

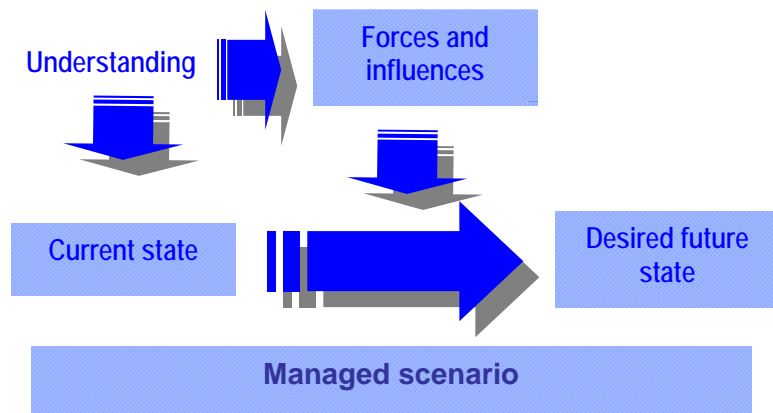
PART 1: DATA

1. DATA COLLECTION AND PRESENTATION

Planning Rodney is:

"A strategic, future focused 'picture' of the district based on known growth, economic, social, environmental and cultural factors, that indicates the direction we, as a district, are heading in. It provides focus and the staging in which we will get there."

Planning Rodney states that unless we fully understand the current state and the forces and influences at play in Rodney, there is every chance that the desired future state may not be achieved. We need to know and understand our district well as it stands now if we are to be able to have a role in its future.



To gain understanding, we need to have information about a wide variety of things. We need to understand our natural environments, our economies, our communities and the many physical resources and assets that have been built up over the years. We need to understand how each of these elements interacts with the others.

Rodney District is made up of a varied collection of different parts, from active rural production areas, urban towns and villages to pristine natural environments. We need to look at information in a way that:

- Allows us to understand that variety across Rodney and compare one area against another;
- Allows useful analysis and allows us to form patterns, see trends and linkages or relationships.

Sometimes the data and information available makes this difficult. For example, we may have economic data, such as the unemployment rate, available at a very "coarse grain" district level. We may have demographic information, such as age, available at "fine grain" local area level. This situation makes it difficult to conclude, for example, whether our older communities or our younger communities, face the highest rates of unemployment. This example is simplistic but shows the difficulty of understanding the district without a wide range of information using a common base.

For the purposes of this *Support Document*, we have therefore tried to collect as much data as possible at the Census Area Unit (CAU) level. CAU's are areas used by Statistics New Zealand as a base for collecting a wide variety of information about places. All New Zealand Census information is available at the CAU level. Business data is available at the CAU level and a lot of other data can be "sorted" into CAU's. In this way we can:

- Draw connections within each CAU between its community data and its economic data or between its rural production data and its natural environmental data; and
- Compare one CAU against another.

Rodney is made up of 36 CAU's and these are shown on *Map 1*. This CAU "base" is used in all of the Maps in this support document.

From time to time we may want to look at the characteristics of a particular area such as the Hibiscus Coast, which is made up of a number of separate CAU's. In cases like this we may aggregate the CAU data. Where we do, the CAU however remains the basic unit for data collection.

Sections 2 and 3 below describe the current characteristics of the population, the economy, the natural environment and the infrastructure network of the 36 CAU's making up Rodney District. These sections do not attempt to analyse data. We draw conclusions from it, look for common threads and connections in other parts of *Planning Rodney*. *Sections 2 and 3* are simply a presentation of data. Wherever possible, data is given for 2006.

2. DISTRICT OVERVIEW

2.1 THE PEOPLE

2.1.1 Population

At the time of the 2006 Census, Rodney District had a population of over 89,600. In the 5-year period 2001 to 2006, Rodney gained 12,200 new residents. The growth of Rodney was not far below that of Hamilton City, (13,950), Tauranga City (12,860) and Waitakere City (15,240).

In every 5-year period since 1991, Rodney has consistently gained between 10,000 and 12,000 new residents or about 2,000 people annually.

The largest population concentrations (*Map 1*) are in the south and east of the district, with the Hibiscus Coast home to almost 40,000 people in 2006.

Northern Rodney, in spite of its large land area, has a comparatively low population of around 20,000 people, about half that of the Hibiscus Coast. Western Rodney has a population now nearing 30,000 people.

2.1.2 Median age

Median age (*Map 2*) in Rodney District is 39 years. Median age is high in the north-eastern parts in the range 41-56 years, where a number of towns and smaller settlements are known as popular retirement destinations. Algies Bay-Mahurangi has a median age of 54 years. By contrast, the surrounding rural north has a lower median age of around 40 years, reflecting the younger farming community.

The age characteristics of the Hibiscus Coast community vary from one part to another. Orewa, Waiwera, Red Beach and Manly show high median age in the range 42-51 years. By contrast, places like Stanmore Bay, Army Bay, Hatfields Beach, Silverdale North and Silverdale South have significantly lower median age in the range 34-37 years.

Western Rodney shows typically lower median age than the district as a whole, reflecting the working rural community and high numbers of younger "lifestyle" families. Almost all areas in the west have a median age in the range 35-39 years.

2.1.3 Population numbers by Age Group

Map 3 shows a concentration of persons in the age group 65 years and over in an area stretching from the Hibiscus Coast along the north-eastern seaboard to Leigh. By comparison, other parts of the district have small numbers of older residents.

In spite of relatively high median age of Hibiscus Coast residents, there were around 7,500 young persons in the 0-14 year age group in 2006. This now exceeds the number of persons in the age group 65 years and over. The common belief that the Hibiscus Coast is a retirement community is changing. This change is marked by increasing school rolls and the construction or expansion of schools in recent years.

At the time of the 2006 Census, there were around 6000 people in the 0-14 year age group in Western Rodney and around 4,000 youngsters in the north.

2.1.4 Household and personal income

The median annual household income for Rodney District at the time of the 2006 Census was \$56,800. This compares with the national median of \$51,400. Northern Rodney (*Map 4*) (excluding Kawau Island) shows median annual household incomes in the range \$37,600 to \$59,200, most of which are below the district median. Wellsford (\$37,600), Leigh (\$37,800) and Snells Beach (\$41,300) have the lowest median household incomes of all the urban settlements in Rodney District.

Median household incomes on the Hibiscus Coast vary considerably in the range \$36,900 (Orewa) to \$70,800 (Gulf Harbour). Of the areas with lower median incomes, Orewa, Waiwera and Stanmore Bay East have median incomes below the district median of \$56,800.

The highest median annual household incomes can be found in Western Rodney, with some areas such as Dairy Flat-Redvale and Paremoremo West, both with median incomes over \$84,000 and Riverhead having the highest median annual household income of \$94,300, around \$38,000 above the district median.

Helensville (\$46,600) and Parakai (\$43,100) by contrast have lower median annual household incomes, well below the remainder of the west and below the district median.

Median annual personal incomes reflect the household income pattern geographically across the district.

2.1.5 Deprivation, unemployment and age – some comparisons

(Map 5) The Statistics New Zealand deprivation indices for 2001 indicate a highly variable pattern of deprivation across the district, highest in the east and north-east and lowest in the

south and west, with the exception of Helensville and Parakai, which show high deprivation indices.

The correlation of deprivation with age and employment status is useful. In the central east and north-east in places like Orewa, Red Beach, Warkworth, Snells Beach and Algies Bay, the charts in *Map 5* show a typical “U” shape of high age, medium to low unemployment and high deprivation, indicative of an older community beyond working age, living on limited means.

By comparison places like Wellsford, Helensville, Parakai, Hatfields Beach, Stanmore Bay, Wade Heads and Vipond show higher deprivation indices in young communities with medium to high unemployment.

Southern and Western Rodney, with the exception of Helensville and Parakai, display entirely different patterns with low deprivation indices and low levels of unemployment among a young population.

2.1.6 Dwelling stock vacancy and dwelling occupancy

Map 6 shows the numbers of occupied and unoccupied dwellings in Rodney District at the time of the 2006 Census. In general the stock of unoccupied dwellings is low with most areas showing between 10% and 15% vacant dwellings. In Northern Rodney, areas such as Snells Beach, Algies Bay Mahurangi, Matheson Bay, Leigh, Kawau and Cape Rodney (including Omaha and Point Wells) show significantly higher vacancy rates and a large stock of vacant dwellings, indicating the high numbers of second and holiday homes in these areas.

Dwelling occupancy varies from a high of 3.0 persons per dwelling in parts of Western Rodney to lows of between 1.5 and 2.4 in parts of the Hibiscus Coast (Orewa and Waiwera) and parts of the north east (Leigh, Matheson Bay, Warkworth Snells Beach and Algies Bay Mahurangi), all recognised retirement locations.

2.1.7 Travel to work

It is well known that a large proportion of the people of Rodney District travel outside the district every day to their places of work. *Map 7* shows that over half of working people in most parts of the Hibiscus Coast travel outside Rodney to work. In Western Rodney, in view of the proximity of the large employment centres of Waitakere City, North Shore City and Auckland City, the proportion of workers traveling outside the district every day is even higher. In Northern Rodney the proportion of persons working inside the district exceeds the numbers working outside.

2.1.8 Schooling

At the beginning of 2007, there were 39 primary schools in Rodney District. At the time, these schools offered 9,440 places to around 10,370 children in the 5–12 year age group. This would indicate that at in 2007, about 930 primary school children traveled out of the district each day to school. *Map 8* compares primary school rolls with the numbers of children in the 5-12 year age group, in all Census Area Units. It indicates that primary schools are generally well distributed in relation to population around the district. Some travel for children is obviously necessary between towns and between rural areas and towns. School place deficits in the Riverhead, Dairy Plat-Redvale and Silverdale South areas are probably being covered by children traveling to schools in North Shore City or Waitakere City.

There are 6 intermediate/secondary schools in Rodney District, 3 of which are located on the Hibiscus Coast. The others are located in Wellsford (Rodney College), Warkworth (Mahurangi College) and Helensville (Kaipara College) (*Map 9*). At the start of 2007 there were 5,340 school places for a population in the 13-19 year age group of over 9,500, indicating a deficit of over 4,100 school places.

It is well known that children on the Hibiscus Coast and in Western Rodney commute to schools in North Shore City, Waitakere City and beyond. In recent years intermediate and secondary school rolls on the Hibiscus Coast have increased in response to deficits. The area is becoming more self sufficient, with surplus school places in Orewa going some way to accommodating the children of the Whangaparaoa Peninsula.

School roll deficits are very pronounced in the Silverdale North, Silverdale South and Dairy Flat-Redvale areas and in Western Rodney generally.

2.2 THE PHYSICAL ENVIRONMENT

2.2.1 General

Physically, Rodney District is a place of contrasts, endowed with many significant natural areas and bush covenant areas (*Map 10*), comprising indigenous forest, scrubland and wetlands, inland and coastal waterways. Almost 90% of the district can be described as rural. Much of this rural area is in agricultural production, including forestry. Significantly:

- large significant natural areas and unspoilt rural countryside lie between the northern urban edges of Waitakere City and North Shore City and the actively developing urban settlements of Kumeu Huapai and the Hibiscus Coast;
- large significant natural areas lie between the Hibiscus Coast and the developing northern urban cluster of Warkworth, Snells Beach, Algies Bay and Matakana; and

- large parts of the district, including the major urban settlements lie close to and drain into the Waitemata Harbour and Kaipara Harbour, Okura, Weiti and Mahurangi estuaries.

Rodney's natural environment is regionally significant in terms of its scale and unique qualities. Rodney District makes up 46% of the Auckland Region by area. In relation to Rodney's coastline the ARC has identified 44 sites as "Coastal Protection Area" and 17 additional "Areas of Significant Conservation Value" The Auckland Regional Policy Statement identifies 41 Significant Natural Heritage Areas. The Department of Conservation administers several "key areas for conservation investment" within the Conservation Management Strategy (1995) including Tiritiri Matangi Island, South Kaipara Head, Lake Ototoa and Atuanui (Mount Auckland).

The coastal nature of large parts of the district makes some areas (*Map 11*) prone to inundation. In some cases urban settlements such as the Hibiscus Coast, Helensville, Parakai Kumeu and Huapai may be affected by inundation.

Map 12 indicates that Rodney District is topographically very diverse. Gentle sloping country in Western Rodney and Northern Rodney is separated by more rugged country in central parts. The rugged high ground of the Dome Forest, the central forest belt between the Kaipara Harbour and the Mahurangi Coast, the Riverhead Forest and the Albany ridge, is broken by four flatter east-west belts. These are between:

- Port Albert and Te Arai;
- Kaipara Flats and Omaha;
- Kaukapakapa, Waitoki and Wainui;
- Kumeu, Dairy Flat and Silverdale.

These areas by their nature, offer the only significant means of cross-district movement and each contain significant arterial routes. The flatter slopes and high degree of accessibility have encouraged a mix of activities including lifestyle residential activity and intensive agricultural production. The northern belt is characterised by large-scale agricultural production. These areas are interspersed by a number of villages and settlements.

The area between Taupaki and Parakai and extending up into South Head offers a fifth significant belt of flatter land, much of which is becoming more intensively used.

Map 13 shows that these flatter belts also contain some of the best (Class 2 and 3) soils in the district.

2.2.2 Development activity

Map 14 shows that levels of both subdivision and building activity in the district declined between 2004 and 2006. Nevertheless, there is no evidence to suggest the slowing of activity will be sustained. In this period, rural subdivision and building activity was intensive in the three mixed-use lifestyle and intensive production belts. Development activity was particularly pronounced along the southern boundary of the district in the southern activity belt between Dairy Flat and Kumeu and also to the west and north of Kumeu.

The urban centres of Warkworth, Snells Beach, Algies Bay, the Hibiscus Coast, Helensville, Waimauku and Kumeu all showed high levels of development activity. Strong holiday or second home building was noted in the Omaha and Leigh areas.

2.3 INFRASTRUCTURE AND COMMUNITY FACILITIES

2.3.1 General

The predominantly rural nature of Rodney District means that, in spite of its strong population growth, infrastructure services networks (with the exception of the roading network) serve only a few, relatively small and isolated localities. This is illustrated by *Map 15*, *Map 16* and *Map 17*, which show respectively the extent of sanitary sewer, water supply and stormwater drainage catchments under the control of the Council.

2.3.2 Wastewater treatment plants

(*Map 15*) There are 10 wastewater treatment plants in the district. All of these treatment plants are located in main centres such as the Hibiscus Coast, Warkworth, Helensville and Wellsford or a limited number of smaller settlements such as Waiwera, and Omaha.

The Council faces various issues relating to its treatment plants including:

- the need for upgrades to deal with growth and or to deal with current level of service issues; and
- the need for providing new wastewater infrastructure in centres or areas where growth is occurring.

A number of treatment plants are currently being upgraded to meet development pressures and consenting requirements. Details of the various issues relating to wastewater treatment are set out in *Section 3*.

2.3.3 Water supply services

(Map 16) There are 6 water supply systems in the district. While major upgrades are underway to ensure the future supply of the Hibiscus Coast, the Council faces major challenges in relation to future supply at:

- Kumeu Huapai, which faces considerable growth pressures but where no major water supply upgrades are programmed;
- Wellsford, where additional supply sources will be needed after 2010;
- Helensville, where quality and security of supply concerns exist and where growth is expected;
- Warkworth and Snells Beach – Algies Bay where major expenditure is required to secure long term supplies.

In addition, the Council faces prospects of providing supplies to areas not already serviced with water supplies but which face considerable growth pressures such as Kaukapakapa and Waimauku. Details of the various issues relating to water supply are set out in [Section 3](#).

2.3.4 Stormwater services

(Map 17) The Council manages stormwater catchment systems in all of the main urban centres and in numerous smaller centres around the district. Issues relate to:

- catchment management planning for large-scale greenfield growth;
- retrofitting stormwater infrastructure in existing urban areas to meet current level of service standards;
- managing development in flood plains and other hazard areas; and
- maintaining stream quality.

Details of the various issues relating to wastewater treatment are set out in [Section 3](#) below.

2.3.5 Rooding

(Map 18) Rodney District is highly dependent on its rooding network for the movement of people and goods and services. Although bus passenger transport and ferry services play a role in the southern part of the district, their influence remains limited.

In addition to the State Highways that provide for north-south movement, the key east west routes play a critical role. These are:

- State Highway 17 between the Hibiscus Coast and Kumeu;
- Kahikatea Flat Road and Wainui Road between Hibiscus Coast and Helensville;

- West Coast Road and Woodcocks Road between Warkworth and State Highway 16 on the Kaipara Harbour;
- Tauhoa Road and Kaipara Flats Road between Tauhoa and Warkworth;
- Matakana Road between Warkworth and Leigh;
- the northern route comprising Run Road, Whangaripo Valley Road and Matakana Valley Road between Tabora and Matakana; and
- Whangaparaoa Road on the Hibiscus Coast.

It is likely that all of these routes will demand on-going safety and capacity improvements over time.

Other key issues facing the Council are:

- the severance of towns and their communities by major through-routes;
- the ability to upgrade and then maintain the many other major and minor rural roads throughout the district, important to the economic and social well-being of the rural communities; and
- the ability to upgrade and increase the capacity of the urban rooding networks including strategic routes.

2.3.6 Community facilities and open space

Map 19 shows the distribution of 28 active recreation reserves in Rodney District vested in the Council. The reserves are widely distributed and are a key element of community sporting and social interaction in both urban and rural areas. The reserves vary in size from small rural sports grounds in places like Tabora, Matakana and Taupaki to the large multi-purpose facilities at places like Victor Eaves Park in Orewa, Rautawhiri Park in Helensville and Centennial Park in Wellsford. As well as the network of Council reserves, there are six regional parks in Rodney District and considerable areas of conservation estate.

