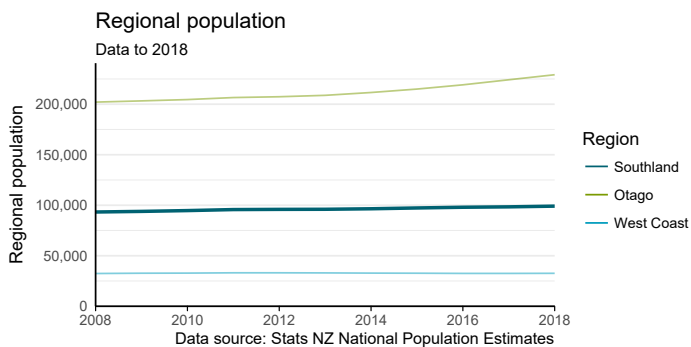


Regional fact sheet: Southland

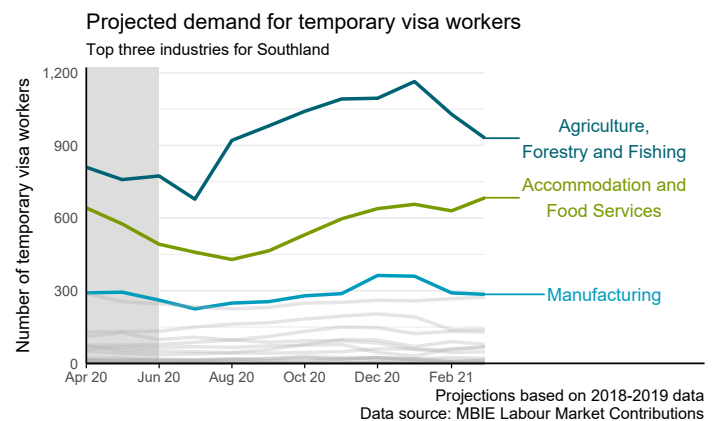
	Year	Southland	Otago	West Coast	New Zealand
People					
Population	2018	99,100	229,200	32,600	4,885,500
Māori share of population	2018	15%	9%	12%	16%
Productivity					
GDP per capita	2018	\$58,953	\$55,793	\$49,117	\$58,271
Mean annual household income	2018	\$78,100	\$95,100	\$91,200	\$104,400
Median annual household income	2018	\$74,900	\$89,400	\$78,200	\$89,100
Employment					
Labour force participation	2019	72.6%	70.9%	58.8%	70.3%
Employment rate	2019	70.1%	68.5%	57%	67.4%
Unemployment rate	2019	3.5%	3.3%	NA	4.1%
NEET rate	2020	10.2%	10.2%	11.7%	15.1%
Housing					
Mean weekly rent	2020	\$289	\$482	\$271	\$482
Average house value	2019	\$318,600	\$587,257	\$249,453	\$705,638

Population

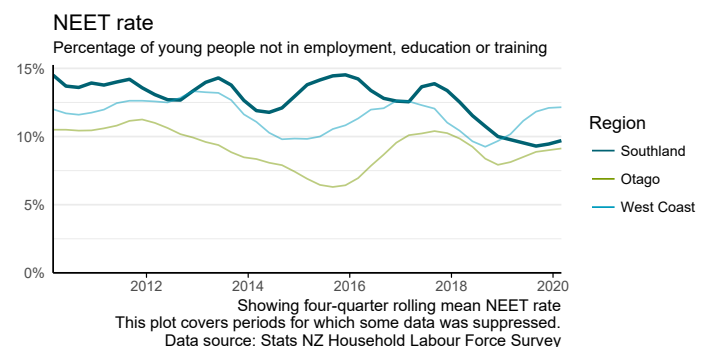
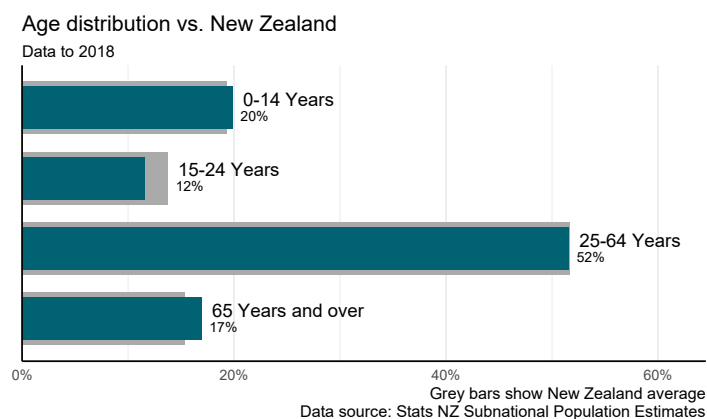
Over the last 10 years, Southland's population has grown by approximately 1 per cent per year.



