

Resident Perceptions of Future Growth

Bay of Plenty Regional Land Transport Strategy Supporting Paper No.01

Prepared for the Bay of Plenty Regional Council
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Contents

Part 1: Background	1
Part 2: Methodology	3
2.1 Qualitative approach	3
2.2 Discussion guide	3
Part 3: Document overview	5
Part 4: Regional change over the last 30 years	7
Part 5: Social and cultural changes	9
5.1 Young adults moving from the region	9
5.2 Local social and cultural changes	10
Part 6: Technological changes	17
6.1 Continued advancement of communication technologies	17
6.2 Increased automation	18
Part 7: Economic changes	19
7.1 Growth in tourism	19
7.2 Continued importance of primary industries	21
7.3 Local economic changes	23
Part 8: Physical and environmental changes	29
8.1 Continued urbanisation	29
8.2 Local physical and environmental changes	31
Part 9: Transport implications	37
9.1 The use of public versus private transport	37
9.2 Moving large loads: freight and tourism	39

9.3 Central business district connections and the younger population..... 40

9.4 Local implications for transport 41

Appendix A: Discussion guide 45

Part 1: Background

Environment Bay of Plenty is the regional council for the Bay of Plenty (BoP) region. Council works with the community to manage, monitor and maintain the region's resources, including the region's transport network. As part of this role, Council is adopting a 30 year planning horizon for their regional transport strategy. In addition to the formal submission process, Council decided there was a need to gain further feedback from the community.

To this, Council commissioned Versus Research to conduct community feedback groups (discussion groups) with residents in the region's three major centres. The discussion groups focused on understanding residents' expectations as to the key changes that would take place within the region over the next 30 years and determining how these expectations would impact the region's transport system.

Part 2: Methodology

The following section outlines the methodology adopted for this project.

2.1 Qualitative approach

This project utilised a qualitative methodology. A qualitative methodology focuses on what is being said and how it is being said, rather than how many people say something (quantitative methodology). In particular, a qualitative approach was selected as it provides depth of reasoning, which makes it ideal for exploring different perceptions and developing concepts.

For this particular project, the qualitative work was based around a discussion group methodology. This involved a group of residents following a moderated discussion around pre-determined topics. A discussion group methodology was selected over other qualitative approaches as the group forum allows for creativity and greater discussion via a collaborative approach.

It is important when reviewing the findings from discussion group analysis to remember that the information compiled is derived from a relatively small sample size, i.e. 28 residents in total. The purpose is to explore collaboratively created ideas, garner spontaneous reaction, and probe into the reasoning behind ideas generated by residents involved in the research. As such, the comments and issues brought up during this study are not able to be generalised to the region's total population.

Three discussion groups were conducted in total. Each discussion group included between eight to ten participants, each of whom were residents of the BoP region. Group participants were recruited locally and recruitment quotas were applied to life-stage; the composition of each group is outlined in Table 1 below:

Table 1: Date, location and composition of the focus groups

Date	Location	Number attended	Age range
2 November 2009	Tauranga	8 people	18 - 80
3 November 2009	Rotorua	10 people	20 - 70
5 November 2009	Whakatane	10 people	18 - 70

Each group discussion lasted just under two hours. During this time, each group was broken down into (three) smaller sub-groups, based on the life stage of participants. Sub-groups were used to guide and concentrate (similar) participants on major discussion topics. This discussion strategy was adopted as research practice proves that participants can relate to each other better when they are in a peer-group setting, which in turn, better facilitates collaborative conversation and more detailed ideas. Each sub-group was moderated by either a qualitative researcher or a member of Council.

2.2 Discussion guide

The discussion guide (Appendix A) was constructed by Versus Research in conjunction with Council. The key discussion topics included were: key changes

seen in the region in the last 20-30 years; key changes (social, technological, economic, and physical/environmental) expected in the region in the next 20-30 years; and, key needs of the region's transport system in 20-30 years time. The topics for inclusion in the discussion guide and the flow of topics were developed with reference to a range of secondary research published on transport planning.

It should be noted that the discussion guide is a *guide* only; the moderator may deviate from the discussion guide and/or not cover each of the questions on the discussion guide at their discretion in order to explore ideas generated by participants, probe specific ideas, stimulate group thinking or encourage participation from specific group members.

Part 3: Document overview

This report is divided into six sections:

- Regional changes over the last 20-30 years
- Expected social/cultural changes in the region in the next 20-30 years
- Expected technological changes in the region in the next 20-30 years
- Expected economic changes in the region in the next 20-30 years
- Expected physical / environmental changes in the region in the next 20-30 years

Each section reports findings at the region level, i.e. commonalities across each of the three discussion groups. These overarching themes are then followed by themes that had a local variation.

Part 4: Regional change over the last 30 years

Overall the BoP region has grown substantially in the last 30 years; greatest population growth has been seen in Tauranga where growth has been very rapid.

“Growth in Tauranga has been astronomical; it has sped on so quickly.” – Tauranga resident

That said, Whakatane and Rotorua have also seen population growth, but at a slower rate. A summary of the primary points relating to regional growth over the last 30 years is outlined below.

The region has experienced significant industry booms, especially retail shopping (chain stores and hub establishments), primary industry, tourism and the BoP region’s port, which have created employment and wealth in the region.

“Tauranga is like being in Auckland now, the development...Tauranga now is a lot more progressive, development has become more widespread...and the opportunities have increased. I think that there has been sustained growth of industry.” – Tauranga resident

There are now a greater number of services, doctors and dentists etc., and entertainment facilities and options in Tauranga and Whakatane.

“I have noticed that Whakatane is becoming a lot more trendy, cafes and shops, developments like The Hub, it is becoming like the Mount, big block stores.” – Whakatane resident

“This [growth] is positive [group agreement] because you want the cafe culture and amenities, you don’t just want to visit the beach here, you want to live here as well.” – Whakatane resident

These developments have also seen a change in the population make-up, with fewer retired people and more families moving into the region.

“...the spread of families coming in has been quite big so the shift in age groups has been quite wide and it has become one of the most popular places for growth.” – Tauranga resident

As such, residential growth, the reduction of rural land for sub-divisions, and development of service centres with the shrinking of rural service areas has also occurred.

“There seemed to be a lot of them [general stores] along the way [to Whakatane] and you see them now, they are just derelict buildings, but those were the general rural stores as you came through, everybody I guess has moved in...I look at Edgumbe now, I remember seeing it on Top Town back in ‘80’s...you drive through there now and it is such a, such a, boy, why did I ever think about Edgumbe for?” – Whakatane resident

Furthermore, it is now easier and more affordable to travel around the region.

“Car affordability has gotten better and it is easier to get to places, places are closer together... Auckland is closer, the road to Auckland is better.” – Tauranga resident

However, it should be noted that not all growth has brought about positive changes. In particular, residents suggested problems associated with increased urbanisation, e.g. parking issues or reduced housing affordability (especially for coastal property), have developed significantly over the last 20 years. In addition, there has been some negative impact on landscapes, e.g. more high-rise apartments, the seemingly uncontrolled sprawl of urban areas, and there appears to be resistance to further development of this in the future.

“Tauranga sprawls in every direction, the infrastructure was thought about after the houses were built.” – Whakatane resident

“The sprawl is ugly [in Tauranga] there is traffic everywhere, it is not a people friendly place at all.” – Whakatane resident

While said, a couple of residents did think that urban changes, such as high-rises, were inevitable and if planned properly, could create more efficient housing options in the future:

“We seem to waste all our land with these single storey buildings, building up is so much more efficient.” – Rotorua resident

There is some perception that increased urbanisation has also led to a focus on specific areas that have developed at the expense/neglect of other areas within a city, e.g. over development of specific suburbs; particularly in Tauranga.

“There has been too much emphasis on development, from the perimeter in not looking at how this will spread.” – Tauranga resident

“There are poor little pockets that they will have to prop up in the future.” – Tauranga resident

Residents of Tauranga have also seen an increase in underemployment as more people begin to choose lifestyle over income.

“There is a lot of under-employment here. Industries that are moving in don’t need as many people, like the meat industry.” – Tauranga resident

Similarly, Rotorua residents mentioned that population growth has led to an increase in youth crime and gang related activities, growth of unemployment, a lack of pride in the city and poorly planned sprawl in the CBD.

“Shopping complexes...we need that type of stuff. I am talking about one like they have in Sydney, they need to look at that, it is too spread out here; you can go for miles it is all over town, the planners should be shot!” – Rotorua resident

These issues appeared to be top of mind when residents outlined their vision for the future of their respective locations. It is also interesting to note that most residents discussed the future of their city / town independently from the region overall; that is implications for any future growth generally concerned only their local area.

Part 5: Social and cultural changes

5.1 Young adults moving from the region

One common theme for the future of the social and cultural shape of the region was the expectation that a significant proportion of young adults, i.e. people aged between approximately 18 and 25 years of age, who have grown up locally will continue to move away from the region. On this theme, residents' perceptions seemed to be divided in two key areas regarding the rationale for this and how this could be mitigated in the future.

1 Natural choice/don't stop it

Many residents perceive that this is driven by the propensity of young adults in general to seek out new experiences and adventure. As such, residents do not see this changing in the next 20-30 years.

"It is a cultural phenomenon that is unique to New Zealand, nowhere else in the world has it." – Rotorua resident

With this in mind, these residents feel that strategies to retain the region's young adults may see mediocre results, as adventure and new experiences are perceived to be most richly gained by living in a new place. These residents also argue that those who leave the region and return to raise their families bring with them new skills and fresh ideas that add vitality to the region.

"I don't see a great need to keep people aged between 18 and 30 here, you will get that age gap going every generation – you can't stop it, it doesn't matter where you are, that is what happens, then they want to come back to a small town to raise their kids and their children will do the same" – Whakatane resident

To this, these residents argued that there should not be a focus on trying to retain this demographic, rather the focus should be on making the region part of their consideration set when they return from their travels:

"We can't try to keep them here, but we need to make it attractive for them to come back." – Rotorua resident

2 Lack of tertiary education

Other residents believe that the driving force for exit is the lack of tertiary education options and professional employment opportunities in the region.

