomfortable talking to people/pride/privacy/reluctance) (6%)
- Lack of referrals/support to access services/lack of resources or services/difficult to access (4%)



NOTES:

1. MH1. Are you currently experiencing mental health issues? n=271
2. MH2. When you need to talk to someone, have you got a support person? n=271
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=236
4. MH4. What has triggered the change? n=95
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=103



Āpitihanga

# Appendices



Photo credit: Katie Cox

## Method

- Quantitative research to ensure that the communities' voice is heard regarding their needs and aspirations.
- Data collection took place from 27 April 2023 to 30 June 2023.
- In total 6,432 responses were collected of which 6,036 were respondents from suburbs within Tauranga. The sample of n=6036 is statistically robust and yields a small margin of error of  $\pm 1.24\%$  at the 95% confidence interval.
- Mail-out: An invitation letter, containing an embedded link to the online survey was sent in three waves over the data collection period with a total of 30,000 randomly selected residents from the Electoral Roll. Quotas were applied according to age, ethnicity and suburb to ensure that a representative sample of Tauranga's population was achieved.
- Invitation to participate from partners: On the day of initial mail-out, partners started promoting the research through their websites, social media, media releases and radio advertisements.
- Organisations: Many organisations participated in the data collection. They were critical to reaching the priority groups: People experiencing homelessness, Disabled people, Ethnic communities, Youth, Ageing population, Māori, Pacific and the Rainbow community, Parents and caregivers and Children.

## Analysis

- Post collection, the data was weighted based on Census 2018 to ensure that the results were reflective of Tauranga's population.
- The cross weighting based on age, gender, suburbs and ethnicity was applied. Weighting allows us to look at the people who took part in our research and be able to extrapolate it to all of Tauranga.
- Our margin of error is just  $\pm 1.24\%$  at the 95% confidence interval. This report is based on the respondents who identified as belonging to the Pacific community. Our margin of error for this priority group is  $\pm 5.63\%$  at 95% confidence interval
- Where the report presents data on ethnicity, please note that respondents were able to respond with affiliation to more than one ethnicity. Therefore, the data does not always add up to 100%.
- Responses from people who indicated they do not live in Tauranga were excluded.
- More detailed information on overall data, the geographic communities as well as priority groups is available from separate reports and dashboards (links are provided after 'appendices' section).
- We thought that people might not be able to choose an answer from the suggested options for some of the questions. We added 'Other' throughout the survey so people could tell us exactly what their situation was. Sometimes 'Other' would make up a large proportion of the responses and sometimes it was very small. If you see 'Other' on the charts, we have explained what people have mentioned in there.
- Sometimes 'Other' is a higher proportion than some of the responses, and a lot of people wrote similar answers. When this occurred, we included this in the report. If the proportion of responses under "Other" is very small, you will be able to find some details in our footnotes.
- Some additional analysis, including average rent/mortgage/board payment, has been calculated for report insights only and may not be available in the dashboard. If data is required for any particular demographic, and it cannot be found in the main report or a priority report, please contact the Community Development team at Tauranga City Council.



## Appendix 2. About the people

TOTAL RESPONDENTS	TAURANGA RESIDENTS
282	3%

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	8.6%
1-2 years	7.0%
3-5 years	17.4%
6-10 years	18.7%
More than 10 years	35.8%
I have lived here on and off throughout my life	12.5%

SUBURB	
Mt Maunganui, Omanu	4.9%
Arataki (Bayfair), Matapihi	9.7%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	18.1%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	0.3%
Welcome Bay, Hairini, Maungatapu	13.4%
Poike, Oropi, Greerton, Ohauti	5.5%
Gate Pā, Merivale (Parkvale)	13.6%
Pyes Pā, Omanawa, Tauriko, The Lakes	4.9%
Bethlehem	2.0%
Brookfield, Judea	10.4%
Bellevue, Otūmoetai, Matua	8.3%
Tauranga South, City Centre, Avenues, Sulphur Point	8.8%

