



PUKEKOHE

City Smart, Country Heart



WHY NOW IS THE RIGHT TIME
TO INVEST IN THIS RURAL GEM



PUKEKOHE

DMU
284
Car Park

EXIT
↑↑

KEEP THE GAPS



City Smart, Country Heart

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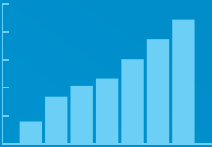
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KEY FACTS



LOCATION

Pukekohe is part of the Golden Triangle formed by Hamilton, Auckland and Tauranga. This area contributed over half of New Zealand's GDP in 2015.



GROWTH

The population growth in the Golden Triangle from 2006-2016 was over double that of the rest of New Zealand. Pukekohe is projected to be a key satellite location for 50,000 people, creating over 9,000 jobs, by 2050.



CONNECTEDNESS

Pukekohe's location means it is well connected. Accessibility will only continue to increase with improved road links North and South and \$15.4m being invested in the new Pukekohe Station.



LIVEABILITY

Pukekohe is experiencing outstanding capital growth and remains an affordable area to buy and live in.

“ Pukekohe is one of the main development corridors coming out of Auckland. You'd be crazy not to invest here.”

Arthur Morgenstern
– Architect, Developer, Investor



WELCOME TO PUKEKOHE

Photo: Dayna Birch

Pukekohe is an exceptional place to work, live and thrive. It's a place where you can walk down the main street and feel part of a vibrant and welcoming community. It's a central hub – easy to get to the beach, the city or the Coromandel. There are abundant school, sports and entertainment options if you're raising a family.

Pukekohe is an excellent place to base your business, whether supplying local residents' needs, manufacturing locally for national distribution or supplying produce and products to feed the increasingly sophisticated palate of New Zealand and the world.

As part of the Golden Triangle which generated \$117 billion GDP in 2015, Pukekohe is poised to take off. The Auckland Plan identified Pukekohe as a priority satellite town accommodating 50,000 people and creating 9,000 new jobs over the next 30 years. The Auckland Unitary Plan includes Future Urban Zone land around Pukekohe, for residential, business and industrial use. Pukekohe is one of 18 Auckland Town Centres (out of 50) to receive support from Panuku, Auckland Council's property development arm.

Pukekohe's connectivity continues to increase via both the Southern New Network and a \$15.4m investment in a new bus and train station, scheduled to open late 2017.

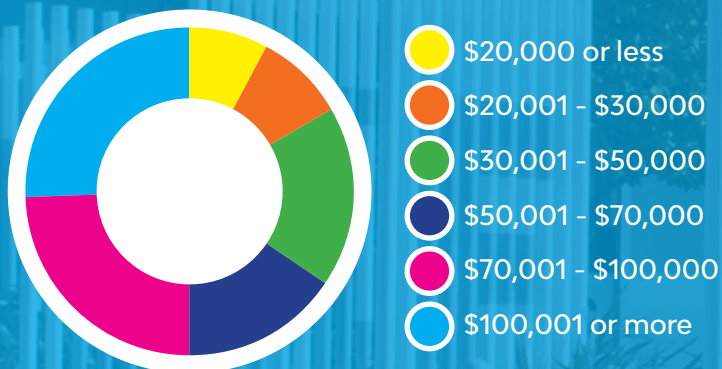
New housing developments are already underway at Wesley and Belmont to provide up to 6,000 new dwellings in a staged development process. Medium density and apartment housing options will be available to accommodate a wide range of future demographics.

With all this growth and investment, Pukekohe will continue to deliver on its reputation as a well-connected village with outstanding lifestyle quality, whilst maintaining its vibrant village atmosphere.

Pukekohe truly is... City Smart, Country Heart

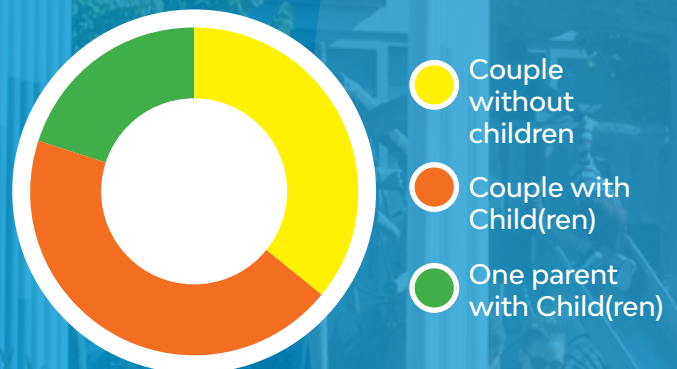
PEOPLE AND PUKEKOHE

HOUSEHOLD INCOME



2013 Census Data (Pukekohe)

FAMILY TYPE



2013 Census Data (Pukekohe)

2,500

NUMBER OF BUSINESSES

Statistics New Zealand 2016 (Pukekohe)

