

Te Tai Tokerau Northland

Summary Profile

Tai Tokerau is a hugely diverse region that has comparative advantages in primary sector industries such as forestry, fishing, horticulture, and farming. However, it is weaker in the professional services sector, which is more productive. Tai Tokerau has the lowest GDP per capita and the highest level of material deprivation in the country. It also has the third lowest labour force participation rate and second highest underutilisation rate. Despite this, the labour market is strong by historical standards, with unemployment down from 7.5 percent in 2017 to 4.7 percent in 2023.

Tai Tokerau has experienced strong population growth over the last decade (up 23.2 percent), increasing to 201,500 residents in 2022. Māori comprise about 36 percent of the regional population, and around 48 percent in the Far North. The average household income in Tai Tokerau is the lowest in the country, but it has been catching up, growing at a stronger pace than the national average from 2018 to 2022.

Existing priorities

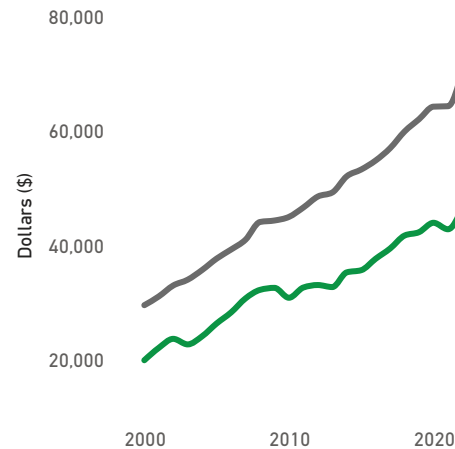
(Te Tai Tokerau Economic Action Plan Advisory Group)

- Kai - grow and improve food processing
- High value manufacturing
- Infrastructure and construction
- Digital and technology
- Destination management

Relevant Economic Development Agency:

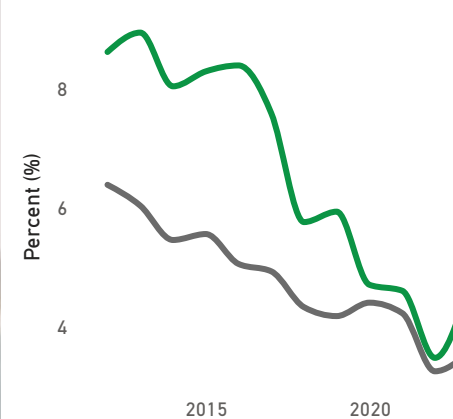
- Northland Inc

GDP Per Capita

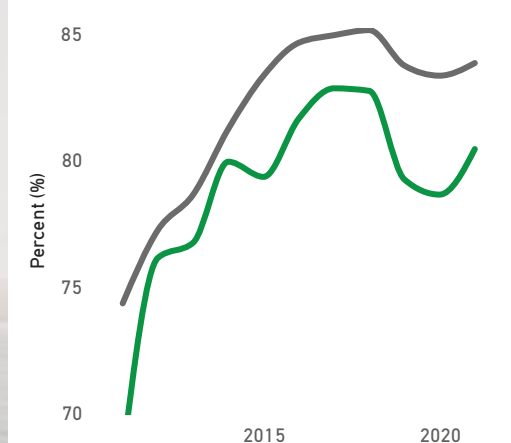


Unemployment Rate

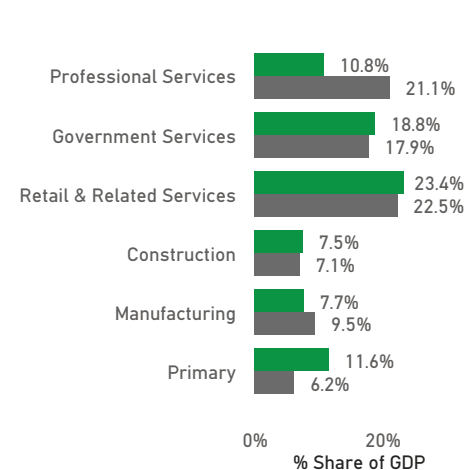
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds



GDP Sectors (2021)

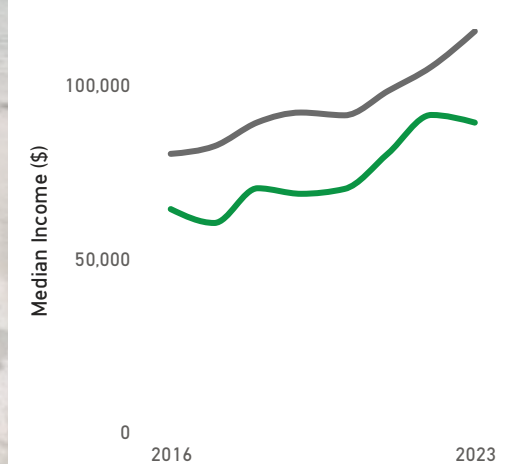


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Northland Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

Auckland is the largest and the most ethnically diverse region in the country, with only half its residents identifying as European/New Zealand, and sixty percent of all Pacific Peoples in the country calling Auckland home. Its economy has a strong advantage in professional services, including ICT and financial services, which is typical of major metropolitan cities internationally. These high productivity industries, which also service the rest of the country, provide Auckland with the second highest GDP per capita, just behind Wellington. They also help Auckland have the highest median household income, slightly ahead of Wellington.

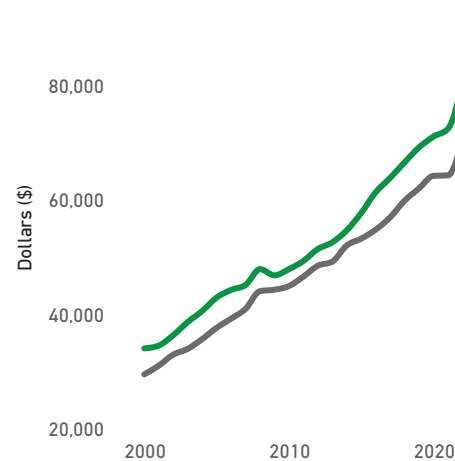
Auckland has some of the highest labour force participation and employment rates in the country, with an unemployment rate of around 3.6 percent, in line with the national rate of 3.5 percent. COVID-19 contributed to a small decline in Auckland's population, as a number of people moved out to other regions. However, this is likely to reverse with high levels of net international migration.

Relevant Economic Development Agency:

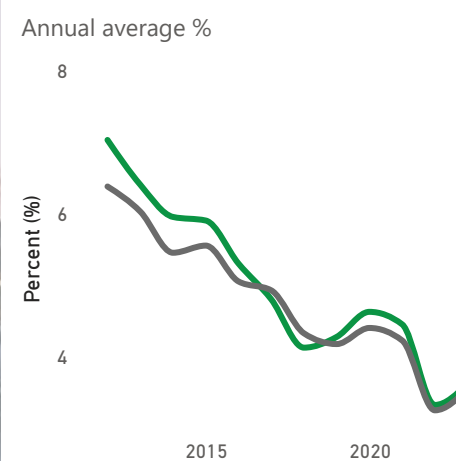
- Auckland Unlimited

Tāmaki Makaurau Auckland

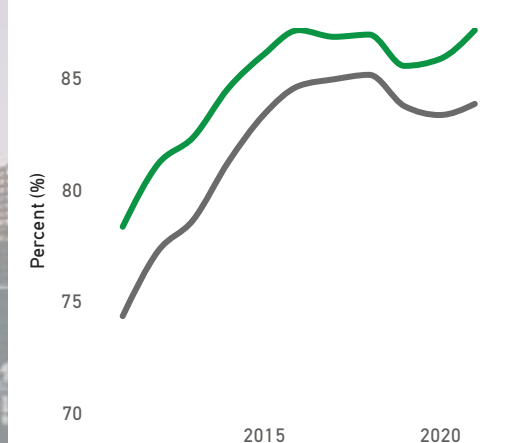
GDP Per Capita



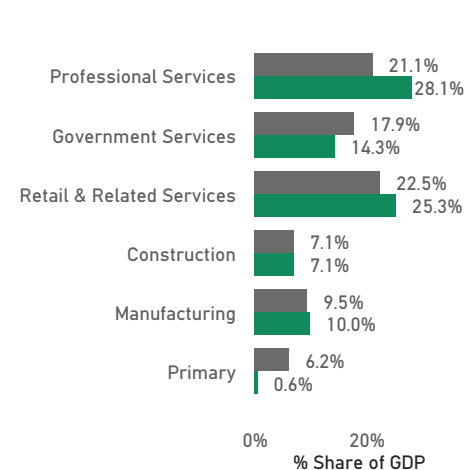
Unemployment Rate



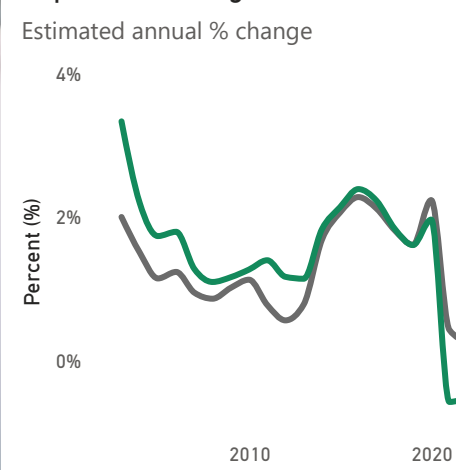
NCEA Level 2 Attainment Rates for 18 year olds



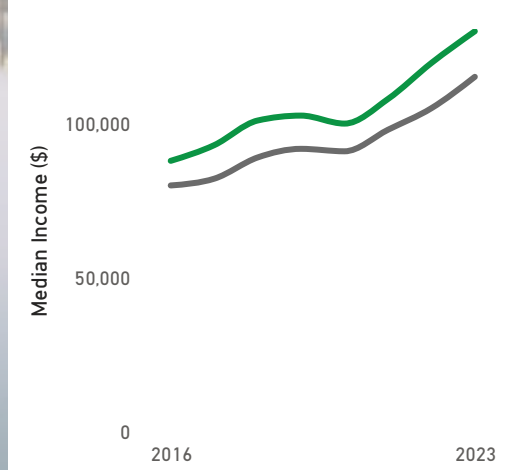
GDP Sectors (2021)



Population Change



Median Annual Household Income



Key: — Auckland Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

Waikato's comparative advantages are in the primary sector due to large areas of productive arable land. The region has advantages in dairy cattle and beef cattle farming, and in the manufacturing of related milk and meat products. It is also strong in forestry and paper product manufacturing with the Kinleith Mill in South Waikato. In mining, it provides much of the coal used in the country and a large amount of aggregate for construction (construction and manufacturing are its biggest employing industries).

