



**venture**

TARANAKI

Te Puna Umanga

**TRENDS**

**TARANAKI FACTS**

**AND FIGURES**

---

**WINTER 2020**

# WELCOME

*Taranaki Trends* is produced by Venture Taranaki as a 6-monthly economic snapshot of our region's performance. As such, it provides a range of metrics, represented as digestible charts and graphs, to help inform the region's leadership, enterprises and investors.

The dynamic situation over recent months – the result of the global COVID-19 pandemic – will play out in the data sets from this point forward. This edition of *Taranaki Trends* therefore presents a valuable 'pre-COVID' snapshot of the region's economy.

This will be important as we look at what the impacts of the COVID lockdowns are, and also contemplate both a return to normal and a 'return to better'.

The latter offers an opportunity to look at response and recovery, but also reimagination – a conscious considering of how we do business and what we can do to ensure our future operations, and economy, can strengthen, learn and find new opportunity in the face of change and crisis.



Dairy Product Manufacturing accounts for over 40% of Taranaki's exports

There are 15,519 businesses registered in Taranaki

80% of Taranaki's tourism spend comes from domestic tourism

House prices continue to increase throughout the region

# CONTENTS

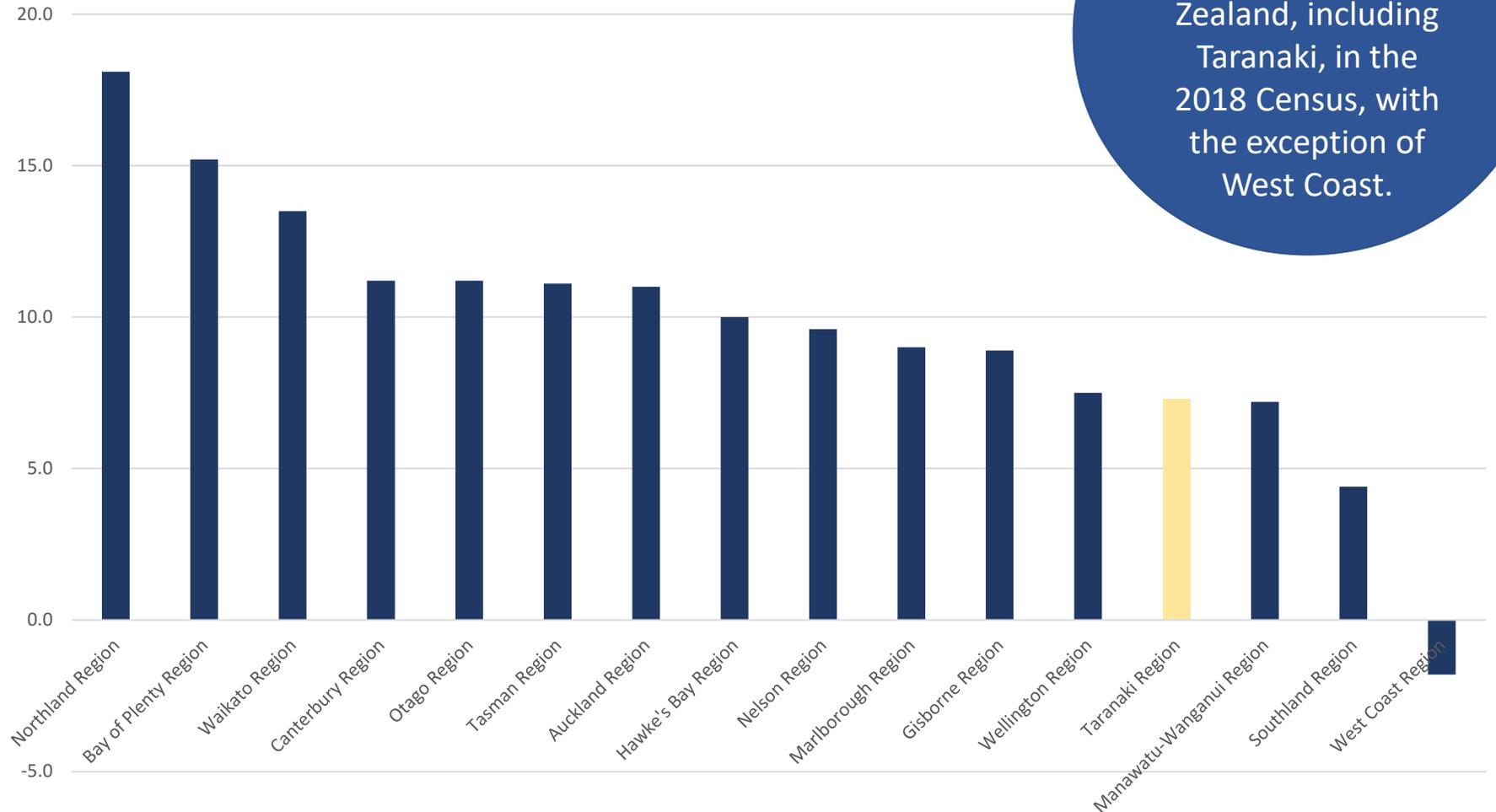
Topic	Pages
Welcome	2
Population trends	4–5
Regional spotlights	6–8
Migration trends	9
Age group trends	10–12
Ethnicity trends	13–14
Qualifications held	15
GDP and exports	16–18
Business and employment	19–25
Construction sector	26–28
Dairy sector	29
House values	30–31
Retail sector	32–35
Tourism sector	36–39
Summary	40
Looking ahead	41



# New Zealand population: 4,699,755

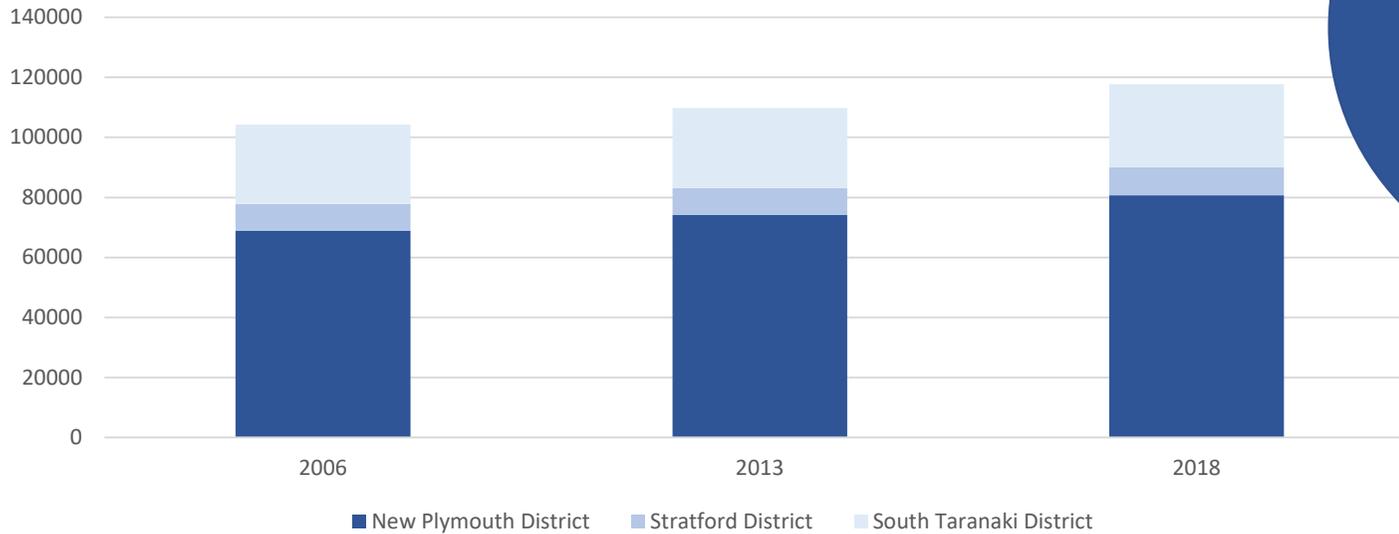
2018 residential count: 10.8% increase between 2013 and 2018

Population growth was experienced throughout all New Zealand, including Taranaki, in the 2018 Census, with the exception of West Coast.



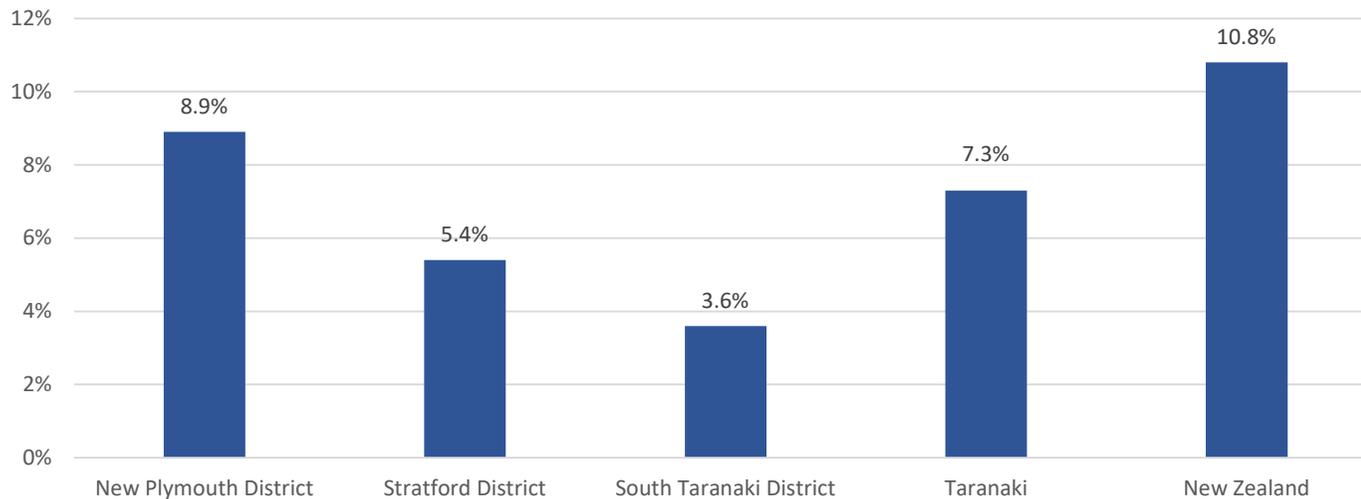
# Taranaki population: 117,561

## 2018 Residential count



Taranaki is a growing region recording 7.3% population growth (2013–2018), surpassing the 5.3% growth in the previous census

## Population change 2013–2018



Source: Statistics NZ, Census 2018

# REGIONAL SPOTLIGHT: INGLEWOOD



**Population:** 3,543  
**Median age:** 38.4 years  
**Māori median age:** 21.7 years



**Most popular occupation:** Technician and trades workers (17%)  
**Median income:** \$29,300  
**Employed full-time:** 48.9%  
**Unemployed:** 3.4%



**Born in New Zealand:** 88.3%  
**Māori ethnic group:** 14.4%  
**Te reo Māori speakers:** 2.5%



**No qualifications held\*:** 27.4%  
**Studying full-time:** 19.6%  
**Studying part-time:** 3.2%



**Occupied private dwellings:** 1,407  
**Live in owned or partly owned home:** 67.7%  
**Median weekly rent:** \$270

# REGIONAL SPOTLIGHT: TOKO



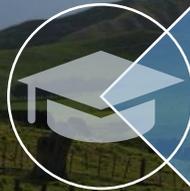
**Population:** 1,350  
**Median age:** 38.1 years  
**Māori median age:** 24.3 years



**Most popular occupation:** Managers (39.1%)  
**Median income:** \$38,200  
**Employed full-time:** 60.6%  
**Unemployed:** 2%



**Born in New Zealand:** 91.3%  
**Māori ethnic group:** 7.3%  
**Te reo Māori speakers:** 1.3%



**No qualifications held\*:** 28.2%  
**Studying full-time:** 20.7%  
**Studying part-time:** 3.5%



**Occupied private dwellings:** 510  
**Live in owned or partly owned home:** 45.9%  
**Median weekly rent:** \$180

# REGIONAL SPOTLIGHT: MANAIA



**Population:** 1,551  
**Median age:** 37.9 years  
**Māori median age:** 25.6 years



**Most popular occupation:** Managers (29.1%)  
**Median income:** \$28,500  
**Employed full-time:** 47.3%  
**Unemployed:** 6.4%



**Born in New Zealand:** 93.2%  
**Māori ethnic group:** 36.2%  
**Te reo Māori speakers:** 7%



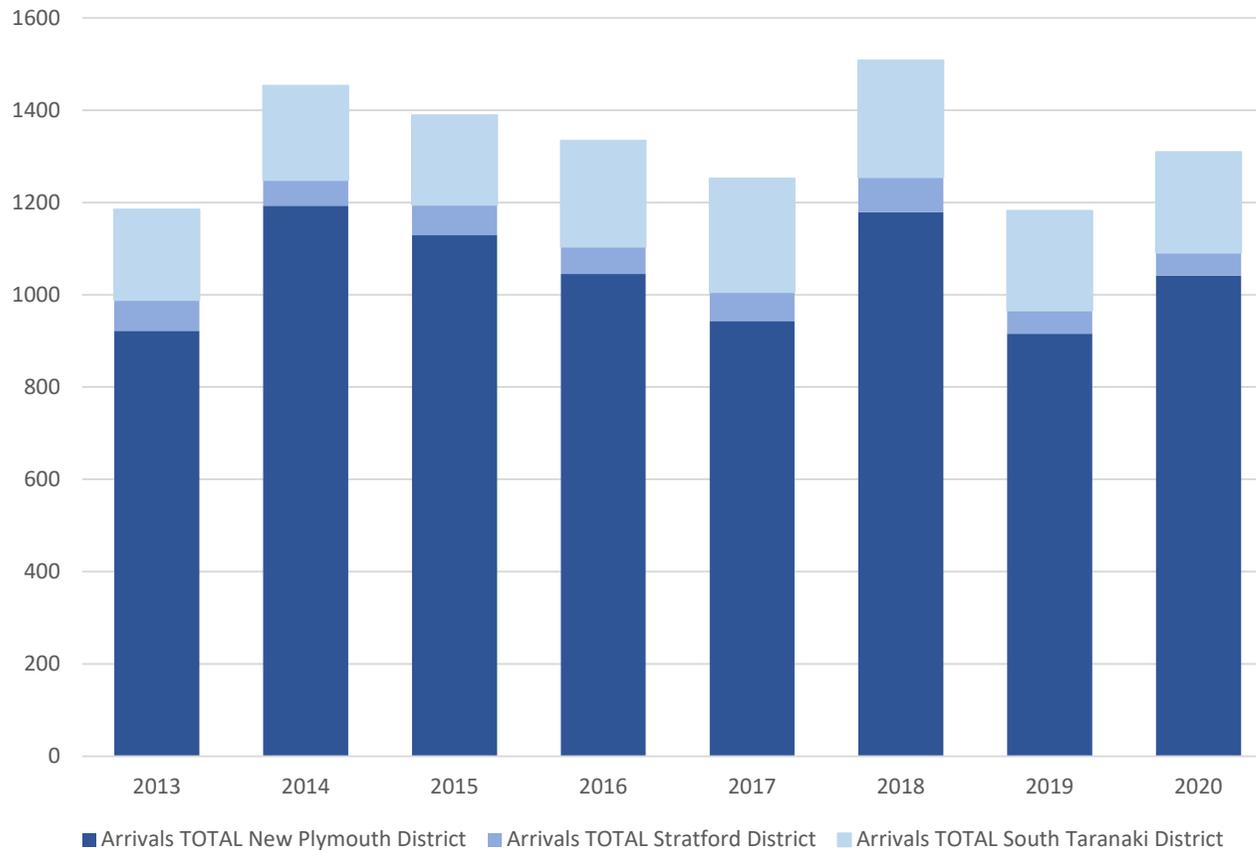
**No qualifications held\*:** 34.2%  
**Studying full-time:** 21.7%  
**Studying part-time:** 2.9%



**Occupied private dwellings:** 615  
**Live in owned or partly owned home:** 52%  
**Median weekly rent:** \$180

# Taranaki migration trends

Permanent and long-term international arrivals into Taranaki – YE March



1.5% of the Taranaki population lived overseas one year ago (compared to 2.7% of the national population)

This data includes permanent and long-term international arrivals of people arriving for a stay of 12 months or more, including New Zealanders returning after an absence of 12 months or more.