Migrant/seasonal workers make up approximately 6 per cent of Southland's workforce. Demand for temporary migrant workers is somewhat seasonal, with highest demand occurring in December.

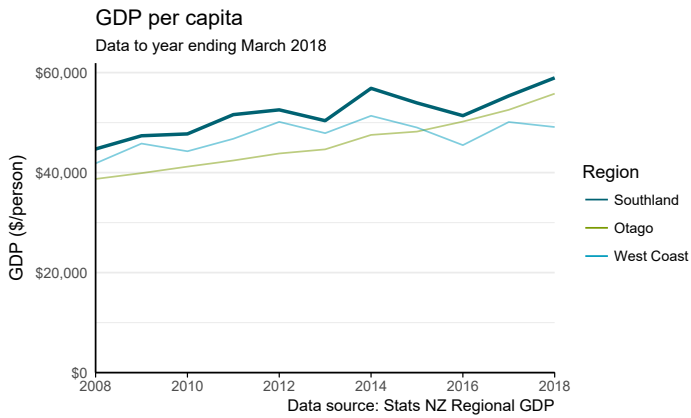


Southland has approximately 1,100 young people not in education, employment, or training (NEETs).



Regional GDP

Southland comprises 2 per cent of New Zealand's total GDP, with an annual GDP of \$5,826 million and a compound annual growth rate of 3 per cent per year (compared to the national growth rate of 6 per cent per year) over the past 10 years.



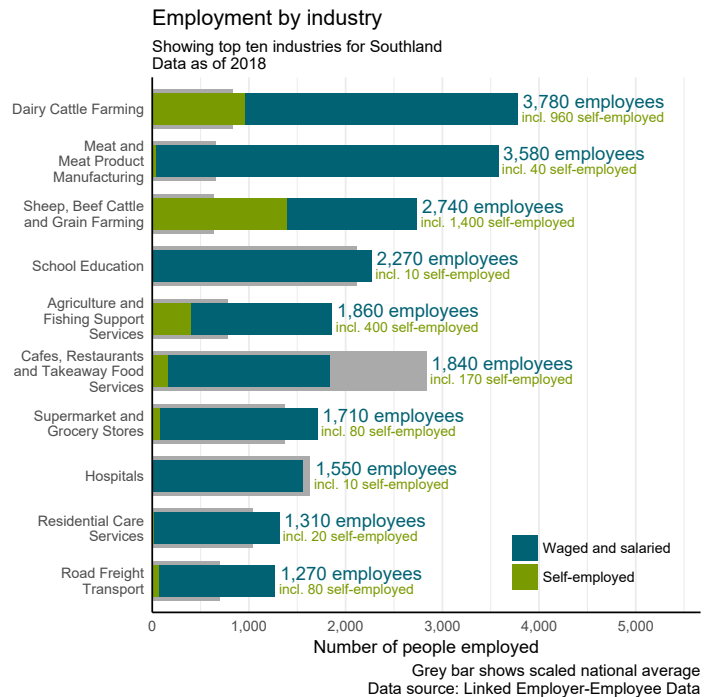
Regional GDP breakdown

Industry	RGDP	% region	% industry
Agriculture	\$890m	16%	8%
Manufacturing	\$708m	13%	3%
Forestry, Fishing, Mining, Electricity, Gas, Water and Waste Services	\$532m	10%	4%
Construction	\$319m	6%	2%
Transport, Postal and Warehousing	\$283m	5%	2%
Rental, Hiring and Real Estate Services	\$282m	5%	1%
Health Care and Social Assistance	\$267m	5%	2%
Owner-Occupied Property Operation	\$259m	5%	2%
Retail Trade	\$237m	4%	2%
Professional, Scientific and Technical Services	\$220m	4%	1%
Information Media, Telecommunications and Other Services	\$208m	4%	1%
Education and Training	\$180m	3%	2%
Wholesale Trade	\$149m	3%	1%
Financial and Insurance Services	\$148m	3%	1%
Public Administration and Safety	\$113m	2%	1%
Food and beverage services	\$68m	1%	2%
Accommodation	\$63m	1%	4%
Administrative and Support Services	\$40m	1%	1%

