

Trends

T A R A N A K I F A C T S A N D F I G U R E S

OCTOBER 2013

Six monthly report



WELCOME TO TARANAKI TRENDS FOR OCTOBER 2013

One of the most exciting aspects of economic development is that nothing stands still. To achieve growth we must constantly challenge our assumptions, regularly seek fresh intelligence, and revisit our strategies accordingly. This is doubly true at organisational level.

Reflecting the dynamic nature of the current business and economic landscapes, we have gone back to the drawing board to redevelop *Taranaki Trends*, with the aim of developing a more responsive format that works across print and digital media. What hasn't changed is that this 6-monthly publication contains a comprehensive snapshot – from a wide range of sources - of what's happening in Taranaki and how this relates to the national picture.

As the Regional Development Agency for Taranaki we produce this publication, and have done since March 2000, to provide up-to-the-minute data to help our region's businesses make smarter decisions. It also assists our residents, local and central government, and our philanthropic and voluntary sectors to be better informed and implement professional strategies based on independent, apolitical and academic intelligence.

If a number of the key indicators measured in this publication are anything to go by, then the majority of Taranaki stakeholders are using this resource to good effect. For instance the value of a strategic focus was emphasized with the release of the 2013 Census resident population data, which found that Taranaki's population has been one of the fastest growing of the North Island regions. Our region is now home to 109,608 residents, on track to retain its share of the national population – and population-based funding models – over the medium term.

Strategic planning and monitoring tools, such as *Taranaki Trends*, also help inform public debate on our region's future. Venture Taranaki continues to work with communities across the region to drive growth, while remaining mindful of the challenges of balancing the needs of an inclusive society that celebrates the success of all residents, from the cradle to old age.

A handwritten signature in black ink, appearing to read 'Stuart Trundle', written over a horizontal line.

Stuart Trundle
Venture Taranaki Chief Executive

Economic Summary



POPULATION

Taranaki's population has increased 5.3% (2006-2013).



ECONOMIC OUTLOOK

for New Zealand by Taranaki businesses for the next 12 months.



EMPLOYEE NUMBERS

annual change for 2012 relative to 2011.



EMPLOYMENT PARTICIPATION RATE

June 2013 relative to previous quarter.



EMPLOYMENT OUTLOOK

next 6 months.



SKILL SHORTAGES

June 2013 relative to six months previously.



NATURAL INCREASE IN POPULATION

(births less deaths) for year ending June 2013 compared to previous 12 months.



LONG-TERM INTERNATIONAL ARRIVALS

year ending June 2013 relative to previous 12 months.



HOUSE VALUES FOR JUNE 2013

relative to June 2012.



HOUSE SALES FOR YEAR ENDING JUNE 2013

relative to year ending June 2012.



VALUE OF RESIDENTIAL CONSTRUCTION CONSENTS FOR YEAR ENDING JUNE 2013

relative to year ending June 2012.



NUMBER OF DAIRY CATTLE

in the province (2007-2012).



NUMBER OF FARM SALES FOR YEAR ENDING JUNE 2013

compared with year ending June 2012.



PORT ACTIVITY

Total imports, exports and coastal activity combined measured in freight tonnes utilising Port Taranaki for year ending June 2013 relative to year ending June 2012.



18 YEAR OLDS WITH NCEA LEVEL 2 OR EQUIVALENT

percentage change from 2011 to 2012 relative to year ending June 2012.



JUNE QUARTER ECONOMIC ACTIVITY

as measured by the ANZ.



UNEMPLOYMENT RATE

June 2013 quarter relative to previous quarter.



NUMBER OF BUSINESSES IN TARANAKI

our annual change 2012 relative to 2011.



BIRTHS IN THE REGION FOR THE YEAR ENDING JUNE 2013

relative to year ending June 2012.



DEATHS FOR THE YEAR ENDING JUNE 2013

relative to previous 12 month period.



DEPARTURES OF TARANAKI PEOPLE

to overseas locations on a permanent, long-term basis.



NUMBER OF SHEEP AND BEEF CATTLE

in the province (2007-2012).



VALUE OF COMMERCIAL CONSTRUCTION CONSENTS FOR YEAR ENDING JUNE 2013

relative to year ending June 2012.



RETAIL SALES FOR JUNE 2013 QUARTER

relative to June 2012 quarter.



NUMBER OF ROOM NIGHTS SOLD FOR COMMERCIAL ACCOMMODATION FOR YEAR ENDING JUNE 2013

relative to June 2012.

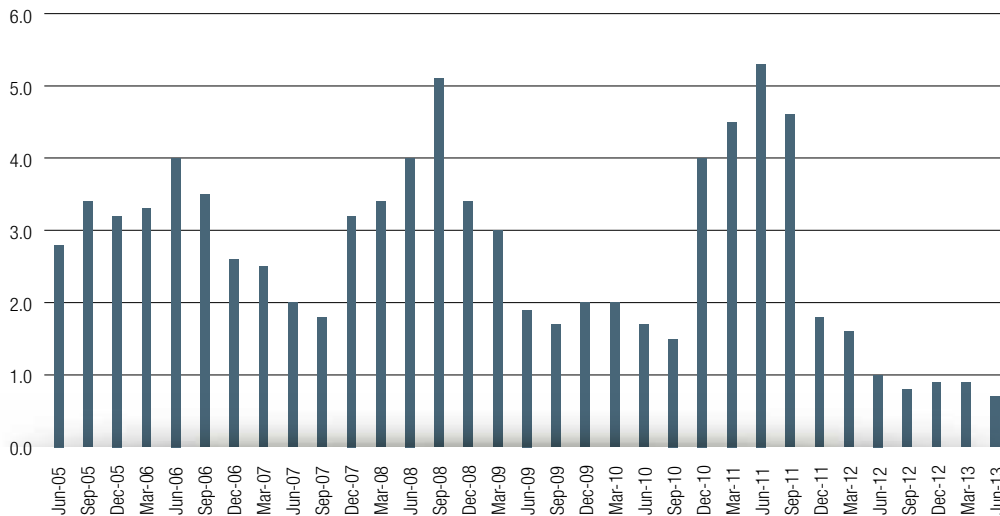
The Economy

CONSUMER PRICE INDEX (CPI) – NEW ZEALAND

0.2%
JUNE 2013 QUARTER – CPI INCREASE

0.7%
ANNUAL CHANGE – CPI INCREASE

CPI ANNUAL CHANGE - JUNE 2013

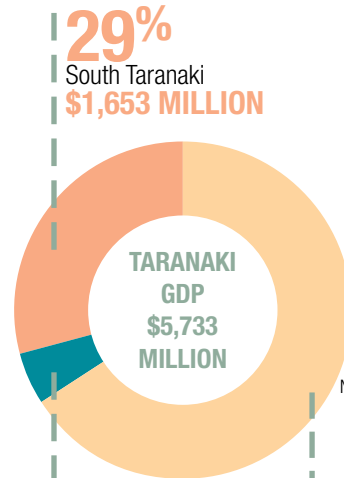


MAIN SOURCES OF CPI INCREASE WERE HIGHER PRICES FOR ELECTRICITY, PURCHASE OF NEWLY BUILT HOMES AND INSURANCE

GROSS DOMESTIC PRODUCT

TARANAKI
3.2%
OF NATIONAL GDP

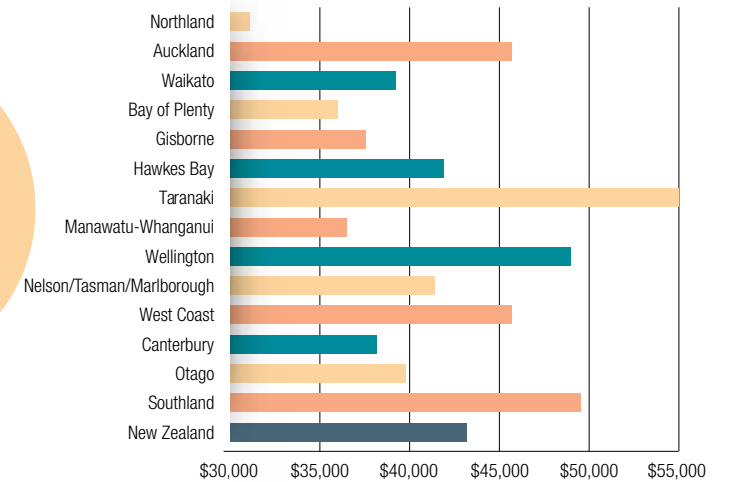
NEW ZEALAND
\$179,461
MILLION (2012 PRICES)



5%
Stratford
\$287 MILLION

66%
New Plymouth District
\$3,793 MILLION

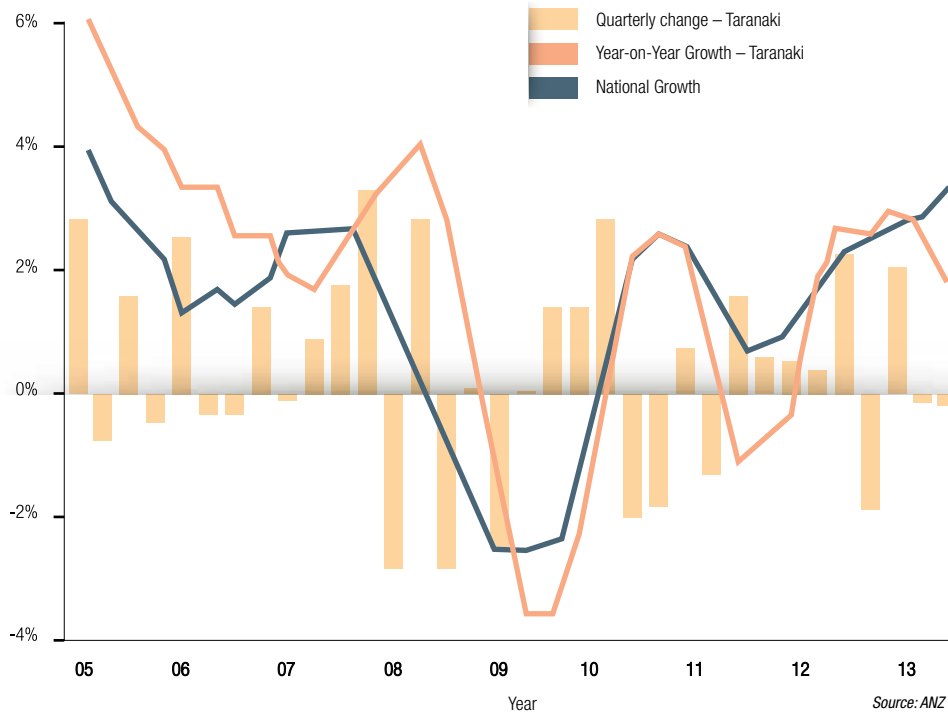
NOMINAL GDP PER CAPITA MARCH 2012



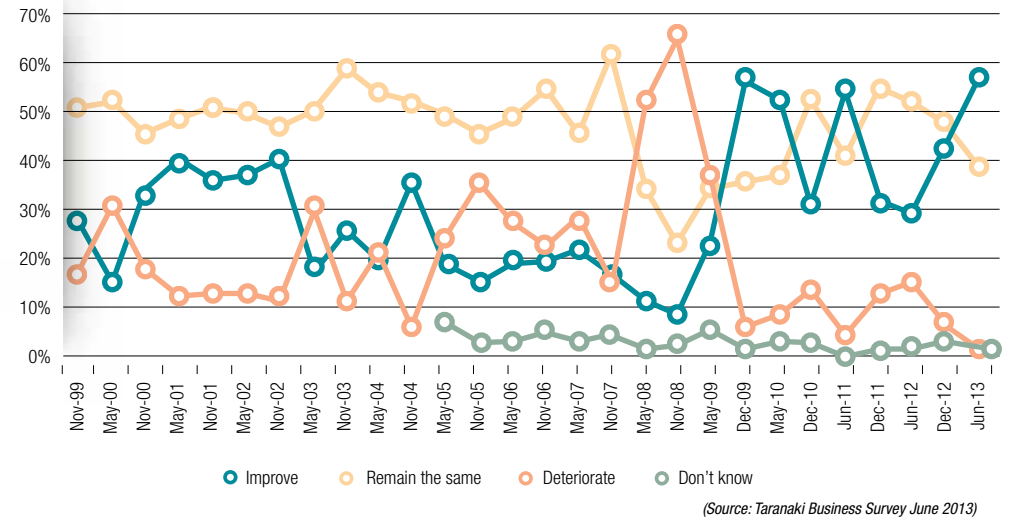
BIGGEST CONTRIBUTORS TO TARANAKI'S GDP

Oil and Gas Extraction	18.1%
Agriculture	10.9%
Food Product Manufacturing	10.2%
Prof. and scientific Services	3.6%
Construction	3.4%
All others	53.8%

TARANAKI REGIONAL ECONOMIC ACTIVITY – TO JUNE 2013



TARANAKI OUTLOOK OF THE NZ ECONOMY - NEXT 12 MONTHS



1,000 TARANAKI BUSINESSES WERE SURVEYED IN JUNE 2013 REGARDING THE STATE OF THE ECONOMY AND TRADING CONDITIONS FOR THE NEXT 12 MONTHS

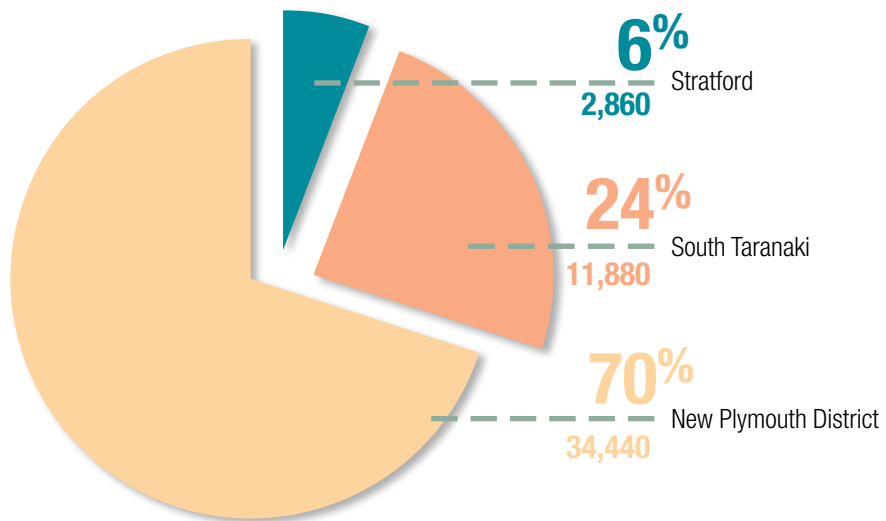
- 57% ANTICIPATED IMPROVEMENT
- 39% ANTICIPATED THE STATUS QUO WILL PREVAIL
- ONLY 2% PREDICTED DETERIORATION
- 2% WERE UNSURE

