

2010

annual economic profile

Hurunui



INFOMETRICS

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Executive Summary

Economy

- GDP in Hurunui measured \$303m in 2010, down 0.3% from a year earlier. New Zealand's GDP declined by 0.5% over the same period.
- Hurunui's GDP growth of -0.3% ranked it number 32 among the 72 territorial authorities for GDP growth.

Figure 1. GDP growth (year to March 2010)

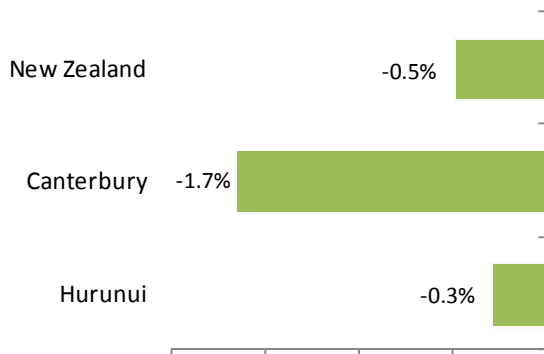
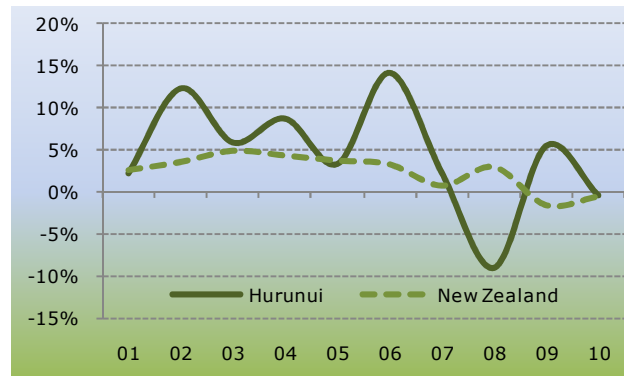
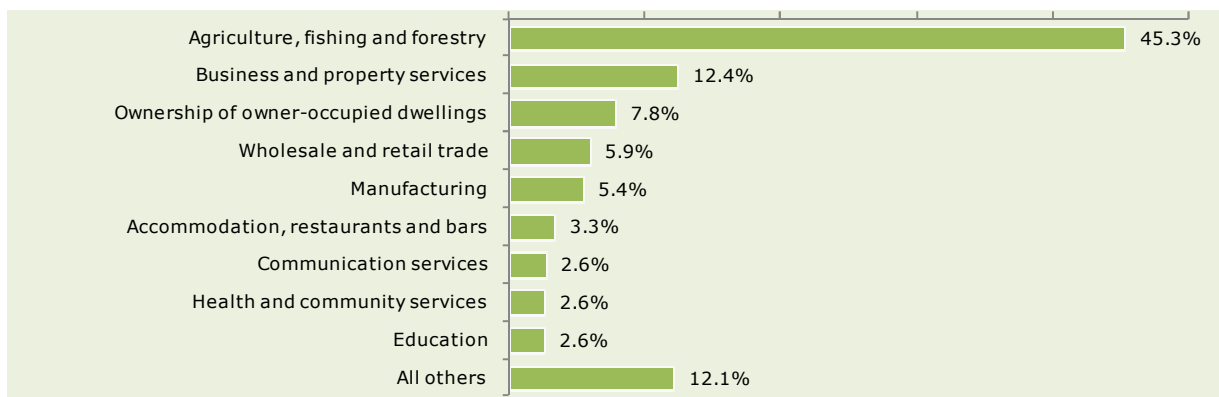


Figure 2. Annual average GDP growth (2000-2010)



- Agriculture, fishing and forestry was the largest industry in Hurunui in 2010 accounting for 45.3% of total GDP, followed by business and property services (12.4%) and ownership of owner-occupied dwellings (7.8%).
- Business and property services made the largest contribution to overall growth in Hurunui between 2009 and 2010. The largest detractor from growth was manufacturing which declined by 14.2%.
- The industries in which Hurunui has the largest comparative advantages are agriculture, fishing, and forestry and logging.
- Hurunui had the 65th most diverse economy among New Zealand's 72 territorial authorities, as measured by the Tress index.

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

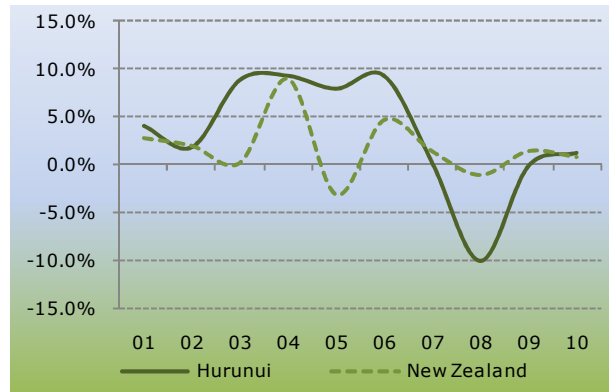


Performance of key sectors

Agriculture, Forestry & Fishing

- Hurunui's agriculture, forestry & fishing sector contributed 45.3% to the district's economic output in 2010, down from 51% ten years ago.
- Output in the sector grew by 1.3% in 2010 compared with growth of 0.9% in the sector nationally.
- The agriculture, forestry & fishing sector employed an average of 2,184 persons in Hurunui in 2010 which was up from 2,184 in 2009.

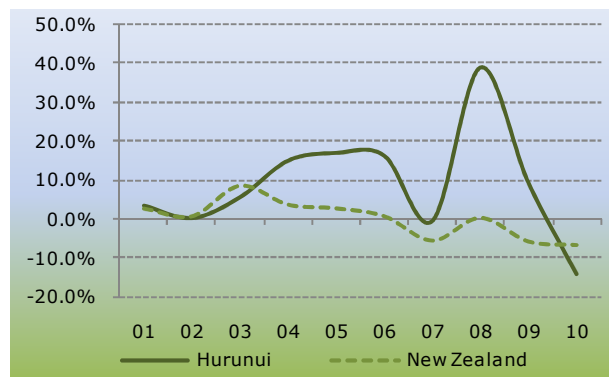
Figure 4. Agriculture, Forestry & Fishing output growth



Manufacturing

- Hurunui's manufacturing sector contributed 5.4% to the district's economic output in 2010, up from 3.8% ten years ago.
- Output in the sector declined by 14.2% in 2010 compared with a decline of 6.6% in the sector nationally.
- The sector employed 245 persons in Hurunui in 2010, which was down from 266 in 2009.

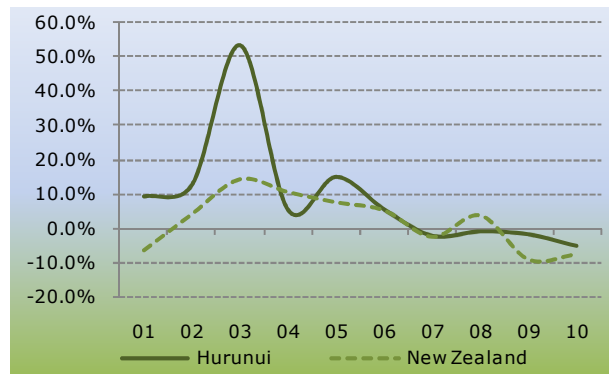
Figure 5. Manufacturing output growth



Construction

- Hurunui's construction sector contributed 2.2% to the district's economic output in 2010, up from 1.6% ten years ago.
- Output in the sector declined by 5% in 2010 compared with a decline of 7.7% in the sector nationally.
- The sector employed an average of 245 persons in Hurunui in 2010, which was down from 251 in 2009.

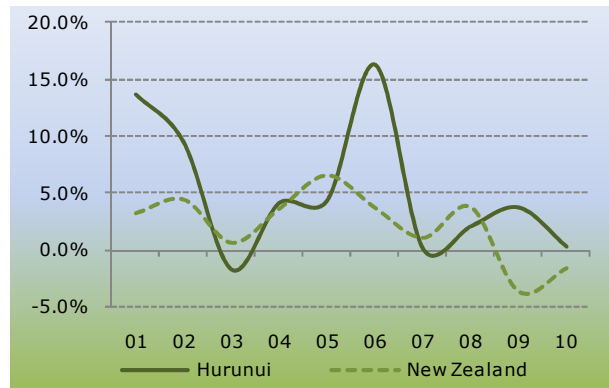
Figure 6. Construction output growth



Retail, Wholesale, Accommodation & Hospitality

- Hurunui's retail, wholesale, accommodation & hospitality sector contributed 9.2% to the district's economic output in 2010, up from 8.6% 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 1,009 persons in Hurunui in 2010, which was down from 1,054 in 2009.

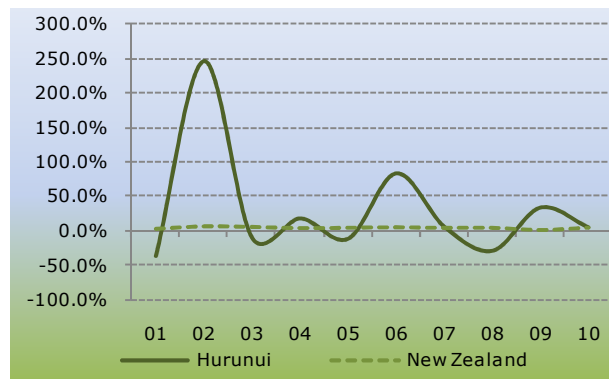
Figure 7. Retail, Wholesale, Accommodation & Hospitality output growth



Finance, Insurance, Property & Business

- Hurunui's finance, insurance, property & business sector contributed 12.6% to the district's economic output in 2010, up from 5.1% ten years ago.
- Output in the sector grew by 4.4% in 2010 compared with growth of 4.4% in the sector nationally.
- The sector employed 359 persons in Hurunui in 2010, which was down from 392 in 2009.

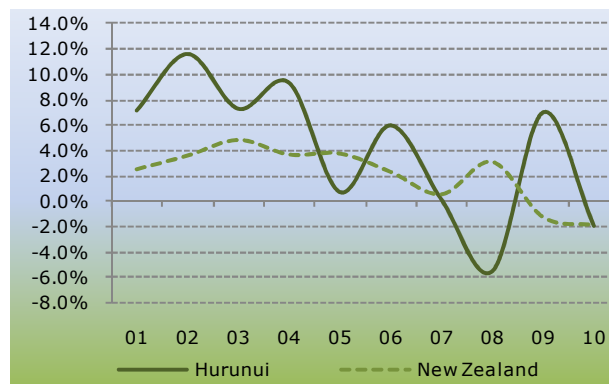
Figure 8. Finance, Insurance, Property & Business output growth



Tourism

- Hurunui's tourism sector contributed 6.9% to the district's economy in 2010, down from 7.1% ten years ago.
- Output in the sector declined by 1.9% in 2010 compared with a decline of 1.9% in the sector in the national economy.
- The sector employed 629 persons in Hurunui in 2010 which was down from 649 in 2009.

Figure 9. Tourism output growth



Employment

- Total employment in Hurunui was 5,057 in 2010, down -1.3% from a year earlier. Employment in New Zealand declined by -2.5% over the same period.

Figure 10. Employment growth (year to March 2010)

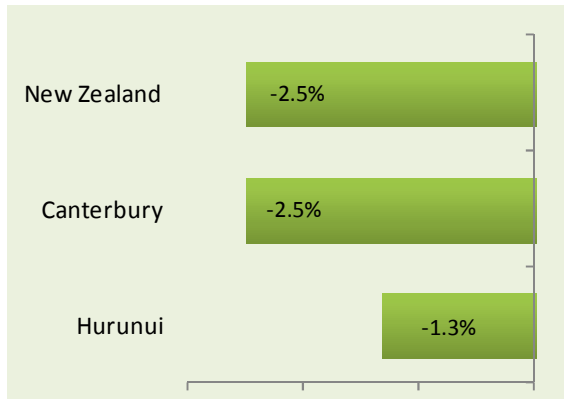
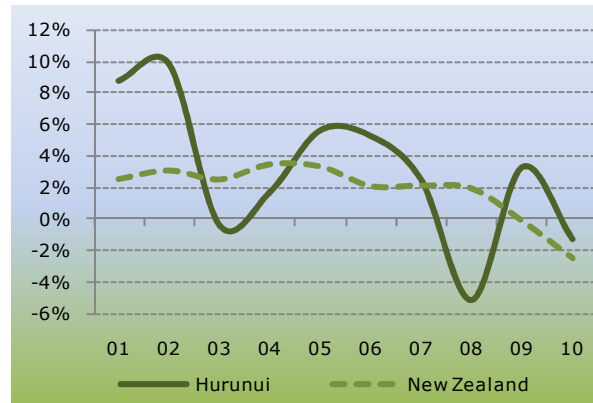
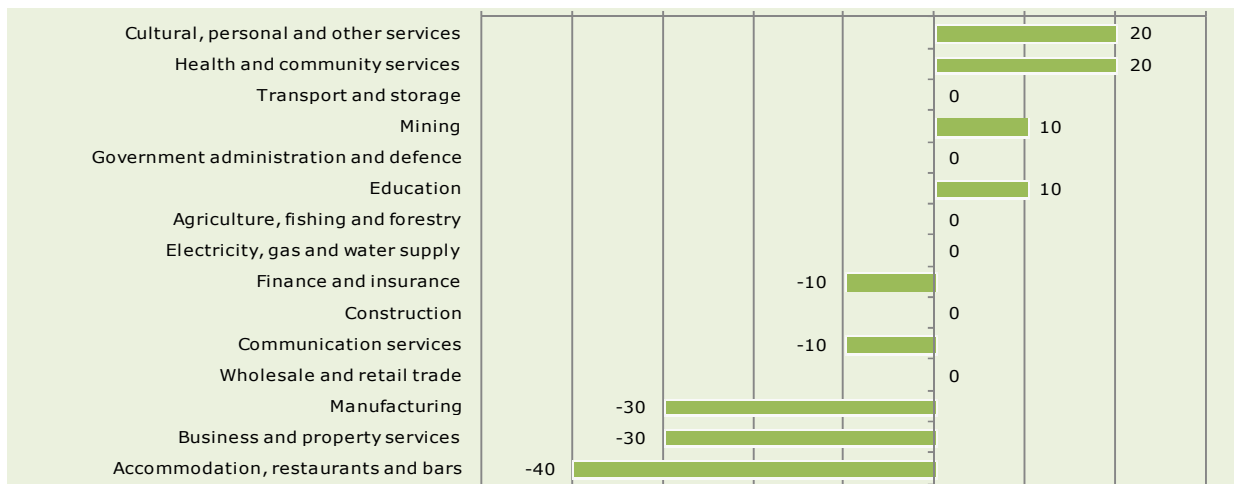


Figure 11. Annual average employment growth (2000-2010)



- Hurunui's employment growth of -1.3% between 2009 and 2010 ranked it number 25 among the 72 territorial authorities for rate of employment growth.
- Agriculture, fishing and forestry was the largest employer in Hurunui in 2010 accounting for 43.2% of total employment, followed by accommodation, restaurants and bars (11%) and wholesale and retail trade (9%).
- Sheep Farming was the largest creator of jobs in Hurunui between 2009 and 2010 generating an additional 128 positions.
- Services to Agriculture nec was the industry that experienced the largest fall in employment (-48 jobs) followed by grape growing (-35 jobs) and sheep-beef cattle farming (-27 jobs).

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



Population

- Hurunui's population reached 11,100 in 2010, up 0.9% from a year earlier. New Zealand's total population grew by 1.2% over the same period.
- Hurunui's population growth of 0.9% ranked it number 36 among the 72 territorial authorities.

