

Whakahou Taketake Vital Update

TAURANGA

2023

Māori



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:

- Moana Radio
- Te Manu Toroa
- Te Rangapū Mana Whenua o Tauranga Moana Partnership

Thanks to their help, we have achieved a rich diversity of responses, reflecting the unique and varied population of Tauranga and we've received responses from Māori (both mana whenua and tangata whenua), whose voice isn't usually heard or represented. We have endeavoured to ensure both inclusion and accessibility, and the information collected puts us in a better position to understand the community experiences, needs and aspirations of Māori living in Tauranga Moana.

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 community engagement.

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 are 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 2023, our focus remains on fostering partnerships and relationships with local iwi, hapū and those who whakapapa to various regions across Aotearoa. We understand the significance of providing better care and practical support to our community, and we’re committed to better understanding its needs as the first crucial step.

The insights garnered from our Vital Update survey will continue to guide how we can better serve our communities. With an emphasis on our Māori communities who have historically been underserved, we are striving for a more collaborative approach to engagement, consultation and service. Your active participation has been and continues to be invaluable as we build and grow, making Tauranga a community that’s nurtured, respected and inclusive.

The data and insights captured in this report only show some of the information provided by these communities. The dashboards on 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 future projects and plans – it will help shape your city’s future.

Mā 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: Jamie Troughton

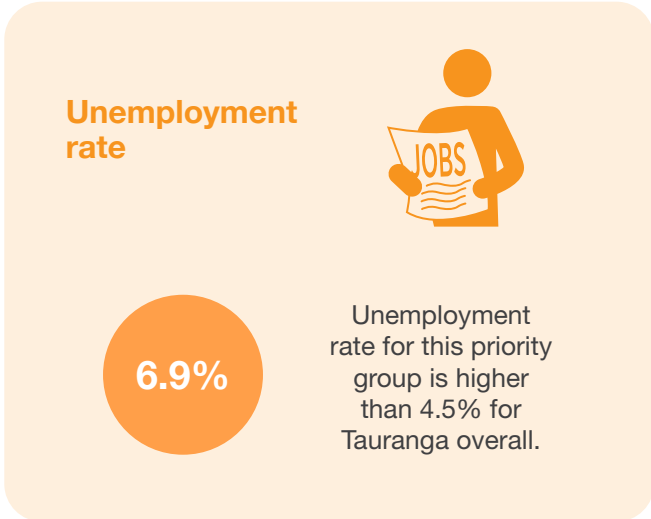
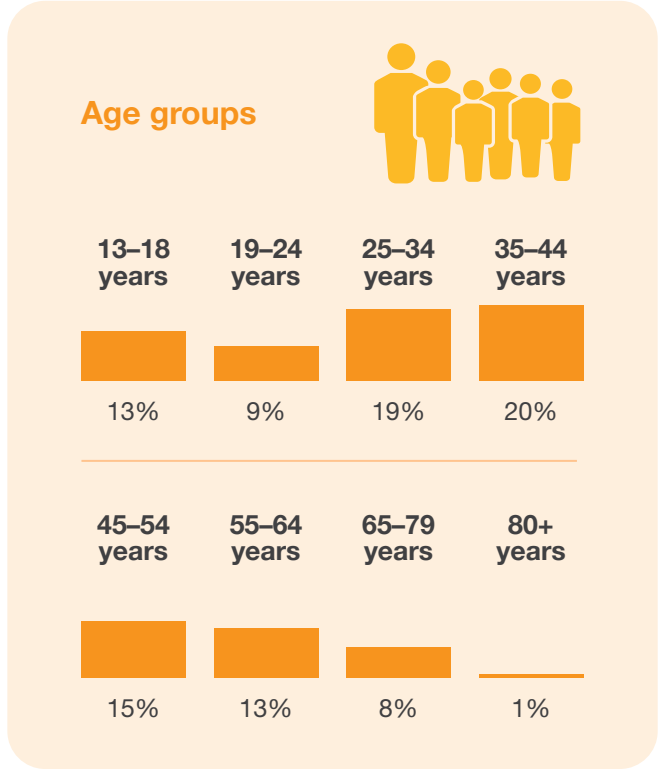
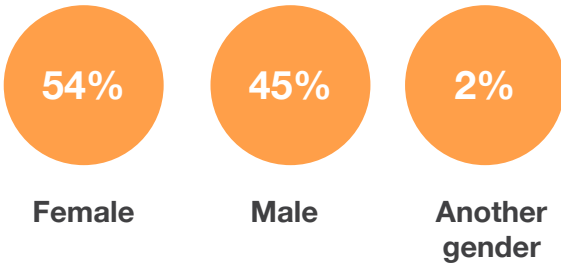
Who responded to the survey?

Snapshot of Māori

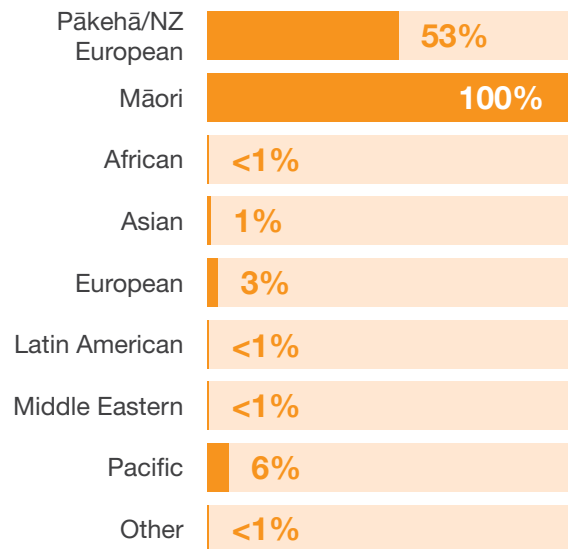
This page represents the demographics of the 1,071 respondents who identify as Māori.



Gender



Ethnicity



128 out of 593 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=1,071.
- * 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.

Who responded to the survey?

Iwi %							
Ngāi Te Rangi	25%	Ngāti Maniapoto	6%	Ngāruahine	1%	Tapuika	1%
Ngāti Ranginui	23%	Ngāti Pūkenga	6%	Te Whānau-a-Apanui	1%	Ngāti Mutunga	1%
Ngāpuhi (Ngāti Hine)	13%	Ngāi Tūhoe	5%	Te Rarawa	1%	Ngātiwai	1%
Te Arawa	7%	Ngāti Raukawa	5%	Ngāti Pikiao	1%	Ngāti Rangitahi	1%
Ngāti Porou (Te Aitanga-a-Hauiti)	7%	Ngāti Awa	3%	Ngāti Whakaue	1%	Muaūpoko	1%
Tainui	7%	Te Āti Awa	2%	Ngāti Kurī	1%	Rongomaiwahine	1%
Ngāti Kahungunu	7%	Waikato	2%	Te Aupōuri	1%	Ngāti Toa	1%
Ngāi Tahu/Kāi Tahu	6%	Te Whakatōhea	2%	Waitaha	1%		
Ngāti Tūwharetoa	6%	Taranaki	2%	Ngā Pōtiki	1%		

Hapū %							
Ngāti He	14%	Patuwai	2%	Ngāi Tamarawaho	1%	Ngāti Rua	1%
Pirirākau	11%	Ngāti Tūhekerangi	2%	Ngāi Moko Tūhourangi	1%	Ngāti Rangiwewehi (iwi)	1%
Ngāi Te Ahi	10%	Ngāti Maniapoto (iwi)	2%	Ngāti Mahuta	1%	Ngāti Ranginui (iwi)	1%
Ngāti Tapu	8%	Te Aroha	2%	Ngāti Rongomai	1%	Tauwhao Te Ngare	1%
Ngāti Hangarau	8%	Ngāti Rora	2%	Ngāti Apakura	1%	Ngāti Hikairo (iwi)	1%
Ngā Pōtiki	7%	Waitaha	2%	Ngāti Mahanga	1%	Ngāti Ngutu	1%
Ngāi Tukairangi	6%	Te Mahurehure	2%	Te Whānau a Ruataupare	1%	Ngāti Tautahi	1%
Ngāti Kahu (iwi)	6%	Ngāti Pikiao (iwi)	2%	Ngāti Tū	1%	Ngā Tira	1%
Ngāti Whakaue (iwi)	4%	Ngāti Hau	2%	Ngāti Rangiteaorere (iwi)	1%	Ngāti Ruakawa (iwi)	1%
Ngāti Rangi	4%	Ngāti Moe	2%	Ngāti Kohu	1%	Ngāti Tamawhariua	1%
Ngāi Tuwhiwhia	3%	Hamua	1%	Ngāti Wehiwehi	1%	Waikato	1%
Ngāti Ruahine	2%	Ngāi Tauwhao	1%	Tapuika	1%		
Ngāti Pūkenga ki Waiau (iwi)	2%	Te Whānau Pani	1%	Ngāi Tahu/Kāi Tahu	1%		

What have we learnt?

- Responses were received from people representing 63 iwi and 87 hapū. Only iwi and hapū with 1% or greater have been recorded in the chart.
- Of the 1,071 respondents who identified as Māori, 251 did not confirm their iwi and 730 did not confirm their hapū.
- 282 of those who identified as Māori (26.3%), belong to Tauranga Moana iwi, with 111 identifying with more than one local iwi.

Wawatanga o Tauranga Whānui

Aspirations for Tauranga



Photo credit: Hunter Studios

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, Māori have a slightly different outlook on what they would like to change:



‘Less traffic congestion/better roading infrastructure/less roadworks’ (**31%** for Māori vs **35%** for Tauranga overall).



The second priority for Māori respondents was to see ‘inclusivity/ attitudes/less racism’ (**15%**).



