

Venture
TARANAKI



TARANAKI TRENDS

TARANAKI ECONOMIC REPORT

STATISTICS TO DECEMBER

2004

(Document current until September 2005)

www.taranaki.info

Welcome...

2004 is one for Taranaki to remember - whatever your passion positive news abounds!

Economically Taranaki has enjoyed a solid year. The business sector remains in good heart with confidence levels the strongest across the country. Business numbers have continued an increasing trend evident since 2001, inherently contributing to the low regional unemployment rate of 4.2%. Year-on-year economic growth topped the country in the fourth quarter of 2004 (6.2%) - the highest regional growth in 20 years.

One of New Zealand's (and Taranaki's) fastest growing exports is tourism. This is reflected in Taranaki tourism figures with December quarter visitor numbers to the region up 11.5% on last year. International students are proving to be a valuable asset for both the tourism and education sectors. A study carried out by Venture Taranaki and the Education Taranaki International cluster revealed two thirds of international students would recommend Taranaki to friends and family in their home countries – this figure is well above the national comparisons, and reflects the quality institutes and infrastructure available in the region.

2005 is set to be a cracker as Taranaki continues to secure an increasing number of international events to the region, expanding our events calendar and reasons to visit the region. Mad March (WOMAD, Mark Knopfler, R.E.M), the Lion's rugby tour in June and the ITU World Cup Triathlon in November are just some of these events set to significantly benefit the Taranaki economy during 2005 - with more than a little fun to be had at the same time!



Belinda Salmon
Research Analyst

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Taranaki

Economic Trends

The Economy

What's hot & what's not?

Regional Growth

- According to the National Bank Regional Trends Report, 13 regions recorded a rise in economic activity over the fourth quarter of 2004. Taranaki reported year-on-year growth of 6.2%, the highest level of regional growth in 20 years.

CPI

- Between the September and December 2004 quarters, the New Plymouth Urban Area Consumer Price Index (CPI) rose 0.5% compared with a national increase of 0.9%.

GDP

- Economic activity increased 0.6% across New Zealand in the September 2004 quarter, following a rise of 0.8% in the June 2003 quarter.

Labour Force

- Unemployment reached 3.5% nationwide as at the December 2004 quarter, down from 3.8% the previous quarter. The Taranaki unemployment rate declined on December 2003 to 4.2%.

Situations Vacant

- 1,331 jobs were advertised in The Taranaki Daily News newspaper during the December quarter; a 23.9% increase on the corresponding quarter last year.

Retail Trade

- During the last three months of 2004, retail expenditure in Taranaki totalled \$386.7 million. Compared to the corresponding 2003 quarter, retail sales increased 12.8%.

Rental Accommodation

- The median price for private sector rental accommodation in New Plymouth increased 5.6% to \$190 between the corresponding 2003 to 2004 quarters.

Real Estate

- During the December 2004 quarter 755 residential dwellings were sold throughout Taranaki; an increase of 2.3% on the December 2003 quarter and a 19.5% increase on the previous quarter.

Tourism

- Taranaki hosted 130,212 guest nights in short-term commercial accommodation during the December 2004 quarter; an increase of 12.8% compared with the corresponding quarter last year.

Port Freight

- 3.1 million tonnes of coastal and international cargo was loaded at Port Taranaki as at the year ended December 2004; a decline of 2.0% on the year ended 2003 and a 7.0% increase compared to the previous September 2004 quarter.

Businesses in Taranaki 2004

- As at February 2004 there were 8,111 geographic business units operating in Taranaki; an increase of 8.1% from 7,503 on the previous year. Almost one third (31.8%) of business units operating in Taranaki classified their main activity as 'Property and Business Services.'

Migration

- The net migration (arrivals minus departures) during the year ended June 2004 resulted in a net decrease of 73 people to Taranaki.

Household Expenditure

- The average weekly household expenditure was \$888 in 2003/04, an increase from \$765 during the 2000/01 period. Expenditure on housing accounted for 24.4% of total average expenditure, equaling 24 cents in every dollar spent.

International Students in Taranaki 2004

- Collectively students directly spent an estimated \$19.86 million throughout the region during the year. On average international students in Taranaki spent an estimated \$28,800 each during 2004.

Construction

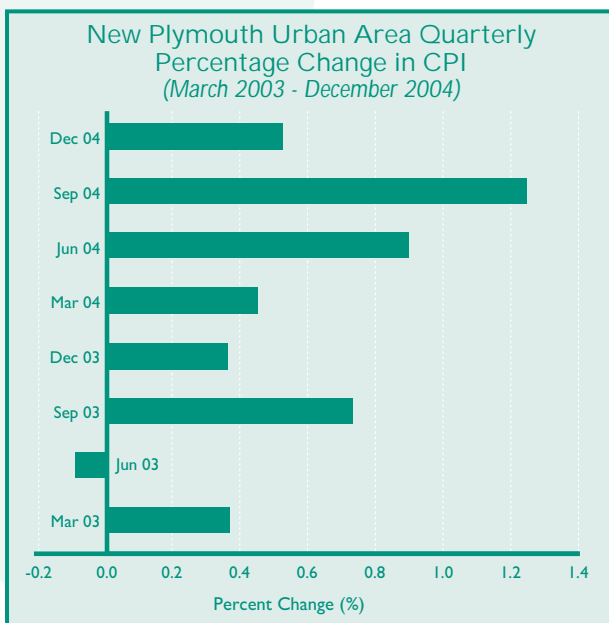
- During the last three months of 2004 a total of 396 new and alteration residential building consents were issued throughout Taranaki. Valued at \$29.4 million, the consents account for 1.7% of the national value.

What's happening in the National Economy?

Consumer Price Index

Quarterly Change:

- The Consumers Price Index (CPI) rose 0.9% in the December 2004 quarter.
- Transportation prices (up 1.8%) made the biggest upward contribution, driven by higher prices for international air travel.
- Housing prices rose 1.1%, reflecting higher prices for the purchase and construction of new dwellings.
- Between the September and December 2004 quarters the New Plymouth Urban Area CPI rose 0.5%.



Annual Change:

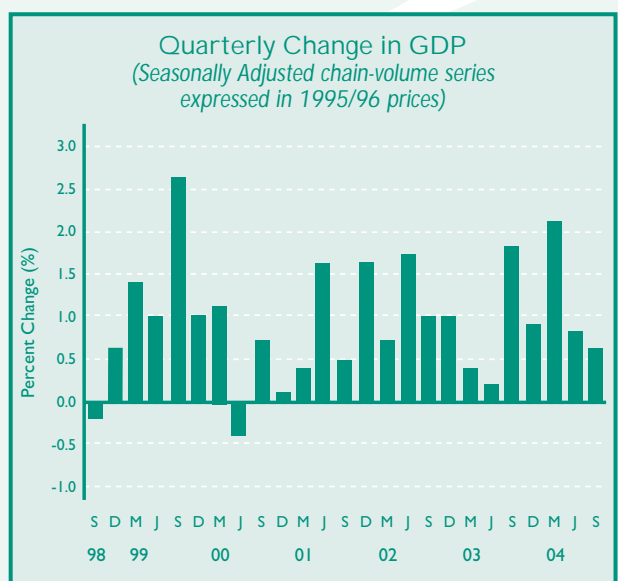
- New Plymouth Urban Area reported an annual CPI increase of 3.2%.
- National CPI rose 2.7% from the December 2003 quarter to the December 2004 quarter.
- Napier-Hastings area reported the largest annual increase in CPI.
- Accross New Zealand, New Plymouth reported the second highest increase in CPI.

Annual Percentage Change in CPI by Urban Area (December 2003 Quarter - December 2004 Quarter)



Gross Domestic Product

- Economic activity increased 0.6% in the September 2004 quarter, following a rise of 0.8% in the June 2004 quarter.
- Annual growth in gross domestic product was 4.6% for the September 2004 year.
- Growth this quarter was largely due to a lift in internal demand, up 2.4%.



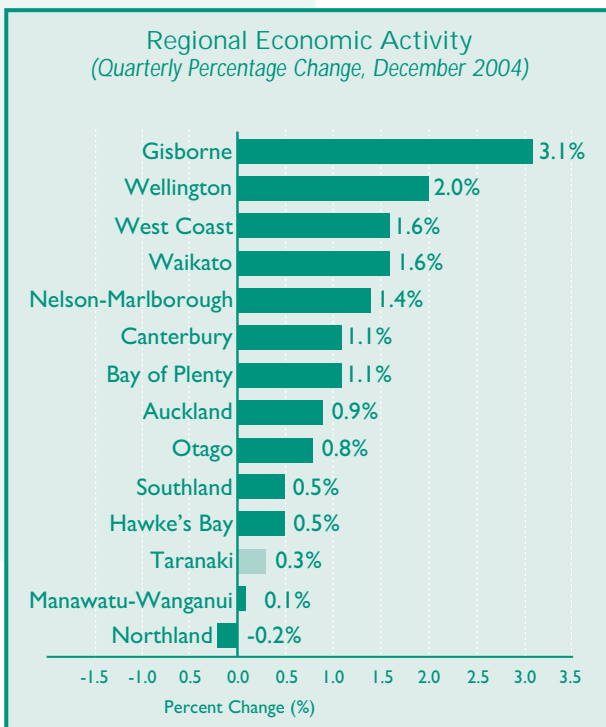
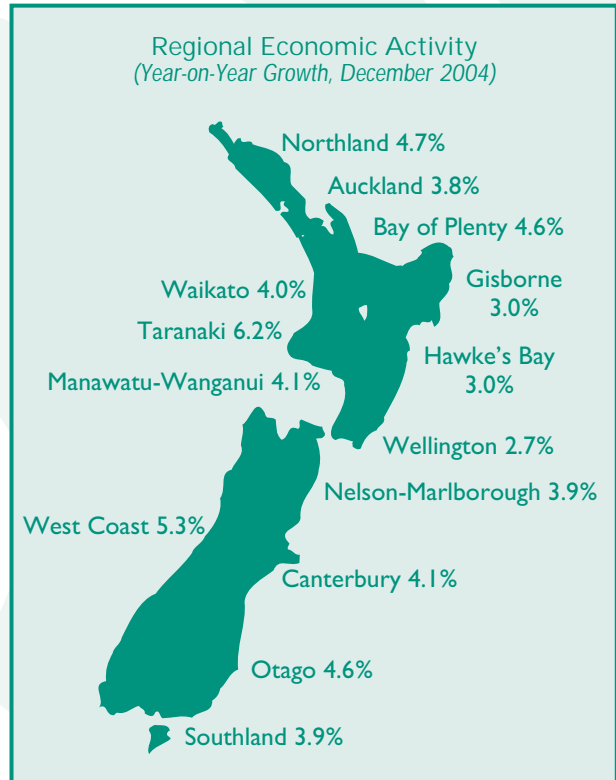
(Source: Statistics New Zealand)

What's happening in the Taranaki Economy?

