

2010

annual economic profile

**Waimakariri-
Hurunui**



INFOMETRICS

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Executive Summary

Economy

- GDP in Waimakariri-Hurunui measured \$978m in 2010, up 0.5% from a year earlier. New Zealand's GDP declined by 0.5% over the same period.

Figure 1. GDP growth (year to March 2010)

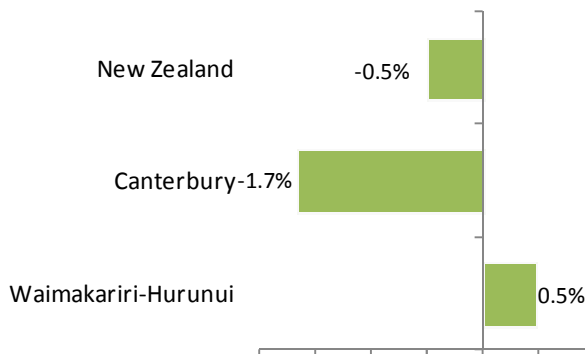
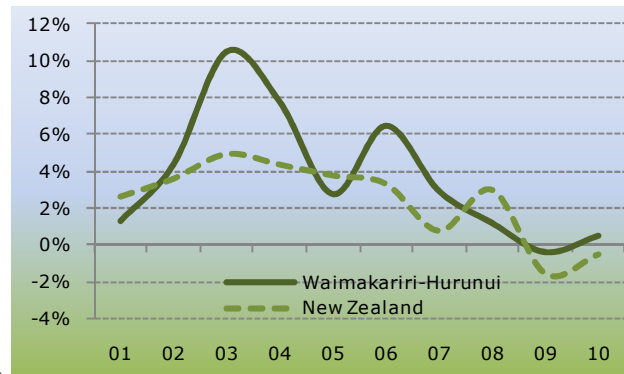
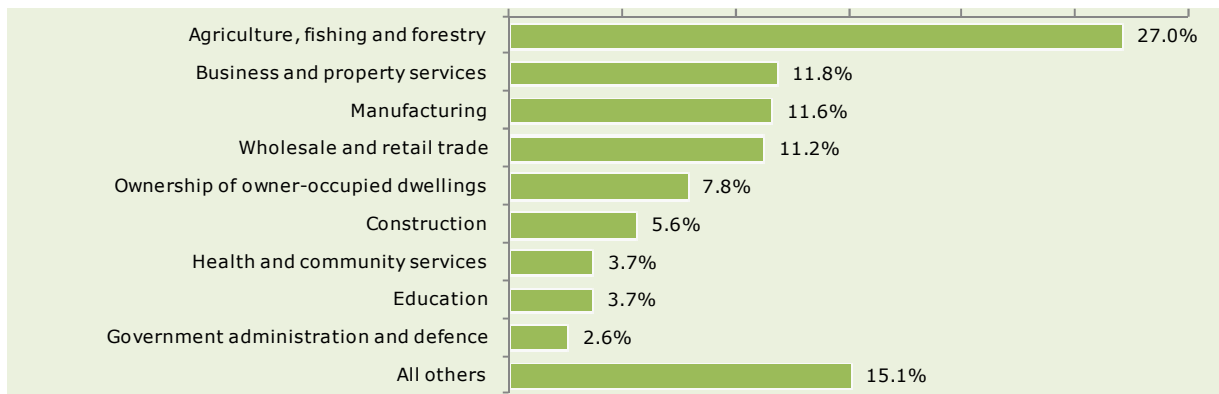


Figure 2. Annual average GDP growth (2000-2010)



- Agriculture, fishing and forestry was the largest industry in Waimakariri-Hurunui in 2010 accounting for 27% of total GDP, followed by business and property services (11.8%) and manufacturing (11.6%).
- Business and property services made the largest contribution to overall growth in Waimakariri-Hurunui between 2009 and 2010. The largest detractor from growth was construction which declined by 8.3%.
- The industries in which Waimakariri-Hurunui has the largest comparative advantages are agriculture, forestry and logging, and wood and paper product manufacturing.

Figure 3. Industry contribution to total GDP in Waimakariri-Hurunui (2010)

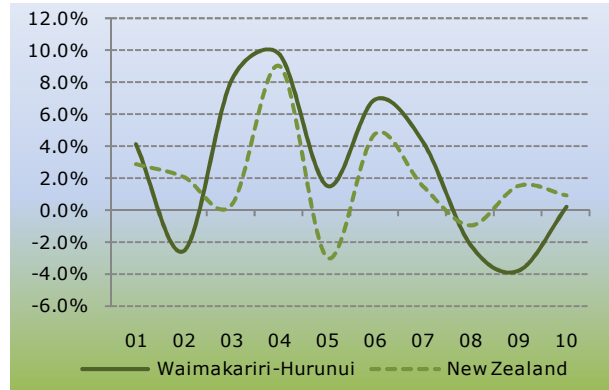


Performance of key sectors

Agriculture, Forestry & Fishing

- Waimakariri-Hurunui's agriculture, forestry & fishing sector contributed 27% to the district's economic output in 2010, down from 30.1% ten years ago.
- Output in the sector grew by 0.2% in 2010 compared with growth of 0.9% in the sector nationally.
- The agriculture, forestry & fishing sector employed an average of 4,097 persons in Waimakariri-Hurunui in 2010 which was down from 4,124 in 2009.

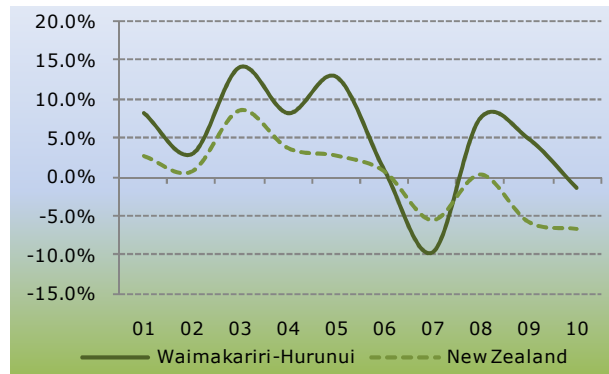
Figure 4. Agriculture, Forestry & Fishing output growth



Manufacturing

- Waimakariri-Hurunui's manufacturing sector contributed 11.6% to the district's economic output in 2010, up from 10.6% ten years ago.
- Output in the sector declined by 1.4% in 2010 compared with a decline of 6.6% in the sector nationally.
- The sector employed 1,686 persons in Waimakariri-Hurunui in 2010, which was down from 1,755 in 2009.

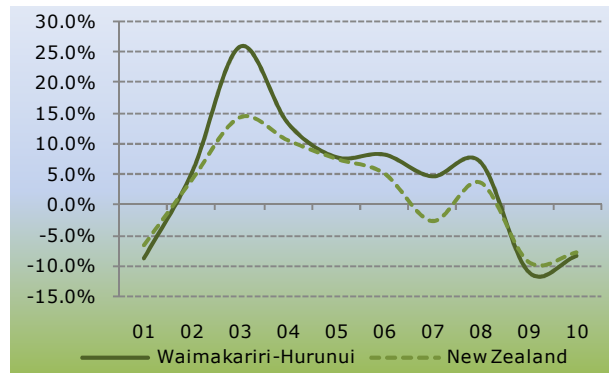
Figure 5. Manufacturing output growth



Construction

- Waimakariri-Hurunui's construction sector contributed 5.6% to the district's economic output in 2010, up from 5.5% ten years ago.
- Output in the sector declined by 8.3% in 2010 compared with a decline of 7.7% in the sector nationally.
- The sector employed an average of 1,935 persons in Waimakariri-Hurunui in 2010, which was down from 2,113 in 2009.

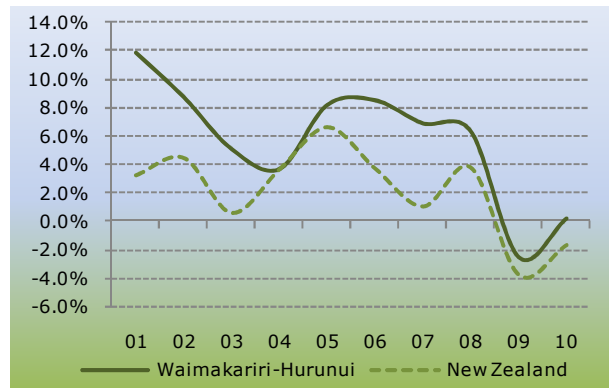
Figure 6. Construction output growth



Retail, Wholesale, Accommodation & Hospitality

- Waimakariri-Hurunui's retail, wholesale, accommodation & hospitality sector contributed 13.5% to the district's economic output in 2010, up from 11.2% ten years ago.
- Output in the sector grew by 0.3% in 2010 compared with a decline of 1.7% in the sector nationally.
- The sector employed 4,197 persons in Waimakariri-Hurunui in 2010, which was down from 4,300 in 2009.

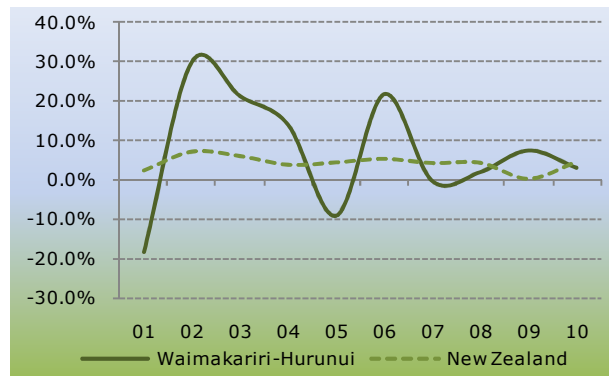
Figure 7. Retail, Wholesale, Accommodation & Hospitality output growth



Finance, Insurance, Property & Business

- Waimakariri-Hurunui's finance, insurance, property & business sector contributed 13.6% to the district's economic output in 2010, up from 10.5% ten years ago.
- Output in the sector grew by 3.2% in 2010 compared with growth of 4.4% in the sector nationally.
- The sector employed 1,573 persons in Waimakariri-Hurunui in 2010, which was down from 1,673 in 2009.

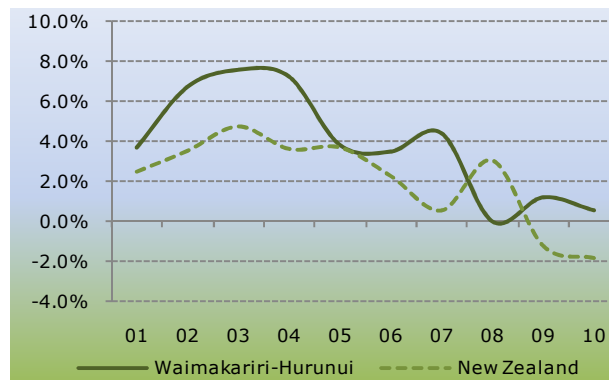
Figure 8. Finance, Insurance, Property & Business output growth



Tourism

- Waimakariri-Hurunui's tourism sector contributed 6.1% to the district's economy in 2010, up from 6% ten years ago.
- Output in the sector grew by 0.5% in 2010 compared with a decline of 1.9% in the sector in the national economy.
- The sector employed 1,644 persons in Waimakariri-Hurunui in 2010 which was down from 1,658 in 2009.

Figure 9. Tourism output growth



Employment

- Total employment in Waimakariri-Hurunui was 17,841 in 2010, down -1.5% from a year earlier. Employment in New Zealand declined by -2.5% over the same period.

Figure 10. Employment growth (year to March 2010)

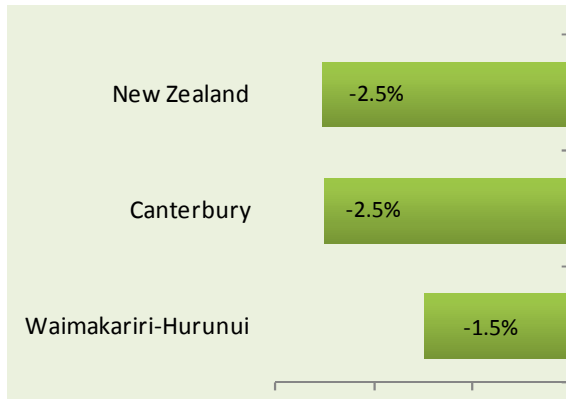
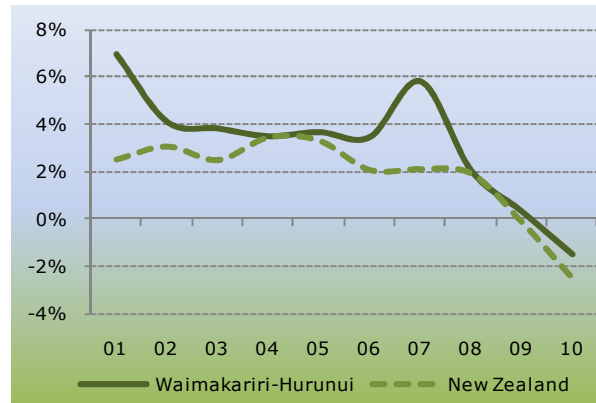
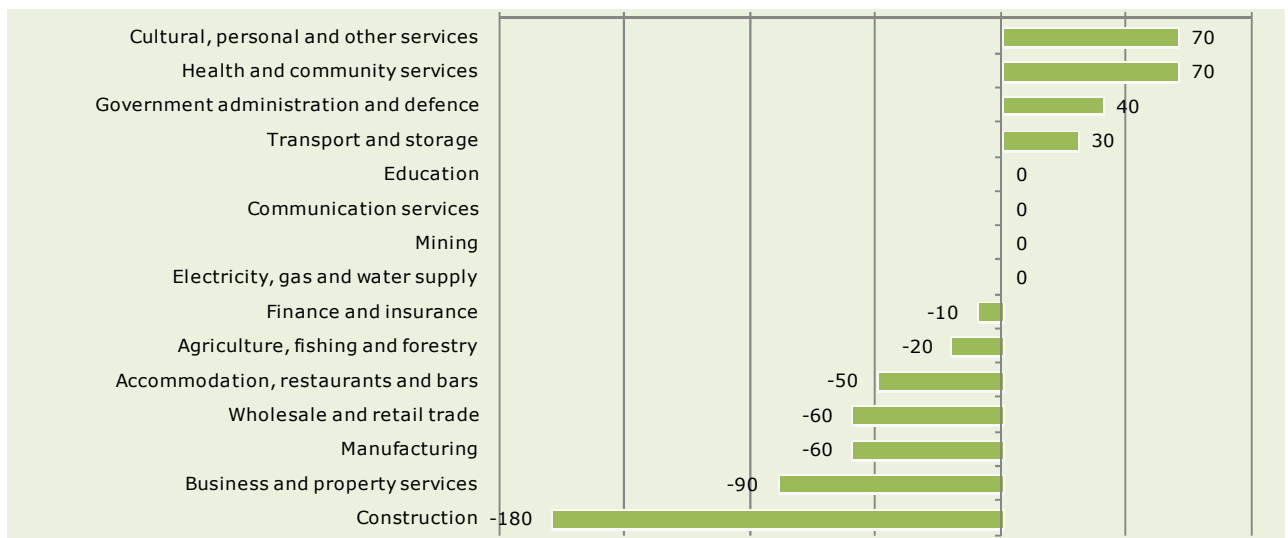


Figure 11. Annual average employment growth (2000-2010)



- Agriculture, fishing and forestry was the largest employer in Waimakariri-Hurunui in 2010 accounting for 23% of total employment, followed by wholesale and retail trade (16.6%) and construction (10.8%).
- Sheep Farming was the largest creator of jobs in Waimakariri-Hurunui between 2009 and 2010 generating an additional 68 positions.
- Services to Agriculture nec was the industry that experienced the largest fall in employment (-57 jobs) followed by house construction (-52 jobs) and business management services (-48 jobs).

Figure 12. Change in employment by industry in Waimakariri-Hurunui (2009 -2010)



Population

- Waimakariri-Hurunui's population reached 58,700 in 2010, up 1.4% from a year earlier. New Zealand's total population grew by 1.2% over the same period.

Figure 13. Population growth (year to June 2010)

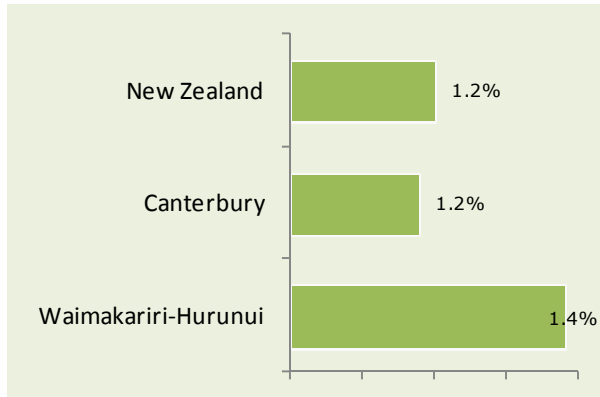
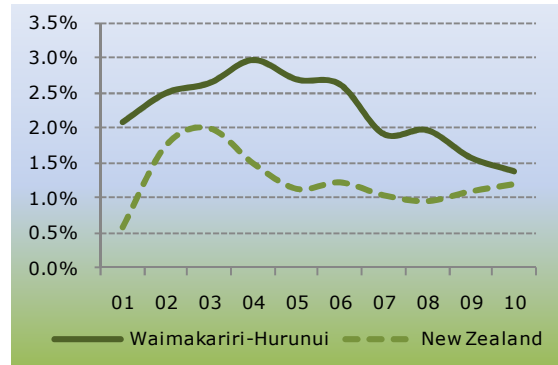


Figure 14. Annual population growth (June years)



Business growth

- A total of 8,319 business units were recorded in Waimakariri-Hurunui in 2010, down 1% from a year earlier. The number of business units in New Zealand declined by 1.7% over the same period.

