

TARANAKI TRENDS



Venture Taranaki

TARANAKI ECONOMIC REPORT

2003

FOURTH QUARTER

[www.taranaki.info](http://www.taranaki.info)

# Welcome...

## **Welcome to this latest edition of Taranaki Trends.**

Economies by nature move up and down all the time in response to many influences in the economy. But how do you measure whether an economy is moving forward? Amongst the basket of indicators are those factors relating to employment.

A simplistic model could be to simply track employment numbers. Are they growing or declining?

This however, doesn't scratch beneath the surface of what comprises such jobs.

Factors such as the strength of Taranaki's employment within traditional industries, our portfolio of sunrise industries and also the type of jobs (eg manufacturing, service industry etc) are also important considerations.

An analysis Venture Taranaki has recently undertaken, in consultation with The University of Waikato, provides a valuable insight into how various jobs can differ in relation to their contribution to Taranaki's economy.

It compares, as an example, employment in retailing, oil and gas extraction and dairy farming.

The analysis highlights that although sectors such as retailing are important to our regional economy in relation to total employment numbers, the value-added dollar contribution (per job)\* retailing offers is not as high as some other industries (such as the oil and gas extraction industry or dairy farming).

This is because of the higher industry skills involved, and the flow-on features of the oil/gas and dairying industries into other high skill industries such as engineering and dairy manufacturing. This results in higher levels of added-value jobs within the local economy than is the case for retailing.

In summary, industries such as retail, generate high numbers of employment which is important for any regional economy. However, profitable high-skilled sectors are also important for generating regional growth. Other high-value industries (e.g. engineering) can be further developed and/or attracted to Taranaki to support the indigenous dairy and oil/gas sectors.

The importance of an industry's contribution to Taranaki, should not therefore, be just evaluated on overall employment numbers, but should also consider broader features, such as the value and contribution of such jobs to Taranaki's overall health and wealth.

For further information on this analysis, check out page 10 of this publication.



Anne Probert

Economic Development Director

*\*NB: Value added shows the value created by Taranaki workers and businesses within the region. The total of value added across all industries comprises Taranaki's gross regional product- the regional equivalent of gross domestic product. It is a key measure of regional benefit.*

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# Taranaki

## Economic Trends

# The Economy

## What's hot & what's not?



### Regional Growth

- Over the June 2003 quarter Taranaki economic activity decreased by 0.4%. Nationally an increase of 0.9% was recorded. Taranaki's year on year growth currently sits at 2.6%.



### CPI

- The national Consumer Price Index (CPI) has remained static over the June 2003 quarter. Taranaki experienced a decrease in CPI of 0.1%.



### GDP

- Economic activity increased 0.6% in the March 2003 quarter. The most significant contribution to growth during the quarter occurred in the service industries, which rose 0.9%.



### Labour Force

- The Taranaki unemployment rate increased by 0.6% to 5.6% over the June 2003 quarter. Nationally a decrease of 0.3% to 4.7% was reported.



### Situations Vacant

- Over the June 2003 quarter there were 1,204 jobs advertised in The Daily News. This is a decrease of 22.2% on the previous quarter and 16.4% on the June 2002 quarter.



### Retail Trade

- Regional retail sales for the June 2003 quarter totaled \$329.2 million. This is an increase of 7.8% on the same time last year.



### Accommodation

- As of the year ended March 2003, the median New Plymouth private rental accommodation price increased from \$160 to \$192 per week. Nationally the median price increased from \$200 per week to \$220 per week.



### Real Estate

- Regionally there were 704 residential house sales over the June 2003 quarter. The majority, 50.9%, of the regions residential house sales were within the New Plymouth City area.



### Key industries

- The highest economic contributors to the local Taranaki economy include the dairy cattle farming, oil and gas extraction and retail trade industry sectors.



### Dairy Cattle

- Between 1994 and 2002 dairy cattle numbers in the Taranaki region increased by 8.8% from 599,000 to 652,000. 12.6% of the nation's dairy cattle are based in Taranaki.



### Exports

- The total amount of international and coastal cargo unloaded at the port over the same period was 612,526 tonnes. This is an increase of 4.1% on the March 2003 quarter and 3.7% on the same time last year.



### Visitor Numbers

- Taranaki Visitor Numbers are forecast to increase from 555,000 visitors in 2001 to 675,000 visitors in 2008. This equates to 21.6% growth over the period.



### Population Growth

- There was an estimated 4.009 million residents in New Zealand at 30 June 2003.



### Construction

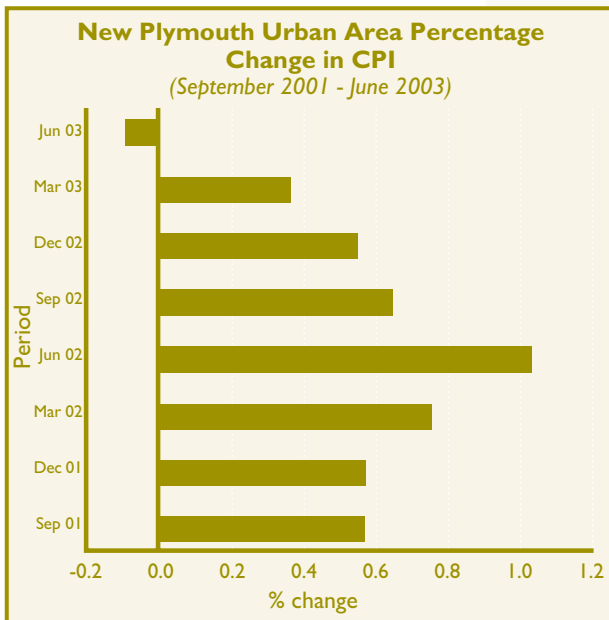
- There were 345 residential building consents issued throughout the Taranaki region over the June 2003 quarter. This is an increase of 17.7% on the March 2003 quarter.

# What's happening in the National Economy?

## Consumers Price Index

### Quarterly Change:

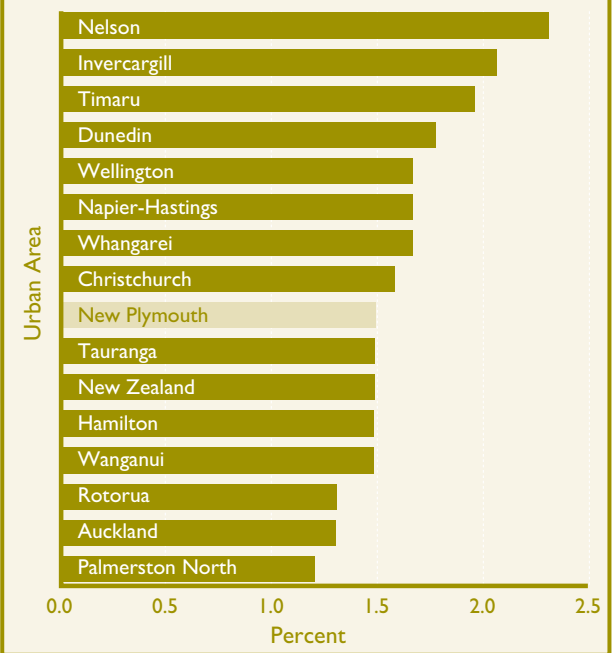
- The national Consumer Price Index (CPI) has remained static over the June 2003 quarter.
- Factors making a significant upward contribution to CPI over the June 2003 quarter included housing prices and household operation prices. Conversely transport prices made the largest downward contribution.
- Between the March 2003 quarter and the June 2003 quarter the CPI for the New Plymouth Urban Area decreased by 0.1%.
- Within the New Plymouth Urban area the June 2003 quarter was the first quarter in over two years to experience a decline in CPI.



### Annual Change:

- The New Plymouth Urban Area reported an annual rise of 1.5% over the year ended June 2003. Nationally a rise of 1.5% was also recorded.

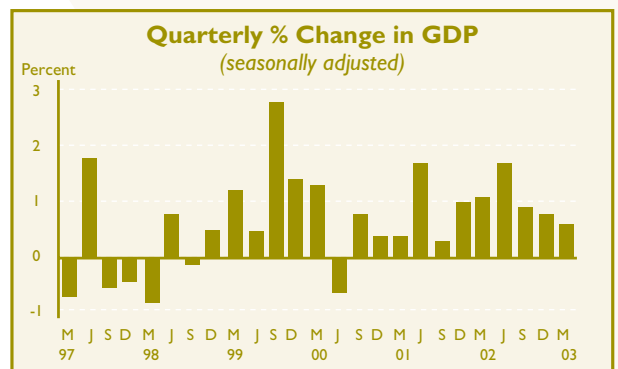
Annual Percentage Change in CPI by Urban Area (June 2002 - June 2003)



- Across the country, the New Plymouth Urban area ranks equally with the Tauranga, Hamilton and Wanganui areas.

## Gross Domestic Product

- Economic activity increased 0.6% in the March 2003 quarter following a 0.8% rise recorded during the December 2002 quarter.
- Annual GDP growth for the March 2003 year was 4.3%.
- The most significant contribution to growth during the quarter occurred in the service industries, which rose 0.9%.



