



our district

# Our District - the first to see the light

## The People

The Māori name for the district is Tairāwhiti which means “The coast (Tai) where the new sun (ra) shines (whiti)”. Kaiti Beach, near the city, was where the Māori immigrational waka Te Ikaroa-ā-Rauru landed; and is also the first landing place of Captain Cook in New Zealand.

Captain Cook first set foot here in 1769. European settlement was established in 1831 and the town which developed was named after Hon. William Gisborne, the Colonial Secretary, in 1870. Prior to this the settlement was known as Tūranga but confusion with Tauranga, Bay of Plenty, led to the name change. To pre-European Māori the Poverty Bay area was known as Tūranganui-ā-Kiwa “The waiting place of Kiwa”. Gisborne became a borough in 1877 and a city in 1955.

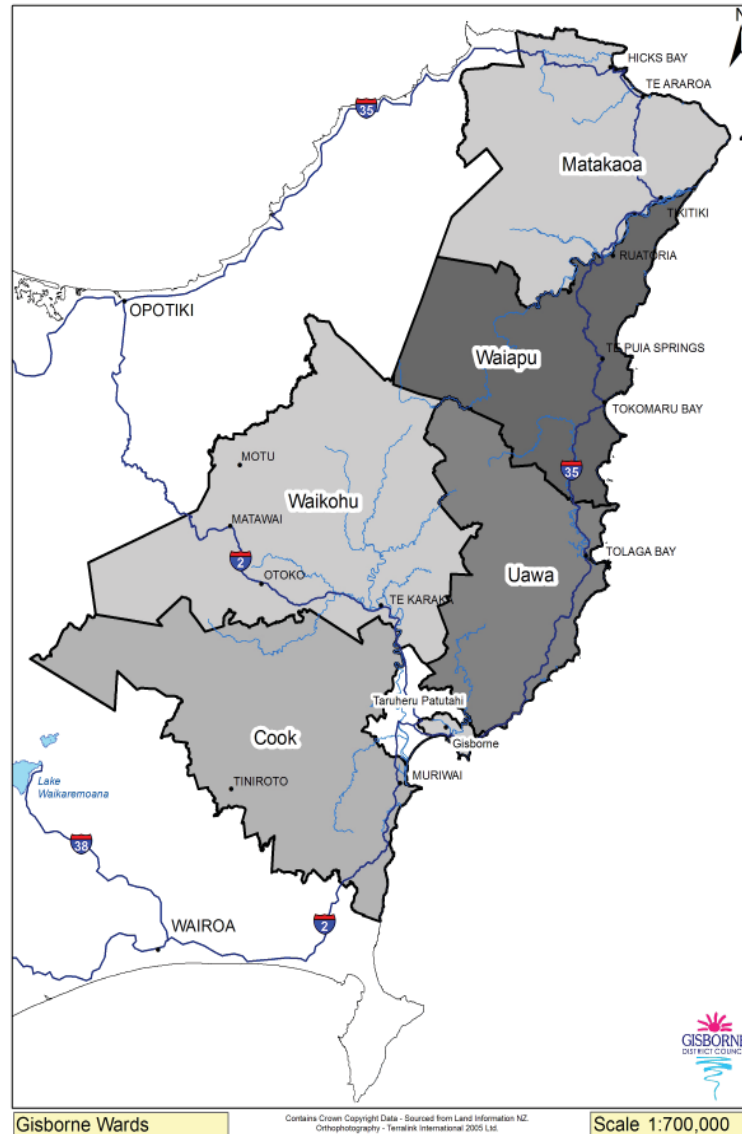
The Gisborne region has the highest proportion of Māori compared with non-Māori in New Zealand, with 44% compared to the national average of 14.3%.

Source: Statistics NZ, Census 2006.

## The Economy

The Gisborne district is predominantly a district of primary produce with an emphasis on agriculture, forestry and fishing. Consequently 25% of employment is related to these activities. The other main areas of employment are manufacturing (11%), retail trade (11%), health and community services (10.6%), and education (9.3%). Tourism has been targeted as an industry of high potential growth.

Source: Statistics NZ, Business Demography Statistics, February 2007



## The Climate

Gisborne is renowned for its Mediterranean style climate. The total sunshine hours are 2200 per annum, with a variation in rainfall from about 1000mm near the coast to over 2500 in the higher inland country. On average, 65 days a year have a maximum temperature of over 24 °C.

Source: National Institute of Water and Atmospheric Research Ltd.

## District and Council Facts

District Land Area:	8,360,060 hectares *
Percentage of Total NZ Land Area:	4.9%
Reserves:	950 hectares **
Population:	44,460 (2006 Census)
Capital Value:	\$9.2 billion ***
Land Value:	\$5.6 billion ***
Average Population Density:	5.3 persons per sq km
Number of Dwellings:	18,956
Number of Rateable Properties:	21,702
Council's Total Asset Value:	\$1.7 billion

\* Based on the high water mark.

\*\* Land zoned “reserve”.

\*\*\* As at 1 September 2008 and subject to change as a result of the revaluation objection process.