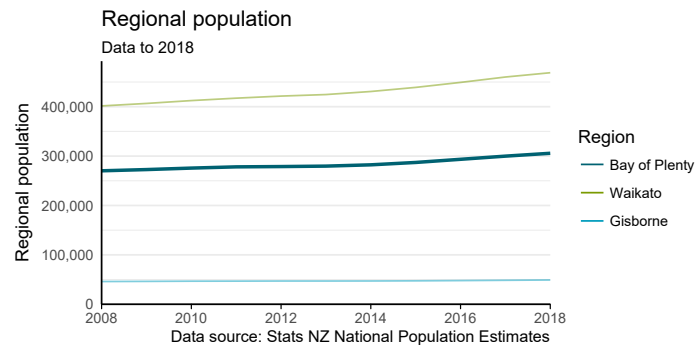


Regional fact sheet: Bay of Plenty

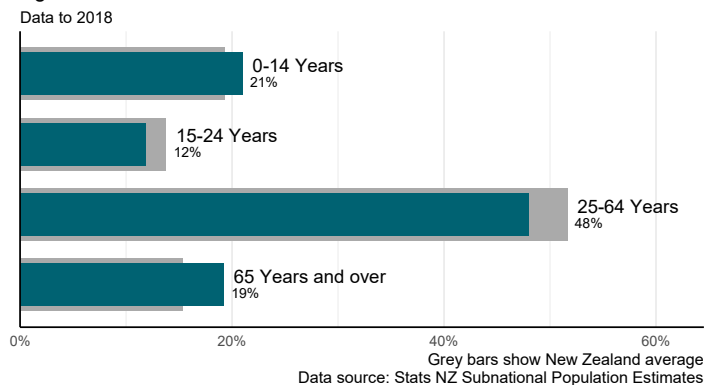
| | Year | Bay of Plenty | Waikato | Gisborne | New Zealand |
|--------------------------------|------|------------------|-----------|-----------|-------------|
| People | | | | | |
| Population | 2018 | 305,700 | 468,800 | 49,100 | 4,885,500 |
| Māori share of population | 2018 | 29% | 24% | 53% | 16% |
| Productivity | | | | | |
| GDP per capita | 2018 | \$52,249 | \$51,450 | \$41,178 | \$58,271 |
| Mean annual household income | 2018 | \$99,600 | \$99,200 | \$82,800 | \$104,400 |
| Median annual household income | 2018 | \$85,600 | \$87,500 | \$74,200 | \$89,100 |
| Employment | | | | | |
| Labour force participation | 2019 | 68.3% | 70.3% | 71.5% | 70.3% |
| Employment rate | 2019 | 65.5% | 67.7% | 67.2% | 67.4% |
| Unemployment rate | 2019 | 4.1% | 3.7% | 6% | 4.1% |
| NEET rate | 2020 | 13.8% | 12.8% | 14.8% | 15.1% |
| Housing | | | | | |
| Mean weekly rent | 2020 | \$452 | \$409 | \$352 | \$482 |
| Average house value | 2019 | \$645,417 | \$603,819 | \$359,021 | \$705,638 |

Population

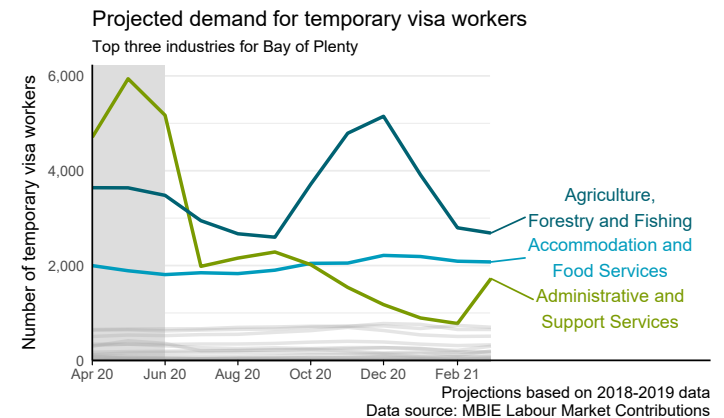
Over the last 10 years, Bay of Plenty's population has grown by approximately 1 per cent per year.