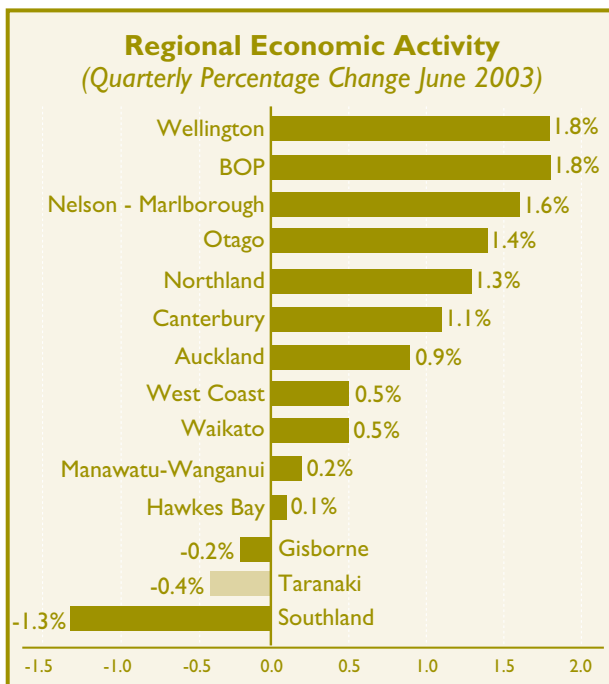
(Source: Statistics New Zealand)



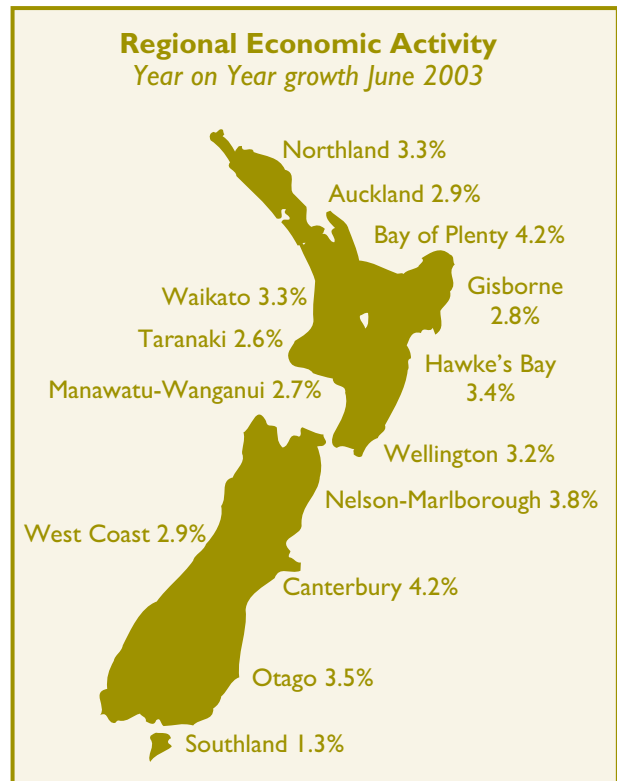
# What's happening in the Taranaki Economy?

## Growth

- According to the National Bank Regional Trends Report, eleven regions recorded a rise in economic activity in the June quarter, while three regions registered a decline.
- Over the June 2003 quarter Taranaki economic activity decreased by 0.4%.
- Nationally an increase of 0.9% was recorded.
- Taranaki's decline in economic activity was the second largest across the regions and the largest drop the region has experienced in three years.
- Three regions reported a decrease over the period, Southland, Taranaki and Gisborne.

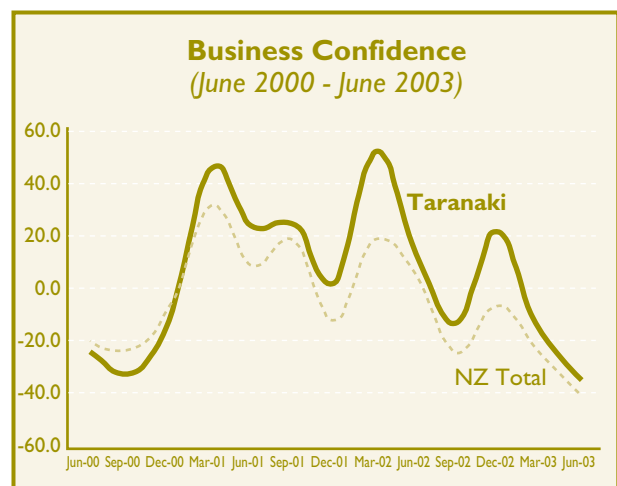


- The Taranaki region recorded a 2.6% increase in year-on-year economic growth.
- The national average year-on-year growth is 3.2%.
- Taranaki recorded the second largest decrease in annual year-on-year growth.



## Business Confidence

- Business Confidence fell in every region over the June 2003 quarter.
- Nationally business confidence fell by 63.5% to -39.9 on the previous March 2003 quarter.
- Although the Taranaki region experienced a decrease in business confidence, it remained higher than the national average at -33.9



# What's Happening in Taranaki Business?

- Stratford based Taranaki Farmers First National real estate office has been awarded four national awards, including a top rural award at the First National annual awards in Taupo.
- The Villa Café in Stratford has a new owner – Craig Evans.
- As of June 1st 2003 Dave and Anne Rosser became Taranaki's Green Acres master franchise owners.
- Giggles, the baby and children's wear shop in Westown is expanding its product range. A wide range of maternity products from clothing to specialty skincare will be available for mums-to-be.
- Brian and Annette Kettle have been recycling Taranaki's printer cartridges for the past five months in their franchise business – Cartridge World New Plymouth.
- Oasis is the new name of New Plymouth's popular upstairs café situated on the corner of Devon and Brougham streets.
- Critters Pet Shop has now reopened under new ownership. The store has been renovated in bright new décor and store Manager, Gwen, has been retained to continue her great work.
- Although managed by staff for the first three months, Far Pavilions, a retail clothing store situated on Devon Street, is now being run by proprietor, Shona Winstanley, with the assistance of her friend, Jennie Velvin.
- Greg and Kelly Madden owners of Mad Tom's Bar in New Plymouth celebrate one year in business.
- Inglewood Engineering has opened a branch in Hawera.
- Magellan Technologies has been sold to Seaworks – a Wellington based international marine services company.
- Briar Rose Florist is under new ownership and has recently relocated to Brougham Street in New Plymouth.
- The Taranaki Chamber of Commerce has undergone a logo change and has shifted location from its office in the AA building on Powderham Street to the Federated Farmer's building on Young Street.
- Government departments Trade New Zealand and Industry New Zealand have merged into one agency – New Zealand Trade and Enterprise (NZTE).
- Inglewood shop 'Flowers &' is named Taranaki's best retail outlet winning the ASB Bank Top Shop overall award.
- Ownership of many of New Zealand's daily newspapers, including New Plymouth's Daily News, has changed hands to an Australian Company – John Fairfax Holdings Ltd.
- A start has been made to constructing Taranaki's most luxurious residential development – The Quarterdeck.
- White Cliffs Brewing Company is now owned and managed by Steve Ekdahl and Sharon Cottam. The Company's ale, 'Mike's Mild', is now stocked throughout Taranaki in bars and wholesale outlets.
- Lenise Young's Elysium Day Spa has been awarded the New Zealand Beauty Therapy Associations premier award for best day spa, heading off some of the nations top spas. Located in New Plymouth's Centre City the spa will hold the national title for the next two years.
- After six years at the current site on Devon Road, Waiwhakaiho, Versatile Buildings (Taranaki) has expanded its premises and taken over the site next door.



- New Plymouth valuer John Larmer has been made a life member of the New Zealand Property Institute. Larmer established his own business in 1973, which is now known as Telfer Young.
- New Plymouth based garden centre Peak Plants was a finalist in the Yates garden retail awards. Donna Christiansen and Carolyn Harris (owners) competed against 55 other outlets to qualify for the finals.
- The Mayfair on New Plymouth's Devon St has undergone refurbishment.
- Tony Karageorge of New Plymouth's Harvey Park City Realty has recently been awarded 'Harvey Park Realty's Top Overall Salesperson of the Year Award 2002 – 2003' and runner up 'Commercial Consultant' within Harvey's list of national brokers.
- New Plymouth's Brake and Clutch Rebuilders recently celebrated 20 years in business.
- TSB Bank in Bell Block has announced it will be undergoing renovations in September this year.
- Keith Young has developed a chestnut liqueur, due to go on sale early August. Situated near Urenui, Keith has been working on the development of the product with the support of Technology New Zealand's grant scheme for private research.
- Janine Marchsall Johnson of Be Ba Bo hair salon was named top regional senior stylist at the annual Taranaki hairdressing association competitions. Steven Blair of HQ Centre City took out the regional apprentice award for the second year running.
- In July New Plymouth based Tower Books celebrated their 10th year in businesses.
- Linda Lusty, who owns Accentè Beauty Therapy Clinic, has recently relocated the business to her home town of Waitara.
- A new addition to the corner of Powderham and Brougham Streets is Felipe Tohi's artwork titled 'Halamoana'.
- Interplay, a computer gaming and internet access facility has recently relocated into the Top Town shopping complex.
- After 30 years of existence Val Deakin Dance Theatre is celebrating the milestone with a special pearl jubilee performance on the 22nd, 23rd and 24th August.
- Clinic Allure has recently opened in Stratford. Situated above Moss, Rocard and Smith Chemist on Broadway, the new facility offers a wide range of beauty therapy services.
- Bridget Burke is the first woman to join the ranks as a partner in the New Plymouth law firm Billings.
- Shooting of footage for the film 'Skin and Bone' took place in Eltham and Patea.
- Allied Concrete will be opening at its new premises in Normanby very shortly.
- Skin Within has relocated to opposite the old Post Office in Hawera.
- Hawera's ASB Bank is moving into the former Maunga Tu Manunga Ora office at the eastern end of High Street.
- The Mitre 10 refurbishment is almost complete on Hawera's Glover Road site. The former site on High Street has been let to a local company.
- Spotswood College has again taken top honours in the Shell Regional Young Enterprise Competition Orals. Okato collage took out second place followed by Inglewood and Hawera High tying for third place.
- A 20-space car park is being developed on the old Arcadia building site.
- Bill and Kaye Harding have recently confirmed the sale of their holiday park to a Hamilton based buyer. The park sold for over one million dollars.
- Cardiotonics Ltd and Robt Stone Stainless Limited received funding from Technology NZ to support their respective R&D projects. Combined, this funding exceeds \$105,000.
- Shell Todd has announced the restructuring of New Plymouth operations to position itself for the future. The restructuring is to be completed and in operation by November.