Waikato also generates a large share of the country's electricity, much of which goes to Auckland. Energy generation and mining are both highly productive, but Waikato's lower concentration in high productivity professional services puts it behind the main metropolitan city regions on a GDP per capita basis, though ahead of many of the smaller provincial regions. This position is also reflected in its median household income, where it is about middle of the pack.

Existing Priorities

(Regional Partnership Group)

- Advanced manufacturing
- Logistics and distribution
- Sustainable food and agriculture
- Digital technology and ICT
- Energy and sustainability
- Tourism

Relevant Economic Development Agencies:

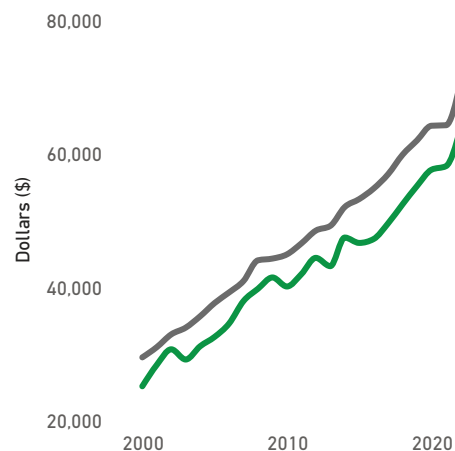
- Enterprise Great Lake Taupo
- Te Waka



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

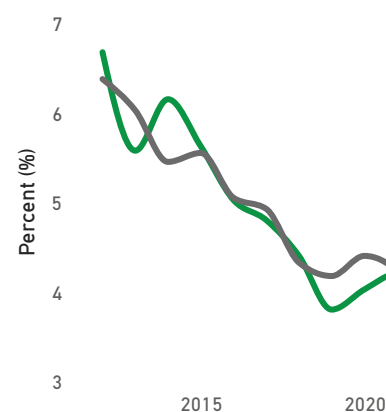
Waikato

GDP Per Capita

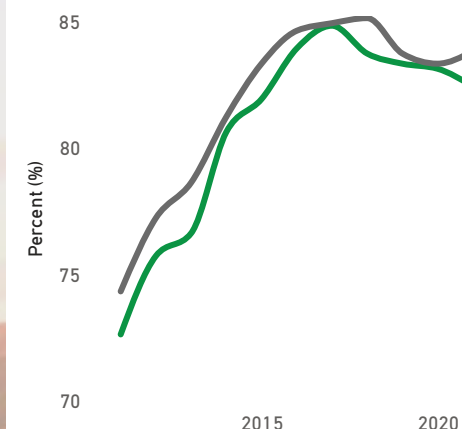


Unemployment Rate

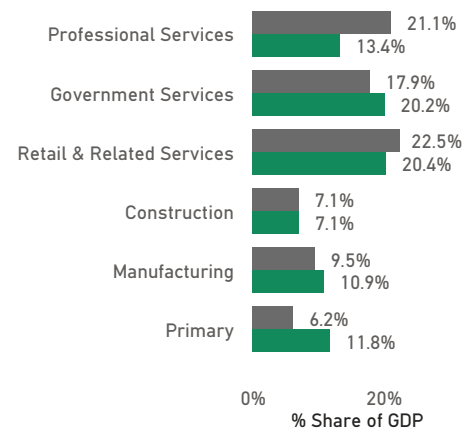
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

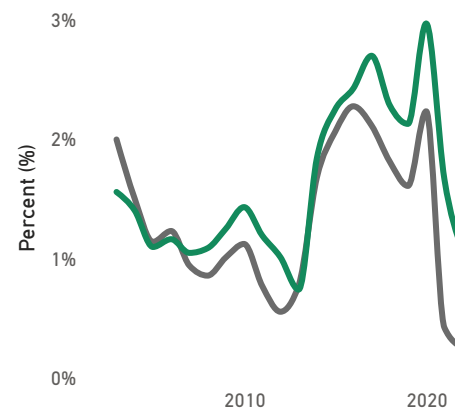


GDP Sectors (2021)

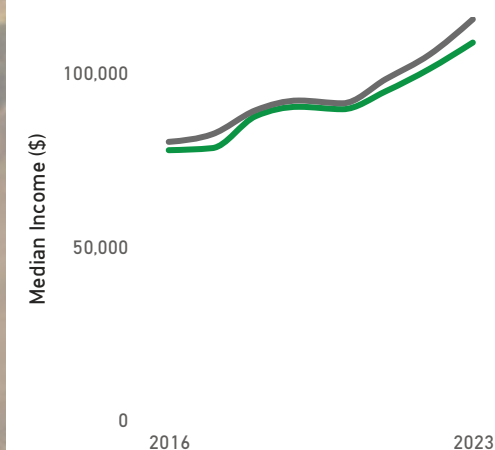


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Waikato Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Bay of Plenty

Summary Profile

The Bay of Plenty has a strong primary sector, with comparative advantages in horticulture and fruit growing, forestry and logging, fishing and aquaculture, and the services supporting these industries. These primary industries are complemented by strengths in the related manufacturing industries, including pulp and paper product manufacturing, wood product manufacturing, and seafood processing.

The Bay of Plenty's GDP per capita is near the middle of the pack, and its median household income is in a similar position. The labour market is slightly weaker than nationally with an unemployment rate of 4.1 percent. Population growth in the Bay of Plenty was the second fastest in the country at 8.4 percent (from 2018-2022), and it is projected to remain one of the fastest growing regions over the next five years (2023-28), although two thirds of the absolute growth is likely to be in the 65+ years cohort.

Existing Priorities

(Regional Skills Leadership Group)

- Driving sustainable aquaculture opportunities
- Accelerate a globally-focused, high-value wood products industry
- Supporting high-value horticulture products
- Diversifying the Māori economy
- Enabling infrastructure investment

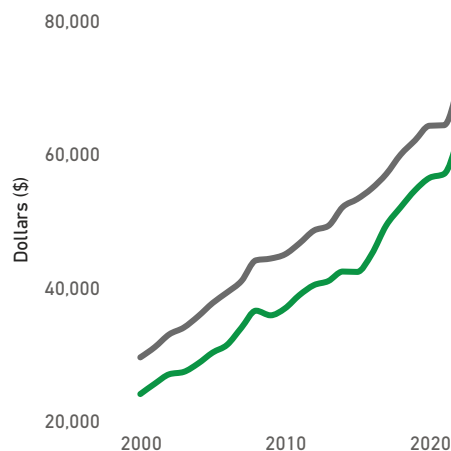
Relevant Economic Development Agencies:

- Toi EDA
- Priority One
- Grow Rotorua

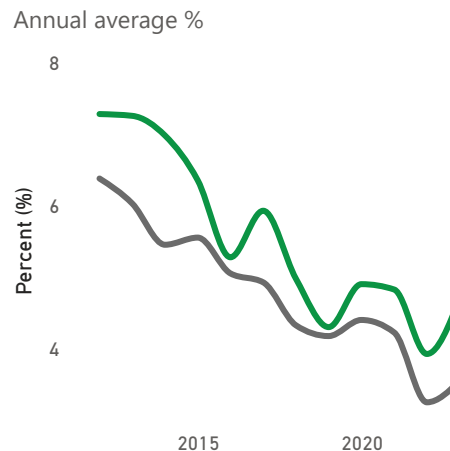


**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

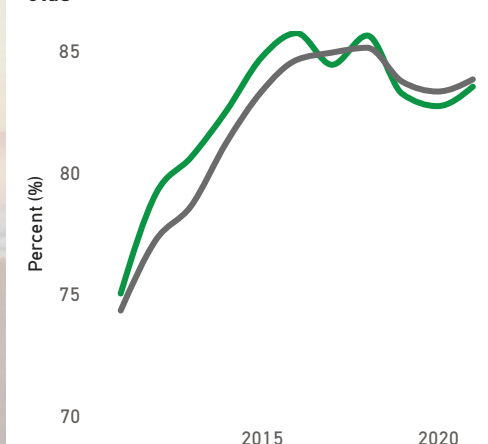
GDP Per Capita



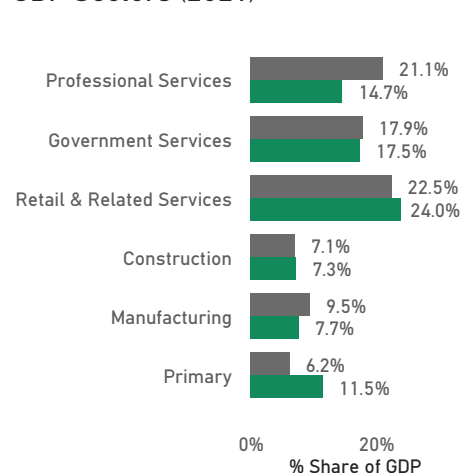
Unemployment Rate



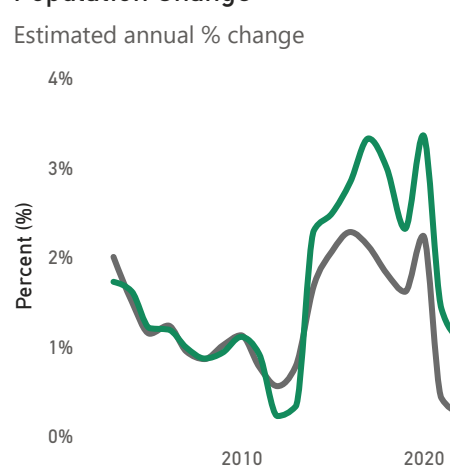
NCEA Level 2 Attainment Rates for 18 year olds