Figure 15. Business unit growth (year to March 2010)

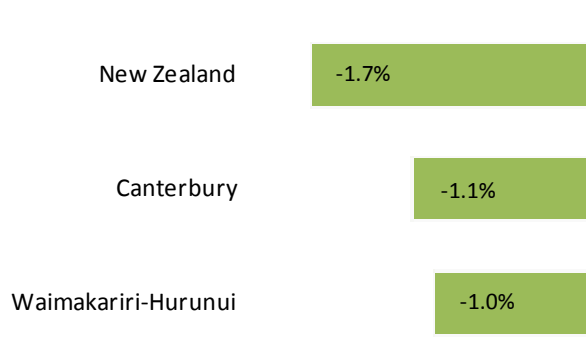
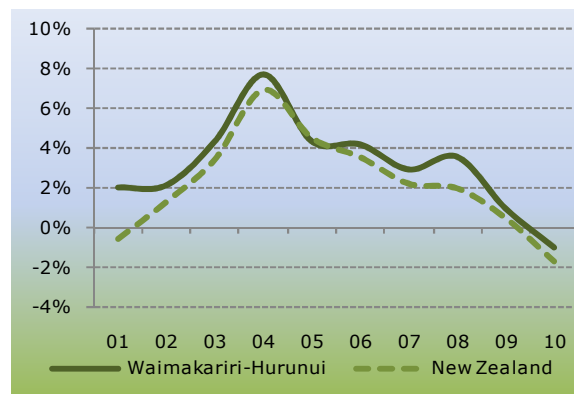


Figure 16. Annual average business unit growth



Main Report

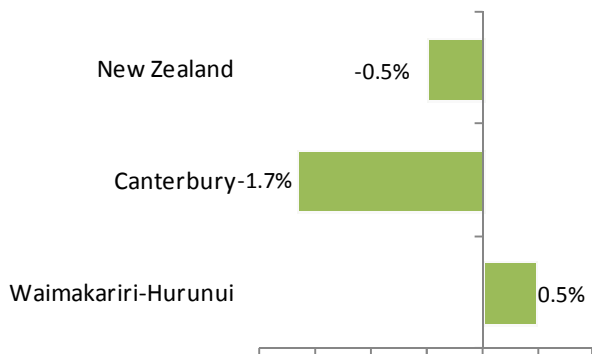
Economy

How fast has Waimakariri-Hurunui's economy grown?

The year to March 2010 was a difficult year for most districts in New Zealand as the economy tentatively recovered from the deep recession. Economic output in the national economy declined by 0.4% compared with the previous year. Strength in the Australian and Chinese economies helped to shore up the New Zealand economy, even as demand

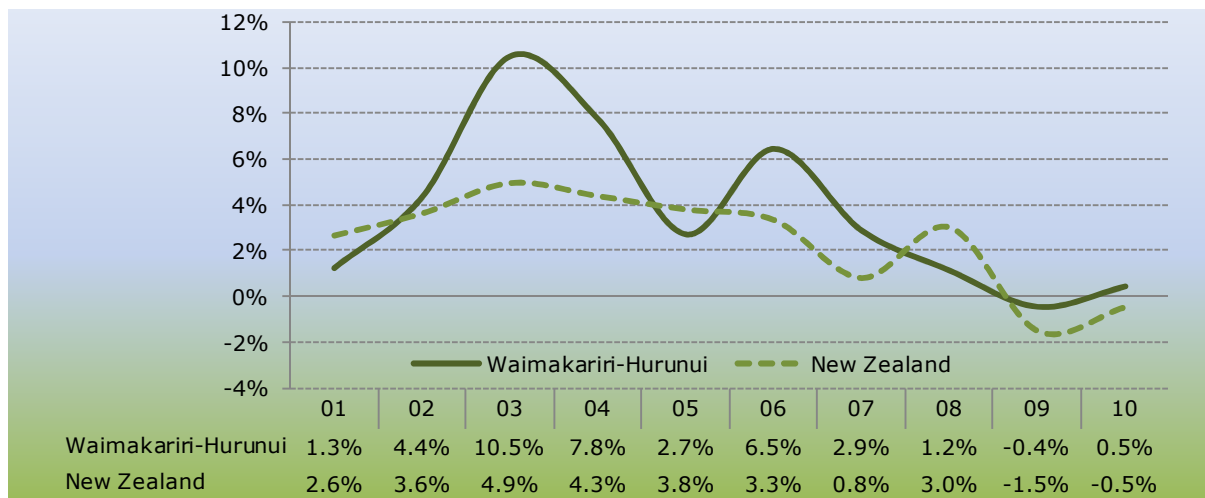
from the rest of the world remained weak. However rising unemployment and consumer caution following the recession held back the rate of recovery in the domestic economy during this period. This section measures Waimakariri-Hurunui's economic performance during the year to March 2010 and previous years.

Figure 17. GDP growth (year to March 2010)



- GDP in Waimakariri-Hurunui measured \$978m in 2010, up 0.5% from a year earlier.
- New Zealand's GDP declined by 0.5% over the same period.
- Economic growth in Waimakariri-Hurunui averaged 3.7%pa between 2000 and 2010 compared with an average of 2.4%pa in the national economy.
- Growth in Waimakariri-Hurunui reached a maximum of 10.5% in 2003 and a minimum of -0.4% in 2009.

Figure 18. Annual average GDP growth (2000-2010)

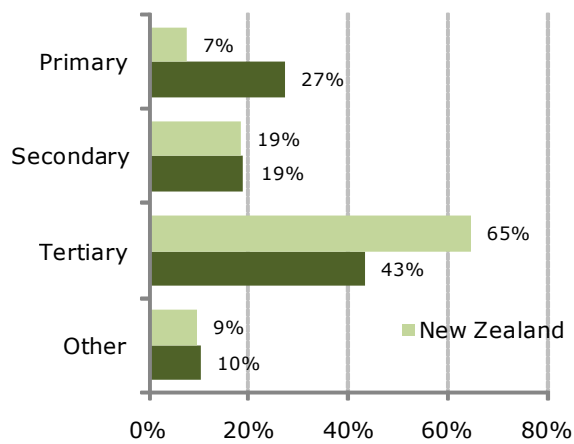


What is the industrial structure of the economy?

This section describes the structure of the economy in terms of two levels of industry classification. Table 1 shows a ranking of the 17 broad (1-digit ANZSIC) industries by total

contribution to GDP while Table 2 shows a ranking of 31 more narrowly defined industries.

Figure 19. Share of total GDP (2010)



- Tertiary industries accounted for the largest proportion of GDP (43%) in Waimakariri-Hurunui, which is lower than in the national economy (65%).
- Primary industries accounted for 27% of GDP which was higher than for New Zealand as a whole (7%)
- Secondary industries accounted for the smallest proportion in Waimakariri-Hurunui: 19% compared with 19% in the national economy.

Table 1. GDP by broad industry (2010)

| | GDP (m, 95/96 prices) | | % of total | |
|--|-----------------------|----------------|---------------------|---------------|
| | Waimakariri-Hurunui | New Zealand | Waimakariri-Hurunui | New Zealand |
| Agriculture, Forestry and Fishing | 264 | 8,373 | 27.0% | 6.3% |
| Mining | 2 | 1,494 | 0.2% | 1.1% |
| Total primary industries | 266 | 9,867 | 27.2% | 7.4% |
| Manufacturing | 113 | 16,553 | 11.6% | 12.4% |
| Electricity, Gas and Water Supply | 18 | 2,646 | 1.8% | 2.0% |
| Construction | 55 | 5,517 | 5.6% | 4.1% |
| Total secondary industries | 186 | 24,716 | 19.0% | 18.5% |
| Wholesale and retail trade | 110 | 17,850 | 11.2% | 13.4% |
| Accommodation, restaurants and bars | 23 | 1,984 | 2.3% | 1.5% |
| Transport and storage | 24 | 5,951 | 2.5% | 4.5% |
| Communication services | 16 | 8,728 | 1.6% | 6.5% |
| Finance and insurance | 18 | 9,921 | 1.8% | 7.4% |
| Property services | 84 | 7,394 | 8.5% | 5.5% |
| Business services | 32 | 11,635 | 3.2% | 8.7% |
| Government Administration and Defence | 25 | 6,779 | 2.6% | 5.1% |
| Education | 36 | 4,453 | 3.7% | 3.3% |
| Health and community services | 36 | 7,498 | 3.7% | 5.6% |
| Cultural, recreational & personal services | 22 | 4,162 | 2.3% | 3.1% |
| Total tertiary industries | 424 | 86,355 | 43.4% | 64.7% |
| Ownership of owner-occupied dwellings | 77 | 9,120 | 7.8% | 6.8% |
| Unallocated | 25 | 3,455 | 2.5% | 2.6% |
| Other | 102 | 12,575 | 10.4% | 9.4% |
| Total | 978 | 133,512 | 100.0% | 100.0% |

Table 2. GDP by detailed industry (2010)

| Industry | GDP (m) | | Share of total | |
|---|-------------------------|----------------|-------------------------|----------------|
| | Waimakari ri-Hurunui | New Zealand | Waimakari ri-Hurunui | New Zealand |
| Agriculture | 228 | 6,600 | 23.3% | 4.9% |
| Fishing | 2 | 189 | 0.2% | 0.1% |
| Forestry and logging | 34 | 1,584 | 3.5% | 12% |
| Mining | 2 | 1,494 | 0.2% | 1.1% |
| Total primary industries | 266 | 9,867 | 27.2% | 7.4% |
| Food, beverage and tobacco manufacturing | 49 | 5,887 | 5.1% | 4.4% |
| Textile and apparel manufacturing | 2 | 619 | 0.2% | 0.5% |
| Wood and paper product manufacturing | 36 | 2,246 | 3.7% | 1.7% |
| Printing, publishing and recorded media | 2 | 1,203 | 0.2% | 0.9% |
| Petroleum, chemical, plastic, rubber manu | 4 | 1,571 | 0.4% | 1.2% |
| Non-metallic mineral products manufacturing | 2 | 720 | 0.2% | 0.5% |
| Metal product manufacturing | 1 | 1,615 | 0.1% | 1.2% |
| Machinery and equipment manufacturing | 15 | 2,260 | 1.5% | 1.7% |
| Furniture and other manufacturing | 3 | 430 | 0.3% | 0.3% |
| Electricity, gas and water supply | 18 | 2,646 | 1.8% | 2.0% |
| Construction | 55 | 5,517 | 5.6% | 4.1% |
| Total secondary industries | 186 | 24,716 | 19.0% | 18.5% |
| Wholesale trade | 35 | 9,839 | 3.5% | 7.4% |
| Retail trade | 75 | 8,011 | 7.7% | 6.0% |
| Accommodation, restaurants and bars | 23 | 1,984 | 2.3% | 1.5% |
| Transport and storage | 24 | 5,951 | 2.5% | 4.5% |
| Communication services | 16 | 8,728 | 1.6% | 6.5% |
| Finance and insurance | 18 | 9,921 | 1.8% | 7.4% |
| Property services | 84 | 7,394 | 8.5% | 5.5% |
| Business services | 32 | 11,635 | 3.2% | 8.7% |
| Central government admin and defence | 8 | 4,951 | 0.8% | 3.7% |
| Local government administration | 18 | 1,827 | 1.8% | 1.4% |
| Education | 36 | 4,453 | 3.7% | 3.3% |
| Health and community services | 36 | 7,498 | 3.7% | 5.6% |
| Cultural and recreational services | 10 | 2,264 | 1.0% | 1.7% |
| Personal and other community services | 12 | 1,898 | 7.8% | 1.4% |
| Total tertiary industries | 424 | 86,355 | 43.4% | 64.7% |
| Ownership of owner-occupied dwellings | 77 | 9,120 | 7.8% | 6.8% |
| Unallocated | 25 | 3,455 | 2.5% | 2.6% |
| Other | 102 | 12,575 | 10.4% | 9.4% |
| Total | 978 | 133,512 | 100.0% | 100.0% |

Which industries make the largest contribution to Waimakariri-Hurunui's economy?

This section describes the structure of the economy in terms of the very broad categories of primary, secondary and tertiary industries. Table 3 shows a ranking of the 17

broad (1-digit ANZSIC) industries by total contribution to GDP while Table 4 shows a ranking of 31 more narrowly defined industries.

- Agriculture, fishing and forestry was the largest industry in Waimakariri-Hurunui in 2010 accounting for 27% of total GDP.
- The second largest industry was business and property services (11.8%) followed by manufacturing (11.6%).
- The industry most overrepresented in Waimakariri-Hurunui relative to the national economy is agriculture, fishing and forestry. This industry contributes 27% to the district's economy compared with 6.3% to the national economy.
- The next most overrepresented industries are accommodation, restaurants and bars (2.3% compared to 1.5% nationally) and construction (5.6% compared with 4.1% nationally).

Table 3. Broad industries ranked by contribution to GDP (2010)

| Rank | | Waimakariri-Hurunui | | New Zealand |
|--------------|---------------------------------------|---------------------|-------------|----------------|
| | | GDP (\$m) | % of total | Share of total |
| 1 | Agriculture, fishing and forestry | 264 | 27.0% | 6.3% |
| 2 | Business and property services | 115 | 11.8% | 14.3% |
| 3 | Manufacturing | 113 | 11.6% | 12.4% |
| 4 | Wholesale and retail trade | 110 | 11.2% | 13.4% |
| 5 | Ownership of owner-occupied dwellings | 77 | 7.8% | 6.8% |
| 6 | Construction | 55 | 5.6% | 4.1% |
| 7 | Health and community services | 36 | 3.7% | 5.6% |
| 8 | Education | 36 | 3.7% | 3.3% |
| 9 | Government administration and defence | 25 | 2.6% | 5.1% |
| 10 | Unallocated | 25 | 2.5% | 2.6% |
| 11 | Transport and storage | 24 | 2.5% | 4.5% |
| 12 | Accommodation, restaurants and bars | 23 | 2.3% | 1.5% |
| 13 | Cultural, personal and other services | 22 | 2.3% | 3.1% |
| 14 | Electricity, gas and water supply | 18 | 1.8% | 2.0% |
| 15 | Finance and insurance | 18 | 1.8% | 7.4% |
| 16 | Communication services | 16 | 1.6% | 6.5% |
| 17 | Mining | 2 | 0.2% | 1.1% |
| Total | | 978 | 100% | 100% |

Figure 20. Industry contribution to total GDP in (2010)

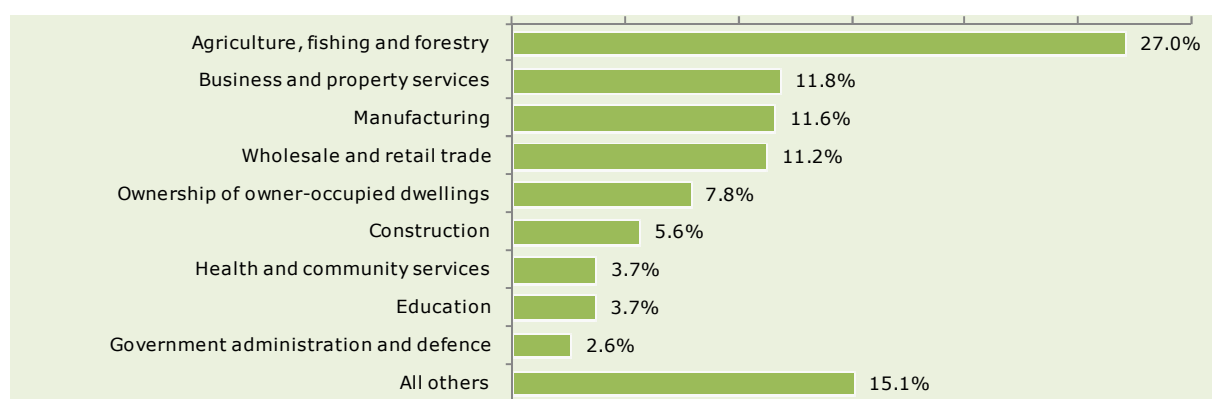


Table 4. Detailed industries ranked by contribution to GDP (2010)

| Rank | | Waimakariri-Hurunui | | New Zealand |
|--------------|---|---------------------|-------------|-------------|
| | | GDP (\$m) | % of total | % of total |
| 1 | Agriculture | 228 | 23.3% | 4.9% |
| 2 | Property services | 84 | 8.5% | 5.5% |
| 3 | Ownership of owner-occupied dwellings | 77 | 7.8% | 6.8% |
| 4 | Retail trade | 75 | 7.7% | 6.0% |
| 5 | Construction | 55 | 5.6% | 4.1% |
| 6 | Food, beverage and tobacco manufacturing | 49 | 5.1% | 4.4% |
| 7 | Health and community services | 36 | 3.7% | 5.6% |
| 8 | Wood and paper product manufacturing | 36 | 3.7% | 1.7% |
| 9 | Education | 36 | 3.7% | 3.3% |
| 10 | Wholesale trade | 35 | 3.5% | 7.4% |
| 11 | Forestry and logging | 34 | 3.5% | 1.2% |
| 12 | Business services | 32 | 3.2% | 8.7% |
| 13 | Unallocated | 25 | 2.5% | 2.6% |
| 14 | Transport and storage | 24 | 2.5% | 4.5% |
| 15 | Accommodation, restaurants and bars | 23 | 2.3% | 1.5% |
| 16 | Electricity, gas and water supply | 18 | 1.8% | 2.0% |
| 17 | Finance and insurance | 18 | 1.8% | 7.4% |
| 18 | Local government administration | 18 | 1.8% | 1.4% |
| 19 | Communication services | 16 | 1.6% | 6.5% |
| 20 | Machinery and equipment manufacturing | 15 | 1.5% | 1.7% |
| 21 | Personal and other community services | 12 | 1.2% | 1.4% |
| 22 | Cultural and recreational services | 10 | 1.0% | 1.7% |
| 23 | Central government admin and defence | 8 | 0.8% | 3.7% |
| 24 | Petroleum, chemical, plastic, rubber manu | 4 | 0.4% | 1.2% |
| 25 | Furniture and other manufacturing | 3 | 0.3% | 0.3% |
| 26 | Fishing | 2 | 0.2% | 0.1% |
| 27 | Mining | 2 | 0.2% | 1.1% |
| 28 | Non-metallic mineral products manufacturing | 2 | 0.2% | 0.5% |
| 29 | Textile and apparel manufacturing | 2 | 0.2% | 0.5% |
| 30 | Printing, publishing and recorded media | 2 | 0.2% | 0.9% |
| 31 | Metal product manufacturing | 1 | 0.1% | 1.2% |
| Total | | 978 | 100% | 100% |

Which are the fastest growing broad industries?