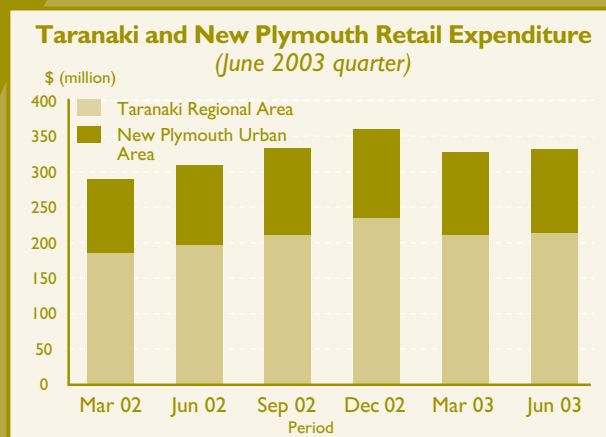
# What's New? - New businesses starting up in Taranaki\*

- Operating from her Moturoa home Joy Marshall has recently established “Uniquely You” – a classic clothing store that provides a wide variety of styles.
- Humes Pipeline Systems have recently opened a rural sales depot in Stratford that is managed by Ian Robertson and supported by local Rural Territory Manager Ben Carswell.
- Situated on Katene Rd New Plymouth, Dan Phillips has established ‘the practice room’ – a facility catering to bands needs.
- A new internet service shop, CentreNet, has opened in New Plymouth’s Centre City complex.
- Peter Morrison and his wife Dianne have opened their new shop – The Kiwi Butcher – on New Plymouth’s Leach St.
- Mode hair design is one of New Plymouth’s newest salons located on Devon St West.
- The New Plymouth Riding Centre opened on Saturday 13th July. Manager/ instructor Beth Pestell has twelve horses at the centre, a mix to cater for all abilities.
- The Grumpy Mole Saloon has been built on the corner of Liardet and Devon Streets. The establishment opened in July.
- Abode on Courtney, a motor inn establishment, has recently opened in New Plymouth.
- Buxom Babes – a retail clothing store for the fuller figure owned by Stacey Madgwick has recently opened in New Plymouth’s Top Town shopping complex.
- Mike and Karen Jury have started ‘Junior Drivers Toy Hire’. Operating without a showroom location Mike and Karen provide a range of ride-on toys for children’s parties.
- Expressions – the new gift shop, gallery and art space located at 46 King Street New Plymouth has opened. The shop-gallery features arts created on site by individuals with intellectual disabilities with the aid of IHC staff.
- Peter Faigan has opened a new Classic Car auto shop located in Bell Block.
- Nigel Cliffe is a new Acupuncturist operating in the region.
- Dianna Feaver has opened a shop called ‘Scrapbooking Fever’ on Devon Street.
- A new Vodaphone shop has opened on New Plymouth’s Devon Street.
- Credit Union Taranaki has opened a branch in Waitara, located at 32 Queen Street.
- A new café called Red Rock Café has opened in Patea.
- Denise Trenaroire is reopening Dees in Stratford as a sports bar.
- Robert Bishop is setting up Western Aquatec’s – an aquaculturalist training centre on New Plymouth’s Hurlstone Drive. Robert is currently running the establishment from Gisborne.
- Kathmandu, a clothing and outdoor equipment retail chain, has opened on New Plymouth’s Devon Street West across from Subway.
- Egmont Gallery has also opened on Devon Street, New Plymouth.

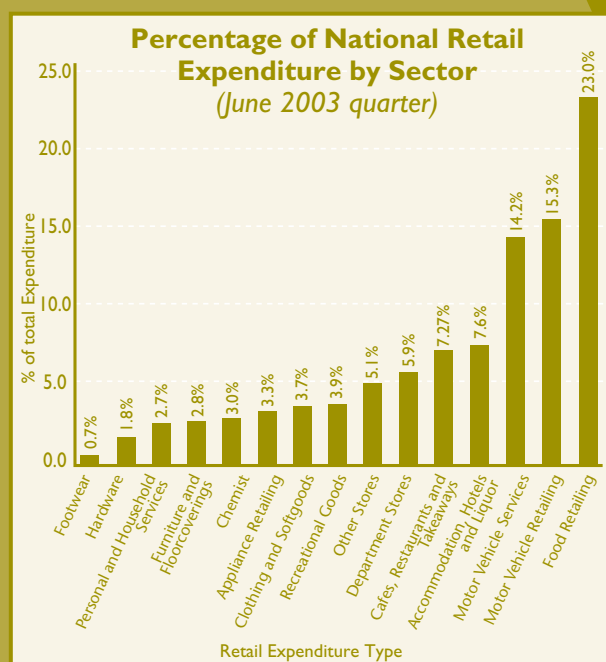
**\*This is not an exhaustive list of all new business startups. Many of the above businesses have established with the help and advice of Venture Taranaki. If you are aware of any new businesses starting up in Taranaki, Venture Taranaki would be pleased to add them to this list or provide assistance.**

# Retail Trade

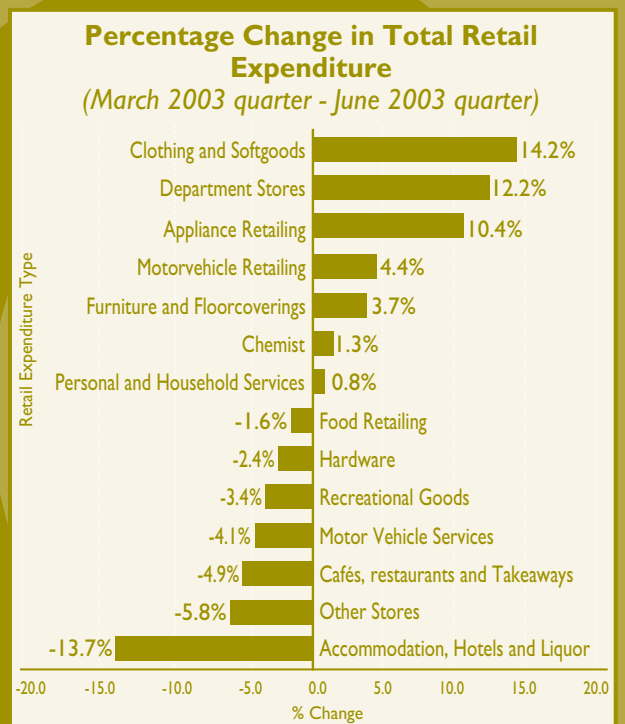
- Retail sales in the Taranaki Region during the June 2003 quarter totaled \$329.2 million. This is an increase of 23.7 million, or 7.8%, on the same time last year.
- 64.5% of retail spending within the region took place in the New Plymouth Urban area.



- Nationally retail sales totaled \$1,258.1 million. Taranaki captured 2.6% of the nation's retail expenditure.
- Nationally, the food sector recorded the highest proportion of retailing with 23.0% of total expenditure.
- Following this sector, the Motor Vehicle Retailing and Servicing Sectors recorded the next highest increase in national expenditure with 15.3% and 14.2% respectively.



- Compared to the previous March 2003 quarter, there was a significant decrease (13.7%) in national accommodation, hotels and liquor expenditure.
- Across the regions, the largest quarterly increase in expenditure (14.2%) was within the clothing and softgoods sector.



Central New Plymouth

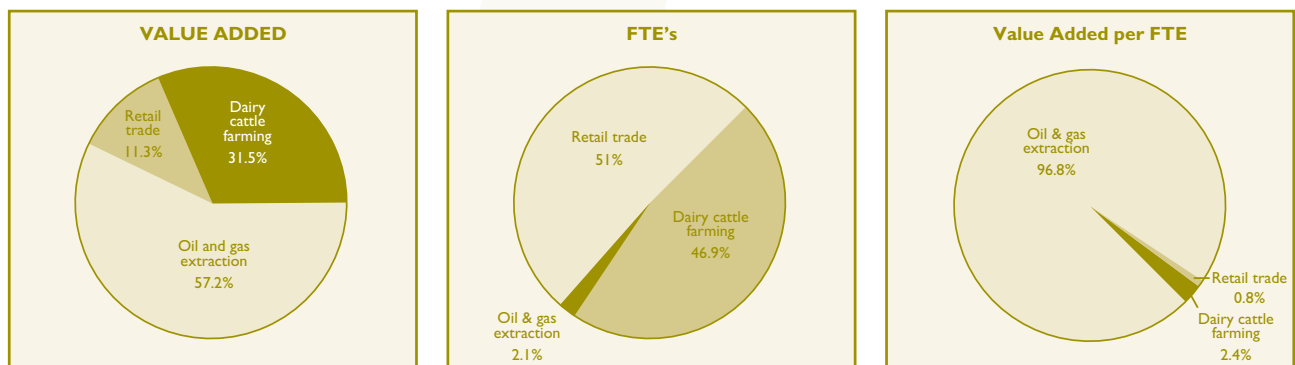
(Source: Statistics New Zealand)

# Key Industries in the Taranaki Economy

- This economic model of the Taranaki regional economy has been constructed for Venture Taranaki by The University of Waikato's Department of Economics and comprises an analysis of 114 industry sectors for the 2002 year.
- Taranaki has a number of key contributing industries. Three of the most significant industries contributing to the Taranaki economy as at 2002 are detailed in the table below.