Figure 13. Population growth (year to June 2010)

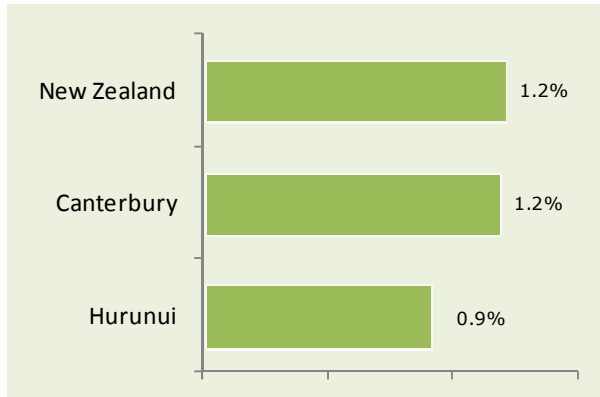
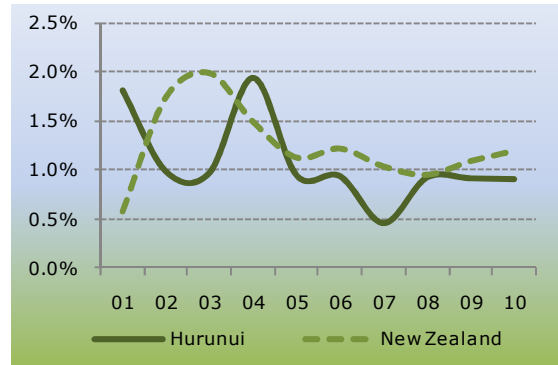


Figure 14. Annual population growth (June years)



Business growth

- A total of 2,534 business units were recorded in Hurunui in 2010, down 0.2% 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)

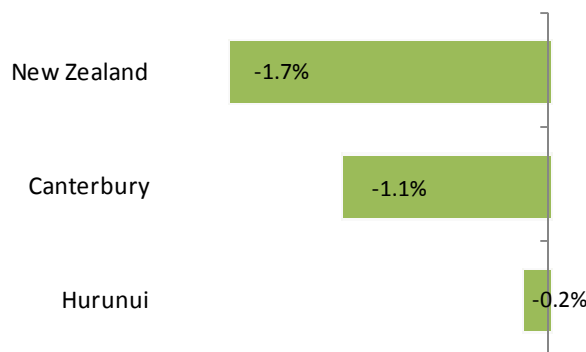
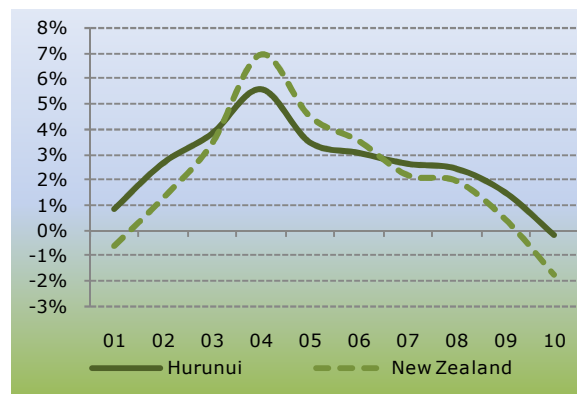


Figure 16. Annual average business unit growth



Main Report

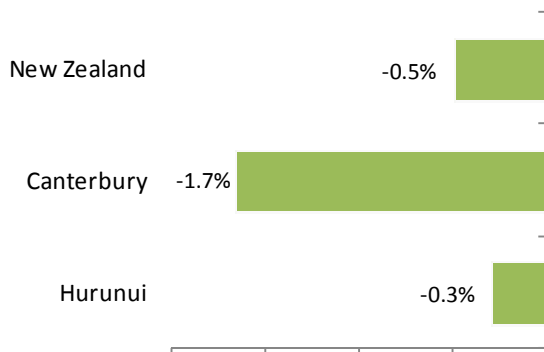
Economy

How fast has 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 Hurunui's economic performance during the year to March 2010 and previous years.

Figure 17. GDP growth (year to March 2010)



- GDP in Hurunui measured \$303m in 2010, down 0.3% from a year earlier.
- New Zealand's GDP declined by 0.5% over the same period.
- Economic growth in Hurunui averaged 4.4%pa between 2000 and 2010 compared with an average of 2.4%pa in the national economy.
- Growth in Hurunui reached a maximum of 14.2% in 2006 and a minimum of -8.9% in 2008.

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

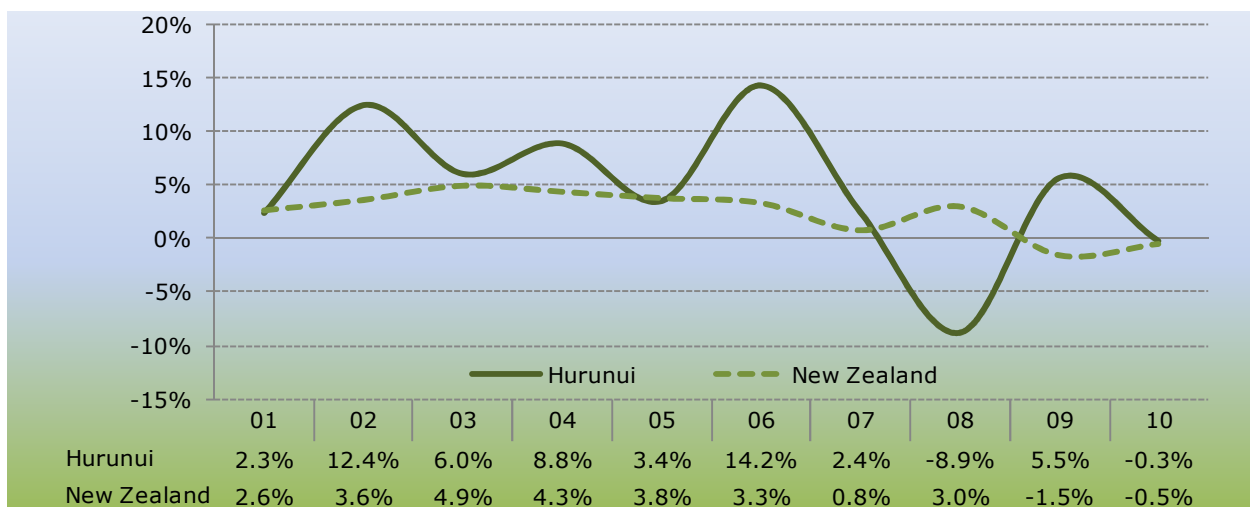
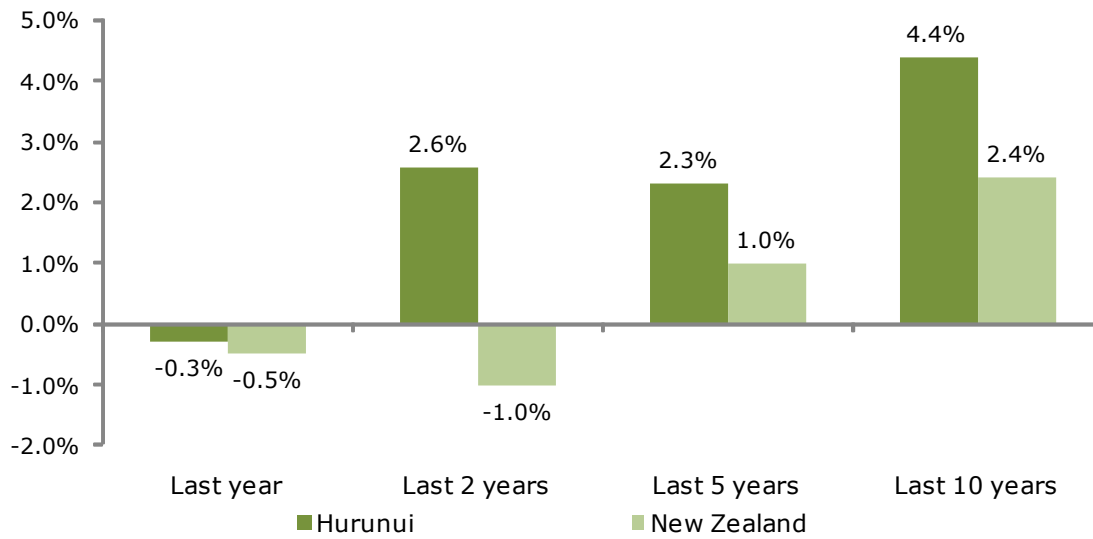


Figure 19. GDP growth last 1, 2, 5 and 10 years



- Hurunui's GDP growth of -0.3% in the year to March 2010 ranked it number 32 among the 72 territorial authorities.
- This ranking put it in the fifth decile (decile one = fastest 10% of TAs, decile ten = slowest 10%).
- Over the past two years GDP in Hurunui grew by an average of 2.6%pa ranking it number 7 (decile 1).
- Over the past five years GDP in Hurunui grew by an average of 2.3%pa ranking it number 8 (decile 1).

Table 1 shows how Hurunui's GDP growth compares with other districts in New Zealand. It shows which growth decile Hurunui is placed over the past one, two, five and ten year periods. Decile one contains the 10% of districts with the fastest growth rates while decile ten contains the 10% with the lowest growth rates.

Table 1. GDP growth decile rankings: last 1, 2, 5 and 10 years.

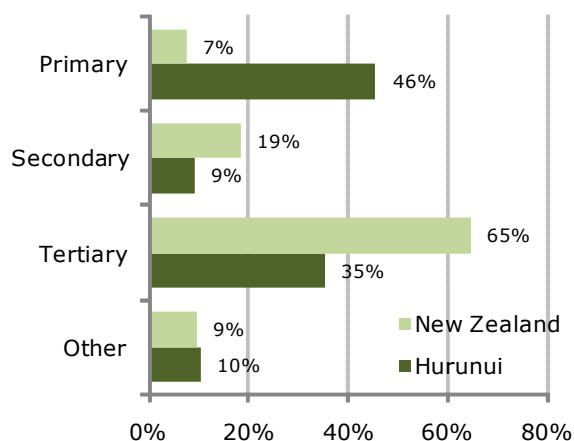
Decile	Last year	Last 2 years	Last 5 years	Last 10 years
1 Fastest 10%		Hurunui	Hurunui	Hurunui
2				
3				
4				
5	Hurunui			
6				
7				
8				
9				
10 Slowest 10%				

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 2 shows a ranking of the 17 broad (1-digit ANZSIC) industries by total

contribution to GDP while Table 3 shows a ranking of 31 more narrowly defined industries.

Figure 20. Share of total GDP (2010)



- Primary industries accounted for the largest proportion of GDP (46%) in Hurunui, which is higher than in the national economy (7%).
- Tertiary industries accounted for 35% of GDP which was lower than for New Zealand as a whole (65%)
- Secondary industries accounted for the smallest proportion in Hurunui: 9% compared with 19% in the national economy.

Table 2. GDP by broad industry (2010)

	GDP (m, 95/96 prices)		% of total	
	Hurunui	New Zealand	Hurunui	New Zealand
Agriculture, Forestry and Fishing	137	8,373	45.3%	6.3%
Mining	1	1,494	0.2%	1.1%
Total primary industries	138	9,867	45.5%	7.4%
Manufacturing	16	16,553	5.4%	12.4%
Electricity, Gas and Water Supply	4	2,646	1.4%	2.0%
Construction	7	5,517	2.2%	4.1%
Total secondary industries	27	24,716	9.0%	18.5%
Wholesale and retail trade	18	17,850	5.9%	13.4%
Accommodation, restaurants and bars	10	1,984	3.3%	1.5%
Transport and storage	5	5,951	1.6%	4.5%
Communication services	8	8,728	2.6%	6.5%
Finance and insurance	1	9,921	0.2%	7.4%
Property services	33	7,394	10.8%	5.5%
Business services	5	11,635	1.6%	8.7%
Government Administration and Defence	6	6,779	1.8%	5.1%
Education	8	4,453	2.6%	3.3%
Health and community services	8	7,498	2.6%	5.6%
Cultural, recreational & personal services	6	4,162	2.0%	3.1%
Total tertiary industries	106	86,355	35.1%	64.7%
Ownership of owner-occupied dwellings	24	9,120	7.8%	6.8%
Unallocated	8	3,455	2.5%	2.6%
Other	31	12,575	10.3%	9.4%
Total	303	133,512	100.0%	100.0%

Table 3. GDP by detailed industry (2010)

Industry	GDP (m)		Share of total	
	Hurunui	New Zealand	Hurunui	New Zealand
Agriculture	124	6,600	40.9%	4.9%
Fishing	2	189	0.7%	0.1%
Forestry and logging	11	1,584	3.6%	12%
Mining	1	1,494	0.2%	1.1%
Total primary industries	138	9,867	45.5%	7.4%
Food, beverage and tobacco manufacturing	12	5,887	4.1%	4.4%
Textile and apparel manufacturing	0	619	0.0%	0.5%
Wood and paper product manufacturing	1	2,246	0.2%	1.7%
Printing, publishing and recorded media	0	1,203	0.0%	0.9%
Petroleum, chemical, plastic, rubber manu	0	1,571	0.1%	12%
Non-metallic mineral products manufacturing	1	720	0.3%	0.5%
Metal product manufacturing	0	1,615	0.1%	12%
Machinery and equipment manufacturing	1	2,260	0.4%	1.7%
Furniture and other manufacturing	0	430	0.1%	0.3%
Electricity, gas and water supply	4	2,646	1.4%	2.0%
Construction	7	5,517	2.2%	4.1%
Total secondary industries	27	24,716	9.0%	18.5%
Wholesale trade	7	9,839	2.2%	7.4%
Retail trade	11	8,011	3.7%	6.0%
Accommodation, restaurants and bars	10	1,984	3.3%	1.5%
Transport and storage	5	5,951	1.6%	4.5%
Communication services	8	8,728	2.6%	6.5%
Finance and insurance	1	9,921	0.2%	7.4%
Property services	33	7,394	10.8%	5.5%
Business services	5	11,635	1.6%	8.7%
Central government admin and defence	0	4,951	0.0%	3.7%
Local government administration	5	1,827	1.8%	1.4%
Education	8	4,453	2.6%	3.3%
Health and community services	8	7,498	2.6%	5.6%
Cultural and recreational services	4	2,264	1.3%	1.7%
Personal and other community services	2	1,898	7.8%	1.4%
Total tertiary industries	106	86,355	35.1%	64.7%
Ownership of owner-occupied dwellings	24	9,120	7.8%	6.8%
Unallocated	8	3,455	2.5%	2.6%
Other	31	12,575	10.3%	9.4%
Total	303	133,512	100.0%	100.0%

Which industries make the largest contribution to 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 4 shows a ranking of the 17

broad (1-digit ANZSIC) industries by total contribution to GDP while Table 5 shows a ranking of 31 more narrowly defined industries.

- Agriculture, fishing and forestry was the largest industry in Hurunui in 2010 accounting for 45.3% of total GDP.
- The second largest industry was business and property services (12.4%) followed by ownership of owner-occupied dwellings (7.8%).
- The industry most overrepresented in Hurunui relative to the national economy is agriculture, fishing and forestry. This industry contributes 45.3% to the district's economy compared with 6.3% to the national economy.
- The next most overrepresented industries are accommodation, restaurants and bars (3.3% compared to 1.5% nationally) and ownership of owner-occupied dwellings (7.8% compared with 6.8% nationally).