This section describes the broad industries that have experienced the fastest rate of growth over the past year and earlier years. Industry growth can provide an indication of relative industry competitiveness in

Waimakariri-Hurunui. However, high rates of growth do not necessarily indicate competitive industries if the base from which they are growing is small.

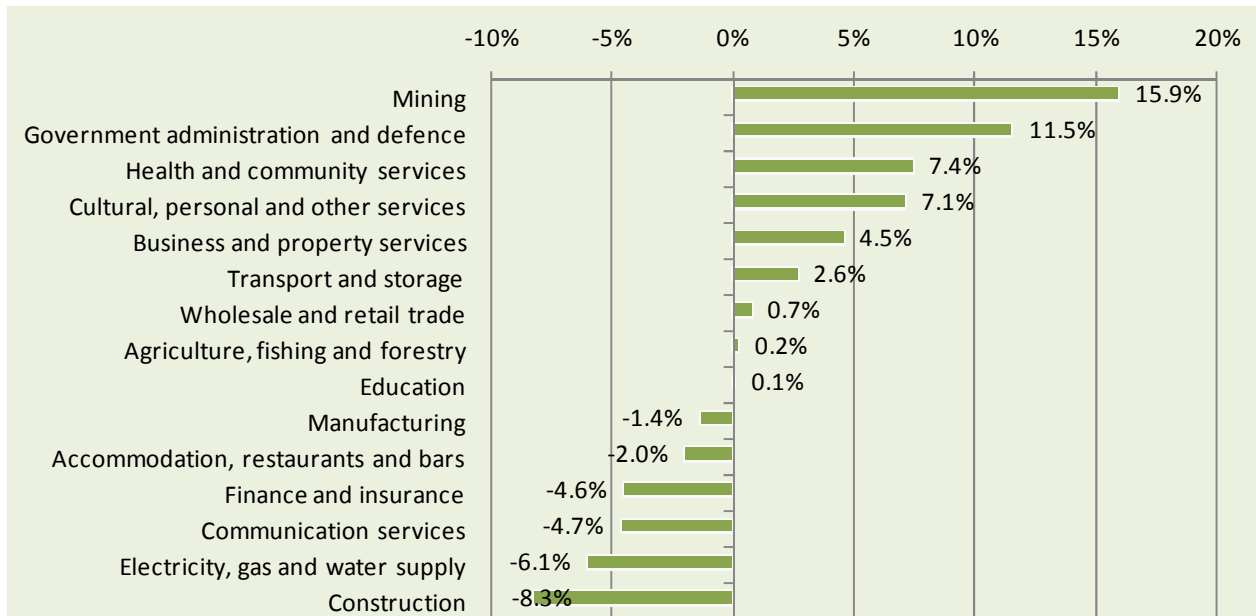
- The mining industry was the fastest growing industry in Waimakariri-Hurunui between 2009 and 2010 with output expanding by 15.9%.
- This industry grew faster in Waimakariri-Hurunui than in New Zealand (0.5%).
- The next fastest growing industries were government administration and defence (11.5%) and health and community services (7.4%).
- Industries with the weakest performance were construction (-8.3%) and electricity, gas and water supply (-6.1%).

Table 5. Waimakariri-Hurunui industries ranked by rate of growth (2009 to 2010)

| Rank | Industry | Waimakariri-Hurunui | Canterbury | New Zealand |
|--------------|---------------------------------------|---------------------|--------------|--------------|
| 1 | Mining | 15.9% | -1.5% | 0.5% |
| 2 | Government administration and defence | 11.5% | 1.9% | 0.9% |
| 3 | Health and community services | 7.4% | 3.9% | 3.8% |
| 4 | Cultural, personal and other services | 7.1% | 5.0% | 1.9% |
| 5 | Business and property services | 4.5% | 6.3% | 5.4% |
| 6 | Transport and storage | 2.6% | -9.4% | -6.3% |
| 7 | Wholesale and retail trade | 0.7% | -0.1% | -1.7% |
| 8 | Agriculture, fishing and forestry | 0.2% | 0.6% | 0.9% |
| 9 | Education | 0.1% | 0.9% | 0.1% |
| 10 | Manufacturing | -1.4% | -7.2% | -6.6% |
| 11 | Accommodation, restaurants and bars | -2.0% | -3.8% | -1.6% |
| 12 | Finance and insurance | -4.6% | 0.4% | 2.5% |
| 13 | Communication services | -4.7% | -11.6% | 1.3% |
| 14 | Electricity, gas and water supply | -6.1% | 1.4% | 4.0% |
| 15 | Construction | -8.3% | -8.9% | -7.7% |
| Total | | 0.5% | -1.7% | -0.5% |

Figure 21 on the following page graphically displays growth by industry during the past year and Table 6 shows growth by industry in Waimakariri-Hurunui over the past one, two, five and ten years.

Figure 21. Waimakariri-Hurunui industries ranked by rate of growth (2009 to 2010)



- Over the past 10 years the fastest growing industries in Waimakariri-Hurunui were mining (9.3%), business and property services (7.5%), and communication services (7.1%).
- The slowest growing industries were transport and storage (-1.9%), unallocated (-0.3%), and finance and insurance (1.2%).

Table 6. GDP growth broad industries: last 1, 2, 5 and 10 years

| Industry | Last year 09 to 10 | Last 2 years 08 to 10 | Last 5 years 05 to 10 | Last 10 years 00 to 10 |
|---------------------------------------|-----------------------|--------------------------|--------------------------|---------------------------|
| Agriculture, fishing and forestry | 0.2% | -18% | 1.0% | 2.5% |
| Mining | 15.9% | 7.2% | -1.2% | 9.3% |
| Manufacturing | -1.4% | 1.7% | 0.3% | 4.6% |
| Electricity, gas and water supply | -6.1% | 0.4% | 7.5% | 1.7% |
| Construction | -8.3% | -9.6% | -0.2% | 3.9% |
| Wholesale and retail trade | 0.7% | -1.2% | 3.9% | 5.9% |
| Accommodation, restaurants and bars | -2.0% | -0.6% | 3.6% | 4.6% |
| Transport and storage | 2.6% | -0.6% | -3.5% | -1.9% |
| Communication services | -4.7% | 3.7% | -2.4% | 7.1% |
| Finance and insurance | -4.6% | -2.6% | 4.7% | 1.2% |
| Business and property services | 4.5% | 6.8% | 7.0% | 7.5% |
| Government administration and defence | 11.5% | 7.2% | 5.7% | 2.7% |
| Education | 0.1% | 2.8% | 2.6% | 3.1% |
| Health and community services | 7.4% | 3.5% | 4.5% | 4.4% |
| Cultural, personal and other services | 7.1% | 5.3% | 5.0% | 4.7% |
| Ownership of owner-occupied dwellings | 2.9% | 2.7% | 2.8% | 2.8% |
| Unallocated | -6.4% | -11.2% | -5.8% | -0.3% |
| Total | 0.5% | 0.0% | 2.1% | 3.7% |

Which are the fastest growing detailed industries in Waimakariri-Hurunui?

This section provides more detail than the last by breaking some of the broad industry categories into smaller categories. It provides rankings of the 29 smaller

categories by rate of growth over the past year and earlier years. Some caution should be exercised in interpreting these data as high rates of growth can be from low bases.

- The central government admin and defence industry was the fastest growing industry in Waimakariri-Hurunui in the year to March 2010 with output expanding by 23.4%. This industry grew faster in Waimakariri-Hurunui than in New Zealand (0%).
- The next fastest growing industries were petroleum, chemical, plastic, rubber manu (20.7%) and mining (15.9%).
- The weakest performing industries were non-metallic mineral products manufacturing (-42.6%) and metal product manufacturing (-32.9%).

Table 7. Waimakariri-Hurunui industries ranked by rate of growth (2009 to 2010)

| Rank | Industry | Hurunui | Canterbury | New Zealand |
|--------------|---|-------------|--------------|--------------|
| 1 | Central government admin and defence | 23.4% | 0.8% | 0.0% |
| 2 | Petroleum, chemical, plastic, rubber manu | 20.7% | -2.5% | 3.2% |
| 3 | Mining | 15.9% | -15% | 0.5% |
| 4 | Cultural and recreational services | 15.7% | 10.1% | 5.0% |
| 5 | Textile and apparel manufacturing | 14.2% | -12.7% | -6.7% |
| 6 | Forestry and logging | 12.1% | 15.1% | 12.3% |
| 7 | Health and community services | 7.4% | 3.9% | 3.8% |
| 8 | Local government administration | 7.1% | 4.2% | 3.4% |
| 9 | Wood and paper product manufacturing | 7.0% | 2.3% | 14% |
| 10 | Property services | 6.9% | 4.8% | 3.7% |
| 11 | Wholesale trade | 4.8% | 0.9% | -2.0% |
| 12 | Food, beverage and tobacco manufacturing | 2.9% | -2.3% | -3.9% |
| 13 | Transport and storage | 2.6% | -9.4% | -6.3% |
| 14 | Personal and other community services | 0.8% | 0.7% | -1.7% |
| 15 | Education | 0.1% | 0.9% | 0.1% |
| 16 | Retail trade | -1.0% | -1.0% | -1.2% |
| 17 | Agriculture | -1.2% | -1.4% | -1.4% |
| 18 | Business services | -1.3% | 7.5% | 6.5% |
| 19 | Accommodation, restaurants and bars | -2.0% | -3.8% | -1.6% |
| 20 | Finance and insurance | -4.6% | 0.4% | 2.5% |
| 21 | Communication services | -4.7% | -11.6% | 1.3% |
| 22 | Electricity, gas and water supply | -6.1% | 1.4% | 4.0% |
| 23 | Construction | -8.3% | -8.9% | -7.7% |
| 24 | Furniture and other manufacturing | -9.7% | -10.6% | -8.0% |
| 25 | Printing, publishing and recorded media | -13.7% | -6.4% | -6.1% |
| 26 | Fishing | -15.6% | 48.0% | -5.4% |
| 27 | Machinery and equipment manufacturing | -19.8% | -17.3% | -16.5% |
| 28 | Metal product manufacturing | -32.9% | -13.0% | -14.3% |
| 29 | Non-metallic mineral products manufacturing | -42.6% | -18.4% | -14.9% |
| Total | | 0.5% | -1.7% | -0.5% |

- Over the past 10 years the fastest growing industries in Waimakariri-Hurunui were fishing (33.9%), food, beverage and tobacco manufacturing (11.4%), and non-metallic mineral products manufacturing (9.7%).
- The weakest performing were printing, publishing and recorded media (-9%), transport and storage (-1.9%), and forestry and logging (-1.2%).

Table 8. GDP growth by detailed industries: last 1, 2, 5 and 10 years

| Industry | Last year | Last 2 years | Last 5 years | Last 10 years |
|---|-------------|--------------|--------------|---------------|
| | 09 to 10 | 08 to 10 | 05 to 10 | 00 to 10 |
| Agriculture | -1.2% | -2.6% | 1.4% | 3.2% |
| Fishing | -15.6% | 48.8% | -13.7% | 33.9% |
| Forestry and logging | 12.1% | 2.1% | 0.1% | -1.2% |
| Mining | 15.9% | 7.2% | -1.2% | 9.3% |
| Food, beverage and tobacco manufacturing | 2.9% | 5.9% | 4.8% | 11.4% |
| Textile and apparel manufacturing | 14.2% | 32.2% | 6.9% | 4.9% |
| Wood and paper product manufacturing | 7.0% | 4.0% | -2.0% | 1.1% |
| Printing, publishing and recorded media | -13.7% | -7.8% | -17.7% | -9.0% |
| Petroleum, chemical, plastic, rubber manu | 20.7% | 14.3% | -0.2% | 6.2% |
| Non-metallic mineral products manufacturing | -42.6% | -13.9% | 9.9% | 9.7% |
| Metal product manufacturing | -32.9% | -16.6% | -15.4% | 0.7% |
| Machinery and equipment manufacturing | -19.8% | -11.8% | -1.6% | 2.0% |
| Furniture and other manufacturing | -9.7% | -5.5% | -4.6% | 4.0% |
| Electricity, gas and water supply | -6.1% | 0.4% | 7.5% | 1.7% |
| Construction | -8.3% | -9.6% | -0.2% | 3.9% |
| Wholesale trade | 4.8% | -4.4% | 5.8% | 7.7% |
| Retail trade | -1.0% | 0.4% | 3.1% | 5.2% |
| Accommodation, restaurants and bars | -2.0% | -0.6% | 3.6% | 4.6% |
| Transport and storage | 2.6% | -0.6% | -3.5% | -1.9% |
| Communication services | -4.7% | 3.7% | -2.4% | 7.1% |
| Finance and insurance | -4.6% | -2.6% | 4.7% | 1.2% |
| Property services | 6.9% | 9.9% | 7.2% | 7.9% |
| Business services | -1.3% | -0.1% | 6.6% | 6.5% |
| Central government admin and defence | 23.4% | 14.2% | 7.6% | 4.6% |
| Local government administration | 7.1% | 4.6% | 4.9% | 2.0% |
| Education | 0.1% | 2.8% | 2.6% | 3.1% |
| Health and community services | 7.4% | 3.5% | 4.5% | 4.4% |
| Cultural and recreational services | 15.7% | 11.1% | 4.7% | 6.9% |
| Personal and other community services | 0.8% | 1.1% | 5.3% | 3.2% |
| Ownership of owner-occupied dwellings | 2.9% | 2.7% | 2.8% | 2.8% |
| Unallocated | -6.4% | -11.2% | -5.8% | -0.3% |
| Total | 0.5% | 0.0% | 2.1% | 3.7% |

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 Waimakariri-Hurunui's economy taking into account their relative sizes.

- Business and property services made the largest contribution to overall growth in Waimakariri-Hurunui between 2009 and 2010. The industry grew by 4.5% over the year and contributed 0.5 percentage points to the district's total growth of 0.5%.
- The next largest contributor was government administration and defence (0.3 percentage points) followed by health and community services (0.3 percentage points).
- The largest detractor from growth over the year was construction which declined by 8.3% and contributed -0.5 percentage points to the total growth of 0.5%.
- Unallocated (-0.2 percentage points) and manufacturing (-0.2 percentage points) were the next largest detractors.

Table 9. Broad industries ranked by % point contribution to GDP growth (2009 -2010)

| Rank | Industry | GDP | | % point contribution to growth | Annual % growth |
|--------------|---------------------------------------|------------|------------|--------------------------------|-----------------|
| | | 2009 | 2010 | | |
| 1 | Business and property services | 110 | 115 | 0.5% | 4.5% |
| 2 | Government administration and defence | 23 | 25 | 0.3% | 11.5% |
| 3 | Health and community services | 33 | 36 | 0.3% | 7.4% |
| 4 | Ownership of owner-occupied dwellings | 74 | 77 | 0.2% | 2.9% |
| 5 | Cultural, personal and other services | 21 | 22 | 0.2% | 7.1% |
| 6 | Wholesale and retail trade | 109 | 110 | 0.1% | 0.7% |
| 7 | Transport and storage | 24 | 24 | 0.1% | 2.6% |
| 8 | Agriculture, fishing and forestry | 264 | 264 | 0.1% | 0.2% |
| 9 | Mining | 2 | 2 | 0.0% | 15.9% |
| 10 | Education | 36 | 36 | 0.0% | 0.1% |
| 11 | Accommodation, restaurants and bars | 23 | 23 | 0.0% | -2.0% |
| 12 | Communication services | 17 | 16 | -0.1% | -4.7% |
| 13 | Finance and insurance | 19 | 18 | -0.1% | -4.6% |
| 14 | Electricity, gas and water supply | 19 | 18 | -0.1% | -6.1% |
| 15 | Manufacturing | 115 | 113 | -0.2% | -1.4% |
| 16 | Unallocated | 27 | 25 | -0.2% | -6.4% |
| 17 | Construction | 60 | 55 | -0.5% | -8.3% |
| Total | | 973 | 978 | 0.5% | 0.5% |

- Over the past 10 years the broad industries making the largest contribution to GDP growth in Waimakariri-Hurunui were business and property services (0.7 percentage points), agriculture, fishing and forestry (0.7 percentage points), and wholesale and retail trade (0.6 percentage points).
- The broad industries making the lowest contributions were transport and storage (-0.1 percentage points), unallocated (0 percentage points), and mining (0 percentage points).

Table 10. Broad industries contribution to growth: last 1, 2, 5 and 10 years

| Industry | Last year | Last 2 years | Last 5 years | Last 10 years |
|---------------------------------------|-------------|--------------|--------------|---------------|
| | 09 to 10 | 08 to 10 | 05 to 10 | 00 to 10 |
| Agriculture, fishing and forestry | 0.1% | -0.5% | 0.3% | 0.7% |
| Mining | 0.0% | 0.0% | 0.0% | 0.0% |
| Manufacturing | -0.2% | 0.2% | 0.0% | 0.5% |
| Electricity, gas and water supply | -0.1% | 0.0% | 0.1% | 0.0% |
| Construction | -0.5% | -0.6% | 0.0% | 0.2% |
| Wholesale and retail trade | 0.1% | -0.1% | 0.4% | 0.6% |
| Accommodation, restaurants and bars | 0.0% | 0.0% | 0.1% | 0.1% |
| Transport and storage | 0.1% | 0.0% | -0.1% | -0.1% |
| Communication services | -0.1% | 0.1% | 0.0% | 0.1% |
| Finance and insurance | -0.1% | 0.0% | 0.1% | 0.0% |
| Business and property services | 0.5% | 0.7% | 0.7% | 0.7% |
| Government administration and defence | 0.3% | 0.2% | 0.1% | 0.1% |
| Education | 0.0% | 0.1% | 0.1% | 0.1% |
| Health and community services | 0.3% | 0.1% | 0.2% | 0.2% |
| Cultural, personal and other services | 0.2% | 0.1% | 0.1% | 0.1% |
| Ownership of owner-occupied dwellings | 0.2% | 0.2% | 0.2% | 0.2% |
| Unallocated | -0.2% | -0.3% | -0.2% | 0.0% |
| Total | 0.5% | 0.0% | 2.1% | 3.7% |

Which detailed industries made the largest contribution to economic growth?