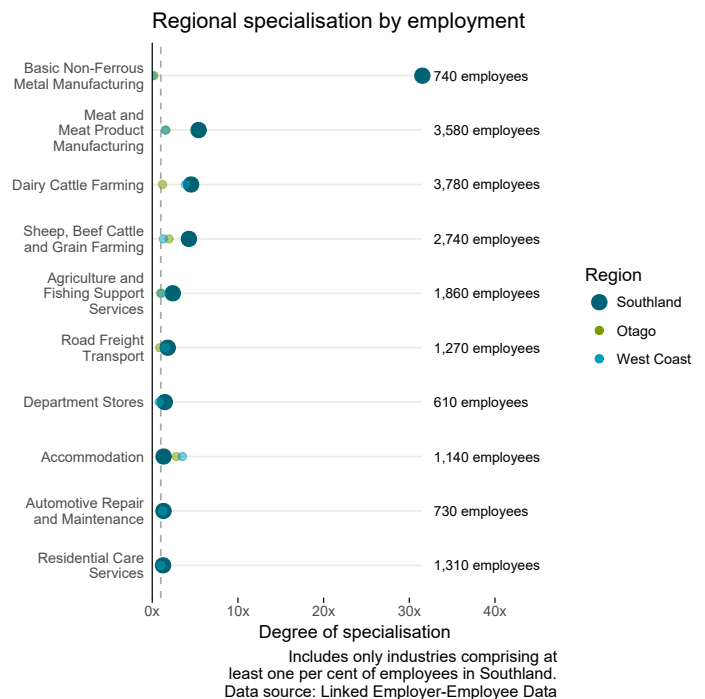
Here “% industry” measures what percentage of New Zealand's output in that industry is produced by firms in Southland.

Important industries

- The **Dairy Cattle Farming** industry is the largest employer in Southland, comprising 7 per cent of all employees.
- The top three industries (by number of self-employed workers) in Southland are **Sheep, Beef Cattle and Grain Farming** (1,400 self-employed), **Dairy Cattle Farming** (1,000 self-employed), and **Agriculture and Fishing Support Services** (400 self-employed).



Regional specialisation is a measure of which industries are concentrated in Southland. 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.

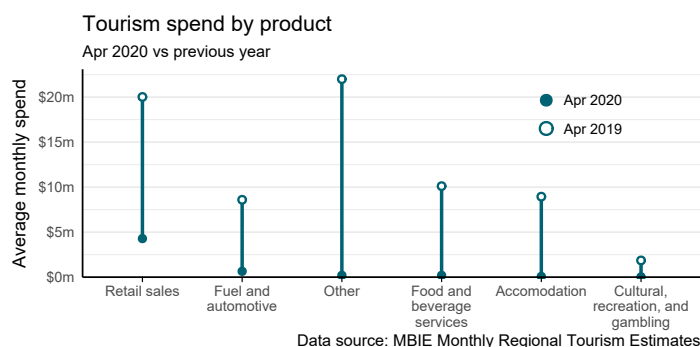
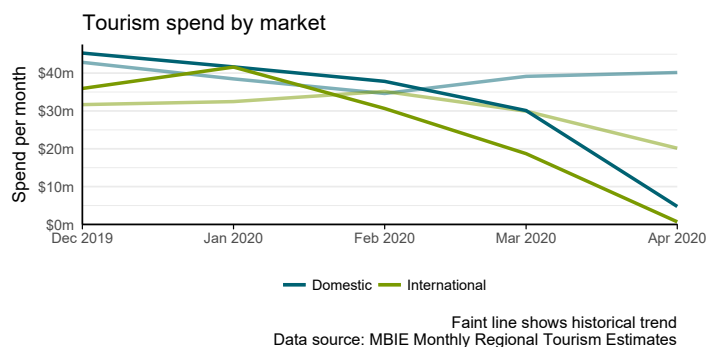