‘Revitalized CBD/better CBD/shops/ restaurants/bars’ was mentioned by a further **10%** of respondents who identify as Māori, compared to **14%** from Tauranga overall.

Other popular responses included:

- Parking (7%)
- Better public transport/more transport options (6%)
- More activities/events/entertainment (6%)

NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? n=799 left a comment.

“

Improved CBD, more parking options, cafes and restaurants for example.

Traffic congestion, it takes so long to get anywhere and it makes me think twice about getting out and about.

Cheaper rentals, working families are also struggling to rent a property while people on the benefit living in state homes are paying \$300 and do not work?

Reduce the amount of crime, it used to be in certain areas, but now it's everywhere.

Less racism. A better local representation within local government, when it's time for elected members again that is. More use of te reo Māori. More arts. More environmental protection.

Respect for Māori amongst the population.

”

What is Tauranga missing when compared to other cities?

“

Yes bi-lingual signage, Māori designs in public buildings and decorations on public buildings. Māori street names that are meaningful.

Proper safer cycleways so people can use their e-transport safely. And trams/trains.

Napier has awesome parks and playgrounds, some including water play!

Housing is a major issue in Tauranga and there are cities and countries around the world who have houseboat communities, which may help with housing issues – you can also create an ecosystem around these communities that protect and preserve the wellbeing of our waterways.

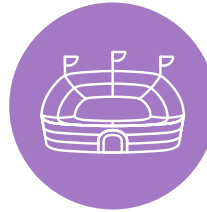
Lower rates as people who work and have worked to better themselves in terms of education and profession get nothing. There is no incentive to better oneself.

Museum. Look at Rotorua at their tourist attractions which have locals pricing. I used to live there and did lots of stuff. In Tauranga, there's the beach and walks, that's it really.

”

We asked if there was anything you had seen in another city that Tauranga should have. A total of 671 participants who identify as Māori shared their opinions with us.

Some of the most common ideas included:



Stadiums/theme parks/aquarium/facility to host large events (**18%** compared with **15%** for Tauranga overall)



Better/improved public transportation (**12%** compared with **15%** for Tauranga overall)

Other ideas included:

- Green spaces and parks (10%)
- Better/improved roading infrastructure/traffic (9%)
- Thriving/busy CBD/city centre (7%)

NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=671 left a comment.

Ngā whare me ngā paerewa oranga

Housing and standards of living



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.

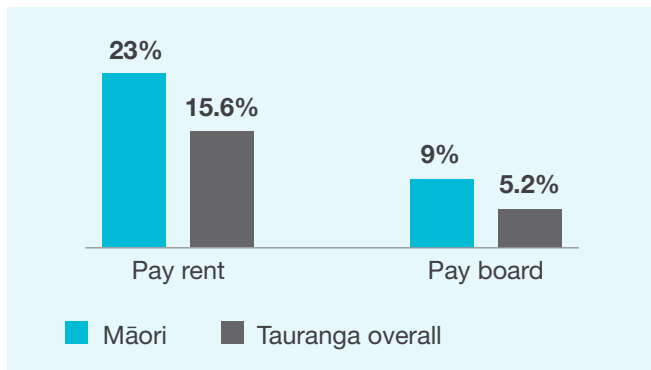
Homeownership

42%

of those who identified as Māori own a house in Tauranga.

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

Renters and boarders



Homelessness

The proportion of people who identified as Māori experiencing homelessness (8%) is considerably higher than for Tauranga overall (2.8%). Those aged 25-44 years (10%) are more likely to be experiencing homelessness when compared to older respondents (6% average).

Household incomes

20%

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

76%

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

9%

of Māori 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 Māori is quite different when compared with Tauranga overall – less people live alone, with 4% for Tauranga overall and 6% for Māori respondents.

Those who identified as Māori have reported worse house conditions (dampness, mould, being leaky, crying windows and access to amenities). 32% consider their house damp, compared with 19% for Tauranga overall.

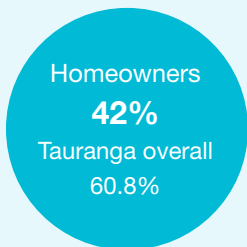
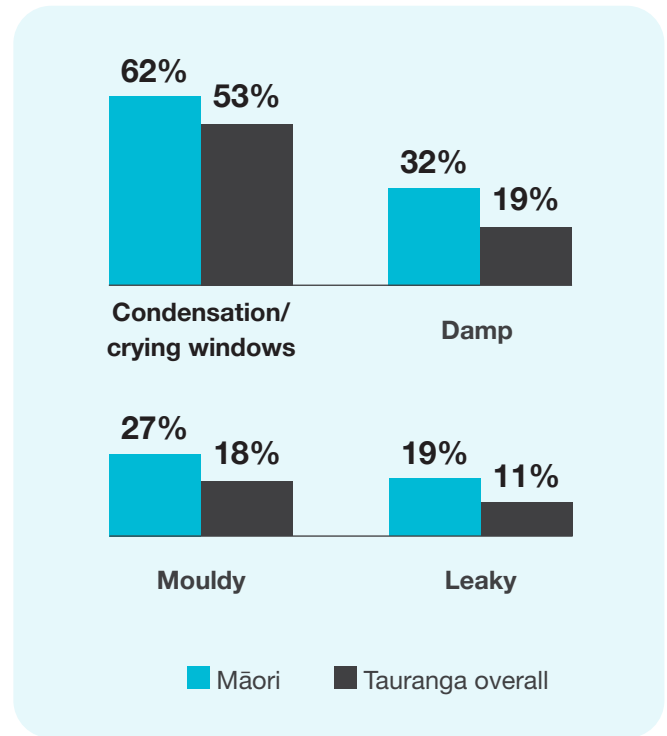


What is our housing situation?

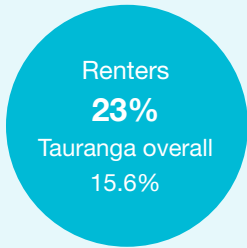


Living in a house, flat, unit or apartment that is stable and/or unassisted housing

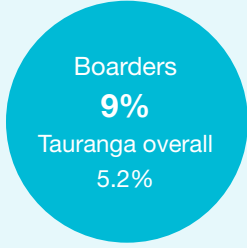
Homeless



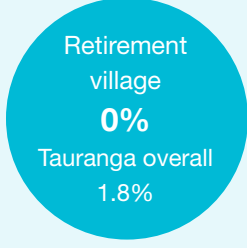
Those who own a house (including in a trust, with or without a mortgage, and co-owning models) and pay all relevant costs.



Those who rent the house and pay rent.



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



Those who live in a retirement village.

Amenities	% who have access - Māori	% who have access - Tauranga
Toilet	96%	97%
Bath or shower	96%	97%
Fridge	95%	97%
Electricity supply	95%	97%
Cooking facilities	95%	97%
Tap water that is safe to drink	94%	96%
Heating (including heat pump, wood burner, or built-in gas fireplace)	87%	93%
Extractor fan in bathroom	80%	86%
Extractor fan in kitchen	75%	85%
Additional bedroom heaters	57%	66%

NOTES:

1. HS1. What best describes your living situation? Please select all that apply. n=1071
 2. HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation?
 3. Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=1071
 4. HS3. Please review the statements below regarding the place you are currently living. n=1,059.
 5. HS4. Which of the following are available at the place you are currently living. Don't include anything that is disconnected or broken. n=1065
- * 'Don't know' responses were excluded for more accurate data presentation.

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

50%

**Live with partner/
spouse**

Tauranga overall 62%

24%

Live with parents

Tauranga overall 18%

34%

**Live with dependent
children**

Tauranga overall 26%

13%

Live with siblings

Tauranga overall 9%

10%

**Live with flatmates/
housemates/roommates**

Tauranga overall 7%

23%

**Live with partner
and children**

Tauranga overall 21%

9%

Live with adult children

Tauranga overall 7%

6%

Live alone

Tauranga overall 9%

3%

Live with grandparents

Tauranga overall 1%

11%

Single parents

Tauranga overall 5%

3%

Live with grandchildren

Tauranga overall 1%

What have we learnt?

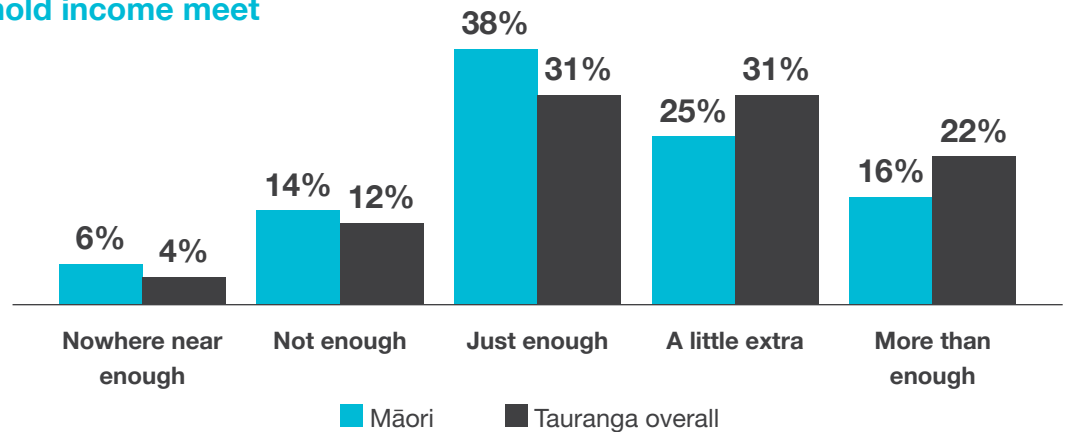
- 1 Half (50%) of Māori survey participants live with their partner/spouse and 23% live with their partner/spouse with children.
- 2 11% are single parents.
- 3 There is more communal living and larger families among those who identified as Māori. The responses show higher proportions of those living with their parents, siblings, flatmates and grandparents compared to Tauranga as a whole.