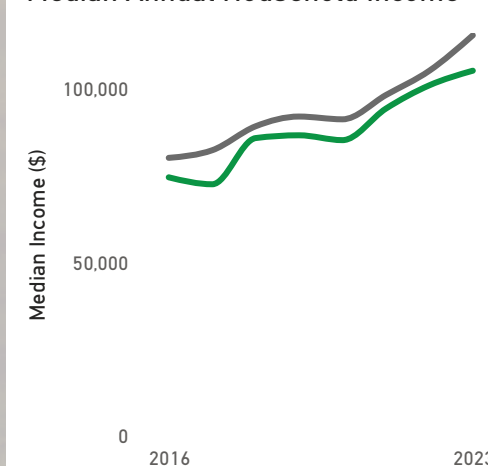
GDP Sectors (2021)



Population Change



Median Annual Household Income



Key: — Bay of Plenty Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Tairāwhiti Gisborne

Summary Profile

Tairāwhiti has seen an increase in its annual GDP, with growth of 5.4 percent, in line with the national growth (5.3 percent) from 2021-22. This was driven primarily by the professional, scientific and technical services industry, although it only employs 5.9 percent of the regions workforce. The region faces significant challenges, including its isolation and access to markets which have both been exacerbated by the February Cyclone.

About 54 percent of the population in Tairāwhiti identify as Māori. The region has experienced relatively strong population growth (5.3 percent) between 2018-2022, although over the next five years this is projected to slow to 2.1 percent, becoming one of the slowest growing regions in the country. Indicators show that the region has many impediments to achieving higher living standards, including high percentage of NEETs, and some of the lowest labour force participation and employment rates in the country.

Existing Priorities

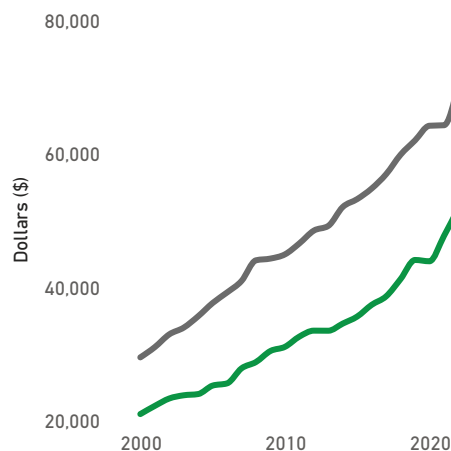
(Tairāwhiti Economic Action Plan Steering Group)

- Realising the value of forestry assets
- Driving sustainable value-added horticulture
- Unlocking the potential of Whenua Māori
- Growing the tourism sector
- Improving transport connections
- Maximising technology opportunities
- Becoming a business-enabled region
- Future-proofing our prosperity

Relevant Economic Development Agency:

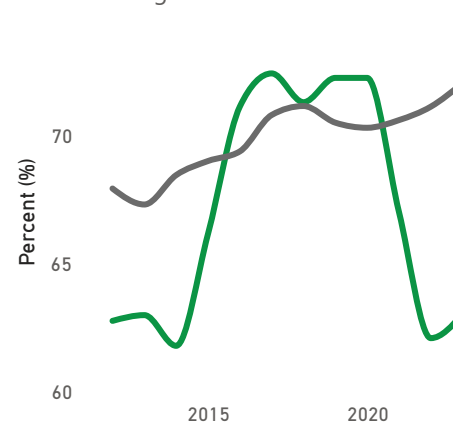
- Trust Tairāwhiti

GDP Per Capita

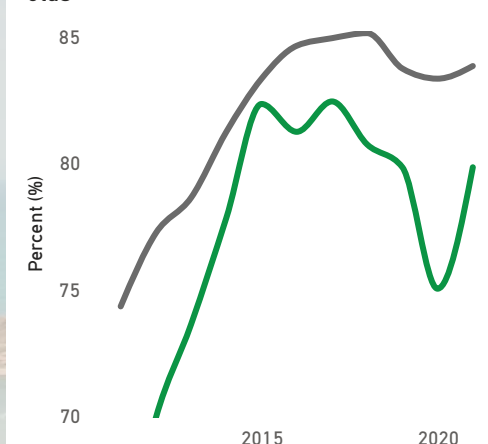


Labour Force Participation

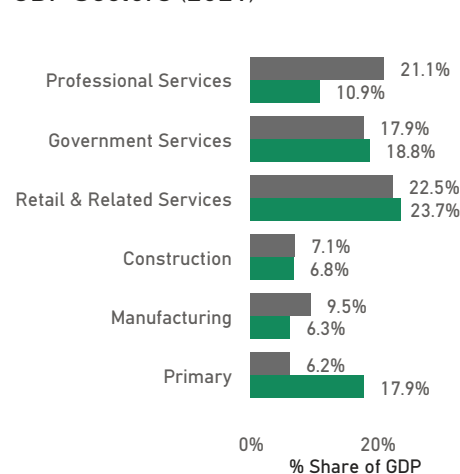
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

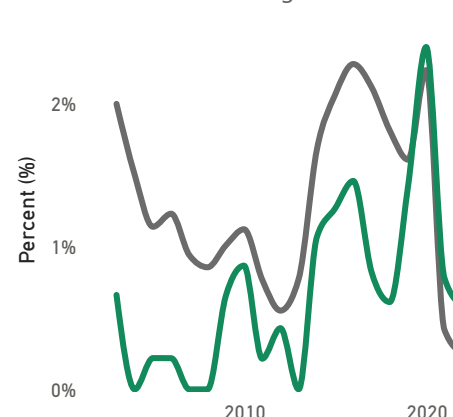


GDP Sectors (2021)

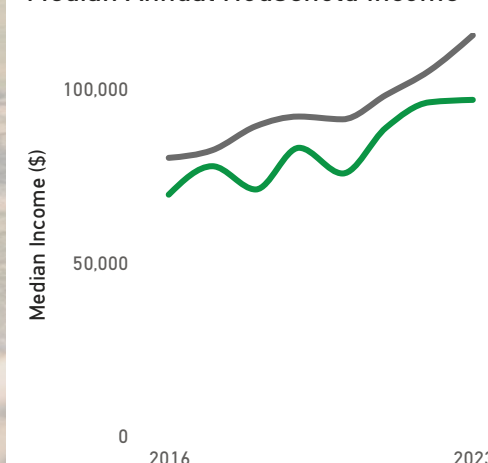


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Gisborne Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

Historically, Hawke's Bay has been the fruit bowl of New Zealand, and this is reflected in their comparative advantage in the primary sector, particularly horticulture, viticulture and forestry. These industries are supported by a large cohort of migrant workers (28.6 percent of regional workforce compared to 22.6 percent nationally). The February Cyclone significantly disrupted production, with many crops wiped out.

Hawke's Bay has experienced relatively high population growth (6.0 percent) between 2018-2022, higher than the national average (4.6 percent). Over the next five years this growth is projected to slow to 3.4 percent, lower than the national average (4.0 percent). About 29 percent of the population identify as Māori. Pockets of deprivation exist across the region particularly in smaller towns such as Wairoa, and this has been exacerbated by the February Cyclone as many roadways were damaged, disrupting access to services.

Existing Priorities

(Matariki Hawke's Bay Regional Development Strategy Group)

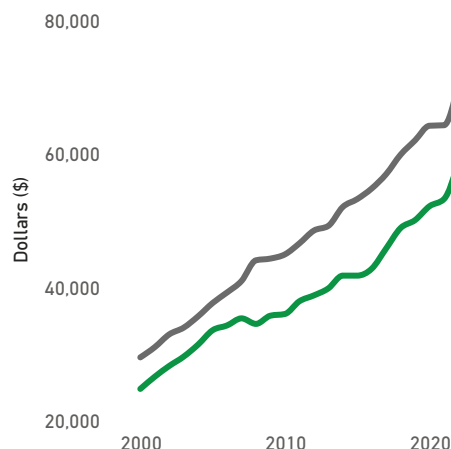
- Water security
- Higher value food production
- Labour market shortages
- Capacity to meet the demand for housing
- Security of export logistics

Relevant Economic Development Agency:

- Hawke's Bay Regional Economic Development Agency

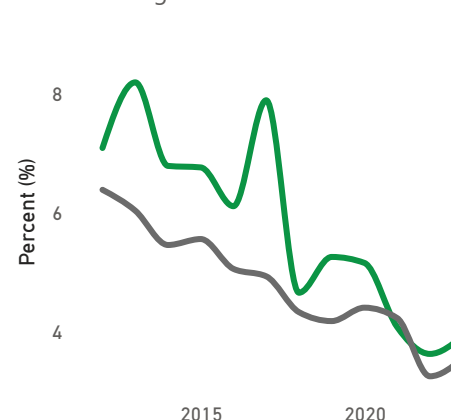
Hawke's Bay

GDP Per Capita

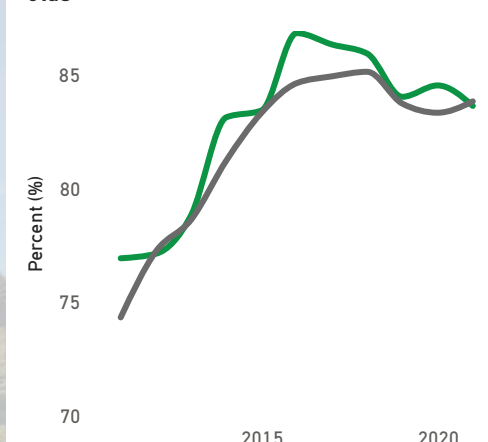


Unemployment Rate

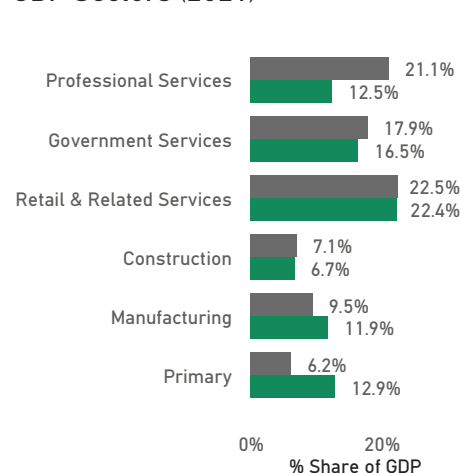
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