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

Rank		Hurunui		New Zealand
		GDP (\$m)	% of total	Share of total
1	Agriculture, fishing and forestry	137	45.3%	6.3%
2	Business and property services	38	12.4%	14.3%
3	Ownership of owner-occupied dwellings	24	7.8%	6.8%
4	Wholesale and retail trade	18	5.9%	13.4%
5	Manufacturing	16	5.4%	12.4%
6	Accommodation, restaurants and bars	10	3.3%	1.5%
7	Communication services	8	2.6%	6.5%
8	Health and community services	8	2.6%	5.6%
9	Education	8	2.6%	3.3%
10	Unallocated	8	2.5%	2.6%
11	Construction	7	2.2%	4.1%
12	Cultural, personal and other services	6	2.0%	3.1%
13	Government administration and defence	6	1.8%	5.1%
14	Transport and storage	5	1.6%	4.5%
15	Electricity, gas and water supply	4	1.4%	2.0%
16	Mining	1	0.2%	1.1%
17	Finance and insurance	1	0.2%	7.4%
Total		303	100%	100%

Figure 21. Industry contribution to total GDP in (2010)

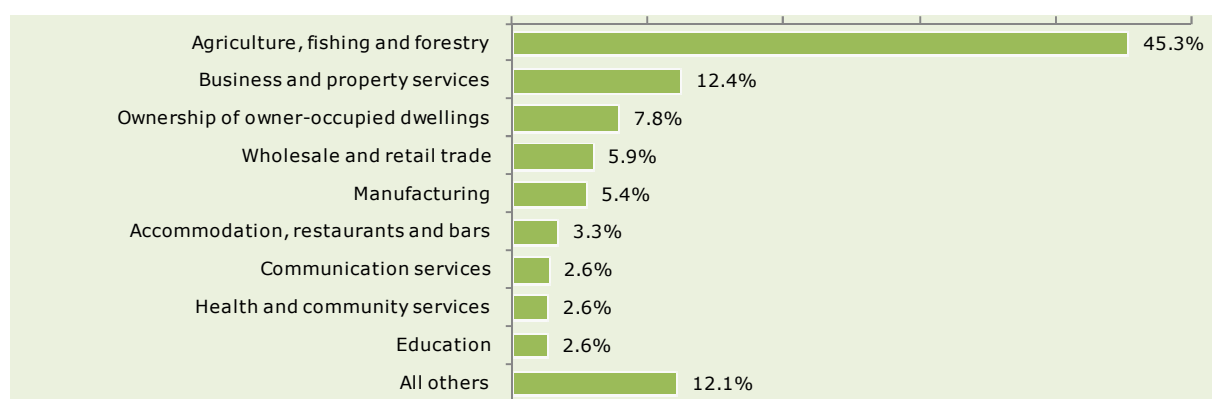


Table 5. Detailed industries ranked by contribution to GDP (2010)

Rank		Hurunui		New Zealand
		GDP (\$m)	% of total	% of total
1	Agriculture	124	40.9%	4.9%
2	Property services	33	10.8%	5.5%
3	Ownership of owner-occupied dwellings	24	7.8%	6.8%
4	Food, beverage and tobacco manufacturing	12	4.1%	4.4%
5	Retail trade	11	3.7%	6.0%
6	Forestry and logging	11	3.6%	1.2%
7	Accommodation, restaurants and bars	10	3.3%	1.5%
8	Communication services	8	2.6%	6.5%
9	Health and community services	8	2.6%	5.6%
10	Education	8	2.6%	3.3%
11	Unallocated	8	2.5%	2.6%
12	Construction	7	2.2%	4.1%
13	Wholesale trade	7	2.2%	7.4%
14	Local government administration	5	1.8%	1.4%
15	Transport and storage	5	1.6%	4.5%
16	Business services	5	1.6%	8.7%
17	Electricity, gas and water supply	4	1.4%	2.0%
18	Cultural and recreational services	4	1.3%	1.7%
19	Personal and other community services	2	0.7%	1.4%
20	Fishing	2	0.7%	0.1%
21	Machinery and equipment manufacturing	1	0.4%	1.7%
22	Non-metallic mineral products manufacturing	1	0.3%	0.5%
23	Mining	1	0.2%	1.1%
24	Wood and paper product manufacturing	1	0.2%	1.7%
25	Finance and insurance	1	0.2%	7.4%
26	Petroleum, chemical, plastic, rubber manu	0	0.1%	1.2%
27	Metal product manufacturing	0	0.1%	1.2%
28	Furniture and other manufacturing	0	0.1%	0.3%
29	Central government admin and defence	0	0.0%	3.7%
30	Printing, publishing and recorded media	0	0.0%	0.9%
31	Textile and apparel manufacturing	0	0.0%	0.5%
Total		303	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 Hurunui.

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

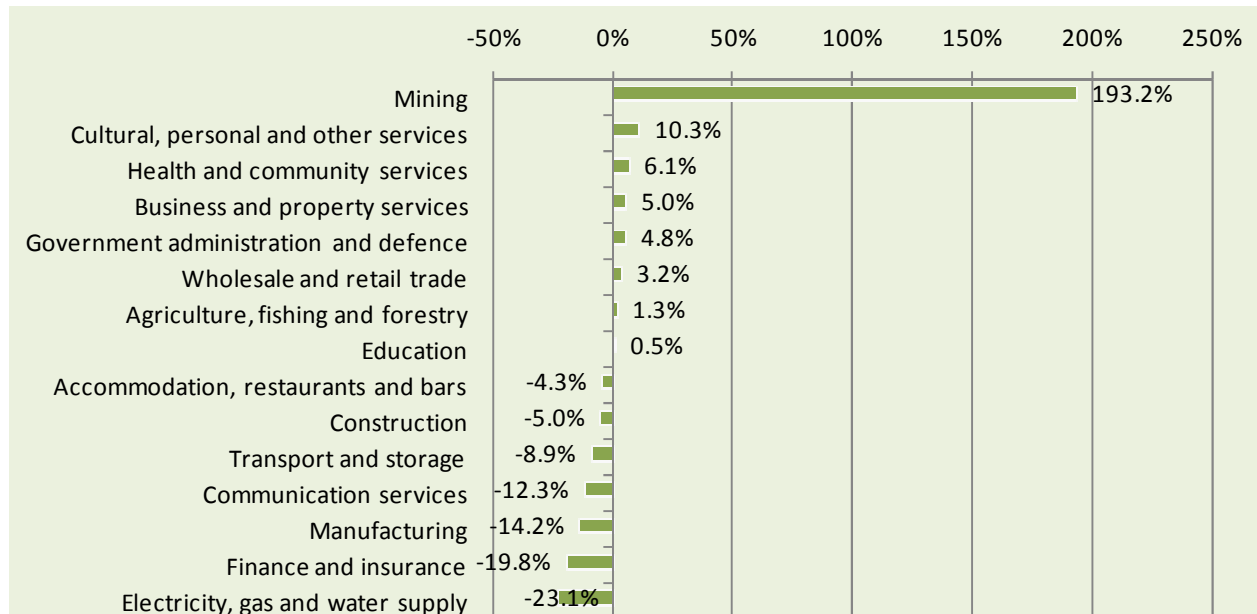
- The mining industry was the fastest growing industry in Hurunui between 2009 and 2010 with output expanding by 193.2%.
- This industry grew faster in Hurunui than in New Zealand (0.5%).
- The next fastest growing industries were cultural, personal and other services (10.3%) and health and community services (6.1%).
- Industries with the weakest performance were electricity, gas and water supply (-23.1%) and finance and insurance (-19.8%).

Table 6. Hurunui industries ranked by rate of growth (2009 to 2010)

Rank	Industry	Hurunui	Canterbury	New Zealand
1	Mining	193.2%	-1.5%	0.5%
2	Cultural, personal and other services	10.3%	5.0%	1.9%
3	Health and community services	6.1%	3.9%	3.8%
4	Business and property services	5.0%	6.3%	5.4%
5	Government administration and defence	4.8%	1.9%	0.9%
6	Wholesale and retail trade	3.2%	-0.1%	-1.7%
7	Agriculture, fishing and forestry	1.3%	0.6%	0.9%
8	Education	0.5%	0.9%	0.1%
9	Accommodation, restaurants and bars	-4.3%	-3.8%	-1.6%
10	Construction	-5.0%	-8.9%	-7.7%
11	Transport and storage	-8.9%	-9.4%	-6.3%
12	Communication services	-12.3%	-11.6%	1.3%
13	Manufacturing	-14.2%	-7.2%	-6.6%
14	Finance and insurance	-19.8%	0.4%	2.5%
15	Electricity, gas and water supply	-23.1%	1.4%	4.0%
Total		-0.3%	-1.7%	-0.5%

Figure 22 on the following page graphically displays growth by industry during the past year and Table 7 shows growth by industry in Hurunui over the past one, two, five and ten years.

Figure 22. Hurunui industries ranked by rate of growth (2009 to 2010)



- Over the past 10 years the fastest growing industries in Hurunui were communication services (33.8%), business and property services (15.2%), and manufacturing (8.3%).
- The slowest growing industries were transport and storage (-4.2%), finance and insurance (-3.7%), and electricity, gas and water supply (-1.6%).

Table 7. GDP growth broad 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, fishing and forestry	13%	0.6%	0.0%	3.2%
Mining	193.2%	0.0%	0.0%	0.0%
Manufacturing	-14.2%	-3.2%	8.5%	8.3%
Electricity, gas and water supply	-23.1%	-11.3%	13.7%	-1.6%
Construction	-5.0%	-3.3%	-0.8%	8.2%
Wholesale and retail trade	3.2%	3.9%	5.5%	5.5%
Accommodation, restaurants and bars	-4.3%	-10%	2.5%	4.5%
Transport and storage	-8.9%	3.4%	-11.0%	-4.2%
Communication services	-12.3%	6.3%	6.0%	33.8%
Finance and insurance	-19.8%	-38.5%	-8.3%	-3.7%
Business and property services	5.0%	21.0%	14.4%	15.2%
Government administration and defence	4.8%	4.2%	-0.6%	0.3%
Education	0.5%	6.6%	3.8%	2.1%
Health and community services	6.1%	-3.8%	2.5%	12%
Cultural, personal and other services	10.3%	8.3%	3.2%	6.1%
Ownership of owner-occupied dwellings	13%	5.0%	2.9%	3.5%
Unallocated	-7.2%	-9.0%	-5.6%	0.4%
Total	-0.3%	2.6%	2.3%	4.4%

Which are the fastest growing detailed industries in 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 mining industry was the fastest growing industry in Hurunui in the year to March 2010 with output expanding by 193.2%. This industry grew faster in Hurunui than in New Zealand (0.5%).
- The next fastest growing industries were metal product manufacturing (18.6%) and personal and other community services (16.7%).
- The weakest performing industries were non-metallic mineral products manufacturing (-62.1%) and printing, publishing and recorded media (-48.8%).

Table 8. Hurunui industries ranked by rate of growth (2009 to 2010)

Rank	Industry	Hurunui	Canterbury	New Zealand
1	Mining	193.2%	-15%	0.5%
2	Metal product manufacturing	18.6%	-13.0%	-14.3%
3	Personal and other community services	16.7%	0.7%	-1.7%
4	Wholesale trade	7.4%	0.9%	-2.0%
5	Cultural and recreational services	6.9%	10.1%	5.0%
6	Property services	6.6%	4.8%	3.7%
7	Health and community services	6.1%	3.9%	3.8%
8	Forestry and logging	5.8%	15.1%	12.3%
9	Local government administration	5.2%	4.2%	3.4%
10	Agriculture	1.3%	-14%	-14%
11	Retail trade	0.8%	-10%	-12%
12	Education	0.5%	0.9%	0.1%
13	Textile and apparel manufacturing	0.0%	-12.7%	-6.7%
14	Food, beverage and tobacco manufacturing	-3.4%	-2.3%	-3.9%
15	Accommodation, restaurants and bars	-4.3%	-3.8%	-1.6%
16	Business services	-4.5%	7.5%	6.5%
17	Construction	-5.0%	-8.9%	-7.7%
18	Central government administration and defence	-5.5%	0.8%	0.0%
19	Petroleum, chemical, plastic, rubber manufacturing	-8.4%	-2.5%	3.2%
20	Transport and storage	-8.9%	-9.4%	-6.3%
21	Communication services	-12.3%	-11.6%	1.3%
22	Machinery and equipment manufacturing	-13.4%	-17.3%	-16.5%
23	Fishing	-15.6%	48.0%	-5.4%
24	Furniture and other manufacturing	-17.7%	-10.6%	-8.0%
25	Finance and insurance	-19.8%	0.4%	2.5%
26	Electricity, gas and water supply	-23.1%	1.4%	4.0%
27	Wood and paper product manufacturing	-38.9%	2.3%	1.4%
28	Printing, publishing and recorded media	-48.8%	-6.4%	-6.1%
29	Non-metallic mineral products manufacturing	-62.1%	-18.4%	-14.9%
Total		-0.3%	-1.7%	-0.5%

- Over the past 10 years the fastest growing industries in Hurunui were communication services (33.8%), property services (16.3%), and food, beverage and tobacco manufacturing (12.5%).
- The weakest performing were textile and apparel manufacturing (-100%), wood and paper product manufacturing (-6.3%), and transport and storage (-4.2%).

Table 9. GDP growth by detailed 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	1.3%	0.1%	-0.1%	3.1%
Fishing	-15.6%	48.8%	-13.7%	0.0%
Forestry and logging	5.8%	0.9%	6.4%	1.6%
Mining	193.2%	0.0%	0.0%	0.0%
Food, beverage and tobacco manufacturing	-3.4%	-0.8%	11.4%	12.5%
Textile and apparel manufacturing	0.0%	0.0%	-100.0%	-100.0%
Wood and paper product manufacturing	-38.9%	-26.3%	-11.8%	-6.3%
Printing, publishing and recorded media	-48.8%	7.1%	-9.1%	-0.9%
Petroleum, chemical, plastic, rubber manu	-8.4%	29.3%	36.8%	0.8%
No n-metallic mineral products manufacturing	-62.1%	-16.9%	48.9%	0.0%
Metal product manufacturing	18.6%	8.1%	-12.0%	7.2%
Machinery and equipment manufacturing	-13.4%	-3.6%	6.0%	2.4%
Furniture and other manufacturing	-17.7%	1.1%	10.4%	-1.5%
Electricity, gas and water supply	-23.1%	-11.3%	13.7%	-1.6%
Construction	-5.0%	-3.3%	-0.8%	8.2%
Wholesale trade	7.4%	9.4%	6.4%	7.0%
Retail trade	0.8%	1.0%	5.0%	4.7%
Accommodation, restaurants and bars	-4.3%	-1.0%	2.5%	4.5%
Transport and storage	-8.9%	3.4%	-11.0%	-4.2%
Communication services	-12.3%	6.3%	6.0%	33.8%
Finance and insurance	-19.8%	-38.5%	-8.3%	-3.7%
Property services	6.6%	29.5%	15.2%	16.3%
Business services	-4.5%	-10.8%	9.8%	10.2%
Central government admin and defence	-5.5%	-29.5%	-5.5%	0.0%
Local government administration	5.2%	5.9%	-0.5%	0.1%
Education	0.5%	6.6%	3.8%	2.1%
Health and community services	6.1%	-3.8%	2.5%	1.2%
Cultural and recreational services	6.9%	5.4%	1.6%	5.4%
Personal and other community services	16.7%	13.9%	6.4%	7.3%
Ownership of owner-occupied dwellings	1.3%	5.0%	2.9%	3.5%
Unallocated	-7.2%	-9.0%	-5.6%	0.4%
Total	-0.3%	2.6%	2.3%	4.4%

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 Hurunui’s economy taking into account their relative sizes.

- Business and property services made the largest contribution to overall growth in Hurunui between 2009 and 2010. The industry grew by 5% over the year and contributed 0.6 percentage points to the district's total growth of -0.3%.
- The next largest contributor was agriculture, fishing and forestry (0.6 percentage points) followed by cultural, personal and other services (0.6 percentage points).
- The largest detractor from growth over the year was manufacturing which declined by 14.2% and contributed -0.9 percentage points to the total growth of -0.3%.
- Electricity, gas and water supply (-0.4 percentage points) and communication services (-0.4 percentage points) were the next largest detractors.