Growth

Quarterly Change:

- According to the National Bank Regional Trends Report, 13 regions recorded a rise in economic activity over the fourth quarter of 2004.
- Taranaki reported quarterly growth of 0.3%, ahead of the Manawatu-Wanganui and Northland regions. Nationally economic activity increased 1.1% over the quarter.
- Gisborne recorded the highest growth over the quarter reaching 3.1%.
- Northland was the only region to record a decline in economic activity over the quarter.

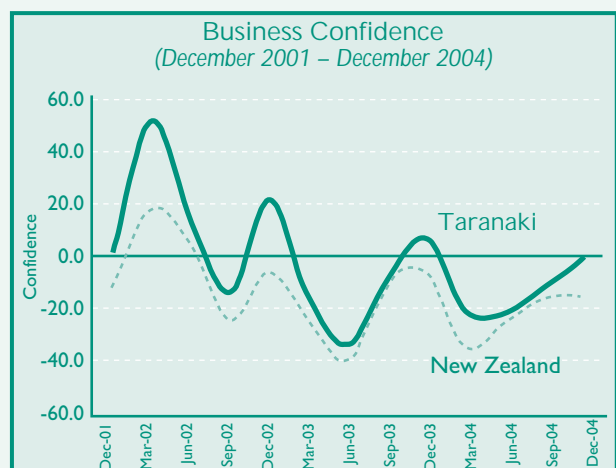


Business Confidence

- Business confidence in Taranaki has remained above the national average and the region recorded the highest confidence level across the country over the December 2004 quarter.
- An increasing trend has been evident in Taranaki and New Zealand confidence levels since the first quarter of 2004.

Annual Change:

- Taranaki recorded 6.2% year-on-year growth to the year ended December 2004, the highest level of regional growth in 20 years.
- At a national level year-on-year growth reached 3.9%; down from 4.0% for the year ended September 2004.

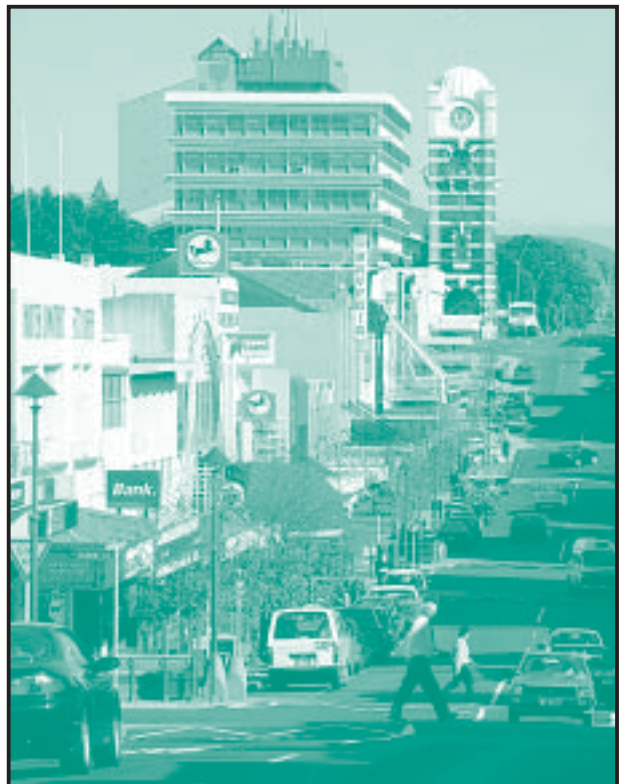


(Source: National Bank Trends Report)

What's happening in Taranaki Business?

- Taranaki businesses have successfully secured more than \$500,000 of government funding support for various projects during the financial year from 1st July 2004. Funding is awarded for business development and expansion activities or for research and development work.
- February saw seven members of the Oil and Gas Specialist Technologies Cluster exhibiting at the AustralAsian Oil and Gas Expo & Conference (AOG) held biennially in Perth. AOG 2005 is the largest event of its kind in the Southern Hemisphere, and provides an unprecedented look at a range of new projects, with invited speakers including many of the region's leading oil and gas decision-makers. Exhibiting companies were Beca, Digital Insight, Helicopters NZ, Offshore Solutions, P&A Energy Services, Seaworks and Westgate Port Taranaki.
- To make way for the \$30 million Pak 'N' Save development, Taranaki Equipment Distributors has relocated to Courtenay Street, opposite the Countdown supermarket and Firestone Direct have moved to Leach Street.
- New Plymouth's Harcourts Real Estate is under new ownership: John Christiansen, Jack Kurta and Roland Lina. Visit www.taranakiharcourts.co.nz to find out more.
- Pete's Post Taranaki has been judged the best franchise group at the company's annual conference in Taupo recently. Among other awards, the business won the top award for Pete's Post Franchise of the Year.
- Jamieson Motor's managing director Alan Jamieson has sold the bus business. He has retained the mini-bus side of the business, Jamo Hire, and will operate from the Pembroke Road depot site.
- Stratagem and Peter Jones Accountants have announced they will merge from April 1st, 2005. The Peter Jones Accountancy team will transfer to the Stratagem office on Vivian Street while Stratagem will retain Peter Jones' Hawera office.
- Stratagem director Ross Fah has announced his retirement. Grant McQuoid has been appointed a director.
- Shona Glentworth is now the franchise owner of KiwiHost – a customer service training programme.
- The Grand Central Hotel has been re-branded to the Copthorne Hotel Grand Central.
- Floral D'Light has relocated from its former Tukapa street location to Carrington Street.
- Jim Tucker has been appointed the Chief Executive of the Journalists' Training Organisation.
- Ivy and William Joe purchased City Limits in the New Plymouth Top Town complex and renamed it Cinema Express Café and Bar. After the takeover in November last year, the location underwent a six-week makeover.
- Waiau Estate Café, Restaurant and Winery has reopened after major renovations valued at more than half a million dollars.
- Taranaki Hunting and Fishing have relocated from Gill Street to Ocean View Parade. A new 400m² showroom is part of a development that will include a café/bar overlooking Port Taranaki.
- Formally known as Baja Café and Bar, the business (and adjoining business The Beaten Path) have undergone renovations and a new name. Now known as The Bush and Bull, the name reflects Taranaki's landscape and dairy industries.
- Jan and Brian Mason have purchased 'Issey Manor', a bed and breakfast business located on Carrington Street, New Plymouth.
- Kip McGrath Education Centre has relocated to the Kings Building on New Plymouths Devon Street West.

- Headline Salon, located in Bell Block's Parklands Shopping Centre, has undergone renovations and expansion.
- Espresso Riverside Café has relocated to new upmarket premises at 17 Brougham Street and Huatoki Lane.
- Construction has commenced on the new Subway takeaway restaurant in Hawera.
- Fanthams Greenery Plant Nursery, based in Hawera, has changed hands.
- His Place has opened a branch in Moturoa.
- New Plymouth business Kelvin Gifford Valuations has relocated from Vivian Street to 32 Northgate. The business offers valuations for residential, commercial and industrial properties and farmlets.
- Taranaki Refrigeration has relocated from home-based premises to Gill Street in New Plymouth. The business offers air conditioning, commercial refrigeration and farm refrigeration equipment.
- The Blowfish Café in Moturoa is under new ownership as at March 1st.
- The Amber Court Motel Best Western has changed hands. New owners Colin and Beryl Hunt along with Mo and Deborah Tawa, purchased the business from Jolene and Beryl Herbet and took over in March.
- New managers Donna Sanders and Leanne Day have decided to open the Bell Block's Crafty Gardens seven days per week (formally only three).
- White Cliffs Brewery has won a prize for the most innovative stand at Mt Maunganui's Blues, Brews and Barbecues Festival for the second year in a row.
- Ambrose and Jo Blowfield have taken over the Marfell Superette, located on the corner of Cook and Adventure Streets.
- The Okato Stony River Hotel is under new ownership taking effect from January 2005.
- Puke Ariki's website, www.pukeariki.com was awarded the '3M Innovation in Libraries' Award by the Library and Information Association of New Zealand Aotearoa during September 2004.
- Owners of Lifestyle Sports on Devon Street East, New Plymouth, have registered the business as a non-profit sports store to donate profits to help overseas orphans and young Taranaki sportspeople.
- Pauline Spragg has taken over ownership of Big Jims Garden Centre.
- The Hawera Bin Inn relocated to Stratford during September last year. Owner Raewyn Stockman cited better business opportunities as the reason for the move.
- Gabriele's, a business specialising in dressmaking, alterations, fabrics and haberdashery, has relocated from Auckland to Hawera.