"Our kids will move away to university as they both want professional jobs that need university training." – Whakatane resident

These residents argue that strategies to retain the region's young adults, e.g. a university campus, should be implemented:

"I think we have a lot of people who come here for training at the Waiariki and doctors trained at Otago University come here to complete their training at the hospital. People also come here to do their environmental study courses and I think that education could become an economic earner for our area." – Whakatane resident

Residents felt that one of the most logical places to develop was the current tertiary offers in Tauranga; however, the actual mechanics of how a campus would function as a regional hub comes back to a transport issue for the region as is highlighted below between three Rotorua residents:

- A: *“They could just stay here [Rotorua] and travel over to Tauranga each day.”*
- B: *“But the cost of travel is going to go up, it makes it very expensive and there is also the concept of safety on that road [between Rotorua to Tauranga].”*
- C: *“Yes, I think there are a lot of barriers to travelling to Tauranga it is not just the one off cost, it is the daily costs of travelling that make it prohibitive.”*

One possible solution suggested by residents was the creation of localised industry-based tertiary institutes.

“There is probably opportunity to develop tertiary here with other industry, Scion and Waiariki could join, it links research and teaching, so it could combine to create a new tertiary institute.” – Rotorua resident

This comment makes an interesting argument in suggesting that the future of tertiary institutes may not be in the more formalised learning, but rather with greater integration with local industry, e.g. port management. Essentially this idea was supported by those in the Rotorua region, as this was seen as an alternative to other wider social issues, such as unemployment and declining industry (implications of which are discussed in further sections) however, it has relevance to the region overall if the concept is localised to suit the differing economic strengths.

5.2 Local social and cultural changes

Tauranga

The majority of residents expect Tauranga’s population to grow significantly in the next 20 – 30 years. This growth is primarily driven by the expectation that new residents will move to Tauranga from outside the region for the ‘lifestyle’ that Tauranga offers; central to the lifestyle concept is the quiet relaxed living:

“We do have the lifestyle though; I can’t imagine life anywhere else.” – Tauranga resident

“We have everything we need here; good services and the beach!” – Tauranga resident

“It is pretty easy to get around here, you know, not really too much stress.” – Tauranga resident

Currently, some residents felt that the Tauranga population borders on being over-serviced, but this has set them up well for anticipated population growth.

“In 20 – 30 years time, the current surplus won’t matter; we are kind of over shopped and over café’d and everything, well serviced really.” – Tauranga resident

Given these factors (lifestyle and abundance of services), residents anticipate that two key demographic groups that will move to Tauranga are families and 'wealthy retirees'.

*"There are more and more families are coming here, I think this will continue."
– Tauranga resident*

"They [elderly residents] might start in Whangamata, then move to Katikati but when their needs get really bad they will move to Tauranga cos' they have everything here and it is all quite close." – Tauranga resident

Implications of this population change for Tauranga will be around incorporating the needs of these different demographic skews. At a very basic level, greater numbers of families in the region will require more schools:

"We don't have any private schools; Bethlehem sort of is but not really, only semi private, nothing like Southwell or Saint Peter's in Hamilton." – Tauranga resident

"We are building schools to accommodate the kids we have, rather than building schools to attract people to the region. When people come these [schools] will need to be there already." – Tauranga resident

In addition, there is an expectation that there will be more entertainment for younger people, which is already considered an issue and residents anticipate that such services will develop in tandem with the increasing number of families:

"There is nothing really for them to do here, I think more sports clubs and things like that would be good." – Tauranga resident

"There is nothing here for our kids. At the moment we don't have a lot for kids." – Tauranga resident

One point that is particularly relevant to this project is the way in which families get around. While it is anticipated that cars will get smaller / greener etc. there appears to still be an underlying need for the 'family car'.

"There will always be the large family car, you know. You can't just say to the kids get in the boot like you used to, there is safety things now, they all have to have seatbelts so you need cars that can fit all your kids and their mates, and the shopping and stuff, soccer gear and things." – Tauranga resident

"You can't use a bus with kids, it doesn't just let you stop and get what you need, like if he [my son] needs, I don't know, something picked up for school I can just pop down the road and get it, or like dinner on a Friday night." – Tauranga resident

While it is expected that families will continue to dismiss busses as a mode of transport, it is interesting to note that, it is assumed that there will be greater use of public transport by today's children in the future:

"My kids use the bus, I have to be at work by eight [am] so they just catch the bus. They may be the future users of public transport; they are used to it now." – Tauranga resident

One point of discussion brought up by the groups in Tauranga was the changing nature of what actually constitutes a family. While there is some evidence / expectation, that families will be smaller, the divorce rate and remarriage /

partnering rate suggests that the family nucleus may actually be quite large and indeed wealthier:

“Families change, like if you re-marry, and you have two kids and he has two and then there is one between you suddenly it’s five kids not two like it was to start with.” – Tauranga resident

“As families get wealthier there is more stuff to do so even if they only have two kids, they end up with lots of stuff to carry around, friends that come over things like that.” – Tauranga resident

Such changes suggest that there is an increasing likelihood that both parents will be working to service a lifestyle fashioned on wealth. As such, while families have the potential to bring wealth to a population through an increase in the working proportion of residents, an increase in older residents will bring greater demand for services, e.g. hospitals, home help, health-care, but will also bring less potential for working/income within the region. This in turn, will place stress on the resources of the working population¹.

Furthermore, as with an increase in the younger demographic, an aging population will require specific accommodation, particularly around facilitating mobility. These will include practical initiatives such as seating along walkways and in city areas, smoothed curb-sides for scooters and an increase in safer road-crossings.

While said, current initiatives to encourage people to remain in their homes and in good health will mean that those in retirement are expected to be very active.

“I read something this week somewhere that women are now expected to live to 82 or something, and it is like 15 years more than they would have in the 60’s. In 30 years the average age could be like 92!” – Tauranga resident

Potentially, the availability and safety of walking tracks / routes, increasingly pedestrian-friendly areas in the CBD, wider smoother footpaths etc. will become more relevant (some of which for families too). Furthermore, with a growing grey population, there is an expectation that travel into Tauranga will increase as those outside of Tauranga come to visit family or work acquaintances, i.e. family members, friends, clients / partners.

“Well Mum is down here with me now so my brother comes to see her. As the road to Auckland gets better that will only be like an hour to get up there.” – Tauranga resident

Whakatane

Whakatane residents saw the population growing with similar demographic changes to those seen in Tauranga, that is, a greater number of families and an aging population. As with Tauranga, these demographic groups are attracted by the ‘lifestyle’, however while Tauranga is seen as being laid back with easy living, lifestyle for Whakatane is more closely aligned with community and family:

“There is a friendly attitude here. The community feel and support from local businesses here when I have run events has been phenomenal. I think there is real pride in the area especially amongst people who have lived here for

¹ Gavrilov L.A., Heuveline P. “Aging of Population.” In: Paul Demeny and Geoffrey McNicoll (Eds.) *The Encyclopedia of Population*. New York, Macmillan Reference USA, 2003 Available at: <http://www.galegroup.com/servlet/ItemDetailServlet?region=9&imprint=000&titleCode=M333&type=4&id=174029>

some time...I was talking to my neighbour who is 82 now who has always lived in Whakatane, never been anywhere else, he tells me about the Taneatua Station, there is real pride, a real affinity to the area. There is a real ownership of the area and it is fantastic.” – Whakatane resident

With this in mind, there is a feeling that a significant proportion of future population growth in the family demographic will actually come from the return of those residents who lived there as children:

“What I have noticed is that people grow up here, move away, and then come back to raise their family whereas with a lot of other small towns people move away and don’t go back. I think it is the coast that brings people back here – that is the difference. Like with a town like Putaruru, there is really nothing to go back there for.” – Whakatane resident

That said, a substantial secondary pull for families who have not lived in the area previously, is around affordable housing options, especially relative to Tauranga:

“Families in their 30’s and 40’s will come here because of the lifestyle – they can probably afford it rather than Tauranga. As far as people retiring here, it depends on where they come from, but the more populous it gets, it is going to push the property market up so some retirees, unless they have already been here, won’t be able to afford to retire here.” – Whakatane resident

This point also suggests that while the population will age, there may not be substantial growth in the older population, indeed it is those who are moving here now that will make up the older population in 30 years time rather than an increase in the number of new elderly residents:

“The biggest percentage of people coming to retire here at the moment are pretty wealthy people – they have had farms and businesses [so they can still afford to retire here].” – Whakatane resident

Given the change in demographic composition, e.g. more families and an aging population, Whakatane will face similar challenges to that in Tauranga, i.e. potentially smaller working population but greater need for resources, need for more varied services for young people, greater reliance on services for older people and greater cost of living for larger families.

Although residents were sure that growth will occur in Whakatane, there was a division as to how the rate of growth will occur. Many thought that without the development of further substantial industry in the region, Whakatane will only grow in an ad hoc manner:

“Whakatane will not grow naturally – it needs employment to make it grow; for it to grow, we need to make it grow” – Whakatane resident

“It will be two extremes – the old ones and the younger ones coming in and this will come with economic factors, I mean because there has to be some reason for people to come here.” – Whakatane resident

Without new industry, residents felt that the most likely option would be a greater number of people commuting to Tauranga for employment.

“In 30 year’s time people are going to be living here in Whakatane and working in Tauranga because they will know that they can have that lifestyle that we talk about here in Whakatane and travel to Tauranga, because it is only an hour down the track and only 45 minutes in the future with a new highway. We see that with Hamilton and Auckland. People live in Huntly and they commute to work in South Auckland. Rather than sitting in the traffic jams in Auckland for an hour, they travel from Huntly for an hour. We talk about the lack of industry here in Whakatane, but people could travel to Te Puke and Tauranga, but live here.” – Whakatane resident

However, this change was not always seen in a positive way as commuting destroys the community feel which is key to Whakatane’s existence.

“I think the trip from here to Bayfair will be cut from 55 minutes to 45 minutes – it then makes it more attractive for people to commute for work, but that is really the last thing you want to be known for – a commuter town – a dormitory town that people stay here and then go off to work somewhere else – you lose your community then.” – Whakatane resident

One point that is interesting to note about the future of Whakatane was the reduction of rural schools in the region. While Tauranga was considered to need more schools to accommodate growth, population shifts in the Whakatane area suggested that schools will end up consolidating in future years and small rural schools will be replaced with larger ‘regional’ schools.