Table 10. 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	36	38	0.6%	5.0%
2	Agriculture, fishing and forestry	135	137	0.6%	1.3%
3	Cultural, personal and other services	6	6	0.2%	10.3%
4	Wholesale and retail trade	17	18	0.2%	3.2%
5	Mining	0	1	0.2%	193.2%
6	Health and community services	7	8	0.1%	6.1%
7	Ownership of owner-occupied dwellings	23	24	0.1%	1.3%
8	Government administration and defence	5	6	0.1%	4.8%
9	Education	8	8	0.0%	0.5%
10	Finance and insurance	1	1	-0.1%	-19.8%
11	Construction	7	7	-0.1%	-5.0%
12	Accommodation, restaurants and bars	11	10	-0.1%	-4.3%
13	Transport and storage	5	5	-0.2%	-8.9%
14	Unallocated	8	8	-0.2%	-7.2%
15	Communication services	9	8	-0.4%	-12.3%
16	Electricity, gas and water supply	5	4	-0.4%	-23.1%
17	Manufacturing	19	16	-0.9%	-14.2%
Total		304	303	-0.3%	-0.3%

- Over the past 10 years the broad industries making the largest contribution to GDP growth in Hurunui were agriculture, fishing and forestry (1.5 percentage points), business and property services (1.2 percentage points), and manufacturing (0.4 percentage points).
- The broad industries making the lowest contributions were transport and storage (-0.1 percentage points), electricity, gas and water supply (0 percentage points), and finance and insurance (0 percentage points).

Table 11. 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	0.6%	0.3%	0.0%	1.5%
Mining	0.2%	0.1%	0.1%	0.0%
Manufacturing	-0.9%	-0.2%	0.4%	0.4%
Electricity, gas and water supply	-0.4%	-0.2%	0.1%	0.0%
Construction	-0.1%	-0.1%	0.0%	0.2%
Wholesale and retail trade	0.2%	0.2%	0.3%	0.3%
Accommodation, restaurants and bars	-0.1%	0.0%	0.1%	0.1%
Transport and storage	-0.2%	0.1%	-0.3%	-0.1%
Communication services	-0.4%	0.2%	0.1%	0.3%
Finance and insurance	-0.1%	-0.2%	0.0%	0.0%
Business and property services	0.6%	2.0%	1.3%	1.2%
Government administration and defence	0.1%	0.1%	0.0%	0.0%
Education	0.0%	0.2%	0.1%	0.1%
Health and community services	0.1%	-0.1%	0.1%	0.0%
Cultural, personal and other services	0.2%	0.2%	0.1%	0.1%
Ownership of owner-occupied dwellings	0.1%	0.4%	0.2%	0.3%
Unallocated	-0.2%	-0.3%	-0.2%	0.0%
Total	-0.3%	2.6%	2.3%	4.4%

Which detailed industries made the largest contribution to economic growth?

- Property services made the largest contribution to growth in Hurunui in the year to March 2010. The industry grew by 6.6% over the year and contributed 0.7 percentage points to the district's total growth of -0.3%.
- The next largest contributor was agriculture which contributed 0.5 percentage points followed by forestry and logging (0.5 percentage points).
- The largest detractor from growth over the year was non-metallic mineral products manufacturing which declined by 62.1% and contributed -0.5 percentage points to the total growth of -0.3%.
- Electricity, gas and water supply (-0.4 percentage points) and communication services (-0.4 percentage points) were the next largest detractors.

Table 12. 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	31	33	0.7%	6.6%
2	Agriculture	122	124	0.5%	1.3%
3	Forestry and logging	10	11	0.2%	5.8%
4	Mining	0	1	0.2%	193.2%
5	Wholesale trade	6	7	0.2%	7.4%
6	Health and community services	7	8	0.1%	6.1%
7	Personal and other community services	2	2	0.1%	16.7%
8	Ownership of owner-occupied dwellings	23	24	0.1%	1.3%
9	Local government administration	5	5	0.1%	5.2%
10	Cultural and recreational services	4	4	0.1%	6.9%
11	Retail trade	11	11	0.0%	0.8%
12	Metal product manufacturing	0	0	0.0%	18.6%
13	Education	8	8	0.0%	0.5%
14	Textile and apparel manufacturing	0	0	0.0%	0.0%
15	Central government admin and defence	0	0	0.0%	-5.5%
16	Petroleum, chemical, plastic, rubber manu	0	0	0.0%	-8.4%
17	Furniture and other manufacturing	0	0	0.0%	-17.7%
18	Printing, publishing and recorded media	0	0	0.0%	-48.8%
19	Finance and insurance	1	1	-0.1%	-19.8%
20	Machinery and equipment manufacturing	2	1	-0.1%	-13.4%
21	Business services	5	5	-0.1%	-4.5%
22	Construction	7	7	-0.1%	-5.0%
23	Fishing	2	2	-0.1%	-15.6%
24	Food, beverage and tobacco manufacturing	13	12	-0.1%	-3.4%
25	Accommodation, restaurants and bars	11	10	-0.1%	-4.3%
26	Wood and paper product manufacturing	1	1	-0.2%	-38.9%
27	Transport and storage	5	5	-0.2%	-8.9%
28	Unallocated	8	8	-0.2%	-7.2%
29	Communication services	9	8	-0.4%	-12.3%
30	Electricity, gas and water supply	5	4	-0.4%	-23.1%
31	Non-metallic mineral products manufacturing	2	1	-0.5%	-62.1%
Total		304	303	-0.3%	-0.3%

- Over the past 10 years the industries making the largest contribution to GDP growth in Hurunui were agriculture (1.4 percentage points), property services (1.1 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), electricity, gas and water supply (0 percentage points), and wood and paper product manufacturing (0 percentage points).

Table 13. 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	0.5%	0.1%	-0.1%	1.4%
Fishing	-0.1%	0.2%	-0.2%	0.1%
Forestry and logging	0.2%	0.0%	0.2%	0.1%
Mining	0.2%	0.1%	0.1%	0.0%
Food, beverage and tobacco manufacturing	-0.1%	0.0%	0.4%	0.4%
Textile and apparel manufacturing	0.0%	0.0%	0.0%	0.0%
Wood and paper product manufacturing	-0.2%	-0.1%	0.0%	0.0%
Printing, publishing and recorded media	0.0%	0.0%	0.0%	0.0%
Petroleum, chemical, plastic, rubber manu	0.0%	0.0%	0.0%	0.0%
No n-metallic mineral products manufacturing	-0.5%	-0.1%	0.1%	0.0%
Metal product manufacturing	0.0%	0.0%	0.0%	0.0%
Machinery and equipment manufacturing	-0.1%	0.0%	0.0%	0.0%
Furniture and other manufacturing	0.0%	0.0%	0.0%	0.0%
Electricity, gas and water supply	-0.4%	-0.2%	0.1%	0.0%
Construction	-0.1%	-0.1%	0.0%	0.2%
Wholesale trade	0.2%	0.2%	0.1%	0.1%
Retail trade	0.0%	0.0%	0.2%	0.2%
Accommodation, restaurants and bars	-0.1%	0.0%	0.1%	0.1%
Transport and storage	-0.2%	0.1%	-0.3%	-0.1%
Communication services	-0.4%	0.2%	0.1%	0.3%
Finance and insurance	-0.1%	-0.2%	0.0%	0.0%
Property services	0.7%	2.3%	1.2%	1.1%
Business services	-0.1%	-0.2%	0.1%	0.1%
Central government admin and defence	0.0%	0.0%	0.0%	0.0%
Local government administration	0.1%	0.1%	0.0%	0.0%
Education	0.0%	0.2%	0.1%	0.1%
Health and community services	0.1%	-0.1%	0.1%	0.0%
Cultural and recreational services	0.1%	0.1%	0.0%	0.1%
Personal and other community services	0.1%	0.1%	0.0%	0.0%
Ownership of owner-occupied dwellings	0.1%	0.4%	0.2%	0.3%
Unallocated	-0.2%	-0.3%	-0.2%	0.0%
Total	-0.3%	2.6%	2.3%	4.4%

In which industries does 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 Hurunui has the largest comparative advantages are agriculture (location quotient = 8.3), fishing (4.8), and forestry and logging (3.1).

Rank	Industry	Location Quotient	Share of total GDP	
			Hurunui	New Zealand
1	Agriculture	8.3	40.9%	4.9%
2	Fishing	4.8	0.7%	0.1%
3	Forestry and logging	3.1	3.6%	12%
4	Accommodation, restaurants and bars	2.3	3.3%	15%
5	Property services	1.9	10.8%	5.5%
6	Local government administration	1.3	1.8%	14%
7	Food, beverage and tobacco manufacturing	0.9	4.1%	4.4%
8	Education	0.8	2.6%	3.3%
9	Cultural and recreational services	0.8	1.3%	1.7%
10	Electricity, gas and water supply	0.7	1.4%	2.0%
11	Retail trade	0.6	3.7%	6.0%
12	Non-metallic mineral products manufacturing	0.6	0.3%	0.5%
13	Construction	0.5	2.2%	4.1%
14	Personal and other community services	0.5	0.7%	1.4%
15	Health and community services	0.5	2.6%	5.6%
16	Communication services	0.4	2.6%	6.5%
17	Transport and storage	0.4	1.6%	4.5%
18	Wholesale trade	0.3	2.2%	7.4%
19	Machinery and equipment manufacturing	0.3	0.4%	1.7%
20	Furniture and other manufacturing	0.2	0.1%	0.3%
21	Mining	0.2	0.2%	1.1%
22	Business services	0.2	1.6%	8.7%
23	Wood and paper product manufacturing	0.1	0.2%	1.7%
24	Petroleum, chemical, plastic, rubber manu	0.1	0.1%	1.2%
25	Metal product manufacturing	0.1	0.1%	1.2%
26	Printing, publishing and recorded media	0.0	0.0%	0.9%
27	Finance and insurance	0.0	0.2%	7.4%
28	Central government admin and defence	0.0	0.0%	3.7%
29	Textile and apparel manufacturing	0.0	0.0%	0.5%
	Ownership of owner-occupied dwellings		7.8%	6.8%
	Unallocated		2.5%	2.6%
	Total		100.0%	100.0%

How diversified is Hurunui’s economy?

The more concentrated a region's economy is in a few industries the more vulnerable it is to adverse events such as climatic conditions and commodity price fluctuations. This section presents the Tress index which measures the level of diversification of

Hurunui’s economy. An index of zero represents a diversified economy with economic activity evenly spread across all industries. The higher the index (closer to 100), the more concentrated economic activity is in a few industries.

- Hurunui had a Tress index of 85.7 in 2010 which ranks it number 65 among all 72 territorial authorities ranked from most to least diverse.
- Since 2000 Hurunui's Tress index has decreased from 87.3 indicating an increase in industrial diversity.
- During the same period the national economy has become less diversified with the Tress index increasing from 69.8 to 71.5.

Figure 23. Tress index

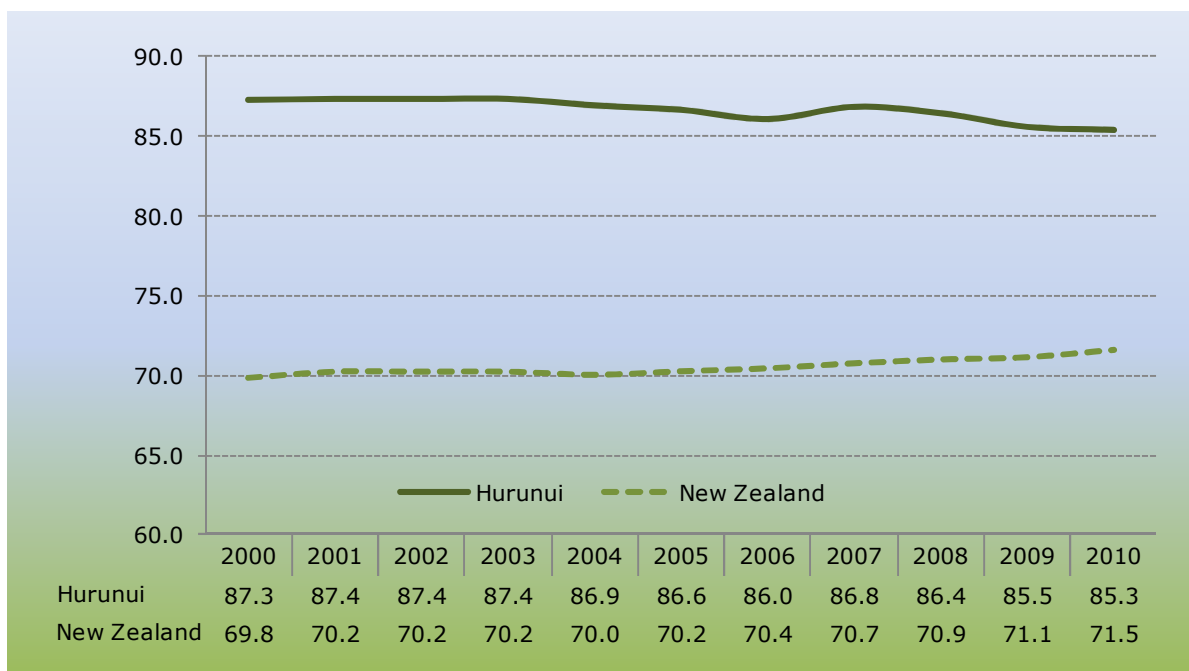


Table 14 on the following page shows all 72 districts in New Zealand ranked by the Tress index.

Table 14. Districts ranked by the value of the Tress index

Rank	District	Tress Index	Rank	District	Tress Index
1	Napier City	70.0	37	North Shore City	78.7
2	Waitakere City	72.1	38	Auckland City	79.3
3	Whangarei	72.1	39	Central Otago	79.5
4	Dunedin City	72.3	40	Hauraki	79.5
5	Wanganui	72.3	41	South Waikato	79.7
6	Rotorua	72.4	42	Kaikoura	79.8
7	Franklin	72.7	43	New Plymouth	79.8
8	Rodney	72.9	44	Gore	80.2
9	Far North	73.3	45	Kaipara	80.4
10	Christchurch City	73.7	46	Ashburton	80.4
11	Thames-Coromandel	73.7	47	South Wairarapa	80.6
12	Tauranga City	73.8	48	Waitomo	81.0
13	Grey	73.8	49	Ruapehu	81.1
14	Taupo	73.9	50	Waikato	81.2
15	Papakura	74.2	51	Manawatu	81.3
16	Marlborough	74.4	52	Queenstown-Lakes	81.5
17	Masterton	74.9	53	Matamata-Piako	81.6
18	Nelson City	75.2	54	Rangitikei	81.7
19	Hamilton City	75.3	55	Buller	81.8
20	Gisborne	75.3	56	Carterton	82.0
21	Whakatane	75.7	57	Taranua	82.0
22	Horowhenua	76.0	58	Clutha	82.6
23	Manukau City	76.3	59	Stratford	82.9
24	Kapiti Coast	76.4	60	Wellington City	83.4
25	Timaru	76.8	61	Selwyn	84.3
26	Palmerston North	77.3	62	Otorohanga	84.4
27	Invercargill City	77.5	63	Western Bay of Plenty	85.4
28	Waipa	77.5	64	Opotiki	85.7
29	Tasman	77.6	65	Hurunui	85.7
30	Hastings	77.8	66	Wairoa	86.2
31	Westland	77.9	67	South Taranaki	86.3
32	Waimakariri	77.9	68	Central Hawke's Bay	86.3
33	Porirua City	78.2	69	Southland	86.5
34	Waitaki	78.2	70	Mackenzie	86.9
35	Lower Hutt City	78.3	71	Waimate	88.4
36	Upper Hutt City	78.3	72	Kawerau	89.2

Performance of key sectors

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

The section describes the performance of the first key sector in 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 15. Economic indicators for agriculture, forestry & fishing

Indicator	2010	% of district total	% of national sector	Growth (2009 to 2010)	
				Hurunui	New Zealand
GDP (\$ million)	\$137	45.3%	1.6%	1.3%	0.9%
Employment	2,184	43.2%	1.5%	0.0%	-0.7%
Business Units	1,214	47.9%	1.6%	-1.5%	-2.2%

Economic Output

- The agriculture, forestry & fishing sector generated \$137 million in economic output in Hurunui in 2010.
- The sector contributed 45.3% to the district's economic output in 2010, down from 51% ten years ago.
- Hurunui's agriculture, forestry & fishing sector economic output grew by 1.3% in 2010 compared with growth of 0.9% in the sector nationally.
- Growth in the sector in Hurunui has averaged 3.2%pa over the last ten years, varying from a low of -10% in 2008 to a high of 9.4% in 2004.