Devon Street, New Plymouth

What's New? - Businesses starting up in Taranaki*

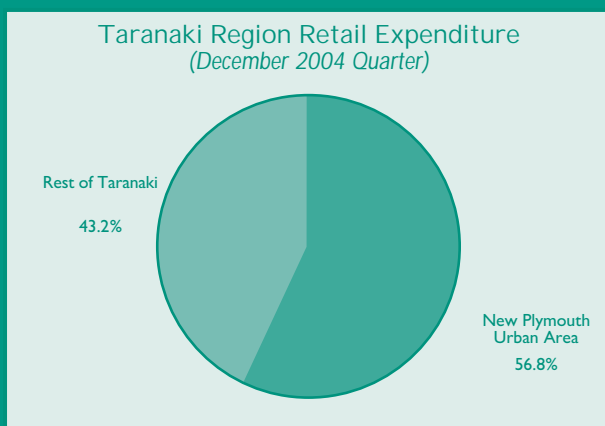
- The Body Shop has opened on Devon Street East, New Plymouth.
- Pascoes the Jewellers and Modern Bags are now established in New Plymouth's Centre City.
- Contours, a women-only gym, has opened in New Plymouth.
- The Juice Shack has opened on New Plymouth's Devon Street East. Promoting a healthy lifestyle, the bar sells a range of healthy juices and fruit smoothies.
- B&M's Holiday Homecare Service has been established in New Plymouth. The business services temporarily vacant houses while owners are on holiday.
- Phil Kuklinski and Shaun Lester have established Elevation Health and Fitness. The business is located on Cutfield Street, Inglewood.
- Omen has been established by Shelley Foster. The business offers a range of overnight bags.
- Dominos Pizza has opened at the Fitzroy Shopping Centre. Owners John Heal and Phil Andrews have employed 20 staff.
- Marine and Leisure Services Taranaki Ltd has opened in the former Strandon Caltex Service Station premises. The business services boat and outboard motors.
- Tom Thumb \$1 \$2 \$3 opened during December on New Plymouth's Devon Street. Owner Tania Johns sells items under \$3.
- Yuka Kobayashi has established 'Delightful Company', a new dining concept for single people in Taranaki.
- Ropeworks, an industrial abseiling business, has opened in New Plymouth. The business specialises in accessing difficult areas.
- Relaxare, a business specializing in holistic pulsing therapies, massages and Reiki, has been established by Yvonne Walker in the Top Town complex.
- Katwalk, a one-off imported garment retail shop, has opened on Devon Street East in New Plymouth.
- Jo Blowfield has established Clarity. The business offers telemarketing, credit control, customer service and business development to Taranaki businesses.
- Supervalu Supermarket has opened in Parklands Shopping Centre, Bell Block.
- Mokau River Tours Ltd has been founded by Ian, Margaret and Belinda Whittaker.
- Hathaway House, a historic country homestay, has opened in Stratford.
- Integrated Solutionz Ltd – helping individuals and businesses to work smarter through better business processes and workflows. Contact Saul Ireland.
- URGE Café has opened in Parklands Shopping Centre, Bell Block.
- Situated on Borrell Avenue in New Plymouth, Acme Storage has opened.
- Dance Yourself Dizzy, a new dance studio, has opened in New Plymouth. The studio offers a range of dance styles to all abilities.
- Jessica's Nails has opened in New Plymouth. Owner operator Jessica Stokes graduated from Auckland Academy last year.
- Pegasus Rental Cars has opened in Fitzroy on Devon Street East.
- Larsen P.C Services has been founded in Inglewood by Niky and Andre Larsen.
- '55', a new bar located on Egmont Street, has opened in New Plymouth.

* This is not an exhaustive list of all new business startups. Many of the above businesses have established with the help and advice of Venture Taranaki. If you are aware of any new businesses starting up in Taranaki, Venture Taranaki would be pleased to add them to this list or provide assistance.

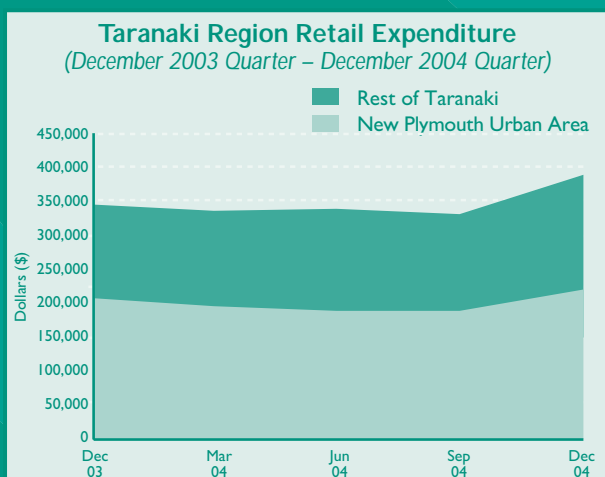
Retail Trade

Regionally:

- During the last three months of 2004 retail expenditure in Taranaki totalled \$386.7 million.
- Compared to the corresponding 2003 quarter, retail sales increased 12.8%.
- More than half of expenditure (56.8%), took place in the New Plymouth Urban Area, down from 60.9% during the December 2003 quarter.

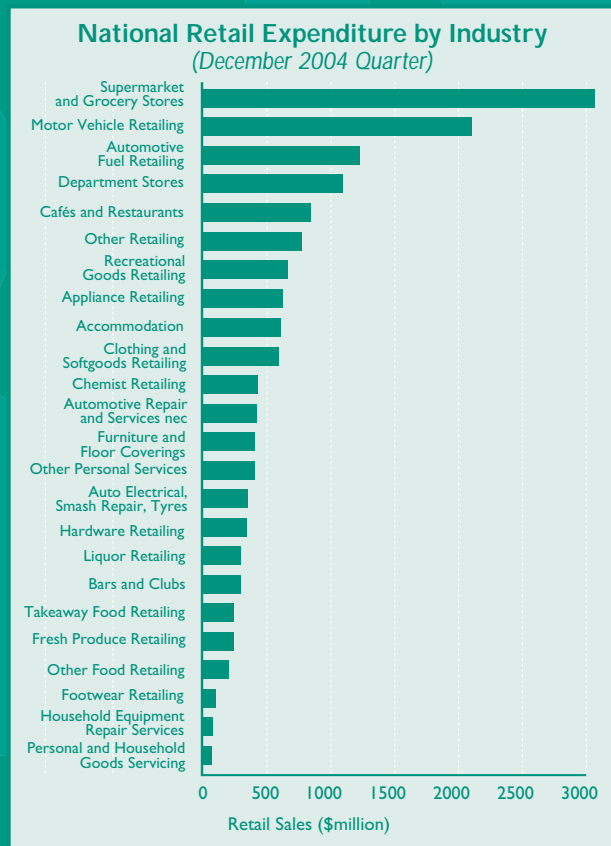


- Historically the New Plymouth Urban Area has accounted for more than half of retail expenditure in the Taranaki Region.



Nationally:

- Nationally retail expenditure increased 7.4% on the December 2003 quarter, to \$15,234.5 million.
- Taranaki accounted for 2.5% of national expenditure.
- 'Supermarket and Grocery Store' retail expenditure accounted for 20.1% of national expenditure during the quarter.



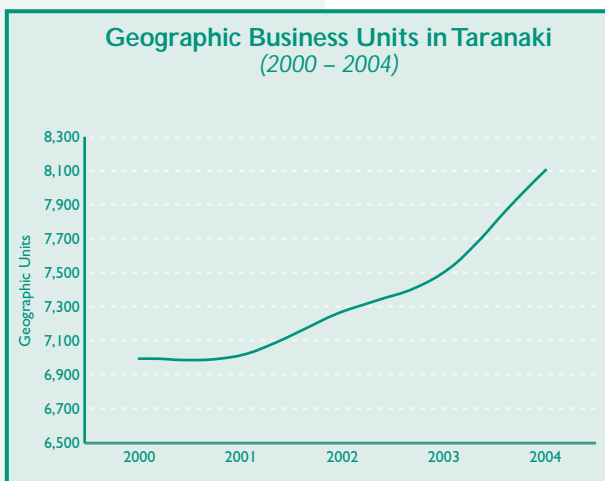
- The 'Automotive Fuel Retailing' sector recorded the largest percentage increase in expenditure, up 21.0% on the December 2003 quarter.
- The 'Household Equipment Repair Services' industry was the only sector to report a decline in expenditure compared to the corresponding 2003 quarter.

(Source: Statistics New Zealand)

Businesses in Taranaki 2004

Geographic Business Units

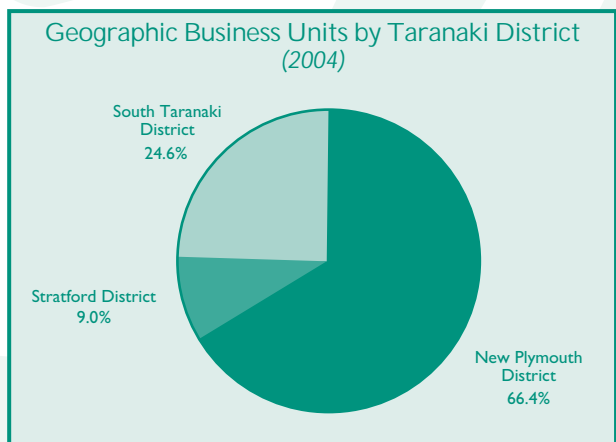
- According to Statistics New Zealand, a 'Geographic Unit' is a separate operating unit engaged in New Zealand in one, or predominantly one, kind of economic activity from a single physical location or base.
- As at February 2004, there were 8,111 geographic business units operating in Taranaki; an increase of 8.1% from 7,503 in 2003.
- Nationally there were 354,440 business units operating in New Zealand. Compared to the same time last year, this is an increase of 9.4%.
- Equal to last year, Taranaki is home to 2.3% of all business units in New Zealand.
- Over time the number of geographic business units operating in Taranaki has shown an increasing trend.



- Almost one third (31.8%) of business units operating in Taranaki classify their main activity as 'Property and Business Services'.
- Business units operating in the 'Electricity, Gas and Water Supply', 'Mining' and 'Government Administration and Defence' sectors each account for less than one percent of business units in the region.
- The 'Property and Business Services' sector reported the largest unit increase compared to the previous year, up 14.1% from 2,260 to 2,578.



