



Taranaki economy - state of play and looking ahead

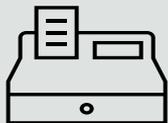
February 2023

Taranaki – regional economy



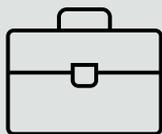
Taranaki GDP
\$9.9B p.a

2.8% of the national GDP



Taranaki Businesses
16,149

2.6% of the national business units

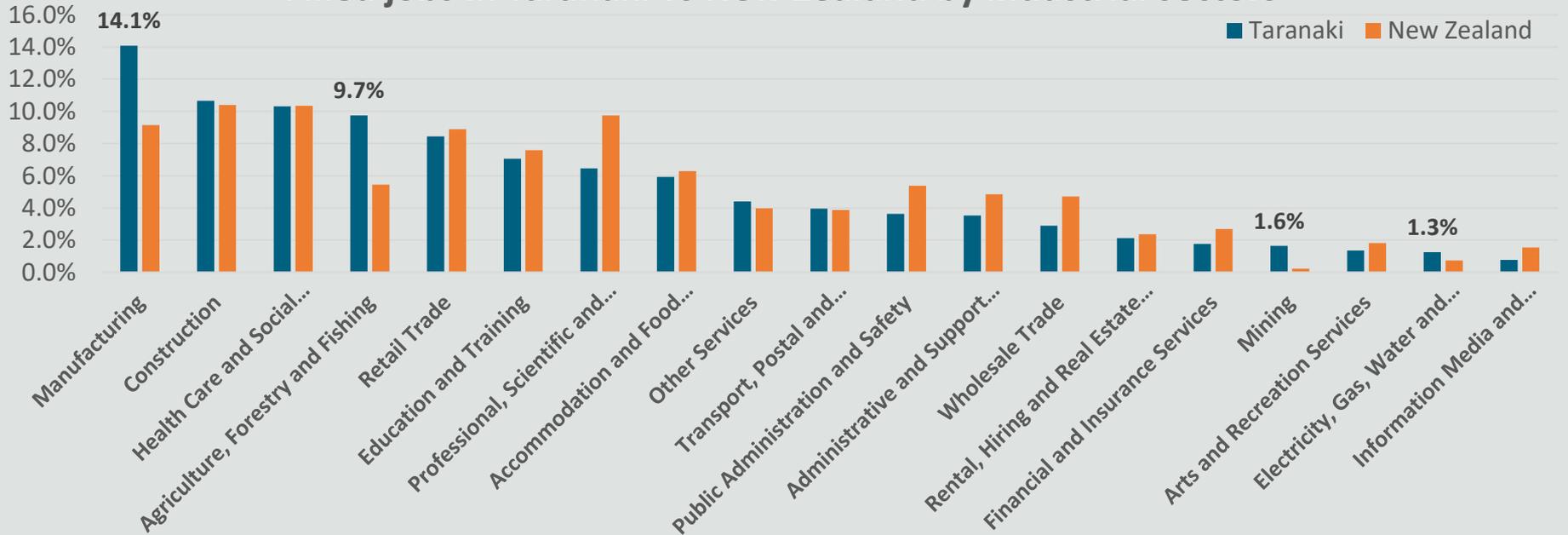


Taranaki Employment
62,533

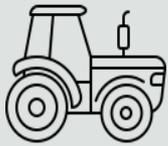
2.3% of the national filled jobs

Taranaki – points of difference

Filled jobs in Taranaki vs New Zealand by industrial sectors



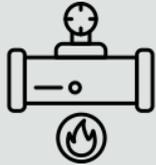
Taranaki – Major contributors to GDP (Top three)



Agriculture, Forestry and Fishing

\$1,455M

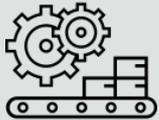
14.6% of the Taranaki GDP



Mining/O&G

\$1,082M

10.8% of the Taranaki GDP



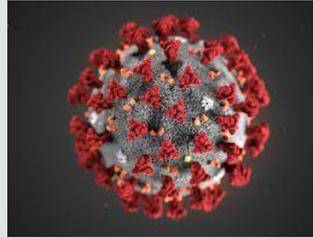
Manufacturing

\$1,048M

10.5% of the Taranaki GDP

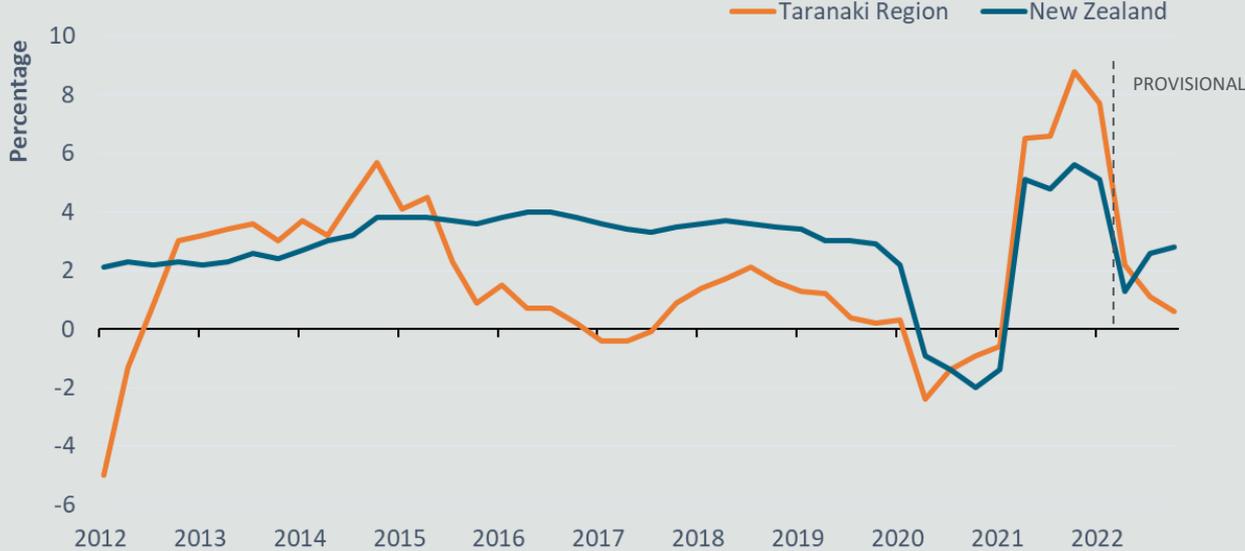
Changes, Challenges, Opportunities

- Government/policy
- Regulatory
- Environment
- Climate change
- Natural resources
- Technology and innovations
- Consumers/Society/markets
- Covid
- Global
- Events
- Infrastructure/supply chains
- People/skills/work/life/wellbeing/