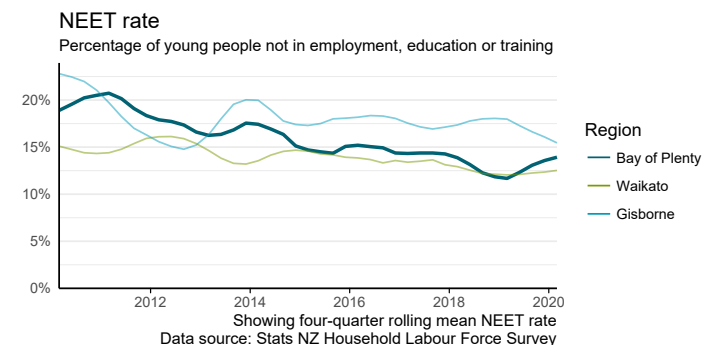
Age distribution vs. New Zealand



Migrant/seasonal workers make up approximately 9 per cent of Bay of Plenty's workforce. Demand for temporary migrant workers is highly seasonal, with highest demand occurring in May.

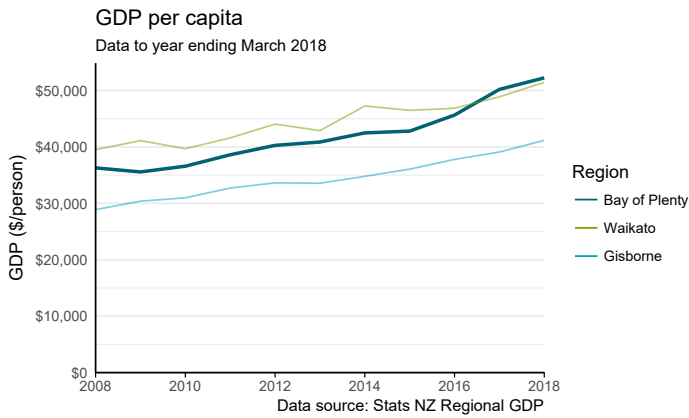


Bay of Plenty has approximately 5,100 young people not in education, employment, or training (NEETs).



Regional GDP

Bay of Plenty comprises 6 per cent of New Zealand's total GDP, with an annual GDP of \$15,833 million and a compound annual growth rate of 7 per cent per year (compared to the national growth rate of 6 per cent per year) over the past 10 years.