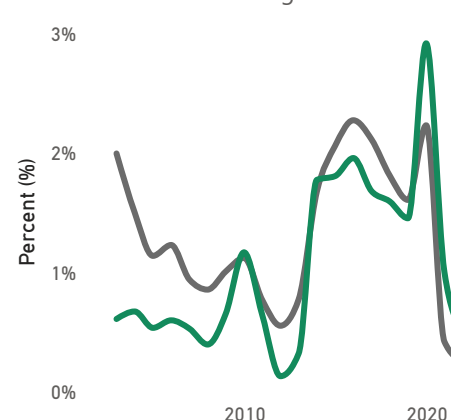


GDP Sectors (2021)

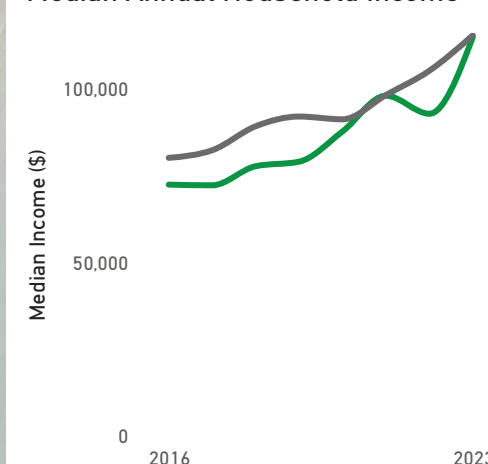


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Hawke's Bay Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

Taranaki's economy is heavily reliant on its oil and gas sector, which is currently undergoing a government supported "just transition". Despite this reliance, it only employs 1.7 percent of the regions working population. The region has a relatively strong labour force participation rate at 72.1 percent (5th highest overall) however it also has some of the highest unemployment and NEET rates in the country. Taranaki historically has had higher GDP per capita than the national average, although that gap has narrowed.

While Taranaki has strong comparative advantages in the oil and gas industry, professional, scientific and technical services has been the leading driver of GDP growth in the region, increasing by 15 percent (2021-2022). Taranaki has experienced moderate population growth (5 percent) between 2018-2022, higher than the national average of 4.6 percent. Over the next five years this growth is projected to slow considerably (to 2.7 percent), a lower rate relative to the national average (4.0 percent).

Existing Priorities

(Ngā Kaiwhakaterere o Taranaki)

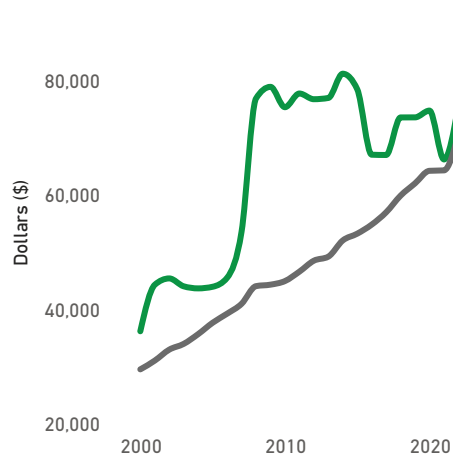
- Skills, entrepreneurship, and innovation
- Industry transformation
- Te Aranga o Taranaki

Relevant Economic Development Agency:

- Venture Taranaki

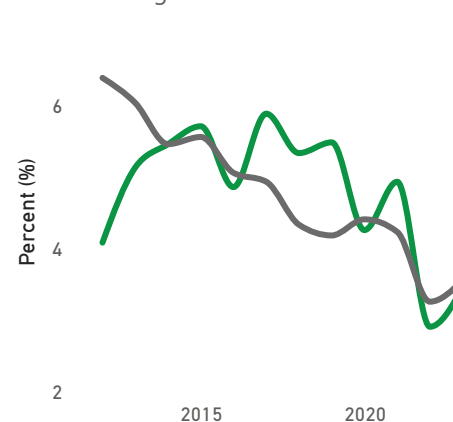
Taranaki

GDP Per Capita

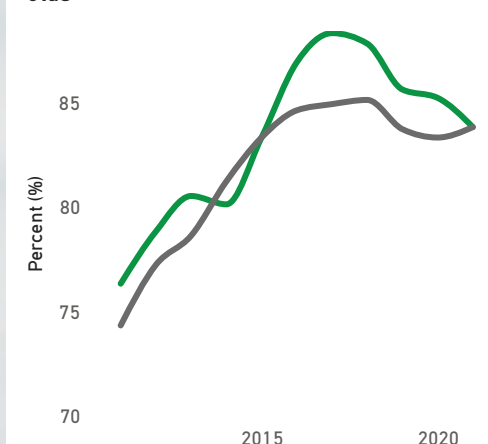


Unemployment Rate

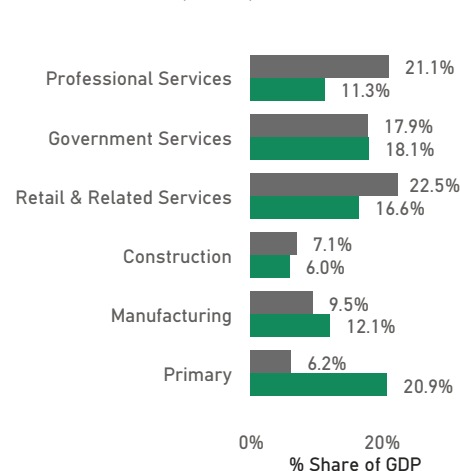
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds



GDP Sectors (2021)

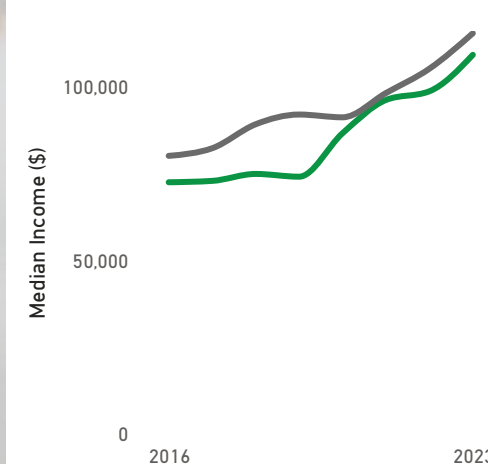


Population Change

Estimated annual % change



Median Annual Household Income



Manawatū-Whanganui

Summary Profile

Manawatū-Whanganui shows comparative advantages in agricultural production, and public administration and safety, although the regional economy is more diverse than average. It is a key freight and transport hub with critical road and rail infrastructure that supports much of the central North Island. Despite this, the transport sector only provides 3.2 percent of employment in the region.

Manawatū-Whanganui has experienced mild population growth (4.3 percent) between 2018-2022, slightly lower than the national average (4.6 percent). However, over the next five years this growth is projected to slow to 2.6 percent, lagging the national average (4.0 percent). Currently the region ranks in the bottom third for labour force participation and employment rates, and is amongst the highest for unemployment, underutilisation and NEET rates, so there is opportunity to strengthen employment by utilising spare labour capacity.

Existing Priorities

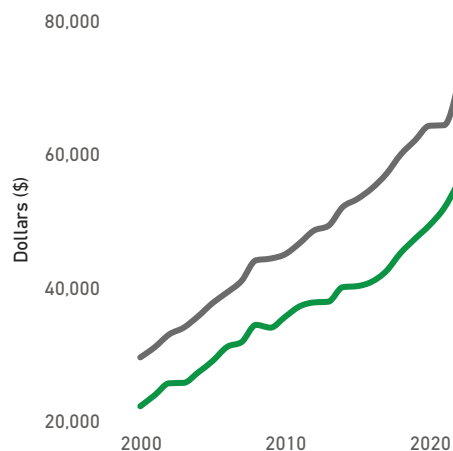
(Accelerate 25 Lead Team)

- Sustainable food and fibre , food-tech, and agri-tech
- Visitors/tourism
- Māori economy – Te Pae Tawhiti
- Specialist services – focused on business attraction and clustering to create innovations

Relevant Economic Development Agencies:

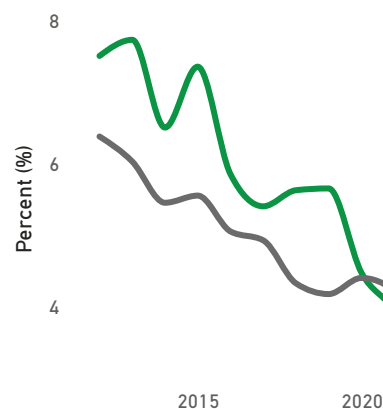
- Whanganui and Partners
- Central Economic Development Agency
- Horowhenua New Zealand Trust
- Tararua District Council EDU