Regional GDP

GDP Growth Annual Average Percentage Change



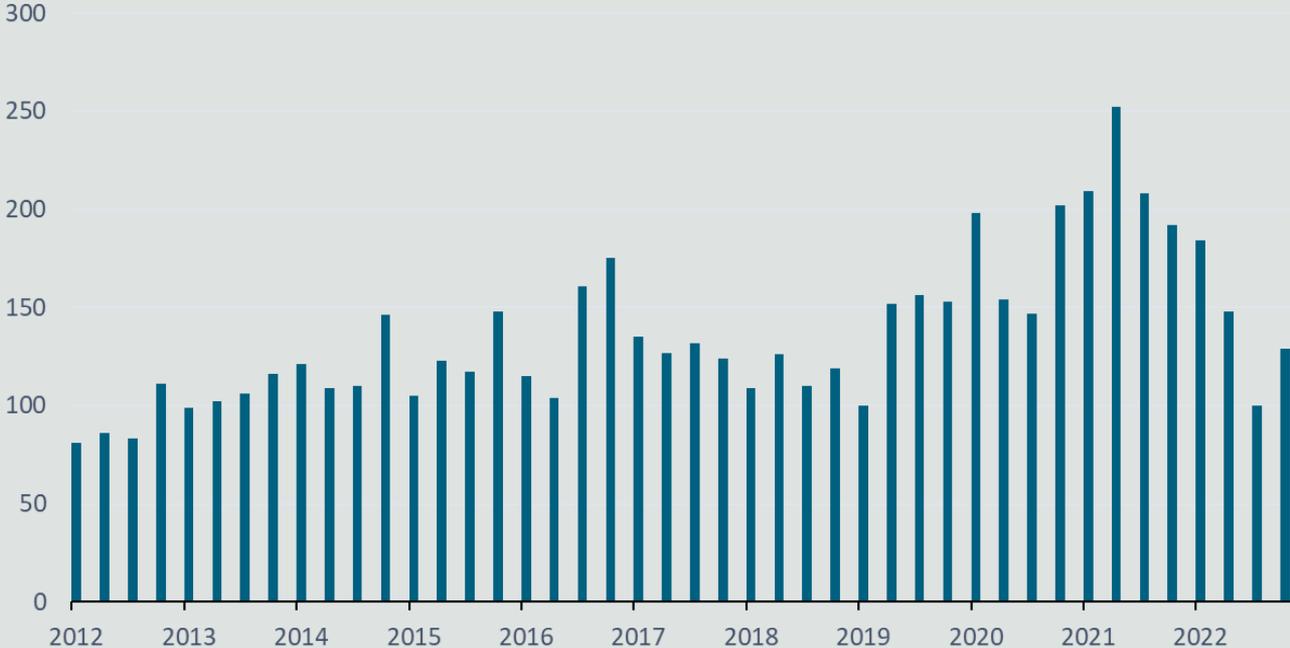
Construction - commercial

Non-residential Consents Annual Rolling Value

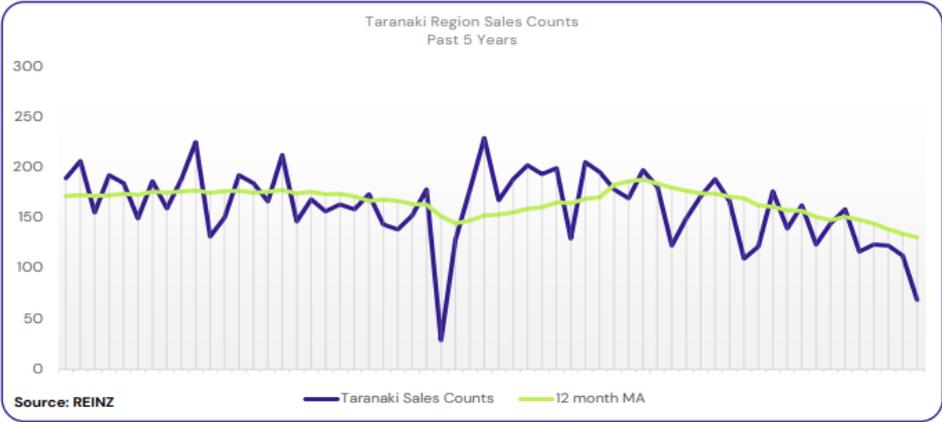
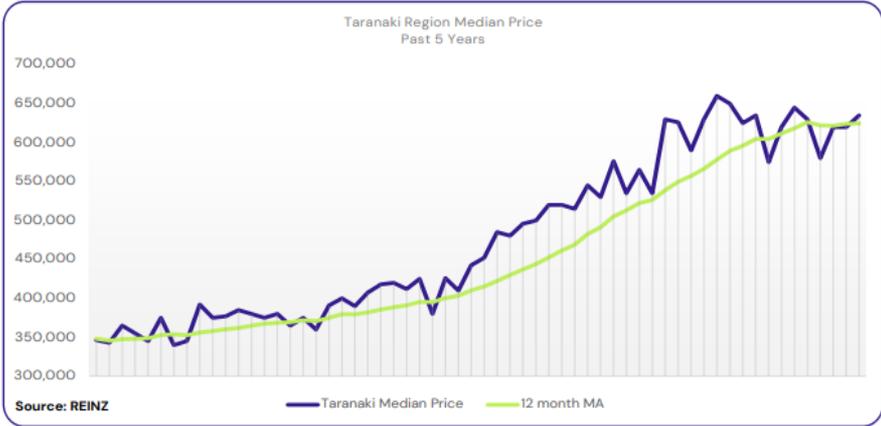


