

# What is MTM?

**Manaaki Taha Moana (MTM)** is a research programme to restore and enhance coastal ecosystems and their services of importance to iwi/hapu, through a better knowledge of these ecosystems and the degradation processes that affect them.

We utilise Western Science and Mātauranga Maori knowledge and participatory modelling tools and processes to assist iwi/hapu to evaluate and define preferred options for enhancing/restoring coastal ecosystems. This evaluation of options is assisted by innovative IT and decision support tools (e.g. digital libraries, simulation modelling, interactive mapping, 3D depiction, real-time monitoring).

Action plans are being produced for improving coastal ecosystems in each rohe.

The research team works closely with iwi/hapu in the case study regions to develop tools and approaches to facilitate the uptake of this knowledge and its practical implementation.

Mechanisms will also be put in place to facilitate uptake amongst other iwi throughout NZ.



## Research Providers:

School of People Environment and Planning,  
Massey University

Taiao Raukawa Trust

Manaaki Te Awanui Trust

Waka Digital Ltd

Cawthron Institute

DOWNLOAD full copies of our FREE publications and other toolsets produced in this MBIE-funded research programme from our website:  
**[www.mtm.ac.nz](http://www.mtm.ac.nz)**



# MANAAKI TAHA MOANA: ENHANCING COASTAL ECOSYSTEMS FOR IWI

MTM Report No.

## Structure and Dynamics of the Tauranga Catchment Economy



Patterson, M., Gledhill, L., Love, A., Hardy, D.J. (2014). Structure and Dynamics of the Tauranga Catchment Economy. Manaaki Taha Moana Research Report No. 14. Massey University, Palmerston North.

## This purpose of this report is:

to provide a detailed understanding of the make-up of the Tauranga Catchment Economy (TCE). This helps us to better understand those sectors of the Tauranga economy that have the greatest contribution, which will then enable us to ascertain the degree to which different sectors impact on the environment.

The report begins with an assessment of housing market, population, labour market and economic market trends in the region, providing likely future trends for each factor.

It presents **Input-Output Analysis** of the inter-relationships between the largest sectors in the TCE, in terms of GDP; as well as providing an assessment of international, inter-regional and Tauranga-specific demand.

A summary of **Regional Economic Strategies** for TCE are then presented, including the Smart Growth and Smart Economy strategies.

Section 3 makes up the bulk of the report, which is a **sector-by-sector analysis** of the TCE in terms of an economic overview of the sector, main employers or businesses in the sector (if applicable), sector trends and future trends. Sectors are differentiated as follows, based on the 2006 ANZSIC Codes classification by Statistics NZ:

- Horticulture and Fruit-Growing
- Livestock and Cropping Farming
- Dairy Cattle Farming
- Other Farming
- Agriculture, Fishing, Hunting & Trapping Services
- Forestry and Logging
- Aquaculture and Fishing
- Mining and Quarrying
- Oil and Gas Exploration and Extraction
- Meat and Meat Product Manufacturing
- Dairy Product Manufacturing
- Other Food Manufacturing
- Beverage, Malt and Tobacco Manufacturing
- Textile and Apparel Manufacturing
- Wood Product Manufacturing
- Paper and Paper Products Manufacturing
- Printing, Publishing and Recorded Media Manufacturing
- Petroleum and Industrial Chemical Manufacturing
- Rubber, Plastic and Other Chemical Product Manufacturing
- Non-Metallic Mineral Product Manufacturing
- Basic Metal Manufacturing
- Structural, Sheet and Fabricated Metal Product Manuf.
- Transport Equipment Manufacturing
- Machinery and Equipment Manufacturing
- Furniture and Other Manufacturing
- Electricity Generation and Supply
- Gas Supply
- Water Supply
- Construction
- Wholesale Trade
- Retail Trade
- Accommodation, Restaurants and Bars
- Road Transport
- Water and Rail Transport
- Air Transport, Services to Transport and Storage
- Communication Services
- Finance
- Insurance
- Services to Finance and Investment
- Real Estate
- Ownership of Owner-Occupied Dwellings
- Professional, Scientific and Technical Services
- Central Government Administration and Defence
- Local Government Administration
- Education
- Healthcare and Community Services
- Cultural and Recreational Services
- Personal and Community Services.

Given the importance of **tourism**, this economic activity is also reported on.

The report concludes with a **summary and emergent picture of the most important sectors in the TCE**, and determines which **sectors are likely to be the drivers of future growth** in the region.

**Declining sectors** are listed, followed by a brief breakdown of factors that may be **barriers to future growth** of the TCE.