Labour Market

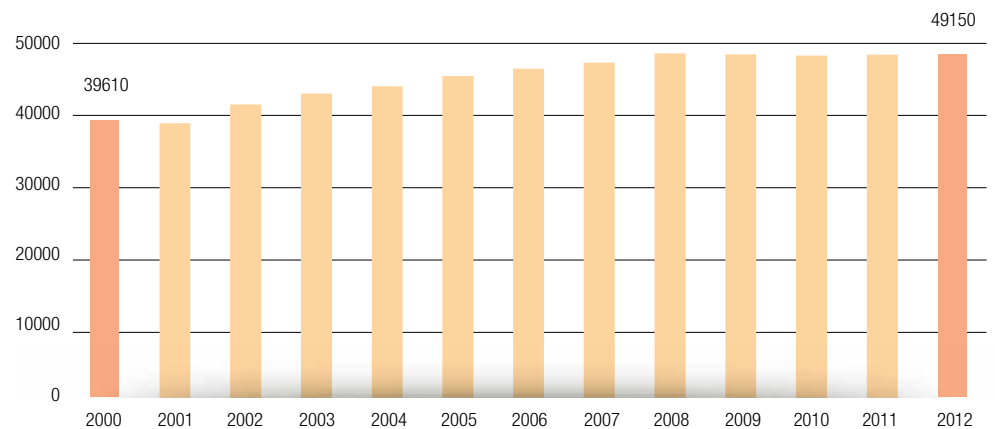
EMPLOYEE NUMBERS



EMPLOYMENT PERCENTAGE BY TARANAKI DISTRICT



CHANGE IN EMPLOYEE COUNT – TARANAKI REGION 2000 - 2012



INDUSTRIES WHICH HAVE THE MOST EMPLOYEES

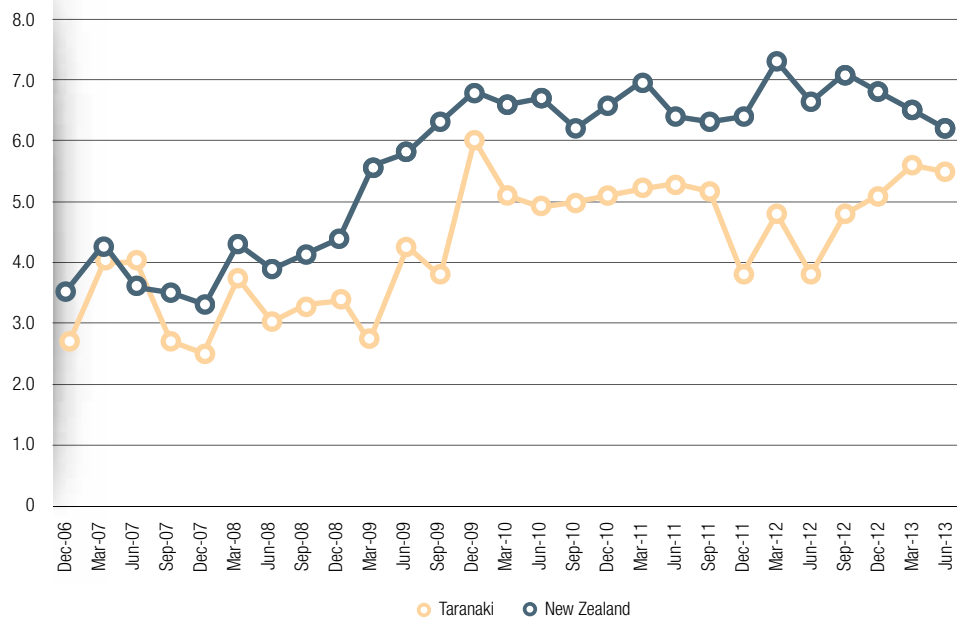
New Plymouth District	Stratford	South Taranaki
Manufacturing	Agriculture	Manufacturing
Retail	Retail	Agriculture
Health care and social service	Education, health and social service	Retail
Construction		

TARANAKI HAS **LOWER** UNEMPLOYMENT

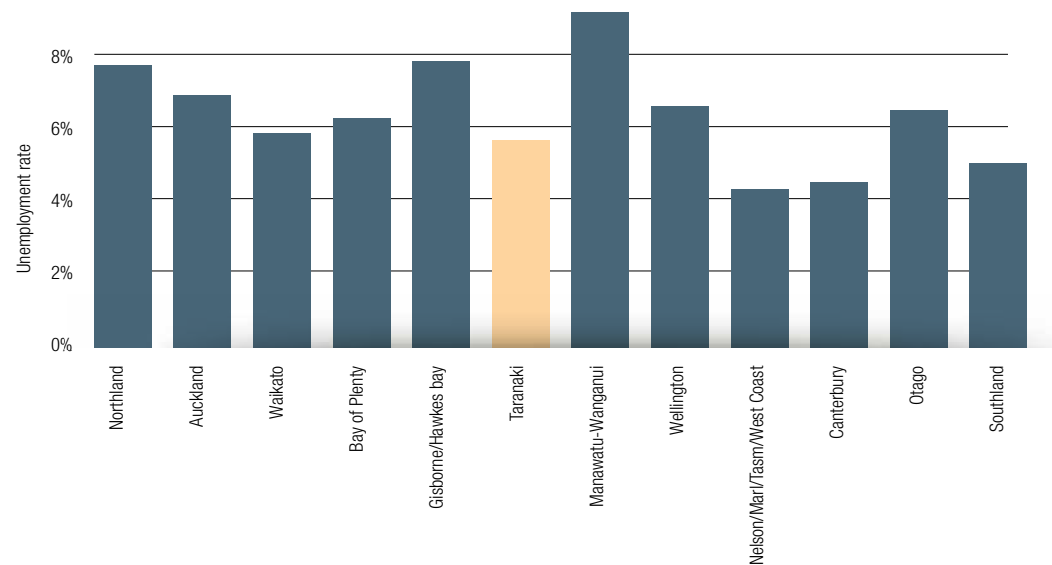
UNEMPLOYMENT



UNEMPLOYMENT RATE



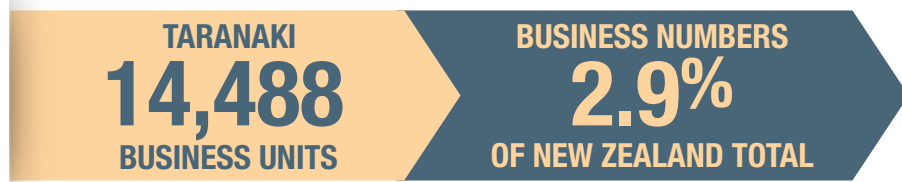
JUNE QUARTER 2013 UNEMPLOYMENT RATE – REGIONAL COMPARISONS



AND A HIGHER LABOUR FORCE PARTICIPATION RATE THAN THE NATIONAL AVERAGE

Business Sector

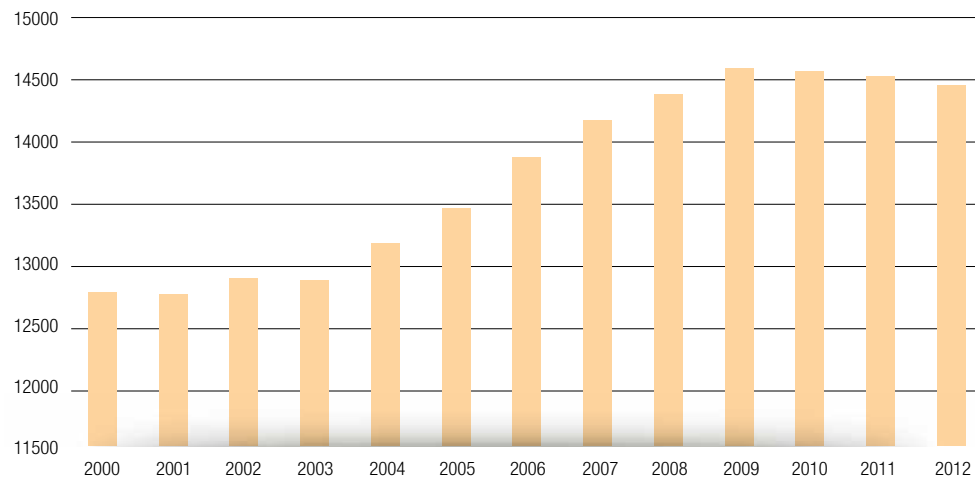
BUSINESS NUMBERS



INDUSTRIES THAT MAKE THE BIGGEST CONTRIBUTION TO BUSINESS NUMBERS

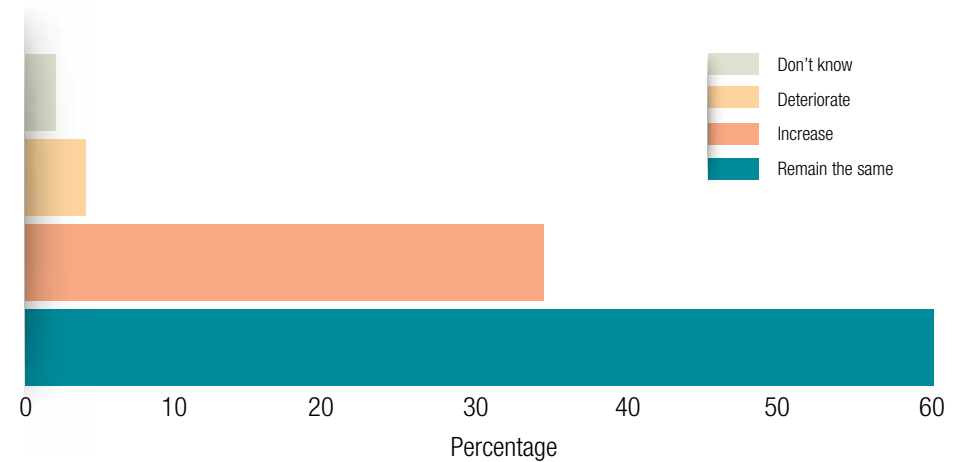
New Plymouth District	Stratford	South Taranaki
Agriculture	Agriculture	Agriculture
Business services e.g. financial, rental, real estate	Business services e.g. financial, rental, real estate	Business services e.g. financial, rental, real estate
Retail & wholesale	Construction	Construction
Construction	Retail	Retail
Professional services, scientific, technical		

TARANAKI BUSINESS NUMBERS GROWTH OVER TIME



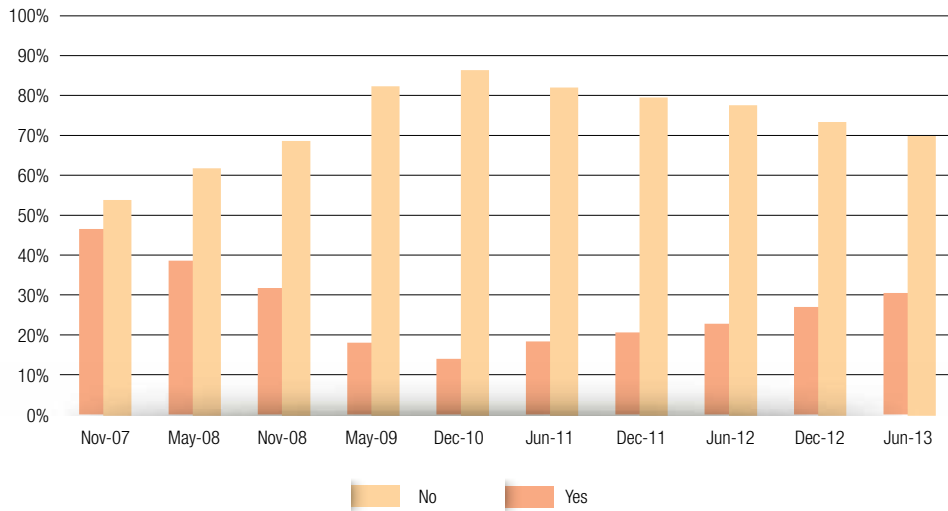
PREDICTED TARANAKI EMPLOYMENT LEVELS – NEXT 6 MONTHS

(Source: Taranaki Business Survey June 2013)

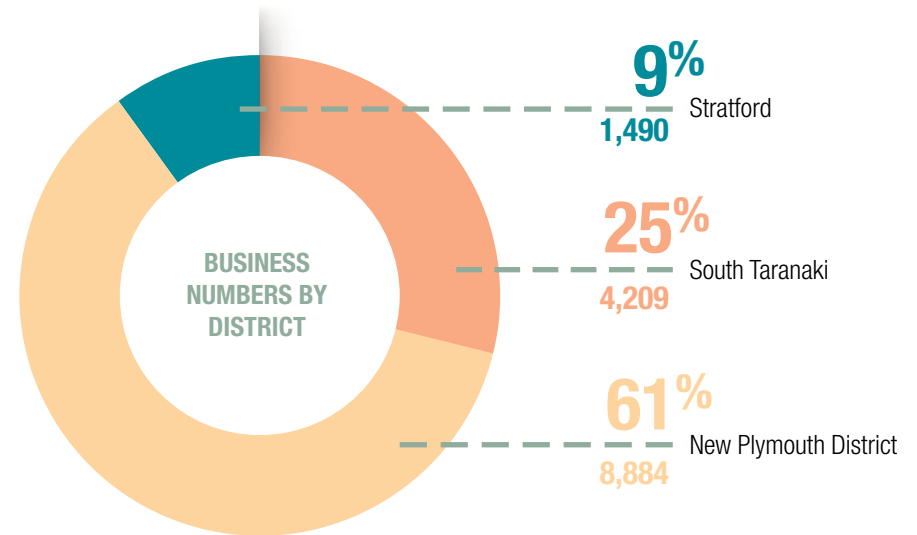


ARE YOU EXPERIENCING SKILL SHORTAGES?

(Source: Taranaki Business Survey June 2013)



LOCATION OF BUSINESSES



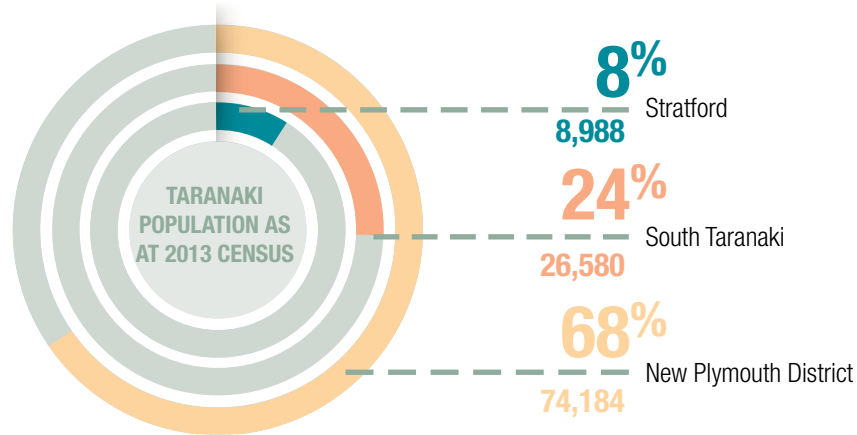
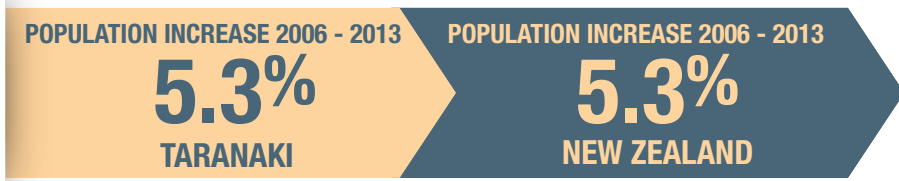
THE TOTAL NUMBER OF BUSINESSES IN TARANAKI (AS AT FEBRUARY 2012) WAS 13% HIGHER THAN 2000. EMPLOYMENT LEVELS ARE ANTICIPATED TO INCREASE OVER THE NEXT 6 MONTHS (JUNE 2013 – DEC 2013) DUE TO HEIGHTENED ECONOMIC ACTIVITY BEING EXPERIENCED IN THE REGION. OVER 30% OF TARANAKI BUSINESSES HAVE REPORTED LABOUR OR SKILLS SHORTAGES



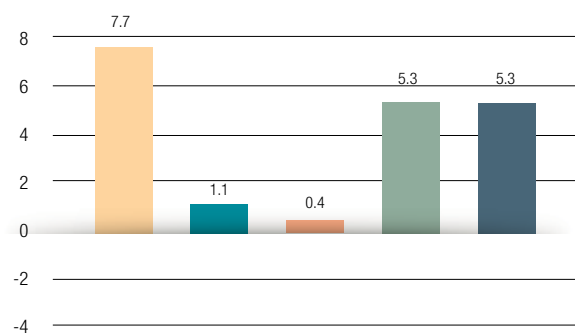
Population

CENSUS (2013)

TARANAKI'S REGIONAL POPULATION (2013) IS 109,608* - AN INCREASE OF 5.3% SINCE 2006 WHICH IS ON PAR WITH THE NEW ZEALAND AVERAGE. ALL THREE OF OUR DISTRICTS RECORDED AN INCREASE IN POPULATION. HOWEVER THE MOST SIGNIFICANT RATE OF GROWTH WAS RECORDED BY THE NEW PLYMOUTH DISTRICT, AT 7.7 %.