“There are 136 schools in the Bay...I think we will have fewer small schools in the future, and instead have larger more developed schools.” – Whakatane resident

“Whakatane High School enrolments have decreased over time, Trident seems to be more popular, which is a shame because Whakatane High School has fewer students, less funding, less development.” – Whakatane resident

Although considered inevitable given the current trends, the closure of rural schools in the Whakatane area was met with the same apprehension seen when discussing the impact commuting has on the community.

“It’s a bit of a shame [the closure of rural schools] cos schools are an important part of the community, especially rural schools.” – Whakatane resident

Future developments will need to consider this aspect as part of any future planning in the region, as it is likely that initiatives which work against the community feel will be met with opposition.

“Most people dream of it staying the same, but townships never do. If we actually brought another 6,000 people into this town, which isn’t that many people really, it would create enough demand for all the shops in town to be open, they would be viable, the Hub would be completely full and our way of life would be better. If you add another 60,000 people it would be as you said, like Hamilton, and it would destroy what we have got.” – Whakatane resident

Rotorua

As with other locations, Rotorua residents felt that their area would continue to grow. However, unlike Tauranga and Whakatane, Rotorua residents did not feel that this growth would be a substantial increase, but rather it would be a slow trickle in to the city. Mostly residents see significant barriers to growth because of the limited employment opportunities and associated social issues.

“The crime here is really bad, every day you read about it in the paper.” – Rotorua resident

“I don’t think it will grow a lot more until we have more jobs available, there is very little development in Rotorua in that respect.” – Rotorua resident

“There is no pride in the city; people wear their pyjamas to town.” – Rotorua resident

Furthermore, very few residents have seen positive change with regards to these issues in the last ten years, and do not anticipate substantial change regarding this in the future. As such, growth is expected to come from semi-permanent residents looking for ‘cheap holiday homes’, with lake views, rather than via permanent residents looking to build a new life.

“It is more likely I think to be from the outside, we have cheap real estate here so that makes it an attractive place to come to [for holidays], better than Tauranga and Coromandel. If our property prices go up though, we won’t be competitive and growth will stop.” – Rotorua resident

As family ties play a significant part of the reason people choose to live in Rotorua, future expectations suggest that iwi influence will continue to grow and this appears to be central to social values and initiatives that activate social change, e.g. reduction of youth crime and unemployment.

“Rotorua people value family, definitely family connections.” – Rotorua resident

“Within the central North Island - the money that is coming back to iwi will be used to make jobs for Maori at least.” – Rotorua resident

Residents feel that the current resources are largely suitable for what the city will need to service the limited growth. While there will be a few physical changes with the growth of already planned urban subdivisions, significant new development is not expected in Rotorua, rather what is already in-place is expected to be developed. This point was highlighted in a conversation between three Rotorua residents:

- A *“There is a proposal to put in a major road that runs parallel to Te Ngae Road, essentially a freeway. It links the airport with the CBD, and links that new development with the rest of Rotorua. The subdivision will be on the non-lake side. Is this a good idea?”*
- B *“That’s a good question, why don’t they just make Te Ngae Road four lanes; we aren’t going to grow that much that we will need another road.”*
- C *“It seems like a waste of land to me.”*
- B *“We would have to have a lot of traffic to go along there but would the benefit warrant the cost.”*

Part 6: Technological changes

Technology changes were considered to occur across the region; not as changes which are considered unique to specific locations. As such, technology changes are reported at a regional level only.

6.1 Continued advancement of communication technologies

On the whole, residents expect internet access will be ubiquitous and wireless in 20-30 years time with access being considerably cheaper and faster and possibly paid for via Council rates.

“Broadband will get faster and everything should be wireless by then and it will be cheaper and everywhere and in shops and it will be included in your rates and people will communicate more through the internet.” – Rotorua resident

“High speed internet will be available in schools and workplace especially.” – Tauranga resident

It is also expected that advances in mobile phone technology will continue such that coverage will be widely available, even in remote areas, and that reception will be of a very high quality. Advances in other telecommunication technologies, computer software and hardware are also expected and technology development will occur at the same pace today or even more quickly. The results of such advances include quicker, easier and cheaper communication and greater access to more information.

“Communication will be cheaper and easier so people will do it more often and that will bring people together.” – Tauranga resident

With this, residents expect that more and more people will be able to carry out their work away from ‘the office’, most likely from home (remote work), especially in industries which are heavily communication and information based, e.g. the Information Technology industry. Employment will no longer have as great a bearing on where people chose to live and with this will come greater global reach in employment opportunities, e.g. will be employed by a company based in London, but will live in elsewhere.

“People can live here, but their organisation will be in Auckland.” – Rotorua resident

“People will be able to work from home more, remote employment, employed in Auckland but living in Whakatane – people with degrees who raise their kids here, but work from home – this is a good thing, because they will bring in money and spend it here all year long, they will live and play here, but will get money from outside.” – Whakatane resident

“Remote working will increase – my nephew has just come back from Spain and runs his business from home...it doesn’t matter where he is in the world...he can run his business from home.” – Whakatane resident

“The thing that will really drive the economy is fast broadband – home based businesses, can use this to do international trade from small areas.” – Tauranga resident

With the increase in remote work will come greater flexibility in the hours people choose to work, i.e., flexi-hours; people will take advantage of the lifestyle the region offers in hours that help them to achieve an ideal work life balance, e.g. surfing at 10.00 am rather than 6.00 pm. Spend on recreation may also grow and services offered to accommodate this spend are likely to swell.

Residents also suggest that online shopping may be more common in 20-30 years time, e.g. routine purchases such as grocery shopping, as internet security measures improve, more online shopping options become available, and traffic congestion increases.

“[We will] shop from home more, via the internet.” – Rotorua resident

Together these changes will impact the shape transport takes in the region. It is expected that remote work will take a number of private cars off the road during peak work commuting times, i.e., 7.30 am – 9.00 am and 5.00 pm – 6.00 pm. However, it will also place a number of cars on the roads outside of peak times, e.g. travel for recreation purposes. Online shopping may also reduce the quantity of cars on the road (and demand for public transport) however, the quantity of courier vehicles may increase.

6.2 Increased automation

In addition to advances in communication technologies, residents mentioned developments in automation and process control will continue. Such advances will have a significant impact on the region’s major primary and secondary industries, in particular dairy, forestry and horticulture industries where significant cost savings can be gained through automation and control improvements. As a result, some residents believe the region’s key industries, i.e., dairy, forestry and horticulture will become more competitive in off-shore markets leading to an increase in production.

“The mill has down sized from the point of view of employment not production – there has been increasing automation.” – Whakatane resident

“Change in technology – one person will do what five people do – it is the way of the world.” – Rotorua resident

“The outer parts of Rotorua are in slow decline and have been for many years now, all a function of the changes in how farming is done. Look at the Crafars, this is their core area.” – Rotorua resident

While production is expected to grow, growth in employment in these industries is not expected to increase in tandem as the number of people required to carry out a single task will decline.

“Farming and diary will be more automated which will decrease demand for labour workers.” – Whakatane resident

Part 7: Economic changes

7.1 Growth in tourism

Overall, residents expect an increase in the quantity of visitors (international and domestic) to the region in the next 20-30 years. Growth in international visitor numbers will result from increases in visitor numbers to New Zealand overall and both domestic and international visitors will be attracted to the region because of its natural beauty and the diversity of activities available.

“We have the culture, the beach, farming, horticulture, fishing and hunting, marina and education opportunities, cycling and walking, forestry, we have so many things in addition to the town infrastructure – restaurants and shopping – there is whatever you want to do.” – Whakatane resident

Indeed, there was quite strong sentiment amongst residents that growth in tourism will bring wealth to the region and that tourism has potential to be a major industry in 20-30 years, with Rotorua residents seeing tourism as particularly important.

“Tourism will be even more important in 30 years time than it is now.” – Rotorua resident

“Tourism will drive this region.” – Tauranga resident

Indeed, those in Rotorua expect that the current themes around geysers, culture, adventure, and farming will remain, but will be developed further.

“Geothermal activity will still be key to this, but also adventure tourism will grow.” – Rotorua resident

However, the lake offering in Rotorua is also seen as having potential to develop with more on-lake and around-lake activities being established. With this, it is possible that the lake front area will be developed with cafe's and boutique stores opening up.

“I don't feel like the lake is used enough, we could use it like Sydney, it is a pity we don't use it more. The lake front is so beautiful.” – Rotorua resident

“The lake front is going to be well developed with shops and hopefully the lake will be clean...there might be a pier and restaurants and hotels, even a restaurant built out over the lake.” – Rotorua resident

Those in Whakatane saw tourism themes around nature and sea-life developing further. In terms of the nature theme, residents mentioned activities around bushwalking, hunting, forest mountain-biking, links with the national cycleway, and White Island tourism. Activities around sea-life were fishing, boating, kayaking, and beach walks.

“Hunting trips will grow; it is mainly about fishing at the moment, but why not combine the two? The bush is only five minutes away, it is not well marketed; it could be aimed at domestic and international tourists, ‘Hunting for Beginners’.” – Whakatane resident

The development of a marina was seen as possible in 20-30 years time, along with a marina centre showcasing the region's aquatic life and building into the White Island offering with volcanic displays and information around the history and uniqueness of the island.

"I want to see a marina developed over at the heads or something like that, it is not necessarily just an aquarium, it also looks at the foreshore and seabed, the harbour and the volcanic situation off the coast – research and an interactive place." – Whakatane resident

Key tourism themes in Tauranga evolved around the beach offering: sun, surf, and sand in addition to shopping and eateries and entertainment, but there was strong sentiment that the offering is not distinctive and that activities for tourists are lacking in Tauranga.

"We need more than just beaches and stuff, theatres etc., sporting events, we need to promote these things more rather than just relying on beautiful beaches." – Tauranga resident

"We have a stadium that can be made into an international stadium." – Tauranga resident

Overall, growth in tourism to the region is seen as largely positive as it will bring wealth, employment and greater entertainment through spend on and development of accommodation, outdoor activities, travel organisation, retail, eateries, and more.

"Tourism here is growing and retail development will grow to meet it as well as other services like hotels and restaurants, cafes and things like that." – Whakatane resident

Tourism growth is also expected to impact the region's transport network. Some residents believe that the current arterial roads between the three major centres impede visitor movement around the region; this is particularly the case for moving visitors to Whakatane.

