

Trends

Summer 2021

Taranaki Facts & Figures



Contents

Introduction to Trends	3
Population estimates	4
Migration	5
GDP	6-7
Regional spotlights	8-10
Employment	11-20
Healthcare sector	21-23
Business	24-29
Housing	30-34
Retail sector	35-41
Visitor sector	42-50
Traffic Movements	51-54
Greenhouse gas emissions	55-56
Looking ahead	57
Notes	58

OZO
COFFEE

Taranaki Trends

Taranaki Trends is a bi-annual publication covering a wide range of national and regional measures, to enable Taranaki enterprises and researchers to find key information and make informed decisions.

The topics differ slightly for each publication, due partly to varying release dates in data sets, many of which are annual releases. The topics also vary according to the current interests and concerns of the Taranaki community.

In this edition we look in-depth at employment in Taranaki, with a focus on the healthcare sector. This sector is a major employer, accounting for approximately 10% of the total workforce, and includes both large public entities and many smaller, private sector providers.

For 2020 and 2021, the New Zealand Government's COVID-19 containment measures have been a driver of economic change and significant business impact.

Sources include a range of government resources including Stats NZ and Infoshare, as well as government releases from different agencies. All figures are referenced, and explanations of methodology are provided where necessary in the notes section at the end of the publication.



Population



New Zealand population:
5,126,300



Taranaki population¹:
126,400

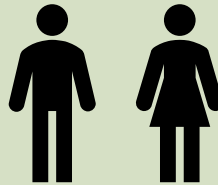
2.5 percentage of New Zealand population



Taranaki Māori population:
26,550

3.0 percentage of New Zealand Māori population

Males: 58,251



Females: 59,310



**New Plymouth District
population²: 87,300**



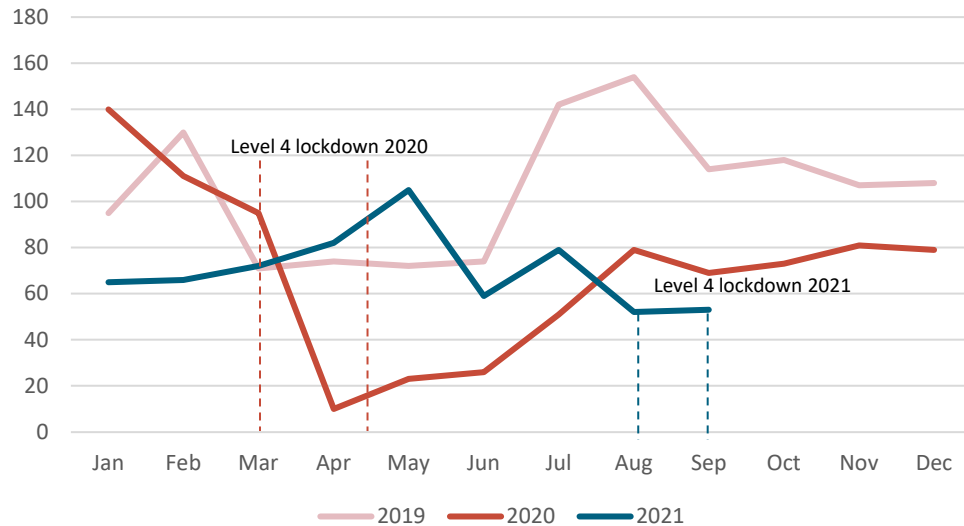
**Stratford District
population²: 10,100**



**South Taranaki
District population²:
29,100**

Permanent and long-term migration to Taranaki

Monthly Comparison of International Permanent Migration to Taranaki



This graph indicates permanent and long-term international arrivals into Taranaki.

To be counted in this data set people must be arriving for a stay of 12 months or more, or be New Zealanders returning after an absence of 12 months or more.

Taranaki experienced a drop in migration numbers as borders shut in 2021. The spike between April and June 2021 correlates with the opening of the Trans-Tasman travel bubble, as residents returned home from trips overseas.



Source: Statistics NZ Sep 2021

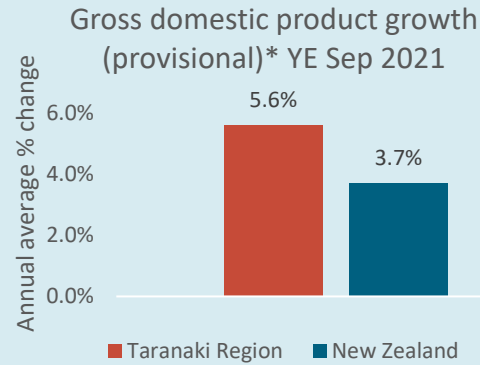
Economy – Gross Domestic Product



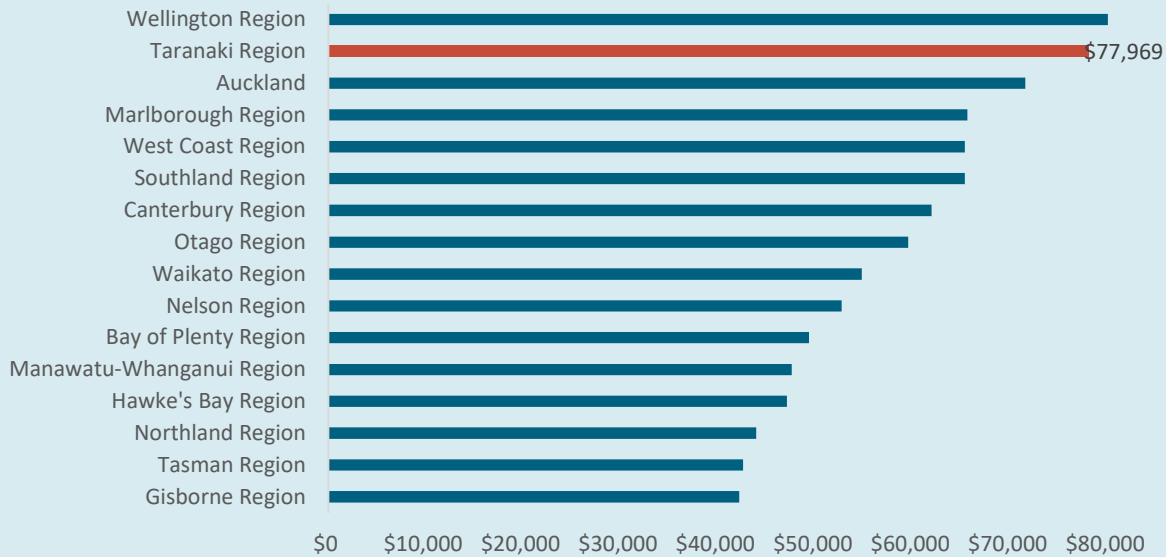
New Zealand GDP:
\$324B (+1.6%)



Taranaki GDP:
\$9.7B (+2.6%)



GDP per capita regional comparison 2019-2020



*Provisional GDP was \$10,178 million in Taranaki Region for the year to September 2021 (2020 prices). Based on latest resource from Infometrics

Taranaki's Top 3 GDP Industries:



Mining: \$1,750M

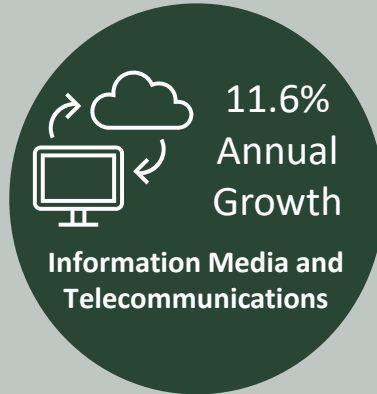
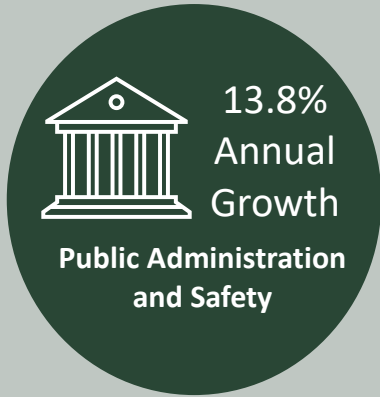


Agriculture, Forestry and Fishing : \$1,370.1M



Primary Manufacturing: \$1,009.4M

Taranaki's fastest growing industries:



The energy sector remains a key driver in Taranaki's GDP, contributing \$1.7 billion annually to the Taranaki and national economy.

This industry is categorised in data sets as "mining", however only 53% of this GDP contribution comes from oil and gas extraction. A further 45% is categorised as "other mining support services", which includes the many specialist engineering and professional services enterprises that make up Taranaki's extensive energy infrastructure.

Not all Taranaki's energy sector is captured in this category designation. There are additional manufacturing, professional services, transport, warehousing and trade enterprises that incorporate specialist knowledge and capability built from the energy sector, meaning the contribution of the sector is even greater than traditionally reported.

This places Taranaki in a unique position as a leader in energy sector innovation.

Source: Infometrics 2020

Exports for overseas
Cargo from New Plymouth

Port :
\$904,840,327

Top 3 Shipments:



Mining:
\$289,513,820



**Animal
products:**
\$159,447,054



Wood:
\$49,087,020

Source: All stats are from
Stats NZ data, 2021. Refers to
shipped goods from NP Port only. 7

Regional Spotlight: Eltham



Population: 1,935
Median age: 39.7
Māori median age: 23.8



Most popular occupation: Labourers
Median income*: \$24,400
Employed full-time: 45.3%
Unemployed: 6.0%



Born in New Zealand: 91.6%
Māori ethnic group: 30.2%
Te reo Māori speakers: 6.5%
NZ Sign Language: 0.6%



No qualifications held*: 36.2%
Studying full-time: 19.7%
Studying part-time: 3.6%



Occupied private dwellings: 93.1%
Live in owned or partly owned home: 61.8%
Median weekly rent: \$220

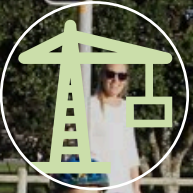
* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

** This data set only includes those aged 15 years and over.

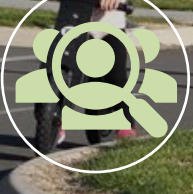
Regional Spotlight: Bell Block West



Population: 4242
Median age: 37.3
Māori median age: 22.8



Most popular occupation: Professionals
Median income*: \$27,000
Employed full-time: 44.3%
Unemployed: 4.4%



Born in New Zealand: 78.8%
Māori ethnic group: 18.9%
Te reo Māori speakers: 3.7%
NZ Sign Language: 0.3%



No qualifications held**: 24.7%
Studying full-time: 24.3%
Studying part-time: 2.5%



Occupied private dwellings: 94.7%
Live in owned or partly owned home: 59.7%
Median weekly rent: \$320

* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

** This data set only includes those aged 15 years and over

Regional Spotlight: Douglas



Population: 672
Median age: 34.4
Māori median age: 18.2



Most popular occupation: Managers
Median income*: \$31,900
Employed full-time: 59.6%
Unemployed: 3.1%



Born in New Zealand: 91.9%
Māori ethnic group: 11.6%
Te reo Māori speakers: 2.2%
NZ Sign Language: 0.4%



No qualifications held:** 25.5%
Studying full-time: 23.7%
Studying part-time: 5.4%



Occupied private dwellings: 80.8%
Live in owned or partly owned home: 46.2%
Median weekly rent: \$150

Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

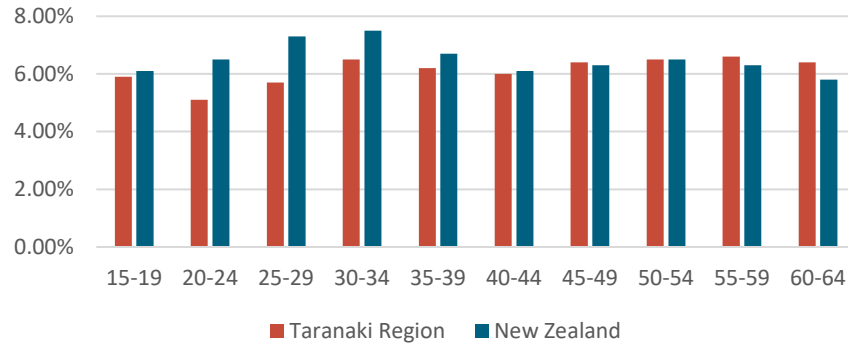
** This data set only includes those aged 15 years and over



Employment

Working age population in Taranaki

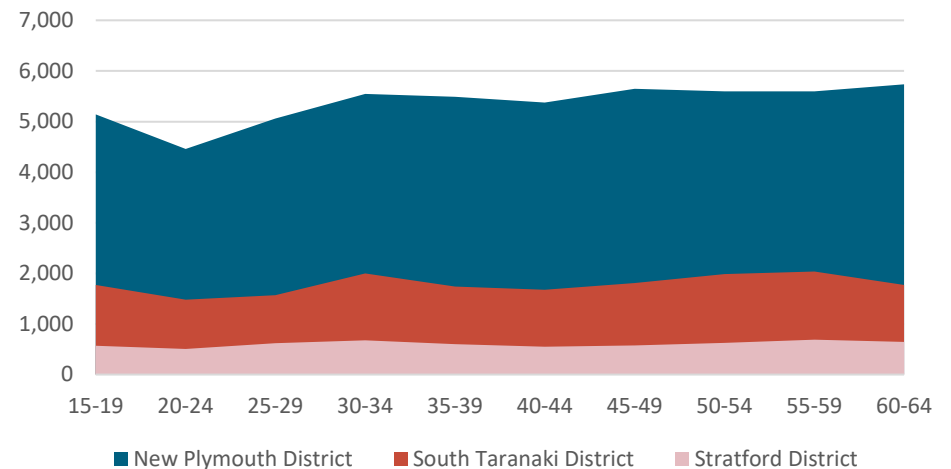
Age composition percentage comparison 2021



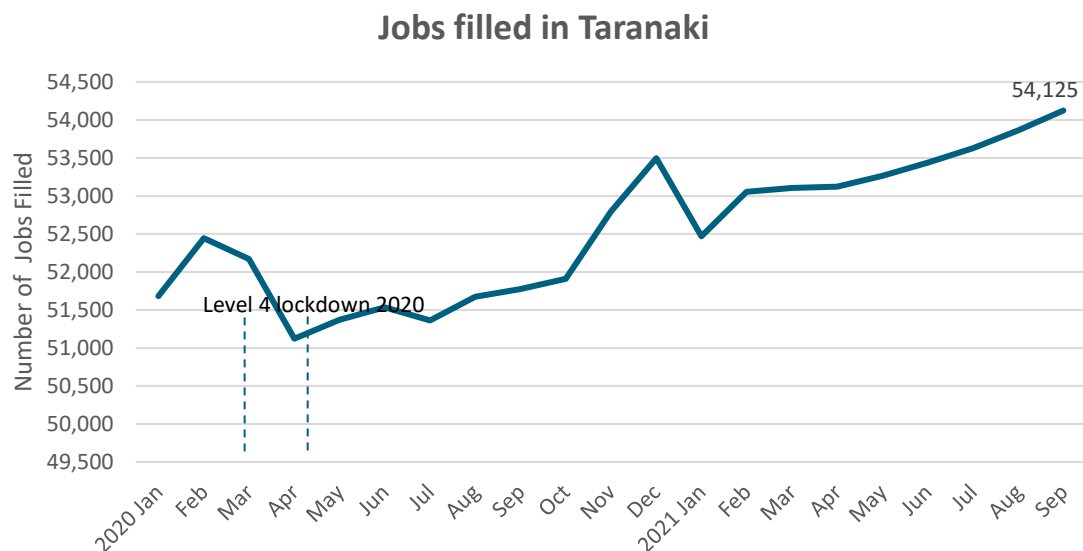
The working age population (age between 15 and 64) in the Taranaki region makes up 61.3% of the population. The portion of people aged between 15 and 44 is lower when compared with New Zealand wide averages based on the graph (top left). There is a correspondingly higher percentage of people aged between 45 to 64 in Taranaki in comparison to the NZ average. The portion of people aged between 20 to 29 is much lower than the national level, which may have implications for the demand for skills training or education in the region, as well as a possible shortage of early-career employees.

According to the graph(bottom right), the age bracket with the greatest representation in the Taranaki workforce is the 30-34 group which contrasts with the 20-24 age bracket having the smallest contribution.

Age composition by district 2021



Jobs filled in Taranaki



The number of jobs filled in Taranaki had a big drop in the lockdown in 2020 but the numbers recovered steadily and peaked in December for 2020.

The numbers kept growing in the year 2021 overall. There were 54,125 filled jobs in Taranaki by September 2021.

Taranaki has responded to COVID-19 well in terms of keeping levels of employment high.

24.1% of Jobs in Taranaki are highly skilled

49% of workers are female

18% of workers are Māori

Source – Stats NZ 2021

Taranaki NEET Rates

The percentage of youth (15-24 years) not in employment, education or training

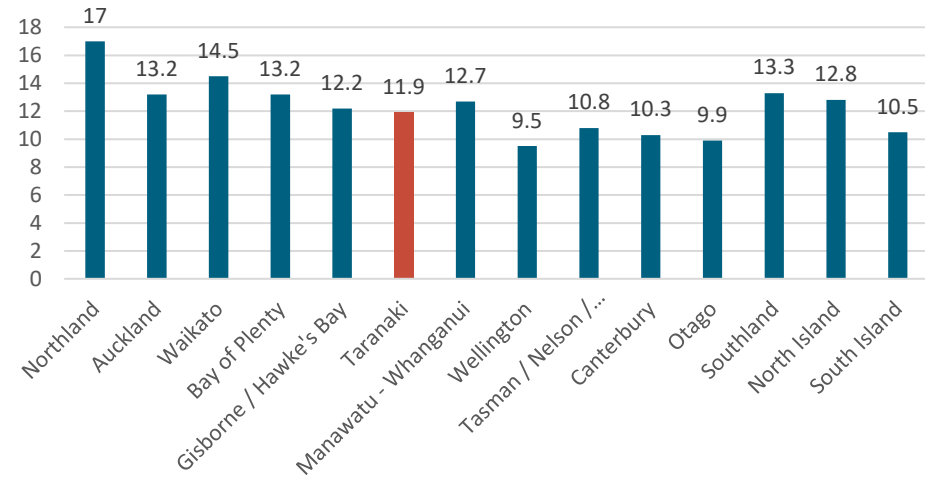
Taranaki experienced a peak in NEET rates during 2019, however this dropped back over 2020, and was below the national average by year end September 2021.

