

Tō tātou Takiwā, tō tātou Iwi

Our District, Our People

Western Bay of Plenty District stretches from Waihi Beach to Otamarakau, covering 195,000 hectares of coastal, rural and urban areas.

It is one of New Zealand's fastest growing areas, with many people from other regions and countries choosing the Western Bay as a place to settle for family, retirement and business reasons.

High growth in the 5 years to 2018 saw the population swell to an estimated 53,400 people.

Our District at a glance

Western Bay of Plenty District is a largely rural area, surrounding the main urban centres of Waihi Beach, Katikati, Ōmokoroa and Te Puke.

Small but growing harbourside settlements to the west are Te Puna, Minden, Aongatete and Pahoia.

To the west is the rugged bush-covered Kaimai Range from which many streams flow to the coastal lowlands and into the estuaries and mudflats of Tauranga Harbour.

Ethnic diversity is increasing over time. 81% of people identify as European, 19% as Māori, 6% as Asian and 3% as Pacific.

Of around 22,000 private dwellings, 53% of residents own or partially own their home. Average house value was \$985,760 in 2023.

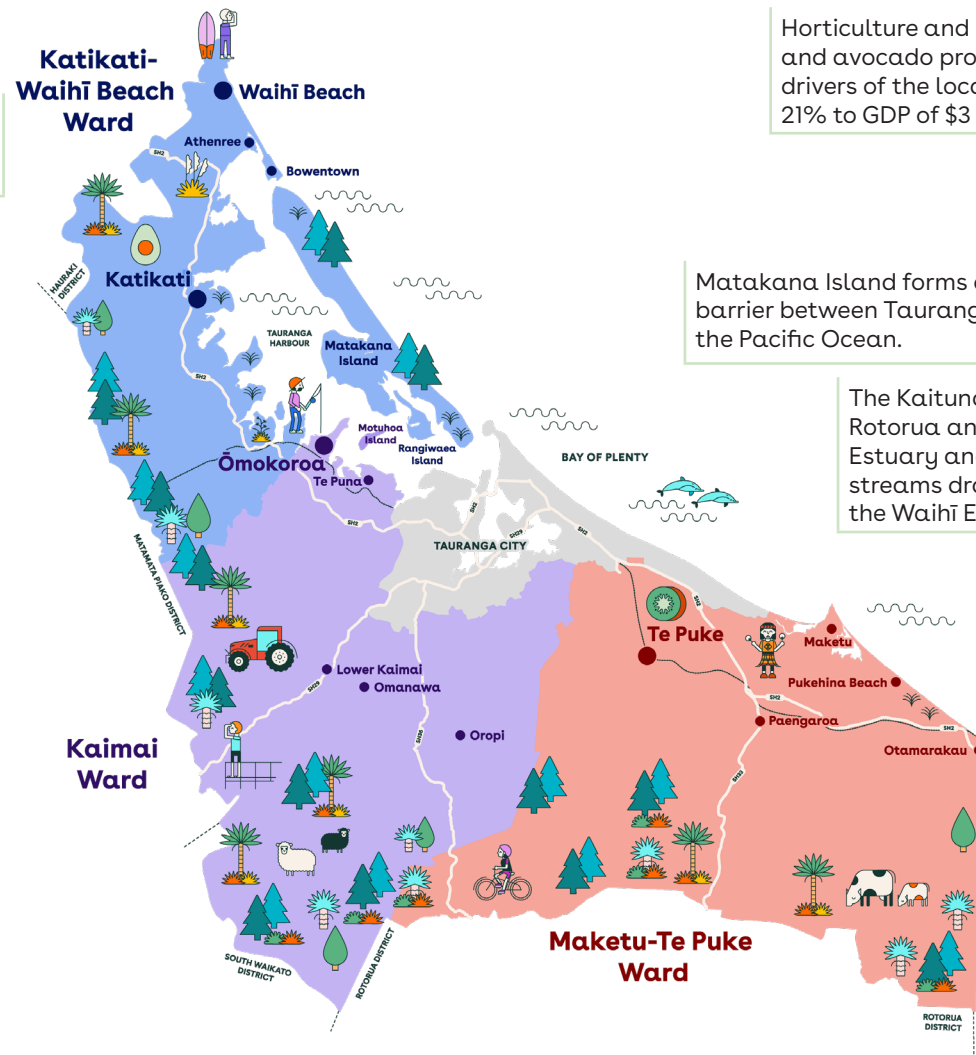
The Western Bay population tends to be older than New Zealand as a whole, with a median age of 45.2 years.

Horticulture and agriculture (mainly kiwifruit and avocado production) are the biggest drivers of the local economy, contributing 21% to GDP of \$3 billion in 2023.

Matakana Island forms a natural barrier between Tauranga Harbour and the Pacific Ocean.

The Kaituna River drains the lakes of Rotorua and Rotoiti into the Maketu Estuary and out to sea, while smaller streams drain the eastern district into the Waihi Estuary.

Rural settlements to the east are Maketu, Paengaroa, Pongakawa, and Pukehina.



Source: Census 2018, Infometrics Western Bay of Plenty District Economic Profile 2023