



Bay of Plenty RSLG Area

TABLE OF CONTENTS

ECONOMY	2
The New Zealand economy in 2021	2
How fast has Bay of Plenty RSLG Area's economy grown?	3
What is the industrial structure of Bay of Plenty RSLG Area's economy?	4
Which broad industries made the largest contribution to economic growth?	8
Which detailed industries made the largest contribution to economic growth?	9
In which industries does Bay of Plenty RSLG Area have a comparative advantage?	11
EMPLOYMENT	13
How fast has employment grown in Bay of Plenty RSLG Area?	13
What is the industrial structure of employment in Bay of Plenty RSLG Area?	15
Which are the largest employing industries in Bay of Plenty RSLG Area?	16
Which industries have created the most jobs?	18
What proportion of the workforce is self-employed in Bay of Plenty RSLG Area?	20
PRODUCTIVITY	21
What are the most productive industries in Bay of Plenty RSLG Area?	23
BUSINESS GROWTH	24
How fast did the number of business units grow in Bay of Plenty RSLG Area?	24
POPULATION GROWTH	26
How fast has Bay of Plenty RSLG Area's population grown?	26
What is the source of Bay of Plenty RSLG Area's population growth?	28
What is the age structure of Bay of Plenty RSLG Area's population?	29
STANDARD OF LIVING	30
What are the mean earnings in Bay of Plenty RSLG Area?	30
How do house prices in Bay of Plenty RSLG Area compare?	32
How affordable is housing in Bay of Plenty RSLG Area?	33
WORKFORCE AND SKILLS	34
How do skill levels in Bay of Plenty RSLG Area compare with New Zealand?	34
What is the occupational structure of employment in Bay of Plenty RSLG Area?	35
Employment in knowledge intensive industries in Bay of Plenty RSLG Area	37
What are the top knowledge intensive industries in Bay of Plenty RSLG Area?	38
Which qualifications are in demand in Bay of Plenty RSLG Area?	39
TOURISM	41
Tourism GDP	41
Tourism Employment	42
TECHNICAL NOTES	43

ECONOMY

The New Zealand economy in 2021

The New Zealand economy contracted 1.2% in the March 2021 year, following revised 2.2%pa growth in the year 2020 year. The March 2021 year captures the initial turmoil of COVID-19 in New Zealand, including the vast majority of the Level 4 lockdown in April 2020. The period also includes the August 2020 Auckland outbreak and resulting Level 3 restrictions, as well as further Auckland restrictions in February and March 2021.

The 1.2% fall in economic activity in the 2021 year was slightly less of an economic blow than the 1.3% fall experienced in 2009 as the Global Financial Crisis (GFC) hit. New Zealand's economic response to COVID-19 has been different, with substantial fiscal spending support and incredibly accommodative monetary policy with record-low interest rates.

A need to expand the public sector to support New Zealand through COVID-19 has seen the public administration and safety industry as the largest positive contributor to growth in 2021. Expanded work with MIQ, administering the Wage Subsidy, and more work across government has contributed to this growth. Retail trade also helped limit the economic blow, with higher spending on groceries and more spending on goods in New Zealand as households direct their holiday funds into other areas. Unsurprisingly for a health crisis, the health care and social assistance sector also helped bolster activity.

However, 11 out of 19 headline sectors experienced a contraction in activity. The collapse of international tourism hit the transport sector particularly hard, with a 20% collapse in activity. Administrative and support services also fell, as travel agency work plummeted.

The fall in economic activity in many sectors of the economy was largely due to the restrictions on activity at higher Alert Levels. For example, the contraction in construction output was due to the inability to build at higher Alert Levels, with workers having to stay home.

Employment activity held up better, with a limited 0.1% increase in the number of filled jobs across New Zealand. The Wage Subsidy enabled businesses to keep more workers employed than otherwise. Some sectors have seen considerable increases in their workforce, and others have seen large drops, as resources are reallocated across New Zealand.

The economy showed stronger signs towards the end of the 2021 year, with expectations for better activity to be reported for the 2022 year.

How fast has Bay of Plenty RSLG Area's economy grown?

This section measures economic performance in Bay of Plenty RSLG Area during the year to March 2021 and previous years. All GDP estimates are measured in constant 2021 prices.

- GDP in Bay of Plenty RSLG Area measured \$20,129m in the year to March 2021, up 0.1% from a year earlier. New Zealand's GDP decreased by -1.2% over the same period.
- Economic growth in Bay of Plenty RSLG Area averaged 2.9%pa over the last 10 years compared with an average of 2.6%pa in the national economy.
- Growth in Bay of Plenty RSLG Area reached a high of 5.3% in 2003 and a low of -2.1% in 2009.
- Bay of Plenty RSLG Area accounted for 6.2% of national GDP in 2021.

Figure 1: GDP growth, year to Mar 2021

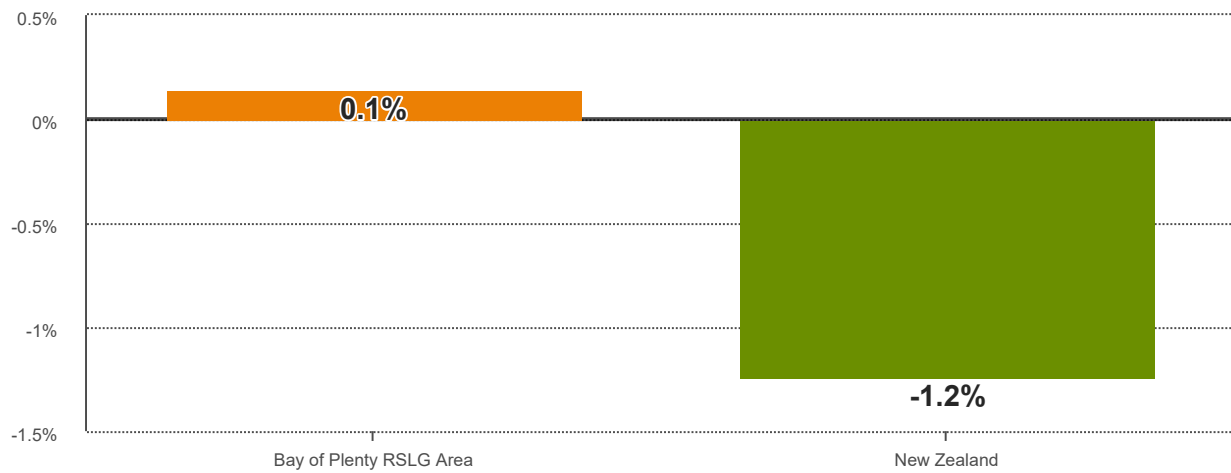
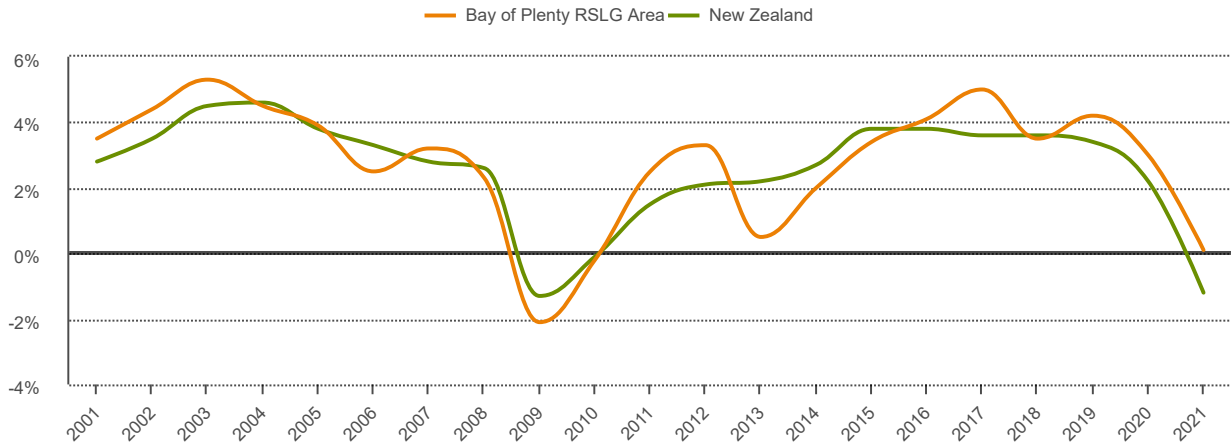
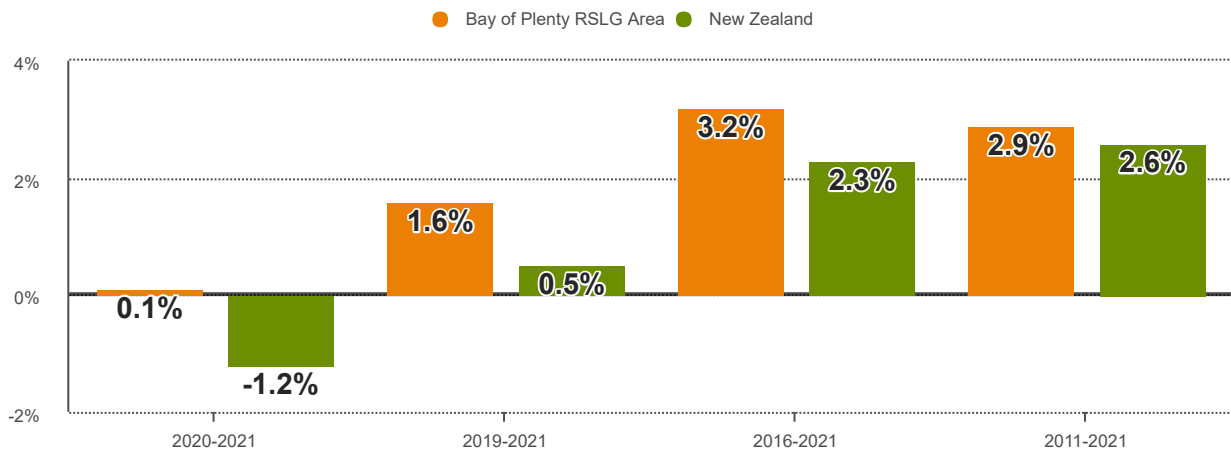


Figure 2: Annual average GDP growth, 2001-2021



Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area	3.2%	2.3%	-2.1%	-0.2%	2.5%	3.3%	0.5%	2.0%	3.4%	4.1%	5.0%	3.5%	4.2%	3.0%	0.1%
New Zealand	2.8%	2.6%	-1.3%	-0.1%	1.5%	2.1%	2.2%	2.7%	3.8%	3.8%	3.6%	3.6%	3.4%	2.2%	-1.2%

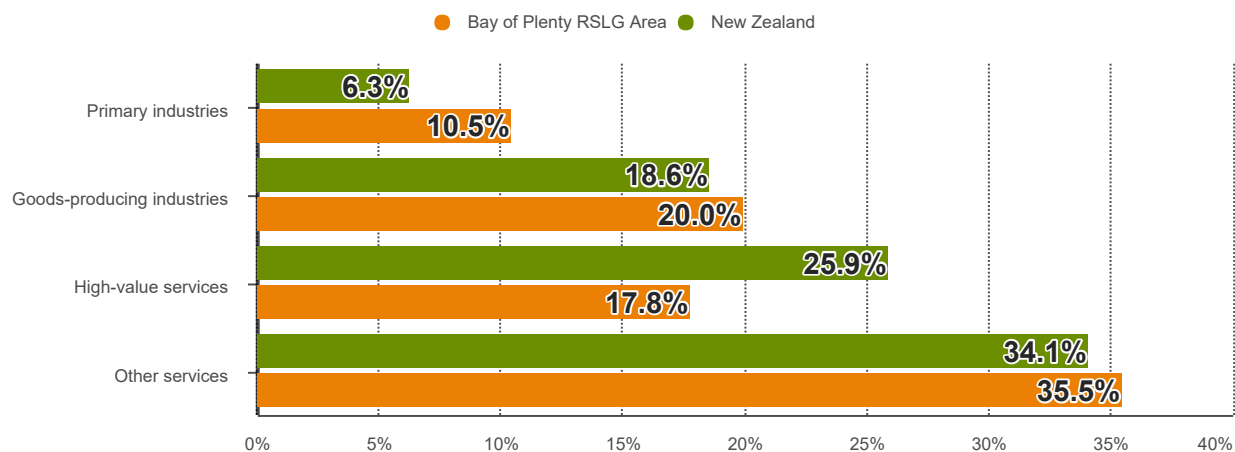
Figure 3: GDP growth over the last 1, 2, 5 & 10 years



What is the industrial structure of Bay of Plenty RSLG Area's economy?

This section describes the structure of the economy in terms of the broad sectors of primary industries, goods-producing industries, high-values services and other services. Primary industries make direct use of natural resources. They extract or harvest products from the earth. Goods-producing industries produce manufactured and other processed goods. High-value services include the higher value-adding, knowledge-based service industries. More detail of the sectors is given in the technical appendix.

Figure 4: Share of total GDP, 2021



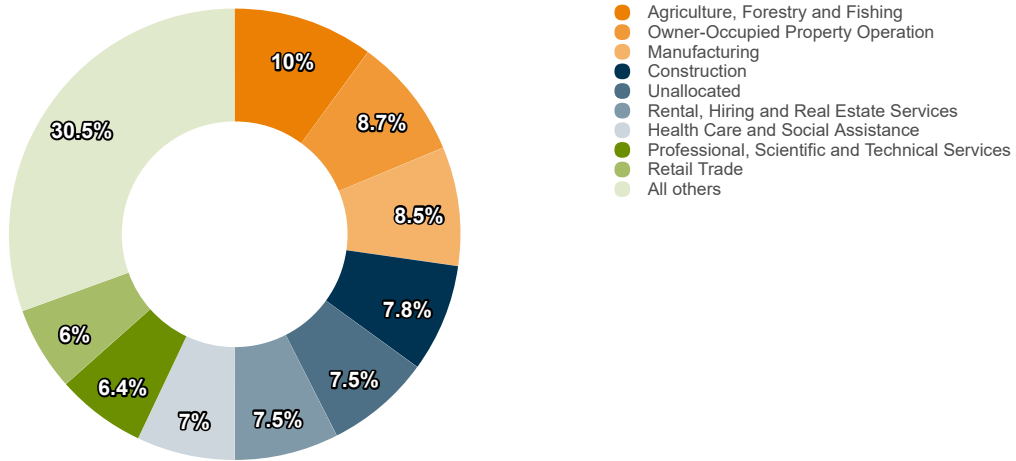
- Primary industries accounted for the smallest proportion in Bay of Plenty RSLG Area: 10.5% compared with 6.3% in the national economy.
- Goods-producing industries accounted for 20.0% compared with 18.6% in the national economy.
- Other services accounted for the largest proportion of GDP (35.5%) in Bay of Plenty RSLG Area, which is higher than in the national economy (34.1%).
- High-value services accounted for 17.8% compared with 25.9% in the national economy.

Table 1: GDP by ANZSIC 1-digit industry, 2021

Industry	Bay of Plenty RSLG Area		New Zealand	
	Level	Share of total	Level	Share of total
Agriculture, Forestry and Fishing	\$2,023m	10.0%	\$17,030m	5.2%
Manufacturing	\$1,712m	8.5%	\$30,248m	9.3%
Construction	\$1,561m	7.8%	\$21,578m	6.6%
Rental, Hiring and Real Estate Services	\$1,502m	7.5%	\$21,591m	6.6%
Health Care and Social Assistance	\$1,416m	7.0%	\$20,217m	6.2%
Professional, Scientific and Technical Services	\$1,291m	6.4%	\$28,779m	8.8%
Retail Trade	\$1,213m	6.0%	\$17,105m	5.2%
Transport, Postal and Warehousing	\$896m	4.5%	\$11,507m	3.5%
Wholesale Trade	\$802m	4.0%	\$16,581m	5.1%
Electricity, Gas, Water and Waste Services	\$757m	3.8%	\$8,804m	2.7%
Education and Training	\$675m	3.4%	\$11,730m	3.6%
Public Administration and Safety	\$624m	3.1%	\$15,570m	4.8%
Administrative and Support Services	\$584m	2.9%	\$5,577m	1.7%
Financial and Insurance Services	\$571m	2.8%	\$18,745m	5.7%
Accommodation and Food Services	\$511m	2.5%	\$6,405m	2.0%
Other Services	\$312m	1.6%	\$5,615m	1.7%
Arts and Recreation Services	\$204m	1.0%	\$3,984m	1.2%
Information Media and Telecommunications	\$119m	0.6%	\$12,158m	3.7%
Mining	\$89.0m	0.4%	\$3,378m	1.0%
Owner-Occupied Property Operation	\$1,752m	8.7%	\$25,112m	7.7%
Unallocated	\$1,517m	7.5%	\$24,586m	7.5%
Total	\$20,129m	100%	\$326,300m	100%

- Among broad industries Agriculture, Forestry and Fishing was the largest in Bay of Plenty RSLG Area in 2021 accounting for 10.0% of total.
- The second largest was Manufacturing (8.5%) followed by Construction (7.8%)

Figure 5: Share of total GDP, 2021



The table on the following page shows 54 industries ranked according to their contribution to GDP. These industry categories are used by Statistics New Zealand in the national accounts. They are a mix of various levels of industries on the ANZSIC-06 classification. Further information about the industrial classification is given in the Technical Notes at the end of the document.

