
ŌTAKI

There has never been a better time to make the move to Ōtaki!



OUR PAST INFORMS OUR FUTURE

Me huri whakamuri, ka titiro whakamua - utilising our past to inform our future.

We have a unique community in Ōtaki. With three marae and strong educational opportunities within Te Wānanga o Raukawa and our kura, te reo Māori is commonly spoken and heard in our township.

As kaitiaki and tāngata whenua of Ōtaki, Ngā Hapū o Ōtaki's traditional practice of kaitiakitanga has developed from centuries of observation and experience on which our knowledge and cultural practice is based.

This knowledge, handed down from our ancestors, is based on ensuring that our footsteps on the environment have a positive influence for future generations.

The tāngata whenua have contributed to the establishment of Ōtaki since the 19 May 1840 Tiriti by sales and public works acquisition of our lands. The expressway is another example of taking.

Therefore we have been working closely with the team building the new expressway through our community. The expressway is having a big impact on our environment, but we have been pleased to be fully engaged in helping to mitigate those effects.

Our tāngata whenua have been monitoring our precious waterways to see that our fish, water and land resources are protected and even enhanced as the expressway is built. We have also been able to fully explore and protect wāhi tapu, the historically significant sites in the area, before and during construction. And our wāhi tapu tours of the district have been popular and provide opportunities for people to appreciate the significance of these important historic and spiritual sites.

Ngā Hapū o Ōtaki works in partnership with Kāpiti Coast District Council and other organisations to ensure we plan wisely for the future and achieve the best outcomes for Ōtaki. This includes ensuring that tāngata whenua values and aspirations are embedded across all work programmes that affect our community.

Rupene Waaka
Chair, Ngā Hapū o Ōtaki

MAYORAL WELCOME



Ōtaki is just an hour's drive north of Wellington, New Zealand's capital city. The town is the northernmost settlement of the vibrant Kāpiti Coast District, easily accessible a few minutes away from the new Kāpiti expressway.

Ōtaki offers a tempting array of retail, business and industrial opportunities, with land available now for new commercial buildings.

Greater Ōtaki encompasses the community hub in the main township, the state highway retail area, the beach, commercial developments on Riverbank Road, and small settlements at Te Horo and Peka Peka. Lifestyle blocks and quality housing are readily available. There is much more to Ōtaki than what can be seen from the highway.

Establishing a business in Ōtaki has never been easier. Our "open for business" council is on hand to help you get your business going.

A relaxed lifestyle, coupled with easy access to ports, airports, and national and international markets, has seen Ōtaki develop a reputation as a great place in which to live, work and do business.

We look forward to welcoming you to our district.

Mayor K Gurunathan

Te Wānanga
o Raukawa



HISTORY

Ōtaki has a long and proud history, celebrating not only its Māori and European roots, but also those of immigrants, including Chinese and Italian.

The great warrior chief, Te Rauparaha, settled here after migrating from Kawhia in the early 1820s. European whalers arrived soon after, working from Kāpiti Island and trading with Māori on the mainland.

This thriving settlement of Māori and Pākehā became one of New Zealand's first established towns.

A postal service began in 1841, and small ships began bringing goods into Ōtaki in exchange for potatoes and other crops.

Two famous churches were built. One was the Māori church called Rangīātea, which opened in 1851. Rangīātea burnt down in 1995, but was rebuilt exactly as it was.

St Mary's Church at Pukekaraka was built in 1859 and is the oldest Catholic church in the country still operating.

By the 1860s, Ōtaki had stores, hotels, a courthouse and jail. Stagecoaches carried mail and passengers from Wellington, negotiating a route along the beach from Paekākāriki to Foxton. Ōtaki's guest houses and hotels provided overnight accommodation.

In 1886 the new railway line from Wellington to Longburn was opened, establishing a new commercial centre a couple of kilometres east of Ōtaki township. The Ōtaki-Māori Racing Club was established in the same year.

By the 1890s, Ōtaki became renowned as a holiday destination. Visitors would take in the clean air, expansive beach and relaxed lifestyle.