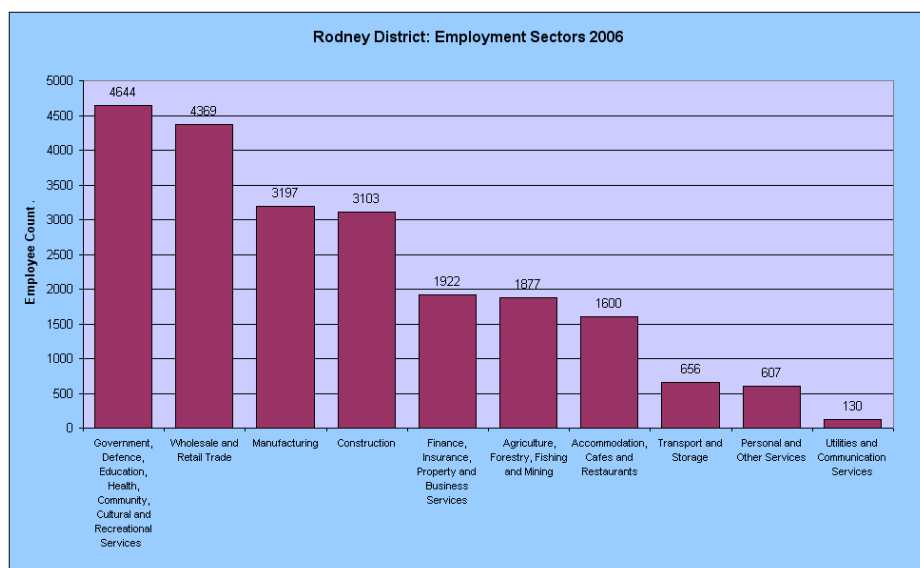
Map 20 shows the location of 26 Council halls distributed across the district and the Council owned leisure centre at Stanmore Bay on the Whangaparaoa Peninsula. In the northern half of the district, the community is likely to be more dependent on halls as centres of social activities. In the southern half of the district, communities have the opportunity to access public and private facilities including those in the adjacent cities and may not require halls for their entertainment. There are 8 libraries and 4 administration offices in Rodney District.

2.4 THE ECONOMY

2.4.1 General

Rodney has a diverse economic base. Data is for 2006 and includes agricultural production employment data. The employment count data does not include self-employed persons or business owners.

The principal employment sectors are government services, the wholesale and retail trade, manufacturing and construction. While it is not one of the principal sectors, the accommodation, café and restaurant sector employs 1,600 people, 7.2% of total employment.

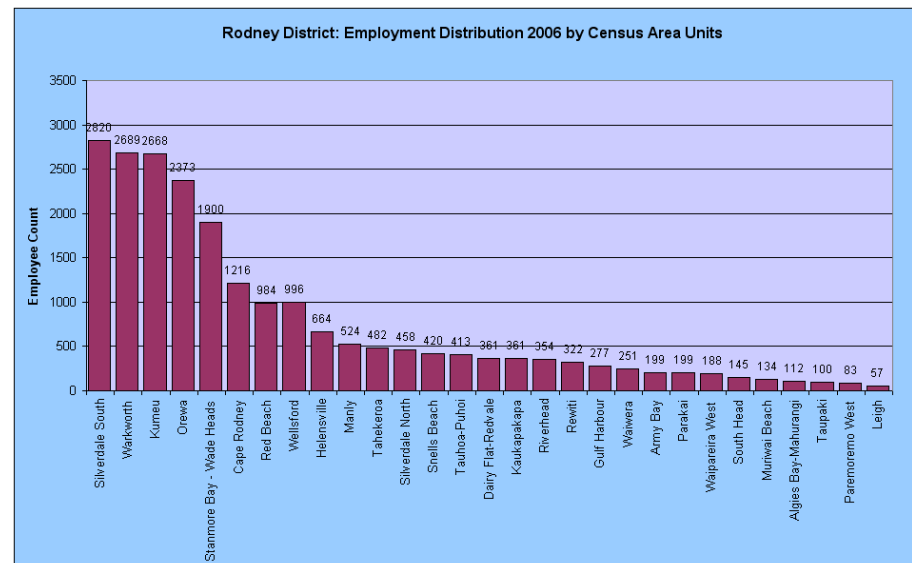


Map 21 shows employment by sector across the district in 2006. It is significant to note:

- the dominance of manufacturing as a sector in the north, in particular the role of Wellsford as a manufacturing town;
- the dominance of manufacturing and construction industries at Silverdale and in the south west, particularly centred on Kumeu;
- the dominance of the retail trade at Warkworth, Orewa and Whangaparaoa;
- the significant role of the accommodation, café and restaurant trade, which accounts for between 6 and 12% of employment in most areas from north to south.

2.4.2 Employment distribution

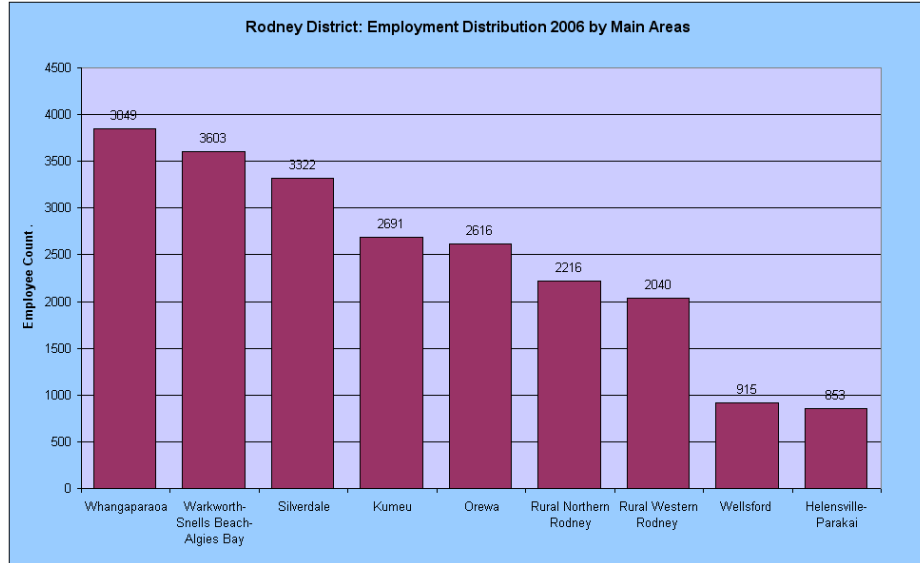
The Silverdale commercial and industrial area has the single largest employment count in the district with over 2,800 employees (12.9% of total district employment). Warkworth and Kumeu CAU's have the second and third largest employment counts. Wellsford, although an important manufacturing and agricultural service centre has relatively low employment when compared to most other main centres.



Grouped by main areas, the Hibiscus Coast (Orewa, Whangaparaoa and Silverdale in combination) accounts for over 44.2% of the total 2006 district employment with 9,787 of 22,105 persons employed. The Whangaparaoa itself, with employment nodes at Red Beach, Stanmore Bay, Whangaparaoa Centre, Manly and Gulf Harbour and with large numbers of home businesses, is the largest employment area.

The Warkworth-Snells Beach area, and Kumeu Huapai are the main employment centres outside the Hibiscus Coast.

Rural Northern Rodney, comprising the large rural production CAU's of Cape Rodney and Tauhoa-Puhoi, accounts for over 2,200 employees and rural Western Rodney just over 2,000 employees.



2.4.3 Business size

Map 22 shows the total numbers of businesses in various parts of Rodney District in 2006. It is significant that in all parts, a large majority of businesses, between 58% (Wellsford) and 79% (the balance of Northern Rodney and Western Rodney outside main urban centres) are small enterprises or companies that do not employ any staff. In 2006, there were 8,228 such businesses. There were almost 2,500 small businesses employing between 1 and 5 people.

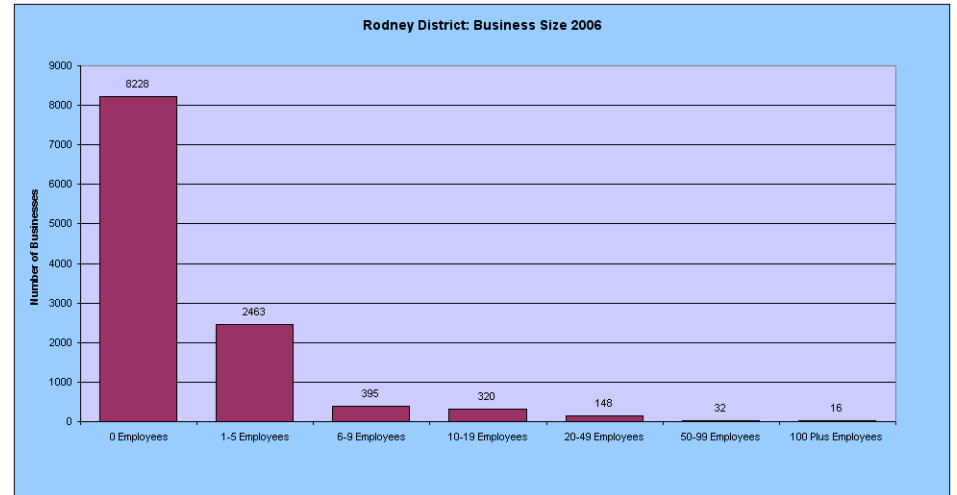
There were only 48 businesses employing more than 50 people of which only 16 employed more than 100 people.

2.4.4 Business land supply

Map 23 shows the total supply of business-zoned land in Rodney District as being 387.54 hectares. A survey of business land in 2005/06 indicated a vacant business land supply of only around 55 hectares, about 14% of total business land area.

The largest areas of industrial land are at Silverdale (88 hectares), Kumeu (42 hectares), Helensville (35.5 hectares) and Warkworth (34 hectares).

While various initiatives are underway that will release further land at Silverdale, such as the Warehouse land at Silverdale North, land on the southern boundary of Silverdale industrial area and the Knowledge Economy Zone, there are currently only around 9 hectares of vacant zoned business land available there.



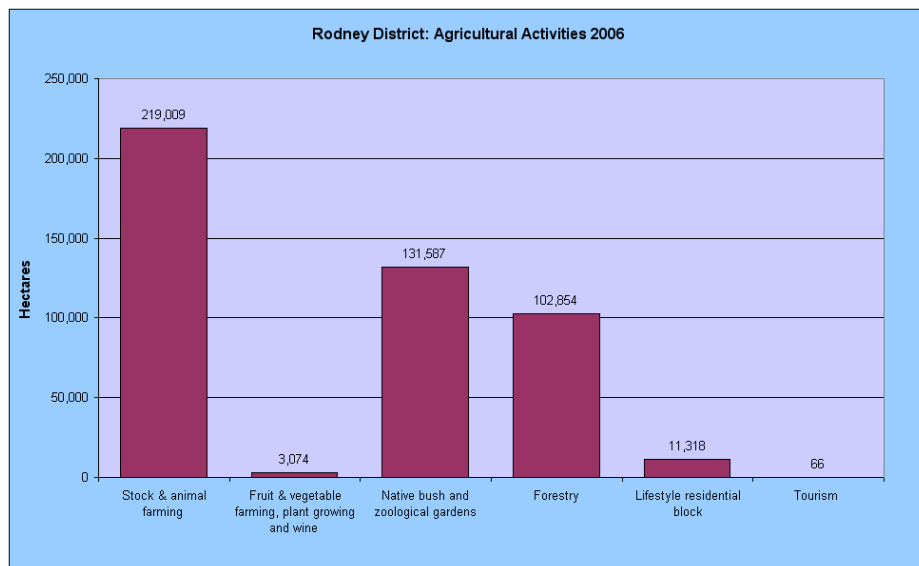
Potential exists at Wellsford and Warkworth for significant additional industrial land release in the future. However the principal concern must remain the ability to release business land in the south west around Kumeu particularly if water supply and wastewater servicing issues are not resolved.

A case may exist for better use of the existing business land stock. The 2005/06 business land survey indicates that over 22% of business zoned sites in Rodney District are in non-business use.

2.4.5 The rural production sector

The 2006 Agribase data (Map 24) shows the dominance of stock and animal farming in rural Rodney District with over 219,000 hectares or 46.8% of land surveyed in the database committed to this sector.

Rural lots in native bush comprise 131,587 hectares or 28.1% of land surveyed and forestry takes up almost 103,000 hectares or 22% of land surveyed.



In spatial terms, other rural production land uses, such as fruit and vegetable farming wine growing and plant production, utilise a relatively small area of only just over 3,000 hectares. *Map 23* shows that these more intensive production activities are concentrated in the flatter rural belts identified in *Map 12* and *Map 13* between:

- Kaipara Flats and Omaha;
- Kaukapakapa, Waitoki and Wainui;
- Kumeu, Dairy Flat and Silverdale; and
- Taupaki and Parakai.

These areas also contain the main concentrations of lifestyle residential activity, which in 2006 was identified as taking up over 11,300 hectares of the rural land surveyed.

3. THE CURRENT STATE OF THE DISTRICT

3.1 HIBISCUS COAST

CAU's – WAIWERA, HATFIELDS BEACH, OREWA, RED BEACH, VIPOND, STANMORE BAY WEST, STANMORE BAY EAST, WADE HEADS, MANLY, ARMY BAY, GULF HARBOUR, GULF HARBOUR MARINA, SILVERDALE NORTH AND SILVERDALE SOUTH

Hibiscus Coast – this is the largest urban settlement in Rodney – home to around 40,000 people. It is made up of 14 Census Area Units, which can be grouped into its three main parts – Orewa, Silverdale and the Whangaparaoa Peninsula. All have quite different functions with the Whangaparaoa having the largest resident population. Orewa is a residential and business hub providing the town centre of the Hibiscus Coast. Silverdale is the main industrial centre. The area is already planned for major residential growth in the next few years. Although the Hibiscus Coast is a distinct urban area, separate from the North Shore, its population has strong links with the North Shore and other parts of greater Auckland for work, services, schooling and sport.

CAU - Waiwera		
Facts	Map	Observations conclusions on current state
Community		
Population - 234 (225 in 2001)	1	Relatively slow growth due to servicing limitations
Median annual personal income - \$24,400 (District – \$26,600, NZ – \$24,400)	4	Retirement destination
Median annual household income - \$46,300 (District – \$56,800, NZ – \$51,400)	4	A mature community with numerous retirees on low and probably fixed incomes
Median age – 50 years (District – 39 years, NZ – 35 years)	2/3	
Unemployment rate – 3%, (District - 2.2%, NZ – 3.4%)	5	Reasonably high unemployment in spite of proximity to Orewa, North Shore and Auckland
Deprivation Score (Year 2001) – 992 (District Index – 4/4)	5	Deprivation index is relatively high when compared to the district reflecting retirement community and some unemployment
Schooling – no local schools	8/9	All children in the CAU are reliant on schools in Orewa
Dwelling occupancy – 2.6 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
25.73 hectares (18.2%) of CAU is in SNA's or covenants	10	Sensitive estuarine environment and inundation issues.
Extensive SNA's or covenants directly adjacent in Mahurangi and Silverdale North CAU's	10	Attractive wooded hillside and coastal setting
Located directly on Waiwera Estuary with potential for inundation	11	
Economy		
45 GU's employing 251 people – (0.4% of district GU's – 1.2% of district employment)	21/22	Limited retail and other services – highly dependent on Orewa and beyond for services and for work
54 out of 99 (54.5%) working persons travel to work outside Rodney District	7	Vibrant resort and related "wellbeing" industry. High employment for a small number of GU's
No urban business land zonings – No vacant business land	23	Limited potential for business growth other than that associated with resort expansion
Limited agricultural holdings	24	
Infrastructure and development		
120 out of 261 dwellings are occupied (54% vacancy) (District 15.85%)	6	High proportion of holiday homes. Although close to Orewa and in commuting distance of North Shore and Auckland, Waiwera maintains a resort feel
Waiwera wastewater treatment plant located upstream of village – is nearing its capacity	16	Wastewater limitations are preventing any further large scale development
Waiwera village connected to Hibiscus Coast water supply network	17	
Located on State Highway 1	18	By 2009, Waiwera will be bypassed by motorway, improving amenity but the village will still be highly accessible
No major Council public reserve facilities in the village - Hibiscus Coast facilities and Wenderholm Regional Park nearby	19/20	Hot pool facilities draw tourists and visitors
Waiwera is situated in a part of the District of high rural and urban development activity	14	Major new apartment, hotel and retirement developments proposed

<i>CAU – Hatfields Beach</i>		
<i>Facts</i>	<i>Map</i>	<i>Observations conclusions on current state</i>
Community		
<i>Population - 1191 (1119 in 2001)</i>	1	<i>Slow population growth with no significant new development taking place</i>
<i>Median annual personal income - \$28,000 (District – \$26,600, NZ – \$24,400)</i>	4	<i>Personal and household incomes are similar to district averages but above national averages</i>
<i>Median annual household income - \$57,200 (District – \$56,800, NZ – \$51,400)</i>	4	
<i>Median age – 36 years (District – 39 years, NZ – 35 years)</i>	2/3	<i>Community slightly younger than the district community as a whole</i>
<i>Unemployment rate – 2.7%, (District - 2.2%, NZ – 3.4%)</i>	5	<i>Relatively high unemployment and deprivation indices when compared to the district</i>
<i>Deprivation Score (Year 2001) – 973 (District Index 3/4)</i>	5	
<i>Schooling – no local schools in the CAU</i>	8/9	<i>Hatfields Beach is dependent on Orewa and other centres for schooling, other community services, retail services and employment</i>
<i>Dwelling occupancy – 2.7 persons per dwelling (District 2.7, NZ – 2.7)</i>	6	
Natural environment		
<i>21.3 hectares (23.4 %) of CAU is in SNA's or covenants</i>	10	<i>Large SNA and scenic reserve areas on the Hatfield ridge which dominates Orewa</i>
<i>Large SNA's and covenants in the adjacent Silverdale North CAU</i>	10	
<i>Drains into sensitive estuaries to the north and south</i>	11	
Economy		
<i>89 GU's employing 15 people – (0.8% of district GU's – 0.1% of district employment)</i>	21/22	<i>Hatfields Beach is a purely residential dormitory settlement</i>
<i>315 out of 585 (53.8%) working persons travel to work outside Rodney District</i>	7	<i>It offers little or no employment with GU's likely to comprise mainly home businesses</i>
<i>No urban business land zonings</i>	23	
<i>Limited agricultural holdings</i>	24	
Infrastructure and development		
<i>438 out of 477 dwellings are occupied (8.2% vacancy) (District 15.85%)</i>	6	<i>Low dwelling vacancy indicating strong demand for housing</i>
<i>Connects to the Hibiscus Coast wastewater treatment plant</i>	15	<i>This CAU is highly accessible with no significant servicing limitations. Some relatively limited future development potential will be taken up</i>
<i>Connects to the Hibiscus Coast water supply network</i>	16	<i>In close proximity to all major services</i>
<i>Located on State Highway 1</i>	18	<i>Increasingly attractive and desirable location</i>
<i>Alice Eaves Scenic Reserve located in this CAU. Hatfields Beach reserve and facilities nearby.</i>	19/20	<i>Elevated coastal environment and bush settings, high levels of amenity in reserves</i>
	14	