This drop correlates particularly with the extension of the “Fees Free” government initiative to trade training.

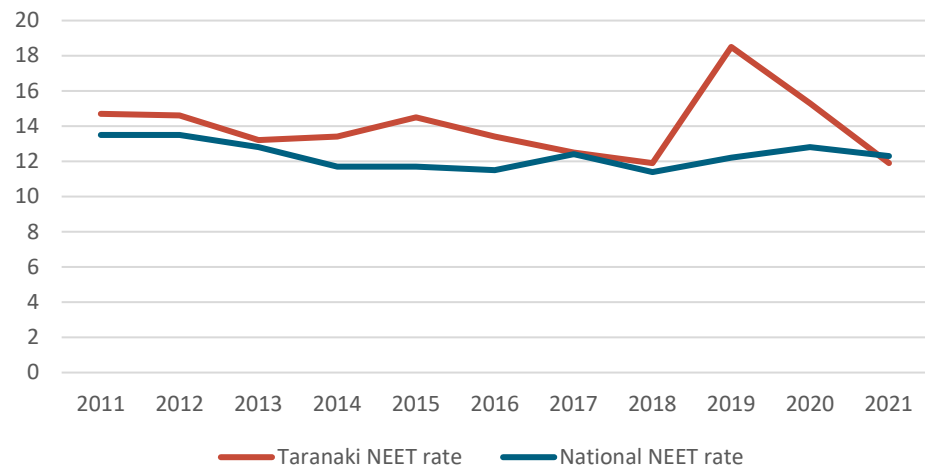
Fees Free Tertiary education and Training was introduced on 1 January 2018 and provided first time tertiary students or trainees in their first year of provider-based study, or first two years of industry training with a year of free study. In July 2020 this was extended to trade training with the Targeted Training and Apprenticeship Fund (TTAF).

These initiatives appear to have had a significant impact in reducing the NEET rate in Taranaki.

Youth NEET rates (YE-Sep 2021)



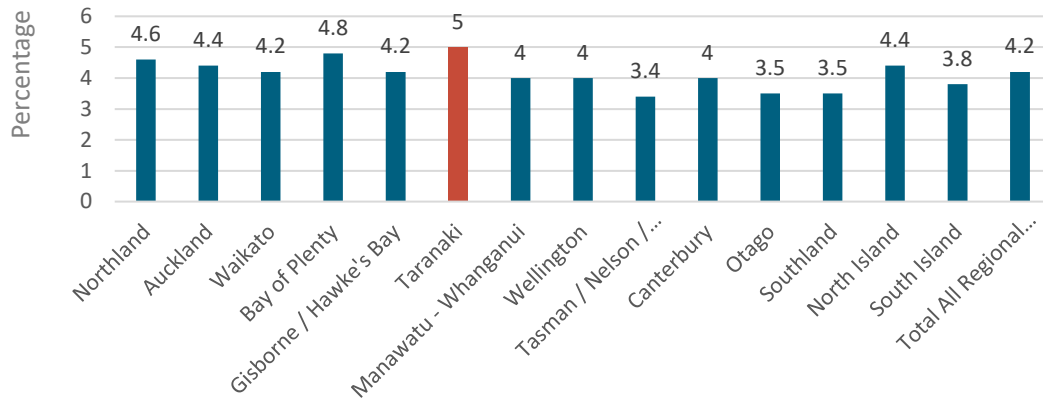
Taranaki and National NEET Rate (YE-Sep 2021)



Unemployment within Taranaki

Regional unemployment rates (Annual to end September 2021)

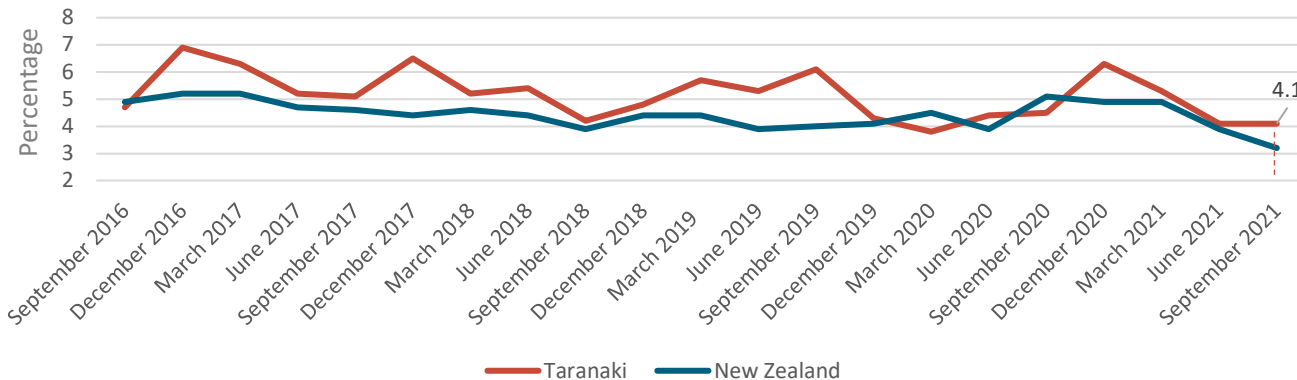
Regional unemployment rate - annual to end September 2021



Unemployment rates grew significantly towards the end of 2020, up to 6.3% in December, following a period of low unemployment over the previous 12 months. The rate has since dropped significantly and remains steady around 4% (quarterly rates).

The average annual rate for Taranaki for the year is 5%, due to coming off the 6.3% peak in December 2020.

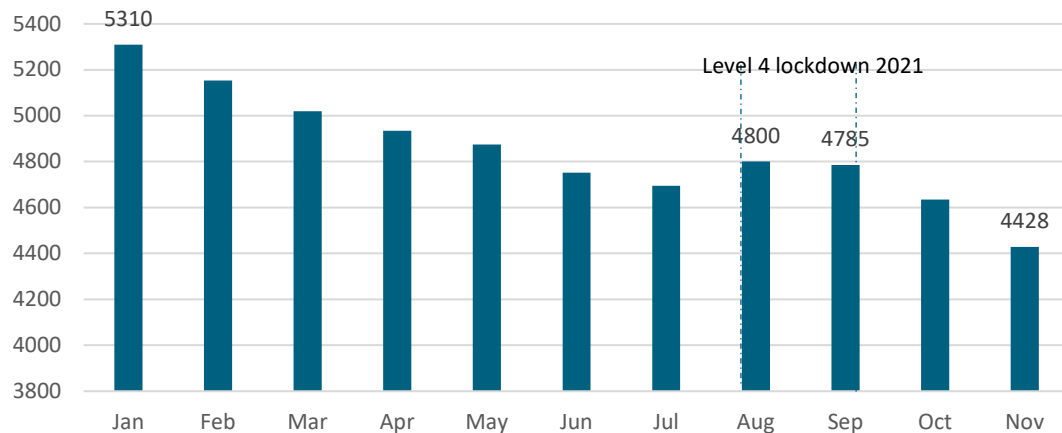
Unemployment Quarterly Rates in Taranaki



Taranaki's quarterly unemployment rate dropped to **4.1%** by September 2021.

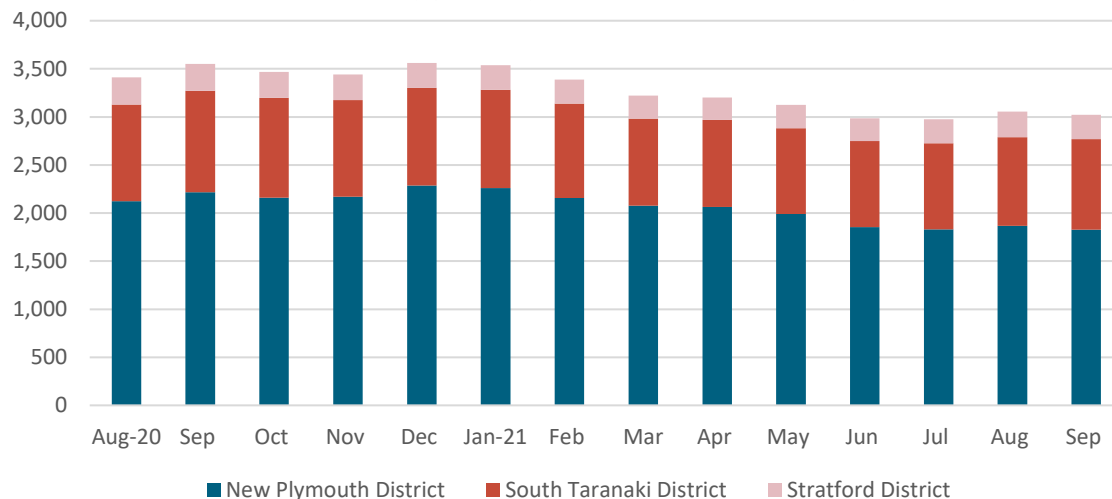
Taranaki Jobseeker support

Job seeker support updated November 2021



In November 2021, there were 4,428 people in Taranaki on Jobseeker support

Job seeker support by district– Work Ready*

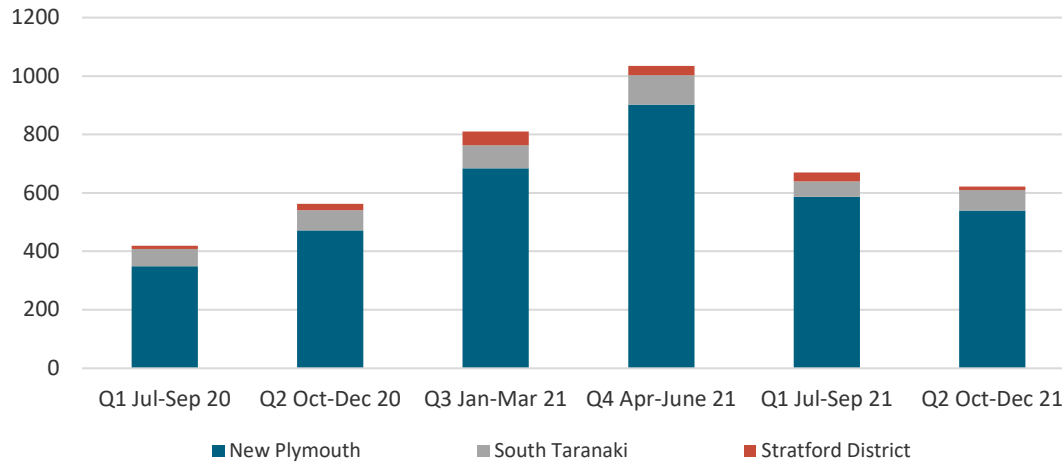


Job seeker support data by district refers to the period August 2020 – September 2021, for claimants categorised as “work ready”.

*Work Ready includes only those who are ready and available to work immediately.

Jobs listed in Taranaki

New jobs listed in Taranaki by district July 2020-December 2021

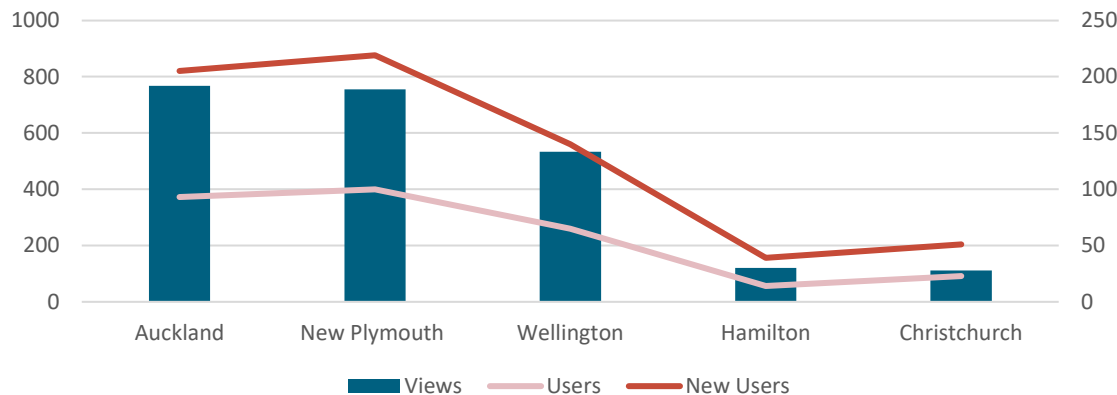


Venture Taranaki compiles the current job listings through Trade Me jobs, and these are listed on the VT [webpage](#). This is open to all job seekers in New Zealand.

Based on the Google Analytics monthly report for November 2021, views of the job search page are sorted by allocation and the numbers of viewers shown in the graph (bottom left).

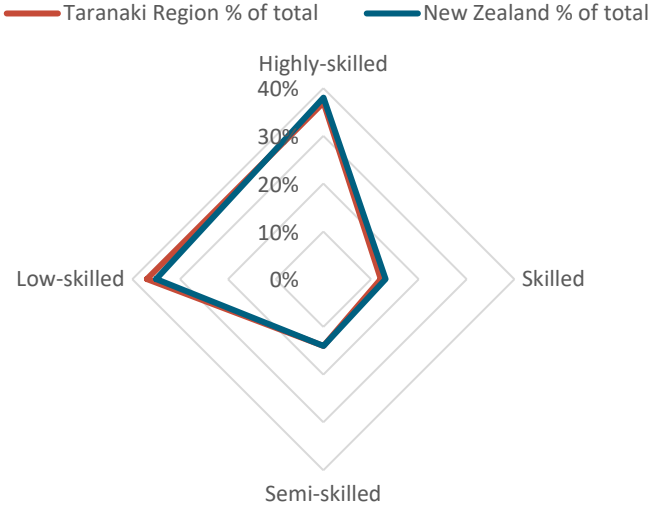
Comparatively, Auckland city has the most page views, but New Plymouth city still has the largest numbers of users and newly registered users.

Most job page views and number of viewers location to November, 2021

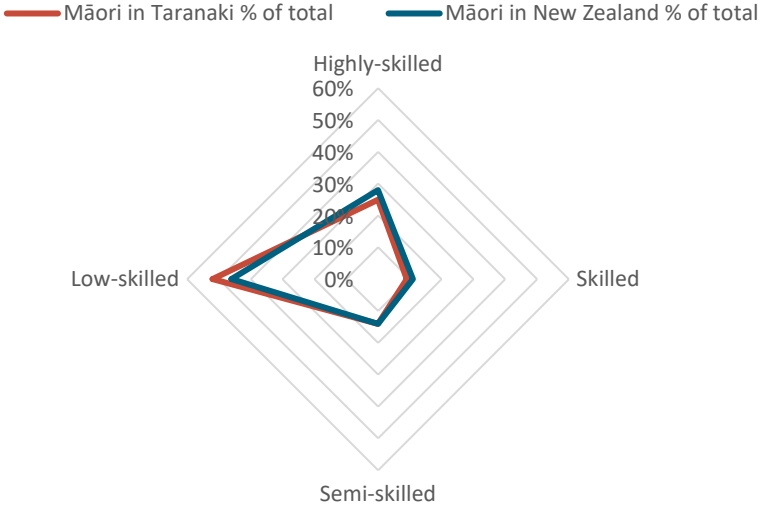


Skill Levels within Taranaki

Total employment by broad skill level



Māori employment by skill level



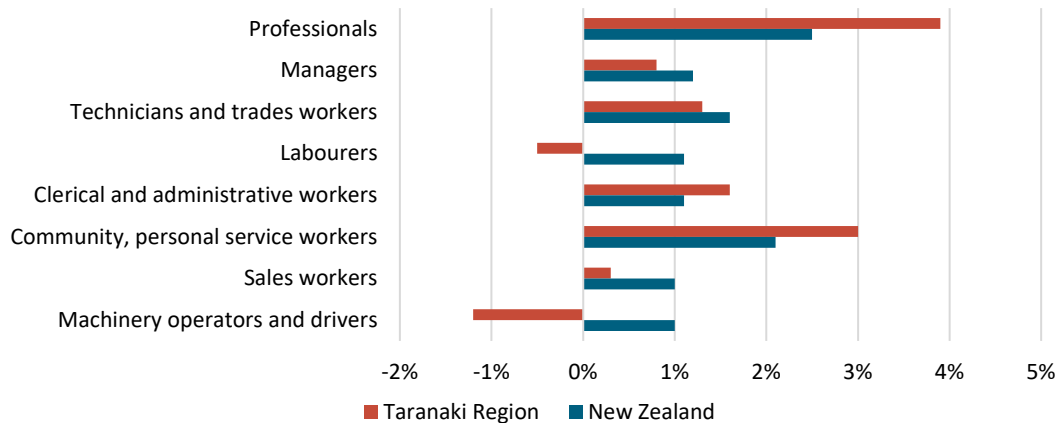
This graphic provides insight of Taranaki's skill profile, which is relatively reflective of the national profile. Māori are disproportionately mainly in lower-skilled areas in the workforce, both in Taranaki and nationally.

Low skilled occupations typically require an NZ Register Level 3 qualification or lower. It includes a range of skilled occupations from general clerks, caregivers, and sales assistants, through to cleaners and labourers. This category is consistent with skill level four and five of the ANZSCO classification.