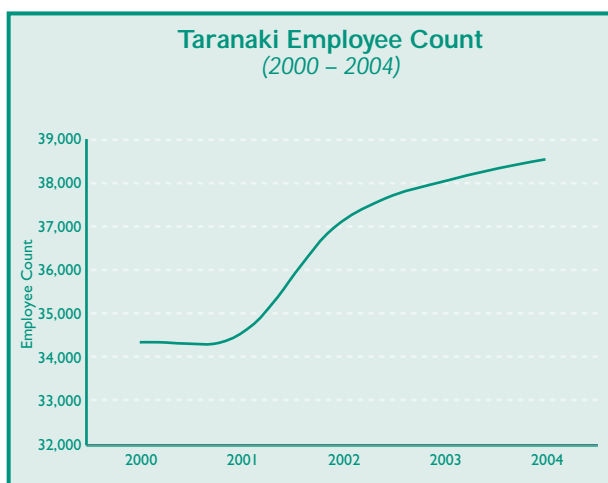
- Two thirds of business units in Taranaki were located in the New Plymouth District.



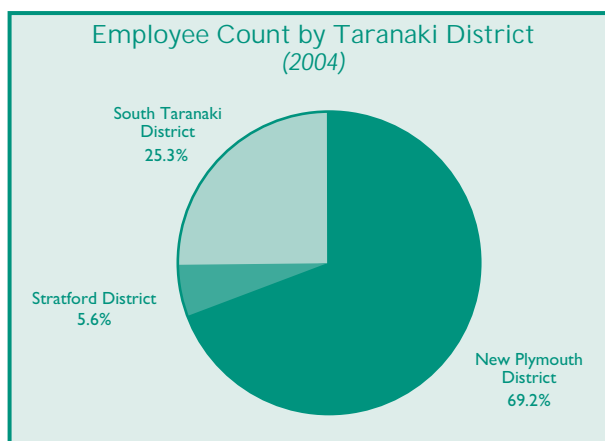
- New Plymouth reported the highest percentage increase in the number of business units operating in the district, up 8.6% from 4,971 to 5,398.
- Stratford and South Taranaki reported increases of 6.3% and 7.7% respectively.

Employees

- 'Employee' statistics are sourced by Statistics New Zealand from taxation data and include a head count of salary and wage earners as at February 2004.
- There were 38,540 individuals employed in Taranaki as at February 2004. Compared to the same time last year this is an increase of 1.4%.
- 1.6 million people were employed nationally as at February 2004, an increase of 3.4% compared to the same time during 2003. Taranaki accounts for 2.3% of all employed people across New Zealand.
- Since 2001 Taranaki has experienced a steadily increasing trend in employee numbers.



- The majority of employees in Taranaki (69.2%) are located in New Plymouth District.



- The 'Manufacturing' industry is the single largest employer in Taranaki, accounting for 20.8% of total employees in the region.
- Following 'Manufacturing', the 'Retail' industry in Taranaki accommodates 14.8% (5,690) of total employees.
- The 'Communication Services' industry in Taranaki reported the largest increase in employees over the 2003-2004 period, 12.1% to 370.

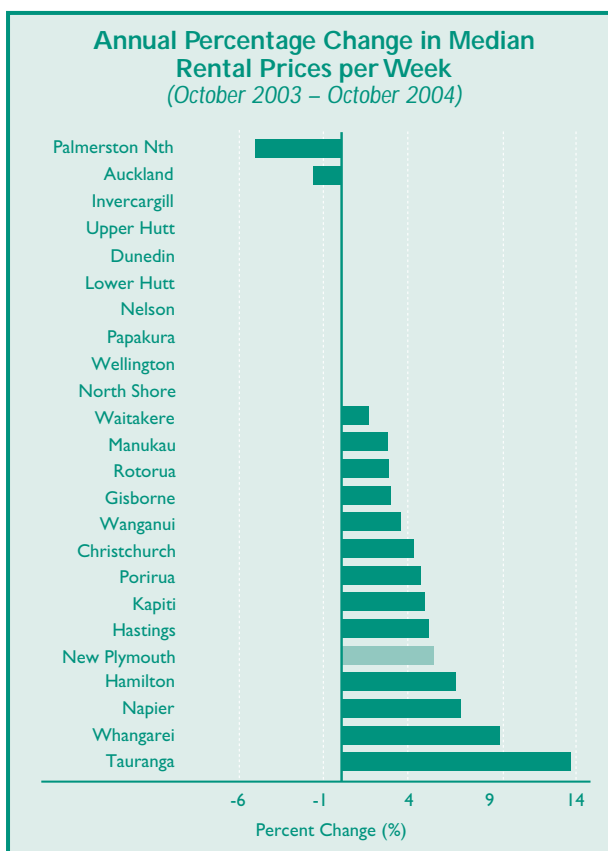
Businesses in Taranaki Region 2004		
Industry	Business Units	Employee Count
Electricity, Gas and Water Supply	24	370
Mining	40	780
Government Administration and Defence	53	930
Communication Services	102	370
Finance and Insurance	214	590
Transport and Storage	253	1,380
Education	254	3,040
Cultural and Recreational Services	261	870
Accommodation, Cafes and Restaurants	284	2,080
Personal and Other Services	372	1,220
Wholesale Trade	390	1,860
Health and Community Services	420	4,640
Agriculture, Forestry and Fishing	468	500
Manufacturing	547	8,020
Construction	797	2,420
Retail Trade	1,054	5,690
Property and Business Services	2,578	3,790
Total Industry	8,111	38,540

NOTE: This analysis is derived from the annual Business Demographic Survey carried out by Statistics New Zealand. The survey includes all Taranaki business enterprises, but omits agricultural production businesses (e.g. farms). Figures may not sum to totals due to rounding consistency.

Real Estate and Rental Accommodation

Household Rental Accommodation

- As at the three months ending October 2004 the national level of median rent for private sector rental accommodation increased to \$245 per week.
- The New Plymouth median rent price also increased to \$190 from \$180 last year. Compared to the previous quarter however, the median price, decreased from \$200.
- Tauranga reported the largest increase in private sector rental prices, from \$220 last year to \$250.
- Across New Zealand the largest annual decline in private sector rental prices was evident in Palmerston North, declining \$10 to \$190 per week.



Residential House Sales

- During the December 2004 quarter, 755 residential dwellings were sold throughout the Taranaki region; an increase in sales of 2.3% on the same period last year.
- The average Taranaki dwelling sale price for the quarter was \$203,100, an increase from \$159,700 the same time last year.

Taranaki Dwelling Sales (December 2004 Quarter)		
Taranaki Area	Number of Sales	Percent of Total
Bell Block	35	4.6
Hawera	177	23.4
New Plymouth City	328	43.4
Stratford	70	9.3
Taranaki Country	104	13.8
Waitara	41	5.4
Total Taranaki	755	100.0

- Nationally 26,070 dwellings were sold over the quarter, down from 30,348 in December 2003 quarter.
- The national average dwelling sale price for the quarter was \$312,200.



The New Plymouth median rent increased \$10 on last year

Section Sales

- Throughout Taranaki 57 section properties were sold during the last three months of 2004. Comparatively, 55 sections were sold during the same time last year.
- New Plymouth accounted for more than one half of total section sales in the region.
- On average, sections in Taranaki sold for \$77,300; up \$6,400 on the average price for the December 2003 quarter.

Taranaki Section Sales (December 2004 Quarter)		
Taranaki Area	Number of Sales	Percent of Total
Bell Block	1	1.8
Hawera	10	17.5
New Plymouth City	31	54.4
Stratford	8	14.0
Taranaki Country	4	7.0
Waitara	3	5.3
Total Taranaki	57	100.0

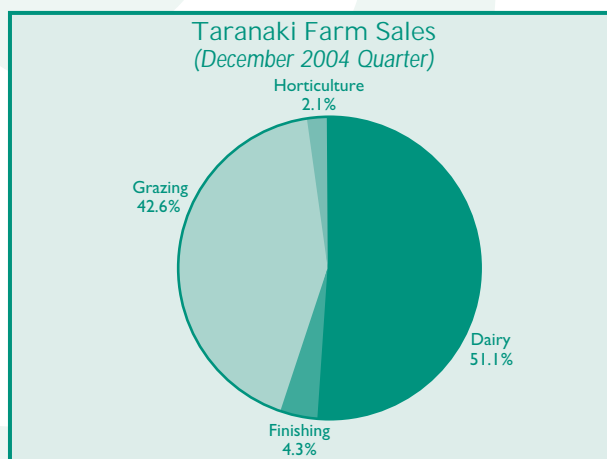
- During the quarter 2,645 sections were sold throughout New Zealand.
- Increasing from 1.7% last year, Taranaki accounts for 2.2% of national section sales during the December quarter.

Farm Sales

- Throughout the region 47 farms were sold over the three months ending December 2004. This compares to 21 last quarter and 42 during the same period last year.
- Just less than three quarters of farm sales over the period changed hands during December.
- The median price for Taranaki farms over the period ranged from \$1.2 to \$1.6 million.

Taranaki Farm Sales (June 2004 Quarter)		
Month	Median Price (\$)	No. of Sales
April	1,230,000	3
May	1,385,000	9
June	1,575,000	35

- Dairy farms accounted for just over one half of total farm sales over the quarter. Grazing farms were also popular over the quarter.



Lifestyle Blocks

- 66 Lifestyle blocks were sold throughout Taranaki during the three months ending December 2004.
- The median price for lifestyle blocks over the period ranged between \$230,000 and \$251,000.

Taranaki Lifestyle Block Sales (December 2004 Quarter)		
Month	Median Price (\$)	No. of Sales
April	250,000	25
May	251,000	20
June	230,000	21

(Source: Statistics New Zealand)

International Students in Taranaki 2004



Venture Taranaki in partnership with the Education Taranaki International (ETI) Cluster conducted a survey to evaluate the impact international education students had on the Taranaki region during 2004. To receive a full copy of the report contact Venture Taranaki on 0800 4 VENTURE or download a copy from www.taranaki.info.

Background

- Regionally Taranaki hosted 690 international students during 2004. Students attended a range of accredited education institutes located throughout Taranaki.
- 202 international students located in Taranaki at the time of the survey participated in the research.