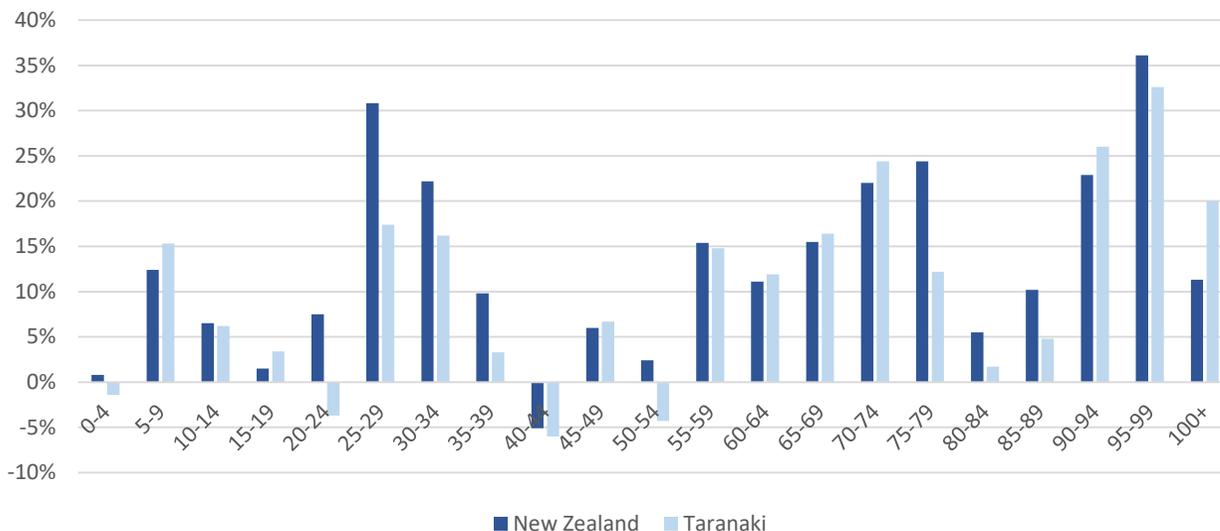
Data is not available for departures from November 2018 due to the removal of departure cards, so net migration is not provided.

Source: Statistics NZ

# National age group trends

Comparison between 2013 and 2018 Census data

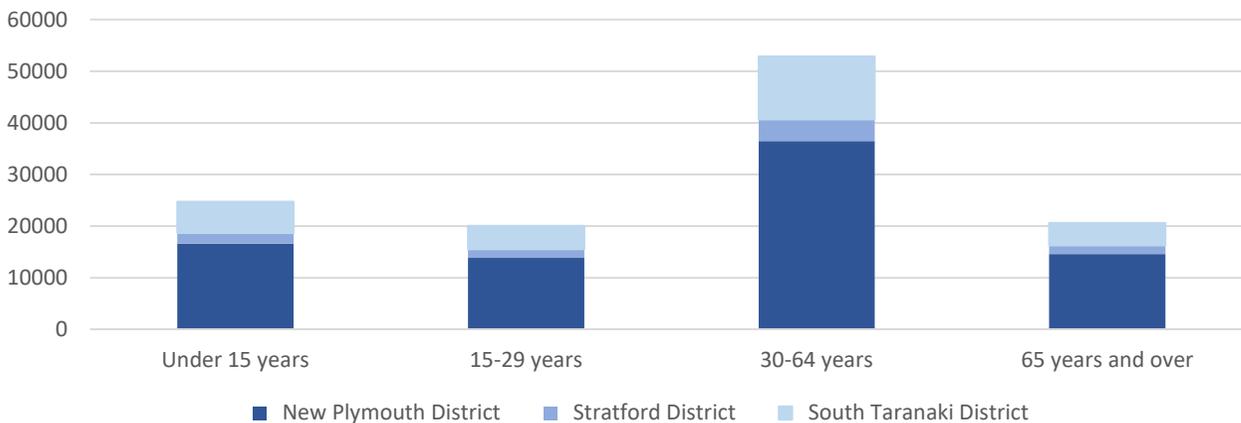
## Change in age groups within New Zealand from 2013 to 2018



In Taranaki, the 95–99 year age group was the fastest growing (32.6% growth), followed by 90–94 age group (26% growth)

In 2018, 44.7% of the Taranaki population were aged 30–64 years, which is very similar to the national average of 44.6%. 17.3% of our population were aged 65 years or older, compared to 15.3% nationally.

## Age of Taranaki's population in 2018



20.9% of the Taranaki population were aged 15 years and under at the time of the 2018 Census.

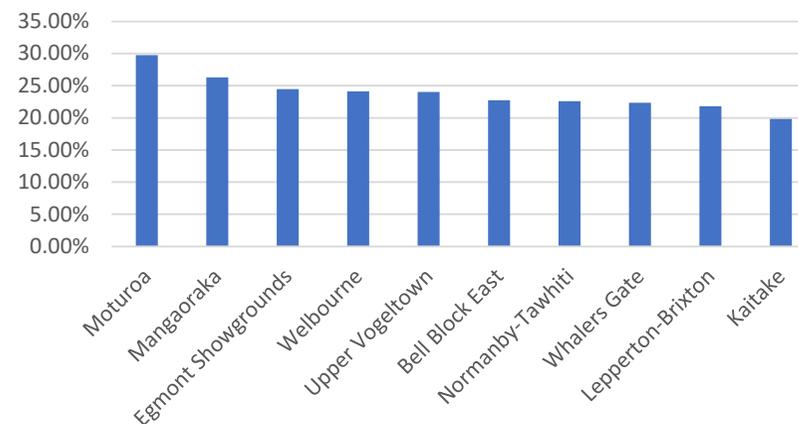
Source: Statistics NZ, Census 2018

# Population growth hotspots since 2013

## Under 15 year olds

Area	District	Population		
		2013	2018	% increase
Moturoa	New Plymouth	222	288	29.7%
Mangaoraka	New Plymouth	342	432	26.3%
Egmont Showgrounds	South Taranaki	282	351	24.5%
Welbourne	New Plymouth	522	648	24.1%
Upper Vogeltown	New Plymouth	462	573	24.0%
Bell Block East	New Plymouth	528	648	22.7%
Normanby-Tawhiti	South Taranaki	372	456	22.6%
Whalers Gate	New Plymouth	282	345	22.3%
Lepperton-Brixton	New Plymouth	330	402	21.8%
Kaitake	New Plymouth	393	471	19.9%

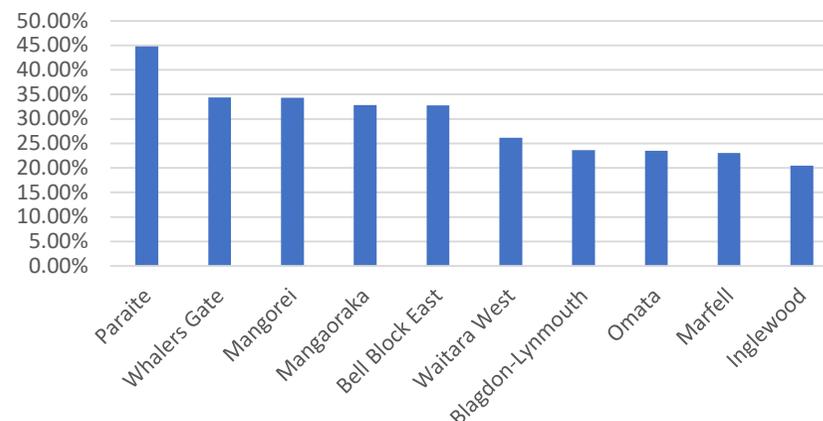
## Growth spots for under 15 year olds from 2013–2018



## 15–29 year olds

Area	District	Population		
		2013	2018	% increase
Paraitē	New Plymouth	87	126	44.8%
Whalers Gate	New Plymouth	192	258	34.4%
Mangorei	New Plymouth	201	270	34.3%
Mangaoraka	New Plymouth	201	267	32.8%
Bell Block East	New Plymouth	357	474	32.8%
Waitara West	New Plymouth	597	753	26.1%
Blagdon-Lynmouth	New Plymouth	444	549	23.7%
Omata	New Plymouth	102	126	23.5%
Marfell	New Plymouth	312	384	23.1%
Inglewood	New Plymouth	543	654	20.4%

## Growth spots for 15–29 year olds from 2013–2018

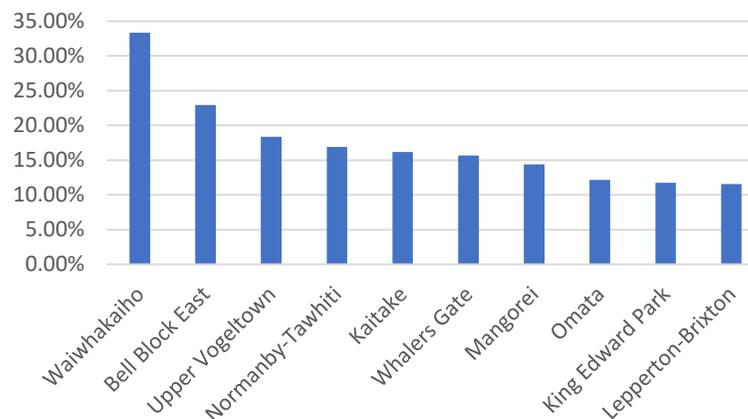


# Population growth hotspots since 2013

## 30–64 year olds

Area	District	Population		
		2013	2018	% increase
Waiwhakaiho	New Plymouth	45	60	33.3%
Bell Block East	New Plymouth	1020	1254	22.9%
Upper Vogeltown	New Plymouth	996	1179	18.4%
Normanby-Tawhiti	South Taranaki	711	831	16.9%
Kaitake	New Plymouth	834	969	16.2%
Whalers Gate	New Plymouth	804	930	15.7%
Mangorei	New Plymouth	939	1074	14.4%
Omata	New Plymouth	444	498	12.2%
King Edward Park	South Taranaki	537	600	11.7%
Lepperton-Brixton	New Plymouth	780	870	11.5%

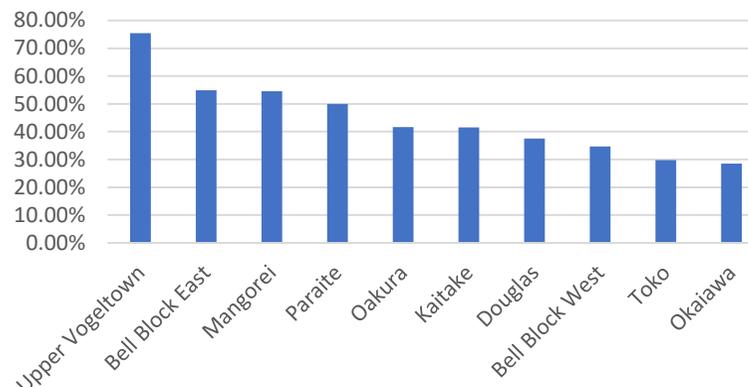
Growth spots for 30–64 year olds from 2013–2018



## Over 65 year olds

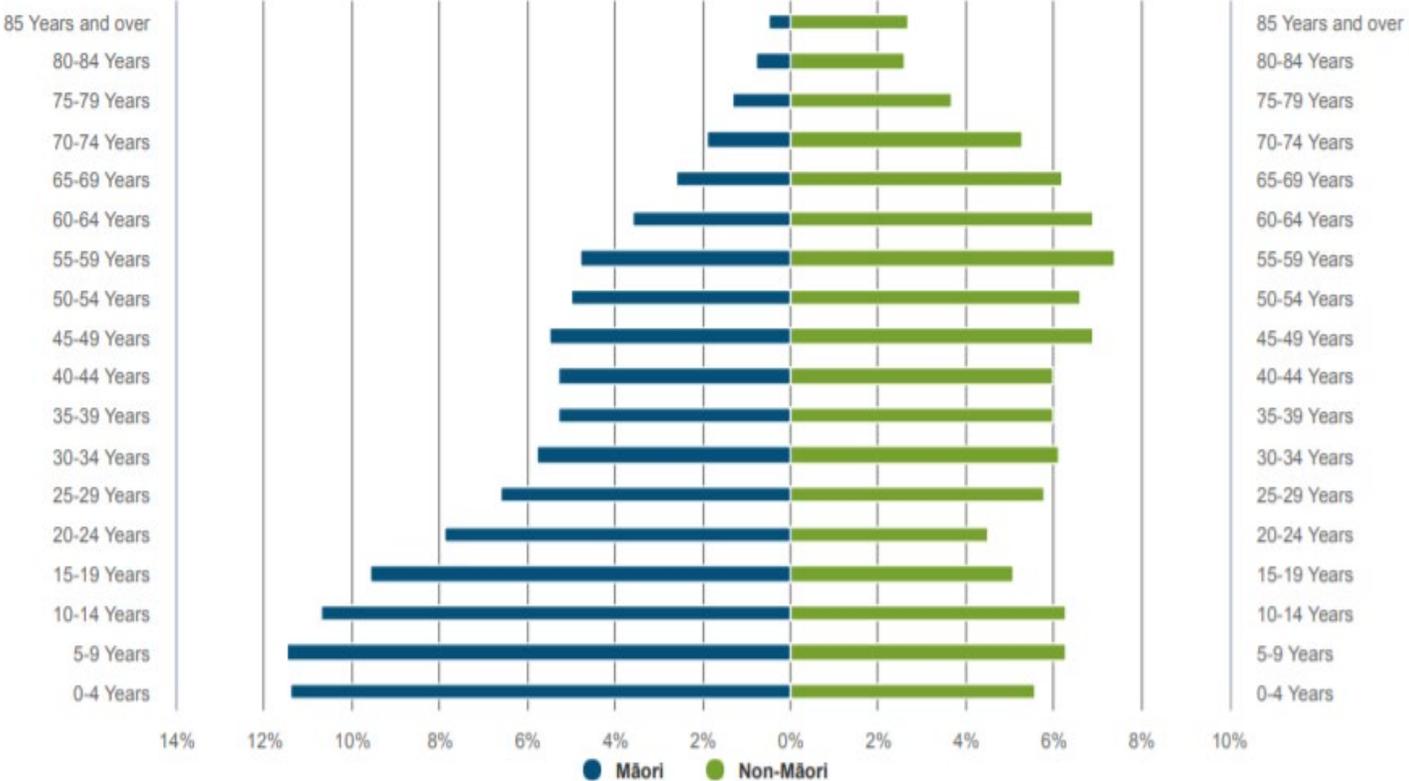
Area	District	Population		
		2013	2018	% increase
Upper Vogeltown	New Plymouth	330	579	75.5%
Bell Block East	New Plymouth	273	423	55.0%
Mangorei	New Plymouth	132	204	54.6%
Paraitē	New Plymouth	84	126	50.0%
Oakura	New Plymouth	144	204	41.7%
Kaitake	New Plymouth	159	225	41.5%
Douglas	Stratford	48	66	37.5%
Bell Block West	New Plymouth	588	792	34.7%
Toko	Stratford	111	144	29.7%
Okaiawa	South Taranaki	105	135	28.6%

Growth spots for over 65 year olds from 2013–2018



# Māori in Taranaki

In 2019 there were  
**23,030**  
Māori in Taranaki  
(869,850 nationally)



Of the Taranaki population, 19.8% identify as Māori, compared to 16.5% nationally.

5,100 Māori currently aged 5–14 years will be in the labour force in 10 years' time.

Statistics NZ clarifies that “a person is of Māori descent if they are the descendent of a person who has Māori descent or ancestry (these terms are used synonymously). The term Māori descent is based on a genealogical or biological concept, rather than on cultural affiliation to the Māori ethnic group. Information on cultural affiliations, or ethnicity, is collected in the census question on ethnic group”.

# Ethnic diversity within Taranaki

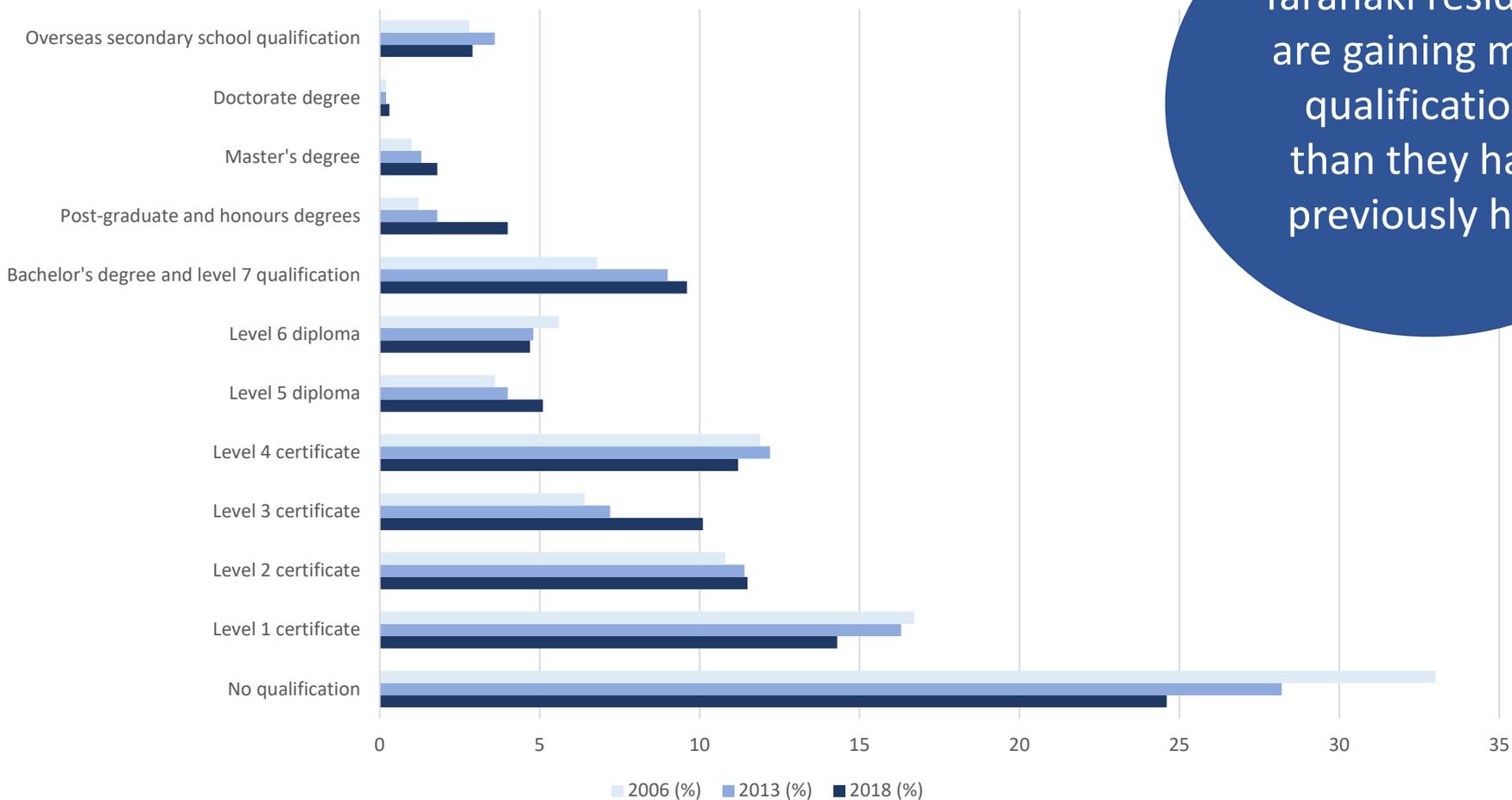
	2006 (%)	2013 (%)	2018 (%)
European	77.0	86.2	84.8
Māori	15.8	17.4	19.8
Pacific peoples	1.4	1.6	2.1
Asian	2.1	3.5	4.5
Middle Eastern/Latin American/African	0.2	0.4	0.6
Other ethnicity	13.6	2.0	1.4

At almost a fifth (19.8%) of the region’s population base, Māori comprise an increasing proportion of Taranaki’s population, proportionally greater than the national average of 16.5% of the population.