"A better transport link in the whole region needs to be developed - regional tourism needs to happen - because it is hard to get around and hard to get here [Whakatane] from Rotorua." – Whakatane resident

In addition to arterial road improvements, Whakatane residents suggested rail as a means of moving tourists from between Tauranga and Whakatane.

"We talked about the rail link, it would be a pity not to reinstate some of that – I'm thinking of the cruise ships that come into Tauranga...they could get on a train and come to Whakatane for a day and it is such a beautiful trip down the coast – so from a tourist point of view, you bring them to town and then you put all the cultural things for them to do, White Island and everything else..." – Whakatane resident

Some residents in Whakatane also feel that the harbour bar currently holds back access into Whakatane; they would like the bar removed to create another access point into Whakatane for visitors.

"The harbour side – if you want that to develop, the bar is a major barrier to that and it is unworkable, we have to clear the bar and make it a viable entrance, it is holding back the shipping, cruises, tourism, visitors..." – Whakatane resident

Overall, whether by road, rail, or access via ports/harbour, residents would like to see the transport network in the region improved to better facilitate tourists moving about the region.

While tourism growth overall is seen as largely positive, some concerns were raised about mushrooming of unskilled jobs, the seasonal employment cycle, and the growth of tourism at the expense of other industries.

“It is too seasonal here, operators need enough to make money, they make the money at the peak of the season, and then it trickles down.” – Rotorua resident

“White Island is one of the only tourist operations to go for 12 months of the year, most go for six months over summer, we need more developed that go for 12 months...” – Whakatane resident

“There is huge energy to extract, geothermal energy here; you can use...it indirectly and turn it into electricity to attract industry here, say an aluminium smelter or something that needs large amounts of energy... [but] I can't see us having heavy industry here: social costs, environmental costs and it has direct competition to the tourism industry. You need to hide it in a valley and make sure that it doesn't infringe on the tourism industry.” – Rotorua resident

7.2 Continued importance of primary industries

The biggest component of the regional economy is considered to be dairying and it is expected that production in this industry will continue to grow. Established farms, dairy factories, family farming ties, and global demand for dairy products suggest that the industry is set up for the long term.

“Dairy will always be a main industry here, with the established rural land.” – Whakatane resident

While production growth is expected, it is not expected that dairy industry will continue to be a major source of immediate employment, as mentioned in the earlier points on automation. However, it is anticipated that dairy growth will support other industries and as such will supply jobs indirectly to the region, e.g. dairy processing plant, port, support services such as stainless steel fabrication etc.

*“Dairy factories have always been here, and support services like engineering and doctors and these support services have grown and grown on primary industries and this will continue.”
– Whakatane resident*

The advancement of the horticulture industry, and to a certain extent the aquaculture industry, will also continue to be important to bring wealth, although a few residents anticipate that there may be increasing horticulture competition from countries such as Chile and Italy, particularly for Kiwifruit.

“Horticulture will grow here; I think we have a huge opportunity to become a horticulture centre.” – Whakatane resident

“Who is to say that the bottom doesn't fall out of kiwifruit, it is already being supplied out of Chile and Italy...” – Tauranga resident

Like the dairy industry, secondary industries are expected to develop on the strength of the horticulture and aquaculture industries, in particular consumer goods.

Secondary industries that take advantage of New Zealand's brand positioning and that are not excessively labour intensive may bubble up, e.g. avocado oil and natural beauty remedies for export.

"There will be growth in things around horticulture, like the avocado industry and supporting parts of that – avocado oil, those kinds of things, SMEs" – Tauranga resident

Forestry is also considered to be an important sector for the region in 20-30 years time; established infrastructure, recent mill investment, forestry education and research (Scion), and current planting already in place for 30 years time, all suggest that forestry will remain an economic earner for the region.

"Forestry will still continue, the batch planted now will be ready in 30 years time, and they are continuing to plant; pine is developed in 30 years..." – Rotorua resident

While the primary industries are expected to grow, they may face larger environmental restrictions around run-offs, dumping and carbon emission schemes. However, the degree of impact these restrictions will have is uncertain.

"...carbon taxes might have a big impact on our forestry industry – not sure what impact." – Rotorua resident

"The forestry has a lot of challenges, especially with the carbon credits." – Rotorua resident

On the whole, residents expect output growth despite environmental challenges. An implication of this is greater demand for freight haulage, i.e., output will need to be moved from the point of collection and processing to points of distribution and export. This is likely to be met by an increase in the quantity/frequency of freight trucks (including milk-tankers and logging trucks) especially along main routes to the port and airport.

"Freight in the region will increase with the port and the roads need to handle this." – Whakatane resident

Rail was mentioned as a potentially viable means to reduce the number of trucks and suggestions of combining rail and trucks were also given, i.e., trucks to the fringe of the city, then rail into the port.

"Well, we might have to put some trains back on to get trucks off the roads – get rid of the trucks in the town and meet them out in the country somewhere and say 'load it up here and away you go.'" – Tauranga resident

Additionally, private roads for trucks, paid for by industry, i.e., moving trucks onto completely separate roads, was also mentioned as a way to reduce trucks on public roads.

"If you go to Tokoroa and back to Kawerau and Murupara and those areas they have got thousands of kilometres of private roads that the trucking companies built themselves. They have got over past Murupara and Kawerau so they don't have to pay road fees and around Tokoroa most of the forestry roads are sealed so...why can't trucking companies build their own roads?" – Tauranga resident

7.3 Local economic changes

Tauranga

While it is evident that Tauranga is already a substantial city within the BoP region, residents anticipate that it will become the hub in the future, particularly from an economic perspective.

“Tauranga will be the heart of the Bay of Plenty; it is a toss-up between Rotorua and Tauranga now, but Tauranga will be the epi-centre because of the port...” – Tauranga resident

Tauranga’s hub status is primarily driven by growth of the port on the basis of increases in primary product exports. Additionally, manufacturing increases on the back of the primary industries will use the port for export. Increases in port utilisation and expansion will mean more job opportunities at the port itself, in addition to growth in services which support the port. Indeed, there was strong sentiment that the port may become the most significant port in New Zealand, dwarfing Auckland’s port.

“It will continue to be a major port in 30 years.” – Tauranga resident

“It will grow, and they will get a lot of economy of scale if the two ports merged, but the only way that would happen would be if Tauranga bought Auckland out; this could happen in 20-30 years time.” – Tauranga resident

Residents also believe that port growth will be pushed along by increasing tourism. Specifically, residents expect to see cruise ships continuing to arrive via the port and the number and frequency of cruise ships is expected to increase in 20-30 years given development and promotion of the region as a tourist destination.

“The port could really become a cruise ship portal, it is possible that more cruise ships will come here bringing more tourism here and with things developing, more activities to do.” – Tauranga resident

Tauranga’s hub status is also likely as key infrastructure is in place to facilitate growth, i.e., expansive highways and roads that facilitates the movement of people and goods. As mentioned earlier, it is expected that the number of people who commute to Tauranga for work from other areas in the region will rise, particularly for Whakatane residents, even with an increase in remote work, i.e., working from home.

“An hour commute will be normal – all of New Zealand will be there.” – Tauranga resident

“I think we have a lot of commuter workers in the region and I think this will increase in 30 years time.” – Whakatane resident

“My neighbours have three grown children who have all brought in Edgecumbe because of housing affordability and they commute...for work every day.” – Whakatane resident

“Katikati still looks to Tauranga for their main city.” – Tauranga resident

Additionally, residents anticipate that housing affordability will be in places outside of Tauranga, but people will travel into Tauranga for their wage. It appears that this is particularly the case for Whakatane residents, i.e., work-commute from Whakatane

into Tauranga for work; an expressway or a more efficient transport link between Whakatane and Tauranga is expected to be in place in 20-30 years time.

“An expressway between Whakatane and Tauranga is already planned for five years time so you can imagine it will be really developed in 30 years time, four lanes and straight like the expressway between Hamilton and Auckland.” – Whakatane resident

“It would be good to have an established efficient form of transport between Whakatane and Tauranga that is faster.” – Whakatane resident

“Whether people come here to work or leave Whakatane to work elsewhere depends on the population growth. If rural smaller places shrink and the services are here, Whakatane will grow, but the pull to Tauranga with the port will likely mean commuting to Tauranga for work...” – Whakatane resident

Whakatane

Residents expect that key economic earners in 20-30 years time will be around industries and infrastructure already established, i.e., agriculture and horticulture.

“The mill has just invested millions of dollars to build a new power station, so I don’t see them moving; I think industrial areas will stay where they are because of the investment they have already made.” – Whakatane resident

However, most residents feel that Whakatane lacks other substantial industry to attract people to Whakatane. However, key industry opportunities mentioned by residents include: services around the hospital; tourism; retirement services; events, arts, and entertainment; education; solar power generation; and with technology facilitating it and bureaucratic jobs.

“The hospital at the moment has just finished off building their training arm...they are planning on keeping it for years to come and they might even develop more facilities around it. I think this will draw people here because of employment and training opportunities, but I think there needs to be more links to it.” – Whakatane resident

“I think if you look at tourism development in New Zealand I think Whakatane is ripe for it because it is one of the prettiest places on the coast where other tourist destinations in New Zealand are all inland.” – Whakatane resident

“We are a really creative community here too, we have lots of art and that could be in our economic future.” – Whakatane resident

“More sporting events here, so that we have major events on every month that will full the hotels – like Taupo where they have something every month – a performing arts centre needs to be here.” – Whakatane resident

“Education opportunities are here; summer programs in the dairy factory, mill and Council.” – Whakatane resident

“We have a lot of sunshine in Whakatane compared to other places like Wellington, but we don’t harness it, it would be great if Whakatane could become a test place for solar energy generation like...Manawatu where they have a massive wind farm.” – Whakatane resident

“A lot of government jobs could be done like this [remote work]. They have done this in the Netherlands...There are places that are dying from lack of work – there is bureaucratic work that could be shifted to these areas...” – Whakatane resident

Overall, residents want the wealth and population growth associated with economic development, but not at the cost the sense of community, the scenery and the lifestyle. Indeed, some residents felt that ‘The Hub’ had not done this for Whakatane.