GENDER	
Female	52.6%
Male	46.8%
Another gender	0.6%

AGE	
13-18	27.0%
19-24	11.9%
25-34	17.7%
35-44	22.9%
45-54	9.6%
55-64	7.4%
65-79	3.2%
80+	0.2%

OTHER PRIORITY GROUPS	
Rainbow community	11.3%
Parents and caregivers	32.6%
Disabled people	8.9%
Carers (for Disabled people)	5.3%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	31.6%
Māori	29.2%
African	0.8%
Asian	5.2%
European	5.3%
Latin American	0.9%
Middle Eastern	1.3%
Pacific	100%
Other	0.6%

NOTES:

\* The numbers represent the unweighted percentages of respondents among Pacific communities

## Appendix 2. About the people

### RESIDENCY AND IMMIGRATION STATUS

I am a permanent resident or NZ citizen	98.5%
I am a recent migrant	0.4%
I am a former refugee	0.2%
I am on a partnership visa	0.7%
I am on the work visa	0.2%
I am international student	0%
I am a seasonal worker	0%
I am visiting my family in Tauranga and do not reside here all the time	0%

### PACIFIC COMMUNITY

Samoan	32.1%
Tongan	21.9%
Cook Islands Māori	17.1%
Fijian	7.8%
Fijian Indian	4.5%
Kiribati	3.6%
Niuean	3.4%
Tuvaluan	2.6%
Tokelauan	1.7%
Ni-Vanuatu	0.4%
Other Pacific	4.9%

NOTES:

\* The numbers represent the unweighted percentages of respondents among Pacific communities

You can find more information about individual suburbs by reading the full reports at [www.tauranga.govt.nz/vitalupdate2023](http://www.tauranga.govt.nz/vitalupdate2023) or click on the links below:

[Mount Maunganui, Omanu](#)

[Arataki \(Bayfair\), Matapihi](#)

[Pāpāmoa Beach, Wairākei \(Pāpāmoa East\), Te Tumu](#)

[Kairua, Pāpāmoa Hills \(Waitao\)](#)

[Welcome Bay, Hairini, Maungatapu](#)

[Poike, Oropi, Greerton, Ohauiti](#)

[Gate Pā, Merivale \(Parkvale\)](#)

[Pyes Pā, Omanawa, Tauriko, The Lakes](#)

[Bethlehem](#)

[Brookfield, Judea](#)

[Bellevue, Otūmoetai, Matua](#)

[Tauranga South, City Centre, Avenues, Sulphur Point](#)

You can find more information about our priority groups by reading the full reports at [www.tauranga.govt.nz/vitalupdate2023](http://www.tauranga.govt.nz/vitalupdate2023) or click on the links below:

[Rangatahi – Youth \(13-24 years\)](#)

[Taupori pakeke haeretanga – Ageing population \(65+ years\)](#)

[Tangata whai kaha – Disabled people \(including carers\)](#)

[Māori](#)

[Ngā mātāwaka – Ethnic communities](#)

[Hāpori nui ā-Kiwa – Pacific communities](#)

[Ranga Āniwaniwa – Rainbow community](#)

[Ngā tāngata noho kāinga kore – People experiencing homelessness](#)

[Ngā mātua me ngā kaitiaki – Parents & caregivers](#)

[Rangahau Oranga Tamariki – Child Wellbeing Survey](#)

The full Vital Update - Tauranga report is available here:

[Pūrongo Matua - Main report](#)

If you have any questions or concerns, please reach out. We are happy to help:

Acorn Foundation: [info@acornfoundation.org.nz](mailto:info@acornfoundation.org.nz)

Key Research NZ Ltd: [info@keyresearch.co.nz](mailto:info@keyresearch.co.nz)

Tauranga City Council (Community Development): [comdev@tauranga.govt.nz](mailto:comdev@tauranga.govt.nz)

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WhakahouTaketake  
**VitalUpdate**  
TAURANGA  
**2023**