Area	Dairy Cattle Farming*	Oil & Gas Extraction*	Retail Trade*
FTE	4,585	208	4,988
VA (in 000's)	522,530	949,615	187,060
VA per FTE (\$)	113,984	4,570,289	37,499

FTE's = Full time equivalent persons VA = Value Added



## Full Time Equivalent (FTE's)

- The full time equivalent statistic details how many full time positions there are within one industry. Part time positions are amalgamated to equate to a full time position for the purposes of comparative analysis. Approximately 24.0% of New Zealand's workforce are part-timers.
- As the table details, within Taranaki the Retail Trade sector has the largest number of FTE's with 12.2% of FTE positions in Taranaki generated from this industry.
- The Dairy Farming industry sector is the next largest contributor to the Taranaki economy with a total of 4,585 FTE positions (or 11.3% of total FTE positions in Taranaki) generated from within the Dairy cattle farming industry.
- The Oil and Gas Extraction sector is not a significantly large contributor to FTE's in Taranaki – ranking the 46th largest FTE contributor across 114 industry sectors operating in Taranaki.

## Value Added (VA)

- Value Added for a sector (or organisation, event etc.) comprises gross wages and salaries paid to workers in the sector plus gross operating surplus (profit) of firms in the sector (depreciation written off) and all taxes paid to the government. Note that income and company tax paid to the government goes towards funding such as roading, policing, education, medical services etc. the region receives

(although some regions may receive more benefits than they pay in taxes to the government).

- The oil and gas extraction sector is the largest contributor to the Taranaki economy – creating \$949,615,000. This sector creates 23.0% of Taranaki's Gross Regional Product (GRP).
- The dairy cattle farming sector is the next largest provider to the Taranaki economy contributing 12.7% of the regions total GRP.
- The Retail Trade sector is the third largest industry contributor to the local economy, with 4.5% of GRP generated from this industry.

## Value Added per FTE

- The value added per FTE statistic indicates the true value an industry contributes to the economy per FTE employee. This statistic takes into account the regional value of employment generation in an economy.
- The Retail sector is the highest contributor to employment in Taranaki. However for every FTE working within the sector generates \$37,499 per year in added value to the local economy. Note that this sector employs a higher proportion of part-timers than the national average of 24%. These part-timers almost certainly receive significantly lower wages than a full time equivalent; therefore Value Added for this sector is relatively low in total.
- The Dairy Farming industry ranks 29th across the industries contributing \$113,984 per FTE. Compared to the retail trade sector (the largest FTE contributor) the dairy cattle farming industry generates \$76,485 more in added value per employee to the regional economy.
- The Oil & Gas Extraction industry has undoubtedly the highest value added per FTE statistic. When interpreting this it is important to recall that the industry generates only 208 FTE positions in the Taranaki economy compared to 4,585 for the dairy cattle farming industry.

## In summary...

- The Oil & Gas Extraction sector is the highest value added dollar contributor to the Taranaki economy (GRP) both in total and per FTE.
- The Retail Trade sector is the highest FTE employment provider to the region's economy.
- The Dairy Farming sector is the second highest generator of FTE positions (behind Retail Trade) and the second highest contributor to Value Added (behind Oil & Gas Extraction) in the Taranaki economy. Thus a key provider of both employment and added value (in dollar terms) to the local economy.

*\* NOTE: The definition of specific industry sectors in this analysis is very precise. The Oil & Gas Extraction sector does not include oil exploration or service industries. Similarly the dairy cattle farming industry only includes farming and does not include dairy product manufacturing or servicing businesses. The Retail Trade sector includes all retailing businesses (including vehicle sales) but does not include wholesale or service industries.*

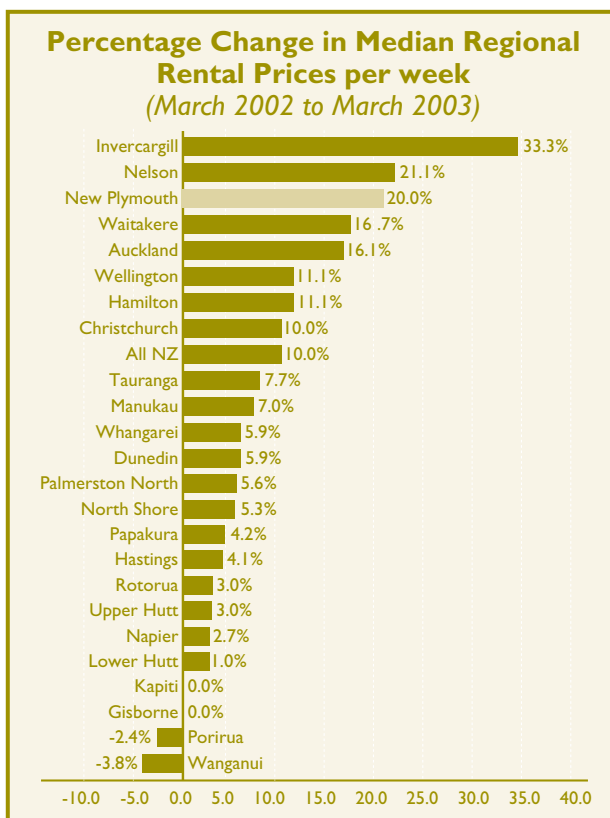
*This analysis is compiled from an economic impact calculator template developed by The University of Waikato's Department of Economics. For further information please contact [belinda@venture.org.nz](mailto:belinda@venture.org.nz).*



# Real Estate Sales and Rental Accommodation

## Household Rental Accommodation

- As of the year ended March 2003, the national median price for private sector rental accommodation increased from \$200 per week to \$220 per week – this equates to a 10.0% increase.
- Comparatively the average New Plymouth private rental accommodation price increased from \$160 to \$192 per week from March 2002. This is a 20.0% increase in rental prices – double the national percentage increase.
- Compared to the same time last year New Plymouth ranked the third highest percentage increase in private rental accommodation prices, behind Invercargill at 33.3% and Nelson at 21.1%.



(Source: Massey University Real Estate Analysis Unit)

## Residential House Sales

- Regionally there were a total of 704 residential house sales over the June 2003 quarter valued at \$98.0 million. This is an increase of 7.3% on the previous March 2003 quarter.

Taranaki Residential House Statistics June 2003 Quarter			
Area	Number of Sales	% of Total Number of sales	Average Median* Sale Price (\$)
Bell Block	41	5.8	126,000
Hawera	95	13.5	105,667
New Plymouth City	358	50.9	141,833
Stratford	86	12.2	67,917
Taranaki Country	79	11.2	95,667
Waitara	45	6.4	70,167
<b>Total Taranaki</b>	<b>704</b>	<b>100.0</b>	<b>120,667</b>

- The majority, 50.9%, of the regions residential house sales were within the New Plymouth City area.
- The average median\* residential sale price for the June 2003 quarter was \$120,667. New Plymouth City recorded the highest average median price at \$141,833.
- Compared to June 2002, the June 2003 median residential price has increased from \$108,000 to \$125,000. This equates to an increase of 15.7%.
- 37.1% of sales over the quarter took place during May 2003.

\*The average median sale price is derived from averaging the median prices for the individual months in the quarter.

(Source: Real Estate Institute of New Zealand (REINZ))



## Section Sales

- Across the districts there was a total of 50 section sales valued at \$3.4 million.

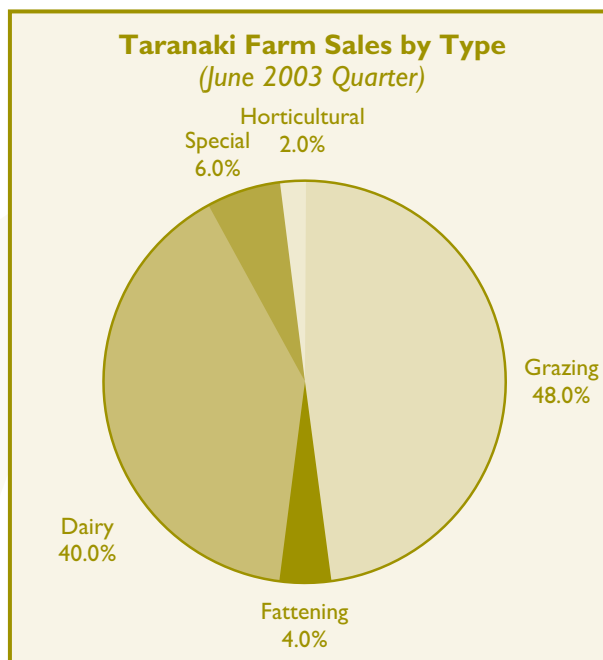
Taranaki Section Statistics June 2003 Quarter			
Area	Number of Sales	% of Total Number of sales	Average Median* Sale Price (\$)
Bell Block	3	6.0	24,667
Hawera	2	4.0	14,333
New Plymouth City	36	72.0	84,833
Stratford	2	4.0	47,000
Taranaki Country	3	6.0	36,167
Waitara	4	8.0	17,333
<b>Total Taranaki</b>	<b>50</b>	<b>100.0</b>	<b>66,667</b>

- As the above table details, the majority of section sales in the region (72.0%) were within the New Plymouth City area. The average median\* price for New Plymouth sections were significantly higher than any other Taranaki area.
- Compared to June 2002, the median section price has increased from \$36,500 to \$73,500 – a 101.4% increase.
- 48.0% of sales over the quarter took place in June.