“It seems to me such a pity that we have put the box structures over the bridge there, when we could have used the land between McAlister Street and Commerce Street...the vitality of the town would have been kept all in one area...” – Whakatane resident

“People congregate near the beach, and the buildings they have developed [The Hub] are far out, so nobody goes there.” – Whakatane resident

“People come here for the beauty of the place and the lifestyle – they don’t say, ‘oh let’s go to Whakatane, they have a new steel mill’ so I can’t really see it developing into an industrial area here... industry growth will happen in Tauranga where the port is...” – Whakatane resident

“I don’t see Whakatane becoming an industrial place – it is too beautiful for that, things like big engineering places won’t be here.” – Whakatane resident

“This whole area is about maintaining that balance - about escape like being able to go surfing after work, relaxing in the sun.” – Whakatane resident

Rotorua

Given the impact of unemployment on the standard of living and domestic perceptions of Rotorua overall, residents are hopeful that employment will rise. However, most residents don’t envisage new industry developing, given increasing automation and reduced land availability for core primary industries.

“I don’t know that there will be a great deal of development above what we have already got. There are specific jobs for the more highly educated, doctors, lawyers things like that but for the rank and file there is not much offering.” – Rotorua resident

“We can’t really create more agriculture here, all the land is used, technology is changing.” – Rotorua resident

“The main growth areas will be residential not industrial.” – Rotorua resident

While said, some residents see opportunities within the geothermal industry as this resource is readily available in Rotorua, although it is not currently leveraged to its full potential. While there is opportunity to develop / support heavy industry with this resource, e.g. engineering, smelting, this will work in direct contrast with the tourism industry, and as such it is expected that geothermal will be used to directly power houses within the district rather than to create new industry.

A *“There is huge potential to extract geothermal energy here; you can use it directly to heat houses as we have done in the past, or you can use it indirectly and turn it into electricity to attract industry here, say an aluminium smelter or something that needs large amounts of energy, like your engineering workshops.”*

B "I can't see us having heavy industry here: social costs, environmental costs and it has direct competition to tourism. You need to hide it in a valley and make sure that it doesn't infringe on tourism."

C "In that case it isn't really an option is it? "

B "Well we can't pretend that it isn't an option, but we also can't pretend that it will sit happily with tourism."

One area that does indicate employment opportunities in the anticipated increase in holiday homes, as mentioned earlier, residents expect employment opportunities around this to develop.

"...around certain parts of the lake it is absolutely stunning, these will develop [housing]" – Rotorua resident

"The main growth will be...along the fringe of Rotorua because of the views." – Rotorua resident

Although, it is recognised that most of this work is not permanent, e.g. building, and some is unskilled, e.g. house cleaning it does provide some help to unemployment.

"There should be more development around the lakes, holiday development. It generates a lot of employment for local people, it is not all seasonal as these need to be serviced" – Rotorua resident

While tourism is important for the region overall, Rotorua residents see it as crucial for the city's future and most consider that it will continue to be the main industry. Additionally, as Rotorua's airport is now international, there are hopes that flights from Australia will continue to grow.

"We have flights from Sydney now, give it a few years and we will have flights from Brisbane and Melbourne to Rotorua." – Rotorua resident

"I think Rotorua could be rich, well I hope it will be rich, like Queenstown – international flights now in to Rotorua is a good thing and will help see Rotorua becoming richer." – Rotorua resident

However, there is debate around whether this will be successful as some see these as being more likely to service those heading to Australia than for Australians coming to Rotorua.

"...we have two a week and it isn't really clear if that is sustainable. There are only really 75 people coming through on a 150 seater." – Rotorua resident

"I think that the flights will mostly be families heading home, not the other way around with tourists coming here. It is great for direct access." – Rotorua resident

To build the tourism industry, residents would like to see greater clustering of smaller tourism operators acting as a cohort to extend stays and increase occupancy rates. Current occupancy rates are not seen as sustainable and there is an expected closure of some hotels if these do not increase.

"We need to get people to stay more nights, we can offer more here." – Rotorua resident

“Accommodation growth will be non-existent as our occupancy rates are only about 42% so we have a vast number of empty beds here in this town.” – Rotorua resident

“During the day there is plenty for people to do but at night we are a bit limited.” – Rotorua resident

Part 8: Physical and environmental changes

8.1 Continued urbanisation

The BoP area over the last 30 years has experienced population growth; in particular, the number of people living in the Tauranga district has increased significantly, although initial development was attributed mostly to the port.

“Took off when we got the port, with logging increasing. In 1966 they formed the 20,000 club, hoping the population [of Tauranga] would grow to that.” – Tauranga resident

On the back of this economic development, and subsequent population growth, has come increased urban intensification, that is, the number of dwellings needed to house this population increased along with housing density.

“I went to pay my rates and asked why they had increased so much, the answer was that I lived in the fastest growing area in New Zealand.” – Tauranga resident

Given the findings in the previous sections; economic growth, population growth, intensification in the primary industries, and increased tourism, residents from all locations logically anticipate that urbanisation will continue over the next 20–30 years.

“Growth will be residential not industrial, but it will be slow. Residential development will be dominated by the new subdivision for the next 20–30 years; they have a proposal to put in 1,000 residential lots.” – Rotorua resident

“Whakatane won’t grow as much as Tauranga, Tauranga will spread out ... Te Puke will be all industry and urban development will be in places like Papamoa and will run right through to Maketu.” – Whakatane resident

Across the region there is a belief that suburbs will ‘sprawl’ further in to rural land and that this will result in the decline of isolated rural communities. In particular, this is expected outside of the main centres; along coastline and into the traditional rural land.

“There will be new suburbs: Bethlehem, Te Puna, Omokoroa, they won’t be rural anymore, they will have heaps of houses on them. Te Puna and Omokoroa will probably merge.”

– Tauranga resident

The expectation of sprawl through rural land highlighted an issue that, for some residents, there needs to be greater focus is an attempt to balance the issue of increasing cost of services (via rates) that are only available for residents in traditional urban areas:

“[Urban growth] isn’t really a decent reason for increasing rates as they do, why should I pay more when there are more people here to pay? The return is no better, I now pay for rubbish.” – Tauranga resident

“As urbanisation spreads, cost needs to be spread equitably, fewer people in fewer places means that the cost of increasing infrastructure falls on only those using it, BUT people will just use less.” – Tauranga resident

“We have a small return for rates; this [urban growth] has caused rates to increase but the return has not accompanied the growth...we have more growth but we are using the same roads because the infrastructure has not developed at the same rate.” – Tauranga resident

Further to this, some residents suggest that particular attention will need to be given to the trade-offs between using land for productive means. Largely, these arguments centred on the inability to remove housing once it is established; that is, once rural land is made in to residential housing it cannot be taken back for productive means:

“Future growth is important to consider housing and business mix – once we have housing on a site it [land usage] is lost forever.” – Tauranga resident

“The residential land development has been slowed down by industry; it is more valuable as kiwifruit orchards than as residential housing [at the moment].” – Tauranga resident

Building on this was the perception that the areas available for development are actually quite limited and that physical limitations need greater consideration:

“Development is going to happen in Taneatua (affordable) and Coastlands (expensive) and Awakeri (lifestyle blocks going in there) Kettle Road (fertile land, more farming) and Edgecumbe (cheaper housing, still part of our region, but there is flooding with the river). White Palm Bush too. There is nothing much left in terms of land in Whakatane to development - physically it just can't expand.” – Whakatane resident

“There has been too much emphasis on [residential] development, from the perimeter in not looking at how this will spread.” – Tauranga resident

“The problem with Tauranga is that everything runs to the harbour, we have isthmus development but we are limited by the harbour.” – Tauranga resident

However, following today's trend, property sizes will become smaller to maintain affordability although it is noted that this has social implications and smaller sections are not a natural part of the New Zealand way of life:

“I don't like what is happening with the subdivisions in Whakatane at the moment – we have these units hidden behind each other, down a street, I think they need to have houses on a quarter acre with land around it – I hate compressing it all into a little jungle and people get dissatisfied locked into a little area.” – Whakatane resident

“It will be necessary to develop closely built houses as the land becomes so expensive that it will no longer be affordable for people to live in; Auckland has proved that people will live in that sort of environment.” – Tauranga resident

While smaller pokey sections are not an ideal option for residents would really like to see; changes in lifestyle will mean that this is an increasingly relevant option:

“As we become busier, large sections become a hindrance to people, they don't do the lawns or the gardens, and they don't maintain it so it is a waste.” – Tauranga resident

With this in mind, open public spaces to supplement the smaller section sizes will become increasingly important in urban areas. Furthermore, these spaces are considered to fit with/reflect the lifestyle that many residents came to the region for:

*“Green spaces will be important for flow of town: it is what we are about, we are all about this beautiful clean green area, we can’t lose these lovely areas.”
– Tauranga resident*

One further point made about continued urbanisation was that some residents suggested development would continue up in to the Kaimai Ranges as sea views will be available a significant way up:

“High areas in Tauranga will also see urban development because you can see the ocean – before it drops into the gorge – some areas are physically impossible to develop though because they are straight cliff – a view of the sea, rather than being at the sea will also drive growth.” – Whakatane resident

Kaimai development will balance the need for affordable property with water views. Land that allows a view to water, i.e., coastal, lake-front, and hilltop areas, will be prime market areas where as land that is further inland, but still in close proximity to a major service centre, will be relatively more affordable.

“I hope that housing affordability in the future in Whakatane stays at the same level for those who plan to return and bring their families up here, but prices will probably rise in Whakatane and push residential growth for families out into areas likes Taneatua.” – Whakatane resident

8.2 Local physical and environmental changes

It is interesting to note that given the similarities in physical make-up of Tauranga and Whakatane, i.e., both coastal towns with rural surroundings, residents found similarities in the expected shape that each town will take in 30 years. Furthermore, the coastal development down from Tauranga and up from Whakatane is expected to close the gap between these two towns and as such this development dictated the majority of the growth within the region.

The major expected developments for Whakatane and Tauranga are around greater urbanisation and the development of rural land; both of which have been discussed with regional implications above. As such, localised development notes illustrated below, pinpoint specific locations that residents feel will have the greatest physical changes within the next 20–30 years.

As mentioned earlier the growth in Rotorua is anticipated to be slow and will focus around the alteration of current assts rather than the development of new land. Given this, the specific physical changes for Rotorua outlined below mostly build on the development of the current offer.