By contrast, Taranaki has a significantly lower proportion of the population who identify as Pacific peoples – 2.1% vs 8.1% nationwide – and Asian – 4.5% vs 15.1%.



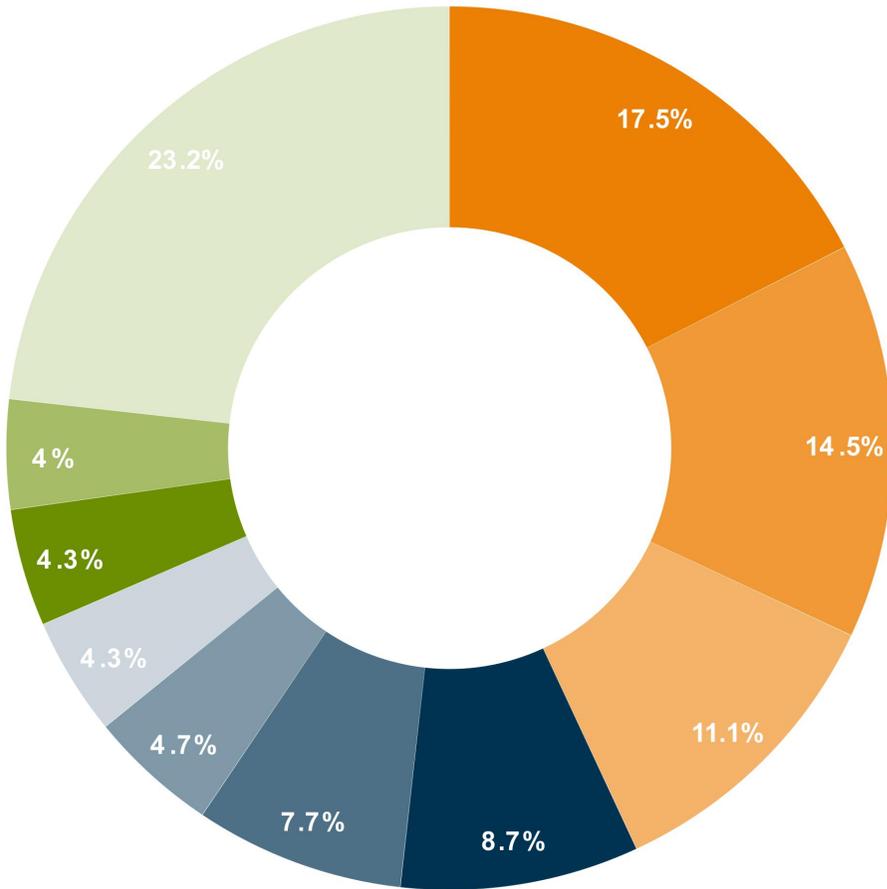
# Highest qualification held by Taranaki residents aged 15 years and over – (% of total population)



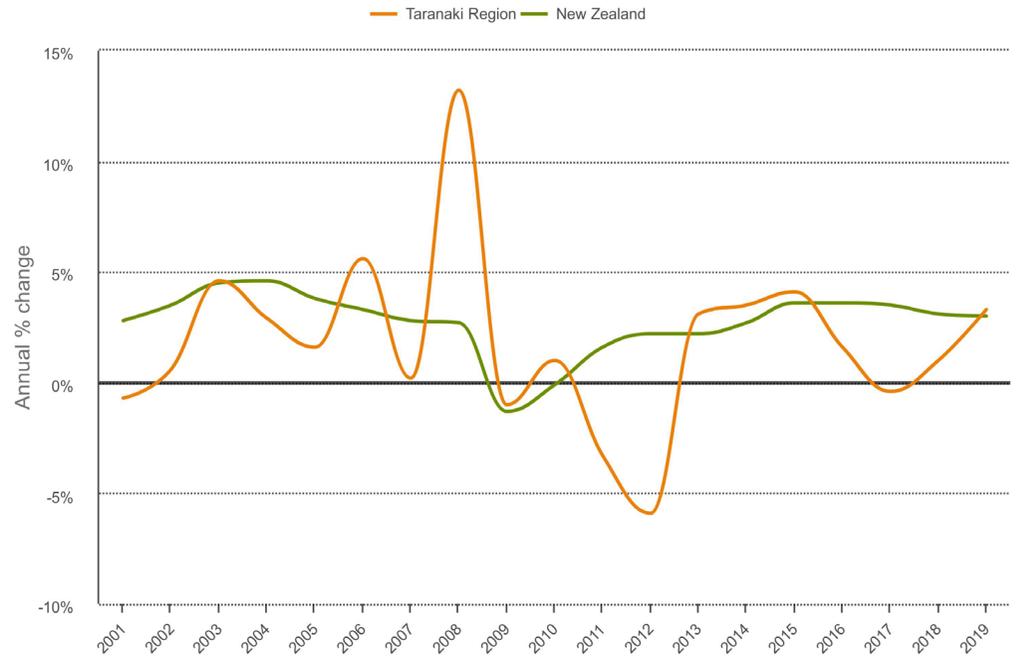
Taranaki residents are gaining more qualifications than they have previously held

# Taranaki regional GDP: circa \$9B

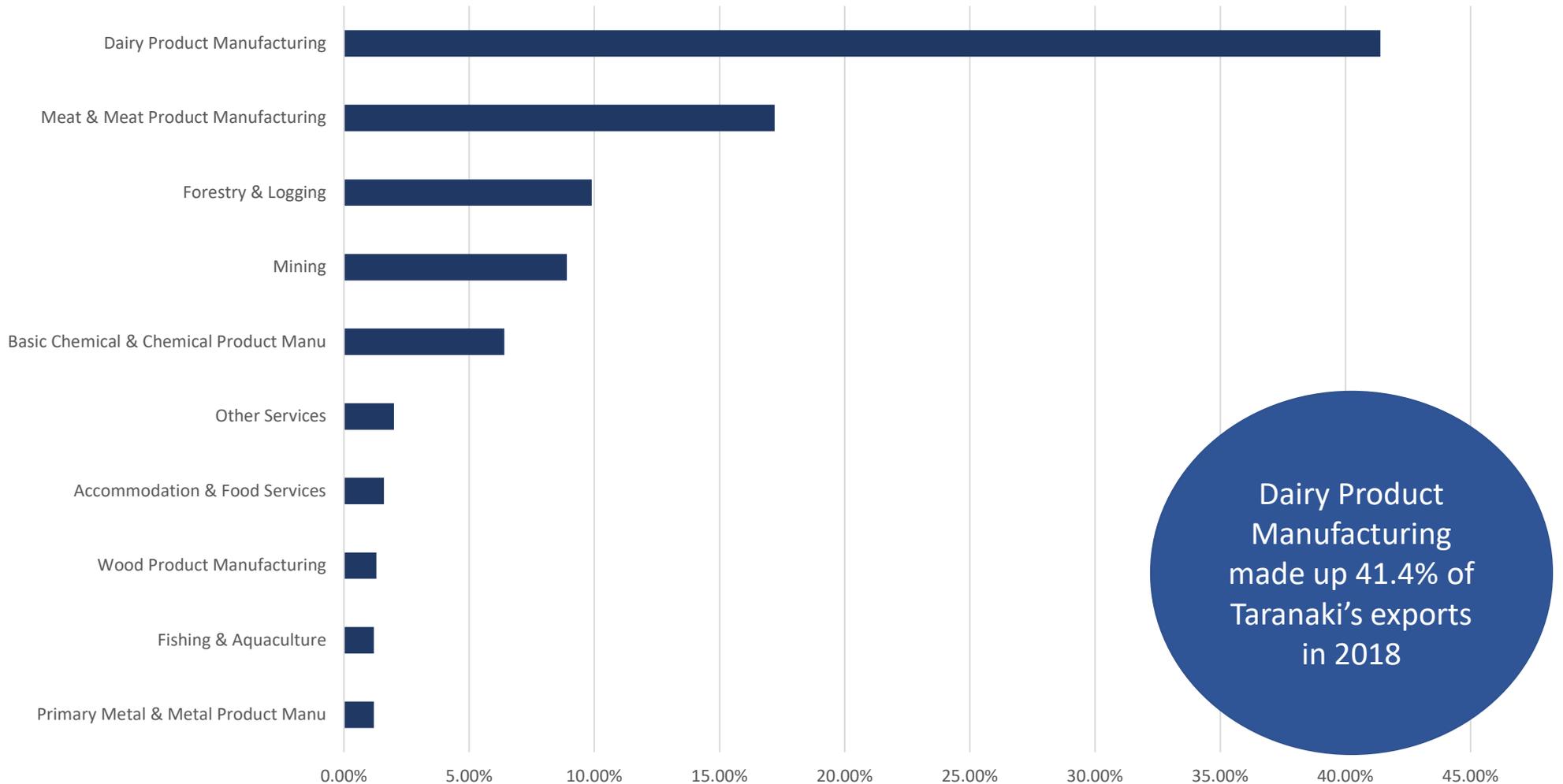
Taranaki's regional GDP p.a. exhibits more peaks and troughs compared to the national average



- Mining
- Agriculture, Forestry and Fishing
- Manufacturing
- Electricity, Gas, Water and Waste Services
- Unallocated
- Owner-Occupied Property Operation
- Rental, Hiring and Real Estate Services
- Construction
- Professional, Scientific and Technical Services
- All others



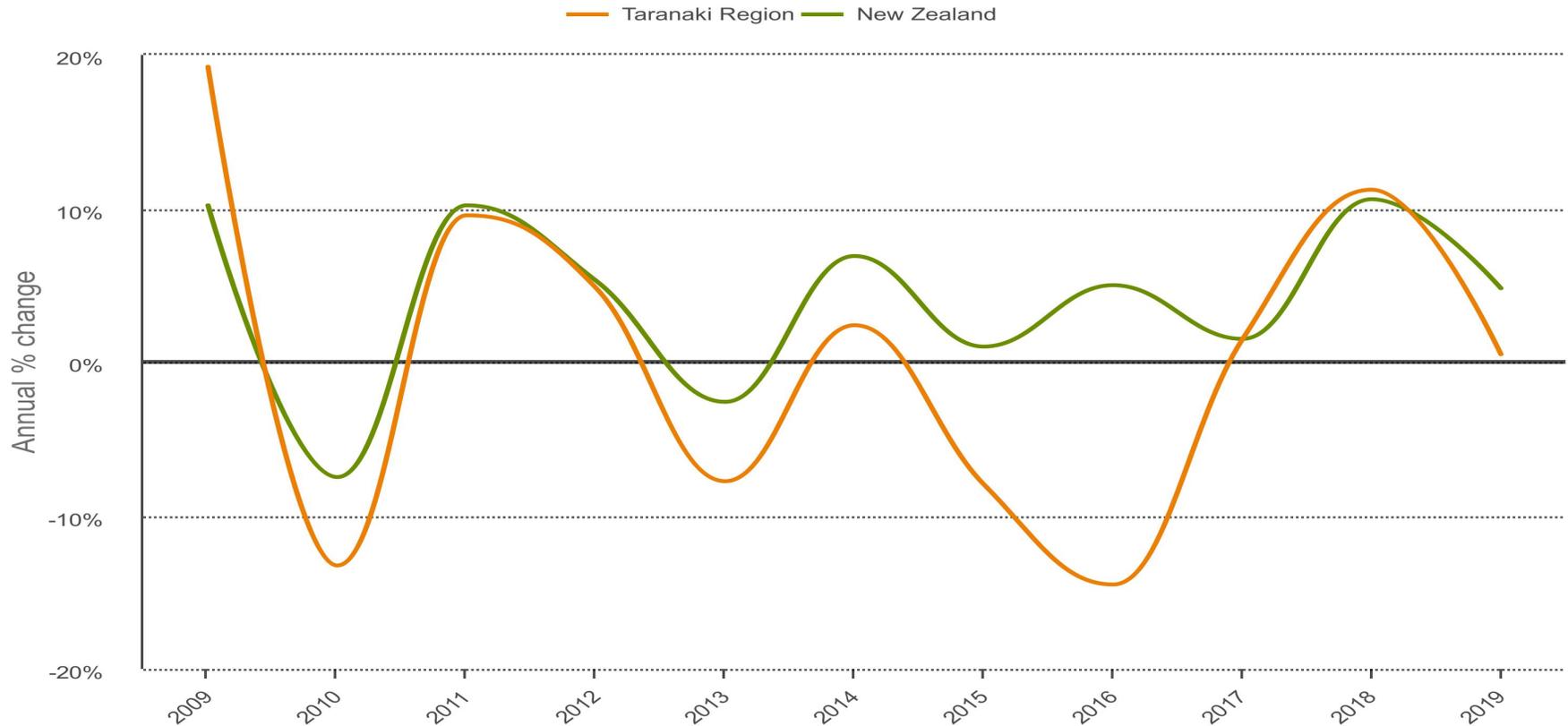
# Taranaki's top 10 export sectors



The main assumption from Infometrics in this data creation is that the industries in the region have the same export orientation as the national average. Regional exports of industries are thus driven by the economic performance of the industry in the region coupled with the export-output ratio of the industry at the national level.

Source: Infometrics

# Taranaki's export growth 2009–2019



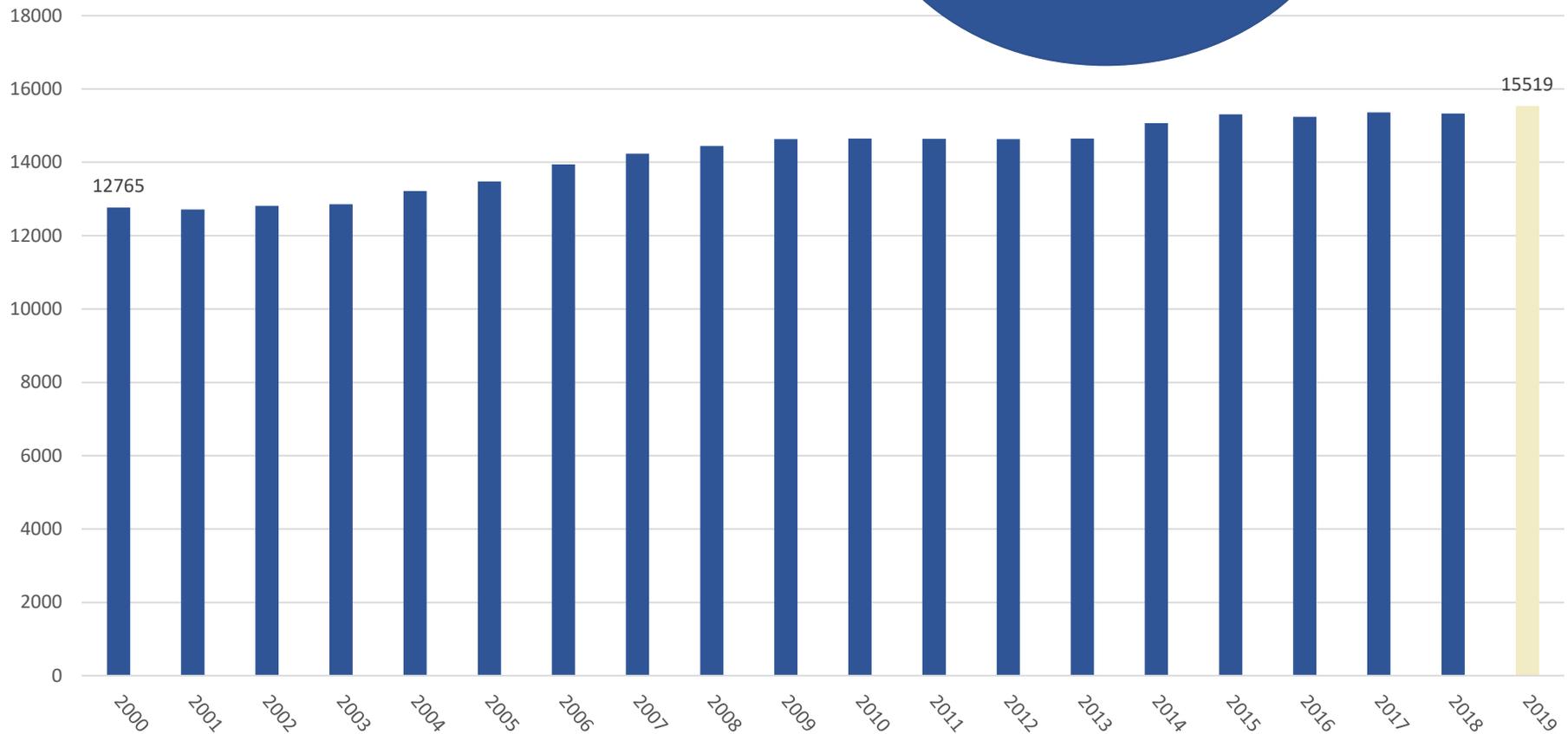
Taranaki's export growth eased to 0.5% in 2019, following several years of strong growth – a trend also reflected by New Zealand.