## Farm Sales

- Across the region a total of 782 farms were sold during the June 2003 quarter. Taranaki recorded 50 sales, equating to 6.4% of national sales.
- The average median\* sale price for the period was calculated at \$740,000; comparatively the national figure was \$710,185.
- The number of sales in the Taranaki region increased by 28.2% from 39 to 50 since the previous March 2003 quarter. Nationally sales have increased 17.2% over the same period.

- Within Taranaki, grazing farm sales were the most popular over the period with 48.0% of sales in the region falling into this category.
- Most of the farms sold throughout New Zealand, 46.9%, were also grazing farms.



*Dairy farms comprised 40.0% of Taranaki farm sales in the June 2003 quarter.*

*Source: Real Estate Institute of New Zealand (REINZ)*

# Construction

## Residential Construction

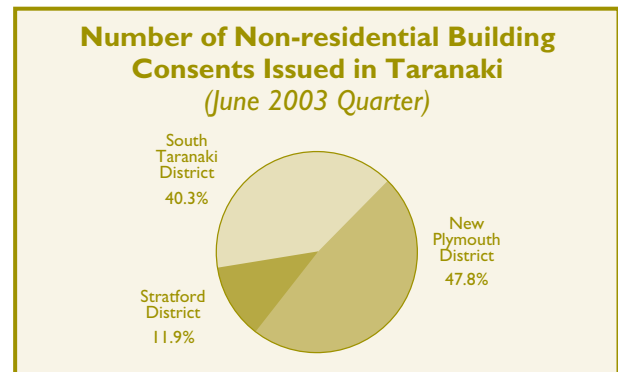
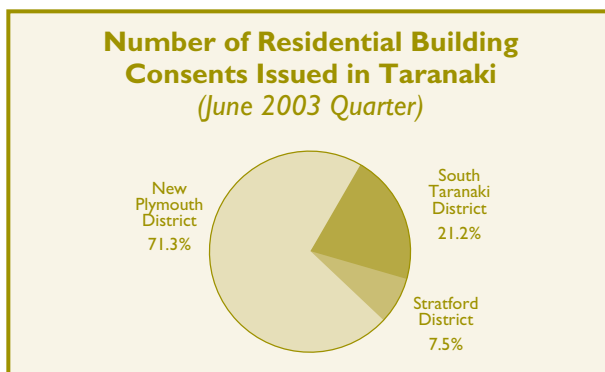
- There were a total of 345 residential building consents issued throughout Taranaki over the June 2003 quarter. This equates to 2.6% of the nations 13,418 residential consents issued for the period.
- During the June 2003 quarter Taranaki was granted 75 new residential building consents valued at \$13,392,265. This calculates to a unit increase of 10 new consents (or 15.4%) and a dollar increase of \$1,066,453 (or 4.1%) compared to the previous quarter.
- Regionally 270 alteration residential building consents were granted valued at \$5,551,723 over the period. Compared to the March 2003 quarter, this is a unit increase of 42 consents (or 18.4%) and a dollar increase of \$150,598 (or 2.8%).
- Within Taranaki the majority of residential consents (71.3%) were issued within the New Plymouth District.

## Non-residential Construction

- Nationally there were a total of 4,049 non-residential building consents issued during the June 2003 quarter. The Taranaki region was issued 159, or 3.9%, of these consents.
- 87 non-residential new building consents were issued in the region valued at \$15,303,489. Compared to the previous March 2003 quarter a dollar value increase of 109.0% is evident.
- There were 72 alteration non-residential building consents issued over the period valued at \$6,153,757. This is an increase of 5 consents (or 7.5%) when compared to the previous March 2003 quarter statistics.
- Within the region most non-residential consents (47.8%) were issued within the New Plymouth District; however a significant proportion (40.3%) were issued within the South Taranaki District.

Taranaki Residential Building Consents Issued June 2003 Quarter				
District	Number of Building Consents Issued		Value (\$)	
	New	Altered	New	Altered
New Plymouth	60	186	11,112,965	4,111,483
Stratford	5	21	751,500	317,123
South Taranaki	10	63	1,527,800	1,123,117
<b>Taranaki Total</b>	<b>75</b>	<b>270</b>	<b>13,392,265</b>	<b>5,551,723</b>

Taranaki Non-residential Building Consents Issued June 2003 Quarter				
District	Number of Building Consents Issued		Value (\$)	
	New	Altered	New	Altered
New Plymouth	42	34	9,034,813	3,948,529
Stratford	10	9	311,790	515,662
South Taranaki	35	29	5,956,886	1,689,566
<b>Taranaki Total</b>	<b>87</b>	<b>72</b>	<b>15,303,489</b>	<b>6,153,797</b>

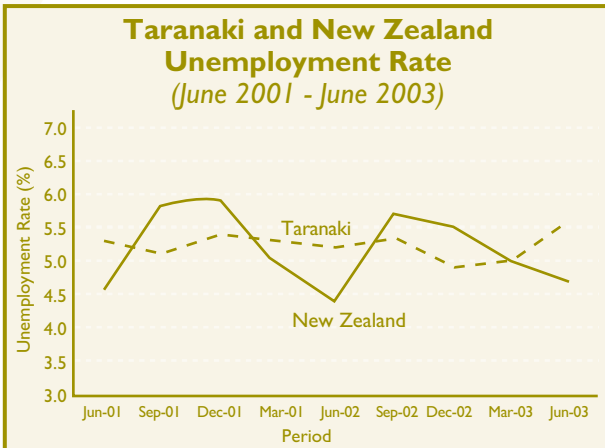


(Source: Statistics New Zealand)

# Labour Force

## Unemployment Rate

- Nationally the unemployment rate decreased by 0.3% to 4.7% during the June 2003 quarter.
- The Taranaki unemployment rate increased over the period by 0.6% to 5.6%.



- Taranaki ranks the ninth lowest unemployment rate across the regions.

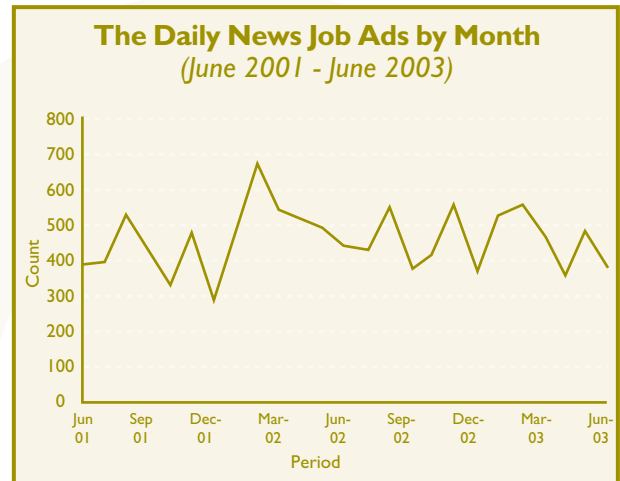
Regional Unemployment Rates			
Region	Mar 03 Quarter	Jun 03 Quarter	Ranking
Tasman/Nelson/Marlborough/West Coast	3.5	3.0	1
Southland	3.3	3.6	2
Auckland	4.6	4.0	3
Gisborne/Hawkes Bay	5.9	4.0	4
Canterbury	4.5	4.4	5
Wellington	6.3	4.8	6
Waikato	5.5	4.9	7
Manawatu/Wanganui	4.7	5.1	8
Taranaki	5.0	5.6	9
Otago	5.9	5.6	10
Bay of Plenty	7.5	6.6	11
Northland	9.6	7.3	12

- Within the Taranaki region there are 52,600 individuals in the labour force – this equates to 2.6% of the national statistic.

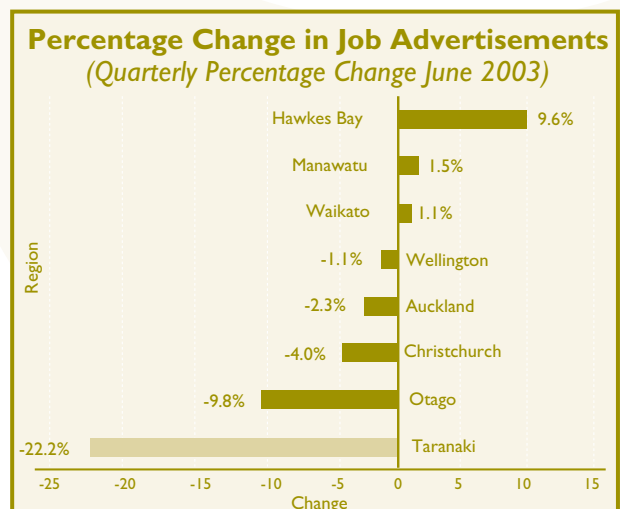
(Source: Statistics New Zealand)

## Situations Vacant

- Over the June 2003 quarter there were 1,204 jobs advertised in The Daily News.
- This is a decrease of 22.2% on previous quarter and 16.4% on the June 2002 quarter.



- Overall there were 91,797 jobs advertised in papers throughout the country, this is a 2.3% decrease on the previous quarter and a 0.5% decrease on the same time last year.
- Across the regions Taranaki experienced the largest percentage decline (22.2%) on the previous March 2003 quarter.



(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, nzjobs.co.nz, jobnet.co.nz, monster.co.nz and netcheck.co.nz were also included.