- Property services made the largest contribution to growth in Waimakariri-Hurunui in the year to March 2010. The industry grew by 6.9% over the year and contributed 0.6 percentage points to the district's total growth of 0.5%.
- The next largest contributor was forestry and logging which contributed 0.4 percentage points followed by health and community services (0.4 percentage points).
- The largest detractor from growth over the year was construction which declined by 8.3% and contributed -0.5 percentage points to the total growth of 0.5%.
- Machinery and equipment manufacturing (-0.4 percentage points) and agriculture (-0.3 percentage points) were the next largest detractors.

Table 11. Broad industries ranked by % point contribution to GDP growth (2009 -2010)

| Rank | Industry | GDP (\$m) | | % point contribution to growth | Annual % growth |
|--------------|---|------------|------------|--------------------------------|-----------------|
| | | 2009 | 2010 | | |
| 1 | Property services | 78 | 84 | 0.6% | 6.9% |
| 2 | Forestry and logging | 31 | 34 | 0.4% | 12.1% |
| 3 | Health and community services | 33 | 36 | 0.3% | 7.4% |
| 4 | Wood and paper product manufacturing | 33 | 36 | 0.2% | 7.0% |
| 5 | Ownership of owner-occupied dwellings | 74 | 77 | 0.2% | 2.9% |
| 6 | Wholesale trade | 33 | 35 | 0.2% | 4.8% |
| 7 | Central government admin and defence | 6 | 8 | 0.1% | 23.4% |
| 8 | Food, beverage and tobacco manufacturing | 48 | 49 | 0.1% | 2.9% |
| 9 | Cultural and recreational services | 9 | 10 | 0.1% | 15.7% |
| 10 | Local government administration | 16 | 18 | 0.1% | 7.1% |
| 11 | Petroleum, chemical, plastic, rubber manu | 3 | 4 | 0.1% | 20.7% |
| 12 | Transport and storage | 24 | 24 | 0.1% | 2.6% |
| 13 | Mining | 2 | 2 | 0.0% | 15.9% |
| 14 | Textile and apparel manufacturing | 1 | 2 | 0.0% | 14.2% |
| 15 | Personal and other community services | 12 | 12 | 0.0% | 0.8% |
| 16 | Education | 36 | 36 | 0.0% | 0.1% |
| 17 | Printing, publishing and recorded media | 2 | 2 | 0.0% | -13.7% |
| 18 | Furniture and other manufacturing | 3 | 3 | 0.0% | -9.7% |
| 19 | Fishing | 2 | 2 | 0.0% | -15.6% |
| 20 | Business services | 32 | 32 | 0.0% | -1.3% |
| 21 | Accommodation, restaurants and bars | 23 | 23 | 0.0% | -2.0% |
| 22 | Metal product manufacturing | 2 | 1 | -0.1% | -32.9% |
| 23 | Retail trade | 76 | 75 | -0.1% | -1.0% |
| 24 | Communication services | 17 | 16 | -0.1% | -4.7% |
| 25 | Finance and insurance | 19 | 18 | -0.1% | -4.6% |
| 26 | Electricity, gas and water supply | 19 | 18 | -0.1% | -6.1% |
| 27 | Non-metallic mineral products manufacturing | 3 | 2 | -0.2% | -42.6% |
| 28 | Unallocated | 27 | 25 | -0.2% | -6.4% |
| 29 | Agriculture | 231 | 228 | -0.3% | -1.2% |
| 30 | Machinery and equipment manufacturing | 18 | 15 | -0.4% | -19.8% |
| 31 | Construction | 60 | 55 | -0.5% | -8.3% |
| Total | | 973 | 978 | 0.5% | 0.5% |

- Over the past 10 years the industries making the largest contribution to GDP growth in Waimakariri-Hurunui were agriculture (0.8 percentage points), property services (0.6 percentage points), and food, beverage and tobacco manufacturing (0.4 percentage points).
- The industries making the smallest contributions were transport and storage (-0.1 percentage points), forestry and logging (-0.1 percentage points), and printing, publishing and recorded media (0 percentage points).

Table 12. Detailed industries percentage point contribution to growth: last 1, 2, 5 and 10 years

| Industry | Last year 09 to 10 | Last 2 years 08 to 10 | Last 5 years 05 to 10 | Last 10 years 00 to 10 |
|--|-----------------------|--------------------------|--------------------------|---------------------------|
| Agriculture | -0.3% | -0.6% | 0.3% | 0.8% |
| Fishing | 0.0% | 0.1% | 0.0% | 0.0% |
| Forestry and logging | 0.4% | 0.1% | 0.0% | -0.1% |
| Mining | 0.0% | 0.0% | 0.0% | 0.0% |
| Food, beverage and tobacco manufacturing | 0.1% | 0.3% | 0.2% | 0.4% |
| Textile and apparel manufacturing | 0.0% | 0.0% | 0.0% | 0.0% |
| Wood and paper product manufacturing | 0.2% | 0.1% | -0.1% | 0.0% |
| Printing, publishing and recorded media | 0.0% | 0.0% | -0.1% | 0.0% |
| Petroleum, chemical, plastic, rubber manu | 0.1% | 0.0% | 0.0% | 0.0% |
| No n-metallic mineral products manufacturing | -0.2% | 0.0% | 0.0% | 0.0% |
| Metal product manufacturing | -0.1% | 0.0% | 0.0% | 0.0% |
| Machinery and equipment manufacturing | -0.4% | -0.2% | 0.0% | 0.0% |
| Furniture and other manufacturing | 0.0% | 0.0% | 0.0% | 0.0% |
| Electricity, gas and water supply | -0.1% | 0.0% | 0.1% | 0.0% |
| Construction | -0.5% | -0.6% | 0.0% | 0.2% |
| Wholesale trade | 0.2% | -0.2% | 0.2% | 0.2% |
| Retail trade | -0.1% | 0.0% | 0.2% | 0.4% |
| Accommodation, restaurants and bars | 0.0% | 0.0% | 0.1% | 0.1% |
| Transport and storage | 0.1% | 0.0% | -0.1% | -0.1% |
| Communication services | -0.1% | 0.1% | 0.0% | 0.1% |
| Finance and insurance | -0.1% | 0.0% | 0.1% | 0.0% |
| Property services | 0.6% | 0.7% | 0.5% | 0.6% |
| Business services | 0.0% | 0.0% | 0.2% | 0.2% |
| Central government admin and defence | 0.1% | 0.1% | 0.0% | 0.0% |
| Local government administration | 0.1% | 0.1% | 0.1% | 0.0% |
| Education | 0.0% | 0.1% | 0.1% | 0.1% |
| Health and community services | 0.3% | 0.1% | 0.2% | 0.2% |
| Cultural and recreational services | 0.1% | 0.1% | 0.0% | 0.1% |
| Personal and other community services | 0.0% | 0.0% | 0.1% | 0.0% |
| Ownership of owner-occupied dwellings | 0.2% | 0.2% | 0.2% | 0.2% |
| Unallocated | -0.2% | -0.3% | -0.2% | 0.0% |
| Total | 0.5% | 0.0% | 2.1% | 3.7% |

In which industries does Waimakariri-Hurunui 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 industries in which Waimakariri-Hurunui has the largest comparative advantages are agriculture (location quotient = 4.7), forestry and logging (3), and wood and paper product manufacturing (2.2).

| Rank | Industry | Location Quotient | Share of total GDP | |
|------|---|-------------------|--------------------|---------------|
| | | | Hurunui | New Zealand |
| 1 | Agriculture | 4.7 | 23.3% | 4.9% |
| 2 | Forestry and logging | 3.0 | 3.5% | 12% |
| 3 | Wood and paper product manufacturing | 2.2 | 3.7% | 1.7% |
| 4 | Accommodation, restaurants and bars | 1.6 | 2.3% | 1.5% |
| 5 | Property services | 1.5 | 8.5% | 5.5% |
| 6 | Fishing | 1.5 | 0.2% | 0.1% |
| 7 | Construction | 1.4 | 5.6% | 4.1% |
| 8 | Local government administration | 1.3 | 1.8% | 1.4% |
| 9 | Retail trade | 1.3 | 7.7% | 6.0% |
| 10 | Food, beverage and tobacco manufacturing | 1.1 | 5.1% | 4.4% |
| 11 | Education | 1.1 | 3.7% | 3.3% |
| 12 | Furniture and other manufacturing | 0.9 | 0.3% | 0.3% |
| 13 | Electricity, gas and water supply | 0.9 | 1.8% | 2.0% |
| 14 | Machinery and equipment manufacturing | 0.9 | 1.5% | 1.7% |
| 15 | Personal and other community services | 0.9 | 1.2% | 1.4% |
| 16 | Health and community services | 0.7 | 3.7% | 5.6% |
| 17 | Cultural and recreational services | 0.6 | 1.0% | 1.7% |
| 18 | Transport and storage | 0.6 | 2.5% | 4.5% |
| 19 | Wholesale trade | 0.5 | 3.5% | 7.4% |
| 20 | Non-metallic mineral products manufacturing | 0.4 | 0.2% | 0.5% |
| 21 | Textile and apparel manufacturing | 0.4 | 0.2% | 0.5% |
| 22 | Business services | 0.4 | 3.2% | 8.7% |
| 23 | Petroleum, chemical, plastic, rubber manu | 0.3 | 0.4% | 1.2% |
| 24 | Communication services | 0.2 | 1.6% | 6.5% |
| 25 | Finance and insurance | 0.2 | 1.8% | 7.4% |
| 26 | Central government admin and defence | 0.2 | 0.8% | 3.7% |
| 27 | Printing, publishing and recorded media | 0.2 | 0.2% | 0.9% |
| 28 | Mining | 0.2 | 0.2% | 1.1% |
| 29 | Metal product manufacturing | 0.1 | 0.1% | 1.2% |
| | Ownership of owner-occupied dwellings | | 7.8% | 6.8% |
| | Unallocated | | 2.5% | 2.6% |
| | Total | | 100.0% | 100.0% |

Performance of key sectors

How well has the agriculture, forestry & fishing sector performed in Waimakariri-Hurunui?

The section describes the performance of the first key sector in Waimakariri-Hurunui: agriculture, forestry & fishing. It compares how the sector has performed relative to the

rest of the district's economy in terms of economic output, employment and business unit growth.

Table 13. Economic indicators for agriculture, forestry & fishing

| Indicator | 2010 | % of district total | % of national sector | Growth (2009 to 2010) | |
|------------------|-------|---------------------|----------------------|-----------------------|-------------|
| | | | | Waimakariri-Hurunui | New Zealand |
| GDP (\$ million) | \$264 | 27.0% | 3.2% | 0.2% | 0.9% |
| Employment | 4,097 | 23.0% | 2.9% | -0.6% | -0.7% |
| Business Units | 3,170 | 38.1% | 4.2% | -0.3% | -2.2% |

Economic Output

- The agriculture, forestry & fishing sector generated \$264 million in economic output in Waimakariri-Hurunui in 2010.
- The sector contributed 27% to the district's economic output in 2010, down from 30.1% ten years ago.
- Waimakariri-Hurunui's agriculture, forestry & fishing sector economic output grew by 0.2% in 2010 compared with growth of 0.9% in the sector nationally.
- Growth in the sector in Waimakariri-Hurunui has averaged 2.5%pa over the last ten years, varying from a low of -3.8% in 2009 to a high of 9.7% in 2004.

Table 14. Output growth in the agriculture, forestry & fishing sector

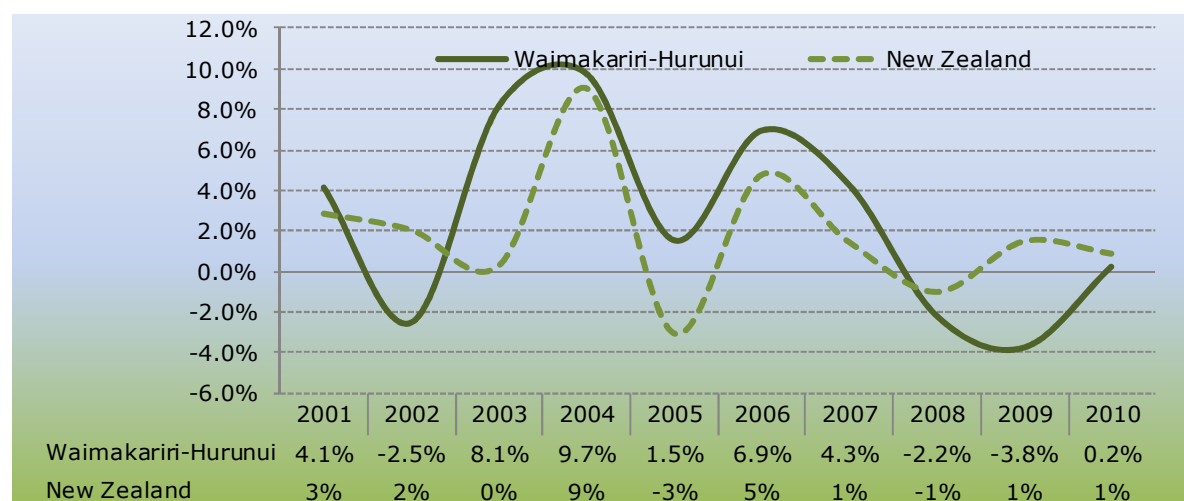
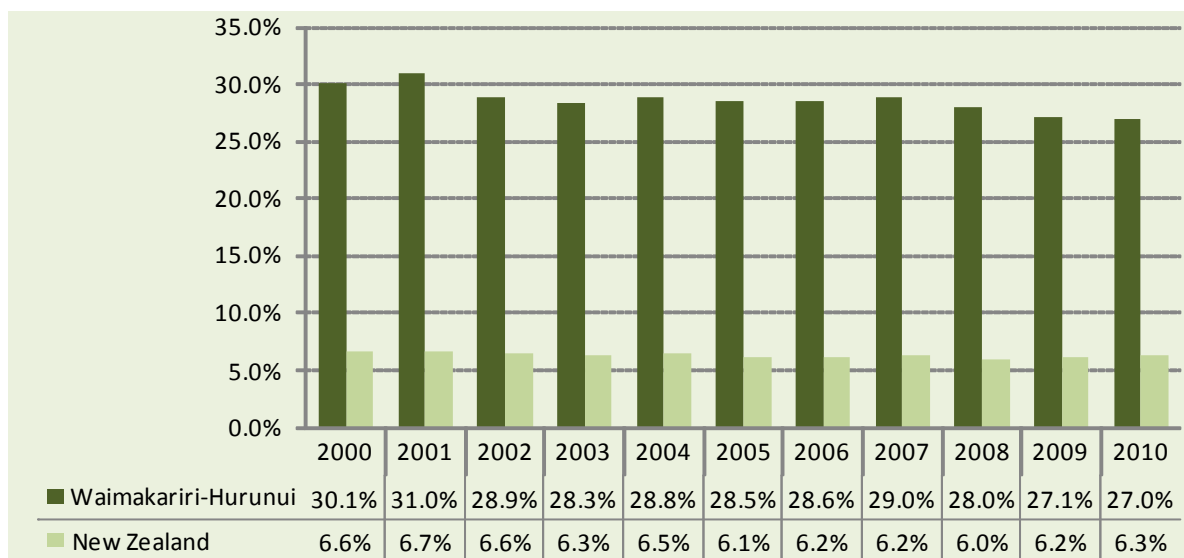


Figure 22. Agriculture, Forestry & Fishing's share of total economic output



Employment

- The agriculture, forestry & fishing sector employed an average of 4,097 persons in Waimakariri-Hurunui in 2010 which was down from 4,124 in 2009.
- Employment growth in the sector averaged 0.8% over the past ten years compared with total employment growth in the district of 3.2%.
- Growth in the sector peaked at 12.1% in 2001.

Business units

- Approximately 3,170 business units were in operation in the agriculture, forestry & fishing sector in Waimakariri-Hurunui in 2010, which was down from 3180 in 2009.
- The number of business units peaked at 3,359 in 2006.

How well has the manufacturing sector performed in Waimakariri-Hurunui?

The section describes the performance of the second key sector in Waimakariri-Hurunui: manufacturing. It compares how the sector has performed relative to the rest of the

district's economy in terms of economic output, employment and business unit growth.

Table 15. Economic indicators for manufacturing

| Indicator | 2010 | % of district total | % of national sector | Growth (2009 to 2010) | |
|------------------|-------|---------------------|----------------------|-----------------------|-------------|
| | | | | Waimakariri-Hurunui | New Zealand |
| GDP (\$ million) | \$113 | 11.6% | 0.7% | -1.4% | -6.6% |
| Employment | 1,686 | 9.5% | 0.7% | -3.9% | -7.1% |
| Business Units | 330 | 4.0% | 1.4% | -2.4% | -2.7% |

Economic Output

- The manufacturing sector generated \$113 million in economic output in Waimakariri-Hurunui in 2010.
- The sector contributed 11.6% to the district's economic output in 2010, up from 10.6% ten years ago.
- Waimakariri-Hurunui's manufacturing sector economic output declined by 1.4% in 2010 compared with a decline of 6.6% in the sector nationally.
- Growth in the sector in Waimakariri-Hurunui has averaged 4.6%pa over the last ten years, varying from a low of -9.7% in 2007 to a high of 14.1% in 2003.