9,250

FILLED JOBS

Statistics New Zealand 2016 (Pukekohe)

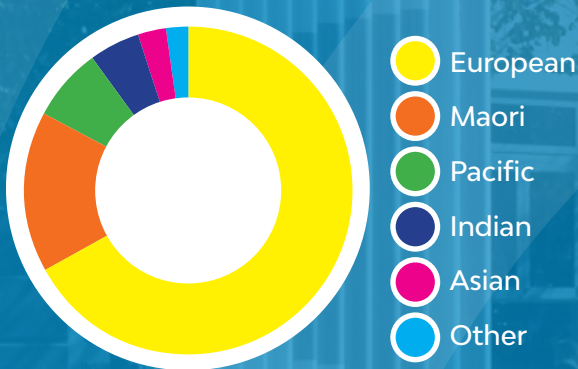


HOME OWNERSHIP
 (Auckland region = 61%)
 2013 Census Data (Pukekohe)



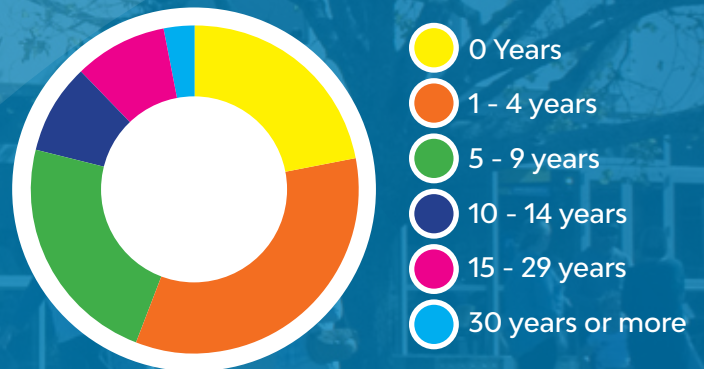
**FORMAL QUALIFICATION
 15 YEARS & OLDER**
 2013 Census Data (Pukekohe)

ETHNICITY



2013 Census Data (Pukekohe)

YEARS AT USUAL RESIDENCE



2013 Census Data (Pukekohe)

36.4

Median age (years)
 in PUKEKOHE

2013 Census Data (Pukekohe)

40.2

Median age (years)
 in FRANKLIN

2013 Census Data (Franklin)

8%

Projected Pukekohe
 Growth 2016 – 2041

Pukekohe Area ART Model Projections

WHY INVEST



A SLICE OF THE SOUTHERN INVESTMENT PIE

Pukekohe has a well-balanced local economy with both retail and light industrial. There are now opportunities for new commercial zones and for light industrial to be better clustered together.

The Pukekohe Area Plan provides for at least 100ha of new business land for local employment, including redevelopment of land around the town centre periphery for commercial and office purposes. Commercial rents on the main streets range from \$200 - \$400 per m², with a range of site sizes from 80 - 500 m².

As fewer and fewer people want to brave the Southern motorway it makes sense for businesses to base themselves in Pukekohe. This is evident in the Franklin District where the number of businesses has increased each year since 2010 and so have the number of people employed.

COMMERCIAL OPPORTUNITIES

Now is the time to seize the commercial property investment opportunities in Pukekohe.

The consistently low vacancy rates make them an attractive proposition for savvy investors. When properties do come on the market they are quickly snapped up. Investors are receiving a return of 5%-7% of rent relative to purchase price.

PUKEKOHE'S PREMIUM POSITION

Pukekohe has a key position in the Golden Triangle formed by Hamilton, Auckland and Tauranga. This triangle of wealth dominates the New Zealand economy, employing more than half of all New Zealanders. Franklin District's annual average GDP growth has been higher than that for New Zealand for the last four years.

Pukekohe businesses take advantage of the proximity to Auckland. Trailite, a local motorhome manufacturer, do this by importing finished motorhomes from Europe to the Ports of Auckland. They also provide a shuttle service for customers from Auckland Airport to their showrooms in Pukekohe. Their location South of Auckland means customers can drive off in their campervan without having to go into the city.

Further proof of Pukekohe's prime location is given by traffic count data which found that of the 5,500 daily trips made by Aucklanders heading South, more than 20% were to Pukekohe.

KEY INDUSTRIES

The Franklin District is home to almost 10,000 businesses which employ over 21,000 people. A quarter of these businesses are based in Pukekohe and employ over 9,000 people.

Around 70% of wholesale trade, retail trade and health care and social assistance workers in the Franklin area are based in Pukekohe. This reflects Pukekohe's strong business and employment environment. The main growth areas for employment in Pukekohe from 2011 – 2016 of Construction (42%) and Electricity, Gas, Water and Waste Services (31%) highlight the activity underway to prepare for the projected population growth.