Source: Employment by broad skill level 2020, Māori employment by skill level, 2020- Infometrics

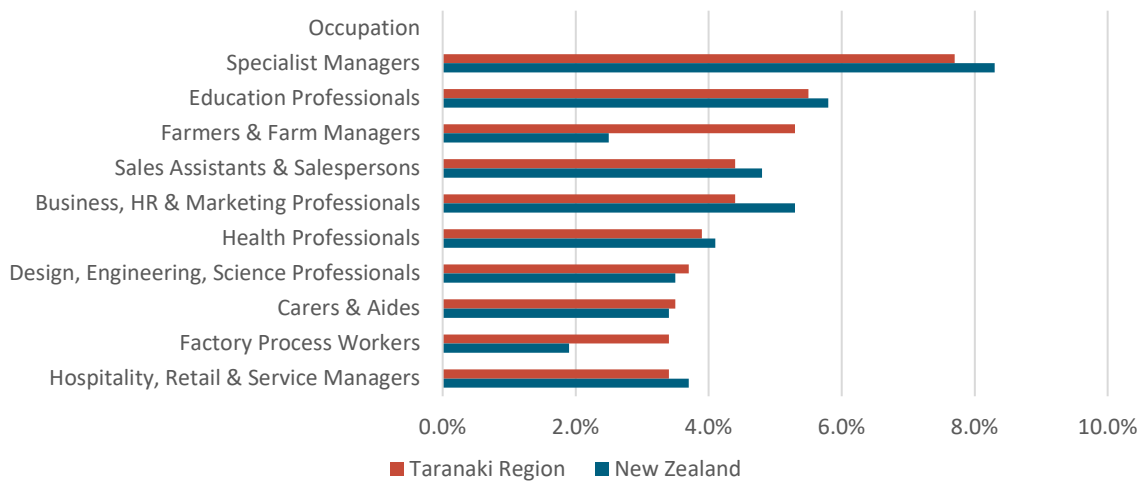
Target Occupations in Taranaki

Employment growth by broad (ANZSCO 1-digit)* occupation
2019-2020



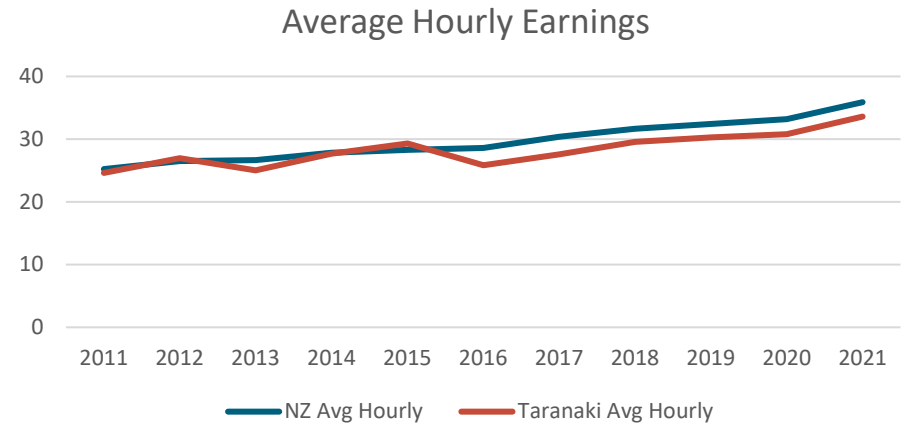
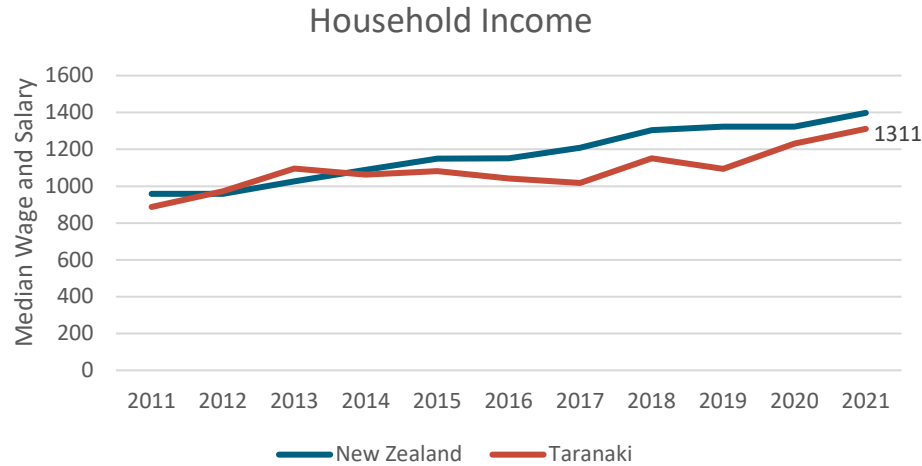
Taranaki has seen a big growth in professional and service workers by percentage, and a drop in labourers, machinery operators and drivers, compared to national rates.

Top 10 employment growth by broad (ANZSCO 2-digit)* occupation
2019-2020



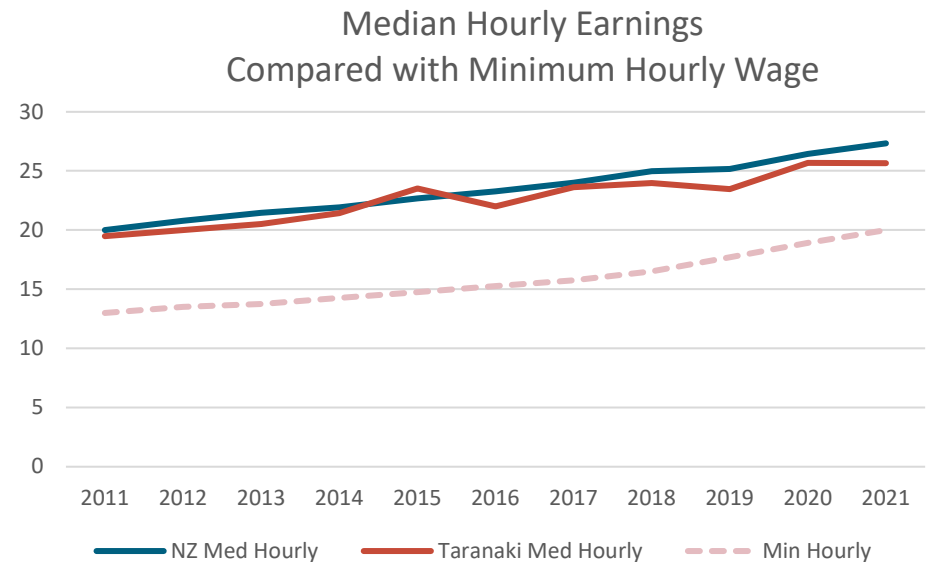
**Employment by occupation is converted to employment by qualification using the unique matching between occupation and the five qualification or skill levels used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).*

Household vs Personal Income in Taranaki



Income in Taranaki has remained fairly steady, at just below the New Zealand average, although median hourly wages rates in Taranaki have flattened.

Given the steep increase in house prices over the past 12 months (see pages 23-25) and relatively high inflation (4.9% in 2021*), the cost of living for people in Taranaki is increasing sharply. A buoyant job market certainly helps, but higher wages don't always translate into more disposable income.





Student Nurse

WITT
WESTERN INSTITUTE OF
TECHNOLOGY
The Basic Health Sciences

Healthcare

Healthcare Jobs:

Growth Estimated Forecast in Taranaki

Growth modelling compared to 2019 and estimated till 2030



GP roles are also in high demand, with GP practices reporting significant growth in the number of unfilled roles across the region.

Sector Importance:

- 9.7% of total workforce in 2020
- 5,818 filled jobs in sector 2020
- Generates 4.1% of GDP.

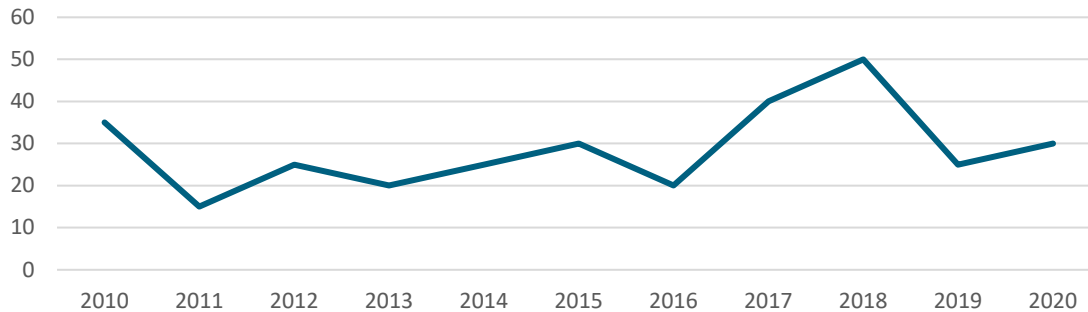
Growth forecast

- 2,076 Total job openings 2021-2026
- Total job openings (2021-2026) consist of:
 - New jobs: 570
 - Net Replacement job openings: 1,506
- Overall new jobs predicted to grow by 740 people by 2030.
- After construction, healthcare is the sector most predicted to grow looking out to 2030.

Sector focus - Healthcare

Education to Employment Pathways

Numbers of year 13 students entering tertiary study in health in Taranaki



Success Story - Why Ora

Why Ora work with Māori and young career changers to grow the numbers of Māori in health careers. The programme began 10 years ago, and to date 160 tauira (youth) are working in range of career profiles including doctors, physiotherapists, oral health technicians, and nurses. In 2021 an additional three new doctors, five nurses and one psychologist will complete their training.

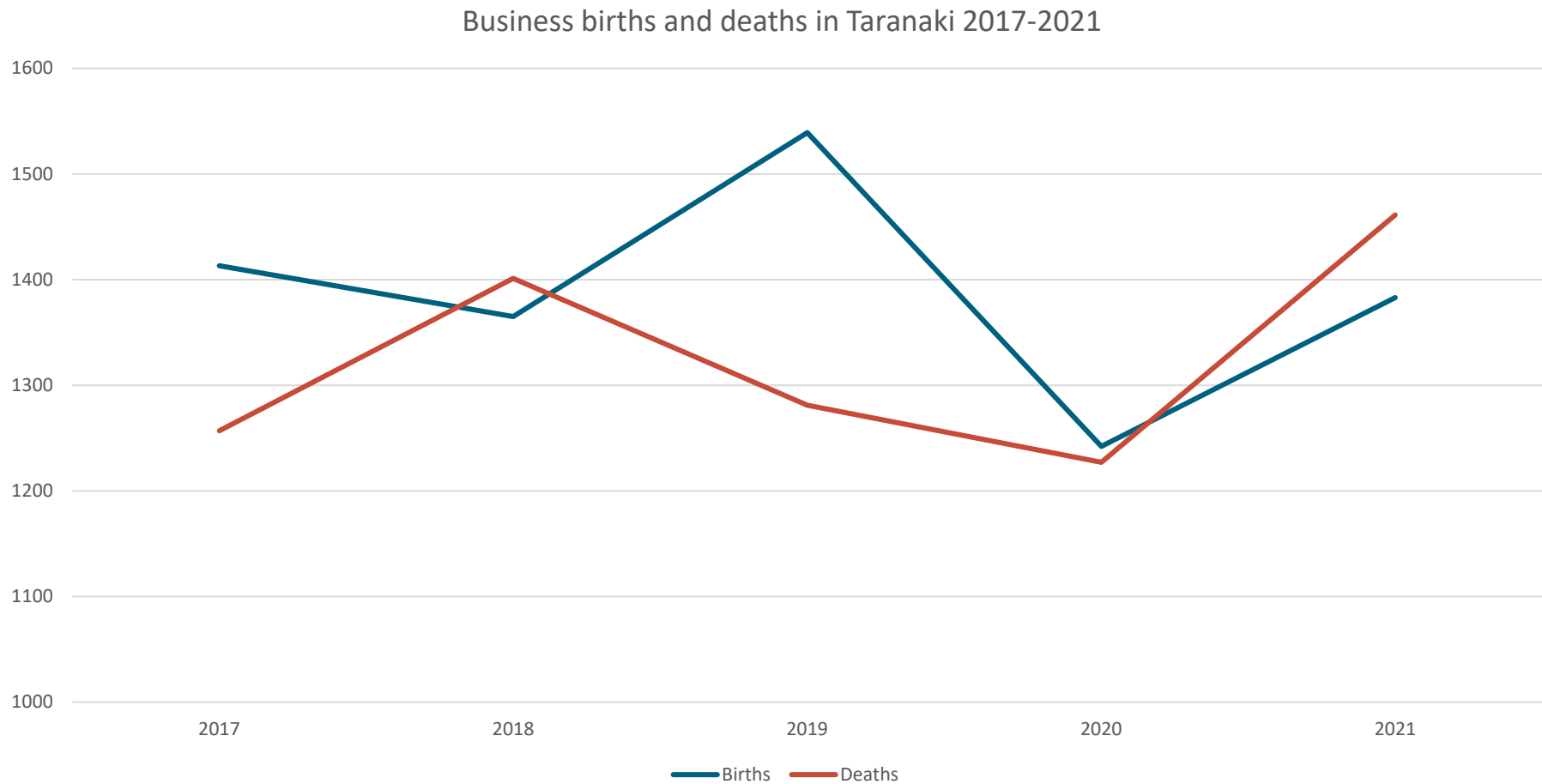
Source: TEC-Tertiary Education Commission





Business

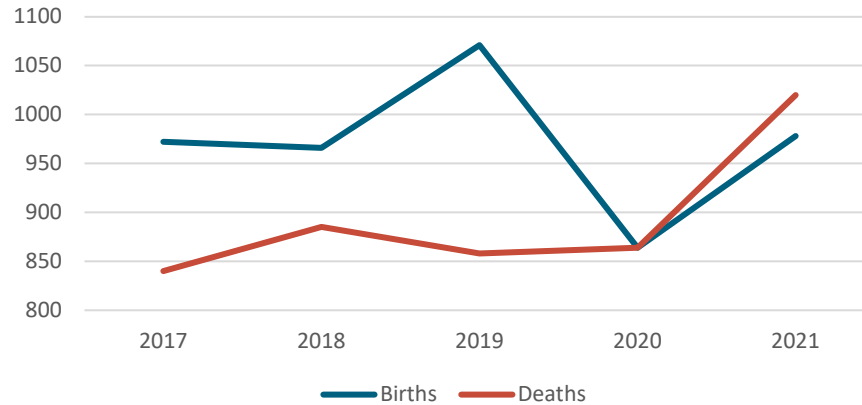
Business births and deaths in Taranaki



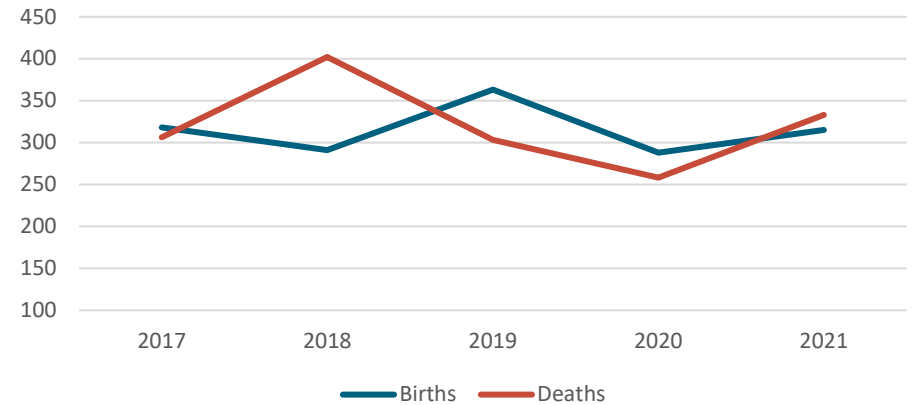
Source: NZ.Stat: Geographic units birth and deaths

Business births and deaths in Taranaki

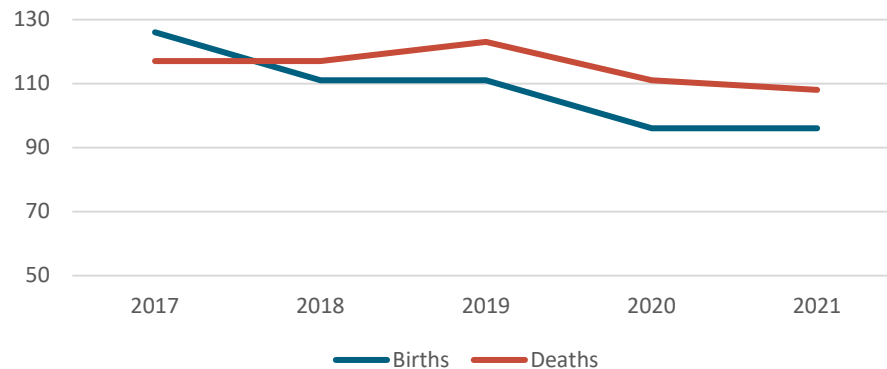
Business births and deaths in New Plymouth district 2017-2021



Business births and deaths in South Taranaki district 2017-2021



Business births and deaths in Stratford district 2017-2021



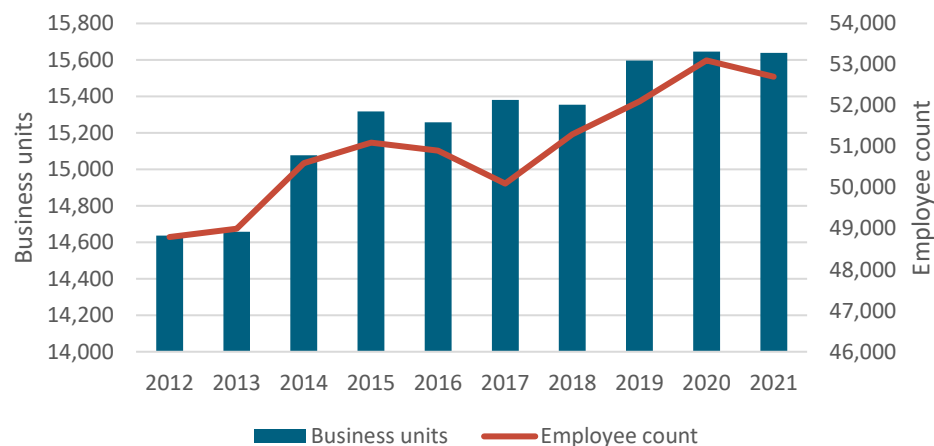
Whilst business turnover is normal, and not a new phenomenon, business deaths exceeded business births in Taranaki over 2020-2021 for the first time since 2018.

Although there is evidence of significant appetite for entrepreneurship and new business ideas (see Startup clinics attendance on page 29), there is a notable increase in businesses not surviving, potentially attributable to the impacts of Covid measures.