GDP Per Capita

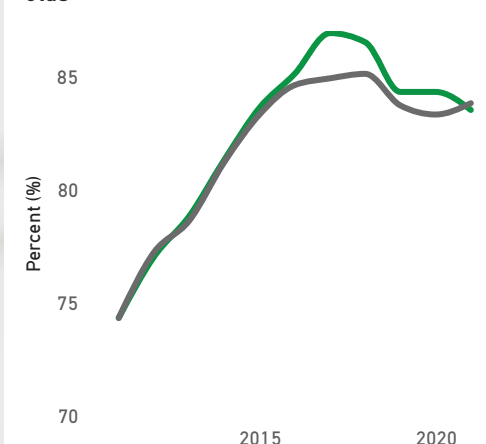


Unemployment Rate

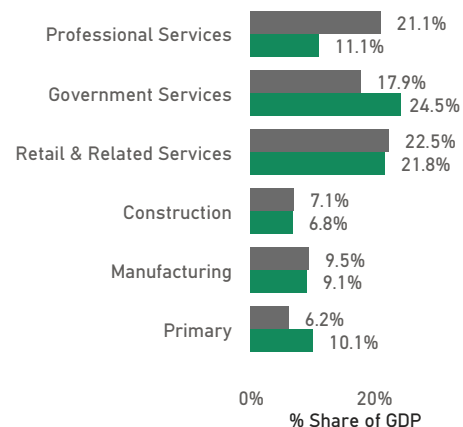
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

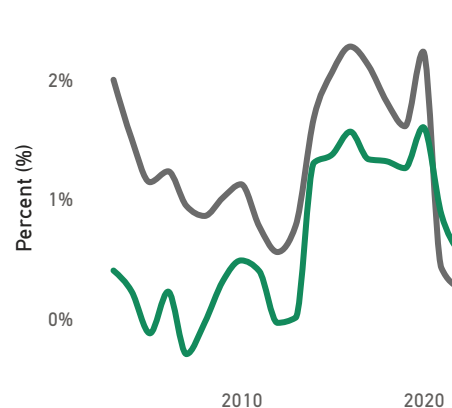


GDP Sectors (2021)

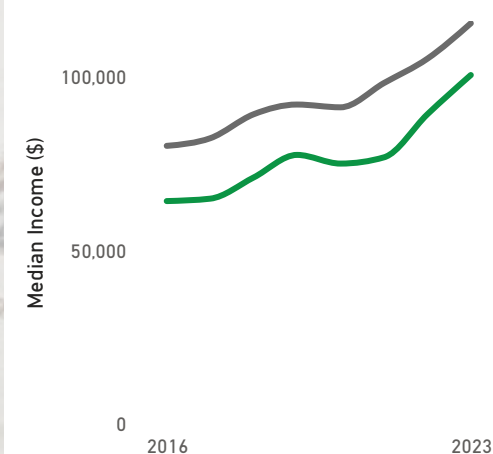


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Manawatū-Whanganui Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

As the capital, Wellington is the strongest region for government services, but it also has considerable strength in professional services. In 2022 the regional economy grew 5.5 percent, compared to the national annual average of 5.3 percent. Professional, scientific and technical services made the largest contribution by far, with the industry growing 13.3 percent from 2021-22.

Wellington had one of the slowest population growth rates in the country (3.3 percent) between 2018-2022, and this is projected to slow further over the next five years. However, Wellington also one of the slowest growing 65+ years cohorts in the country, suggesting they will maintain their prime age (15-64 years) workforce for longer than other regions.

Existing Priorities

(Wairarapa Economic Development Strategy Governance Group, draft priorities)

- Iwi enterprise
- People and skills development
- Digital/technology enhancement
- Business development
- Water resilience, destination management

(Kāpiti Economic Development Kotahitanga Board)

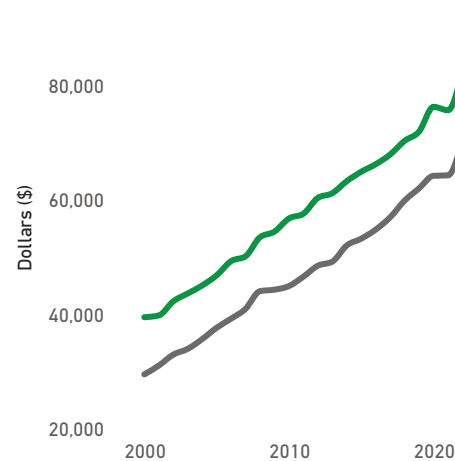
- Food and beverages
- Services economy based on the development and application of new skills, ideas, and technologies

Relevant Economic Development Agency:

- WellingtonNZ

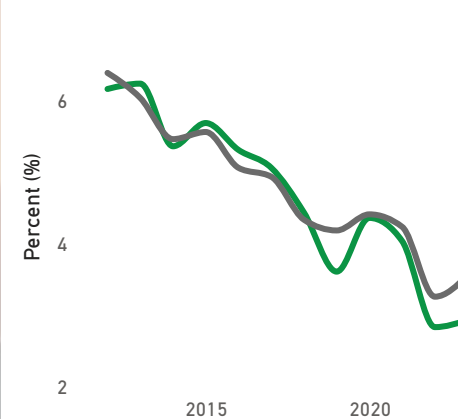
Wellington

GDP Per Capita

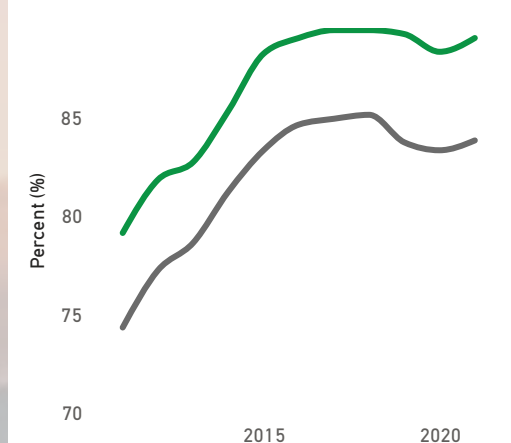


Unemployment Rate

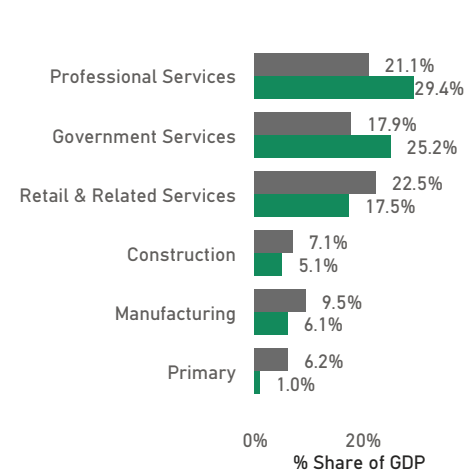
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

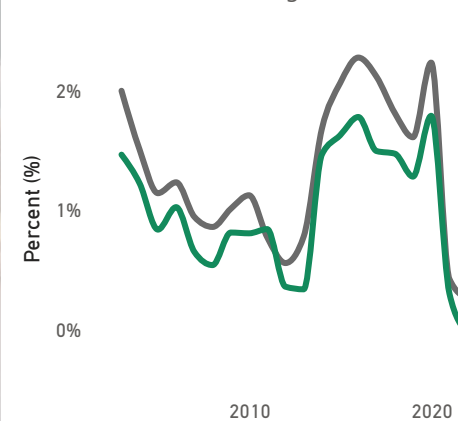


GDP Sectors (2021)

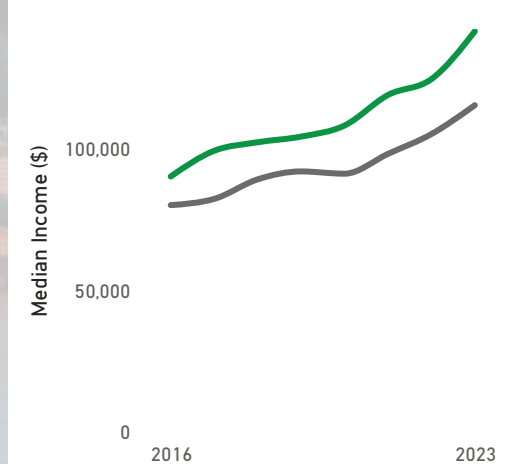


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Wellington Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

Nelson-Tasman is a relatively diverse region, with comparative advantages spanning a range of industries, particularly those related to primary production such as seafood processing, fishing and aquaculture, and horticulture and fruit growing. Household incomes in Nelson-Tasman rank consistently lower than the national median (\$98,650 vs \$115,200 in 2023), although NCEA attainment levels in the area tend to outperform the national average. GDP per capita is relatively low in Nelson-Tasman, which can be partly attributed to the age structure of local residents. In 2022, 61.5 percent of Nelson-Tasman's population was of working age (15-64), significantly lower than the proportion of the national population (64.8 percent).

Although Nelson Tasman is ranked in the middle (6th/7th in the country) for labour force participation and employment rates, they have seen significant improvement over the decade, increasing by 4-5 percentage points each. This reflects the regions efforts to utilise the local labour force, as does their low unemployment rate.