CAU - Orewa		
Facts	Map	Observations conclusions on current state
Community		
Population - 7326 (5634 in 2001)	1	Orewa is growing strongly and steadily
Median annual personal income - \$20,700 (District - \$26,600, NZ - \$24,400)	4	
Median annual household income - \$36,900 (District - \$56,800, NZ - \$51,400)	4	Community has strong links with North Shore and Auckland - for schooling, work, shopping, entertainment and sport
Median age - 51 years (District - 39 years, NZ - 35 years)	2/3	While undergoing a change in demographic character, Orewa is still predominantly a retirement community with median age still well above district and national averages
Unemployment rate - 2.2% (District - 2.2%, NZ - 3.4%)	5	
Deprivation Score (Year 2001) - 1002 (District Index -4/4)	5	Orewa shows high age/high deprivation indices. There continue to be affordability and deprivation issues - especially with the elderly
Schooling - 2 local primary schools and 1 high school, providing 2313 places	8/9	Orewa is an important educational precinct with growing school rolls - expansion and relocation of schools. It is recognised as serving a wider student catchment
Dwelling occupancy - 2.2 persons per dwelling (District 2.7, NZ - 2.7)	6	Lower than district dwelling occupancy reflects the retirement community
Natural environment		
1.59 hectares of CAU is in SNA's or covenants	10	The low lying nature of much of Orewa makes inundation an ongoing concern
Extensive SNA's or covenants in the adjacent Silverdale North CAU	10	Orewa is in a sensitive coastal and estuarine environment
Located directly on Orewa Estuary - Inundation issues	11	
Economy		
648 GU's employing 2373 people - (5.6% of district GU's - 10.9% of district employment)	21/22	Orewa is one of the district's principal employment centres, the fourth largest in terms of employment
Dominant employment sectors - retail trade, government administration & defence, and property & business services	21	It is the seat of local government services. Educational, retail, medical and professional service businesses predominate
1563 out of 2910 (53.7%) working persons travel to work outside Rodney District	7	Orewa has a specialised commercial and retail sector and a growing hospitality industry
12.33 hectares business land zonings, 3.2% of district total	23	It is a seaside town with increasing "life" and vibrancy, a summertime and weekend tourist and visitor destination
Infrastructure and development		
3294 out of 3825 dwellings are occupied (13.9% vacancy) (District 15.85%)	6	Vacancy rates indicate remnant numbers of holiday or second homes in Orewa
Serviced by Army Bay wastewater treatment plant	15	Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced
Serviced by Hibiscus Coast water supply network	16	
Orewa has potential inundation issues	16	Flat, low lying nature of Orewa in a sensitive coastal and estuarine environment raises inundation, stormwater ponding and discharge issues
Located on State Highway 1	18	State Highway 1 bypass offers prospects for a calming of Orewa and better links between town and sea. Public transport provides access to North Shore and Auckland.
Major public reserve facilities - Victor Eaves, Orewa Reserve, Western Reserve and numerous local facilities	19/20	Orewa is well served with reserve facilities which also provide for a wide catchment population
An active development area	14	There are prospects for considerable further medium and high density residential development

CAU – Red Beach		
Facts	Map	Observations conclusions on current state
Community		
Population – 6318 (5658 in 2001)	1	Growing population numbers in new development areas west of HBC Highway
Median annual personal income - \$26,700 (District – \$26,600, NZ – \$24,400)	4	Personal and household median incomes reflect district averages
Median annual household income - \$56,200 (District – \$56,800, NZ – \$51,400)	4	
Median age – 43 years (District – 39 years, NZ – 35 years)	2/3	Median age is 4 years above district median. Red Beach is still a popular retirement area
Unemployment rate – 1.7%, (District - 2.2%, NZ – 3.4%)	5	Low unemployment
Deprivation Score (Year 2001) – 954 (District Index – 2/4)	5	Relatively low deprivation index considering the high median age
Schooling – 2 local primary schools and one high school.	8/9	Increasing numbers of younger families are moving into the area, as indicated by average dwelling occupancy (2.6) higher than Orewa (2.2)
Dwelling occupancy – 2.6 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
Some inundation issues along coastal area in Red Beach	11	
Economy		
487 GU's employing 984 people –(4.2% of district GU's – 4.5% of district employment)	21/22	A significant employment centre in district terms. Ranks 7 th in employment numbers
Dominant employment sectors - health & community services, education and retail trade	21	The area has retirement homes, hospital and health care facilities and is a focus for education with new schools establishing in the area west of HBC Highway
1746 out of 3138 (55.6%) working persons travel to work outside Rodney District	7	In spite of employment opportunities in the area, a high proportion of people commute out-of-district to work each day
1.08 hectares business land zonings - 0.3% of district total	23	
Infrastructure and development		
2433 out of 2622 dwellings are occupied (7.2% vacancy) (District 15.85%)	6	Low vacancy indicates strong demand for housing in this popular highly accessible CAU
Serviced by Army Bay wastewater treatment plant	15	Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced
Serviced by Hibiscus Coast water supply network	16	Orewa wastewater oxidation ponds are to be decommissioned
Proposed Metropolitan Park sports ground falls within Red Beach CAU	18	As well as existing reserves in the CAU, proposed Metro Park will be a signature active recreation facility in the future
Located on State Highway 1 (HBC Highway)	19/20	
Red Beach is an active development area	14	Subdivision and residential development continues west of HBC Highway, a part of the Silverdale North development area

CAU - Vipond		
Facts	Map	Observations conclusions on current state
Community		
Population – 2469 (1881 in 2001)	1	Lying between Red Beach and Stanmore Bay CAU's, Vipond CAU continues to grow
Median annual personal income - \$27,200 (District – \$26,600, NZ – \$24,400)	4	Personal incomes reflect district averages but median household income is \$2000 below district median and that of neighbouring Red Beach
Median annual household income - \$54,200 (District – \$56,800, NZ – \$51,400)	4	
Median age – 36 years (District – 39 years, NZ – 35 years)	2/3	Median age is 3 years below district median, indicating a high proportion of younger families
Unemployment rate – 2.1%, (District - 2.2%, NZ – 3.4%)	5	
Deprivation Score (Year 2001) – (District Index 3/4)	5	Unemployment is low but the deprivation index is relatively high, reflecting younger working families on limited means
Schooling – no schools in the CAU but there are 7 schools in the nearby CAU's providing approximately 4700 places	8/9	The area is well located in relation to schools with Red Beach School and Stanmore Bay School nearby
Dwelling occupancy – 2.5 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
15.51 hectares (10.3%) of CAU is in SNA's or covenants	10	Large parts of the CAU drain into the sensitive Weiti Estuary
Economy		
Vipond CAU contains the cement works industrial land zonings	23	GU and employment data is included in Wade Heads CAU employment data, which combines all Vipond, Stanmore Bay West, Stanmore Bay East and Wade Heads (Whangaparaoa industrial and town centre) data. In combination these CAU's are a significant employment node in the District (almost 8% of district GU's)
657 out of 1164 (56.4%) working persons travel to work outside Rodney District	7	Vipond CAU is a mainly residential dormitory settlement offering little local employment opportunity. A high proportion of people commute out-of-district to work each day
Infrastructure and development		
969 out of 1059 dwellings are occupied (8.5% vacancy) (District 15.85%)	6	Low vacancy rates indicate strong housing demand
Serviced by Army Bay wastewater treatment plant	15	Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced. Parts of the CAU are outside the water supply service area with homes on private supplies
Serviced by Hibiscus Coast water supply network	16	It is highly accessible
Located on Whangaparaoa Road	18	Whangaparaoa Road was recently upgraded and the CAU will be in the vicinity of Penlink
No major Council reserves in the CAU. Contains local reserves	19/20	While no major reserves in the CAU itself, residents are in close proximity to all major recreation facilities on the Hibiscus Coast
An active development area	14	The CAU is actively developing and has further residential development potential

CAU – Stanmore Bay West		
Facts	Map	Observations conclusions on current state
Community		
Population - 2625 (2463 in 2001)	1	The CAU continues to grow steadily
Median annual personal income - \$27,900 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes slightly higher than district and higher than adjacent Vipond CAU
Median annual household income - \$57,500 (District – \$56,800, NZ – \$51,400)	4	
Median age – 34 years (District – 39 years, NZ – 35 years)	2/3	Median age is 5 years below district median, indicating a high proportion of younger families
Unemployment rate – 2.8%, (District - 2.2%, NZ – 3.4%)	5	Unemployment rate, while nationally low, is higher than district rate
Deprivation Score (Year 2001) – 968 (District Index – 3/4)	5	Deprivation index is relatively high. The indications are of a young community, with some unemployment and on relatively limited means
Schooling – 1 local primary school	8/9	The area is well located in relation to schools with Stanmore Bay School in the CAU and the Whangaparaoa College precinct nearby
Dwelling occupancy – 2.9 persons per dwelling (District 2.7, NZ – 2.7)	6	Highest dwelling occupancy on the Peninsula with low median age supports indication of high proportion of larger family households
Natural environment		
No inundation issues	11	
Economy		
CAU contains mixed business zonings at Beverley Road	23	GU and employment data is included in Wade Heads CAU employment data, which combines all Vipond, Stanmore Bay West, Stanmore Bay East and Wade Heads (Whangaparaoa industrial and town centre) data. In combination these CAU's are a significant employment node in the District (almost 8% of district GU's)
744 out of 1335 (55.7%) working persons travel to work outside Rodney District	7	This is mainly a residential CAU and lack of local employment means there is still significant out-of-area and out-of-district employment "flight"
Infrastructure and development		
912 out of 969 dwellings are occupied (5.9% vacancy) (District 15.85%)	6	Very low vacancy rates indicate good dwelling demand in this accessible area close to all amenities
Serviced by Army Bay wastewater treatment plant	15	Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced
Serviced by Hibiscus Coast water supply network	16	The CAU is very accessible
Located on Whangaparaoa Road	18	Whangaparaoa Road was recently upgraded and the CAU will be in the vicinity of Penlink
Contains beachfront reserves and local reserves	19/20	While no major reserves in the CAU, residents are in close proximity to all major recreation facilities on the Hibiscus Coast
An active development area	14	The CAU is actively developing and has further residential development potential.

CAU – Stanmore Bay East		
Facts	Map	Observations conclusions on current state
Community		
Population - 2388 (2139 in 2001)	1	The CAU continues to grow steadily
Median annual personal income - \$25,800 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes lower than district median and are the lowest on the Whangaparaoa Peninsula
Median annual household income - \$53,200 (District – \$56,800, NZ – \$51,400)	4	
Median age – 36 years (District – 39 years, NZ – 35 years)	2/3	Reasonably high dwelling occupancy and a high deprivation index. Median age 3 years below district median.
Unemployment rate – 2.5% (District - 2.2%, NZ – 3.4%)	5	Indicates significant proportion of larger (family with children) households on limited means
Deprivation Score (Year 2001) – 968 (District Index – 3/4)	5	
Schooling – Whangaparaoa College and adjacent intermediate school lie in this CAU	8/9	The CAU, since the establishment of Whangaparaoa College has developed as a significant education precinct
Dwelling occupancy – 2.6 persons per dwelling (District 2.7, NZ – 2.7)	6	No primary schools in the CAU but in adjacent CAU's Manly and Stanmore Bay West
Natural environment		
Inundation issues along coastal edge	11	
Economy		
No major business zonings in the CAU but it is becoming a major education precinct	23	GU and employment data is included in Wade Heads CAU employment data, which combines all Vipond, Stanmore Bay West, Stanmore Bay East and Wade Heads (Whangaparaoa industrial and town centre) data. In combination these CAU's are a significant employment node in the District (almost 8% of district GU's)
621 out of 1167 (53.2%) working persons travel to work outside Rodney District	7	This is mainly a residential CAU and lack of local employment means there is still significant out-of-area and out-of-district employment "flight"
Infrastructure and development		
903 out of 1026 dwellings are occupied (12% vacancy) (District 15.85%)	6	Comparatively high dwelling vacancy rates. May indicate remnant stock of holiday (second) homes
Serviced by Army Bay wastewater treatment plant	15	Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced. Parts of the CAU are outside the water supply service area with homes on private supplies
Serviced by Hibiscus Coast water supply network	16	The CAU is very accessible
Located on Whangaparaoa Road	18	Whangaparaoa Road was recently upgraded and the CAU will be in the vicinity of Penlink
Contains beachfront reserves and local reserves including signature Stanmore Bay Reserve and Leisure Centre	19/20	Residents are in close proximity to all major recreation facilities including Leisure Centre located in this CAU, library, major retail facilities and medical services nearby
Active development area	14	The CAU continues to develop and has capacity for further development

CAU – Wade Heads		
Facts	Map	Observations conclusions on current state
Community		
Population - 2688 (2334 in 2001)	1	<p>This large CAU includes the ridge above Weiti Estuary, Wade Heads area, Whangaparaoa mixed business area (Karepiro), Whangaparaoa Centre and Arkles Bay</p> <p>Median personal and household incomes similar to Stanmore Bay West, higher than district, Stanmore Bay East and Vipond</p> <p>Median age is higher than other central parts of the Peninsula but dwelling occupancy is high at 2.7 ppd. May indicate numbers of slightly older families with teenagers</p> <p>Deprivation index relatively high</p> <p>Schools in the nearby CAU's provide over 4700 places</p>
Median annual personal income - \$27,000 (District – \$26,600, NZ – \$24,400)	4	
Median annual household income - \$59,000 (District – \$56,800, NZ – \$51,400)	4	
Median age – 38 years (District – 39 years, NZ – 35 years)	2/3	
Unemployment rate – 2.7%, (District - 2.2%, NZ – 3.4%)	5	
Deprivation Score (Year 2001) – 969 (District Index – 3/4)	5	
Schooling – no local schools in the CAU	8/9	
Dwelling occupancy – 2.7 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
104.34 hectares (28.2%) of CAU is in SNA's or covenants	10	<p>Large parts of the CAU drain into the Weiti Estuary and it contains large tracts of SNA's and bush covenants</p> <p>Highly attractive coastal and natural environment</p>
Significant SNA's towards the southern part of the CAU along the Weiti Estuary	10	
Some inundation issues in coastal area in Wade Heads mainly at Arkles Bay	11	
Economy		
885 GU's Vipond, Stanmore Bay West, Stanmore Bay East and Wade Heads (Whangaparaoa industrial and town centre) CAU's in combination. They employ 1900 people – (7.7% of district GU's – 8.7% of district employment)	21/22	<p>GU and employment data includes all Vipond, Stanmore Bay West, and Stanmore Bay East data. In combination these CAU's are a significant employment node in the District (almost 9% of district employment) Ranks as 5th largest employment centre</p> <p>Wade Heads CAU with Whangaparaoa mixed business zonings and town centre retail zoning, are the largest zonings on the Whangaparaoa</p> <p>However, lack of local employment in relation to resident population numbers means there is still significant out-of-area and out-of-district employment "flight"</p>
Dominant employment sectors are government, education, health and community services, retail and wholesale trade, construction. Accommodation, cafes and restaurants sector also significant	21	
Contains the bulk of business land zonings in the Vipond, Stanmore Bay, Wade Heads CAU's - 38 hectares business land zonings 9.8% (almost 10%) of district total	23	
771 out of 1365 (56.5%) working persons in the CAU travel to work outside Rodney District	7	
Infrastructure and development		
984 out of 1113 dwellings are occupied (11.6% vacancy) (District 15.85%)	6	<p>Comparatively high dwelling vacancy rates. May indicate remnant stock of holiday (second) homes</p> <p>Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced. However large parts of the CAU are outside the sewer and water supply service areas</p> <p>The CAU is very accessible</p> <p>Whangaparaoa Road was recently upgraded and the CAU will be in the vicinity of Penlink</p> <p>Residents are in close proximity to all major recreation facilities including library, major retail facilities and medical services located in this CAU, and other facilities nearby</p> <p>The CAU continues to develop with both residential and commercial activities and has capacity for considerable further development</p>
Serviced by Army Bay wastewater treatment plant	15	
Serviced by Hibiscus Coast water supply network	16	
Located on Whangaparaoa Road	18	
Contains waterfront reserves and local reserves. Whangaparaoa Library falls in this CAU	19/20	
An active development area	14	

