For a great lifestyle.
Welcome to Whanganui

The Whanganui region is home to about 44,500 people, with more moving in every year. Our size is just right for a great lifestyle: we have the opportunities and resources of bigger cities, while our easy-going, affordable lifestyle is comparable to what you’d find in smaller towns.

A great work-life balance leaves plenty of time to enjoy our sports clubs, volunteer opportunities, cafes and bars, art galleries and museums, live music venues and loads of outdoor recreation opportunities.

Don’t just take our word for it – pay us a visit, and discover Whanganui for yourself.
10 reasons life is great in Whanganui

1. Affordable housing means more money for what we love.

2. A temperate climate gives us just-right weather all year round.

3. We’ve got an excellent work-life balance.

4. Our vibrant arts community keeps things new and interesting.

5. We’re full of unique cafes and shops to explore.

6. Stunning heritage architecture gives our CBD a unique look and feel.

7. With access to beaches, mountains, forest & the Whanganui River, adventure is at your doorstep.

8. Top schools and tertiary institutions mean our students are ready for success.

9. We’re known for a high-quality, diverse live music scene.

10. Friendly and welcoming locals will make you feel right at home.
Whanganui has a lot to offer new residents, especially when it comes to quality of life. This is a place where work-life balance is valued and where people have the freedom to focus on the relationships and activities that excite them.

To understand the impact of Whanganui on our residents, let’s look at the biggest influence on a Kiwi lifestyle: housing.

### Median House Prices

- **Whanganui**: $240,000
- **Christchurch**: $474,000
- **Hamilton**: $565,000
- **Tauranga**: $667,500
- **Wellington**: $680,000
- **Auckland**: $972,000

Source: REINZ Oct 2018
Whanganui has a diverse range of housing stock and neighbourhoods. Live in a new build by the beach, a restored villa in the city centre, a mid-century modern design on a hillside or keep a few horses on your rural lifestyle block.

A Perfect Family Home

When Lisa and Paul started their family, they knew that the cost of staying in a major city would mean sacrificing precious time with their kids. They kept an eye out for family-friendly, affordable areas in the North Island and Whanganui seemed like the perfect fit. They made the move in 2017, when a job opportunity arose for Paul.

Now, Lisa, Paul and their three boys are settled into their gorgeous villa in a family-friendly neighbourhood, just a ten-minute bike ride from Paul’s office. An affordable mortgage means that Lisa can stay home with the boys and the active family has time, money and energy left over to enjoy the activities available in Whanganui.
Ambitious people thrive in our community, which is big enough to support diverse opportunities and small enough to ensure talent gets noticed.

Whanganui has a robust and diverse economy, known for innovative and niche businesses in a wide range of industries. This means there are opportunities for people with all skills and backgrounds.

Have a look at the listings on Seek or Trademe to get an idea of what’s available.

If you’ve ever dreamed of starting your own business, this is the place to do it. We have a thriving small business community, including over 3,400 businesses with five or fewer employees. Operating costs are relatively low and a supportive community gives every new business a good chance of success.
Will my salary stay the same?

It’s true that average salaries are sometimes lower in the regions than in major cities, but earning more doesn’t mean your family is better off.

Let’s look at two very average couples, one in Auckland and one in Whanganui. Both couples are made up of one teacher and one insurance broker, both making perfectly average salaries for their fields.

### How much do they make?

<table>
<thead>
<tr>
<th></th>
<th>Whanganui</th>
<th>Auckland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median salary in education &amp; training:</td>
<td>$44,060</td>
<td>$48,090</td>
</tr>
<tr>
<td>Median salary in financial &amp; insurance services:</td>
<td>$55,370</td>
<td>$65,750</td>
</tr>
<tr>
<td>Their annual household income:</td>
<td>$99,430</td>
<td>$113,840</td>
</tr>
</tbody>
</table>

### How much will they spend on a house?

<table>
<thead>
<tr>
<th></th>
<th>Whanganui</th>
<th>Auckland</th>
</tr>
</thead>
<tbody>
<tr>
<td>The median house value:</td>
<td>$240,000</td>
<td>$972,000</td>
</tr>
<tr>
<td>Their deposit:</td>
<td>$48,000</td>
<td>$194,000</td>
</tr>
<tr>
<td>Which they save in*:</td>
<td>2.4 years</td>
<td>8.5 years</td>
</tr>
<tr>
<td>*Based on saving 20% of their income</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### What will their 30-year mortgage at a 5.8% interest rate be like?

<table>
<thead>
<tr>
<th></th>
<th>Whanganui</th>
<th>Auckland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mortgage:</td>
<td>$192,000</td>
<td>$777,600</td>
</tr>
<tr>
<td>Monthly repayments:</td>
<td>$1,127 per month</td>
<td>$4,563 per month</td>
</tr>
</tbody>
</table>

### After paying the mortgage, how much is left for spending & saving?

<table>
<thead>
<tr>
<th></th>
<th>Whanganui</th>
<th>Auckland</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,159 per month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$85,908 annually</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Even with slightly lower salaries, our Whanganui couple has over $26,000 more leftover after paying for housing, and they got on the property ladder six years earlier.

You can have a look at average salaries in your industry using MBIE’s Regional Economic Activity Web Tool: webrear.mbie.govt.nz
Whanganui is centrally located in the North Island and connected to Auckland via daily flights, giving us plenty of options for weekend trips.

Within three hours of leaving home, you could be dining out in Wellington, wearing black at Eden Park, sipping wine in Hawke’s Bay, skiing Mt Ruapehu, catching waves off Surf Highway 45 or trout fishing in Lake Taupō. The Palmerston North airport, which offers connections to the South Island, is under an hour away.