Existing Priorities

(Intergenerational Strategic Governance Group)

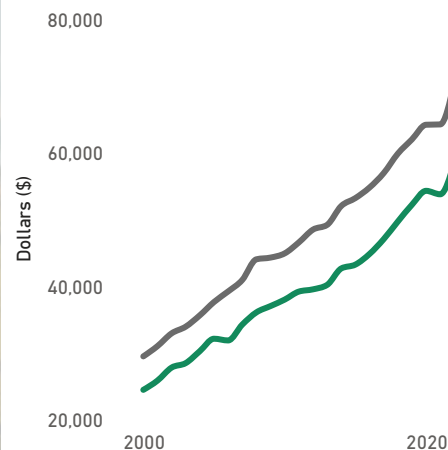
- Ocean economy
- Food and beverage
- Forestry and wood processing

Relevant Economic Development Agency:

- Nelson Regional Development Agency

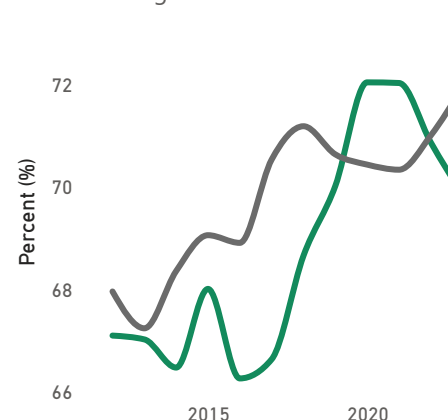
Nelson-Tasman

GDP Per Capita

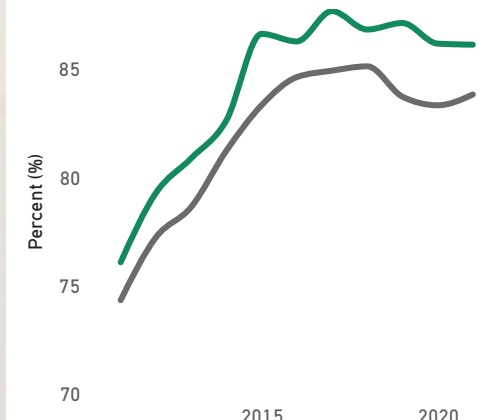


Labour Force Participation

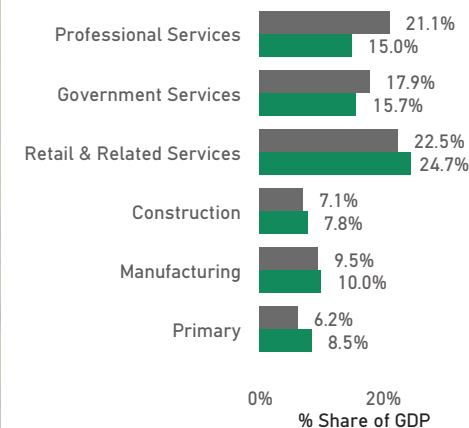
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

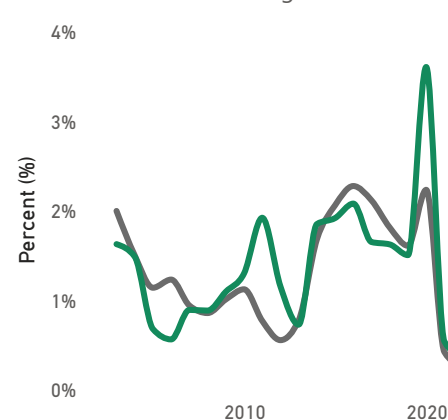


GDP Sectors (2021)

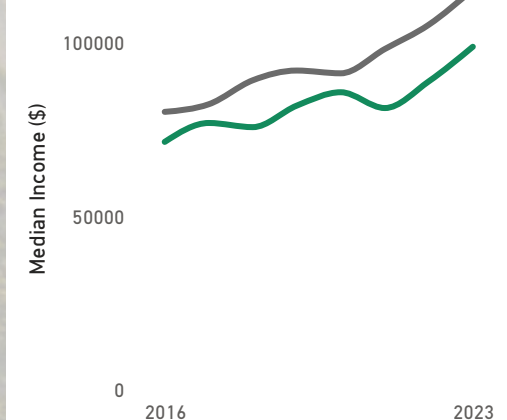


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Nelson / Tasman — New Zealand

Data sources: Statistics New Zealand and Education Counts

Marlborough

Summary Profile

Marlborough is the largest wine growing region in the country, and this is reflected in its comparative advantages in manufacturing (wine making), and the agriculture, forestry, and fishing industry. The region had the 4th highest population growth rate (6.2 percent) in the country between 2018-2022, exceeding the national average rate of 4.6 percent. However, this regional growth has largely been driven by the 65+ years cohort (15.3 percent increase), resulting in relatively slow growth in GDP per capita over recent years.

Marlborough has the third highest labour force participation and employment rates in the country, along with the lowest underutilisation rate, indicating good use of their local labour force. Industries in the region therefore tend to rely on migrant and seasonal workers to fill vacancies. This trend is likely to continue as population growth is projected to slow to 0.4 percent annually over the next 20 years, well below the national expected annual growth rate (0.7 percent).

Existing Priorities

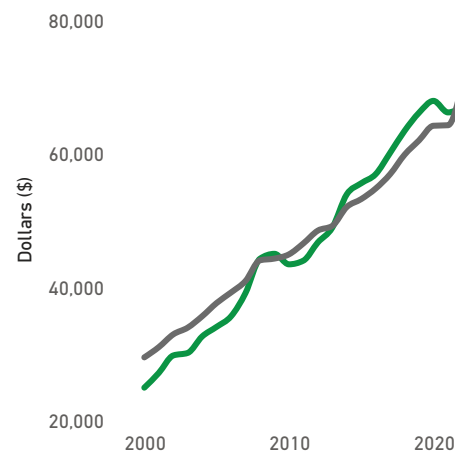
(Intergenerational Strategic Governance Group)

- Ocean economy
- Food and beverage
- Forestry and wood processing

Relevant Economic Development Agency:

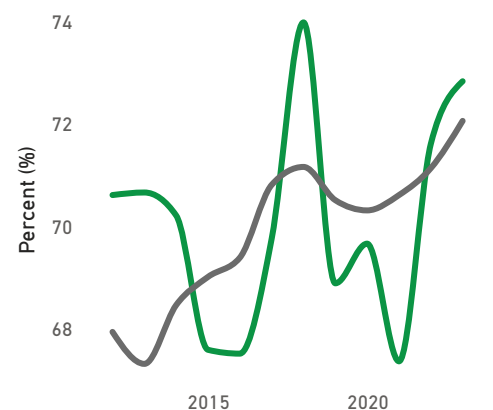
- Marlborough District Council EDU

GDP Per Capita

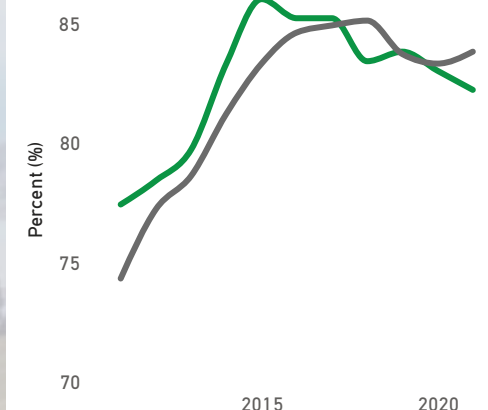


Labour Force Participation

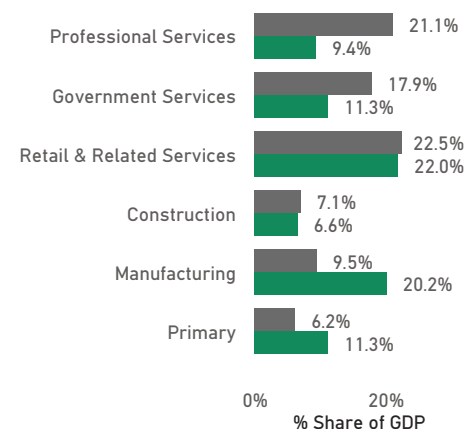
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

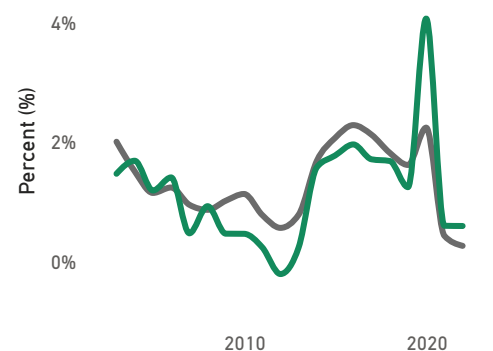


GDP Sectors (2021)

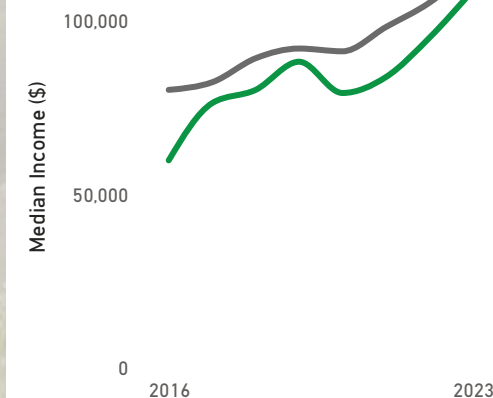


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Marlborough Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

West Coast has strong comparative advantages in primary sector industries such as agriculture, forestry, fishing and mining as well as Government services such as electricity, gas and water services. The region sits in the middle of the pack when it comes to regional GDP per capita (7th overall), however it showed relatively strong annual growth in the year to March 2022. Despite this, median household income is the lowest in the country at \$81,500.

The West Coast experienced the slowest population growth in the country from 2018 to 2022 (0.9 percent). This trend is expected to continue over the coming decade, as the population is projected to shrink in all age groups other than the 65+ years cohort. Health care and social assistance was the largest employer in the West Coast Region in 2022, accounting for 11.1 percent of the regions workforce, and this trend is expected to continue as the aging population grows. The West Coast faces challenges, including its isolation. Indicators show that the region has many impediments to achieving higher living standards, including high underutilisation and unemployment, and the lowest labour force participation and employment rates in the country.