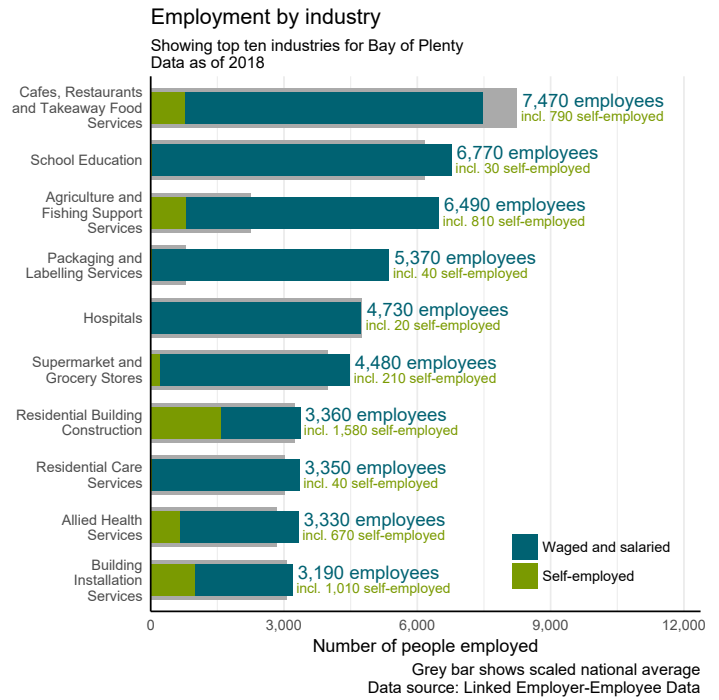
Regional GDP breakdown

| | RGDP | % region | % industry |
|---|----------|----------|------------|
| Forestry, Fishing, Mining, Electricity, Gas, Water and Waste Services | \$1,348m | 9% | 9% |
| Manufacturing | \$1,346m | 9% | 5% |
| Rental, Hiring and Real Estate Services | \$1,131m | 8% | 6% |
| Construction | \$1,094m | 7% | 6% |
| Agriculture | \$1,076m | 7% | 9% |
| Owner-Occupied Property Operation | \$1,070m | 7% | 6% |
| Health Care and Social Assistance | \$1,006m | 7% | 6% |
| Professional, Scientific and Technical Services | \$800m | 5% | 4% |
| Transport, Postal and Warehousing | \$767m | 5% | 6% |
| Retail Trade | \$732m | 5% | 6% |
| Information Media, Telecommunications and Other Services | \$604m | 4% | 4% |
| Education and Training | \$591m | 4% | 5% |
| Administrative and Support Services | \$497m | 3% | 9% |
| Wholesale Trade | \$486m | 3% | 4% |
| Public Administration and Safety | \$372m | 2% | 3% |
| Financial and Insurance Services | \$351m | 2% | 2% |
| Food and beverage services | \$213m | 1% | 5% |
| Accommodation | \$126m | 1% | 7% |

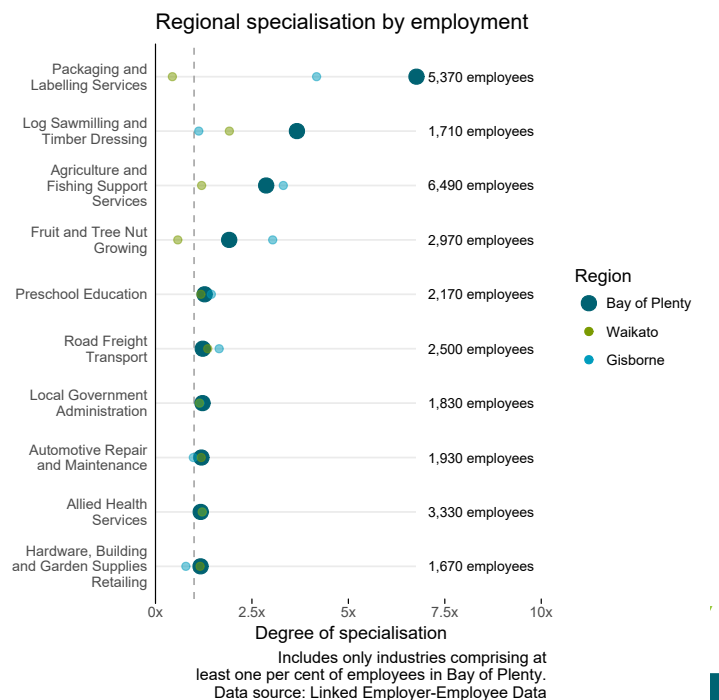
Here “% industry” measures what percentage of New Zealand's output in that industry is produced by firms in Bay of Plenty.

Important industries

- The **Cafes, Restaurants and Takeaway Food Services** industry is the largest employer in Bay of Plenty, comprising 5 per cent of all employees.
- The top three industries (by number of self-employed workers) in Bay of Plenty are **Residential Building Construction** (1,600 self-employed), **Building Completion Services** (1,100 self-employed), and **Fruit and Tree Nut Growing** (1,100 self-employed).



Regional specialisation is a measure of which industries are concentrated in Bay of Plenty. If the region specialises in an industry, it means that the industry's share of employment in that region is higher than the industry's share of employment nationally.