- Among detailed industries Health Care & Social Assistance was the largest in Bay of Plenty RSLG Area in 2021 accounting for 7.0% of total.
- The second largest was Professional, Scientific & Tech Services (6.4%) followed by Property Operators & Real Estate Services (6.3%)

Table 2: GDP by 54 industries, 2021

Industry	Bay of Plenty RSLG Area		New Zealand	
	Level	Share of total	Level	Share of total
Health Care & Social Assistance	\$1,416m	7.0%	\$20,217m	6.2%
Professional, Scientific & Tech Services	\$1,291m	6.4%	\$28,779m	8.8%
Property Operators & Real Estate Services	\$1,263m	6.3%	\$18,164m	5.6%
Wholesale Trade	\$802m	4.0%	\$16,581m	5.1%
Construction Services	\$795m	3.9%	\$11,036m	3.4%
Education & Training	\$675m	3.4%	\$11,730m	3.6%
Other Store & Non Store Retailing	\$646m	3.2%	\$9,631m	3.0%
Electricity & Gas Supply	\$625m	3.1%	\$7,272m	2.2%
Administrative & Support Services	\$584m	2.9%	\$5,577m	1.7%
Agric Support Services & Hunting	\$565m	2.8%	\$2,616m	0.8%
Accommodation & Food Services	\$511m	2.5%	\$6,405m	2.0%
Dairy Cattle Farming	\$506m	2.5%	\$6,461m	2.0%
Postal, Courier & Warehousing Services	\$499m	2.5%	\$5,882m	1.8%
Central Gov Admin, Defence & Safety	\$468m	2.3%	\$13,720m	4.2%
Heavy & Civil Engineering Construction	\$447m	2.2%	\$5,815m	1.8%
Forestry & Logging	\$408m	2.0%	\$2,039m	0.6%
Supermarket & Specialised Food Retailing	\$373m	1.9%	\$5,098m	1.6%
Road Transport	\$371m	1.8%	\$4,621m	1.4%
Finance	\$369m	1.8%	\$12,476m	3.8%
Horticulture & Fruit Growing	\$344m	1.7%	\$1,638m	0.5%
Building Construction	\$319m	1.6%	\$4,727m	1.4%
Other Services	\$312m	1.6%	\$5,615m	1.7%
Wood Product Manufacturing	\$281m	1.4%	\$1,762m	0.5%
Machinery & Other Equipment Manu	\$250m	1.2%	\$4,270m	1.3%
Rental & Hiring Services	\$239m	1.2%	\$3,427m	1.1%
Arts & Recreation Services	\$204m	1.0%	\$3,984m	1.2%
Motor Vehicle, Parts & Fuel Retailing	\$194m	1.0%	\$2,376m	0.7%
Pulp & Paper Product Manufacturing	\$173m	0.9%	\$952m	0.3%
Auxiliary Finance & Insurance Services	\$158m	0.8%	\$3,415m	1.0%
Local Government Administration	\$156m	0.8%	\$1,849m	0.6%
Fruit, Cereal & Other Food Product Manu	\$151m	0.8%	\$2,604m	0.8%
Fabricated Metal Product Manufacturing	\$150m	0.7%	\$2,555m	0.8%
Water, Sewerage & Waste Services	\$132m	0.7%	\$1,532m	0.5%
Basic Chemical & Chemical Product Manu	\$127m	0.6%	\$1,818m	0.6%
Sheep, Beef Cattle & Grain Farming	\$126m	0.6%	\$3,315m	1.0%
Transport Equipment Manufacturing	\$105m	0.5%	\$1,571m	0.5%
Dairy Product Manufacturing	\$97.2m	0.5%	\$1,800m	0.6%
Mining	\$89.0m	0.4%	\$3,378m	1.0%
Information Media Services	\$71.9m	0.4%	\$3,356m	1.0%
Non-Metallic Mineral Product Manu	\$68.8m	0.3%	\$1,386m	0.4%
Polymer Product & Rubber Product Manu	\$62.1m	0.3%	\$1,562m	0.5%
Meat & Meat Product Manufacturing	\$52.6m	0.3%	\$2,365m	0.7%
Telecomms, Internet & Library Services	\$46.8m	0.2%	\$8,801m	2.7%
Beverage & Tobacco Product Manu	\$46.4m	0.2%	\$2,640m	0.8%
Seafood Processing	\$45.0m	0.2%	\$501m	0.2%
Insurance & Superannuation Funds	\$43.9m	0.2%	\$2,855m	0.9%
Furniture & Other Manufacturing	\$41.8m	0.2%	\$950m	0.3%
Fishing & Aquaculture	\$38.7m	0.2%	\$500m	0.2%
Poultry, Deer & Other Livestock Farming	\$35.7m	0.2%	\$462m	0.1%
Rail, Water, Air & Other Transport	\$26.6m	0.1%	\$1,004m	0.3%
Textile, Leather, Clothing, Footwear Manu	\$23.9m	0.1%	\$703m	0.2%
Printing	\$19.9m	0.1%	\$661m	0.2%
Petroleum & Coal Product Manufacturing	\$10.4m	0.1%	\$1,421m	0.4%
Primary Metal & Metal Product Manu	\$5.95m	0.0%	\$727m	0.2%
Owner-Occupied Property Operation	\$1,752m	8.7%	\$25,112m	7.7%
Unallocated	\$1,517m	7.5%	\$24,586m	7.5%
Total	\$20,129m	100%	\$326,300m	100%

Which broad industries made the largest contribution to economic growth?

Although an industry may be growing rapidly, if it is small relative to a region's total economy its contribution to overall GDP growth may also be small. This section therefore investigates which broad industries made the largest contribution to the overall growth of Bay of Plenty RSLG Area's economy taking into account their relative sizes.

- Agriculture, Forestry and Fishing made the largest contribution to overall growth in Bay of Plenty RSLG Area between 2020 and 2021. The industry grew by 3.8% over the year and contributed 0.37 percentage points to the district's total growth of 0.1%.
- The next largest contributor was health care and social assistance (0.34 percentage points) followed by rental, hiring and real estate services (0.32 percentage points).
- The largest detractor from growth over the year was Transport, Postal and Warehousing which declined by 9.4% and contributed -0.46 percentage points to the total growth of 0.1%. Administrative and Support Services (-0.42 percentage points) was the next largest detractor.

Table 3: ANZSIC 1-digit industries ranked by % point contribution to GDP growth, 2020-2021

Industry	2020	2021	% point contribution to growth	Annual Growth
Agriculture, Forestry and Fishing	1,948	2,023	0.37%	3.8%
Health Care and Social Assistance	1,347	1,416	0.34%	5.1%
Rental, Hiring and Real Estate Services	1,437	1,502	0.32%	4.5%
Retail Trade	1,164	1,213	0.24%	4.2%
Professional, Scientific and Technical Services	1,259	1,291	0.16%	2.5%
Wholesale Trade	771	802	0.15%	4.0%
Mining	77	89	0.06%	16.3%
Public Administration and Safety	612	624	0.06%	2.0%
Information Media and Telecommunications	116	119	0.01%	2.6%
Financial and Insurance Services	570	571	0.01%	0.3%
Other Services	311	312	0.01%	0.4%
Education and Training	682	675	-0.03%	-1.0%
Manufacturing	1,727	1,712	-0.08%	-0.9%
Accommodation and Food Services	534	511	-0.12%	-4.4%
Electricity, Gas, Water and Waste Services	786	757	-0.15%	-3.8%
Arts and Recreation Services	255	204	-0.25%	-20.0%
Construction	1,615	1,561	-0.27%	-3.3%
Administrative and Support Services	669	584	-0.42%	-12.7%
Transport, Postal and Warehousing	989	896	-0.46%	-9.4%
Owner-Occupied Property Operation	1,682.3	1,751.6	0.34%	4.1%
Unallocated	1,550.1	1,517.1	-0.16%	-2.1%
Total	20,101	20,129	0.1%	0.1%

Which detailed industries made the largest contribution to economic growth?

The following table shows a ranking of the detailed industries by their contribution to economic growth over the past year.

- Health Care & Social Assistance made the largest contribution to overall growth in Bay of Plenty RSLG Area between 2020 and 2021. The industry grew by 5.1% over the year and contributed 0.34 percentage points to the district's total growth of 0.1%.
- The next largest contributor was agric support services & hunting (0.22 percentage points) followed by property operators & real estate services (0.20 percentage points).
- The largest detractor from growth over the year was Administrative & Support Services which declined by 12.7% and contributed -0.42 percentage points to the total growth of 0.1%. Arts & Recreation Services (-0.25 percentage points) was the next largest detractor.

Table 4: 54 industries ranked by percentage point contribution to growth, 2020-2021

Industry	2020	2021	% point contribution to growth	Annual Growth
Health Care & Social Assistance	1,347	1,416	0.34%	5.1%
Agric Support Services & Hunting	521	565	0.22%	8.5%
Property Operators & Real Estate Services	1,222	1,263	0.20%	3.3%
Professional, Scientific & Tech Services	1,259	1,291	0.16%	2.5%
Wholesale Trade	771	802	0.15%	4.0%
Rental & Hiring Services	215	239	0.12%	11.2%
Supermarket & Specialised Food Retailing	350	373	0.12%	6.7%
Horticulture & Fruit Growing	324	344	0.10%	6.2%
Other Store & Non Store Retailing	628	646	0.09%	2.9%
Local Government Administration	140	156	0.08%	11.6%
Mining	77	89	0.06%	16.3%
Auxiliary Finance & Insurance Services	149	158	0.05%	6.6%
Dairy Product Manufacturing	90	97	0.04%	8.5%
Basic Chemical & Chemical Product Manu	120	127	0.04%	6.3%
Sheep, Beef Cattle & Grain Farming	118	126	0.04%	6.2%
Motor Vehicle, Parts & Fuel Retailing	186	194	0.04%	3.9%
Meat & Meat Product Manufacturing	47	53	0.03%	12.9%
Wood Product Manufacturing	275	281	0.03%	2.1%
Dairy Cattle Farming	501	506	0.03%	1.1%
Insurance & Superannuation Funds	40	44	0.02%	10.1%
Petroleum & Coal Product Manufacturing	7	10	0.01%	40.6%
Telecomms, Internet & Library Services	44	47	0.01%	6.2%
Other Services	311	312	0.01%	0.4%
Fishing & Aquaculture	37	39	0.01%	3.1%
Furniture & Other Manufacturing	41	42	0.00%	1.3%
Information Media Services	72	72	0.00%	0.3%
Textile, Leather, Clothing, Footwear Manu	24	24	0.00%	0.7%
Poultry, Deer & Other Livestock Farming	36	36	0.00%	-0.1%
Polymer Product & Rubber Product Manu	62	62	0.00%	0.0%
Primary Metal & Metal Product Manu	6	6	0.00%	-2.5%
Seafood Processing	46	45	-0.01%	-2.3%
Printing	22	20	-0.01%	-10.5%
Fruit, Cereal & Other Food Product Manu	154	151	-0.01%	-1.6%
Beverage & Tobacco Product Manu	50	46	-0.02%	-7.0%
Non-Metallic Mineral Product Manu	73	69	-0.02%	-5.1%
Building Construction	323	319	-0.02%	-1.2%
Forestry & Logging	412	408	-0.02%	-1.0%
Central Gov Admin, Defence & Safety	472	468	-0.02%	-0.9%
Machinery & Other Equipment Manu	256	250	-0.03%	-2.3%
Education & Training	682	675	-0.03%	-1.0%
Fabricated Metal Product Manufacturing	158	150	-0.04%	-5.0%
Transport Equipment Manufacturing	113	105	-0.04%	-7.3%
Pulp & Paper Product Manufacturing	184	173	-0.06%	-6.1%
Finance	381	369	-0.06%	-3.2%
Water, Sewerage & Waste Services	144	132	-0.06%	-8.7%
Electricity & Gas Supply	642	625	-0.09%	-2.7%
Construction Services	815	795	-0.10%	-2.4%
Road Transport	392	371	-0.11%	-5.5%
Accommodation & Food Services	534	511	-0.12%	-4.4%
Postal, Courier & Warehousing Services	525	499	-0.13%	-5.1%
Heavy & Civil Engineering Construction	477	447	-0.15%	-6.2%
Rail, Water, Air & Other Transport	71	27	-0.22%	-62.5%
Arts & Recreation Services	255	204	-0.25%	-20.0%
Administrative & Support Services	669	584	-0.42%	-12.7%
Owner-Occupied Property Operation	1,682.3	1,751.6	0.34%	4.1%
Unallocated	1,550.1	1,517.1	-0.16%	-2.1%
Total	20,101	20,129	0.1%	0.1%

In which industries does Bay of Plenty RSLG Area have a comparative advantage?

A high concentration of certain industries in a region may be indicative of that region having a comparative advantage in those industries. This may be due to its natural endowments, location, skills of its labour force or other reasons. The location quotient indicates in which industries a region has comparative advantage. A region has a location quotient larger (smaller) than one when the share of that industry in the regional economy is greater (less) than the share of the same industry in the national economy.

The following table shows a ranking of 54 industries by their location quotients.

- The industries in which Bay of Plenty RSLG Area has the largest comparative advantages are Agric Support Services & Hunting (location quotient = 3.5), Horticulture & Fruit Growing (3.4), and Forestry & Logging (3.2).

Table 5: Location Quotient, 2021

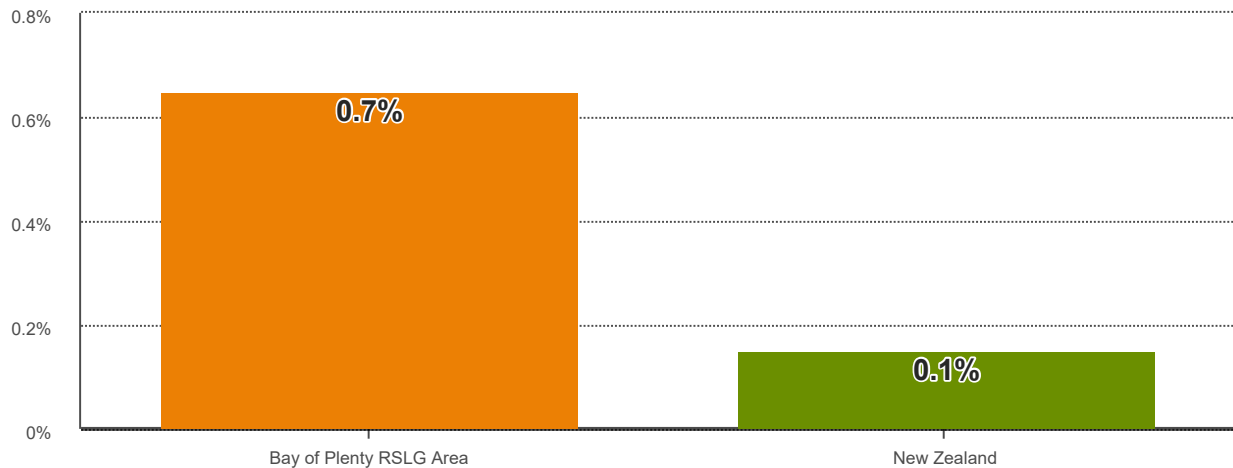
Industry	Bay of Plenty RSLG Area		New Zealand
	Location Quotient	Share of total GDP	Share of total GDP
Agric Support Services & Hunting	3.5	2.8%	0.8%
Horticulture & Fruit Growing	3.4	1.7%	0.5%
Forestry & Logging	3.2	2.0%	0.6%
Pulp & Paper Product Manufacturing	2.9	0.9%	0.3%
Wood Product Manufacturing	2.6	1.4%	0.5%
Administrative & Support Services	1.7	2.9%	1.7%
Seafood Processing	1.5	0.2%	0.2%
Electricity & Gas Supply	1.4	3.1%	2.2%
Water, Sewerage & Waste Services	1.4	0.7%	0.5%
Postal, Courier & Warehousing Services	1.4	2.5%	1.8%
Local Government Administration	1.4	0.8%	0.6%
Motor Vehicle, Parts & Fuel Retailing	1.3	1.0%	0.7%
Road Transport	1.3	1.8%	1.4%
Accommodation & Food Services	1.3	2.5%	2.0%
Dairy Cattle Farming	1.3	2.5%	2.0%
Poultry, Deer & Other Livestock Farming	1.3	0.2%	0.1%
Fishing & Aquaculture	1.3	0.2%	0.2%
Heavy & Civil Engineering Construction	1.2	2.2%	1.8%
Supermarket & Specialised Food Retailing	1.2	1.9%	1.6%
Construction Services	1.2	3.9%	3.4%
Health Care & Social Assistance	1.1	7.0%	6.2%
Basic Chemical & Chemical Product Manu	1.1	0.6%	0.6%
Rental & Hiring Services	1.1	1.2%	1.1%
Property Operators & Real Estate Services	1.1	6.3%	5.6%
Building Construction	1.1	1.6%	1.4%
Other Store & Non Store Retailing	1.1	3.2%	3.0%
Transport Equipment Manufacturing	1.1	0.5%	0.5%
Fabricated Metal Product Manufacturing	1.0	0.7%	0.8%
Machinery & Other Equipment Manu	0.9	1.2%	1.3%
Fruit, Cereal & Other Food Product Manu	0.9	0.8%	0.8%
Education & Training	0.9	3.4%	3.6%
Other Services	0.9	1.6%	1.7%
Dairy Product Manufacturing	0.9	0.5%	0.6%
Arts & Recreation Services	0.8	1.0%	1.2%
Non-Metallic Mineral Product Manu	0.8	0.3%	0.4%
Wholesale Trade	0.8	4.0%	5.1%
Auxiliary Finance & Insurance Services	0.8	0.8%	1.0%
Professional, Scientific & Tech Services	0.7	6.4%	8.8%
Furniture & Other Manufacturing	0.7	0.2%	0.3%
Polymer Product & Rubber Product Manu	0.6	0.3%	0.5%
Sheep, Beef Cattle & Grain Farming	0.6	0.6%	1.0%
Central Gov Admin, Defence & Safety	0.6	2.3%	4.2%
Textile, Leather, Clothing, Footwear Manu	0.6	0.1%	0.2%
Printing	0.5	0.1%	0.2%
Finance	0.5	1.8%	3.8%
Rail, Water, Air & Other Transport	0.4	0.1%	0.3%
Mining	0.4	0.4%	1.0%
Meat & Meat Product Manufacturing	0.4	0.3%	0.7%
Information Media Services	0.3	0.4%	1.0%
Beverage & Tobacco Product Manu	0.3	0.2%	0.8%
Insurance & Superannuation Funds	0.2	0.2%	0.9%
Primary Metal & Metal Product Manu	0.1	0.0%	0.2%
Petroleum & Coal Product Manufacturing	0.1	0.1%	0.4%
Telecomms, Internet & Library Services	0.1	0.2%	2.7%