The first road bridge over the Ōtaki River was opened in 1901 and the Ōtaki Golf Club was established. The second (current) road bridge was constructed in 1955.

Throughout the 20th century, Ōtaki grew as a market gardening community. Chinese and Italians were drawn to the town, which had fertile land and ready access to markets. The positive contribution of the Chinese was celebrated in 2007 with New Zealand's first road signposted in Chinese script at Jean Hing Place.

Te Wānanga o Raukawa, New Zealand's first Māori tertiary institution was established in 1981 and continues to deliver qualifications underpinning a Māori world view.

The next major historical landmark is likely to be the Peka Peka to Ōtaki expressway, due for completion in the middle of 2021.



Photo: Mark Coote



Photo: Mark Coote



Photo: Ōtaki Street Scene

OUR ECONOMY

Ōtaki is in growth mode. In the year to March 2017, Ōtaki GDP was \$28.3 million, up 4.5 percent from the previous year. New Zealand's economy increased by 3.6 percent in the same period.

Ōtaki welcomes new businesses, which add to the wide diversity of commercial operations. Where once were market gardens, there are now boutique organic and specialty food growers. Sustainability is more than a byword in Ōtaki, with many businesses establishing here to partner with like-minded operators.

Previously low-value land is being developed to entice entrepreneurs, corporates and small businesses who want to experience a different pace of life, but still be close to Wellington and other markets. Whether big or small, hi-tech or hands-on, there's space in Ōtaki to accommodate them all.

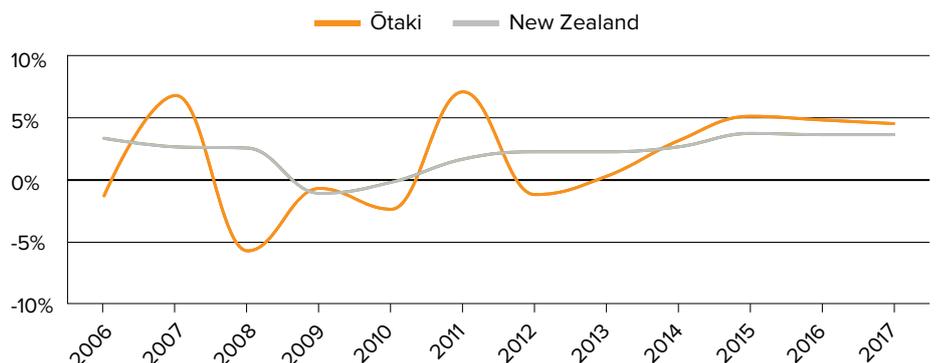
Manufacturing is growing apace. Making up 17 percent of Ōtaki's GDP, it is currently the biggest sector. The second-largest contributor is education and training at 10 percent. Professional, scientific and technical services contribute 7.5 percent.

POPULATION

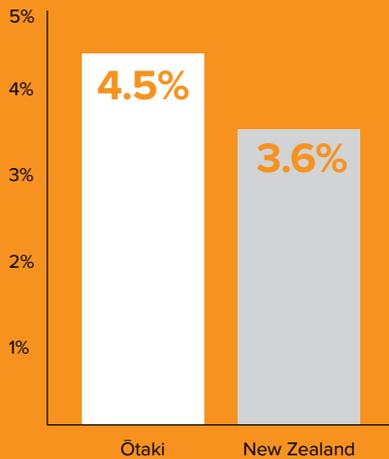
The population of the greater Ōtaki area as at the 2013 Census was 9719 and is forecast to increase 20 percent to 11,757 by 2043. The growth estimate could be conservative, given the interest created by the new expressway.

The total Kāpiti Coast population was 52,100 people, and is forecast to increase to 63,685 by 2043.

Ōtaki Annual Average GDP growth (2006–2017)



Ōtaki GDP growth (year ending March 2017)



Ōtaki GDP (year ending March 2017)

\$28.3
MILLION

Greater Ōtaki Population

Current (2013)

9,719

Forecast (2043)

11,757

COMMERCIAL PROPERTY

Commercial property in Ōtaki is affordable and accessible. It caters for small family operations through to corporates with multiple employees.