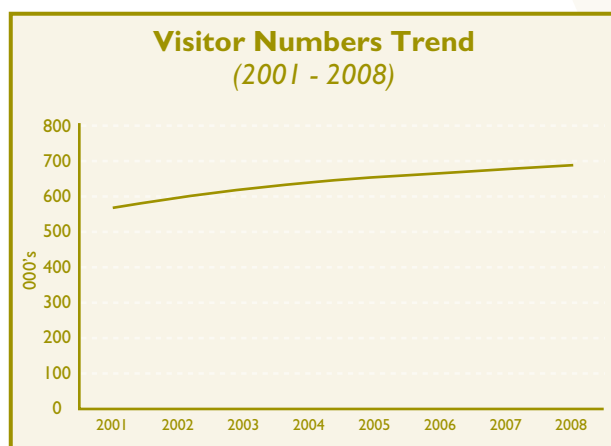
# Tourism: Looking Ahead

According to the Tourism Research Council of New Zealand, Tourism in the Taranaki region is continuing to grow. With natural tourism resources such as Mount Taranaki and an abundance of outdoor activities, the future for tourism in Taranaki looks promising through to 2008. For further information visit [www.trcnz.govt.nz](http://www.trcnz.govt.nz).

Summary of Taranaki visitor Forecasts (2001 -2008)								
International	2001	2002	2003	2004	2005	2006	2007	2008
Numbers (000's)	73	77	82	86	91	96	101	107
Days (000's)	388	412	439	464	490	518	549	581
Expenditure (\$ million)	38	41	44	48	51	54	60	67
Domestic								
Numbers (000's)	482	499	522	539	549	557	562	568
Days (000's)	1385	1433	1498	1547	1577	1598	1615	1629
Expenditure (\$ million)	85	87	92	96	99	101	103	104
Total								
Numbers (000's)	555	576	604	625	640	653	663	675
Days (000's)	1773	1845	1937	2011	2067	2116	2164	2210
Expenditure (\$ million)	123	128	136	144	150	155	163	173

## Visitor Numbers

- Visitor Numbers are forecast to increase from 555,000 visitors in 2001 to 675,000 visitors in 2008 (21.6% growth) from 2001 to 2008.



- Domestic visitors are expected to make up around four fifths of this total.
- International visitor growth, although climbing solidly, will not impact considerably on the overall growth.
- The purpose of visiting travelers to Taranaki is forecast to remain largely the same through to 2008.
  - Of international visitors to Taranaki in 2008, 46.0% are anticipated to be holiday visitors, 30.0% visiting friends/relatives, and the remainder, business or other purposes.
  - Of domestic visitors to Taranaki in 2008, 45.0% are anticipated to be visiting friends/relatives, 31.0%, holiday visitors, 17.0% on business and 7.0% for other purposes.

(Source: Tourism Research Council New Zealand)

## Visitor Days



- Taranaki Visitor Days will follow the upward trend in visitor numbers, with visitor days increasing from 1,773,000 in 2001 to 2,210,000 in 2008 an overall increase of 24.6%.
- Domestic visitors will continue to account for the majority of visitor days spent in Taranaki.
- As with visitor numbers, the breakdown of visitor days by purpose of visit will remain largely the same through to 2008.
  - In 2008, 50.0% (288,000 days) of international visitor days in the Taranaki region will be for the purpose of visiting friends and relatives, while 34.0% (198,000 days) will be for holiday-based travel.
  - Domestic visitor days are forecast to differ from international visitor days in Taranaki for the year 2008. 42.0% of domestic visitor days will be visiting friends and relative based (691,000 days) and 38.0% will be holiday based (625,000 days).



## Visitor Expenditure



- International and domestic visitor expenditure in Taranaki is forecast to rise from NZ\$123 million in 2001 to NZ\$173 million in 2008 – an increase of 40.7%.
- Domestic visitor expenditure will increase at a slower rate over the same period at 22.4%.
- Spending by holiday visitors will continue to make up the majority of visitor expenditure in Taranaki over the forecast period.
  - Of the NZ\$67 million in international visitor expenditure forecast for Taranaki in 2008, NZ\$33 million (49.0%) will be spent by holiday visitors, NZ\$16 million (23.0%) will be spent by business travelers and NZ\$15 million will be spent by visiting friends and relative travelers.
  - Of the NZ\$104 million in domestic visitor expenditure forecast in 2008, NZ\$38 million (36.0%) will be by holiday visitors. A further 32.0% (NZ\$33 million) will be spent by people visiting friends/relatives and 27.0% (NZ\$28 million) will be spent by business travelers.

*Visitor numbers are forecast to total 675,000 in 2008*

*(Source: Tourism Research Council New Zealand)*

# Maori Economic Development



Te Puni Kōkiri  
Ministry of Māori  
Development

## This Quarter...

- As at the June 2003 quarter there were seven Maori individuals confirmed to have started and maintained trading in business for at least the past six months.\*
- These businesses are trading in the following industries:\*

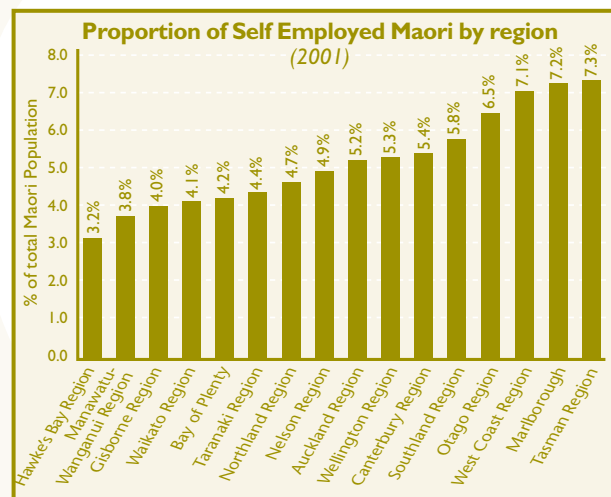
Industry of Start up	% of total
Agriculture, hunting, forestry, fishing	0.0%
Mining and quarrying	0.0%
Manufacturing	0.0%
Electricity, gas and water	0.0%
Construction	0.0%
Wholesale and retail trade	42.9%
Restaurants and hotels	0.0%
Transport, storage and communication	0.0%
Business and financial services	14.3%
Community, social and personal services	14.3%
Tourism	0.0%
Education	28.6%
Total	100.0%

- The majority of confirmed business start ups over the period are operating within the retail trade industry.
- Following this, education was the next most popular industry.
- Over the June 2003 quarter there were 19 Maori individuals who enquired with Venture Taranaki or Te Puni Kōkiri about starting up a business.\*

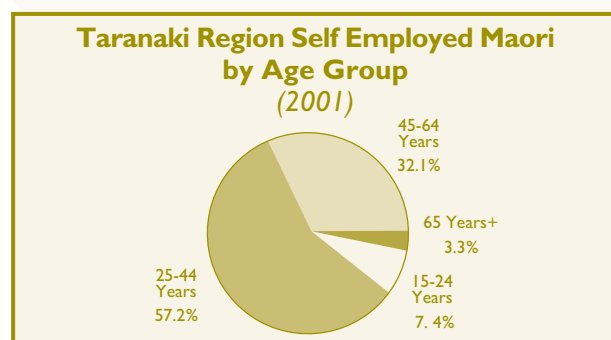
\* These statistics were collated from Venture Taranaki Trust and Te Puni Kōkiri. This is not an exhaustive list of all Maori business startups and enquiries.

## Self Employment Statistics

- Nationally as at 2001 there were 24,762 self employed Maori. This is an increase of 8,070 or 48.3% on the 1996 statistic.
- Of this national statistic, 2.6% (or 639) are located in the Taranaki Region.
- Considering only the Maori population in each region, Taranaki ranks 11th across the regions in the proportion of self employed Maori.



- The majority (57.2%) of self employed Maori in Taranaki are aged between 25 and 44 years.
- 65.8% of self employed Maori in Taranaki are males.
- 87.6% of self employed Maori in the region are self employed on a full time basis.



(Source: Statistics New Zealand)



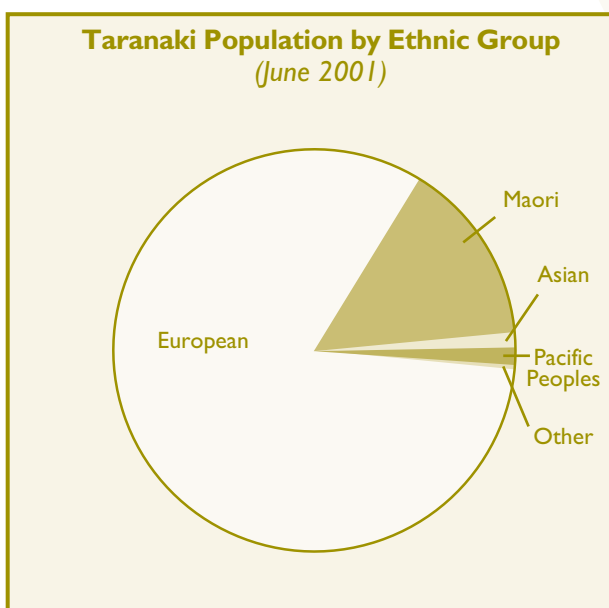
# New Zealand Population Hits 4 Million

## Population Growth

- At 5.30pm on Thursday 24th April 2003 New Zealand's population reached four million.
- It is estimated that New Zealand's population increases by one person every 11 minutes and 26 seconds:
  - There is one birth every 9 minutes and 53 seconds and one death every 18 minutes and 38 seconds.
  - There is a net migration into the country of one New Zealand resident every 25 minutes and 2 seconds.
- Taranaki population experienced a decline in the recent census with a decrease of 3,732 individuals over the 1996 to 2001 period, to a total of 102,858 people.