NOTES:

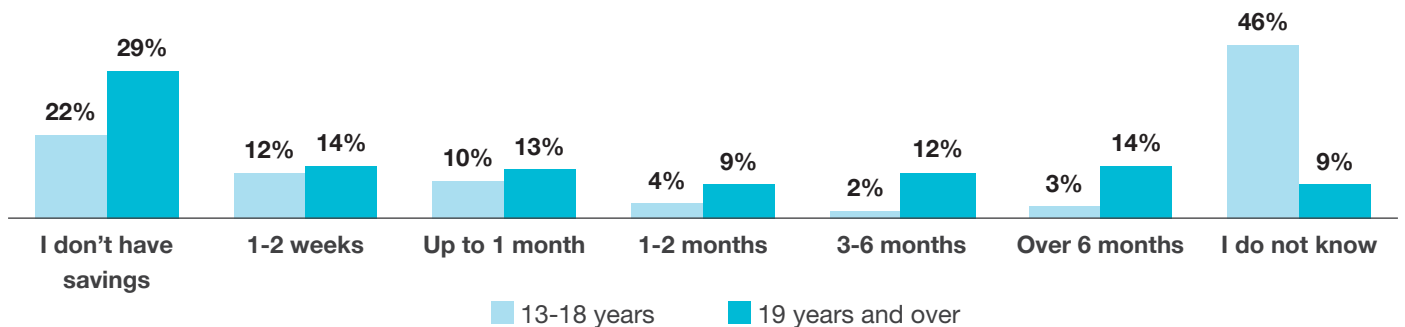
1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=1,064

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 Māori make up a high proportion of ethnicities who do not have enough income to meet everyday needs (20% compared with 16% overall).
- Those aged between 25 and 44 years struggle financially the greatest, with 26% reporting not having enough income to meet their everyday needs.
- Overall, 28% of Māori do not have savings for a change of circumstances or in case of emergency, with 35% of those 19 years and over having savings to last them more than one month.
- 76% worry about how much money their household has at least 'sometimes'.
- Survey participants aged between 25 and 44 years worry the most about their household's financial wellbeing (83%), with those aged 45-64 years close behind at 81%.

NOTES:

- HS9. Thinking about how well your household income meets your everyday needs (including accommodation, food, clothing) – money wise would you say you have... n=1060
- 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=1065
- HS12. Do you worry about how much money your household has? n=1067

* '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 (44% do this ‘often’ or ‘all the time’)
- Go without/cut back on trips to the shops/ other local places (37% 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?

- **Children participating in school activities**
Not go on school trips/sent your children on school trips (8% do this ‘often’ or ‘all the time’)
- **Buying food**
Gone without groceries to help keep expenses down (9% 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) (9% do this ‘often’ or ‘all the time’)

What have we learnt?*

- 1 9% of Māori 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=1,055
* ‘Don’t know’ responses were excluded for more accurate data presentation.

Oranga hapori

Social wellbeing



Photo credit: Jamie Troughton

Social wellbeing – what is most important?

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

This study has shown that 41% of those surveyed who identified as Māori feel lonely at least some of the time.

In the last four weeks, 12% 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:

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

59% of Māori respondents aged between 13-24 years feel lonely all, most or some of the time.

Local event attendance

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

44%

of Māori survey participants attend events at least once a month.

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

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



There is a strong desire in the wider Tauranga community for more events such as music, festivals and concerts. One in five are also eager for more sporting events, while others mentioned a need for more family friendly activities and cultural events.

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 45% reporting this as their preferred transportation method.

To get to work or school, one in five respondents will take a public or school bus, and a similar proportion will be a passenger in a car or walk or jog to get there.

Key household issues

Financial pressure is the greatest issue affecting Māori households, with almost half (45%) of the respondents reporting financial pressures.

Mental wellbeing is the second largest issue, with one in four households affected by this issue.

Health is also high on the list of household issues, one in four households reported that their household is affected.

Those aged 25-44 years are the most affected by both financial pressures and mental health compared with other age groups.

An accepting and welcoming city

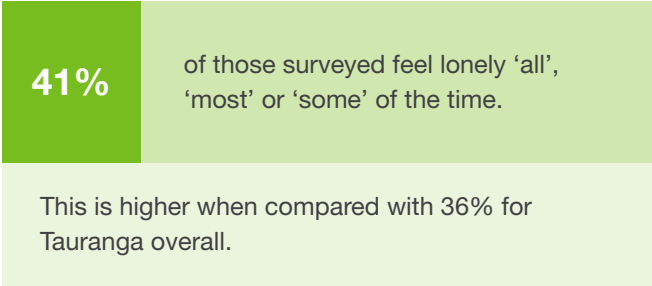
55%

of Māori respondents believe that Tauranga is fairly to very welcoming, with 61% feeling included and respected.

Culture and heritage in events

One quarter of Māori respondents believe that events in Tauranga reflect a strong sense of culture and heritage. However, there is a strong desire to see more Māori art and culture (45%).

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



Who is most at risk?

Māori respondents aged between 13 and 24 years are most at risk. 59% feel lonely 'all', 'most' or 'some' of the time. The proportion of those aged between 25 and 44 years feeling lonely is lower at 42%.

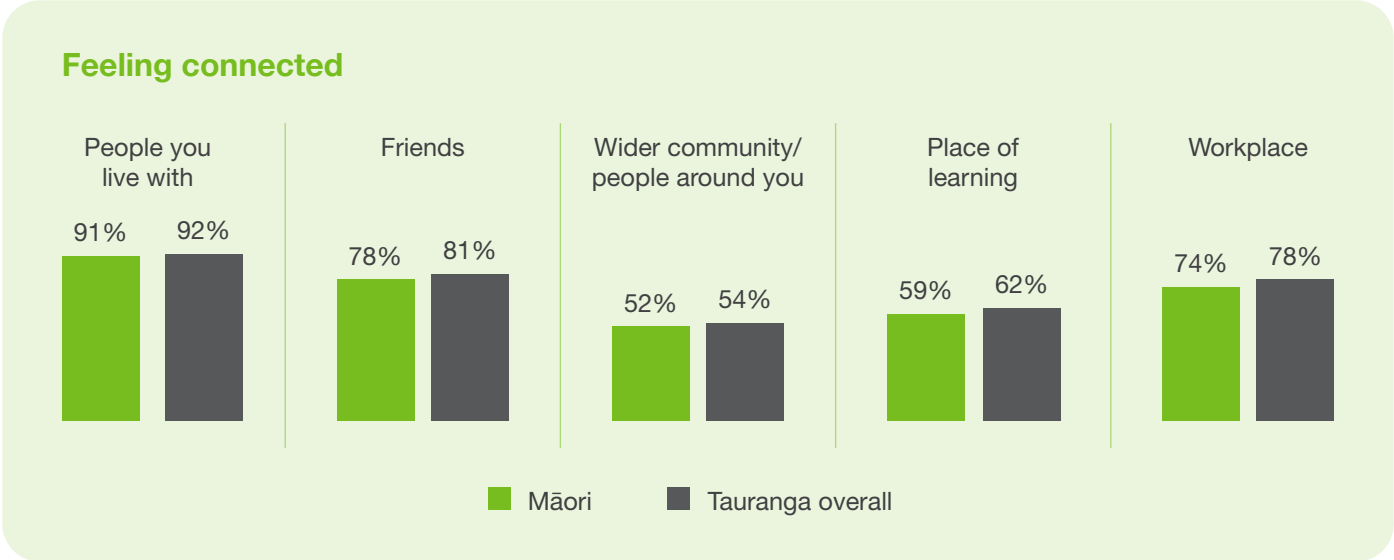
Having contact with family & friends

In the last four weeks, 12% of those surveyed 'never' or 'rarely' have contact with relatives or friends who they don't live with.

Most common reasons for having less contact with family and friends



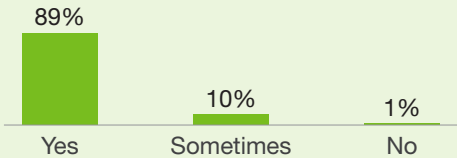
Some of the other reasons for not having contact with family and friends include poor health, no suitable transport, have lost contact, no access to phone or internet and COVID-19 restrictions.



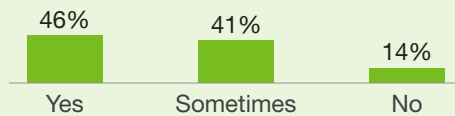
NOTES:
 1. SW1. In the last four weeks, how often have you felt lonely? n=1045
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=1061
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=1024
 4. SW4. How well-connected do you feel with... n=1046
 * 'Don't know' responses were excluded for more accurate data presentation.

In my life...

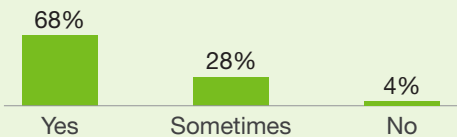
I can make decisions for myself



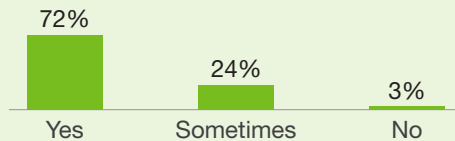
I feel fit and healthy



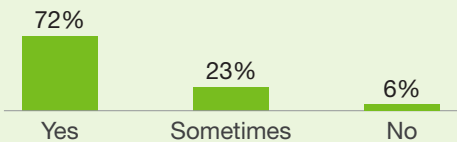
I feel respected and loved



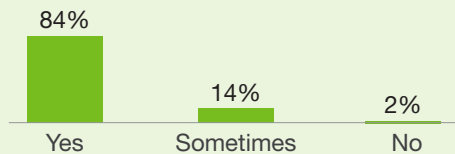
I have a good life



I am proud of who I am

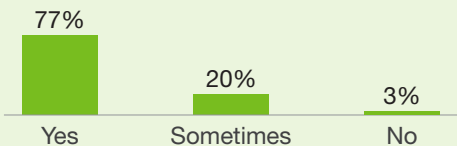


I am proud of my culture

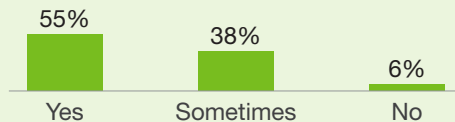


Where I live...