EMPLOYMENT

How fast has employment grown in Bay of Plenty RSLG Area?

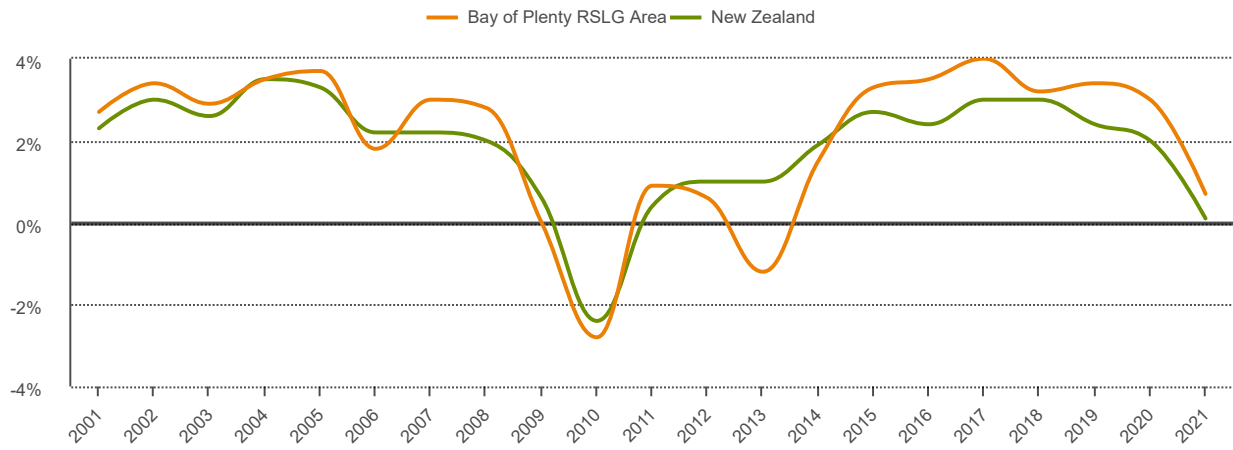
Employment growth provides new opportunities for the region's population to earn income and contribute to the region's economy. This section contrasts Bay of Plenty RSLG Area's recent performance in creating jobs with other regions in the country.

Figure 6: Employment growth, year to Mar 2021



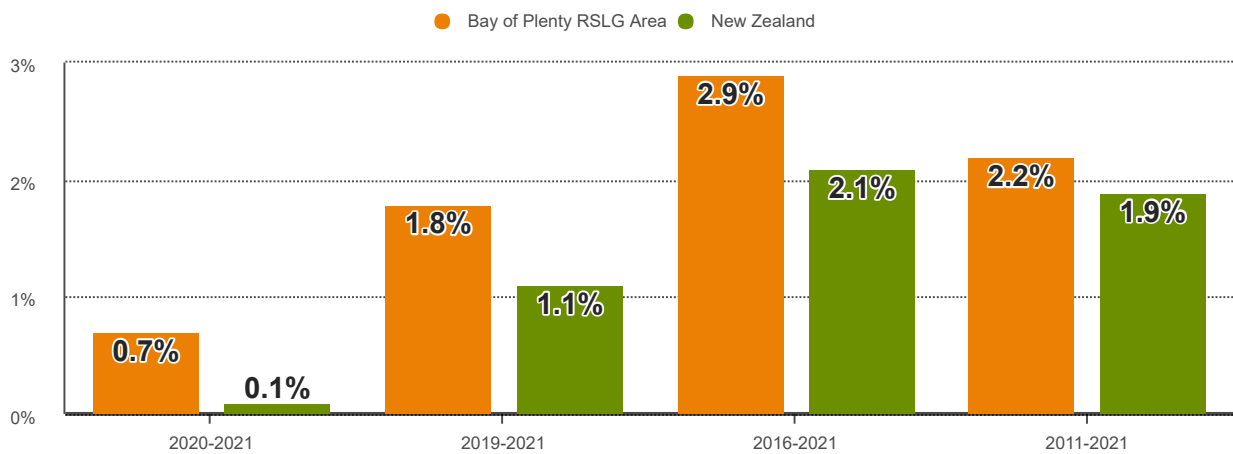
- Total employment in Bay of Plenty RSLG Area averaged 182,364 in the year to March 2021, up 0.7% from a year earlier. Employment in New Zealand increased by 0.1% over the same period.
- Employment growth in Bay of Plenty RSLG Area averaged 2.2%pa over the last 10 years compared with 1.9%pa in the national economy.
- Employment growth in Bay of Plenty RSLG Area reached a high of 4.0% in 2017 and a low of -2.8% in 2010.

Figure 7: Annual average employment growth, 2001-2021



Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area	3.0%	2.8%	0.0%	-2.8%	0.9%	0.6%	-1.2%	1.5%	3.3%	3.5%	4.0%	3.2%	3.4%	3.0%	0.7%
New Zealand	2.2%	2.0%	0.6%	-2.4%	0.4%	1.0%	1.0%	1.9%	2.7%	2.4%	3.0%	3.0%	2.4%	2.0%	0.1%

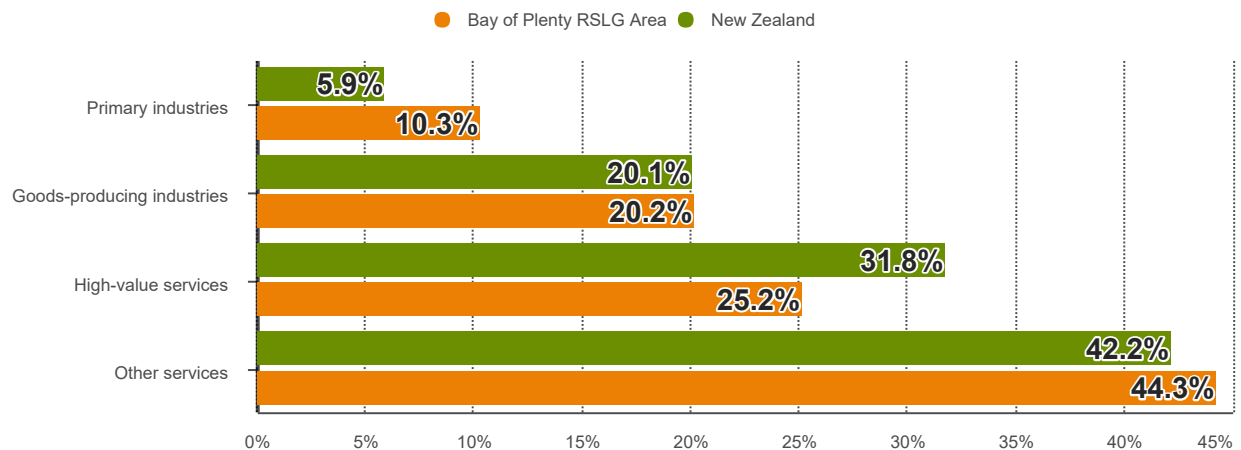
Figure 8: Employment growth over the last 1, 2, 5 & 10 years



What is the industrial structure of employment in Bay of Plenty RSLG Area?

This section describes the structure of the labour market in terms of the broad sectors of primary industries, goods-producing industries, high-values services and other services. Primary industries make direct use of natural resources. They extract or harvest products from the earth. Goods-producing industries produce manufactured and other processed goods. High-value services include the higher value-adding, knowledge-based service industries. More detail of the sectors is given in the technical appendix.

Figure 9: Employment by broad sector, 2021



- Primary industries accounted for 10.3% in Bay of Plenty RSLG Area compared with 5.9% in New Zealand.
- Goods-producing industries accounted for 20.2% in Bay of Plenty RSLG Area compared with 20.1% in New Zealand.
- Other services industries accounted for the largest proportion of employment (44.3%) in Bay of Plenty RSLG Area, which is higher than in New Zealand (42.2%).
- High-value services accounted for 25.2% in Bay of Plenty RSLG Area compared with 31.8% in New Zealand.

Which are the largest employing industries in Bay of Plenty RSLG Area?

This section identifies the broad industries that make the largest contribution to employment in Bay of Plenty RSLG Area.

Table 6: ANZSIC 1-digit industries ranked by size of employment, 2021

Industry	Bay of Plenty RSLG Area		New Zealand	
	Level	Share of total	Level	Share of total
Health Care and Social Assistance	19,360	10.6%	262,664	10.1%
Construction	19,299	10.6%	264,339	10.1%
Agriculture, Forestry and Fishing	18,444	10.1%	148,313	5.7%
Retail Trade	16,934	9.3%	230,256	8.8%
Manufacturing	16,061	8.8%	242,053	9.3%
Education and Training	13,390	7.3%	199,597	7.6%
Accommodation and Food Services	12,510	6.9%	165,223	6.3%
Professional, Scientific and Technical Services	12,385	6.8%	252,284	9.7%
Administrative and Support Services	11,706	6.4%	130,569	5.0%
Other Services	7,957	4.4%	101,262	3.9%
Transport, Postal and Warehousing	7,605	4.2%	103,968	4.0%
Public Administration and Safety	6,986	3.8%	139,448	5.3%
Wholesale Trade	6,299	3.5%	124,512	4.8%
Rental, Hiring and Real Estate Services	4,796	2.6%	63,943	2.4%
Arts and Recreation Services	3,071	1.7%	47,872	1.8%
Financial and Insurance Services	2,811	1.5%	70,182	2.7%
Electricity, Gas, Water and Waste Services	1,407	0.8%	19,188	0.7%
Information Media and Telecommunications	1,048	0.6%	41,212	1.6%
Mining	293	0.2%	5,818	0.2%
Total	182,364	100%	2,612,700	100%

- Among broad industries Health Care and Social Assistance was the largest in Bay of Plenty RSLG Area in 2021 accounting for 10.6% of total.
- The second largest was Construction (10.6%) followed by Agriculture, Forestry and Fishing (10.1%)

The table on the following page shows the 50 detailed industries among the approximately 500 7-digit ANZSIC industry categories which employ the highest number of people in Bay of Plenty RSLG Area.

- Other Agriculture and Fishing Support Services was the largest 7-digit industry in Bay of Plenty RSLG Area in 2021 employing 6,673 persons and accounting for 3.7% of total employment in the district. By contrast this industry accounted for 1.0% of total employment in New Zealand.
- The second largest employing industries were hospitals (except psychiatric hospitals) (5,350) followed by cafes and restaurants (5,118).

Table 7: 50 largest employing ANZSIC 7-digit industries, 2021

Rank	Industry	Bay of Plenty RSLG Area		New Zealand
		Jobs	% of total	% of total
1	Other Agriculture and Fishing Support Services	6,673	3.7%	1.0%
2	Hospitals (except Psychiatric Hospitals)	5,350	2.9%	3.0%
3	Cafes and Restaurants	5,118	2.8%	2.9%
4	Packaging Services	5,002	2.7%	0.4%
5	Supermarket and Grocery Stores	4,759	2.6%	2.4%
6	Primary Education	4,268	2.3%	2.2%
7	House Construction	4,026	2.2%	2.1%
8	Dairy Cattle Farming	3,559	2.0%	1.4%
9	Accommodation	3,166	1.7%	1.1%
10	Road Freight Transport	3,066	1.7%	1.3%
11	Aged Care Residential Services	3,055	1.7%	1.4%
12	Secondary Education	2,979	1.6%	1.4%
13	Kiwifruit Growing	2,664	1.5%	0.2%
14	Preschool Education	2,601	1.4%	1.1%
15	Other Allied Health Services	2,598	1.4%	1.4%
16	Management Advice and Other Consulting Services	2,479	1.4%	1.7%
17	Takeaway Food Services	2,410	1.3%	1.2%
18	Local Government Administration	2,332	1.3%	0.9%
19	Labour Supply Services	2,156	1.2%	1.2%
20	Electrical Services	2,091	1.1%	0.9%
21	Engineering Design and Engineering Consulting Services	1,962	1.1%	1.2%
22	Real Estate Services	1,922	1.1%	0.9%
23	Accounting Services	1,749	1.0%	1.0%
24	Hardware and Building Supplies Retailing	1,710	0.9%	0.8%
25	Central Government Administration	1,705	0.9%	1.8%
26	Other Heavy and Civil Engineering Construction	1,677	0.9%	0.8%
27	Other Automotive Repair and Maintenance	1,667	0.9%	0.7%
28	Buildings Cleaning Services	1,657	0.9%	1.1%
29	Log Sawmilling	1,565	0.9%	0.2%
30	Other Social Assistance Services	1,451	0.8%	0.9%
31	Road and Bridge Construction	1,403	0.8%	0.7%
32	General Practice Medical Services	1,385	0.8%	0.6%
33	Other Interest Group Services n.e.c.	1,356	0.7%	0.5%
34	Hairdressing and Beauty Services	1,339	0.7%	0.7%
35	Other Machinery and Equipment Manufacturing n.e.c.	1,338	0.7%	0.5%
36	Child Care Services	1,284	0.7%	0.6%
37	Computer Systems Design and Related Services	1,242	0.7%	1.8%
38	Department Stores	1,197	0.7%	0.6%
39	Non-Residential Property Operators	1,189	0.7%	0.6%
40	Legal Services	1,168	0.6%	0.8%
41	Clothing Retailing	1,101	0.6%	0.6%
42	Painting and Decorating Services	1,027	0.6%	0.6%
43	Forestry Support Services	1,016	0.6%	0.1%
44	Pubs, Taverns and Bars	1,015	0.6%	0.6%
45	Plumbing Services	1,006	0.6%	0.6%
46	Police Services	1,003	0.5%	0.6%
47	Logging	978	0.5%	0.2%
48	Banking	968	0.5%	1.0%
49	Landscape Construction Services	950	0.5%	0.4%
50	Car Retailing	940	0.5%	0.5%
	All other industries total	72,040	39.5%	48.7%
	Total	182,364	100%	100%

Which industries have created the most jobs?

The section investigates which industries have created and lost the most number of jobs in Bay of Plenty RSLG Area. The employment numbers differ from those published in Business Demography by Statistics New Zealand. The reasons for these differences are explained in the technical appendix.