Spotlight on at-risk areas

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

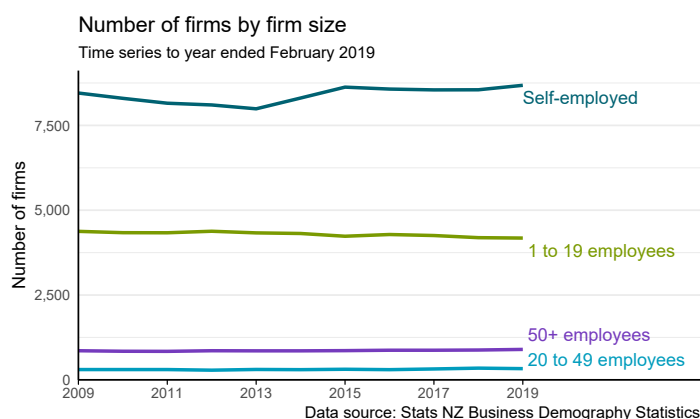
Tourism expenditure in Southland totalled \$600 million for the year ending April 2020, accounting for 2 per cent of national tourism expenditure. Over the past five years, tourism expenditure in the region has grown an average of 2 per cent, compared to the national growth rate of 4 per cent.



Small and medium enterprises

Southland contains 14,090 firms according to Stats NZ's Business Demography Statistics.

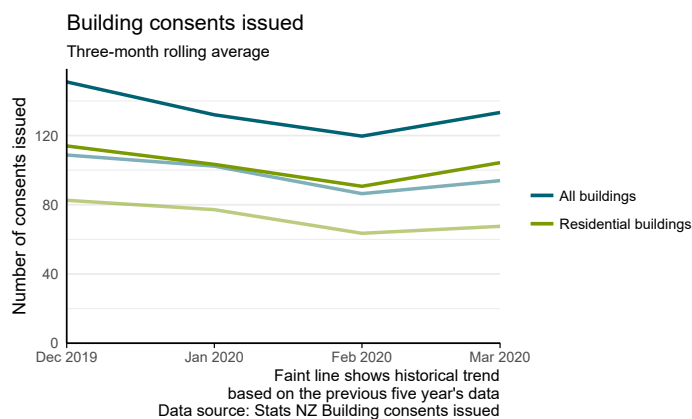
Firm size	Number of firms	% of region	National average
Self-employed	8,680	62%	67%
1 to 19	4,180	30%	25%
20 to 49	330	2%	3%
50+	900	6%	5%



Construction

180 building consents (for both new dwellings and alterations) were issued in Southland in the month of March, an increase of 64 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

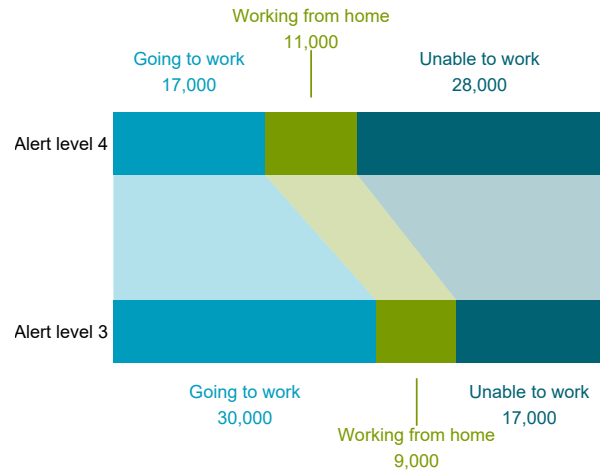


Employment impact of COVID-19

Working by alert level

Under alert level four, Southland was operating at approximately 50 per cent capacity. National average capacity under level four was 44 per cent. The change to alert level three saw 13,000 more people travelling to work.

