

Growth at a glance 2020 - 2050



Central Hawke's Bay is experiencing a surge of optimism and growth not seen since the 1960's.

As a community – we are seeing growth both urban and rural across our entire District.

To specifically address urban growth, we've developed an Integrated Spatial Plan – a blueprint for growth for our three main centres of Otane, Waipawa and Waipukurau that will support our community to ensure growth is as smart and sustainable as possible.

You can view our full Growth Scenario predictions on our website www.chbdc.govt.nz

This document provides a snapshot of the projected growth and change in Central Hawke's Bay for the period 2020 – 2050.

Some quick snapshots...



In late 2019, we achieved high growth projected over ten years in only **18 months**



42% of our Central Hawke's Bay residents did not live here five years ago

Our average growth rate is projected at

2.0% or some 270 people per year for the next ten years



Our population is forecast to increase by some **4,000** people by **2031** and over **9,000** people by **2051**



Our **65+** population is forecast to make up over a quarter of our population in 2031



We are forecast to add **1,500 new homes** to our District in the next ten years

How has the population been changing?

2.1%

Five-year average growth rate in the Central Hawke's Bay District population

2013

A structural shift occurred in migration to the district

WANT TO KNOW MORE?

For more information on what growth means for your own business or situation, feel free to call us on **06 857 8060** or email business@chbdc.govt.nz



CENTRAL HAWKE'S BAY
DISTRICT COUNCIL

Exceeding expectations: Actual vs projected population

Area	Actuals (Estimated*)			2017 projections (Stats NZ)			
	2013	2018	2019	2018		2023	
				Medium	High	Medium	High
Central Hawke's Bay District	13,250	14,550	14,850	13,850	14,150	13,900	14,500
Otane ¹	540	669	710	580	590	580	600
Waipawa	2,060	2,150	2,180	2,090	2,140	2,090	2,190
Waipukurau ²	4,050	4,520	4,580	4,130	4,220	4,140	4,340

*Estimate as at June, provisional from 2018; ¹ SA1 aggregation; ² New SA2 Areas include west of the airport.

Our previous projections of growth have proved too pessimistic. Migration has a significant impact on a district like Central Hawke's Bay. We have seen:

- A net loss from migration between 1996 and 2013
- 200 people per year moved to Central Hawke's Bay between 2013 and 2019 (net of those leaving)
- 42% of Central Hawke's Bay District residents in 2018 had resided outside the district five years earlier

Younger migrants will slow our aging demographic trend, and this influence is factored into our growth scenarios. Demographic trends also need to be considered for these projections, including:

- The ageing population
- Falling birth rates
- Longer lifespans

What has changed since 2013?

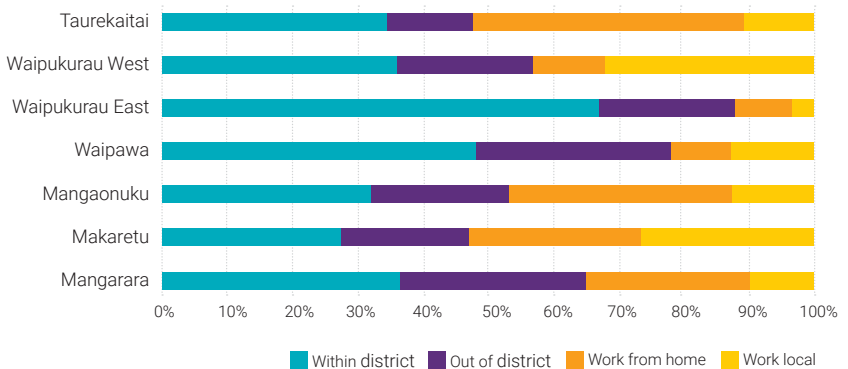
We have identified several factors that help explain the structural shift in migration that occurred post-2013. These factors include:

- Urban-rural flight – people desiring to move out of the main centres
- Technological change – access to remote working
- Job opportunities – both within the district and for commuters

In Central Hawke's Bay District, we have seen a trend towards commuters locating in the district and working in nearby Napier or Hastings. We expect that since this data set in 2018, out of district commuting has further increased.

