



WESTLAND DISTRICT
KEY ECONOMIC
INDICATORS & FACT
BOOK
JULY 2018

Contents

Section	Page Number
• <u>About This Fact Book</u>	• 3
• <u>The Challenge for Westland District</u>	• 4
• <u>Key Economic Indicators - Performance 2012 - 2017</u>	• 6
• <u>Key Economic Indicators - Forecasts 2018-2025</u>	• 13
• <u>Key Economic Indicators - GDP 2012 – 2017</u>	• 22
• <u>Key Economic Indicators - Population 2012 – 2017</u>	• 42
• <u>Key Economic Indicators - FTEs 2012 – 2017</u>	• 53
• <u>Key Economic Indicators - Business Units 2012 – 2017</u>	• 70
• <u>Key Economic Indicators - Mean Annual Earnings 2012 - 2016</u>	• 74
• <u>Key Economic Indicators - Average House Prices 2012 – 2017</u>	• 79
• <u>Connectivity/Transport in the Region</u>	• 83

About This Fact Book

Purpose - The fact book is designed to give you the most up to date data available from various sources in order to understand how the economy works. Whilst the numbers themselves are important, of more importance is the interpretation of the trends. Interpretation can take many forms and in some case assumptions have to be used. Those assumptions must be able to withstand robust challenge and in many cases have links to other information; a good example is page 11. The link between movements in GDP, FTE, BU and mean annual income = movements in population and house prices.

Testing the data - Facts themselves do not necessarily provide the answers to questions but can present insights that enable you to get a better understanding of the correct question to ask. One of the most common models used in data analysis is the three “W’s” WHAT did happen, WHEN did it happen, WHY did it happen. A very simple yet effective method of gaining insights and understanding of the data being used.

How to use the data - Comparison data with the West Coast Region of the District’s performance provides the opportunity to learn how each District compares with the whole West Coast Region (page 8/9). Comparisons can also be made across regions of NZ. Page 23 highlights the Westland District performance in the top 3 economic drivers verses similar economies of Carterton District and Stratford District. The question to be asked is ‘WHAT’ is Westland District doing to show growth and ‘WHY’ has the Westland District grown. Looking closely at the data on page 25, it shows that the top 3 GDP contributors for Westland District and Carterton District have not changed leading to stable growth. The question then becomes WHAT does this mean for the future to maintain growth. WHAT are the insights from the data, i.e. page 46 indicates that Westland is likely to have a future skills issue with the loss of 0-14 year olds from the Population – WHEN will this issue become critical to the future of the Westland economy? The impact could include issues for businesses in recruitment of employees, that could mean a need for different training or education and in some cases change to investment.

Strategy Development - Strategy is defined as “a high-level plan to achieve one or more goals under conditions of uncertainty”. Execution of the strategy is defined as “the science and art of using all resources available to execute approved plans”. This makes strategy development a very important process with a focus on reducing the risk of uncertainty and ensuring that all resources are able to participate or understand the process. That places an enormous responsibility to ensure that you have the data, facts, engage in discussion groups, and have available many sources of anecdotal evidence. The roadblock to good strategy development is denial of the information being used making the source of the information critical.

The Pace of Change - Forecasting is dependent on having the correct milestones in place to ensure success and a very clear understanding of what data was used to make the forecast. Change today happens fast and disruptive industries can become the death knell of any business model quickly. Data should be reviewed 6 monthly to ensure key milestones are being met, if not, was the original analysis correct? what has changed? what corrective action is needed?



The Challenge for Westland District Issues & Insights

The Challenge for Westland District

Key Statistics

	2012 – 2016	2016-2017
• Population	+2.3%	+0.6%
• GDP	+15.5%	-2.9%
• Employment	+7.2%	-0.6%
• Business Units	-1.4%	-0.7%
• Mean Annual Income	+13.3%	+3.8%
• Median House Price	+0.7%	+2.8%

Strategic Intent

To support and grow our key Tourist Industry whilst acknowledging that we need to find ways to diversify our economy whilst protecting our environment

Identified Issues

- Education – Quality of Secondary and Tertiary Education
- Slower Increase in 65+ age group than other districts
- Issues in Infrastructure resilience
 - Population spread over 300 km
 - Fragility of power grid
 - Transport/roading/bridge issues
 - Communications/Connectivity
 - Water
 - Waste Water
- Employment growth slowing, self employment high leading to low job security
- GDP growth through increased dependence on Tourism
- Visitor numbers growing but spend per visitor declining
- Conservation Estate – what are the opportunities?

Strategic Insight

- Meet visitor demands for new projects and services
- Retain youth population through improved educational facilities
- Resilience of our icons- Franz Josef and Hokitika Gorge – Future proof icons and infrastructure
- Enable the establishment of non tourist industries



Key Economic Indicators Performance 2012 - 2017

Carterton and Stratford Districts
used as comparisons given
similar Population and GDP

Key Indicators	Westland		West	Westland	Carterton	Stratford
	as % of	NZ	Coast	District	District	District
	NZ	NZ	Region	District	District	District
Population 2017 <small>Infometrics</small>	0.18%	4,793,900	32,500	8,810	9,050	9,420
<i>% change 2012 - 2017</i>		+8.8%	-1.8%	+2.9%	+8.9%	+2.1%
<i>% change 2016- 2017</i>		+2.1%	0%	+0.6%	+1.6%	+1.3%
GDP (\$m) 2017 <small>(at 2010 prices)Infometrics</small>	0.18%	235,489	1,555	426	368	428
<i>% change 2012 - 2017</i>		+16.8%	-19.8%	+12.2%	+19.8%	+10.6%
<i>% change 2016 - 2017</i>		+3.6%	-4.5%	-2.9%	+3.7%	+1.9%
Employment (FTEs) 2017 <small>Infometrics</small>	0.19%	2,410,161	15,944	4,486	3,409	3,363
<i>% change 2012 - 2017</i>		+2.7%	+4.3%	+6.6%	+5.4%	+0.3%
<i>% change 2016 - 2017</i>		+2.4%	+0.9%	-0.6%	+1.0%	-1.6%

Key Indicators

	West-land as % of NZ	Westland as % of NZ	West Coast Region	Westland District	Carterton District	Stratford District
Business Units 2017 <small>Infometrics</small>	0.22%	563,295	3,729	1,236	1,167	1,491
% change 2012 - 2017		+10.5%	-4.2%	-2.1%	-0.3%	-1.2%
% change 2016 - 2017		+2.1%	-1.1%	-0.7%	-1.5%	-0.4%
Mean Annual Income 2016 (\$) <small>Infometrics</small>		57,780	52,800	50,240	46,320	46,130
% change 2012 - 2016		+12.1%	+7.5%	+13.3%	+11.1%	+13.7%
% change 2015 - 2016		+3.1%	+1.2%	+3.8%	-0.5%	+0.9%
Median House Price 2017 <small>Infometrics</small>		\$625,034	\$201,450	\$236,489	306,105	227,627
% change 2016 - 2017		+12.8%	+0.6%	+2.8%	+18.3%	+11.3%

Performance 2012 - 2017

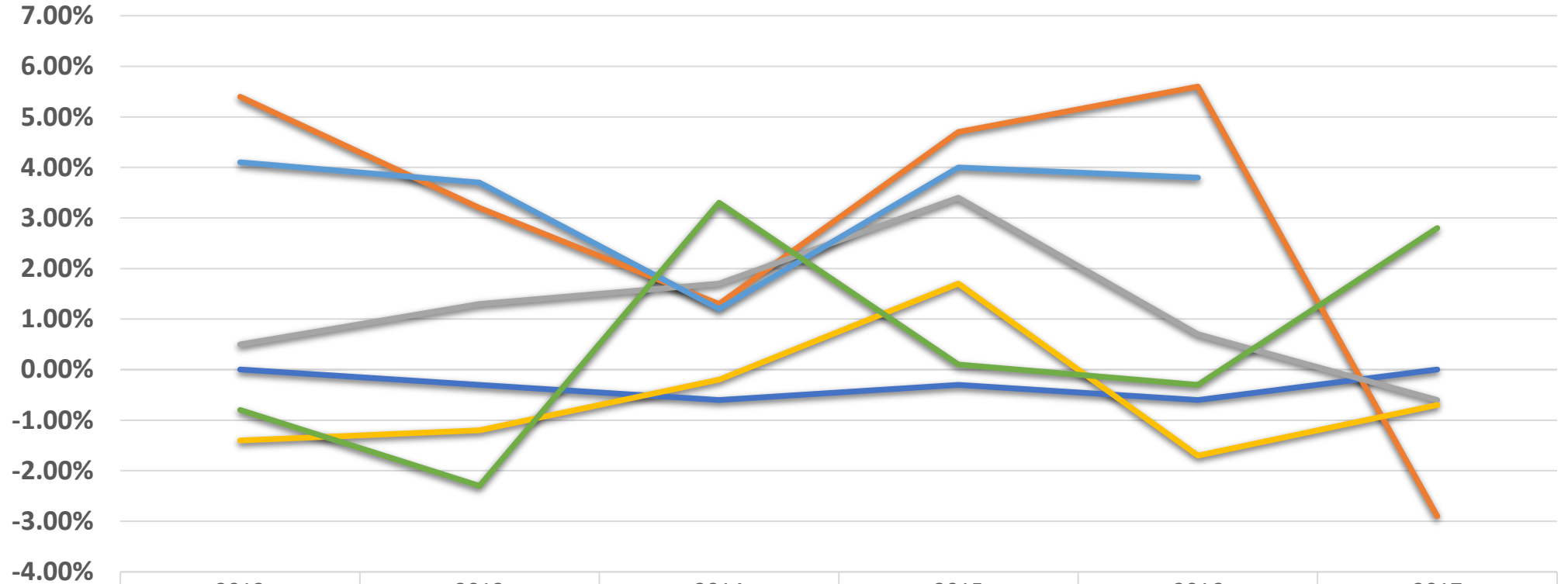
Key Indicator	2012	2017	Gap	% change	Westland District as % of NZ
GDP \$m (at 2010 prices)	\$ 380	\$ 426	+46	+12.2%	0.18%
Population	\$ 8,560	\$ 8,810	+250	+2.9%	0.18%
Employment FTEs	4,207	4,486	+279	+6.6%	0.19%
Business Units	1,263	1,236	- 27	-2.1%	0.22%
Mean Annual Earnings (2012 - 16) \$'s	\$ 42,620	\$ 50,240	+7,620	+13.3%	
Average House Prices	\$ 228,449	\$ 236,489	+8,040	+3.5%	

Westland District Economic Wellness Check

2017 v. 2012	GDP	FTEs	BUs	Mean Annual Income		Population	Avg House Price
Carterton District	+19.8%	+5.4%	-0.3%	+11.1%	=	+8.9%	+30.5%
Stratford District	+10.6%	+0.3%	-1.2%	+13.7%	=	+2.1%	+21.4%
Westland District	+12.2%	+6.6%	-2.1%	+13.3%	=	+2.9%	+3.5%

Steady growth slowed in 2017

Westland District Economic Indicators - % change *Source: Infometrics*



	2012	2013	2014	2015	2016	2017
Population	0.00%	-0.30%	-0.60%	-0.30%	-0.60%	0.00%
GDP	5.40%	3.20%	1.30%	4.70%	5.60%	-2.90%
Employment	0.50%	1.30%	1.70%	3.40%	0.70%	-0.60%
Business Units	-1.40%	-1.20%	-0.20%	1.70%	-1.70%	-0.70%
Mean Annual Earnings	4.10%	3.70%	1.20%	4.00%	3.80%	0.00%
House Price	-0.8%	-2.3%	3.3%	0.1%	-0.3%	2.8%

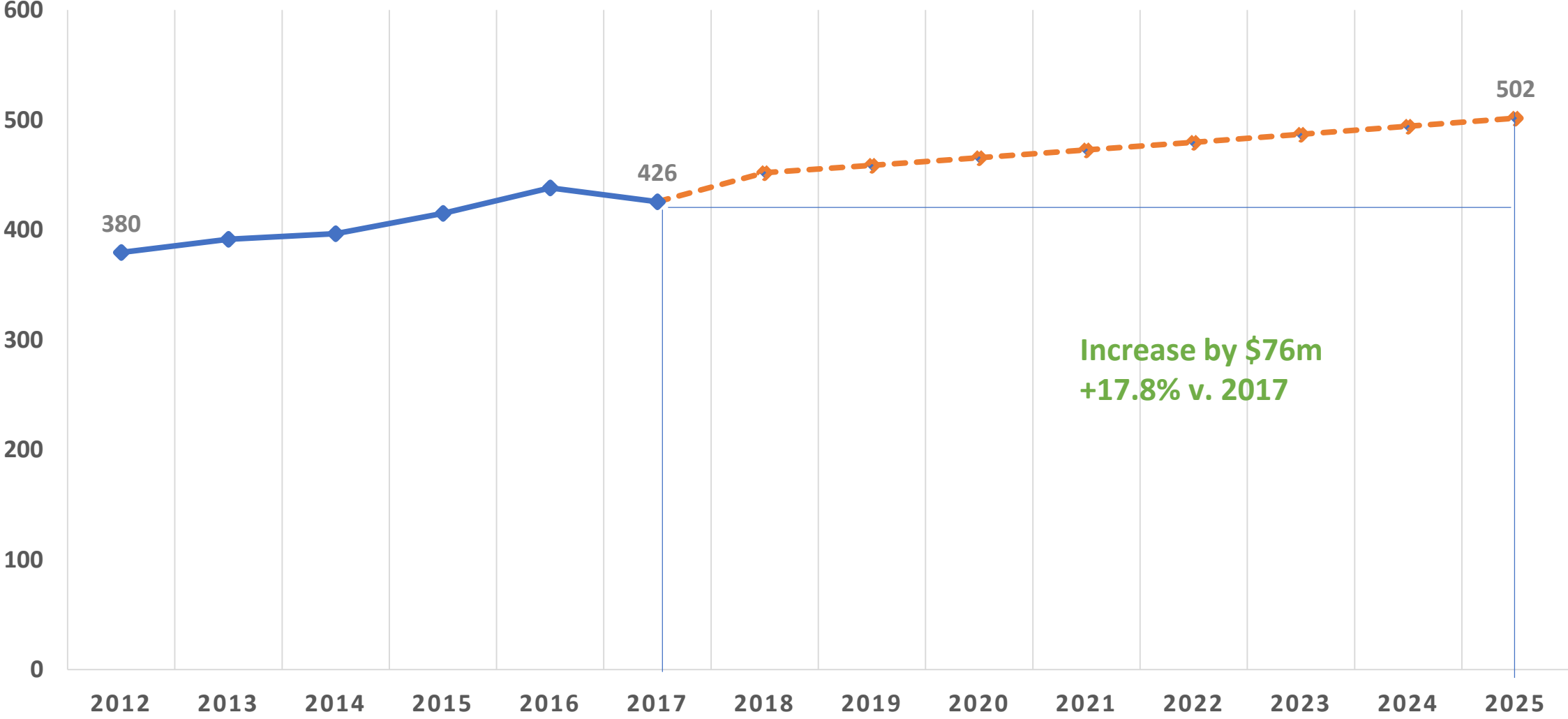


Key Economic Indicators Forecasts 2018-2025

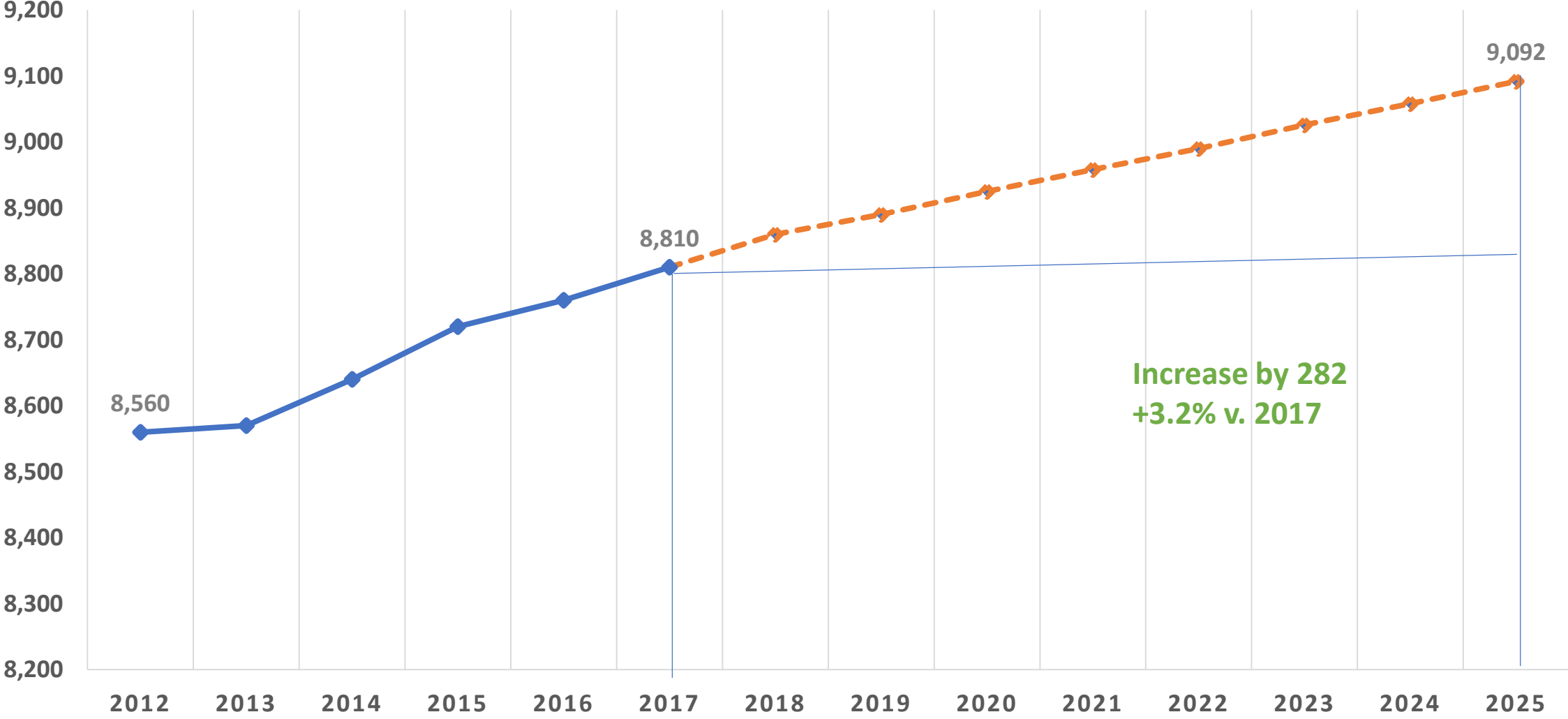
What does Success look like?

- | | Increase by 2025 |
|---|------------------|
| ○ Increase GDP by 1.5% p.a. from \$426m (2017) to \$502m (at 2010 prices) | +\$76m |
| ○ Increase Jobs from 4,486 (2017) to 4,639 FTEs | +153 |
| ○ Increase GDP/Capita (productivity) from \$48,354 (2017) to \$55,213 | +14.2% |
| ○ Increase Population from 8,810 (2017) to 9,092 | +282 |
| ○ Increase Mean Annual Earnings from \$50,240 (2016) to \$57,444 | +\$7,204 |
| ○ Increase number of Business Units from 1,236 (2017) to 1,272 | + 36 |
| ○ Increase in Average House price from \$236,489 (2017) to \$256,084 | +\$19,595 |

WESTLAND DISTRICT GDP \$M FORECAST (AT 2010 PRICES)

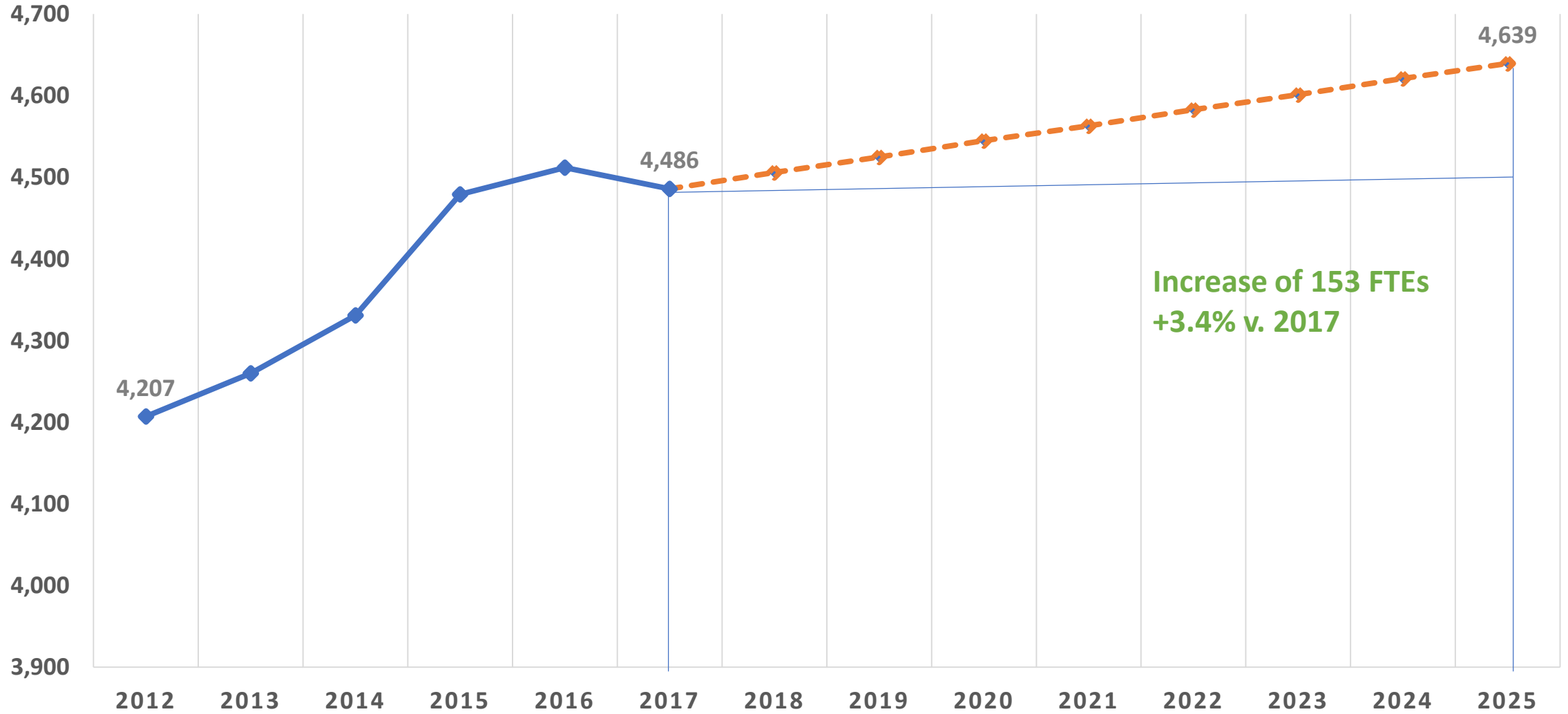


WESTLAND DISTRICT POPULATION FORECAST

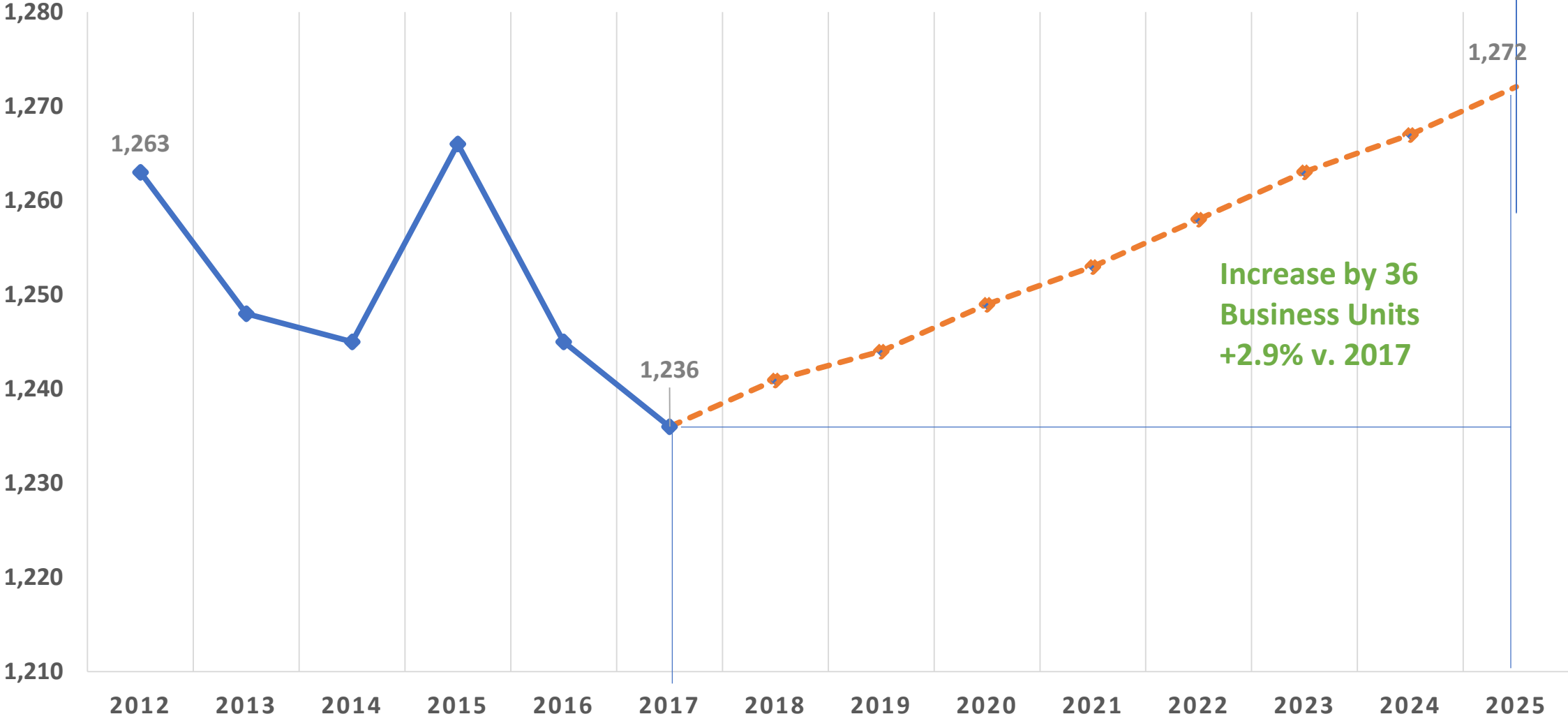


Increase by 282
+3.2% v. 2017

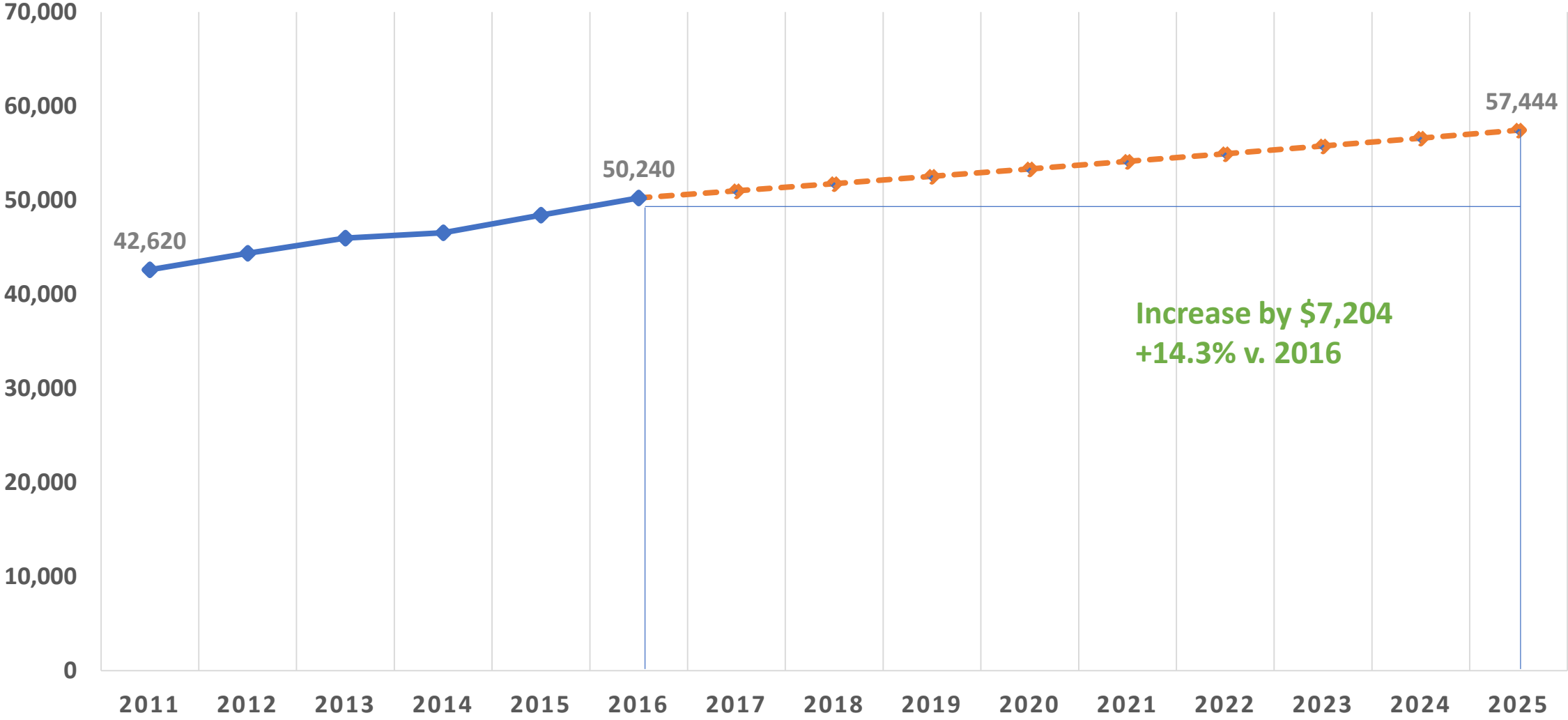
WESTLAND DISTRICT FTE FORECAST



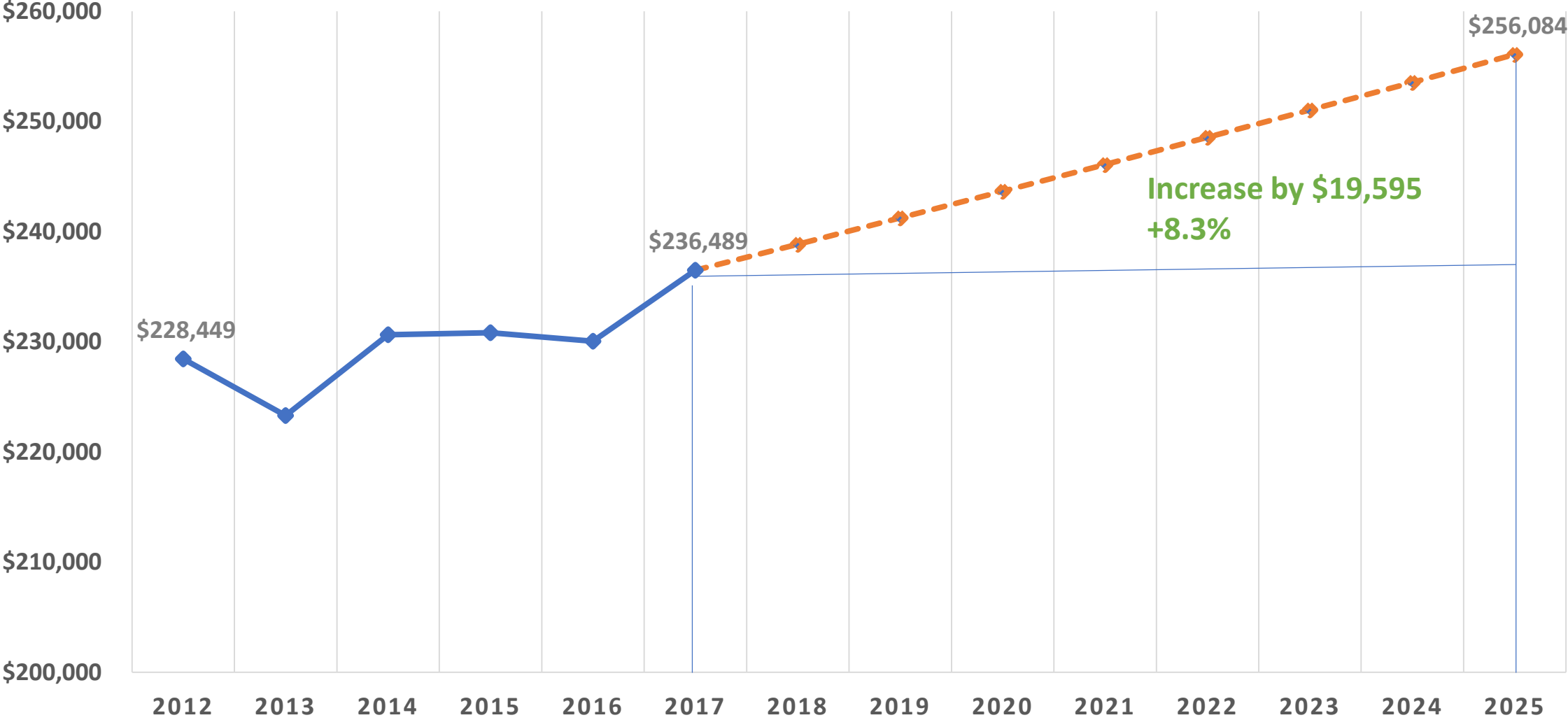
WESTLAND DISTRICT BUSINESS UNIT GROWTH FORECAST