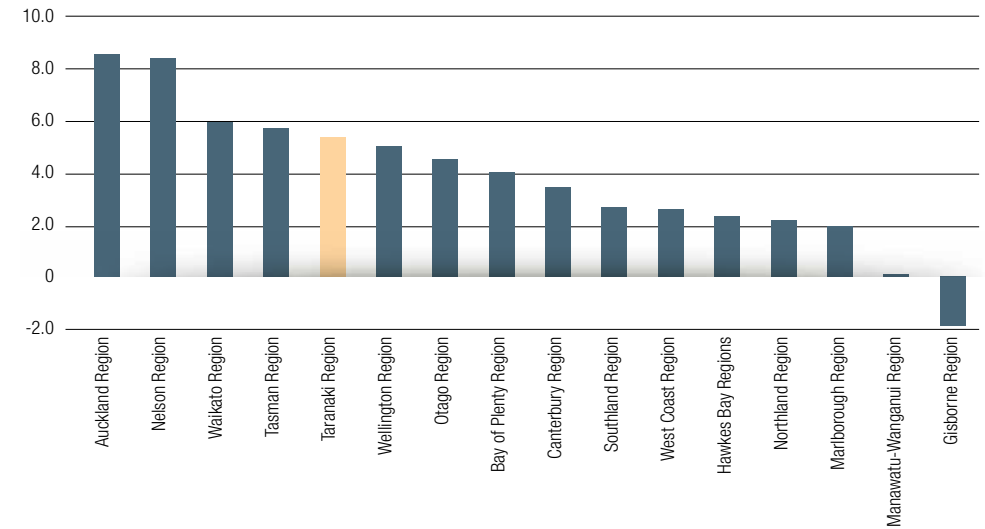
CENSUS 2006-2013 POPULATION CHANGE (%)



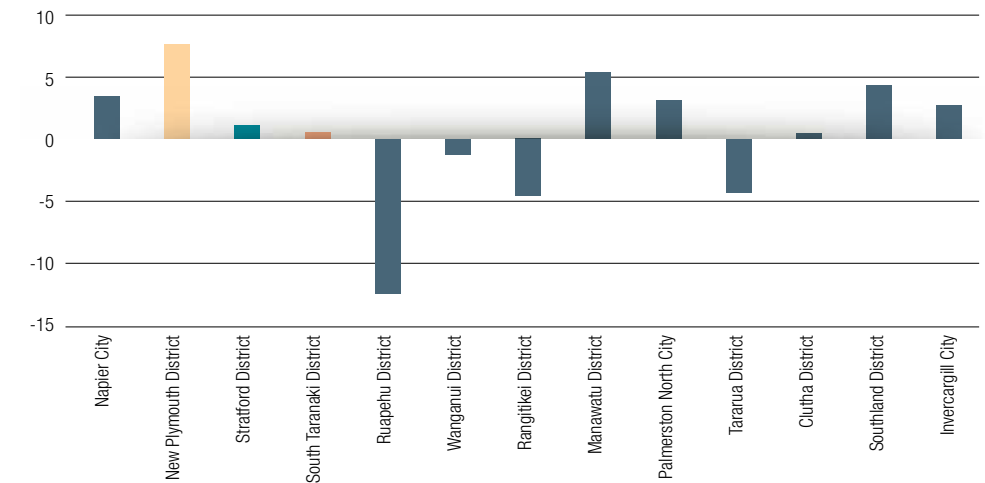
- New Plymouth District
- Stratford
- South Taranaki
- Taranaki Region
- New Zealand

*Note: Taranaki's regional boundaries are not exactly the same as the combined three Taranaki Districts hence there is a variance between their respective population counts. Total combined District population = 109,752; Regional Council boundary count = 109,608

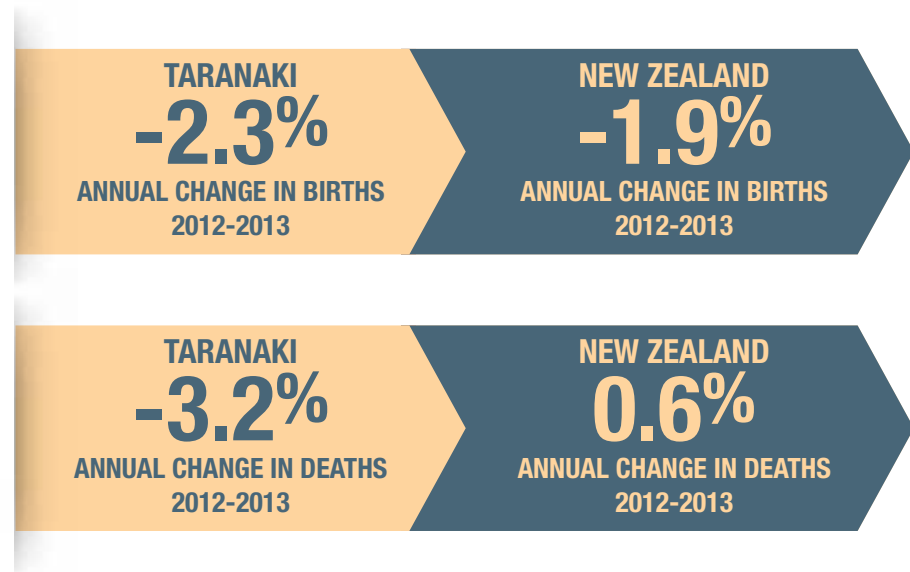
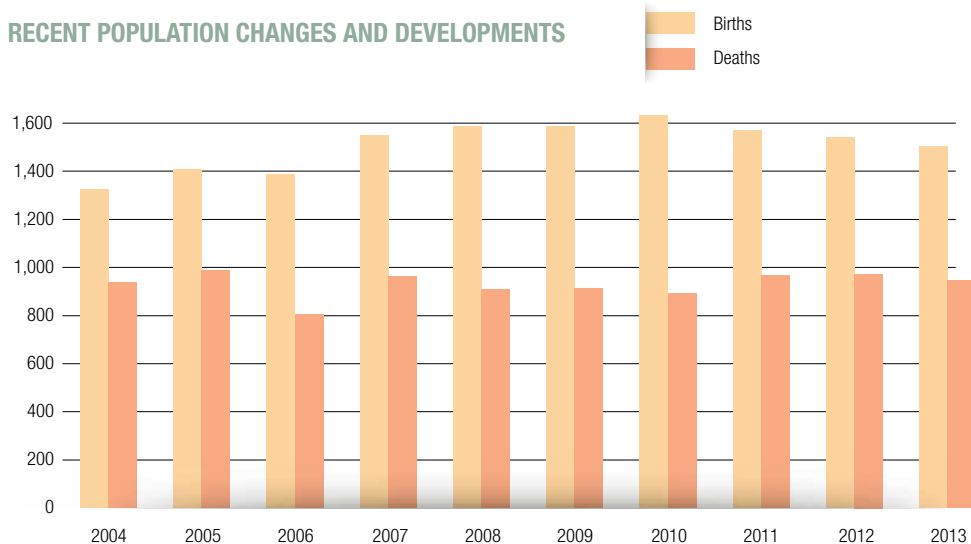
REGIONAL COMPARISON – POPULATION CHANGE 2006-2013



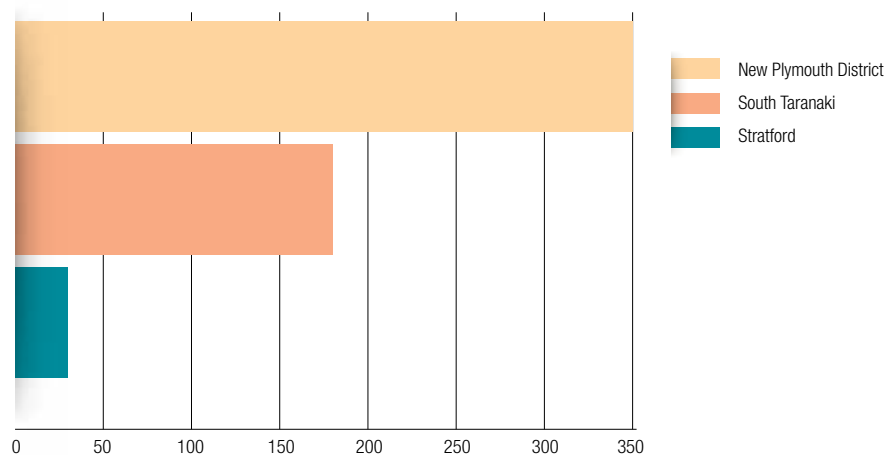
COMPARISONS OF SELECTED CITY/DISTRICTS – POPULATION CHANGE 2006-2013



RECENT POPULATION CHANGES AND DEVELOPMENTS



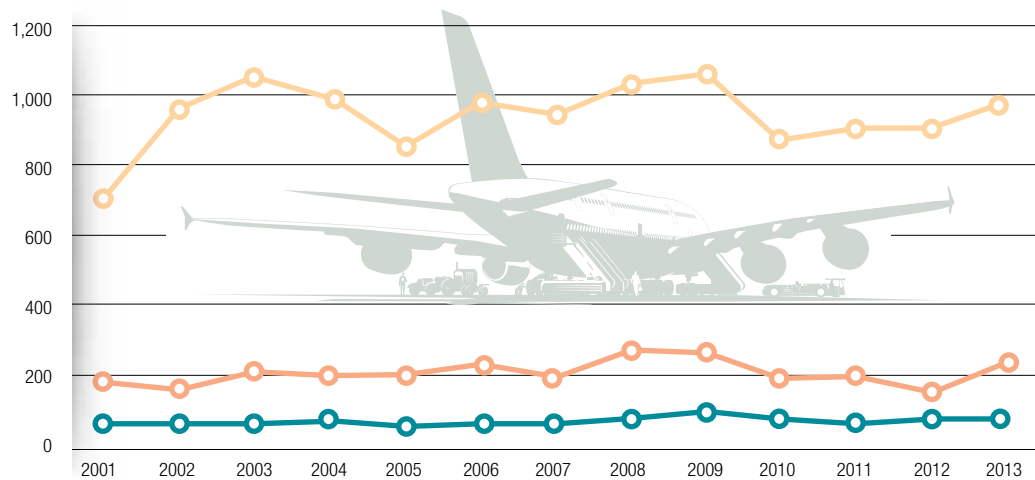
NATURAL INCREASE IN POPULATION 2012-2013



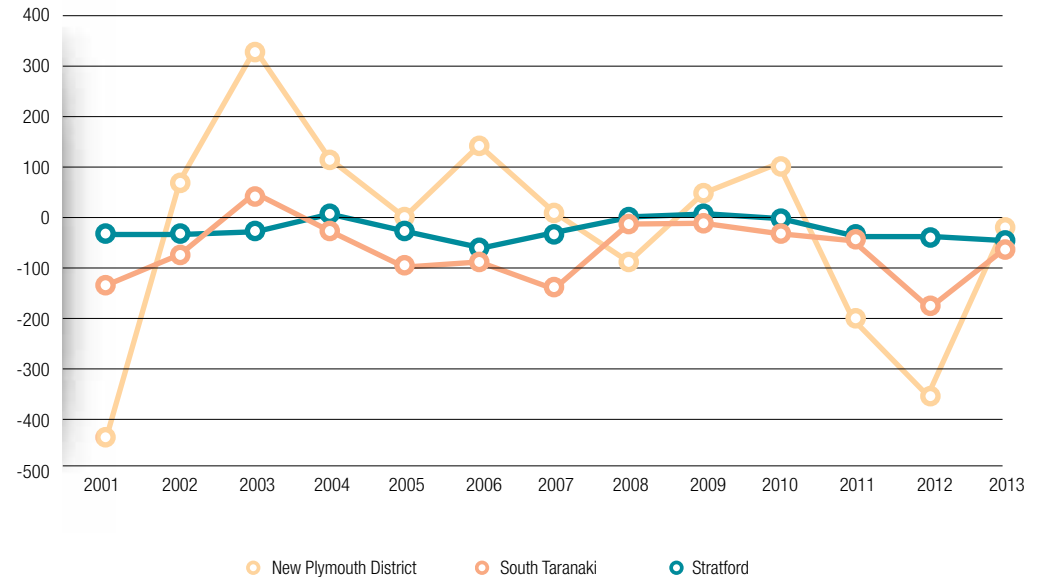
THERE WERE 1,507 BIRTHS IN TARANAKI IN THE YEAR TO JUNE 2013 AND 937 DEATHS, RESULTING IN A NATURAL POPULATION INCREASE OF 570

Long term international arrivals and departures

INTERNATIONAL MIGRATION – ARRIVALS ANNUAL TO JUNE

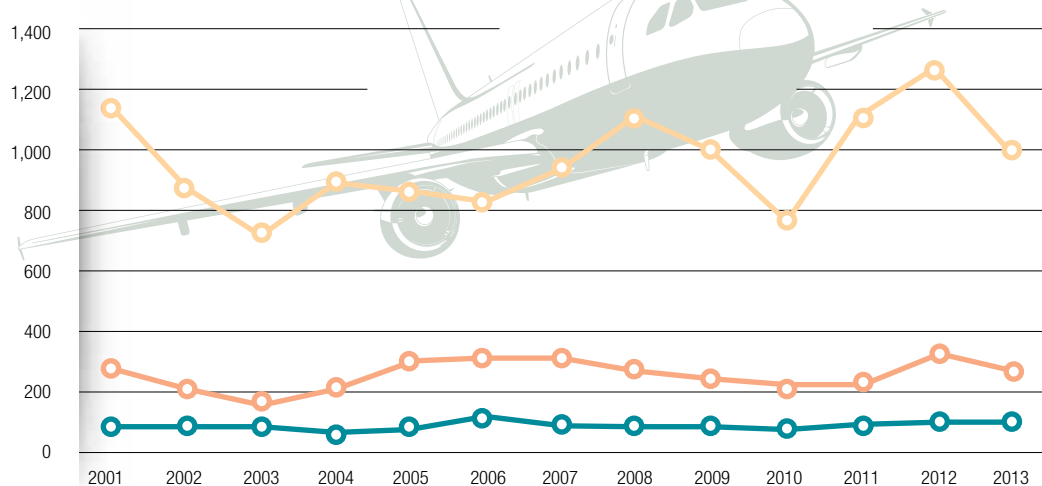


NET MIGRATION – TARANAKI DISTRICTS ANNUAL TO JUNE

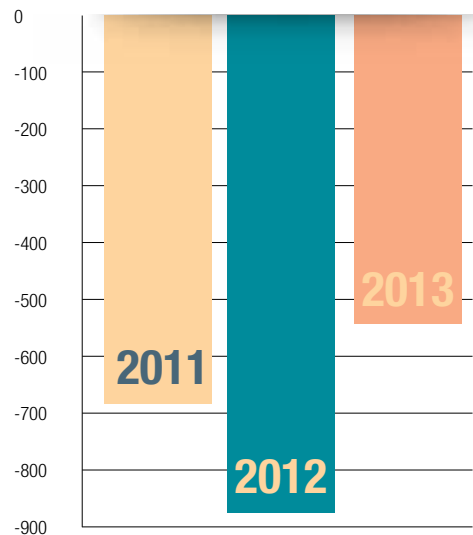


THERE WAS A NET LOSS OF 114 PEOPLE FOR THE YEAR ENDING JUNE 2013, DUE TO INTERNATIONAL DEPARTURES EXCEEDING LONG TERM ARRIVALS TO THE REGION. THIS IS A SIGNIFICANT IMPROVEMENT ON THE PREVIOUS YEAR'S RESULT WHEN A NET DECLINE OF OVER 500 PEOPLE WAS RECORDED. THE LOSS OF PEOPLE TO AUSTRALIA HAS BEEN THE PRIME CAUSE OF THE DECLINE, ALTHOUGH THIS TREND IS STARTING TO REVERSE

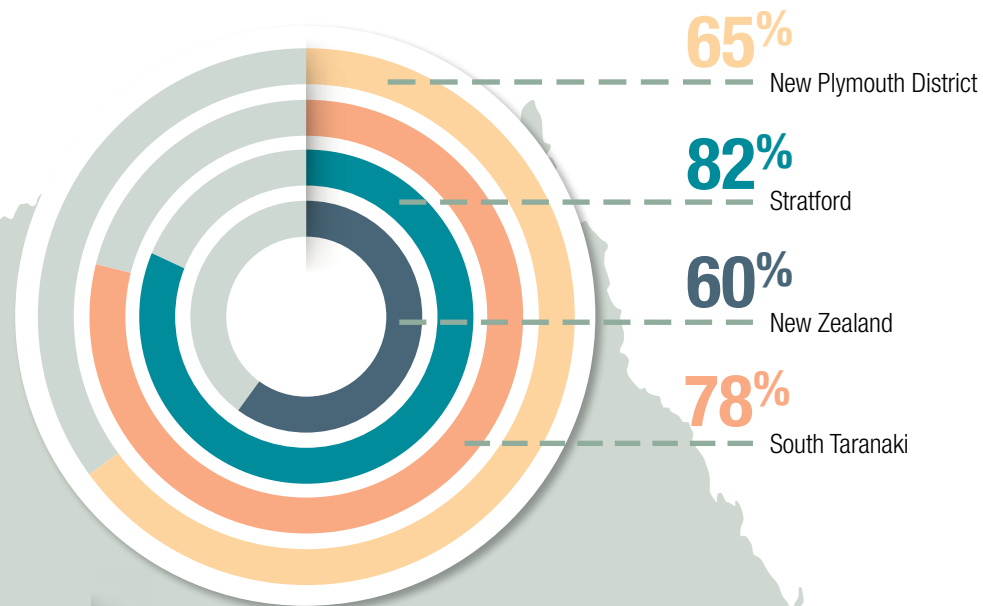
INTERNATIONAL MIGRATION – DEPARTURES ANNUAL TO JUNE