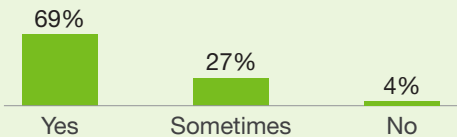
People will help me



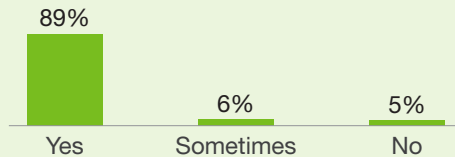
We live in a fun environment



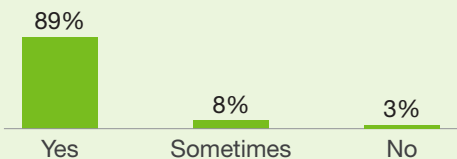
We spend time together



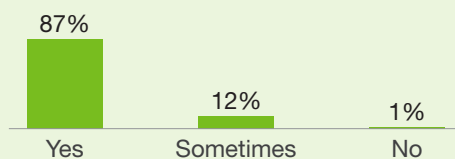
Everyone has their own bed



People would notice if I didn't come home



People are accepted and included



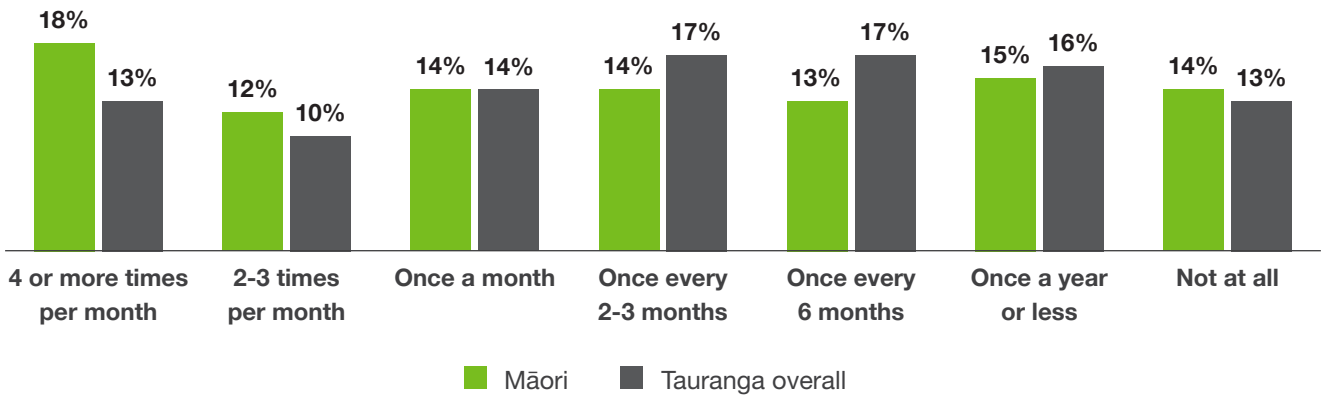
NOTES:

1. SW5. In my life... n=1,070
2. SW6. Where I live... n=1,003

* '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?



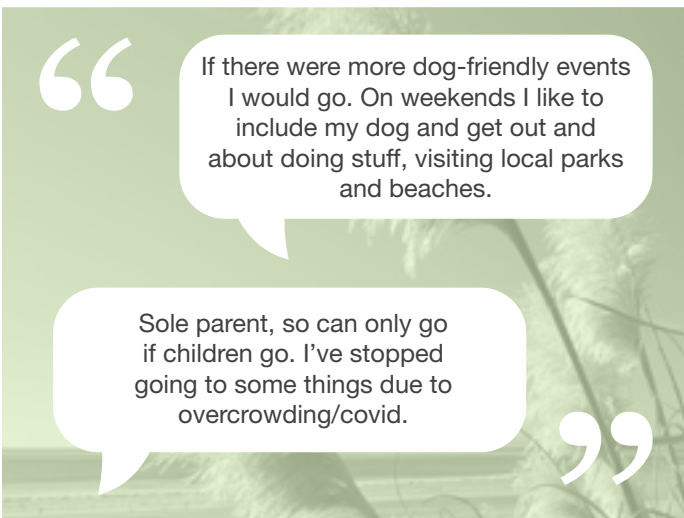
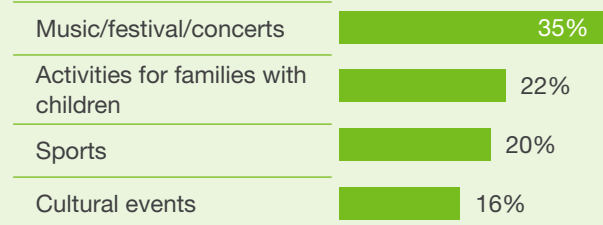
What are the barriers?

- 1 For Tauranga wide respondents, the most common reason for not attending is the types of events on offer (48%), however, those who identified as Māori say that it's too expensive to attend (49%).
- 2 The second most common barrier are that the types of events do not interest them (41%).
- 3 A further 35% stated that they are too tired/can't be bothered attending the events held.

What are the events that respondents would like to attend?

A total of 654 respondents left a comment with suggestions regarding the events they would like to see in Tauranga. Their suggestions are important, as one of the the most common reasons for not attending the current types of events is due to their lack of appeal.

Desired events



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=983, n=420 mentioned barriers.
 2. SW9. What kinds of events would you like to see more of in your community? n=654 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 32% of respondents who identified as Māori indicated that there are no issues affecting their household. This is lower when compared with 42% Tauranga wide.

2 68% of those surveyed indicated that there are one or more issues affecting their household.

Close to half of Māori respondents (45%) 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 56% of Māori surveyed aged between 25-44 years.

3 Mental wellbeing is the second largest issue that was mentioned by Māori survey participants, with one in four households affected (26%).

Those aged between 13-24 years old had the highest proportion indicating mental health was an issue for them (31%), with those aged 25-44 years at 28%.

4 Health is the third most important issue with one in four (24%) households affected.

5 Other issues mentioned include food (16%), employment (14%), housing (13%), access to support services (9%), education (9%) and isolation/lack of understanding (8%).

“

Aggressive neighbour.

There are some areas within the city that are difficult to access.

Too quiet, need to move a more bustling area.

Alcohol and drugs.

Too many vape shops in my area.

”

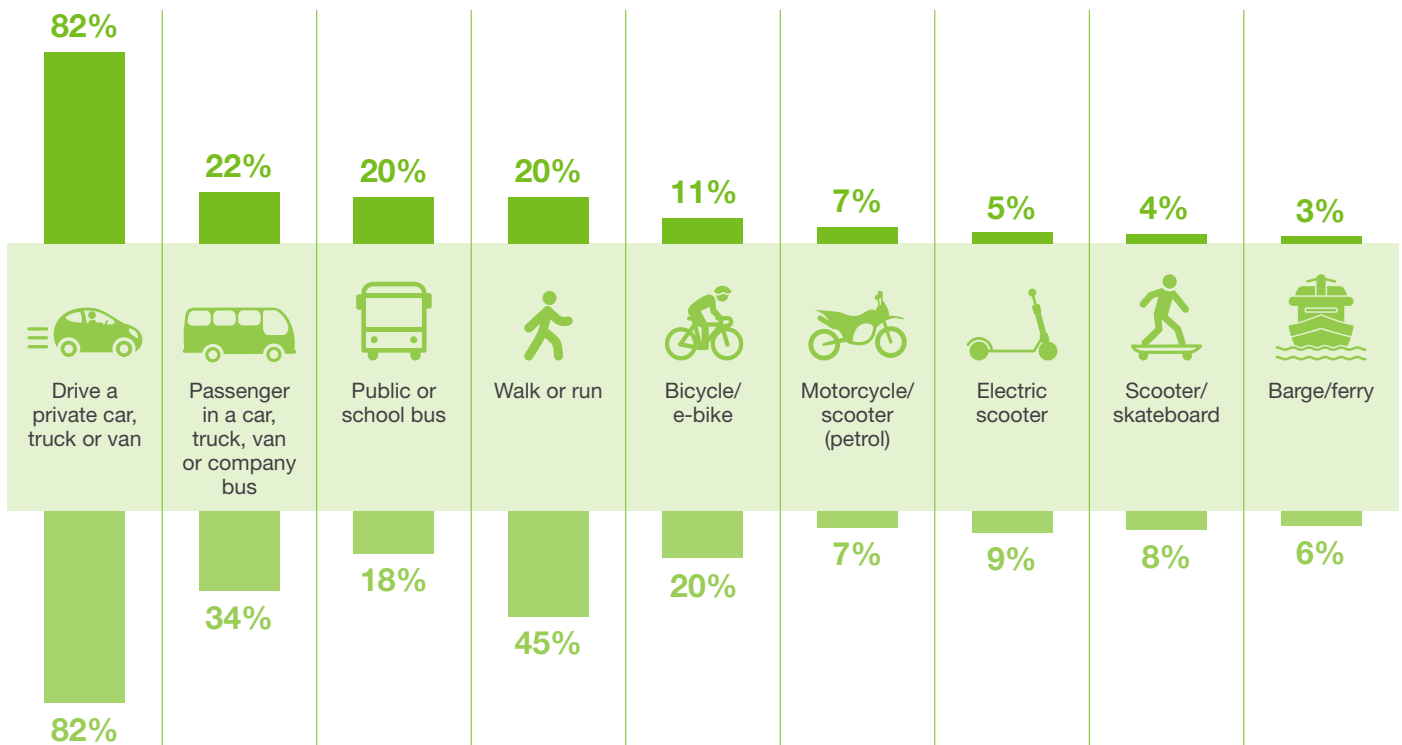
NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=1,034

* '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 (82%).
- 2 2 in 10 use public transport to commute to school or work, or to get around the city. However, 45% are walking or jogging to get around the city.
- 3 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 to school or work? Please select all that apply. n=880
 2. SW13. What mode(s) of transport do you usually use to get around the city? Please select all that apply. n=926
- * '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



25%

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

15% of respondents **do not** think that the events in the city reflect a strong sense of culture and heritage.