WESTLAND DISTRICT MEAN ANNUAL EARNINGS FORECAST



WESTLAND DISTRICT AVERAGE HOUSE PRICE FORECAST



Westland District Economic Wellness Check

2017 v. 2012	GDP	FTEs	BUs	Mean Annual Income		Population	Avg House Price
Westland District	+12.2%	+6.6%	-2.1%	+13.3%	=	+2.9%	+3.5%
2025 v. 2017	GDP	FTEs	BUs	Mean Annual Income		Population	Avg House Price
Westland District	+17.8%	+3.4%	+2.9%	+14.3%	=	+3.2%	+8.3%



Key Economic Indicators - GDP 2012 – 2017 (at 2010 prices)

Infometrics, GDP at 2010 prices	Westland District					Carterton District					Stratford District				
	2012 Rank	\$m GDP 2012	2017 Rank	\$m GDP 2017	% growth 2017-2012	2012 Rank	\$m GDP 2012	2017 Rank	\$m GDP 2017	% growth 2017-2012	2012 Rank	\$m GDP 2012	2017 Rank	\$m GDP 2017	% growth 2017-2012
Dairy	1	103.6	1	111.9	8.0%	5	15.1	6	15.8	4.6%	1	71.3	2	66.6	-6.6%
Tourism	2	52.2	2	91.0	74.3%	11	6.5	12	6.0	-7.7%	16	6.5	15	8.7	33.8%
Rental, Hiring and Real Estate Services	3	27.6	3	34.5	25.0%	3	21.1	2	30.8	46.0%	4	18.4	4	20.9	13.6%
Construction	4	27.3	4	32.3	18.3%	6	13.4	5	16.3	21.6%	9	13.5	7	16.7	23.7%
Accommodation and Food Services	5	23.7	5	30.5	28.7%	16	4.0	16	4.0	0.0%	17	5.2	17	4.9	-5.8%
Agriculture, Forestry and Fishing less Dairy	6	21.3	6	26.4	23.9%	2	22.4	3	22.3	-0.4%	3	41.4	3	53.6	29.5%
Manufacturing less Dairy	7	15.5	7	21.7	40.0%	1	94.2	1	125.2	32.9%	8	14.3	6	17.5	22.4%
Mining	9	12.4	8	16.1	29.8%	20	0.2	20	0.1	-50.0%	15	7.8	16	6.7	-14.1%
Retail Trade	8	13.9	9	15.9	14.4%	8	10.9	10	10.2	-6.4%	5	15.7	5	19.8	26.1%
Transport, Postal and Warehousing	11	11.1	10	13.5	21.6%	7	12.2	9	12.5	2.5%	6	14.7	9	13.5	-8.2%
Education and Training	10	11.2	11	11.6	3.6%	10	10.2	8	12.5	22.5%	7	14.6	8	14.8	101.4%
Health Care and Social Assistance	13	9.0	13	8.1	-10.0%	9	10.4	7	13.6	30.8%	10	12.5	10	12.8	1.4%
Professional, Scientific and Technical Services	15	7.0	14	6.3	-10.0%	4	16.3	4	19.7	20.9%	11	11.3	12	11.1	-1.8%
Electricity, Gas, Water and Waste Services	12	9.7	19	1.9	-80.4%	19	2.0	19	1.9	-5.0%	2	63.1	1	73.0	15.7%
Total		379.5		425.7	12.2%		307.6		368.5	19.8%		387.1		428.1	10.6%
Top 3		183.4		237.4	29.4%		137.7		178.3	29.5%		175.8		193.2	9.9%
% of Total		48.3%		55.8%			44.8%		48.4%			45.4%		45.1%	

CHANGE/GROWTH

CHANGE/GROWTH

STABILITY

Infometrics, GDP at 2010 prices	Westland District					Carterton District					Stratford District				
	2012 Rank	\$m GDP 2012	2014 Rank	\$m GDP 2014	% growth 2012-2014	2012 Rank	\$m GDP 2012	2014 Rank	\$m GDP 2014	% growth 2012-2014	2012 Rank	\$m GDP 2012	2014 Rank	\$m GDP 2014	% growth 2012-2014
Industry															
Dairy	1	103.6	1	106.3	2.6%	5	15.1	5	17.3	14.6%	1	71.3	1	62.8	-11.9%
Tourism	2	52.2	2	61.8	18.4%	11	6.5	12	6.1	-6.2%	16	6.5	16	7.3	12.3%
Rental, Hiring and Real Estate Services	3	27.6	3	31.2	13.0%	3	21.1	2	25.3	19.9%	4	18.4	4	21.1	14.7%
Construction	4	27.3	4	28.4	4.0%	6	13.4	6	13.4	0.0%	9	13.5	6	17.6	30.4%
Accommodation and Food Services	5	23.7	5	23.4	-1.3%	16	4.0	15	3.9	-2.5%	17	5.2	17	5.0	-3.8%
Agriculture, Forestry and Fishing less Dairy	6	21.3	6	22.9	7.5%	2	22.4	3	22.9	2.2%	3	41.4	3	39.0	-5.8%
Manufacturing less Dairy	7	15.5	7	19.7	27.1%	1	94.2	1	107.2	13.8%	8	14.3	5	18.3	28.0%
Mining	9	12.4	8	14.5	16.9%	20	0.2	20	0.2	0.0%	15	7.8	13	10.7	37.2%
Retail Trade	8	13.9	9	14.2	2.2%	8	10.9	10	10.1	-7.3%	5	15.7	7	17.1	8.9%
Education and Training	10	11.2	10	11.9	6.3%	10	10.2	7	12.4	21.6%	7	14.6	8	14.8	1.4%
Transport, Postal and Warehousing	11	11.1	11	11.8	6.3%	7	12.2	9	12.0	-1.4%	6	14.7	9	13.4	-8.8%
Electricity, Gas, Water and Waste Services	12	9.7	12	9.3	-4.1%	19	2.0	19	1.8	-10.0%	2	63.1	2	55.8	-11.6%
Professional, Scientific and Technical Services	15	7.0	15	7.8	11.4%	4	16.3	4	18.7	14.7%	11	11.3	12	11.7	3.5%
Total GDP		379.5		396.5	4.5%		307.6		334.4	8.7%		387.1		386.9	-0.1%
Top 3		183.4		199.3	8.7%		137.7		155.4	12.9%		175.8		157.6	-10.4%
% of Total		48.3%		50.3%			44.8%		46.5%			45.4%		40.7%	

GROWTH

GROWTH

CHANGE

Infometrics, GDP at 2010 prices	Westland District					Carterton District					Stratford District				
	2015 Rank	\$m GDP 2015	2017 Rank	\$m GDP 2017	% growth 2015-2017	2015 Rank	\$m GDP 2015	2017 Rank	\$m GDP 2017	% growth 2015-2017	2015 Rank	\$m GDP 2015	2017 Rank	\$m GDP 2017	% growth 2015-2017
Dairy	1	112.2	1	111.9	-0.3%	5	16.3	6	15.8	-3.1%	1	67.6	2	66.6	-1.5%
Tourism	2	75.1	2	91.0	21.2%	11	6.6	12	6.0	-9.1%	15	8.0	15	8.7	8.8%
Rental, Hiring and Real Estate Services	3	34.3	3	34.5	0.6%	2	26.3	2	30.8	17.1%	4	20.3	4	20.9	3.0%
Construction	4	31.9	4	32.3	1.3%	6	14.8	5	16.3	10.1%	7	17.7	7	16.7	-5.6%
Accommodation and Food Services	5	26.6	5	30.5	14.7%	14	3.7	16	4.0	8.1%	17	5.5	17	4.9	-10.1%
Agriculture, Forestry and Fishing less Dairy	6	25.2	6	26.4	4.8%	3	22.8	3	22.3	-2.2%	3	49.9	3	53.6	7.4%
Manufacturing less Dairy	7	19.3	7	21.7	12.4%	1	113.7	1	125.2	10.1%	5	18.0	6	17.5	-2.2%
Mining	8	15.4	8	16.1	4.5%	20	0.3	20	0.1	-66.7%	16	7.3	16	6.7	-8.2%
Retail Trade	9	14.9	9	15.9	6.7%	10	10.6	10	10.2	-3.8%	6	18.0	5	19.8	10.0%
Transport, Postal and Warehousing	10	12.9	10	13.5	4.7%	8	12.0	9	12.5	4.2%	9	14.9	9	13.5	-9.4%
Education and Training	11	11.9	11	11.6	-2.5%	7	13.1	8	12.5	-4.6%	8	15.2	8	14.8	-2.6%
Professional, Scientific and Technical Services	14	6.8	14	6.3	-7.4%	4	18.9	4	19.7	4.2%	12	10.9	12	11.1	1.8%
Electricity, Gas, Water and Waste Services	17	4.6	19	1.9	-58.7%	19	1.6	19	1.9	18.8%	2	53.0	1	73.0	37.7%
Total		415.0		425.7	2.6%		342.0		368.5	7.7%		402.2		428.1	6.4%
Top 3		221.6		237.4	7.1%		162.8		178.3	9.5%		170.5		193.2	13.3%
% of Total		53.4%		55.8%			47.6%		48.4%			42.4%		45.1%	

GROWTH

GROWTH

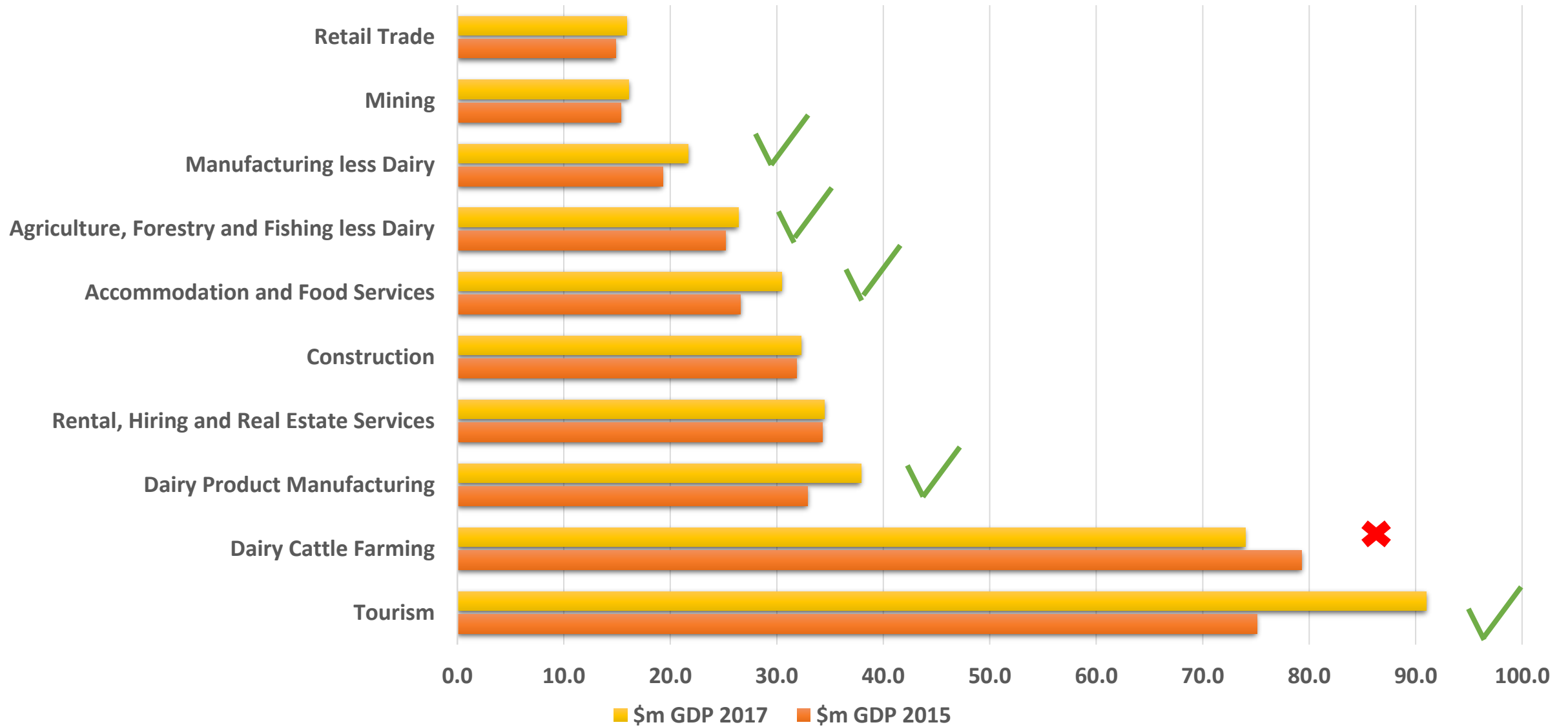
GROWTH

Infometrics, GDP at 2010 prices	West Coast Region					Westland District				
	2016 Rank	\$m GDP 2016	2017 Rank	\$m GDP 2017	% growth 2016 - 2017	2016 Rank	\$m GDP 2016	2017 Rank	\$m GDP 2017	% growth 2016 - 2017
Dairy	1	246	1	234.5	-4.7%	1	118.7	1	111.9	-5.7%
Tourism	3	169.4	2	178.2	5.2%	2	86.7	2	91.0	5.0%
Rental, Hiring and Real Estate Services	6	92.1	6	87.2	-5.3%	3	36.7	3	34.5	-6.0%
Construction	4	151.7	3	154.1	1.6%	4	33.8	4	32.3	-4.4%
Accommodation and Food Services	10	62.7	10	65.4	4.3%	6	28	5	30.5	8.9%
Agriculture, Forestry and Fishing less Dairy	8	73	8	72	-1.4%	5	26.2	6	26.4	0.8%
Manufacturing less Dairy	5	108.1	5	102.5	-5.2%	7	20.6	7	21.7	5.3%
Mining	2	184.6	4	136.1	-26.3%	9	21.6	8	16.1	-25.5%
Retail Trade	9	68.8	9	69	0.3%	8	15.8	9	15.9	0.6%
Transport, Postal and Warehousing	11	57.3	11	56.6	-1.2%	11	13.1	10	13.5	3.1%
Education and Training	12	45.6	13	45.5	-0.2%	10	11.5	11	11.6	0.9%
Arts and Recreation Services	19	18.4	19	19.2	4.3%	13	8.2	12	8.3	1.2%
Health Care and Social Assistance	7	80.5	7	81.4	1.1%	14	8.6	13	8.1	-5.8%
Total GDP		1,628.3		1,554.6	-4.4%		438.3		425.7	-2.9%
Top 3		600.0		566.8	-5.5%		242.1		237.4	-1.9%
% of Total		36.8%		36.5%			55.2%		55.8%	

CHANGE

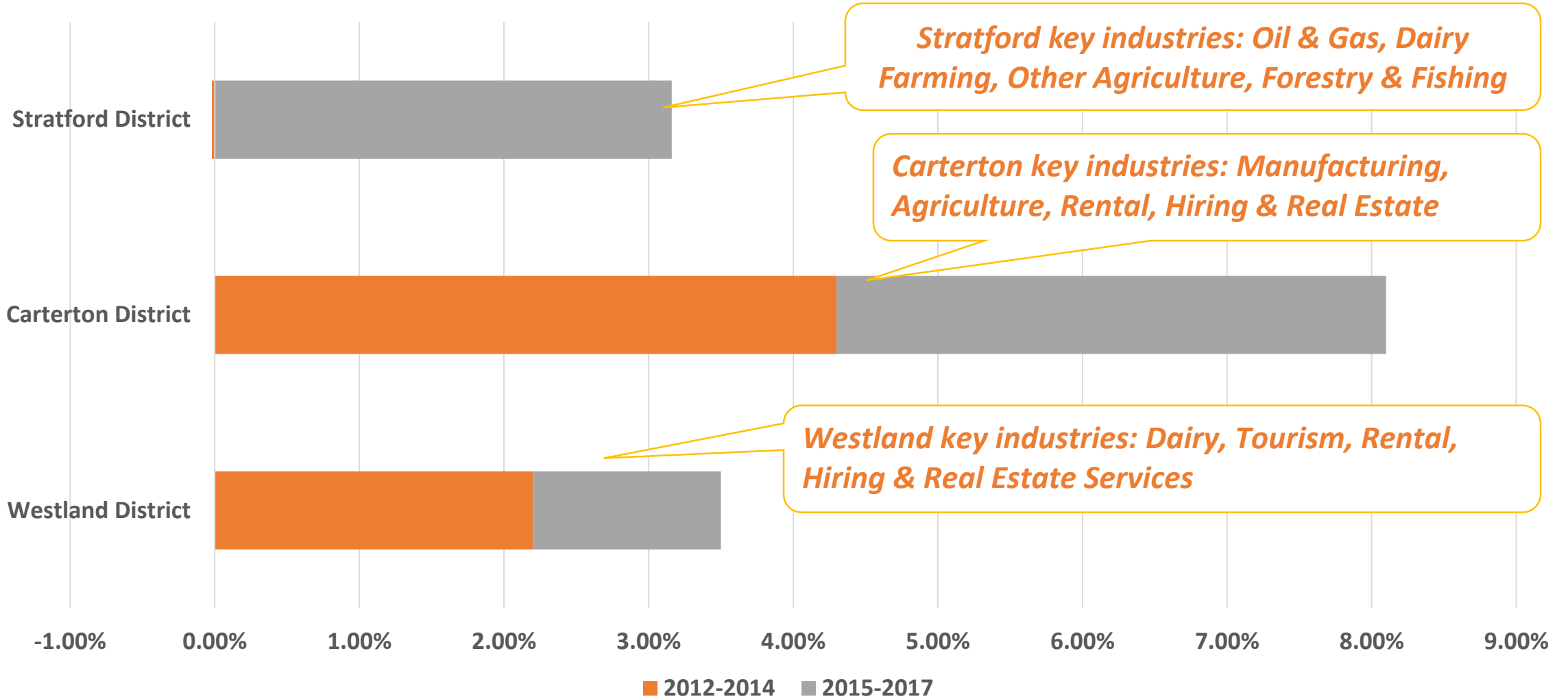
CHANGE/GROWTH

Westland District Top 10 Industries Source: infometrics



GDP Growth over various periods

Source: Infometrics



Westland District Economic Drivers

GDP at 2010 prices *Source:*

Infometrics

- **Main Economic Drivers (exported from District)**

- Minerals
- Dairy (including Dairy Manufacturing)
- Tourism
- Forestry, Fishing, Agriculture

GDP 2017 = \$245.4m

GDP 2012 = \$189.5m

- **Dependent Economic Drivers (industry supporting the MEDs)**

- Construction
- Property
- Transport/Freight
- IT/Energy
- Professional Services
- Manufacturing
- Retail
- Other

GDP 2017 = \$155.5m

GDP 2012 = \$163.1m

- **Government (Government support functions)**

- Health
- Education
- Government Services

GDP 2017 = \$24.7m

GDP 2012 = \$27.2m

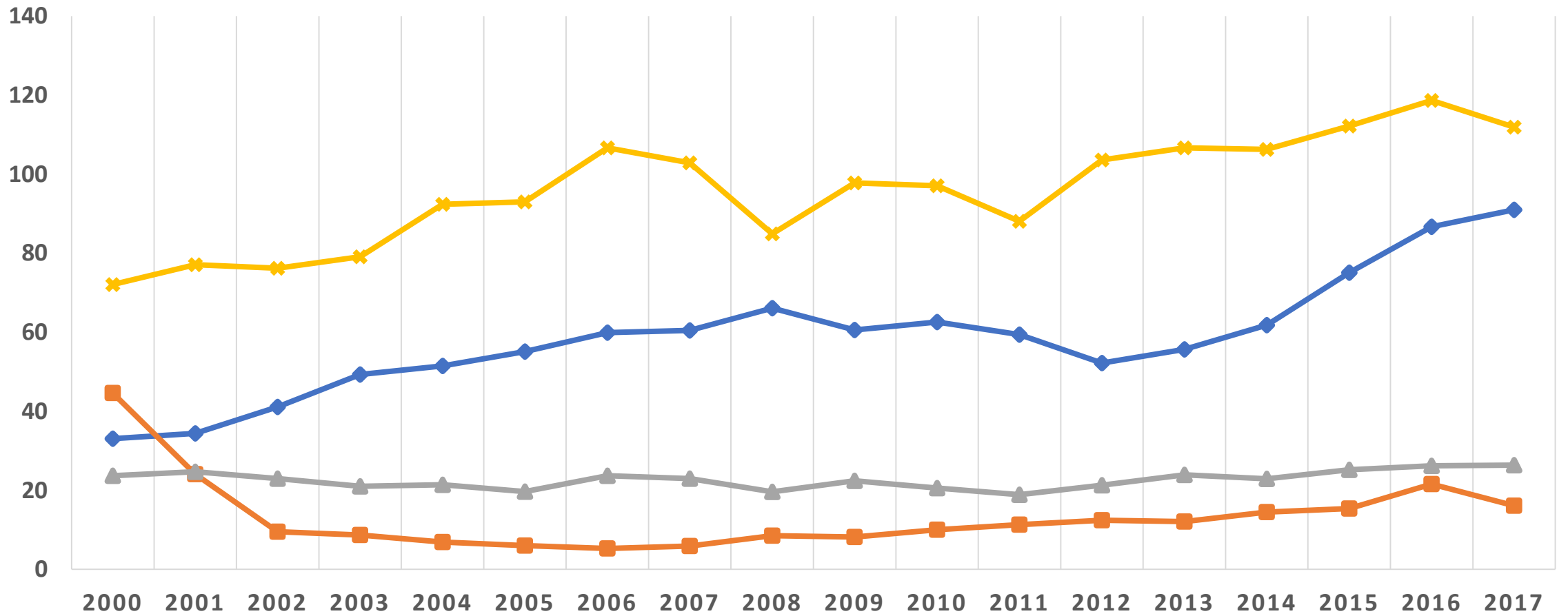
TOTAL GDP 2017 = \$425.6m

TOTAL GDP 2012 = \$379.8m

WESTLAND DISTRICT MAIN ECONOMIC DRIVERS - \$M GDP

(AT 2010 PRICES) SOURCE: INFOMETRICS

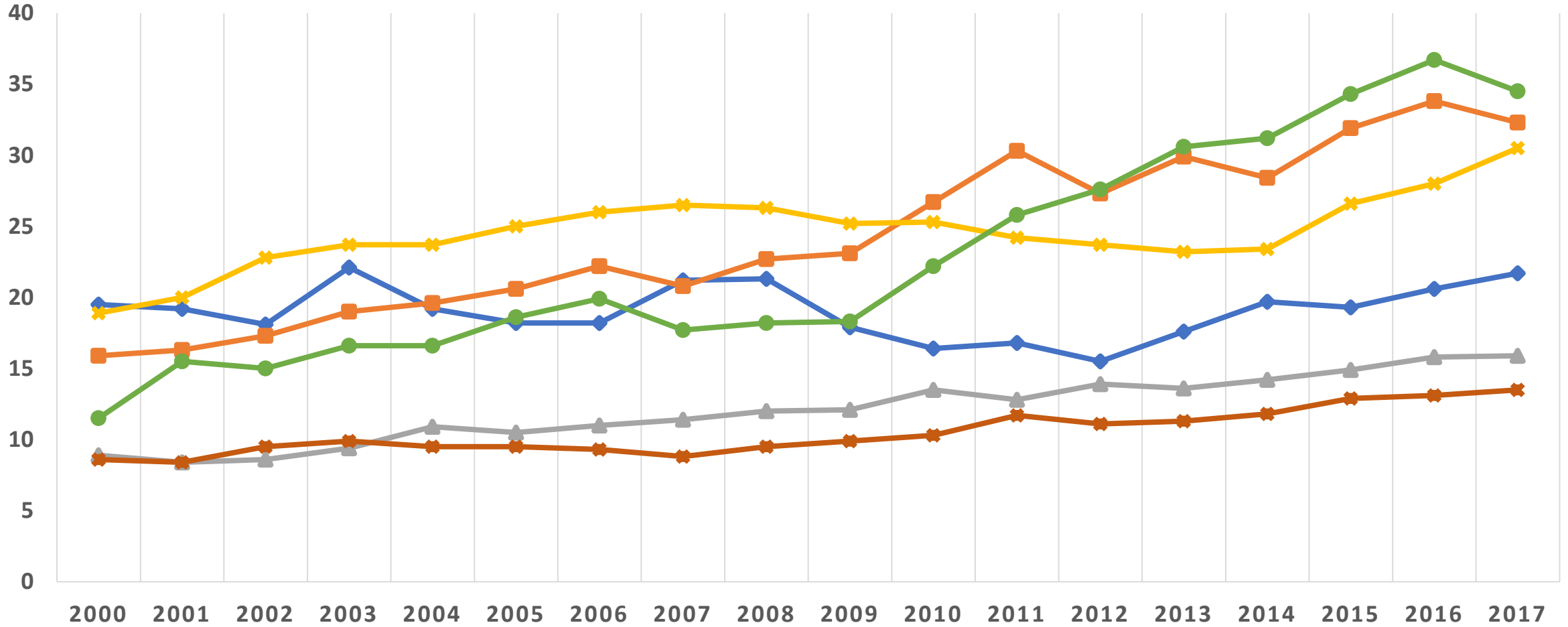
—◆— Tourism —■— Mining —▲— Agriculture, Forestry and Fishing less Dairy —✕— Dairy



WESTLAND DISTRICT – TOP 6 INDEPENDENT ECONOMIC DRIVERS SHOWING GROWTH - GDP \$M (AT 2010 PRICES) SOURCE:

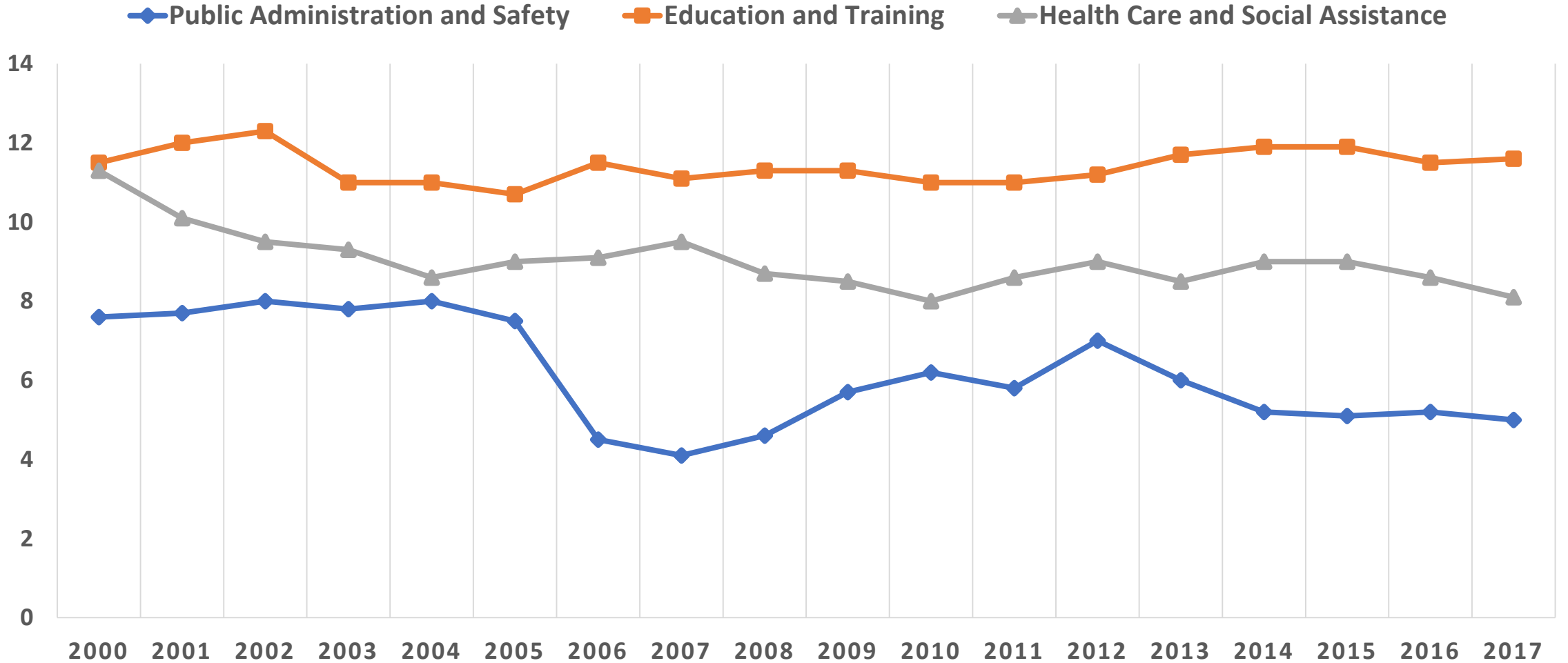
INFOMETRICS

- ◆ Manufacturing less Dairy
- Construction
- ▲ Retail Trade
- ✦ Accommodation and Food Services
- ◆ Transport, Postal and Warehousing
- Rental, Hiring and Real Estate Services

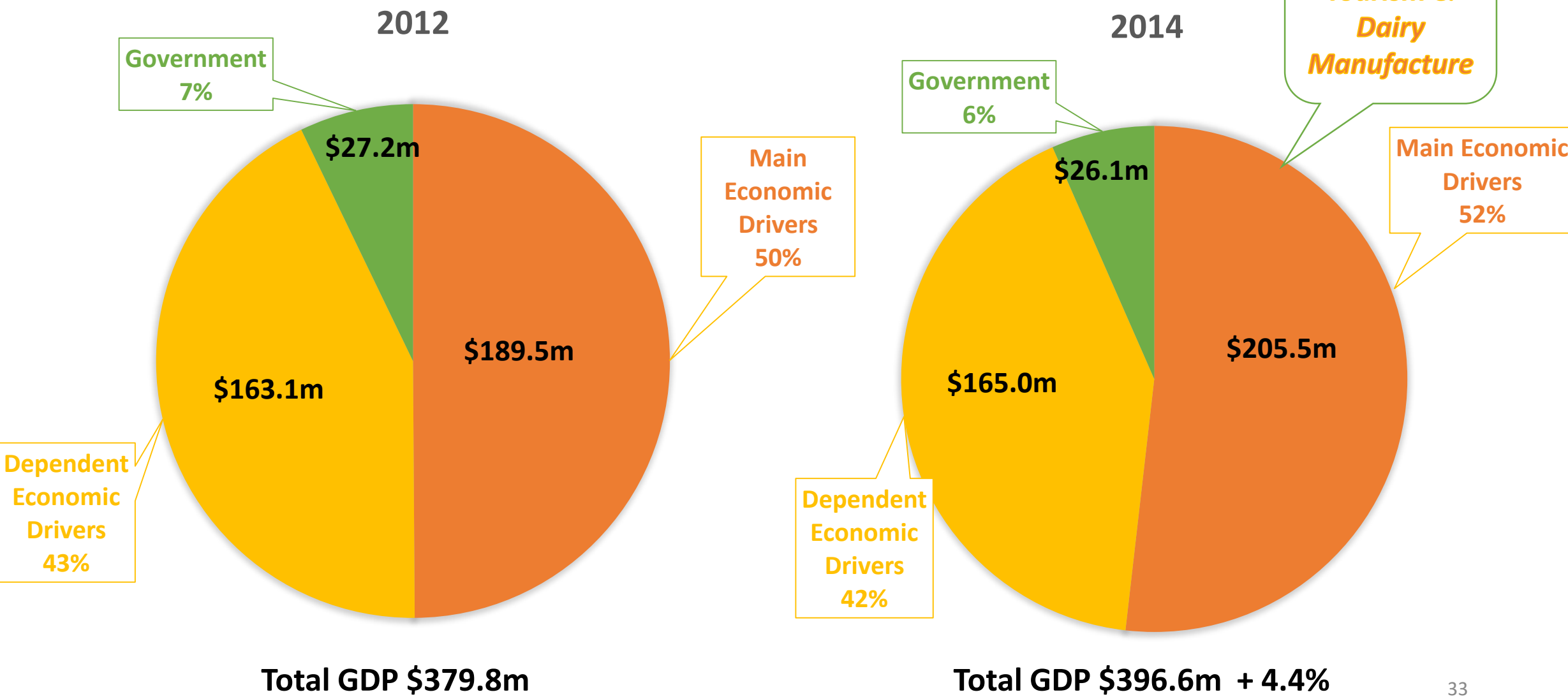


WESTLAND DISTRICT - GOVERNMENT SERVICES - GDP \$M

(AT 2010 PRICES) SOURCE: INFOMETRICS

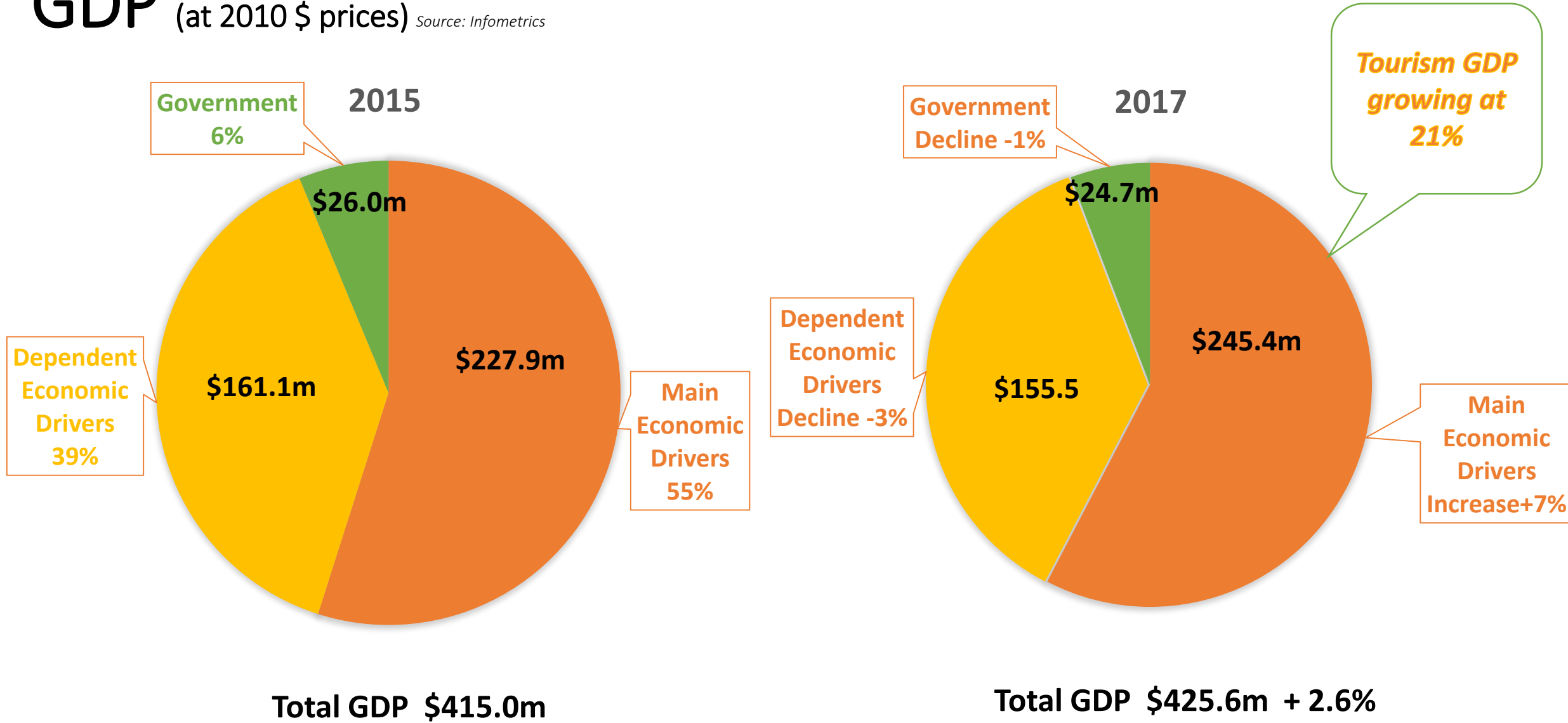


Westland District Economic Drivers GDP at 2010 prices Source: Infometrics



Westland District Economic Drivers

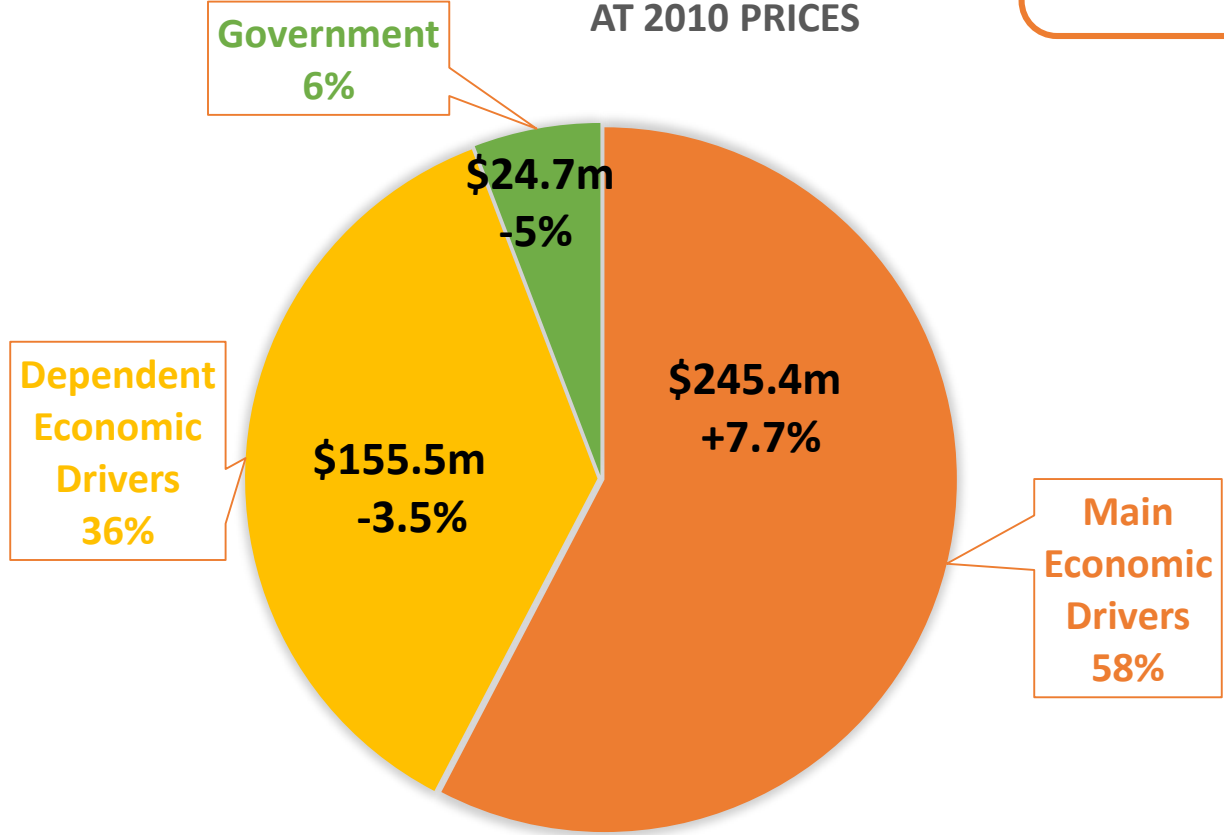
GDP (at 2010 \$ prices) Source: Infometrics



Westland District Economic Drivers

Source: Infometrics

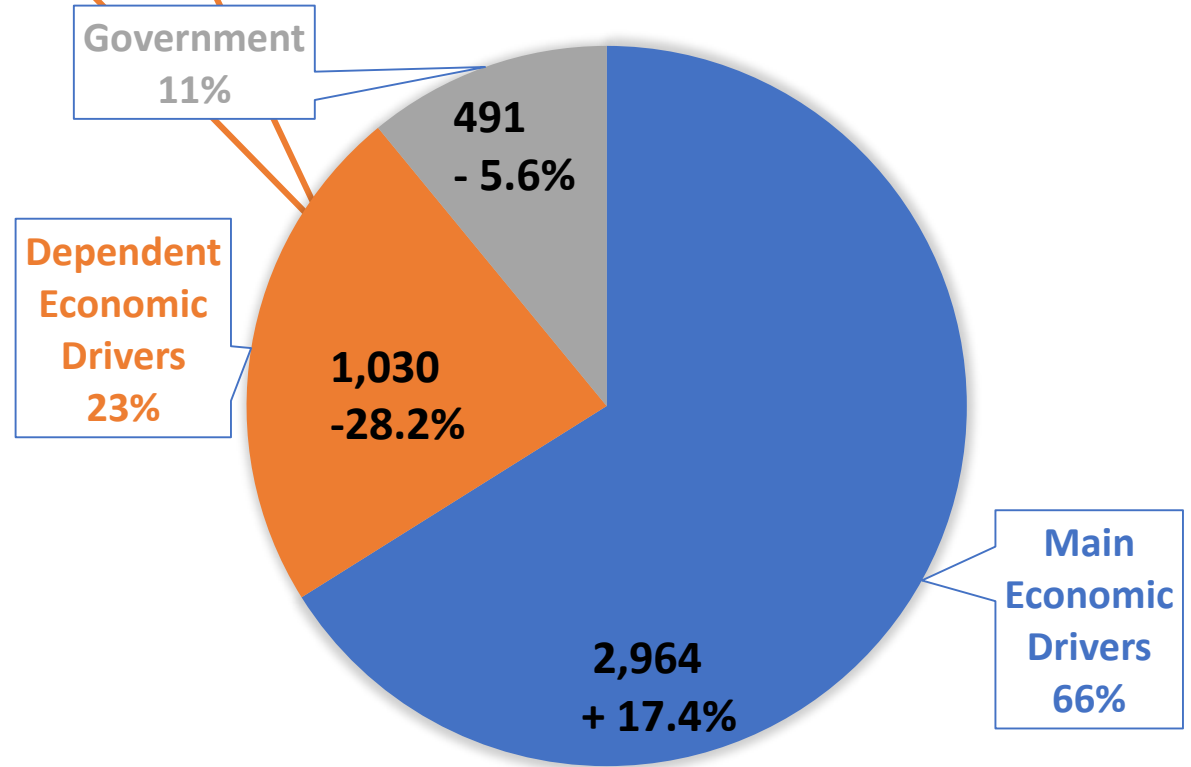
GDP 2017 V. 2015
AT 2010 PRICES



Total GDP \$425.6m + 2.6% v. 2015

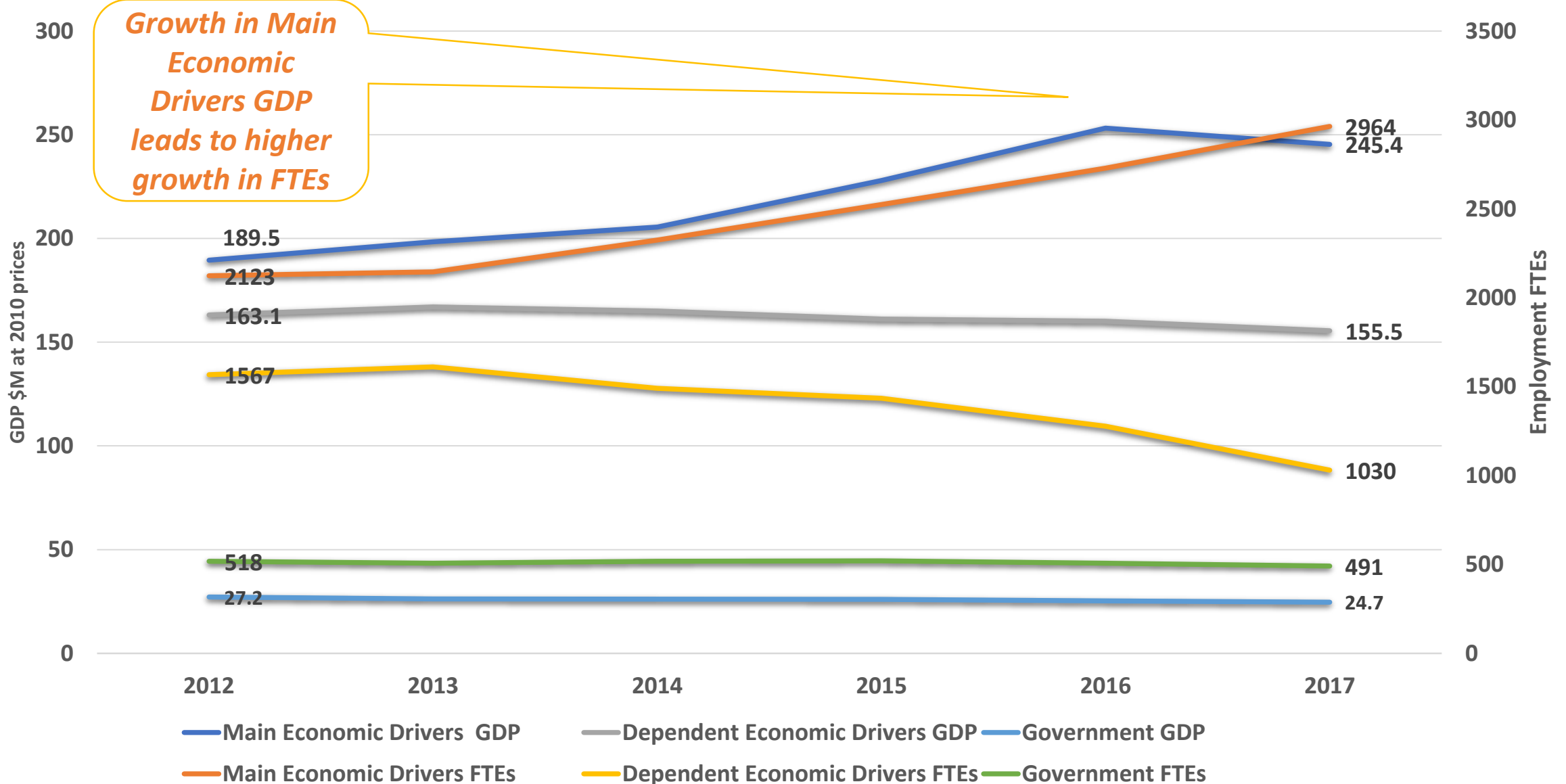
Change of modus operandi occurring Professionals/internet ??

EMPLOYMENT FTES 2017 V. 2015



Total FTEs 4,485 + 0.1% v. 2015

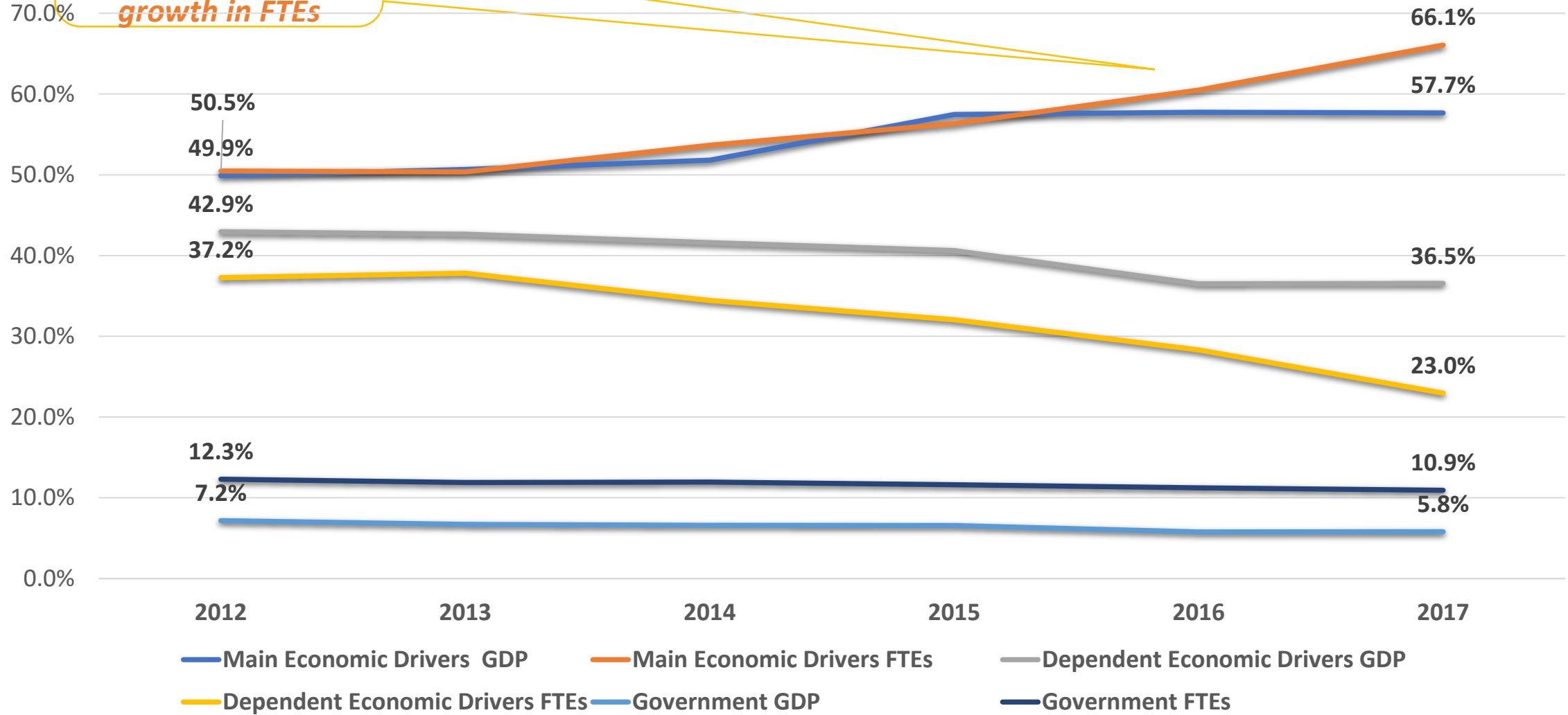
GDP & Employment 2012 - 2017 Westland District Source: Infometrics



Growth in Main Economic Drivers GDP leads to higher growth in FTEs

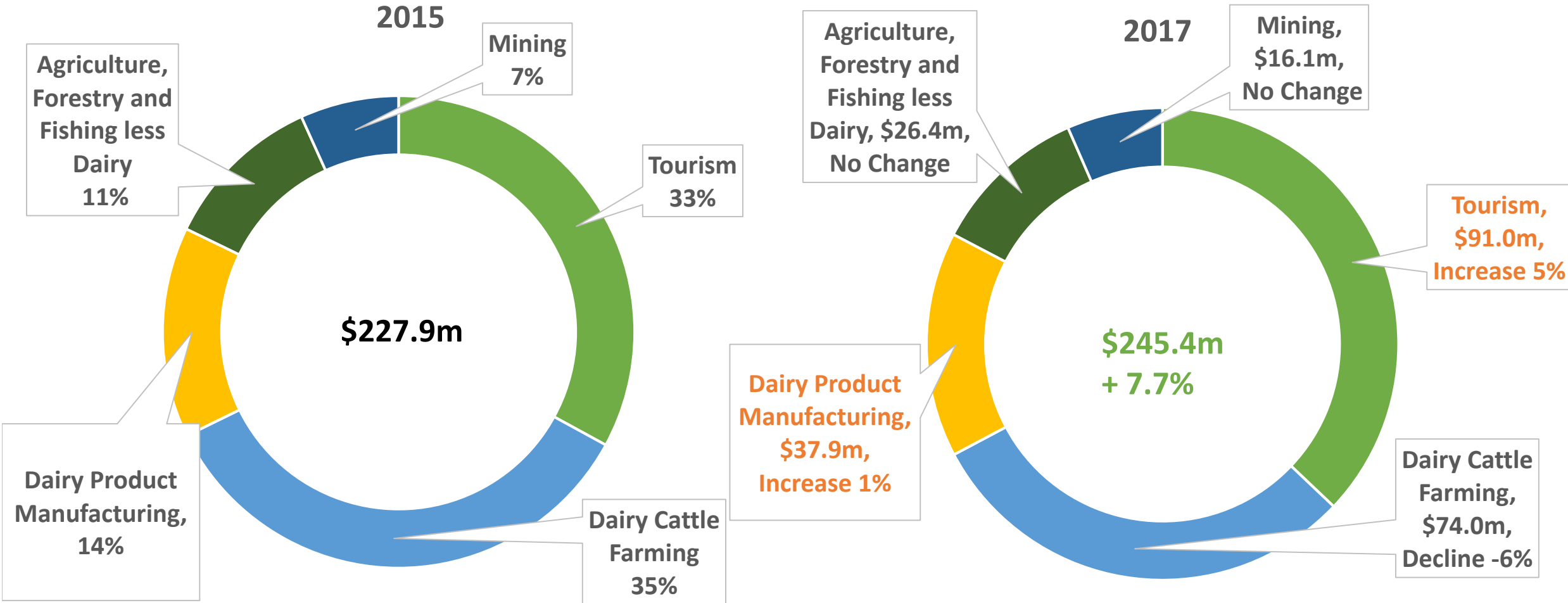
GDP & Employment 2012 - 2017 Westland District % of Total Source:

Infometrics



Westland District Main Economic Drivers – Category Shares GDP (2010 \$ prices)

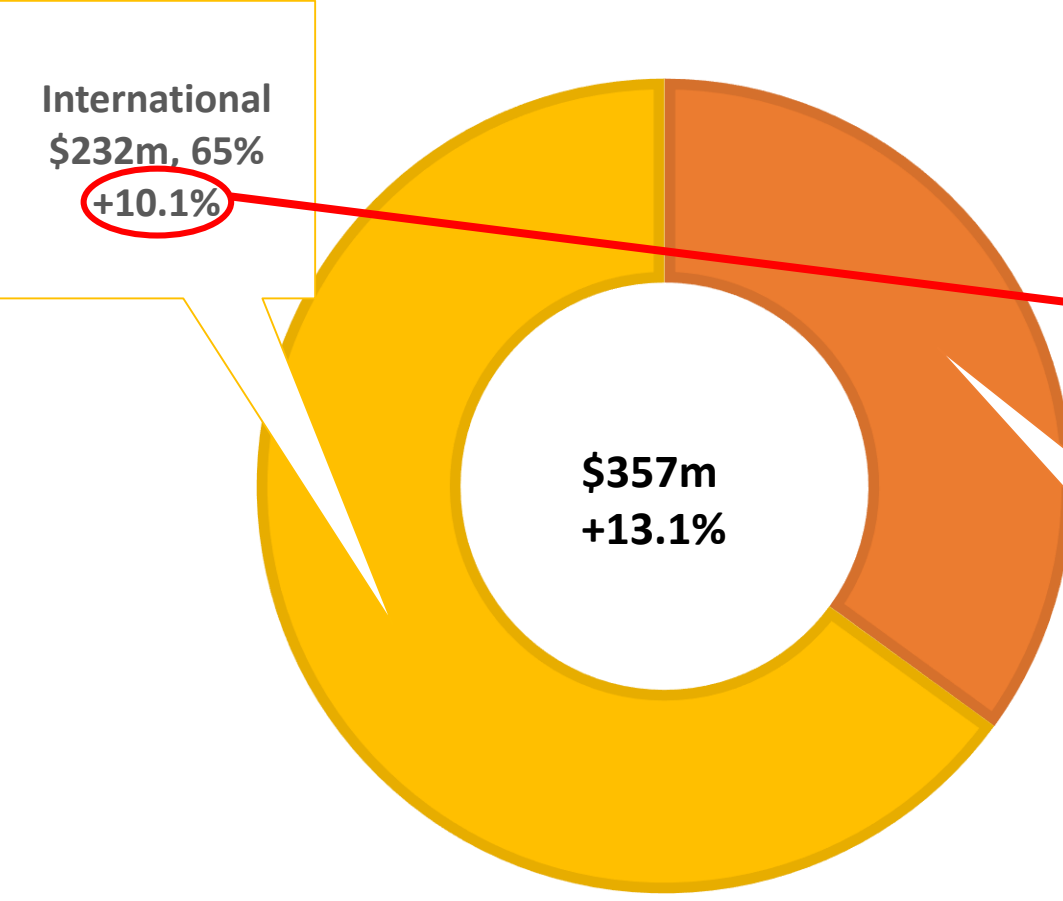
Source: Infometrics



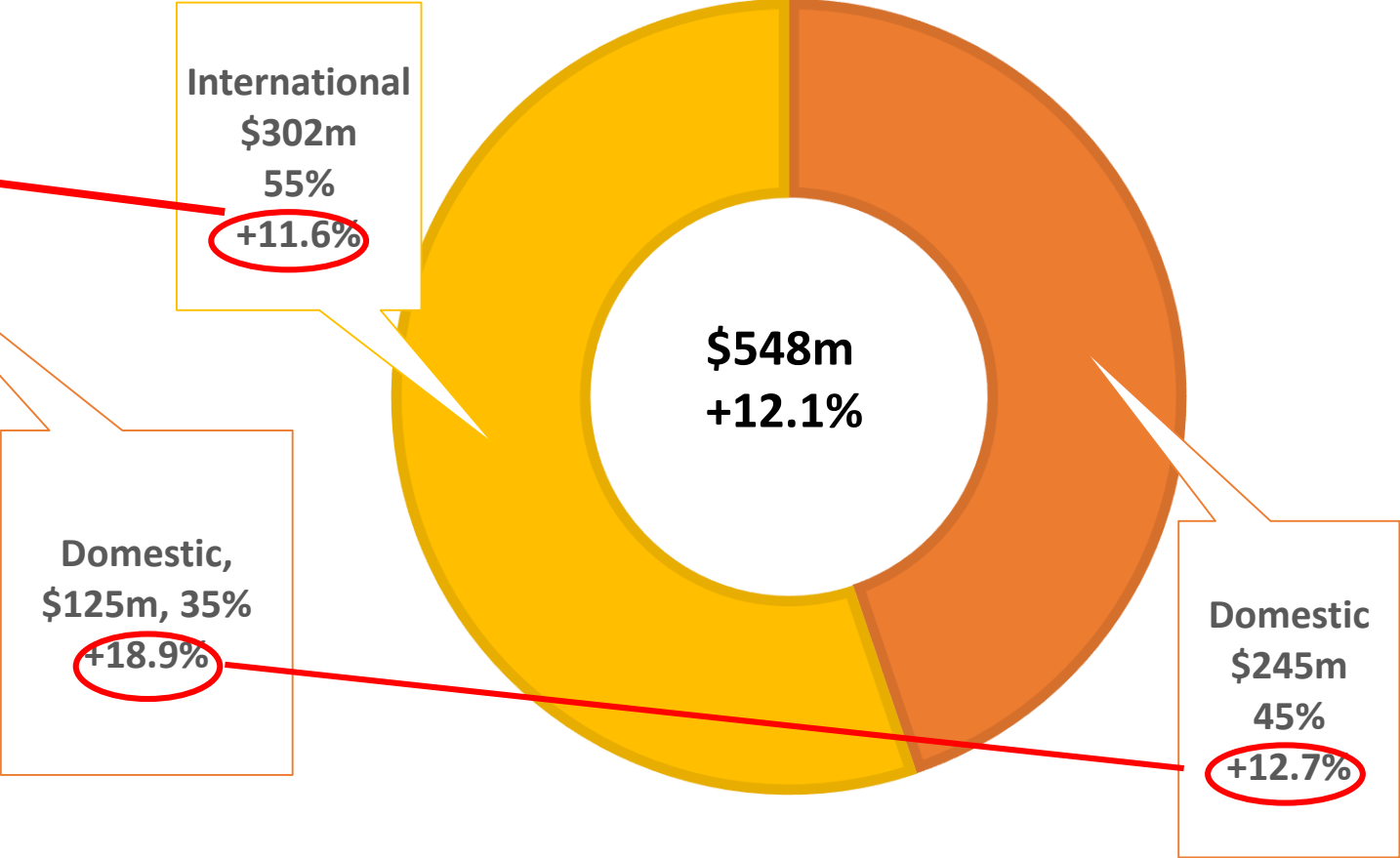
Domestic Market Driving Increase in Westland District