The expressway to Peka Peka, only a few minutes south of Ōtaki, allows businesses to access employees from throughout the Kāpiti region. Their trip to and from work is quick and safe. Stage 2 of the expressway, from Peka Peka to just north of Ōtaki, will make it even easier.

Freight is easy to move, with all parts of Ōtaki accessible to the expressway, and to State Highway 1 north to Palmerston North and beyond.

The big demand in recent times for spaces in Ōtaki in which to establish new and expanding businesses has led to exciting new property developments.

Developments such as at Ōtaki Commercial Park on Riverbank Road, just north of the Ōtaki River bridge, offer affordable open land, land and build, or turn-key facilities. Buildings are hi-tech, providing energy savings (sometimes even exporting energy) and a low carbon footprint. Ultra-fast broadband is available throughout the park.



ECONOMIC DEVELOPMENT

Kāpiti Coast District Council is committed to fostering a thriving economy. Economic development is a priority and accounts for 4 percent of council rates expenditure. It had a \$2.6 million operational budget for the financial year 2017-18.

Strong growth in Ōtaki and the Kāpiti Coast is expected to continue. The new expressway has provided a boost for economic development, and has been a big factor in enticing people to live, work and establish businesses here.

THE EXPRESSWAY

With a total length of about 100km, the Wellington Northern Corridor road of national significance will improve the connections that enable the flow of people, goods and services between Wellington and Ōtaki.

The first section of the Kāpiti expressway, from Mackays to Peka Peka, opened in early 2017. The Peka Peka to Ōtaki expressway will open in mid-2021, soon after the opening of the Transmission Gully motorway into and out of Wellington.

The result will be a fast and reliable road link, with Ōtaki in the north and Wellington to the south.

Running alongside the railway precinct, and with interchanges just north and south of Ōtaki, the expressway allows easy access to and from shops and cafés. Getting off the expressway from the south and back on to State Highway 1 in the north is calculated to take only 2½ minutes – well worth the small detour!

To ensure Ōtaki grows as a destination, and that any negative effects of the expressway are mitigated, the Elevate Ōtaki group was established in 2017. It has \$300,000 in a joint fund from NZTA and KCDC to investigate and implement a range of marketing activities.

Elevate Ōtaki is also working with NZTA and the council to provide guidance on what NZTA will do to enhance local roads and the retail environment once the expressway is built.





LIFESTYLE

It's been said that Ōtaki offers a different pace of life. It's true. Just ask any newcomer. They'll tell you that the pressure of everyday living is eased because life is less hectic.

Ōtaki is a family oriented, semi-rural town. It offers a range of excellent schools, including several preschools and primary schools, Ōtaki College and Te Wānanga o Raukawa, a Māori tertiary education institute.

Ōtaki has unrivalled outdoor opportunities – on the sea or rivers, at the beach, in the bush-covered hills, on tramping tracks in the Tararua Ranges or in the Ōtaki Gorge.

There are excellent recreational facilities for all ages, including a newly upgraded pool at Haruatai Park, and plenty of sports facilities and clubs. There's even a new dog park for canine lovers.

The Ngā Purapura training facility at Te Wānanga o Raukawa is world-class. It has a fully equipped gym, court facilities, meeting rooms, classrooms, a café and more.

The Ōtaki-Māori Racing Club, the world's only racing club owned and operated by Māori, holds regular race meetings throughout the year. The Ōtaki Golf Club offers 18 challenging holes and claims to be an all-weather course – open when others in the region are experiencing bad weather.

Artists find inspiration in the unique Ōtaki landscape and lifestyle, with many participating in the annual Kāpiti Arts Trail. The Ōtaki Players stage regular performances at the historic Civic Theatre, there's an active historical society and the Ōtaki Museum has regular exhibitions.

Most weekends and often during the week, the Māoriland Hub in the township has movie nights, guest speakers and performances from local and visiting artists.

Ōtaki has become famous for its outlet shopping, as well as its boutique stores on the main highway. The town boasts several quality cafés and restaurants.