Source: NZ.Stat: Geographic units birth and deaths by territorial authority

Business units and employee count in Taranaki

All business units and employee count in Taranaki

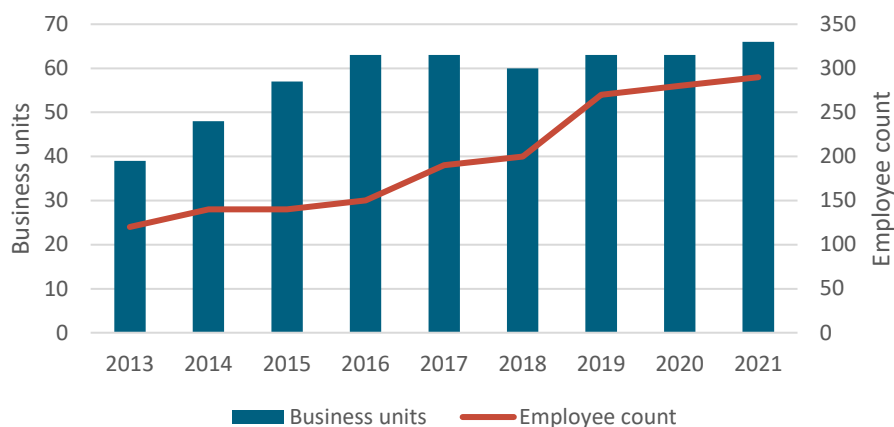


Enterprise numbers in Taranaki reached an all-time high in 2020, and have remained high through 2021, although employee numbers have dropped. This supports feedback from enterprises regarding staff shortages, and challenges in recruitment.

Māori-owned business numbers are up for 2021, and employee numbers are also up.

Across New Zealand, industries with the highest turnover of business units are construction and real estate services.

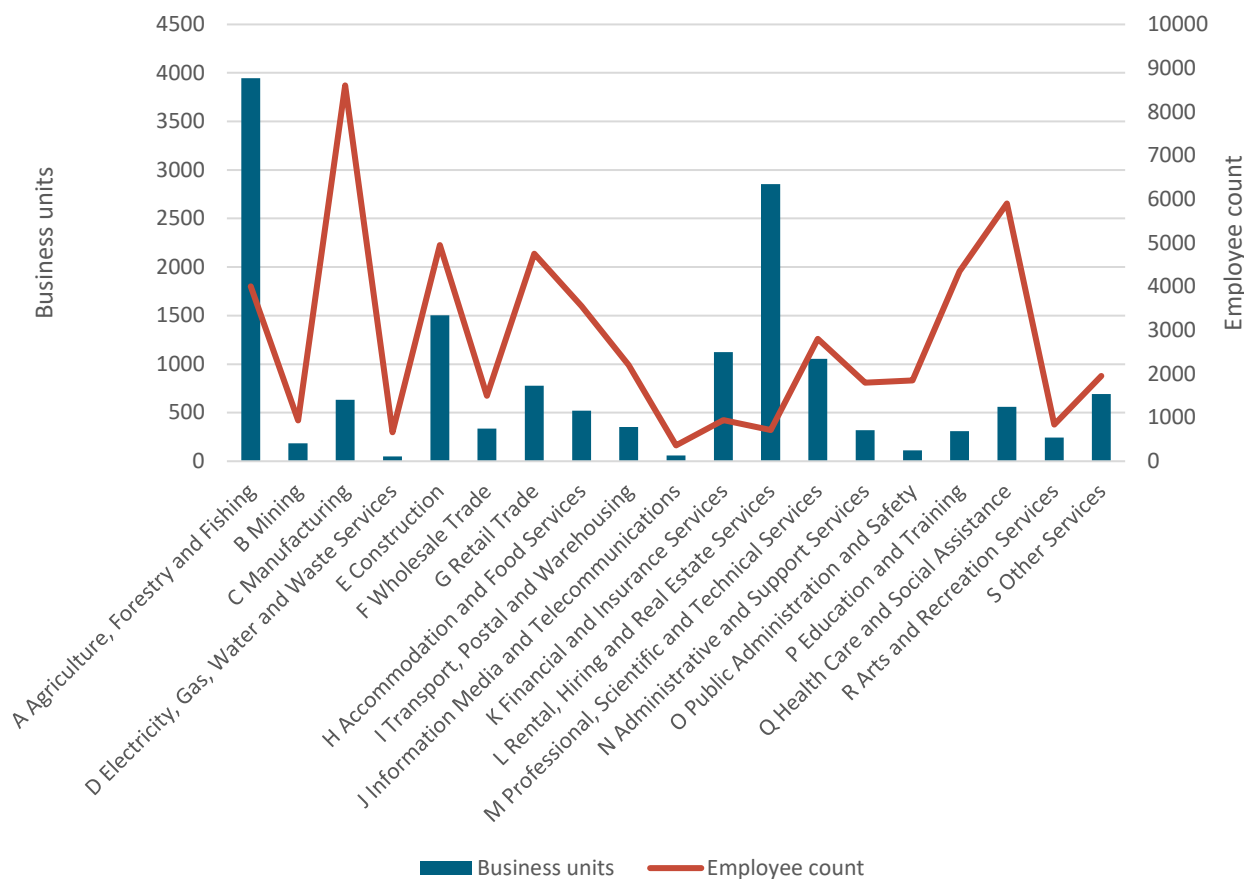
Māori-owned business units and employee count in Taranaki



Note: the 2021 data is to February 2021, and should be used with caution, as it is provisional only until the updated figures become available in February 2022.

Taranaki's largest industry categories

Industry sectors in Taranaki by Business Unit and Employee Count
2021



Agriculture (farms) make up 86% of the business units in the Agriculture, Forestry & Fishing category, making farming by far the biggest industry sector in Taranaki by business unit.

Manufacturing, which includes food processing, is by far the biggest industry sector by employee count, employing 8,600 people.

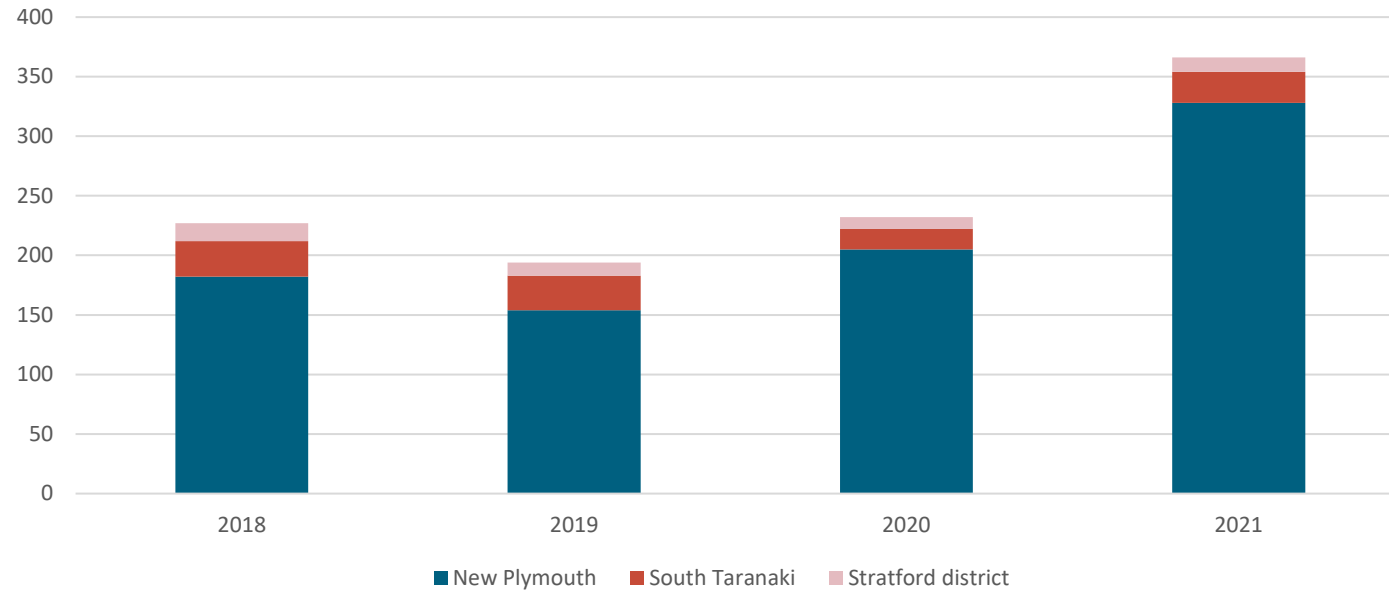
Real estate businesses are the second largest category by business units, but employ just 390 people. The majority of these business units are likely to be rental properties that do not employ any staff.

Within the construction sector, 33% are building construction, and 62% are supporting trades. The remaining 5% of business units are heavy and civil construction, but these businesses make up 24% of the employee count, as they tend to be larger businesses. This sector employs 4,950 people in Taranaki.

Healthcare is another big employer, with fewer business units. The Taranaki DHB is included in this category.

Startup clinics

Venture Taranaki startup clinic attendance 2018-2021



For several years, Venture Taranaki has operated a 'business start-up clinic' for people interested in establishing their own business. Utilisation of the service increased in 2020 and even more significantly in 2021. This latest 2021 development is a reflection of people looking at different employment options triggered by impacts such as COVID-19 as well as some new service offerings.

For 2021, the Ministry for Social Development launched a new Be Your Own Boss initiative, supporting jobseekers into self-employment through a managed programme of coaching and business concept support and assessment. This programme is delivered by Venture Taranaki, and 131 of the 2021 startup sessions (approximately half) are connected to this programme.



Source: Venture Taranaki

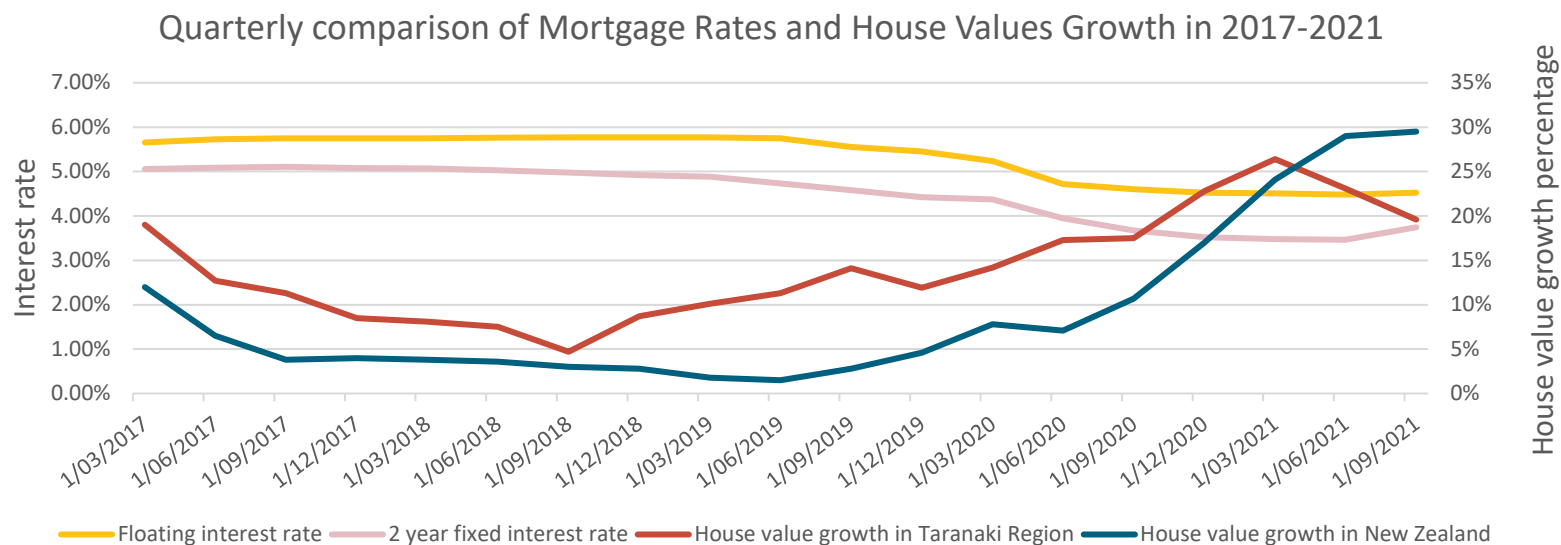


Housing

Interest rates & housing value³

Date	House value % change (NZ wide)	House value % change (Taranaki)
2019	7.8%	2.8%
2020	12.9%	4.2%
2021*	24.1%	26.4%

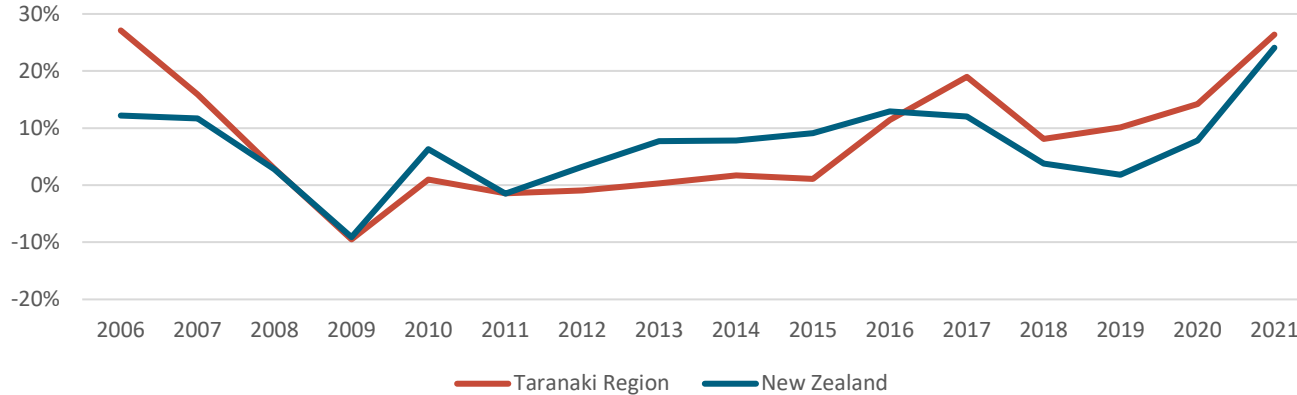
Date	Floating rate	2 year fixed rate
Jan 2020	5.5%	4.4%
June 2020	4.6%	3.7%
December 2020	4.5%	3.5%
January 2021	4.5%	3.5%
June 2021	4.5%	3.5%
Sep 2021	4.5%	3.9%



*YoY as at Sep 21

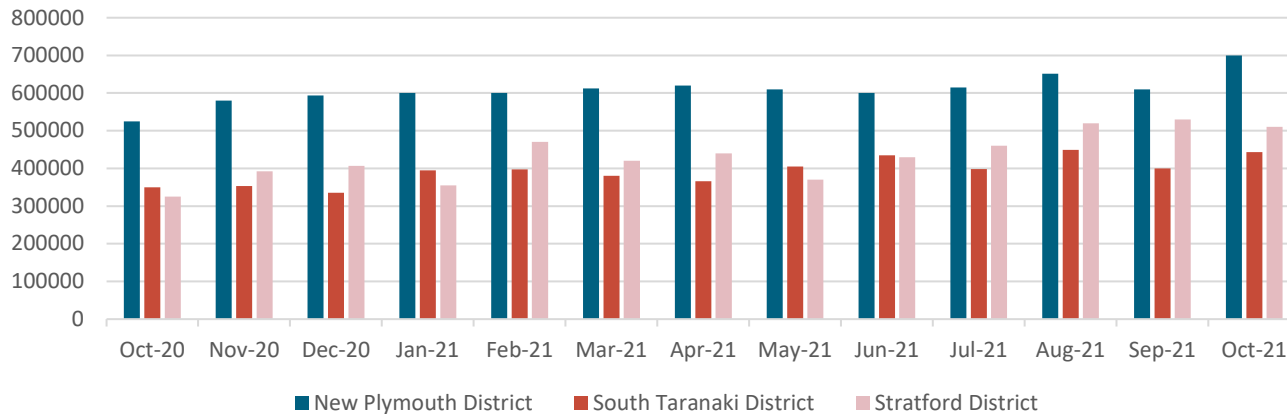
Housing value³ and median house price sales

Average house value growth



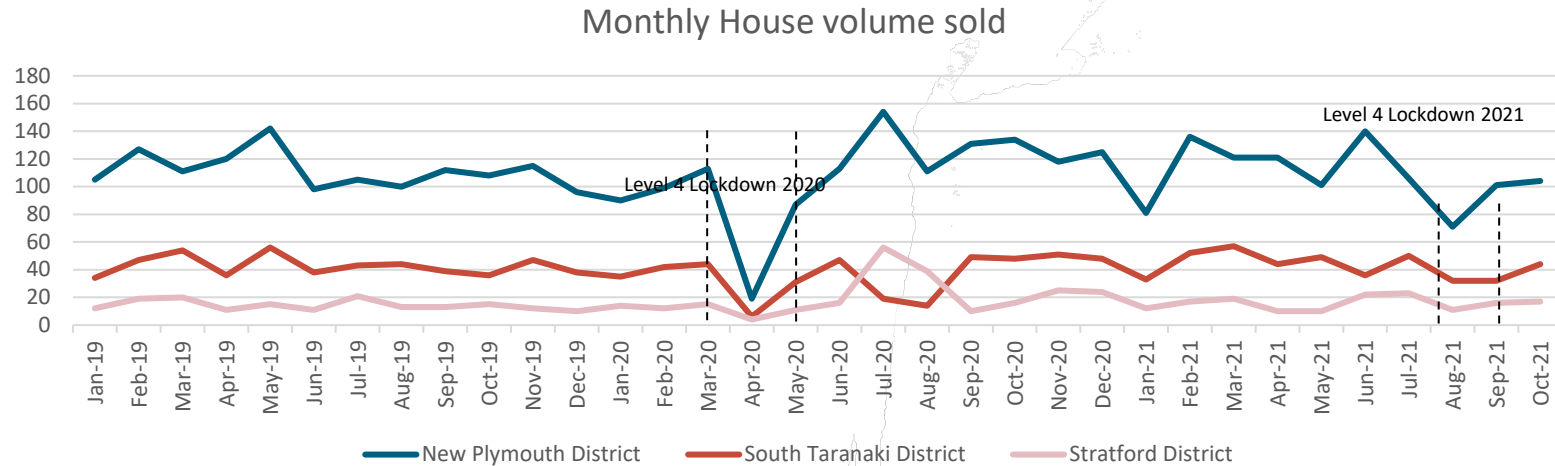
Taranaki saw a median house price sale of \$630,000, up 31.1% from October 2020 — a new record high.