Performance in International below Region – possible impact on Retail

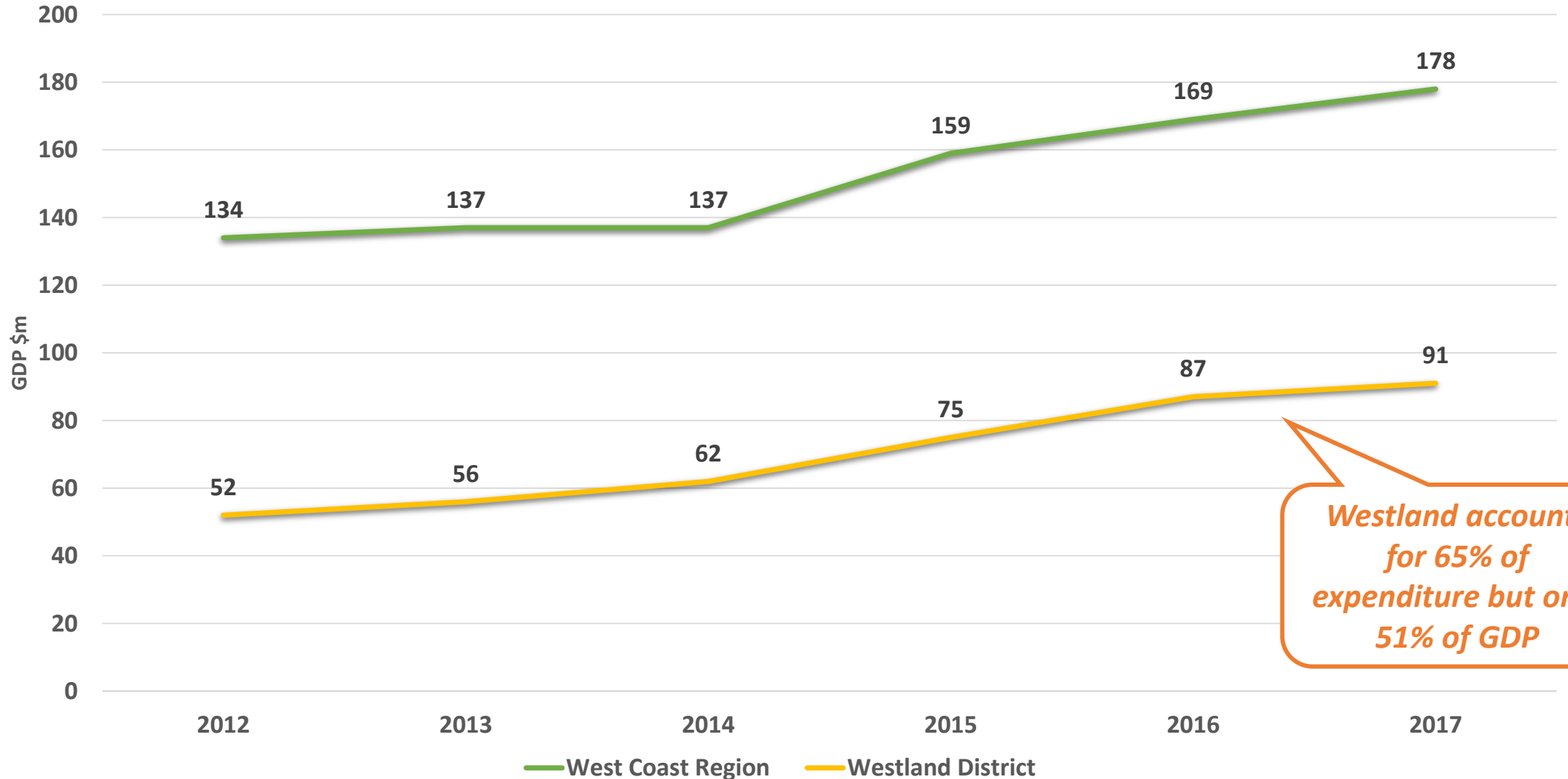
TOURISM EXPENDITURE WESTLAND DISTRICT YE
FEB 2018 SOURCE: MBIE



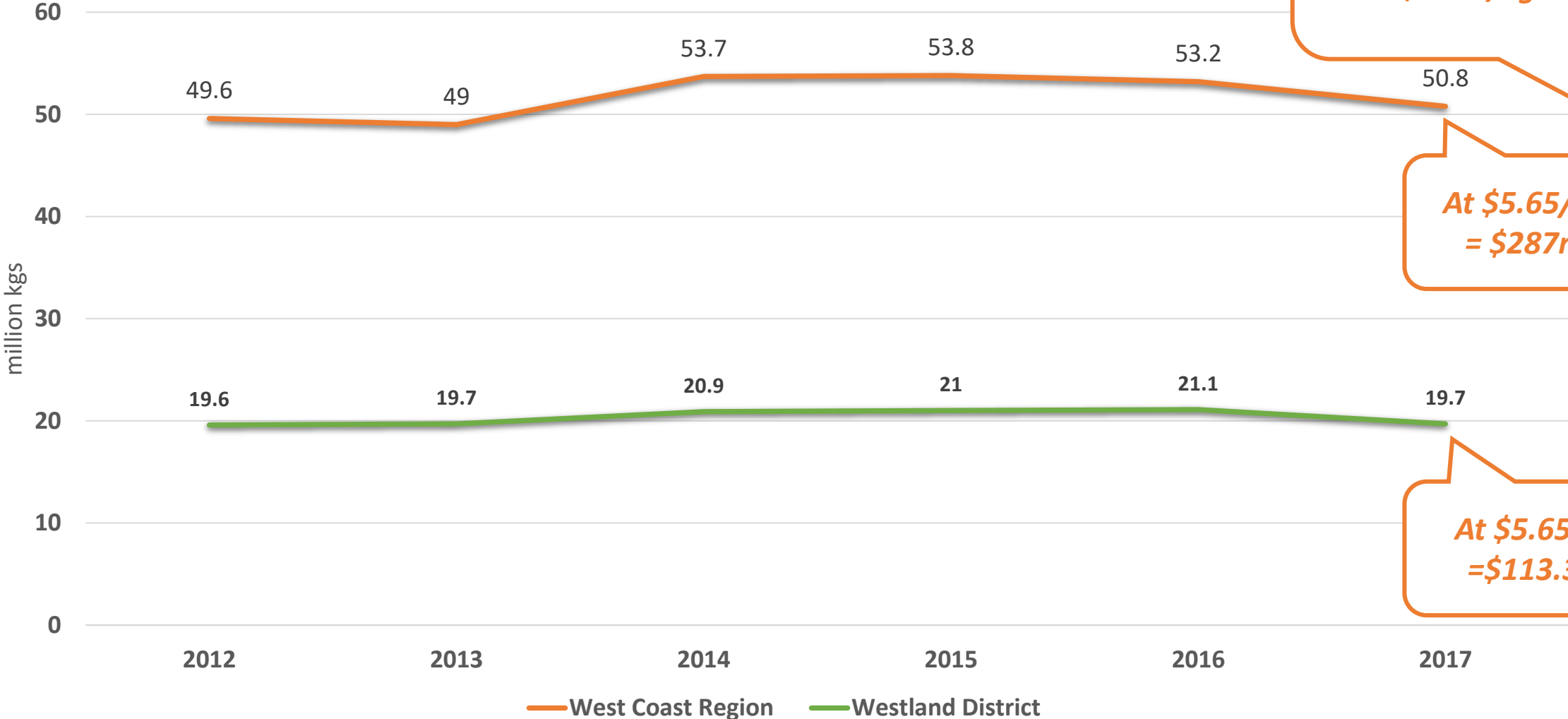
TOURISM EXPENDITURE WEST COAST YE
FEB 2018 SOURCE: MBIE



Tourism GDP \$m (at 2010 prices) Source: Infometrics



Milk Solids Production (million kgs) Source: Infometrics



2017/18 Payout
Fonterra = \$6.55 /kg
Westland = \$6.10 - \$6.40 /kg

At \$5.65/kg
= \$287m

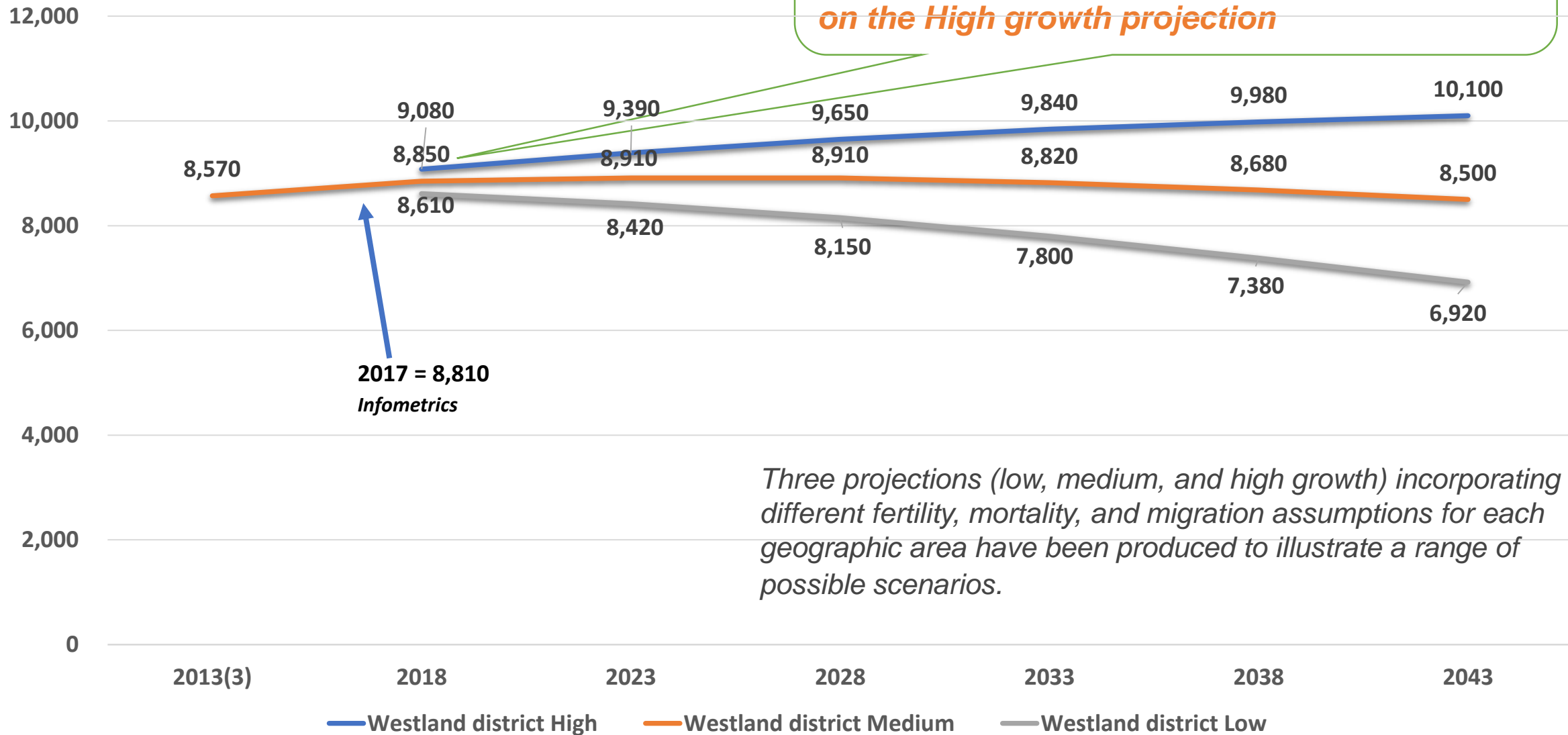
At \$5.65/kg
= \$113.3m



Key Economic Indicators Population 2012 – 2017

Population Projections Source: Statistics NZ

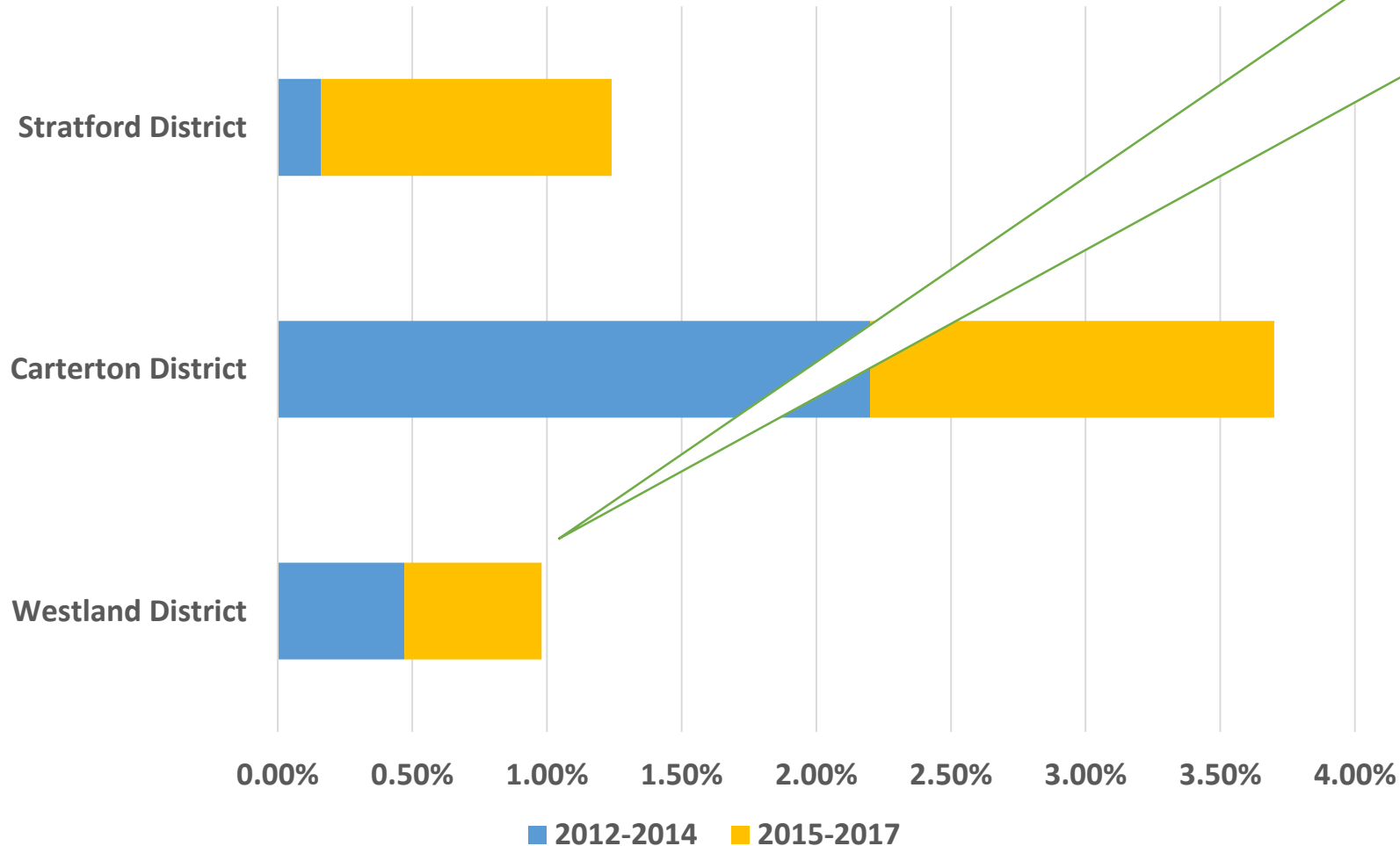
Statistics NZ considers the medium projection suitable for assessing future population changes, but Westland is currently trending on the High growth projection



Three projections (low, medium, and high growth) incorporating different fertility, mortality, and migration assumptions for each geographic area have been produced to illustrate a range of possible scenarios.

Population Growth over various time periods Source: Infometrics

Westland District is the only West Coast District currently showing population growth.



Net migration 2017:

Westland District	+ 50
Carterton District	+130
Stratford District	+ 70

Population growth 2016-2017:

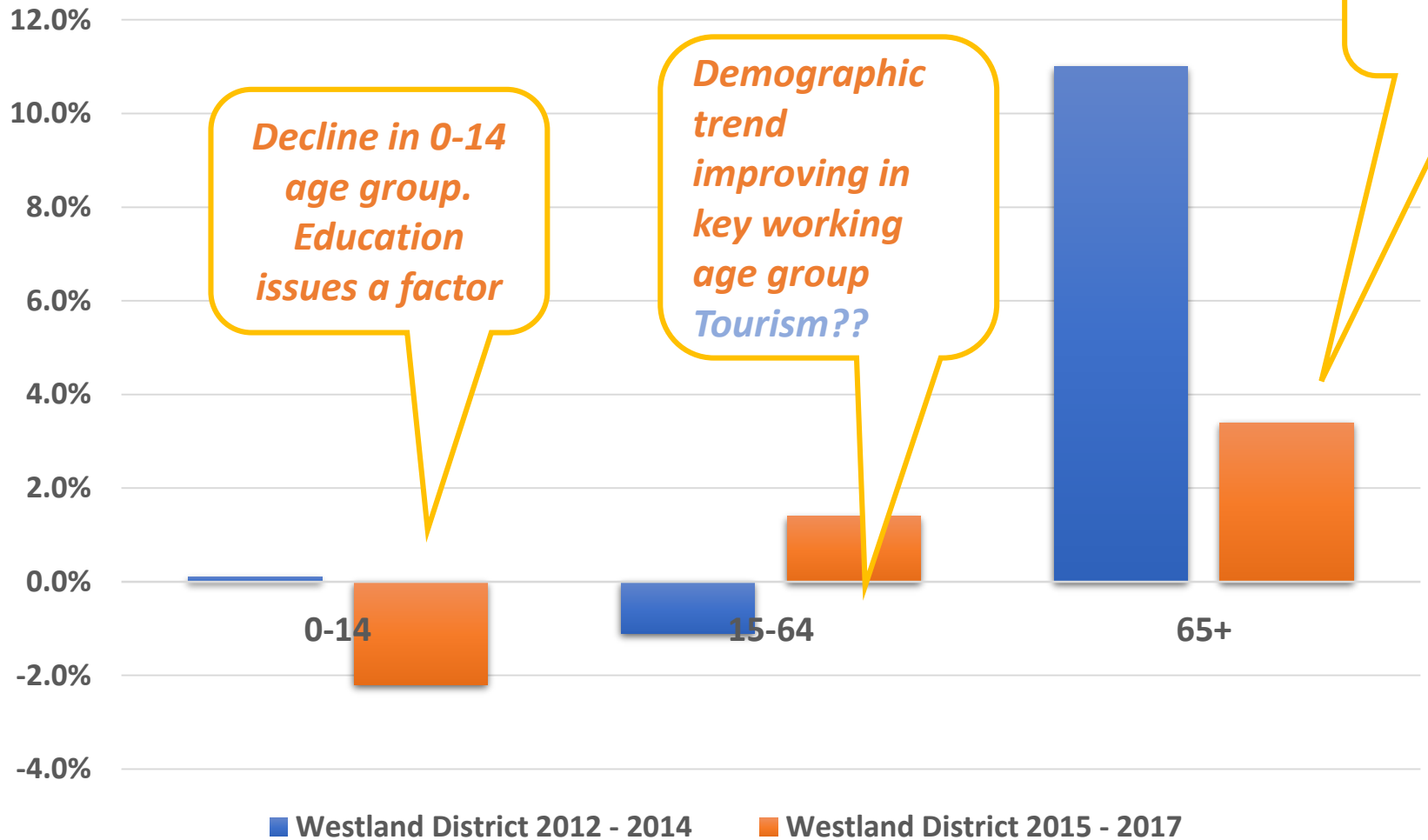
Westland District	+ 0.6%
Carterton District	+ 1.6%
Stratford District	+ 1.31%

Population growth 2015-2017:

Westland District	+ 1.0%
Carterton District	+ 2.9%
Stratford District	+ 2.2%

Population Growth by Age – Westland District

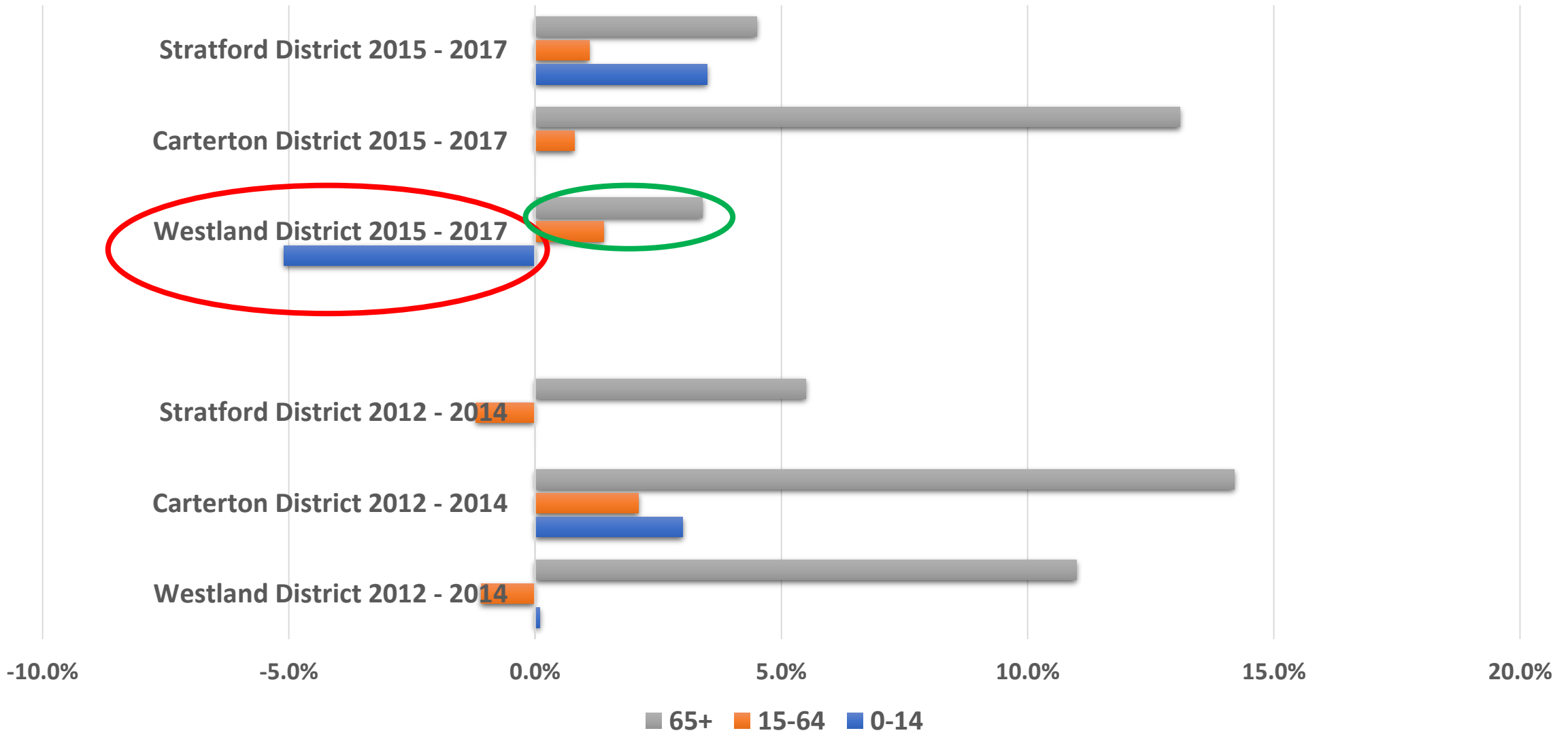
Source: Infometrics



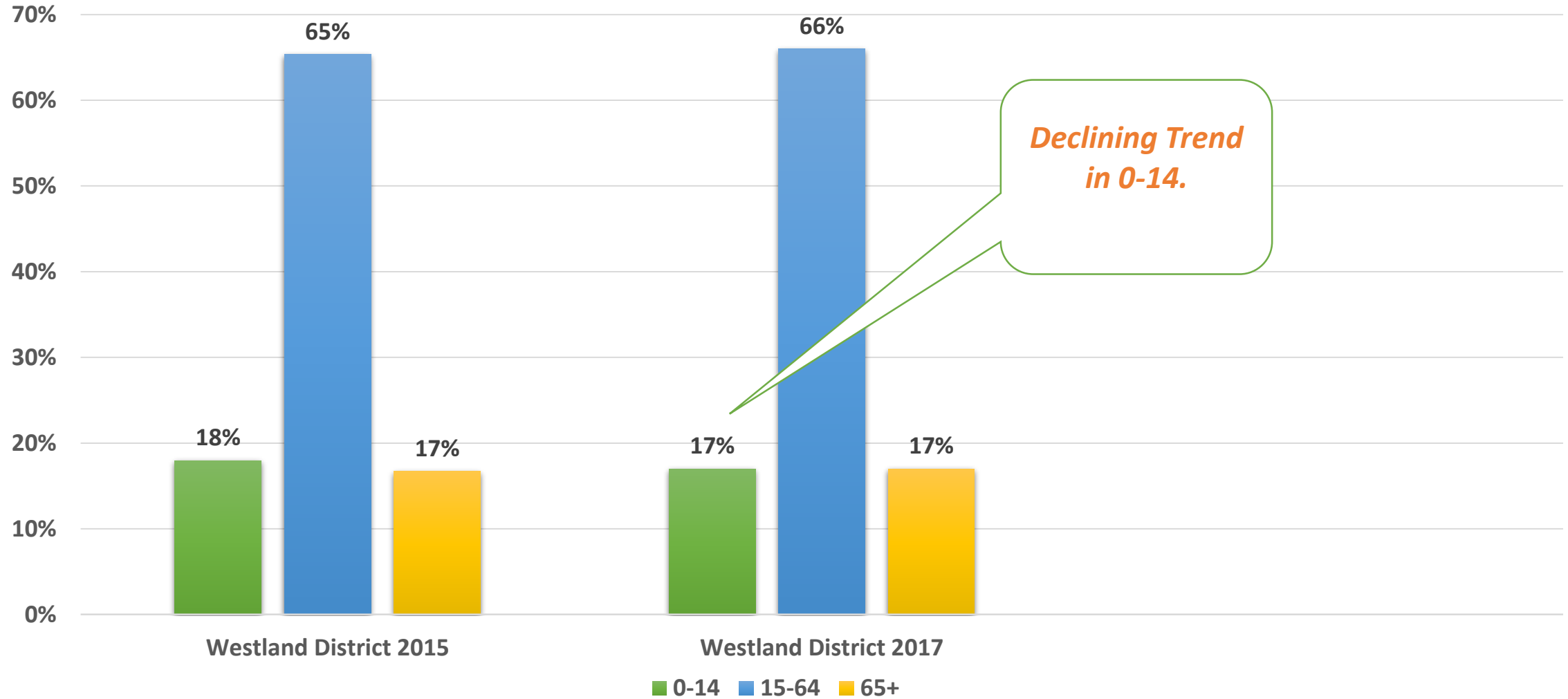
- **Median Age (2013 Census)**
 - Westland District 42.7
 - Carterton District 44.3
 - Stratford District 38.9

	Westland District 2012 - 2014	Westland District 2016 - 2017
0-14	0%	-3.2%
15-64	-1.1%	1.2%
65+	11.0%	2.0%