Existing Priorities

(West Coast Mayors and Chairs)

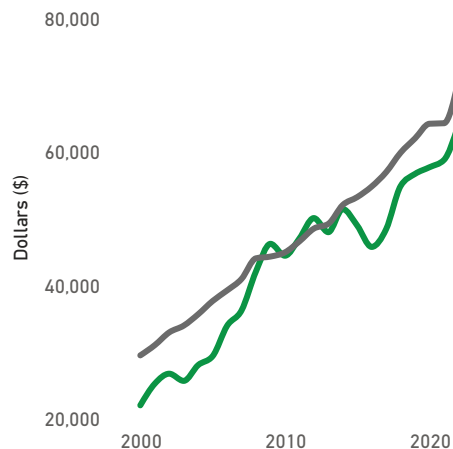
- Strengthen and diversify our economy
- Enhanced regional identity
- Strengthen our communities

Relevant Economic Development Agency:

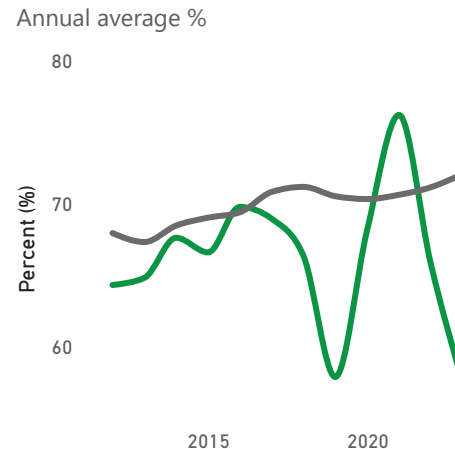
- Development West Coast

West Coast

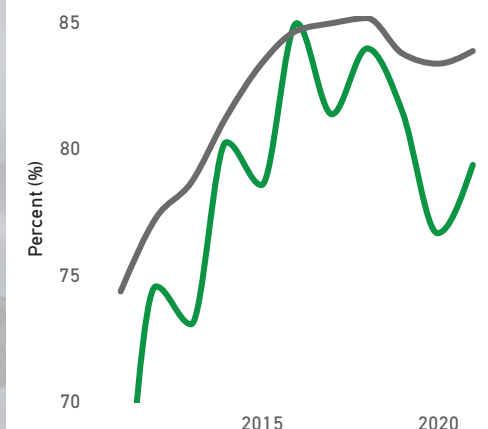
GDP Per Capita



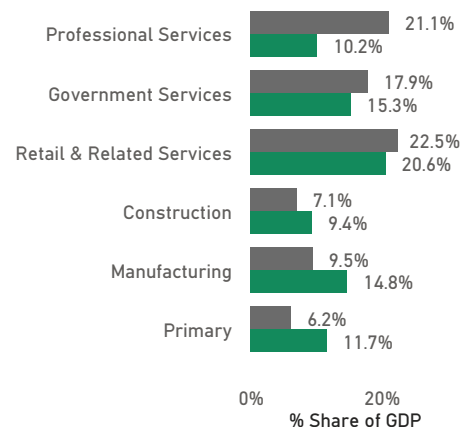
Labour Force Participation



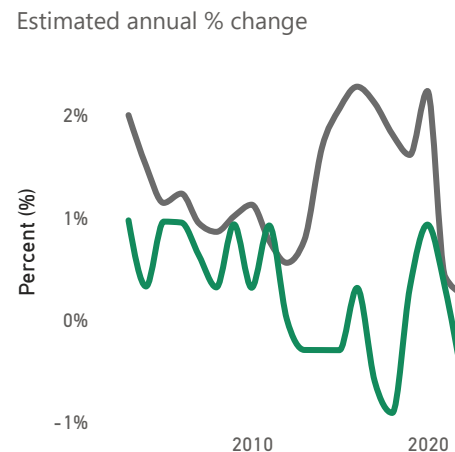
NCEA Level 2 Attainment Rates for 18 year olds



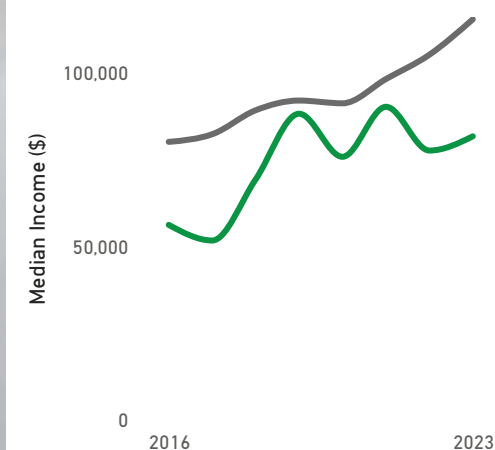
GDP Sectors (2021)



Population Change



Median Annual Household Income



Key: — West Coast Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

Canterbury has a diverse economy that provides comparative advantages from agriculture, forestry and fishing to accommodation and food services, which shows the regions long-term opportunities for growth. Although it includes one of the major metro centres, it is much weaker in the professional services sector such as financial and insurance services.

Canterbury has a strong labour market, with high labour force participation and employment rates, and one of the lowest unemployment rates (2.8 percent) in the country. Canterbury is the third highest contributor to national GDP (12.2 percent) with professional, scientific, and technical services industry being the major contributor to regional GDP. Canterbury has the second lowest level of material deprivation in the country, and the median household income is relatively high compared to most regions (\$109,300 - 4 overall) although slightly lower than the national median household income (\$115,200).

Existing Priorities

(Canterbury Mayoral Forum and ED Agencies)

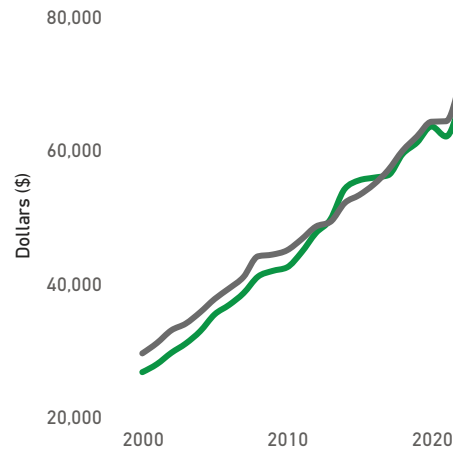
- Better freight transport options
- Shared economic prosperity
- Sustainable environmental management
- Climate change mitigation and adaption

Relevant Economic Development Agencies:

- Ashburton District Council EDU, ChristchurchNZ, Enterprise North Canterbury, Kaikoura District Council EDU, Selwyn District Council EDU, Venture Timaru, and Waitaki District Council EDU

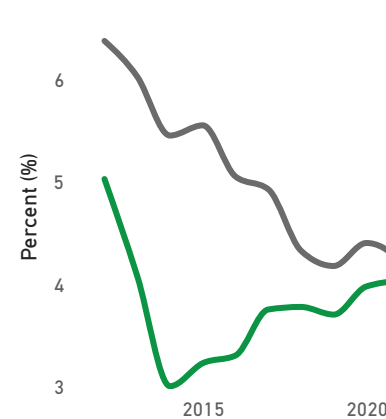
Canterbury

GDP Per Capita

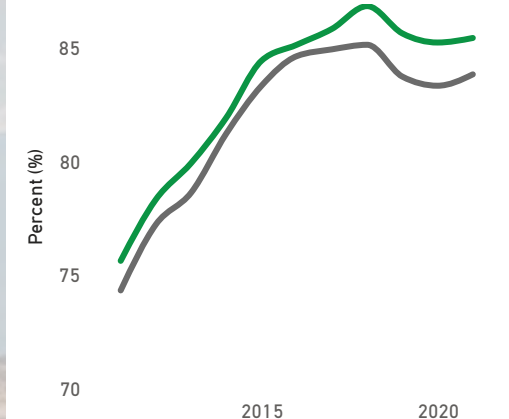


Unemployment Rate

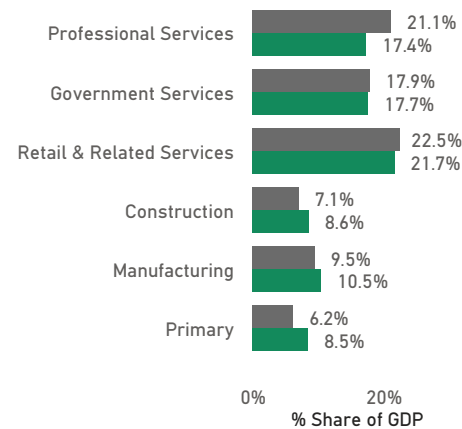
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

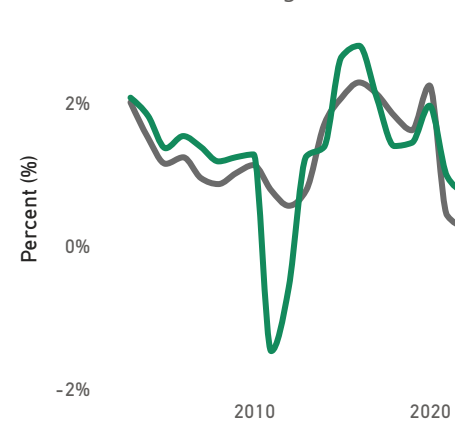


GDP Sectors (2021)

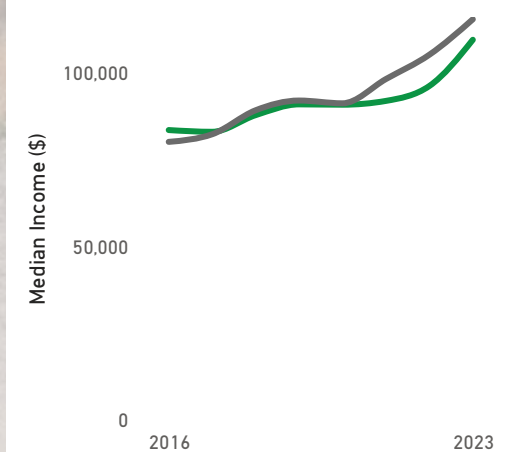


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Canterbury Region — New Zealand

Data sources: Statistics New Zealand and Education Counts

Summary Profile

In Otago, construction was the largest driver of both employment and GDP in 2022 (12.2 percent). Although the region has comparative advantages in the mining industry followed by accommodation and food services, the largest contributor to GDP growth was the professional, scientific and technical services industry. Otago's labour market is moderately strong with the unemployment rate at 3.4 percent and labour force participation at 70.5 percent for the June 2023 quarter, both improved from this time last year.