Construction - residential

Residential Consents Quarterly Number in Taranaki

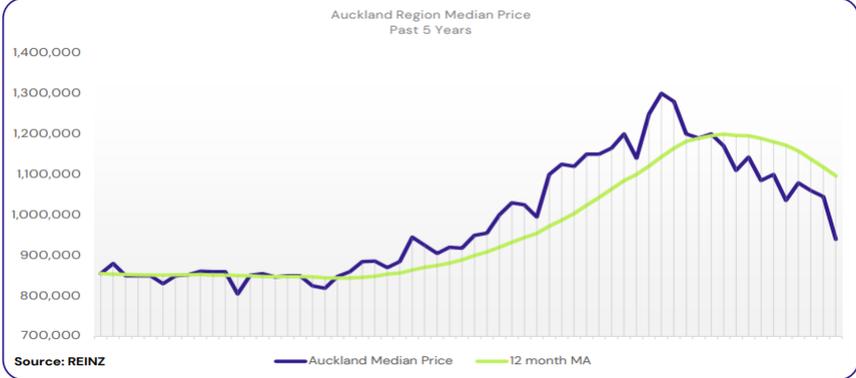


House prices/sales



Source: REINZ

House prices/sales



JANUARY 2023

National Median Price
\$762,500

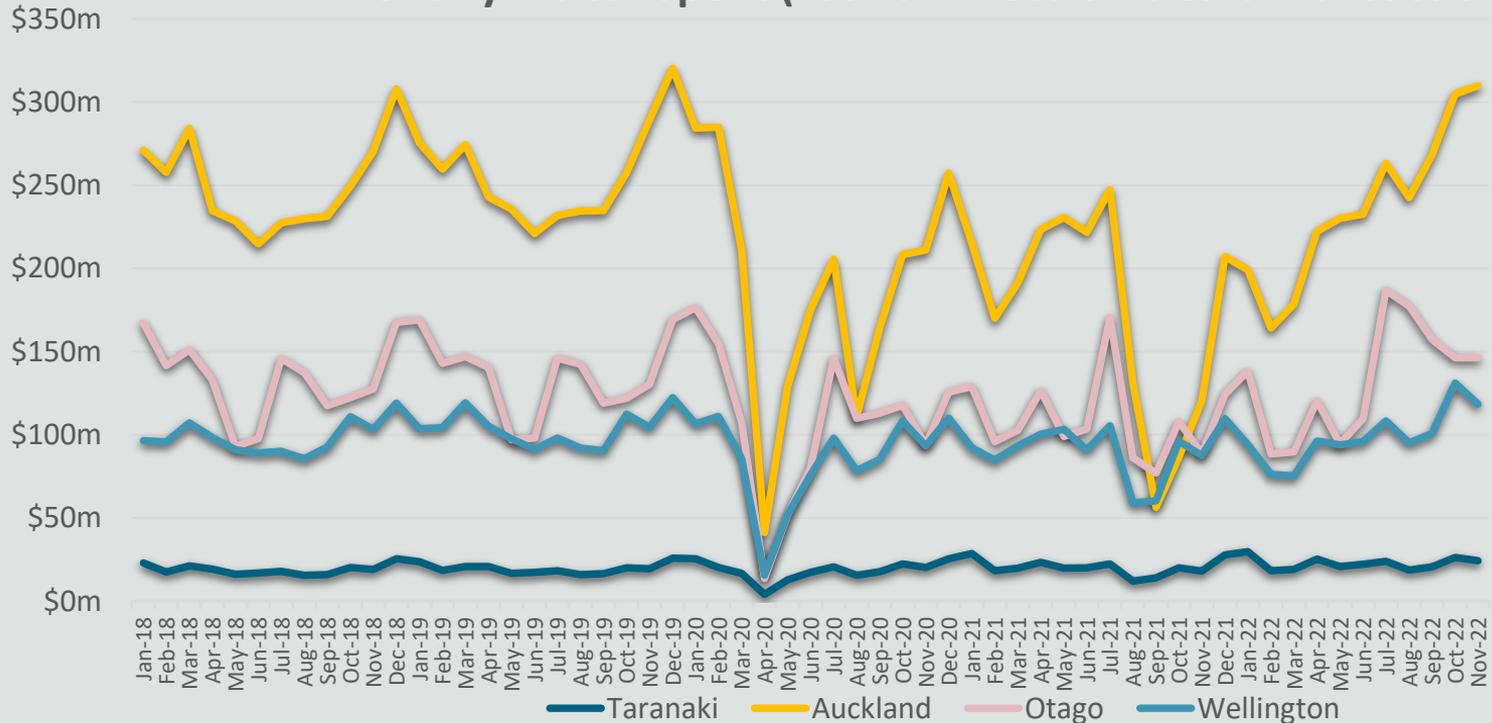
Median Days to Sell
53

Compare to January 2022
-13.3% ▼



Visitors

Monthly Visitor Spend (Tourism Electronic Card Transactions)