This was predominantly due to global activity and prices in key categories such as dairy and logs. In 2019 a greater percentage of Taranaki's exports were from within the Meat & Product Manufacturing sector (2.6% increase on 2018) and Dairy Product Manufacturing (0.5% increase on 2018).

Source: Infometrics

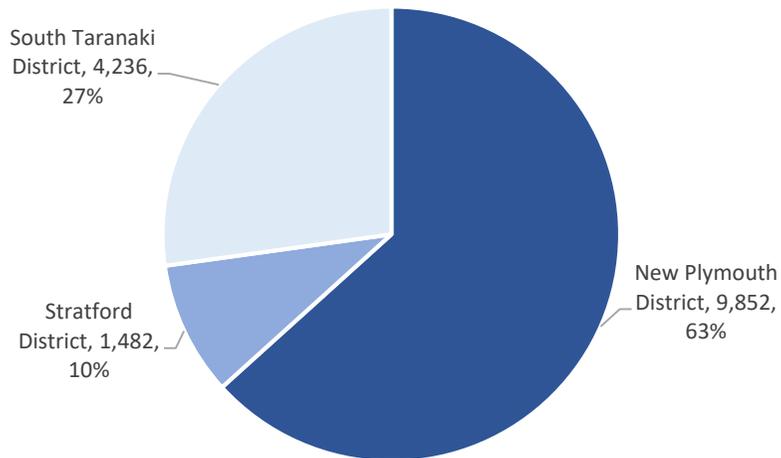
# Taranaki businesses: 15,519

Relative to the year 2000, the number of businesses in Taranaki has increased 21.6%



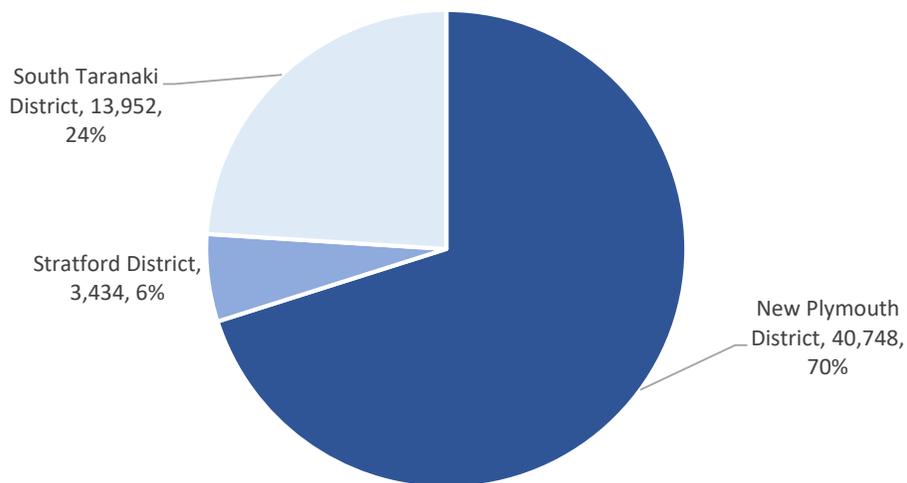
# Taranaki businesses: analysis by district

## Businesses by district

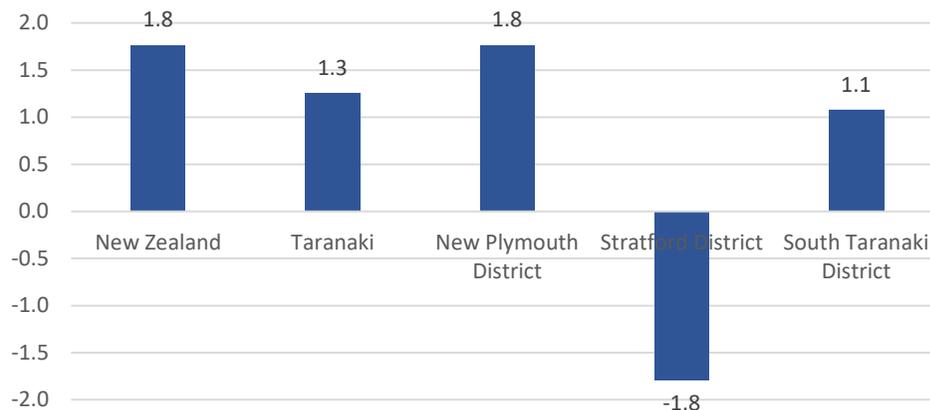


The number of businesses in Taranaki in 2019 grew by 1.3% from the previous year to 15,519. Nationally the number of business increased 1.8% to 582,483.

## Employees by district



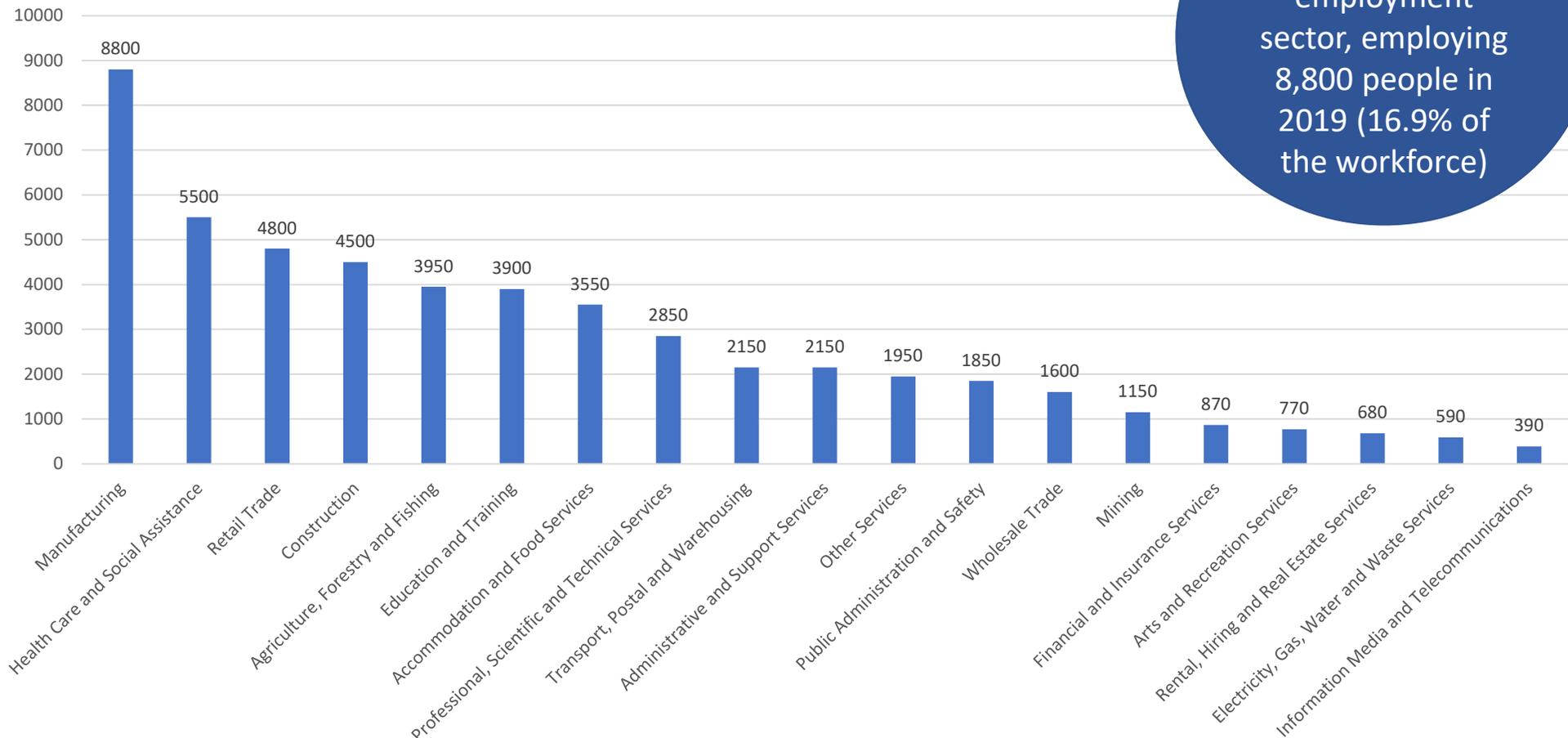
## Change in the number of Taranaki businesses 2018–19 (percentage)



Note: Total district numbers do not add up to the regional total due to geographic variation and rounding.

# Taranaki employment by sector

## Employees per sector in Taranaki



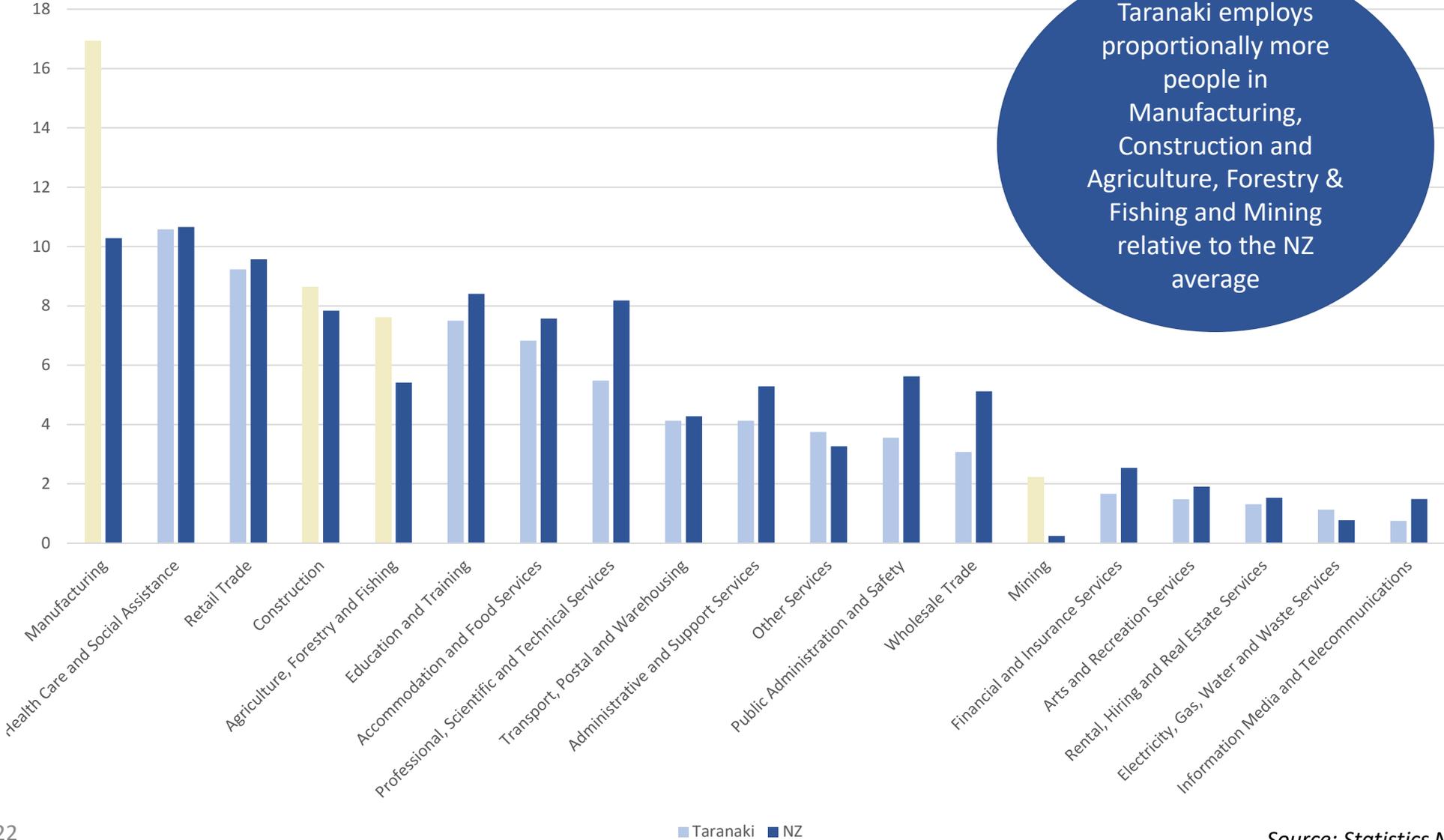
Manufacturing is Taranaki's largest employment sector, employing 8,800 people in 2019 (16.9% of the workforce)

Note: A person was considered employed if they were part of the working-age population (15 years and over) and if, during the week ended 4 March 2018, they:

- worked for one hour or more for pay or profit in the context of an employee/employer relationship or self-employment
- worked without pay for one hour or more in work that contributed directly to the operation of a farm, business, or professional practice owned or operated by a relative
- had a job but were not at work due to illness or injury, personal or family responsibilities, bad weather or mechanical breakdown, direct involvement in an industrial dispute or being on leave or holiday.

# Employment by sector: Taranaki vs New Zealand 2019

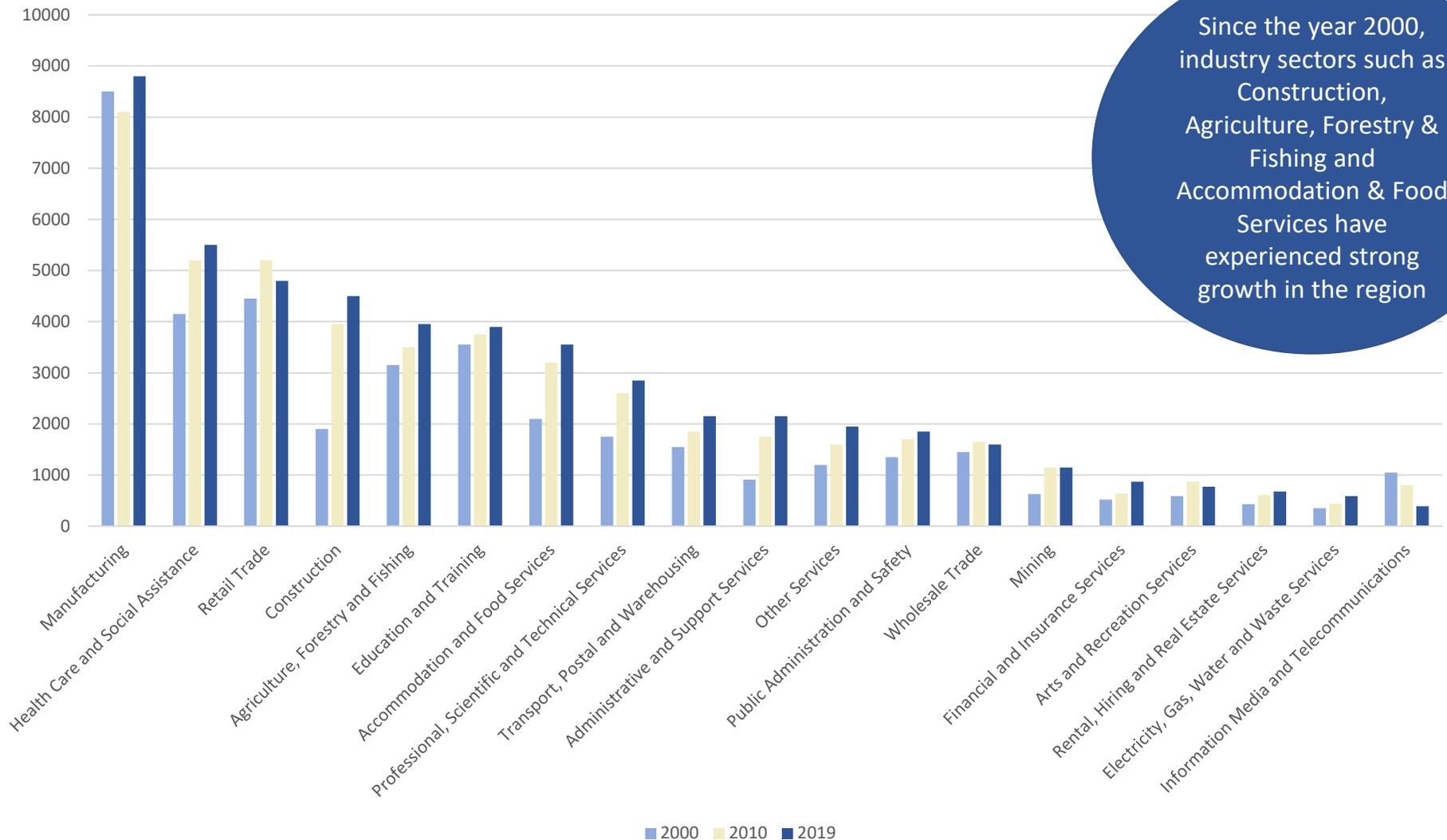
Percentage of people employed by sector in 2019



Taranaki employs proportionally more people in Manufacturing, Construction and Agriculture, Forestry & Fishing and Mining relative to the NZ average

# Taranaki employment composition

How has Taranaki's employment composition changed since 2000 and 2010?