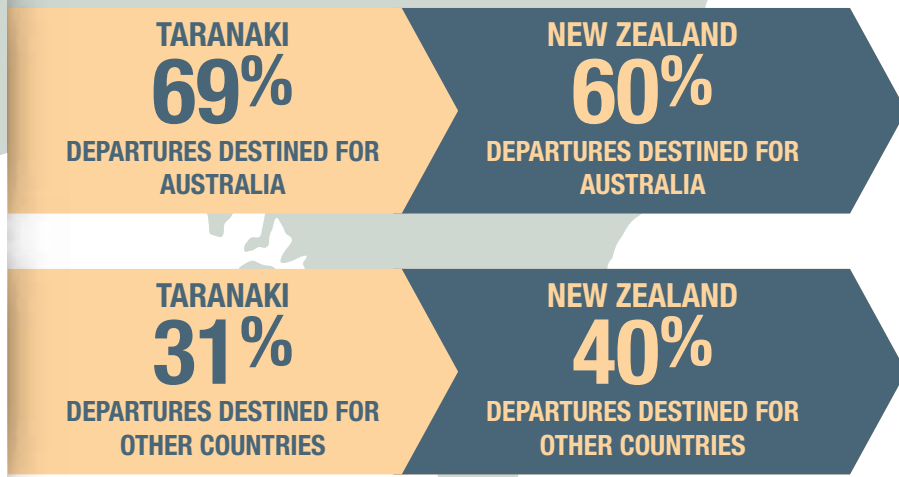
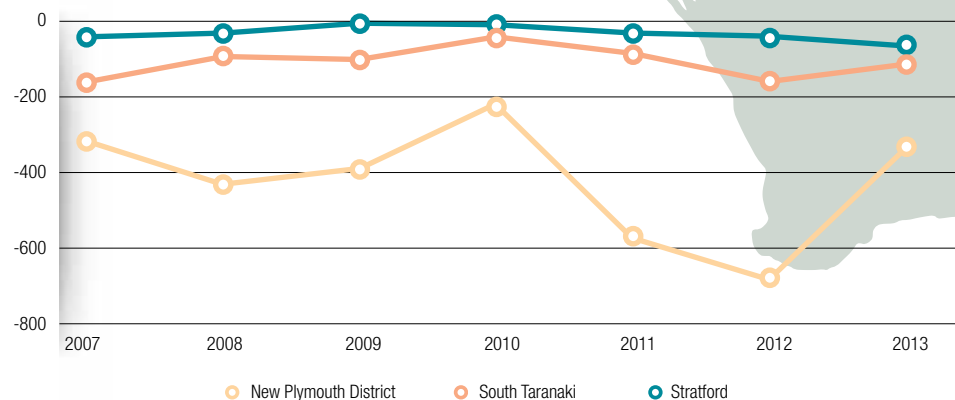
TARANAKI'S NET LOSS OF PEOPLE LONG-TERM TO AUSTRALIA YEAR-END JUNE



PERCENTAGE OF LONG-TERM DEPARTURES THAT GO TO AUSTRALIA



TARANAKI DISTRICTS: AUSTRALIA NET CHANGE IN MIGRATION ANNUAL TO JUNE



Retail Sales

ESTIMATED SALES FOR JUNE 2013 QUARTER

\$260.5 MILLION

New Plymouth

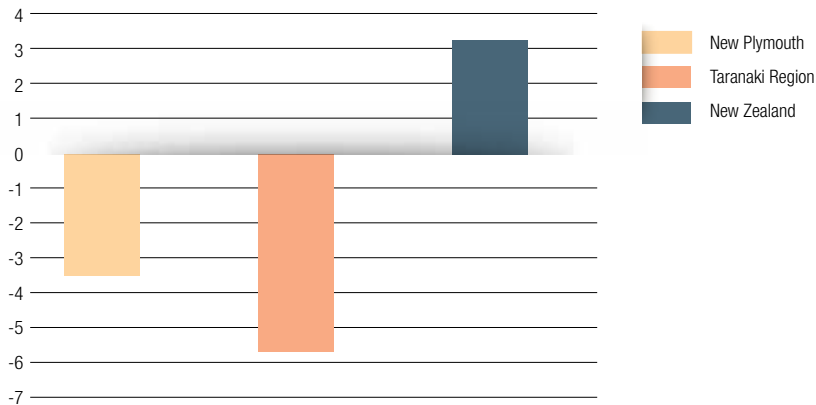
\$354.1 MILLION

Taranaki

\$17,549 MILLION

New Zealand

RETAIL SALES - PERCENTAGE CHANGE - JUNE 2013 QUARTER COMPARED WITH JUNE 2012 QUARTER



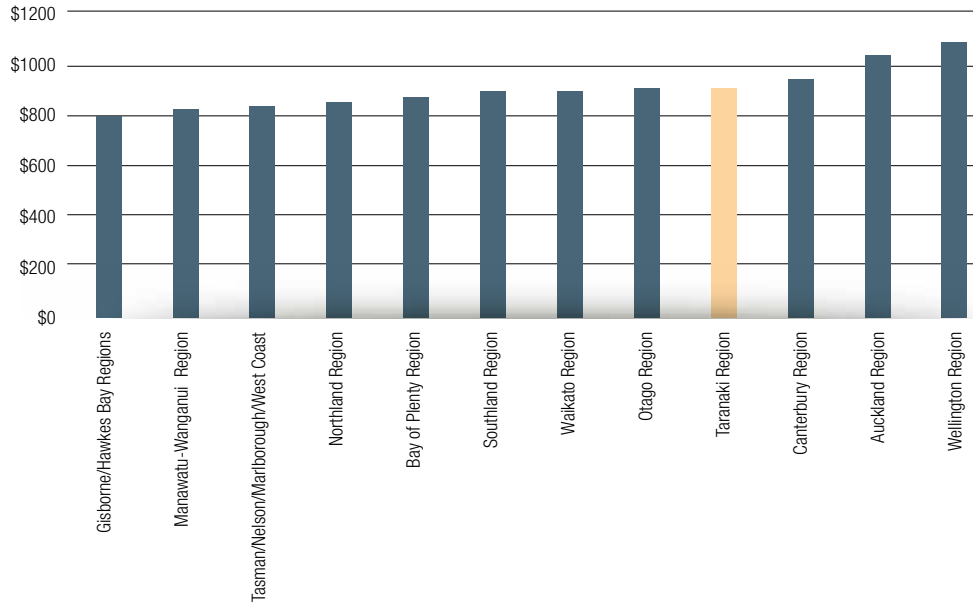
RETAIL SALES - NON-SEASONALLY ADJUSTED



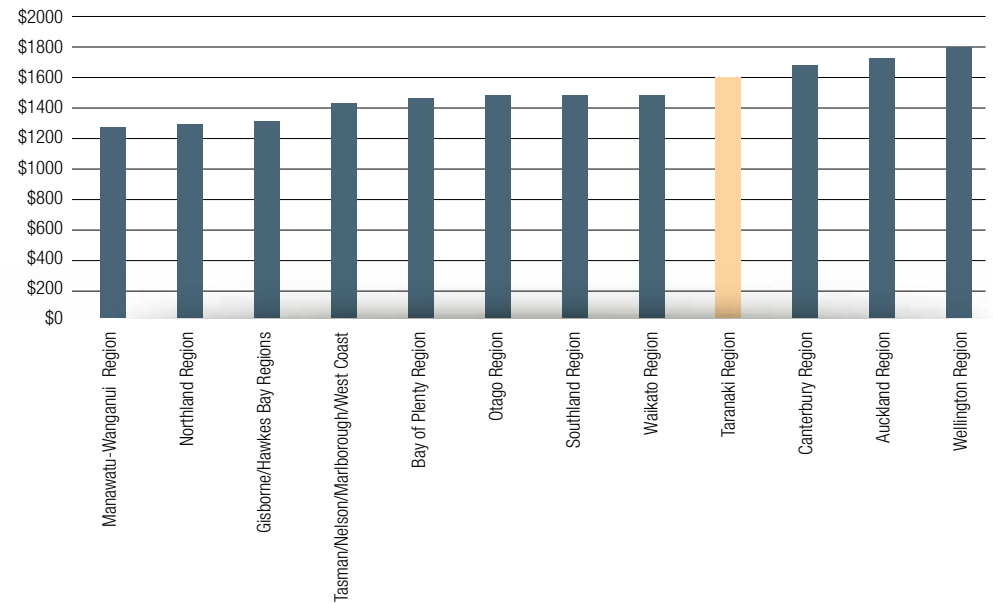
AN ESTIMATED 74% OF TARANAKI'S TOTAL RETAIL SALES OCCURRED WITHIN NEW PLYMOUTH. TARANAKI'S RETAIL SALES COMPRISE 2% OF NEW ZEALAND'S TOTAL RETAIL SALES

Standard of Living

AVERAGE WEEKLY EARNINGS – REGIONAL COMPARISON 2013



HOUSEHOLD WEEKLY INCOME 2013 REGIONAL COMPARISON



<p>TARANAKI \$918 AVERAGE WEEKLY EARNINGS AS AT JUNE 2013</p>	<p>NEW ZEALAND \$963 AVERAGE WEEKLY EARNINGS AS AT JUNE 2013</p>
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<p>TARANAKI \$1,596 AVERAGE WEEKLY INCOME PER HOUSEHOLD AS AT JUNE 2013</p>	<p>NEW ZEALAND \$1,601 AVERAGE WEEKLY INCOME PER HOUSEHOLD AS AT JUNE 2013</p>
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Housing

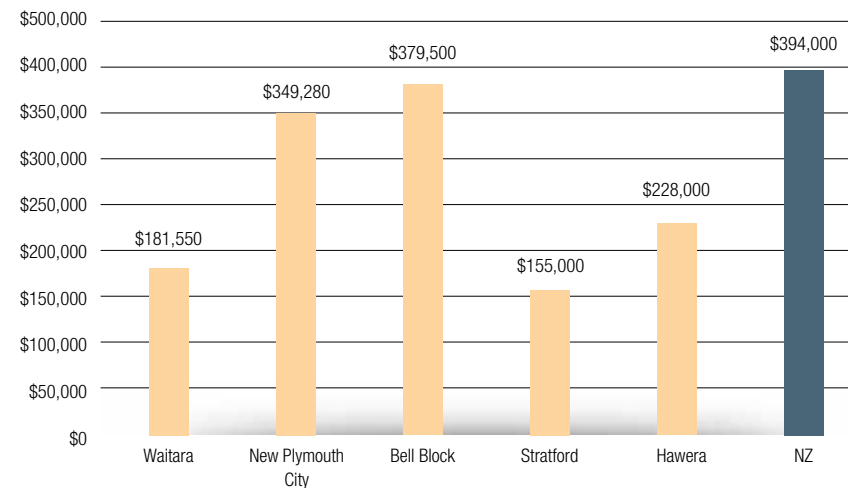
HOUSE VALUATIONS AVERAGE VALUE OF A HOUSE JUNE 2013



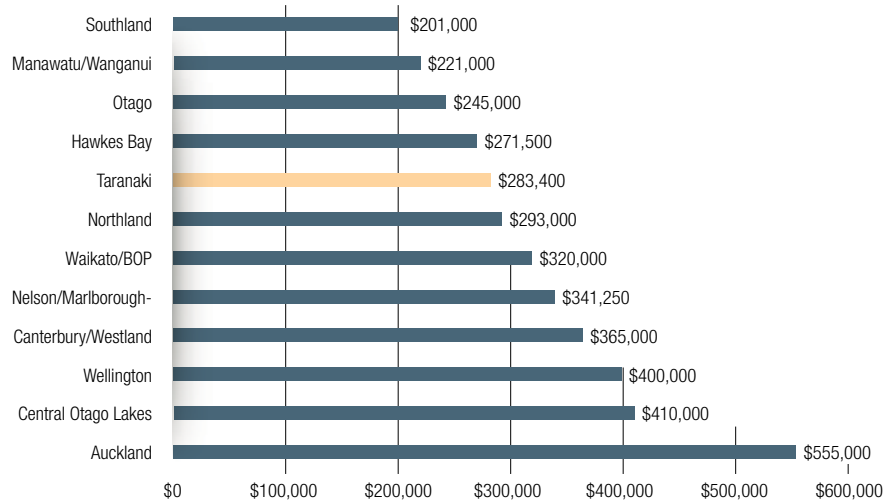
2,031 HOUSES WERE SOLD IN TARANAKI YEAR TO JUNE 2013