CAU - Manly		
Facts	Map	Observations conclusions on current state
Community		
Population - 6123 (5712 in 2001)	1	The population is growing steadily
Median annual personal income - \$26,400 (District - \$26,600, NZ - \$24,400)	4	Second lowest household incomes on Peninsula after Stanmore Bay East - possibly indicating retiree families or families on limited means
Median annual household income - \$52,000 (District - \$56,800, NZ - \$51,400)	4	
Median age - 42 years (District - 39 years, NZ - 35 years)	2/3	Displays a significantly higher median age than Stanmore Bay, Vipond and Wade Head areas
Unemployment rate - 2.4%, (District - 2.2%, NZ - 3.4%)	5	Unemployment slightly high and similar to Stanmore Bay East
Deprivation Score (Year 2001) - 968 (District Index - 3/4)	5	Deprivation index is relatively high
Schooling - Whangaparaoa Primary School located in this CAU	8/9	Easy access to local primary school and intermediate and secondary schools nearby
Dwelling occupancy - 2.5 persons per dwelling (District 2.7, NZ - 2.7)	6	Dwelling occupancy is below district mean and other central Peninsula CAU's but still quite high. May indicate mix of families with children and a reasonably substantial retirement community
Natural environment		
Inundation issues affect coastal edges of the CAU	11	
Economy		
535 GU's employing 524 people - (4.6% of district GU's - 2.4% of district employment)	21/22	This is a small yet significant CAU in terms of numbers of GU's, in spite of its predominantly residential nature
Dominant employment sectors - property & business services and construction, accommodation, cafes and restaurants	21	GU and employment numbers indicate predominantly small businesses with no or few employees
1497 out of 2838 (53%) working persons travel to work outside Rodney District	7	However, it is not self-sustaining in terms of employment and a large proportion of working people travel outside the CAU and the district to work
0.92 hectares business land zonings (0.002% of district total)	23	Manly shopping centre serves a wide catchment for convenience goods, entertainment and some essential services
No agricultural holdings	24	
Infrastructure and development		
2422 out of 2862 dwellings are occupied (14.7% vacancy) (District 15.85%)	6	Dwelling vacancies are higher than any CAU to the west, showing increased proportion of holiday homes and lower dwelling demand due to distance
Serviced by Army Bay wastewater treatment plant	15	Utility services are good with major water supply and wastewater upgrades for the HBC, well advanced.
Serviced by Hibiscus Coast water supply network	16	Parts of the CAU are outside the water supply service area with homes on private supplies
Located on Whangaparaoa Road	18	Accessible on Whangaparaoa Road but distance from places of work and services may be an issue - time spent travelling, increased vehicular usage
Contains waterfront reserves, Manly Park, Edith Hopper Reserve and numerous local reserves	19/20	A high amenity CAU in terms of reserves
An active development area	14	Manly CAU still has residential infill capacity

CAU – Army Bay		
Facts	Map	Observations conclusions on current state
Community		
Population - 3357 (2391 in 2001)	1	Army Bay has gained almost 1000 new residents since 2001. Probably a mix of new development, take up of vacant holiday homes by permanent residents and natural population growth
Median annual personal income - \$29,300 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes are both above district medians
Median annual household income - \$66,000 (District – \$56,800, NZ – \$51,400)	4	Median household income is more than twice median personal income (coupled with high dwelling occupancy) indicates income from multiple earners
Median age – 37 years (District – 39 years, NZ – 35 years)	2/3	Relatively young population and large dwelling occupancy indicates higher proportion of families with children – lower proportion of older, smaller retiree families
Unemployment rate – 2.8%, (District - 2.2%, NZ – 3.4%)	5	Unemployment rate is low in national terms but higher than district. May indicate a portion of population unable to access work for reasons of distance
Deprivation Score (Year 2001) – 933 (District Index – 2/4)	5	Relatively low deprivation index, coupled with higher median incomes indicates a relatively well off community
Schooling – one local primary school providing 654 places	8/9	Gulf Harbour Primary School has large roles due to local demands and wish for children to attend primary school close to home. All intermediate and secondary pupils commute out of the CAU daily – some out-of-district
Dwelling occupancy – 2.8 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
34.91 hectares (3.3%) of CAU is in SNA's or covenants-most falling in Shakespeare Regional Park	10	This CAU is in a pristine coastal environment, most urban development draining south into Gulf Harbour or Okoromai Bay
The southern coastal area of the CAU is affected by inundation issues	11	Parts of Shakespeare Park are important natural environments and habitats
Economy		
244 GU's employing 199 people – (2.1% of district GU's – 0.9% of district employment)	21/22	High GU to employee ratio and absence of business development indicates high incidence of small (probably home based) businesses with no or few employees
840 out of 1575 (53%) working persons travel to work outside Rodney District	7	Most people must commute out of the CAU daily, over 50% of them travelling long distances out-of-district
No business land zonings	23	Some residents commute by ferry to Auckland
407 hectares of agricultural holdings (Shakespeare Regional Park)	24	
Infrastructure and development		
1188 out of 1374 dwellings are occupied (13.5% vacancy) (District 15.85%)	6	Still relatively high dwelling vacancy indicating remaining proportion of holiday homes or lower dwelling demand due to distance. Nevertheless subdivision and development of remaining zoned land continues
Serviced by Army Bay wastewater treatment plant, which is located in this CAU	15	Large tracts of undeveloped land on northern cliff tops at Hobbs. Current landscape protection zoning may be challenged in the long term
Serviced by Hibiscus Coast water supply network. Some parts still on private supplies	16	Servicing is not a major limitation even though some parts not serviced with water
Located on Whangaparaoa Road	18	Accessible but community must travel long distances to major places of employment, schooling and services. Accessible by ferry to Auckland.
Contains waterfront reserves, Army Bay and Fisherman's Rock and local reserves (Everard Reserve). The CAU includes Shakespeare Regional Park and Whangaparaoa Golf Course	19/20	High levels of recreational amenity although residents must travel to access higher order recreational facilities (leisure centre, libraries, sports facilities)
Active subdivision and development area	14	Recent new subdivisions are filling steadily. More land available for infill

CAU – Gulf Harbour		
Facts	Map	Observations conclusions on current state
Community		
Population – 1899 (888 in 2001)	1	Gulf Harbour has gained over 1000 new residents since 2001, mainly through filling of new developments
Median annual personal income - \$30,900 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes are both well above district medians
Median annual household income - \$70,800 (District – \$56,800, NZ – \$51,400)	4	
Median age – 39 years (District – 39 years, NZ – 35 years)	2/3	Higher incomes are in spite of a relatively high median age – indicating older working persons or higher earning retirees. Possibly also high proportion of multiple earner households
Unemployment rate – 2.4%, (District - 2.2%, NZ – 3.4%)	5	Unemployment rate is low in national terms but slightly higher than district. May indicate a portion of population unable or unwilling to access work for reasons of distance
Deprivation Score (Year 2001) – 925 (District Index 1/4)	5	Very low deprivation index, coupled with higher median incomes indicates a relatively well off community
Schooling – one local private high school (Wentworth College) 240 places	8/9	Gulf Harbour primary school in Army Bay CAU provides for some local primary school demands but most intermediate and secondary pupils commute out of the CAU daily. Wentworth College serves some local children but mainly serves a much wider catchment
Dwelling occupancy – 2.6 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
2.4 hectares (0.6%) of CAU is in covenants/ SNA's – mainly in the Hobbs valley	10	This CAU is in a pristine coastal environment, most urban development draining into Gulf Harbour
Central part of CAU is affected by inundation issues	11	Gulf Harbour development has a comprehensive stormwater drainage system – minimising discharges to the coast
Economy		
206 GU's employing 277 people – (1.8% of district GU's – 1.3% of district employment)	21/22	High GU to employee ratio indicates high incidence of small (probably home based) businesses. Some larger businesses around Gulf Harbour Marina
Dominant employment sectors - manufacturing, cultural & recreational services, and property & business services	21	Manufacturing and business activities centred on Gulf Harbour Marina
486 out of 963 (50%) working persons travel to work outside Rodney District	7	Most people must commute out of the CAU daily, 50% of them travelling long distances out-of-district
No business land zonings but Gulf Harbour Activity Area provides for business use	23	Some residents commute by ferry to Auckland
404 hectares of agricultural holdings – mainly in Hobbs valley	24	Agricultural holdings - mainly lifestyle lots with economically insignificant production
Infrastructure and development		
729 out of 933 dwellings are occupied (21.9% vacancy) (District 15.85%)	6	High vacancy rates indicate the high proportion of holiday homes or lower dwelling demand due to distance
Serviced by Army Bay wastewater treatment plant	15	Subdivision and development of remaining zoned land continues. Wastewater servicing is not a limitation and major development plans for Gulf Harbour are progressing
Serviced by Hibiscus Coast water supply network. Some parts (Hobbs) still on private supplies	16	Water supply servicing is not a limitation. Only Hobbs Valley not serviced with water
Located on Whangaparaoa Road	18	Accessible but community must travel long distances to major places of employment, schooling and services. Accessible by ferry to Auckland.
Contains major reserve holdings, including Gulf Harbour Recreation Reserve (sports), waterfront reserves. Gulf Harbour Golf Course is located here	19/20	High levels of recreational amenity although residents must travel to access higher order recreational facilities (leisure centre, libraries, sports facilities)
Active development area capable of accommodating 3480 dwellings (2006 – had only 1380 dwellings)	14	Considerable further development potential – less than half of allowable residential capacity has been developed

<i>CAU – Gulf Harbour Marina</i>		
<i>Facts</i>	<i>Map</i>	<i>Observations conclusions on current state</i>
<i>Community</i>		
<i>Population – 15 (12 in 2001)</i>	1	<i>CAU comprises mainly the water surface of Gulf Harbour Marina Small resident population makes analysis of demographic statistics insignificant</i>
<i>Deprivation Score (Year 2001) – 925 (District Index 1/4)</i>	5	
<i>No schools in this CAU</i>	7/8	
<i>Dwelling occupancy – 1.0 persons per dwelling (District 2.7, NZ – 2.7)</i>	6	
<i>Economy</i>		
<i>No employment data</i>	21/22	
<i>6 out of 6 (all) working persons living in the marina travel to work outside Rodney District</i>	7	
<i>No business land zonings</i>	23	
<i>No agricultural holdings</i>	24	
<i>Infrastructure and development</i>		
<i>15 out of 18 dwellings are occupied (16.7% vacancy) (District 15.85%)</i>	6	
<i>Serviced by Army Bay wastewater treatment plant</i>	15	
<i>Serviced by Hibiscus Coast water supply network</i>	16	
<i>Easy access to Whangaparaoa Road. The CAU is the terminal for the Gulf Harbour – Auckland Ferry</i>	18	
<i>No public reserves within the CAU itself</i>	19/20	

<i>CAU – Silverdale North (Includes part of Silverdale North greenfield area and large tracts of rural land on either side of northern motorway from Wilks Road to Waiwera River. Includes Orewa West Structure Plan area)</i>		
Facts	Map	Observations conclusions on current state
Community		
Population - 1011 (915 in 2001)	1	Population has grown slightly, in that part of the CAU lying in Orewa West Structure Plan area and the rural parts. Still largely a rural population with urban development only occurring in the fringes
Median annual personal income - \$29,500 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes are both well above district medians
Median annual household income - \$67,300 (District – \$56,800, NZ – \$51,400)	4	High household incomes (more than double mean personal incomes) indicates multiple earner households, this indication supported by higher than district dwelling occupancy
Median age – 37 years (District – 39 years, NZ – 35 years)	2/3	High incomes, median age (2 years below district median) and low deprivation index indicates a young community on reasonable means
Unemployment rate – 2.4%, (District - 2.2%, NZ – 3.4%)	5	Unemployment is nevertheless slightly higher than district mean
Deprivation Score (Year 2001) – 920 (District Index – 1/4)	5	
Schooling – CAU contains one state primary school and two small private primary schools, in combination providing 320 places	8/9	Silverdale Primary school is relocating from Silverdale South CAU into this CAU. The three primary schools presently in the CAU serve the mainly rural population east of Hibiscus Coast
Dwelling occupancy – 2.8 persons per dwelling (District 2.7, NZ – 2.7)	6	High dwelling occupancy typical of rural areas indicates larger families with children - less small retirement households
Natural environment		
914.32 hectares (23.4%) of CAU is in SNA's or covenants	10	Contains large tracts of SNA's and bush covenants in the area west of Orewa
The CAU drains into the Orewa, Otanerua and Waiwera Estuaries. Some inundation issues along the estuaries	11	This CAU, although set for major urban development, drains into three important estuaries. Major catchment management issues arise
Economy		
233 GU's employing 458 people – (2.0% of district GU's – 2.1% of district employment)	21/22	Silverdale North CAU is not a significant employment area. Will be mainly residential in future
Dominant employment sectors - government, education, health, community, cultural & recreational services and retail trade	21	Includes a number of schools and recreational activities. Includes SnoPlanet and adjacent recreational attractions. Includes the 'Plant Barn' business node
276 out of 549(50%) working persons travel to work outside Rodney District	7	Proximity to North Shore and Auckland (in spite of local employment opportunities of Hibiscus Coast) means that high proportion of workers go out-of-district to work
No business land zonings	23	Adjacent Silverdale South CAU has most 'live' business zonings but this CAU includes the Knowledge Economy Zone, a future urban zone intended for future business use.
3164 hectares agricultural holdings	24	This is a large CAU still containing large tracts of agricultural land, mainly east of the motorway
Infrastructure and development		
357 out of 378 dwellings are occupied (5.6% vacancy) (District 15.85%)	6	Low vacancy – strong demand for a limited housing stock. Residential component is mainly rural at present but some urban development now occurring in the CAU as Hibiscus Coast greenfield development extends westward
Urban parts of the CAU can be serviced by Army Bay wastewater treatment plant	15	Silverdale North has major residential development potential in the Silverdale North and Orewa West Structure Plan areas.
Urban parts of the CAU can be serviced by Hibiscus Coast water supply network. Most rural parts on private supplies	16	It will be the focus of greenfield development for the next 10-15 years. All services are planned and in most cases implemented ready for development
Accessible from Northern Motorway, Grande Drive, Hibiscus Coast Highway and Whangaparaoa Road	18	Highly accessible. Some local issues about accessibility onto motorways and major arterials
Contains the passive component of the proposed Metro Park recreation complex	19/20	Future residents will enjoy high levels of recreational amenity of the Hibiscus Coast
Already an active subdivision and development area	14	This CAU is the single largest in terms of future urban development potential of the Hibiscus Coast

CAU – Silverdale South (Includes Silverdale urban commercial and industrial area, Stillwater village and Weiti Forest)		
Facts	Map	Observations conclusions on current state
Community		
Population - 2070 (1611 in 2001)	1	This is not a significant CAU in terms of population numbers. The highest concentration of population is at Stillwater village which has been growing steadily Median personal and household incomes are both well above district medians High household incomes (more than double mean personal incomes) indicate multiple earner households, this indication supported by higher than district dwelling occupancy High incomes, median age (3 years below district median) and low deprivation index indicates a young community on reasonable means Unemployment is nevertheless higher than district mean. May indicate localised pockets of unemployment – possibly at Stillwater Silverdale Primary School is relocating to Silverdale North but will still be the nearest school for most primary children in the CAU. All intermediate and secondary school children must commute out of the CAU daily – a significant proportion to North Shore City
Median annual personal income - \$30,700 (District – \$26,600, NZ – \$24,400)	4	
Median annual household income - \$65,500 (District – \$56,800, NZ – \$51,400)	4	
Median age – 36 years (District – 39 years, NZ – 35 years)	2/3	
Unemployment rate – 2.8%, (District - 2.2%, NZ – 3.4%)	5	
Deprivation Score (Year 2001) – 927 (District Index – 1/4)	7/8	
Schooling – Silverdale Primary School provides 156 places	6	
Dwelling occupancy – 2.8 persons per dwelling (District 2.7, NZ – 2.7)		
Natural environment		
82.56 hectares (2.8%) of CAU is in SNA's or covenants in western coastal part of CAU	10	All urban development of the CAU drains to the Weiti Estuary. Significant (mainly business) development still to come - raises major catchment management issues
Located directly on Weiti Estuary and Okura Estuary – some inundation issues along Weiti Estuary Includes the Weiti Forest	11	
Economy		
599 GU's employing 2820 people – (5.2% of district GU's – 12.9% of district employment)	21/22	Silverdale South employs the largest numbers of people of any CAU in the District but has only 5.2% of GU's, less than Warkworth, Orewa, Kumeu and Whangaparaoa. Indicates higher proportion of large businesses than other centres Silverdale South is one of the main employment nodes of the District and has the largest area of zoned land Proximity to North Shore and Auckland (in spite of local employment opportunities of Hibiscus Coast) means that high proportion of workers go out-of-district to work Existing developed business land is not yet intensively used (many yard type, or low rise activities). Intensification is likely as land demand continues to exceed available supply
Dominant employment sectors- construction and manufacturing	21	
762 out of 1143 (67%) working persons travel to work outside Rodney District	7	
104.06 hectares business land zonings (26.8%of district total). Additional land zonings are being considered and advanced	23	
1116 hectares of agricultural holdings including Weiti Forest	24	
Infrastructure and development		
732 out of 807 dwellings are occupied (9.3% vacancy) (District 15.85%)	6	Residential component is small for this mainly rural and commercial / industrial CAU. Stillwater is the main residential concentration. Primarily a dormitory settlement with minimal retail or other services Most utility services for the commercial industrial area are no longer a limitation although stormwater management is a major issue Stillwater is not serviced with a public water supply but future development potential is now limited Silverdale village is highly accessible. Stillwater retains a more isolated “off the beaten track” appeal Most residents enjoy the major recreational facilities of the Hibiscus Coast but also local remote and pristine reserve attractions The CAU is set for significant commercial / industrial infill but limited further residential growth
Urban parts of the CAU (Silverdale and Stillwater) are serviced by Army Bay wastewater treatment plant	15	
Only Silverdale urban area is serviced by Hibiscus Coast water supply network. All rural parts and Stillwater village are on private supplies	16	
Located on Hibiscus Coast Highway and East Coast Road. Alignment of Penlink passes through this CAU	18	
This CAU includes the coastal Dacre Reserve from Okura to Stillwater and local reserves in Stillwater village	19/20	
Active subdivision and development area	14	

3.2 MAIN TOWNS AND LARGER SETTLEMENTS

CAU's – WELLSFORD, WARKWORTH, SNELLS BEACH, ALGIES BAY-MAHURANGI, KUMEU, HELENSVILLE AND PARAKAI

These CAU's contain the main towns and settlements of the district. They are generally all employment centres and provide a focus of commercial and retail services and community facilities, serving the local resident population as well as the surrounding rural areas.