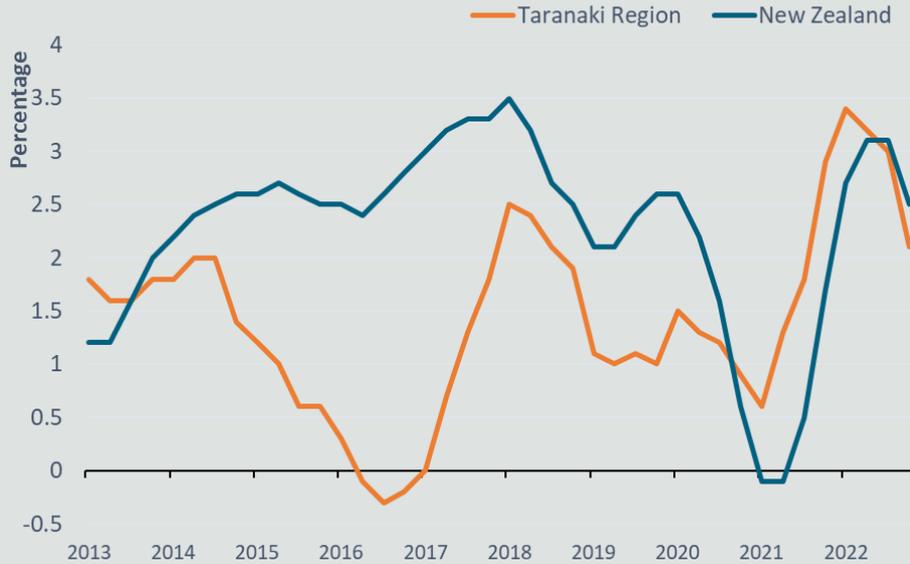
Consumer Spend

Consumer Spend Annual Average Percentage Change

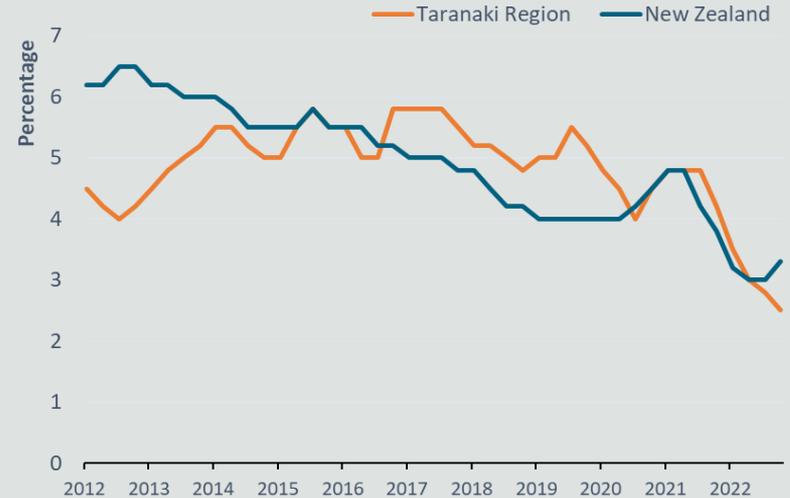


Employment and Unemployment

Employment Annual Average Percentage Change



Annual Average Unemployment Rate



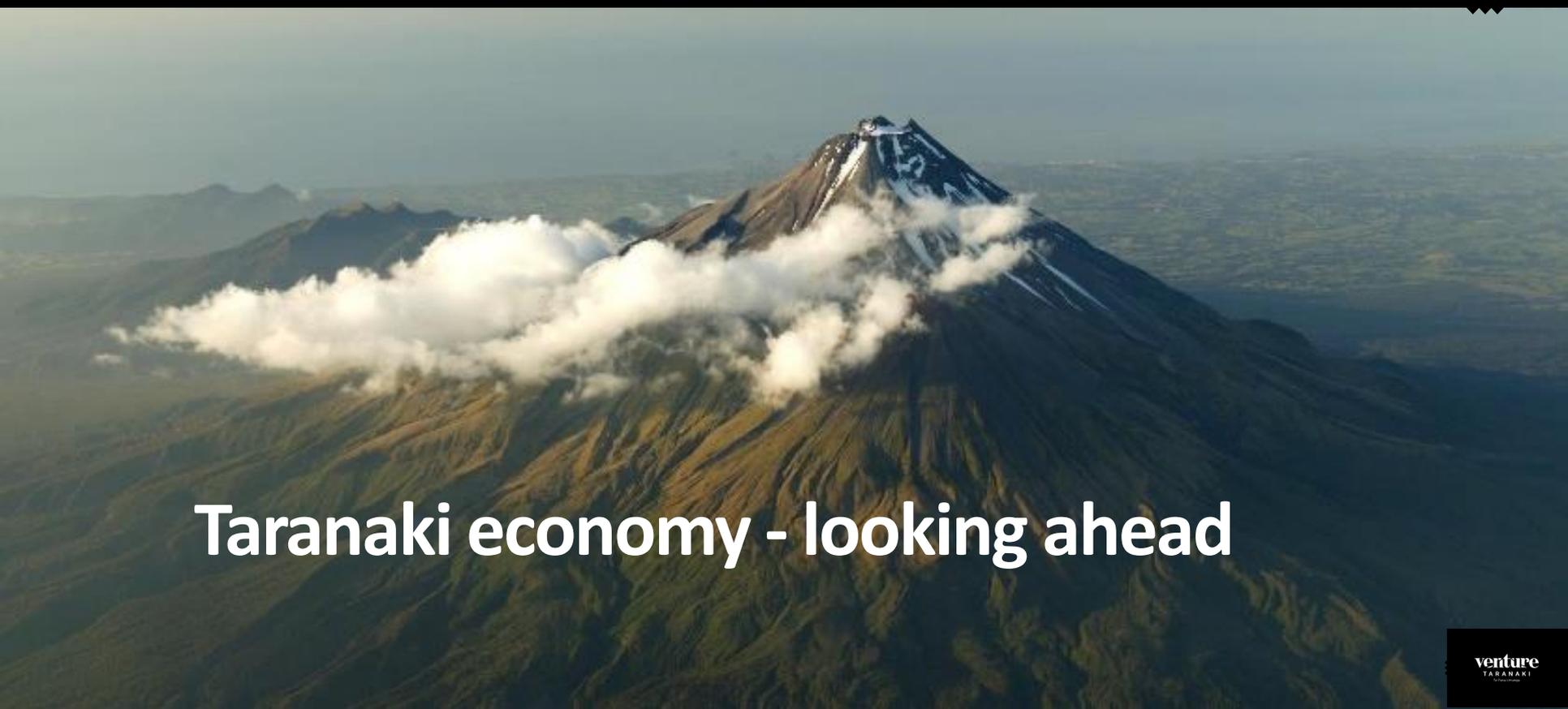
Inflation – Cost of living and cost of business

Inflation Index



- Impacts to projects
- Inflation on construction
- Impacts to farming
- Doing business eg supply chains and transport
- OCR
- Minimum wage impact

- Consumers Price Index
- Construction Cost Index
- Farm Expense Index(excluding livestock)
- Labour Cost Index(adjusted)