Table 16. Output growth in the agriculture, forestry & fishing sector

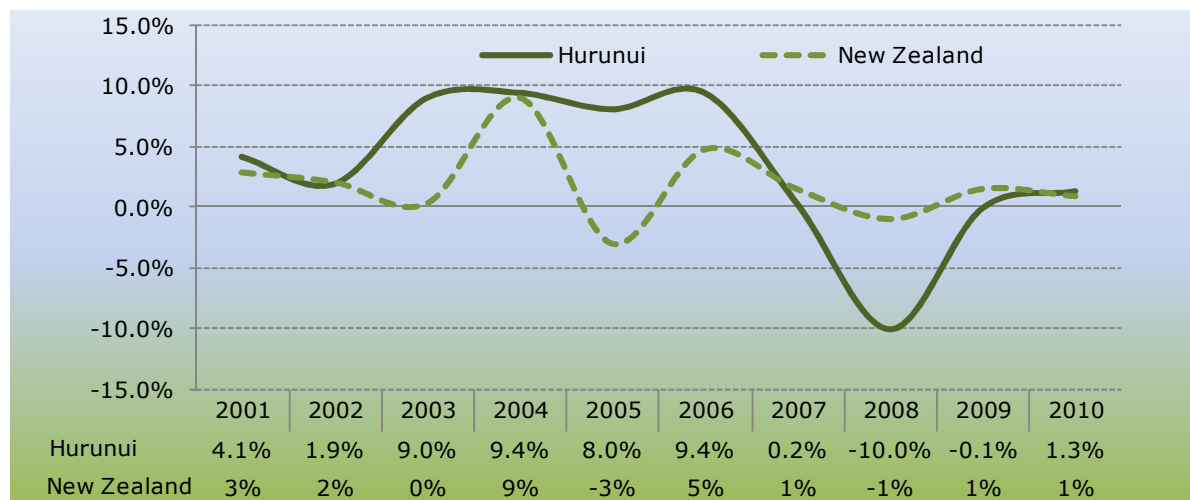
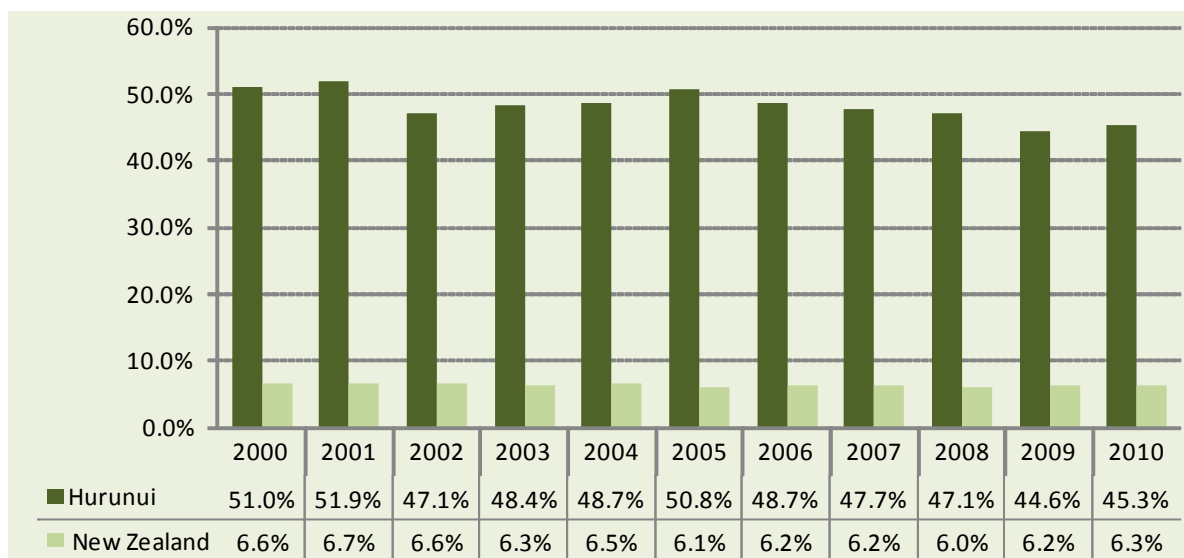


Figure 24. Agriculture, Forestry & Fishing's share of total economic output



Employment

- The agriculture, forestry & fishing sector employed an average of 2,184 persons in Hurunui in 2010 which was up from 2,184 in 2009.
- Employment growth in the sector averaged 1% over the past ten years compared with total employment growth in the district of 2.9%.
- Growth in the sector peaked at 11.2% in 2005.

Business units

- Approximately 1,210 business units were in operation in the agriculture, forestry & fishing sector in Hurunui in 2010, which was down from 1233 in 2009.
- The number of business units peaked at 1,269 in 2006.

How well has the manufacturing sector performed in Hurunui?

The section describes the performance of the second key sector in 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 17. Economic indicators for manufacturing

Indicator	2010	% of district total	% of national sector	Growth (2009 to 2010)	
				Hurunui	New Zealand
GDP (\$ million)	\$16	5.4%	0.1%	-14.2%	-6.6%
Employment	245	4.8%	0.1%	-7.9%	-7.1%
Business Units	80	3.2%	0.3%	-3.6%	-2.7%

Economic Output

- The manufacturing sector generated \$16 million in economic output in Hurunui in 2010.
- The sector contributed 5.4% to the district's economic output in 2010, up from 3.8% ten years ago.
- Hurunui's manufacturing sector economic output declined by 14.2% in 2010 compared with a decline of 6.6% in the sector nationally.
- Growth in the sector in Hurunui has averaged 8.3%pa over the last ten years, varying from a low of -14.2% in 2010 to a high of 38.9% in 2008.

Table 18. Output growth in the manufacturing sector

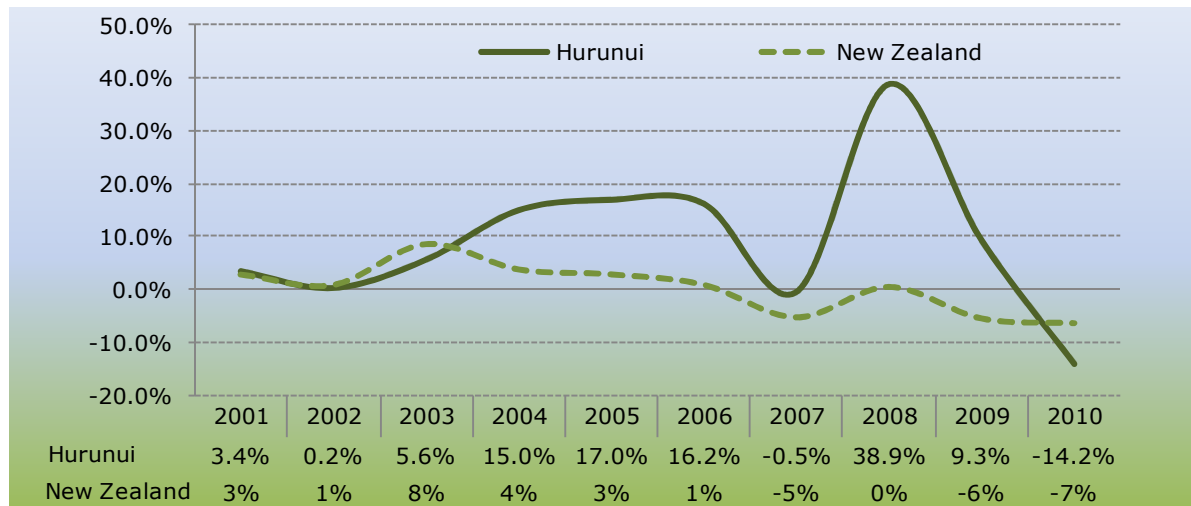
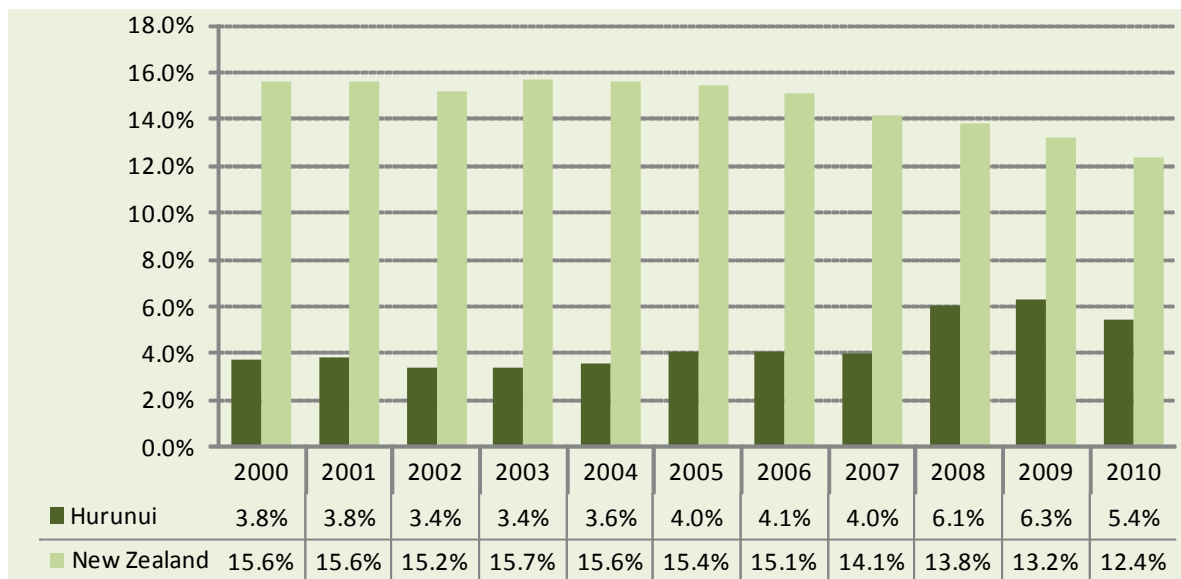


Figure 25. Manufacturing's share of total economic output



Employment

- The manufacturing sector employed an average of 245 persons in Hurunui in 2010 which was down from 266 in 2009.
- Employment growth in the sector averaged 7% over the past ten years compared with total employment growth in the district of 2.9%.
- Growth in the sector peaked at 34% in 2008.

Business units

- Approximately 80 business units were in operation in the manufacturing sector in Hurunui in 2010, which was down from 83 in 2009.
- The number of business units peaked at 83 in 2009.

How well has the construction sector performed in Hurunui?

The section describes the performance of the third key sector in 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 19. Economic indicators for construction

Indicator	2010	% of district total	% of national sector	Growth (2009 to 2010)	
				Hurunui	New Zealand
GDP (\$ million)	\$7	2.2%	0.1%	-5.0%	-7.7%
Employment	245	4.8%	0.2%	-2.4%	-8.8%
Business Units	132	5.2%	0.3%	-5.7%	-5.2%

Economic Output

- The construction sector generated \$7 million in economic output in Hurunui in 2010.
- The sector contributed 2.2% to the district's economic output in 2010, up from 1.6% ten years ago.
- Hurunui's construction sector economic output declined by 5% in 2010 compared with a decline of 7.7% in the sector nationally.
- Growth in the sector in Hurunui has averaged 8.2%pa over the last ten years, varying from a low of -5% in 2010 to a high of 53.4% in 2003.

Table 20. Output growth in the construction sector

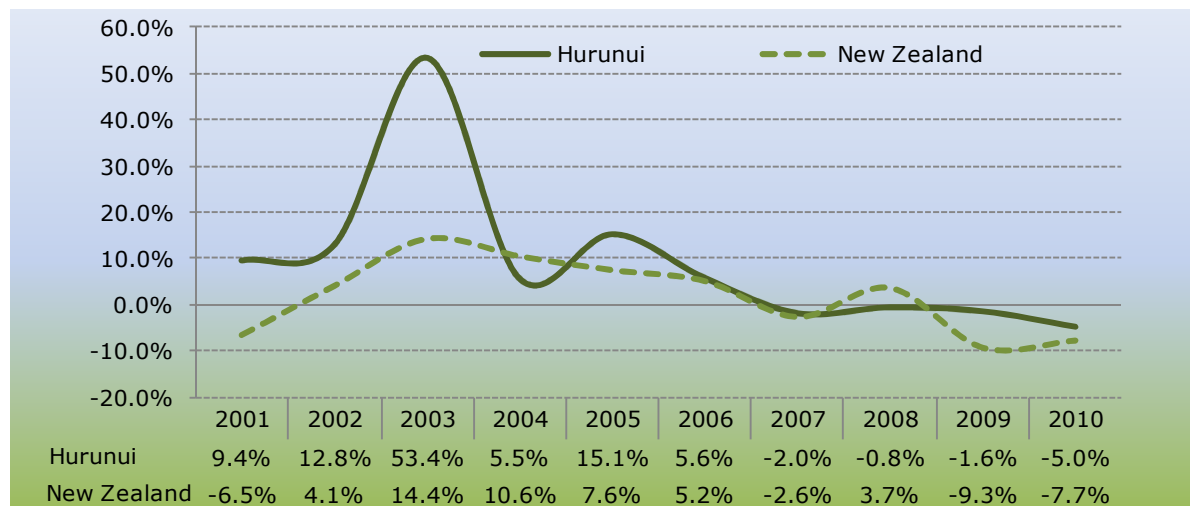
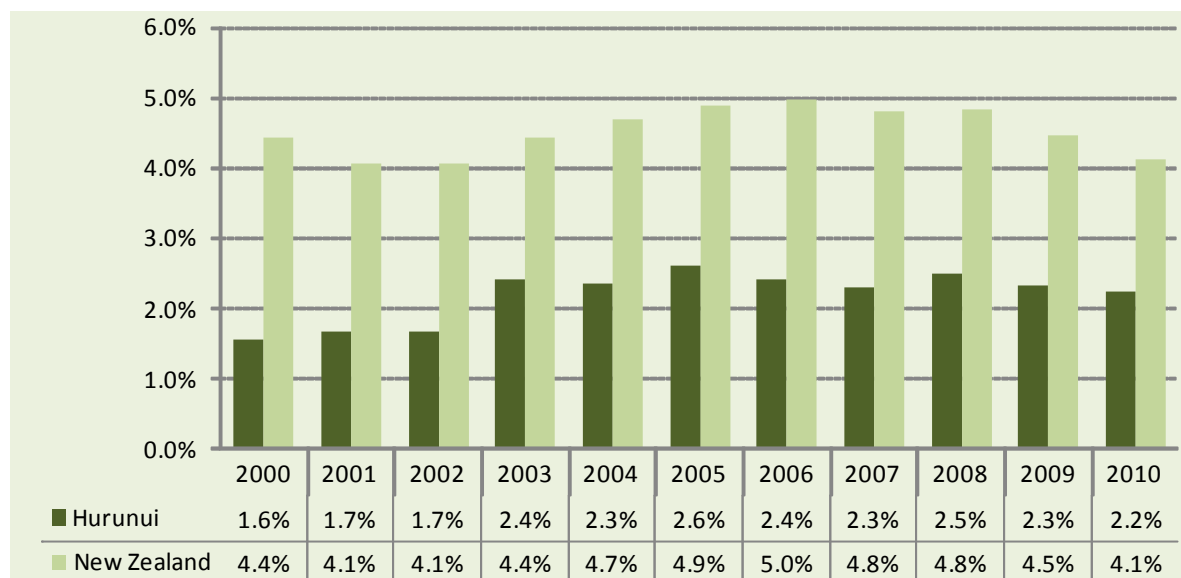


Figure 26. Construction's share of total economic output



Employment

- The construction sector employed an average of 245 persons in Hurunui in 2010 which was down from 251 in 2009.
- Employment growth in the sector averaged 11.3% over the past ten years compared with total employment growth in the district of 2.9%.
- Growth in the sector peaked at 38.9% in 2003.

Business units

- Approximately 130 business units were in operation in the construction sector in Hurunui in 2010, which was down from 140 in 2009.
- The number of business units peaked at 140 in 2009.