CAU - Wellsford		
Facts	Map	Observations conclusions on current state
Community		
Population - 1671 (1740 in 2001)	1	Population growth has been slow in the past and population declined 2001 to 2006
Median annual personal income - \$21,300 (District - \$26,600, NZ - \$24,400)	4	
Median annual household income - \$37,600 (District - \$56,800, NZ - \$51,400)	4	The deprivation index is high and median personal and household incomes are well below district and national medians
Median age - 35 years (District - 39 years, NZ - 35 years)	2/3	Relatively young population
Unemployment rate - 3.1%, (District - 2.2%, NZ - 3.4%)	5	Unemployment rate is below national rate but is higher than district rate
Deprivation Score (Year 2001) - 1041 (District Index -4/4)	5	
Schooling - one state primary and one small private school provide 389 places. Rodney College provides places for around 350 high school students	8/9	Wellsford provides schooling for the surrounding rural population. Rodney College is not large enough to accommodate all Wellsford and Cape Rodney high school pupils, some of whom commute south to Mahurangi College at Warkworth
Dwelling occupancy - 2.6 persons per dwelling (District 2.7, NZ - 2.7)	6	
Natural environment		
No SNA's or covenants within CAU	10	Slope and instability issues will affect future development
No inundation issues	11	Wellsford drains into the sensitive receiving environment of the Kaipara Harbour
Economy		
257GU's employing 915 people - (2.3% of district GU's - 4.6% of district employment)	21/22	A manufacturing and rural service centre for a large rural hinterland. The town is highly dependent on a few major employers. Employment data reflects Wellsford's large businesses. Wellsford ranks 8 th in terms of district employment
Dominant employment sectors- manufacturing and retail trade	21	Every person travelling by road from Auckland to Northland must drive through Wellsford. This presents opportunities but at present the range of things to see and do is limited
234 out of 732 (32%) working persons travel to work outside Rodney District	7	There is less daily out-of-district employment "flight" than is seen in other parts of the Rodney.
35.3 hectares business land zonings 9.1% of district total	23	Kaiwaka seems to benefit more than Wellsford as the service centre for growth at Mangawhai. This may have negative consequences for Wellsford
1758 hectares of agricultural holdings	24	
Infrastructure and development		
639 out of 711 dwellings are occupied (10.1% vacancy) (District 15.85%)	6	Reasonably high vacancy for an urban centre. Limited residential growth is occurring. The town has a traditionally low-rise character of development
Wellsford wastewater treatment plant is located south-east of the town	15	The treatment plant drains to a sensitive receiving environment and must be upgraded in the near future to meet consent requirements
Water supply taken from the Hoteo River	16	The water supply meets current needs but will require upgrading to meet standards - a new source of supply will be needed after 2010
Located at the intersection of SH1 and SH16	18	Wellsford is highly accessible but the State Highways divide and congest the town
Wellsford has a library, Centennial Park sports grounds, community centre, town park and other public facilities	19/20	Good amenities serving the town and a wide rural area

CAU - Warkworth		
Facts	Map	Observations conclusions on current state
Community		
Population - 3270 (2826 in 2001)	1	Warkworth's population is growing steadily
Median annual personal income - \$22,800 (District - \$26,600, NZ - \$24,400)	4	Personal and household incomes are well below district and national medians
Median annual household income - \$42,000 (District - \$56,800, NZ - \$51,400)	4	
Median age - 42 years (District - 39 years, NZ - 35 years)	2/3	Warkworth is a popular retirement destination and has a mainly mature population on limited means
Unemployment rate - 2.0%, (District - 2.2%, NZ - 3.4%)	5	
Deprivation Score (Year 2001) - 977 (District Index - 3/4)	5	Deprivation index is relatively high
Schooling - one state primary and one state high school providing 1710 places	8/9	The town is a main centre for schooling and children are drawn from a wide area around it
Dwelling occupancy - 2.4 persons per dwelling (District 2.7, NZ - 2.7)	6	
Natural environment		
27.59 hectares (3.7%) of CAU is in SNA's or covenants	10	Warkworth drains into the sensitive Mahurangi Estuary
Small area of SNA's or covenants located in western and eastern parts of CAU	10	
Inundation issues affect eastern boundary of CAU	11	
Economy		
592 GU's employing 2689 people - (12.3% of district GU's - 12.3% of district employment)	21/22	A major employment centre. Ranks 2 nd in terms of share of district employment. Warkworth is the district's gateway to the north - it is a tourist stop from which people break off to explore the east coast or continue to Northland
Dominant employment sectors - retail trade, government, health & community services and manufacturing	21	It has a vibrant and expanding commercial and industrial base and is a service centre for the north and north east
438 out of 1458 (30%) working persons travel to work outside Rodney District	7	There is less daily out-of-district employment "flight" than is seen in other parts of the Rodney and Warkworth is relatively self sufficient in employment
58.51 hectares business land zonings (15.1% of district total)	23	There is still a reasonably large supply of zoned business land in Warkworth
1094 hectares of agricultural holdings	24	
Infrastructure and development		
1338 out of 1449 dwellings are occupied (7.7% vacancy) (District 15.85%)	6	Low vacancy indicates high demand for homes. Warkworth is a nice place to live with high range of services in an attractive setting
Warkworth wastewater treatment plant is located directly east of the town	15	The town has water and wastewater services but both need major capital works
Water supply is from the Mahurangi River in Warkworth	16	Wastewater treatment plant upgrade required by 2012
Located on State Highway 1	18	Water supply is at capacity. An additional water supply source is needed, requiring major capital expenditure. Redwood Dam is one option
The town has a range of reserves and community facilities	19/20	Warkworth enjoys high levels of public amenity. Facilities include a library, walkways, river bank facilities (wharf and landscaping) sportsgrounds and a community centre is planned
Active development area	14	Development continues steadily in various parts of Warkworth. Residential development is generally low rise in nature (single dwelling per lot) with some higher density low rise in places

CAU – Snells Beach		
Facts	Map	Observations conclusions on current state
Community		
Population - 3234 (3054 in 2001)	1	Snells beach is slowly gaining population in spite of relatively limited development in the past few years. The CAU includes Sandspit village
Median annual personal income - \$21,100 (District – \$26,600, NZ – \$24,400)	4	Low median personal and household incomes
Median annual household income - \$41,300 (District – \$56,800, NZ – \$51,400)	4	
Median age – 45 years (District – 39 years, NZ – 35 years)	2/3	One of the highest median ages – 6 years higher than district median
Unemployment rate – 2.4%, (District - 2.2%, NZ – 3.4%)	5	Relatively high deprivation index indicating an older retirement community on limited means
Deprivation Score (Year 2001) – 978 (District Index – 3/4)	5	Relatively high unemployment rate although still below national average
Schooling – 1 primary school in the CAU providing with 104 places. No secondary schooling	8/9	High schools children are reliant on schools in Warkworth
Dwelling occupancy – 2.4 persons per dwelling (District 2.7, NZ – 2.7)	6	Lower than district dwelling occupancy reflects smaller (retired) households – couples or singles with no children
Natural environment		
26.51 hectares of CAU is in SNA's or covenants	10	Snells Beach is in a highly attractive rural and coastal environment
Inundation issues affected coastal areas of CAU	11	It lies in a sensitive marine estuarine environment. There are significant environmental risks to development
Economy		
246 GU's employing 420 people – (2.1% of district GU's – 1.9% of district employment)	21/22	Mix of commercial and small scale industrial activity
Dominant employment sector - retail trade	21	Snells Beach has a degree of self-sustainability – in terms of retail services, medical and library
414 out of 1431 working persons (29%) travel to work outside Rodney District	7	Limited economic base indicates that working persons are dependent on Warkworth and places beyond for jobs. There is limited local employment
7.58 hectares business land zonings 1.95% of district total	23	Dependent on outside areas for some services. Being out on a limb Snells Beach does not provide the service centre function that Warkworth and Wellsford do
989 hectares of agricultural holdings	24	
Infrastructure and development		
1329 out of 1686 dwellings are occupied (21.2% vacancy) (District 15.85%)	6	There is a significant holiday home component in the dwelling stock
This is a partly urban and partly rural CAU. Snells Beach wastewater treatment plant situated on the Mahurangi Estuary serves the urban area	15	Major plant upgrade required to serve long-term population growth. Faces consent renewal issues in the medium term
Snells Beach is served by water bores in Hamilton Road and James Road	16	Enough water supply capacity to supply existing connected population – with low occupancy rate. The bores will not meet future high growth and increased occupancy and a new source is likely to be required
Located on Mahurangi Road	18	Snells Beach is highly accessible to the services and employment of Warkworth and beyond
Council public reserve facilities in the vicinity	19/20	The waterfront coastal reserves, Goodall Reserve, Sandspit Reserve and all associated facilities (library, community centre, boat ramps) create high levels of local amenity
Major residential subdivisions and developments are underway	14	Prospects are for relatively high increases in population as new developments come on line

CAU – Algies Bay-Mahurangi		
Facts	Map	Observations conclusions on current state
Community		
Population - 933 (795 in 2001)	1	The CAU continues to grow with new dwellings being constructed and possibly some former holiday homes being occupied permanently
Median annual personal income - \$22,700 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes are below district and national averages
Median annual household income - \$47,200 (District – \$56,800, NZ – \$51,400)	4	
Median age – 54 years (District – 39 years, NZ – 35 years)	2/3	The median age is 54 years, the highest in the district except for adjacent Kawau CAU (56)
Unemployment rate – 1.9%, (District - 2.2%, NZ – 3.4%)	5	Unemployment is low, probably because there are a high proportion of retirees making up the population
Deprivation Score (Year 2001) – 962 (District Index - 3/4)	5	Deprivation is relatively high indicating a mature population on limited means
Local primary school in Snells Beach and high schools in Warkworth.	8/9	
Dwelling occupancy – 2.4 persons per dwelling (District 2.7, NZ – 2.7)	6	Average dwelling occupancy is lower than district but at 2.4 ppd, indicates a reasonable proportion of families with children in the community
Natural environment		
121.43 hectares (7.9%) of CAU is in SNA's or covenants	10	Algies Bay-Mahurangi is in a highly attractive rural and coastal environment
SNA's or covenants scattered within the CAU	10	It lies in a sensitive marine estuarine environment. There are significant environmental risks to further development
Inundation issues mainly affect coastal area within the CAU	11	
Economy		
106 GU's employing 112 people – (0.9% of district GU's – 0.5% of district employment)	21/22	Algies Bay is a dormitory settlement relying mainly on Snells Beach for convenience goods and services and on Warkworth for higher order retail and other services
114 out of 396 (29%) working persons travel to work outside Rodney District	7	The small employed community must travel to places like Warkworth and beyond to work
No business land zonings	23	
1415 hectares of agricultural holdings	24	This CAU still has large agricultural holdings
Infrastructure and development		
390 out of 717 dwellings are occupied (45.6% vacancy) (District 15.85%)	6	Vacancy rates indicate a very high proportion of holiday and second homes, significantly higher than adjacent Snells Beach
This is a partly urban and partly rural CAU. The urban area is served by Snells Beach wastewater treatment plant	15	Major plant upgrade required to serve long-term population growth. Faces consent renewal issues in the medium term
The urban area is served by water bores in Hamilton Road and James Road	16	Enough water supply capacity to supply existing connected population – with low occupancy rate. The bores will not meet future high growth and increased occupancy and a new source is likely to be required
Located on Mahurangi Road	18	Algies Bay Mahurangi is highly accessible to the services and employment of Warkworth and beyond
Good Council public reserves and facilities	19/20	Algies Bay waterfront reserve, Goodall Reserve, Highfield Garden Reserve and others and all associated facilities nearby (library, community centre, boat ramps) create high levels of local amenity
Active development area	14	The CAU has seen considerable building activity over the past few years

CAU – Kumeu (Includes Kumeu-Huapai, Waimauku village and Riverhead village)		
Facts	Map	Observations conclusions on current state
Community		
Population - 6603 (5670 in 2001)	1	The Kumeu CAU, including Waimauku and Riverhead villages, has grown by just over 1,000 people in 5 years to 2006
Median annual personal income - \$30,600 (District – \$26,600, NZ – \$24,400)	4	Median personal income is slightly higher than district
Median annual household income - \$71,400 (District – \$56,800, NZ – \$51,400)	4	However, median household income is significantly higher than district median indicating multiple employees in households
Median age – 37 years (District – 39 years, NZ – 35 years)	2/3	Median age is 2 years lower than district
Unemployment rate – 2.0%, (District - 2.2%, NZ – 3.4%)	5	Unemployment is low and the deprivation index is relatively low
Deprivation Score (Year 2001) – 931 (District Index 2/4)	5	Indications are of a young reasonably well off community, with good employment levels
Schooling – 4 state primary schools providing 1262 places and 1 private primary school providing 31 places. No local high schools	8/9	The CAU is largely self-sufficient in terms of primary school places. However, children are reliant on high schools in other CAU's (Helensville) or outside Rodney District.
Dwelling occupancy – 3.0 persons per dwelling (District 2.7, NZ – 2.7)	6	Dwelling occupancy is high indicating the predominance of families with children
Natural environment		
308.97 hectares (5.9%) of CAU is in SNA's or covenants	10	Waimauku, Kumeu-Huapai, Riverhead and the surrounding rural parts of the CAU have high levels of landscape amenity and are sought-after areas for a countryside location close to metropolitan Auckland
SNA's or covenants mainly located towards northern and western parts of CAU, also a few covenants scattered within the CAU	10	Unfortunately, parts of the CAU are blighted by signs, untidy industrial development, car yards etc.
Inundation issues	11	While not susceptible to coastal inundation, Kumeu is prone to flooding of the Kumeu River Flooding events along the Kumeu River are well known
Economy		
1142GU's employing 2668 people – (9.9% of district GU's – 12.2% of district employment)	21/22	Kumeu-Huapai is a major employment centre for Rodney with almost 10% of district businesses. Ranks 3 rd in employment share after Silverdale North and Warkworth
Dominant employment sectors- manufacturing and construction. There is a strong retail and service core in Kumeu-Huapai	21	The CAU is a popular recreation / tourist area based on its wineries and restaurants
2148 out of 3435 working persons (62.5%) travel to work outside Rodney District	7	In spite of the large numbers of local businesses, many people (62.5% of employees) commute out of Rodney to work each day
62.21 hectares business land zonings (16% of district total)	23	Most of the zoned business land is in Kumeu-Huapai with small zoned areas at Waimauku and Riverhead villages
2789 hectares agricultural holdings	24	The CAU is intensively used for viticulture and horticulture production
Infrastructure and development		
2184 out of 2322 dwellings are occupied (5.9% vacancy) (District 15.85%)	6	Dwelling vacancies are low, indicating a high demand for and a restricted supply of homes
Huapai wastewater treatment plant serves around 350 people and is at capacity. All other development (including commercial) at Kumeu, Waimauku and Riverhead is served by on-site wastewater systems. Wastewater strategy is still being developed	15	Riverhead and Kumeu-Huapai urban centres now have very limited further residential zoned land and this will not be released easily until wastewater issues are resolved. High residential demand finds its way into rural dwelling construction on vacant titles and new rural subdivision
About 40 houses at Kumeu are serviced by Waitakere water supply network	16	Waimauku, has some limited available zoned land
Waimauku and Kumeu-Huapai located on SH16, Riverhead is on State Highway 17. Kumeu-Huapai and Waimauku are on the main trunk rail line	18	All parts of the CAU are highly accessible to the Hibiscus Coast, North Shore, Waitakere and greater Auckland but State Highways and arterials through the urban centres create problems. There are opportunities for commuter rail between Auckland and Kumeu
Council public reserve facilities at Waimauku, Kumeu-Huapai, and Riverhead. Library and area office at Huapai	19/20	The CAU has high levels of amenity in terms of reserves and community facilities. Where they are not available locally they can be accessed in the neighbouring cities
Kumeu CAU is an active subdivisional and building area	14	