## Population Composition

- 90.1% of Taranaki residents belong to the European ethnic group. This is 10.0% higher than the national average.
- Nationally 6.6% of the population belongs to the Asian ethnic group. Comparatively 1.5% of the Taranaki population reported belonging to the Asian ethnic group.



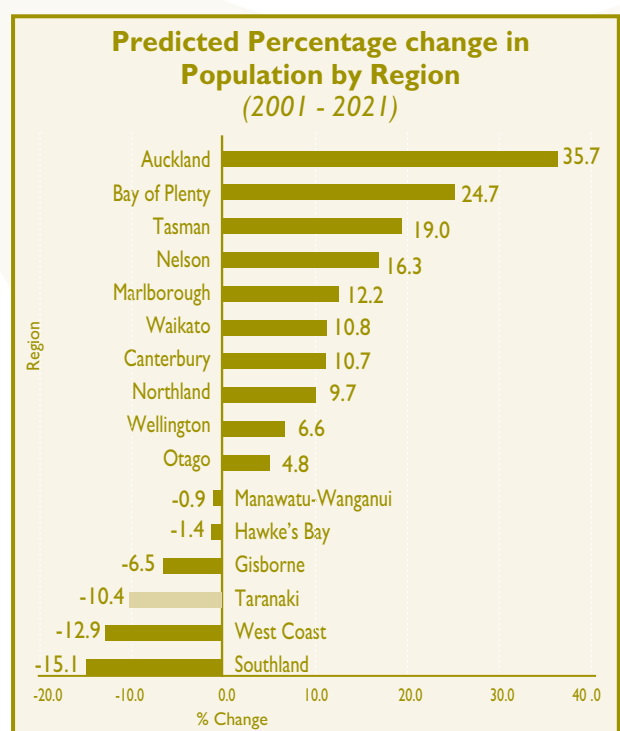
## Population Projections

- It is estimated that by 2021 the New Zealand population will reach 4,506,000.
- Based on historical census trends, the Taranaki region could deteriorate by an estimated 10.0% to 95,400 by 2021. However this assessment excludes changes in economic trends which could alter this prediction.

District	Population Estimate	Percentage Change (2001 - 2021)
New Plymouth	64,400	-6.0%
Stratford	7,300	-20.0%
South Taranaki	23,800	-16.0%
<b>Total</b>	<b>95,500</b>	<b>-10.0%</b>

(Note: difference in the sum total is due to rounding consistency)

- Nationally the majority of the population are anticipated to live in the Auckland region with an estimated increase of 35.7% from 2001 to 2021.

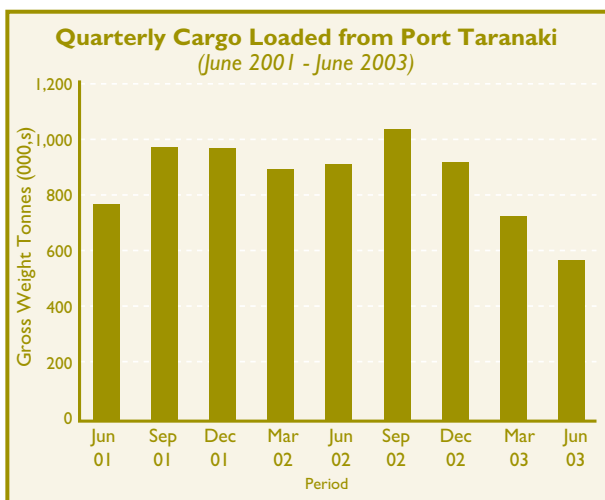


(Source: Statistics New Zealand)

# Export Trade

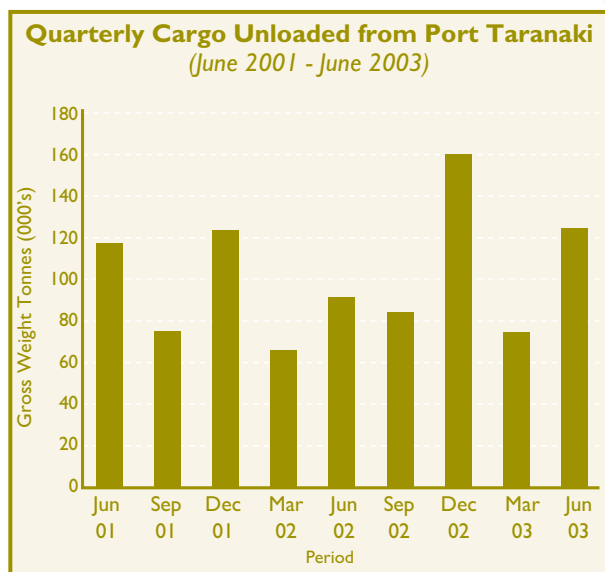
## Overseas Cargo Loaded

- During the June 2003 quarter 568,769 tonnes of cargo was loaded from Port Taranaki. This equates to a dollar value of \$378.5 million.
- Compared to the March 2003 quarter this is a decrease of 32.3%, and a decrease of 23.3% on the same time last year.



## Overseas Cargo Unloaded

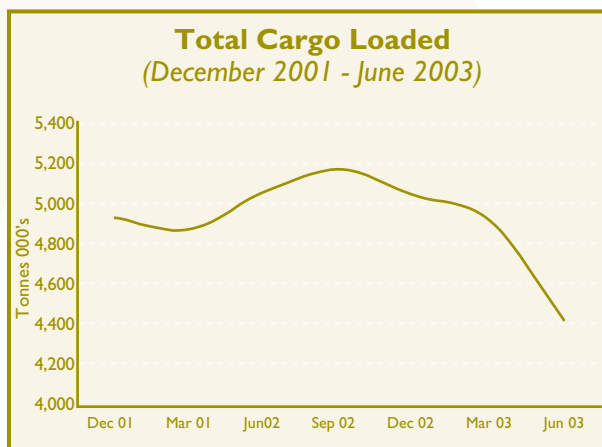
- During the June 2003 quarter a total of 123,840 tonnes of cargo valued at \$57.5 million was unloaded from Port Taranaki.
- This equates to a 64.3% increase on the previous March 2003 quarter and a 12.1% increase on the same time last year.



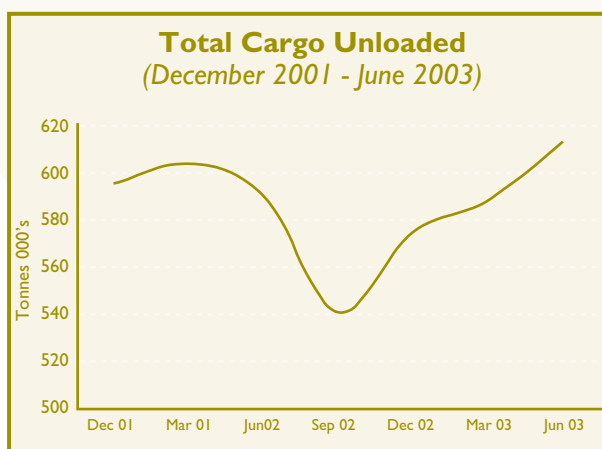
(Source: Statistics New Zealand)

## Port Taranaki – Coastal and International Trade

- For the 12 months ending 30 June 2003 the total amount of international and coastal cargo loaded at Port Taranaki was 4,417,420 tonnes. This is a 10.0% decrease on the previous quarter, and a 12.4% decrease on the same time last year.



- As the graph shows, a decreasing trend has been evident over the past four quarters.
- The total amount of international and coastal cargo unloaded at the port over the same period was 612,526 tonnes. This is an increase of 4.1% on the March 2003 quarter and 3.7% on the same time last year.



- Since September 2002 quarter, there has been an increasing trend developing in the amount of cargo unloaded at Port Taranaki.

(Source: Port Taranaki)

# Significant New Zealand Export Markets



The below section is derived from the Export Statistics Quarterly Report released by New Zealand Trade and Enterprise. For a full version of the report visit [www.nzte.govt.nz](http://www.nzte.govt.nz).