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

The section describes the performance of the fourth key sector in 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 21. Economic indicators for retail, wholesale, accommodation & hospitality

Indicator	2010	% of district total	% of national sector	Growth (2009 to 2010)	
				Hurunui	New Zealand
GDP (\$ million)	\$28	9.2%	0.1%	0.3%	-1.7%
Employment	1,009	20.0%	0.2%	-4.3%	-2.5%
Business Units	264	10.4%	0.3%	3.5%	-1.2%

Economic Output

- The retail, wholesale, accommodation & hospitality sector generated \$28 million in economic output in Hurunui in 2010.
- The sector contributed 9.2% to the district's economic output in 2010, up from 8.6% ten years ago.
- 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 Hurunui has averaged 5.1%pa over the last ten years, varying from a low of -1.7% in 2003 to a high of 16.2% in 2006.

Table 22. Output growth in the retail, wholesale, accommodation & hospitality sector

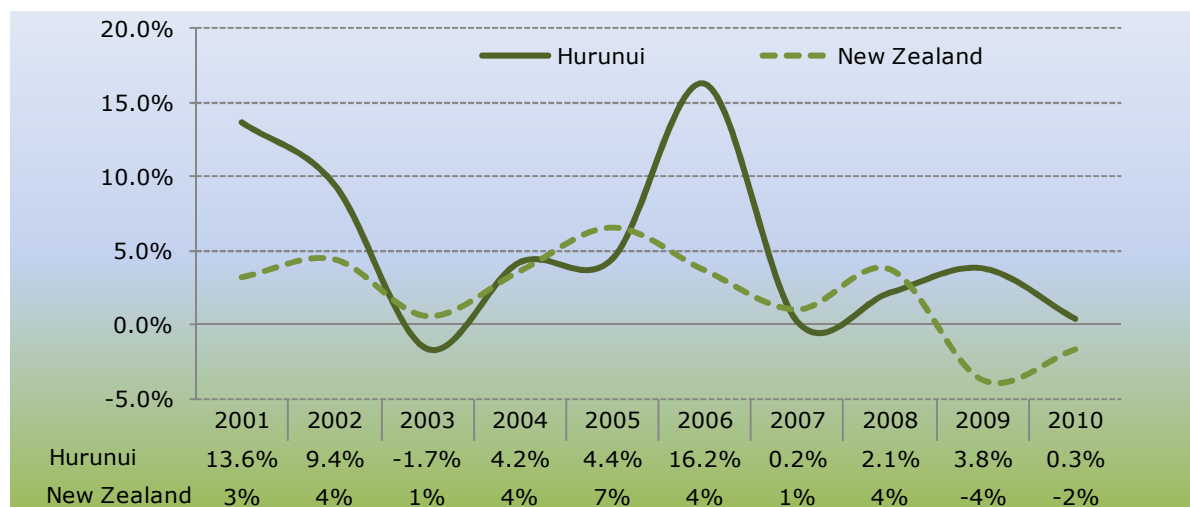
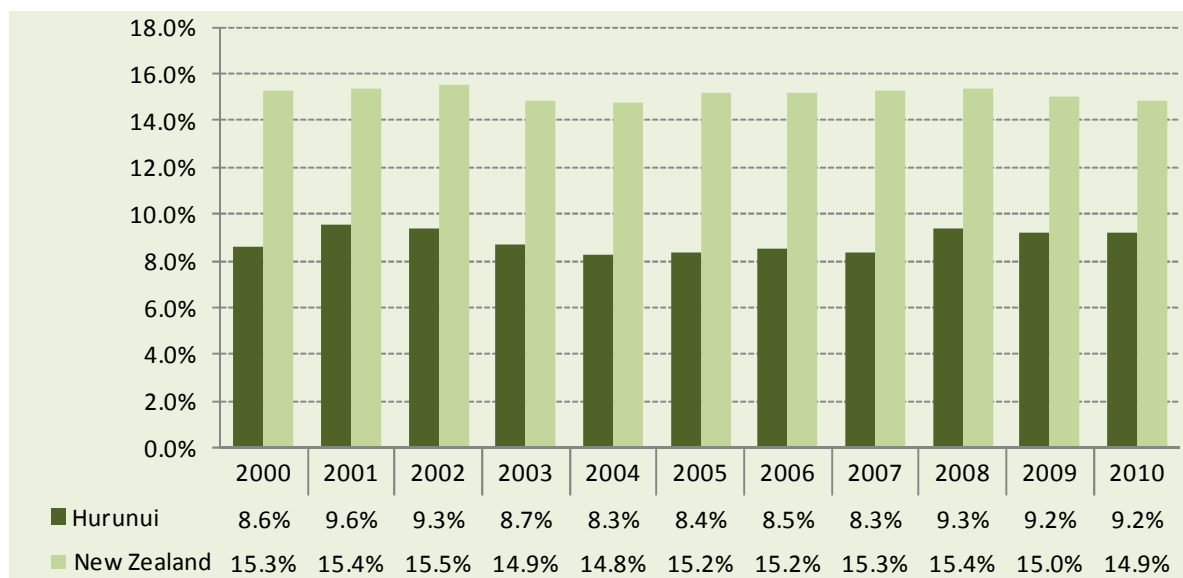


Figure 27. Retail, Wholesale, Accommodation & Hospitality's share of total economic output



Employment

- The retail, wholesale, accommodation & hospitality sector employed an average of 1,009 persons in Hurunui in 2010 which was down from 1,054 in 2009.
- Employment growth in the sector averaged 3.9% over the past ten years compared with total employment growth in the district of 2.9%.
- Growth in the sector peaked at 12.5% in 2006.

Business units

- Approximately 260 business units were in operation in the retail, wholesale, accommodation & hospitality sector in Hurunui in 2010, which was up from 255 in 2009.
- The number of business units peaked at 1,269 in 2006.

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

The section describes the performance of the fifth key sector in 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 23. Economic indicators for Finance, Insurance, Property & Business

Indicator	2010	% of district total	% of national sector	Growth (2009 to 2010)	
				Hurunui	New Zealand
GDP (\$ million)	\$38	12.6%	0.1%	4.4%	4.4%
Employment	359	7.1%	0.1%	-8.3%	-4.6%
Business Units	599	23.6%	0.3%	3.5%	-1.1%

Economic Output

- The finance, insurance, property & business sector generated \$38 million in economic output in Hurunui in 2010.
- The sector contributed 12.6% to the district's economic output in 2010, up from 5.1% ten years ago.
- Hurunui's finance, insurance, property & business sector economic output grew by 4.4% in 2010 compared with growth of 4.4% in the sector nationally.
- Growth in the sector in Hurunui has averaged 14.3%pa over the last ten years, varying from a low of -37.4% in 2001 to a high of 247.3% in 2002.

Table 24. Output growth in the Finance, Insurance, Property & Business sector

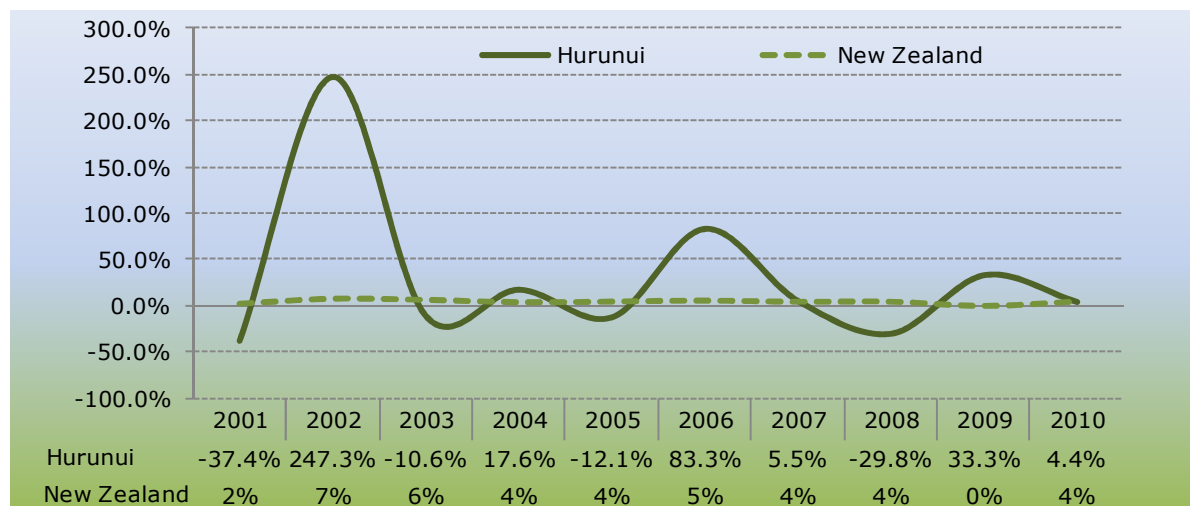
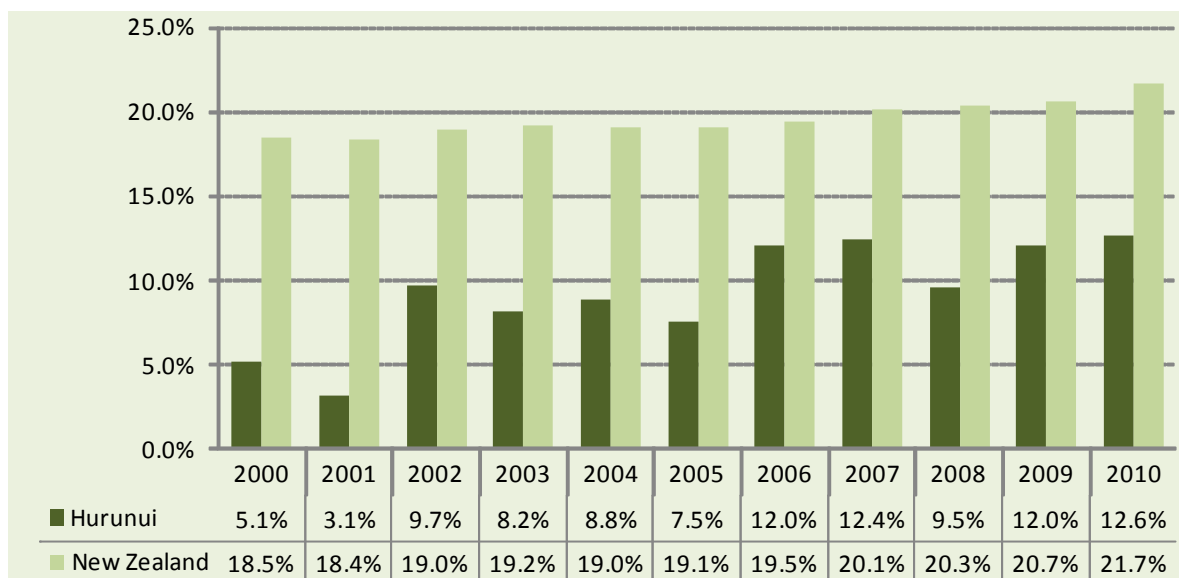


Figure 28. Finance, Insurance, Property & Business's share of total economic output



Employment

- The finance, insurance, property & business sector employed an average of 359 persons in Hurunui in 2010 which was down from 392 in 2009.
- Employment growth in the sector averaged 10.7% over the past ten years compared with total employment growth in the district of 2.9%.
- Growth in the sector peaked at 131.7% in 2002.

Business units

- Approximately 600 business units were in operation in the finance, insurance, property & business sector in Hurunui in 2010, which was up from 579 in 2009.
- The number of business units peaked at 599 in 2010.

What is tourism’s contribution to 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 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 25. Economic indicators for tourism

Indicator	2010	% of district total	% of national sector	Growth (2009 to 2010)	
				Hurunui	New Zealand
GDP (\$ million)	\$20.9	6.9%	0.3%	-1.9%	-1.9%
Employment	629	12.4%	0.7%	-3.1%	-0.6%

Economic Output

- The tourism sector generated \$21 million in economic output in Hurunui in 2010.
- The sector contributed 6.9% to the district's economy in 2010, down from 7.1% ten years ago.
- Hurunui's tourism sector declined by 1.9% in 2010 compared with a decline of 1.9% in the sector in the national economy.
- Growth in tourism in Hurunui has averaged 4%pa over the last ten years, varying from a low of -5.5% in 2008 to a high of 11.6% in 2002. Tourism growth averaged 2.1% in the national economy over the ten year period.

Table 26. Output growth in the tourism sector

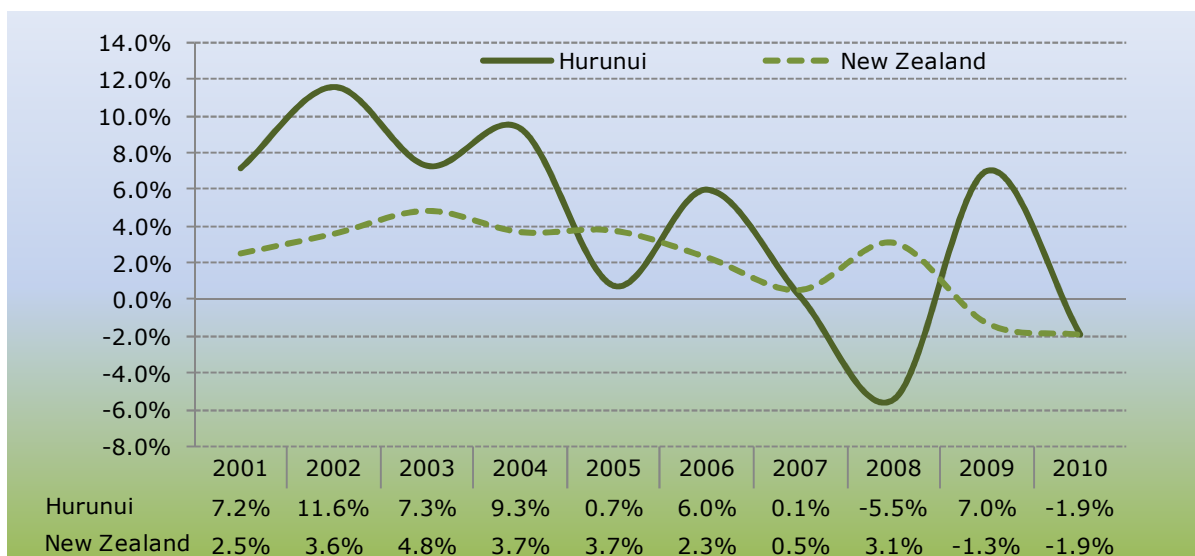
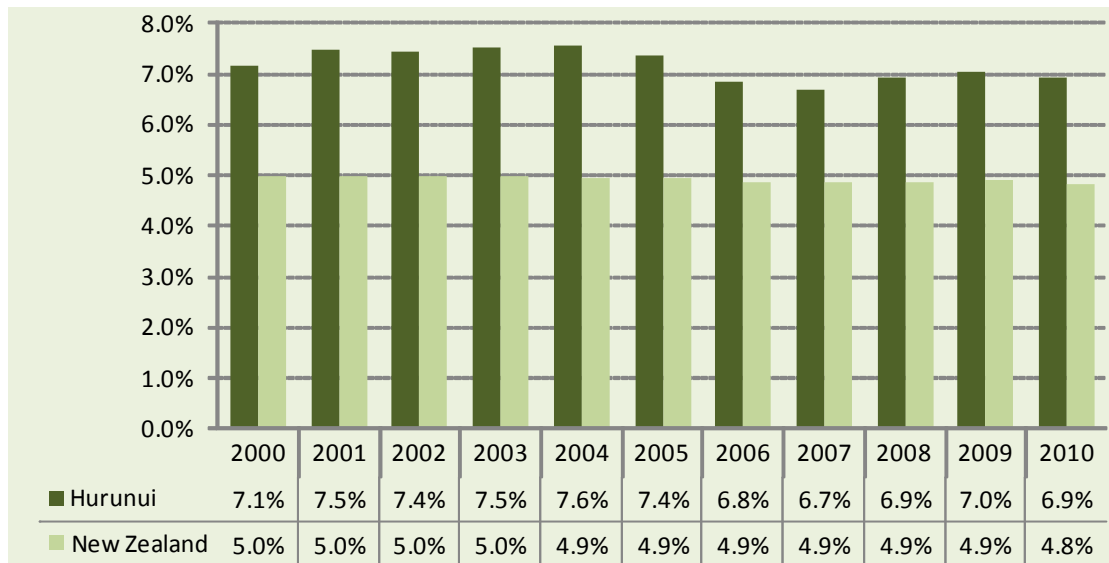


Figure 29. Tourism's share of total economic output



Employment

- The tourism sector employed 629 persons in Hurunui in 2010 which was down from 649 in 2009.
- Employment growth in the sector averaged 4.2% over the past ten years compared with total employment growth in the district of 2.9%.
- Growth in the sector peaked at 13.5% in 2001.