In buildings

18%

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

23% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

In public spaces



23%

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

18% 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=1,022
 2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=565 left a comment.
- * 'Don't know' responses were excluded for more accurate data presentation.

As a city overall

20%

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

20% **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 Māori art and culture (45%)
- 2 Multicultural/Pasifika/European (12%)
- 3 Local history (11%)

“

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

Recognise all type of cultures.

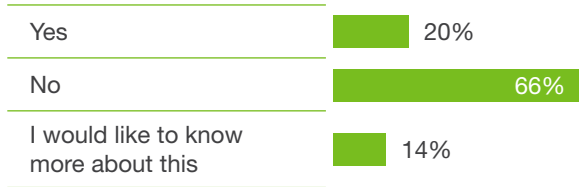
Ethnic cultural activities that educate people and make them aware of New Zealand culture and requirements.

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

”

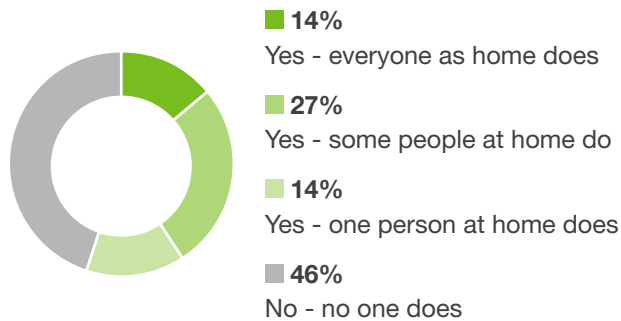
Being Māori – hearing our voices and our language?

Knowledge of iwi and hapū representatives working with Tauranga City Council

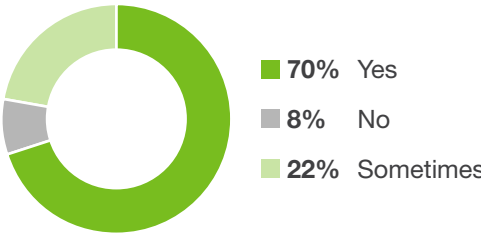


55% of the survey participants who identified as Māori believe that the city is 'fairly welcoming', 'welcoming' or 'very welcoming'.

Does anyone at home regularly use te reo Māori?



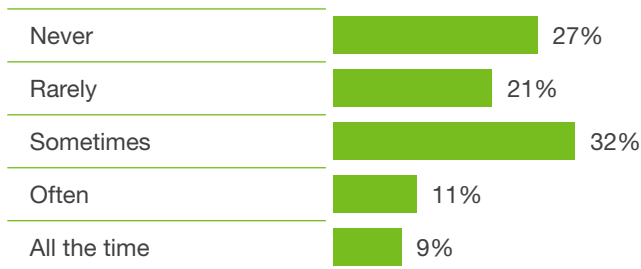
Do you feel comfortable speaking languages other than English outside of your home?



While seven in ten (72%) of those who identified as Māori stated that there are no barriers to learning te reo Māori, 28% mentioned these as the most common barriers:

- Do not have enough free time (40%)
- Accessibility/availability/timing does not suit/lack of options (18%)
- Cost (12%)
- Lack of support (11%)
- Self confidence/embarrassment/stigma/whakama (9%)

Experienced racial discrimination



Over half (52%) of respondents who identified as Māori have reported that they have experienced racial discrimination at least "sometimes". Almost one in ten (9%) have reported experiencing this "all the time".

Those aged 13-24 years and 25-44 years have indicated that they experience racial discrimination 'all the time' (11%).

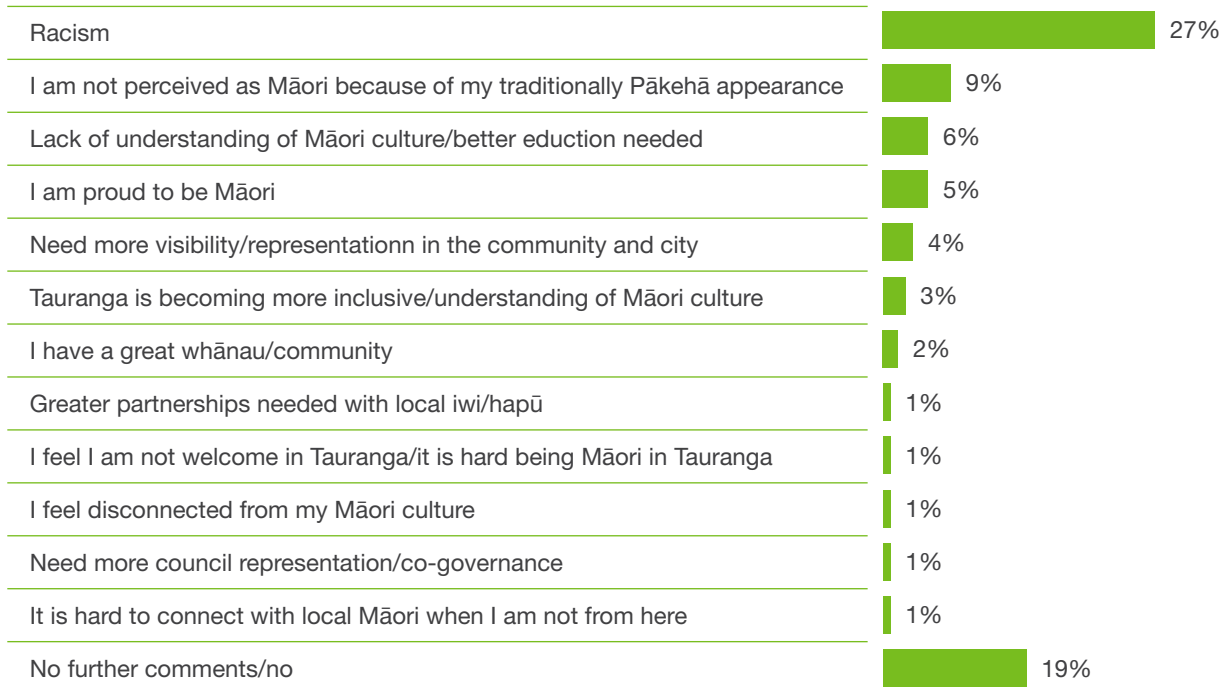
Māori aged 45-64 years had the highest reported experience of racial discrimination compared to other age groups (56%) and 25-44-year-olds have the second highest, 53% reporting racial discrimination at least 'sometimes'.

NOTES:

1. SW16. Is Tauranga an accepting and welcoming place to live? n=1,027
2. M9. Do you know who are your iwi and hapū representatives working with Tauranga City Council? n=969
3. DEM11. Do you feel comfortable speaking languages other than English outside of your home? n=291
4. DEM12. Does anyone at home regularly use te reo Māori? n=1064
5. M7. Are there any barriers to learning te reo Māori? n=992
6. M10. Have you experienced racial discrimination in Tauranga? n=930

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

Being Māori – what are our experiences?



“

You get looked down on a lot in shopping malls, supermarkets and in general the Mount Maunganui town centre.

As white-skinned, blue-eyed Māori descent I get racist comments all the time from brown-skinned Māori.

It's hard. The racism is real. I'm older so I've learnt to deal with it, but I feel for the younger Māori in our city.

Actually, I have found the racism to come from Māori as I look European.

Much improved culturally. Discrimination is isolated to a few.

There is a lot of passive aggressive anger towards using Māori in signage and naming places. People are very unwilling to learn how to properly pronounce names and place names and I have had Māori co-workers verbally harassed while working. There are a lot of amazing people who embrace the culture, but it is hard to get people engaged.

I love being Māori and regret not being connected and do not speak te reo.

”

NOTES:

1. M11. Is there anything else you would like to tell us about your experience of being Māori in Tauranga? n=368

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

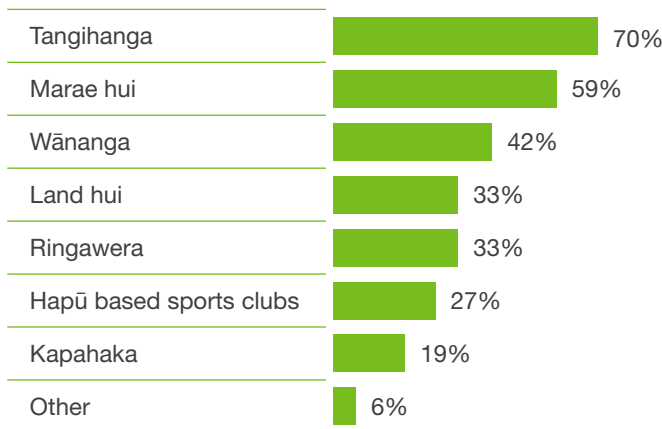
Are we engaged and connected with our iwi & hapū?