Table 8: ANZSIC 1-digit industries ranked by number of jobs created, 2020-2021

Industry	2020	2021	Change	Annual Growth
Health Care and Social Assistance	18,618	19,360	741	4.0%
Construction	18,743	19,299	557	3.0%
Agriculture, Forestry and Fishing	17,979	18,444	465	2.6%
Rental, Hiring and Real Estate Services	4,526	4,796	270	6.0%
Professional, Scientific and Technical Services	12,126	12,385	259	2.1%
Other Services	7,749	7,957	208	2.7%
Administrative and Support Services	11,545	11,706	161	1.4%
Education and Training	13,258	13,390	132	1.0%
Wholesale Trade	6,171	6,299	128	2.1%
Public Administration and Safety	6,894	6,986	92	1.3%
Financial and Insurance Services	2,728	2,811	83	3.0%
Electricity, Gas, Water and Waste Services	1,367	1,407	40	2.9%
Mining	296	293	-2	-0.8%
Information Media and Telecommunications	1,062	1,048	-14	-1.3%
Manufacturing	16,248	16,061	-187	-1.1%
Retail Trade	17,163	16,934	-229	-1.3%
Transport, Postal and Warehousing	7,948	7,605	-343	-4.3%
Arts and Recreation Services	3,589	3,071	-517	-14.4%
Accommodation and Food Services	13,172	12,510	-661	-5.0%
Total	181,182	182,364	1,182	0.7%

- Health Care and Social Assistance made the largest contribution to employment growth in Bay of Plenty RSLG Area between 2020 and 2021 with the industry adding 741 jobs.
- The next largest contributor was Construction (557 jobs) followed by Agriculture, Forestry and Fishing (465 jobs).
- The largest detractor from growth over the year was Accommodation and Food Services in which employment declined by 661.

The table on the next page shows the 20 industries (out of a total of approximately 500 industries of the ANZSIC 2006 industry classification¹) that created the most number of jobs over the past year. Table 15 shows the 20 detailed industries that made the lowest contribution to job creation over the same period.

- Packaging and Labelling Services was the largest creator of jobs in Bay of Plenty RSLG Area between 2020 and 2021, generating an additional 372 positions.
- This was followed by Hospitals, which added 354 jobs over the same period.
- Accommodation was the largest detractor of jobs in Bay of Plenty RSLG Area between 2020 and 2021, losing 532 positions.
- This was followed by Amusement and Other Recreation Activities, which lost 232 jobs over the same period.

Table 9: The 20 ANZSIC 4-digit industries that created the most jobs, 2020-2021

Rank	Industry	Jobs		Change 2020 - 2021	% of total 2021
		2020	2021		
1	Packaging and Labelling Services	4,631	5,002	372	2.7%
2	Hospitals	4,996	5,350	354	2.9%
3	Residential Building Construction	4,197	4,478	281	2.5%
4	Agriculture and Fishing Support Services	6,456	6,714	259	3.7%
5	School Education	7,590	7,776	186	4.3%
6	Building Installation Services	3,951	4,136	185	2.3%
7	Residential Care Services	3,709	3,890	182	2.1%
8	Legal and Accounting Services	2,773	2,916	144	1.6%
9	Local Government Administration	2,196	2,332	135	1.3%
10	Property Operators	1,572	1,693	121	0.9%
11	Computer Systems Design and Related Services	1,134	1,242	108	0.7%
12	Fruit and Tree Nut Growing	3,082	3,190	108	1.7%
13	Allied Health Services	3,947	4,049	102	2.2%
14	Architectural, Engineering and Technical Services	3,530	3,631	101	2.0%
15	Building Structure Services	1,292	1,387	95	0.8%
16	Other Goods and Equipment Rental and Hiring	607	702	94	0.4%
17	Civic, Professional and Other Interest Group Services	1,390	1,465	74	0.8%
18	Other Health Care Services	833	902	68	0.5%
19	Supermarket and Grocery Stores	4,691	4,759	68	2.6%
20	Medical Services	1,836	1,902	67	1.0%
	All other industries	116,771	114,849	-1,922	63.0%
	Total	181,182	182,364	1,182	100%

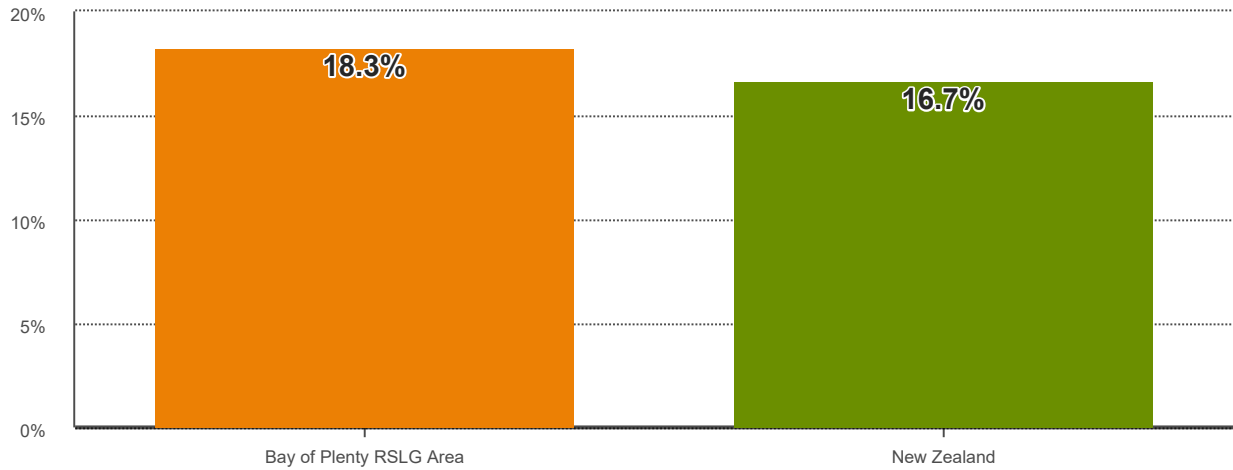
Table 10: The 20 ANZSIC 4-digit industries that lost the most jobs, 2020-2021

Rank	Industry	Jobs		Change 2020 - 2021	% of total 2021
		2020	2021		
1	Accommodation	3,698	3,166	-532	1.7%
2	Amusement and Other Recreation Activities	1,007	776	-232	0.4%
3	Travel Agency Services	665	512	-152	0.3%
4	Other Transport Support Services	751	618	-133	0.3%
5	Creative and Performing Arts Activities	534	421	-113	0.2%
6	Scenic and Sightseeing Transport	257	162	-94	0.1%
7	Sport and Physical Recreation Activities	1,503	1,417	-86	0.8%
8	Parks and Gardens Operations	350	264	-86	0.1%
9	Non Store Retailing	272	190	-82	0.1%
10	Clothing, Footwear and Personal Accessories Retailing	1,568	1,487	-81	0.8%
11	Road Freight Transport	3,146	3,066	-80	1.7%
12	Pharmaceutical and Other Store-Based Retailing	1,907	1,831	-76	1.0%
13	Cafes, Restaurants and Takeaway Food Services	7,938	7,862	-76	4.3%
14	Warehousing and Storage Services	700	628	-71	0.3%
15	Management and Other Consulting Services	3,178	3,112	-67	1.7%
16	Adult, Community and Other Education	1,121	1,057	-65	0.6%
17	Other Fabricated Metal Product Manufacturing	601	540	-61	0.3%
18	Non-Residential Building Construction	773	715	-57	0.4%
19	Motor Vehicle and Motor Vehicle Part Manufacturing	641	585	-56	0.3%
20	Department Stores	1,249	1,197	-52	0.7%
	All other industries	149,325	152,758	3,433	83.8%
	Total	181,182	182,364	1,182	100%

What proportion of the workforce is self-employed in Bay of Plenty RSLG Area?

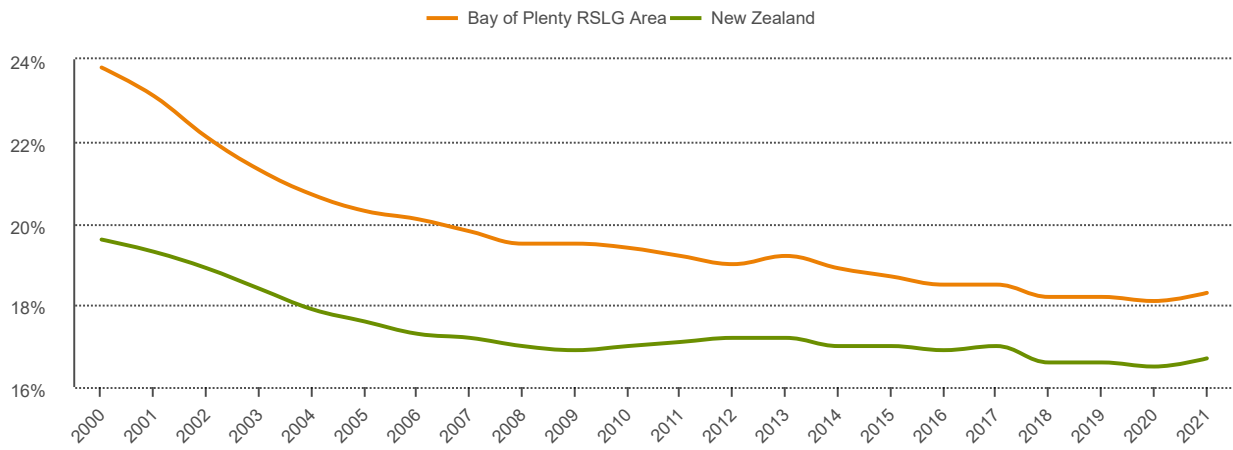
Self-employment makes up a sizeable proportion of total employment in New Zealand although it declined through the economic boom years and stabilised since the recession. This section contrasts self-employment in Bay of Plenty RSLG Area with the national economy.

Figure 10: Self employment rate, 2021



- Self-employed workers accounted for 18.3% of the workforce in Bay of Plenty RSLG Area in 2021, which was a higher rate than in the national economy (16.7%)
- A total of 33,289 workers were self-employed in Bay of Plenty RSLG Area in 2021.

Figure 11: Self employment rate, 2000-2021



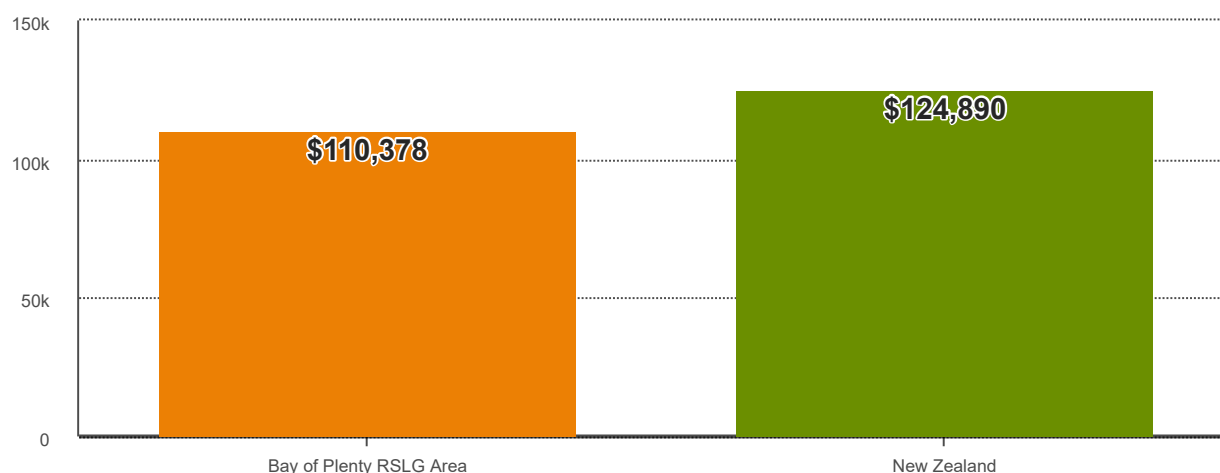
Level	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area	19.8%	19.5%	19.5%	19.4%	19.2%	19.0%	19.2%	18.9%	18.7%	18.5%	18.5%	18.2%	18.2%	18.1%	18.3%
New Zealand	17.2%	17.0%	16.9%	17.0%	17.1%	17.2%	17.2%	17.0%	17.0%	16.9%	17.0%	16.6%	16.6%	16.5%	16.7%

PRODUCTIVITY

Productivity is a way of describing the efficiency of production. In this section, we investigate GDP per employee to determine how much economic activity is generated on average by each employee. When looking at this indicator, one needs to consider that labour is only one input into production. As a result, a comparison of a region's labour productivity growth to its own history or to other districts, implicitly assumes that each worker has the same access to machinery, technology, and land.

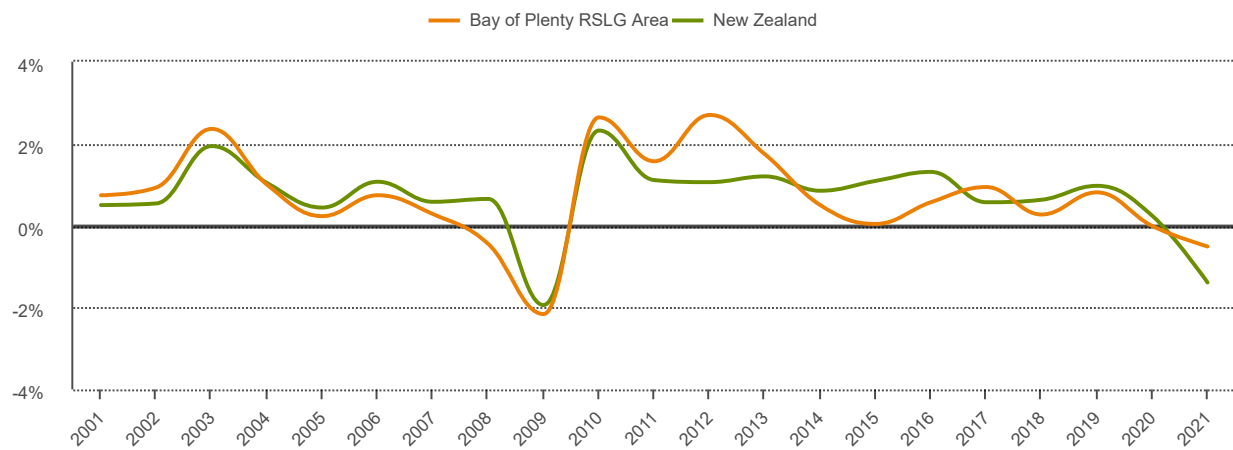
This section describes Bay of Plenty RSLG Area's productivity level during the year to March 2021 and previous years. Productivity is measured by GDP per employee (in constant 2021 prices).

Figure 12: Productivity, 2021



- GDP per employee in Bay of Plenty RSLG Area measured \$110,378 in the year to March 2021, which was 11.6% lower than in New Zealand.
- Productivity in Bay of Plenty RSLG Area decreased by 0.5% from a year earlier compared with an decrease of 1.4% in New Zealand).
- Productivity growth in Bay of Plenty RSLG Area averaged 0.7%pa over the last ten years compared with an average of 0.7%pa in New Zealand.

Figure 13: Productivity growth, 2001-2021



	Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area		0.3%	-0.4%	-2.2%	2.6%	1.6%	2.7%	1.7%	0.5%	0.0%	0.6%	0.9%	0.3%	0.8%	0.0%	-0.5%
New Zealand		0.6%	0.7%	-1.9%	2.3%	1.1%	1.1%	1.2%	0.9%	1.1%	1.3%	0.6%	0.6%	1.0%	0.2%	-1.4%

What are the most productive industries in Bay of Plenty RSLG Area?

This section ranks industries according to their level of GDP per employee in Bay of Plenty RSLG Area. The level of GDP per employee may differ between industries because of the skill levels of workers and their inherent efficiency, as well as due to different amounts of machinery, technology, and land being used as production inputs. Table 11 below ranks broad industries by GDP per employee in Bay of Plenty RSLG Area and shows the corresponding GDP per employee in the national economy. Since the capital intensity of industries is often a significant explainer of productivity we also show the capital intensity of each industry in the table. Capital intensity is measured as the share of GDP which is attributable to capital. Industries with a high proportion are thus highly capital intensive.