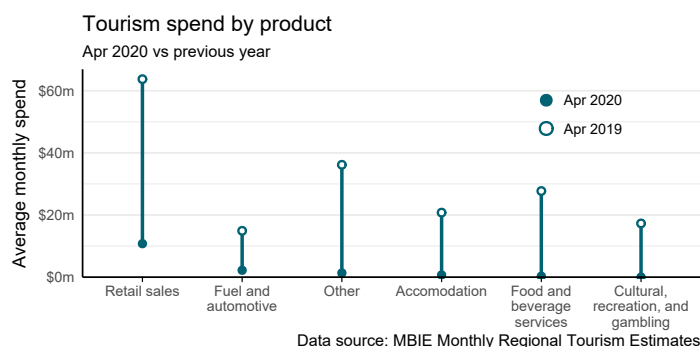
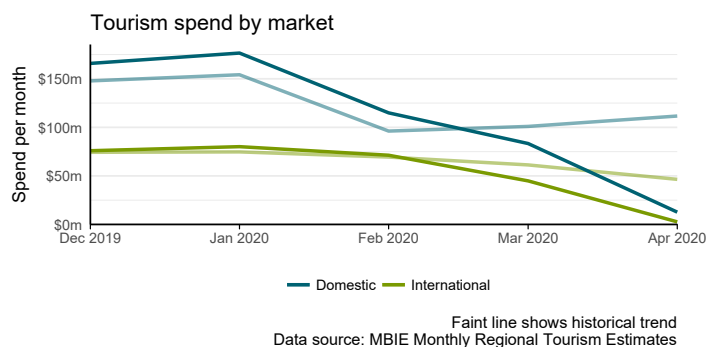


Spotlight on at-risk areas

In their recent report¹, the Organisation for Economic Co-operation and Development (OECD) identified a number of industries that are most likely to be hard-hit by quarantine measures as a result of COVID-19. Below, we present data on a subset of these industries.

Tourism

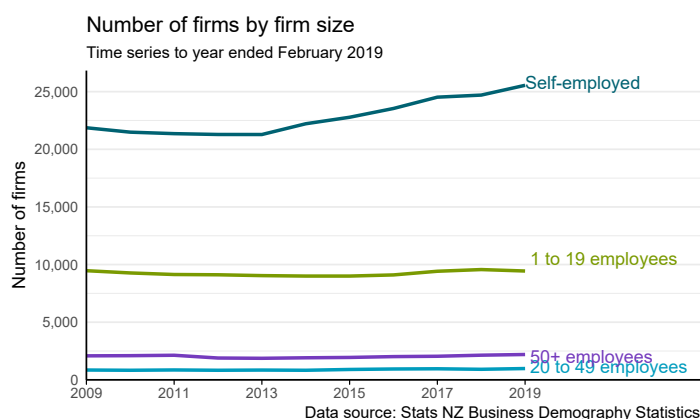
Tourism expenditure in Bay of Plenty totalled \$1,820 million for the year ending April 2020, accounting for 7 per cent of national tourism expenditure. Over the past five years, tourism expenditure in the region has grown an average of 3 per cent, compared to the national growth rate of 4 per cent.



Small and medium enterprises

Bay of Plenty contains 38,170 firms according to Stats NZ's Business Demography Statistics.