THE MEDIAN PRICE FOR A HOUSE SOLD IN TARANAKI IN JUNE 2013 WAS \$283,400, COMPARED WITH \$394,000 ON A NATIONAL BASIS

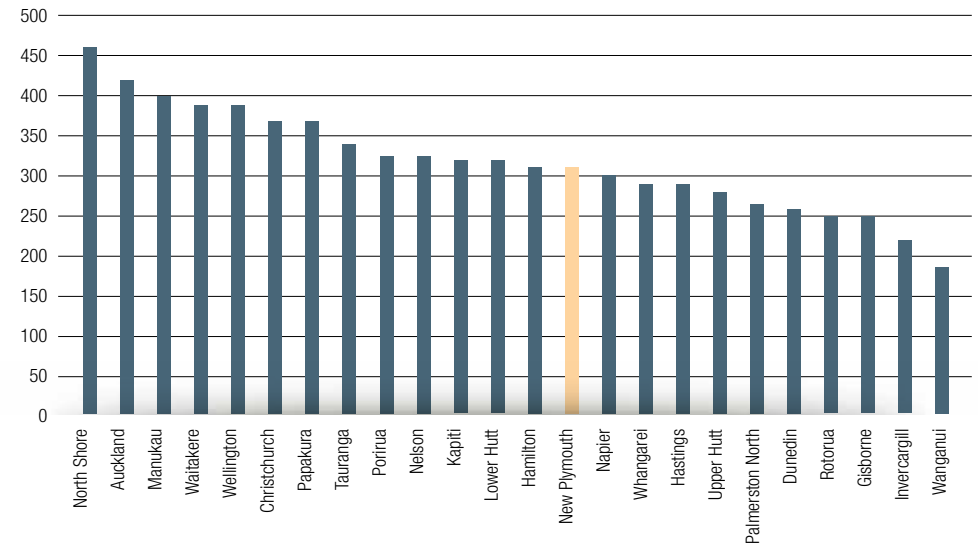
MEDIAN HOUSE SALE PRICE – JUNE 2013



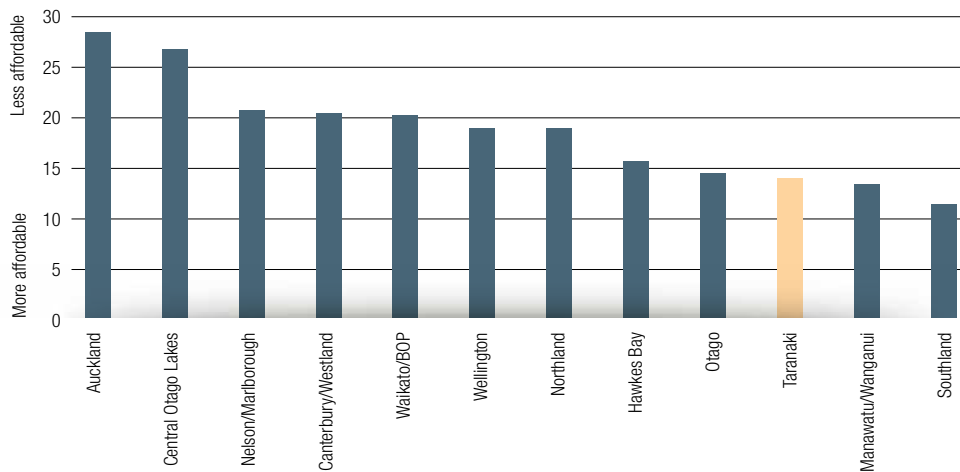
MEDIAN HOUSE SALES PRICE - JUNE 2013



RENTS PER WEEK (\$) - FEBRUARY/MAY 2013

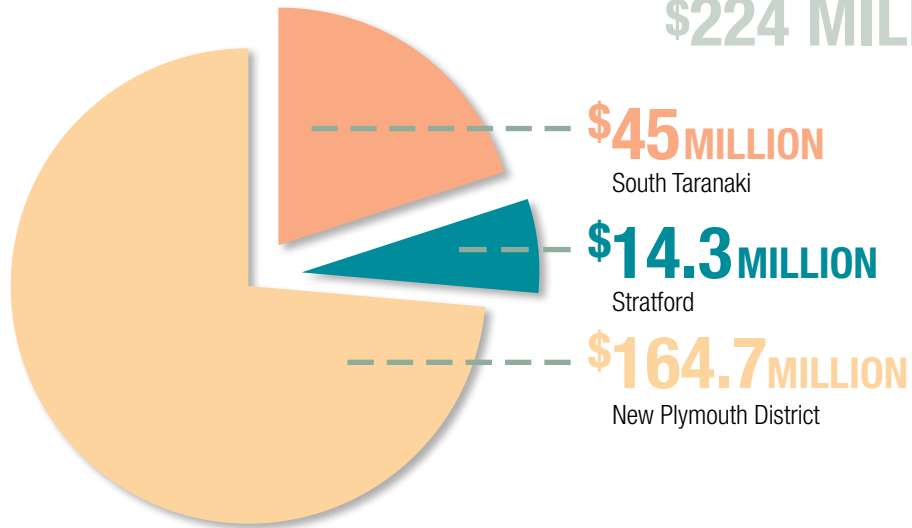


HOME AFFORDABILITY REGIONAL RANKING



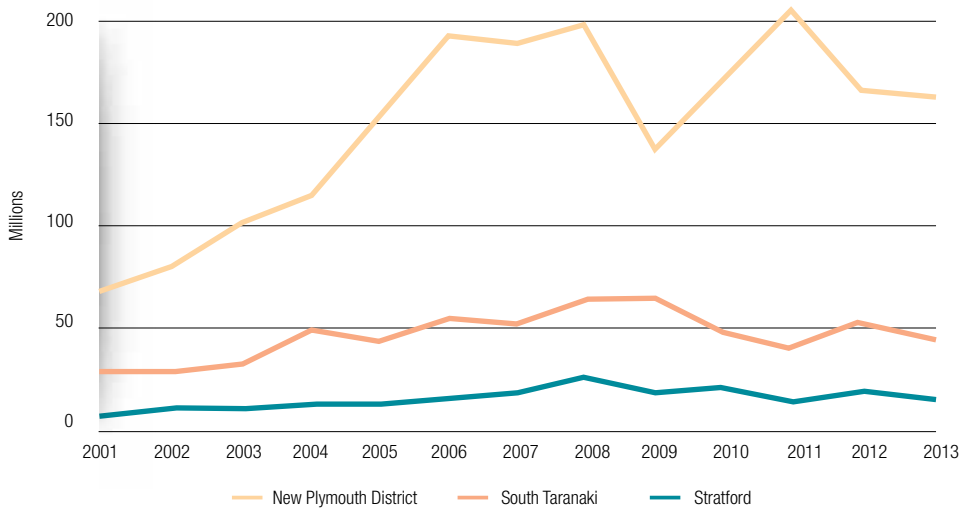
Construction Activity

VALUE OF BUILDING CONSENTS TO JUNE 2013

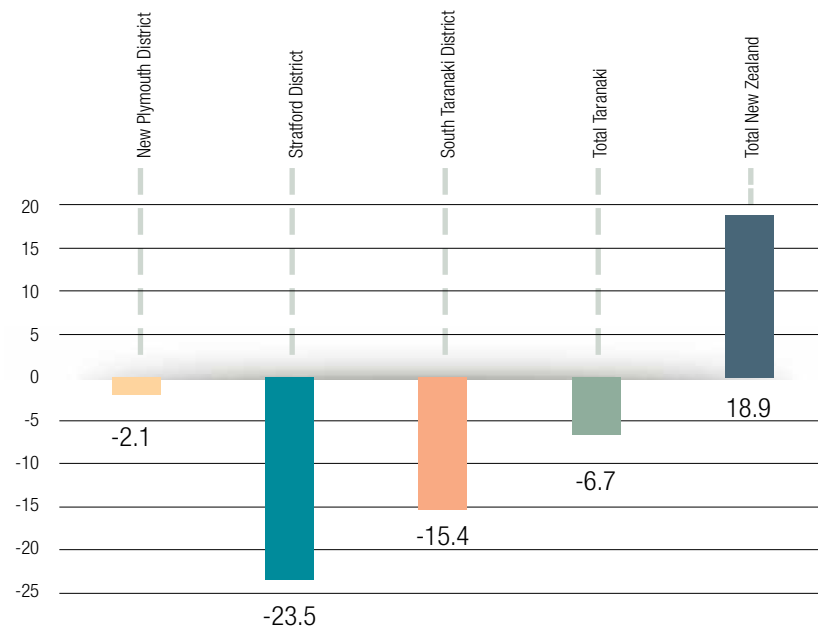


FOR THE YEAR ENDING JUNE 2013 IN TARANAKI THERE WERE \$224 MILLION OF BUILDING CONSENTS APPROVED

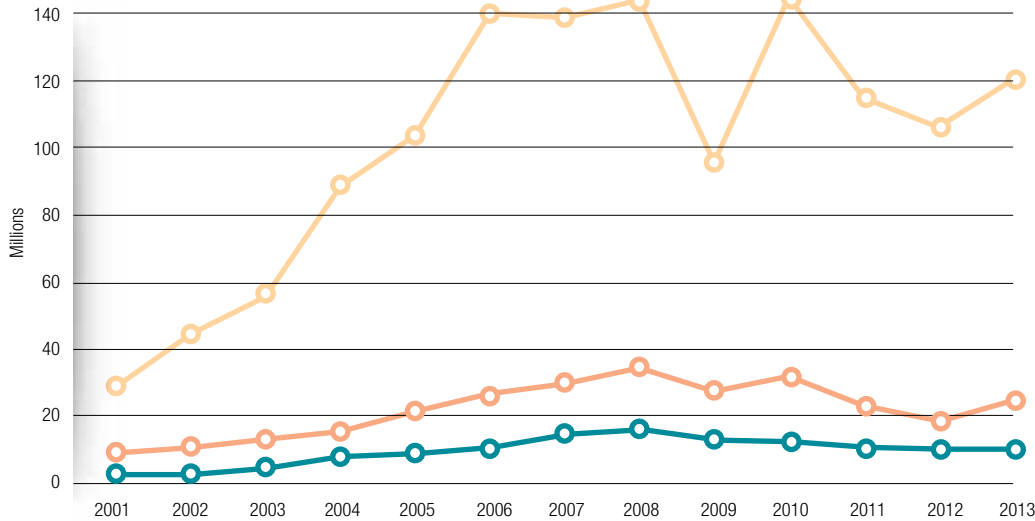
VALUE OF BUILDING CONSENTS 2001-2013



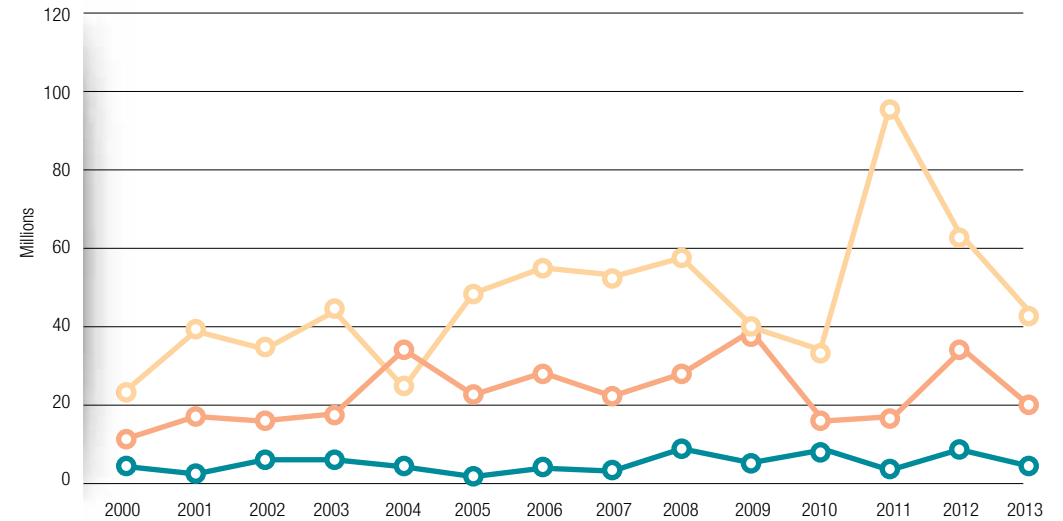
VALUE OF TOTAL BUILDING CONSENTS - % CHANGE FROM PREVIOUS YEAR (ANNUAL TO JUNE 2013)



VALUE OF RESIDENTIAL CONSENTS (NEW AND ALTERATIONS)



COMMERCIAL BUILDING CONSENTS - ANNUAL TO JUNE BY DISTRICT

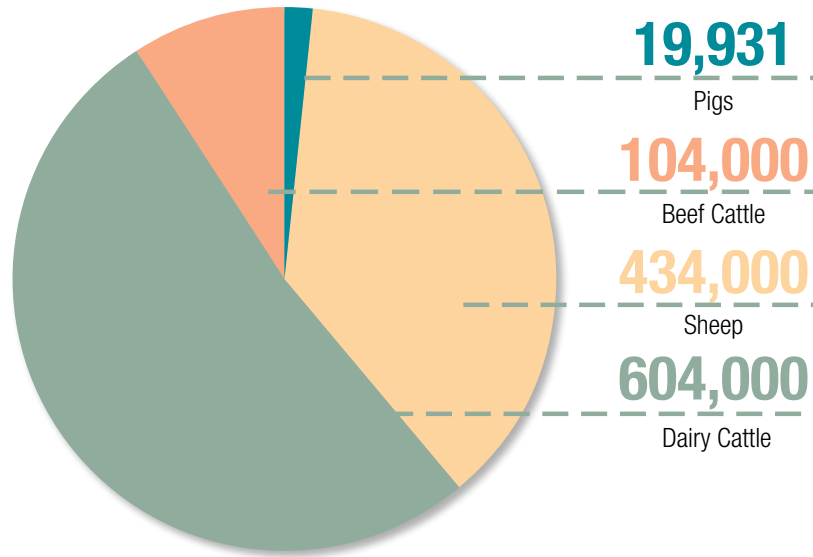


— New Plymouth District — South Taranaki — Stratford

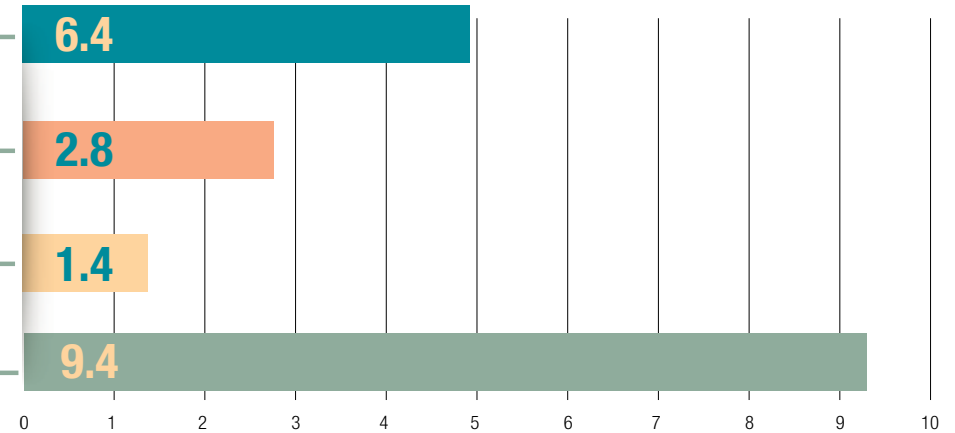
THE DECLINE IN THE VALUE OF TOTAL BUILDING CONSENTS APPROVED IN TARANAKI WAS DUE TO A REDUCTION IN THE VALUE OF COMMERCIAL CONSENTS. OVER \$157 MILLION OF RESIDENTIAL CONSENTS WERE APPROVED IN THE REGION DURING 2012/2013 – AN INCREASE OF 17.4%

Agriculture

TARANAKI - SELECTED LIVESTOCK NUMBERS

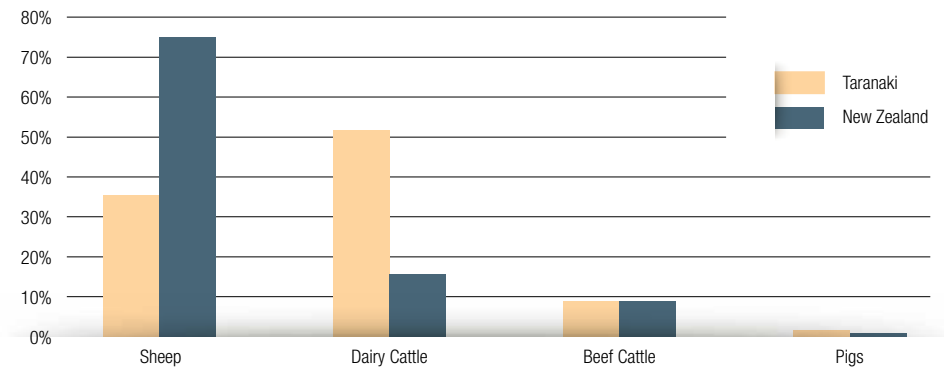


TARANAKI LIVESTOCK AS PERCENTAGE OF NATIONAL HERD

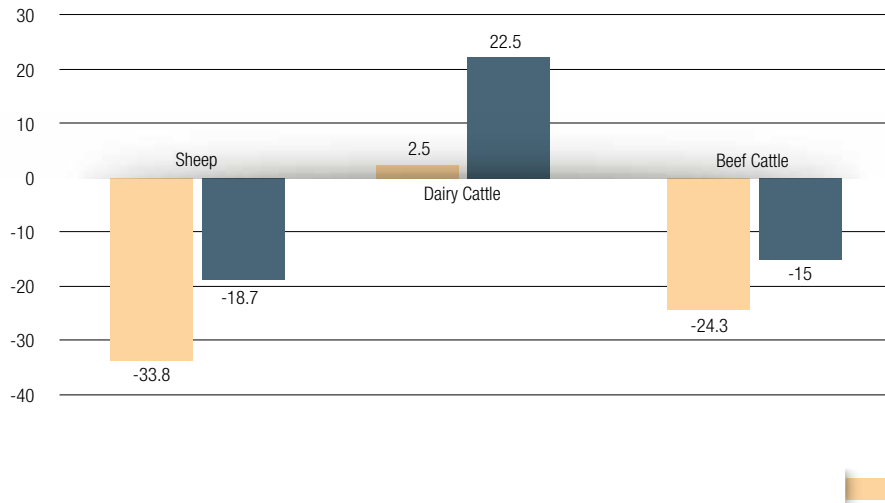


ALMOST 10% OF NEW ZEALAND'S TOTAL DAIRY CATTLE ARE BASED IN TARANAKI AND OVER 6% OF THE NATION'S PIG POPULATION

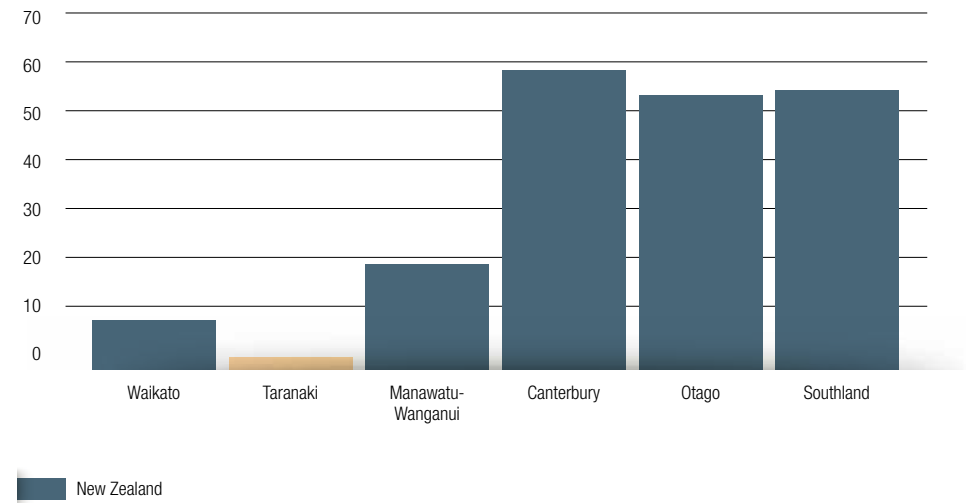
RELATIVE COMPOSITION (%) OF SELECTED LIVESTOCK