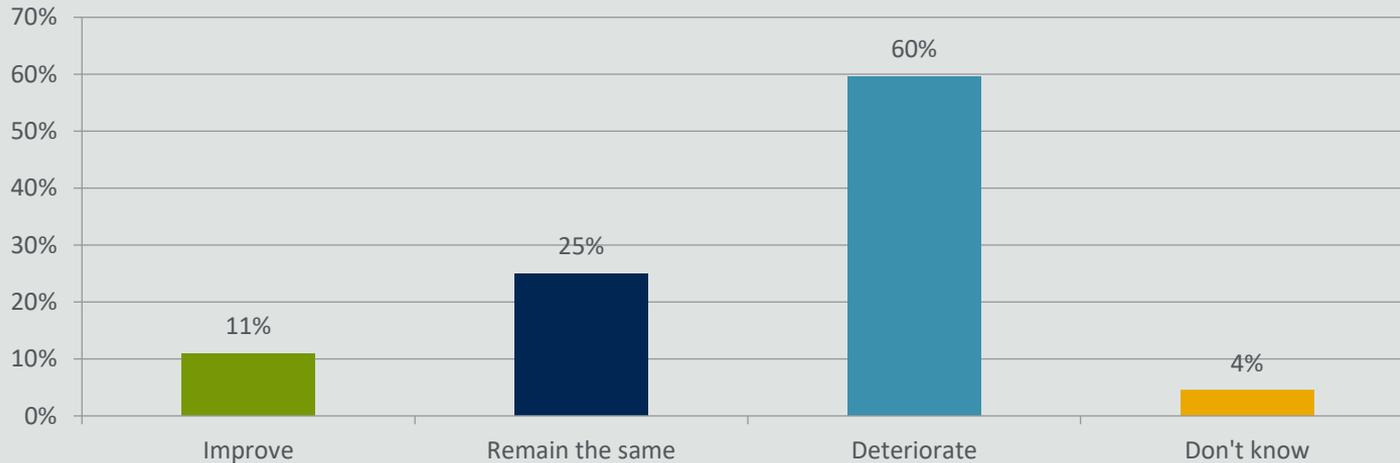
Taranaki economy - looking ahead

Results of the Taranaki Business Survey

- The six-monthly Taranaki Business Survey has been undertaken by Venture Taranaki, since 1999.
- **Standard topic:** Business confidence across the Taranaki region and perceptions concerning economic outlook
- **Special topic:** Business planning, Risk scenarios and Opportunities ahead
- **Timing:** 24 November 2022 - 9 December 2022.

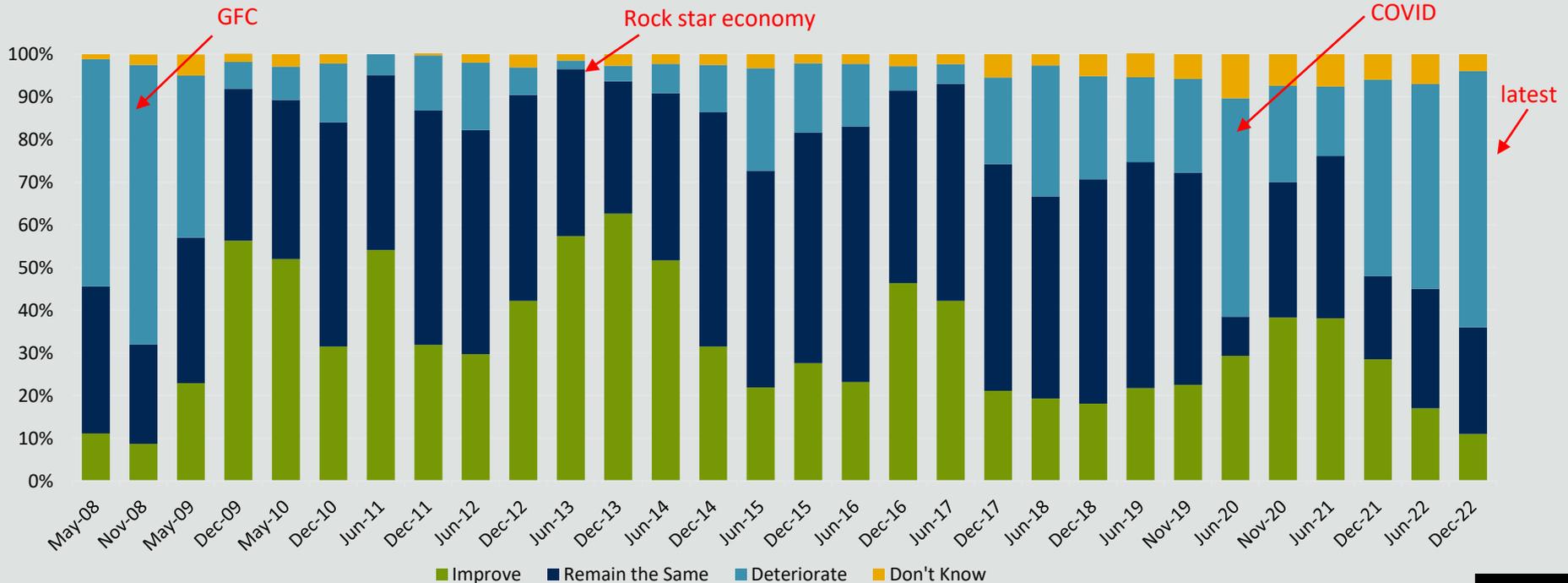
Business Confidence – New Zealand

In the next 12 months, do you expect the general business situation in **New Zealand** to:



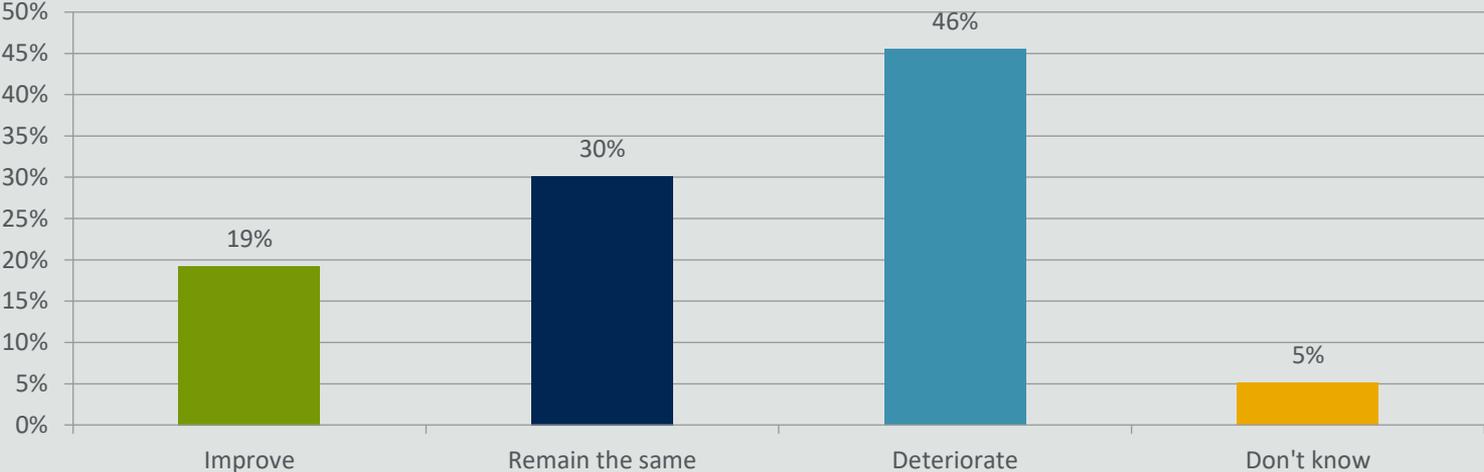
Business Confidence – Trend line

In the next 12 months, do you expect the general business situation in New Zealand to to:



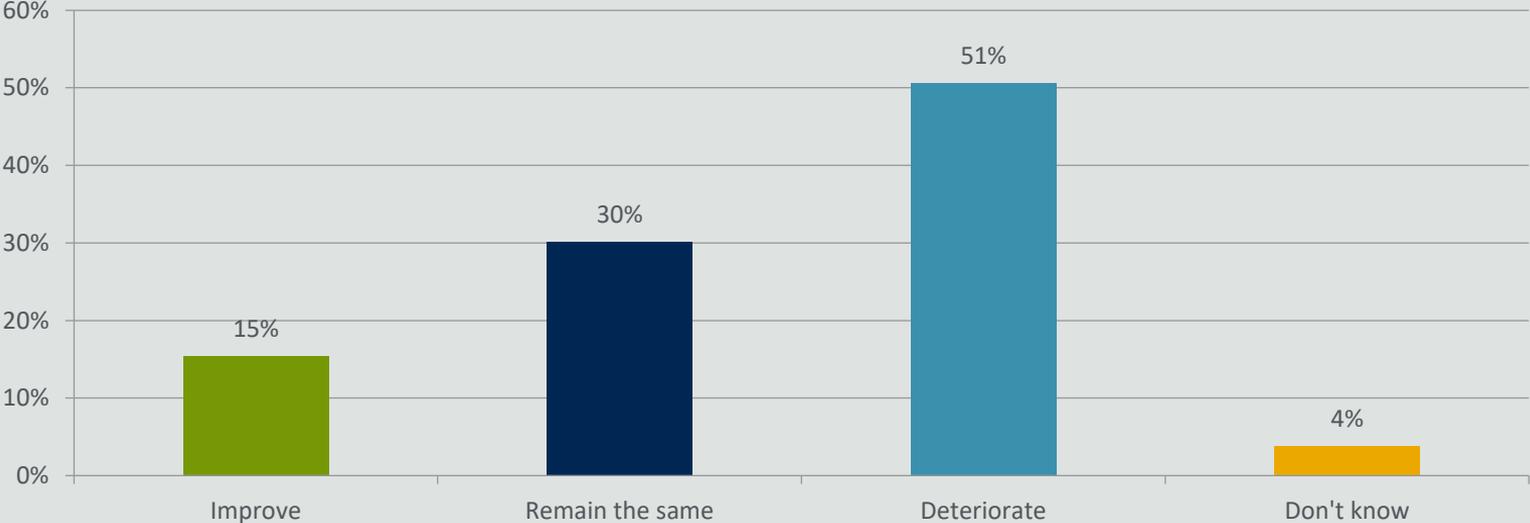
Industry Outlook

In the next 12 months, do you expect business conditions in your **industry sector** in New Zealand to:



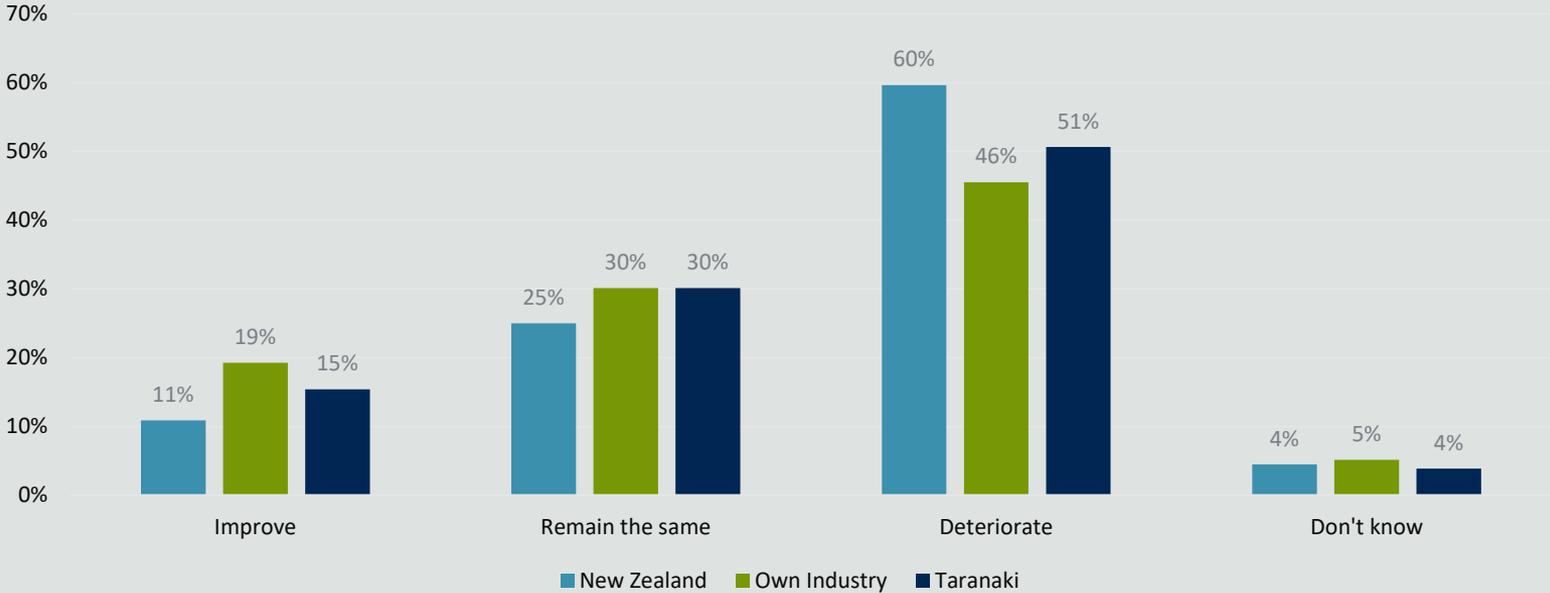
Business Confidence - Taranaki

In the next 12 months, do you expect the general business situation in **Taranaki** to:



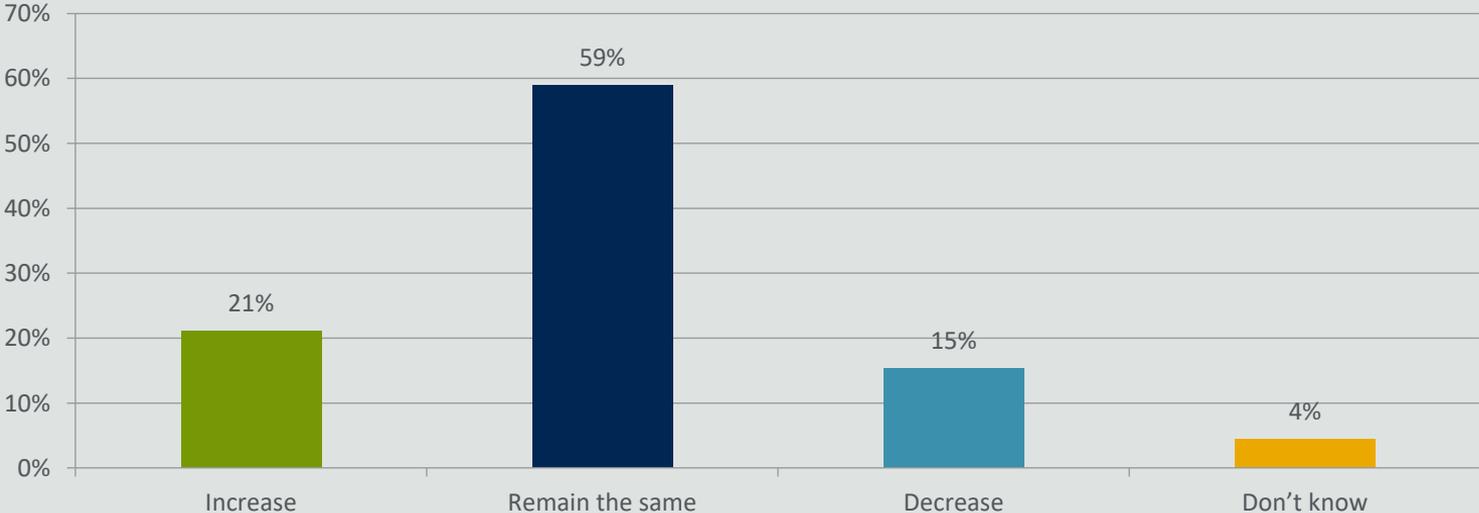
New Zealand VS. Industry VS. Taranaki

Conditions over the next 12 months



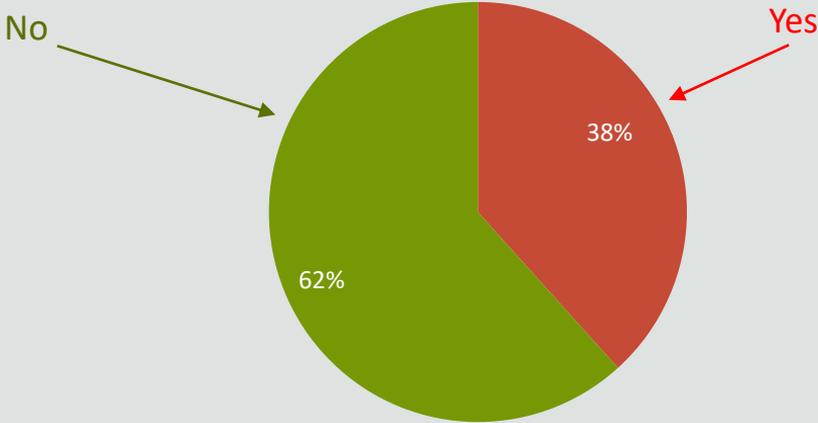
Employee Numbers

In the next 6 months, do you expect employee numbers in your business to:



Skills Shortages/Recruitment Challenges

Are you experiencing any significant skill shortages and/or difficulties recruiting appropriate staff?