Table 11: ANZSIC 1-digit industries ranked by productivity, 2021

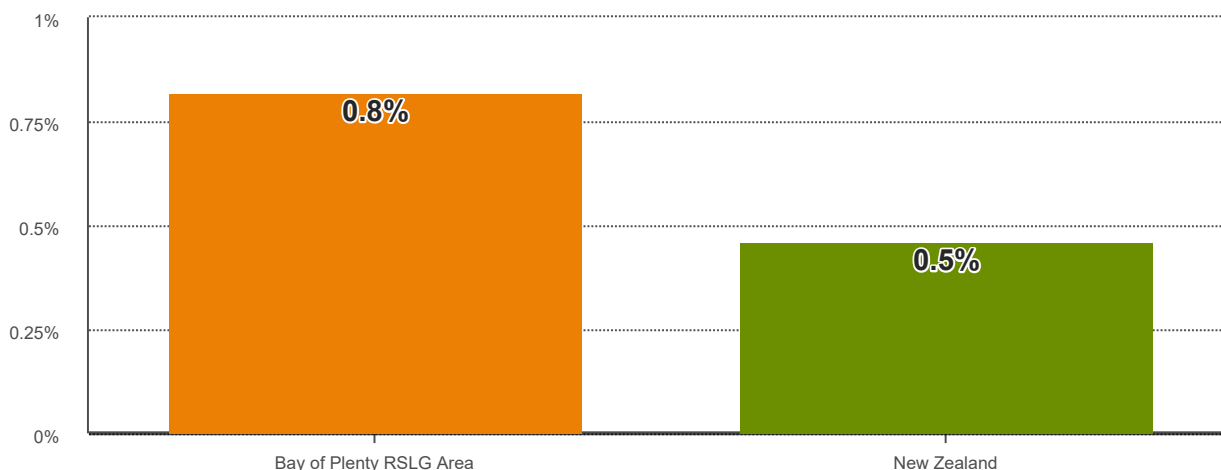
Industry	Productivity		Capital intensity
	Bay of Plenty RSLG Area	New Zealand	New Zealand
Electricity, Gas, Water and Waste Services	537,774	458,851	0.77
Rental, Hiring and Real Estate Services	313,166	337,663	0.82
Mining	303,388	580,531	0.76
Financial and Insurance Services	203,274	267,096	0.56
Wholesale Trade	127,297	133,172	0.41
Transport, Postal and Warehousing	117,784	110,675	0.42
Information Media and Telecommunications	113,281	295,003	0.58
Agriculture, Forestry and Fishing	109,680	114,827	0.60
Manufacturing	106,562	124,965	0.43
Professional, Scientific and Technical Services	104,219	114,072	0.23
Public Administration and Safety	89,356	111,653	0.20
Construction	80,891	81,631	0.26
Health Care and Social Assistance	73,120	76,971	0.12
Retail Trade	71,619	74,285	0.32
Arts and Recreation Services	66,515	83,219	0.36
Education and Training	50,384	58,771	0.26
Administrative and Support Services	49,897	42,716	0.20
Accommodation and Food Services	40,819	38,765	0.25
Other Services	39,259	55,446	0.19
Total	110,378	124,890	

BUSINESS GROWTH

How fast did the number of business units grow in Bay of Plenty RSLG Area?

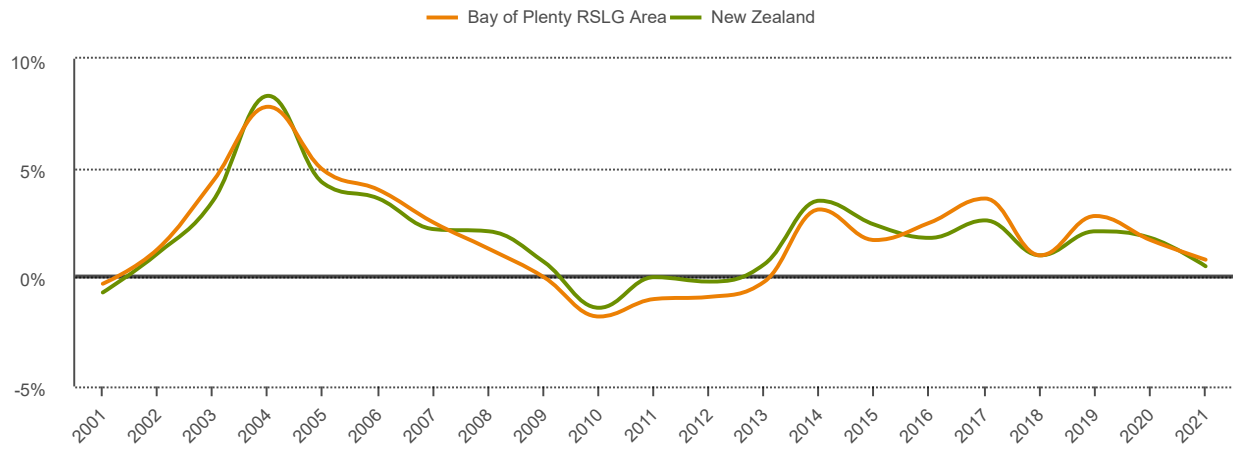
Growth in the number of business units is an indicator of entrepreneurial activity. It indicates an environment in which entrepreneurs are prepared to take risks to start new ventures. This section contrasts Bay of Plenty RSLG Area's recent performance in business unit growth with other regions in the country.

Figure 14: Business unit growth, year to Mar 2021



- A total of 45,480 business units were recorded in Bay of Plenty RSLG Area in 2021, up 0.8% from a year earlier.
- The number of business units in New Zealand increased by 0.5% over the same period.
- Growth in the number of business units in Bay of Plenty RSLG Area averaged 1.6%pa over the past 10 years compared with 1.6%pa in the national economy.
- Business unit growth in Bay of Plenty RSLG Area varied from a high of 7.8% in 2004 to a low of -1.8% in 2010.

Figure 15: Annual average business unit growth, 2001-2021



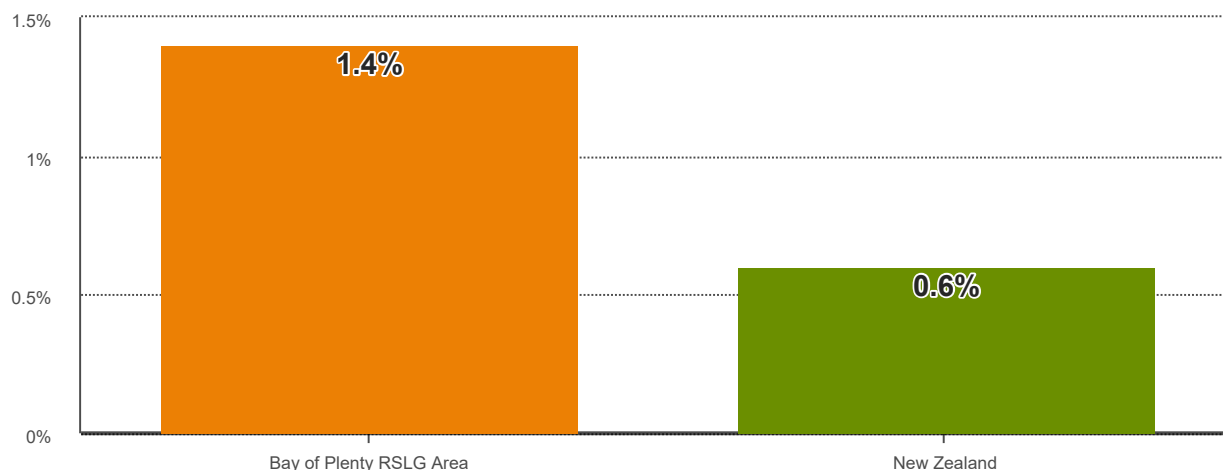
	Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area		2.5%	1.3%	0.0%	-1.8%	-1.0%	-0.9%	-0.2%	3.1%	1.7%	2.5%	3.6%	1.0%	2.8%	1.7%	0.8%
New Zealand		2.2%	2.1%	0.7%	-1.4%	0.0%	-0.2%	0.6%	3.5%	2.4%	1.8%	2.6%	1.0%	2.1%	1.8%	0.5%

POPULATION GROWTH

How fast has Bay of Plenty RSLG Area's population grown?

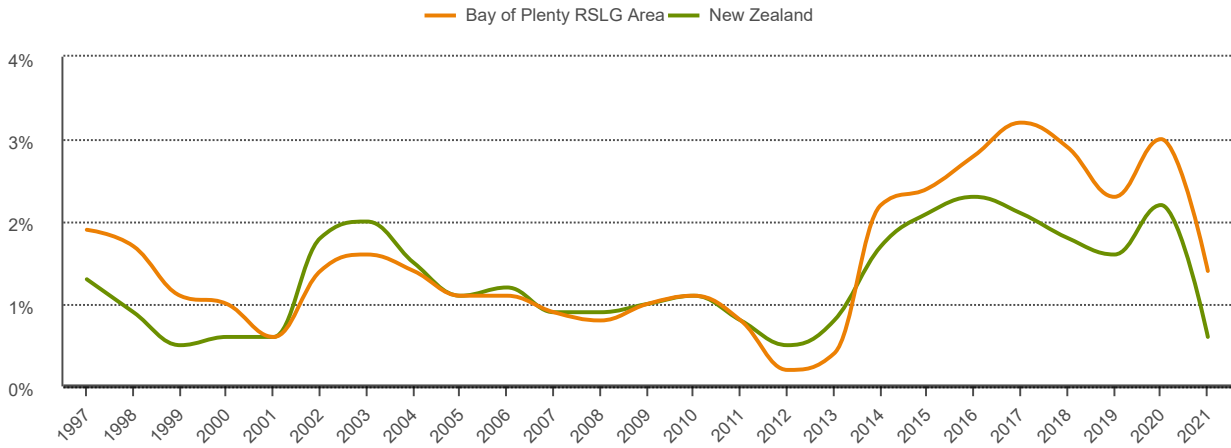
Population growth is an indicator of a region's attractiveness as a place to live and work. A strong regional economy with plentiful job opportunities will help a region retain its population and attract new residents from other regions and abroad. This section contrasts Bay of Plenty RSLG Area's recent population growth with other districts and the country as a whole.

Figure 16: Population growth, year to Jun 2021



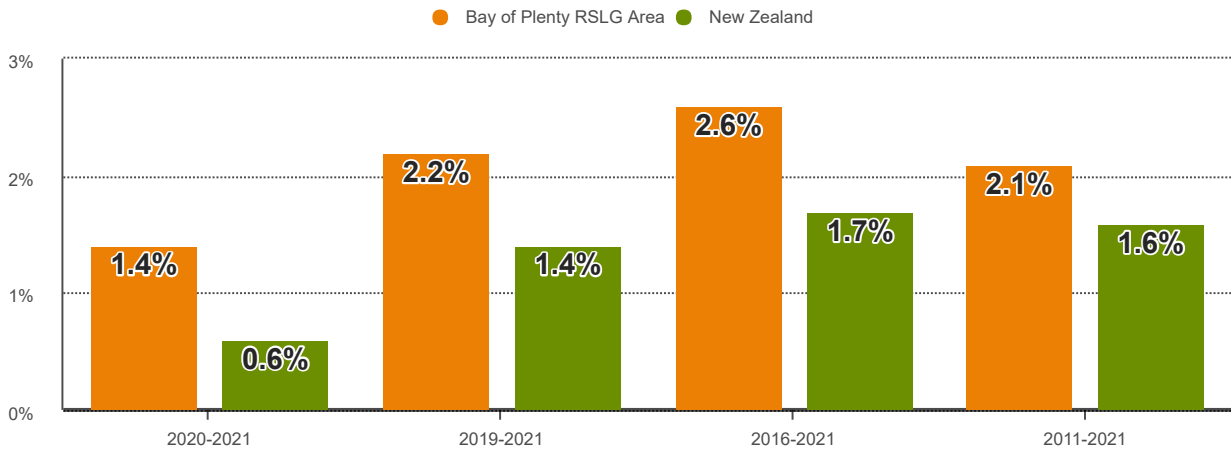
- Bay of Plenty RSLG Area's population was 388,070 in 2021, up 1.4% from a year earlier. New Zealand's total population grew by 0.6% over the same period.
- Population growth in Bay of Plenty RSLG Area averaged 2.6%pa over the last 5 years compared with 1.7%pa in New Zealand.
- Since 1996 growth in Bay of Plenty RSLG Area reached a high of 3.2%pa in 2017 and a low of 0.2%pa in 2012.

Figure 17: Annual population growth, 1997-2021



Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area	0.9%	0.8%	1.0%	1.1%	0.8%	0.2%	0.4%	2.2%	2.4%	2.8%	3.2%	2.9%	2.3%	3.0%	1.4%
New Zealand	0.9%	0.9%	1.0%	1.1%	0.8%	0.5%	0.8%	1.7%	2.1%	2.3%	2.1%	1.8%	1.6%	2.2%	0.6%

Figure 18: Population growth over the last 1, 2, 5, and 10 years

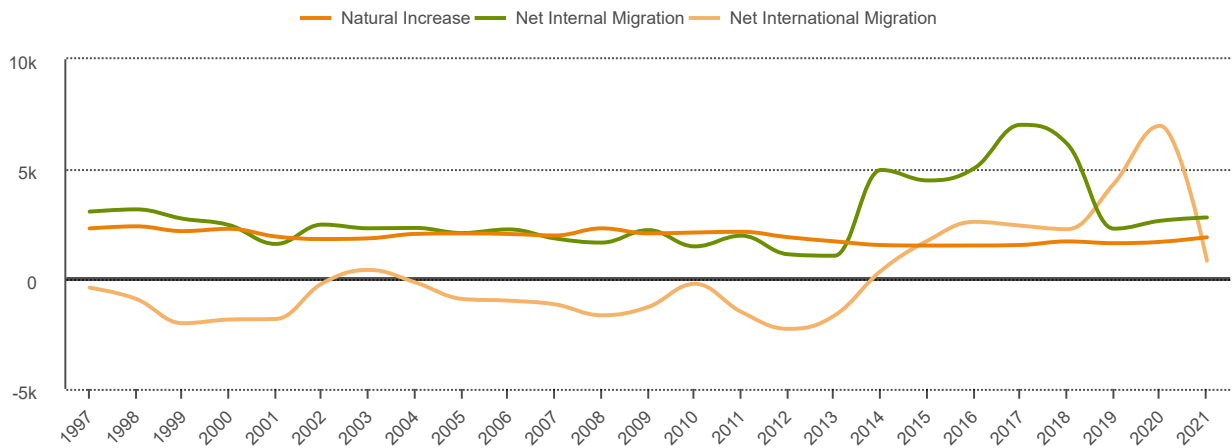


What is the source of Bay of Plenty RSLG Area's population growth?

A region's population can grow through natural growth (births less deaths), net internal migration, and net international migration. This section describes the relative contributions of these two sources to population growth in Bay of Plenty RSLG Area.

- Bay of Plenty RSLG Area's population increased by 5,510 people in the year to June 2021. This net increase was made up of an internal net migration of 2,800, an international net migration of 830, and natural increase of 1,900.

Figure 19: Population source of Bay of Plenty RSLG Area, 1997-2021

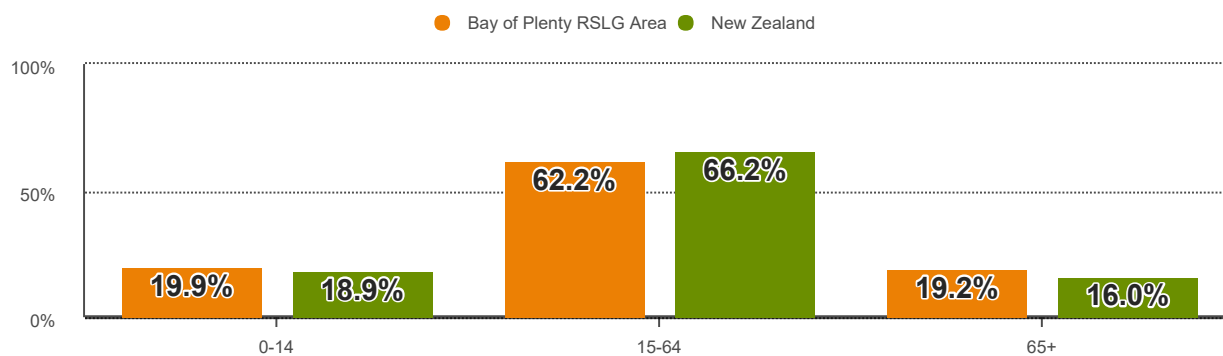


- The relative contribution of total net migration to natural growth in Bay of Plenty RSLG Area was higher than New Zealand in 2021.

What is the age structure of Bay of Plenty RSLG Area's population?

- In 2021, 62.2% of Bay of Plenty RSLG Area's population was of working age (15-64). This was significantly lower than the proportion of the national population (66.2%).
- Bay of Plenty RSLG Area had a slightly higher proportion (19.9%) of young people (0-14) than the country as a whole (18.9%) and a significantly higher proportion (19.2%) of people 65 years and older compared with New Zealand (16.0%).
- Overall the dependency ratio in Bay of Plenty RSLG Area (60.7%) was higher than in the national economy (51.1%). The dependency ratio expresses the number of persons outside of the working age as a proportion of the number of persons of working age (15 to 64 years).