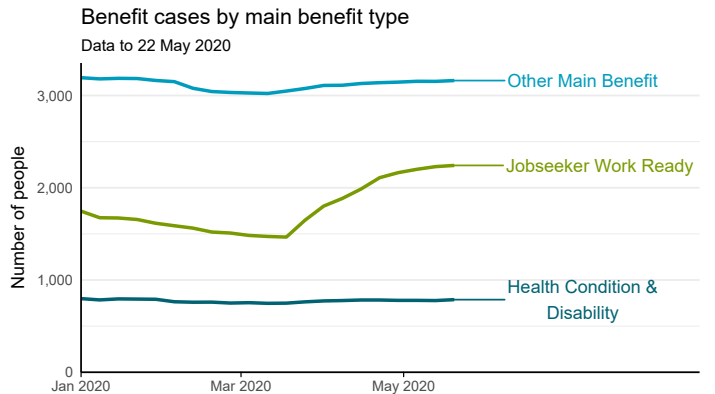
	Level four			Level three
	Essential	Non-essential	Total	
Going to work	17,000	NA	17,000	30,000
Working from home	4,000	7,000	11,000	9,000
Unable to work	11,000	17,000	28,000	17,000
Total	32,000	24,000	56,000	56,000



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

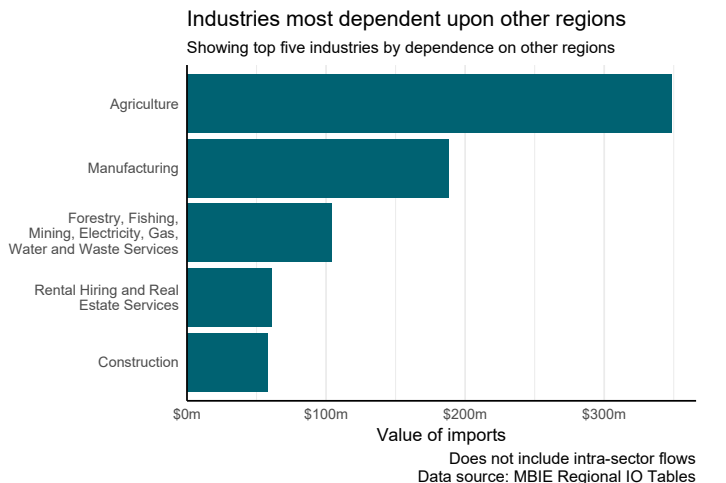
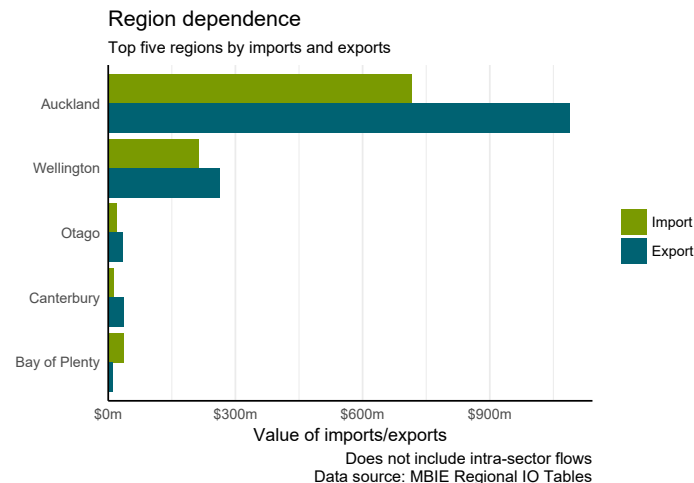
Benefits and subsidies

At most recent count, 6,190 Jobseeker benefits were reported in Southland. This represents an increase of 15 per cent over this time last year.



Data source: Ministry of Social Development

Dependence on other regions



Southland is somewhat more 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: 10 per cent of all its imports come from Southland.

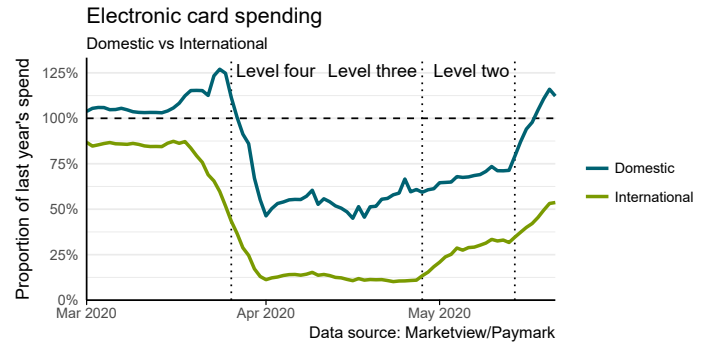
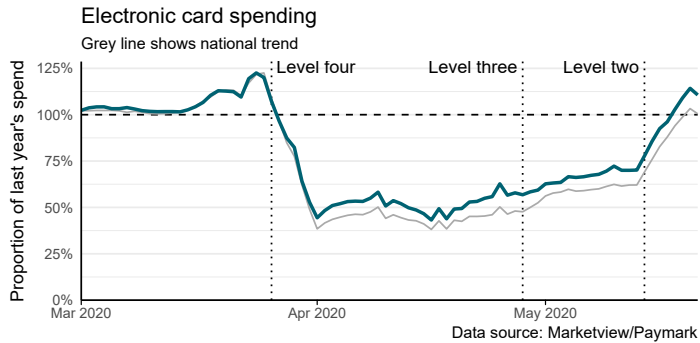