- **Auckland** - 1hr flight
- **Wellington** - 2.5 hrs
  - Taupō - 3 hrs
  - Napier - 3.5 hrs
- **Palmerston North** - 45mins
- **New Plymouth** - 2 hrs
Another brilliant aspect of Whanganui life are short commuting times. Our compact layout and wide roads mean that most people can get between home and work within fifteen minutes. An ever-expanding network of bike paths offers another great commuting option.

The ease of getting around is great for our social lives too. It’s easy to catch up with friends after work and on weekends, and many workers can go home for lunch with their families.
Whanganui All Year Round

Summer
Over summer, maximum temperatures average 23°C and the sun is out: we only see about seven rainy days a month. Now is the time to take advantage of our beaches, lakes and the river.

Spring
Spring is a great time to get outside, as our parks and gardens come to life in with colour. The average maximum temperature over the spring months is a comfortable 17.5°C and you can expect about nine wet days a month.

A TYPICAL YEAR IN WHANGANUI

24°C
Average January daily high

14°C
Average July daily high

2055
Sunshine hours per year

Source: Temperatures and rainfall: NIWA 2015-2018
Sunshine and frost: NIWA 1981-2010
Autumn

Whanganui is one of the best spots in the North Island to see autumn leaves changing and with average maximum temperatures of 20°C and only 11 rainy days a month, you’ll have plenty of chances to get outside and enjoy the sights.

Winter

Maximum temperatures average 14.5°C over the winter months. This is also when we see the very occasional frost (we only get about seven frosts a year). We’ll get an average of 12 wet days a month and while we don’t see snow in town, skiers and snowboarders have easy access to the winter playground at Mt Ruapehu.

6

On average wet days in January

13

On average wet days in July

7

On average frosts per year

It all grows in our microclimate
Whanganui, at the mouth of the legendary Whanganui River, is a unique city. This a place where the classic and the cool come together in unexpected ways, where niche shops sit in gorgeous heritage buildings and parks and pathways give us plenty of opportunity to enjoy our beautiful landscape.

Our two historic riverboats, still cruising the Whanganui River, are an iconic sight.

The Whanganui River

The Whanganui River runs through the centre of our city. A system of walkways and cycleways running alongside the riverbank makes the awa easy to enjoy.

In 2017, the river was granted the same rights as a human being. Considering the river as a living entity both reflects the view of the Whanganui River iwi and ensures its protection.

Main Street

Our city centre is a one-of-a-kind thing of beauty. Well-preserved heritage buildings line Victoria Ave, our main street and colourful flower baskets hang from wrought iron street lamps.

Shops, Restaurants and Galleries

Inside all our gorgeous buildings are a range of local and unique shops, cafes and galleries. We also have a popular riverside market on Saturdays that showcases our unique artisans and family-run businesses.
Community Spirit

This is a place where you’ll know your neighbours (and run into them regularly at the market). Our community spirit is evident in the 106 volunteer-supported organisations that work hard to make this region vibrant and comfortable.

Creativity

Whanganui is known for its thriving creative community, which includes painters, potters, photographers, musicians, writers, actors, jewellers, woodworkers, glassblowers.

Our innovative culture doesn’t end with the arts: we have world-leading businesses, a calendar full of fun, community events and a forward-thinking council finding new ways to make Whanganui a better place to live.

Diversity

Our diverse population is made up of everyone from descendants of the original Māori inhabitants to brand new migrants. We celebrate our diversity every year at the Festival of Cultures.

We are part of Welcoming Communities, an Immigration New Zealand-led initiative aimed at creating bridges between local communities and newcomers so everyone feels ‘at home’.

Culture

It only takes a few days in Whanganui to recognise how much we value our culture of authenticity, creativity, diversity and community spirit. We’re a friendly community and work hard to make sure this feels like home to everyone.
Family

Whanganui is a great place to raise a family. In fact, it’s one of the most common reasons new residents have for coming here. Great schools, community events, opportunities in sport and arts, and a relaxed pace of life give kids all they need to succeed.

Early Childhood Education

ECE options in Whanganui include early childhood education centres, home-based care, kindergartens and Te Kohanga Reo programmes.

Primary, Secondary and Tertiary Schools

Every kid can find their perfect fit here with a selection of great public and private schools. We’re also home to a number of diverse tertiary providers, who share a focus on positive career outcomes and high-quality, practical curriculum.

Recreation

Between parks, sports clubs, swimming (in the river, ocean or pool), laser tag, go-karts, mini golf, frisbee golf, school holidays programmes, the library, the Regional Museum, bike paths and BMX tracks, kids keep busy in Whanganui.
Health & Wellbeing

Healthcare
Eleven GP practices (including afterhours care), 215 beds at Whanganui Hospital and 17 beds at Belverdale Private Surgical Hospital adds up to great healthcare. Residents also have access to specialist treatment at Palmerston North Hospital, just an hour away.

Aged Care
Whanganui is home to a dozen facilities catering to different requirements, including dementia and psychogeriatric care.

Keep Fit
Exercise is part of our city’s DNA. Try to beat Peter Snell’s world record-setting mile around the track at Cooks Gardens or row with Olympians on the Whanganui River. Fitness centres, yoga studios, bike paths, sports leagues and two public pools make it easy to stay active.

A Safe Community
Safer Whanganui is a community-led collaboration that provides leadership and direction to support everyone working to create a safe community that is an attractive place to live, learn, work, and play, and a place where people can go about their daily activities in an environment without fear and risk of harm and injury. The success of this process was recognised in 2016, when Whanganui was re-accredited International Safe Community status.