Table 16. Output growth in the manufacturing sector

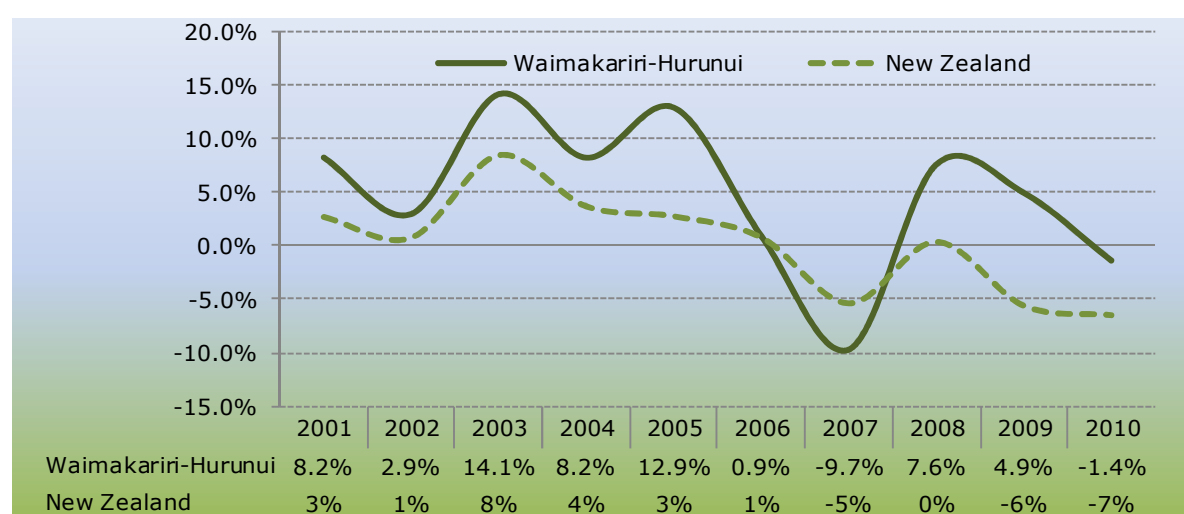
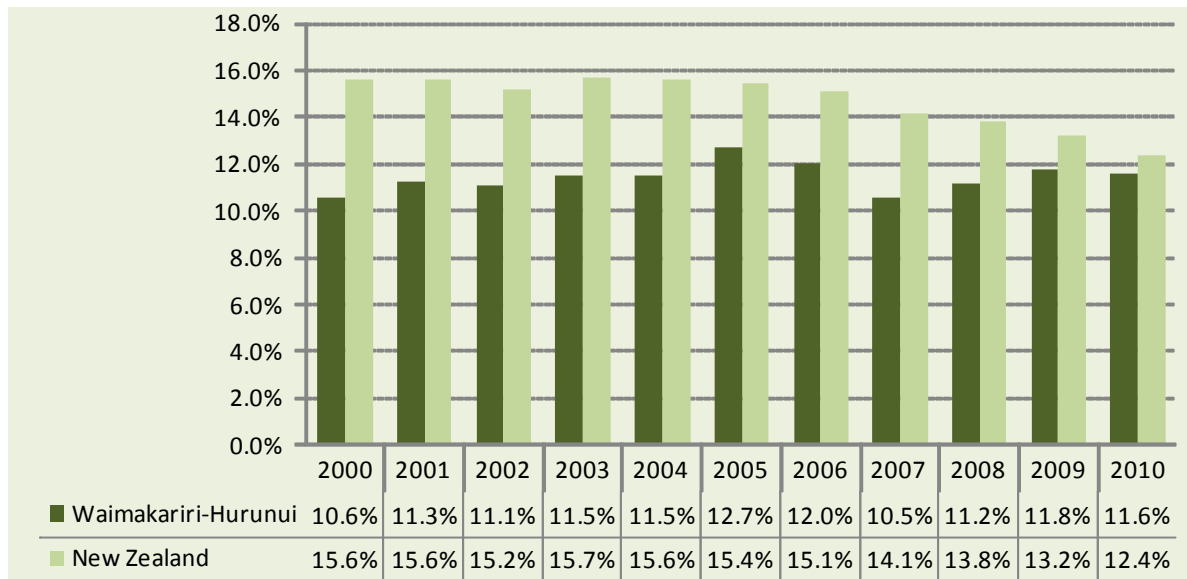


Figure 23. Manufacturing's share of total economic output



Employment

- The manufacturing sector employed an average of 1,686 persons in Waimakariri-Hurunui in 2010 which was down from 1,755 in 2009.
- Employment growth in the sector averaged 3.2% over the past ten years compared with total employment growth in the district of 3.2%.
- Growth in the sector peaked at 9.4% in 2001.

Business units

- Approximately 330 business units were in operation in the manufacturing sector in Waimakariri-Hurunui in 2010, which was down from 338 in 2009.
- The number of business units peaked at 338 in 2009.

How well has the construction sector performed in Waimakariri-Hurunui?

The section describes the performance of the third key sector in Waimakariri-Hurunui: construction. It compares how the sector has performed relative to the rest of the

district’s economy in terms of economic output, employment and business unit growth.

Table 17. Economic indicators for construction

| Indicator | 2010 | % of district total | % of national sector | Growth (2009 to 2010) | |
|------------------|-------|---------------------|----------------------|-----------------------|-------------|
| | | | | Waimakariri-Hurunui | New Zealand |
| GDP (\$ million) | \$55 | 5.6% | 1.0% | -8.3% | -7.7% |
| Employment | 1,935 | 10.8% | 1.2% | -8.4% | -8.8% |
| Business Units | 828 | 10.0% | 1.7% | -8.1% | -5.2% |

Economic Output

- The construction sector generated \$55 million in economic output in Waimakariri-Hurunui in 2010.
- The sector contributed 5.6% to the district's economic output in 2010, up from 5.5% ten years ago.
- Waimakariri-Hurunui's construction sector economic output declined by 8.3% in 2010 compared with a decline of 7.7% in the sector nationally.
- Growth in the sector in Waimakariri-Hurunui has averaged 3.9%pa over the last ten years, varying from a low of -10.9% in 2009 to a high of 26% in 2003.

Table 18. Output growth in the construction sector

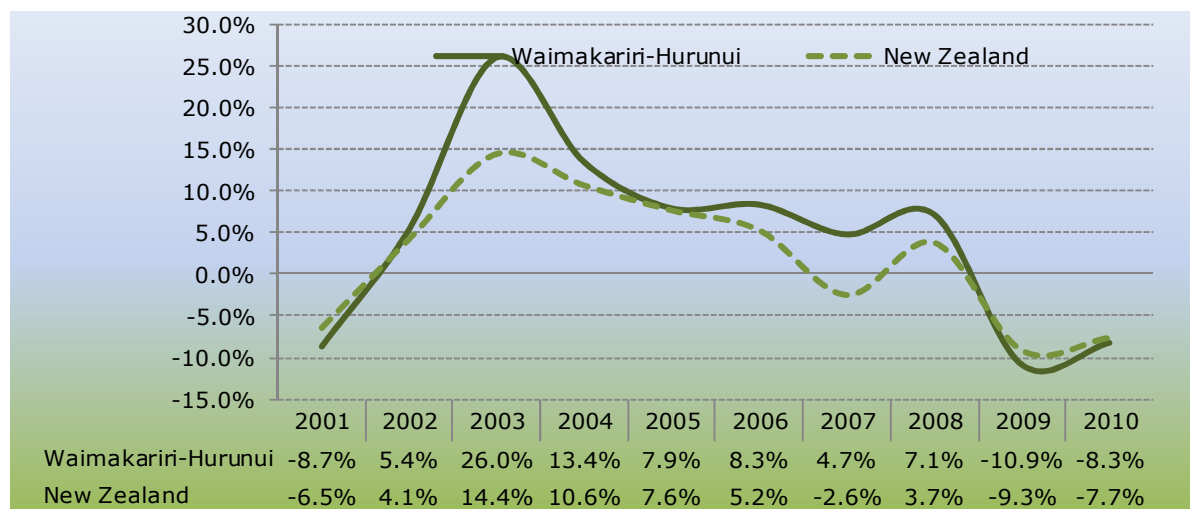
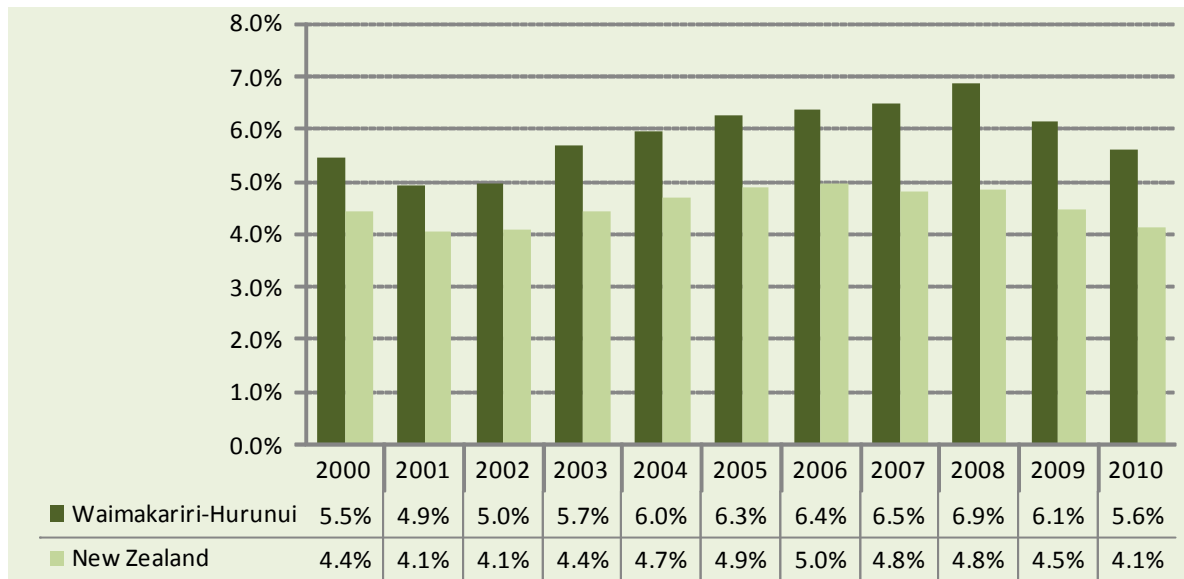


Figure 24. Construction's share of total economic output



Employment

- The construction sector employed an average of 1,935 persons in Waimakariri-Hurunui in 2010 which was down from 2,113 in 2009.
- Employment growth in the sector averaged 6.6% over the past ten years compared with total employment growth in the district of 3.2%.
- Growth in the sector peaked at 13.5% in 2007.

Business units

- Approximately 830 business units were in operation in the construction sector in Waimakariri-Hurunui in 2010, which was down from 901 in 2009.
- The number of business units peaked at 901 in 2009.

How well has the retail, wholesale, accommodation & hospitality sector performed in Waimakariri-Hurunui?

The section describes the performance of the fourth key sector in Waimakariri-Hurunui: retail, wholesale, accommodation & hospitality. It compares how the sector has

performed relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

Table 19. Economic indicators for retail, wholesale, accommodation & hospitality

| Indicator | 2010 | % of district total | % of national sector | Growth (2009 to 2010) | |
|------------------|-------|---------------------|----------------------|-----------------------|-------------|
| | | | | Waimakariri-Hurunui | New Zealand |
| GDP (\$ million) | \$132 | 13.5% | 0.7% | 0.3% | -1.7% |
| Employment | 4,197 | 23.5% | 0.9% | -2.4% | -2.5% |
| Business Units | 919 | 11.0% | 1.1% | -1.1% | -1.2% |

Economic Output

- The retail, wholesale, accommodation & hospitality sector generated \$132 million in economic output in Waimakariri-Hurunui in 2010.
- The sector contributed 13.5% to the district's economic output in 2010, up from 11.2% ten years ago.
- Waimakariri-Hurunui's retail, wholesale, accommodation & hospitality sector economic output grew by 0.3% in 2010 compared with a decline of 1.7% in the sector nationally.
- Growth in the sector in Waimakariri-Hurunui has averaged 5.7%pa over the last ten years, varying from a low of -2.5% in 2009 to a high of 11.9% in 2001.

Table 20. Output growth in the retail, wholesale, accommodation & hospitality sector

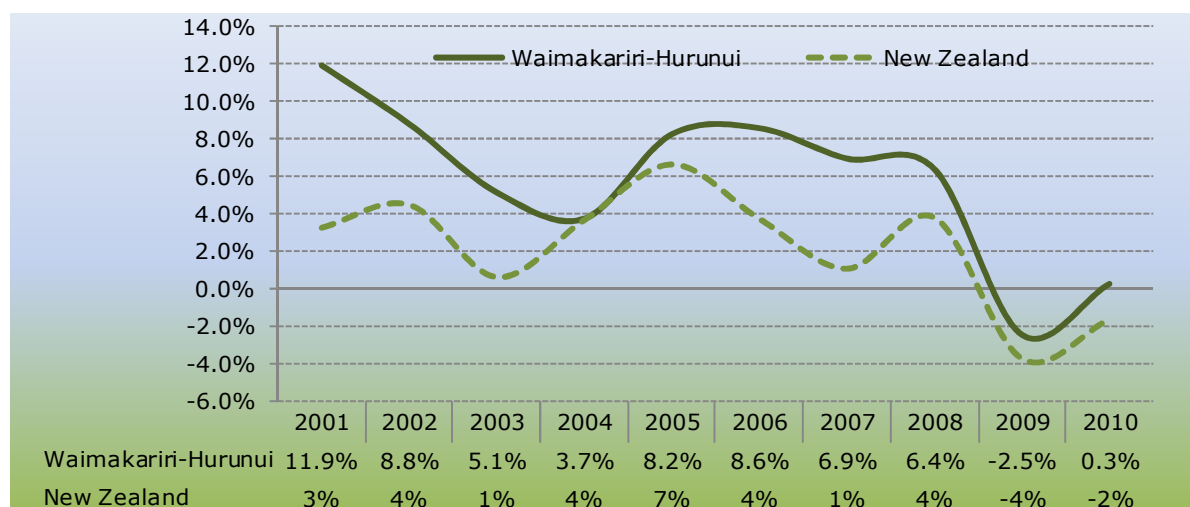
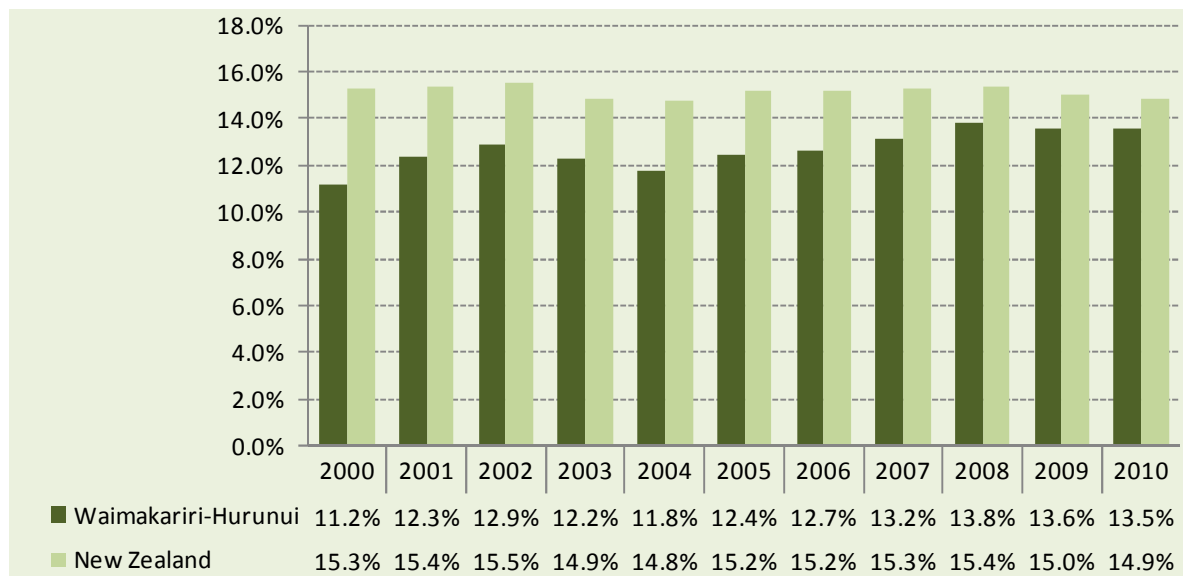


Figure 25. Retail, Wholesale, Accommodation & Hospitality's share of total economic output



Employment

- The retail, wholesale, accommodation & hospitality sector employed an average of 4,197 persons in Waimakariri-Hurunui in 2010 which was down from 4,300 in 2009.
- Employment growth in the sector averaged 3.9% over the past ten years compared with total employment growth in the district of 3.2%.
- Growth in the sector peaked at 9.7% in 2001.

Business units

- Approximately 920 business units were in operation in the retail, wholesale, accommodation & hospitality sector in Waimakariri-Hurunui in 2010, which was down from 929 in 2009.
- The number of business units peaked at 3,359 in 2006.

How well has the finance, insurance, property & business sector performed in Waimakariri-Hurunui?

The section describes the performance of the fifth key sector in Waimakariri-Hurunui: Finance, Insurance, Property & Business. It compares how the sector has performed

relative to the rest of the district's economy in terms of economic output, employment and business unit growth.

Table 21. Economic indicators for Finance, Insurance, Property & Business

| Indicator | 2010 | % of district total | % of national sector | Growth (2009 to 2010) | |
|------------------|-------|---------------------|----------------------|-----------------------|-------------|
| | | | | Waimakariri-Hurunui | New Zealand |
| GDP (\$ million) | \$133 | 13.6% | 0.5% | 3.2% | 4.4% |
| Employment | 1,573 | 8.8% | 0.4% | -6.0% | -4.6% |
| Business Units | 2,102 | 25.3% | 1.1% | 1.1% | -1.1% |

Economic Output

- The finance, insurance, property & business sector generated \$133 million in economic output in Waimakariri-Hurunui in 2010.
- The sector contributed 13.6% to the district's economic output in 2010, up from 10.5% ten years ago.
- Waimakariri-Hurunui's finance, insurance, property & business sector economic output grew by 3.2% in 2010 compared with growth of 4.4% in the sector nationally.
- Growth in the sector in Waimakariri-Hurunui has averaged 6.4%pa over the last ten years, varying from a low of -18.2% in 2001 to a high of 30.2% in 2002.