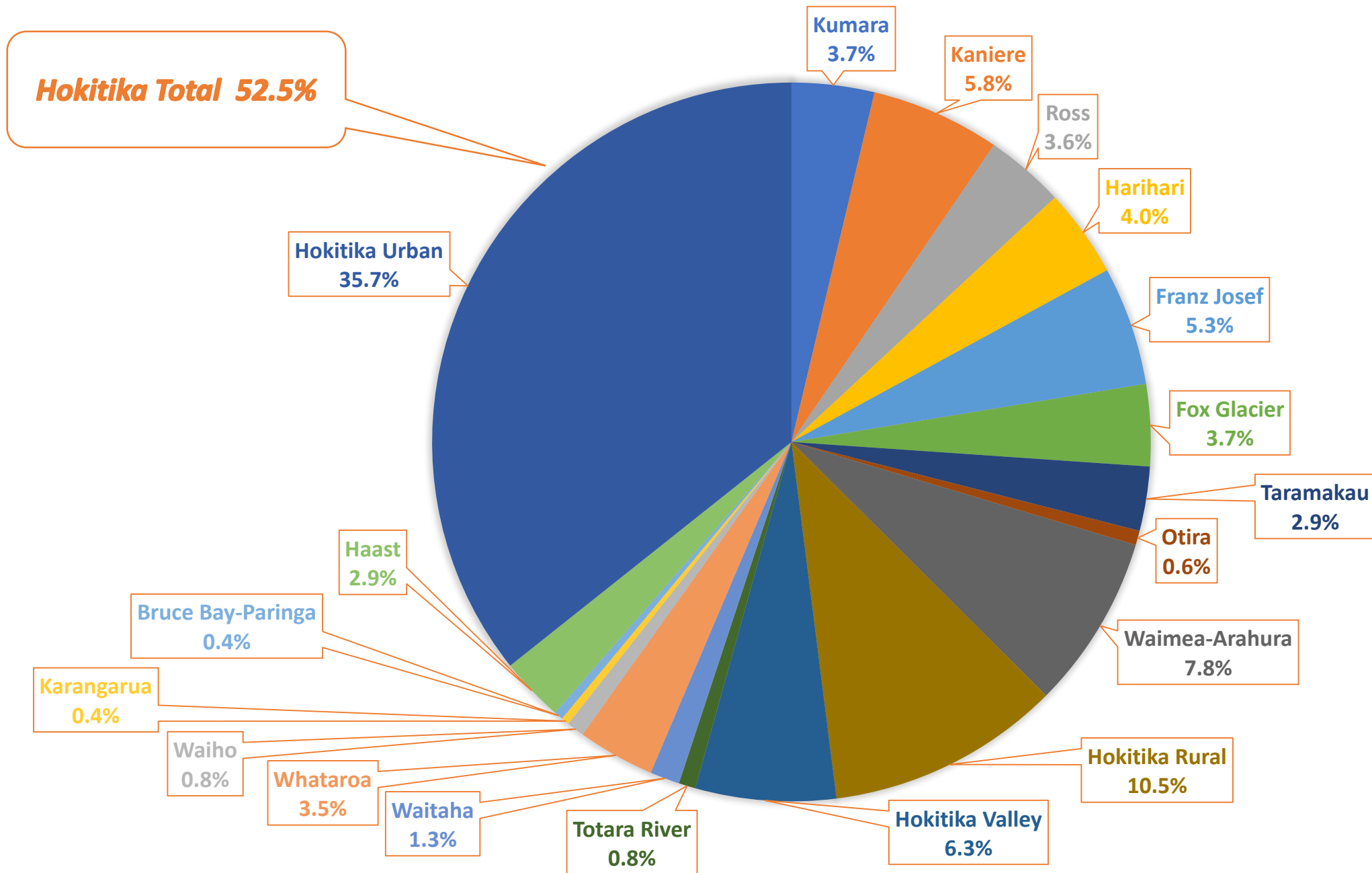
Population Growth by Age Comparison to other Districts Source: Infometrics



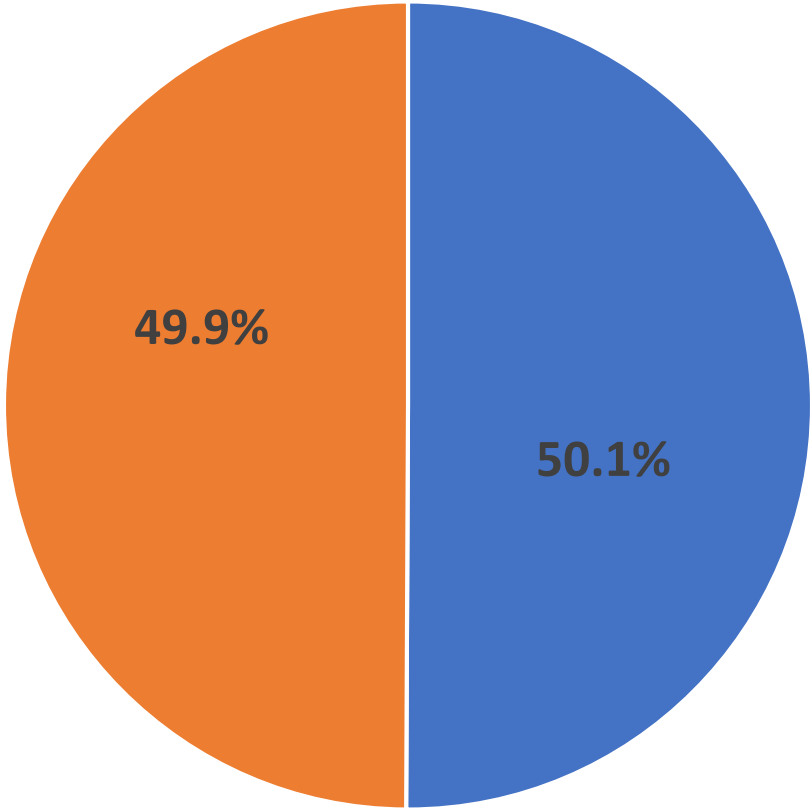
Population by Age Group Source: Infometrics



WESTLAND DISTRICT POPULATION DISTRIBUTION CENSUS 2013



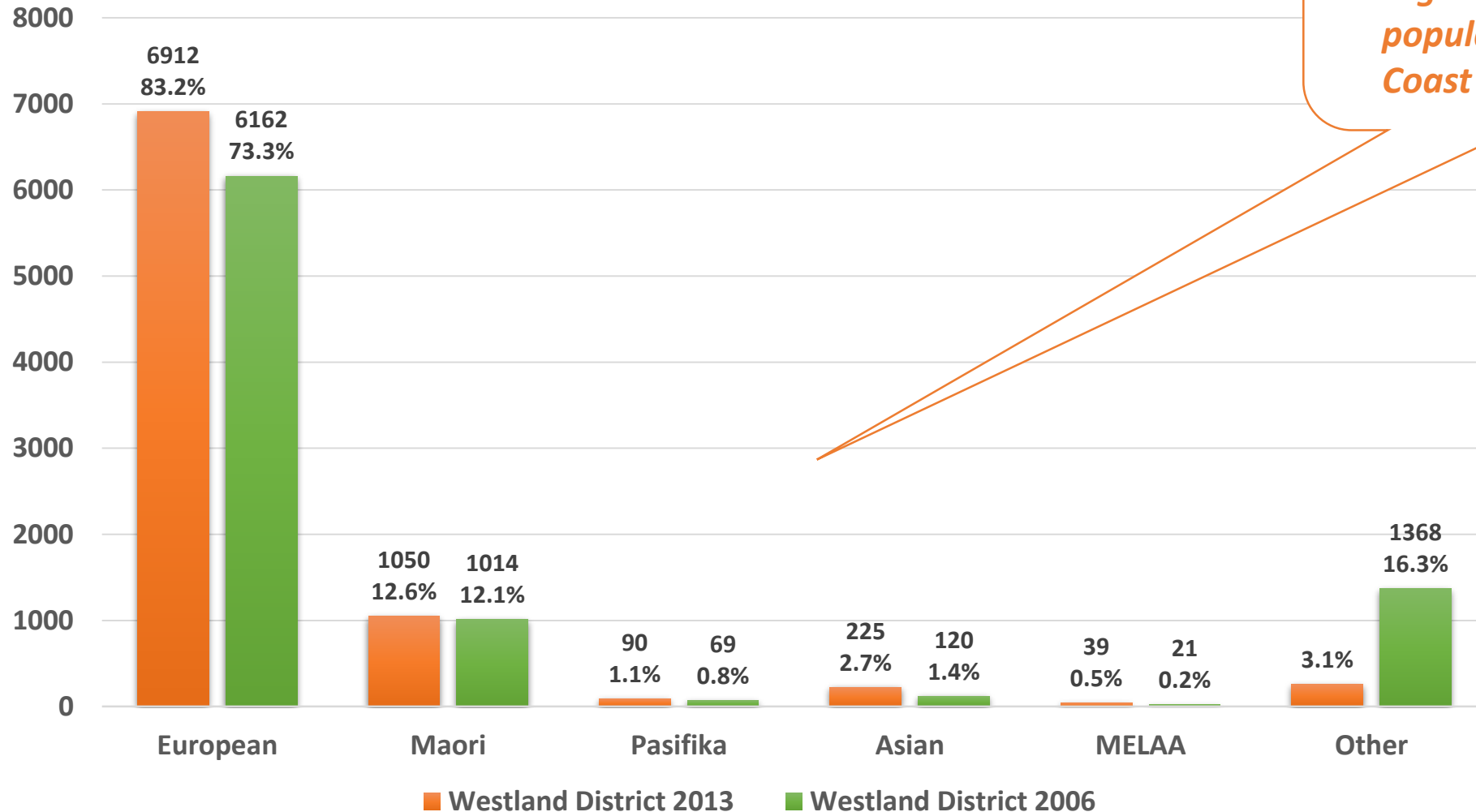
2013 Westland District Population by Gender Source: 2013 Census



■ Male ■ Female

West Coast is one of the few areas of NZ where there are more males than females!

Cultural Diversity source: Statistics NZ Census

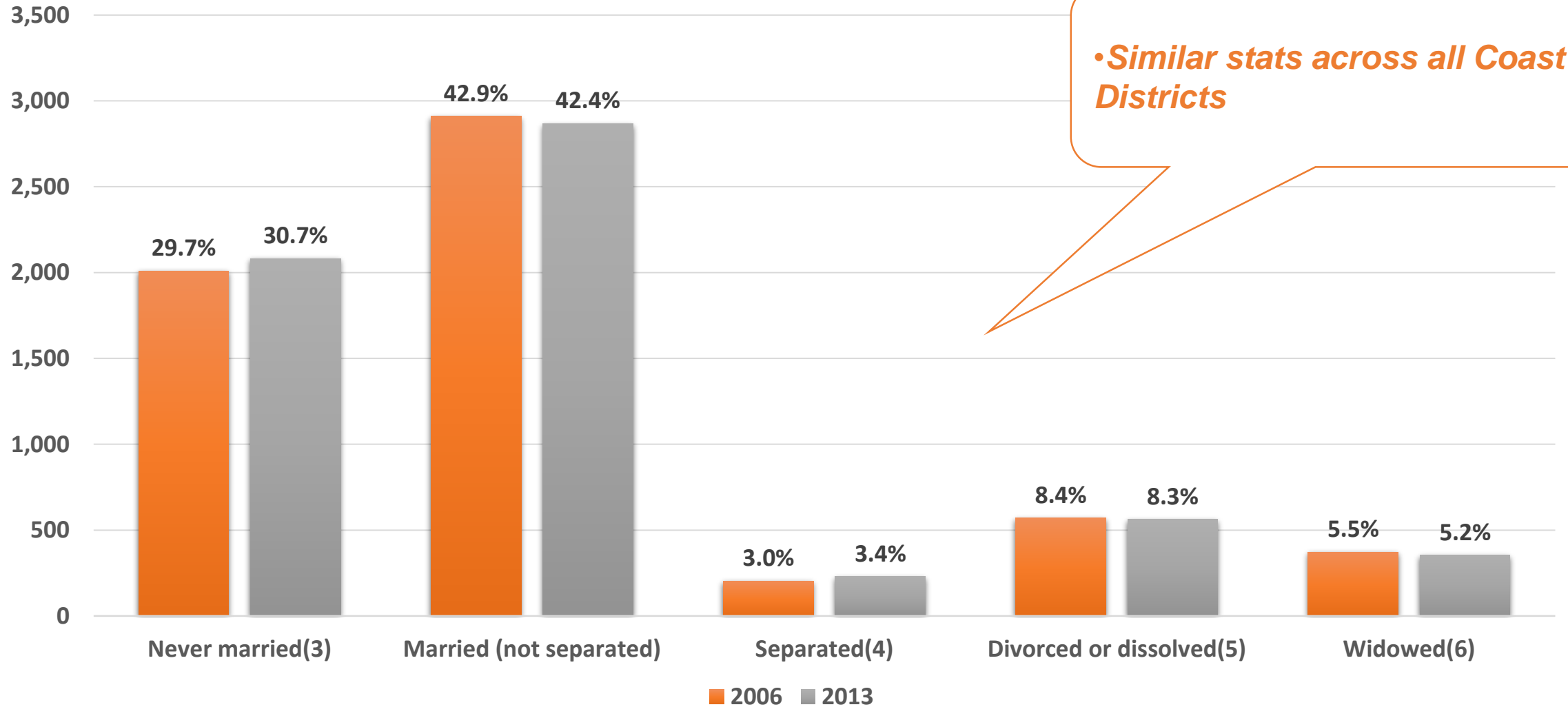


- *Less ethnic diversity than most of NZ*
- *Highest Maori population of West Coast Districts*

- *MELAA = Middle Eastern, African American & African*

Population by Legally Registered Relationship Status - Westland

District Source: Statistics NZ Census



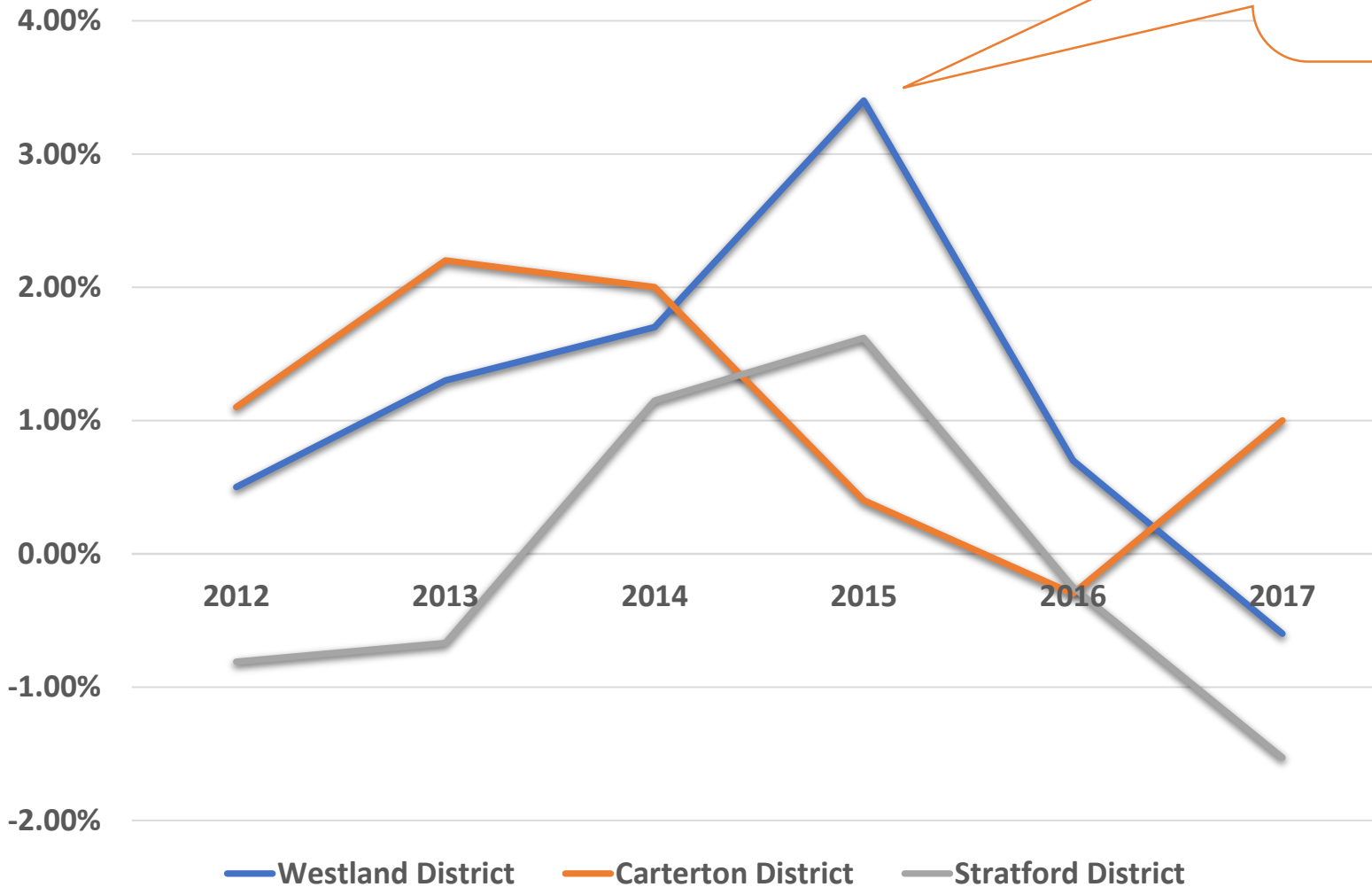
Rates income 2017

Westland General Rates	\$ GST inclusive	Number of Rating Units	\$ per Rating Unit
Westland District Council			
General Rate WCRC	\$803,850	7,605	\$105.70



**Key Economic Indicators
FTEs 2012 – 2017
Employment/Labour
Market**

Employment Growth p.a. Source: Infometrics



- *Employment Growth peaked in 2015, slowed to +0.7% in 2016 and declined in 2017 to -0.7% .*
- *Productivity is lower than comparative areas*

Employment Growth 2012 - 2017

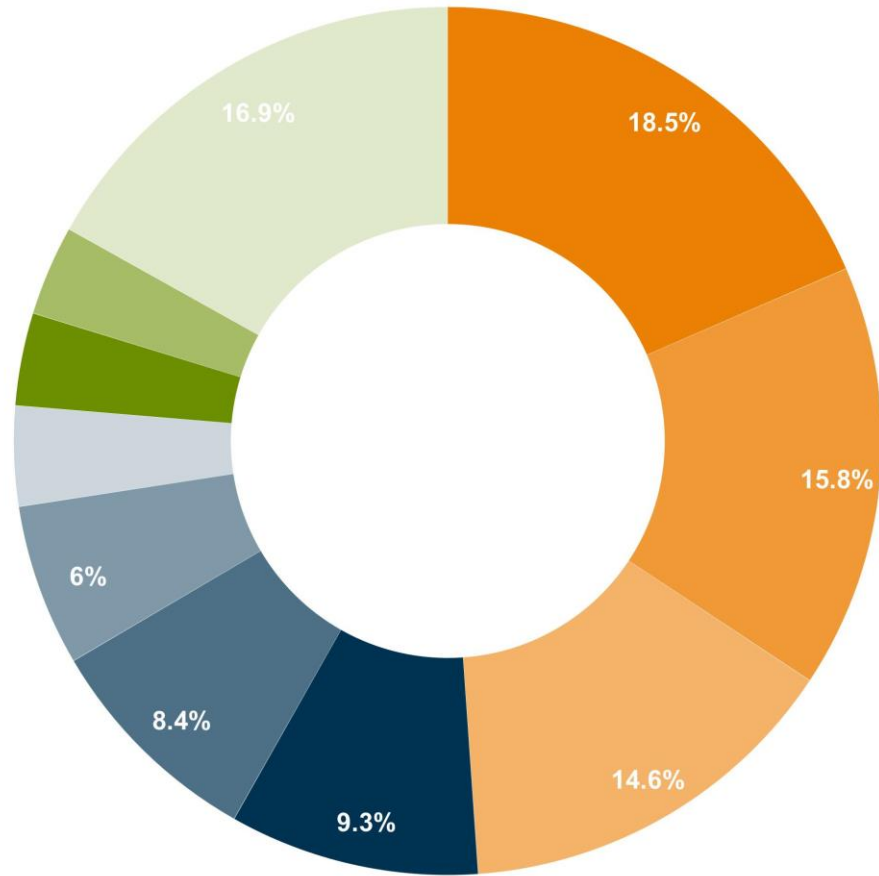
Westland District	+ 6.6%
Carterton District	+ 5.4%
Stratford District	+ 0.3%

Productivity 2017 (GDP per employee)

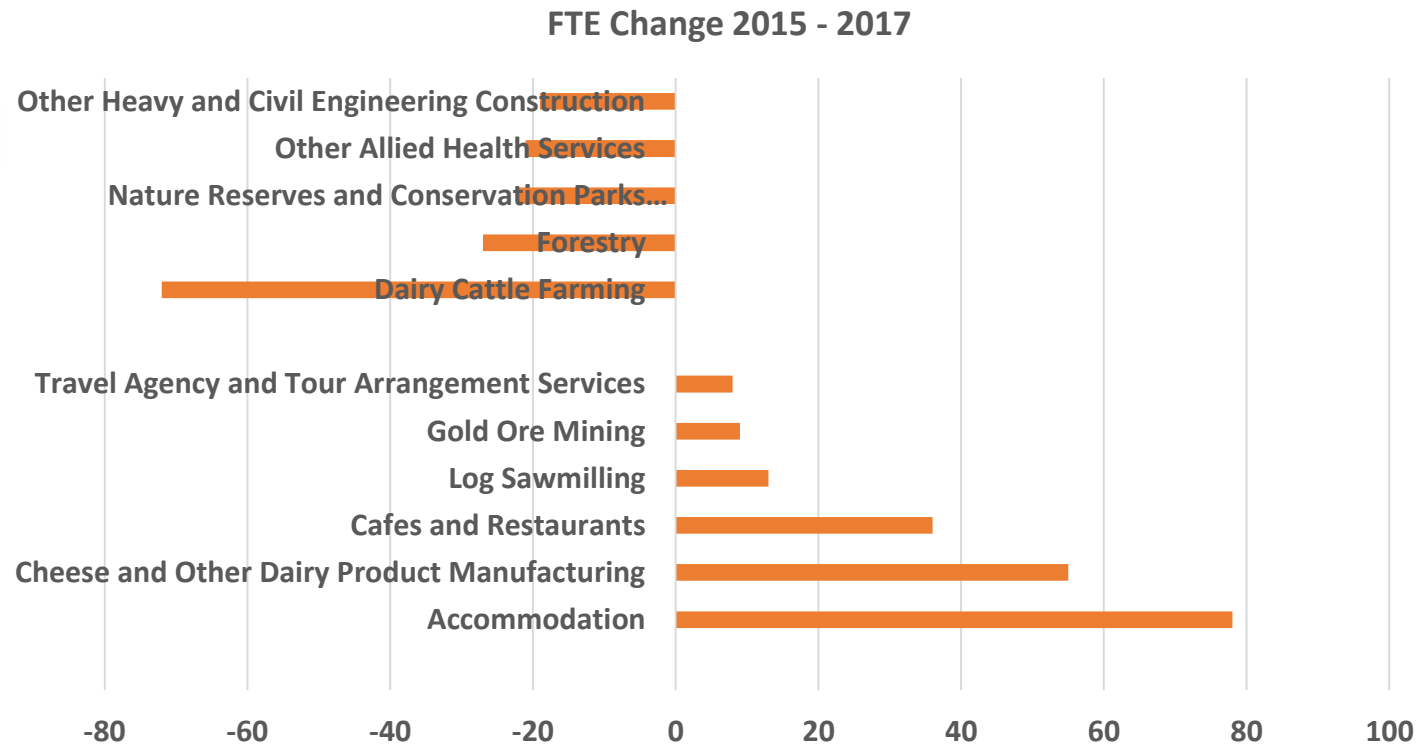
Westland District	- 2.3%
Carterton District	+2.7%
Stratford District	+3.4%

Proportion of Filled Jobs by Industry – Westland District 2017

Source: Infometrics

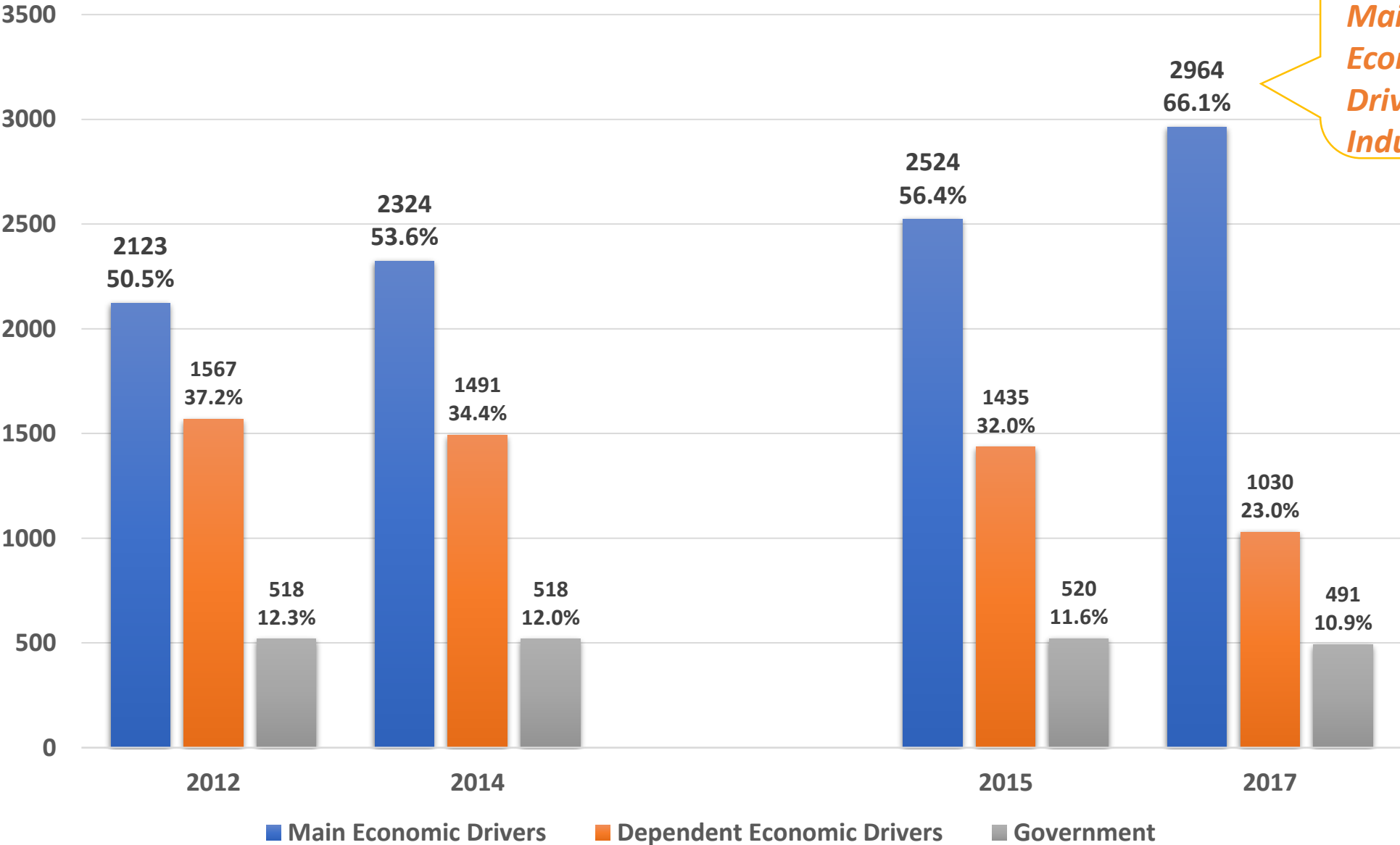


• *Job growth in Tourism related industries, Dairy Manufacturing, Gold Ore mining and Sawmilling*
 • *Job losses in Dairy Farming, Forestry, Conservation, Allied Health Services and Civil Engineering Construction*



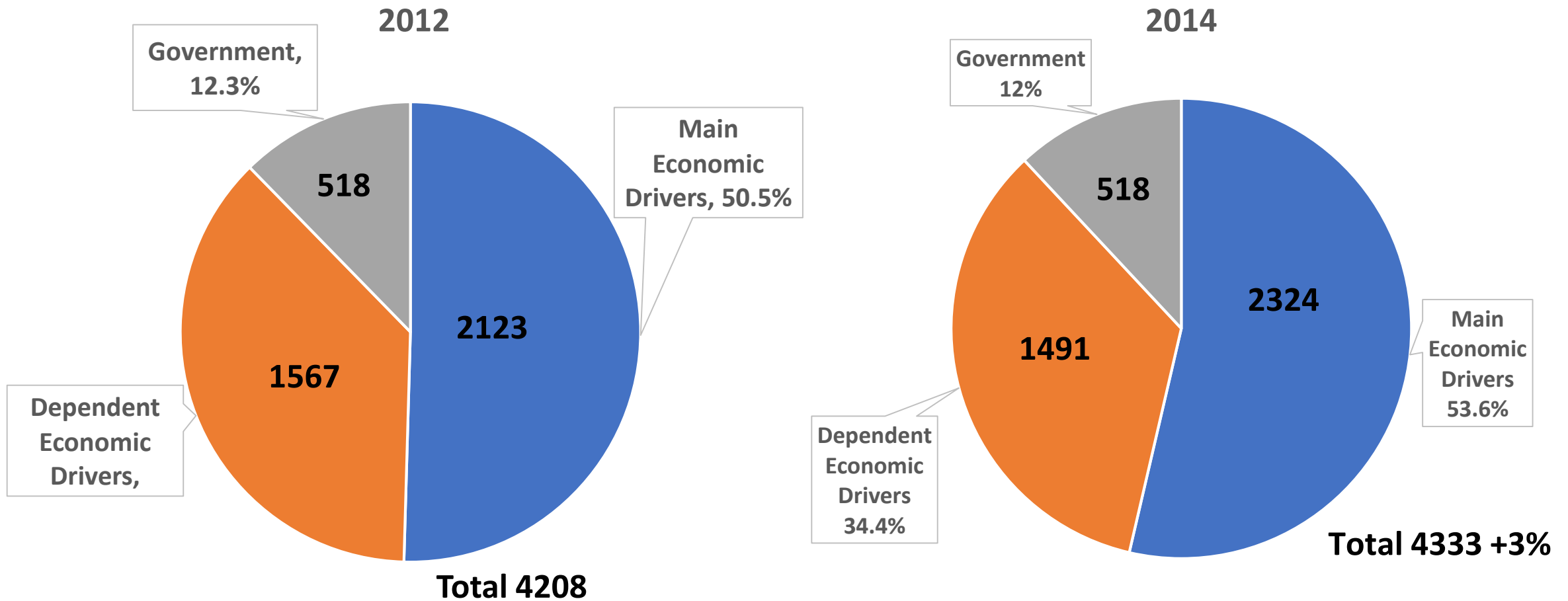
Employment Structure - Westland District Source: Infometrics

