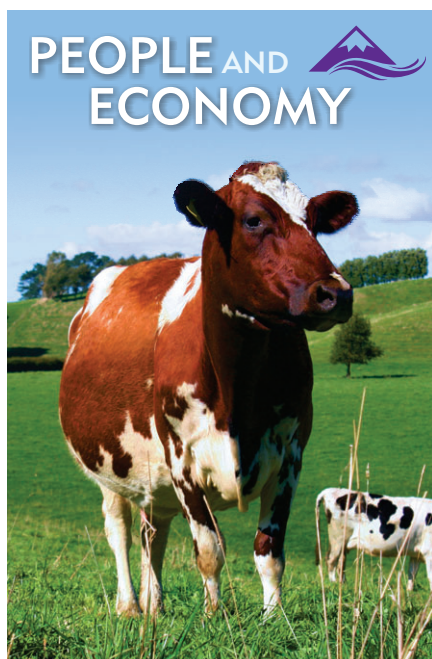


At a glance



PEOPLE AND ECONOMY



Taranaki's population was

109,609

at the 2013 census—a 5.3% increase since the 2006 Census. The region has not experienced the population pressures of other regions.

Dairying in Taranaki is well-established and stable, in contrast to widespread dairy conversions in other regions. This region's milking cow numbers have changed little over the past 15 years and at 493,361, account for 10% of the national herd—down from nearly 15% in 1998/1999.

Tourism plays an important role in the economy.



The oil and gas industry has a long association with the region since the first wells were established in the 1860s. It has seen the greatest increase in employment growth in the region in the past decade, and it is New Zealand's fourth largest export earner.



Taranaki's GDP is the highest per capita in the country and is driven by the oil and gas, and agricultural industries.

\$80,297



GDP per capita
Taranaki

\$51,319



GDP per capita
NZ average

What's the story?



LAND

Of the most at-risk land
65% of privately-owned
land has a farm plan.

81% of samples meet target
ranges for soil health.

Some results indicate an
increase in soil compaction.

99.5%

of dairy farms
have riparian
plans.

Council has
facilitated supply
of more than

3.6 million

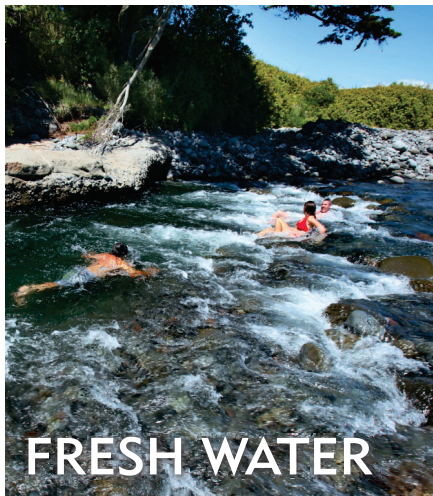
plants to
landowners.



92%

of land is
sustainably
managed.





FRESH WATER



Good quality groundwater across all sites monitored.

Best-ever long term trends in physicochemical and ecological health.

Over the past 18 years ecological health has improved at 44 sites monitored with no significant deterioration at any site.



Nitrate concentrations in Taranaki groundwater have remained stable. In 2011/2012, 96% of samples were within Drinking-water Standards for NZ.



80%

of streambanks in the programme are fenced and **65%** are protected with vegetation.

In summer 2013/2014

91%

of samples taken from freshwater swimming spots were within MfE guidelines.

The majority of sites monitored in Taranaki meet NIWA guidelines for most water uses, most of the time.



Improving ecological trends at 14 sites have become highly significant since 2007.

Water allocated for use in the region is low—only

4%

of the total allocation.

The Council's riparian programme is the largest environmental enhancement planting scheme on privately-owned land in NZ.



The coast has a rich cultural history and quality of marine waters continues to improve.

COAST



Major discharges to coastal waters have reduced from 25 to

3

since the 1970s.

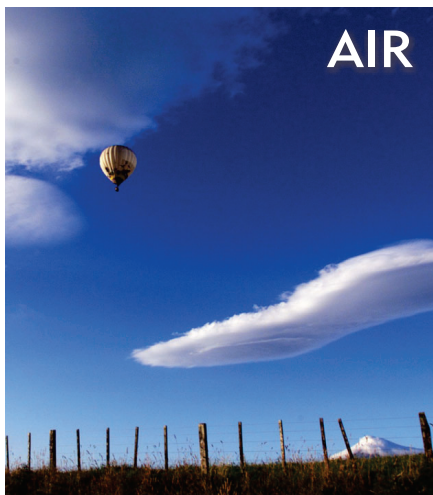


In the past six years

95%

of sites sampled at popular swimming spots were within MfE guidelines for swimming.

AIR



80%

of nitrogen oxide results in 'Excellent' category.

Natural sand accumulation impacts rocky shore ecology.



Survey results from 2008 to 2014 showed concentrations of metals and faecal coliform in shellfish were well below guidelines.