Engagement

When Māori respondents were asked if they engage with their iwi, hapū and/or marae, here is what people said:

- Yes, not as often as I would like to (23%)
- No, and I would like to change it (21%)
- No, and I am ok with it (21%)
- Yes, as much as I can (20%)
- Yes, sometimes (14%)

Types of engagement



Connection

When Māori respondents were asked if they feel connected with their iwi, hapū and/or marae, here is what people said:

- No, and I would like to change it (23%)
- Yes, not as often as I would like to (21%)
- Yes, as much as I can (21%)
- No, and I am ok with it (19%)
- Yes, sometimes (14%)

The most common reasons that people do not engage, or feel connected with their iwi, hapū and/or marae are:

- They are too far away (35%)
- Never had a connection/did not connect growing up (21%)
- Do not know how to connect/too hard to connect (10%)
- Not connected to that part of their family (9%)
- Family issues (8%)
- Do not want to (7%)

What have we learnt?

- 1 Those aged 13-24 years had the highest response rate for 'no, and I would like to change it' (31%) when asked if they engage with their iwi, hapū or marae, whereas only 8% selected 'yes, as much as I can.'

This is the opposite for those aged 65 years and over, with over two thirds (39%) stating 'yes, as much as I can.'

- 2 Iwi local to Tauranga have more people engaging 'as much as they can' when compared to iwi outside of Tauranga.

Tauranga: 43% for Ngāti Ranginui, 50% for Ngāi Te Rangi and 41% for Ngāti Pūkenga.

Outside Tauranga: 6% for Ngāi Tahu/Kāi Tahu, 11% for Ngāpuhi (Ngāti Hine) and 15% for Tainui.

What have we learnt?

- 1 Similar to engagement, Māori who whakapapa to Tauranga Moana feel the most connected to their iwi, hapū or marae when compared to those outside of Tauranga.

Tauranga: 44% for Ngāti Ranginui, 49% for Ngāi Te Rangi and 43% for Ngāti Pūkenga.

Outside Tauranga: 7% for Ngāi Tahu/Kāi Tahu, 13% for Ngāpuhi (Ngāti Hine), 12% for Tainui and 10% for Tūhoe.

- 2 Three in ten (29%) of those who identified as Māori aged between 13-24 years stated 'No, and I would like to change it'. This is significantly higher when compared to those aged 65 years and over at 9%.

The 25-44 years age group follows closely at 28% wanting to engage more.

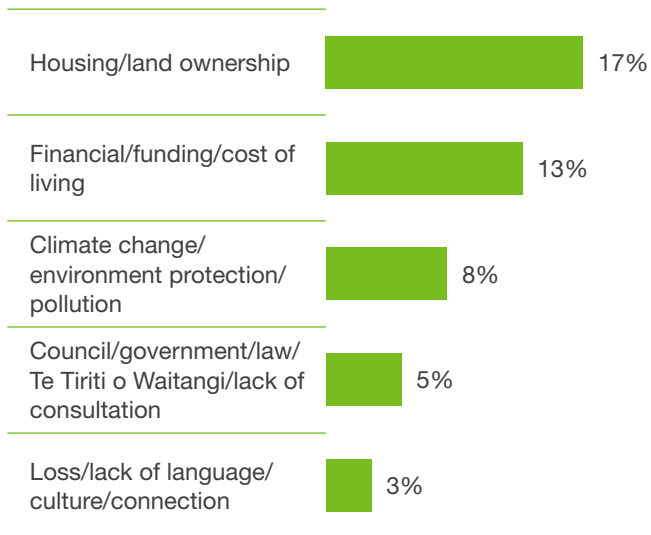
NOTES:

1. M3. Do you engage with your iwi, hapū and/or marae? n=1001
 2. M4. If you answered 'yes', what sort of engagement do you usually do? n=526
 3. M5. Do you feel connected with your iwi, hapū and/or marae? n=994
 4. M6. If no, is there a reason why you do not engage or feel connected with your iwi, hapū and/or marae? n=325
- * 'Don't know' responses were excluded for more accurate data presentation.

He aha ngā tino take ki te iwi, ki te hapū, ki te marae anō hoki?
What are the key issues affecting iwi, hapū and/or marae?

The key issues affecting iwi, hapū and/or marae

When asked what the key issues affecting their iwi, hapū and/or marae are, 449 people who identified as Māori left a response. While 4% stated that there are no issues, the most common responses were:



What have we learnt?

- 1 Ngāti Ranginui respondents see the key issue as housing/land ownership (44%). For comparison, just 4% Ngāti Kahungunu has rated housing/land ownership as a key issue.
- 2 Ngāti Kahungunu has identified cyclone Gabrielle/poor weather as a key issue (23%), whereas just 1% of Ngāti Ranginui views this as a key issue.

“

Climate change, the unregulated forestry industry, poor housing and lack of employment opportunities back home.

Housing and council rules around Māori land. Also, long-winded Māori Land Court processes to build on your whenua.

Not enough space for housing in our haapori/mana whenua because of confiscation of our lands. More dredging of the harbour for more ships to come into the port, therefore kai moana will be depleted, more pollution, more traffic, more businesses coming to Tauranga and more people moving to live in Tauranga. Besides the people of Tauranga, we all have a responsibility to ensure the taiao/moana is healthy. The money comes first.

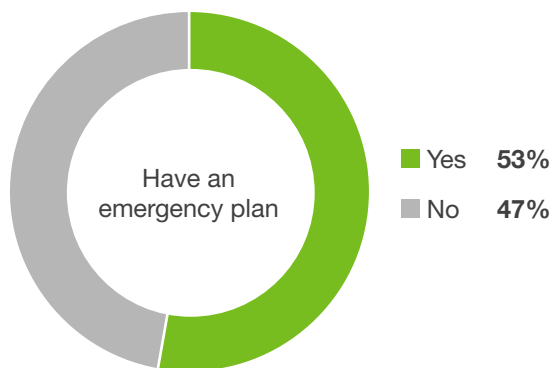
The lack of people of our age (sixty plus) who can support on the marae for hui so, Kaikaranga, speakers for the Paepae. The young ones are coming through, but our generation just do not have te reo and there are so few of us.

”

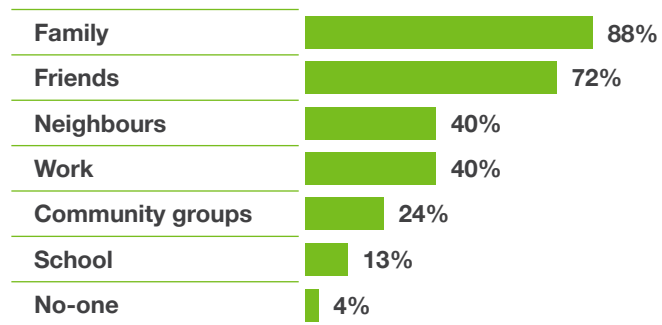
NOTES:
 1. M8. What are the key issues affecting your iwi, hapū and/or marae? n=449

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?

- 53% of respondents who identified as Māori have an emergency plan, which is slightly higher than 50% for Tauranga overall.
- When we asked about support networks, most survey participants will turn to family (88%), friends (72%) and neighbours (40%) for help in case of emergency.

However, 4% have selected that they have no-one.



NOTES:

- EM1. Do you/your family have an emergency plan? n=1,054
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=1,045

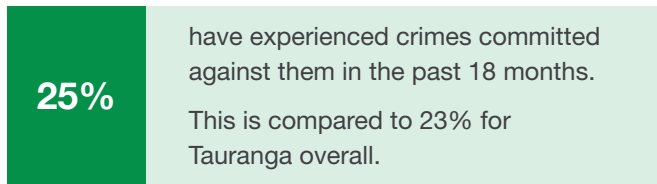
Haumarutanga

Safety



Haumarutanga – he aha te mea nui?
Safety – what is most important?

Crime in Tauranga



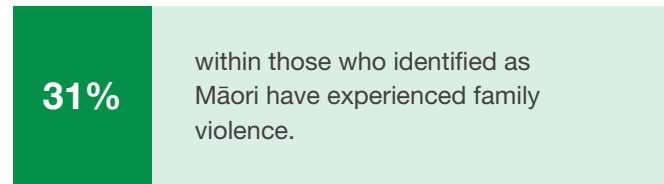
Survey participants indicated that the bus stops are the most unsafe place, with 32% feeling unsafe here during the night and 53% feeling unsafe during the day.

Discrimination (41%), Racism (41%), Mental health (39%) are the issues that most Māori respondents are extremely concerned about.

Alcohol, nicotine and drug consumption

- 73% of Māori surveyed consume alcohol, which is lower than 77% for Tauranga overall.
- Around two in ten survey participants smoke tobacco (17%) and the same proportion smoke cannabis (17%).