Tauranga

Key to development in Tauranga will be the growth of subdivisions, particularly along the coastline from Mount Maunganui through to Maketu.

“Lifestyle blocks will go down the coast to Maketu.” – Tauranga resident

With this, it is thought that Papamoa in particular is well prepared infrastructure-wise for development; in 30 years time the area will be urbanized and fully occupied

*“Papamoa, there has been good planning for infrastructure, and overzealous planning for subdivisions but there’s no population yet but it is well prepared.”
– Tauranga resident*

Regarding CBD development, residents anticipate that Mount Maunganui and Tauranga CBD will be developed further, mostly through high-rise buildings, given the limited physical space to spread out.

“It [CBD] needs to get bigger but I think it will go upwards.” – Tauranga resident

With this some residents suggested the need to balance the “people areas” with the “car areas” so that both can work in a harmony.

“I think they will close ‘The Strand’ and just make it for walking.” – Tauranga resident

Furthermore, there is an expectation that with residential growth will come greater commercial development such as malls or hub-based superstores:

“The only one we really have is Bayfair; this will change maybe one in Tauranga.” – Tauranga resident

Rural development up through State Highway 2 is expected to continue, with the residential growth of Tauranga absorbing smaller settlements such as Te Puna and Omokoroa.

“I think it will just merge through to Katikati, they have schools up there [Bethlehem] so that would make sense.” – Tauranga resident

Further to this, residents saw coming out of this was the greater separation of industrial and residential areas:

“There is some industry up this way [points towards Katikati] but not much, it isn’t overwhelming. It is what Tauranga used to be 20 years ago. [Moderator: Will that change?]. I wouldn’t expect so; it will mostly go over here [points towards Te Puke].” – Tauranga resident

That said the industrial development is expected to move east of Tauranga (rather than up through the State Highway 2) area:

“Industrial development in Te Puke and Tauranga is going to be big, along Pa Road and out here [Te Puke] where there is going to be an industrial park. I think there is a motorway planned to pass through there.” – Tauranga resident

“If you drive down Papamoa Beach Road, you can get right to the end, so there is industrial activity designated for there too.” – Tauranga resident

Whakatane

As with the region overall, residents anticipate that housing will be pushed out of the town given the limited location in which residents can now build in Whakatane. In particular, residents saw development occurring in small pockets around the Whakatane area but for different reasons.

“Growth will be between Whakatane and Tauranga; Matata will naturally grow, it’s close to both.” – Whakatane resident

“People can’t really afford to live here [in Whakatane]. My friend just bought in Taneatua; she has a three bedroom house home for \$68,000. It’s a doer upper, but it has potential. The equivalent house in Whakatane would be \$150,000 in that state, but there would never be a crappy house like that in Whakatane, the equivalent house done up would be \$350,000 in Whakatane.”
– Whakatane resident

Coastlands and the lake areas in Rotorua will be prime land and very expensive so will largely be populated by those outside of the region, e.g. holiday homes or semi-permanent.

Areas that were not considered to develop further were iwi land (iwi restrictions on independent development) and areas further round from Whakatane in the east coast (rugged and difficult to get to).

“There is not a lot of room to expand in Ohope as it is now so the spread will be towards Taneatua and Coastlands.” – Whakatane resident

However with the bulk of the population growth occurring in locations close to Whakatane, Whakatane will continue to be the primary source of amenities and services for this area. With this in mind, residents anticipate that there would need to be better ways in which to get in and out of Whakatane:

“We do need a second bridge because it is ridiculous only having one entrance point into Whakatane. If there is a huge earthquake we are cut off there is only another small inlet way out the back of Taneatua” – Whakatane resident

Other infrastructure that is expected to develop is around the harbour/marina area. Key to this was the expected increase in tourism; some residents think that in its current state, the marina is constricting the economic development for Whakatane:

“The harbour side – if you want that to develop – the bar is a major barrier to that and it is unworkable – we have to clear the bar and make it a viable entrance – it is holding back the shipping, cruises, tourism, visitors – if we don’t do something it will move to Ohope because they have a better opening – we have to do something to solve the bar problem – not dredging every six months either.” – Whakatane resident

Rotorua

Given the minimal population growth that was anticipated by residents in the Rotorua area, there were only two key changes that were expected; small pockets of residential development and CBD changes due to the growth in tourism.

Residential, development is mostly anticipated around the fringes of the city, particularly those with lake views.

“The main growth areas will be residential not industrial, the main one will be here...[past Ngapuna] and also Ngongotaha and along the fringe of Rotorua because of the views.” – Rotorua resident

“Ngongotaha will develop – growing out towards Hamilton – new subdivisions.” – Rotorua resident

“The lake area will develop with more housing; people want views of the water. It will be up-market.” – Rotorua resident

Growth is also expected in the Rotorua side of the Mamakus as this is close to where current development is taking place. It is also expected that smaller towns such as Murupara will no longer exist as people move to Rotorua for the services and infrastructure.

“It will have to grow around Rotorua as the infrastructure is already here, it is too expensive to start to build a town from scratch.” – Rotorua resident

“Kawerau and Murupara will disappear, Murupara might get a look in if the roads to Taupo and Whakatane are strengthened, but nothing like in Rotorua.” – Rotorua resident

The primary areas that residents feel will change in Rotorua city will be based on the back of tourism; essentially this will involve further development of Lake Rotorua as a central hub for tourism.

“I think we will have more entertainment down by the lake, we need to cluster the activities together.” – Rotorua resident

“The CBD will be more condensed, it won’t spread out anymore, there will be restaurants around the lake.” – Rotorua resident

For this to occur, some residents felt that the current shape of Rotorua needed to change altogether:

A: *“I think they should move the court house, sitting out there, all those bloody young people, it makes the place look untidy.”*

B: *“One of the most popular tourist locations is the backpackers, so they come from there and they have to walk past the court house!”*

A: *We also need a main street for Rotorua, something free flowing, like Sydney.”*

C: *“We need to develop Tutanekai Street and all those that cross it need to be removed; Tutanekai could be moved to be the spine of Rotorua. The spine if you like should go from the start of Rotorua to the lake and everything we do should be focused on shaping that development”*

A: *“In retrospect the mall is in the wrong place then.”*

C: *“Well I think it is in the best place it can be but, I agree, it is really a disaster. What we could have would be moving from strongly commercial to tourism and lake at the end, and it would be a progressive change, boutique commercial, pubs, bars and restaurants at the end by the lake.”*

Additionally, residents expected to see greater inclusion of Lake Rotorua for tourism, e.g. piers, floating restaurants, Makita Island tours, so much so that it is expected to become a virtual extension of the current CBD. However, a key barrier to this development is the current layout of the CBD.

A: *“I think we should have more entertainment down this end [refers to lake area], we need to cluster the activities together so it is appealing for people to come out, you know go from place to place easily, a good night out.” – Rotorua resident*

B: "Yeah, but what we have in the best tourism place is the damn courthouse and the Destiny Church, which are huge barriers to developing this." – Rotorua resident

Furthermore, a significant barrier for CBD development on to the lake-front is the water quality of the lake. In 30 years time however, most residents anticipate that this will have improved, mainly through environmental changes and the location of the farming industry.

"Agriculture might reduce or move out further away because it is close to the lake at the moment and it impacts our lake water quality hugely. There will still be farming in the area but it won't be close to the lake." – Rotorua resident

"The silt in the lake – would be great if the silt was pumped out of the lake – around certain parts of the lake it is absolutely stunning, these will develop for tourism." – Rotorua resident

Part 9: Transport implications

The discussion in previous sections identified the shape the region will take around social and economic trends; specifically:

- A changing demographic make-up, specifically an increase in elderly residents and families
- Continued advancement in communication technologies
- Increased automation which will impact directly on primary industries
- Growth in tourism and in the production for primary industries
- Continued urbanisation and loss of rural land

This current section takes culmination of these trends and indicates the implications they will have on transport planning for the coming 30 years.

9.1 The use of public versus private transport

When discussing future transport needs, many residents referred to public transport, but ultimately residents retain a very narrow view of what public transport is; it is largely synonymous with buses, and a handful of references to rail.

When projecting 30 years ahead, residents struggle to see changes in the current public transport system. While nearly all residents suggest that they are open to public transport usage, the barriers to using public transport are too great relative to the motivators for using a car.

“It [public transport] won’t be the dominant mode of transport, it will be a last case resort or used as a novelty [when compared to a car, especially for families].” – Tauranga resident

As such, barriers to using a public transport system will need to be overcome before a sustainable transport system would be utilised to its full capacity. These barriers have been summarised by mode in the Table 2 below.

Table 2 Barriers to transportation use

Cycle	Bus	Rail
<p>Inconvenient</p> <ul style="list-style-type: none"> • Single passenger • Long distances / carrying goods problematic • Weather-dependent <p>Can be expensive</p> <ul style="list-style-type: none"> • Initial purchase, maintenance costs <p>Appearance concerns</p> <ul style="list-style-type: none"> • Concern about physical appearance for some after biking, especially to work • Potential need for shower at destination <p>Personal safety</p> <ul style="list-style-type: none"> • Busy roads unmarked bike lanes particularly outside of suburban areas • Bike theft • Storing of bike at work and possible theft 	<p>Slow</p> <ul style="list-style-type: none"> • Connection waiting • Frequent stops • Slow moving vehicle even in peak hour traffic • Difficult to use for long trips <p>Loss of freedom / inconvenient</p> <ul style="list-style-type: none"> • Insufficient connectivity • Inconvenient to 'pop' about, especially for families • Lack of real time information with complex schedules and problematic payment for fares <p>Personal safety</p> <ul style="list-style-type: none"> • Night travel is unsafe • Waiting at bus stops <p>Public space</p> <ul style="list-style-type: none"> • Uncomfortable sitting with strangers • Folding of children's buggy/managing of children or shopping in a public space is difficult 	<p>Unavailable as a mode of transport in most places outside of Auckland</p> <p>Loss of freedom / inconvenient</p> <ul style="list-style-type: none"> • Navigation is limited to where the rail tracks are laid • Connectivity to and from train stations is required • Inconvenient to 'pop' about • Inconvenient if many parcels / baggage <p>Personal safety / theft</p> <ul style="list-style-type: none"> • Night travel • Waiting on the platform <p>Public space</p> <ul style="list-style-type: none"> • Uncomfortable sitting with strangers

One of the most interesting themes assumed by residents is around the belief that cars will still be the dominant mode of transport. Barriers to car usage were few and far between. Largely, these were based around current issues, e.g. parking, while future barriers related to the potential rise in fuel costs:

"In the future, we might use them [buses]. I think like, petrol will be ten bucks a litre so we won't be able to afford it." – Tauranga resident

Mitigating this barrier was the predominant attitude that, despite the cost and time constraints, the car is always an easier solution:

"Rotorua is quite spread out though so I'm not sure if people will take up public transport – it takes time to connect from A to B to C with public transport, lack of freedom, it is easy to get around with cars, in your own car, it is not like London and Auckland where you can't take your car in." – Rotorua resident

Issues such as safety and availability of cars were presumed to be non-existent given the increased sophistication in cars in the last few years:

“When they get close to other cars, it won’t let you crash.” – Rotorua resident

In addition, other barriers such as issues with emissions or congestion were rarely mentioned although there is some suggestion by a group member in Whakatane that there will be a global clamp down on the emissions produced by cars. However, to combat any issues related with “global warming”, residents suggest that greener fuels and smaller cars will be the norm in the next 30 years.

