

# Auckland Council Future Development Strategy: Southern Rural Growth Strategy

Auckland Council | November 2024

## What is the Draft Southern Rural Growth Strategy?

The Southern Rural Growth Strategy is a document that forms part of the overall Auckland Council Future Development Strategy. It outlines how growth will be provided for in the Southern part of the Auckland Region, encompassing the rural area including Pukekohe.

## Summary of HortNZ submission

- The Southern Rural Strategy (SRS) should primarily plan for how production activities will be provided for to support the growth in population the Auckland Future Development Strategy signals. The key areas the SRS focuses on have high presence of primary industry, and, in particular, the nationally significant horticultural production area of Pukekohe.
- Planning for rural production also requires providing for supporting activities.
- There is an opportunity to provide for increased population growth in other areas in Auckland, and the Southern Rural Strategy should focus on how the increased population will be supported through food production.

### WHERE TO GO FOR MORE INFORMATION

- [Southern Rural Strategy | AK Have Your Say](#)
- Keep an eye on HortNZ's website [Southern Rural Strategy | AK Have Your Say](#)
- Leanne Roberts - [leanne.roberts@hortnz.co.nz](mailto:leanne.roberts@hortnz.co.nz)