International tourism spend is the second highest in the country, due to the presence of Queenstown and Wanaka. Despite this high tourism spend, Otago's GDP per capita is ranked one of the lowest in the South Island (and 10 overall nationally). The median household income also sits below the national average (\$102,800 vs \$115,200). However, the region has the lowest level of material deprivation in the country.

Existing Priorities

(Otago Regional Economic Development Group)

N.B. These are draft priorities

- Connectivity, people, housing and sustainability

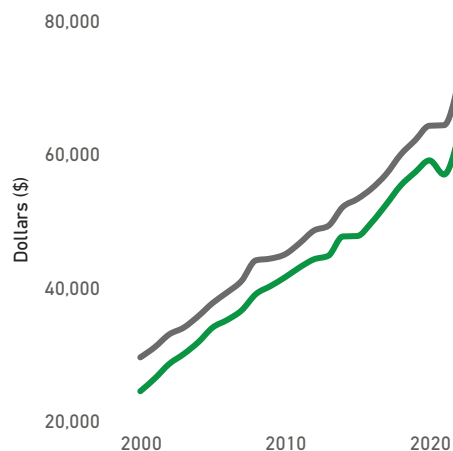
Relevant Economic Development Agencies:

- Central Otago District Council EDU, Clutha Development Trust, Enterprise Dunedin, Queenstown Lakes District Council EDU, and Waitaki District Council EDU.



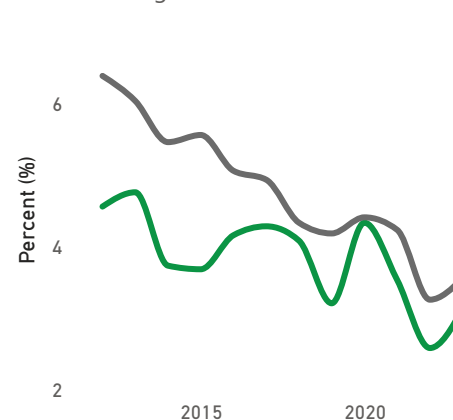
Otago

GDP Per Capita

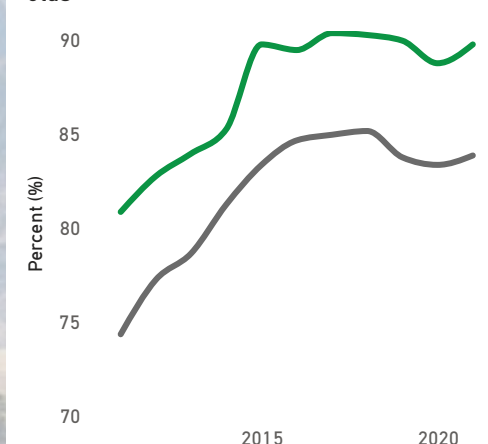


Unemployment Rate

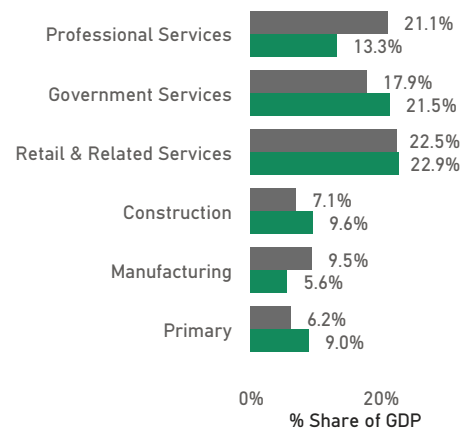
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

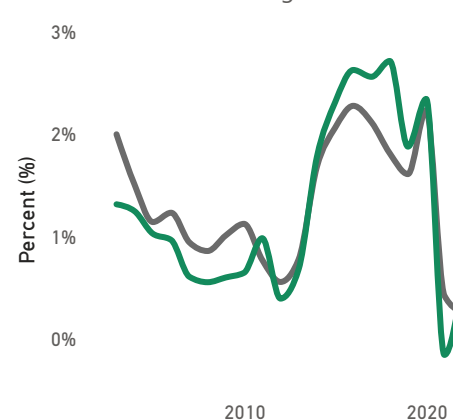


GDP Sectors (2021)

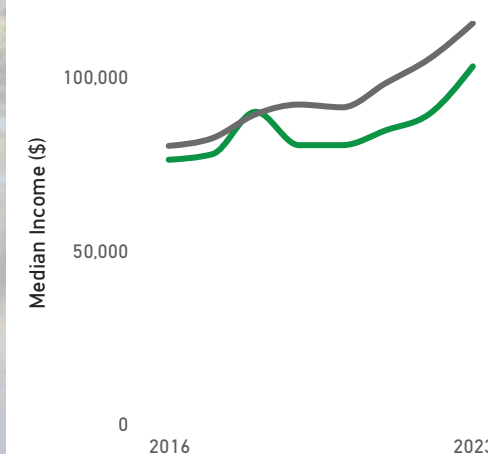


Population Change

Estimated annual % change



Median Annual Household Income



Key: — Otago Region — New Zealand

Southland Murihiku

Summary Profile

Southland has the highest GDP per capita in the South Island for 2022 and ranks 4th nationally. The regional economy is driven by primary sector industries such as sheep, beef and dairy farming, and manufacturing. It is weaker in professional services as it does not include a major metropolitan centre. Southland has a strong labour market with high labour force participation and employment rates, and one of the lowest unemployment rates in the country at 2.8 percent - although disparities remain for minority groups such as Māori.

Population growth in the region is one of the lowest in the country (1.9 percent) from 2018 - 2022, only ahead of the West Coast. The median household income also sits below the national average (\$100,800 vs \$115,200), although it has increased by \$30,000 from 2018 to 2023.

Existing Priorities

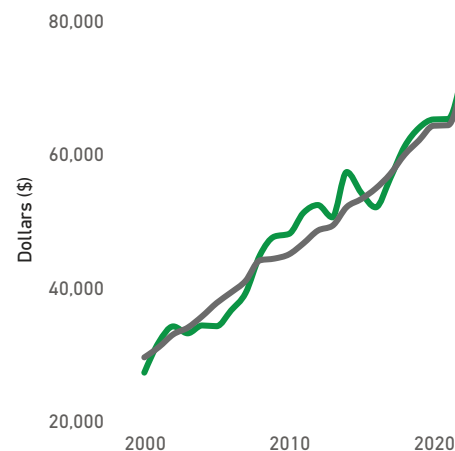
(Murihiku Enduring Oversight Group)

- Clean energy
- Land use
- Aquaculture
- Business transitions
- Long-term planning

Relevant Economic Development Agency:

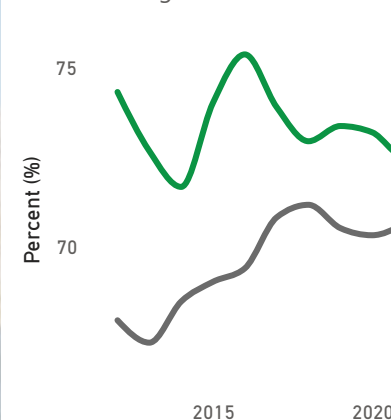
- Great South

GDP Per Capita

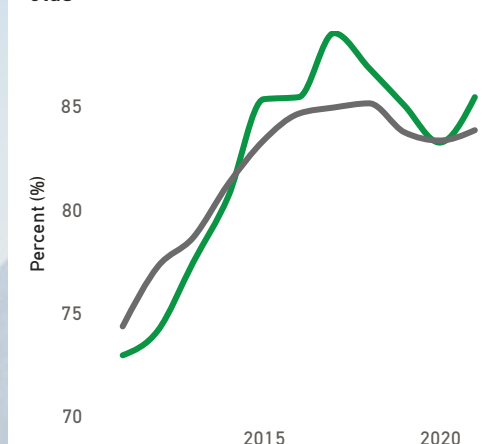


Labour Force Participation

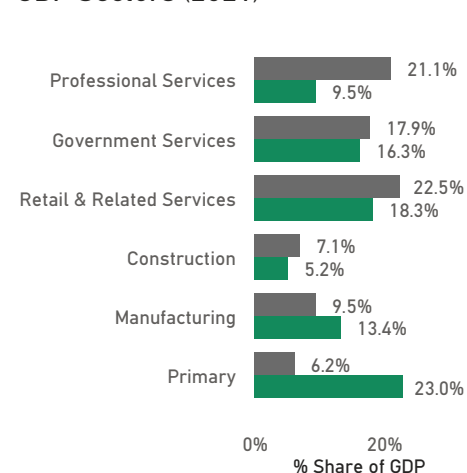
Annual average %



NCEA Level 2 Attainment Rates for 18 year olds

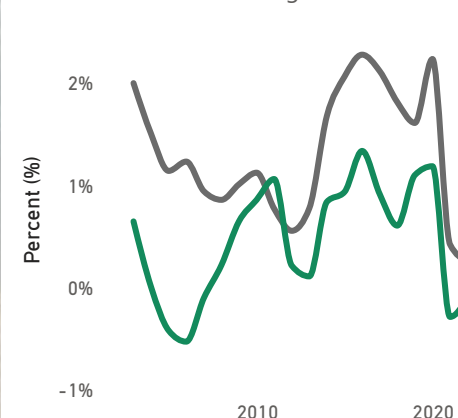


GDP Sectors (2021)



Population Change

Estimated annual % change



Median Annual Household Income