Median House Price



The New Plymouth District also saw a record median house price sale of \$700,000 in Oct 2021, exceeding its previous record set in August 2021. Taranaki is still experiencing a low level of stock, which is down 18.2% compared to October 2020. Demand continues to outweigh supply, which has had an impact on the prices vendors ask for.

House volumes sold in Taranaki



House sales in all three districts dropped dramatically due to the level 4 lockdown 2020 and rebounded fast to the peak volume during June and July 2020.

Moving forward to 2021, the house volumes sold in South Taranaki and Stratford district change steadily by month. In New Plymouth district, there was a growth in sales numbers over the early part of 2021, however, this tailed off until following the level 4 lockdown.

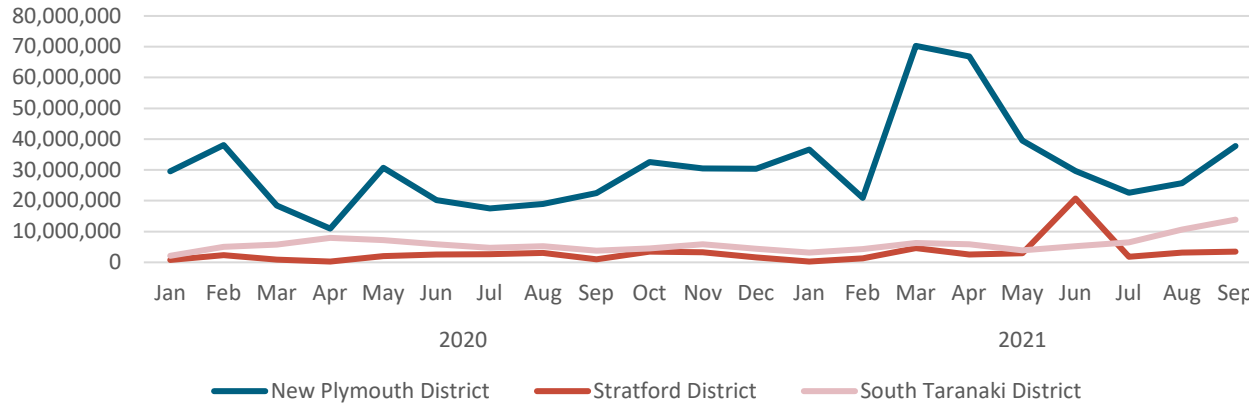
House prices are increasing exponentially, but volume of sales remains steady (with some seasonal peaks and troughs). An increase in demand, combined with constrained supply, is driving prices up.



Value of building consents in Taranaki

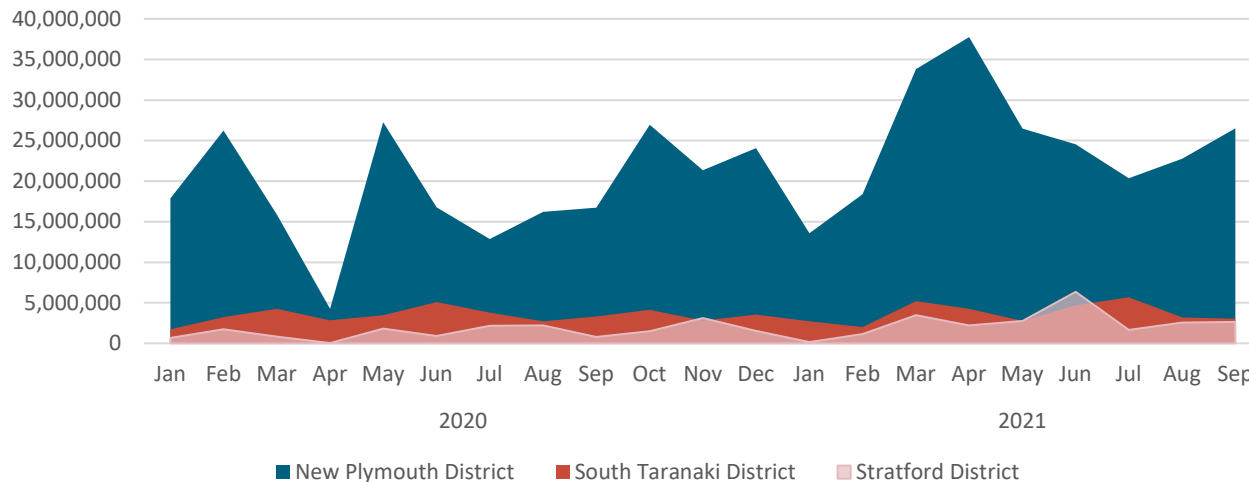
Taranaki region: \$ 567,262,846 YE September 2021

Total building consents by monthly value



The construction industry has remained active in Taranaki with consents approved – especially on the residential side - remaining strong.

Residential consents by monthly value



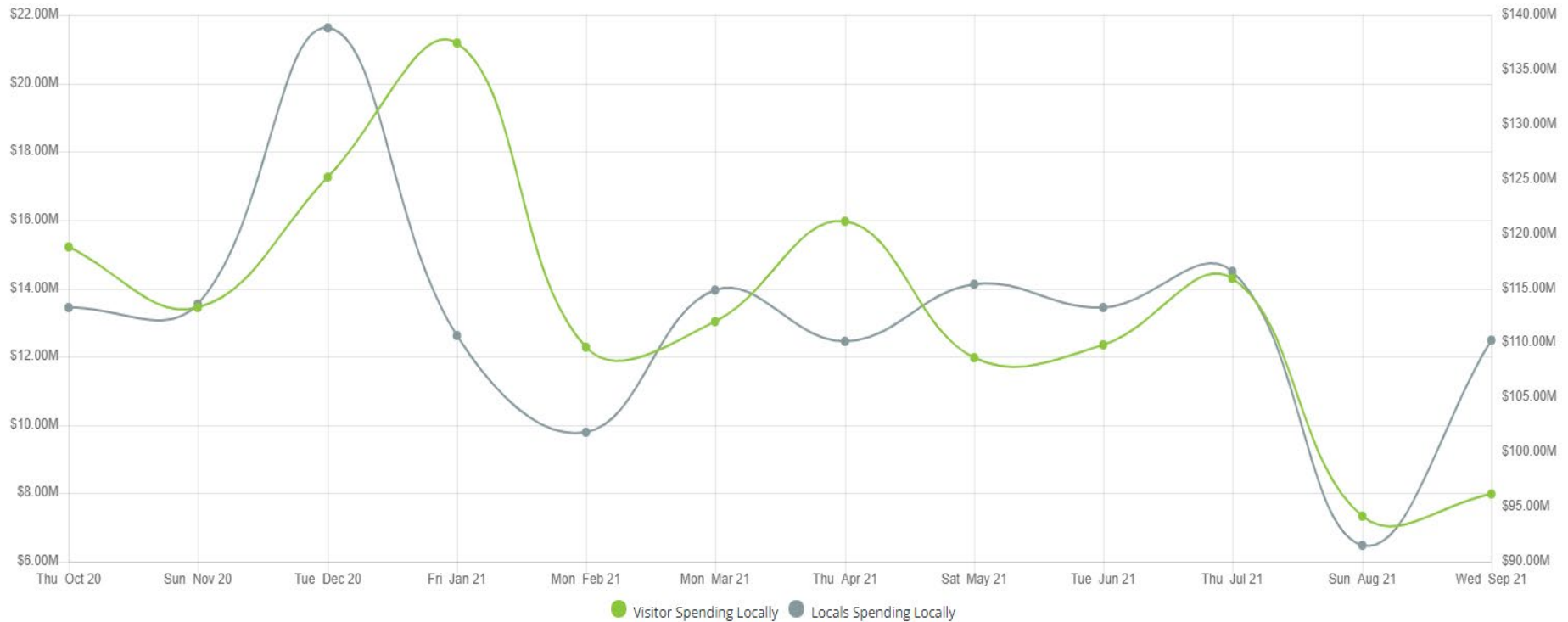
Nationally, COVID-19 had a significant impact on building activity in 2020. The alert level 4 lockdown in the March and June 2020 quarters resulted in decreased building activity, which bounced back in the September 2020 quarter. Since then, residential building activity has been at historically high levels.

Retail



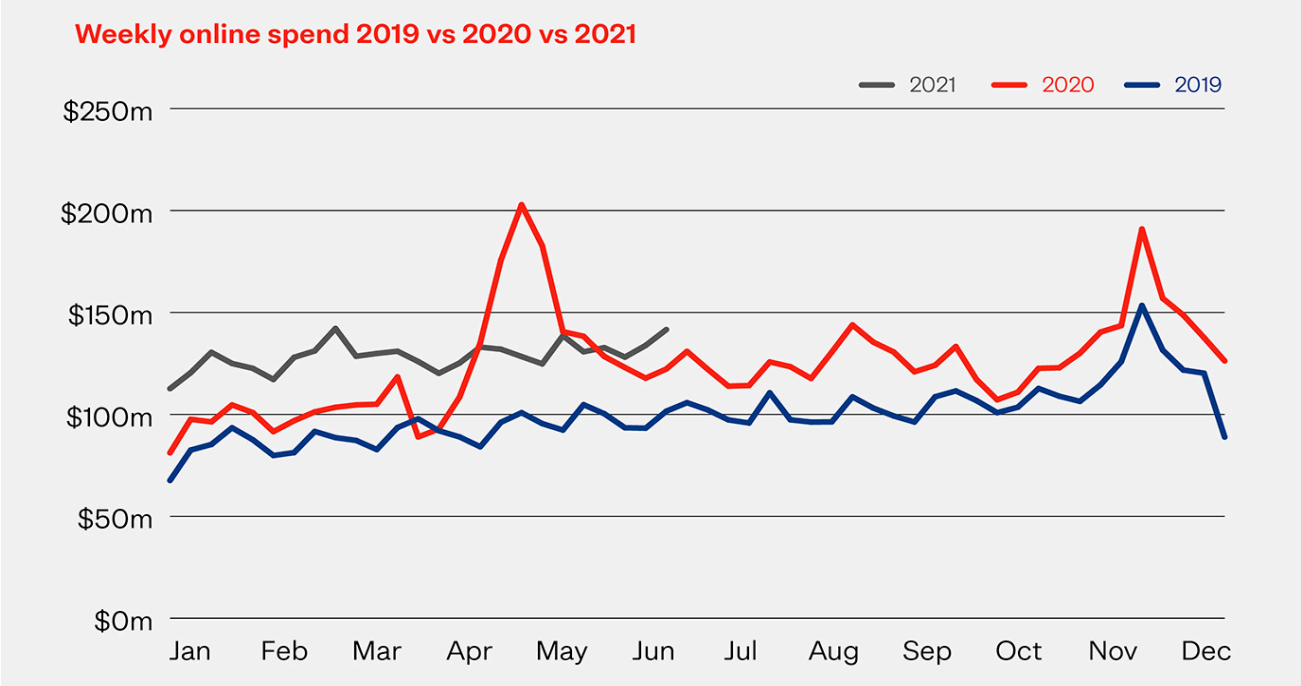
Taranaki Local Merchant Spending Flows

12 months ending September 2021 compared to 2020



Currently without international spend, Taranaki residents and domestic (NZ) visitors are the main consumer spending in the region. Spending by locals reached a peak during the Christmas period 2020 and the spending of other regions followed to grow separately around the New Year and Easter holiday periods in 2021. Both domestic and local visitor spending dropped dramatically during level 4 lockdown at the end of August 2021, while under the level 2 and 3 restrictions following, the local visitor spending has recovered significantly. Visitor spending remains low, likely linked to the Auckland lockdown remaining in place.

Retail: Online Spending



Quarter two 2021 (Q2 21) saw online New Zealand spend of \$1.52b, down 6% on the record high of \$1.61b a year ago (Q2 20). Over April and May in 2020, New Zealand was in lockdown with physical stores closed. Online shopping reached new highs that haven't been matched since.

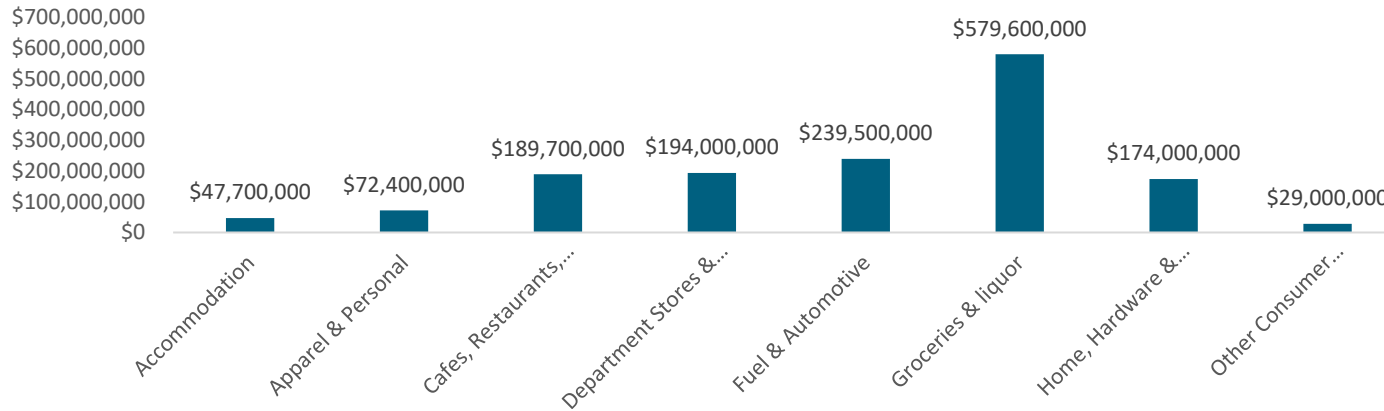
By all other measures, Q2 21 represents a continuation of New Zealand's ever-growing love affair with online shopping, up a massive 36% on spend numbers for the equivalent period in 2019.

There is good news for New Zealand online retailers, with both growing online shopping numbers and a continuation of strong local sentiment. Over 70% of online sales continue to be with local retailers.

Retail: Taranaki regional barometer

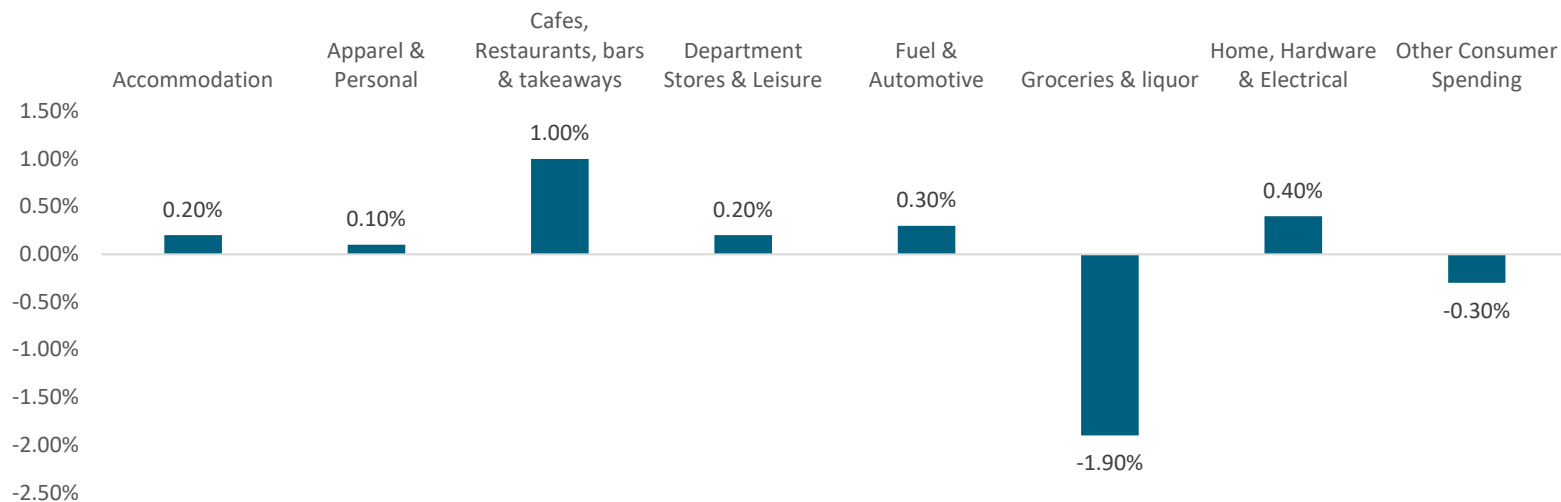
12 months ending September 2021 compared to September 2020

Total Regional Spend YE September 2021



Total retail spend within Taranaki for the year 2021 ending September: **\$15B** +8.3%