Tracking the recovery

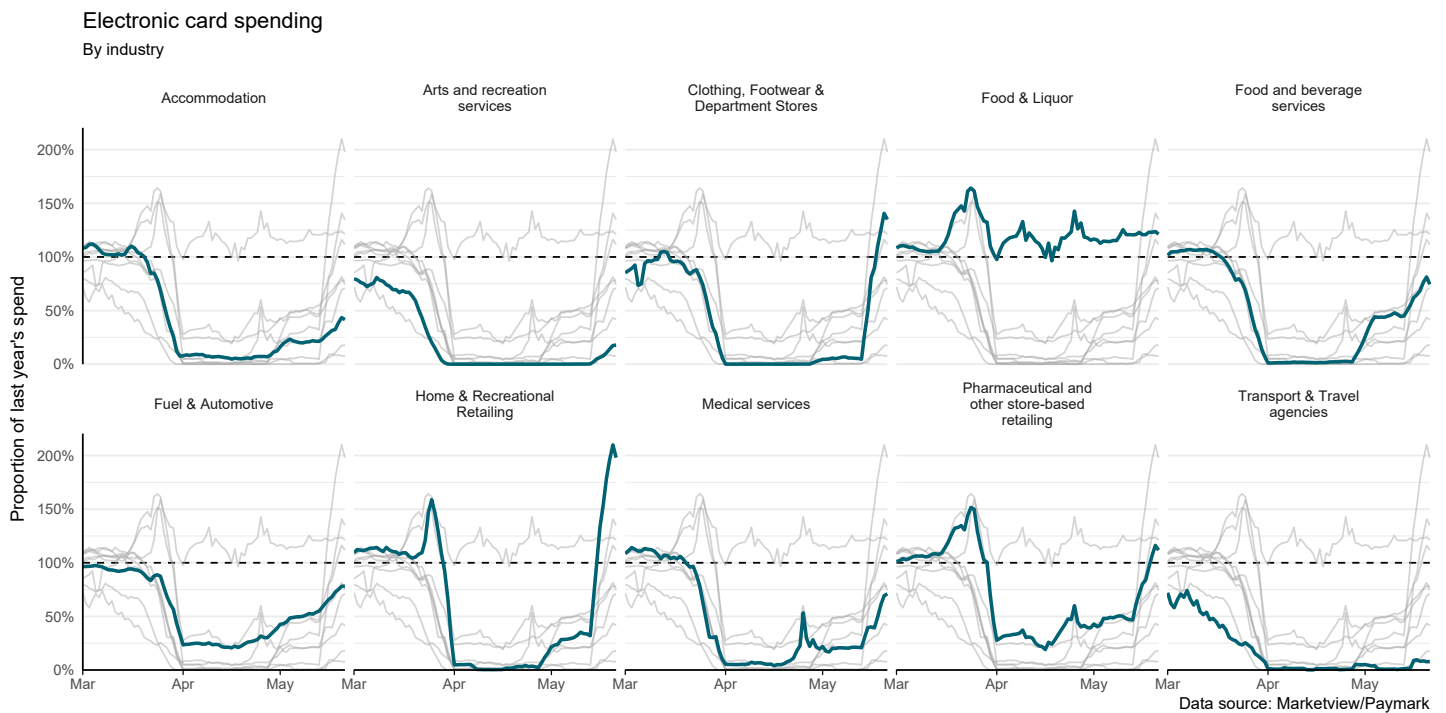
Retail spending

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

Total card spend currently sits at approximately 111 per cent of last year's levels. In comparison, national spending is currently 100 per cent of last year. Domestic spending sits at 112 per cent of last year's levels, while international spending sits at 54 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.