Student Analysis

- On average tertiary students stayed in Taranaki 31 weeks, while exchange and secondary students stayed on average longer (39 and 43 weeks respectively).
- The majority of students were located at institutes in the New Plymouth District.
- The average age of international students in Taranaki during 2004 was 20 years.

Expenditure

- It was assumed that expenditure by international students in Taranaki was 'new' money to the region as it would not have occurred in the students' absence.
- On average international students in Taranaki spent an estimated \$28,800 each during 2004.
- Tertiary students were the largest spenders with an estimated \$31,800 each.
- Collectively students directly spent an estimated \$19.86 million throughout the region during the year.
- The majority of student expenditure went on tuition fees. Retail and accommodation expenditure also accounted for a significant portion of total expenditure.

Expenditure by International Students (2004)		
Industry	Per Student (\$)	All Students (\$)
Electricity/Gas Supply	1,213	836,670
Retail	4,841	3,352,207
Other Household Bills	114	78,683
Accommodation	4,115	2,839,112
Cafes, Restaurants, Bars	1,202	829,696
Transport	947	653,345
Communications	327	225,656
Tuition Fees	14,826	10,229,668
Recreation/Entertainment	686	473,131
Personal Services	509	350,995
TOTAL	28,778	19,856,948

Economic Impact

- Student expenditure in the region is assumed to be 'new' money to the region. It does not include money that would have been spent in the region anyway. For example, an international student may have earned money from a part-time job. This money was not included in the analysis as it is assumed that a Taranaki resident could have earned and spent the money in the local economy in the absence of the international student.
- Total student expenditure estimates were entered into an economic impact model of the Taranaki economy. Developed for Venture Taranaki by the Waikato University's Department of Economics, the model calculates the final impacts (i.e. direct expenditure and all rounds of subsequent expenditure) student expenditure has on the Taranaki economy.¹

- Expenditure by students totalled an estimated \$29.53 million. This comprises \$19.86 million that was spent directly by students and \$9.67 million in subsequent expenditure rounds.

Impact	Output (\$million)	Income Effects (\$million)	FTE	Value Added (million)
Direct	19.86	6.68	228	11.44
Flow-on	9.67	1.43	51	4.36
Total	29.53	8.11	279	15.83

- It is estimated that \$15.83 million in Value Added (or regional gross domestic product) was created in the economy.
- Approximately \$8.11 million of disposable income was injected into local households in the form of wages and salaries, and an equivalent to 279 full-time jobs were created as a result of money spent.

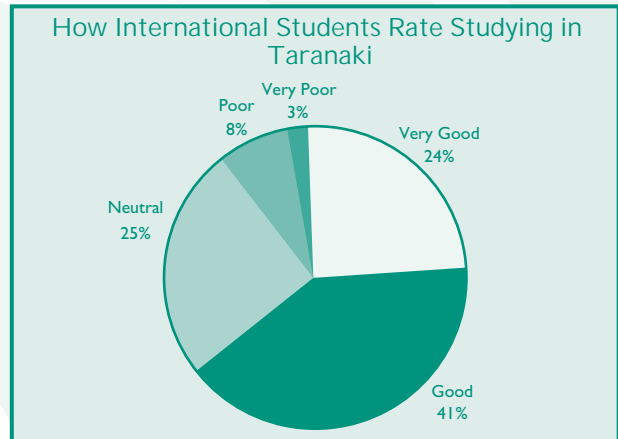
Student Feedback

- Gaining a New Zealand education/qualification was the primary reason tertiary students chose to study in Taranaki. Secondary students reported the greatest variation in why they chose to study in Taranaki while exchange students largely cited cultural experiences as the main purpose for choosing to study in Taranaki.
- Tertiary, secondary and exchange students reported aspects of Taranaki they particularly enjoyed were the natural environment and friendly local people.

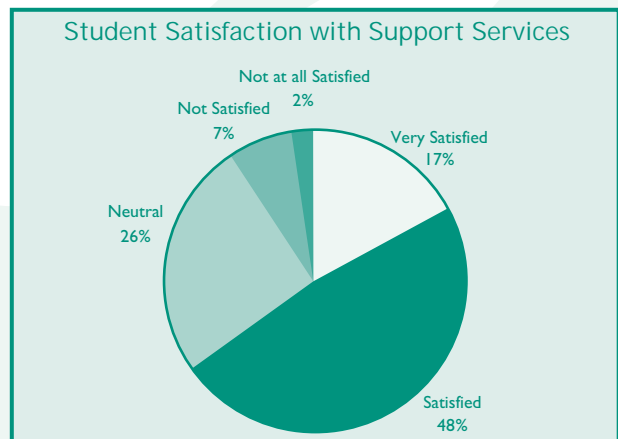
1 Please refer to a full copy of the report (available at www.taranaki.info) for research assumptions, confidence levels and a comprehensive review of the economic model used in this research.

2 Impact figures are rounded to two decimal places. Some figures may not sum to total due to rounding consistency.

- Aspects all student types disliked were the lack of entertainment facilities and the weather.
- Overall students rated the experience of studying in Taranaki well, with 65% rating it 'very good' (5/5) or 'good' (4/5).



- 65% of students were 'very satisfied' (5/5) or 'satisfied' (4/5) with the student support services they received. A national survey conducted in 2003 by the Ministry of Education revealed 39% of Auckland and 47% of Wellington international students rated support services above average.
- Areas highlighted by students for improvement were transportation and communication services.



- 67% of students indicated they would recommend studying in Taranaki to friends and family back home.
- The majority of students indicated they plan to continue studying in Taranaki during 2005.

Construction

Residential Construction

- During the last three months of 2004 a total of 396 new and alteration residential building consents were issued throughout Taranaki. Valued at \$29.4 million the consents account for 1.7% of the national value.
- 84 new residential consents were issued across Taranaki; a decline from 109 last quarter and 96 on the same period last year. Despite a unit decrease in consents, the dollar value has increased compared to December 2003 quarter.
- Alteration building consents declined compared to last quarter, from 372 to 312. The value of consents also decreased.
- 71.7% of residential consents issued were within the New Plymouth District; down from 72.8% last quarter.
- In total there were 13,930 residential building consents issued across New Zealand during the quarter; down from 14,808 during the same period last year.

Non-Residential Construction

- Nationally 4,306 new and alteration non-residential consents were granted over the December 2004 quarter.
- Valued at 1,106.3 million, national consents have increased in dollar value compared to the corresponding quarter last year.
- Taranaki was issued 162 consents valued at \$15.0 million for the period.
- There were 114 new non-residential building consents valued at \$10.8 million issued over the December 2004 quarter. This compares to 60 consents valued at \$3.2 million during the corresponding quarter last year.
- The majority (49.4%) of non-residential consents were issued in the New Plymouth District.
- South Taranaki reported the largest increase in non-residential building consents, on last year from 40 to 63.

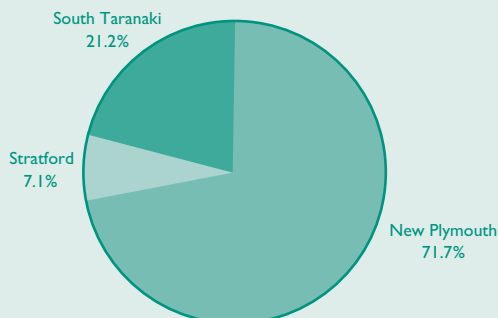
Taranaki Residential Building Consents
(December 2004 Quarter)

District	Count		Value (\$m)*	
	New	Altered	New	Altered
New Plymouth	63	221	16.3	5.6
Stratford	6	22	1.3	0.4
South Taranaki	15	69	4.2	1.6
Taranaki Total	84	312	21.8	7.7

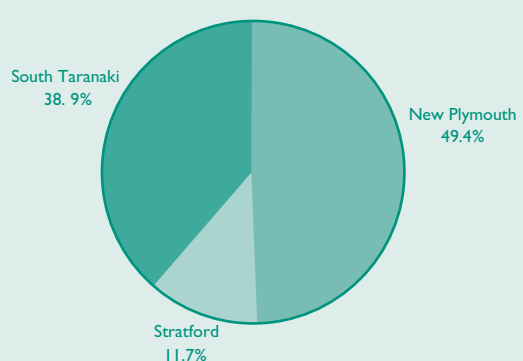
Taranaki Non-Residential Building Consents
(December 2004 Quarter)

District	Count		Value (\$m)*	
	New	Altered	New	Altered
New Plymouth	50	30	6.6	3.3
Stratford	14	5	0.3	0.1
South Taranaki	50	13	3.9	0.8
Taranaki Total	114	48	10.8	4.2

Number of Residential Building Consents Issued in Taranaki
(December 2004 Quarter)



Number of Non-Residential Building Consents Issued in Taranaki
(December 2004 Quarter)



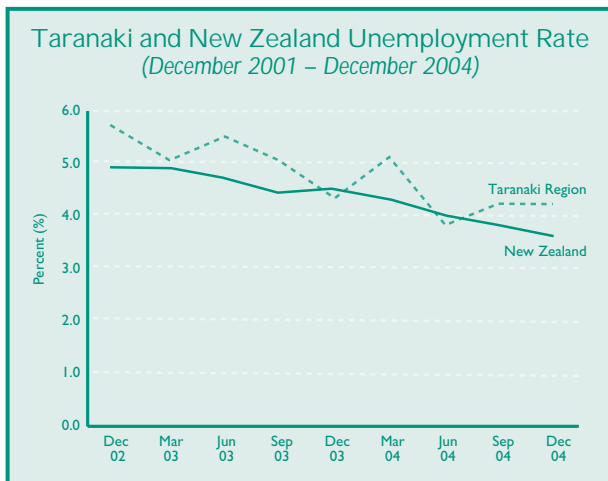
*Figures may not sum to total due to rounding consistency.

(Source: Statistics New Zealand)

Labour Force

Unemployment Rate

- Unemployment reached 3.5% nationwide as at the December 2004 quarter.
- Equal to the September unemployment rate, the December quarter Taranaki unemployment rate was 4.2%.