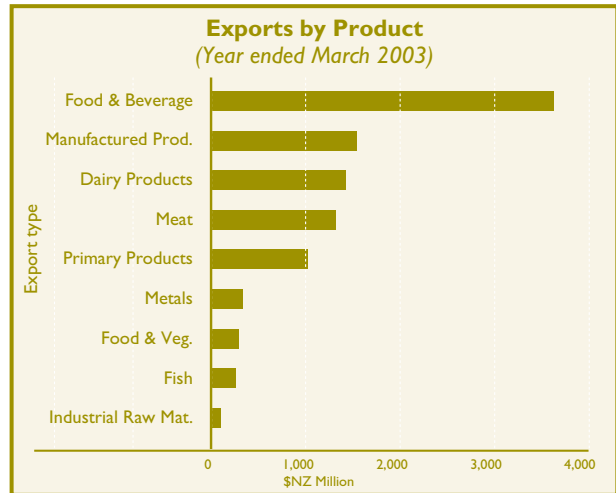
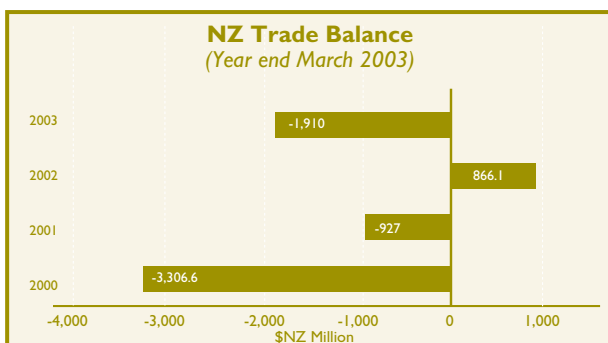
## Growing Markets



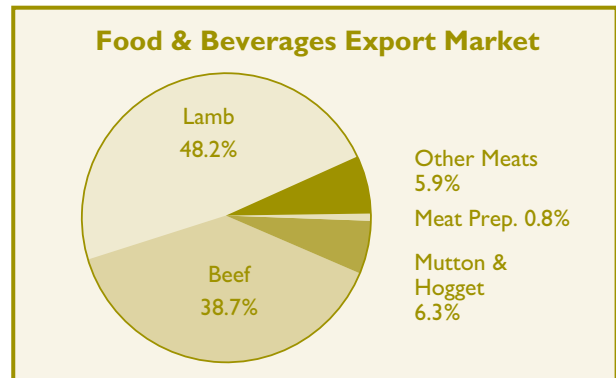
- As the graph shows, Russia is fast becoming an established exporting destination.

## The New Zealand Export Market

- For the 12 months ending March 2003 the trade balance (exports-imports) totaled -\$1910.0 million.
- This is a decrease of \$2796.0 million on the previous 2002 years balance.
- In dollar terms, the major export industry as at the year ended March 2003 was the food and beverage industry.



- Within the food and beverage market, 86.9% of all exports in that industry are Beef and Lamb.



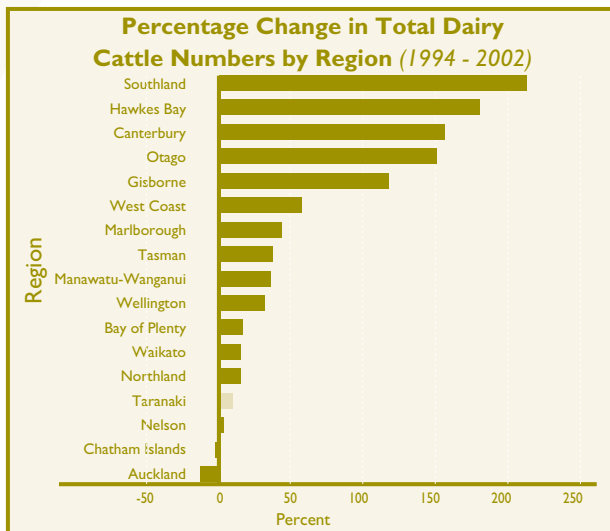
- When analysing food and beverage exporting by country, it is evident that the majority of goods go to Europe and North/ Central America.

Country	\$NZ Million	% of Total
South America	0.2	0.0
Australia	4.7	0.4
The Pacific	32.3	2.5
South East Asia	34.6	2.7
Middle East, South Asia, Africa	45.6	3.6
North Asia	164.4	12.8
North & Central America	466.5	36.4
Europe	534.2	41.7
<b>Total</b>	<b>1282.4</b>	<b>100.0</b>

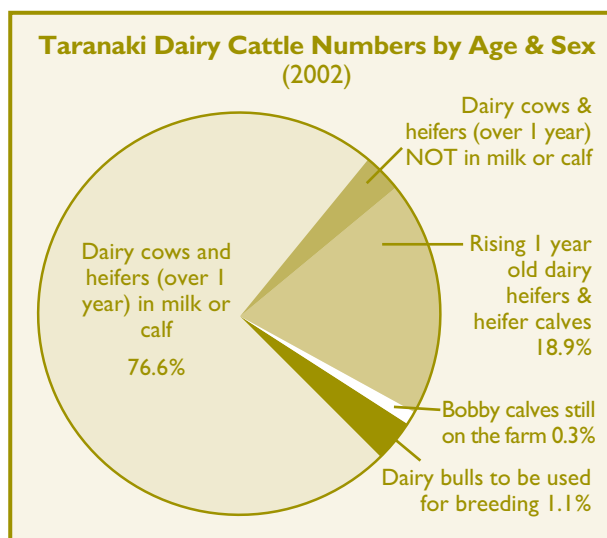
# Agricultural Production Review

The information in this summary review is compiled from the Statistics New Zealand's 2002 Agricultural Production Census. For a full copy of the survey report visit [www.stats.govt.nz](http://www.stats.govt.nz).

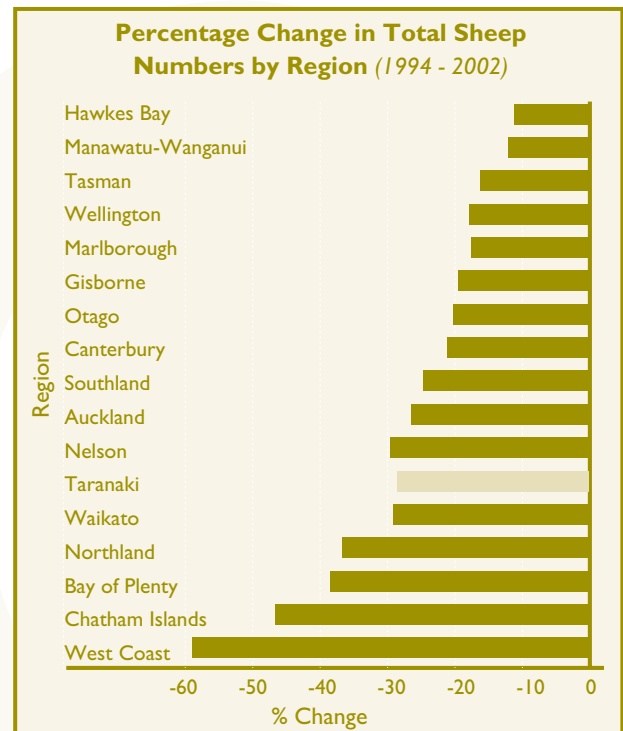
## Dairy Cattle



- Nationally dairy cattle figures increased by 34.5% from 3,839,000 in 1994 to 5,162,000 in 2002.
- 12.6% of the nation's dairy cattle are based in Taranaki.
- Between 1994 and 2002 total dairy cattle numbers in Taranaki increased by 8.8% from 599,000 to 652,000.
- 76.6% of dairy cattle in Taranaki are cows and heifers (over one year) in milk or calf.



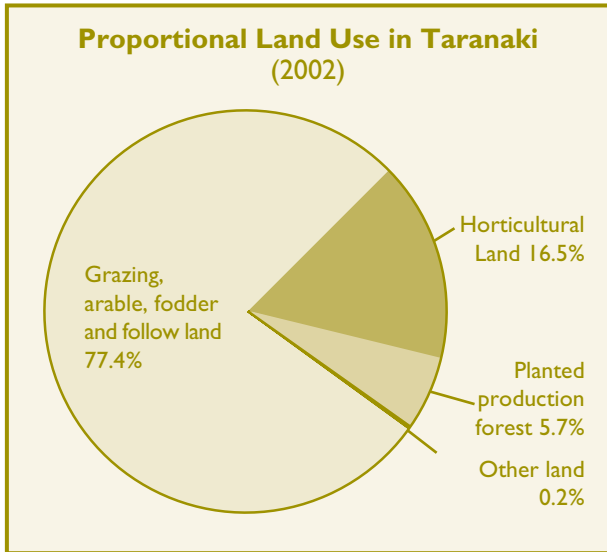
## Sheep



- As the above graph illustrates, all regions experienced a decrease in the number of sheep farmed.
- Nationally an overall decrease of 20.1% was reported over the 1994 to 2002 period.
- A total of 698,000 sheep are farmed in the Taranaki region. This equates to 1.8% of total sheep in New Zealand.
- Taranaki ranked sixth across the regions with a decrease of 27.9% over the 1994 to 2002 period.
- A total of 76.7% of sheep farmed in the Taranaki region were put to ram.

(Source: Statistics New Zealand)

# Land Use



- Of the 495,742 hectares in Taranaki, 77.4% (or 384,000 hectares) is utilised for ‘grazing, arable, fodder and fallow land’.
- The total Taranaki land area under planted production forest increased significantly by 75.0%, from 16,000 to 28,000 hectares – the second highest increase regionally over the period beaten only by the Nelson region. Nationally the average increase was calculated at 26.3%.
- The proportion of Taranaki land utilised for horticultural purposes remained the same over the 1994 to 2002 period – 1,000 hectares

Region	Grazing, arable, fodder and fallow land	Horticultural land	Planted production forest	Other land	Total
Taranaki	384	1	28	82	496
Total NZ	11,975	110	1,879	1,685	15,648
% of total	3.2%	9.0%	1.5%	4.9%	3.2%



*77.4% of Taranaki land is utilised for grazing arable, fodder and fallow land.*



*12.6% of the nations dairy cattle are based in Taranaki.*

# 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 Newspaper Ltd, Statistics New Zealand, National Bank of New Zealand, REINZ (Taranaki), the department of Work and Income, ANZ (job advertisement statistics), New Zealand Trade and Enterprise.

This document was designed and printed in Taranaki by TGM Design Ltd and Masterprint Printers Limited.

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



# 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 aspirations, we offer a single point of contact to provide the help you require.

If you are:

- Thinking of starting up a business
- Trying to grow your business
- Considering relocating or investing in Taranaki

We have a range of products and services designed to meet your business needs.

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