Family violence

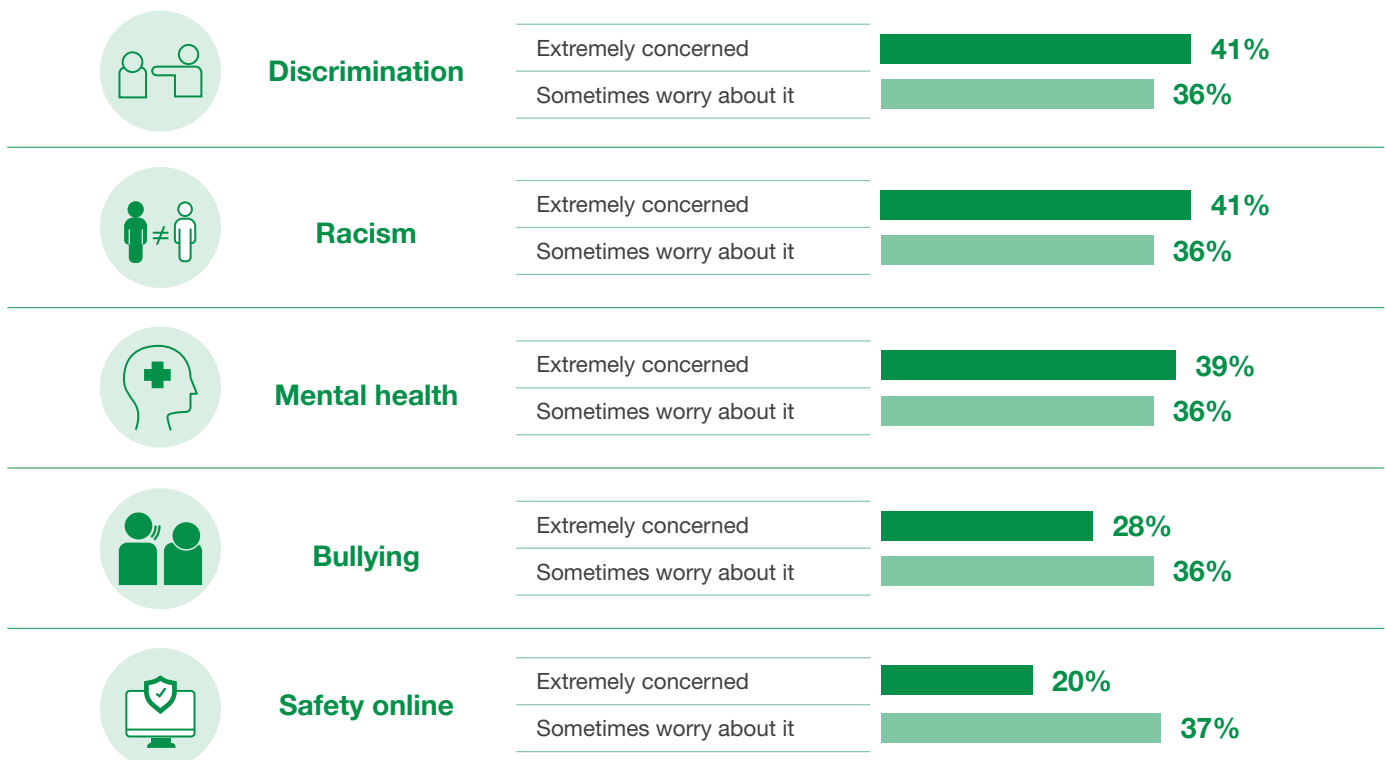


The most reported instances of family violence, occurring to the respondent or someone close to them, in this study are:

- Verbal abuse/arguments (88%)
- Domestic violence (82%)
- Sexual assault (69%)
- Intimate partner harm (67%)
- Child abuse/neglect (60%)

Support to enable victims to come forward and seek help is required. While 50% of survey participants reported family violence, 44% of those affected had sought help.

What are we concerned about?

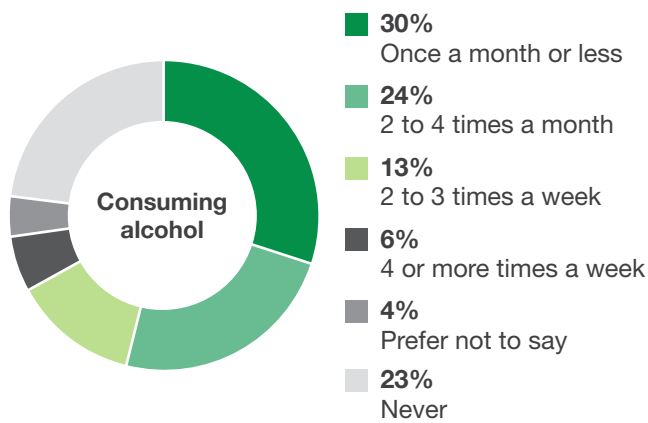


NOTES:
 1. SAF10. Please let us know if any of the following are a concern for you...n=994

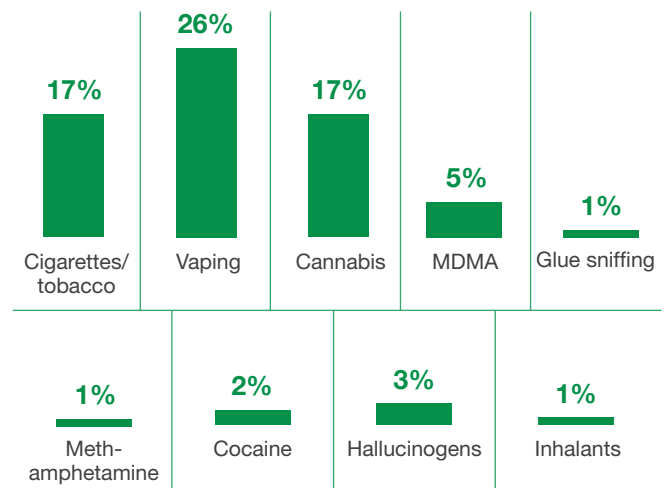
Me aha i te taihara, i te waipiro, i te kai pūroi hoki?
What about crime, alcohol and drug consumption?



Theft	11%
Verbal abuse	11%
Harassment	7%
Vandalism	5%
Assault	4%



Nicotine and drug consumption*



What have we learnt?

- 1 While 23% of respondents Tauranga wide experienced crime, 25% of Māori respondents reported that they have been the victim of a crime in the last 18 months.
- 2 73% of those surveyed consume alcohol. 19% 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 (17%) and the same proportion smoke cannabis (17%).
- 4 43% of those who responded do not feel that there are any barriers in accessing support services for alcohol or drug addiction. 10% of survey participants have indicated the shortage of services, availability and long waitlists as the main barrier.

NOTES:

1. SAF1. In the last 18 months, have you been the victim of a crime? n= 1,056
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=1020
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=1,060
4. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=191

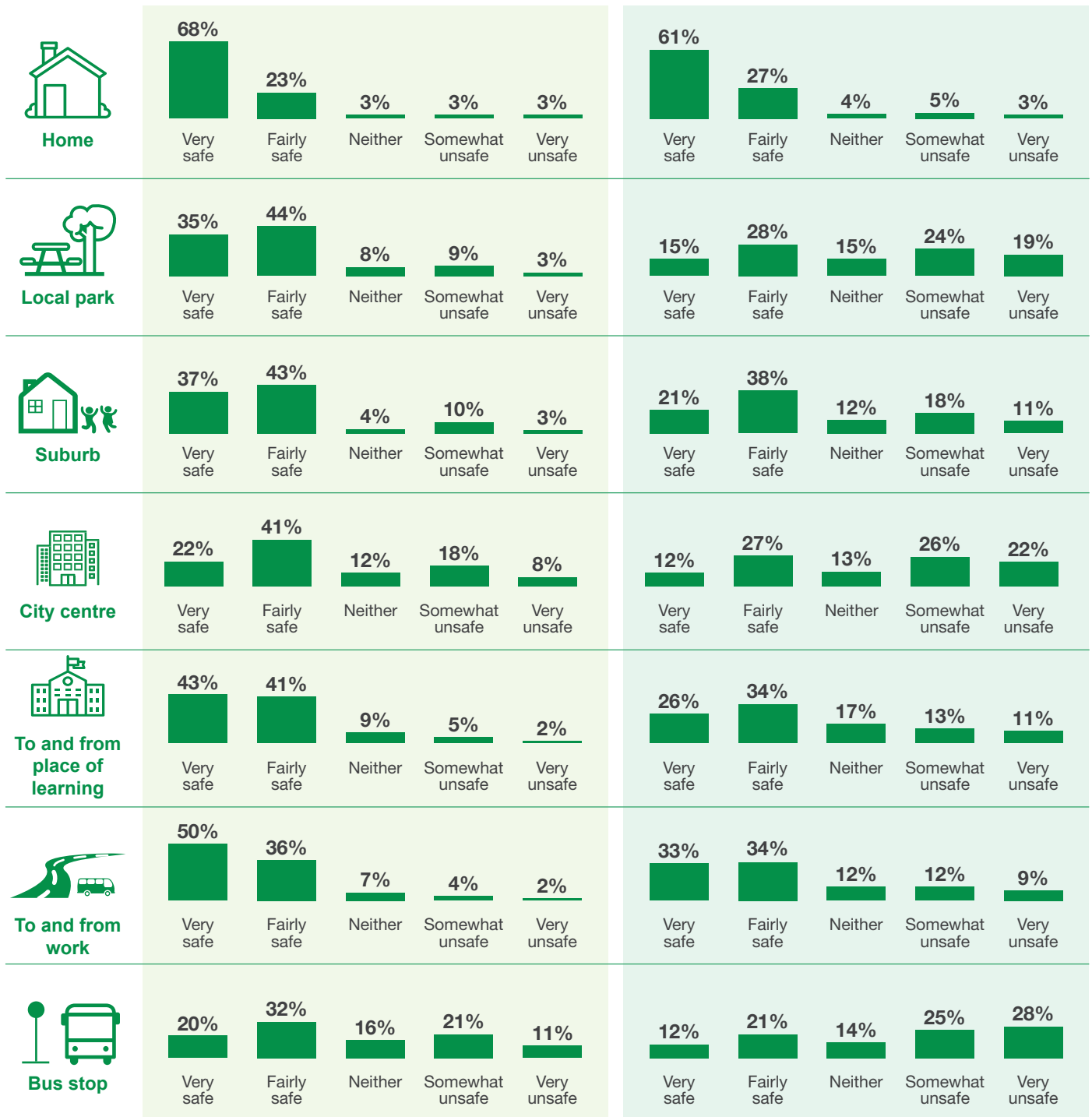
*Chart represents combined data for those who have used a certain substance within past 6 months.