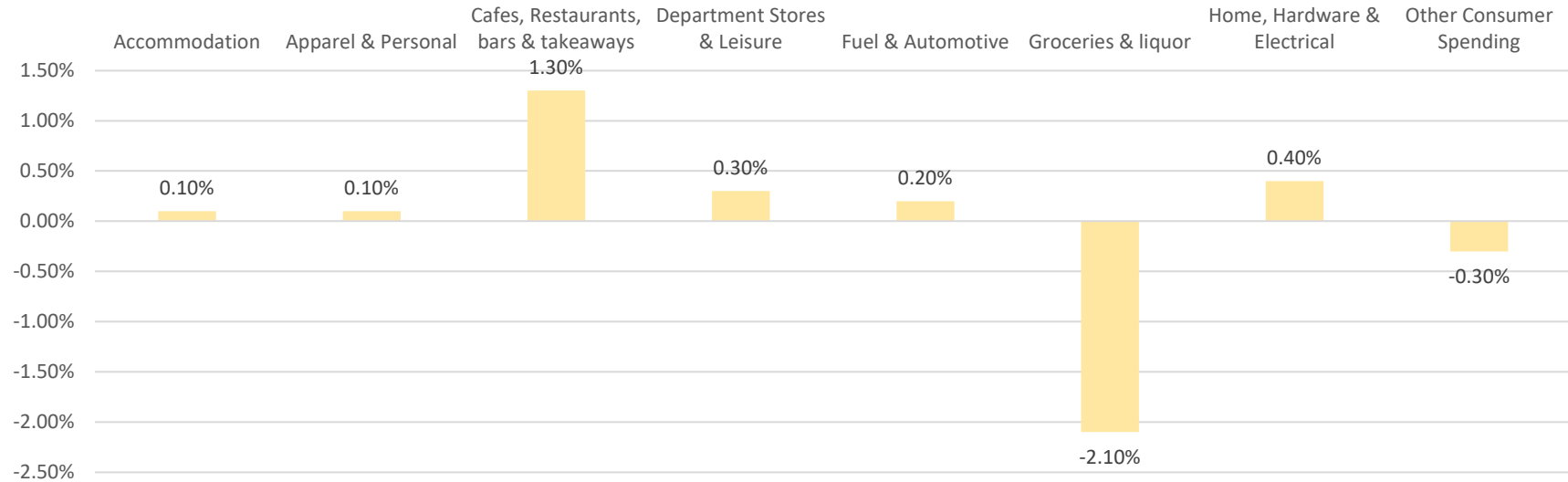
Percentage change in regional spend YE September 2021



Retail: New Plymouth district barometer

12 months ending September 2021 compared to September 2020

New Plymouth district percentage change in district spend **year-ending** September 2021



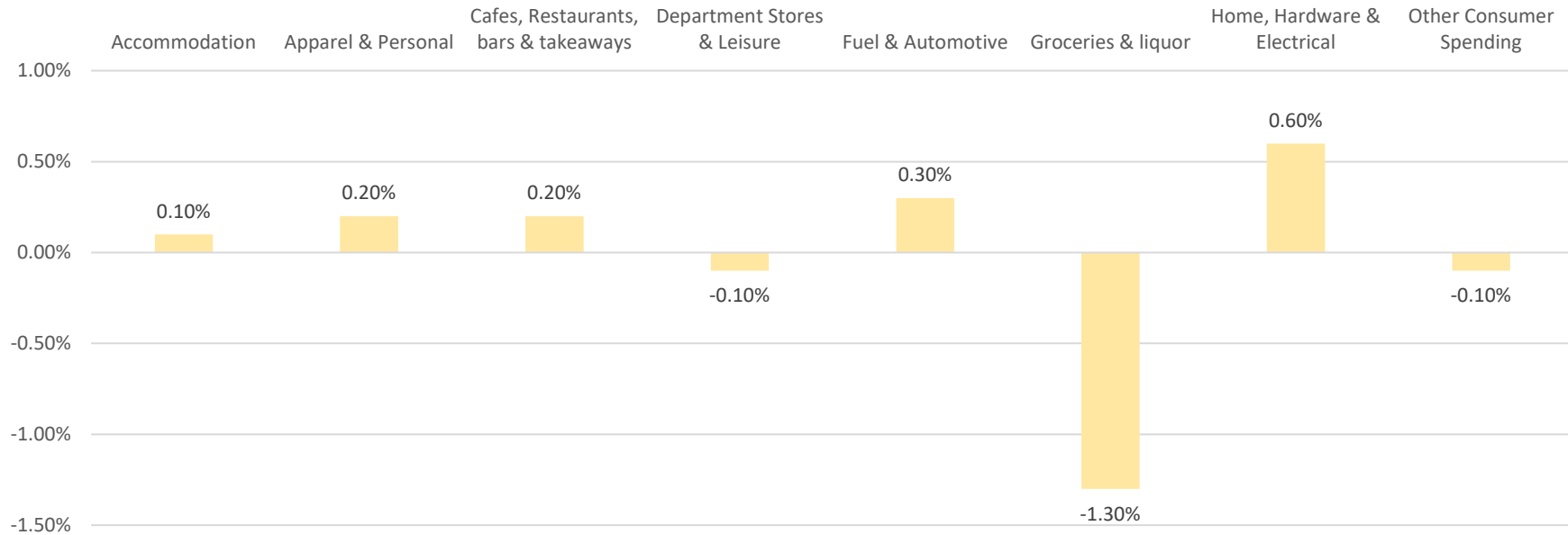
Retail spend
within district:
\$1.1B

+8.7%: Change in spend
+8.3%: Change in number of transactions
+0.4%: Change in average transaction value
\$44.91: Average transaction value

Retail: Stratford district barometer

12 months ending September 2021 compared to September 2020

Stratford district percentage change in spend year-ending September 2021



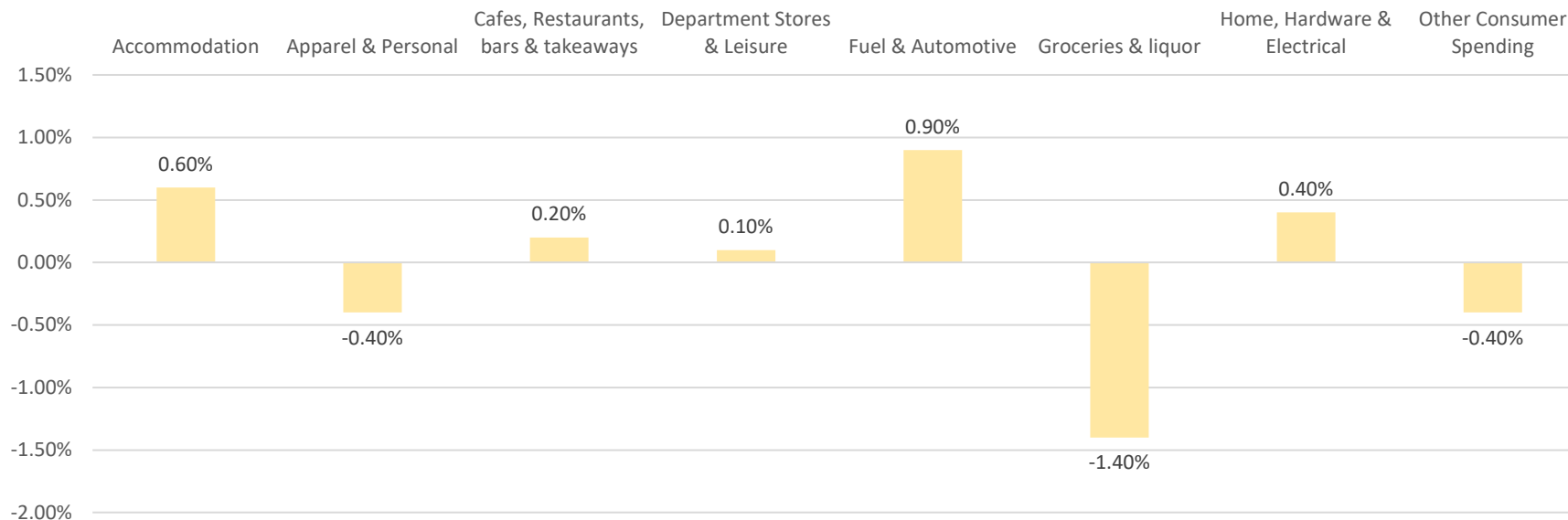
Retail spend within district: \$118.0M

- +7.0%: Change in spend
- +9.4%: Change in number of transactions
- 2.2%: Change in average transaction value
- \$44.86: Average transaction value

Retail: South Taranaki district barometer

12 months ending September 2021 compared to September 2020

South Taranaki district percentage change in district spend **year-ending** September 2021



Retail spend
within district:
\$262.3M

+6.9%: Change in spend
+5.9%: Change in number of transactions
+1.0%: Change in average transaction value
\$41.46: Average transaction value

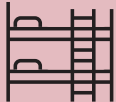


Visitor

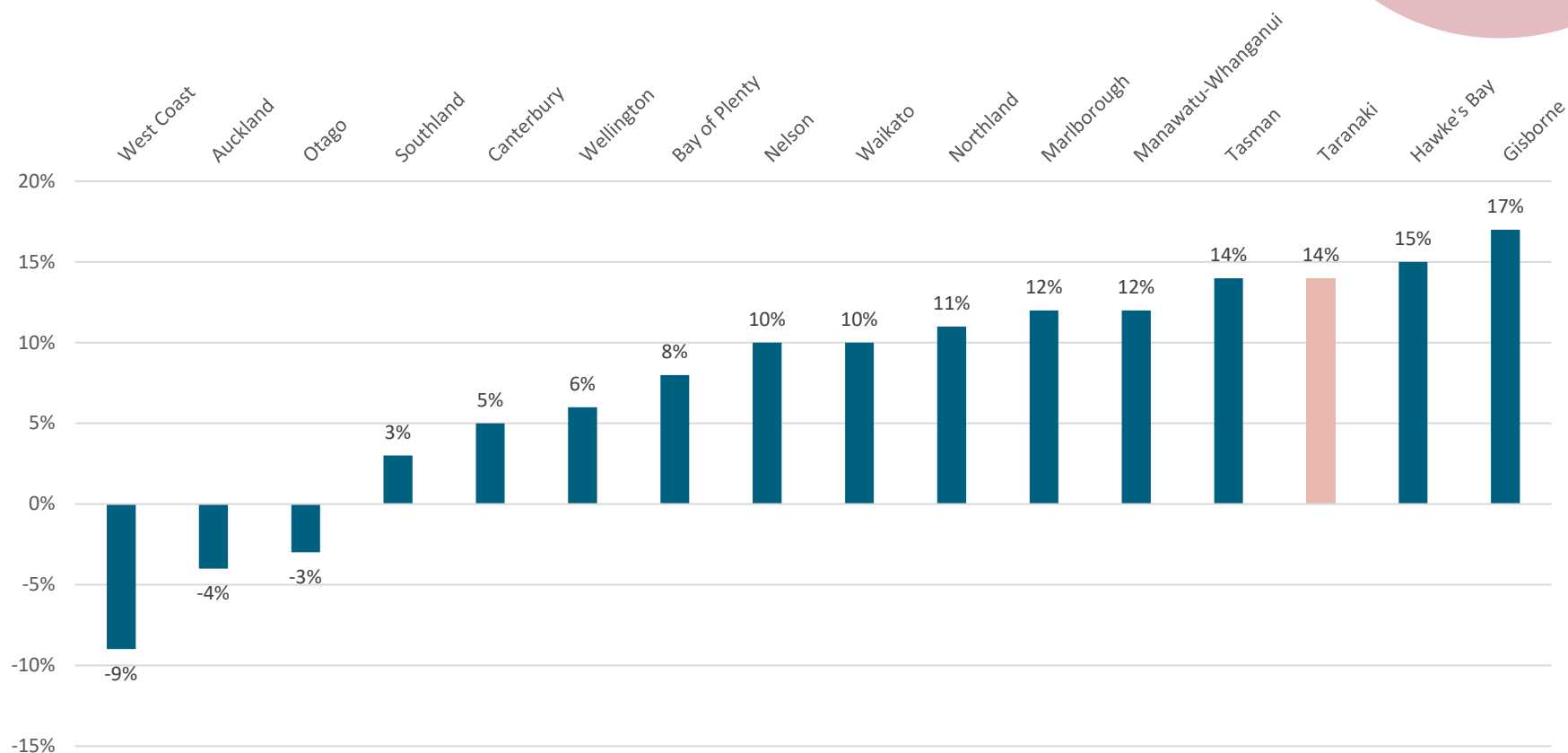
Visitor spend by region

Percentage change in total spend – YE September 2021

It is positive to see that Taranaki has remained amongst the top four regions within New Zealand in terms of percentage change in visitor spend, recording 14% growth.

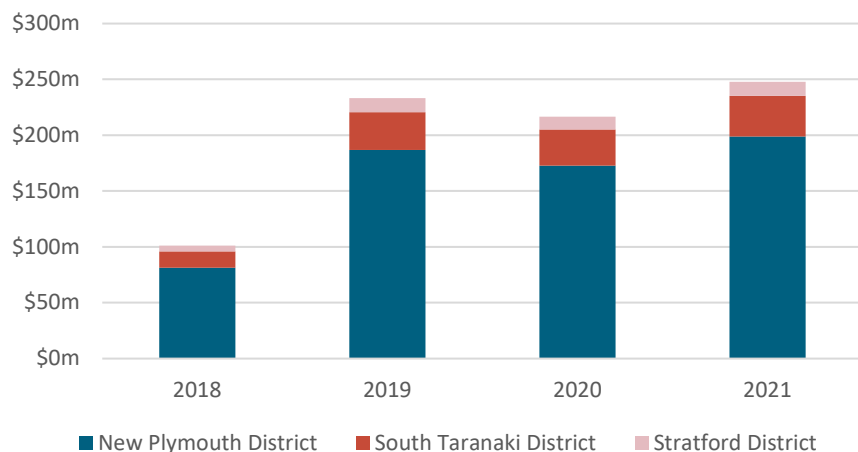


Average nights stayed per guest in Taranaki
2.2



Visitor spend by district

Annual visitor spend in Taranaki 2018-2021

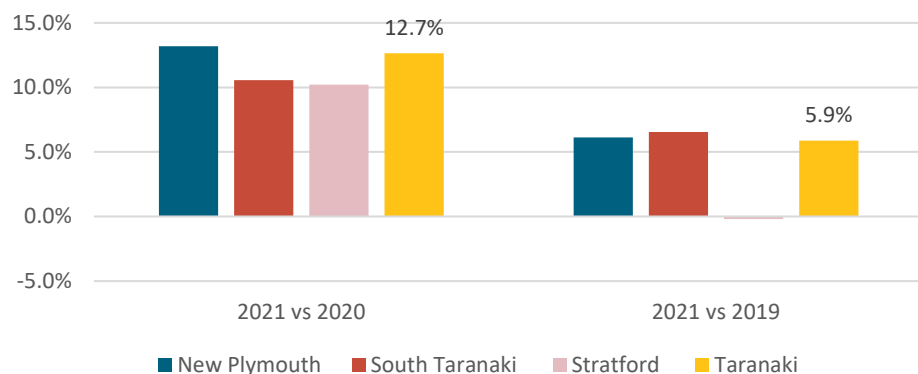


According to TECTs⁴ data, visitor spend rebounded by 12.7% in Taranaki compared with year 2020. New Plymouth had the highest increase by 13.2%, following with South Taranaki and Stratford. Due to the COVID-19 situation and closed border, comparisons with 2020 tourism spend are complex.

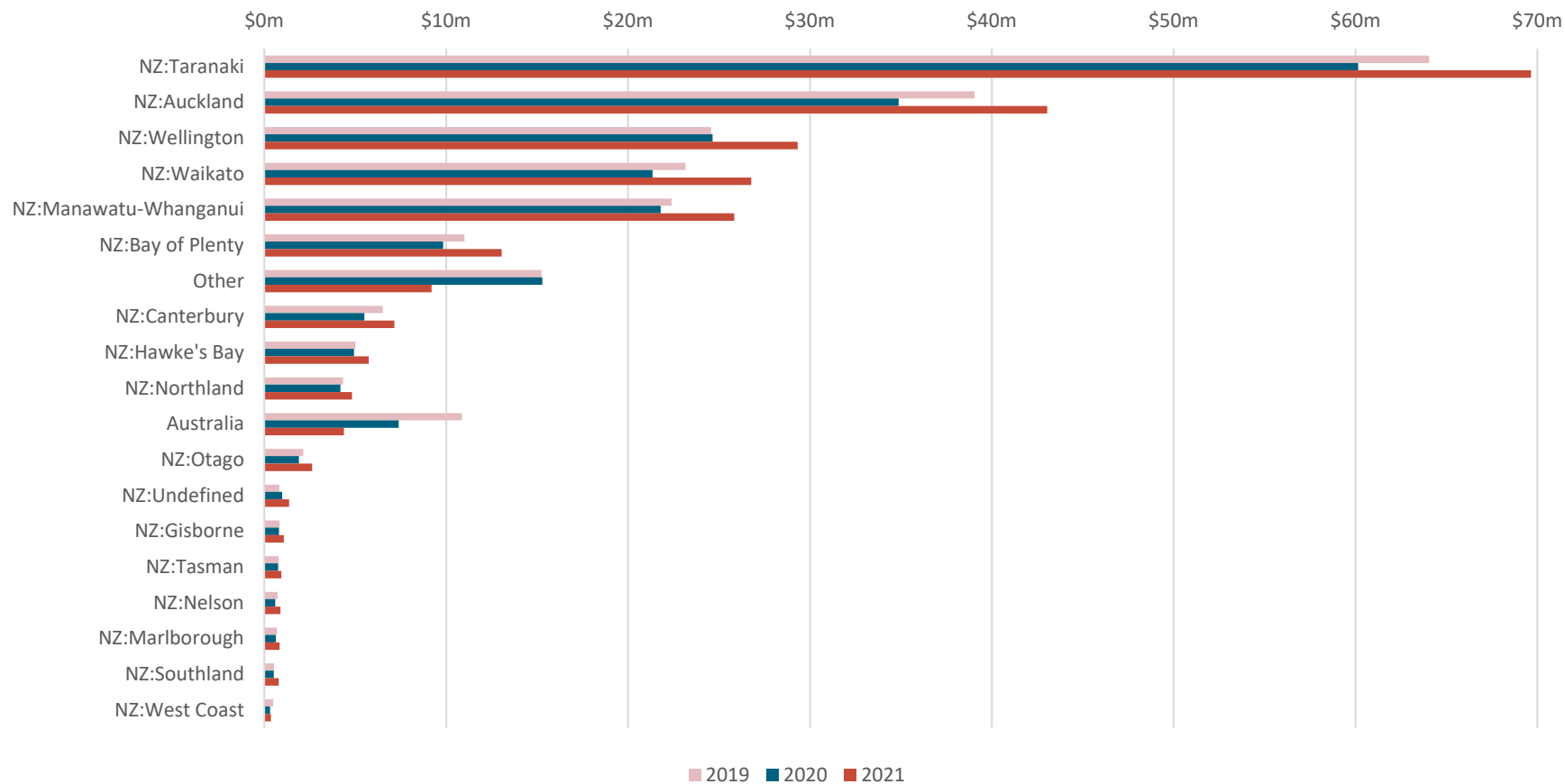
However, according to the latest data compared with 2019, there is growing spend in New Plymouth and South Taranaki, and a slight drop in Stratford. This is a promising sign that people are more likely to be in Taranaki for domestic travel.