“Cars are going to be a lot more cleaner and greener in the future.” – Whakatane resident

“Cars will be small, you will still need your bigger family car, but most people will have a small car.” – Tauranga resident

However, few residents could give details around what greener fuels would be and very few gave any consideration to the cost of greener fuels prohibiting their uptake, suggesting limited knowledge as to when and how greener fuels would be introduced.

Given the barriers to public transport usage, the geographic distance that the region covers and the pro-car attitude of most residents, residents suggested that the future mode of public transport for the region will be one of localised park-and-ride arrangements rather than one that connects the region overall:

“Public transport will be localized rather than regional. Outside of town we will end up with cars, it is too much to catch a trip from Whakatane to Tauranga; it is too long of a trip.” – Tauranga resident

With this, primary concerns were about cheap, secure locations to leave vehicles and bikes.

“It will be park and ride, shuttles rather than long trips. So it’ll need designated parking spots that are secure, monitored and cheap.” – Tauranga resident

9.2 **Moving large loads: freight and tourism**

Given the anticipated increases in primary industry, residents drew the natural conclusion that there would be a substantial increase in freight over the next 30 years. However, residents also believe the tourism industry will develop. Balancing the anticipated increase in these two industries poses a significant challenge for the regional transport strategy, as both have a direct impact on the roads that link the largest cities/towns together.

While most residents talked about the impact of freight on national highways, realistically it will affect local routes as well causing congestion as trucks pass through cities to move through the region. To mitigate the impending damage done by increased freight haulage, one group suggested the creation of industry funded roads for those frequent users. However, roads that taxed all residents (i.e., toll roads) were considered very unfavourable, with one group in Tauranga suggesting that both residents and truck drivers change their driving routes to avoid roads that are implemented with tolls:

“Trucks refused to use the road they refused to pay the toll.” – Tauranga resident

“It is really unfair, the minute you start paying for toll roads then you have to pay everywhere, we avoid them altogether.” – Tauranga resident

Mostly, residents suggested the removal of freight from the roads, via increasing rail capacity as this was already established network and appeared to work well for heavy loads. Building on this idea, nearly all groups mentioned tourism rail as a way to transport potential visitors to the region:

“We talked about the rail link, it would be a pity not to reinstate some of that – I’m thinking of the cruise ships that come into Tauranga, what they are finding at the moment is that there is little for them to do in more than one day and now they want to stay in port for two days if they could get on a train and come to Whakatane for a day and it is such a beautiful trip down the coast – so from a tourist point of view, you bring them to town and then you put all the cultural things for them to do, White Island and everything else and this is a growing market when you see the number of ships coming so let’s tap into it – Tauranga does well out of it at the moment - if you think about it, Tauranga does not have huge tourism operations in it, there is actually not a lot to do – the main street has cafes and things.” – Whakatane resident

However, as one resident did point out, tourism rail has very rarely been successful in New Zealand to date, and given the locations of current tracks vis a vis the locations visitors would like to travel to, it is unlikely that it will have any great success in the future:

“That [rail] may bring people in, but it hasn’t been successful in New Zealand at all. There is one down at Arthurs Pass that is probably the most successful one but other than that it hasn’t been supported or very successful...this government also doesn’t want to support it, and it is too expensive to put more rail lines down...nobody is talking about the side route to Rotorua!” – Rotorua resident

One area that did seem like a logical fit with the New Zealand national brand and also the general direction New Zealand tourism is promoting, e.g. the promotion eco-tourism, was via a national cycle way.

“If we can link into the national cycle way and the national walk way...eco-tourism is going to be key ...we can promote Whakatane as a cycle, walking, eco-sustainable tourism place.” – Whakatane resident

It should also be noted that tourism cycling was not seen in the same light as cycling for substitution for local transport; rather it was a positive / unique approach to tourism in New Zealand.

9.3 **Central business district connections and the younger population**

Transport connecting the current “remote” rural locations with regional centres will become increasingly important, as residents move outwards to locations with affordable housing. Specifically, rather than just allowing the urban spread to build outwards, and suburbs develop their own hub, residents suggest maintaining links to the inner city to ensure that the CBD is still accessible will be important as traffic flow is vital for businesses within the city.

“I don’t actually go into town really, increased suburbanization of places means that the suburbs offer more and town offers less, unless it is a specialist appointment or something.” – Tauranga resident

Building on this idea will be the increasing need for access to schools within the region as smaller local area schools close down and students come in to the city for education. Considerations such as safe walkways, paths, parking and bike tracks will become increasingly important as school age children increase in the region. Furthermore, it seems that younger people are, at present, the most open to using public transport, and as schools regionalise, transport systems that allow travel within the primary centre but also out to more rural areas will also be important.

9.4 Local implications for transport

Residents also raised a few transport points that were salient only to their local area; these issues have been summarised in the points below.

Tauranga

The primary issues raised by Tauranga residents are port access and the increasing freight that will travel through to the port. While an increase in freight is applicable for the region as a whole, the additional heavy transport that will come in to the port area and will mix with passenger cars is seen to be of concern. As suggested, this could be avoided with rail freight; however some residents suggested that for this to alleviate traffic congestion; rail should be linked by local depots which provide shuttles in to the port system:

“Freight will increase, so we need to remove the trucks from the roads, with rail freight, move it out to the country and truck it in from there.” – Tauranga resident

The anticipated increase in tourism is also a point worth considering for Tauranga. Residents expect that cruise ships are to increase and with that there is potential for an established system to transport tourists in to the CBD and again, this fell to the domain of rail, however as with other residents, the nostalgia of rail seemed more appealing than the actual practicalities of:

“In 30 years time I would like to see a tram or train service that will end up running 24-7 and which everyone will use.” – Tauranga resident

Whakatane

Whakatane transport issues lie primarily around the access of the rural residents in to the Whakatane CBD, which mostly relates to bridge access to and from the town.

“We need a second bridge over to Coastlands to elevate the pressure. I don’t think Coastlands will ever expand as it should do unless you have a bridge.” – Whakatane resident

“It would also be good to have a bridge again from Poroporo; we used to have the old bridge at the end of Bridge Street.” – Whakatane resident

In particular, the shift outwards from Whakatane to more rural locations but the continued reliance on Whakatane for services and employment means that this access will become key to the traffic flow in the town.

“Overall, the jobs, money, services and industry will move to centres.” – Whakatane resident

“Cappa Road filtration beds housing development towards Coastlands – that is where major housing development is perceived to take place – if you add another 6,000 people out there then you are going to need another bridge.” – Whakatane resident

It should also be noted that the importance of community feel was particularly evident within these groups. Measures that slow traffic and which build/promote pedestrian access will need to be considered to maintain this point, especially as the town grows.

“In Auckland they have traffic calming strategies to increase community feel, so that it is safe to walk your kids to school and walking your kids to school is now a huge priority in Auckland, they have narrowed the roads and entry points into urban areas to slow cars and they have widened the footpaths and made the crossings safer and they have put in speed humps along the roads so that you maintain the integrity of the little communities so you can still feel safe to walk and if you have cycle ways and walk ways linking in – this makes it really good for pedestrians. We have to plan for this so we have it in 30 years time.” – Whakatane resident

Rotorua

Given the limited population growth that was expected in Rotorua, most residents suggested that the current transport set up was adequate for residential travel. However, one group noted that while the roading is adequate for residents, the current system actually limits the economic development of the area.

“If we are going to promote the large scale industry here we need to bring the resources in which we can’t really do over the current Tauranga-Rotorua road.” – Rotorua resident

“Hopefully they will build another road [this side of the Mamaku Ranges] because at the moment there is only one way in and one way out right, [well there is another way but is pretty difficult].” – Rotorua resident

“There will be a new highway through to Hamilton.” – Rotorua resident

Given that unemployment is such a significant issue in this town, particularly amongst youth, further development of industry that will require resources and as such, this means that transport issues may need to be addressed in the future for industry to develop.

The other transport specific topic that arose related to increased traffic via Rotorua Airport. Given the importance of tourism for the Rotorua region, there was some discussion about the increased flow to and from the Rotorua Airport now that it has international capabilities. With this, some residents suggest that travel through the airport will increase while others questioned how sustainable these levels would be (refer Local Economic Changes: Rotorua, p. 26).

If tourism and traffic through the airport does grow, there will be a few implications that will need to be considered; primary amongst these is the increase in noise that airport growth would bring. Given that there is residential development already moving towards this area there was some talk of moving the airport.

“The airport will be developed and it might move between Tauranga and Rotorua – they shouldn’t put it in the middle of a township area and they are physically limited on increasing the runways where it is now – an airport in-between could service the two areas, and there is already highway

development from that area to Papamoa although the highways will need to be improved – there will be some hotels and restaurants out around the airport too and possibly industries. There might be some adventure tourism there” – Rotorua resident

This comment also illustrates that there is a need to consider how the airport could work regionally rather than just locally. Indeed, there was commentary around having a better connection between Whakatane and Rotorua for tourism to grow in the Whakatane area. To this, some residents suggested having a better connection between Rotorua and Whakatane:

“Rotorua has international flights between Australia and vice versa so we are going to get more Australians coming to the region and if the link from there [Rotorua] to here [Whakatane] is developed they will come over.” – Whakatane resident

Furthermore, there is potential for freight to go through the Rotorua Airport if the airport increases its international capabilities; particularly the fruit from this region.