Good Growth in FTEs in Main Economic Driver Industries



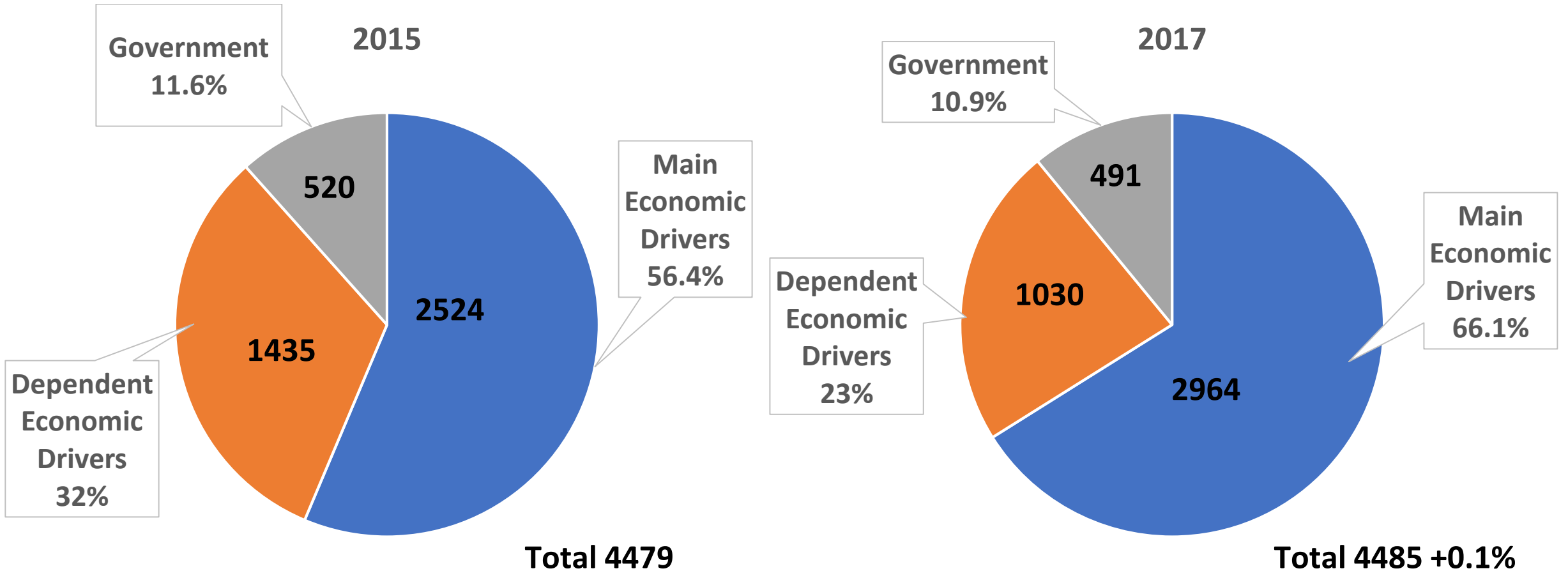
Employment Structure 2012 – 2014 Westland District

Source: Infometrics



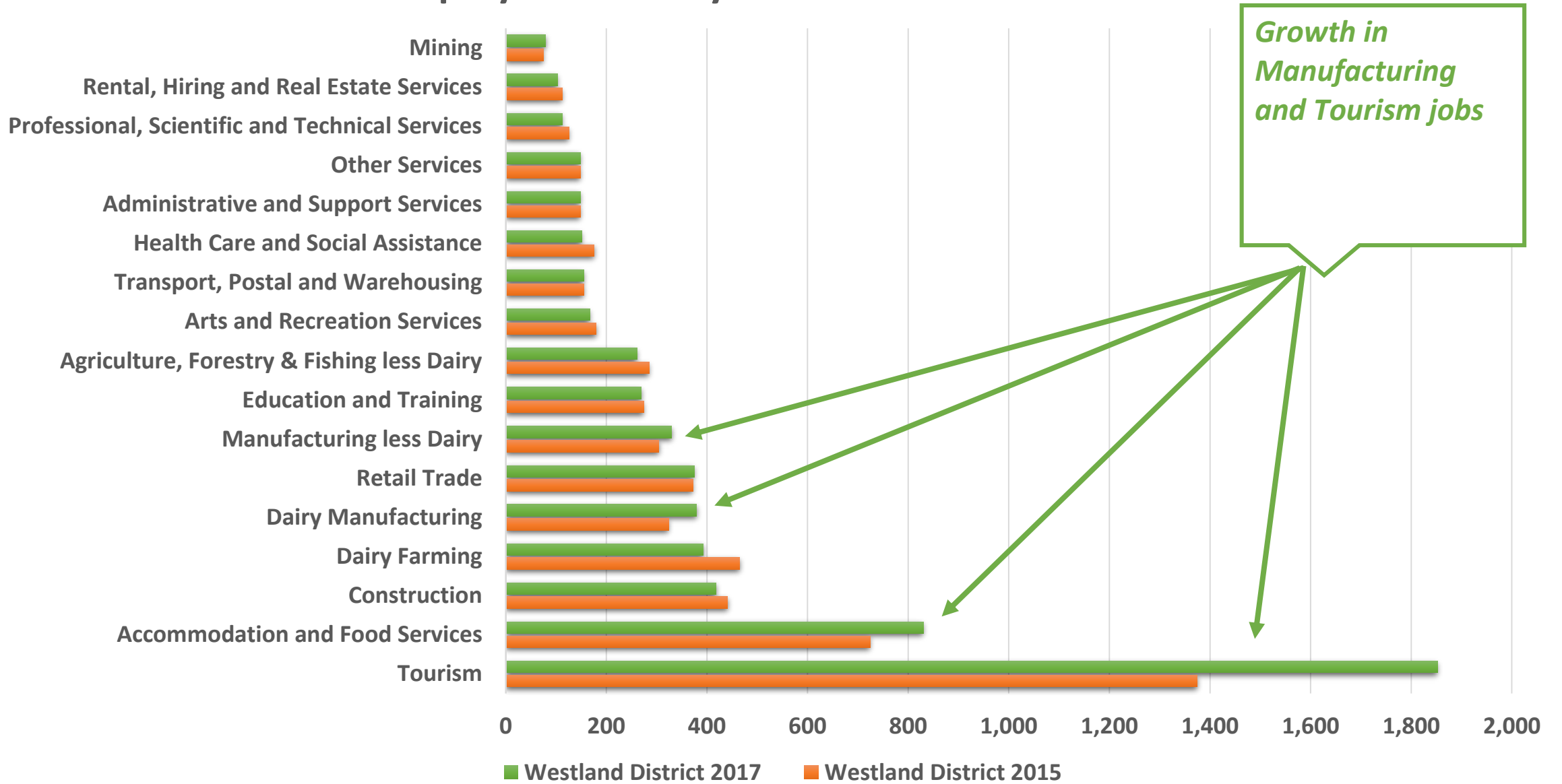
Employment Structure 2015 – 2017 Westland District

Source: Infometrics

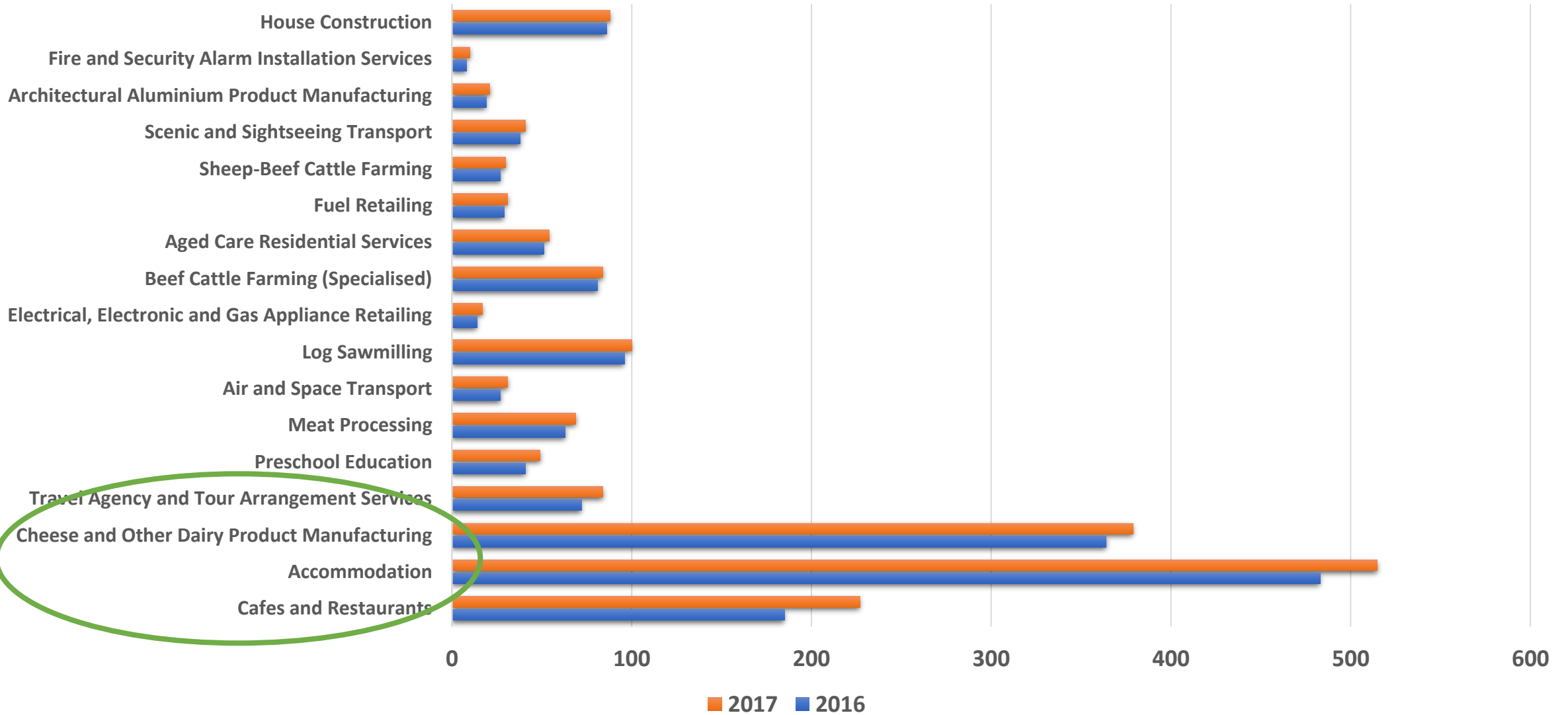


Employment in Key Industries

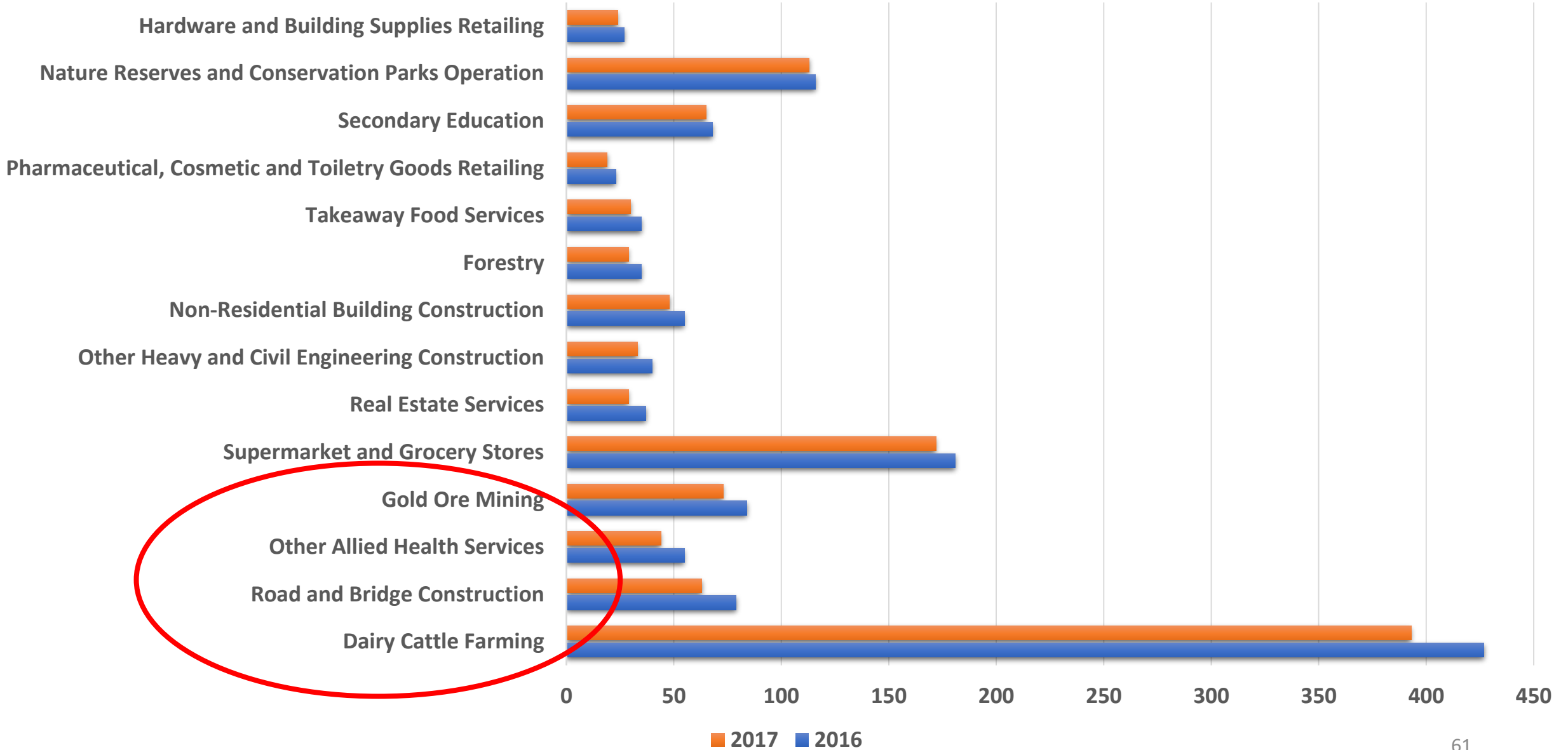
Source: Infometrics



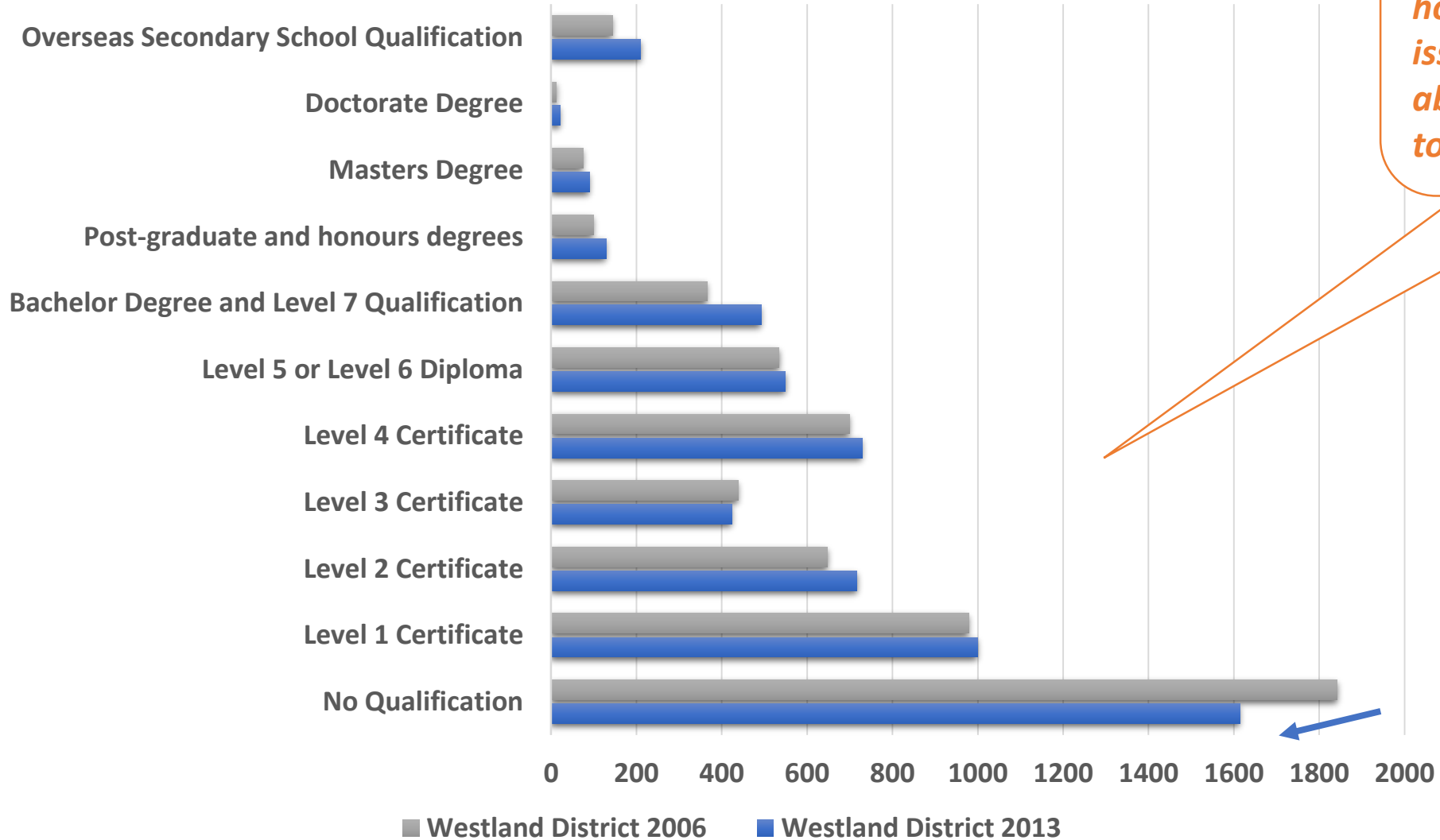
Job Gains - Westland District Source: Infometrics



Job Losses - Westland District Source: Infometrics

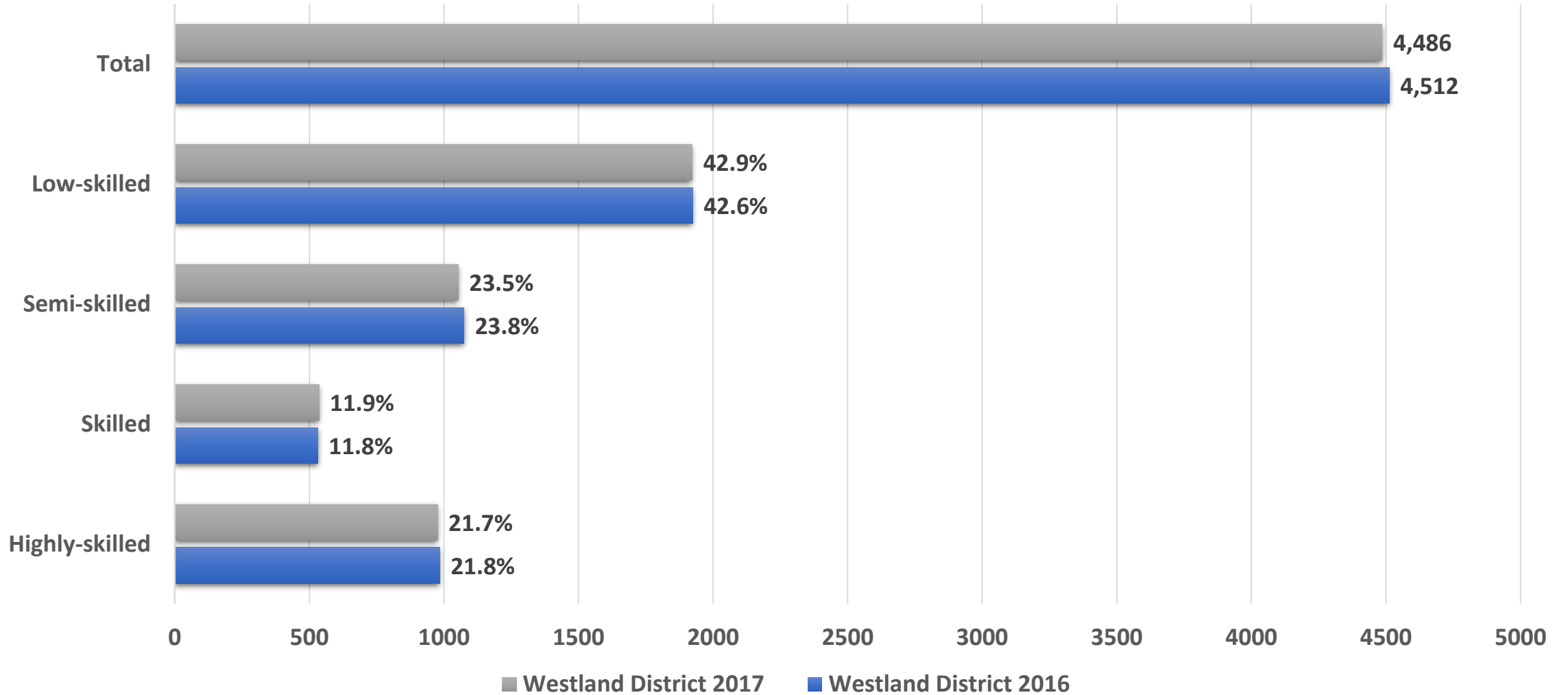


Population by Skill Level Source 2013 Census



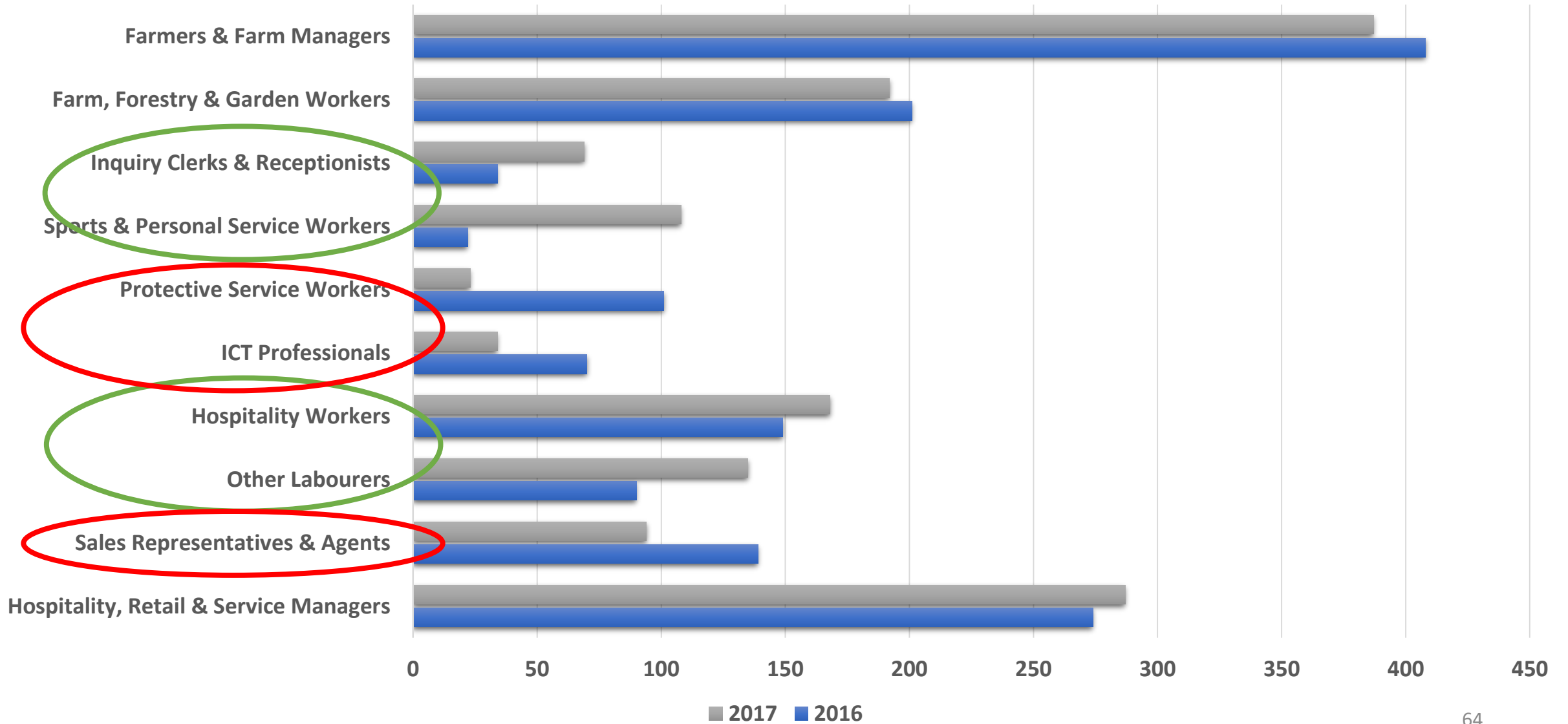
Signs of Upskilling or New skills in last Census, however the educational issues are limiting the ability to attract families to the Westland District

Westland District Employment by skill level Source: Infometrics

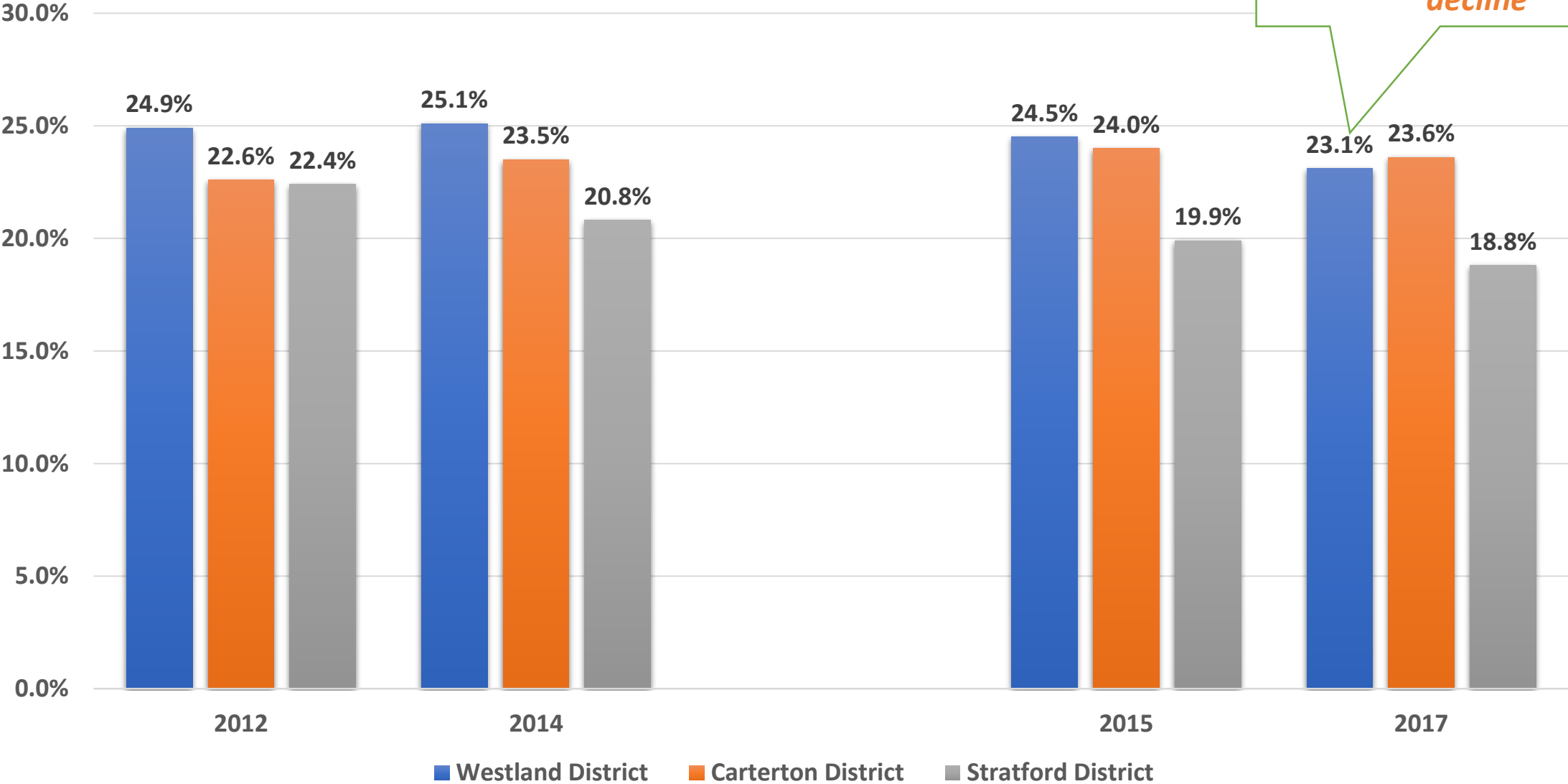


Westland District – Employment by Occupation – occupations with significant changes from 2016 -2017