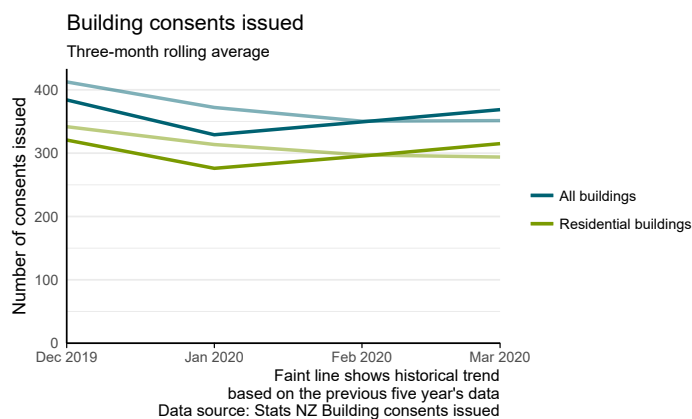
| Firm size | Number of firms | % of region | National average |
|---------------|-----------------|-------------|------------------|
| Self-employed | 25,550 | 67% | 67% |
| 1 to 19 | 9,440 | 25% | 25% |
| 20 to 49 | 980 | 3% | 3% |
| 50+ | 2,200 | 6% | 5% |



Construction

380 building consents (for both new dwellings and alterations) were issued in Bay of Plenty in the month of March, a decrease of 11 per cent on the previous month.

Building consents offer a measure of intended activity in the building and construction sector. As well as providing insight into the health of the region's construction sector, this measure can also act as an indicator for regional growth.



¹https://read.oecd-ilibrary.org/view/?ref=126_126496-evgsi2gmqj

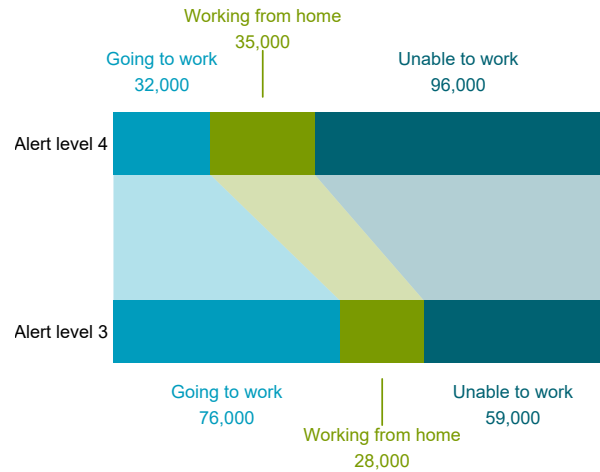


Employment impact of COVID-19

Working by alert level

Under alert level four, Bay of Plenty was operating at approximately 41 per cent capacity. National average capacity under level four was 44 per cent. The change to alert level three saw 43,000 more people travelling to work.

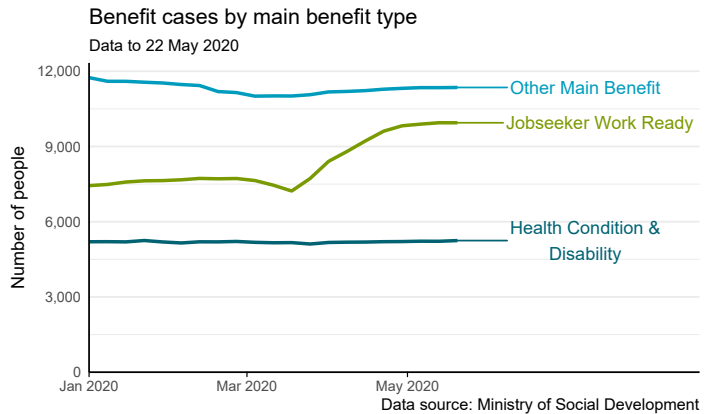
| | Level four | | | Level three |
|-------------------|---------------|---------------|----------------|----------------|
| | Essential | Non-essential | Total | |
| Going to work | 32,000 | NA | 32,000 | 76,000 |
| Working from home | 7,000 | 27,000 | 35,000 | 28,000 |
| Unable to work | 31,000 | 65,000 | 96,000 | 59,000 |
| Total | 71,000 | 92,000 | 163,000 | 163,000 |