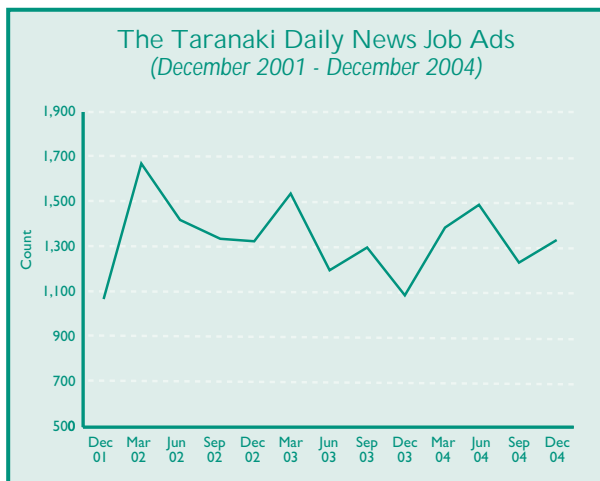
- The Nelson/Tasman/Marlborough/West Coast region reported the lowest unemployment rate across the country.

Regional Unemployment Rates (2003 - 2004)			
Region	Dec-03	Dec-04	2004 Ranking
Nelson/ Tasman/ Marlborough/ West Coast	3.6	2.3	1
Canterbury	3.7	3.1	2
Waikato	4.3	3.1	2
Auckland	3.9	3.3	4
Otago	5.4	3.3	4
Southland	4.3	3.6	6
Wellington	5.5	3.9	7
Northland	6.9	4.0	8
Manawatu/ Wanganui	3.7	4.1	9
Taranaki	4.3	4.2	10
Bay of Plenty	5.9	4.2	10
Gisborne/ Hawkes Bay	5.5	4.6	12
New Zealand	4.5	3.5	-

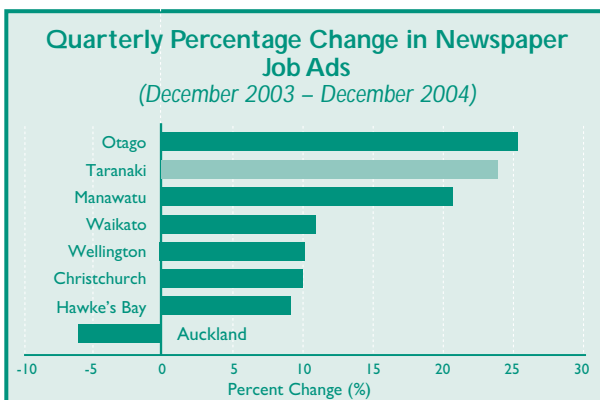
(Source: Statistics New Zealand)

Situations Vacant

- During the last three months of 2004 1,331 jobs were advertised in The Daily News; up 23.9% on the corresponding quarter last year and 8.5% on the September 2004 quarter.



- Over the quarter there were 102,008 jobs advertised in newspapers across the county; an increase of 3.0% on the same time last year.
- Taranaki recorded strong job growth compared to the same time last year, up 23.9% from 1,074.
- Compared to last year, Otago reported the largest increase in jobs advertised during the fourth quarter.
- Auckland was the only region to record a decline in job advertisement numbers on 2003.



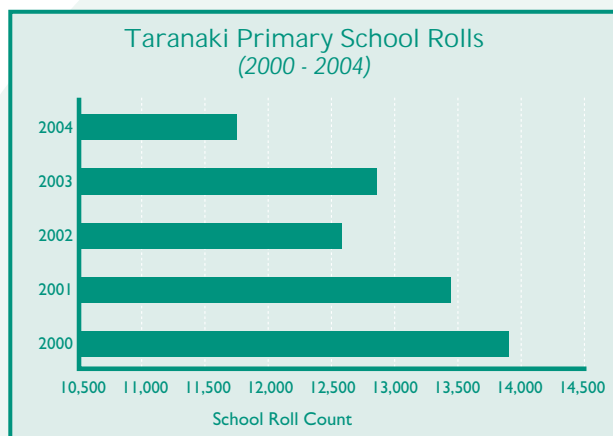
(Source ANZ New Zealand/The Daily News)

NOTE: Data used in the ANZ Newspaper Job Ads series (as above) is obtained from the New Zealand Herald, the Dominion Post, the Christchurch Press, the Waikato Times, the Otago Daily Times, the Manawatu Standard and Hawke's Bay Today. In addition to these, internet job listings from seek.co.nz, jobuniverse.co.nz, jobnet.co.nz, monster.co.nz and netcheck.co.nz were also included.

School Rolls 2004

Primary School

- Primary schools in Taranaki had 11,757 pupils enrolled according to July 2004 school rolls.
- In contrast to 2003 statistics, primary school roles in Taranaki have declined 8.6%.

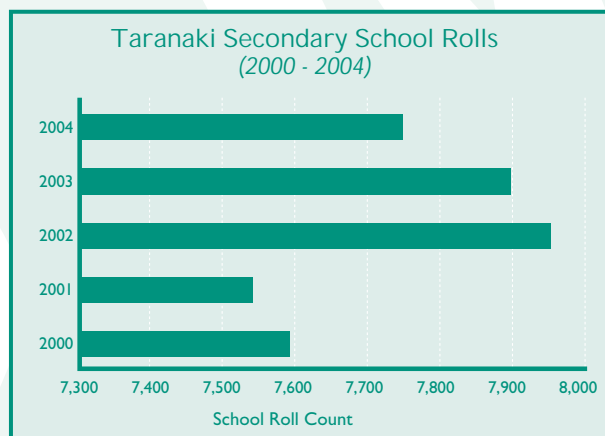


- Taranaki primary school students make up 2.7% of the national total as at July 2004.
- There were 18.0 pupils for every full-time teacher equivalent (FTTE) in July 2004; this compares with 18.9 for all New Zealand.
- Consistent with the Taranaki population distribution, approximately two thirds of Taranaki primary students are enrolled in schools located in the New Plymouth District.
- Schools located in South Taranaki District reported the lowest FTTE ratio in New Zealand.

Primary Pupil Statistics (2004)		
District	School Roll	FTTE
New Plymouth District	7,908	18.7
Stratford District	1,124	17.6
South Taranaki District	2,749	16.3
Taranaki Total	11,757	18.0
New Zealand	434,042	18.9

Secondary School

- Taranaki secondary schools recorded 7,748 pupils enrolled as at July 2004.
- 2.8% of all secondary students in New Zealand were enrolled in Taranaki based schools as at July 2004.



- Less than the national figure, on average there were 14.7 FTTE for every secondary student in Taranaki.
- Nationally there was an average of 14.7 students per FTTE.
- Approximately one in four secondary level students are enrolled in schools located in New Plymouth District.
- Stratford reported the lowest secondary level FTTE ratio in New Zealand (12.2 students per teacher).

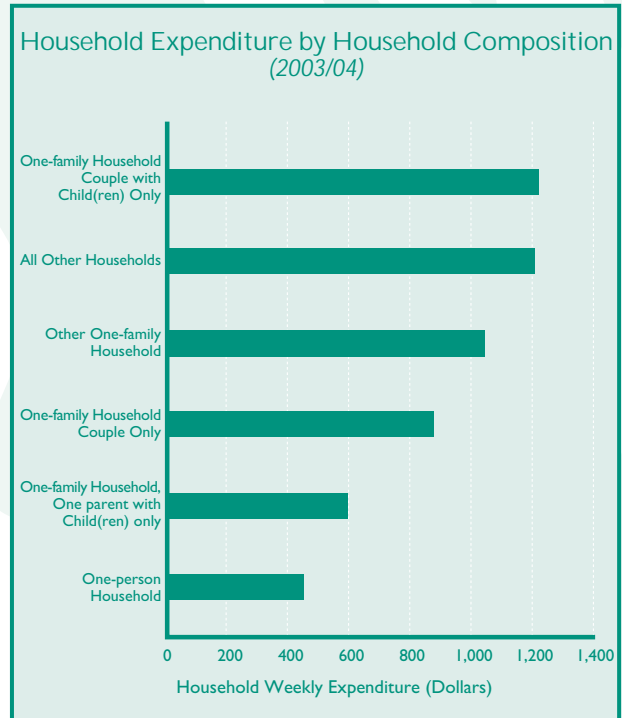
Secondary Pupil Statistics (2004)		
District	School Roll	FTTE
New Plymouth District	5,619	15.0
Stratford District	731	12.2
South Taranaki District	1,398	13.0
Taranaki Total	7,748	14.4
New Zealand	277,291	14.7

(Source: Statistics New Zealand)

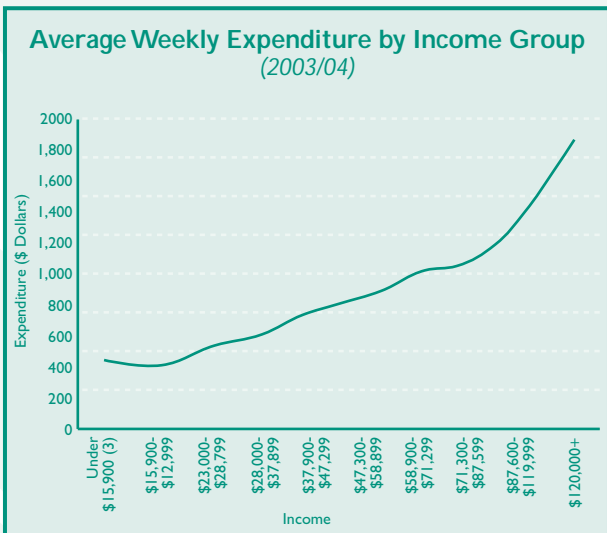
Household Expenditure

- The average weekly household expenditure was \$888 in 2003/04, an increase from \$765 during the 2000/01 period.
- Expenditure on housing accounted for 24.4% of total average expenditure, equaling 24 cents in every dollar spent.
- Collectively 'Rent' and 'Household Services' comprised more than half of housing related expenditure.
- The largest percentage increase in expenditure occurred within the 'Apparel' group, increasing 23.4% compared to 2000/01 expenditure levels.
- 'One-family households' and 'couples with child/ren only' were the largest spenders when considering household composition, on average spending \$1,217 per week.
- The largest portion of the surveyed population (30%) reported they were 'one-family households' or 'couples with child/ren only'.