LIVESTOCK NUMBER TRENDS – GROWTH AND DECLINE (%) 2007-2012



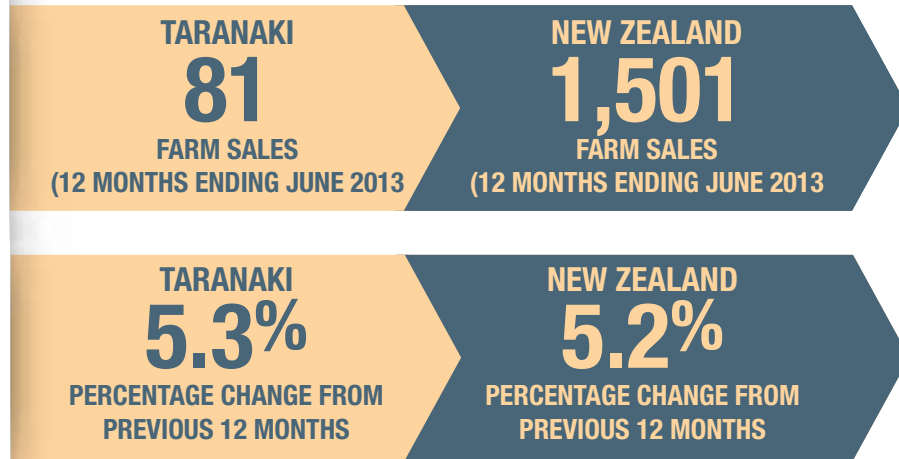
PERCENTAGE CHANGE IN DAIRY CATTLE NUMBERS 2007-2012



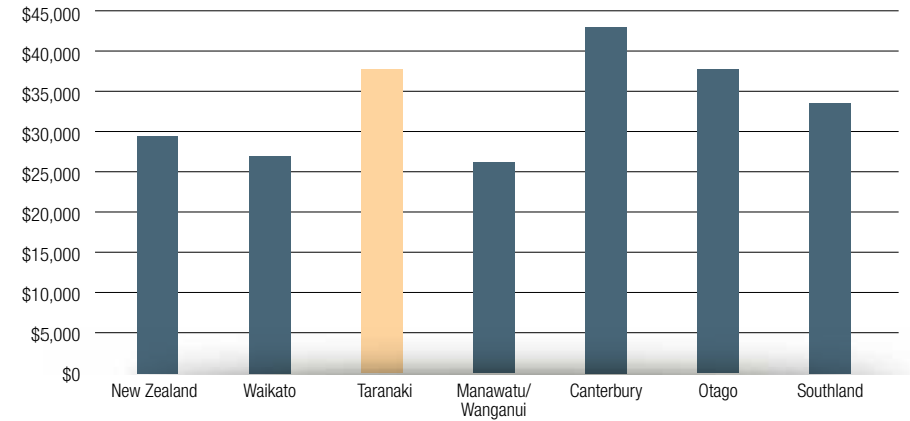
TARANAKI'S COMPARATIVE LIVESTOCK COMPOSITION TO NEW ZEALAND HIGHLIGHTS THE STRENGTH OF THE REGION'S DAIRY INDUSTRY. HOWEVER, IT SHOULD ALSO BE NOTED THERE HAS BEEN SIGNIFICANT GROWTH IN DAIRY NUMBERS IN THE SOUTH ISLAND IN RECENT YEARS

Agriculture (CONT.)

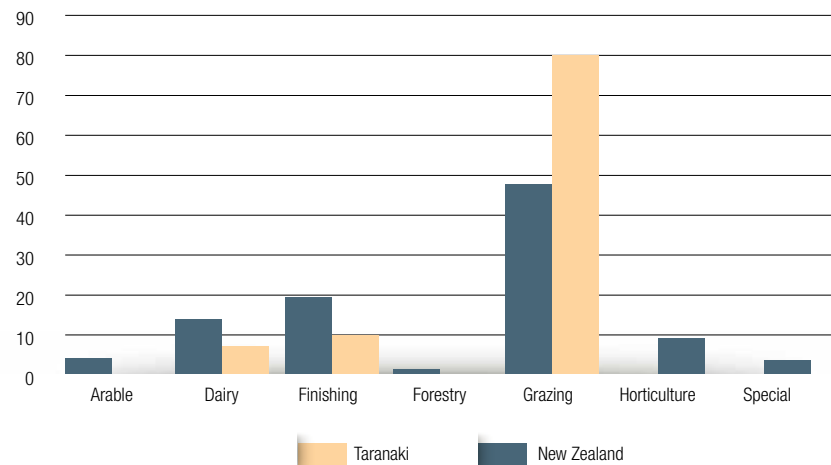
FARM SALES



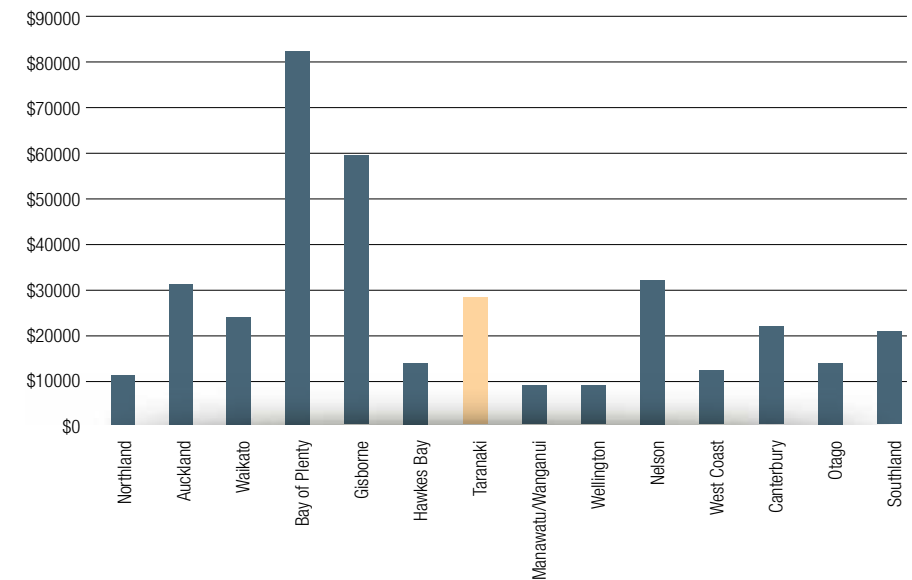
DAIRY FARMS - MEDIAN SELLING PRICE PER HECTARE JUNE 2013



TYPE OF FARM SALES - JUNE 2013 - PERCENTAGE OF TOTAL SALES

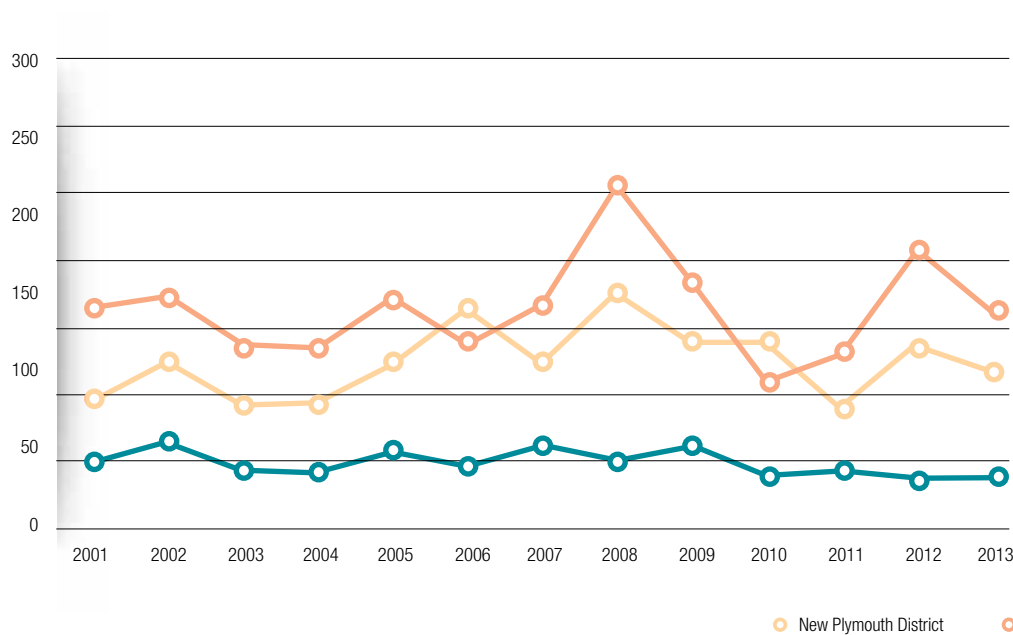


MEDIAN SELLING PRICE PER HECTARE (3 MONTHS ENDING JUNE 2013) - ALL FARM TYPES BY DISTRICT

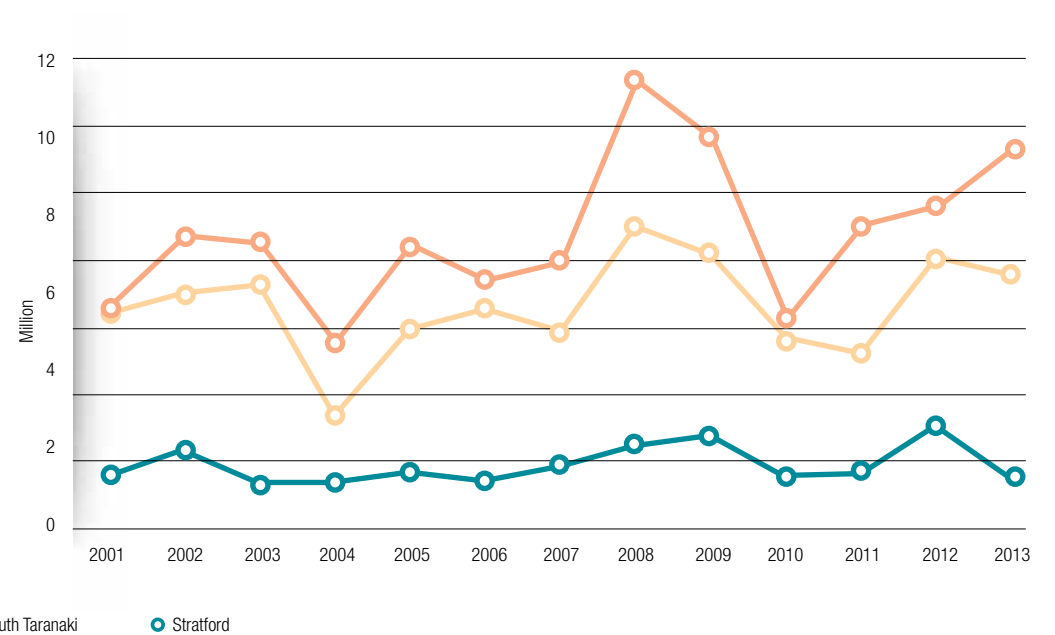


CONSTRUCTION ACTIVITY AND CAPITAL IMPROVEMENTS

FARM BUILDINGS - NUMBERS OF CONSENTS - NEW AND ALTERED YEAR TO JUNE



FARM BUILDINGS - VALUE OF CONSENTS - NEW AND ALTERED YEAR TO JUNE



THE MEDIAN SALES PRICE PER HECTARE FOR DAIRY FARMS SOLD IN TARANAKI IN JUNE 2013, WAS \$37,291, COMPARED TO \$42,750 IN CANTERBURY AND \$26,455 IN WAIKATO

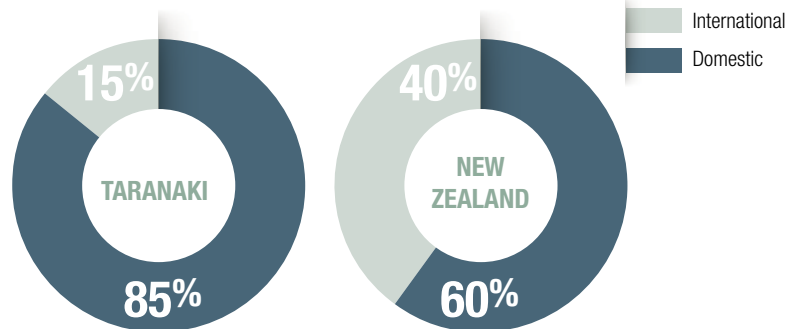
Visitor Industry

VISITORS TO TARANAKI STAYING IN COMMERCIAL ACCOMMODATION

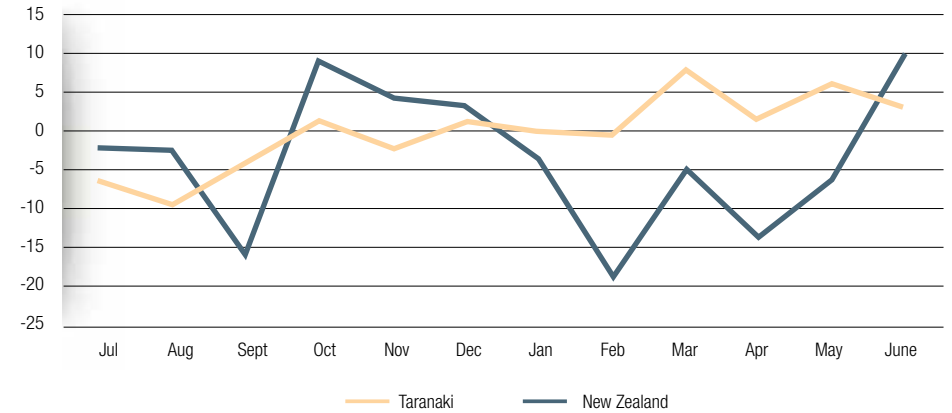


THERE WERE 337,263 ROOM NIGHTS SOLD IN TARANAKI FOR VISITORS STAYING IN COMMERCIAL ACCOMMODATION FOR THE YEAR ENDING JUNE 2013 WITH A TOTAL OF 560,344 GUEST NIGHTS

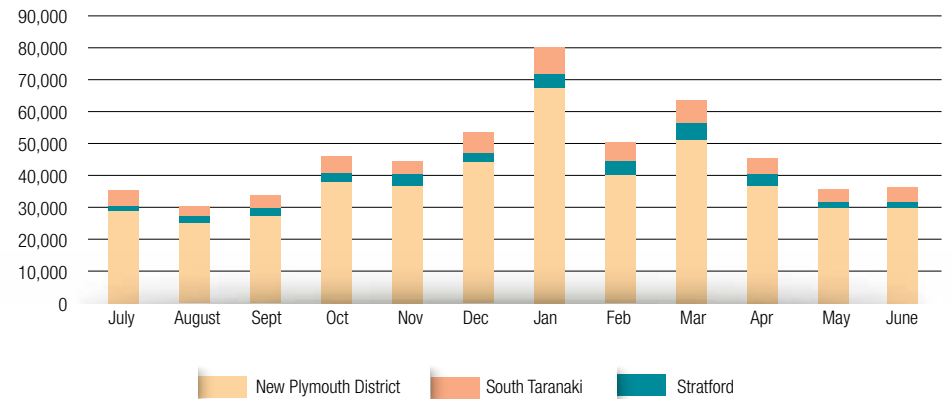
PERCENTAGES OF INTERNATIONAL AND DOMESTIC GUEST NIGHTS



MONTHLY ROOM NIGHTS SOLD OVER 12 MONTH PERIOD TO JUNE 2013



GUEST NIGHTS STAYED BY DISTRICT

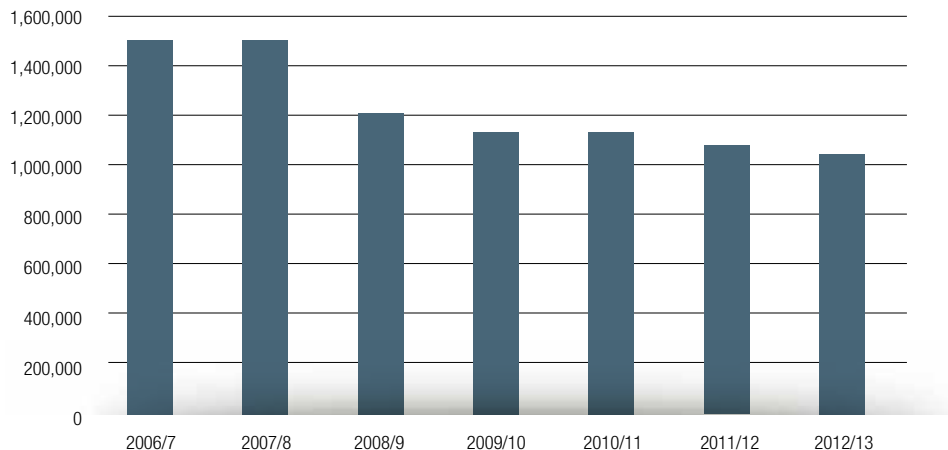


GUEST NIGHTS

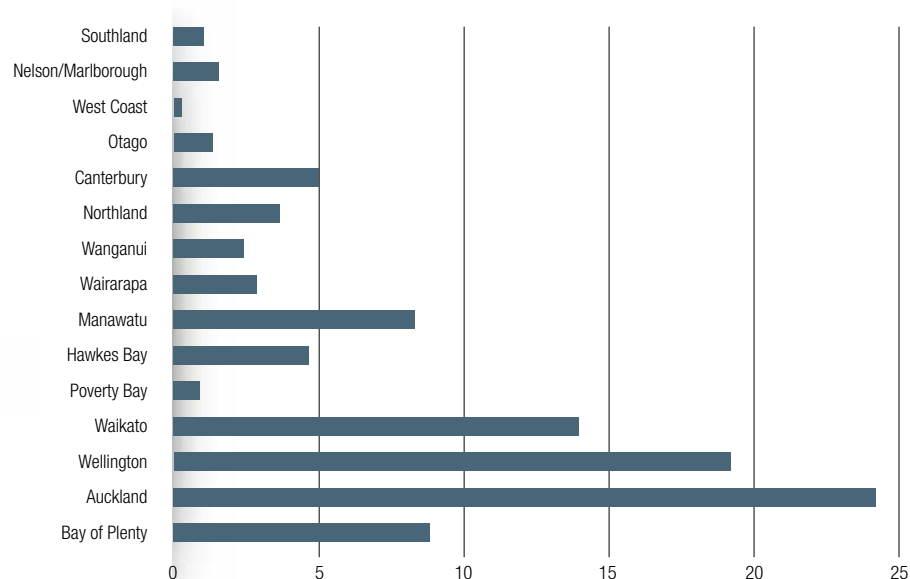
A guest night is equivalent to one guest spending one night in an establishment. For example, a motel with 15 guests spending two nights would report provision of 30 guest nights of accommodation.