Source: Infometrics

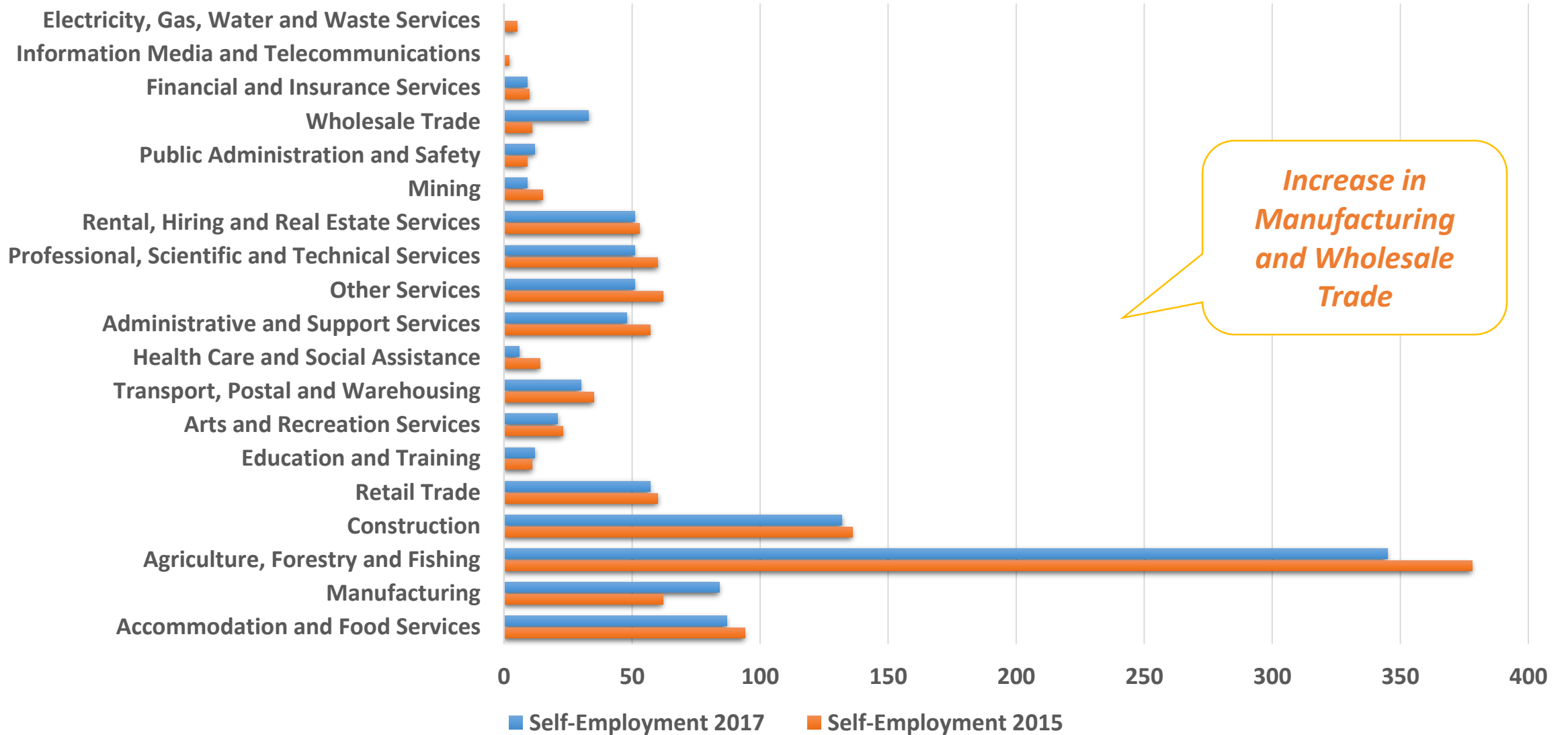


Self Employment Rate Source infometrics



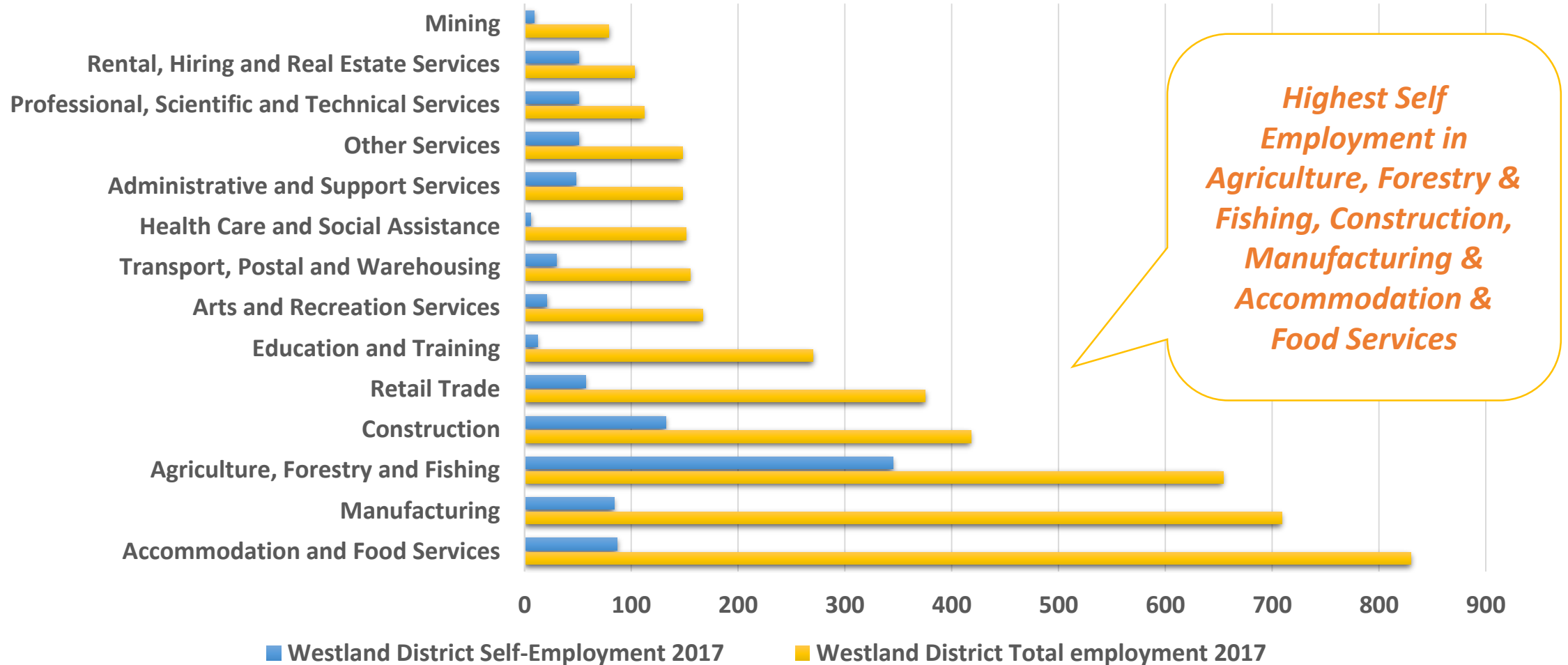
Higher rate in Westland District than in other West Coast Districts with slight decline

Westland District Self Employment by Industry 2015 - 2017 Source: infometrics

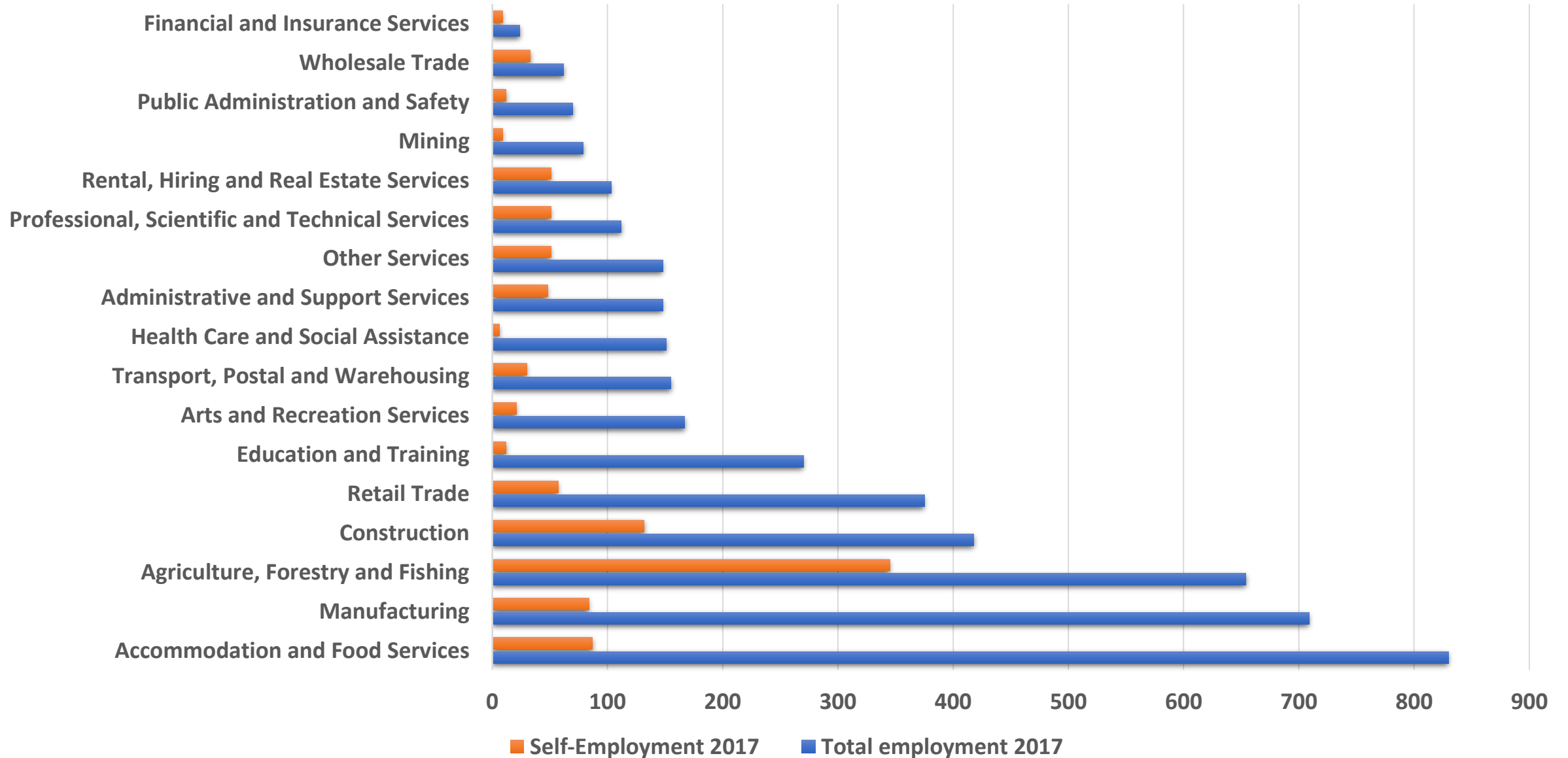


Self Employed v. Full Employment by Industry – Westland District

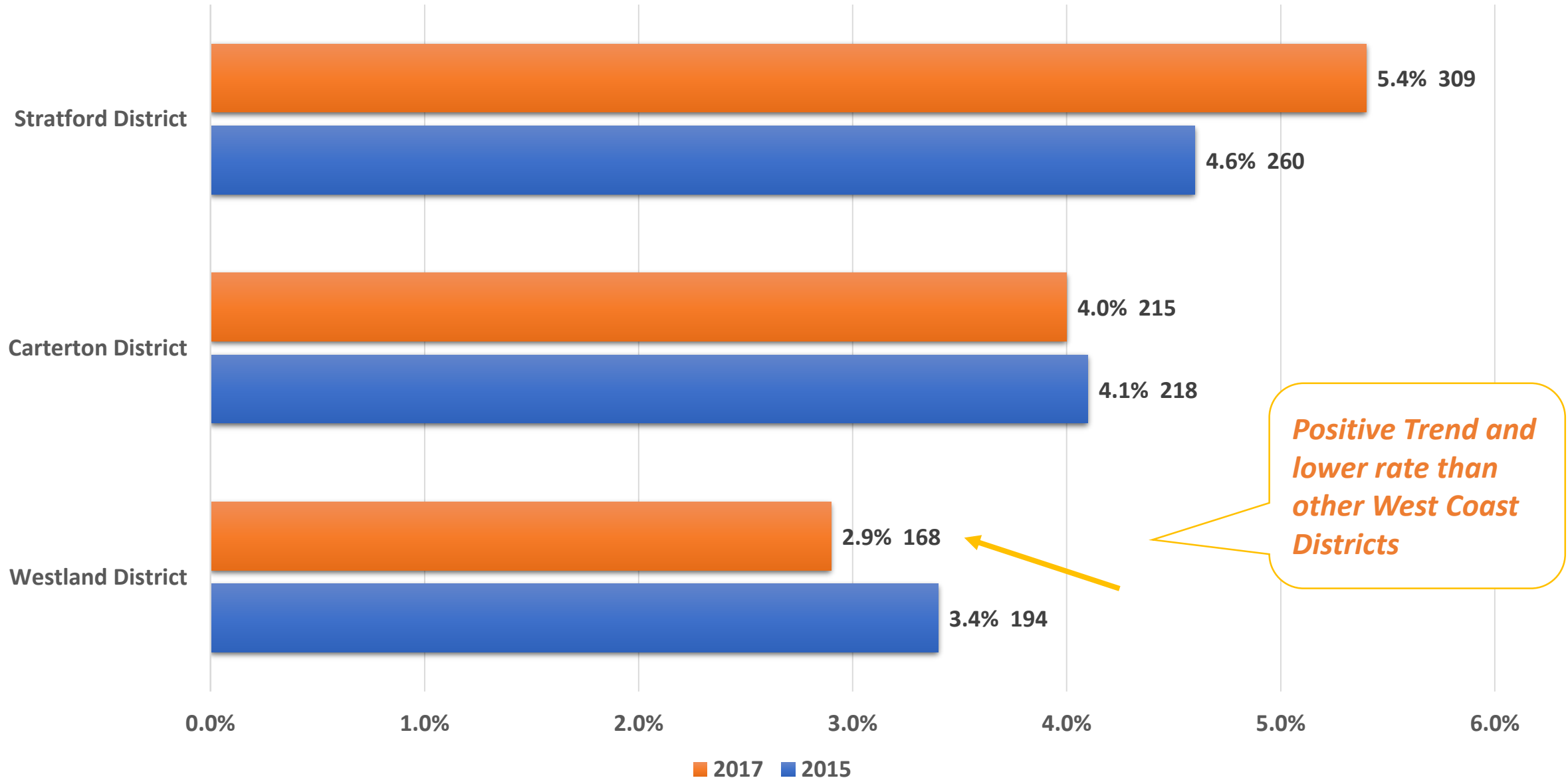
2017 Source: Infometrics



Self Employed by Industry - Westland District 2017 Source: Infometrics



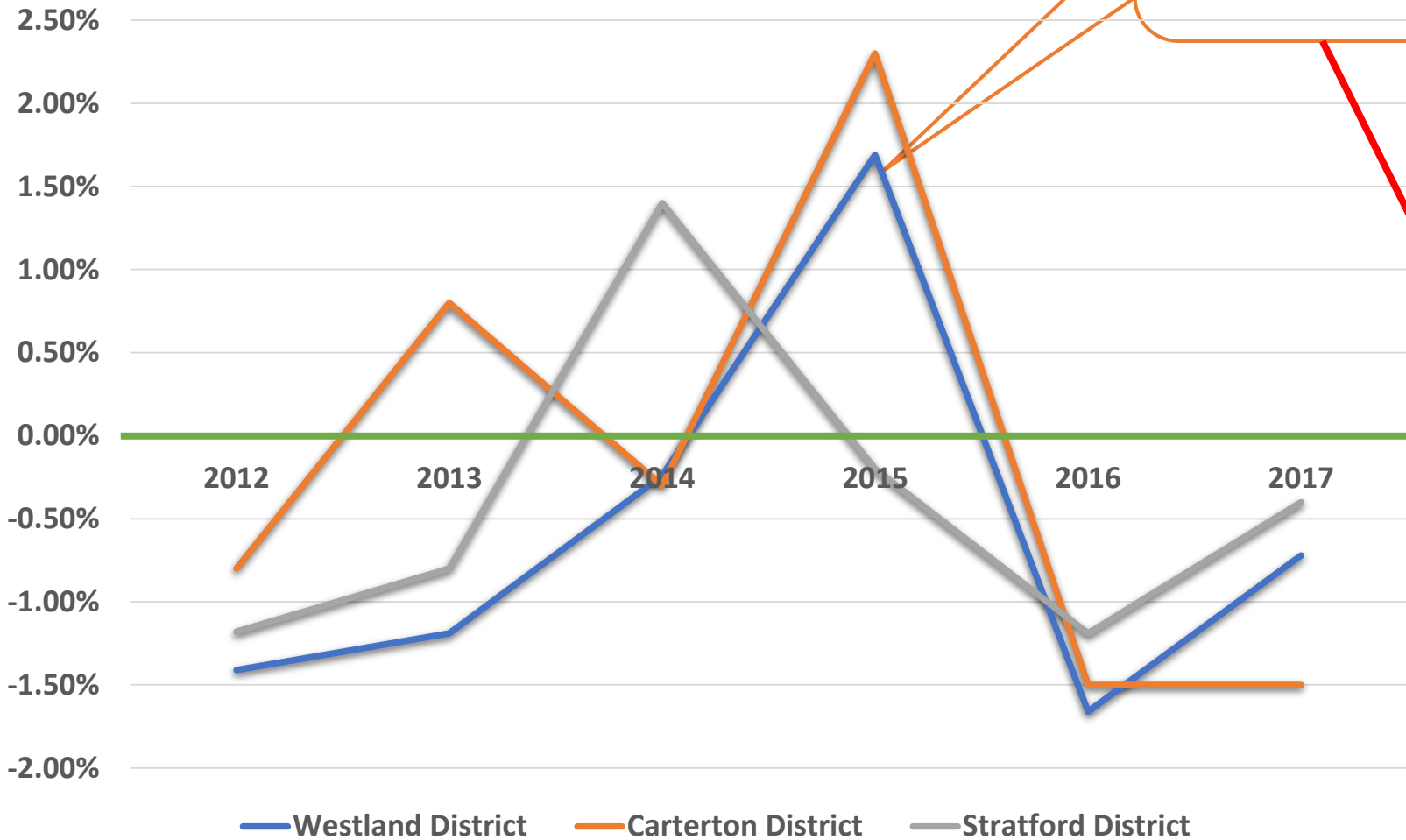
Unemployment Rate Source: infometrics





Key Economic Indicators Business Units 2012 – 2017

Business Unit Growth p.a. Source: Infometrics



Westland losing BUs since 2016, decline slowing

Business Unit Growth 2012 - 2017

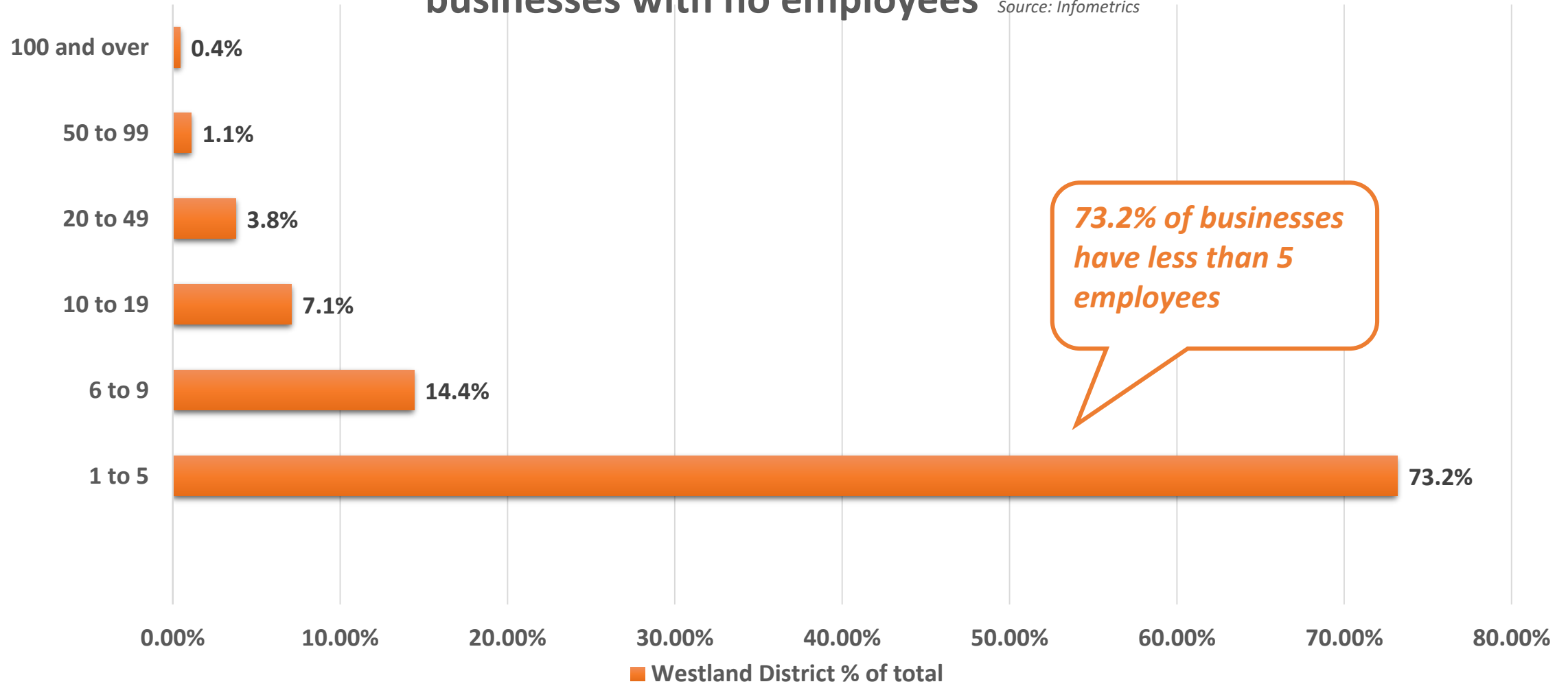
- Westland District** -2.1%
- Carterton District - 0.3%
- Stratford District - 1.2%

Business Unit Growth 2015 - 2017

- Westland District** - 30 BUs
- Carterton District - 36 Bus
- Stratford District - 24 Bus

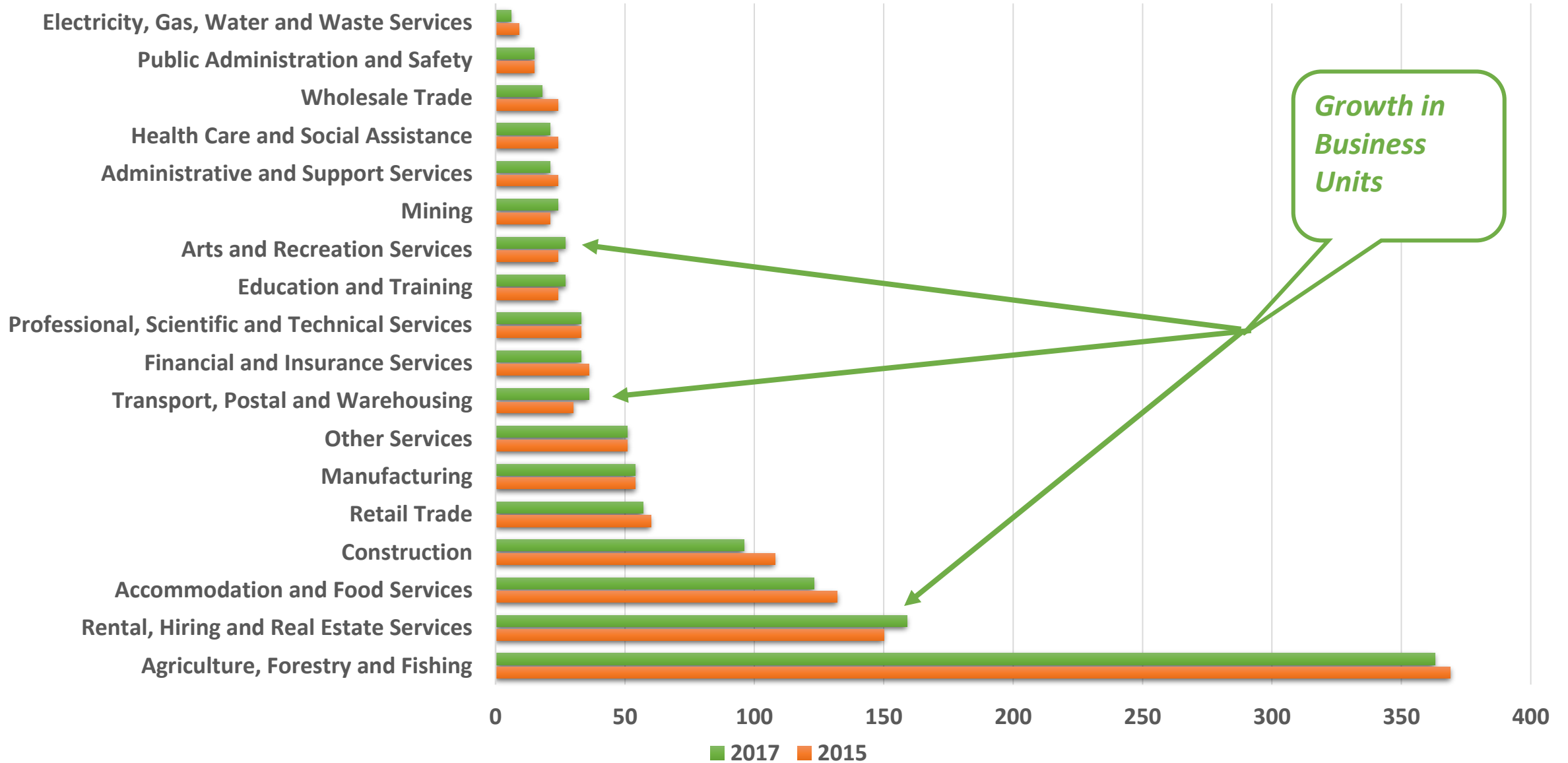
Accommodation & Food Services lost 9 Business Units
?? Air bnb/Motorhomes

Business Size (Employees per BU) 2017 excluding owner/operated businesses with no employees Source: Infometrics



Number of Business Units by Industry - Westland District

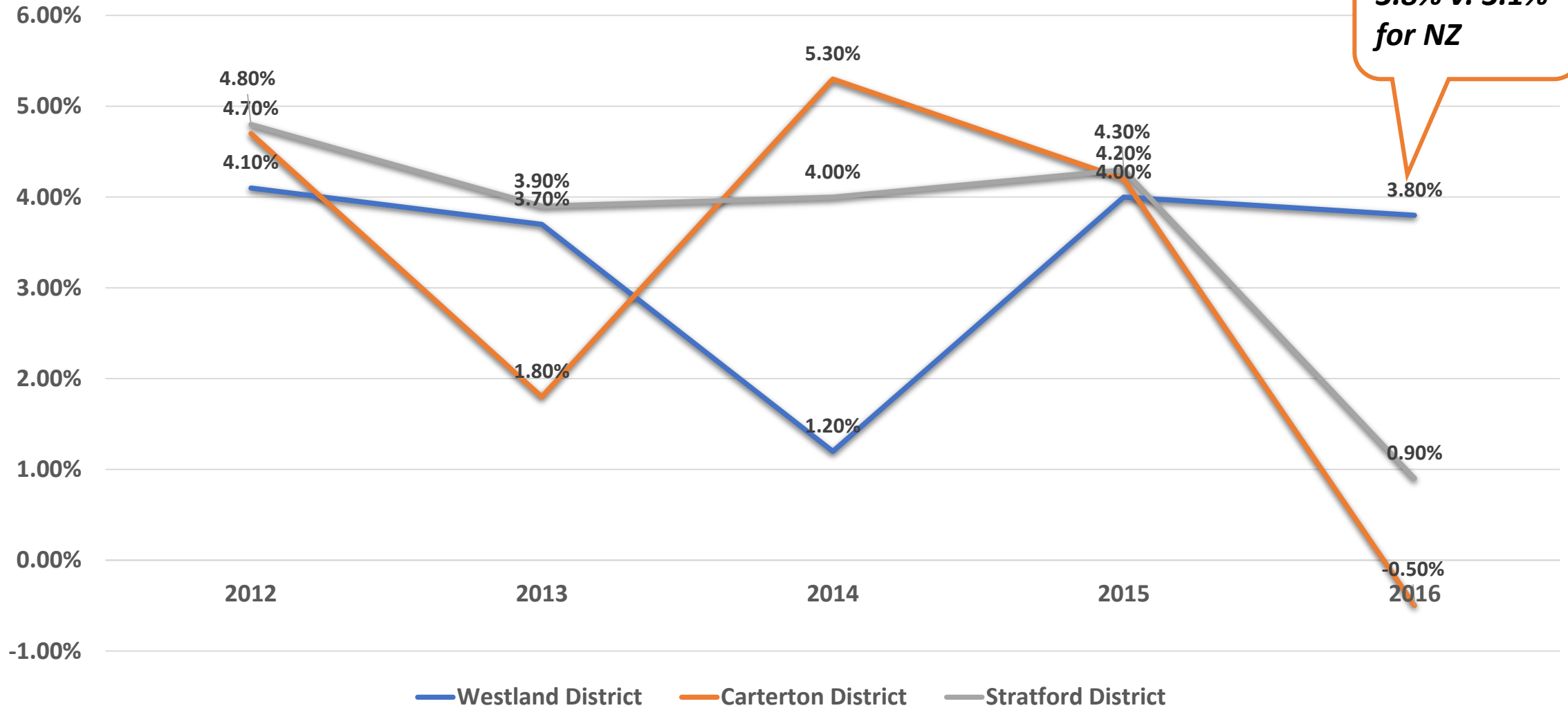
Source: Infometrics





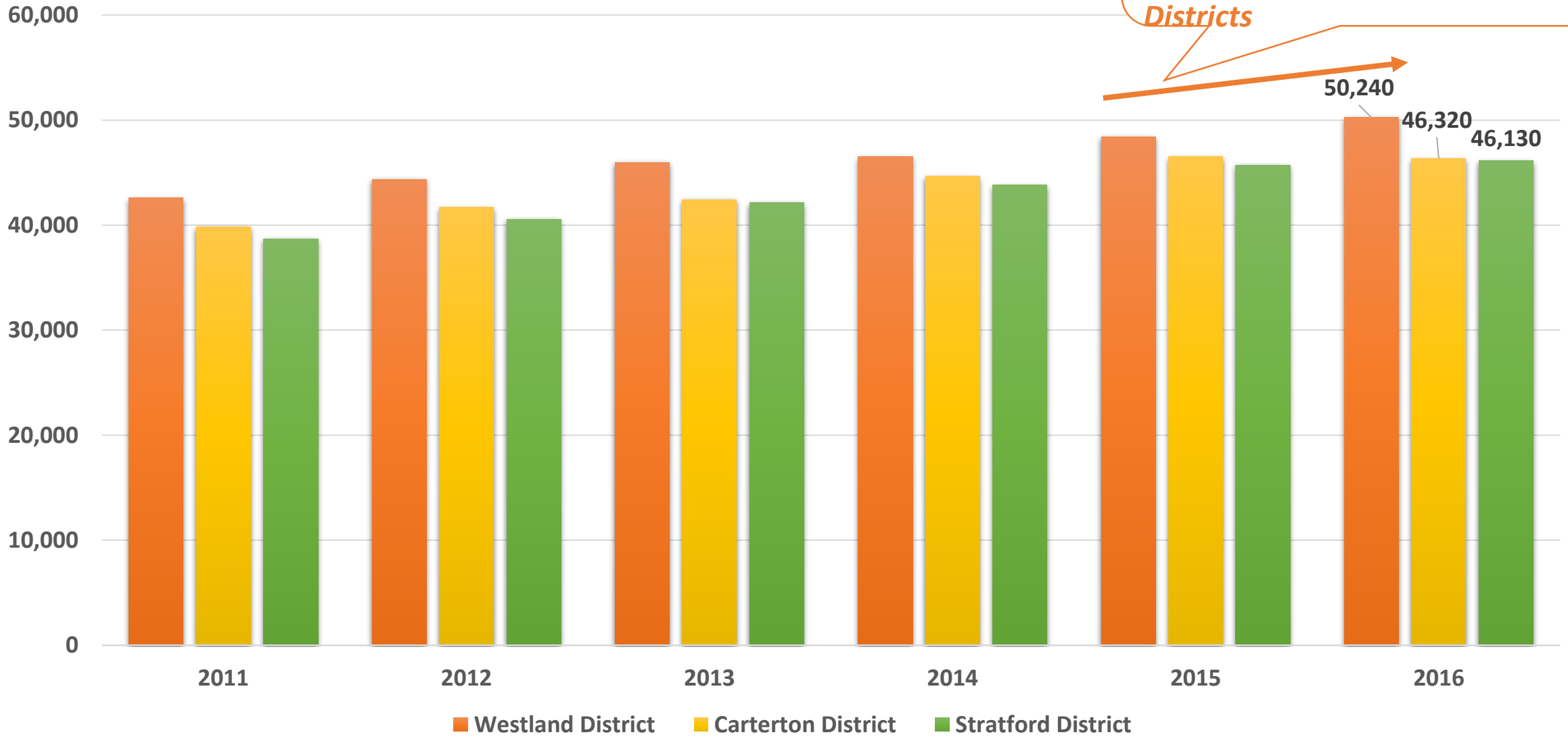
Key Economic Indicators Mean Annual Earnings 2012 – 2017