Table 22. Output growth in the Finance, Insurance, Property & Business sector

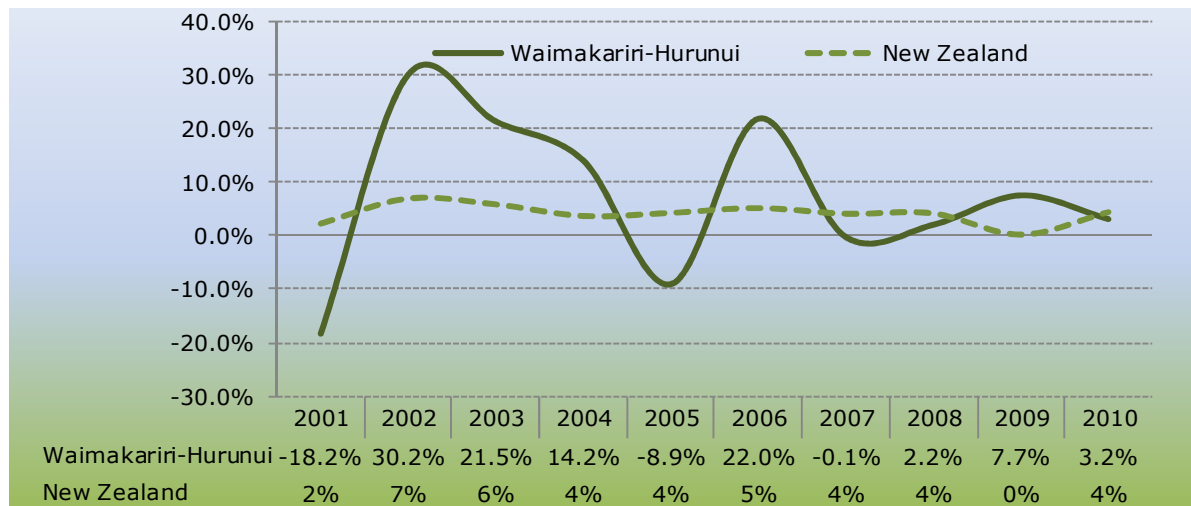
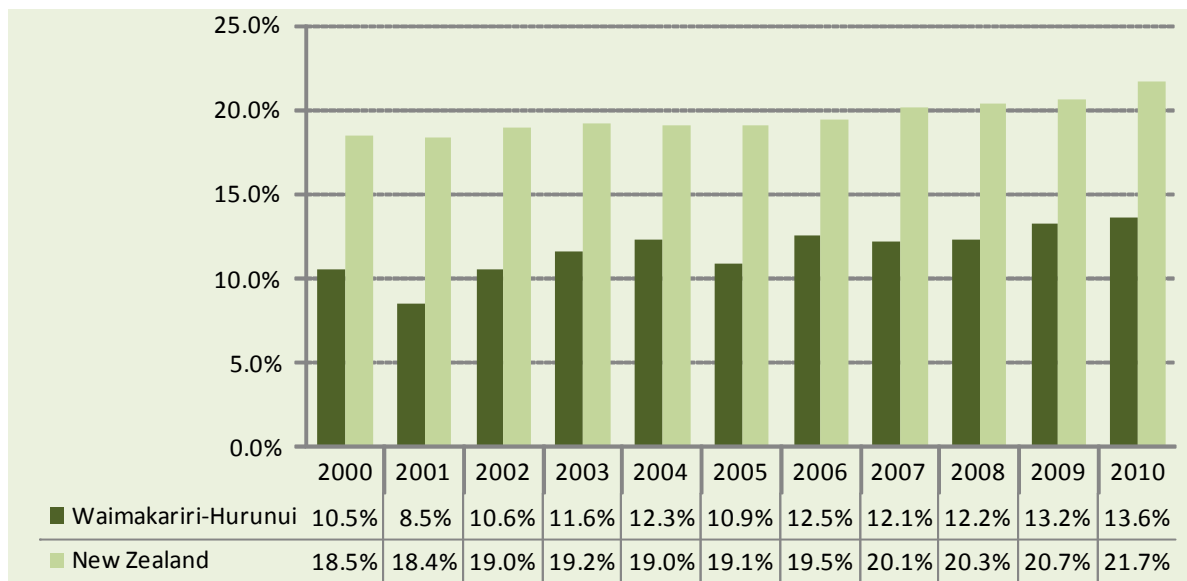


Figure 26. Finance, Insurance, Property & Business's share of total economic output



Employment

- The finance, insurance, property & business sector employed an average of 1,573 persons in Waimakariri-Hurunui in 2010 which was down from 1,673 in 2009.
- Employment growth in the sector averaged 4.7% over the past ten years compared with total employment growth in the district of 3.2%.
- Growth in the sector peaked at 22% in 2003.

Business units

- Approximately 2100 business units were in operation in the finance, insurance, property & business sector in Waimakariri-Hurunui in 2010, which was up from 2079 in 2009.
- The number of business units peaked at 2102 in 2010.

What is tourism’s contribution to Waimakariri-Hurunui’s economy?

Tourism has grown rapidly in New Zealand with the number of overseas tourist arrivals doubling since 1992. It is the second largest foreign exchange earner after the dairy industry. This section describes the performance of the tourism sector in

Waimakariri-Hurunui. It compares how the sector has performed relative to the rest of the district’s economy in terms of economic output, employment and business unit growth.

Table 23. Economic indicators for tourism

| Indicator | 2010 | % of district total | % of national sector | Growth (2009 to 2010) | |
|------------------|--------|---------------------|----------------------|-----------------------|-------------|
| | | | | Waimakariri-Hurunui | New Zealand |
| GDP (\$ million) | \$60.1 | 6.1% | 0.9% | 0.5% | -1.9% |
| Employment | 1644 | 9.2% | 1.7% | -0.9% | -0.6% |

Economic Output

- The tourism sector generated \$60 million in economic output in Waimakariri-Hurunui in 2010.
- The sector contributed 6.1% to the district's economy in 2010, up from 6% ten years ago.
- Waimakariri-Hurunui's tourism sector grew by 0.5% in 2010 compared with a decline of 1.9% in the sector in the national economy.
- Growth in tourism in Waimakariri-Hurunui has averaged 3.9%pa over the last ten years, varying from a low of 0% in 2008 to a high of 7.6% in 2003. Tourism growth averaged 2.1% in the national economy over the ten year period.

Table 24. Output growth in the tourism sector

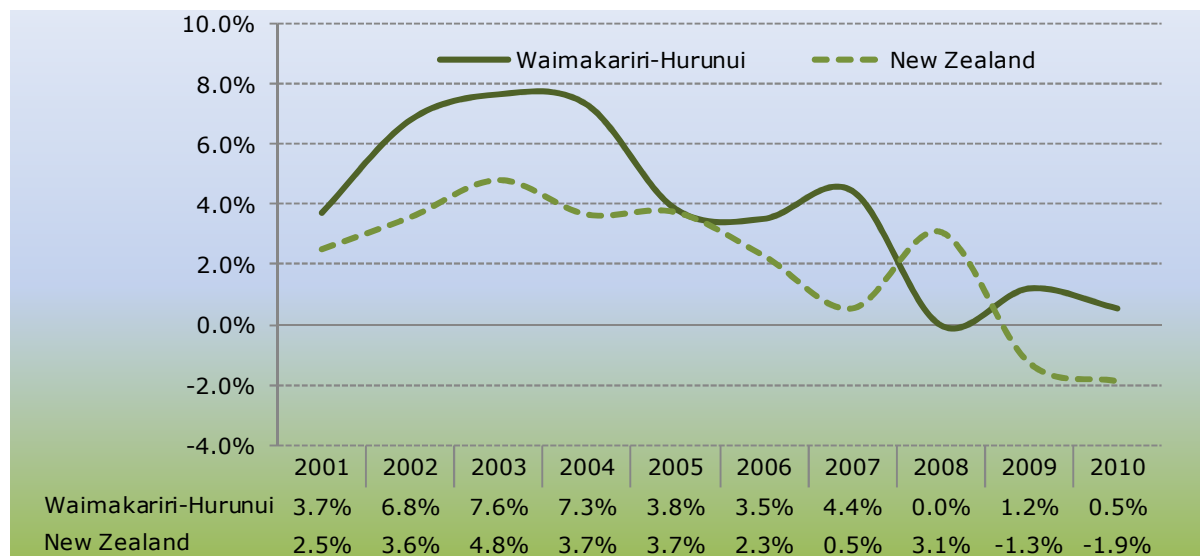
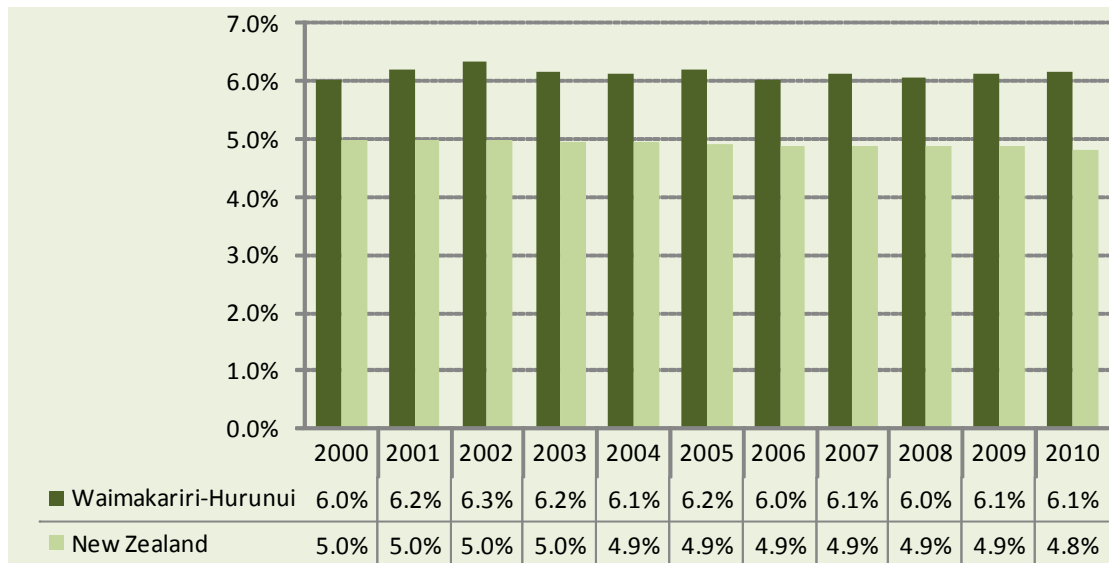


Figure 27. Tourism's share of total economic output



Employment

- The tourism sector employed 1644 persons in Waimakariri-Hurunui in 2010 which was down from 1658 in 2009.
- Employment growth in the sector averaged 4% over the past ten years compared with total employment growth in the district of 3.2%.
- Growth in the sector peaked at 9.2% in 2007.

Business units

- Approximately 540 business units were in operating in tourism in Waimakariri-Hurunui in 2010, which was down from 537 in 2009.
- The number of business units peaked at 537 in 2009.

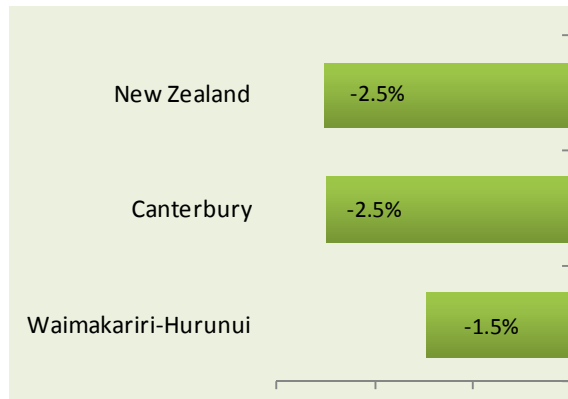
Employment

How fast has employment grown in Waimakariri-Hurunui?

Employment growth provides new opportunities for the region’s population to earn income and contribute to the region’s economy. This section contrasts

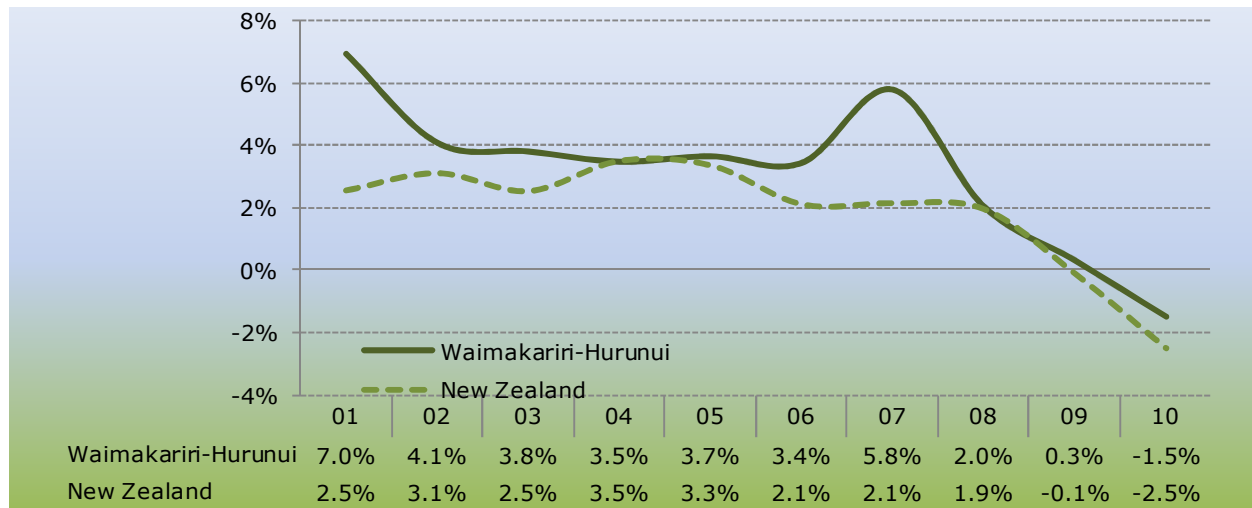
Waimakariri-Hurunui’s recent performance in creating jobs with other regions in the country.

Figure 28. Employment growth (year to March 2010)



- Total employment in Waimakariri-Hurunui was 17,841 in 2010, down - 1.5% from a year earlier. Employment in New Zealand declined by -2.5% over the same period.
- Employment growth in Waimakariri-Hurunui averaged 3.2%pa between 2000 and 2010 compared with 1.8%pa in the national economy.
- Growth in Waimakariri-Hurunui reached a high of 7% in 2001 and a low of -1.5% in 2010.

Figure 29. Annual average employment growth (2000-2010)

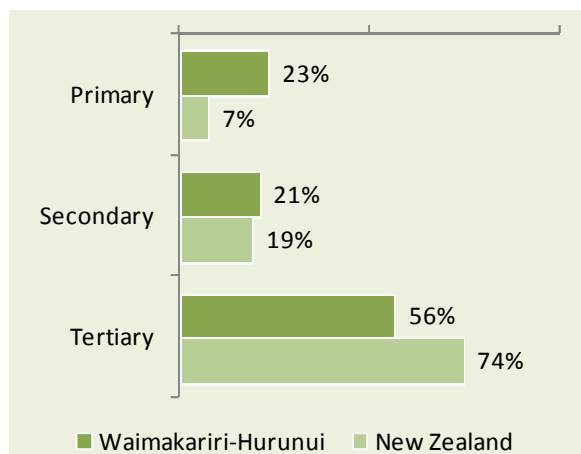


What is the industrial structure of employment in Waimakariri-Hurunui?

This section describes the structure of the labour market in terms of the primary,

secondary and tertiary categories and the industries that fall within these categories.

Figure 30. Employment by broad sector (2010)



- Tertiary industries accounted for the largest proportion of employment (56%) in Waimakariri-Hurunui, which is lower than in the national economy (74%).
- Primary industries accounted for 23% of GDP which was higher than in New Zealand (7%)
- Secondary accounted for only 21% in Waimakariri-Hurunui compared with 19% in the national economy.

Table 25. Employment by broad industry (2010)

| | Employment | | % of total | |
|--|---------------------|------------------|---------------------|---------------|
| | Waimakariri-Hurunui | New Zealand | Waimakariri-Hurunui | New Zealand |
| Agriculture, Forestry and Fishing | 4,097 | 141,707 | 23.0% | 6.7% |
| Mining | 18 | 5,779 | 0.1% | 0.3% |
| Total primary industries | 4,116 | 147,486 | 23.1% | 6.9% |
| Manufacturing | 1,686 | 232,603 | 9.5% | 11.0% |
| Electricity, Gas and Water Supply | 62 | 7,109 | 0.3% | 0.3% |
| Construction | 1,935 | 160,392 | 10.8% | 7.6% |
| Total secondary industries | 3,684 | 400,104 | 20.6% | 18.8% |
| Wholesale and retail trade | 2,953 | 376,288 | 16.6% | 17.7% |
| Accommodation, restaurants and bars | 1,244 | 111,987 | 7.0% | 5.3% |
| Transport and storage | 387 | 84,799 | 2.2% | 4.0% |
| Communication services | 72 | 25,496 | 0.4% | 1.2% |
| Finance and insurance | 136 | 57,415 | 0.8% | 2.7% |
| Business and property services | 1,437 | 313,414 | 8.1% | 14.8% |
| Government Administration and Defence | 276 | 78,224 | 1.5% | 3.7% |
| Education | 1,413 | 167,348 | 7.9% | 7.9% |
| Health and community services | 1,078 | 216,083 | 6.0% | 10.2% |
| Cultural, recreational & personal services | 1,045 | 144,861 | 5.9% | 6.8% |
| Total tertiary industries | 10,041 | 1,575,916 | 56.3% | 74.2% |
| Total | 17,841 | 2,123,506 | 100.0% | 100.0% |

Which are the largest employing industries in Waimakariri-Hurunui?

This section identifies the broad industries that make the largest contribution to employment in Waimakariri-Hurunui.

- Among broad industries agriculture, fishing and forestry was the largest employer in Waimakariri-Hurunui in 2010, accounting for 23% of total employment.
- The second largest employer was wholesale and retail trade (16.6%) followed by construction (10.8%).
- The industry most overrepresented in Waimakariri-Hurunui relative to the national economy is agriculture, fishing and forestry. This industry accounts for 23% of the district's employment compared with 6.7% to the national economy.
- The next most overrepresented industries are construction (10.8% compared with 7.6% nationally) and accommodation, restaurants and bars (7% compared with 5.3% nationally).