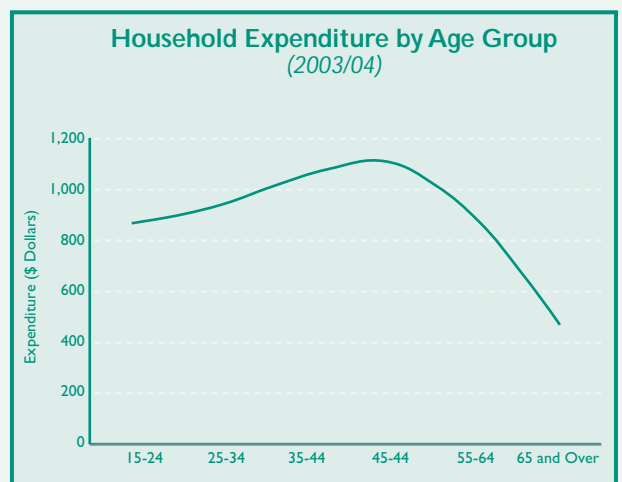
Household Expenditure (2000/01 – 2003/04)			
Expenditure Group	2000/01 (\$)	2003/04 (\$)	Percent Change
Food	126	143	13.0
Housing	182	217	19.1
Household Operation	98	112	14.5
Apparel	25	31	23.4
Transportation	122	142	16.4
Other Goods	86	99	15.3
Other Services	127	146	14.9
Net Expenditure	765	888	16.1



- When considering income levels, the average weekly expenditure ranged from \$394 to \$1,867.



- Across the age groups expenditure peaks at the 45 – 54 year old age bracket (\$1,107 per week) and steadily declines thereafter.
- 20% of the surveyed population fell within the 45 – 54 year age bracket.

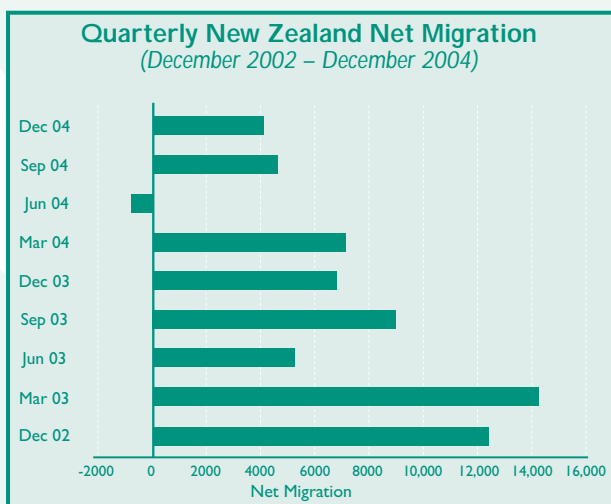
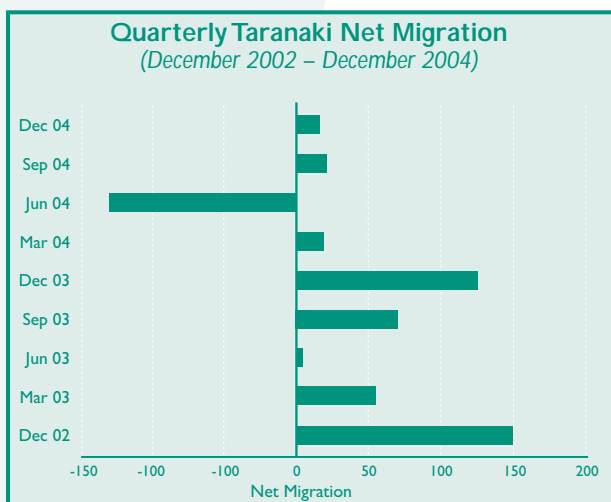
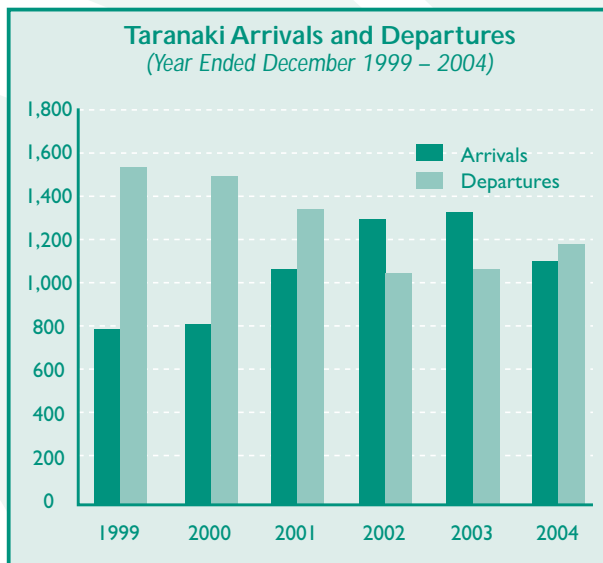


(Source: Statistics New Zealand)

Migration

Arrivals and Departures

- There were 1,108 permanent and long-term arrivals in Taranaki during the 2004 year.
- Compared to last year, the number of external individuals migrating to Taranaki has declined by 16.1%.
- Taranaki accounted for 1.4% of all immigrants who arrived in New Zealand during the year.
- 1,181 individuals migrated from Taranaki during the twelve months ending December 2004; a decline of 9.7% compared to the year ended 2003.
- For the first time since 2001 the number of departures is greater than the number of arrivals.



Net Migration

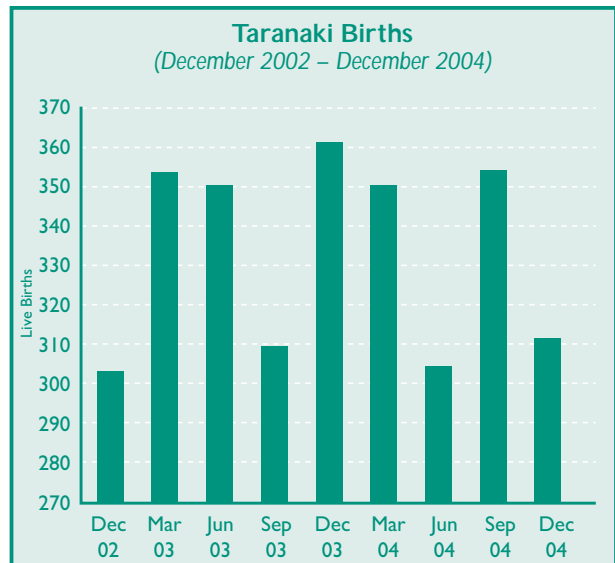
- The migration statistics reported exclude the movement of people from one area to another within New Zealand (i.e. internal migration).
- 2004 resulted in an annual net migration decrease of 73 individuals in Taranaki.
- This is a 16.1% decrease in net external migration to the region compared to 2003.
- Quarterly statistics fluctuated throughout the year, with a dip in net migration evident in June 2004.
- Across New Zealand net migration totalled 15,108 for the 2004 year, a 56.7% decrease compared to the year ended December 2003.
- Just less than half of the net external migration to New Zealand during 2004 settled in Auckland City.
- 1,724 of the 15,108 net migration to New Zealand during 2004 settled in Christchurch.

(Source: Statistics New Zealand)

Births and Deaths 2004

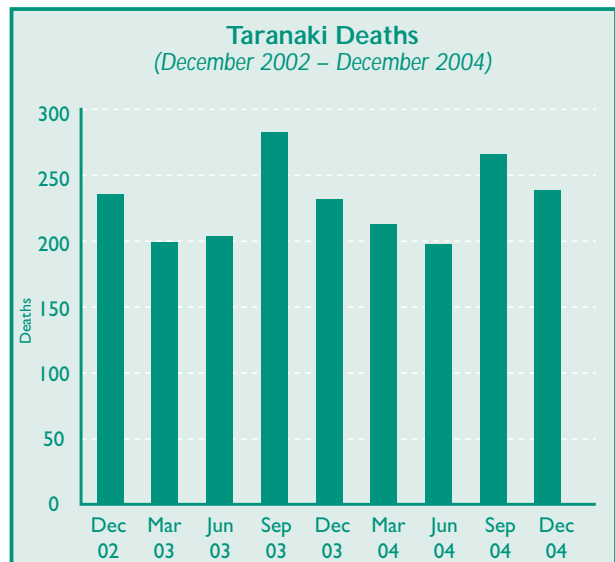
Births

- For the year ended December 2004 a total of 1,319 live resident births were registered in the Taranaki region.
- Compared to the year ended December 2003, a decline of 3.9 % from 1,373 was evident.
- Throughout New Zealand 58,073 live births were registered during the year, an increase of 3.5% on 2003.
- The number of quarterly births in Taranaki has fluctuated between 300 and 360 over time.



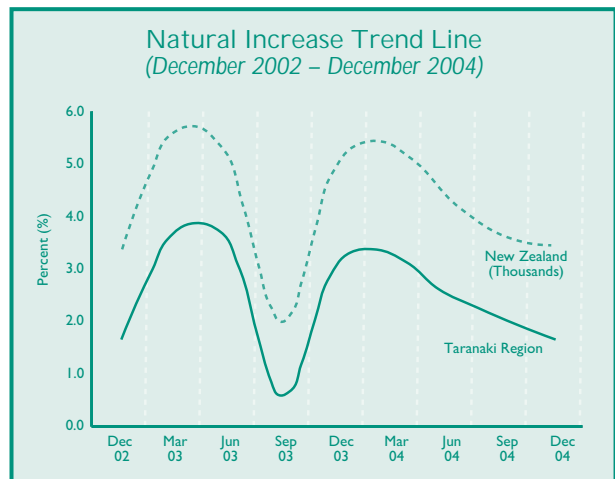
Deaths

- 919 resident deaths were registered in Taranaki during 2004.
- This compares with 921 for the previous year.
- Across New Zealand 28,419 deaths were registered, up from 28,010 during 2003.
- Over time the number of Taranaki deaths has fluctuated between approximately 200 and 275 each quarter.