Estimated number of workers at each level.
Data source: MBIE Essential Services

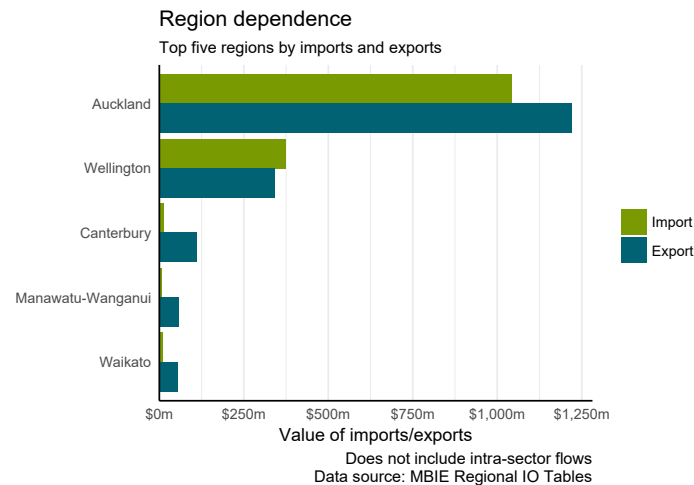
Benefits and subsidies

At most recent count, 26,550 Jobseeker benefits were reported in Bay of Plenty. This represents an increase of 28 per cent over this time last year.

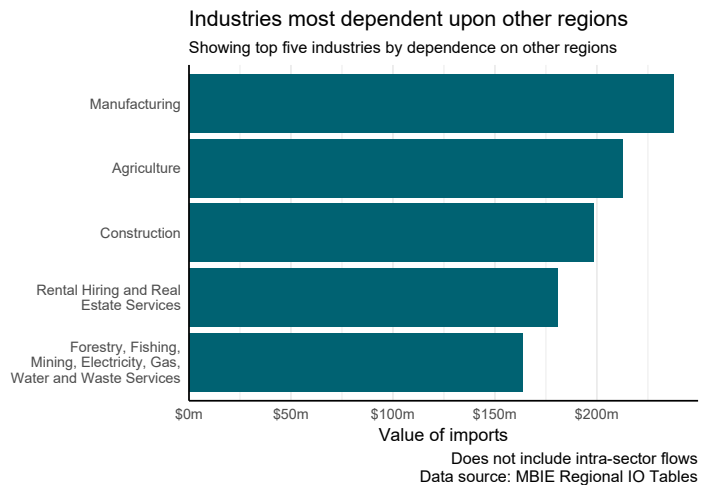


Data source: Ministry of Social Development

Dependence on other regions



Does not include intra-sector flows
Data source: MBIE Regional IO Tables



Does not include intra-sector flows
Data source: MBIE Regional IO Tables

Bay of Plenty is somewhat less reliant than average on other regions. Firms in the region rely most heavily on Auckland for imports of goods and services, with 67 per cent of all imports coming from Auckland. Similarly, Auckland is most reliant of all regions on goods and services from firms in this region: 11 per cent of all its imports come from Bay of Plenty.

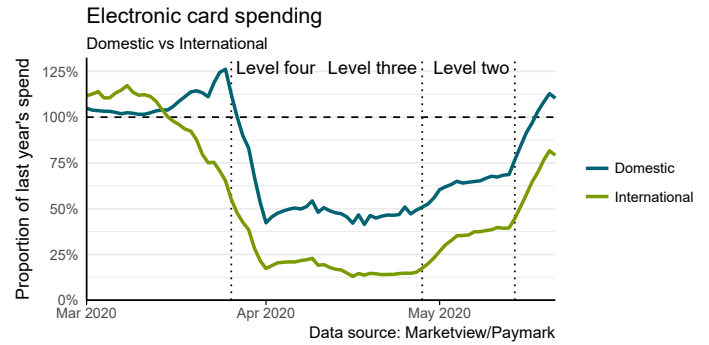
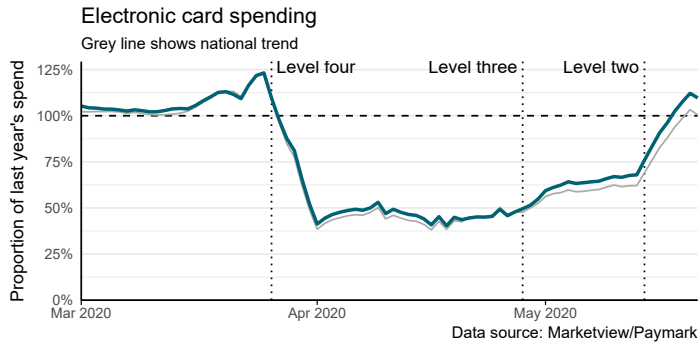