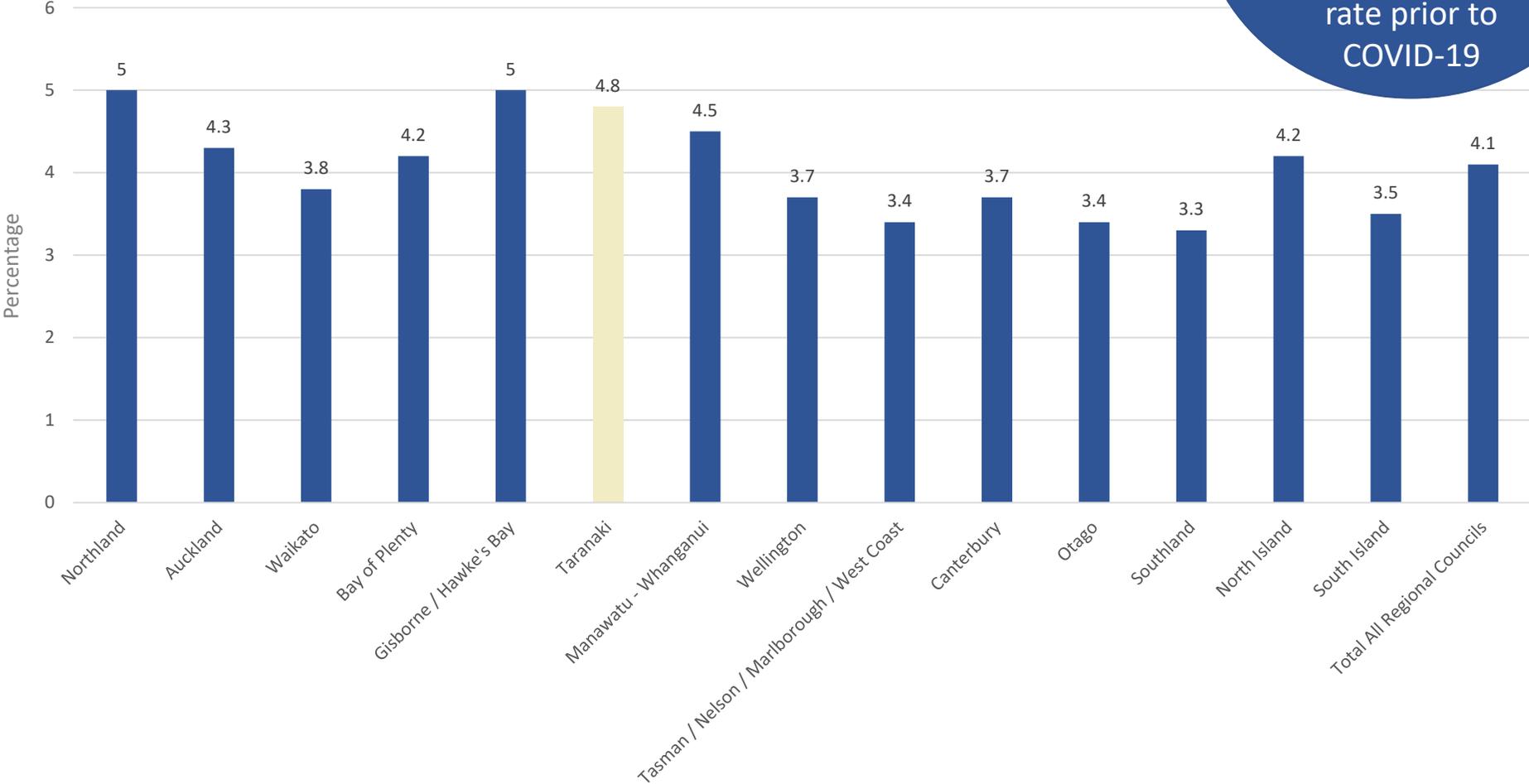
Since the year 2000, industry sectors such as Construction, Agriculture, Forestry & Fishing and Accommodation & Food Services have experienced strong growth in the region

Source: Statistics NZ

# Unemployment within Taranaki

Taranaki's unemployment rate at 31 March was 4.8%, which reflects the unemployment rate prior to COVID-19

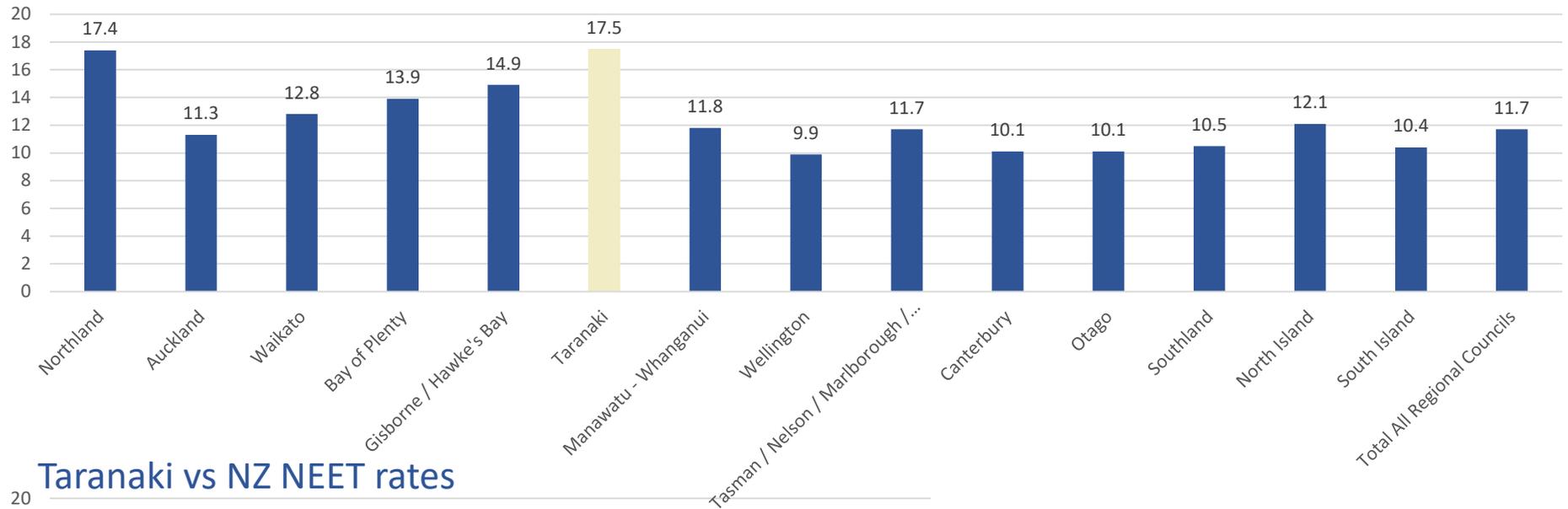
Regional unemployment rates (YE March 2020)



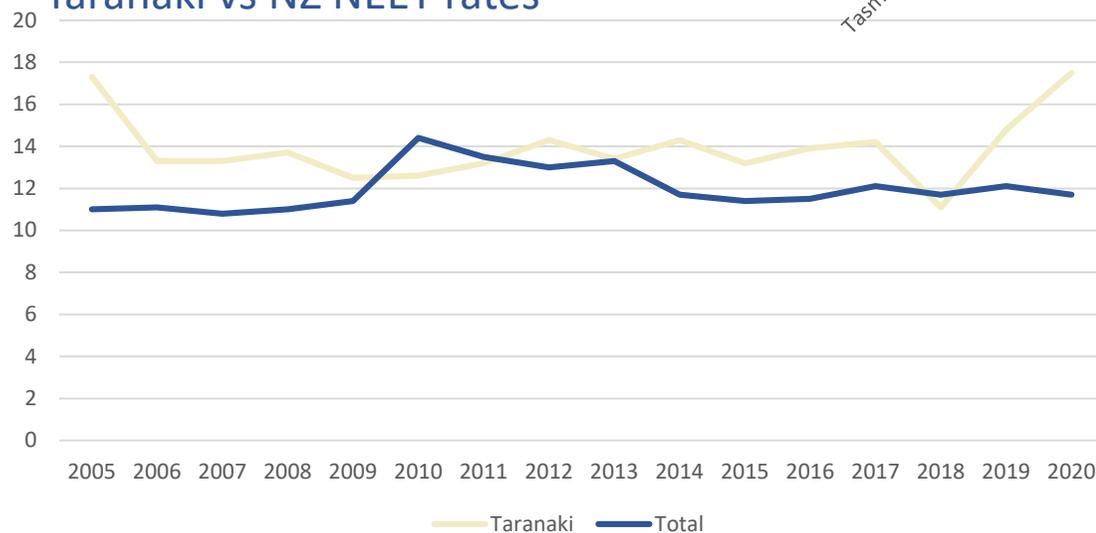
# Taranaki NEET Rates

Youth (15-24 years) not in employment, education or training

## Youth NEET rates (Annual-Mar)



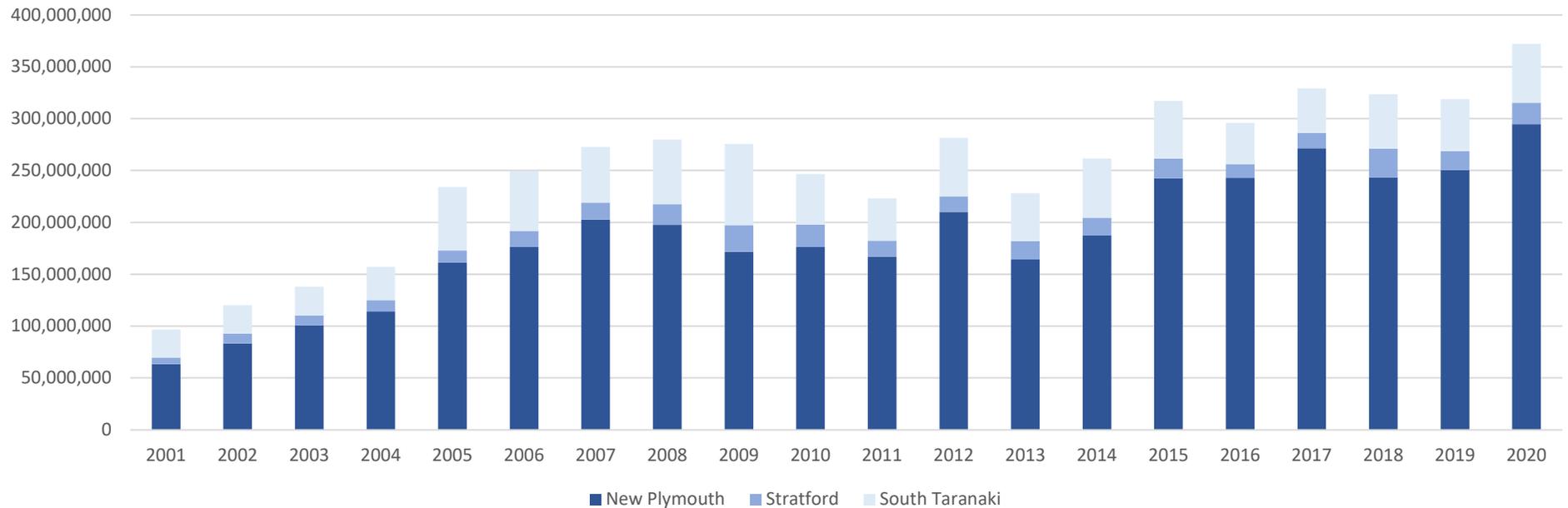
## Taranaki vs NZ NEET rates



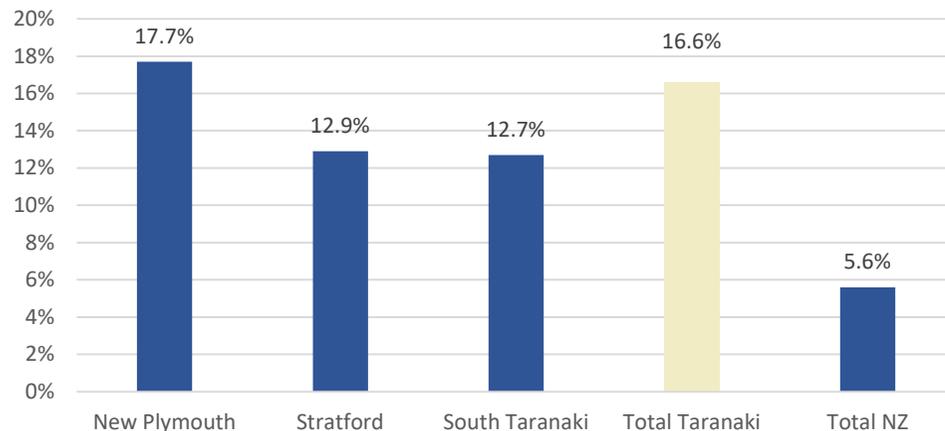
The youth NEET rate has been increasing since 2018 in Taranaki; with a 3.7% increase in 2019 and a further 2.7% increase in 2020 – to a total Taranaki youth NEET rate of 17.5%.

# Construction in Taranaki

Total value of building consents issued in Taranaki: \$371,994,788 YE March 2020



## Percentage change in total consents value YE March 2020 vs March 2019



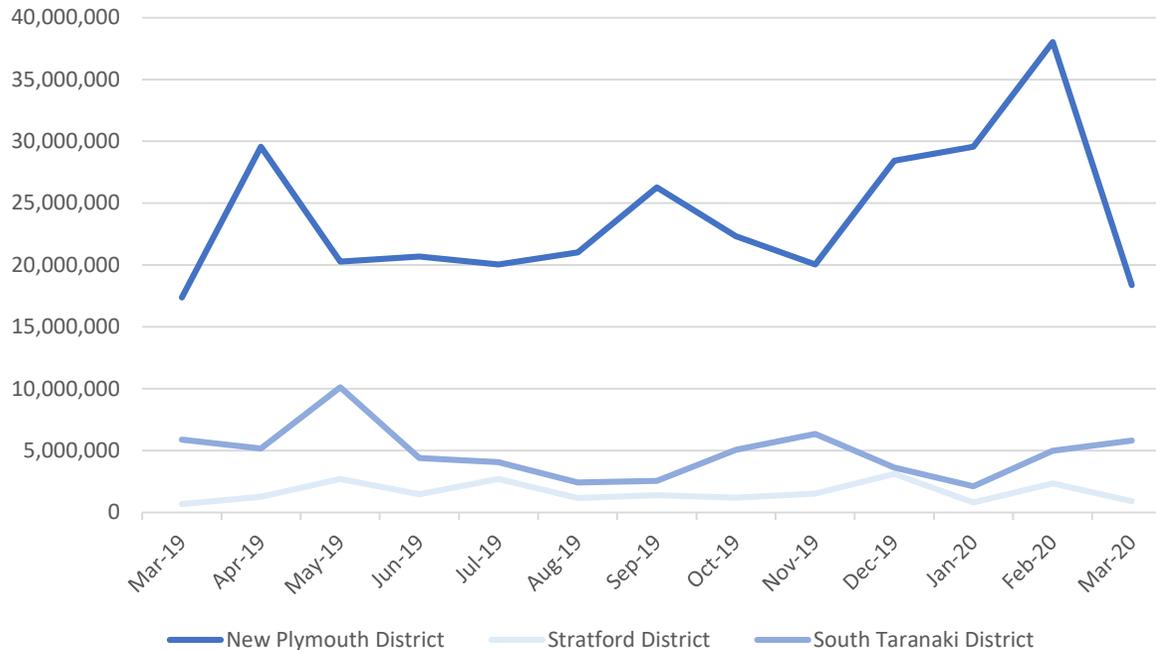
The total value of all building consents processed in Taranaki in 2020 (\$371,994,778) is up 16.6% compared to the 2019 total value (\$318,916,160).

This is much higher than the New Zealand average of 5.6% increase in value.