Visitor spend percentage change

Yearly comparison YE September 2021



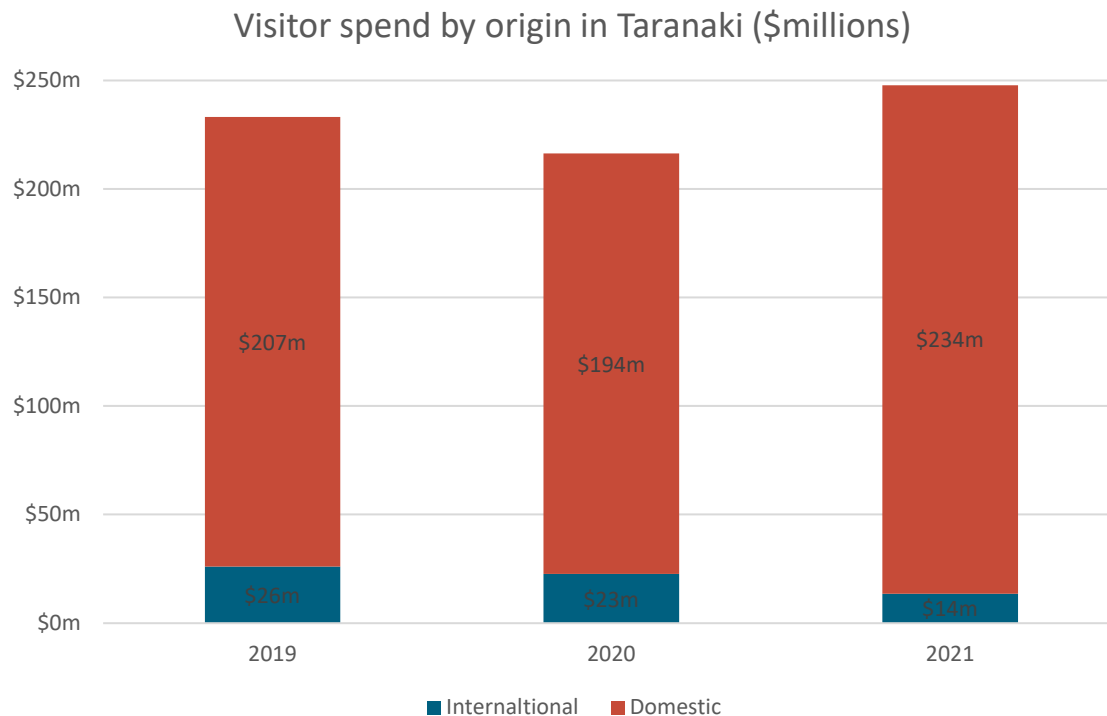
Visitor spend in Taranaki by visitor origin



Data includes the 12 months ending September 2021. Most visitor spend is locals travelling within the region, following closely by Aucklanders visiting the region.

Visitor spend by origin

International and domestic visitor spend 2019-2021

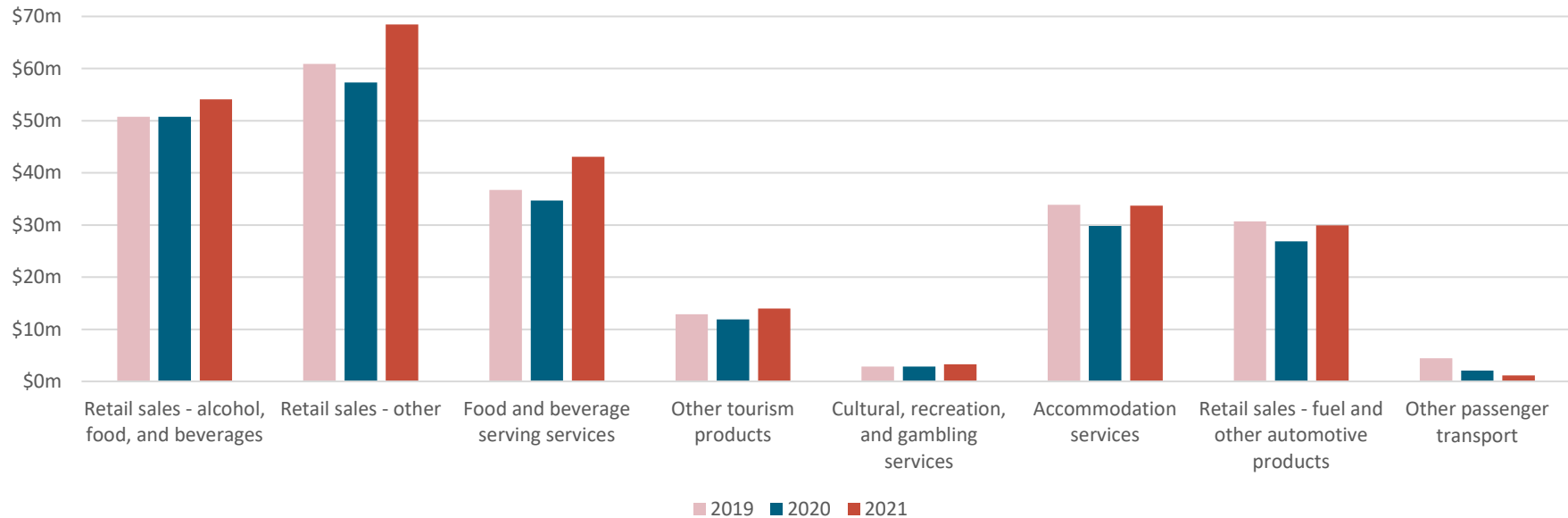


Total guest nights in commercial accommodation in Taranaki during October 2021
44,500

Total tourism expenditure was approximately \$248 million in Taranaki Region during the year to September 2021, which was up from \$217 million a year ago.

Visitor spend by product in Taranaki

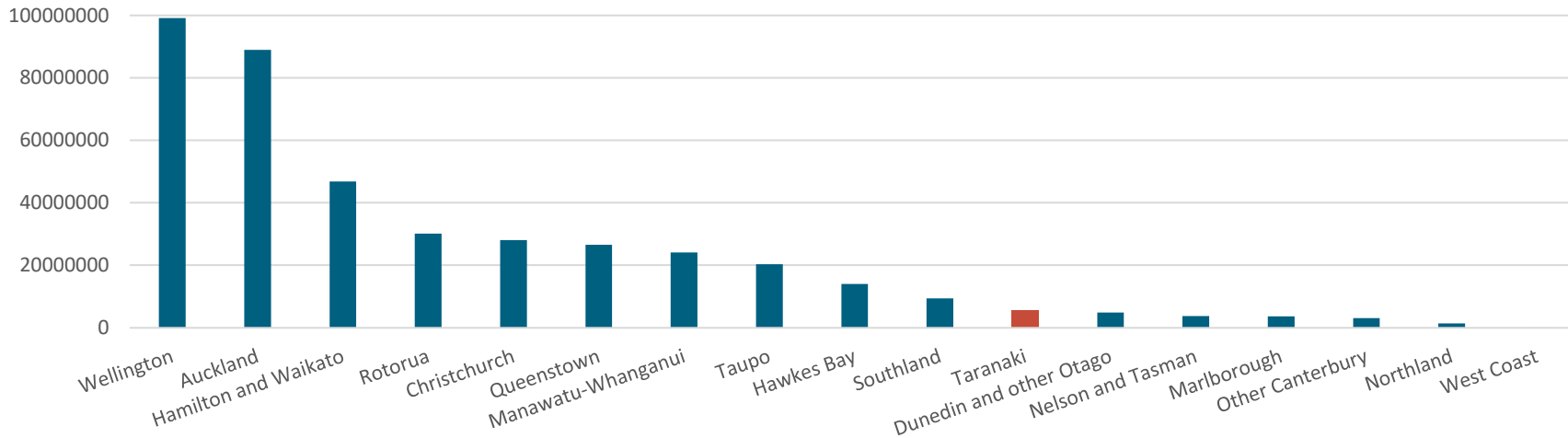
Visitor spend change comparison 2019-2021



The graph illustrates a strong recovery in retail sales, food & beverage serving services and other tourism products as Taranaki is welcoming visitors from throughout NZ. Fuel and automotive products spend dropped, which is likely due to the high import cost of these products. Other passenger transport spend shows a significant drop due to the loss of international tourism.

MICE in Taranaki-Meetings, Incentive, Conferences, Exhibitions

Venues regional spend comparison YE September 2021



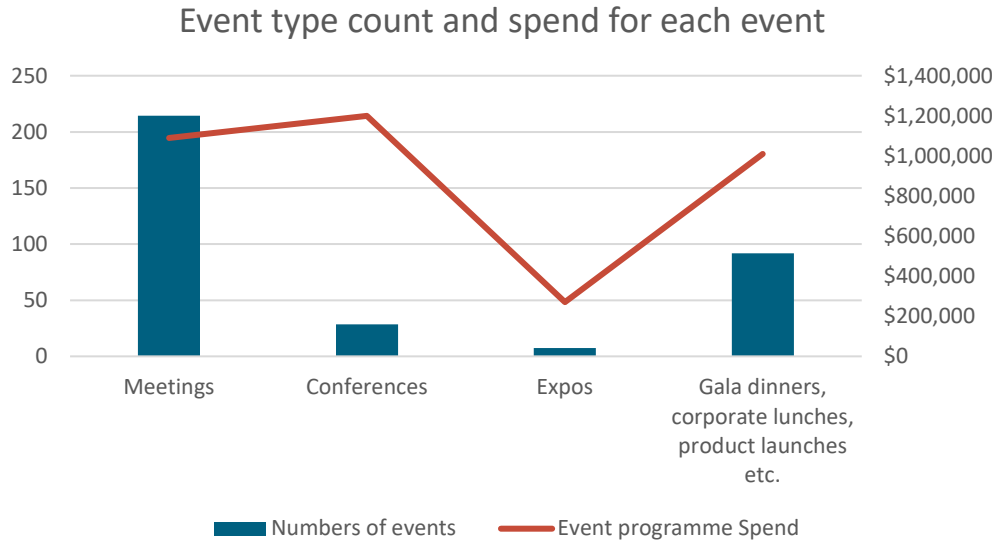
Actual events held percentage compared between registered and eligible⁶ venues through BEDP



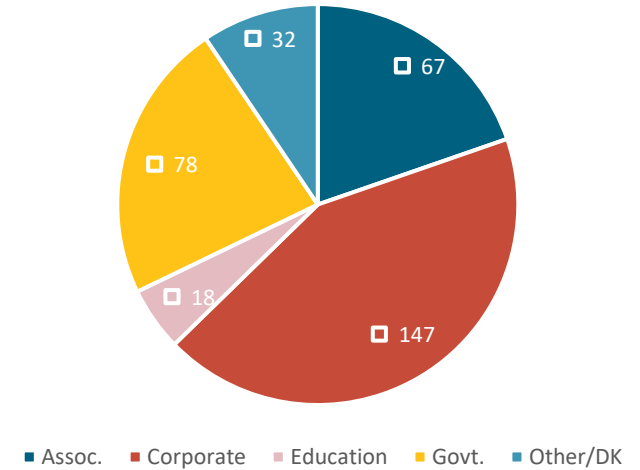
Spend on venues in Taranaki to September 2021 was not relatively high compared with other regions according to the data from BEDP⁵. However, according to the graph (bottom left), Taranaki managed to hold as many events as planned compared to the rest of NZ.

Under the current restrictions, many events have been postponed until 2022. All venues are starting to fill up for 2022, with one key venue having no weekends available for a large commercial event until at least June, and then very limited. After the announcement of the traffic light framework, Taranaki is looking promising for 2022.

Event type breakdown in Taranaki



Event Customer type⁷



As the graph (top left) shows, most events held in Taranaki are meetings. However, 29 business conferences held within the region makes up a large portion of the spend comparatively, and the same spend as events like gala dinners, corporate lunches, product launches etc.

The graph (top right) shows the customer type. Corporate customers are the main event participants.

Highlight Event- The Taranaki Fringe Garden Festival

The Taranaki Fringe Garden Festival was held in Q3 over 10 days from 29 October-7 November 2021, complimenting the annual Taranaki Garden Festival which also attracts much visitation from outside of Taranaki.

Over 40 privately owned gardens and 10 places of interest were open to the public and over 60% of visitors were from outside of Taranaki. As expected, the lockdown of Auckland and Waikato affected visitation and the numbers were down 18% on last year. However, the organisers had anticipated a decrease of 33% and this year's event was up 4% on 2019 when there were no COVID-19 restrictions. The festival saw over 43 motorhomes pulling up to the gardens and the organisers reported a large increase in cycling groups visiting the gardens.

In total, the Fringe Garden Festival resulted in 36,872 garden visits for 2021 bringing in \$2.1m into the Taranaki economy.



Traffic Movements

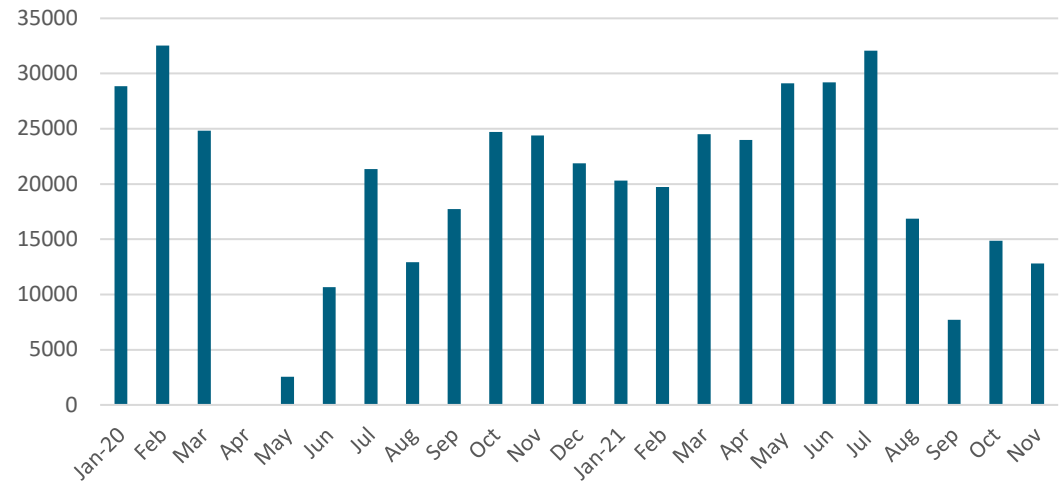


New Plymouth Airport

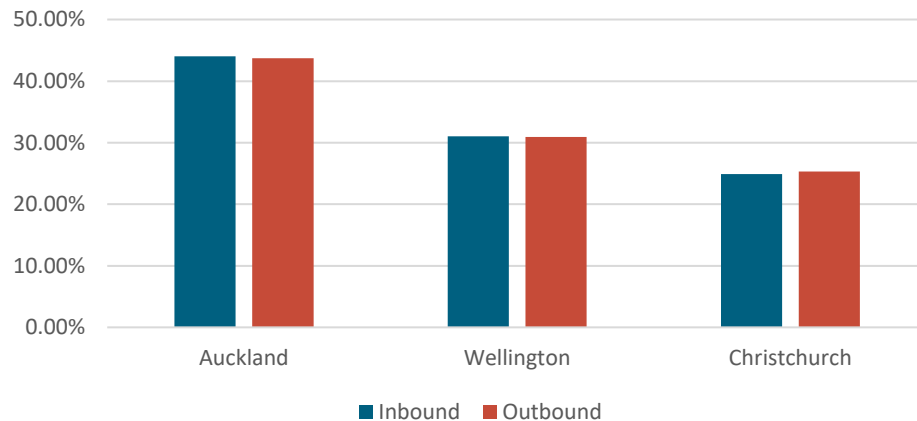
Traffic through the New Plymouth Airport has not yet reached pre COVID-19 numbers. From April to July 2021, the number of passengers had almost much bounced back, thanks to the reopening of the Trans-Tasman travel bubble.

However, the numbers dropped significantly again during level 4 lockdown from August 2021 onwards, and remain low.