Tracking the recovery

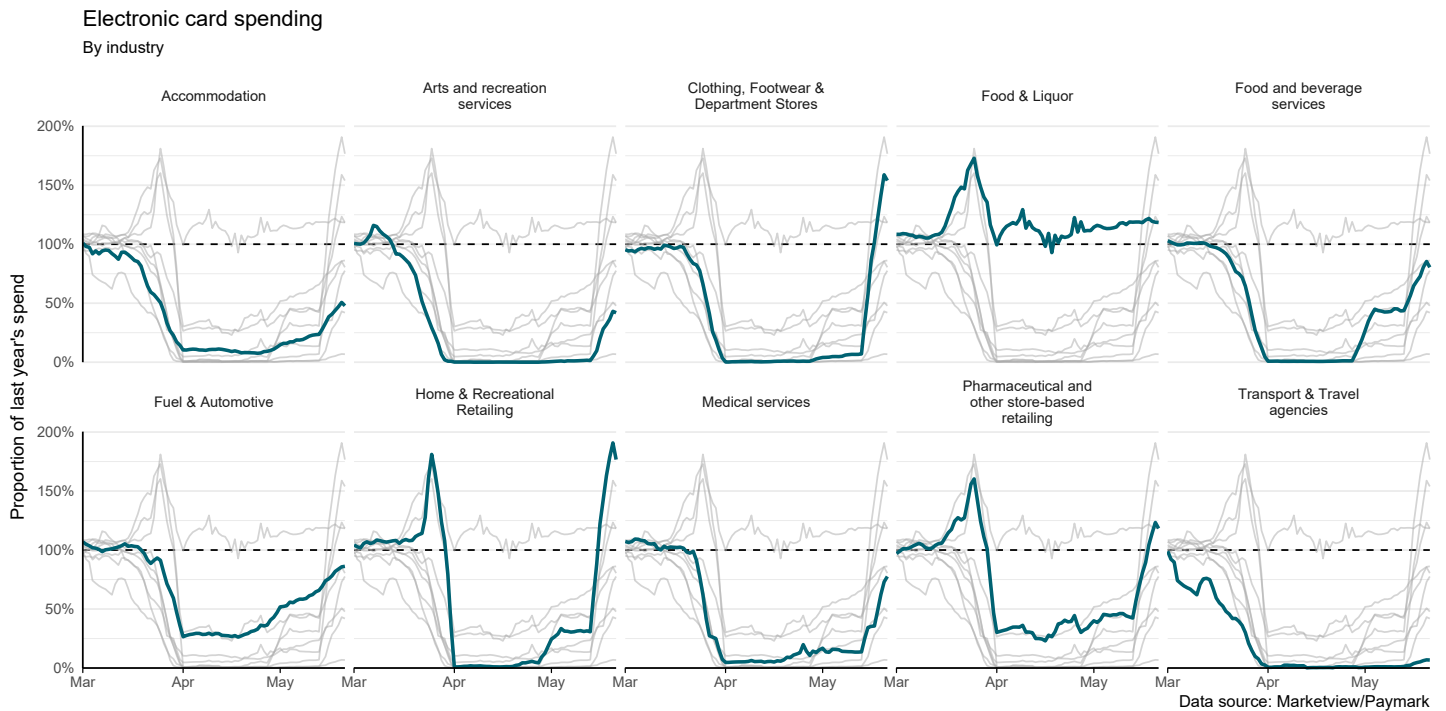
Retail spending

Retail spending in Bay of Plenty is estimated using electronic card consumer spend data supplied by Marketview/Paymark.