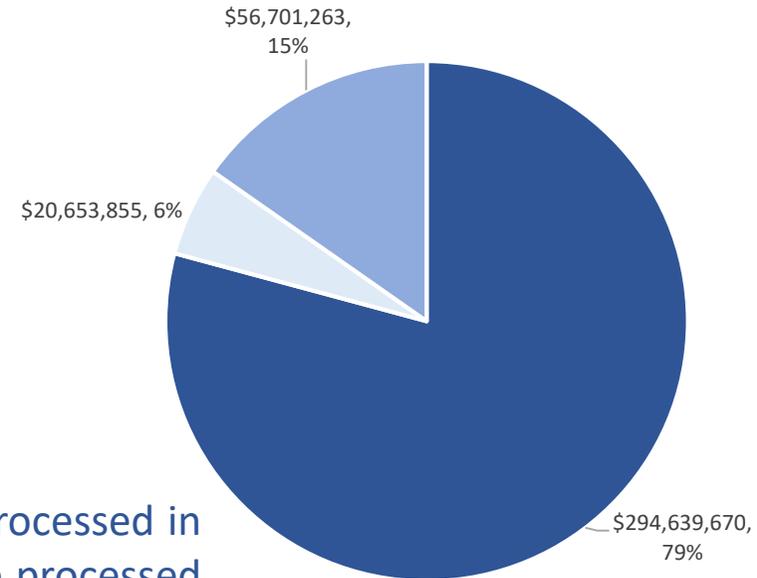
# Value of building consents in Taranaki

Taranaki region: \$371,994,788 (YE March 2020)

## Total building consents, monthly value



The value of building consents in the South Taranaki District has been rising steadily since December 2019



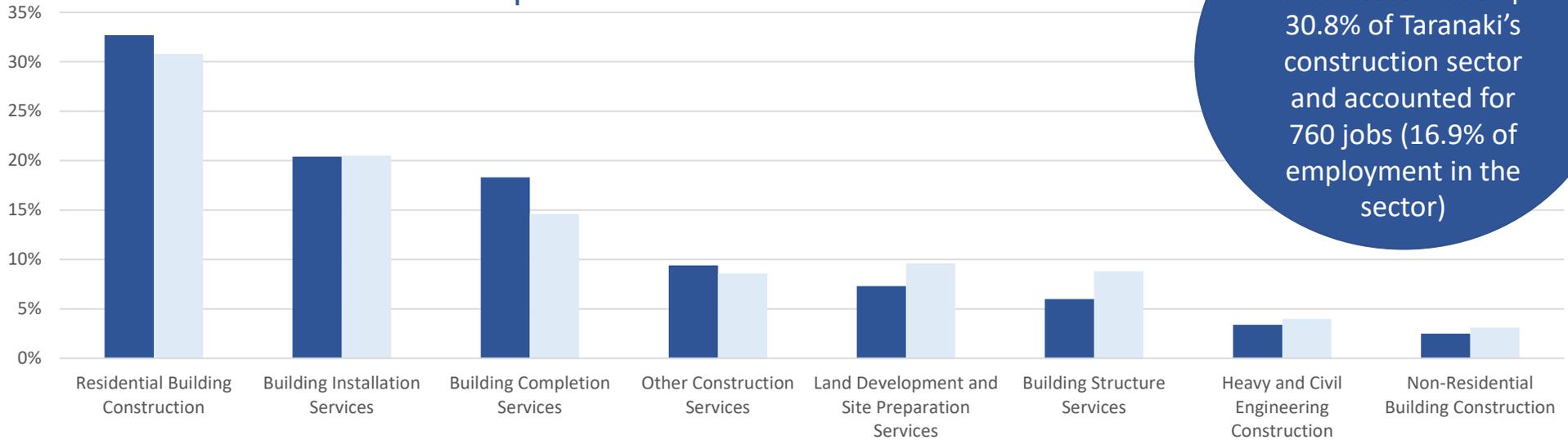
New Plymouth District accounts for 79% of all building consents processed in the region, Stratford accounts for 6% and the remaining 15% were processed in South Taranaki.

The spike in 2019 for New Plymouth District can be largely attributed to commercial construction, primarily aligned with hospital and retirement village developments.

Source: Statistics NZ

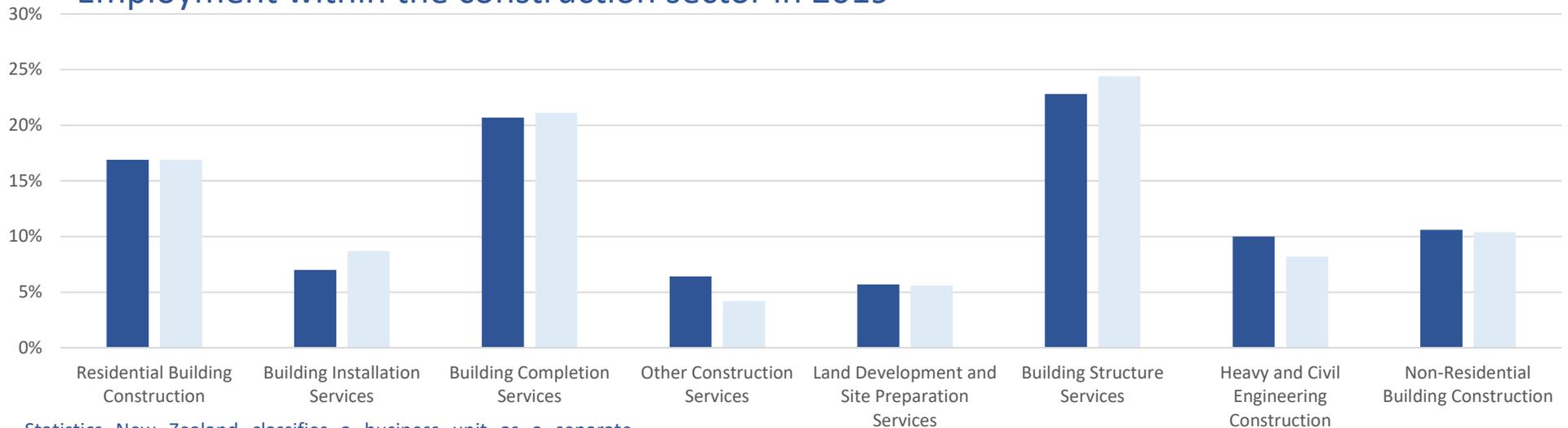
# Construction in Taranaki

## Business units that make up the construction sector in 2019



Residential construction businesses made up 30.8% of Taranaki's construction sector and accounted for 760 jobs (16.9% of employment in the sector)

## Employment within the construction sector in 2019



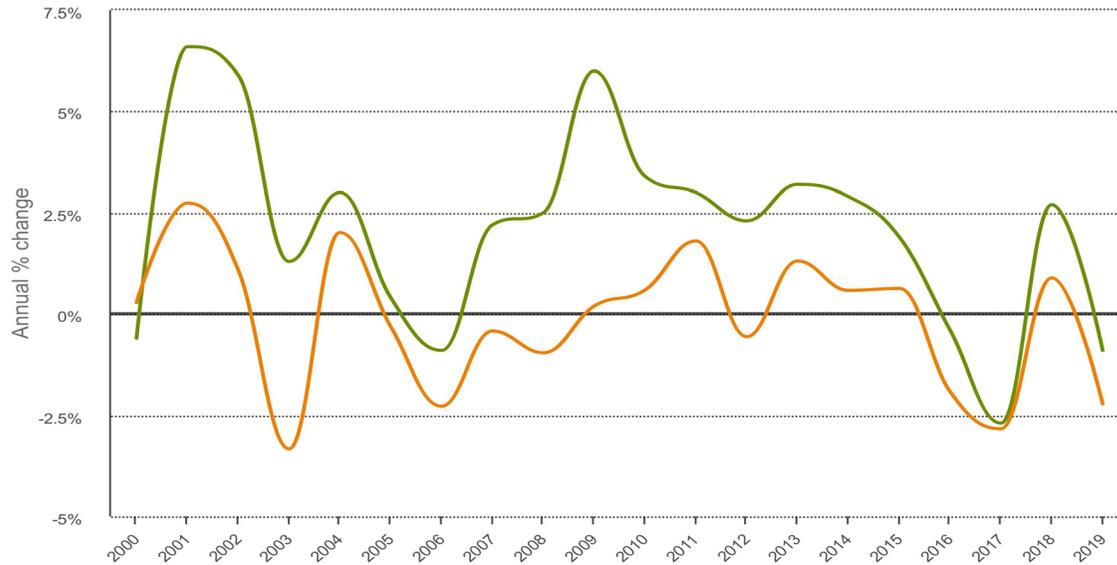
■ New Zealand ■ Taranaki

Statistics New Zealand classifies a business unit as a separate operating unit engaged in New Zealand in one, or predominately one, kind of economic activity from a single physical location or base.

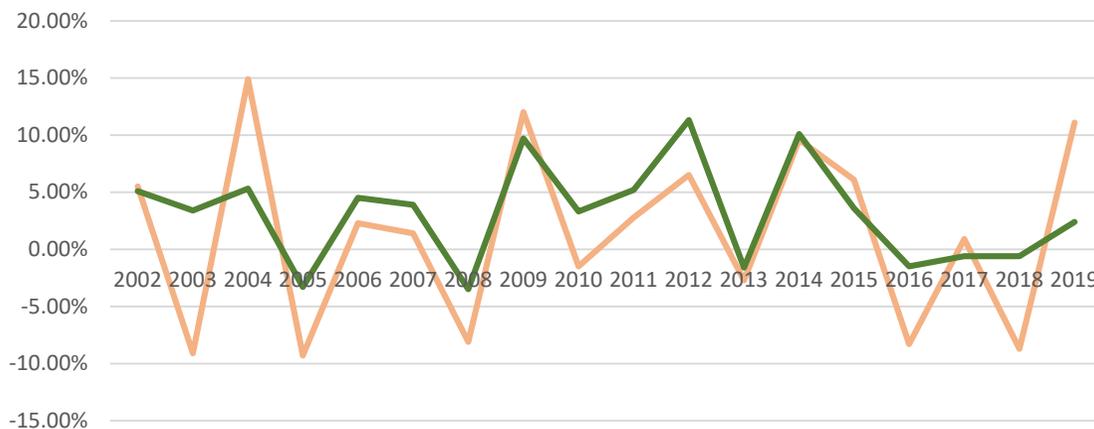
Source: Statistics NZ, Business Demography Statistics

# Taranaki dairy industry

## Growth in cow numbers



## Milk solids production (million kg)



— Taranaki — New Zealand

Despite a decrease in regional cow numbers for 2019, Taranaki farmers have increased production 11.1% on 2018

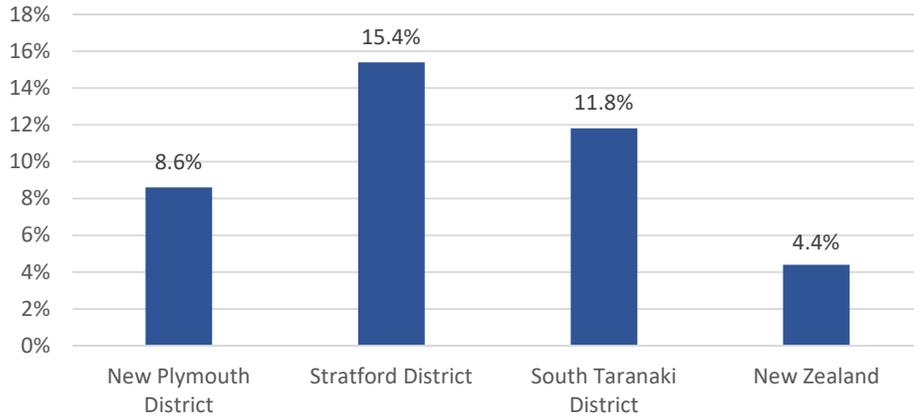
Dairy farming accounts for 5.7% of all jobs in Taranaki (3,350 jobs), compared to 1.4% of jobs nationally

Taranaki farmers are increasingly looking at efficiencies within their operations and maximising outputs (solids production), which can be seen in the increase in solids production for 2019.

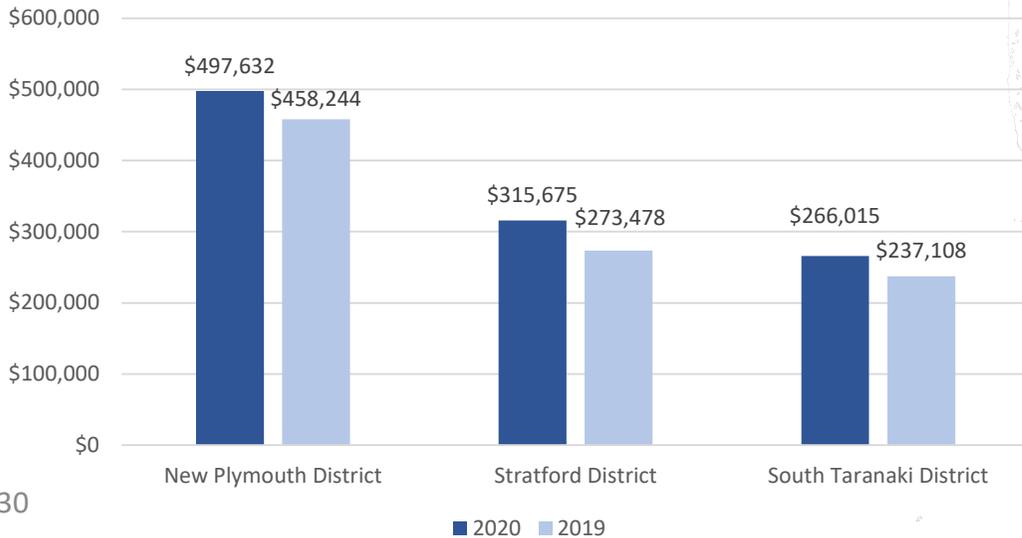
The lower cow numbers for 2019 can be attributed to a flow-on effect from a dry summer and wet winter in 2018 when farmers needed to de-stock.

# House value in Taranaki

Percentage change in house valuations  
March 2019 – March 2020



District average house valuations as at  
March 2020

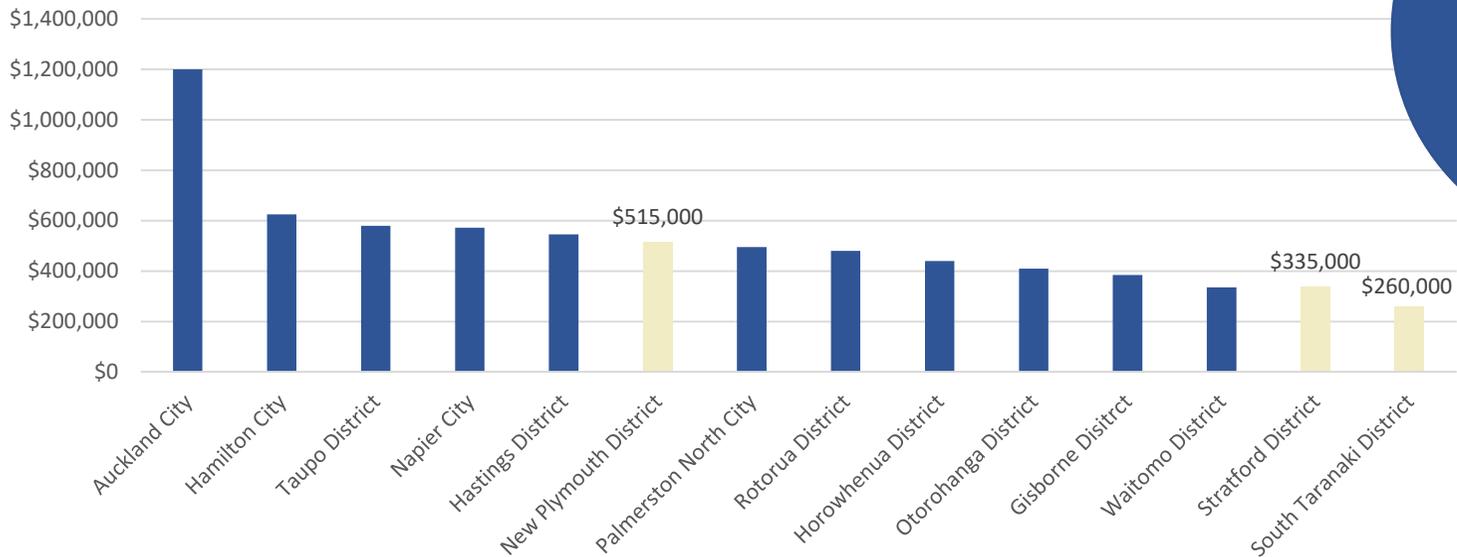


The value of houses in Taranaki increased across the board in 2020. House prices increased by 15.4% in Stratford, 11.8% in South Taranaki and 8.6% in New Plymouth District