Monthly passenger movements through New Plymouth Airport

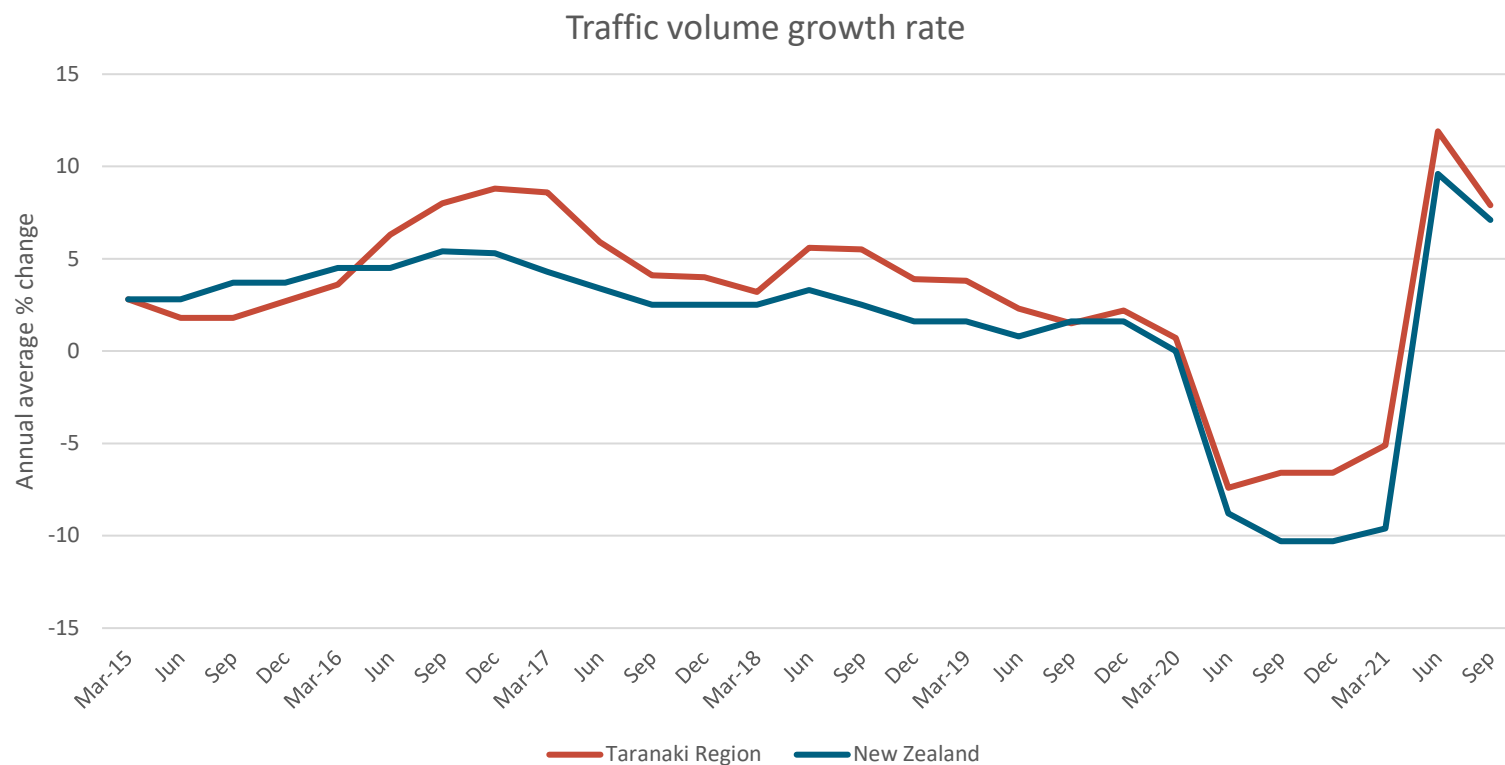


Where travellers through New Plymouth Airport are going / coming from (May – November 2021)



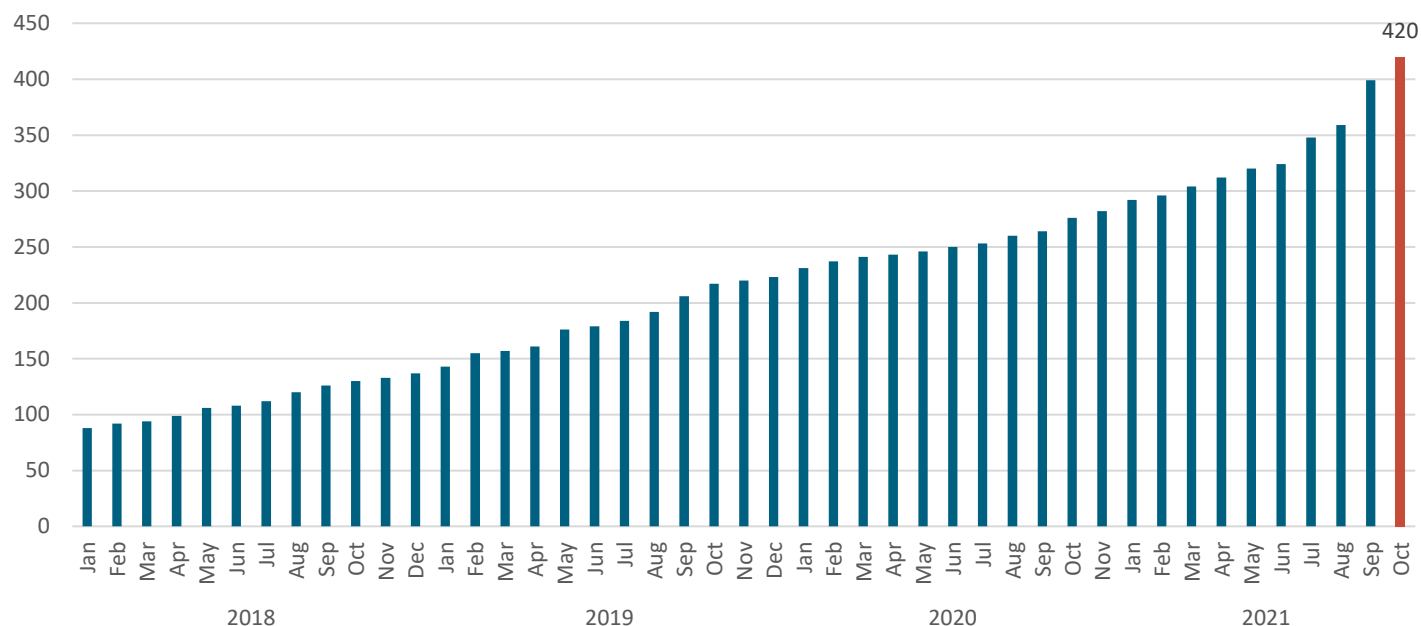
Even with the lockdown period between May and November 2021, Auckland still had the highest inbound and outbound rates through New Plymouth airport, albeit comparatively lower than previous years. Outbound travelers from New Plymouth also went to Wellington (30.9%) and Christchurch (25.3%).

Traffic flows⁸ in Taranaki region



Traffic flows in the Taranaki region increased by 7.9% over the year to September 2021. This compares with an increase of 7.1% in New Zealand. Traffic activity fell in the three months to September 2021, due to Level 4 and 3 restrictions.

Electric Vehicle registrations in Taranaki



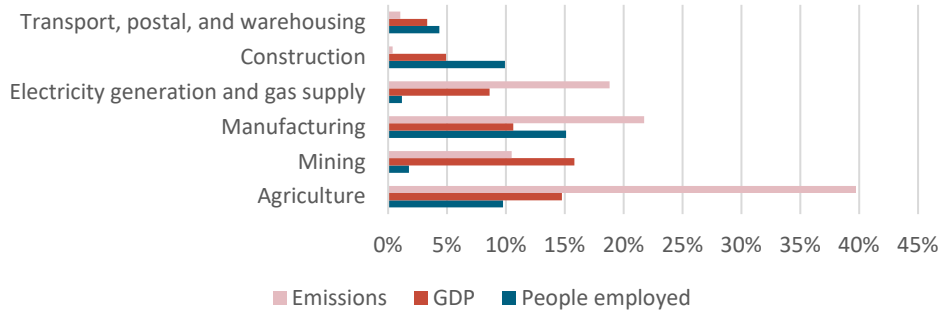
Taranaki has seen continual growth in the number of electric vehicle registrations through 2021 with an all-time monthly high of 420 registrations in October. This reflects the growing interest in the region of EV's for home and business use.

Despite increases in EV registrations nation-wide, EVs only accounted for 6% of new light vehicle registrations in New Zealand for November 2021. We expect EV registrations to continue to trend upwards as New Zealand continues to work towards our meeting our emissions targets including a recent pledge at the UN Climate Change Conference COP26 to transition to 100% zero-emission sales of new cars and vans by 2040 globally.



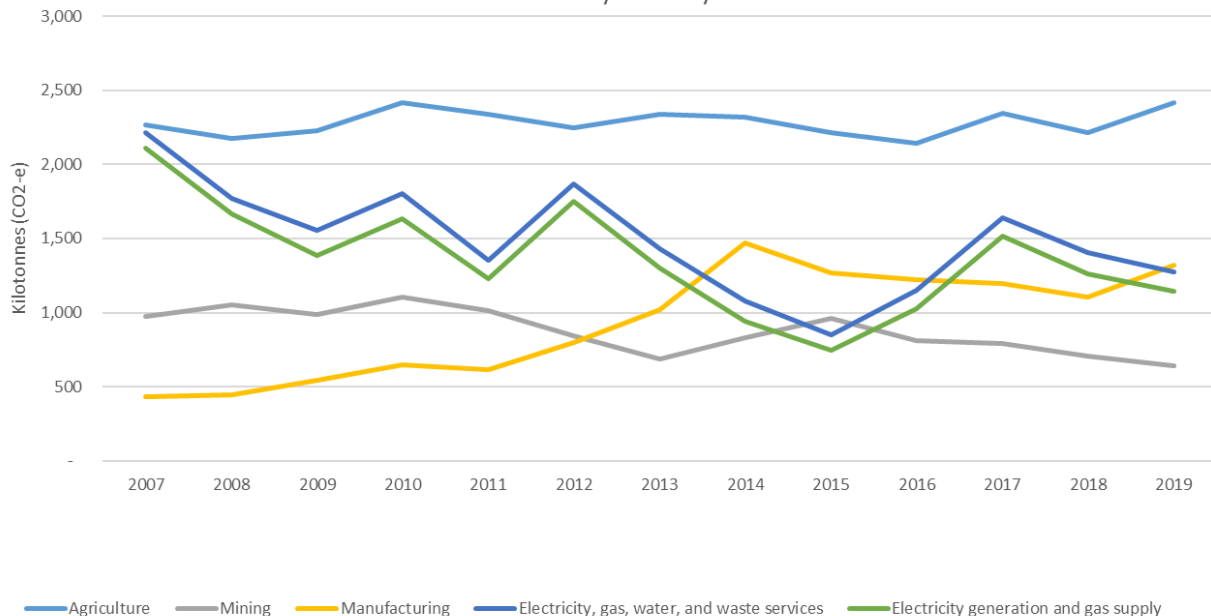
Emissions in Taranaki

Taranaki - Percentage contributions of industries to emission, GDP and people employed, 2019



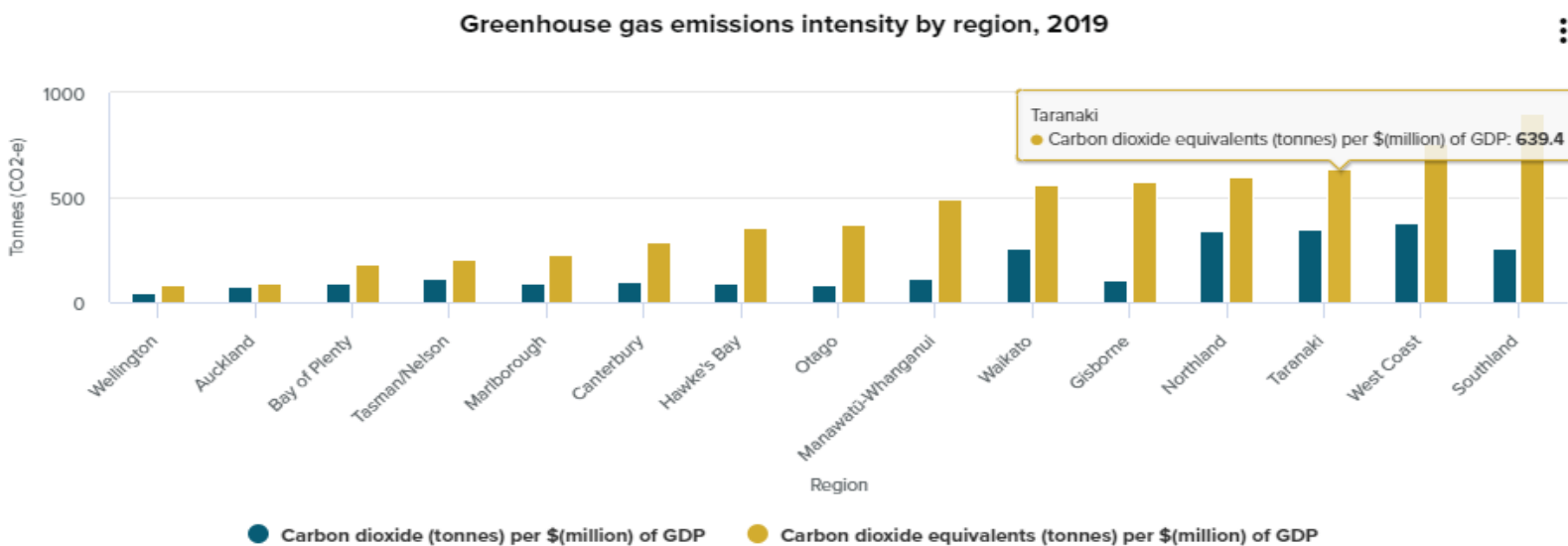
- Taranaki’s emissions profile is largely made up of Agriculture (40%), Manufacturing (22%) and Electricity generation and supply (19%).
- These three industries all have high emissions intensity as they make up 80% of Taranaki’s emissions but only 34% of GDP and 26% of employment. This is in part due to emissions attribution – for example, New Zealand’s gas electricity emissions are attributed to Taranaki, rather than end use (households and manufacturing throughout New Zealand).
- The Service industries in Taranaki make up 62% of employment and 32% of GDP while contributing to 2% of emissions (noting these Service industries include services to the higher emitting industries).

Taranaki Emissions by Industry 2007-19



Total emissions decreased by 3.3% from 2007-19, however there is low overall variance in Taranaki’s emissions. During this period (2007-19) Taranaki’s population rose by 16%

Emissions in Nationwide Comparison



Emissions are based on December 2019 year; GDP (current prices) based on March 2020 year. GDP – gross domestic product. CO2-e – carbon dioxide equivalent.

While Taranaki has a relatively modest contribution to nationwide emissions (7.5%), this is high when considering that Taranaki’s population is only 2.5% of New Zealand and regional GDP is 3% of the national GDP. Taranaki currently has the 3rd highest emissions intensity emitting 639.4t CO2e per \$ Million of GDP (National average is 252.9t) and the 2nd highest emissions per capita behind Southland, emitting 49.5t CO2e per person (National average is 16.4t).

The structure of regional economies influences regional emissions intensity. Service industries produce fewer emissions per unit of GDP than primary and goods-producing industries meaning they are less emissions intensive. Service industries include wholesale trade; retail trade; transport, postal, and warehousing; government and defence; and health care and social assistance. Conversely, primary industries, such as agriculture, forestry, fishing, and mining, generally have higher emissions intensities.

Southland, West Coast, and Taranaki therefore tend to be regions with the highest emissions intensities largely due to the structure of their regional economies which reflects for example, the of significance of primary industries to their economies. Waikato also records high emissions, due to the provision of electricity to New Zealand from coal; Taranaki similarly records emissions for New Zealand energy from gas. Wellington and Auckland often record amongst the lowest emissions intensities - these lower intensities reflect the significance of relatively lower emission-intensive service industries to the economy and the lower levels of agricultural activity in these regions. *Source: Stats NZ*

Looking ahead

Taranaki has remained buoyant and resilient across its core sectors, despite the uncertainty brought about by the New Zealand Government's COVID-19 containment measures implemented throughout 2020-2021. Our strong food and energy sectors have helped our region to retain high GDP per capita, however the constraints of international trade channels are affecting both supplies coming into, and exports from, the region.

New Plymouth has been awarded the most livable city globally for a population around 90,000 in 2021 and it is promising to see consistent growth in retail and visitor sectors across the region. Unemployment and NEETS are low across Taranaki, and there remains a significant skills gap, with employers struggling to find people to fill their needs.

Retail spend remains strong, as locals and visitors alike are continuing to support local business. Hospitality appears to be recovering from lockdown losses, but the full impact of the 2021 Auckland lockdown is yet to be seen.

Median household and personal incomes have increased modestly over the past six months, while house prices have soared by almost 30%. The impact on cost of living and living standards is inescapable; our reputation as an affordable and livable region is becoming harder to maintain. This trend is happening all over New Zealand, so when we compare ourselves with other main centres, it paints a rosier picture, however in real terms, life is becoming more costly for New Zealanders.

Should borders start to open up in 2022, and migration restrictions be eased, Taranaki is well positioned as an attractive destination for new residents. The priority will be ensuring well-paid, meaningful jobs and homes for everyone across our region and communities.



Notes

1. As census surveys are only undertaken every 5 years, population estimates are forecasts made by Statistics New Zealand based on census data. Regional population by gender is still based on census data in 2018, the adding up population by gender is not matched with the total population estimates in Taranaki at the moment.
2. Regional population estimates by district not equal to the total population estimates in Taranaki as the boundaries for the three District's combined is not likely the same as the regional boundary in Taranaki.
3. An average current value is the average (mean) value of all developed residential properties in the area based on the latest house value index from QVNZ. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.
4. The Tourism Electronic Card Transactions (TECTs) have been established by MBIE as an interim replacement for the MRTEs. Due to complications from COVID-19, the MRTEs are no longer useable. The TECTs instead aim to present the measured electronic card transactions (ECT) attributable to tourism. The TECT data is provided by Marketview, who use a base of ECT spending from the Paymark network (approximately 70 per cent of total ECT spend) to estimate total ECT spend.
5. BEDP stands for Business Events Development Programme. The Business Events Data Programme measures business event activity in New Zealand. It focusses on MICE events (meetings, incentives, conferences, and exhibitions) attended by at least 30 people. Public and social gatherings like weddings, dance parties, church services, concerts, sports events, and consumer events are outside the scope of the programme. The programme is funded by Business Events Industry Aotearoa (BEIA), Regional Tourism Organisations New Zealand (RTNZ), and Tourism New Zealand. Actual event numbers could be more than the statistics as the organizers might not register through BEDP.
6. According to BEDP registration process, any establishment that meets all the criteria can be classified as an eligible business event venue: Competes with other venues to host MICE events; Has the capacity to host at least 30 business event delegates in a single room in theatre style configuration; Expects to host at least 12 MICE events in the next 12 months (an average of 1 per month).
7. Others in Event type is used when customer type is not known or recorded in the venue's systems
8. Traffic flow growth rates are calculated from the number of vehicles passing approximately 110 sites monitored by New Zealand Transport Agency. Each of the sites has been mapped to a territorial authority.





venture
TARANAKI
Te Puna Umanga

Taranaki's Regional Development Agency

25 Dawson Street
New Plymouth 4310 New Zealand
T: +64 6 759 5150
E: info@venture.org.nz

www.taranaki.info