CAU - Helensville		
Facts	Map	Observations conclusions on current state
Community		
Population - 2529 (2214 in 2001)	1	Helensville, with a supply of serviced residential land has grown steadily
Median annual personal income - \$23,100 (District - \$26,600, NZ - \$24,400)	4	Median personal and household incomes are amongst the lowest in the district
Median annual household income - \$46,600 (District - \$56,800, NZ - \$51,400)	4	
Median age - 36 years (District - 39 years, NZ - 35 years)	2/3	
Unemployment rate - 3.6%, (District - 2.2%, NZ - 3.4%)	5	Unemployment is higher than district and national averages
Deprivation Score (Year 2001) - 1025 (District Index - 4/4)	5	Median age is low and with a high deprivation index, the indications are of a young community on limited means
Schooling - one state primary, one state high school and one private composite school providing a total of 1025 places.	8/9	Helensville is self sufficient in terms of primary schools. However, even though it has its own high school, a number of children commute outside the CAU to schools either on the Hibiscus Coast or in Waitakere City or North Shore City
Dwelling occupancy - 2.7 persons per dwelling (District 2.7, NZ - 2.7)	6	
Natural environment		
No SNA's or covenants in the CAU	10	Helensville is situated in the sensitive Kaipara Estuary
Inundation issues affect parts of CAU	11	Flooding and inundation will affect significant parts of the urban area
Economy		
251 GU's employing 664 people - (2.2% of district GU's - 3.0% of district employment)	21/22	Helensville's share of district employment is relatively low when compared to places like Kumeu and Warkworth. (Ranks 9 th). However, it is still a significant service centre
Dominant employment sectors- retail trade and government, health & community services	21	Helensville serves a dual role as an increasingly desirable dormitory settlement for urban workers (over 50% of its workers commute outside the district each day) but retains its role as a service centre for the wider rural community.
600 out of 1155 (52%) working persons travel to work outside Rodney District	7	Its riverside location and historical character are combining to make this a sought-after residential location. More shops and restaurants are opening. The town is enjoying a revival
46.93 hectares business land zonings (12% of district total)	23	While it has a reasonable share of district zoned business land similar to that of Kumeu and Warkworth, it is not as intensively used and some lies vacant
748 hectares of agricultural holdings	24	Still agricultural holdings around the town - some of it earmarked for urban expansion
Infrastructure and development		
930 out of 1002 dwellings are occupied (7.2% vacancy) (District 15.85%)	6	The vacant dwelling stock is relatively low for a town of this size, supporting the view that Helensville is enjoying a revival and increasing demand for homes
Helensville wastewater treatment plant requires major upgrade and wastewater reticulation is old	15	A major wastewater treatment plant upgrade is required
Water supply network - capacity is available but quality problems in summer and safety issues exist with supply dams. Catchments are unprotected from farming activity	16	Considerable water supply capital expenditure is required if the town is to grow
Located on State Highway 16 and on the main northern trunk railway line	18	Helensville is not on the main road north. It straddles State Highway 16, which brings its problems, but a bypass is likely to be a long time coming. Transport linkages (road and rail) are good however. Possibilities exist for commuter services to Helensville in the future
Council public reserve and community facilities include Helensville Library, area office and hall, major riverbank improvements, Rautawhiri Park a major signature reserve and Helensville River Reserve	19/20	Helensville has high levels of amenity in terms of reserves and community facilities
Steadily active development area	14	Building activity continues steadily on an available supply of lots and in surrounding rural areas. Further lot delivery will be required in the near future

CAU - Parakai		
Facts	Map	Observations conclusions on current state
Community		
Population - 1371 (1179 in 2001)	1	Parakai is growing slowly but steadily
Median annual personal income - \$22,300 (District - \$26,600, NZ - \$24,400)	4	Incomes are significantly less than district and national medians
Median annual household income - \$43,100 (District - \$56,800, NZ - \$51,400)	4	
Median age - 38 years (District - 39 years, NZ - 35 years)	2/3	Generally young, population with relatively high unemployment and high deprivation
Unemployment rate - 3.6%, (District - 2.2%, NZ - 3.4%)	5	
Deprivation Score (Year 2001) - 1032 (District Index - 4/4)	5	
Schooling - one state primary school providing 168 places. No high school	8/9	Parakai is largely self sufficient for primary schooling but reliant on Helensville for high schooling
Dwelling occupancy - 2.6 persons per dwelling (District 2.7, NZ - 2.7)	6	
Natural environment		
74.56 hectares (3.2%) of CAU is in SNA's or covenants	10	SNA's or covenants located mainly in south-western part of the CAU
Located directly on Kaipara River estuary - inundation issues	11	Large parts of the CAU (including the whole of urban Parakai) are subject to inundation
Economy		
111 GU's employing 199 people - (1.0% of district GU's - 0.9% of district employment)	21/22	Parakai is not a significant employment centre and is largely a dormitory settlement for people working in Helensville and beyond
Dominant employment sectors- agriculture, forestry & fishing, and accommodation, cafes & restaurants	21	
318 out of 627(50.7%) working persons travel to work outside Rodney District	7	About 1 in 2 workers travel outside the district to work each day probably to Waitakere or Auckland
3.67 hectares business land zonings (1% of district total)	23	Hot pools complex is a significant asset and could be better used in future if redeveloped
2451 hectares of agricultural holdings	24	
Infrastructure and development		
528 out of 588 dwellings are occupied (10.2% vacancy) (District 15.85%)	6	Comparatively high dwelling vacancy when compared to Helensville (7.2%) and Kumeu (5.9%)- possibly a less desirable location than Helensville and not subject to the same demands from greater Auckland as is Kumeu
Connected to Helensville wastewater treatment plant which requires major upgrade	15	A major wastewater treatment plant upgrade is required
Connected to Helensville water supply network. Capacity is available but quality problems in summer and safety issues exist with supply dams. Catchments are unprotected from farming activity	16	Considerable water supply capital expenditure is required if Parakai town is to grow
Located off of State Highway 16 on Parkhurst Road leading to South Head	18	Parakai is slightly "off the beaten track" but still very accessible
Parakai has the central Parakai Domain reserve occupied by Parakai hot pools complex. There is a launching site - boat ramp on the Kaipara River	10/11	Community relies mainly on reserve and community facilities in Helensville
Subdivision and development has been occurring slowly but steadily in the Parakai area	14	

3.3 NORTHERN RODNEY

CAU's LEIGH, MATHESON BAY, CAPE RODNEY, TAUHOA-PUHOI AND KAWAU

<i>CAU - Leigh</i>		
<i>Facts</i>	<i>Map</i>	<i>Observations conclusions on current state</i>
Community		
Population - 387 (423 in 2001)	1	The population of Leigh declined between 2001 and 2006
Median annual personal income - \$25,700 (District - \$26,600, NZ - \$24,400)	4	Median personal income is similar to district median but median household income is well below district median
Median annual household income - \$37,800 (District - \$56,800, NZ - \$51,400)	4	This indicates that substantial numbers of household are occupied by retirees or have only one income earner. Unemployment is higher than the district rate, also reducing household incomes
Median age - 43 years (District - 39 years, NZ - 35 years)	2/3	Median age is well (4 years) above district median reflecting a significant retirement community
Unemployment rate - 2.9% (District - 2.2%, NZ - 3.4%)	5	
Deprivation Score (Year 2001) - 986 (District Index - 3/4)	5	Deprivation reflects a mature retirement population and households on limited means
Schooling - one local school primary providing 55 places	8/9	Leigh is largely self reliant in primary school places but high school students must travel to Wellsford, Warkworth or other centres for schooling
Dwelling occupancy - 2.3 persons per dwelling (District 2.7, NZ - 2.7)	6	Relatively low dwelling occupancy reflecting smaller retirement households
Natural environment		
1.65 hectares (2.2%) of CAU is in covenants	10	Leigh is in a very attractive rural coastal setting and will always be a favoured location for second homes or retirement
Bush covenants in southern most part of CAU	10	
No inundation issues	11	
Economy		
40 GU's employing 57 people - (0.3% of district GU's - 0.3% of district employment)	21/22	This is a very small centre in terms of employment providing some local services and retail which also services the visitor trade coming to Goat Island and other local attractions
Main employment sectors- retail trade	21	
60 out of 177 (34%) working persons travel to work outside Rodney District	7	Local employment opportunities cannot sustain the working population and most working people travel away to work, some going outside the district
1.33 hectares business land zonings (0.3% of district total)	23	
15.6 hectares of agricultural holdings	24	
Infrastructure and development		
165 out of 276 dwellings are occupied (40.2% vacancy) (District 15.85%)	6	High vacancy reflects a significant proportion of holiday and second homes. This is mainly a resort holiday and retirement settlement
No local wastewater treatment plant - all development serviced by on-site systems	15	No water supply of wastewater services are proposed for the town
No local water supply network	16	
Located at the end of Leigh Road	18	Leigh enjoys a quiet end-of-the-road location although it provides the main access to tourism centred on Goat Island. Its relatively remote location reduces the influence of Auckland. It is almost out of reasonable commuting range
Leigh Domain contains local sports facilities. There is a hall and library and Leigh Harbour provides coastal access	19/20	Leigh has some local recreation assets and community facilities but the community relies on places like Wellsford and Warkworth for main sporting facilities
Subdivision and development is occurring	14	A recent residential subdivision is filling

CAU – Matheson Bay		
Facts	Map	Observations conclusions on current state
Community		
Population - 108 (114 in 2001)	1	The population of Matheson Bay declined slightly between 2001 and 2006
Median annual personal income - \$21,600 (District – \$26,600, NZ – \$24,400)	4	Both median personal and household incomes are well below district median
Median annual household income - \$42,500 (District – \$56,800, NZ – \$51,400)	4	
Median age – 41 years (District – 39 years, NZ – 35 years)	2/3	Median age is higher than district and deprivation index is high, indicating a mature retirement community on limited means
Unemployment rate – 3.3%, (District - 2.2%, NZ – 3.4%)	5	Unemployment is higher than the district rate
Deprivation Score (Year 2001) – 1016 (District Index 4/4)	5	
Schooling – no local schools	8/9	Children are reliant on primary and high schools in neighbouring CAU's like Cape Rodney, Snells Beach, Warkworth and Wellsford.
Dwelling occupancy – 2.0 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
1.2 hectare (3.2 %) of CAU is in covenanted bush on eastern coastal area of CAU	10	Matheson Bay is in a very attractive rural coastal setting and will always be a favoured location for second homes or retirement
Inundation issues affect small areas of the CAU	11	
Economy		
10 GU's employing 9 people	21/22	Matheson Bay has no business centre. It is a purely residential settlement
24 out of 54 (44%) working persons travel to work outside Rodney District	7	Local employment opportunities cannot sustain the working population and most working people travel away to work, some going outside the district
No business land zonings	23	Residents rely on Leigh or Matakana for convenience retail and go further afield for all other services
No agricultural holdings	24	
Infrastructure and development		
54 out of 195 dwellings are occupied (72.3% vacancy) (District 15.85%)	6	The high vacancy rates indicate a high proportion of holiday and second homes. Like Leigh, this is mainly a resort holiday and retirement settlement
No local wastewater treatment plant – all development serviced by on-site systems	15	No water supply of wastewater services are proposed for the town
No local water supply network	16	
Located on Leigh Road	18	Remote location places it out of reasonable commuting range of Auckland and even the Hibiscus Coast
Matheson Bay reserve is located in this CAU	19/20	Matheson Bay reserve is a popular beach destination for locals and the wider community for swimming and diving
Limited additional land for subdivision	14	

CAU – Cape Rodney (Includes villages – Port Albert, Te Hana, Pakiri, Matakana, Point Wells, Omaha, Buckletons Beach, Rainbows End and Baddeleys Beach-Campbells Beach)		
Facts	Map	Observations conclusions on current state
Community		
Population - 6225 (5601 in 2001)	1	Gained over 600 people between 2001 and 2006 through natural growth, rural subdivision and building development and village growth
Median annual personal income - \$24,900 (District – \$26,600, NZ – \$24,400)	4	Median incomes below district median indicating lower rural verses urban incomes and predominance of lower retirement family incomes in centres such as Point Wells, Omaha and Port Albert
Median annual household income - \$51,300 (District – \$56,800, NZ – \$51,400)		
Median age – 41 years (District – 39 years, NZ – 35 years)	2/3	Higher than district median age reflects the retirement communities
Unemployment rate – 1.9%, (District - 2.2%, NZ – 3.4%)	5	Low unemployment – indicating vibrancy of the rural production sector
Deprivation Score (Year 2001) – 964 (District Index – 3/4)	5	Deprivation index is relatively high. May reflect retirement community on limited means and rural incomes competing for more costly housing influenced by metropolitan demands
Schooling – 3 primary schools at Pakiri, Matakana and Tomarata provide approximately 500 places	8/9	Primary schools do not meet local demand completely and children travel in to Wellsford and Warkworth. High school students reliant on Wellsford, Warkworth and beyond
Dwelling occupancy – 2.7 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
8466.85 hectares (13.8%) of CAU is in SNA's or covenants scattered across the CAU	10	A highly diverse CAU with important sensitive natural inland and coastal environments, facing development pressures
Inundation issues – mainly around Pakiri, Point Wells, coastal areas of Omaha and Matakana	11	
Rugged central high country including Dome Forest. Flatter slopes in bands east of Warkworth and east and west of Wellsford	12	Large areas of flatter country in two main belts make this an agriculturally productive CAU. Even rugged hill country, has large scale stock farming and forestry
Large but broken tracts of Class 2 and 3 soils	13	
Economy		
1242 GU's employing 1216people - (10.7% of district GU's - 5.6% of district employment)	21/22	Cape Rodney CAU has the largest number of GU's of any CAU but many are one-person or small businesses, mainly farms. Ranks 6 th in terms of district employment share
Dominant employment sectors- agriculture, forestry & fishing, accommodation, cafes & restaurants, and transport & storage	21	A mainly agricultural economy but the hospitality industry now plays a significant part
960 out of 3291 (29%) working persons travel to work outside Rodney District	7	While there is out-of-district employment flight, (probably to the north) over 70% of persons are employed locally
6.81 hectares business land zonings - 1.75% of district total	23	Business land zonings are confined to small areas at Matakana and Te Hana. The CAU relies on main centres - Wellsford and Warkworth for business and industrial services
39668 hectares agricultural holdings	24	Stock and animal farming sector and forestry dominate agriculture although more diversity (viticulture, plant growing and tourist uses) found in Warkworth-Matakana belt
Infrastructure and development		
2283 out of 3810 dwellings are occupied (40.1% vacancy) (District 15.85%)	6	High dwelling vacancy rates reflect predominance of second and holiday homes in places like Port Albert, Point Wells, Omaha, Whangateau, Rainbows End and Buckletons Beach
Wastewater treatment plants at Matakana and Omaha. Te Hana now linked to Wellsford WWTP	15	Matakana WWTP is at capacity. Options are to upgrade or to transfer wastewater to Omaha plant. Both require major capital expenditure. Omaha WWTP has spare capacity and could accommodate Point Wells. Te Hana may see growth with wastewater limitations resolved
Public water supply serves part of Omaha. Te Hana now linked to Wellsford WWTP. No other settlements in the CAU have a public system. Various local urban stormwater catchment areas	16/17	Growth of most villages in the CAU (in spite of growth pressures in places like Matakana) will be limited by the need for wastewater and water supply network installation. A significant challenge
The CAU is traversed by State Highway 1, the northern part of State Highway 16 and various east west arterials	18	Access through the CAU is relatively easy on State Highways or good arterials – aiding economic activity and movement of communities. State Highway and the main arterial splitting Te Hana and Matakana create safety and amenity concerns
The CAU has numerous local reserves and halls dispersed across it	19/20	Community depends on local halls and reserves as centres for activity and interaction. However, they travel to key sporting and community facilities in the main centres
Active development area	14	Development has been widespread across the CAU with focus on some key locations – notably at Omaha, Point Wells and Matakana

CAU – Tauhoa-Puhoi (Includes villages – Birds Beach, Tapora, Tauhoa, Kaipara Flats, Jamieson Bay-Opahi Bay and Puhoi)		
Facts	Map	Observations conclusions on current state
Community		
Population - 4041 (3339 in 2001)	1	Gained over 700 people between 2001 and 2006 through natural growth, rural subdivision and building development and village growth
Median annual personal income - \$26,300 (District – \$26,600, NZ – \$24,400)	4	Median personal incomes below district median indicating lower rural verses urban incomes
Median annual household income - \$59,200 (District – \$56,800, NZ – \$51,400)	4	However median household incomes higher than district median. This may indicate lower numbers of retirement households as found in Cape Rodney CAU
Median age – 39 years (District – 39 years, NZ – 35 years)	2/3	The CAU is younger than Cape Rodney CAU by 2 years
Unemployment rate – 2.0%, (District - 2.2%, NZ – 3.4%)	5	Low unemployment – indicating vibrancy of the rural production sector
Deprivation Score (Year 2001) – 955 (District Index 2/4)	5	Relatively low deprivation may indicate lower numbers of retirees and lower housing costs in remote parts of CAU not yet affected by metropolitan demands as is Cape Rodney
Schooling – 4 small primary schools provide approximately 200 places	8/9	Primary schools do not meet local demand completely and children travel in to Wellsford and Warkworth. High school students reliant on Wellsford, Warkworth and Hibiscus Coast
Dwelling occupancy – 2.8 persons per dwelling (District 2.7, NZ – 2.7)	6	Higher dwelling occupancy typical of a young farming community
Natural environment		
6574.68 hectares (11.3%) of CAU is in SNA's or covenants	10	The CAU extends east west across the district from Birds Beach on the Kaipara to Jamieson Bay – Opahi Bay on the Mahurangi Estuary Many highly valued environments. Visually the CAU provides a predominantly natural bush landscape across the centre of the district
Comprises mainly steep broken country except for flatter areas at Tapora, Kaipara Flats and south of Tauhoa on the Kaipara Harbour with Class 2 and 3 soils	12/13	In spite of mainly rugged country, the CAU is a major agricultural production area
Economy		
705 GU's employing 413 people - (6.1% of district GU's – 1.9% of employment)	21/22	Many one-person or small businesses, mainly farms
Dominant employment sectors- agriculture, forestry & fishing	21	Forestry and stock farming dominate central rugged parts. Flatter areas still mainly stock farming but better soils allow for more diverse uses (viticulture, fruit and vegetable production)
789 out of 2100 (37.5%) working persons travel to work outside Rodney District	7	While there is out-of-district employment flight, over 60% of persons are employed locally
No business land zonings	23	The CAU relies on main centres - Wellsford and Warkworth for business and industrial services
39991 hectares of agricultural holdings	24	
Infrastructure and development		
1467 out of 1728 dwellings are occupied (15.1% vacancy) (District 15.85%)	6	Vacancy rate may be slightly raised due to holiday homes in the east (Mahurangi area) but rate is significantly lower than Cape Rodney CAU
No settlements in the CAU have public water supply or wastewater systems	15/16	Growth of any of the villages in the CAU (in spite of growth pressures in places like Puhoi) will be limited by the need for wastewater and water supply network installation
State Highway 1, State Highway 16 and various east west routes traverse the CAU. West Coast Road (sealed) is the main east west route	18	Access through the CAU is relatively easy – aiding economic activity and movement of communities. East west access across the southern part is not easy
The CAU has numerous local reserves and halls dispersed across it	19/20	Community depends on local halls and reserves as centres for activity and interaction. However, they travel to key sporting and community facilities in the main centres
Most development activity in the southern and eastern parts	14	Remote nature of western parts reduces growth demands but eastern parts are under pressure