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 (91%) and when going to and from work (86%).

At night, survey participants feel the safest in their homes (88%) and when going to and from work (67%). The city centre and the bus stop are reported as being less safe at night, with 48% and 53% respectively feeling somewhat unsafe and very unsafe.

NOTES:

1. SAF2. Overall, how safe do you feel being alone in the following spaces during the day? n=1,060
 2. SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=1,054
- * 'Don't know' responses were excluded for more accurate data presentation.

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



■ Yes **31%**
■ No **60%**
■ Prefer not to say **9%**

	Myself	Someone close to me	Prefer not to say
Sexual assault	30%	39%	31%
Intimate partner harm	29%	38%	34%
Child abuse and/or neglect	28%	32%	39%
Domestic violence	35%	47%	18%
Verbal abuse/arguments	50%	38%	12%
Harm from a carer/ support worker	12%	18%	70%

What have we learnt?

- 1 31% responded that someone in their family has experienced family violence, which is considerably higher than 15% for Tauranga overall. 9% indicated they preferred not to answer the question.
- 2 Support to enable victims to come forward and seek help is required. While 50% of survey participants reported family violence, 44% of those affected had sought help.

NOTES:

1. SAF7A. Has anyone in your family experienced family violence? n=1056
2. SAF7. Which of the following have your family experienced? n=327
3. SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=324
4. SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=326

Oranga hinengaro

Mental Health

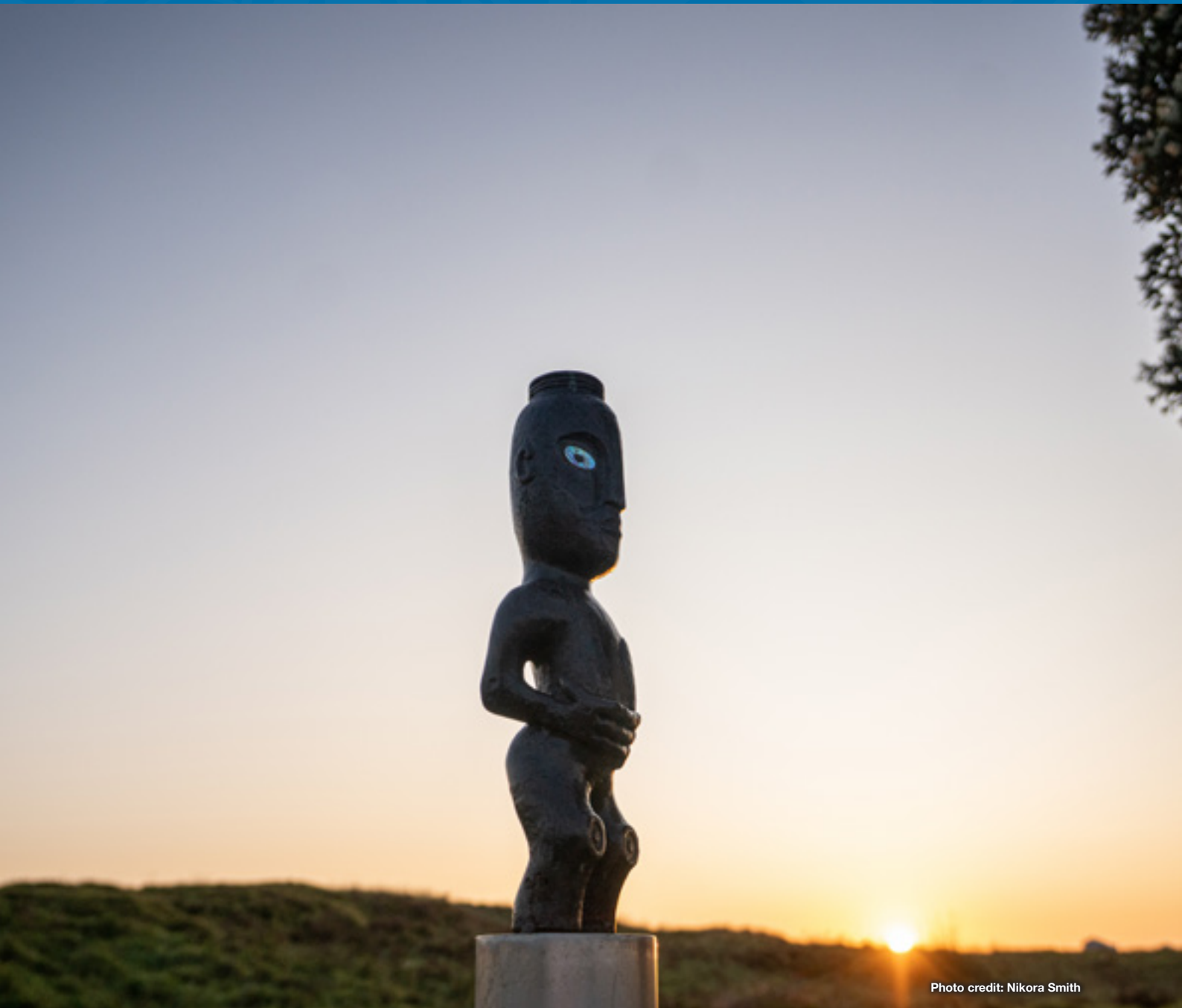
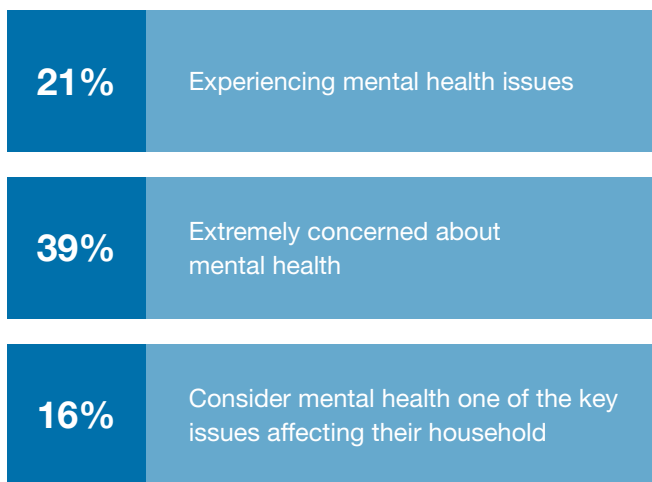


Photo credit: Nikora Smith

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. Māori results are slightly higher than the citywide population at 21%.

39% of Māori participants are extremely concerned about this issue and one quarter (26%) consider it to be second largest issue affecting their household.



Three quarters of the community (75%) 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.



NOTES:

1. MH1. Are you currently experiencing mental health issues? n=588
2. MH2. When you need to talk to someone, have you got a support person? n=586
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=570
4. MH4. What has triggered the change? n=251
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=258

Changes and triggers

Overall, in Tauranga, one quarter of participants have reported that their mental health has improved in the last 12 months. For Māori respondents, this proportion is even higher (34%). However, there is also 17% 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 (14%)
- Work (12%)
- Health/healthcare/family health (11%)
- Financial stress/cost of living (8%)

Barriers

While one third of survey participants (30%) believe there are no barriers to accessing support services for mental health, others have mentioned:

- Financial issues (19%)
- Lack of referrals/support to access services/lack of resources or services/difficult to access (19%)
- Wait lists/waiting time/timing (12%)
- Ongoing support availability/lack of qualified staff/lack of follow-up (7%)

Āpitihanga

Appendices



Photo credit: Alan Gibson

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 communities, the Rainbow community, Parents & 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 Māori. Our margin of error for this priority group is $\pm 2.93\%$ 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
1,071	18%

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	2.6%
1-2 years	4.0%
3-5 years	11.6%
6-10 years	13.6%
More than 10 years	44.2%
I have lived here on and off throughout my life	24.1%

SUBURB	
Mt Maunganui, Omanu	5.2%
Arataki (Bayfair), Matapihi	13.3%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	16.6%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	1.5%
Welcome Bay, Hairini, Maungatapu	15.5%
Poike, Oropi, Greerton, Ohauti	5.6%
Gate Pā, Merivale (Parkvale)	8.4%
Pyes Pā, Omanawa, Tauriko, The Lakes	4.9%
Bethlehem	3.9%
Brookfield, Judea	9.1%
Bellevue, Otūmoetai, Matua	8.8%
Tauranga South, City Centre, Avenues, Sulphur Point	7.2%

GENDER	
Female	53.7%
Male	44.7%
Another gender	1.6%

PRIORITY GROUPS	
Rainbow community	12.7%
Parents and caregivers	40.0%
Disabled people	11.9%
Carers	5.7%

AGE	
13-18	13.4%
19-24	9.2%
25-34	19.5%
35-44	20.2%
45-54	15.2%
55-64	13.0%
65-79	8.3%
80+	1.3%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	53.0%
Māori	100%
African	0.6%
Asian	1.3%
European	3.2%
Latin American	0.2%
Middle Eastern	0.3%
Pacific	5.9%
Other	0.5%

EMPLOYMENT STATUS (MULTIPLE CHOICE)	
At school/study	16.9%
Government benefit or income support	7.9%
Parental leave	1.8%
Internship	0.0%
Apprenticeship	0.6%
Unemployed	6.9%
Work full-time	49%
Work part-time	16.3%
Casual/seasonal worker	4.1%
Self-employed/business owner	9.3%
Collecting interest/dividends/rent/other investments	3.1%
Collecting ACC payments	1.4%
Retired	6.2%
Superannuation/pension	6.4%

* The numbers represent the unweighted percentages of respondents among Māori.

You can find more information about individual suburbs by reading the full reports at 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 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](#)

[Hapori 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

Key Research NZ Ltd: info@keyresearch.co.nz

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

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WhakahouTaketake
VitalUpdate
TAURANGA
2023