The increase over this period of people working in Professional, Scientific and Technical Services (33%) emphasises the increasing number of people who prefer a more rural environment, with a better work-life balance. Accommodation and Food Services employment increased by 29% over this period proving there are abundant options for good coffee and food.

Under the Unitary Plan 48% of Pukekohe's land is zoned for rural production. This maintains the natural and amenity values and rural character of the area. Almost 5% of land is classed as Mixed Rural. These are smaller rural sites and areas that have historically been a base for local horticulture activities. These zonings help to protect Pukekohe's agricultural heritage and reputation as the Food Bowl of Auckland.

QUALITY EMPLOYEES

Three quarters of adults living in Pukekohe have a formal qualification and over 90% of people who wish to be in paid employment have a job.

Local businesses find it easy to get good quality staff, particularly for office based or administrative roles. Applicants are less focused on remuneration as they want the quality of life benefits working close to home brings, such as less travel time and travel expenses. There is more competition with the rest of Auckland for building, construction industries and manufacturing skills.

However, employers in Pukekohe find that workers with these skills are of a high calibre, both in terms of attitude and expertise.

POPULATION GROWTH & HOUSING

Pukekohe's population is projected to grow by 8% over the next 25 years. Home ownership rates are higher than for the Auckland region at 65% compared to 61%. Over half of Pukekohe's home owners have lived there for less than 5 years indicating the area's increasing popularity.

Most families are couples with children. Median household incomes are also higher than for the Auckland region at \$80,900 versus \$76,500. Pukekohe is still affordable and is experiencing outstanding capital growth. As of February 2017 the average sale price of a 3 bedroom house in Pukekohe was \$805,000, compared to \$940,000 for all of Auckland. The increase in price over the prior year was 27% for Pukekohe compared to 11% for Auckland. The average rent for a 3 bedroom house in Pukekohe as at February 2017 was \$431 compared to \$531 for Auckland. The new housing developments at Wesley and Belmont will provide up to 6,000 new dwellings with a range of price points.





PUKEKOHE BUSINESS IMPROVEMENT DISTRICT

The Pukekohe Business Association was founded in 1992 with the aim of promoting local businesses and represents the interests of over 700 Pukekohe businesses. They also administer the Pukekohe Business Improvement District (BID), a partnership between local government and the business community to develop, promote and support the local economy.

Run by a team of three the PBA is governed by a volunteer executive committee who are passionate about business interests in Pukekohe. With a vision that Pukekohe is a prosperous and lively town, a great place to live, work, shop, play, and conduct business, the Business Association aims to ensure it retains a distinctive country feel. We believe it is recognized as the business, commercial, and community hub of Franklin.

To attain this vision the Business Association:

- Promotes Pukekohe as an excellent place to do business, across all sectors.
- Advocates to Auckland Council specific policies, plans, and asset developments that are in the best interests of business in Pukekohe
- Provides Pukekohe businesses with opportunities for networking and sharing knowledge and encourages them to build and enhance their skills

Since 2011 the Pukekohe Business Association has successfully supported the local business community. Examples of these activities include:

- The Annual Pukekohe Best in Business Awards to promote and celebrate local businesses
- Shop Local initiatives such as the Voucher Booklet, Christmas Scavenger Hunts, and the Pukekohe Fashion Show, together with targeted marketing and advertising promoting Pukekohe as a shopping destination and local events
- Communication with Businesses through The Loop, Facebook, email, a regular column in the Franklin County News and a free searchable online Business Directory of members
- Advocating to Auckland Council and its subsidiaries on behalf of and in support of all local business including CCTV, Interim Transport Levy, Annual Plan, bylaws and town centre planning
- Encouraging visitors by providing local information and free Wi-Fi

The Business Association is always looking to the future and regularly review their strategic plan as part of this.

Location: 217 King Street, Pukekohe
Phone: 09 910 0137
Website: www.pukekohe.org.nz



SUCCESS STORY

Gopala is a market leader in the production of pure, natural dairy products such as yoghurt, lassi, paneer and ghee. All their products are GE Free, 100% Vegetarian and made using milk from New Zealand suppliers. You'll find them in chillers and dairy cabinets all over the North Island and they'll soon be available in the South Island too.

Having been based in Henderson for the last 10 years, 2017 saw them relocate to Pukekohe. The directors were looking for a bigger site, with room for future expansion. Pukekohe proved perfect and its location makes delivery easier for the 15,000-20,000 litres of milk they receive every second day from Fonterra in Takanini.

The company was able to buy their facilities outright, instead of leasing as originally planned. The 1,500 sqm premises have now been outfitted with brand new, customised machinery and there are plans to invest a further \$10m into the site to double its size and output. The 45 staff currently employed are mainly based in Manukau and Manurewa and now have less distance to travel for work. Future growth should see another 10-15 people join the Gopala family.

