

IN THE MATTER OF the Resource Management Act 1991

AND

IN THE MATTER OF Private Plan Change 95 Pencarrow Estate
Pongakawa to the Western Bay of Plenty
District Plan

**STATEMENT OF EVIDENCE OF MARK BOYLE, TE PUKE ECONOMIC DEVELOPMENT
GROUP
SUBMITTER ON PRIVATE PLAN CHANGE 95**

1. My name is Mark Boyle, Managing Director of the Te Puke Economic Development Group. On 6 December 2023, I submitted on Plan Change 95 and I want to once again express support for the Plan Change.
2. The Te Puke Economic Development Group promotes the Te Puke region as a premier location for investment, supports economic growth initiatives, helps business to grow and prosper, ensures Te Puke has voice with recognition at Central, Regional and Local Government and provides leadership and support in building a strong and sustainable value proposition across our Economic, Social, Cultural and Environmental spheres.
3. Te Puke is defined as the geographic region from the Papamoa Hills east to Otamarakau. Te Puke has significant economic drivers. As the Kiwifruit Capital of the World it has 6000ha of orchards and sophisticated post harvest facilities. Dairy farming, beef and sheep farming, forestry, wood processing, manufacturing and service industries round out a strong economy. The Te Puke region has well established and connected communities, all with their own identity, social infrastructure and a history of economic and social progress. Schools, community halls, sports and recreation facilities, primary produce, kiwifruit and support businesses are the norm. Pongakawa is well established as one of the 9 key communities of the Te Puke region. Centrally located, it has proximity and easy connection to the Bay of Plenty's 3 cities. Te Puke has significant economic activity. As an example, it produced \$1.06b of Kiwifruit in 2023 making a significant contribution to the national economic effort.
4. Pongakawa is a key contributor to the economic activity of the Te Puke region. It's production of Kiwifruit in 2023 was \$131m. Farming and critical service businesses add to impressive economic output. Kiwifruit production is predicted to grow. Both Paengaroa and Pongakawa have experienced significant orchard growth in recent years. Existing and growing service businesses are all good indicators of economic well being.

5. A high performing school, action centre, year round swimming pool, hall and heritage facility are at the centre of cultural and social well being.
6. The Pongakawa based Waikokopu initiative is a good indicator of environmental leadership and well being.
7. Approximately 20000 people reside in the Te Puke region including 3000 approximately in Pongakawa. This is predicated to grow. More housing is needed to support growth.
8. Through submissions to Smart Growth in their 2018 and 2023 Future Development Strategy Reviews and with direct engagement with Central, Regional and Local Government politicians and senior officials, we have long highlighted the need for more housing to match economic growth. This has included the promotion of rural hamlets and continuity of a Hub and Spoke approach for good community building. For decades, the Te Puke township has been the Service Centre for the wider Te Puke region. All of our communities are linked with daily activity across agri business, the service sector, retail, professional services, schools, sports activities, the arts, diverse and multi cultural activities and employment. Pongakawa is a very well established community within the Te Puke region. Both Tangata Whenua and Colonial histories have contributed to its development. It is obvious that more housing is critical for a high functioning and growing region.
9. Plan Change 95 will enable delivery of much needed housing. Expansion of an existing residential settlement is sensible and avoids a loss of horticultural land. Investment in development of new horticultural production is in the vicinity of \$1.0m per ha and adds significantly to economic and social value for the Te Puke region. Quality housing and infrastructure, recreational investment, the opportunity for commercial space, early childhood education and healthcare will add to good placemaking. Direct and easily accessible links to the Te Puke township and all that the Bay of Plenty offers is positive. The plan change will contribute significantly to economic, social, cultural and environmental well being.

10. I thank you for your consideration of my submission evidence and am happy to answer any questions of the commissioners on my submission points.

Mark Boyle.

Te Puke Economic Development Group.

4th November 2024