In the year ending June 2013 the origin of guest nights staying in commercial accommodation in Taranaki was 85% domestic and 15% international. In that same period New Zealand as a whole had 60% domestic and 40% international

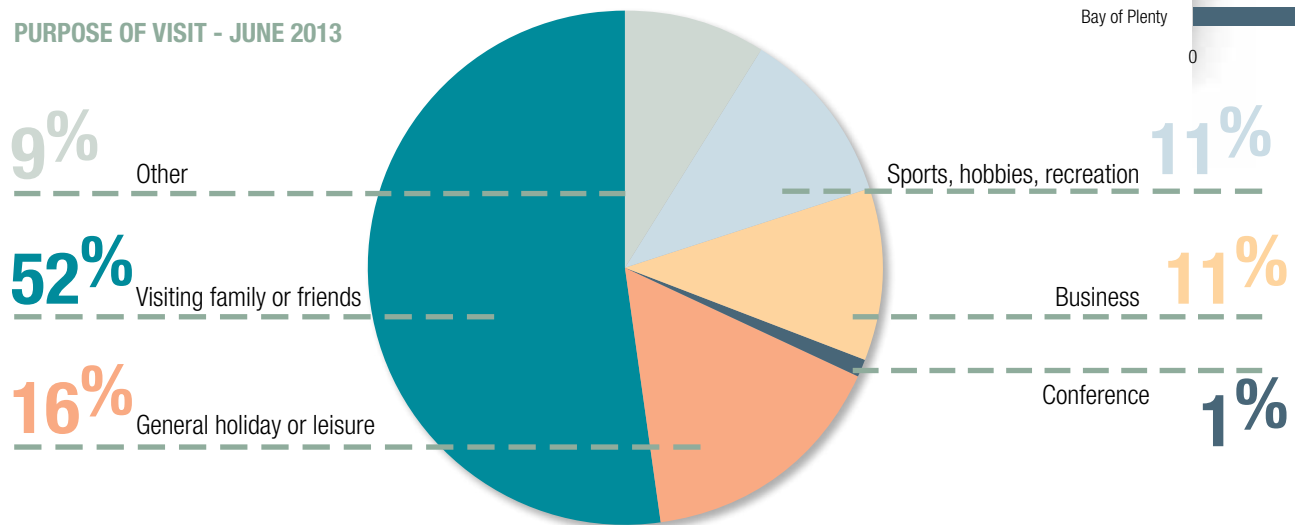
VFR (VISITING FRIENDS AND RELATIVES) INFORMATION
TOTAL VISITOR GUEST NIGHTS YEAR ON YEAR



ORIGIN OF VISITORS TO TARANAKI STAYING WITH FRIENDS AND RELATIVES
ANNUAL TO JUNE 2013
PERCENTAGE CONTRIBUTION BY REGION YEAR ENDING JUNE 2013



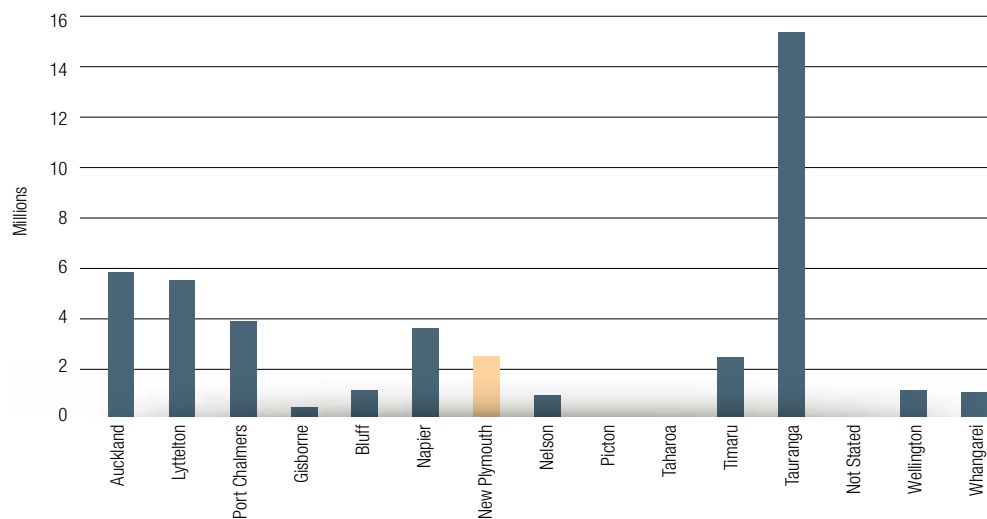
PURPOSE OF VISIT - JUNE 2013



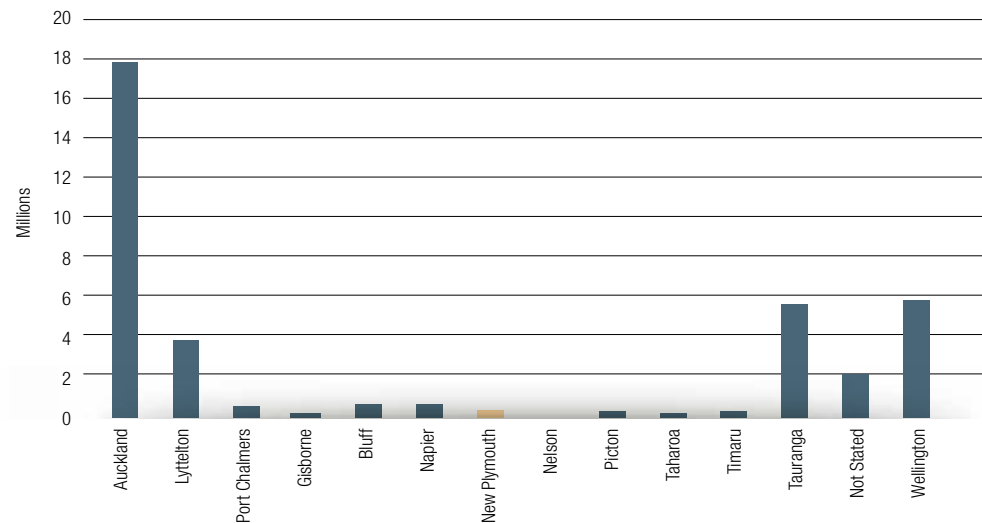
Exports and Imports

NZ analysis of all ports: Note: The following statistics NZ data does not include all port activity e.g. coastal trade.

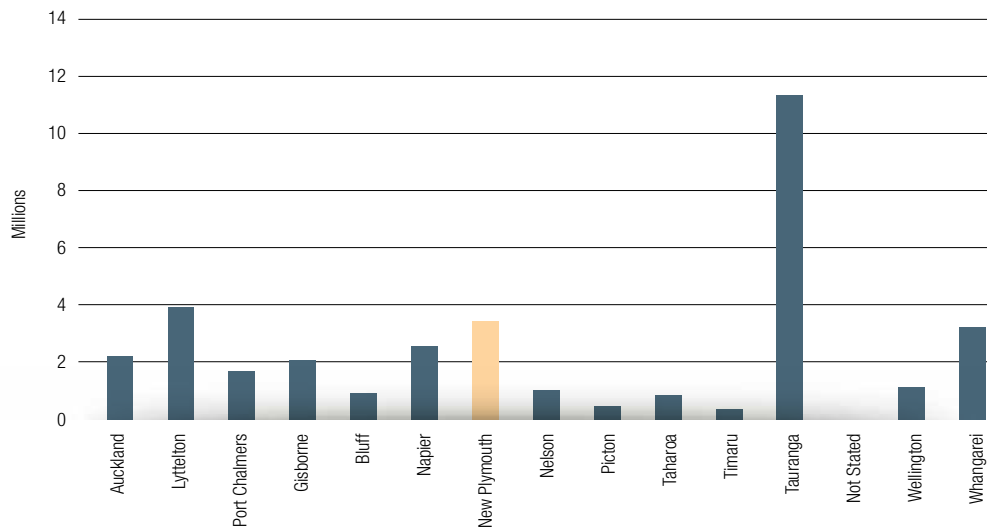
TOTAL EXPORTS BY NZ PORT FOB NZ\$ (000's) 2012/2013



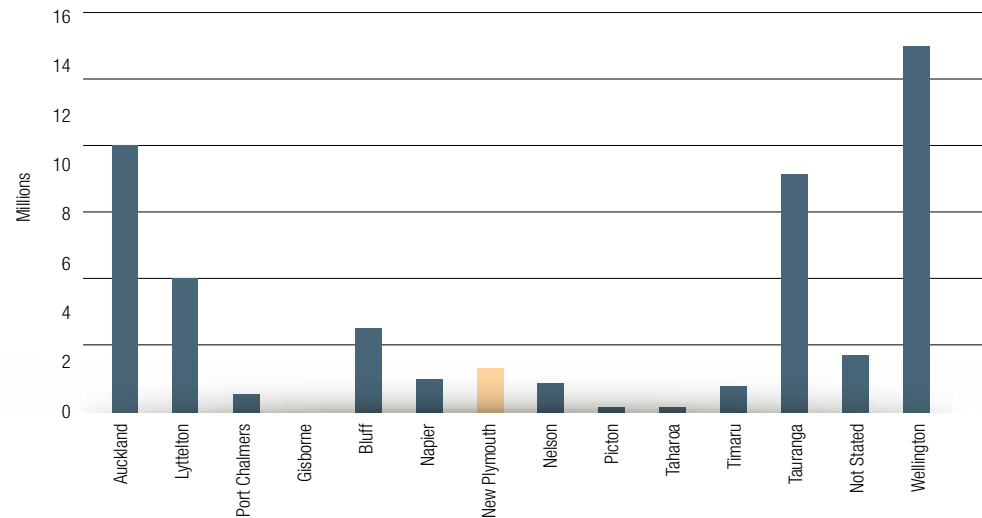
TOTAL IMPORTS - NZ PORTS CIF (COST, INSURANCE AND FREIGHT) NZ\$ (000's)



TOTAL EXPORTS BY NZ PORTS GROSS WEIGHT (TONNES) 2012/2013



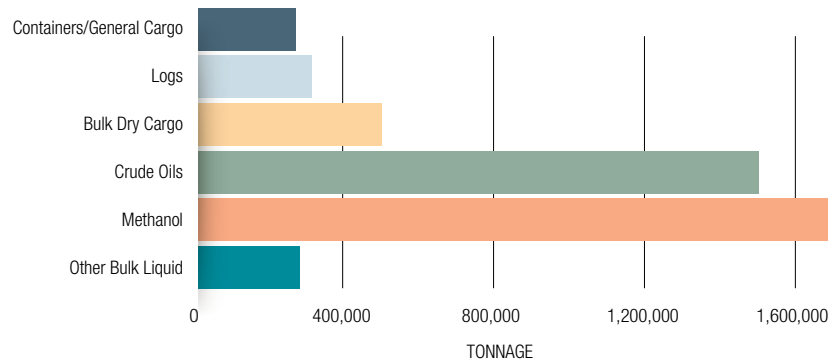
TOTAL IMPORTS BY NZ PORTS GROSS WEIGHT (TONNES) 2012/2013



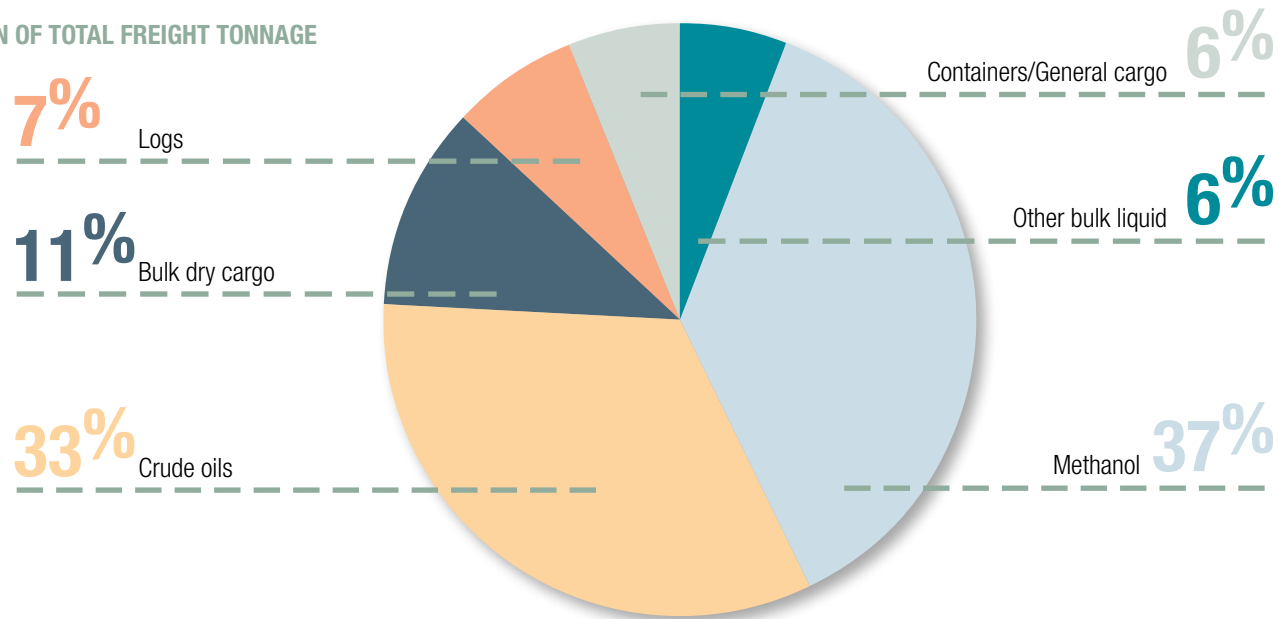
PORT TARANAKI ANALYSIS

NOTE: Includes *all freight* activity utilising the port

A TOTAL OF 4,568,040 FREIGHT TONNES CROSSED PORT TARANAKI DURING 2012/2013. THIS ACTIVITY IS INCLUSIVE OF IMPORTS, EXPORTS AND COASTAL TRADE. METHANOL, CRUDE OILS AND LOGS WERE AMONGST THE DOMINANT PRODUCTS

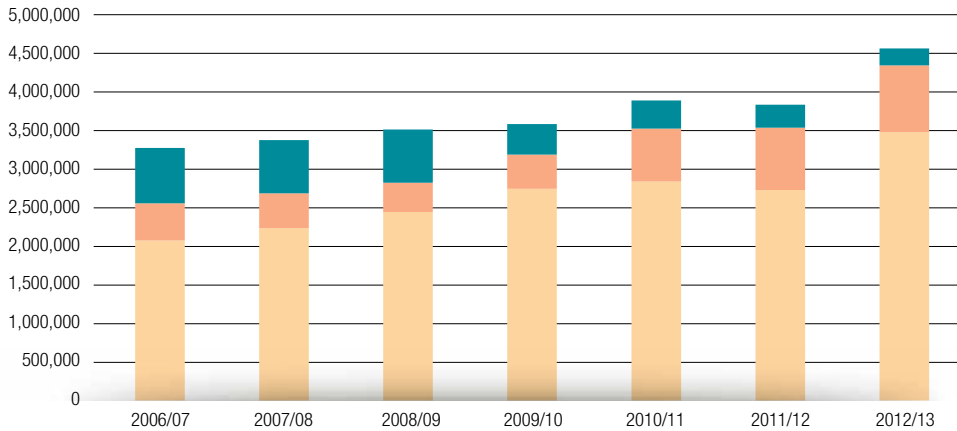


PORT TARANAKI - % COMPOSITION OF TOTAL FREIGHT TONNAGE

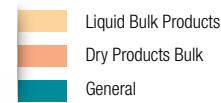


Exports and Imports (CONT.)