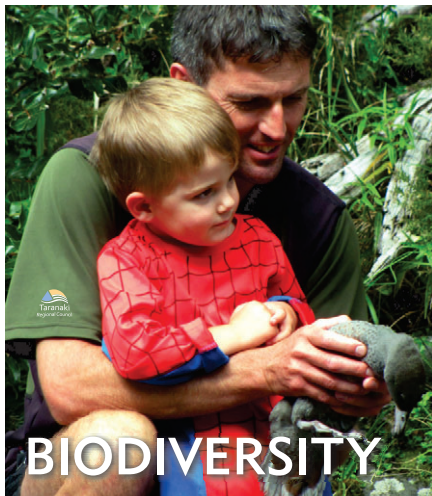
97%

air particle (PM₁₀) monitoring results in 'Good' or 'Excellent' category.

Low levels of carbon monoxide even in 'worst-case scenario' areas.

National air quality standards have never been exceeded in Taranaki.





Taranaki's biological diversity and unique species are important taonga.

Taranaki has **151,054** hectares

formally protected by the Department of Conservation (DOC) or under a QEII or DOC covenant—up from 145,000 hectares in 2008. 31 new QEII covenants were registered in Taranaki in 2014—the largest number for any region.

Taranaki community groups and agencies collaborate closely to protect and enhance the region's indigenous biodiversity. The recently established Taranaki Biodiversity Trust has 19 groups and agencies as founding members.



4,374

properties in the Self-help Possum Control Programme—the largest participation in NZ.

There has been a small (1.3%) loss of wetland area between 2007 and 2012—but the annual rate of wetland area loss has reduced by 60%.

The condition of remaining wetlands is improving under the Council's programmes. 72% of wetlands covered by Council-developed biodiversity plans showed improvement in overall condition between 2010 and 2015, compared with 31% of wetlands without a plan.



178

sites covering 119,103 hectares are classed as Key Native Ecosystems.

The Council has increased its biodiversity budget to **\$1.2million** (2013/2014).

Councils continue to invest in developing community facilities, for example the Brougham Street shared space and the Len Lye Centre in New Plymouth, the Hāwera Town Centre Revitalisation Strategy and development of the King Edward sporting area in Stratford.



Taranaki's heritage, landscape and other qualities make this a special place to live.

90%

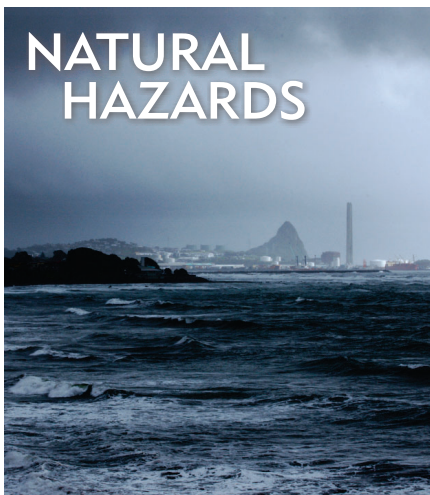
satisfied with formal and informal public access to rivers, lakes and coast in the region.

The Taranaki Regional Council has made significant investments in the internationally recognised Pukeiti Gardens since taking over ownership in 2010.

1140 heritage buildings and items identified by Taranaki's district councils.



NATURAL HAZARDS



\$3 million

upgrade to Waitara's flood protection to future-proof the town.

Taranaki is readying itself for future challenges from extreme climatic and geological events.

More than 90% approval rating for living environment, parks and reserves and access to natural environment in the New Plymouth District Council area and high ratings on similar measures within Stratford and South Taranaki districts.



Potential hazards include volcanic eruption, earthquakes, floods, high winds, drought and landslips.

Taranaki Civil Defence Emergency Management Group plans and prepares for emergencies.



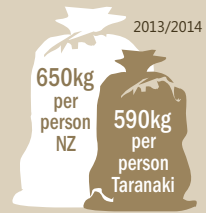


WASTE

2

farm plastics recycling programmes operating in Taranaki.

Waste disposal in Taranaki is not increasing as rapidly as it is nationally, despite the region leading New Zealand in economic growth.



Only 1 well-regulated landfill for all of the region.

The region has a firm focus on minimising waste.



More being recycled through district council kerbside collections and facilities.



Dedicated centres for e-waste collection in three districts.

OUR RESPONSES... *continuing the momentum*



Business and Economic Research Limited (BERL) estimates that the Taranaki community has invested \$260 million in environmental improvements over the 2008–2014 period and has spent \$117 million per year on capital and annual operating costs. This is an increase from \$85 million per year in 2002–2007.

The review of the Council's Regional Fresh Water and Soil plans in 2015/2016 will see changes made to the management of farm dairy effluent. As a general rule, all farm dairy effluent will be required to be discharged to land.



The investments made in surface water quality have more than doubled over 2008–2014 compared with 2002–2007. District councils have invested heavily in this area.

The review of the Council's Regional Fresh Water and Soil plans will lock in completion of the Riparian Management Programme, requiring streambanks to be fenced and planted by 1 July 2020.



The Council undertakes regular reviews of all of its policies, programmes and activities and this is continuing with reviews of the Regional Fresh Water and Soil plans, the Regional Coastal Plan, Biodiversity Strategy and pest management strategies.



The Council has significantly ramped up its efforts in biodiversity over the past seven years and there will be more happening in this area in future.