Table 26. Broad industries ranked by size of employment (2010)

| Rank | | Waimakariri-Hurunui | | New Zealand |
|------|---------------------------------------|---------------------|-------------|-------------|
| | | Employment | % of total | % of total |
| 1 | Agriculture, fishing and forestry | 4,097 | 23.0% | 6.7% |
| 2 | Wholesale and retail trade | 2,953 | 16.6% | 17.7% |
| 3 | Construction | 1,935 | 10.8% | 7.6% |
| 4 | Manufacturing | 1,686 | 9.5% | 11.0% |
| 5 | Business and property services | 1,437 | 8.1% | 14.8% |
| 6 | Education | 1,413 | 7.9% | 7.9% |
| 7 | Accommodation, restaurants and bars | 1,244 | 7.0% | 5.3% |
| 8 | Health and community services | 1,078 | 6.0% | 10.2% |
| 9 | Cultural, personal and other services | 1,045 | 5.9% | 6.8% |
| 10 | Transport and storage | 387 | 2.2% | 4.0% |
| 11 | Government administration and defence | 276 | 1.5% | 3.7% |
| 12 | Finance and insurance | 136 | 0.8% | 2.7% |
| 13 | Communication services | 72 | 0.4% | 1.2% |
| 14 | Electricity, gas and water supply | 62 | 0.3% | 0.3% |
| 15 | Mining | 18 | 0.1% | 0.3% |
| | Total | 17,841 | 100% | 100% |

Table 27 on the following page shows the 50 detailed industries (7-digit ANZSIC) which employ the highest number of people in Waimakariri-Hurunui.

- Dairy Cattle Farming was the largest employing detailed industry in Waimakariri-Hurunui in 2010 employing 819 persons and accounting for 4.6% of total employment in the district. By contrast this industry accounted for 1.7% of total employment in the national economy.
- The second largest employing industries were sheep farming (749) followed by cafes & restaurants (635).

Table 27. Detailed industries ranked by size of employment (2010)

| Rank | | Waimakariri-Hurunui | | New Zealand |
|------|--|---------------------|------------|-------------|
| | | Jobs | % of total | % of total |
| 1 | Dairy Cattle Farming | 819 | 4.6% | 1.7% |
| 2 | Sheep Farming | 749 | 4.2% | 0.6% |
| 3 | Cafes & Restaurants | 635 | 3.6% | 3.0% |
| 4 | Supermarkets | 585 | 3.3% | 2.2% |
| 5 | Primary Education | 559 | 3.1% | 2.2% |
| 6 | House Construction | 485 | 2.7% | 1.3% |
| 7 | Accommodation for the Aged | 394 | 2.2% | 1.3% |
| 8 | Preschool Education | 357 | 2.0% | 1.0% |
| 9 | Beef Cattle Farming | 321 | 1.8% | 0.4% |
| 10 | Services to Agriculture nec | 319 | 1.8% | 1.2% |
| 11 | Bacon, Ham & Smallgood Manufacturing | 280 | 1.6% | 0.1% |
| 12 | Commercial Property Operators & Developers nec | 273 | 1.5% | 0.6% |
| 13 | Secondary Education | 258 | 1.4% | 1.7% |
| 14 | Pubs, Taverns & Bars | 233 | 1.3% | 0.6% |
| 15 | Automotive Repair & Services nec | 231 | 1.3% | 0.8% |
| 16 | Sheep-Beef Cattle Farming | 218 | 1.2% | 0.2% |
| 17 | Real Estate Agents | 217 | 1.2% | 1.0% |
| 18 | Grape Growing | 210 | 1.2% | 0.2% |
| 19 | Road Freight Transport | 207 | 1.2% | 1.3% |
| 20 | Non-Building Construction nec | 205 | 1.2% | 0.7% |
| 21 | Local Government Administration | 195 | 1.1% | 0.9% |
| 22 | Shearing Services | 194 | 1.1% | 0.2% |
| 23 | Combined Primary & Secondary Education | 190 | 1.1% | 0.2% |
| 24 | General Practice Medical Services | 190 | 1.1% | 0.7% |
| 25 | Hairdressing & Beauty Salons | 175 | 1.0% | 0.6% |
| 26 | Plumbing Services | 158 | 0.9% | 0.5% |
| 27 | Automotive Fuel Retailing | 157 | 0.9% | 0.5% |
| 28 | Road & Bridge Construction | 157 | 0.9% | 0.6% |
| 29 | Sports Grounds & Facilities nec | 150 | 0.8% | 0.5% |
| 30 | Site Preparation Services | 149 | 0.8% | 0.5% |
| 31 | Vegetable Growing | 140 | 0.8% | 0.3% |
| 32 | Business Management Services | 139 | 0.8% | 1.6% |
| 33 | Machine Tool & Part Manufacturing | 131 | 0.7% | 0.1% |
| 34 | Farm Produce & Supplies Wholesaling nec | 128 | 0.7% | 0.3% |
| 35 | Department Stores | 125 | 0.7% | 0.7% |
| 36 | Fabricated Wood Manufacturing | 125 | 0.7% | 0.0% |
| 37 | Wine Manufacturing | 122 | 0.7% | 0.1% |
| 38 | Deer Farming | 121 | 0.7% | 0.1% |
| 39 | Electrical Services | 121 | 0.7% | 0.8% |
| 40 | Pig Farming | 119 | 0.7% | 0.0% |
| 41 | Log Sawmilling | 118 | 0.7% | 0.3% |
| 42 | Waste Disposal Services | 114 | 0.6% | 0.3% |
| 43 | Accounting Services | 114 | 0.6% | 1.1% |
| 44 | Logging | 112 | 0.6% | 0.2% |
| 45 | Painting & Decorating Services | 112 | 0.6% | 0.5% |
| 46 | Crop & Plant Growing nec | 111 | 0.6% | 0.1% |
| 47 | Bread Manufacturing | 110 | 0.6% | 0.1% |
| 48 | Motels & Motor Inns | 105 | 0.6% | 0.4% |
| 49 | Domestic Hardware & Houseware Retailing | 101 | 0.6% | 0.4% |
| 50 | Industrial Machinery & Equipment Manufacturing nec | 99 | 0.6% | 0.6% |

Which industries have created the most jobs?

This section investigates which industries have created and lost the most number of jobs in Waimakariri-Hurunui. 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.

- Cultural, personal and other services made the largest contribution to employment growth in Waimakariri-Hurunui between 2009 and 2010 with the industry adding 70 jobs.
- The next largest contributor was health and community services (70 jobs) followed by government administration and defence (40 jobs).
- The largest detractor from growth over the year was construction in which employment declined by 180.

Table 28. Broad industries ranked by number of jobs created (2009 -2010)

| Rank | | Employment | | Jobs created | Annual % growth |
|--------------|---------------------------------------|---------------|---------------|--------------|-----------------|
| | | 2009 | 2010 | | |
| 1 | Cultural, personal and other services | 970 | 1,040 | 70 | 7.2% |
| 2 | Health and community services | 1,010 | 1,080 | 70 | 6.9% |
| 3 | Government administration and defence | 240 | 280 | 40 | 16.7% |
| 4 | Transport and storage | 360 | 390 | 30 | 8.3% |
| 5 | Education | 1,410 | 1,410 | 0 | 0.0% |
| 6 | Communication services | 70 | 70 | 0 | 0.0% |
| 7 | Mining | 20 | 20 | 0 | 0.0% |
| 8 | Electricity, gas and water supply | 60 | 60 | 0 | 0.0% |
| 9 | Finance and insurance | 150 | 140 | -10 | -6.7% |
| 10 | Agriculture, fishing and forestry | 4,120 | 4,100 | -20 | -0.5% |
| 11 | Accommodation, restaurants and bars | 1,290 | 1,240 | -50 | -3.9% |
| 12 | Wholesale and retail trade | 3,010 | 2,950 | -60 | -2.0% |
| 13 | Manufacturing | 1,750 | 1,690 | -60 | -3.4% |
| 14 | Business and property services | 1,530 | 1,440 | -90 | -5.9% |
| 15 | Construction | 2,110 | 1,930 | -180 | -8.5% |
| Total | | 18,100 | 17,840 | -260 | -1.4% |

- Over the past 10 years the broad industries making the largest contribution to employment growth in Waimakariri-Hurunui were construction (910 jobs), wholesale and retail trade (870 jobs), and business and property services (570 jobs).
- The industries making the lowest contribution to employment growth in Waimakariri-Hurunui were transport and storage (-60 jobs), finance and insurance (10 jobs), and electricity, gas and water supply (10 jobs).

Table 29. Job creation by broad industries: last 1, 2, 5 and 10 years

| Industry | Last year 09 to 10 | Last 2 years 08 to 10 | Last 5 years 05 to 10 | Last 10 years 00 to 10 |
|---------------------------------------|-----------------------|--------------------------|--------------------------|---------------------------|
| Agriculture, fishing and forestry | -30 | -230 | -250 | 310 |
| Mining | 0 | 0 | 0 | 10 |
| Manufacturing | -70 | 60 | 0 | 450 |
| Electricity, gas and water supply | 0 | 0 | 20 | 10 |
| Construction | -180 | -260 | 340 | 910 |
| Wholesale and retail trade | -60 | -40 | 330 | 870 |
| Accommodation, restaurants and bars | -40 | -10 | 210 | 470 |
| Transport and storage | 20 | 0 | -60 | -60 |
| Communication services | 10 | 10 | -10 | 20 |
| Finance and insurance | -10 | -20 | 20 | 10 |
| Business and property services | -90 | -50 | 250 | 570 |
| Government administration and defence | 30 | 40 | 60 | 40 |
| Education | 10 | 100 | 260 | 420 |
| Health and community services | 70 | 70 | 200 | 350 |
| Cultural, personal and other services | 70 | 110 | 300 | 420 |
| Total | -270 | -220 | 1,670 | 4,800 |

Table 30 shows the 50 detailed industries (out of a total of approximately 480 seven digit industries) that created the most number of jobs over the past year. Table 31 shows the 50 detailed industries that made the lowest contribution to job creation over the same period.

- Sheep Farming was the largest creator of jobs in Waimakariri-Hurunui between 2009 and 2010 generating an additional 68 positions. This was followed by preschool education (+59 jobs) and crop & plant growing nec (+34 jobs).
- Services to Agriculture nec was the industry that experienced the largest fall in employment (-57 jobs) followed by house construction (-52 jobs) and business management services (-48 jobs).

Table 30. Detailed industries ranked by number of jobs created (2010 - 2009)

| Rank | Industry | Jobs | | New jobs |
|------|--|------|------|----------|
| | | 2009 | 2010 | |
| 1 | Sheep Farming | 681 | 749 | 68 |
| 2 | Preschool Education | 297 | 357 | 59 |
| 3 | Crop & Plant Growing nec | 77 | 111 | 34 |
| 4 | Roofing Services | 45 | 70 | 24 |
| 5 | Recreational Parks & Gardens | 7 | 31 | 24 |
| 6 | Hairdressing & Beauty Salons | 152 | 175 | 23 |
| 7 | General Practice Medical Services | 170 | 190 | 20 |
| 8 | Timber Wholesaling | 31 | 50 | 19 |
| 9 | Local Government Administration | 176 | 195 | 19 |
| 10 | Bacon, Ham & Smallgood Manufacturing | 261 | 280 | 19 |
| 11 | Short Distance Bus Transport (including Tramway) | 14 | 31 | 17 |
| 12 | Pig Farming | 102 | 119 | 17 |
| 13 | Commercial Property Operators & Developers nec | 258 | 273 | 16 |
| 14 | Services to Transport nec | 30 | 46 | 16 |
| 15 | Shearing Services | 179 | 194 | 16 |
| 16 | Horse & Dog Training | 30 | 46 | 16 |
| 17 | Business Administrative Services | 74 | 90 | 16 |
| 18 | Interest Groups nec | 53 | 68 | 16 |
| 19 | Vegetable Growing | 125 | 140 | 15 |
| 20 | L&scaping Services | 25 | 39 | 14 |
| 21 | Fabricated Wood Manufacturing | 111 | 125 | 14 |
| 22 | Health Services nec | 36 | 50 | 14 |
| 23 | Real Estate Agents | 203 | 217 | 13 |
| 24 | Apple & Pear Growing | 31 | 43 | 12 |
| 25 | Residential Care Services nec | 33 | 44 | 12 |
| 26 | Central Government Administration | 58 | 69 | 11 |
| 27 | Physiotherapy Services | 38 | 49 | 11 |
| 28 | Racing Clubs & Track Operation | 44 | 55 | 11 |
| 29 | Accommodation nec | 17 | 28 | 11 |
| 30 | Poultry Farming (Eggs) | 31 | 40 | 9 |
| 31 | Personal & Household Goods Hiring nec | 11 | 20 | 8 |
| 32 | Police Services | 75 | 83 | 8 |
| 33 | Services to Finance & Investment nec | 9 | 16 | 8 |
| 34 | Other Recreation Services | 20 | 27 | 8 |
| 35 | Grain-Sheep & Grain-Beef Cattle Farming | 12 | 19 | 7 |
| 36 | Poultry Processing | 13 | 19 | 7 |
| 37 | Hotels (Accommodation) | 80 | 86 | 6 |
| 38 | Bread & Cake Retailing | 69 | 75 | 6 |
| 39 | Veterinary Services | 77 | 83 | 6 |
| 40 | Boatbuilding | 6 | 12 | 6 |
| 41 | Zoological & Botanic Gardens | 2 | 8 | 6 |
| 42 | Cake & Pastry Manufacturing | 5 | 11 | 6 |
| 43 | Child Care Services | 81 | 87 | 6 |
| 44 | Chicken Takeaway Stores | 34 | 40 | 6 |
| 45 | Meat Processing | 30 | 36 | 5 |
| 46 | Non-Residential Care Services nec | 43 | 49 | 5 |
| 47 | Residential Building Construction nec | 12 | 17 | 5 |
| 48 | General Insurance | 8 | 13 | 5 |
| 49 | Building Supplies Wholesaling nec | 55 | 60 | 5 |
| 50 | Metal & Mineral Wholesaling | 13 | 18 | 5 |

Table 31. Detailed industries ranked by number of jobs lost (2010 - 2009)

| Rank | Industry | Jobs | | New jobs |
|------|---|------|------|----------|
| | | 2009 | 2010 | |
| 1 | Services to Agriculture nec | 376 | 319 | -57 |
| 2 | House Construction | 536 | 485 | -52 |
| 3 | Business Management Services | 187 | 139 | -48 |
| 4 | Log Sawmilling | 156 | 118 | -38 |
| 5 | Grape Growing | 247 | 210 | -36 |
| 6 | Machine Tool & Part Manufacturing | 160 | 131 | -29 |
| 7 | Cafes & Restaurants | 661 | 635 | -26 |
| 8 | Concreting Services | 54 | 29 | -25 |
| 9 | Bricklaying Services | 106 | 81 | -24 |
| 10 | Plastering & Ceiling Services | 109 | 86 | -23 |
| 11 | Primary Education | 581 | 559 | -22 |
| 12 | Banks | 81 | 60 | -21 |
| 13 | Domestic Hardware & Houseware Retailing | 121 | 101 | -20 |
| 14 | Painting & Decorating Services | 131 | 112 | -19 |
| 15 | Pubs, Taverns & Bars | 252 | 233 | -18 |
| 16 | Technical Services nec | 62 | 45 | -18 |
| 17 | Accounting Services | 131 | 114 | -17 |
| 18 | Beekeeping | 57 | 41 | -17 |
| 19 | Tiling & Carpeting Services | 82 | 65 | -16 |
| 20 | Agricultural Machinery Manufacturing | 103 | 87 | -16 |
| 21 | Other Takeaway Food Stores | 57 | 42 | -15 |
| 22 | Construction Services nec | 67 | 52 | -15 |
| 23 | Laundries & Dry-Cleaners | 36 | 21 | -15 |
| 24 | Gardening Services | 54 | 39 | -15 |
| 25 | Furniture Retailing | 34 | 20 | -15 |
| 26 | Secondary Education | 273 | 258 | -14 |
| 27 | Electrical Services | 135 | 121 | -14 |
| 28 | Road Freight Transport | 220 | 207 | -14 |
| 29 | Motels & Motor Inns | 119 | 105 | -14 |
| 30 | Road & Bridge Construction | 170 | 157 | -13 |
| 31 | Sheep-Beef Cattle Farming | 230 | 218 | -13 |
| 32 | Concrete Product Manufacturing nec | 20 | 8 | -12 |
| 33 | Advertising Services | 21 | 9 | -12 |
| 34 | Supermarkets | 597 | 585 | -12 |
| 35 | Mixed Livestock | 104 | 92 | -11 |
| 36 | Poultry Farming (Meat) | 72 | 61 | -11 |
| 37 | Site Preparation Services | 160 | 149 | -11 |
| 38 | Grain Growing | 25 | 14 | -11 |
| 39 | Consultant Engineering Services | 45 | 34 | -10 |
| 40 | Fruit & Vegetable Wholesaling | 40 | 30 | -10 |
| 41 | Special School Education | 16 | 6 | -10 |
| 42 | Wooden Structural Component Manufacturing | 50 | 40 | -9 |
| 43 | Cleaning Services | 77 | 68 | -9 |
| 44 | Pest Control Services | 19 | 10 | -9 |
| 45 | Garden Supplies Retailing | 22 | 14 | -9 |
| 46 | Non-Building Construction nec | 214 | 205 | -8 |
| 47 | Combined Primary & Secondary Education | 199 | 190 | -8 |
| 48 | Non-Ferrous Metal Rolling, Drawing, Extruding nec | 13 | 5 | -8 |
| 49 | Newspaper Printing or Publishing | 36 | 28 | -8 |
| 50 | Libraries | 46 | 38 | -8 |

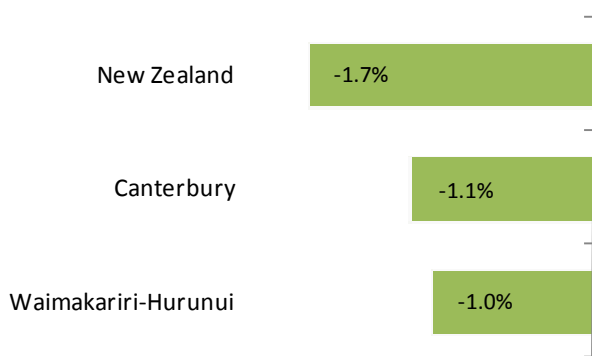
Business Growth

How fast did the number of business units grow in Waimakariri-Hurunui?