CAU - Kawau		
Facts	Map	Observations conclusions on current state
Community		
Population - 81 (102 in 2001)	1	Population declined slightly between 2001 and 2006
Median annual personal income - \$17,500 (District - \$26,600, NZ - \$24,400)	4	No deprivation data for 2001, but high median age and low median incomes indicates a retirement community on limited means
Median annual household income - \$21,500 (District - \$56,800, NZ - \$51,400)	4	
Median age - 56 years (District - 39 years, NZ - 35 years). 2006 Census recorded only 6 children (5-19 years)	2/3	Highest median age in the district
Unemployment rate - 0%, (District - 2.2%, NZ - 3.4%)	5	
Schooling - no local schools	7/8	Children on the island are reliant on schools in places like Snells Beach, Matakana and Warkworth.
Dwelling occupancy - 1.5 persons per dwelling (District 2.7, NZ - 2.7)	6	Low dwelling occupancy indicates mainly small retirement households with no children
Natural environment		
Limited SNA's or bush covenants but significant Department of Conservation land holdings	10	Kawau is an icon of the district with historical and landscape significance - a visitor destination
Rugged terrain. No inundation issues	11/12	
	13	
Economy		
13 GU's employing 29 people	21/22	Statistically insignificant in terms of employment. Most businesses are probably home businesses or use Kawau addresses but are located off the island
18 out of 42 working persons travel to work outside Rodney District	7	
Infrastructure and development		
54 out of 309 dwellings are occupied (82.5% vacancy) (District 15.85%)	6	High vacancy rate indicates predominance of holiday homes - (8 in 10 homes)
No public water supply or wastewater systems	15/16	
Only accessible by boat. Ferry service operates from Sandspit	18	
Minimal development occurring	14	

3.4 WESTERN RODNEY

CAU's, TAHEKEROA, DAIRY FLAT-REDALE, PAREMOREMO WEST, RIVERHEAD, KAUKAPAKAPA, WAIPAREIRA WEST, SOUTH HEAD, REWITI, MURIWAI BEACH AND TAUPAKI

<i>CAU – Tahekeroa (Includes villages – Wainui and Dairy Flat)</i>		
<i>Facts</i>	<i>Map</i>	<i>Observations conclusions on current state</i>
Community		
Population - 3504 (2871 in 2001)	1	Gained over 600 people between 2001 and 2006. Likely most growth is through new development
Median annual personal income - \$32,200 (District – \$26,600, NZ – \$24,400)	4	Median personal and (particularly) household incomes well above district medians. Firmly within the sphere of influence of urban Auckland for jobs
Median annual household income - \$76,200 (District – \$56,800, NZ – \$51,400)	4	High household incomes indicate high proportion of multiple earner households
Median age – 37 years (District – 39 years, NZ – 35 years)	2/3	Low median age and high dwelling occupancy indicate predominance of younger (families with children) households
Unemployment rate – 1.7%, (District - 2.2%, NZ – 3.4%)	5	Very low unemployment and low deprivation
Deprivation Score (Year 2001) – 917 (District Index – 1/4)	5	
Schooling – 1 primary school (Wainui) providing 214 places.	8/9	Primary schools do not meet local demand completely. Older children reliant on high schools in Hibiscus Coast, Helensville or in North Shore City
Dwelling occupancy – 3.1 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
2571.55 hectares (15.7%) of CAU is in SNA's or covenants	10	The CAU, in spite of development pressures, is rich in SNA's and bush covenants
Northern part of the CAU is steep and rugged but flatter slopes south of Wainui to Dairy Flat. Better (Class 2 and 3 soils in the flatter areas)	12/13	Physically diverse and highly attractive landscapes with both rugged hill country and flatter rolling country
No inundation issues	11	Even the flatter southern parts, once mainly in open pastures, are becoming more wooded
Economy		
558 GU's employing 482 people - (4.8% of district GU's – 2.2% of employment)	21/22	Many one-person or small businesses - farms and likely many home based businesses
Dominant employment sectors- agriculture and construction	21	Still a large-scale agricultural production area, mainly in stock and animal farming. High proportion of lifestyle blocks. Signs of more intensive and diverse uses (viticulture, fruit and vegetable production)
1116 out of 1893 (59%) working persons travel to work outside Rodney District	7	In spite of dominance of a rural economy, a high proportion of workers travel to North Shore City and greater Auckland for work. The CAU serves a lifestyle residential function
2.2 hectares of business land zonings at Dairy Flat village	23	Dairy Flat village is a vibrant local service centre and will probably grow and intensify
12405 hectares of agricultural holdings	24	
Infrastructure and development		
1143 out of 1254 dwellings are occupied (8.9% vacancy)(District 15.85%)	6	Low vacancy rates indicate high demands for housing
No settlements in the CAU have public water supply or wastewater systems	15/16	Growth of any of the villages in the CAU (in spite of growth pressures) will be limited by the need for wastewater and water supply network installation
Traversed by State Highway 17, Kahikatea Flat Road and Wainui Road	18	Highly accessible from metropolitan Auckland. Wainui and Dairy Flat villages are split by arterials or the State Highway bringing safety and amenity concerns
Major future sports and passive reserve purchased at Greens Road – yet to be developed	19/20	Community travels to key sporting and community facilities in the main centres and surrounding CAU's. Greens Road recreational facility, once developed, will serve a wide catchment
Active development area	14	Most parts are under significant growth pressures for lifestyle dwellings

CAU – Dairy Flat-Redvale		
Facts	Map	Observations conclusions on current state
Community		
Population - 2151 (1647 in 2001)	1	Gained over 500 people between 2001 and 2006. Likely most growth is through new development
Median annual personal income - \$31,800 (District – \$26,600, NZ – \$24,400)	4	Median personal and (particularly) household incomes well above district medians. Firmly within the sphere of influence of urban Auckland for jobs
Median annual household income - \$84,500 (District – \$56,800, NZ – \$51,400)	4	High household incomes indicate high proportion of multiple earner households
Median age – 38 years (District – 39 years, NZ – 35 years)	2/3	Low median age and high dwelling occupancy indicate predominance of younger (families with children) households
Unemployment rate – 2.0%, (District - 2.2%, NZ – 3.4%)	5	Low unemployment and low deprivation
Deprivation Score (Year 2001) – 907 (District Index – 1/4)	5	
Schooling – one primary school (Dairy Flat) providing 210 places	8/9	Slight deficit in primary school places and some children commute out of the CAU to schools. All secondary school pupils travel out of the CAU to school on the North Shore or Hibiscus Coast
Dwelling occupancy – 3.0 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
373.14 hectares (13.6%) of CAU is in SNA's or covenants located in southern parts of CAU	10	Highly attractive and sought-after landscapes and important natural environments under significant development pressure
Mostly moderately sloping topography but steep and broken on southern boundary toward Albany ridge	12/13	Flatter land, once mainly in open pastures, is becoming more wooded as lifestyle plant trees and small forests
Limited bands of Class 2 and 3 soils. The CAU drains into the Okura River	11	
Economy		
334 GU's employing 361 people - (2.9% of district GU's – 1.7% of employment)	21/22	Indications are that the CAU is characterised by numerous one-person and small businesses, mainly home based. Only employment node is North Shore Airfield
852 out of 1215 (70%) working persons travel to work outside Rodney District	7	A very high proportion of workers travel to North Shore City and Auckland for work. The CAU serves a lifestyle residential function
No business land zonings – Dairy Flat village lies in adjacent Tahekeroa CAU. However North Shore Airport lies in this CAU	23	Airport may form the focus of further business development
979.5 hectares of agricultural holdings	24	Mainly stock and animal farming. High proportion of lifestyle blocks. Signs of more intensive and diverse uses (fruit and vegetable production)
Infrastructure and development		
723 out of 795 dwellings are occupied (9.1% vacancy) (District 15.85%)	6	Low vacancy rates reflect strong demand for dwellings in this popular countryside living CAU
No parts of the CAU have public water supply or wastewater systems	15/16	
State Highway 1, State Highway 17 and East Coast Road traverse the CAU	18	Highly accessible from metropolitan Auckland
Local recreational reserve at Postman's Road	19/20	Community travels to key sporting and community facilities in the main centres and surrounding CAU's
Active subdivision and development area	14	Most parts are under significant growth pressures for lifestyle dwellings. A sought-after lifestyle choice

CAU – Riverhead (Includes Coatesville village and Riverhead Forest)		
Facts	Map	Observations conclusions on current state
Community		
Population - 2952 (2325 in 2001)	1	Like Tahekeroa and Dairy Flat-Redvale CAU's, this CAU grew strongly between 2001 and 2006, gaining over 600 new residents. Growth mainly through new development
Median annual personal income - \$36,000 (District – \$26,600, NZ – \$24,400)	4	High median personal income and highest median household income in district. Firmly within the sphere of influence of urban Auckland for jobs
Median annual household income - \$94,300 (District – \$56,800, NZ – \$51,400)	4	High household incomes (over twice median personal incomes) indicate high proportion of multiple earner households
Median age –38 years (District – 39 years, NZ – 35 years)	2/3	Low median age and high dwelling occupancy indicate predominance of younger (families with children) households
Unemployment rate – 1.8%, (District - 2.2%, NZ – 3.4%)	5	Low unemployment and low deprivation
Deprivation Score (Year 2001) – 900 (District Index - 1/4)	5	
Schooling – one contributing school (Coatesville School) providing 275 places for primary school children	8/9	Deficit in primary school places and some children commute out of the CAU to schools. All secondary school pupils travel out of the CAU to school on the North Shore or Hibiscus Coast
Dwelling occupancy – 3.0 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
1032.32 hectares (8.4%) of CAU is in SNA's or covenants	10	Extensive SNA's and bush covenants in the western and north eastern parts of the CAU
Mainly broken rugged country with more some moderate slopes east and west of Riverhead Forest	12	Highly attractive rural landscapes close to Auckland make this CAU a desirable lifestyle location
Class 2 and 3 soils over large parts of the CAU	13	The CAU falls in part of a productive rural band stretching from Taupaki through Riverhead and Coatesville villages to Dairy Flat
Economy		
477 GU's employing 354 people - (4.1% of District GU's - 1.6% of employment)	21/22	Indications are that the CAU is characterised by numerous one-person and small businesses, many possibly home based. No significant employment nodes. Coatesville has a small commercial component
1.61 hectares business land zonings at Coatesville		
Main employment sectors- agriculture, forestry and construction	21	
1080 out of 1590 working persons travel to work outside Rodney District	7	A very high proportion of workers travel to North Shore City and greater Auckland for work. The CAU serves a major lifestyle residential function as well as still being agriculturally productive
5778 hectares agricultural holdings	24	Riverhead Forest takes up a large part of the CAU. However east and west of the forest, land is intensively used for stock farming and a variety of other practices (viticulture, fruit and vegetable production). Many farm units are now lifestyle blocks
Infrastructure and development		
972 out of 1035 dwellings are occupied (6.1% vacancy) (District 15.85%)	6	Vacancies are low indicating the strong demand for homes in this attractive CAU
No parts of the CAU have public water supply or wastewater systems	15/16	Growth of Coatesville village (in spite of growth pressures) will be limited by the need for wastewater and water supply network installation
State Highway 17 runs on the eastern boundary and Coatesville-Riverhead Highway, Old North Road and Peak Road traverse the CAU	18	A highly accessible CAU from metropolitan Auckland. Coatesville village is split by the very busy Coatesville-Riverhead Highway bringing safety and amenity concerns
Local recreational facilities at Coatesville Reserve	19/20	Community recreation activity in the east centres on Coatesville Reserve, the local hall, commercial centre and school. Residents west of the forest use Kumeu or Waimauku. Most travel to key sporting and community facilities in the main centres and surrounding CAU's
Active subdivision and development area	14	Most parts are under significant growth pressures for lifestyle dwellings and for intensive rural production

CAU – Paremoremo West		
Facts	Map	Observations conclusions on current state
Community		
Population - 663 (453 in 2001)	1	A small rural CAU but it has gained over 200 new residents between 2001 and 2006, mainly through new development
Median annual personal income - \$36,400 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes – amongst the highest in the district
Median annual household income - \$84,300 (District – \$56,800, NZ – \$51,400)	4	Firmly within the sphere of influence of urban Auckland for jobs
Median age – 39 years (District – 39 years, NZ – 35 years)	2/3	High dwelling occupancy and relatively young community indicates predominance of younger (families with children) households
Unemployment rate – 0.6%, (District - 2.2%, NZ – 3.4%)	5	Very low unemployment and low deprivation
Deprivation Score (Year 2001) – 910 (District Index – 1/4)	5	
Schooling – no local schools.	8/9	Reliant on primary and secondary schools in the neighbouring CAU's and outside the district
Dwelling occupancy – 3.0 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
94.31 hectares (11.3%) of CAU is in SNA's or covenants	10	SNA's and bush covenants located mainly along eastern and southern boundary on the upper reaches of the Waitemata Harbour
Drains into the Waitemata Harbour. Most of CAU moderately sloping. Class 2 and 3 soils over large parts	12/13	Highly attractive and sought-after rural lifestyle location. Sensitive environments under significant development pressure
Economy		
54 GU's employing 83 people - (0.5% of district GU's - 0.4% of employment)	21/22	This CAU is small in terms of district employment. Likely that most businesses are small. However it is intensively used for stock farming and other agricultural practices as well as for lifestyle purposes
295.5 hectares of agricultural holdings	24	
Dominant employment sectors- agriculture and construction	21	A very high proportion of workers travel to North Shore City and greater Auckland for work
234 out of 363 (64.5%) working persons travel to work outside Rodney District	7	Land prices are high – competition for land for both productive and lifestyle purposes
No business land zonings	23	No commercial centre. Community relies entirely on places outside the CAU for all levels of goods and services
Infrastructure and development		
219 out of 243 dwellings are occupied (9.9% vacancy) (District 15.85%)	6	Vacancies are low indicating the strong demand for homes in this attractive CAU
No parts of the CAU have public water supply or wastewater systems	15/16	
Located on Coatesville-Riverhead Highway	18	Highly accessible to all parts of the metropolitan area (mainly North Shore City and Waitakere City)
No significant public reserves or facilities in the CAU	19/20	Community travels out of the CAU for key sporting and community facilities in the main centres and surrounding CAU's
Active subdivision and development area	14	Most parts are under significant growth pressures for lifestyle dwellings and for intensive rural production

CAU – Kaukapakapa (Includes villages – Kaukapakapa, Waitoki and Makarau)		
Facts	Map	Observations conclusions on current state
Community		
Population - 2979 (2268 in 2001)	1	A strongly growing CAU gaining over 700 new residents in 5 years, mainly through new development
Median annual personal income - \$31,400 (District – \$26,600, NZ – \$24,400)	4	Higher than district personal and household median incomes. While not as high as medians in CAU's closer to Auckland, Kaukapakapa is within the influence of the Auckland job market
Median annual household income - \$70,500 (District – \$56,800, NZ – \$51,400)	4	
Median age – 37 years (District – 39 years, NZ – 35 years)	2/3	High dwelling occupancy and relatively young community indicates predominance of younger (families with children) households
Unemployment rate – 1.7%, (District - 2.2%, NZ – 3.4%)	5	Low unemployment and low deprivation
Deprivation Score (Year 2001) – 930 (District Index – 1/3)	5	
Schooling – 2 primary schools (Kaukapakapa and Waitoki) providing 346 places	8/9	Small deficit in primary school places and some children commute out of the CAU to schools. All secondary school pupils travel out of the CAU to schools in either Helensville, the Hibiscus Coast, North Shore City or Waitakere City
Dwelling occupancy – 2.9 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
1224.93 hectares (8.7%) of CAU is in SNA's or covenants	10	Extensive SNA's and bush covenants located widely across the CAU. Large tracts west of Kaukapakapa village along Kaukapakapa River
Inundation issues and the CAU drains to the sensitive Kaipara Harbour	11	Location on Kaipara Harbour raises inundation issues for large parts of the CAU including Kaukapakapa village itself
Generally steep and broken country but with some flatter low lying valley and coastal areas. Class 2 and 3 soils in the Kaukapakapa and Waitoki village areas	12/13	Highly attractive and sought-after rural landscapes many with vistas onto the Kaipara. Development pressures raise issues for the sensitive Kaipara Harbour receiving environment
Economy		
473 GU's employing 361 people - (4.1% of district GU's – 1.7% of employment)	21/22	Likely many one-person and small businesses – mainly farm businesses
Dominant employment sectors - agriculture and construction	21	Major sand extraction plant on State Highway 16 towards Helensville supports the construction industry over a wide area
954 out of 1620 (59%) working persons travel to work outside Rodney District	7	This CAU is within easy reach of the Hibiscus Coast and Auckland. Attractive lifestyle settings outweigh commuting times and costs
No business land zonings	23	No business land zonings but Kaukapakapa village has a small vibrant retail core
11632 hectares of agricultural holdings	24	Still primarily an agricultural production area. Mainly in stock and animal farming but with some more diverse intensive practices now occurring in flatter valley areas. Significant conversion to lifestyle lots
Infrastructure and development		
1020 out of 1089 dwellings are occupied (6.3% vacancy) (District 15.85%)	6	Very low dwelling vacancy indicating strong demand for housing
No parts of the CAU have public water supply or wastewater systems	15/16	Growth of Kaukapakapa and Waitoki villages (in spite of growth pressures) will be limited by the need for wastewater and water supply network installation
State Highway 16, Kahikatea Flat Road and Peak Road all traverse the CAU	18	Highly accessible CAU but Kaukapakapa and Waitoki are both split by busy roads raising safety and amenity issues
Council public reserve and other community facilities at Kaukapakapa, including Sinclair Park sporting reserve	19/20	Kaukapakapa and Waitoki villages with their schools and other facilities are centres for the community but people still have to travel more widely to access other services and facilities
Active subdivision and development area	14	Most parts are under significant growth pressures for lifestyle dwellings and for intensive rural production