The graph below demonstrates where our commuters work.

Where did workers commute in 2018?

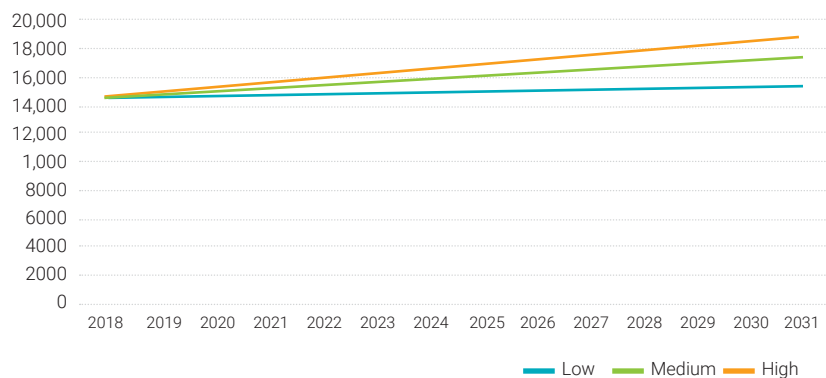


Scenario based approach

Many factors feed into our projections, but the key variation comes from:

- Births and deaths – the natural increase in the population
- Migration – people moving into and out of Central Hawke's Bay District

The graph below indicates our project population growth over the next ten years.



The impact of covid-19 has been modelled differently across our scenarios. For the high scenario we project returning New Zealanders to help shore-up total migration, even in the face of economic uncertainty.

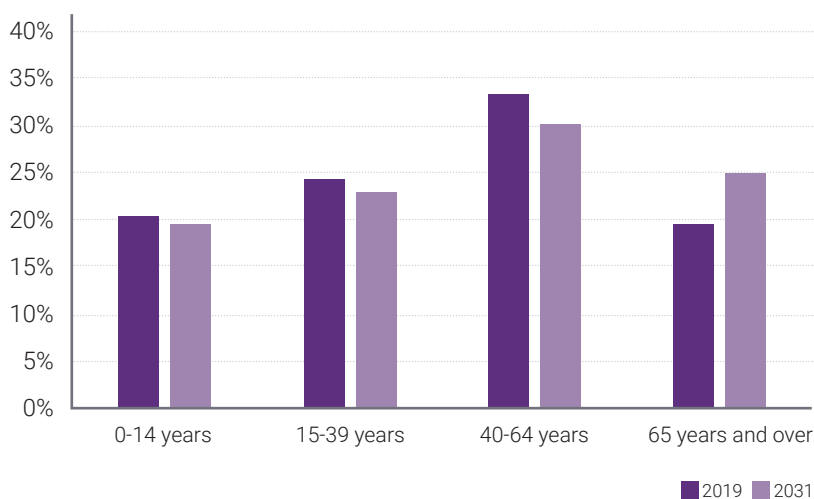
High Scenario - Let's move to Central Hawke's Bay District

The Council has adopted the high growth scenario for the 2021 Long Term plan. The key features of the high scenario are:

- Central Hawke's Bay District adds 3,900 people by 2031 – pushing the district's population over 18,000
- The average growth rate in the population between 2019 and 2031 is 2.0%pa
- The proportion of the population aged over 65 rises from 20% in 2019 to 26% in 2031.
- The number of households is projected to reach 6,870 by 2031.
- The average household size rises slightly to 2.8 in the mid-2020s before easing back to 2.7 again.