Setting up in Pukekohe has been straightforward. The company's good relationship with Fonterra meant securing trade accounts was easy, as is popping down the road to pick up supplies for the plant or a bite to eat for lunch.

Pukekohe has turned out not just to be a good location to do business from, but also a great place to live with several directors now looking to buy in the area.

It doesn't get better than that!



WWW.GOPALA.CO.NZ



Photo: Emily Crosscut

A SOUTHERN PIECE OF PARADISE

A GROWING HISTORY

Pukekohe has a strong history, both above and below ground. In fact, the Māori word puke-kohe means “hill of the kohekohe”, which is New Zealand’s native mahogany .

The maintenance and restoration of existing buildings in the Town Centre is a key action in the Pukekohe Area Plan, as is showcasing the area’s architectural history with plans to develop a Pukekohe Heritage Trail.

The main rural activity is market gardening with key vegetables being onions and potatoes. The dark-brown granular soils are derived from weathered volcanic rocks with their very strong structure allowing them to be repeatedly cultivated with little deterioration. Almost half of Pukekohe’s land is protected for agriculture and zoned for rural production.



Photo: Shannon Carrill



ENTERTAINMENT OPTIONS ABOUND

Pukekohe provides activities for everyone's tastes. Options include ten-pin bowling, laser tag, a three theatre cinema and The Franklin Arts Centre. Pukekohe has proudly hosted the V8 Supercars event for a number of years, attracting more than 106,000 people over the 3 days when it was last held in 2016.

The Pukekohe Park Raceway was also home to New Zealand's biggest country music festival, the inaugural Stampede Music Festival in March 2017 which was transformed into a little piece of Texas for the day.

For those who like more action the Pukekohe Park Raceway hosts both thoroughbred horseracing and motorsport events.

SPORT AND FITNESS

Pukekohe's newest sports facility is the Bledisloe Sports Centre. This is home to the Pukekohe Association Football Club and the Pukekohe Metro Cricket Club. It features six changing rooms; separate referee, first aid and storage rooms; a kitchen, bar, function room and lounge; and 60 car parks.

For water lovers there are the Franklin Pool and Leisure Centre and the Pukekohe Jubilee Pool. Numerous gyms and the Golf Club help Pukekohe's population to stay fit and healthy.



THE SOUTHERN NEW NETWORK

Launched in late 2016, the Southern New Network includes new bus routes and timetables and better information at bus stops. Pukekohe has three new local loop bus services, running every 30 minutes, 7 days a week. There are also two new services connecting Waiuku (to Pukekohe and Papakura) and a service from Wesley to Pukekohe. Each of the three local loop buses serve the town centre and shopping area and connect with train services at the Pukekohe station. Together with Waiuku there are now more than 30 new bus stops.

Auckland Transport (AT) and the NZ Transport Agency are investing over \$15m into building a fully-integrated bus and train station at Pukekohe. The new station facilities will link bus stops with the existing rail platform. In addition to commuter parking space and cycle parking there will be improved connections to the local road and footpath networks. This major new asset will:

- **Facilitate increased public transport services**
- **Provide better connectivity between new network buses and rail**
- **Enable better and faster connections within the Franklin community and wider Auckland region**
- **Support alignment of bus and train timetables.**

Key features of the station include 6-bay bus stops connected by a new overbridge to the train station, a park and ride facility for 87 vehicles, additional ticket machines, a passenger waiting area, cycle parking and a drop-off zone, plus toilets and retail. CCTV ensures passengers safety.

SUCCESS STORY

MAREE TROW, OWNER OF STIRLING SPORTS

Having always had a passion for the sports and fitness industry, buying the Stirling Sports Business in 2015 was a logical choice for Maree. She spotted that enormous growth in Pukekohe was coming and could see the investment opportunity. She is excited that as the Southern Motorway gets busier more people will come to Pukekohe to shop or spend their leisure time.

'One of the highlights of running a business in Pukekohe's Town Centre is getting to know your customers. People know your name and your kids' names which gives a true sense of family around the area. People care about the area and each other. It's a nice community where people are loyal to businesses.'

Business is steady and she employs 1 fulltime staff member and 2 part timers. The Pukekohe Business Association has been very supportive and run worthwhile events. The Association is certainly passionate about the area.

Maree and her family have lived in Pukekohe for over 20 years. They originally settled here because while they didn't want to be in the city, they didn't want to be too far out from it. With two teenagers, they value the good selection of schools and the variety of sporting activities. Being close to the beach and the ease of access to the Coromandel are added bonuses. A 5 minute commute to work in the morning is also a win!

Stirling Sports 

“ If you're a locally owned business Puke people will come to you.”

City Smart, Country Heart



www.pukekohe.org.nz