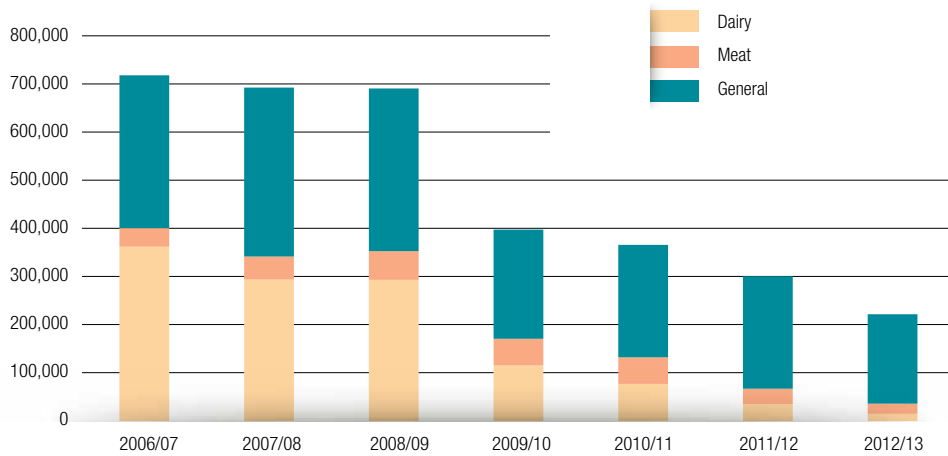
**PORT TARANAKI - TOTAL TRADE/FREIGHT TONNAGE
(IMPORTS, EXPORTS AND COASTAL TRADE UTILISING FACILITY)**



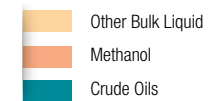
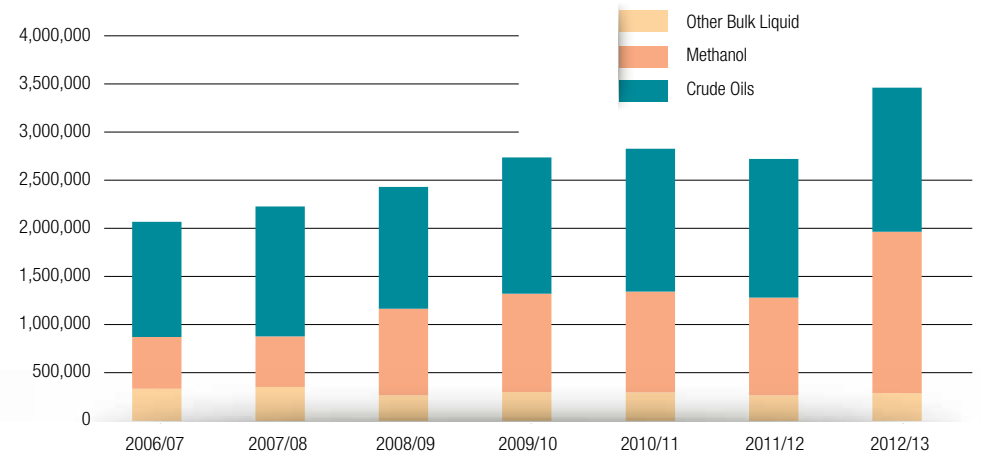
**TOTAL FREIGHT TONNAGE
WAS 39% HIGHER IN
2012/2013 THAN 2006/07**



CONTAINERS/GENERAL CARGO



LIQUID BULK PRODUCTS

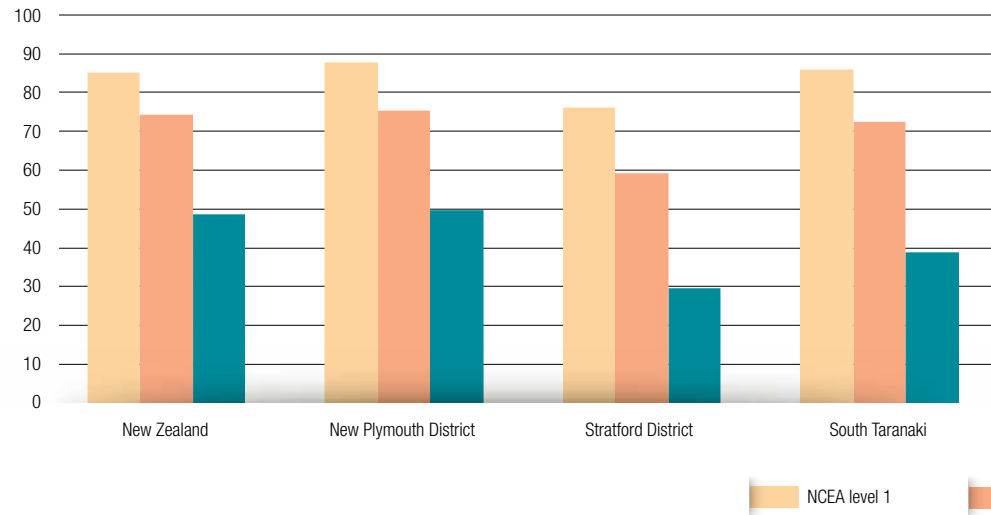


Educational Achievement and School Leavers

THERE ARE 549 SCHOOLS WITH SECONDARY AGE STUDENTS IN NEW ZEALAND: 8 IN NEW PLYMOUTH DISTRICT, 2 IN STRATFORD AND 4 IN SOUTH TARANAKI

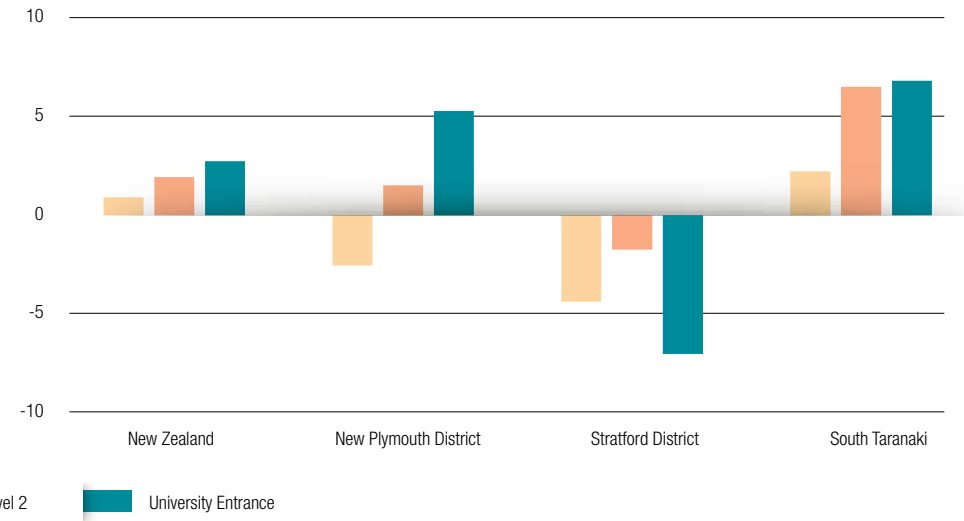
SCHOOL LEAVERS

PERCENTAGE OF 2012 QUALIFIED SECONDARY SCHOOL LEAVERS WITH NCEA QUALIFICATIONS



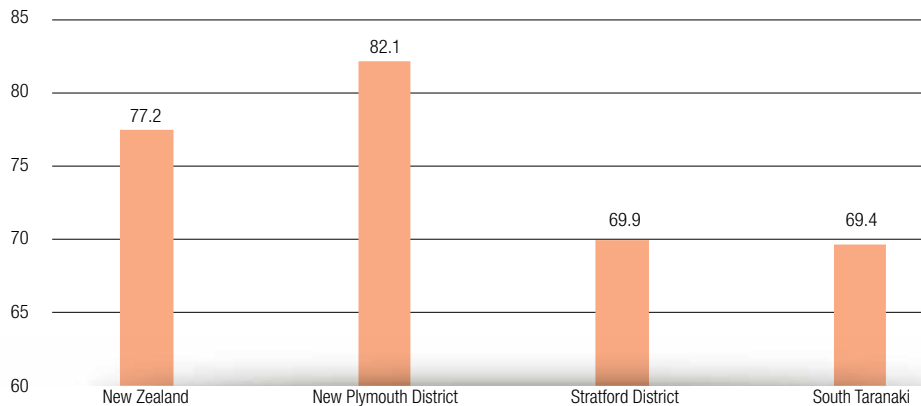
2012 QUALIFIED SCHOOL LEAVERS WITH NCEA QUALIFICATIONS

- PERCENTAGE CHANGE FROM PREVIOUS YEAR



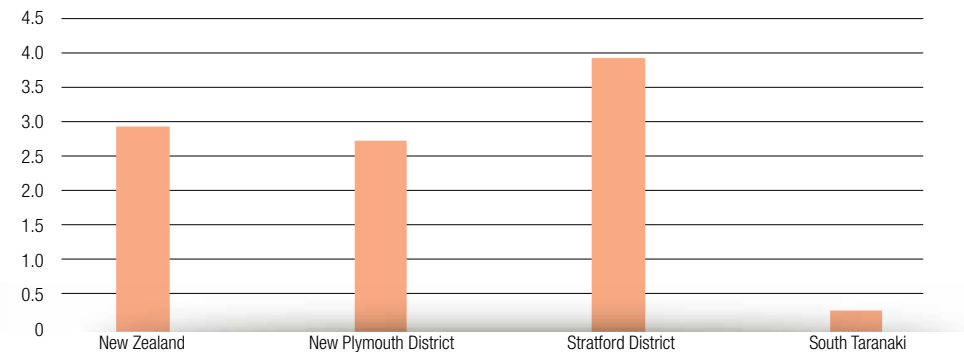
THE NATIONAL GOAL IN 2012 FOR QUALIFIED 18 YEAR OLDS WITH NCEA LEVEL 2 OR EQUIVALENT WAS 85%

PERCENTAGE OF 18 YEAR OLDS WITH NCEA LEVEL 2 OR EQUIVALENT (2012)



18 YEAR OLDS WITH NCEA LEVEL 2 OR EQUIVALENT

- PERCENTAGE CHANGE FROM PREVIOUS YEAR



Technical Details

Consumer Price Index (CPI): Statistics NZ. The CPI measures the rate of price change of goods and services purchased by New Zealand households. Statistics NZ visits 3,000 shops around New Zealand to collect prices for the CPI and check product sizes and features.

Gross Domestic Product (GDP) and Regional GDP: BERL. Customised analysis for Venture Taranaki.

Economic Activity: ANZ Regional Trends. Note: this information is not GDP data but a composition of specific indicators selected by the ANZ e.g. retail sales, employment data, house sales, guest nights, car sales etc. The report tracks the overall summation of changes on a regional basis annually and quarterly.

Economic Outlook: Venture Taranaki. This reflects the results of VT's Six-monthly business survey of Taranaki businesses. The survey involved a cross-section of 1000 businesses. The survey is undertaken in June and November of each year.

Employee Count: Statistics NZ Business demography. Business demographic statistics give an annual snapshot (as at February); limited to economically significant individual, private-sector and public-sector enterprises that are engaged in the production of goods and services in New Zealand; generally includes all employing units and those enterprises with GST turnover greater than \$30,000 per year. Employee count is a head-count of all salary and wage earners for the February reference month. NB: this may not include self-employed or those within the business that are not classified as employees.

Unemployment rate and Participation Rate: Statistics NZ Household Labour Force survey.

Employment Outlook Taranaki: Venture Taranaki. Six-monthly business survey of Taranaki businesses, undertaken June 2013.

Skill shortage monitor: Venture Taranaki. Six-monthly business survey of Taranaki businesses, undertaken June 2013.

Business numbers: Statistics NZ Business demography, undertaken February 2012.

Population count: Statistics NZ Census 2013

Natural Population Increase: Statistics NZ: Births and Deaths

Migration: Statistics NZ. Permanent Long-term departures and Arrivals. Permanent and long-term arrivals include overseas migrants who arrive in New Zealand intending to stay for a period of 12 months or more (or permanently), plus New Zealand residents returning after an absence of 12 months or more. Permanent and long-term departures include New Zealand residents departing for an intended period of 12 months or more (or permanently), plus overseas visitors departing New Zealand after a stay of 12 months or more.

Average weekly earnings: Statistics NZ. Total usual weekly earnings from self-employment and wage and salary jobs (earnings from paid employment), divided by the number of people receiving earnings from a self-employment or wage and salary job (number of people in paid employment).

Average household weekly income: Statistics NZ: Weekly household income is the sum of weekly income of all people in the household from all sources. Average weekly household income is total weekly household income, divided by the number of households.

House values and average value of a house: Source: QV.co.nz: QV.co.nz is powered by PropertyIQ, a joint venture between CoreLogic and Quotable Value. Note: these are house valuations, not house sales.

House Sales: Real Estate Institute of NZ. Note: These are house sales, and the data only includes those sales undertaken by members of the REINZ. Does not include e.g. private sales.

Home Affordability: Massey University Home Affordability Report.

Rental Market: Massey University Rental market report.

Building consents: Statistics NZ

Agriculture: Statistics NZ. Annual Agriculture Production Survey.

Farm Capital Improvements/Farm building consents: Statistics NZ

Farm Sales: Real Estate Institute of NZ. Note: Only includes sales undertaken by members of the REINZ. Does not include private or other means of selling farms.

Retail Statistics: Statistics NZ Retail survey. Customised data provided to Venture Taranaki. Seasonally unadjusted retail sales.

Commercial accommodation statistics: Statistics NZ

Visitors staying with friends/relatives: Venture Taranaki commissioned survey data, undertaken by APR consultants.

Exports/Imports: Statistics NZ data. Note: this data may not include coastal trade and the methodology utilised by Statistics NZ may not reflect the totality of trade activity which occurs across each NZ Port as part of the overall port transportation process.

Total Port Taranaki data and activity: Provided by Port Taranaki. This data includes coastal trade and the summation of all exports and imports crossing the port.

Educational achievement and school leavers: Ministry of Education

About Venture Taranaki

As Taranaki's Regional Development Agency, we're committed to making Taranaki grow.

That's why we're interested in helping to make your business a success.

If you need advice and assistance or access to information and knowledge to support your business aspiration, we offer a single point of contact to provide the help you require.

If you are:

- Thinking of starting up a business
- Considering relocating or investing in Taranaki
- Trying to grow your business, or if your business is going through changes

We have a range of products and services to meet your business needs, and best of all, most of them are free!

Information is available on-line at www.taranaki.info/business or call us:

Venture Taranaki

9 Robe Street

PO Box 670

New Plymouth

Telephone (06) 759 5150

Email: info@taranaki.info

Facebook: TaranakiNZ

Twitter: @Taranaki_NZ

Disclaimer:

Venture Taranaki's services and opinions are of a general nature and should be used as a guide only. They are not a substitute for commercial judgment or independent professional advice which should be obtained prior to any business matter.

Taranaki's Regional Development Agency

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