Business units

- Approximately 210 business units were in operating in tourism in Hurunui in 2010, which was up from 209 in 2009.
- The number of business units peaked at 209 in 2010.

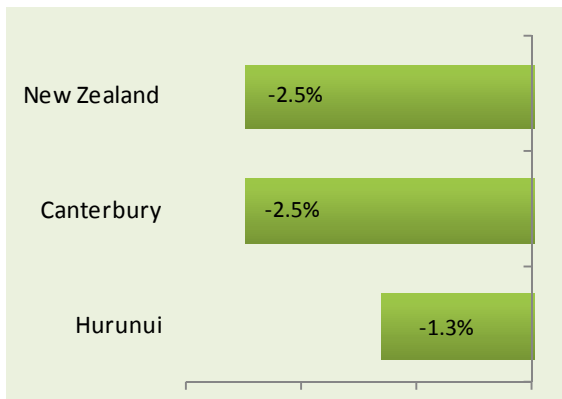
Employment

How fast has employment grown in Hurunui?

Employment growth provides new opportunities for the region’s population to earn income and contribute to the region’s

economy. This section contrasts Hurunui’s recent performance in creating jobs with other regions in the country.

Figure 30. Employment growth (year to March 2010)



- Total employment in Hurunui was 5,057 in 2010, down -1.3% from a year earlier. Employment in New Zealand declined by -2.5% over the same period.
- Employment growth in Hurunui averaged 2.9%pa between 2000 and 2010 compared with 1.8%pa in the national economy.
- Growth in Hurunui reached a high of 9.8% in 2002 and a low of -5.2% in 2008.

Figure 31. Annual average employment growth (2000-2010)

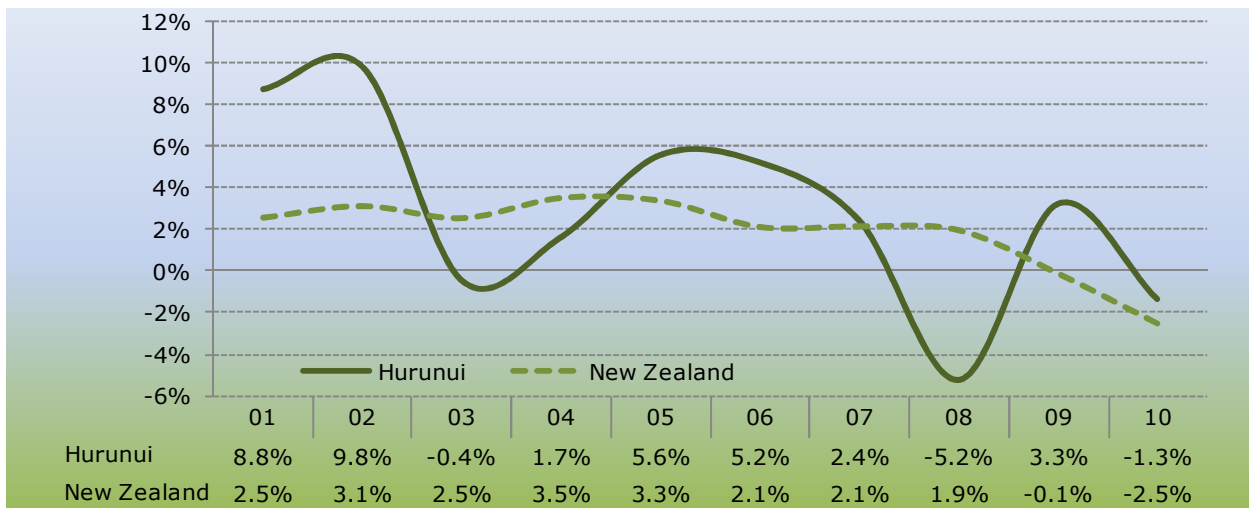


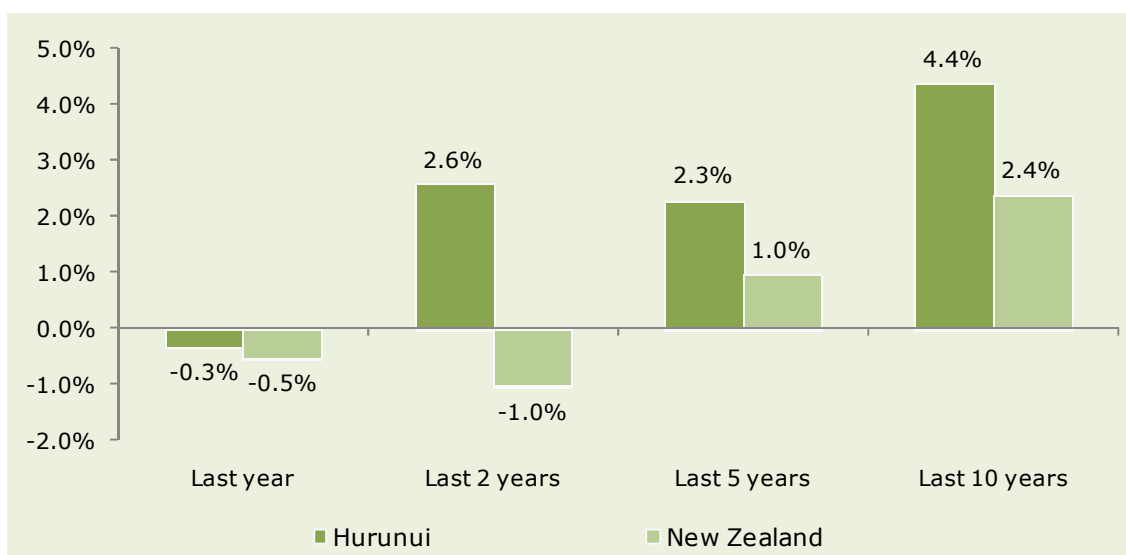
Table 27 shows how Hurunui’s employment growth compares with other districts in New Zealand. It shows which growth decile Hurunui is placed over the past one, two, five and ten years. Decile one contains the 10% of districts with the fastest growth rates while decile ten contains 10% with the lowest growth rates.

Table 27. Employment growth decile rankings: last 1, 2, 5 and 10 years

Decile	Last year	Last 2 years	Last 5 years	Last 10 years
1 Fastest 10%				Hurunui
2		Hurunui		
3				
4	Hurunui		Hurunui	
5				
6				
7				
8				
9				
10 Slowest 10%				

- Hurunui's employment change of -1.3% between 2009 and 2010 ranked it number 25 among the 72 territorial authorities. This ranking put it in the fourth decile (decile one = fastest 10% of TAs, decile ten = slowest 10%).
- Over the past two years (2008 to 2010) employment in Hurunui grew by 0.9%pa ranking it number 10 (decile 2).
- Over the past five years (2005 to 2010) employment in Hurunui grew by 0.8%pa ranking it number 30 (decile 4).
- Over the past ten years (2000 to 2010) employment in Hurunui grew by 2.9%pa ranking it number 8 (decile 1).

Figure 32. Employment growth last 1, 2, 5 and 10 years

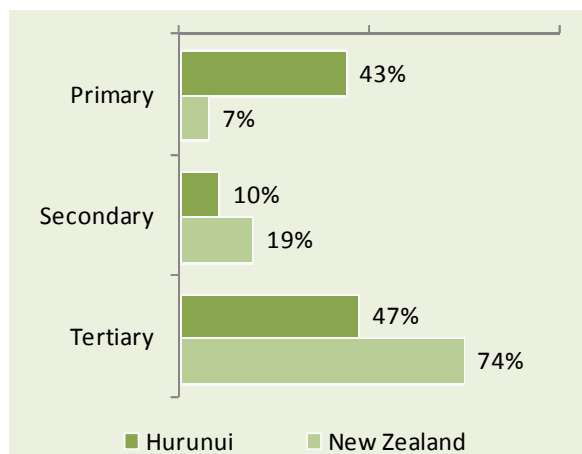


What is the industrial structure of employment in Hurunui?

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 33. Employment by broad sector (2010)



- Tertiary industries accounted for the largest proportion of employment (47%) in Hurunui, which is lower than in the national economy (74%).
- Primary industries accounted for 43% of GDP which was higher than in New Zealand (7%)
- Secondary accounted for only 10% in Hurunui compared with 19% in the national economy.

Table 28. Employment by broad industry (2010)

	Employment		% of total	
	Hurunui	New Zealand	Hurunui	New Zealand
Agriculture, Forestry and Fishing	2,184	141,707	43.2%	6.7%
Mining	6	5,779	0.1%	0.3%
Total primary industries	2,190	147,486	43.3%	6.9%
Manufacturing	245	232,603	4.8%	11.0%
Electricity, Gas and Water Supply	16	7,109	0.3%	0.3%
Construction	245	160,392	4.8%	7.6%
Total secondary industries	506	400,104	10.0%	18.8%
Wholesale and retail trade	455	376,288	9.0%	17.7%
Accommodation, restaurants and bars	554	11,987	11.0%	5.3%
Transport and storage	91	84,799	1.8%	4.0%
Communication services	29	25,496	0.6%	1.2%
Finance and insurance	5	57,415	0.1%	2.7%
Business and property services	354	313,414	7.0%	14.8%
Government Administration and Defence	59	78,224	1.2%	3.7%
Education	306	167,348	6.0%	7.9%
Health and community services	239	216,083	4.7%	10.2%
Cultural, recreational & personal services	268	144,861	5.3%	6.8%
Total tertiary industries	2,361	1,575,916	46.7%	74.2%
Total	5,057	2,123,506	100.0%	100.0%

Which are the largest employing industries in Hurunui?

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

- Among broad industries agriculture, fishing and forestry was the largest employer in Hurunui in 2010, accounting for 43.2% of total employment.
- The second largest employer was accommodation, restaurants and bars (11%) followed by wholesale and retail trade (9%).
- The industry most overrepresented in Hurunui relative to the national economy is agriculture, fishing and forestry. This industry accounts for 43.2% of the district's employment compared with 6.7% to the national economy.
- The next most overrepresented industries are accommodation, restaurants and bars (11% compared with 5.3% nationally) and electricity, gas and water supply (0.3% compared with 0.3% nationally).

Table 29. Broad industries ranked by size of employment (2010)

Rank		Hurunui		New Zealand
		Employment	% of total	% of total
1	Agriculture, fishing and forestry	2,184	43.2%	6.7%
2	Accommodation, restaurants and bars	554	11.0%	5.3%
3	Wholesale and retail trade	455	9.0%	17.7%
4	Business and property services	354	7.0%	14.8%
5	Education	306	6.0%	7.9%
6	Cultural, personal and other services	268	5.3%	6.8%
7	Construction	245	4.8%	7.6%
8	Manufacturing	245	4.8%	11.0%
9	Health and community services	239	4.7%	10.2%
10	Transport and storage	91	1.8%	4.0%
11	Government administration and defence	59	1.2%	3.7%
12	Communication services	29	0.6%	1.2%
13	Electricity, gas and water supply	16	0.3%	0.3%
14	Mining	6	0.1%	0.3%
15	Finance and insurance	5	0.1%	2.7%
Total		5,057	100%	100%

Table 30 on the following page shows the 50 detailed industries (7-digit ANZSIC) which employ the highest number of people in Hurunui.

- Sheep Farming was the largest employing detailed industry in Hurunui in 2010 employing 660 persons and accounting for 13.1% of total employment in the district. By contrast this industry accounted for 0.6% of total employment in the national economy.
- The second largest employing industries were dairy cattle farming (402) followed by cafes & restaurants (229).

Table 30. Detailed industries ranked by size of employment (2010)

Rank		Hurunui		New Zealand
		Jobs	% of total	% of total
1	Sheep Farming	660	13.1%	0.6%
2	Dairy Cattle Farming	402	8.0%	1.7%
3	Cafes & Restaurants	229	4.5%	3.0%
4	Grape Growing	209	4.1%	0.2%
5	Sheep-Beef Cattle Farming	160	3.2%	0.2%
6	Shearing Services	155	3.1%	0.2%
7	Services to Agriculture nec	143	2.8%	1.2%
8	Commercial Property Operators & Developers nec	142	2.8%	0.6%
9	Wine Manufacturing	122	2.4%	0.1%
10	Primary Education	114	2.3%	2.2%
11	Preschool Education	94	1.9%	1.0%
12	Beef Cattle Farming	91	1.8%	0.4%
13	Combined Primary & Secondary Education	88	1.7%	0.2%
14	Motels & Motor Inns	85	1.7%	0.4%
15	Pubs, Taverns & Bars	84	1.7%	0.6%
16	Groceries & Dairies	82	1.6%	0.4%
17	Hotels (Accommodation)	80	1.6%	0.7%
18	General Practice Medical Services	77	1.5%	0.7%
19	Real Estate Agents	73	1.5%	1.0%
20	Sports Grounds & Facilities nec	71	1.4%	0.5%
21	Pig Farming	66	1.3%	0.0%
22	Road Freight Transport	64	1.3%	1.3%
23	House Construction	60	1.2%	1.3%
24	Accommodation for the Aged	59	1.2%	1.3%
25	Local Government Administration	58	1.1%	0.9%
26	Rock Lobster Fishing	54	1.1%	0.0%
27	Hairdressing & Beauty Salons	52	1.0%	0.6%
28	Farm Produce & Supplies Wholesaling nec	49	1.0%	0.3%
29	Plant Nurseries	47	0.9%	0.2%
30	Automotive Repair & Services nec	43	0.9%	0.8%
31	Caravan Parks & Camping Grounds	38	0.7%	0.1%
32	Veterinary Services	37	0.7%	0.2%
33	Business Management Services	36	0.7%	1.6%
34	Logging	35	0.7%	0.2%
35	Painting & Decorating Services	34	0.7%	0.5%
36	Mixed Livestock	34	0.7%	0.1%
37	Meat Processing	33	0.6%	1.0%
38	Services to Forestry	32	0.6%	0.1%
39	Retailing nec	31	0.6%	0.6%
40	Bricklaying Services	30	0.6%	0.1%
41	Automotive Fuel Retailing	30	0.6%	0.5%
42	Postal Services	29	0.6%	0.4%
43	Other Recreation Services	27	0.5%	0.2%
44	Site Preparation Services	25	0.5%	0.5%
45	Horse & Dog Training	24	0.5%	0.1%
46	Waste Disposal Services	24	0.5%	0.3%
47	Hospitals (except Psychiatric Hospitals)	24	0.5%	2.9%
48	Deer Farming	24	0.5%	0.1%
49	Accounting Services	23	0.4%	1.1%
50	Agricultural Machinery Manufacturing	23	0.4%	0.1%

Which industries have created the most jobs?

This section investigates which industries have created and lost the most number of jobs in 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 Hurunui between 2009 and 2010 with the industry adding 20 jobs.
- The next largest contributor was health and community services (20 jobs) followed by transport and storage (0 jobs).
- The largest detractor from growth over the year was accommodation, restaurants and bars in which employment declined by 40.