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INTERNET CONNECTION

Ōtaki has been rolling out ultra-fast broadband, allowing businesses and homes better internet connection and accessibility to the world. This government investment is helping to grow our economy, drive innovation and provide better services in education, health and business.

HOUSING

While there's been a recent spike in Ōtaki house prices, affordability is still a key factor in people's decisions to move here.

Many new residents are taking the opportunity to buy now. Cashing up a city property allows them to buy a quality property in Ōtaki and enjoy a relaxed lifestyle – and still have money left over for retirement, investment or enjoyment.

Lifestyle properties abound close to the highway and expressway, particularly in Te Horo and Peka Peka to the south. Older properties are often on quarter-acre sections and include fruit trees that grow well in the fertile soil.

New housing developments are sprouting up and keeping local building companies busy as the demand for new houses grows. Rental demand is high, but prices are still well below city rates.

EDUCATION

Te Wānanga o Raukawa is Ōtaki's biggest employer, followed by Ōtaki College. The Wānanga provides a unique learning environment specifically designed and built to disseminate Māori knowledge while providing qualifications that are relevant for today's changing world.

The Wānanga aims to not just educate Māori, but also to produce outstanding graduates who are Māori in the way they think, act and behave. Graduates also have the technical skills and qualifications to grow, inspire and uplift their whānau, hapū and iwi. Offering more than 40 qualifications, the Wānanga also offers a free online te reo course for NZ residents aspiring to learn the Māori language.

Ōtaki College has grown in recent years to be one respected and upheld throughout New Zealand as a model learning centre. Students enjoy a safe, supportive and creative environment, and are encouraged to achieve their full potential. The college strives for excellence in not only academic study, but also in leadership, sport and cultural pursuits.

There are six primary schools in Ōtaki, each focused on quality education and proud to be part of a small – but growing – semi-rural community. Two schools offer total immersion in te reo Māori.

A variety of preschools (including a Montessori preschool), kōhanga reo, daycare centres and kindergartens cater for the needs of young children.



Photo: Mark Coote



Photo: Mark Coote



Photo: Simon Neale



Photo: Simon Neale



COMMUNITY

Although a small community, Ōtaki has a vast range of community groups that support, encourage and foster well-being in the town.

Volunteerism is alive and well. It's often individuals who recognise the need of others for support, but equally groups step forward.

There are health support networks, ecological and environmental groups, sport and recreational organisations, active hapū and iwi networks, event organisers and many more.

A community expo is held every year in September to give groups an opportunity to showcase their services and network with each other.

TE HORO AND PEKA PEKA

Just south of the Ōtaki River are the small settlements of Te Horo and Peka Peka. Both have become popular for their abundant lifestyle blocks, and both have beach housing and holiday homes.

Te Horo extends towards the Tararua Ranges in the east, and to the beach in the west. It has a small café/shop complex on the main highway, and a large fruit and vegetable store further north.

It boasts several horticulture operations, with olives and fruit trees thriving. The famous Ruth Pretty Catering is based in Te Horo.

EVENTS

Two of the Kāpiti Coast's largest events are held annually in Ōtaki.

The Ōtaki Kite Festival attracts up to 20,000 visitors to Ōtaki Beach every year in February or March. It hosts international, national and local kite flyers, along with local entertainment and a variety of food and craft stalls. Since its first festival in 2013, it has grown to be New Zealand's biggest and most spectacular kite event.

The Māoriland Film Festival began in 2014. It celebrates international indigenous voices and story-telling in film. Every March, indigenous films and their creators flock to Ōtaki for five days of screenings, workshops, art exhibitions and special events. It's become popular with Ōtaki residents, and thousands of visitors arrive from throughout the country and overseas.



Talk to us and we can help

If you need more information about Ōtaki, call 0800 486 486 or email kiaora@elevateotaki.nz

Look at the Elevate Ōtaki website: www.elevateotaki.nz or the Kāpiti Coast destination website: kapiticoastnz.com

Kāpiti Coast District Council can help you set up your business here. Take a look at: kapiticoast.govt.nz/doingbusiness

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Photo: Mark Coote



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