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

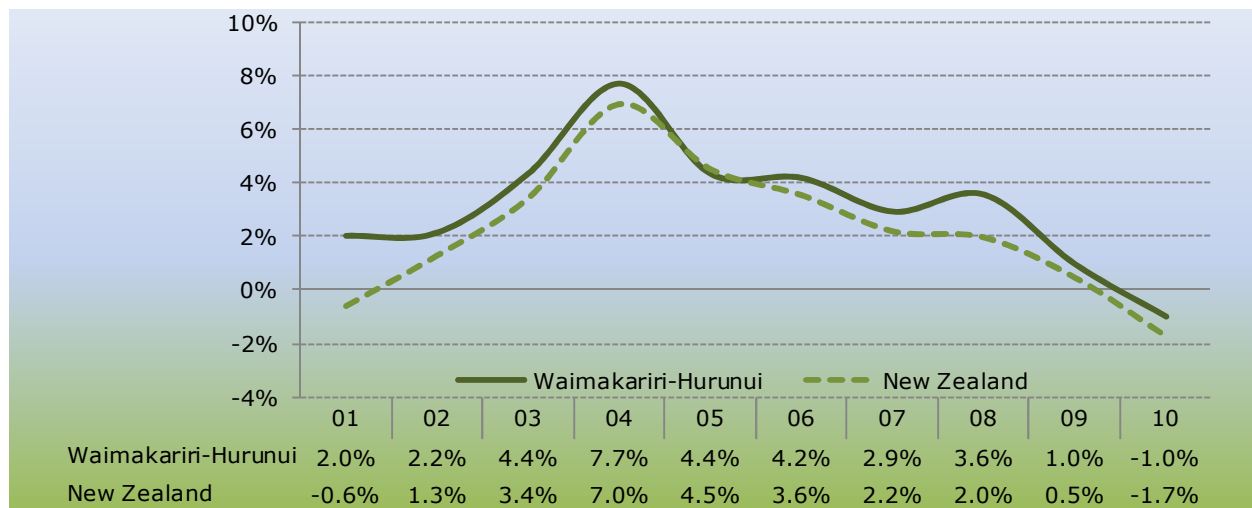
start new ventures. This section contrasts Waimakariri-Hurunui's recent performance in business unit growth with other regions in the country.

Figure 31. Employment growth (year to March 2010)



- A total of 8,319 business units were recorded in Waimakariri-Hurunui in 2010, down 1% from a year earlier.
- The number of business units in New Zealand declined by 1.7% over the same period.
- Growth in the number of business units in Waimakariri-Hurunui averaged 3.1%pa between 2000 and 2010 compared with 2.2%pa in the national economy.
- Growth in Waimakariri-Hurunui varied from a high of 7.7% in 2004 to a low of -1% in 2010.

Figure 32. Annual average growth in number of business units



Population

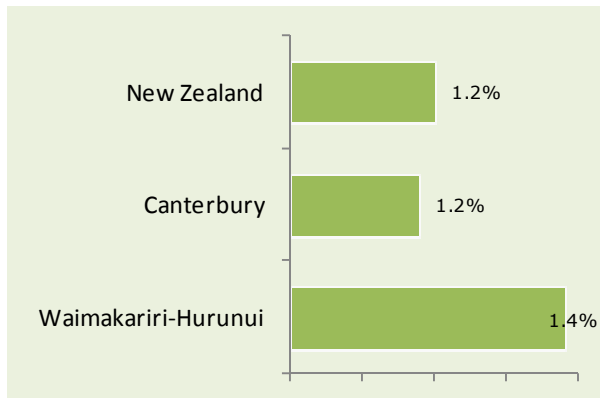
How fast has Waimakariri-Hurunui’s population grown?

New Zealand’s population reached 4.32 million in June 2010, an increase of 1.1% on the previous year. Growth was slightly higher than previous years due to stronger net migration.

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 Waimakariri-Hurunui’s recent population growth with other districts and the country as a whole.

Population growth is an indicator of a region’s attractiveness as a place to live and work. A

Figure 33. Population growth (year to June 2010)



- Waimakariri-Hurunui's population reached 58,700 in 2010, up 1.4% from a year earlier. New Zealand's total population grew by 1.2% over the same period.
- Population growth in Waimakariri-Hurunui averaged 2.2%pa between 2000 and 2010 compared with 1.2%pa in the national economy.
- Growth in Waimakariri-Hurunui reached a high of 3% in 2004 and a low of 1.4%pa in 2010.

Figure 34. Annual population growth (June years)

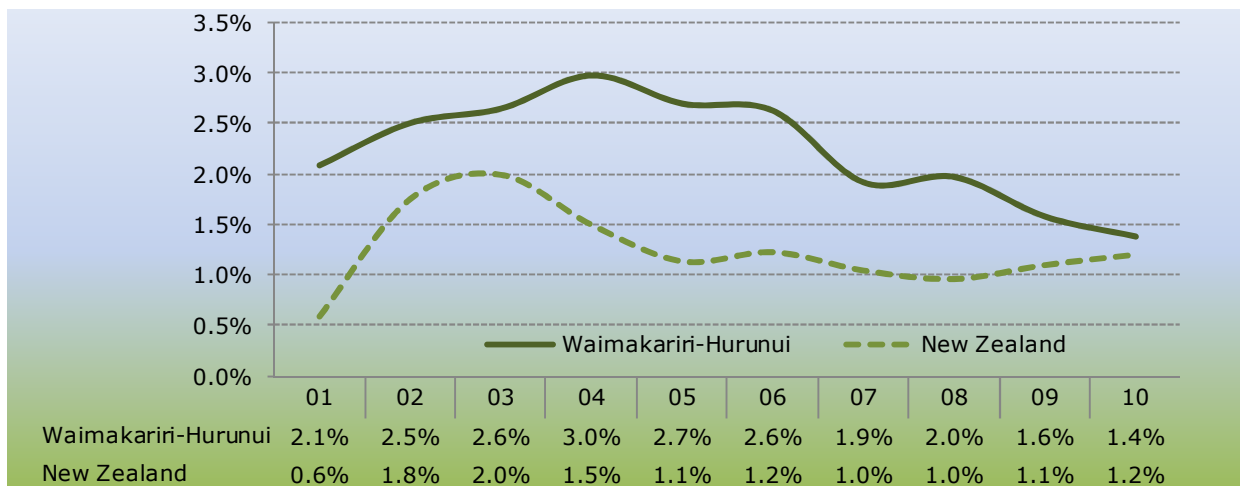


Table 32. Population growth rankings: last 1, 2, 5 and 10 years

| Rank | 2009 to 2010 | | 2008 to 2010 | | 2005 to 2010 | | 2000 to 2010 | |
|------|-----------------------|-------|-----------------------|-------|-----------------------|-------|-----------------------|-------|
| 1 | Selwyn | 2.6% | Selwyn | 2.8% | Queenstown-Lakes | 4.0% | Queenstown-Lakes | 5.2% |
| 2 | Queenstown-Lakes | 2.6% | Queenstown-Lakes | 2.6% | Selwyn | 3.4% | Selwyn | 3.7% |
| 3 | Rodney | 1.9% | Manukau City | 1.9% | Rodney | 2.2% | Rodney | 2.7% |
| 4 | Manukau City | 1.9% | Rodney | 1.9% | Waimakariri | 2.1% | Manukau City | 2.5% |
| 5 | Papakura | 1.8% | Waitakere City | 1.7% | Manukau City | 2.1% | Waimakariri | 2.5% |
| 6 | Waitakere City | 1.8% | Waimakariri | 1.6% | Central Otago | 1.9% | Tauranga City | 2.3% |
| 7 | Hamilton City | 1.6% | Tauranga City | 1.6% | Franklin | 1.9% | Franklin | 2.2% |
| 8 | Carterton | 1.6% | Hamilton City | 1.6% | Tauranga City | 1.8% | Central Otago | 2.1% |
| 9 | Franklin | 1.6% | Waikato | 1.6% | Hamilton City | 1.6% | Hamilton City | 1.9% |
| 10 | Tauranga City | 1.5% | Franklin | 1.6% | Waikato | 1.6% | Waitakere City | 1.8% |
| 11 | Waimakariri | 1.5% | Papakura | 1.5% | Papakura | 1.6% | North Shore City | 1.8% |
| 12 | Waikato | 1.5% | Central Otago | 1.4% | Waitakere City | 1.6% | Papakura | 1.7% |
| 13 | North Shore City | 1.4% | Auckland City | 1.4% | Western Bay of Plenty | 1.4% | Waikato | 1.6% |
| 14 | Auckland City | 1.4% | Western Bay of Plenty | 1.3% | North Shore City | 1.4% | Auckland City | 1.6% |
| 15 | Central Otago | 1.4% | North Shore City | 1.3% | Wellington City | 1.4% | Western Bay of Plenty | 1.6% |
| 16 | Western Bay of Plenty | 1.3% | Wellington City | 1.3% | Ashburton | 1.3% | Wellington City | 1.6% |
| 17 | Waipa | 1.3% | Palmerston North | 1.3% | Auckland City | 1.2% | Kapiti Coast | 1.5% |
| 18 | Whangarei | 1.3% | Carterton | 1.2% | Waipa | 1.2% | Whangarei | 1.3% |
| 19 | Mackenzie | 1.3% | Ashburton | 1.2% | Whangarei | 1.2% | Tasman | 1.3% |
| 20 | Palmerston North | 1.2% | Whangarei | 1.1% | Kapiti Coast | 1.1% | Ashburton | 1.3% |
| 21 | New Plymouth | 1.2% | Upper Hutt City | 1.1% | Christchurch City | 1.1% | Christchurch City | 1.2% |
| 22 | Upper Hutt City | 1.2% | Waipa | 1.1% | Marlborough | 1.0% | Marlborough | 1.1% |
| 23 | Taupo | 1.2% | Porirua City | 1.1% | Upper Hutt City | 1.0% | Hurunui | 1.1% |
| 24 | Porirua City | 1.2% | Christchurch City | 1.0% | Carterton | 0.9% | Westland | 1.1% |
| 25 | Wellington City | 1.1% | Kapiti Coast | 1.0% | Westland | 0.9% | Waipa | 1.0% |
| 26 | Central Hawke's Bay | 1.1% | New Plymouth | 1.0% | Palmerston North | 0.8% | Carterton | 1.0% |
| 27 | Nelson City | 1.1% | Kaipara | 0.9% | Hurunui | 0.8% | Upper Hutt City | 0.9% |
| 28 | Christchurch City | 1.1% | Hurunui | 0.9% | New Plymouth | 0.8% | Kaikoura | 0.8% |
| 29 | Hastings | 1.1% | Marlborough | 0.9% | Tasman | 0.8% | Hastings | 0.8% |
| 30 | Tasman | 1.1% | Taupo | 0.9% | Hastings | 0.7% | Palmerston North | 0.8% |
| 31 | Kaipara | 1.1% | Nelson City | 0.9% | Porirua City | 0.7% | Nelson City | 0.7% |
| 32 | Ashburton | 1.0% | Tasman | 0.9% | Grey | 0.7% | New Plymouth | 0.6% |
| 33 | Kapiti Coast | 1.0% | South Wairarapa | 0.8% | Mackenzie | 0.7% | Porirua City | 0.6% |
| 34 | South Wairarapa | 1.0% | Hastings | 0.8% | South Wairarapa | 0.6% | Kaipara | 0.5% |
| 35 | Invercargill City | 1.0% | Invercargill City | 0.8% | Nelson City | 0.6% | Matamata-Piako | 0.5% |
| 36 | Hurunui | 0.9% | Mackenzie | 0.8% | Manawatu | 0.6% | Thames-Coromandel | 0.5% |
| 37 | Dunedin City | 0.9% | Central Hawke's Bay | 0.7% | Waimate | 0.6% | Taupo | 0.5% |
| 38 | Thames-Coromandel | 0.7% | Grey | 0.7% | Kaipara | 0.5% | Invercargill City | 0.4% |
| 39 | Grey | 0.7% | Dunedin City | 0.7% | Kaikoura | 0.5% | Dunedin City | 0.4% |
| 40 | Napier City | 0.7% | Southland | 0.7% | Dunedin City | 0.5% | Manawatu | 0.4% |
| 41 | Far North | 0.7% | Manawatu | 0.7% | Central Hawke's Bay | 0.5% | Napier City | 0.4% |
| 42 | Southland | 0.7% | Waimate | 0.7% | Matamata-Piako | 0.4% | South Wairarapa | 0.4% |
| 43 | Timaru | 0.7% | Gisborne | 0.7% | Taupo | 0.4% | Timaru | 0.4% |
| 44 | Manawatu | 0.7% | Matamata-Piako | 0.6% | Far North | 0.4% | Far North | 0.3% |
| 45 | Marlborough | 0.7% | Westland | 0.6% | Hauraki | 0.4% | Lower Hutt City | 0.3% |
| 46 | Waimate | 0.7% | Timaru | 0.6% | Napier City | 0.4% | Grey | 0.3% |
| 47 | Gisborne | 0.6% | Hauraki | 0.6% | Thames-Coromandel | 0.4% | Mackenzie | 0.3% |
| 48 | Matamata-Piako | 0.6% | Napier City | 0.5% | Timaru | 0.3% | Waimate | 0.3% |
| 49 | Lower Hutt City | 0.6% | Lower Hutt City | 0.5% | Gisborne | 0.3% | Central Hawke's Bay | 0.3% |
| 50 | Rotorua | 0.6% | Otorohanga | 0.4% | Lower Hutt City | 0.3% | Hauraki | 0.3% |
| 51 | Clutha | 0.6% | Clutha | 0.4% | Buller | 0.3% | Rotorua | 0.2% |
| 52 | Hauraki | 0.6% | Far North | 0.4% | Clutha | 0.2% | Whakatane | 0.1% |
| 53 | Otorohanga | 0.5% | Masterton | 0.4% | Southland | 0.2% | Gisborne | 0.1% |
| 54 | Kaikoura | 0.5% | Kaikoura | 0.4% | Waitaki | 0.2% | Masterton | 0.1% |
| 55 | Waitaki | 0.5% | Thames-Coromandel | 0.4% | Rotorua | 0.2% | Waitaki | 0.0% |
| 56 | Westland | 0.5% | Rotorua | 0.4% | Invercargill City | 0.2% | Horowhenua | 0.0% |
| 57 | South Waikato | 0.4% | Stratford | 0.3% | Masterton | 0.1% | Buller | 0.0% |
| 58 | Masterton | 0.4% | Waitaki | 0.2% | Whakatane | 0.1% | Southland | -0.1% |
| 59 | Gore | 0.4% | South Waikato | 0.2% | Stratford | 0.0% | Stratford | -0.1% |
| 60 | South Taranaki | 0.4% | Waitomo | 0.2% | Horowhenua | 0.0% | Clutha | -0.1% |
| 61 | Whakatane | 0.3% | Gore | 0.2% | Otorohanga | -0.1% | Waitomo | -0.2% |
| 62 | Tararua | 0.3% | Buller | 0.2% | Wanganui | -0.1% | Wanganui | -0.4% |
| 63 | Wairoa | 0.2% | South Taranaki | 0.2% | Waitomo | -0.1% | Otorohanga | -0.4% |
| 64 | Wanganui | 0.2% | Wanganui | 0.1% | Gore | -0.3% | Gore | -0.4% |
| 65 | Stratford | 0.2% | Whakatane | 0.0% | South Taranaki | -0.4% | Tararua | -0.5% |
| 66 | Waitomo | 0.2% | Tararua | 0.0% | Tararua | -0.4% | Rangitikei | -0.6% |
| 67 | Rangitikei | 0.0% | Horowhenua | 0.0% | Rangitikei | -0.5% | South Taranaki | -0.6% |
| 68 | Horowhenua | 0.0% | Rangitikei | -0.2% | Kawerau | -0.6% | Kawerau | -0.6% |
| 69 | Buller | 0.0% | Wairoa | -0.2% | South Waikato | -0.6% | Opotiki | -0.7% |
| 70 | Opotiki | -0.2% | Opotiki | -0.3% | Opotiki | -0.7% | South Waikato | -0.8% |
| 71 | Kawerau | -0.3% | Kawerau | -0.4% | Wairoa | -0.8% | Wairoa | -1.2% |
| 72 | Ruapehu | -0.7% | Ruapehu | -0.6% | Ruapehu | -1.0% | Ruapehu | -1.4% |
| | New Zealand | 1.2% | New Zealand | 1.2% | New Zealand | 1.1% | New Zealand | 1.2% |

Technical notes

Time period

This annual profile reports on March years (eg 2010 refers to the 12 months to March 2010) for all indicators except population. Population statistics are presented for the year to June.

Gross Domestic Product

Gross Domestic Product for each region and district is estimated by Infometrics. It is measured in 1995/96 prices. A top down approach breaks national production-based GDP (published by Statistics New Zealand) down to TA level by applying TA shares to the national total. Each TA's share of industry output is based on the number of people employed and their productivity (approximated by output per employee). Further details of this methodology can be obtained from Infometrics.

Employment

Regional employment is estimated by Infometrics' Regional Industry Employment Model (RIEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) and Business Demography (BD) series published by Statistics New Zealand. RIEM differs from BD in that it is a quarterly series (BD is annual) and it includes both employees and self employed whereas BD only includes employees. Further details of this methodology can be obtained from Infometrics.

Employment in this report is measured as an average of the four quarters making up each year.

Business Units

Data on the number of business units is sourced from the Business Demography statistics from Statistics New Zealand.

Population

Demographic statistics are sourced from Statistics New Zealand.