Figure 20: Age composition of the population, year to June 2021



STANDARD OF LIVING

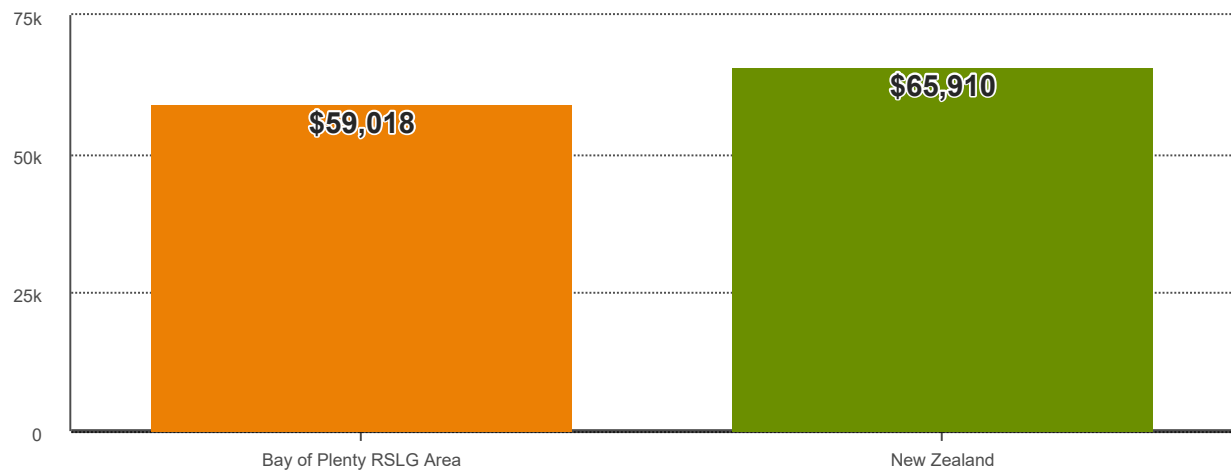
This section describes a few indicators of economic standard of living. It investigates average earnings, house prices and housing affordability.

What are the mean earnings in Bay of Plenty RSLG Area?

Income earned in employment is an important source of household income, well-being and choices available. Average earnings in an area are determined by a number of factors including the industries in the area, the skills required in these industries and the ability of employers to find appropriately skilled labour.

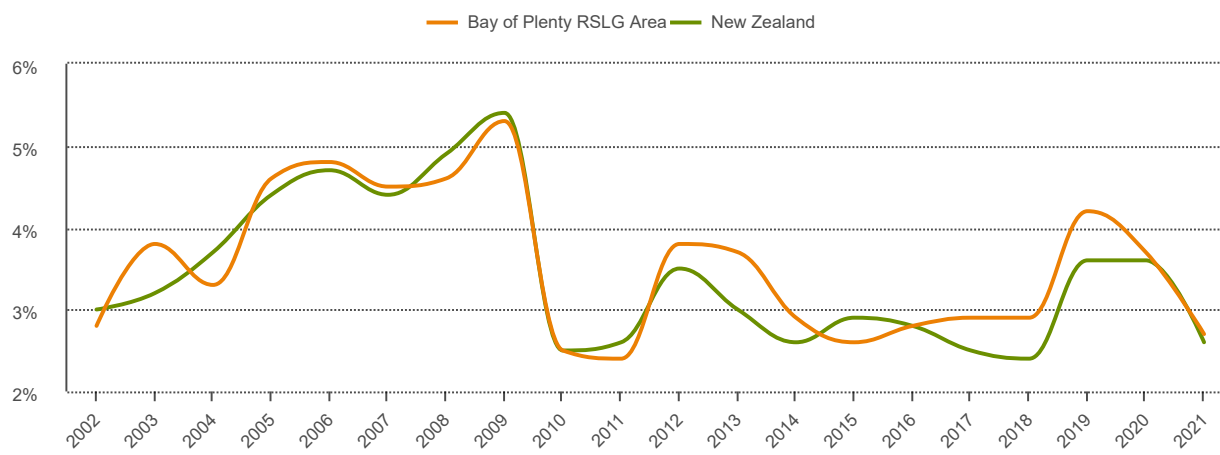
This section looks at how average annual earnings in the Bay of Plenty RSLG Area has changed over time and how this compares against annual average earnings nationally.

Figure 21: Earnings, 2021



- Mean annual earnings in Bay of Plenty RSLG Area was \$59,018 in the year to March 2021, which was lower than the New Zealand mean of \$65,910.
- Mean earnings in Bay of Plenty RSLG Area increased by 2.7% over the year to March 2021 compared with an increase of 2.6% in New Zealand.
- Over the last ten years earnings growth in Bay of Plenty RSLG Area reached a maximum of 5.3% in 2009 and a minimum of 2.4% in 2011.

Figure 22: Annual earnings growth, 2002-2021



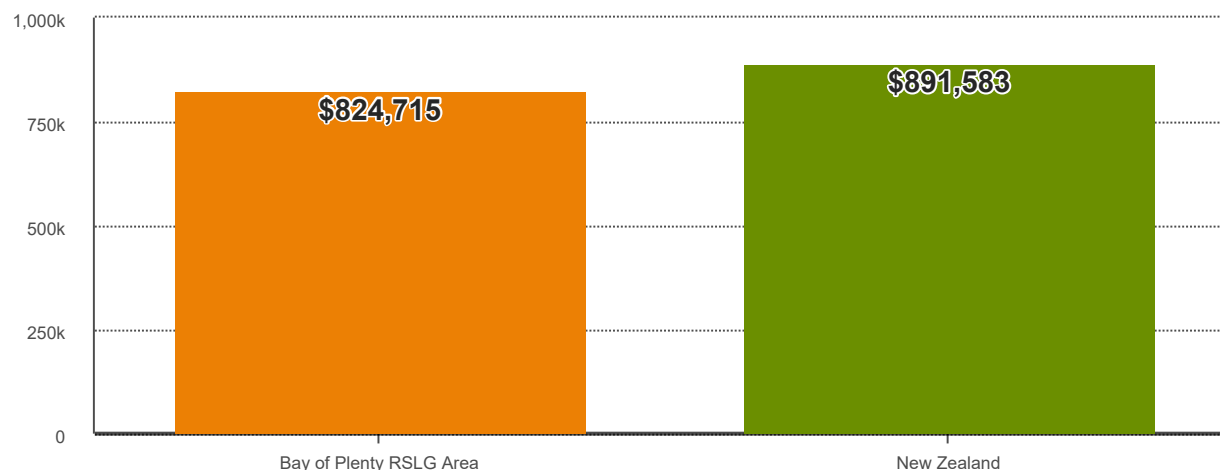
	Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area		4.5%	4.6%	5.3%	2.5%	2.4%	3.8%	3.7%	2.9%	2.6%	2.8%	2.9%	2.9%	4.2%	3.7%	2.7%
New Zealand		4.4%	4.9%	5.4%	2.5%	2.6%	3.5%	3.0%	2.6%	2.9%	2.8%	2.5%	2.4%	3.6%	3.6%	2.6%

- Mean annual earnings in Bay of Plenty RSLG Area was \$59,018 in the year to March 2021, which was lower than the New Zealand mean of \$65,910.
- Mean earnings in Bay of Plenty RSLG Area increased by 2.7% over the year to March 2021 compared with an increase of 2.6% in New Zealand.
- Over the last ten years earnings growth in Bay of Plenty RSLG Area reached a maximum of 5.3% in 2009 and a minimum of 2.4% in 2011.

How do house prices in Bay of Plenty RSLG Area compare?

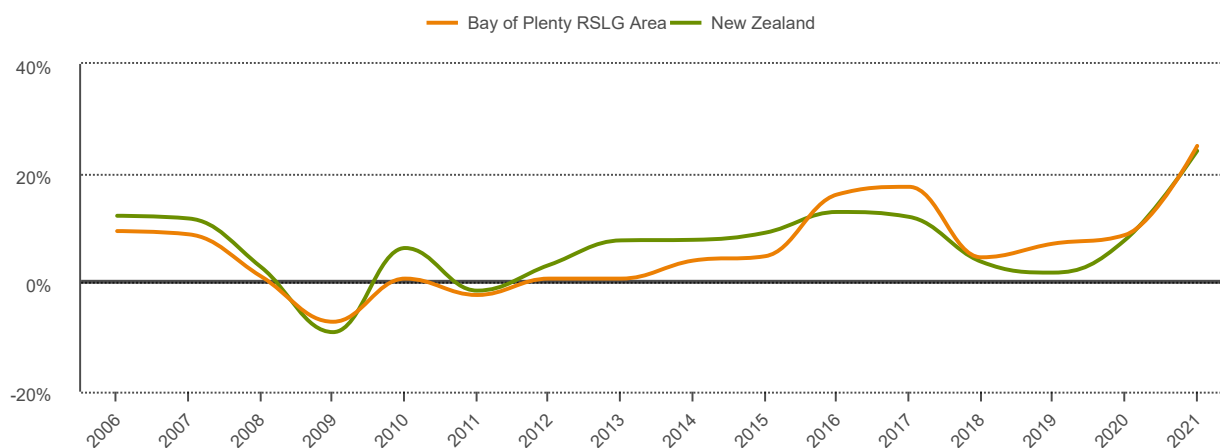
The cost of housing is a major component of household spending. This section describes the cost of housing in Bay of Plenty RSLG Area relative to the rest of the country.

Figure 23: Average current house value, 2021



- The Average current house value in Bay of Plenty RSLG Area was \$824,715 in 2021, which was lower than the New Zealand median of \$891,583.
- House price growth in Bay of Plenty RSLG Area was 25.0% for the year to March 2021. Growth was stronger than in New Zealand (24.1%).

Figure 24: Annual Average current house value growth, 2006-2021

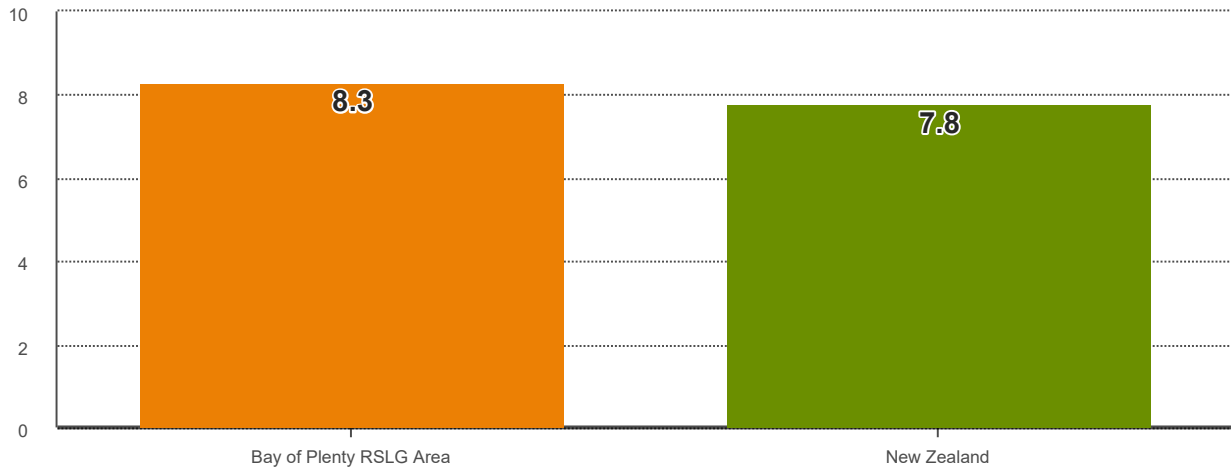


Change	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area	8.8%	1.1%	-7.2%	0.7%	-2.3%	0.7%	0.7%	4.0%	4.8%	16.1%	17.5%	4.6%	7.1%	8.7%	25.0%
New Zealand	11.7%	2.8%	-9.1%	6.3%	-1.5%	3.2%	7.7%	7.8%	9.1%	12.9%	12.0%	3.8%	1.8%	7.8%	24.1%

How affordable is housing in Bay of Plenty RSLG Area?

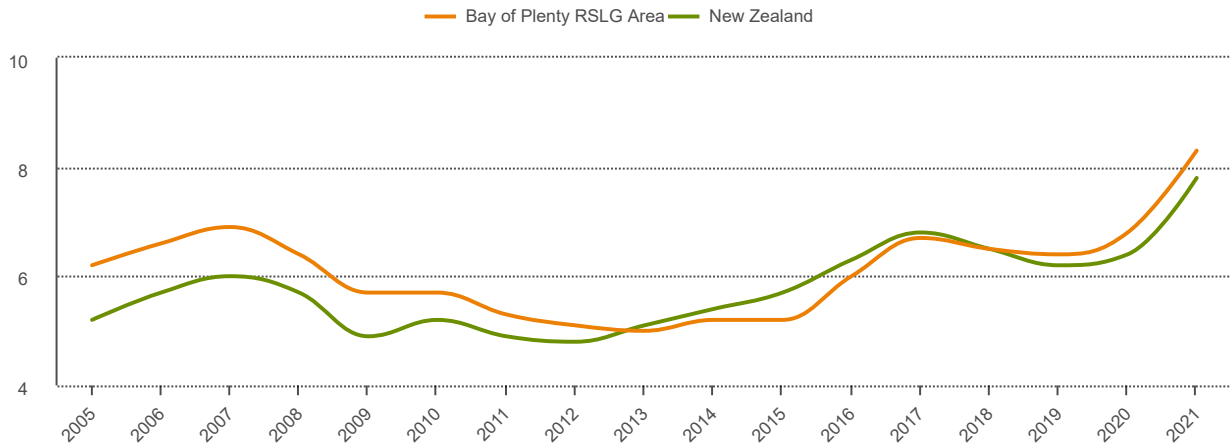
This section investigates the affordability of housing by comparing average current house values with average earnings. We have estimated a housing affordability index which is the ratio of the average current house value to annual average earnings measured in the Linked Employer Employee Data. A higher ratio therefore indicates lower housing affordability.

Figure 25: Housing affordability index, 2021



- The housing affordability index in Bay of Plenty RSLG Area was 8.3 in the year to March 2021, which was higher than New Zealand's index of 7.8. This means that housing is less affordable in Bay of Plenty RSLG Area than in New Zealand.

Figure 26: Housing affordability, 2005-2021



Level	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Bay of Plenty RSLG Area	6.9	6.4	5.7	5.7	5.3	5.1	5.0	5.2	5.2	6.0	6.7	6.5	6.4	6.8	8.3
New Zealand	6.0	5.7	4.9	5.2	4.9	4.8	5.1	5.4	5.7	6.3	6.8	6.5	6.2	6.4	7.8

WORKFORCE AND SKILLS

How do skill levels in Bay of Plenty RSLG Area compare with New Zealand?

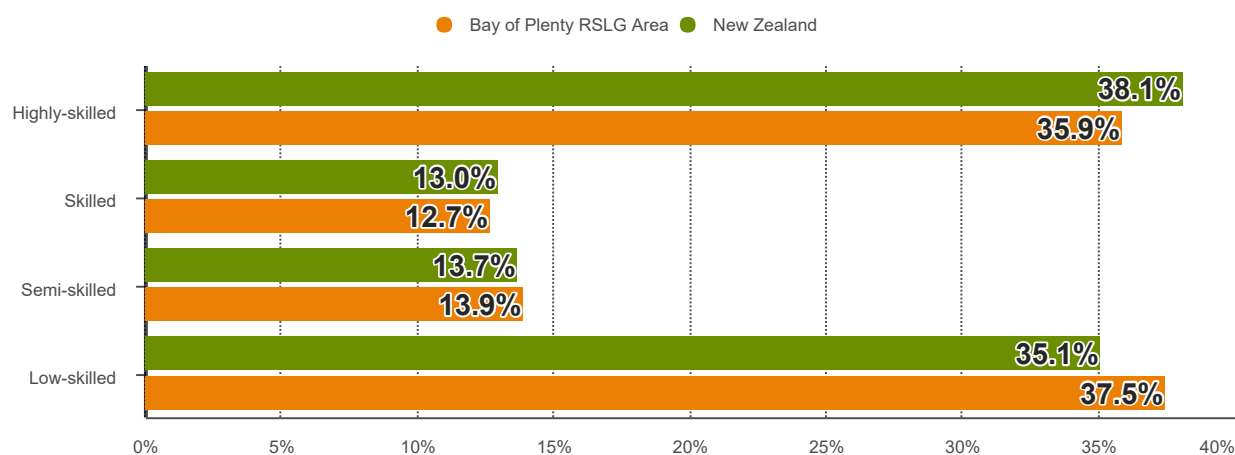
A region that can offer high skilled jobs can generally offer a higher standard of living to its residents. It is also has a better chance of retaining its residents and attracting new skills. This section contrasts the skill levels required by jobs in Bay of Plenty RSLG Area with those required in the national economy. The broad skill categories used are defined in the technical section at the end of the report.