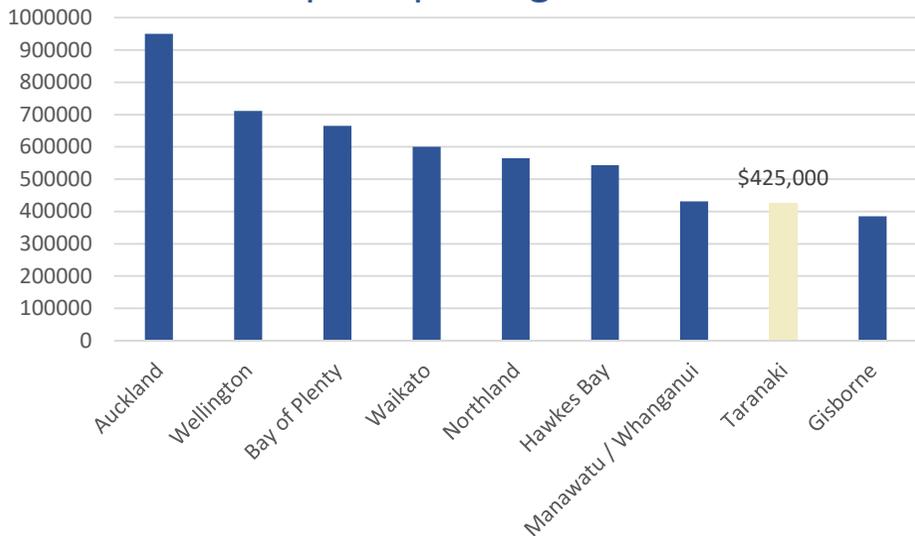
# Median price of houses sold in Taranaki

The median house sale price in Taranaki during March 2020 was \$425,000. New Plymouth was \$515,000, Stratford was \$335,000, South Taranaki was \$260,000

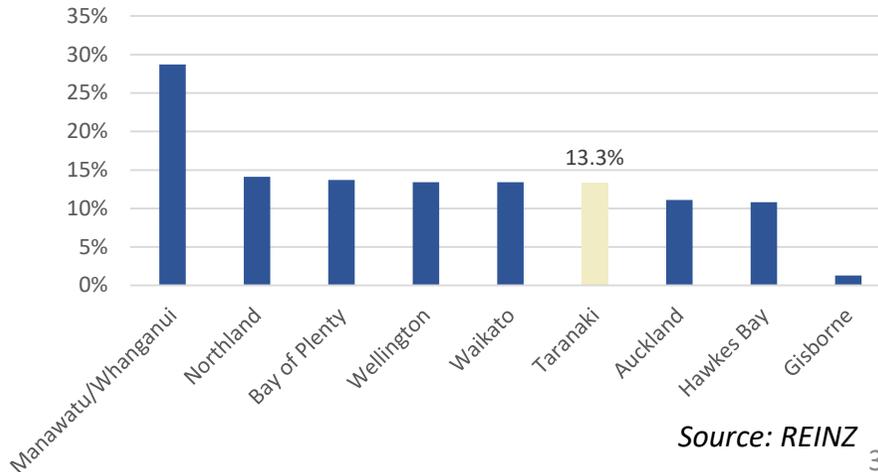
## Median Price – March 2020



## Median price per region



## Median price percentage change – March 2020 vs March 2019

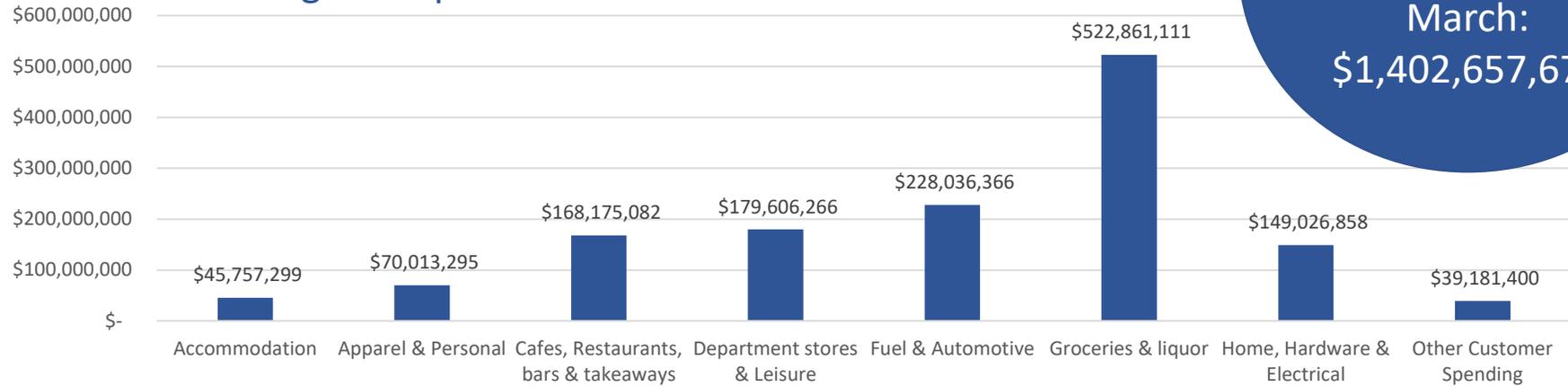


# Retail: Taranaki regional barometer

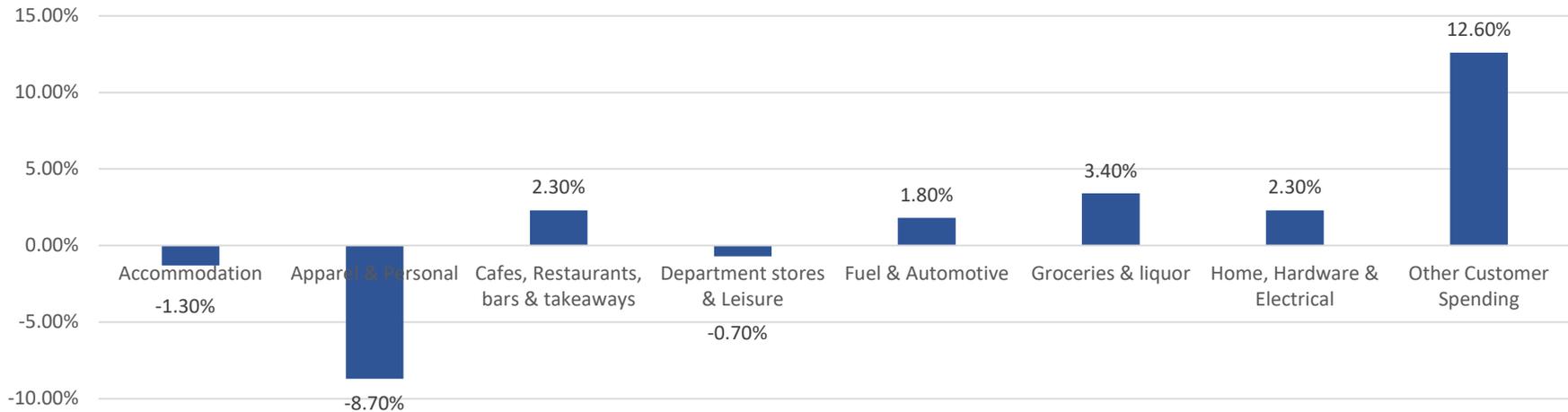
12 months ending March 2020 compared to March 2019

Total retail spend within Taranaki YE March: **\$1,402,657,677**

Total regional spend YE March 2020



Percentage change in regional spend YE March 2020



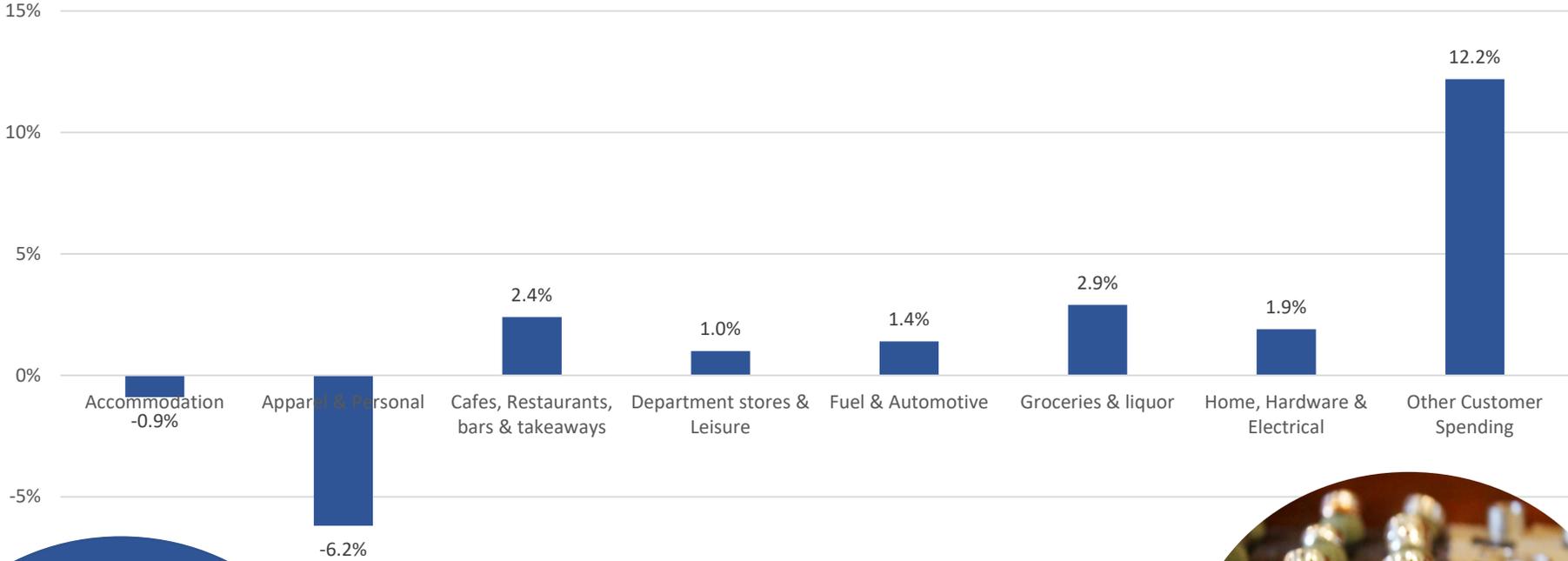
This data reflects spend by EFTPOS and credit cards in Taranaki retail outlets. Retail outlets reflect the defined categories displayed in these charts. The analysis, commissioned by Venture Taranaki, excludes cash and non-retail outlets.

Source: MarketView

# New Plymouth District retail barometer

12 months ending March 2020 compared to March 2019

New Plymouth District percentage change in spend YE March 2020



Retail spend within District: \$1,056,069,836

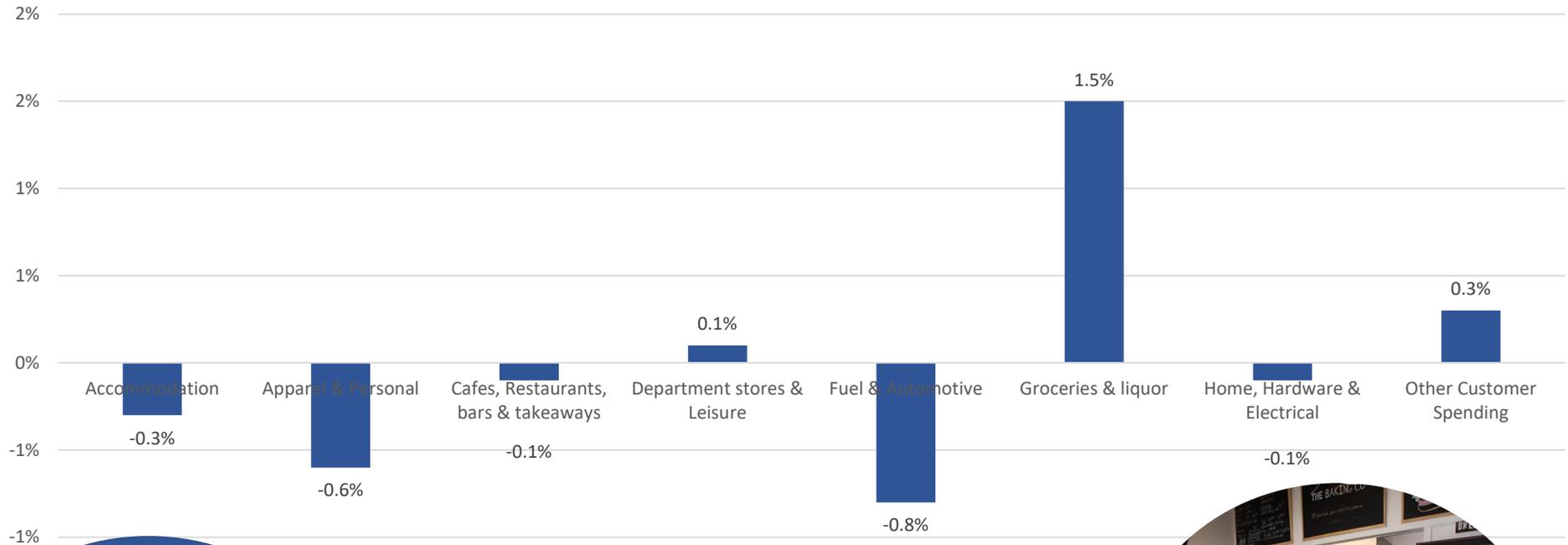
- 3.0%: Change in spend
- 2.0%: Change in number of transactions
- 1.0%: Change in average transaction value
- \$43.20: Average transaction value



# Stratford District barometer

12 months ending March 2020 compared to March 2019

Stratford District percentage change in spend YE March 2020



Retail spend  
within District:  
\$111,902,390

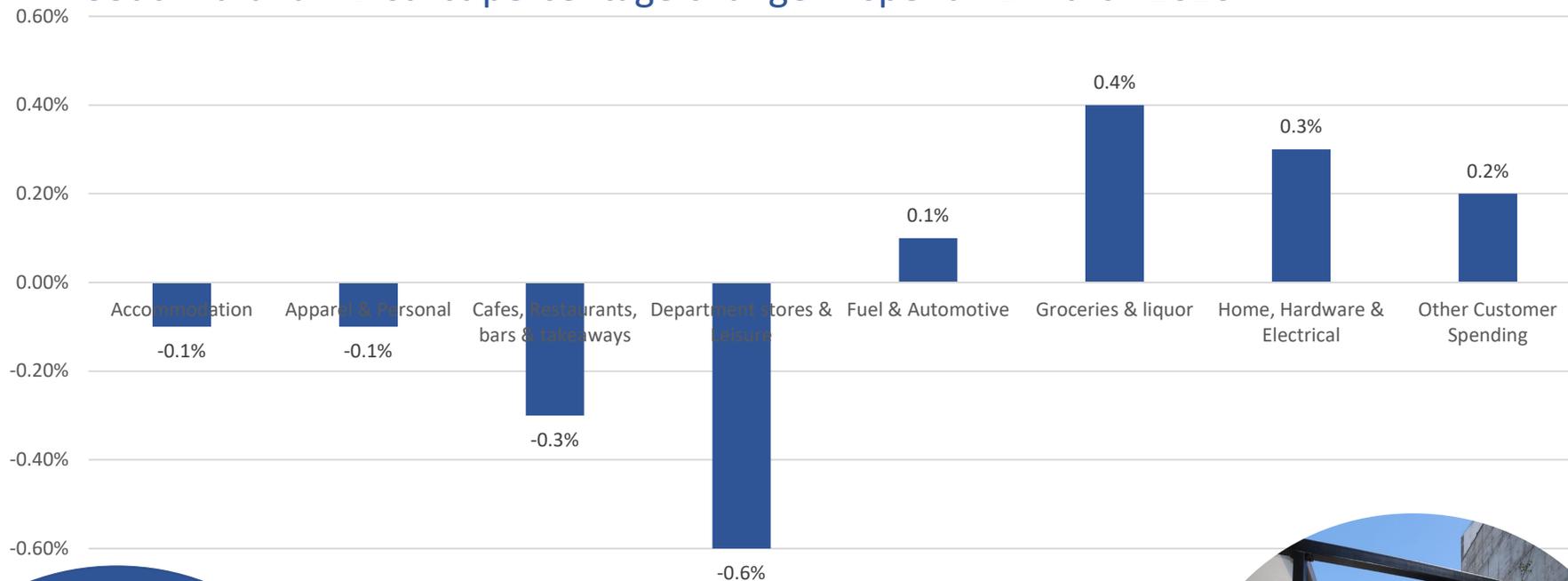
4.2%: Change in spend  
0.1%: Change in number of transactions  
4.1%: Change in average transaction value  
\$43.50: Average transaction value