Natural Increase (Births - Deaths)

- During 2004 Taranaki recorded a natural increase of 400 people. Comparatively an increase of 452 was registered during 2003.
- A net increase of 29,654 was recorded nationally during the year, up 5.4% on the previous year.
- Over time the net increase in natural population in Taranaki has followed the national trend closely.
- Particularly high deaths and low births during the September 2003 quarter resulted in a national and regional dip in the net natural population increase.



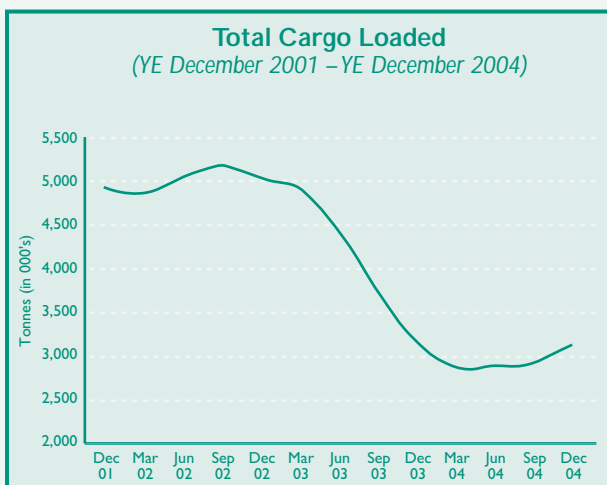
(Source: Statistics New Zealand)

Port Freight

Port Taranaki

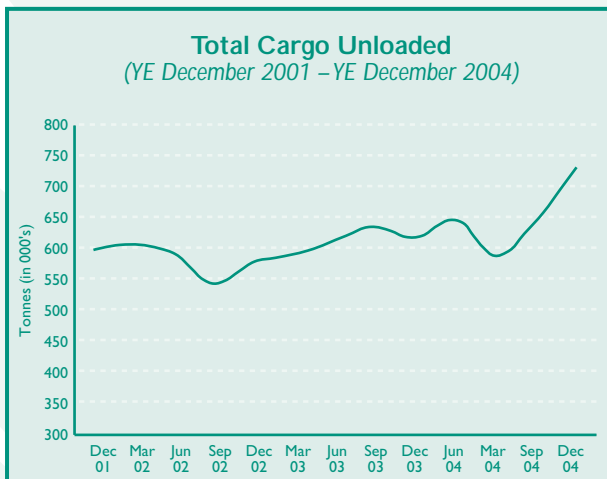
Cargo Loaded:

- 3.1 million tonnes of coastal and international cargo was loaded at Port Taranaki as at the year ended December 2004; a decline of 2.0% on the year ended 2003.
- Compared to the previous quarter, an increase of 7.0% is evident.



Cargo Unloaded:

- 732,000 tonnes of coastal and international cargo was unloaded at Port Taranaki during the year ended 2004.
- The volume of cargo unloaded during the year ended December has increased compared to the corresponding quarter during 2003 (18.9% increase).

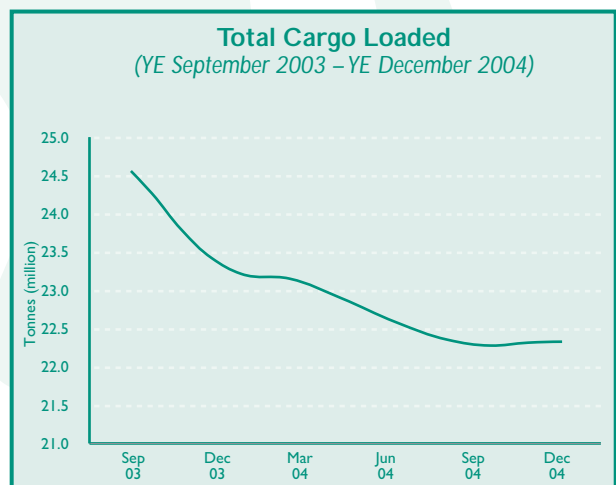


(Source: Port Taranaki)

New Zealand

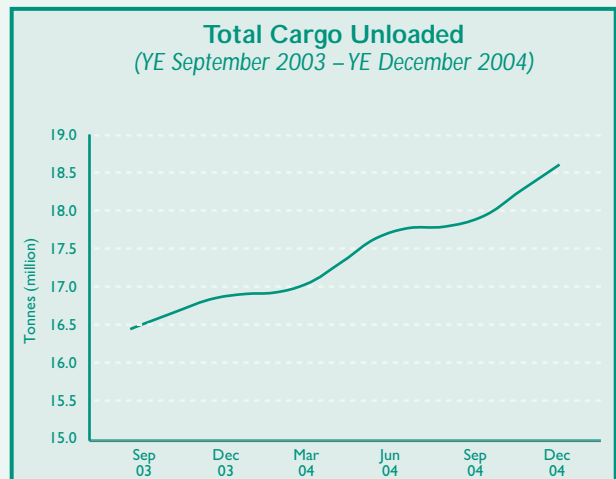
Cargo Loaded:

- 22.3 million tonnes of cargo was loaded throughout New Zealand over the 12 months ending December 2004; a decrease of 4.2% on the year ended December 2003.
- The volume of cargo unloaded at ports throughout New Zealand has shown a decreasing trend over the past year.



Cargo Unloaded:

- 18.6 million tonnes of cargo was unloaded at ports throughout New Zealand during the year ended December 2004.
- Equating to an increase of 10.4% on the year ending December 2003, the volume of cargo unloaded at ports throughout New Zealand

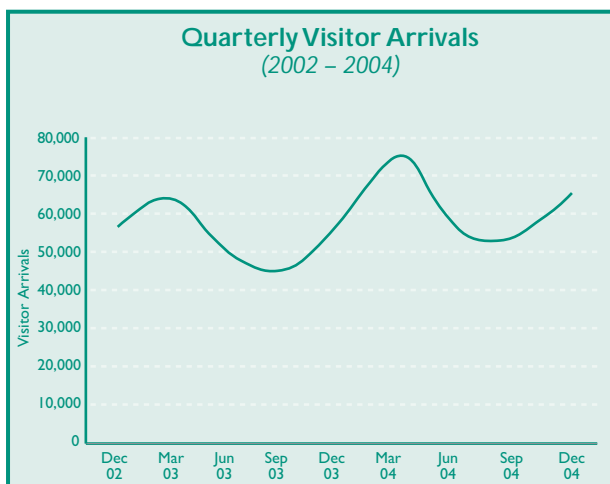


(Source: Statistics New Zealand)

Tourism¹

Visitor Arrivals

- 65,668 people visited the Taranaki Region and stayed in short-term commercial accommodation during the three months ending December 2004; a 11.5% increase on the December 2003 quarter.
- Historically the summer December to March quarters have show the highest level of visitor arrivals throughout the year.

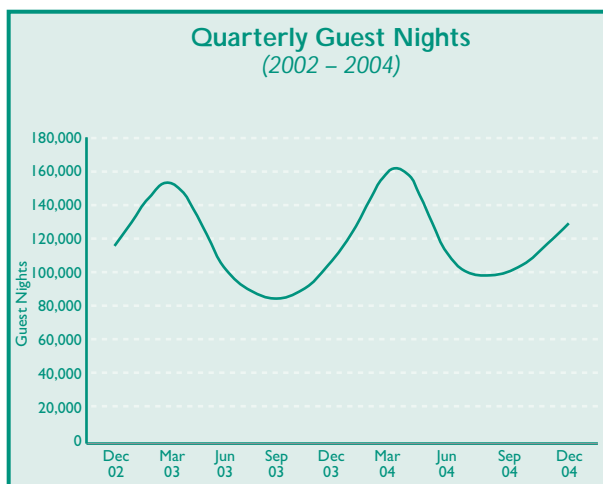


- 4.5 million people stayed in short-term commercial accommodation throughout New Zealand over the quarter; 5.0% up on the corresponding quarter last year.
- The majority of visitors to the region (80.8%) stayed in accommodation establishments located in New Plymouth.
- Stratford accounted for 7.8% of Taranaki visitor arrivals during the quarter.

District	Visitor Arrivals ¹
New Plymouth District	53,047
Stratford District	5,101
South Taranaki District	7,520
Taranaki Total	65,668

Guest Nights²

- Taranaki hosted 130,212 guest nights in short-term commercial accommodation during the December 2004 quarter. Guest nights have increased 12.8% compared to the corresponding quarter last year.
- Nationwide there were 8.1 million guest nights during the quarter; an increase of 3.0% on the same quarter last year.



Occupancy Rate

- The average Taranaki occupancy rate for the three months ending December 2004 was 33.2%, compared to 38.5% nationally.
- Motels reported the highest occupancy rate (55.4%) for all accommodation types in Taranaki.

Type	Occupancy Rate
Hotels	38.1%
Motels	55.4%
Hosted	18.4%
Backpackers	29.9%
Caravan Parks	18.5%

¹ Figures in this analysis only include visitors staying in short-term commercial accommodation establishments such as hotels, backpackers, camping grounds etc.

² One guest night is equivalent to one guest spending one night at a commercial accommodation establishment. For example, if one individual stayed two nights in a motel this would be counted as two guest nights.
(Source: Statistics New Zealand)

Thank you...

Venture Taranaki acknowledges the support of its key stakeholder – the New Plymouth District Council whose continued commitment to the Trust has been pivotal to its success.

Venture Taranaki also acknowledges the input of other stakeholders in producing “Taranaki Trends”, including Taranaki Newspapers, Statistics New Zealand, National Bank of New Zealand, REINZ (Taranaki), the department of Work and Income and ANZ (job advertisement statistics).

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This report was prepared by Belinda Salmon, Research Analyst for Venture Taranaki Trust.

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