Table 12: Employment by broad skill level, 2021

Skill level	Bay of Plenty RSLG Area		New Zealand	
	Jobs	% of total	Jobs	% of total
Highly-skilled	65,507	35.9%	996,628	38.1%
Skilled	23,097	12.7%	340,170	13.0%
Semi-skilled	25,382	13.9%	357,739	13.7%
Low-skilled	68,377	37.5%	918,163	35.1%
Total	182,364	100%	2,612,700	100%

- Approximately 35.9% of Bay of Plenty RSLG Area's workforce was employed in highly skilled occupations in 2021. This is lower than in New Zealand (38.1%).
- Approximately 37.5% of Bay of Plenty RSLG Area's workforce was employed in low-skilled occupations in 2021. This is higher than in New Zealand 35.1%.

Figure 27: Employment by broad skill level, 2021



What is the occupational structure of employment in Bay of Plenty RSLG Area?

This section describes the types of occupations that are employed in Bay of Plenty RSLG Area. The following graph shows the distribution of employment across broad occupational categories (1-digit occupations).

- Professionals accounted for the largest share of employment (21.7%) in Bay of Plenty RSLG Area, which is lower than New Zealand (24.5%).
- Managers accounted for the second largest share of employment (18.6%) in Bay of Plenty RSLG Area, which is higher than New Zealand (18.0%).
- Machinery operators and drivers accounted for the lowest share of employment (6.3%) in Bay of Plenty RSLG Area, which is higher than New Zealand (5.3%).

Figure 28: Employment by broad occupation, 2021

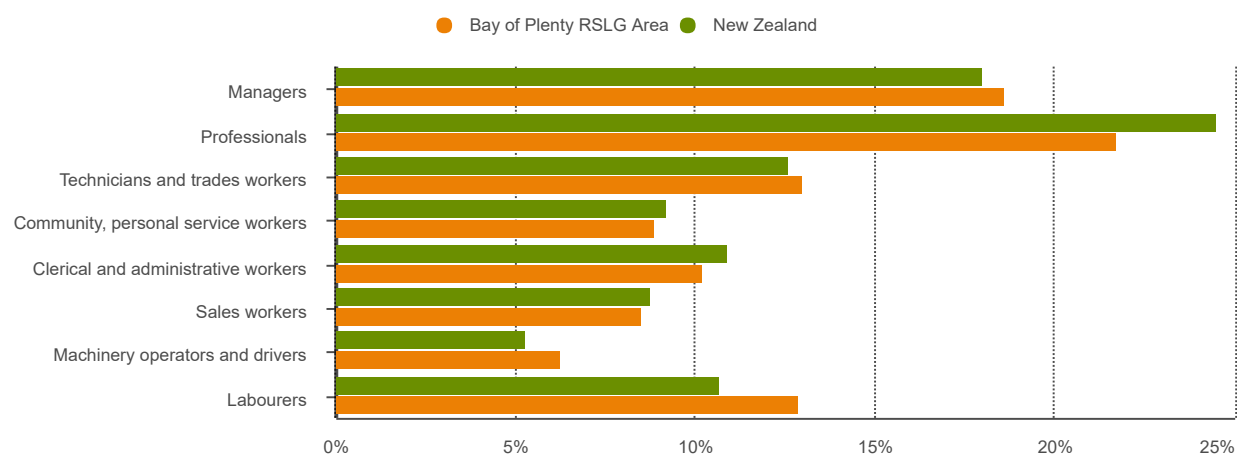


Table 13 shows a ranking of employment by 2-digit occupations.

- Specialist Managers is the largest 2-digit occupation in Bay of Plenty RSLG Area, accounting for 7.8% of employment. By comparison 8.4% of the national workforce are employed as specialist managers.
- The next largest 2-digit occupations in Bay of Plenty RSLG Area are education professionals (5.8%) and sales assistants & salespersons (4.7%).

Table 13: Employment by ANZSIC 2-digit occupation, 2021

Occupation	Bay of Plenty RSLG Area		New Zealand	
	Employment	% of total	Employment	% of total
Specialist Managers	14,272	7.8%	218,782	8.4%
Education Professionals	10,619	5.8%	150,560	5.8%
Sales Assistants & Salespersons	8,644	4.7%	123,248	4.7%
Health Professionals	7,820	4.3%	111,200	4.3%
Business, HR & Marketing Professionals	7,800	4.3%	140,704	5.4%
Hospitality, Retail & Service Managers	6,659	3.7%	93,433	3.6%
Farmers & Farm Managers	6,635	3.6%	66,622	2.5%
Carers & Aides	6,504	3.6%	88,965	3.4%
Farm, Forestry & Garden Workers	6,427	3.5%	55,966	2.1%
Chief Execs, General Managers, Legislators	6,274	3.4%	90,847	3.5%
Design, Engineering, Science Professionals	6,003	3.3%	91,036	3.5%
Other Labourers	5,703	3.1%	69,606	2.7%
Automotive & Engineering Trades Workers	5,105	2.8%	64,308	2.5%
Construction Trades Workers	4,903	2.7%	68,004	2.6%
Sales Representatives & Agents	4,875	2.7%	78,823	3.0%
Office Managers & Program Administrators	4,777	2.6%	68,183	2.6%
Road & Rail Drivers	4,204	2.3%	54,751	2.1%
Factory Process Workers	3,917	2.1%	49,974	1.9%
Cleaners & Laundry Workers	3,881	2.1%	55,327	2.1%
Legal, Social & Welfare Professionals	3,414	1.9%	60,031	2.3%
Hospitality Workers	3,404	1.9%	49,266	1.9%
Engineering, ICT & Science Technicians	3,339	1.8%	51,671	2.0%
General Clerical Workers	3,263	1.8%	48,454	1.9%
Food Trades Workers	3,012	1.7%	43,742	1.7%
Mobile Plant Operators	2,866	1.6%	24,166	0.9%
Other Clerical & Administrative Workers	2,861	1.6%	45,059	1.7%
Machine & Stationary Plant Operators	2,817	1.5%	34,680	1.3%
Numerical Clerks	2,758	1.5%	46,823	1.8%
ICT Professionals	2,722	1.5%	63,965	2.4%
Sports & Personal Service Workers	2,714	1.5%	40,815	1.6%
Other Technicians & Trades Workers	2,687	1.5%	39,944	1.5%
Inquiry Clerks & Receptionists	2,526	1.4%	35,844	1.4%
Electrotech & Telecoms Trades Workers	2,425	1.3%	33,277	1.3%
Construction & Mining Labourers	2,165	1.2%	28,821	1.1%
Skilled Animal & Horticultural Workers	2,151	1.2%	27,535	1.1%
Protective Service Workers	1,948	1.1%	35,385	1.4%
Sales Support Workers	1,925	1.1%	28,492	1.1%
Health & Welfare Support Workers	1,736	1.0%	26,843	1.0%
Storepersons	1,566	0.9%	23,595	0.9%
Food Preparation Assistants	1,443	0.8%	20,242	0.8%
Personal Assistants & Secretaries	1,381	0.8%	21,677	0.8%
Arts & Media Professionals	1,194	0.7%	23,725	0.9%
Clerical & Office Support Workers	1,027	0.6%	18,305	0.7%
Total employment	182,364	100%	2,612,700	100%

Employment in knowledge intensive industries in Bay of Plenty RSLG Area

Knowledge intensive industries are those in which the generation and exploitation of knowledge play the predominant part in the creation of wealth. These sectors represent an increasing share of the New Zealand economy's output and employment, and will most likely be the source of future productivity growth.

An industry is defined as knowledge-intensive if it meets two criteria: at least 25 per cent of the workforce is qualified to degree level and at least 30 per cent of the workforce is in professional, managerial and scientific and technical occupations. Further details of the definition are providing in the technical notes at the end of the report.

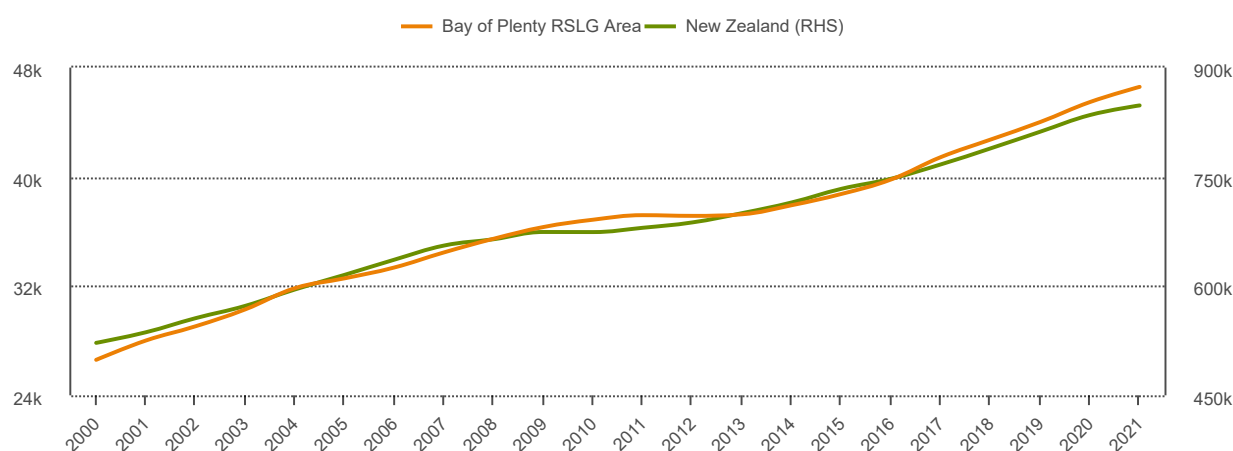
This section describes employment in knowledge intensive industries in Bay of Plenty RSLG Area.

Table 14: Employment in knowledge intensive industries, 2021

	Employment in KI industries 2021	KI employment as share of total employment 2021	Annual growth in KI employment 2021	Annual average growth in KI employment 2011-2021
Bay of Plenty RSLG Area	46,589	25.5%	2.4%	2.3%
New Zealand	848,044	32.5%	1.6%	2.2%

- During 2021, there were 46,589 jobs in Bay of Plenty RSLG Area's knowledge intensive industries. At 25.5% of total employment, this was lower than in New Zealand (32.5%).
- During the year to March 2021, growth in employment in knowledge intensive industries was 2.4%, compared with a change of 1.6% in New Zealand.

Figure 29: Employment in knowledge intensive industries, 2000-2021



What are the top knowledge intensive industries in Bay of Plenty RSLG Area?

Table 15: Top 30 knowledge intensive industries in Bay of Plenty RSLG Area, 2021

Rank	Industry	Bay of Plenty RSLG Area		New Zealand	
		Employment	% of total employment	Employment	% of total employment
1	Hospitals (except Psychiatric Hospitals)	5,350	2.9%	78,971	3.0%
2	Primary Education	4,268	2.3%	56,607	2.2%
3	Secondary Education	2,979	1.6%	36,224	1.4%
4	Other Allied Health Services	2,598	1.4%	37,115	1.4%
5	Management Advice and Other Consulting Services	2,479	1.4%	43,541	1.7%
6	Local Government Administration	2,332	1.3%	24,809	0.9%
7	Engineering Design and Engineering Consulting Services	1,962	1.1%	31,602	1.2%
8	Accounting Services	1,749	1.0%	25,460	1.0%
9	Central Government Administration	1,705	0.9%	47,039	1.8%
10	General Practice Medical Services	1,385	0.8%	16,702	0.6%
11	Other Interest Group Services n.e.c.	1,356	0.7%	14,344	0.5%
12	Computer Systems Design and Related Services	1,242	0.7%	47,488	1.8%
13	Legal Services	1,168	0.6%	20,099	0.8%
14	Higher Education	861	0.5%	35,451	1.4%
15	Other Health Care Services n.e.c.	857	0.5%	8,791	0.3%
16	Technical and Vocational Education and Training	794	0.4%	9,785	0.4%
17	Pharmaceutical, Cosmetic and Toiletry Goods Retailing	725	0.4%	11,855	0.5%
18	Adult, Community and Other Education n.e.c.	716	0.4%	11,810	0.5%
19	Dental Services	656	0.4%	8,222	0.3%
20	Corporate Head Office Management Services	632	0.3%	25,190	1.0%
21	Architectural Services	617	0.3%	10,552	0.4%
22	Pathology and Diagnostic Imaging Services	532	0.3%	5,103	0.2%
23	Religious Services	524	0.3%	9,885	0.4%
24	Scientific Research Services	522	0.3%	8,723	0.3%
25	Specialist Medical Services	517	0.3%	6,069	0.2%
26	Physiotherapy Services	458	0.3%	4,984	0.2%
27	Veterinary Services	437	0.2%	6,688	0.3%
28	Other Administrative Services n.e.c.	413	0.2%	10,023	0.4%
29	Other Auxiliary Finance and Investment Services	381	0.2%	11,489	0.4%
30	Combined Primary and Secondary Education	340	0.2%	6,203	0.2%

Which qualifications are in demand in Bay of Plenty RSLG Area?

This section examines the types of qualifications, in terms of NZQA level and field of study, that are in demand in Bay of Plenty RSLG Area. The demand for qualifications is derived from our estimates of the demand for occupations by using assumptions about the types of qualifications which are ideally required for each occupation. Thus our estimates do not describe the educational profile of the region's workforce but rather the type of qualifications that are ideally required in the region. Further details are provided in the technical notes at the end.

Table 16: Employment by level of qualification and field of study in Bay of Plenty RSLG Area, 2021

Field of study	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total
Number					
Natural and Physical Sciences	2,930	798	1,280	3,418	8,426
Information Technology	2,701	309	619	1,994	5,623
Engineering and Related Technologies	13,532	10,834	3,521	6,718	34,606
Architecture and Building	4,738	7,600	1,224	1,909	15,471
Agriculture, Environmental and Related Studies	5,368	3,288	497	1,242	10,395
Health	5,282	1,348	1,936	9,015	17,581
Education	3,653	728	907	8,280	13,568
Management and Commerce	14,762	3,283	4,927	10,953	33,925
Society and Culture	9,091	1,971	2,974	8,284	22,320
Creative Arts	4,639	1,026	1,029	2,949	9,643
Food, Hospitality and Personal Services	5,559	3,508	1,110	630	10,807
Totals	72,253	34,694	20,025	55,392	182,364
% of total					
Natural and Physical Sciences	1.6%	0.4%	0.7%	1.9%	4.6%
Information Technology	1.5%	0.2%	0.3%	1.1%	3.1%
Engineering and Related Technologies	7.4%	5.9%	1.9%	3.7%	19.0%
Architecture and Building	2.6%	4.2%	0.7%	1.0%	8.5%
Agriculture, Environmental and Related Studies	2.9%	1.8%	0.3%	0.7%	5.7%
Health	2.9%	0.7%	1.1%	4.9%	9.6%
Education	2.0%	0.4%	0.5%	4.5%	7.4%
Management and Commerce	8.1%	1.8%	2.7%	6.0%	18.6%
Society and Culture	5.0%	1.1%	1.6%	4.5%	12.2%
Creative Arts	2.5%	0.6%	0.6%	1.6%	5.3%
Food, Hospitality and Personal Services	3.0%	1.9%	0.6%	0.3%	5.9%
Totals	39.6%	19.0%	11.0%	30.4%	100%

- The greatest demand in Bay of Plenty RSLG Area in 2021 was for qualifications at the level of Certificate (level 1-3). Approximately 39.6% of all positions in Bay of Plenty RSLG Area required this level of qualification.
- By field of study, the highest demand was for Engineering and Related Technologies. Approximately 19.0% of all positions in Bay of Plenty RSLG Area required this field of study.

Table 17: Change in employment by level of qualification and field of study in Bay of Plenty RSLG Area, 2011-2021

Field of study	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total
Absolute change					
Natural and Physical Sciences	404	108	285	833	1,631
Information Technology	370	54	142	670	1,236
Engineering and Related Technologies	2,199	2,208	825	1,885	7,117
Architecture and Building	906	2,260	382	565	4,113
Agriculture, Environmental and Related Studies	597	273	120	298	1,288
Health	791	188	483	2,196	3,658
Education	556	72	240	1,415	2,283
Management and Commerce	1,831	372	1,230	2,706	6,140
Society and Culture	1,304	293	805	1,812	4,213
Creative Arts	616	167	237	647	1,667
Food, Hospitality and Personal Services	845	892	233	156	2,127
Totals	10,420	6,886	4,984	13,183	35,473
annual average % change					
Natural and Physical Sciences	1.5%	1.5%	2.6%	2.8%	2.2%
Information Technology	1.5%	1.9%	2.6%	4.2%	2.5%
Engineering and Related Technologies	1.8%	2.3%	2.7%	3.3%	2.3%
Architecture and Building	2.1%	3.6%	3.8%	3.6%	3.1%
Agriculture, Environmental and Related Studies	1.2%	0.9%	2.8%	2.8%	1.3%
Health	1.6%	1.5%	2.9%	2.8%	2.4%
Education	1.7%	1.0%	3.1%	1.9%	1.9%
Management and Commerce	1.3%	1.2%	2.9%	2.9%	2.0%
Society and Culture	1.6%	1.6%	3.2%	2.5%	2.1%
Creative Arts	1.4%	1.8%	2.7%	2.5%	1.9%
Food, Hospitality and Personal Services	1.7%	3.0%	2.4%	2.9%	2.2%
Totals	1.6%	2.2%	2.9%	2.8%	100%

- The number of positions in Bay of Plenty RSLG Area requiring a Degree (level 7+) increased by 13,183 between 2011 and 2021, ranking it as the qualification level with the largest absolute increase in demand.
- By field of study, Engineering and Related Technologies experienced the highest increase in demand between 2011 and 2021. The number of positions requiring this field of study increased by 7,117 over the 10 year period.