# South Taranaki District barometer

12 months ending March 2020 compared to March 2019

## South Taranaki District percentage change in spend YE March 2020



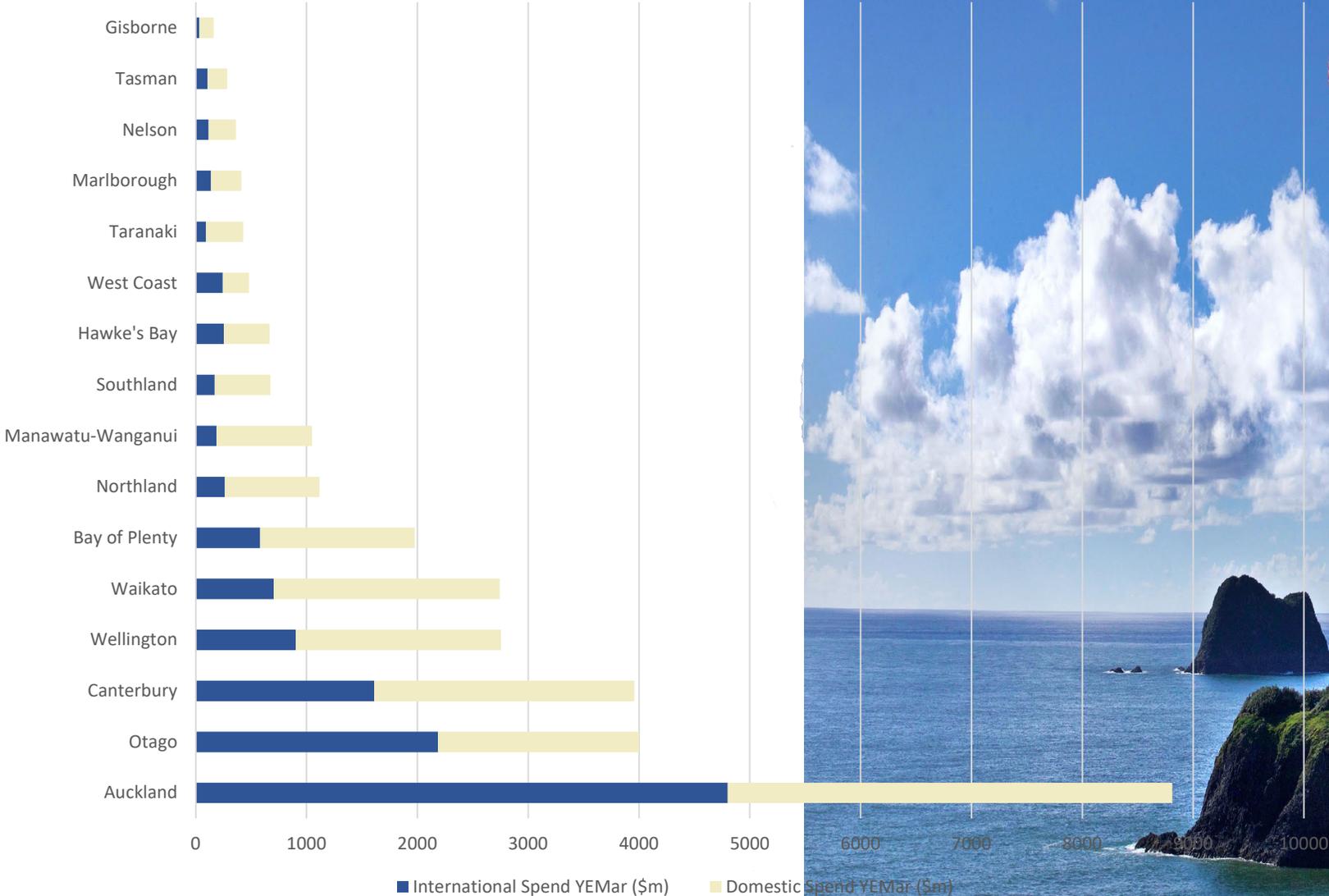
Retail spend within District:  
\$234,685,451

8.8%: Change in spend  
4.1%: Change in number of transactions  
4.5%: Change in average transaction value  
\$38.94: Average transaction value



# National tourism spend

YE March 2020



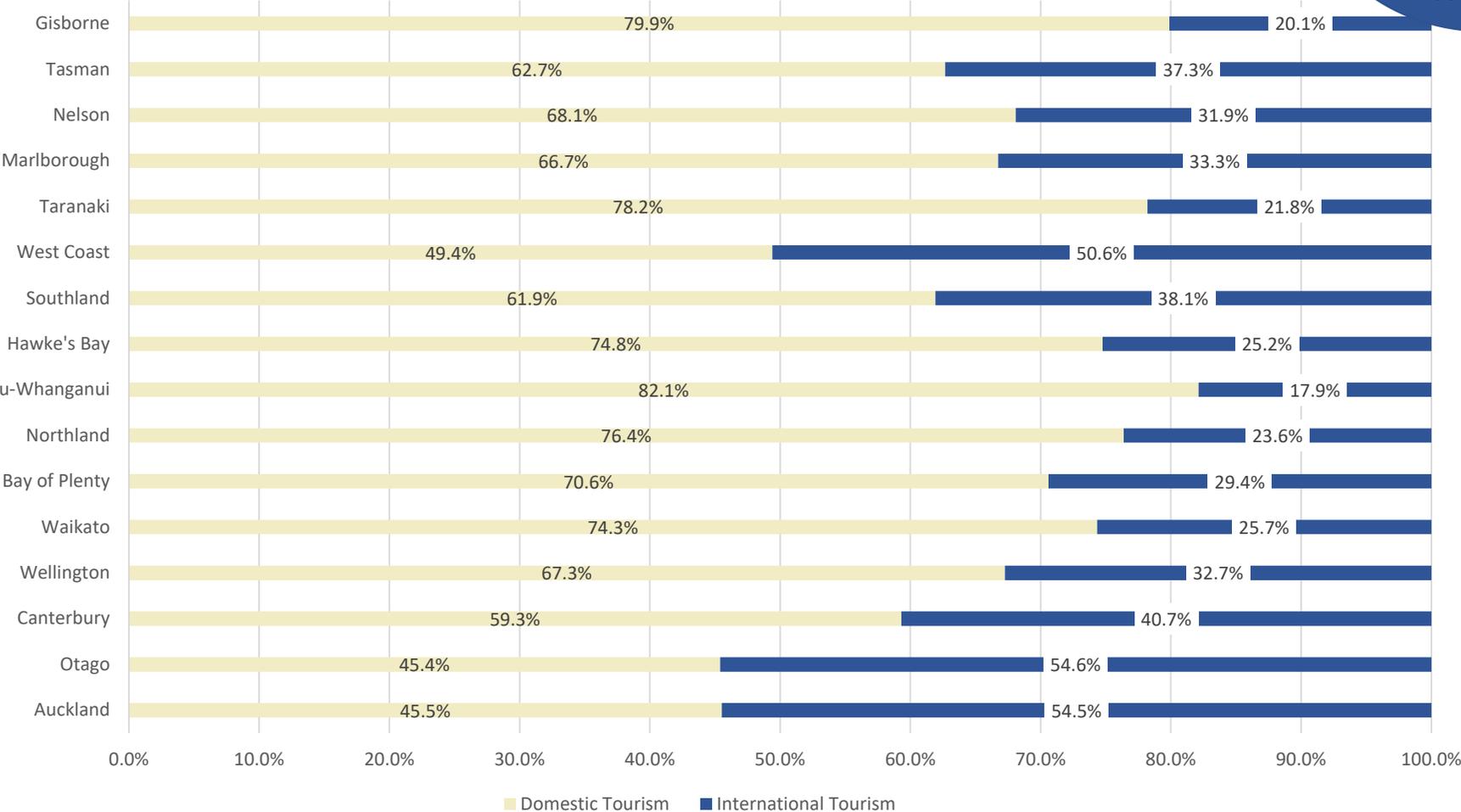
From the \$428m spent by tourists in Taranaki, \$335m was from domestic tourism

# National tourism spend – domestic vs international

YE March 2020

Taranaki receives almost 80% of tourism spend from domestic tourism

Origin of Tourism spend per Region – YE March 2020

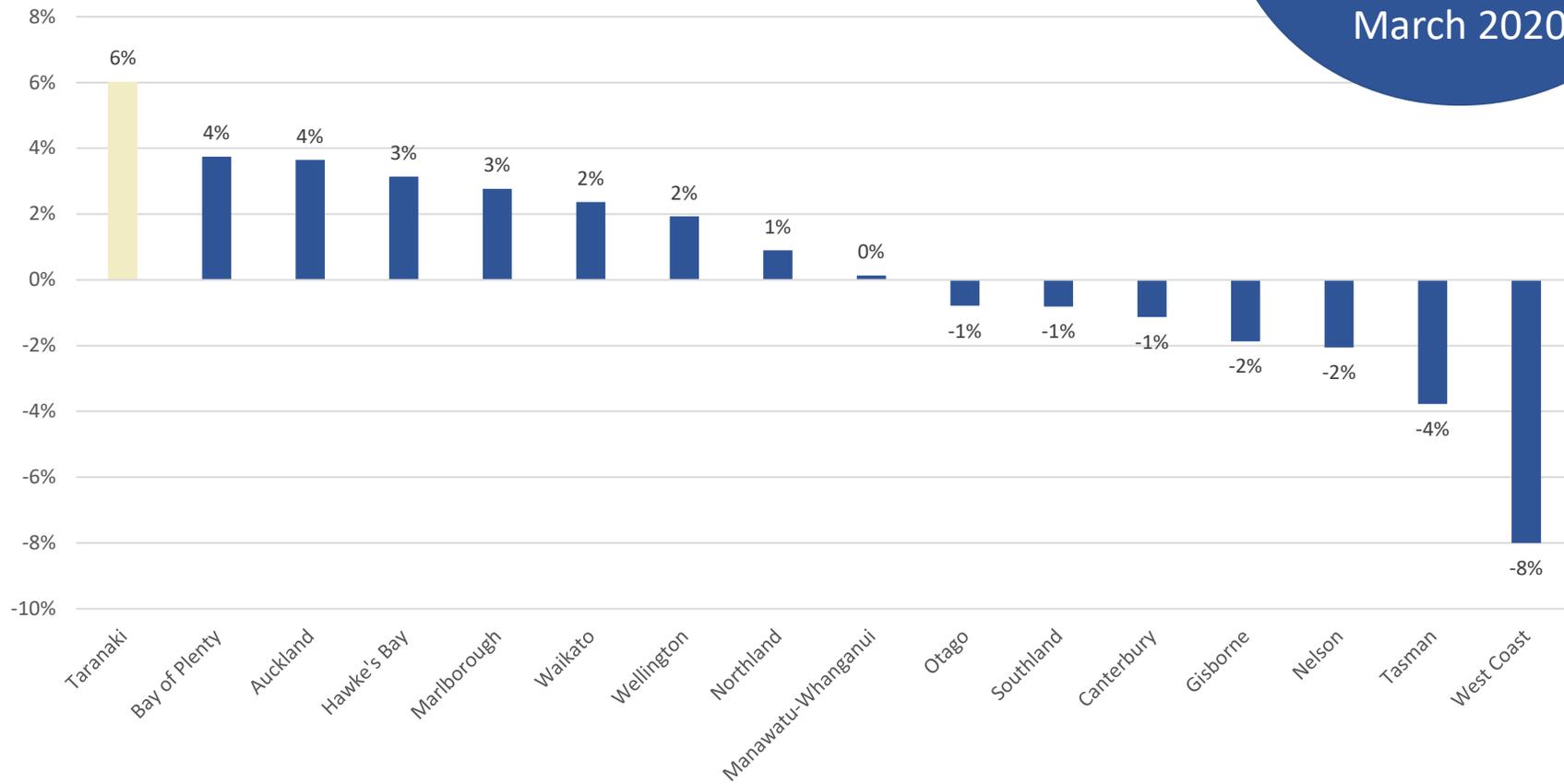


Source: MBIE

# Tourism spend by region

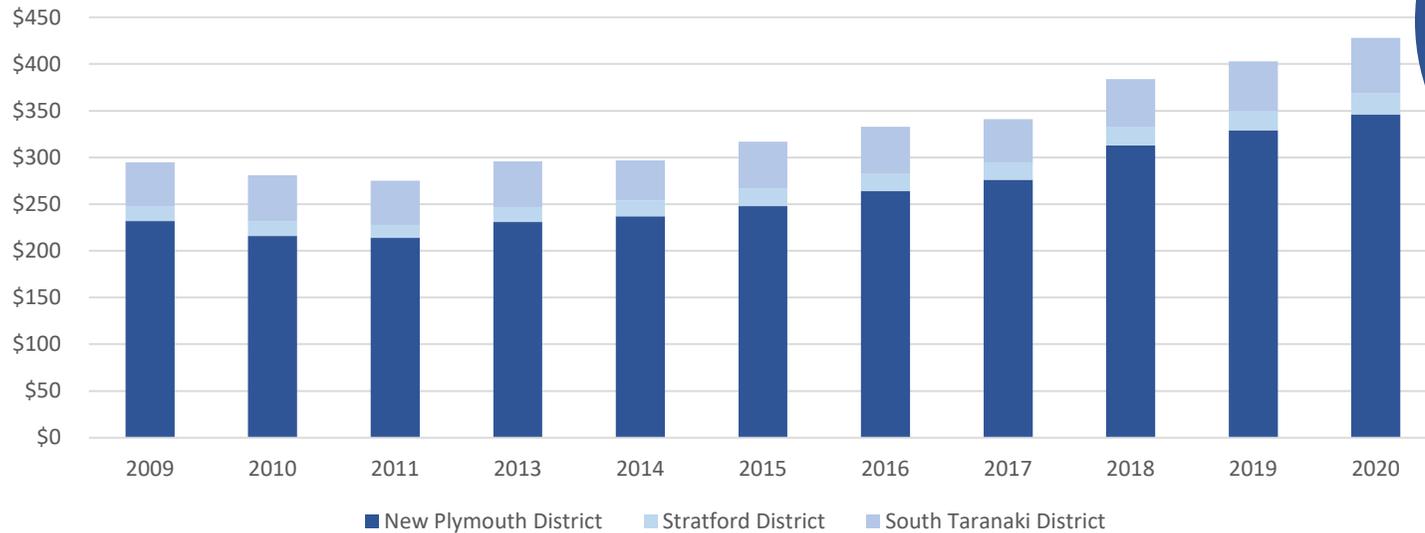
Percentage change in total spend – YE March 2020

Taranaki had the largest increase in tourism spend by region for YE March 2020



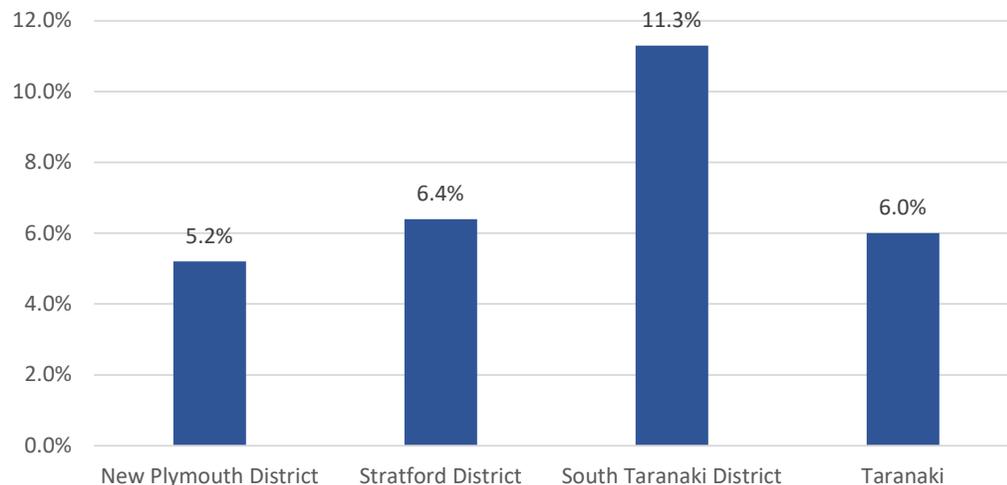
# Regional tourism spend

## Annual tourism spend in Taranaki – YE March 2020



Annual spend by tourism: \$428m (\$335m domestic spend and \$93m international spend)

## Tourism spend percentage change – YE March 2020



Of the \$428m spent in Taranaki (YE March 2020), 81% was spent in the New Plymouth District, 5% in Stratford District and 14% in the South Taranaki District.

# Summary

The six months covered by this edition of *Taranaki Trends* marks what might now be considered ‘the old normal’. Borders were open, projects and spending were uninterrupted, and economic activity was yet to be confronted by the impacts of COVID-19.

Strong activity can be seen across most aspects of our regional economy, underpinned by a degree of stability across our foundational mining, primary industry, and manufacturing sectors.

We have taken this opportunity to look closely at some of the smaller towns in the region, recognising that Taranaki’s wider economic prosperity has traditionally been rurally driven, and while our population is following global trends of moving to larger hubs, our economy is built on foundations that extend well beyond the open road signs.

There remain areas of concern, particularly around labour force participation, equity for Māori, and housing affordability, especially in New Plymouth. These are likely to increase as we head into the disruptions caused by COVID-19.



# Looking ahead

Robust data on the impacts of COVID-19 is not yet available, but will paint a vivid picture of quite possibly the biggest sudden economic disruption the regional economy has or will ever see. Returning to the 'normal' captured in this report will take considerable and sustained effort.

But as a region, Taranaki wants to aim for a 'return to better'. We need to set our sights on and invest our endeavors in rebuilding a region that offers better prospects, participation and prosperity for all enterprises, towns, and current and future residents.

For its part, Venture Taranaki maintains its commitment to monitoring economic impacts and developments within our region, as well as supporting our enterprises, and driving innovation and sustainable, inclusive growth.

[Infometrics have estimated](#) that Taranaki's economy could contract by 8.5% and we may lose 5,500 jobs over the next 12 months, as the impacts of COVID-19 are fully felt.

Through all our efforts to return to a better normal than we left, we can significantly improve on this scenario, but it will take time, innovation, investment and the support of all here in Taranaki, and nationally.





# venture

TARANAKI

Te Puna Umanga

Taranaki's Regional Development Agency

25 Dawson Street  
New Plymouth 4310 New Zealand

T: +64 6 759 5150

E: [info@venture.org.nz](mailto:info@venture.org.nz)

[www.taranaki.info](http://www.taranaki.info)