“Kiwifruit might be exported through Rotorua, through the international airport.” – Whakatane resident

Again, as with other freight solutions, it was suggested that this could link to rail within the region.

“[There could be] more freight links from the airport [Rotorua Airport]...they have huge trains in Australia that transport [freight] right across the middle of Australia, massive trains. It would have to be worth it though, because trains are hardly used now, there are so many trucks.” – Rotorua resident

Appendix A: Discussion guide

Section 1: Introduction and warm up

Objective: To establish rapport; topic introduction; set discussion guidelines

Participants: All participants acting in one group

Props: None

Duration: 10 minutes

Tasks:

Introduce research team; introduce the topic; timing; discussion flow; taping; confidentiality; no right or wrong responses; location of bathrooms; questions; and participant introductions (name; where they live; length of time in that location; and, household structure).

Section 2: Societal picture 20 to 30 years ago

Objective: To build a picture together of the differences between society now and society 20 to 30 years ago in order that participants can see how society has changed (over time) for building a picture of what society will look like in 20 to 30 years time (see Section 3).

Participants: All participants acting in one group

Props: Whiteboard, whiteboard markers, and whiteboard duster

Duration: 10 minutes

Firstly, I would like us to brainstorm and build a picture together - using the whiteboard - of what society was like 20 to 30 years ago. So if you can remember what it was like, think back, otherwise imagine yourself in the 1970's/1980's and tell me...

1 What was society like back then, what was different then to how it is now?

- (a) What hobbies were popular?
- (b) What technology was new and exciting then?
- (c) What technology didn't we have then that we have now? d. And what about differences in terms of major industries and employment?
- (d) And how about gender roles; what was different about task division then?

2 And, what was valued by society then? How does this compare to now?

- (e) How involved in the local community were people compared to today?
- (f) What was society's attitude towards home and work life balance?
- (g) How about family life and activities – what did people do together as a family unit then compared to now? Did we see each other as often?

- 3 With these things in mind, how was the way we travelled around in society different then?**
- (a) Was our use of cars the same then as it is now?
 - (b) What was public transport like then compared to now?
 - (c) How has road safety changed? [Speeding/drink driving/seat belts/child restraints]
- 4 Overall, how would you summarise our society today in terms of values and what is considered important?**
- 5 And what would you say are the major differences overall between society today compared with 20 to 30 years ago?**

Section 3: Future community vision 20 to 30 years time

Objective: For each household group (three groups: those with young dependants at home; those without dependants at home; retired persons) to work together to build a picture of what the region and community will look like in 20 – 30 years time.

This is to be achieved by looking at what changes will take place; specifically participants will imagine and discuss changes they think will take place in terms of: (1) social and cultural changes; (2) physical and environmental changes; (3) technological changes; (4) economic changes/developments; and, (5) changes in how society values health / safety.

These five categories (social and cultural; physical and environmental; technological and economic) have been chosen as: each of these contributes to the shape of a community; each can experience changes; changes for each are possible to be imagined and discussed by participants; each has or can lead to an impact on the transport needs of a community; and, each category is disparate enough to contribute meaningful discussion around future community vision.

Building a picture of the future community by using these categories ensures a more pragmatic approach overall and there is greater discussion uniformity across the groups.

Participants: Split participants into three sub-groups based on household structure. Group 1: those with young dependants; Group 2: without dependants; Group 3: retired.

Props: Three tables, one for each group to sit around
 Three 'STEP' charts for participants to write on
 Nine pencils, three pencil sharpeners, three erasers
 Three large road/landmark maps

Duration: 30 minutes

I would now like to switch our focus to talk about what we think the community here (DEFINE AREA) will look like in the FUTURE, that is, in 20 to 30 years time.

Specifically, we are going to IMAGINE and discuss some of the changes we think will take place – so changes socially, technologically, physically, environmentally, and economically [write these on white board]. We want to build a picture of what the community will look like in 20 to 30 years time.

[Instructions to break-up into groups:] To do this, we are going to break up into three smaller groups. For Group 1 we need to join up those people who have children living at home with them. Group 2 will consist of those that do not have children at home with them, and can those who are retired form Group 3 please. Group 1 will come around this table [show], Group 2 this table [show] and Group 3 this table [show]. Please gather around the right table now and then I will give you more instructions once we are in groups.

[Once groups are settled around their designated tables:] Now that we are in our groups – each group will have a different person leading the group – I will lead Group 1, PERSON will lead Group 2 and PERSON will lead Group 3.

On your table is a large sheet of paper with the categories ‘social, technology etc’ (STEP SHEET, refer appendix). Each group – either the leader or someone in the group – will need to jot down the ideas of behalf of the group on this sheet. That is, each group will need to jot-down how they think the community will look like in terms of social changes, cultural changes etc. Your group leader will ask a series of questions for each category to get you brainstorming. There is no right or wrong answer, no competition; we just need your thoughts on how you think the community will be in the future. Ok – so in our groups, let’s get started on this now. We have about 25 minutes to work through it before each group will share their vision of the future community.

[Each moderator is to take their group through the following four categories and questions:]

What will the social and cultural structure of this area be like in 20 to 30 years time?

- 1 What do you think would have happened to population size?
- 2 What do we think the average family size will be?
- 3 Do we think the population make-up will be older/younger/same?
- 4 And what do we think gender roles will look like?
- 5 And what will society’s attitude be towards work/life balance?
- 6 What will the ethnic landscape look like?
- 7 What will be important to young people? To older people? To middle aged people?

What technology will be available in this area in 20 to 30 years time?

- 1 How will technology affect the way we work and what work we perform?
- 2 How will education be affected by technology?
- 3 How will technology change the way we communicate?
- 4 How will technology change the way we commute?
- 5 How will technology change the way we live? How will it change the way we live?
- 6 What will technology allow us to do that we can’t do now?

What economic developments will have taken place in this area in 20 to 30 years time?

- 1 What will be the major industries?
- 2 Which would have shrunk?
- 3 Will there be more or less job opportunities in this area?
- 4 Will we work in the area or travel outside of it for work?

What physical environment changes would have occurred in 20 to 30 years time in the area?

- 1 What physical developments do you see happening in the community and the region in the future?
- 2 Where do we think the densely populated areas will be? New suburbs? New schools?
- 3 Where will the business district be? Will it spread? How about the industrial area?
- 4 Where will the parks and reserves be?

Now I would like us to put the changes we have discussed on a map together...let's mark in:

- 1 The areas where we expect residential growth / new suburbs (if any)
- 2 The areas we expect new schools (if any)
- 3 The areas where industry will be
- 4 The sprawl or shrinkage of the CBD
- 5 The areas where open spaces/reserves might be

Section 4: Future transport system

Objective: This section builds on the previous section; the goal here is for participants, in their household groups, to design the future transport system for their future community.

Participants: Continue on in the sub-groups that have already been formed

Props: Nine pencils, three pencil sharpeners, three erasers (as per Section 3)
Three large road/landmark maps (as per Section 3)

Duration: 35 minutes

Taking all these things about our future community into account, I now want us to focus on what kind of transport system will be needed for your future community. The transport system will need to serve all these changes we just discussed. The key thing is to visualise and build a picture together of what you think the transport system should be like. To design this transport system, we are going to go through a series of questions aimed at getting us to think about the transport needs of our future community...

What changes might happen to the types of transport we use?

- 1 What types of transport will we be using most?
 - Will we still be driving cars?
 - What kinds?
 - Will we still be buying petrol?
 - Do you think congestion on the roads will be worse in 20 to 30 years time? What will drive the change?
- 2 What current problems in our transport system will this overcome?
- 3 What types of transport won't we be using?
- 4 What will be the biggest change to the types of transport we use?

What kind of technology do we think will exist to make commuting easier?

- 1 Faster?
- 2 Safer?
- 3 Cheaper?
- 4 Cleaner and greener? That is, how will technology developments in energy and climate change affect commuting?
- 5 More comfortable?
- 6 More enjoyable?
- 7 What will be the biggest technological change to happen to enhance commuting?

How busy will our roads be?

- 1 Will traffic on our roads increase or decrease? [trucks/private vehicle/public transport]
- 2 How will traffic flow / congestion be managed? [Incentives/infrastructure] in peak times?

And what will public transport be like?

- 1 Will public transport use increase, decrease or remain the same?
- 2 Who in society will be using public transport?
- 3 What types of public transport will be popular?
- 4 Will buses be running? If yes, what type of routes and schedule changes will have occurred?
- 5 Will we be cycling and walking more or less? What will be in place to make this happen? Who will be doing this?
- 6 What incentives (if any) will be in place to encourage the use of public transport?
- 7 What incentives would you like to see (or not see)?
- 8 What current problems in our transport system will public transport overcome?

What changes to the basic infrastructure such as roads will happen in this area in 20 to 30 years time?

- 1 What will be the key infrastructure changes?
 - What about the densely populated areas of our future community, what infrastructure changes will occur there?
 - Will there be new highways? Where?
 - What new bridges will be in place?
 - How about our rail system?
- 2 Why will these changes occur – what current problems in our transport system will this overcome?

What changes will happen around road safety and road pollution in 20 to 30 years time?

- 1 What measures will be in place to make roads and driving safer?
- 2 What measures will be in place to make public transport safer?
- 3 What measures will be in place to change emissions pollution?
- 4 What role will the community have shaping road safety?

[Summary use EBoP MAP from last section]

Transport system changes to be sketched on maps

Now bringing this altogether, each group will share and discuss their future community along with its transport system. You'll need to show us your STEP sheet and your map.

Moderator to probe each group as they present maps (if required)...

- 1 What transportation issues will be most important for our future community?
- 2 What will be the biggest change to the way we travel in the region overall?
- 3 What will still be the same?
- 4 What would you most like to see change?
- 5 What is the greatest long-term transportation challenge the region / community will face in the future?

Section 5: Wrap up

Objective: Open discussion between all participants about ideas shared, opportunity for participants to ask any final questions, thank people for their participation.

Participants: In sub-groups

Props: Incentives to be given out

Duration: Five minutes

Step Sheet

Social/cultural	
Technology	
Economic	
Physical/environment	