Year	Total	0-14 years	15-39 years	40-64 years	65 years and over
2018	14,550	3,000	3,550	5,050	2,900
2019	14,850	3,100	3,700	5,050	3,000
2020	15,190	3,178	3,740	5,144	3,128
2021	15,520	3,243	3,789	5,214	3,274
2022	15,840	3,308	3,836	5,277	3,410
2023	16,200	3,376	3,905	5,349	3,569
2024	16,550	3,440	3,980	5,405	3,735
2025	16,880	3,492	4,052	5,447	3,899
2026	17,200	3,542	4,112	5,486	4,061
2027	17,530	3,594	4,184	5,528	4,215
2028	17,840	3,643	4,254	5,577	4,376
2029	18,150	3,685	4,306	5,629	4,520
2030	18,470	3,729	4,360	5,705	4,666
2031	18,770	3,780	4,412	5,788	4,789
2036	20,130	3,928	4,580	6,198	5,424
2041	21,320	4,065	4,837	6,443	5,975
2046	22,470	4,265	5,138	6,691	6,387
2051	23,980	4,506	5,429	7,083	6,962

The proportion of the population aged over 65 is already higher in Central Hawke's Bay District than the national average, and would continue to rise more quickly without migration.



Year	Total Households	Average Household Size
2018*	5,418	2.6
2019E	5,570	2.7
2020	5,650	2.7
2021	5,730	2.7
2022	5,820	2.7
2023	5,920	2.7
2024	6,020	2.8
2025	6,130	2.8
2026	6,260	2.8
2027	6,380	2.7
2028	6,490	2.7
2029	6,610	2.7
2030	6,720	2.7
2031	6,870	2.7
2036	7,370	2.7
2041	7,890	2.7
2046	8,410	2.7
2051	9,070	2.6

Where will development pressure be?

Based on historical trends, the following tables shows the likely breakdown of growth in key towns under each scenario. Our analysis suggests:

- Waipukurau picked up the largest share of growth between 2013 and 2019 (36%)
- Ōtāne will continue to be popular with commuters
- Takapau is an affordable option for first-home buyers
- Our rural community also continues to grow, adding 3,920 more residents by 2031.



Population projections by scenario and selected urban areas

Area	2019	Scenario	2031	2051	Change 2019-2031	Change 2019-2051
Waipawa	2,180	Low	2,220	2,090	40	(90)
		Medium	2,360	2,520	180	340
		High	2,507	2,852	327	672
Waipukurau	4,580	Low	4,760	4,190	180	(390)
		Medium	5,340	6,030	760	1,450
		High	5,890	7,540	1,310	2,960
Ōtāne ¹	710	Low	770	700	60	(10)
		Medium	950	1,170	240	460
		High	1,151	1,756	441	1,046
Pōrangahau ¹	210	Low	230	180	20	(30)
		Medium	300	420	90	210
		High	377	731	167	521
Takapau ¹	620	Low	650	530	30	(90)
		Medium	750	890	130	270
		High	846	1,137	226	517
Central Hawke's Bay	14,850	Low	15,400	13,430	550	(1,420)
		Medium	17,140	19,430	2,290	4,580
		High	18,770	23,980	3,920	9,130

¹ 2019 population for small areas estimated from 2018 census and partial indicators.

These projections are demand focused – that is, where people are expected to want to locate. Consultation with communities will help determine the appropriate policy response, including what level of development is appropriate.

Central Hawke's Bay Integrated Spatial Plan 2020 - 2050

The Integrated Spatial Plan was developed to identify a 30 year blueprint for growth and development in Central Hawke's Bay.

As some of our communities are currently experiencing, not all growth is good or directed to where it is most appropriate. This can conflict with and impact on our way of life or change the character of our townships that we've grown used to.

The Integrated Spatial Plan seeks to direct growth to where it is most appropriate and identifies a number of initiatives to retain what is important and to enable a Central Hawke's Bay of the future. We'll be using the Spatial Plan as a key input into our asset management plans and other key documents such as future reviews of the District Plan, to deliver on our communities vision for the future.