TOURISM

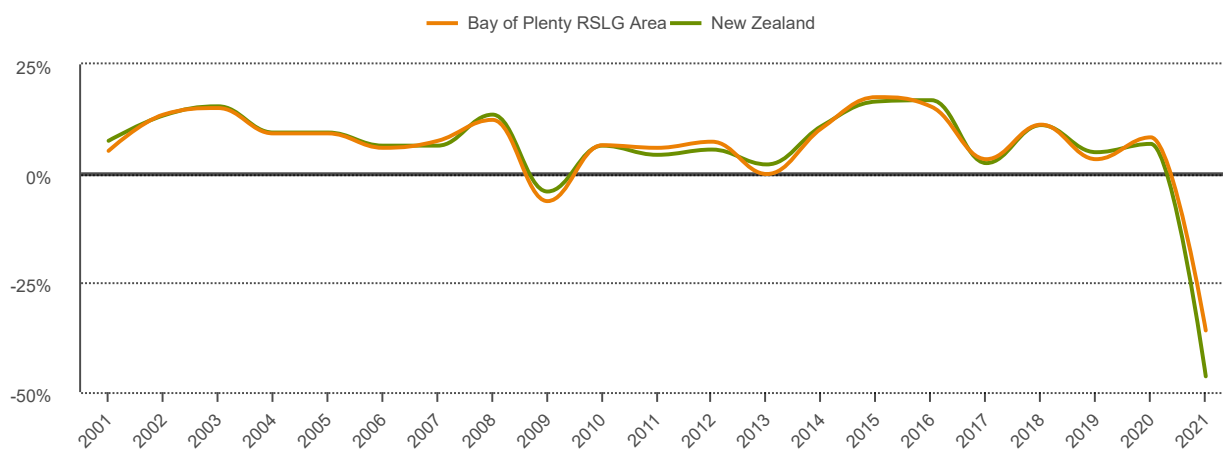
Tourism has grown rapidly in New Zealand since 2000. Not only has the number of overseas tourist arrivals increased substantially, but the level of domestic tourism has also expanded rapidly as spending on leisure by New Zealand residents increased. This section describes the contribution of tourism to Bay of Plenty RSLG Area's economy.

Tourism GDP

Table 18: Tourism GDP, 2001-2021

Year	Bay of Plenty RSLG Area		New Zealand	
	Level	Change	Level	Change
2000	\$309m		\$3,343m	
2001	\$325m	5.2%	\$3,595m	7.5%
2002	\$369m	13.5%	\$4,074m	13.3%
2003	\$424m	15.0%	\$4,700m	15.4%
2004	\$463m	9.2%	\$5,141m	9.4%
2005	\$505m	9.2%	\$5,626m	9.4%
2006	\$535m	5.9%	\$5,985m	6.4%
2007	\$575m	7.5%	\$6,368m	6.4%
2008	\$646m	12.3%	\$7,227m	13.5%
2009	\$605m	-6.3%	\$6,932m	-4.1%
2010	\$644m	6.5%	\$7,379m	6.4%
2011	\$682m	5.9%	\$7,698m	4.3%
2012	\$732m	7.3%	\$8,120m	5.5%
2013	\$731m	-0.1%	\$8,289m	2.1%
2014	\$806m	10.4%	\$9,191m	10.9%
2015	\$947m	17.5%	\$10,710m	16.5%
2016	\$1,092m	15.3%	\$12,508m	16.8%
2017	\$1,129m	3.3%	\$12,809m	2.4%
2018	\$1,255m	11.2%	\$14,235m	11.1%
2019	\$1,296m	3.3%	\$14,937m	4.9%
2020	\$1,404m	8.3%	\$15,948m	6.8%
2021	\$900m	-35.9%	\$8,547m	-46.4%

Figure 30: Annual average tourism GDP growth, 2001-2021



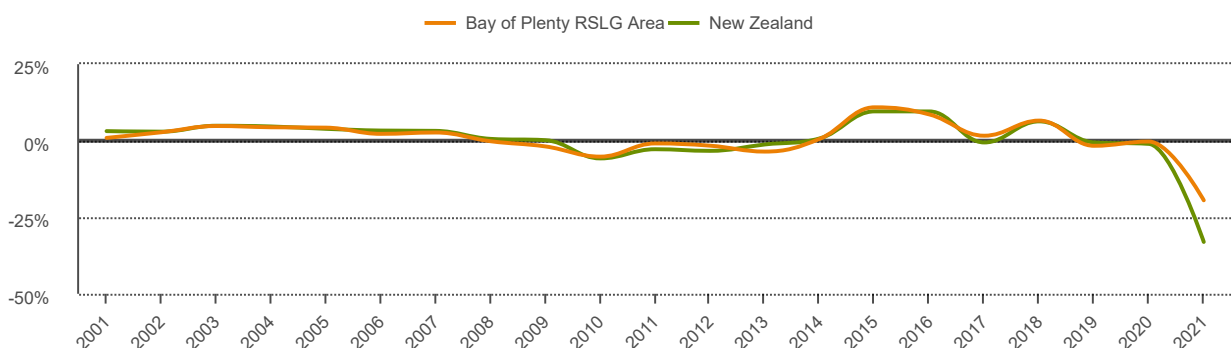
- The tourism industry contributed \$900m towards GDP in Bay of Plenty RSLG Area in 2021. This amounted to 4.5% of the Bay of Plenty RSLG Area's economic output in 2021, down from 4.5% ten years ago.
- Economic output in Bay of Plenty RSLG Area's tourism industry declined by -35.9% in 2021, compared with a -46.4% decline in New Zealand.
- Growth in the industry in Bay of Plenty RSLG Area has averaged 2.8% over the last ten years, compared with 1.1% in New Zealand.

Tourism Employment

Table 19: Tourism employment, 2001-2021

Year	Bay of Plenty RSLG Area		New Zealand	
	Level	Change	Level	Change
2000	15,555		152,610	
2001	15,699	0.9%	157,389	3.1%
2002	16,131	2.8%	162,042	3.0%
2003	16,905	4.8%	169,965	4.9%
2004	17,647	4.4%	177,861	4.6%
2005	18,402	4.3%	184,761	3.9%
2006	18,813	2.2%	190,890	3.3%
2007	19,317	2.7%	197,028	3.2%
2008	19,284	-0.2%	198,219	0.6%
2009	18,924	-1.9%	198,555	0.2%
2010	17,941	-5.2%	187,083	-5.8%
2011	17,781	-0.9%	181,881	-2.8%
2012	17,493	-1.6%	175,866	-3.3%
2013	16,872	-3.5%	173,721	-1.2%
2014	16,975	0.6%	175,023	0.7%
2015	18,827	10.9%	191,796	9.6%
2016	20,442	8.6%	210,126	9.6%
2017	20,776	1.6%	208,923	-0.6%
2018	22,140	6.6%	222,129	6.3%
2019	21,772	-1.7%	220,875	-0.6%
2020	21,713	-0.3%	218,580	-1.0%
2021	17,486	-19.5%	146,295	-33.1%

Figure 31: Annual average tourism employment growth, 2001-2021



- The tourism industry employed an average of 17,486 people in Bay of Plenty RSLG Area in 2021. This amounted to 9.6% of the Bay of Plenty RSLG Area's total employment in 2021, down from 12.1% in 2011.
- Employment growth in the industry in Bay of Plenty RSLG Area has averaged -0.2% over the last ten years, compared with -2.2% in New Zealand.
- Employment in the tourism industry declined by -19.5% in 2021, compared with a -33.1% decline in New Zealand.

TECHNICAL NOTES

Time period

This economic profile reports on March years (eg 2021 refers to the 12 months to March 2021) for all indicators except population (as at June) and dairy sector statistics (May year) and business units (snapshot as at February).

Broad economic sectors

Primary industries extract or harvest products from the earth and include agriculture, forestry, fishing, and mining. Goods-producing industries produce manufactured and other processed goods and include manufacturing, electricity, gas and water, and construction. High-value services include **knowledge intensive** service industries. Other services include all service industries that are not knowledge intensive, such as retail trade, and food and accommodation services. 'Other' includes owner occupied property operation and **unallocated** activity.

Broad skill levels

Highly skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Medium-high skilled occupations typically require an NZ Register Diploma, an Associate Degree or Advanced Diploma. The category includes some managers (such as retail managers) and technicians (such as architectural draftspersons, ICT support technicians and dental hygienists). This category is consistent with skill level two of the ANZSCO classification.

Medium skilled occupations typically require an NZ Register Level 4 qualification. The category includes tradespersons (such as motor mechanics), skilled service workers (such as firefighters), as well as skilled clerical and sales workers (such as legal secretaries and estate agents). This category is consistent with skill level three of the ANZSCO classification.

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

Business units

Data on the number of businesses is sourced from the Business Demography statistics from Statistics New Zealand. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

The number of business units is based on a snapshot as at February each year.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who do not draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (eg holding company).

Only business units that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than \$30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over \$40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

Dependency ratio

The dependency ratio is the number of under 15 year olds and over 65 year olds as a ratio of the rest of the population (working age).

Earnings

Earnings data comes from the quarterly Linked Employer Employee Data published by Statistics New Zealand. LEED publishes the mean earnings of full quarter jobs for each quarter. Full quarter jobs may include full time and part time jobs. Earnings include overtime and lump sum payments. We sum the mean earnings for the four quarters making up the year to arrive at an estimate of average annual earnings.

Employment by industry

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs.

Regional employment numbers are from Infometrics' Regional Industry Employment Model (RIEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Statistics New Zealand. RIEM differs from data from Business Demography in that it is a quarterly series (BD is annual) and it includes both employees and self-employed, whereas BD only includes employees.

Employment by occupation

Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. The Population Census measures the occupational composition of employment in each industry and how this changes over time. Occupations conform to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Employment by qualification and field of study

Employment by occupation is converted to employment by qualification using the unique matching between occupation and **the five qualification or skill levels used** in the Australian New Zealand Standard Classification of Occupations (ANZSCO). Fields of study for each combination of occupation and skill are obtained from Population Census. Shares of employment in a particular occupation and skill combination for each field of study can, thus, be aggregated into demand for labour by skill/qualification.

Gross Domestic Product

Gross Domestic Product (GDP) measures the value economic units add to their inputs. It should not be confused with revenue or turnover.

Total GDP is calculated by summing the value added to all goods and services for final consumption – ie it does not include the value added to goods and services used as intermediate inputs for the production of other goods as this would result in double counting. As a result, GDP estimates should not be confused with revenue/turnover/gross output.

In this profile Gross Domestic Product for each region and territorial authority (TA) is estimated by Infometrics. A top-down approach breaks national production-based GDP for each industry (published by Statistics New Zealand) down to territorial authority level by applying TA shares to the national total. Each TA's share of industry output is based on the share of employment measured in the Linked Employer Employee Data (LEED), which is, in turn, based on taxation data. Our estimates are benchmarked on regional GDP published by Statistics New Zealand which ensures we capture differences in regional industry productivity and changes in productivity over time. In the 2021 GDP estimates we incorporate Infometrics' estimates of the proportions of industries in each territorial authority which were able to operate under each COVID-19 alert level to capture the economic impacts of the pandemic.

GDP is measured in constant 2021 prices.

Household income

The Infometrics household income series is a comprehensive estimate of average household incomes within each region or territorial authority area. The series captures labour market earnings (wages, salaries and self-employment) as well as allowances (e.g. Disability Allowance), benefits (e.g. Jobseeker Support) and superannuation. Investment income is excluded.

Infometrics models the series with a top-down approach, first measuring all incomes received by households in New Zealand, then apportioning them to smaller areas using various sources of administrative data. As there is a time lag in the availability of administrative data we use contemporary indicators to project our estimates to the most recent quarter. Infometrics estimates of the number of occupied private households are used to translate total income in each area into a per household mean.

The Infometrics household income series tends to be slightly higher than Census measures. Census tends to underestimate household incomes because individuals often fail to recall all their income when completing their Census form.

House values

House values (dollar value) are sourced from QVNZ. The levels used are average current values. An average current value is the average (mean) value of all developed residential properties in the area based on the latest house value index from QVNZ. It is not an average or median sales price, as both of those figures only measure what happens to have sold in the period. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.

Industrial classification

This profile uses industry categories from the 2006 Australia New Zealand Standard Industrial Classification (ANZSIC). The ANZSIC is a hierarchical classification with four levels, namely divisions (the broadest level also referred to as 1-digit categories), subdivisions (3-digit), groups (4-digit) and classes (7-digit). There are approximately 500 7-digit industries.

This profile also uses a grouping of 54 industries. These are the industries used by Statistics New Zealand in the national accounts.

Knowledge intensive employment

Knowledge intensive employment is measured as employment in industries (measured at the 7-digit industry level) which are defined as **knowledge intensive**.

Knowledge intensive industries

Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific and technical occupations.

Māori industry and occupational employment

Infometrics models Māori industry and occupational employment data by drawing on detailed data from the Census, Household Labour Force Survey (HLFS) as well as the Infometrics Regional Employment Industry Model (REIM) and the Infometrics Regional Industry-Occupational matrix.

Population

The population numbers presented in this profile are based on Statistics New Zealand's Estimated Resident Population (ERP). The ERP is an estimate of all people who usually live in an area at a given date. Visitors from elsewhere in New Zealand or from overseas are excluded.

The ERP is not directly comparable with the census usually resident population count because of a number of adjustments. The ERP at 30 June 2018 is based on the 2018 census usually resident population count, adjusted for:

- net census undercount (based on the 2018 Post-enumeration Survey)
- residents temporarily overseas on census night
- births, deaths, and net migration between census night and the date of the estimate
- reconciliation with demographic estimates at ages 0–9 years.

Prices

In this profile, we present all GDP estimates in constant 2021 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation. It enables us to meaningfully compare GDP from one year to the next.

Productivity

Productivity measures the efficiency of production. In this profile, we measure productivity as GDP per filled job (ie the amount of economic activity generated on average by each filled job). Labour is only one input into production. The output of each employee may differ across industries in a region due to differing access to machinery, technology, and land. Therefore, productivity comparisons should only be made in circumstances where it is reasonable to assume that capital intensity will be broadly the same – for example, when looking at productivity within an industry over a limited-time period, or when comparing productivity of a particular industry with that same industry in another region.

Self-employment

Self-employment rates are from Annual Linked Employer Employee Data (LEED).

Tourism employment

Our estimates of tourism employment leverage off our tourism GDP estimates. We are able to use our understanding of the proportion of output in each industry in a territorial authority that is associated with tourism and apply this proportion to underlying employment levels in that industry. Summing up tourism employment by industry gives us an indication of the total number of jobs in a region that are attributable to the tourism industry.

Tourism GDP

Our estimates of tourism GDP are measured in 2021 **prices** and make use of the Tourism Satellite Accounts (TSA) published by Statistics New Zealand, in conjunction with data on guest nights, visitor expenditure data from MBIE, and Infometrics' regional GDP model. The TSA estimates the contribution of the tourism industry to GDP nationally. For the years 2009-2013, we have apportioned tourism GDP from the TSA to each territorial authority (TA) using constrained shares of visitor expenditure from MBIE's visitor expenditure data.

For the years before 2009, we have calculated growth rates in each TA's tourism GDP, by adjusting TSA industry ratios (that summarise the proportion each industry's output associated with tourism) and applying these adjusted ratios to our estimates of the TA's GDP. Our adjustment takes into consideration each TA's relative exposures to industries and guest night shares compared to the national economy. The estimates for each TA are then benchmarked on the national total from the TSA.

Unallocated

Unallocated items include taxes levied on the purchaser rather than the producing industry (such as GST, import duties, and taxes on capital transactions), and items that cannot easily be allocated to a specific industry (such as the seasonal adjustment balancing item). A seasonal adjustment balancing item is necessary to ensure that the sum of all seasonally adjusted industries can be reconciled with total GDP.