Table 31. Broad industries ranked by number of jobs created (2009 -2010)

Rank		Employment		Jobs created	Annual % growth
		2009	2010		
1	Cultural, personal and other services	250	270	20	8.0%
2	Health and community services	220	240	20	9.1%
3	Transport and storage	90	90	0	0.0%
4	Mining	0	10	10	-
5	Government administration and defence	60	60	0	0.0%
6	Education	300	310	10	3.3%
7	Agriculture, fishing and forestry	2,180	2,180	0	0.0%
8	Electricity, gas and water supply	20	20	0	0.0%
9	Finance and insurance	10	0	-10	-100.0%
10	Construction	250	250	0	0.0%
11	Communication services	40	30	-10	-25.0%
12	Wholesale and retail trade	460	460	0	0.0%
13	Manufacturing	270	240	-30	-11.1%
14	Business and property services	380	350	-30	-7.9%
15	Accommodation, restaurants and bars	590	550	-40	-6.8%
Total		5,120	5,060	-60	-1.2%

- Over the past 10 years the broad industries making the largest contribution to employment growth in Hurunui were business and property services (230 jobs), accommodation, restaurants and bars (200 jobs), and agriculture, fishing and forestry (200 jobs).
- The industries making the lowest contribution to employment growth in Hurunui were transport and storage (-30 jobs), government administration and defence (jobs), and finance and insurance (jobs).

Table 32. 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	0	-20	-320	200
Mining	0	10	10	10
Manufacturing	-20	10	90	120
Electricity, gas and water supply	0	0	10	0
Construction	-10	10	40	160
Wholesale and retail trade	-10	20	80	120
Accommodation, restaurants and bars	-40	-10	70	200
Transport and storage	0	20	-50	-30
Communication services	-10	0	0	30
Finance and insurance	0	-10	0	0
Business and property services	-30	20	130	230
Government administration and defence	0	10	-10	0
Education	0	40	70	70
Health and community services	20	-20	30	20
Cultural, personal and other services	20	40	60	130
Total	-80	120	210	1,260

Table 33 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 34 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 Hurunui between 2009 and 2010 generating an additional 128 positions. This was followed by hairdressing & beauty salons (+20 jobs) and plant nurseries (+13 jobs).
- Services to Agriculture nec was the industry that experienced the largest fall in employment (-48 jobs) followed by grape growing (-35 jobs) and sheep-beef cattle farming (-27 jobs).

Table 33. Detailed industries ranked by number of jobs created (2010 - 2009)

Rank	Industry	Jobs		New jobs
		2009	2010	
1	Sheep Farming	532	660	128
2	Hairdressing & Beauty Salons	33	52	20
3	Plant Nurseries	34	47	13
4	Pig Farming	54	66	12
5	Shearing Services	143	155	12
6	Horse & Dog Training	14	24	11
7	General Practice Medical Services	67	77	10
8	Groceries & Dairies	74	82	8
9	L&scaping Services	9	17	8
10	Other Recreation Services	20	27	8
11	Real Estate Agents	67	73	7
12	Deer Farming	17	24	7
13	Physiotherapy Services	5	11	6
14	Zoological & Botanic Gardens	2	8	6
15	Accommodation nec	4	9	6
16	Hotels (Accommodation)	74	80	6
17	Long Distance Bus Transport	13	18	5
18	Livestock Farming nec	2	7	5
19	Sports & Services to Sports nec	7	11	5
20	Veterinary Services	32	37	4
21	Waste Disposal Services	20	24	4
22	Preschool Education	90	94	4
23	Combined Primary & Secondary Education	84	88	4
24	Meat Processing	29	33	4
25	Personal & Household Goods Hiring nec	6	10	4
26	Fabricated Metal Product Manufacturing nec	8	11	4
27	Police Services	11	14	3
28	Backpacker & Youth Hostels	9	12	3
29	Roofing Services	5	8	3
30	Liquor Retailing	6	9	3
31	Interest Groups nec	0	3	3
32	Gravel & S& Quarrying	2	5	3
33	Local Government Administration	55	58	3
34	Caravan Parks & Camping Grounds	35	38	3
35	Plumbing Services	11	13	3
36	Poultry Farming (Eggs)	15	17	2
37	Other Takeaway Food Stores	5	8	2
38	Residential Building Construction nec	9	11	2
39	Non-Metallic Mineral Product Manufacturing nec	3	5	2
40	Grain Growing	4	6	2
41	Technical Services nec	14	16	2
42	Electrical Services	12	14	2
43	Painting & Decorating Services	32	34	2
44	Non-Building Construction nec	13	15	2
45	Road Freight Transport	62	64	2
46	Other Education	8	10	2
47	Toy & Sporting Good Wholesaling	5	7	2
48	Grocery Wholesaling nec	5	6	2
49	Food Processing Machinery Manufacturing	2	4	2
50	Wool Wholesaling	3	5	2

Table 34. Detailed industries ranked by number of jobs lost (2010 - 2009)

Rank	Industry	Jobs		New jobs
		2009	2010	
1	Services to Agriculture nec	191	143	-48
2	Grape Growing	244	209	-35
3	Sheep-Beef Cattle Farming	187	160	-27
4	Beef Cattle Farming	116	91	-26
5	Cafes & Restaurants	253	229	-24
6	Sports Grounds & Facilities nec	89	71	-18
7	Site Preparation Services	43	25	-18
8	Dairy Cattle Farming	419	402	-16
9	Gardening Services	15	0	-15
10	Pubs, Taverns & Bars	97	84	-13
11	Concrete Product Manufacturing nec	20	8	-12
12	Motels & Motor Inns	96	85	-11
13	Pest Control Services	19	10	-9
14	Wine Manufacturing	129	122	-8
15	Automotive Fuel Retailing	37	30	-7
16	Primary Education	121	114	-7
17	Commercial Property Operators & Developers nec	149	142	-7
18	Mixed Livestock	41	34	-7
19	Accounting Services	29	23	-7
20	Business Management Services	43	36	-7
21	Beekeeping	10	4	-6
22	Laundries & Dry-Cleaners	11	5	-6
23	Hosted Accommodation	22	16	-5
24	Automotive Repair & Services nec	49	43	-5
25	Concreting Services	8	3	-5
26	Other Fruit Growing nec	6	2	-5
27	House Construction	64	60	-4
28	Automotive Electrical Services	9	5	-4
29	Postal Services	34	29	-4
30	Accommodation for the Aged	63	59	-4
31	Computer Consultancy Services	6	3	-4
32	Business Services nec	25	22	-4
33	Services to Forestry	36	32	-4
34	Supermarkets	18	15	-3
35	Short Distance Bus Transport (including Tramway)	6	3	-3
36	Courier Services	3	0	-3
37	Manufacturing nec	5	2	-3
38	Consultant Engineering Services	15	12	-3
39	Libraries	20	18	-2
40	Clothing Retailing	24	22	-2
41	Garden Supplies Retailing	5	2	-2
42	Banks	7	5	-2
43	Wood Product Manufacturing nec	5	2	-2
44	Religious Organisations	5	2	-2
45	Grain-Sheep & Grain-Beef Cattle Farming	5	2	-2
46	Child Care Services	8	5	-2
47	Carpentry Services	9	7	-2
48	Log Sawmilling	11	8	-2
49	Fruit & Vegetable Wholesaling	23	20	-2
50	Agricultural Machinery Manufacturing	25	23	-2

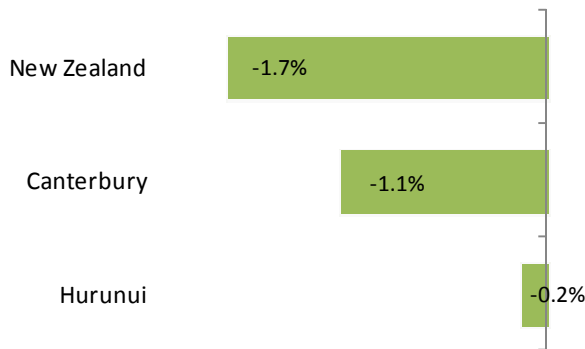
Business Growth

How fast did the number of business units grow in 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

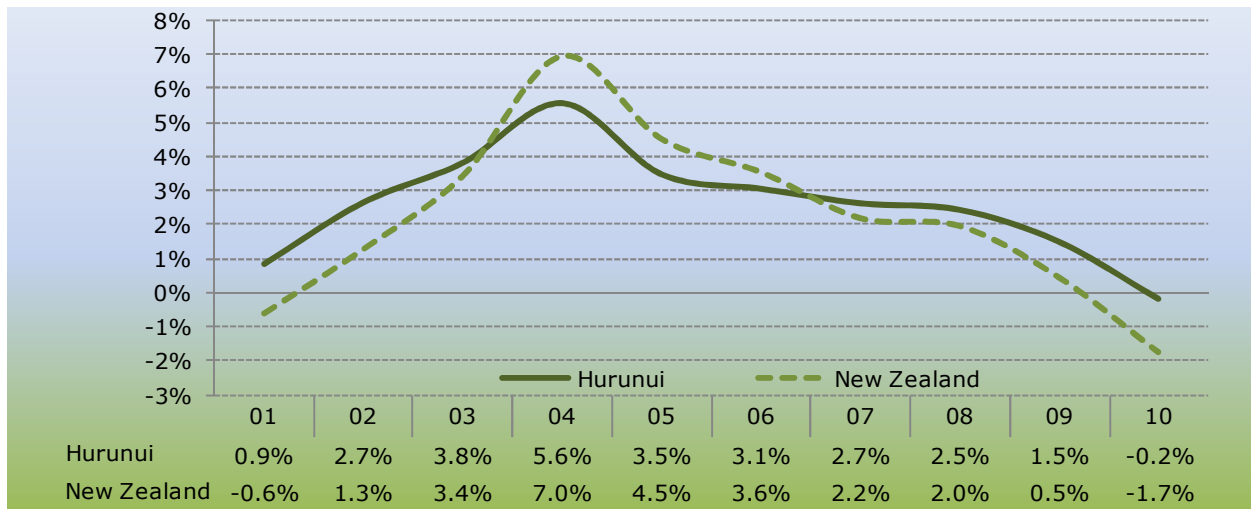
start new ventures. This section contrasts Hurunui’s recent performance in business unit growth with other regions in the country.

Figure 34. Employment growth (year to March 2010)



- A total of 2,534 business units were recorded in Hurunui in 2010, down 0.2% 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 Hurunui averaged 2.6%pa between 2000 and 2010 compared with 2.2%pa in the national economy.
- Growth in Hurunui varied from a high of 5.6% in 2004 to a low of -0.2% in 2010.

Figure 35. Annual average growth in number of business units



Population

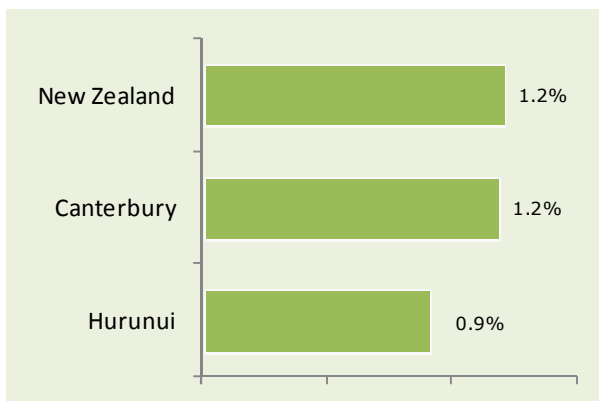
How fast has Hurunui's population grown?

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.

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 Hurunui's recent population growth with other districts and the country as a whole.

Figure 36. Population growth (year to June 2010)



- Hurunui's population reached 11,100 in 2010, up 0.9% from a year earlier. New Zealand's total population grew by 1.2% over the same period.
- Population growth in Hurunui averaged 1.1%pa between 2000 and 2010 compared with 1.2%pa in the national economy.
- Growth in Hurunui reached a high of 1.9% in 2004 and a low of 0.5%pa in 2007.

Figure 37. Annual population growth (June years)

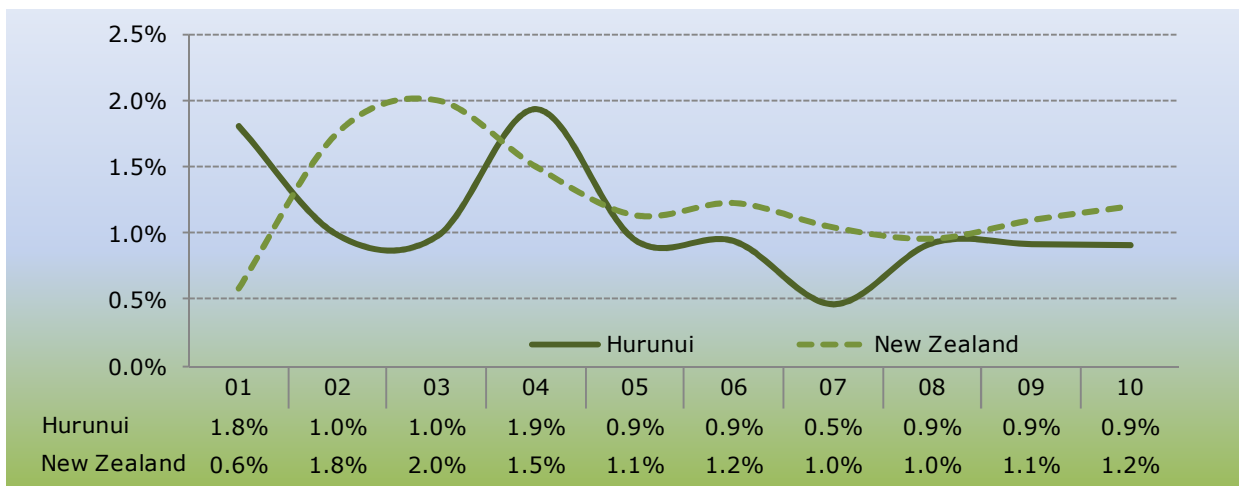


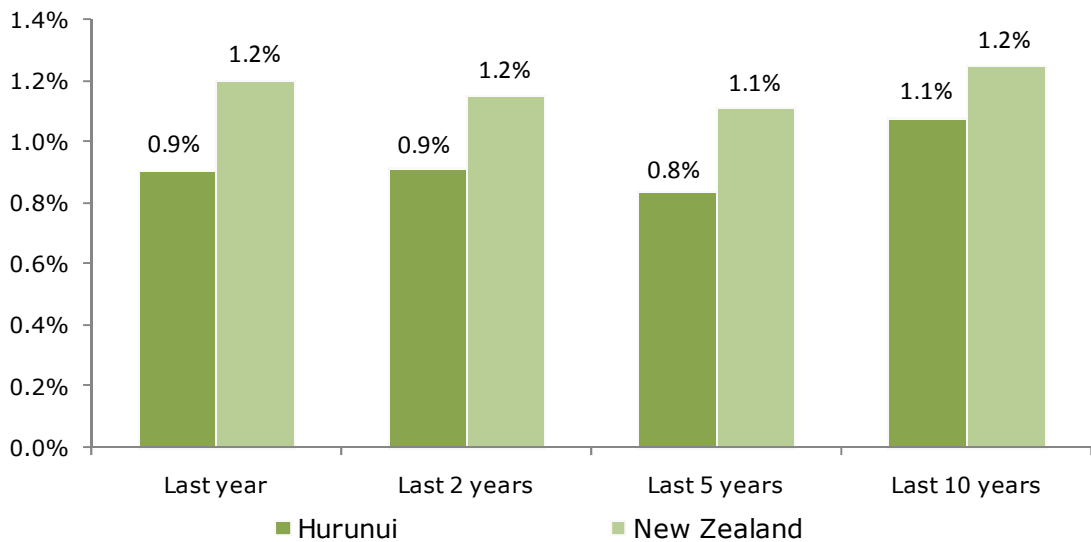
Table 35, on the next page, shows how Hurunui's population growth compares with other districts in New Zealand.

Table 35. 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%

- Over the last two years Hurunui ranked number 28 with total population increasing by 0.9% between 2008 and 2010.
- Hurunui ranked number 27 over the last five years, with its population increasing by 0.8% between 2005 and 2010.
- Over a ten year period Hurunui ranked number 23 with its population increasing by 1.1%.

Figure 38. Population growth last 1, 2, 5 and 10 years



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.