Mean Annual Earnings increase p.a. Source: Infometrics



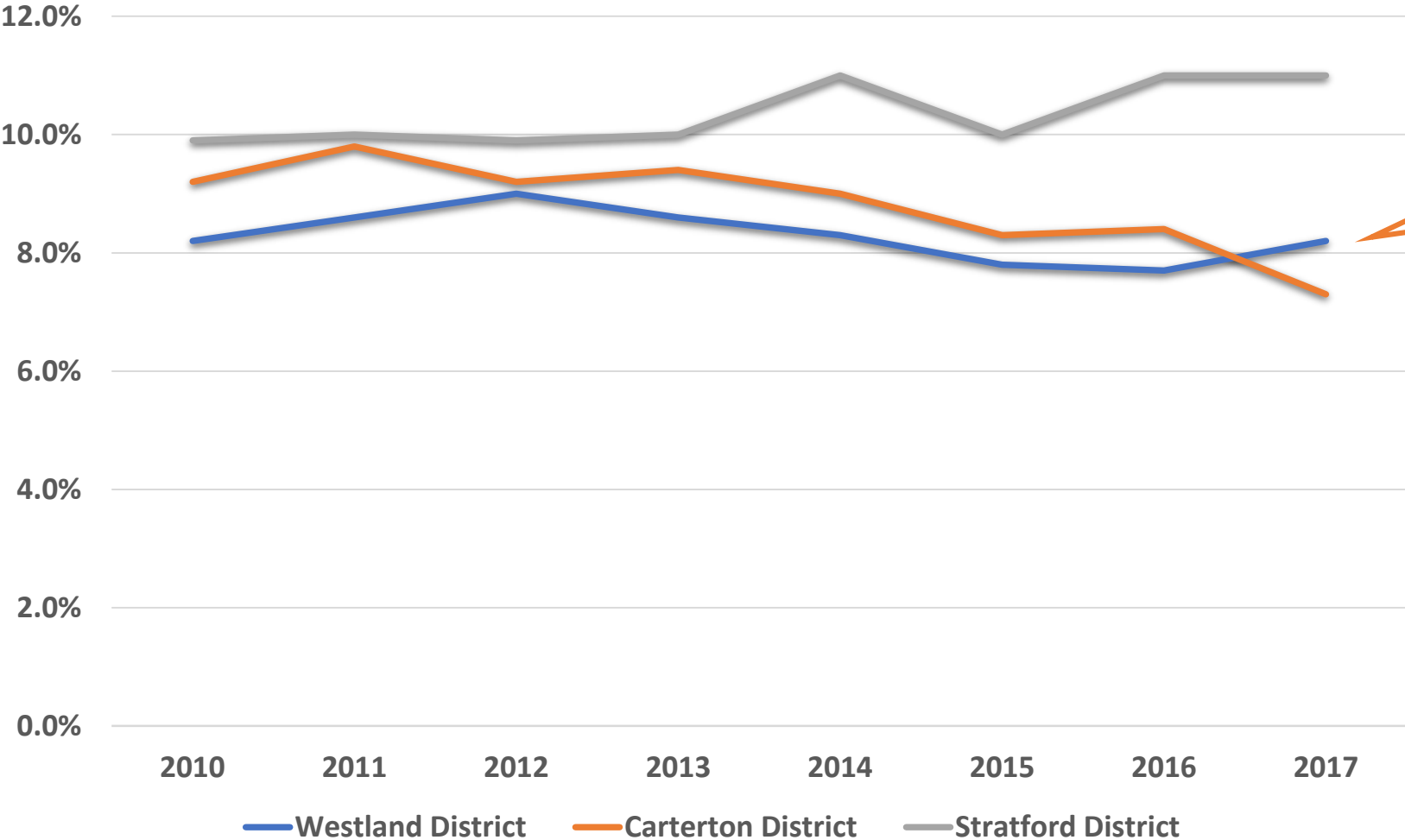
Mean Annual Earnings \$ Source: Infometrics

*Higher Mean Annual earnings than
Carterton & Stratford Districts
NZ Mean = \$57,780. Westland
lower than other West Coast
Districts*



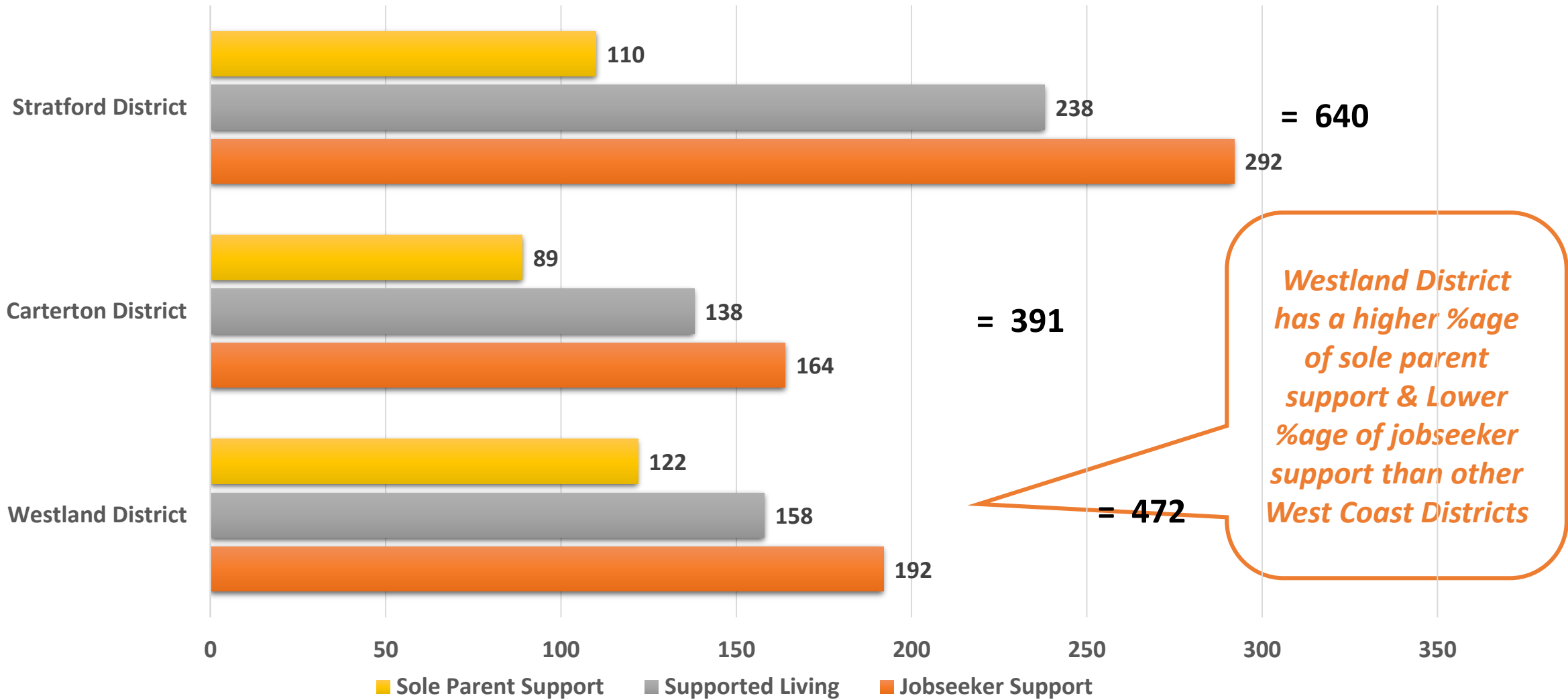
Beneficiaries as % of Working Age Population Source:

Infometrics



Westland District has a lower %age of Beneficiaries than other West Coast Districts

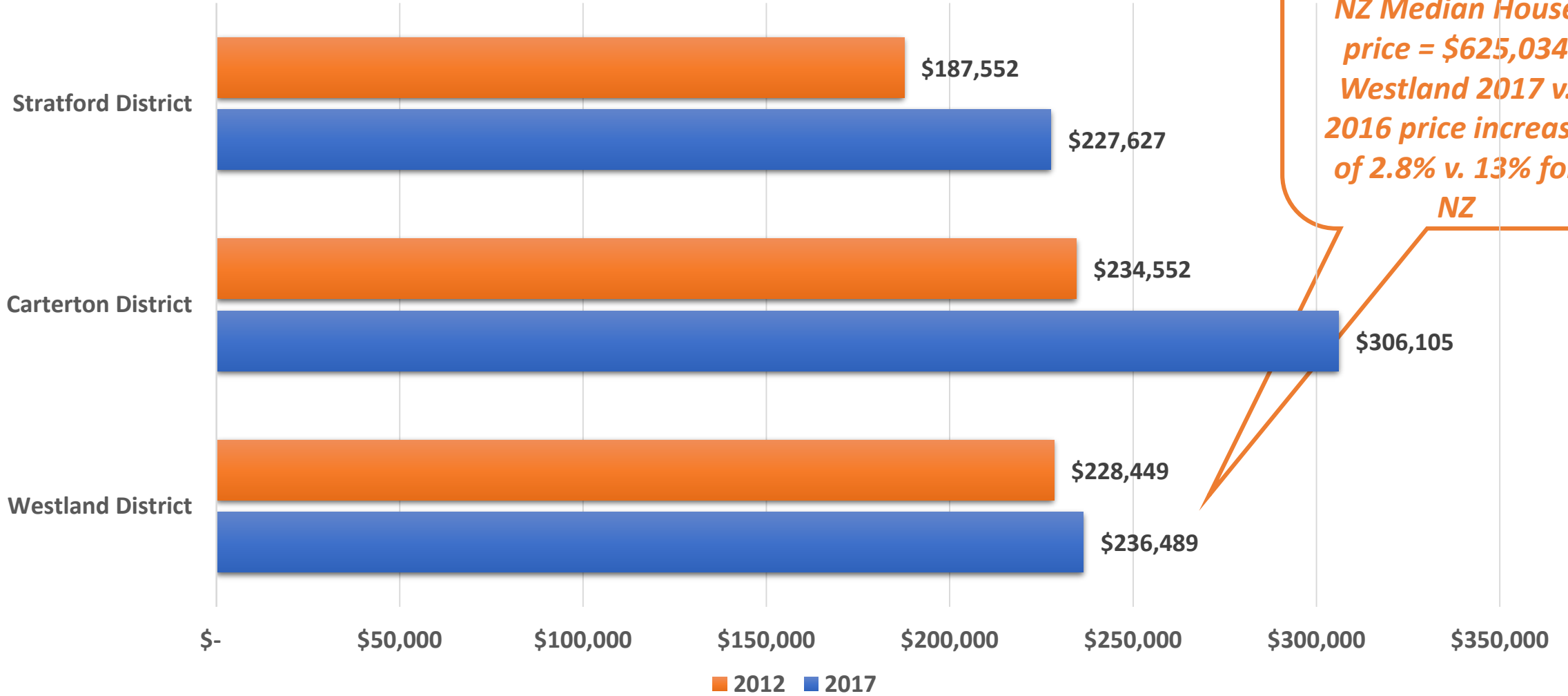
2017 Beneficiary Numbers by type Source: Infometrics





Key Economic Indicators Average House Prices 2012 – 2017

Average Current House Value Source: Infometrics



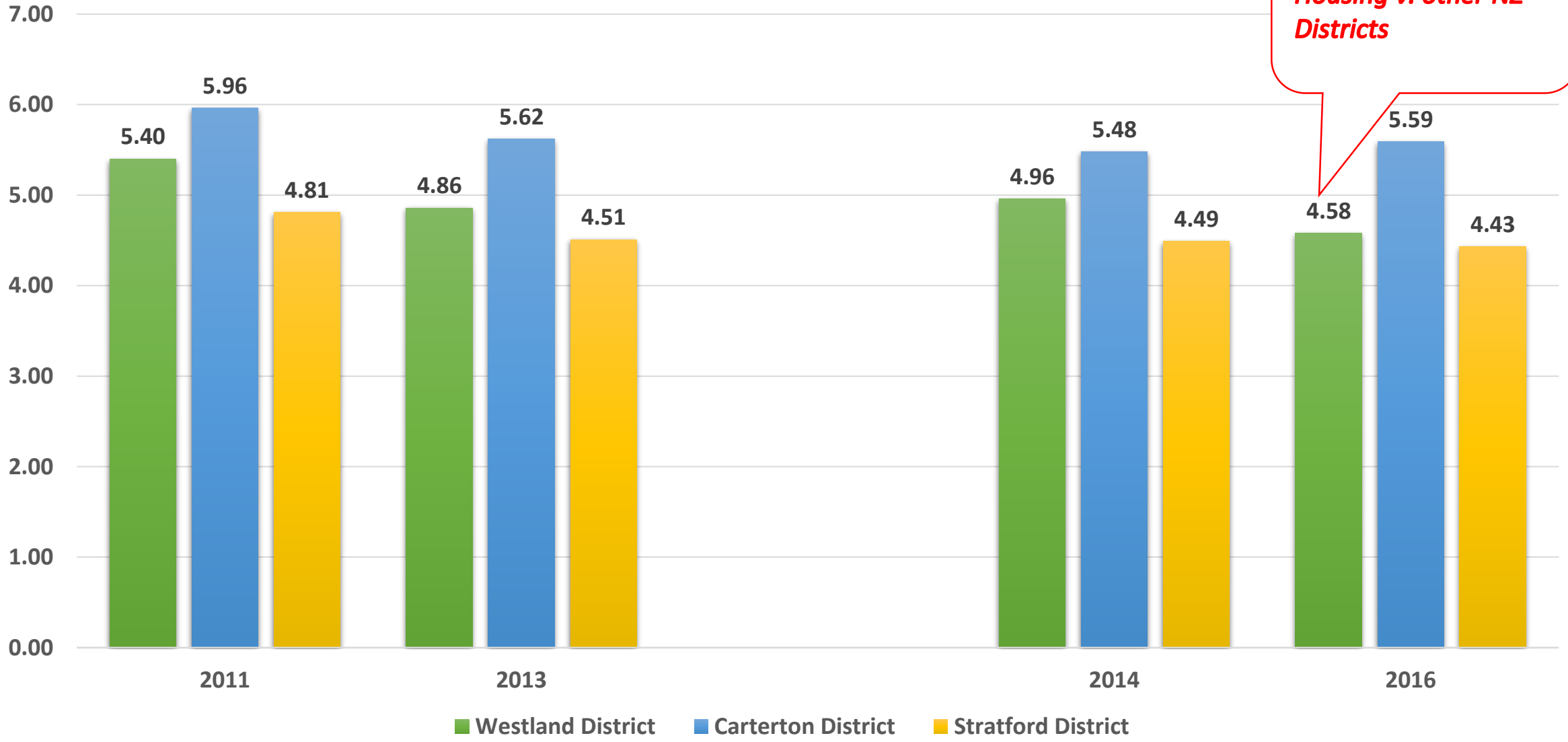
Affordable Housing

NZ Median House price = \$625,034

Westland 2017 v. 2016 price increase of 2.8% v. 13% for NZ

Housing Affordability Ratio (Ratio of Average House Value to Average Annual Earnings) Source: Infometrics

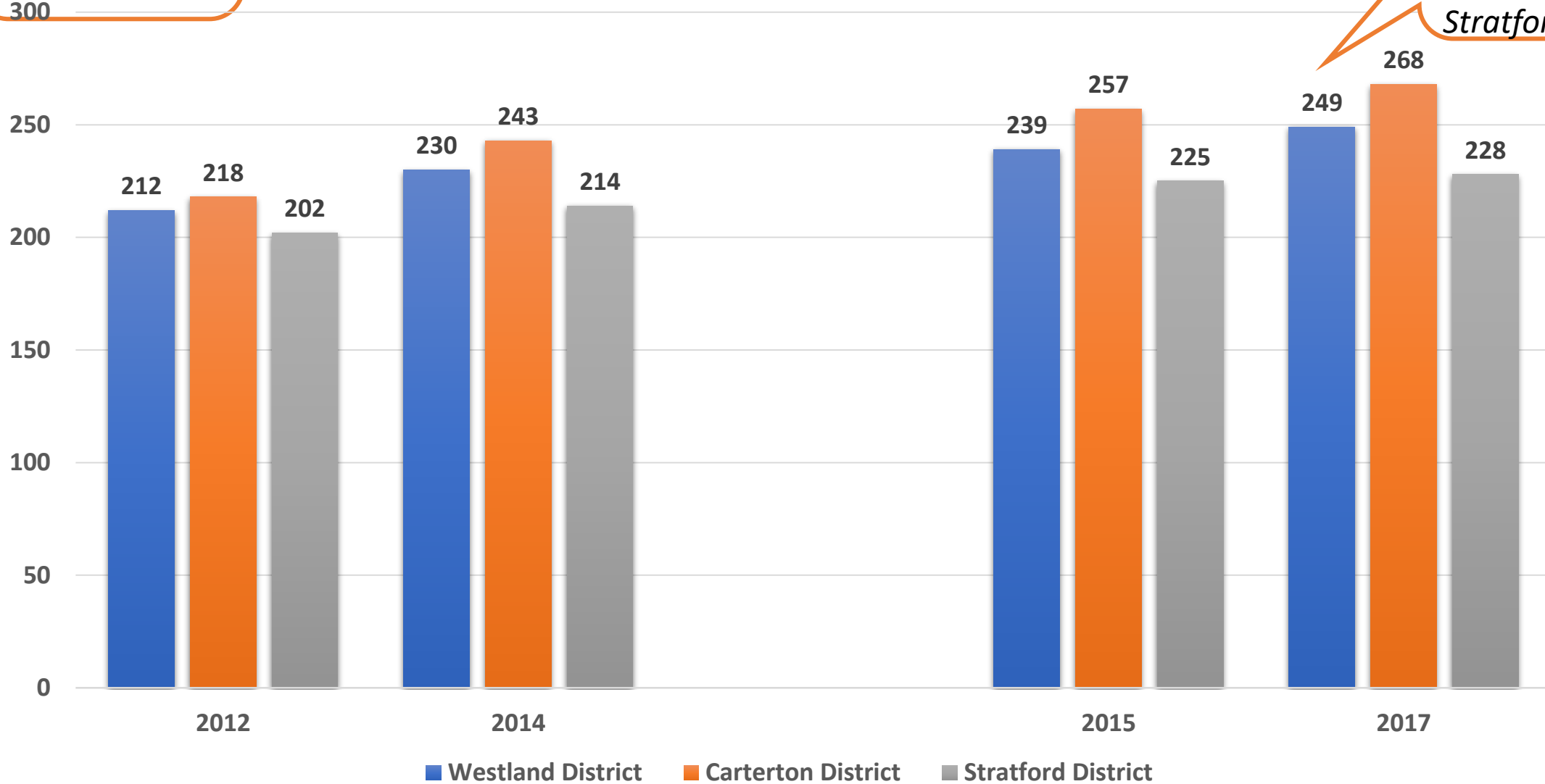
Westland & Stratford offer Affordable Housing v. other NZ Districts



*Affordable
Rental
properties v.
NZ Cities*

**2015 – 2017
Rent Increase**
Westland + 4.2%
Carterton + 4.3%
Stratford + 1.3%

Average Weekly Rent \$ (to March) Source: Infometrics



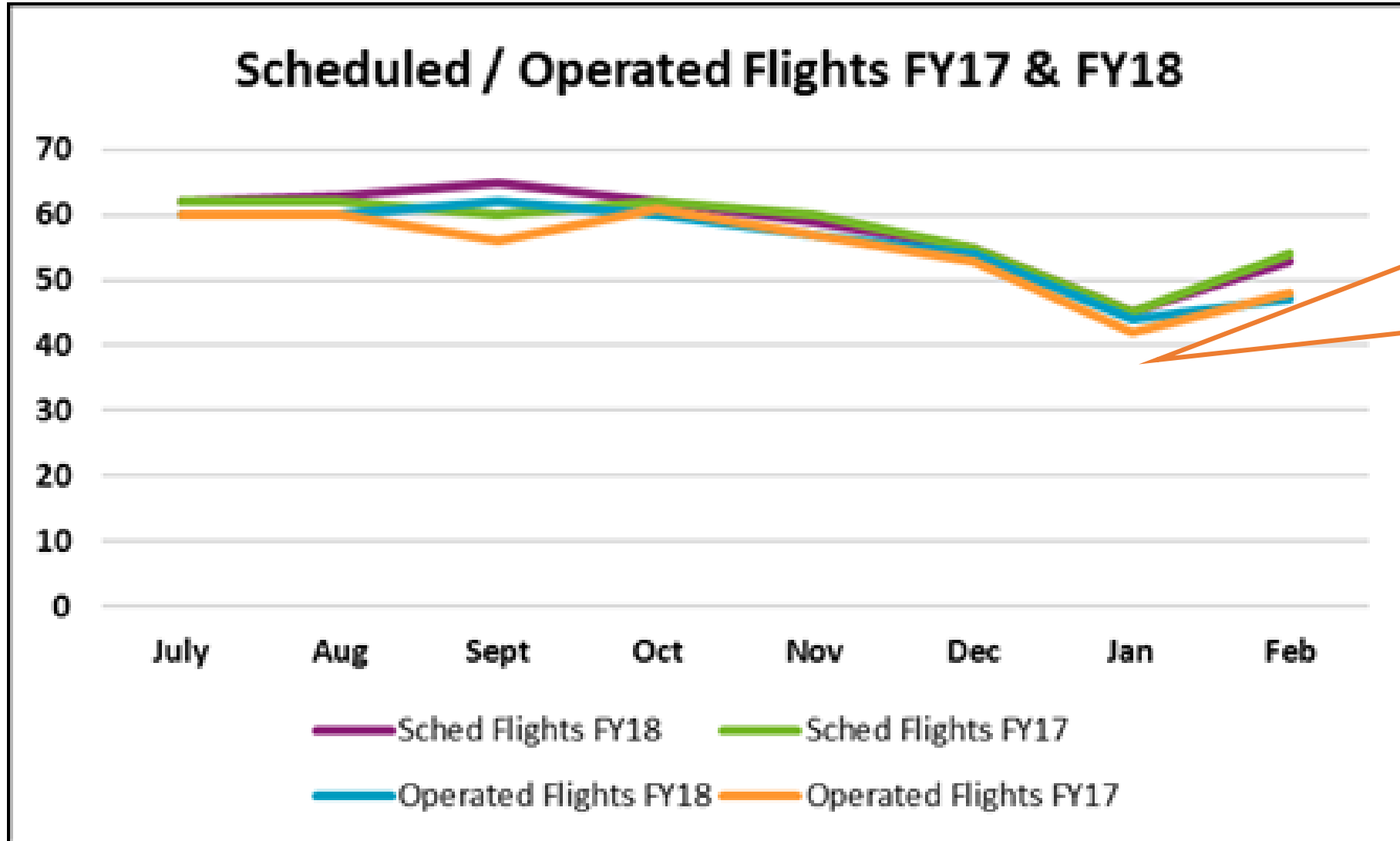
WEST COAST  **NEW ZEALAND**
UNTAMED NATURAL WILDERNESS

Connectivity/Transport in the Region

UFB Build out Plan

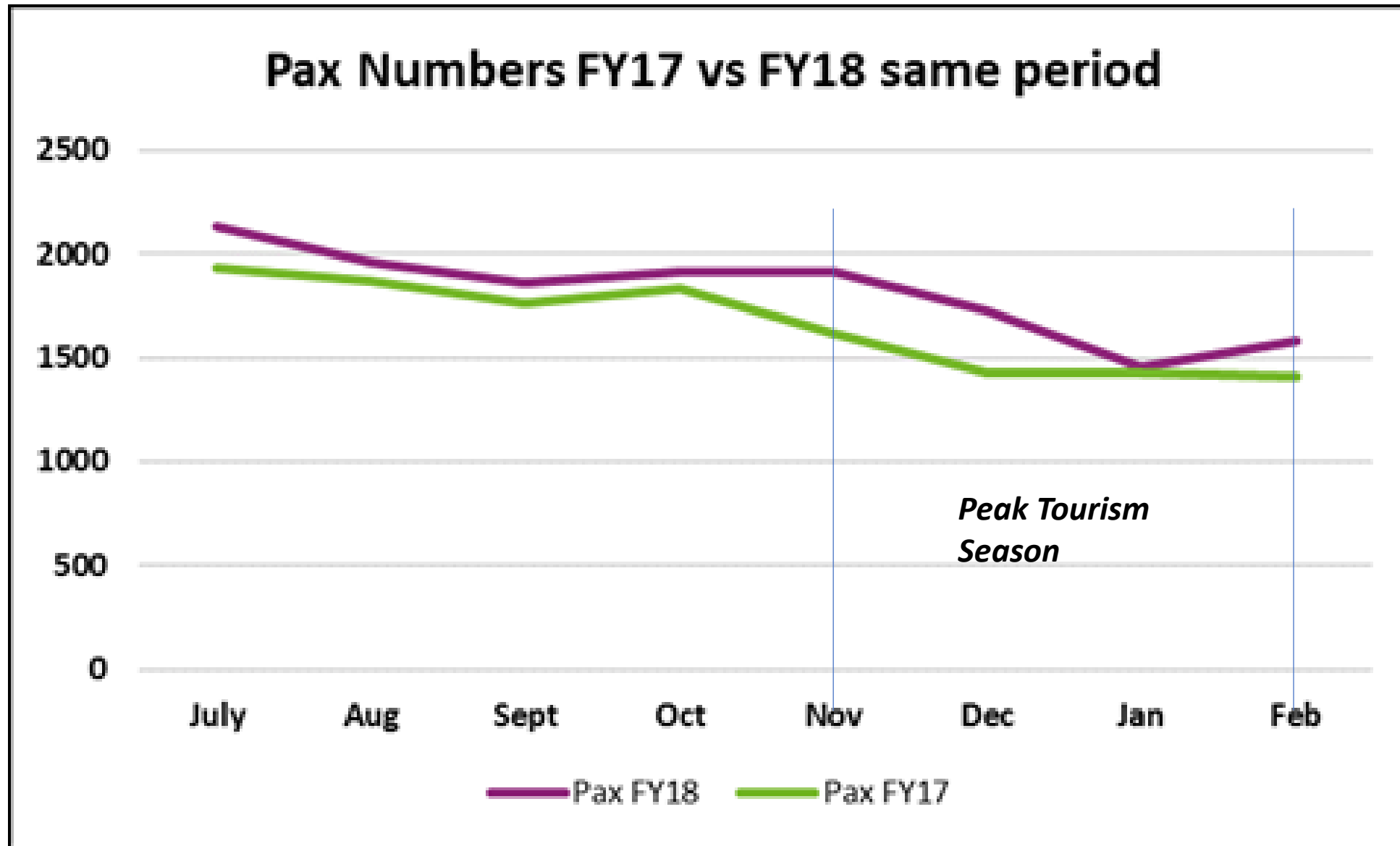
City / Town / Area	Partner	Premises Covered	Forecast Completion Date*
Fox Glacier	Chorus	106	by 2022^
Franz Josef/Waiiau	Chorus	103	by 2022^
Hari Hari	Chorus	93	by 2022^
Hokitika	Chorus	1,552	2018*
Kaniere	Chorus	204	by 2022^
Kumara	Chorus	169	by 2022^
Ross	Chorus	177	by 2022^
Whataroa	Chorus	65	by 2022^

Hokitika to Christchurch



Demand dip over Xmas/Jan period with slowing of Business Travelers

Decline is against trend of Tourism Visitor numbers



*Hokitika
Airport 13
Flights per
week – 2 per
day & 1
Saturday*