CAU – Waipareira West		
Facts	Map	Observations conclusions on current state
Community		
Population - 924 (813 in 2001)	1	The CAU population grew by over 100 persons between 2001 and 2006 reflecting active development in the CAU
Median annual personal income - \$30,100 (District – \$26,600, NZ – \$24,400)	4	
Median annual household income - \$65,100 (District – \$56,800, NZ – \$51,400)	4	Higher than district median incomes but lower than found in other CAU's on the Auckland fringe
Median age – 41 years (District – 39 years, NZ – 35 years)	2/3	Relatively high median age when compared to other CAU's on the Auckland fringe. Census data shows 14% of population is over 65, (Riverhead – 6.4%, Dairy Flat-Redvale – 6.3%). Significant rural retirement community
Unemployment rate – 1.2%, (District - 2.2%, NZ – 3.4%)	5	Unemployment is low
Deprivation Score (Year 2001) – 913 (District Index – 2/4)	5	Deprivation is low but slightly higher than other fringe CAU's – may indicate lower retiree household incomes
Schooling – one primary school (Taupaki) providing around 260 places	8/9	Primary school places exceed primary school population – self sufficient – but most high school children commute into Waitakere City and North Shore City
Dwelling occupancy – 3.0 persons per dwelling (District 2.7, NZ – 2.7)	6	High dwelling occupancy in spite of a significant retiree population. May indicate mix of small retiree households and high proportion of larger families with children
Natural environment		
78.28 hectares (5.6%) of CAU is in SNA's or covenants	10	Limited areas of SNA's or covenants
Generally flatter slopes with better Class 2 and 3 soils	12/13	This is the western end of a flatter more fertile belt of land stretching through Taupaki to Kumeu, Riverhead, Coatesville and Dairy Flat
Economy		
120 GU's employing 188 people - (1.0% of district GU's - 0.9% of employment)	21/22	A small CAU in terms of district employment
Dominant employment sectors – education, health & community services and construction	21	
324 out of 474 (68%) working persons travel to work outside Rodney District	7	Large numbers of workers commute out to Waitakere City and beyond each day. Some local employment on remaining farms (mainly stock and animal farms) but considerable numbers of employees probably travel up to and around Kumeu for work
No business land zonings	23	
835.5 hectares of agricultural holdings	24	Although still rurally productive, there are many lifestyle blocks. This is a dormitory residential area for metropolitan Auckland
Infrastructure and development		
309 out of 327 dwellings are occupied (5.5% vacancy) (District 15.85%)	6	Very low vacancy indicating in high demand for dwellings in this area lying close (and accessible) to Waitakere City and greater Auckland.
No parts of the CAU have public water supply or wastewater systems	15/16	
Located on Waitakere Road between Kumeu and Waitakere City	18	Highly accessible to Waitakere City by road. Close to rail links to Auckland
Taupaki Reserve lies just inside this CAU. Adjacent Taupaki Hall is in Taupaki CAU	19/20	Taupaki Reserve and hall provide for local needs but residents travel to places like Kumeu and Waitakere for sporting and other community facilities (libraries, pools, leisure centres)
Active development area	14	For its size, the CAU has seen considerable subdivision and development in the past few years

CAU - Taupaki		
Facts	Map	Observations conclusions on current state
Community		
Population - 837 (804 in 2001)	1	The CAU gained little population between 2001 and 2006. Development map shows relatively little subdivision and development
Median annual personal income - \$31,600 (District - \$26,600, NZ - \$24,400)	4	Relatively high median personal and household incomes in district terms but lower than found in most other CAU's on the Auckland fringe. Nevertheless shows the influence of urban Auckland incomes
Median annual household income - \$73,100 (District - \$56,800, NZ - \$51,400)	2/3	Low median age and high dwelling occupancy indicate high proportion of families with children
Median age - 37 years (District - 39 years, NZ - 35 years)	5	Unemployment rate is slightly higher than district but deprivation is low
Unemployment rate - 2.3%, (District - 2.2%, NZ - 3.4%)	5	
Deprivation Score (Year 2001) - 919 (District Index - 1/4)	7/8	Taupaki School meets local primary school needs. Most high school children commute into Waitakere City and North Shore City
Schooling - Taupaki School in adjacent Waipareira West CAU	6	
Dwelling occupancy - 3.0 persons per dwelling (District 2.7, NZ - 2.7)		
Natural environment		
1.19 hectares (0.1%) of CAU is in SNA's or covenants	10	Very little of the CAU is in SNA's or bush covenants
No coastal inundation issues but flooding can occur in low lying parts along the Kumeu River	11	This is part of a flatter more fertile belt of land stretching to Kumeu, Riverhead, Coatesville and Dairy Flat
The CAU has a mainly flat topography and much is in good Class 2 and 3 soils	12/13	Agricultural productivity and flatter topography (less attractive landscapes) may have kept parts from being converted to lifestyle development
Economy		
113 GU's employing 100 people - (1% of district GU's - 0.5% of employment)	21/22	A small CAU in terms of district employment
Dominant employment sectors - property & business services and construction. Agriculture still significant	21	
339 out of 468 (72%) working persons travel to work outside Rodney District	7	Large numbers of workers commute out to Waitakere City and beyond each day. Some local employment on remaining farms and intensive agricultural enterprises (fruit vegetable and plant farming)
No urban business land zonings	23	Unfortunately, the area is blighted by signs advertising produce and activities
827 hectares agricultural holdings	24	Although still rurally productive, there are many lifestyle blocks. This is a dormitory residential area for the metropolitan area
Infrastructure and development		
279 out of 294 dwellings are occupied (5.1% vacancy) (District 15.85%)	6	Very low dwelling vacancies indicating strong demand for dwellings in this area and the south west generally
No parts of the CAU have public water supply or wastewater systems	15/16	Concern that this CAU in particular is in the "front line" of development pressures outward from Auckland. Flatter land may prove attractive for large scale development - relatively easily serviceable by extending Waitakere services
Located on Waitakere Road (between Kumeu and Waitakere City) Taupaki Road and State Highway 16	18	Highly accessible to Waitakere City and Auckland
Taupaki Hall is located in Taupaki CAU while adjacent reserve is in Waipareira West CAU	19/20	Taupaki Reserve and hall provide for local needs but residents travel to places like Kumeu and Waitakere for sporting and other community facilities (libraries, pools, leisure centres)
Relatively low levels of development in past years	14	The CAU has shown remarkably low levels of development in the past few years possibly due to its high agricultural productivity and values. This may change as residential land demands increase

CAU – South Head (Includes Shelly Beach village)		
Facts	Map	Observations conclusions on current state
Community		
Population - 1335 (1155 in 2001)	1	Relatively small population growth (180 people in 5 years) in this mainly rural CAU. Cape Rodney and Tauhoa-Puhoi (the other main rural production areas) each gained over 600 people
Median annual personal income - \$24,100 (District – \$26,600, NZ – \$24,400)	4	Median personal and household incomes similar to Cape Rodney but lower than Tauhoa-Puhoi and lower than district median
Median annual household income - \$50,300 (District – \$56,800, NZ – \$51,400)	4	
Median age – 39 years (District – 39 years, NZ – 35 years)	2/3	Median age is relatively low
Unemployment rate – 2.3%, (District - 2.2%, NZ – 3.4%)	5	Unemployment rate is low in national terms but higher than district and higher than both Cape Rodney and Tauhoa-Puhoi
Deprivation Score (Year 2001) – 977 (District Index – 3/4)	5	Deprivation index is relatively high. Suggests a relatively young rural population on limited means
Schooling – one primary school (Waioneke School) providing 77 places	8/9	The CAU is not self sufficient in primary school places. Likely that children travel to Parakai and Helensville. High school children commute out to Helensville or beyond
Dwelling occupancy – 2.6 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
4325.2 hectares (14.2%) of CAU is in SNA's or covenants	10	Extensive SNA's, bush covenants and conservation area. South Head is a regionally and nationally important environment with Lake Ototoa and the South Head conservancy
Inundation issues affecting the eastern coastal area of CAU	11	
Hilly central spine but generally moderate slopes elsewhere with extensive Class 2 and 3 soils on the eastern side and around Parakai	12/13	Moderate topography supports forestry and agricultural production
Economy		
231 GU's employing 145 people - (2% of district GU's – 0.7% of employment)	21/22	A small CAU in terms of district employment. Mainly one-person and small businesses (farms)
Dominant employment sector - agriculture, forestry & fishing	21	
303 out of 660 (46%) working persons travel to work outside Rodney District	7	Not sustainable in terms of employment, with almost half of working population commuting out of Rodney and some working in Helensville and Kumeu
No business land zonings	23	Rural community relies on Parakai and Helensville for primary goods and services
12933 hectares of agricultural holdings	24	This remains predominantly an agricultural production area in stock and animal farming and forestry but now considerable lifestyle holdings south of Parakai – feeling the influence of Auckland
Infrastructure and development		
504 out of 597 dwellings are occupied (15.6% vacancy) (District 15.85%)	6	Relatively high dwelling vacancies. May be reflecting holiday home settlement in places like Shelly Beach. Pressures may come to this remote pristine environment for more holiday and second homes
No parts of the CAU have public water supply or wastewater systems	15/16	
South Head Road runs most of the length of the peninsula connecting to State Highway 16 at Parakai	18	South Head is accessible and within reach of services at Helensville yet offers a remote feel. This may be making it increasingly attractive as a lifestyle or holiday home choice
Main Council public reserve facility and wharf at Shelly Beach.	19/20	Shelly Beach serves a wider catchment attracting visitors and tourists. Local rural community has South Head Hall but must travel for sporting and other community facilities. South Head Golf Course has regional appeal
Quite active subdivision and development area	14	In spite of relatively low population growth, subdivision and development has been occurring in the past few years up the entire length of South Head Road

CAU – Rewiti (Includes Woodhill village)		
Facts	Map	Observations conclusions on current state
Community		
Population - 1842 (1731 in 2001)	1	Population did not grow substantially between 2001 and 2006 in spite of active development
Median annual personal income - \$29,400 (District – \$26,600, NZ – \$24,400)	4	Personal and household median incomes are higher than district medians and higher than other mainly agricultural CAU's like South Head, Tauhoa-Puhoi and Cape Rodney
Median annual household income - \$73,700 (District – \$56,800, NZ – \$51,400)	4	Indicates high proportion of employees in city jobs
Median age – 37 years (District – 39 years, NZ – 35 years)	2/3	Relatively young population and high dwelling occupancy indicates good numbers of families with children
Unemployment rate – 2.6%, (District - 2.2%, NZ – 3.4%)	5	Unemployment rate is low but still higher than district
Deprivation Score (Year 2001) – 937 (District Index 2/4)	5	Low deprivation index but some signs that unemployment may cause deprivation in parts of this fairly young community
Schooling – one primary school (Woodhill) providing 140 places	8/9	The CAU has a deficit in primary school places and is reliant on other primary schools in Waimauku, Kumeu and other areas. All high school pupils must travel to Helensville or Waitakere City for school
Dwelling occupancy – 2.9 persons per dwelling (District 2.7, NZ – 2.7)	6	
Natural environment		
849.94 hectares (11.1%) of CAU is in SNA's or covenants	10	Extensive SNA's and bush covenants throughout the CAU. Attractive landscapes make this area increasingly sought-after by country lifestyleers
Generally moderate slopes and some areas of Class 2 and 3 soils	12/13	Slopes and soils support extensive forestry and agricultural production
Economy		
231 GU's employing 322 people - (2% of district GU's – 1.5% of employment)	21/22	A small CAU in terms of district employment. Mainly one-person and small businesses (farms). Possibly home based businesses in lifestyle areas
Dominant employment sectors – agriculture and forestry	21	Mainly forestry and stock farming but more intensive agricultural practices, (fruit and vegetable farming, nurseries) in central parts of the CAU
603 out of 1023 (59%) working persons travel to work outside Rodney District	7	Large proportion of residents travel out-of-district to work in places like Waitakere City and Auckland City
No business land zonings	23	
4900 hectares of agricultural holdings	24	This remains primarily a rural production area like South Head, Cape Rodney and others but rural lifestyle subdivision is intensive in parts
Infrastructure and development		
645 out of 708 dwellings are occupied (8.9% vacancy) (District 15.85%)	6	Relatively low vacancy indicates a strong demand for dwellings
No parts of the CAU have public water supply or wastewater systems	15/16	Any growth of settlements such as Woodhill will be limited by the need for wastewater and water supply network installation
State Highway 16 passes through the north of the CAU and Muriwai Road traverses it east to west	18	Highly accessible and within easy reach of Auckland. Woodhill village is split by State Highway 16, raising safety and amenity concerns
No significant active recreation reserves	19/20	Waimauku reserve nearby provides for local recreation needs but community must travel to Kumeu or beyond for higher level sporting and community facilities
The southern half of the CAU has seen active subdivision and development in the past few years	14	Already under development pressure and this is likely to increase. Lifestyle lot densities already high in parts around Waimauku (School Road Hinau Road area)

CAU – Muriwai Beach (Includes Muriwai village)		
Facts	Map	Observations conclusions on current state
Community		
Population - 2217 (2037 in 2001)	1	Population has grown by almost 200 mainly through new development in this active development area and through filling of baches with permanent occupants
Median annual personal income - \$32,200 (District – \$26,600, NZ – \$24,400)	4	Median incomes well above district medians probably reflecting city incomes of commuter residents
Median annual household income - \$68,400 (District – \$56,800, NZ – \$51,400)	4	Incomes not as high as metropolitan commuter fringe CAU's like Riverhead, Dairy Flat-Redvale and Paremoremo West
Median age – 35 years (District – 39 years, NZ – 35 years)	2/3	One of the youngest communities in the district
Unemployment rate – 2.5%, (District - 2.2%, NZ – 3.4%)	5	Some unemployment but in real terms it is very low
Deprivation Score (Year 2001) – 926 (District Index 1/4)	5	Deprivation index is very low. All signs are of a relatively well-off young community on adequate means
Schooling – no local schools	8/9	Reliant on primary schools in neighbouring CAU's probably Waimauku or Kumeu. High school children likely travel outside the district to school. Some may go to Helensville
Dwelling occupancy – 2.8 persons per dwelling (District 2.7, NZ – 2.7)	6	Dwelling occupancy is high indicting larger families with children
Natural environment		
2655.39 hectares (47.5%) of CAU is in SNA's or covenants	10	The CAU has extensive SNA's and bush covenants.
Southern half of the CAU, including along the coast is steep and broken. No Class 2 or 3 soils. Better soils are in the northern part with more moderate slopes	12/13	These form the western end of a band of SNA's and bush stretching along the metropolitan boundary to the Okura River in the east
Economy		
282 GU's employing 134 people - (2.4% of district GU's – 0.6% of employment)	21/22	Quite a significant number of GU's in district terms but low employment count. Indicates high proportion of home based businesses employing no or few persons. Similar situation found in other lifestyle CAU's like Dairy Flat-Redvale, Riverhead and Paremoremo West
Dominant employment sectors – construction and agriculture	21	
825 out of 1215 (68%) working persons travel to work outside Rodney District	7	Very high proportion of out-of-district commuters enjoying country and coastal landscapes within reach of city jobs
No business land zonings	23	Muriwai village has limited retail activity serving mainly visitor needs. Community must travel to Kumeu and beyond for higher order goods and services
3185.8 hectares of agricultural holdings	24	While still a rural production area, the CAU is heavily subdivided around Muriwai village and on the southern boundary
Infrastructure and development		
792 out of 933 dwellings are occupied (15.1% vacancy) (District 15.85%)	6	Relatively high dwelling vacancies indicate remnant stock of holiday homes at Muriwai village
No public wastewater treatment plants in the CAU. All wastewater (including in Muriwai village) treated on private on site systems	15	Wastewater issues in Muriwai village arise from density of development on steeply sloping ground. Community wants a wastewater scheme and are opposed to expansion
Water supply network serves existing Muriwai community but has limited additional capacity for more growth	16	Muriwai village has complex utility services issues. Major expenditure likely even without further expansion
Only access to the CAU is Muriwai Road	18	The CAU, while geographically quite remote, is still highly accessible to Auckland
Council public reserve facilities – mainly passive reserves. Muriwai Regional Park located in this CAU	19/20	The CAU has unique recreational qualities but residents travel to places like Waimauku and Kumeu for sports and other community facilities
Active development area	14	In spite of the rugged country in rural parts and servicing limitations in the village, subdivision and development is actively occurring. Increasing demand for location in Muriwai is likely

PART 2: MAPS

Map No.	
1	Population (2006 Census)
2	Median age (2006 Census)
3	Population and age distribution (2006 Census)
4	Median household and personal income (2006 Census)
5	Age and unemployment indices (2006), Deprivation index (2001)
6	Occupied and unoccupied dwellings (2006 Census)
7	Travel to work (2006 Census)
8	Primary school rolls and travel to schools (2006/2007)
9	Intermediate and secondary school rolls and travel to schools (2006/2007)
10	SNA and covenanted areas (2006/2007)
11	Areas prone to inundation (2006/2007)
12	Land slope classes
13	Primary production soils Class 2 & 3 (2006)
14	Subdivision and building consents (2004-2006)
15	Reticulated catchment areas for sanitary sewer (2006)
16	Reticulated catchment areas for water (2006)
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18	Transport network
19	Rodney reserves, regional parks and conservation land
20	Rodney community infrastructure
21	Employment sectors and employee count (2006)
22	Business sizes – Number of people employed (2006)
23	Rodney District business zones (2006)
24	Agricultural activities (2006)