Total card spend currently sits at approximately 110 per cent of last year's levels. In comparison, national spending is currently 100 per cent of last year. Domestic spending sits at 110 per cent of last year's levels, while international spending sits at 79 per cent.



Spend patterns for selected industries are provided below.



For further information on Marketview/Paymark spend data, please visit MBIE's retail spend dashboard².

²https://mbienz.shinyapps.io/card_spend_covid19/



Data sources and glossary

Stats NZ subnational population estimates

This data is provided by Stats NZ, and provides provisional estimates of the resident population for regional council and territorial authority areas in New Zealand.

Stats NZ Household Labour Force Survey

The Household Labour Force Survey (HLFS) provides New Zealand's official employment and unemployment statistics.

Stats NZ regional GDP calculations

This data is provided by Stats NZ, and is a geographic breakdown of national GDP presented in nominal terms. Regional GDP provides an indication of the size and structure of regional economies and provides a benchmark for measuring changes to regional economies over time.

MBIE Labour market contributions

Labour Market Contributions data is extracted from the Stats NZ IDI, and details the number of workers in each region and industry by visa and beneficiary status. The data includes employed people only, excluding self-employed and anyone not paid via PAYE payroll. Data provided here is suppressed in some cases, and random rounded to base three in all cases.

The results in this paper are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) managed by Statistics NZ. The opinions, findings, recommendations, and conclusions expressed in this paper are those of the author(s), not Statistics NZ. Access to the anonymised data used in this study was provided by Statistics NZ in accordance with security and confidentiality provisions of the Statistics Act 1975. Only people authorised by the Statistics Act 1975 are allowed to see data about a particular person, household, business, or organisation. The results in this paper have been confidentialised to protect these groups from identification. Careful consideration has been given to the privacy, security, and confidentiality issues associated with using administrative and survey data in the IDI. Further detail can be found in the Privacy impact assessment for the Integrated Data Infrastructure available from www.stats.govt.nz.

Contact us

For further information on the data contained in this fact sheet, please email us: E&ICOVID-19EvidenceBase@mbie.govt.nz.

You can find further information on regional economic activity in MBIE's Regional Economic Activity Tools: <https://www.mbie.govt.nz/nzregions>.

MBIE monthly regional tourism estimates

This data, published by MBIE, provides an estimate of regional monthly expenditure on tourism for both international and domestic consumers. The expenditure is modelled from electronic card transaction data representing approximately 60 per cent of all electronic transactions in New Zealand.

Linked employer-employee data

Linked Employer-Employee Data (LEED) data is taken from Stats NZ. It uses business and personal tax records to provide detailed estimates of the number of employees, both self-employed and waged-salaried.

MBIE essential services data

Essential services workforce estimates are taken from MBIE. The data provides estimates of the workforce by industries and regions under New Zealand COVID-19 alert levels three and four. The charts are based on Scenario two, which is a mid-range estimate by accounting for the expected reduction in worker demand due to such factors as lack of worker availability, reduced consumer demand, and the need to introduce new ways of working. For more information on MBIE's essential services estimates, please see our [Essential Services Workforce Fact Sheet](#).

Ministry of Social Development benefits data

This data is provided by the Ministry of Social Development, and covers caseloads of *Jobseeker Support–Work Ready*, *Jobseeker Support–Health Condition and Disability*, and *Other Main Benefit* claimants by region. This can be used to monitor take up by individuals and households and is a proxy for the number of people unemployed.

Stats NZ Building consents data

This data is provided by Stats NZ and covers the number of building consents issued for both new buildings, and alterations to existing buildings, every month.

MBIE Regional Input/Output tables

This data provides an estimate of the flow of goods and services between sectors and regions within New Zealand.