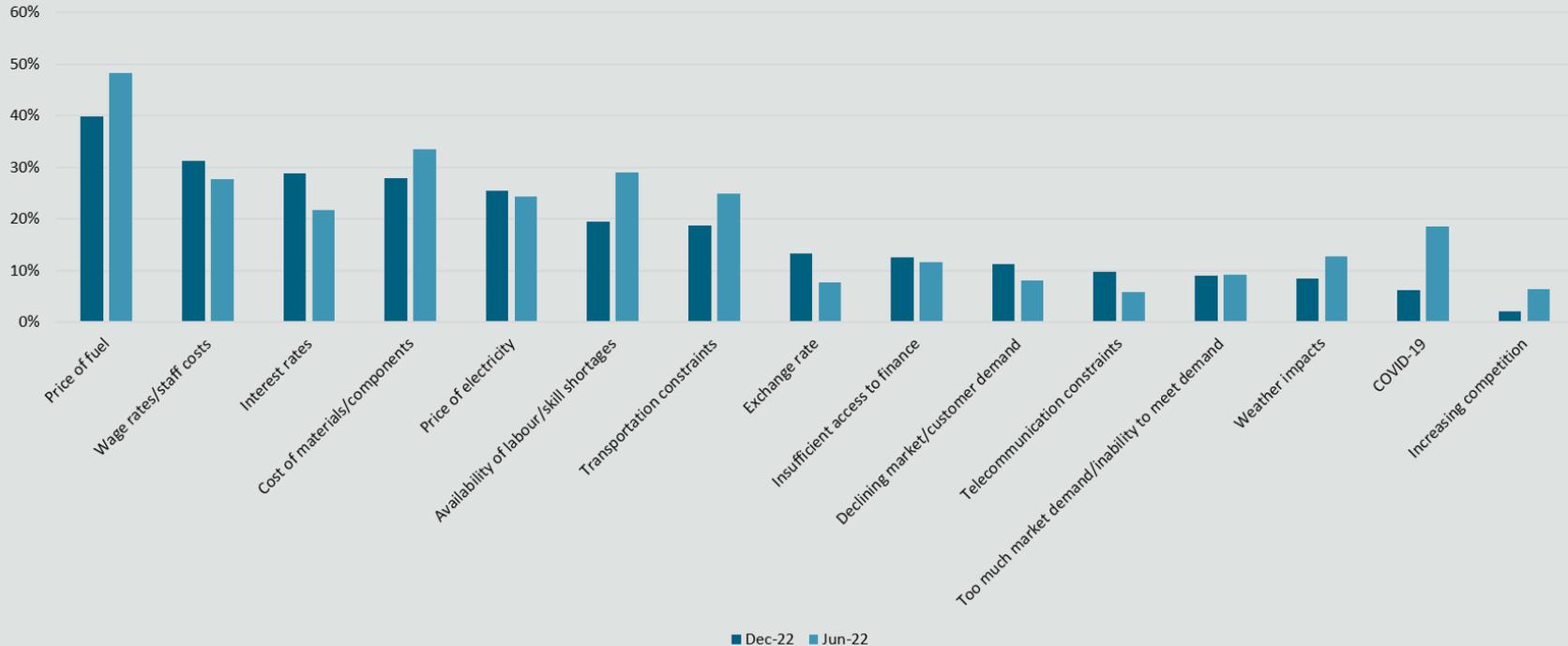
Skill/Recruitment Challenges – Trend

Are you experiencing any significant skill shortages and/or difficulties recruiting appropriate staff?



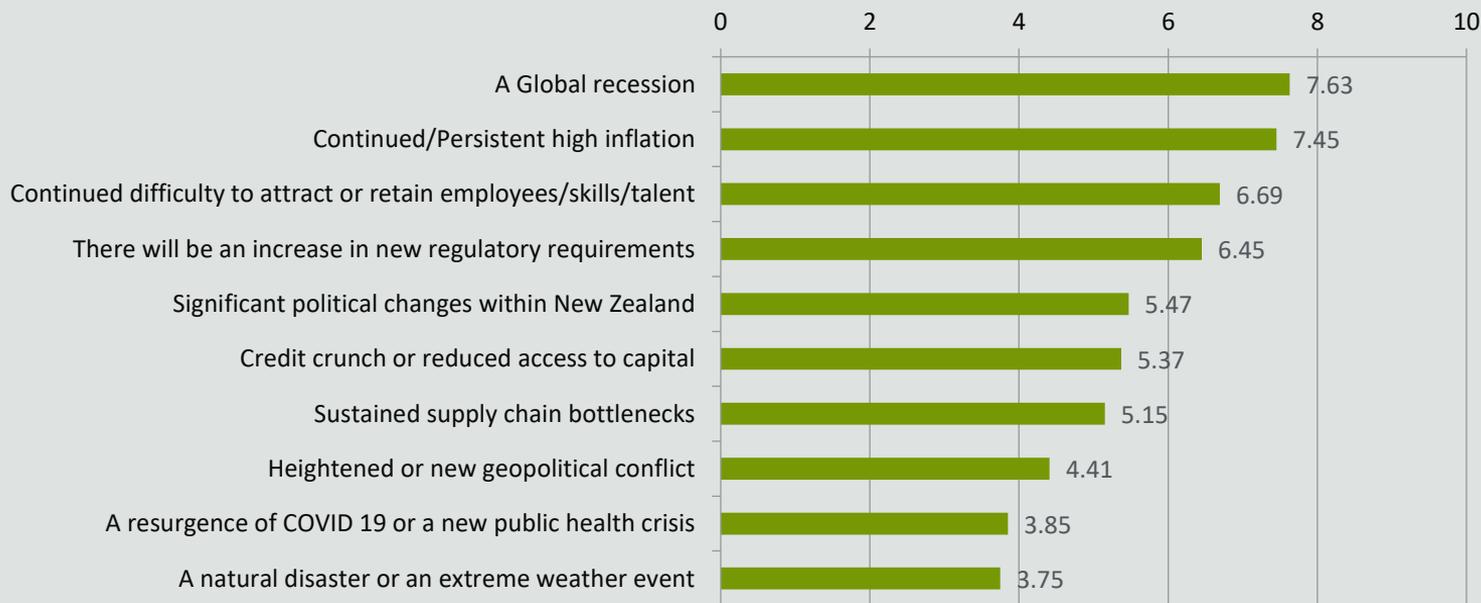
Taranaki Business Concerns: Ranking

Issues of highest concern to business



Risk Scenarios – Ranking of likelihood

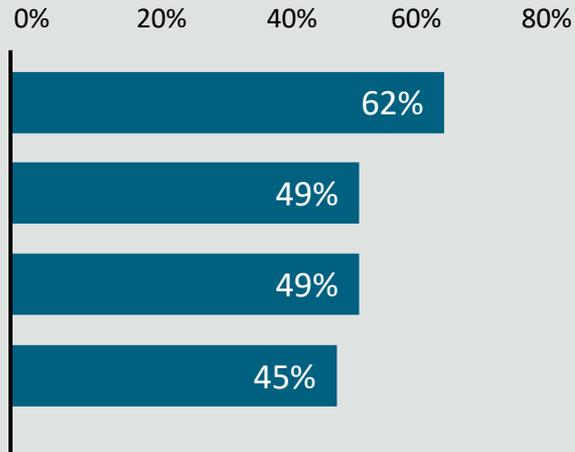
Score ranking the following scenarios in terms of whether you believe they could occur in 2023



Business planning

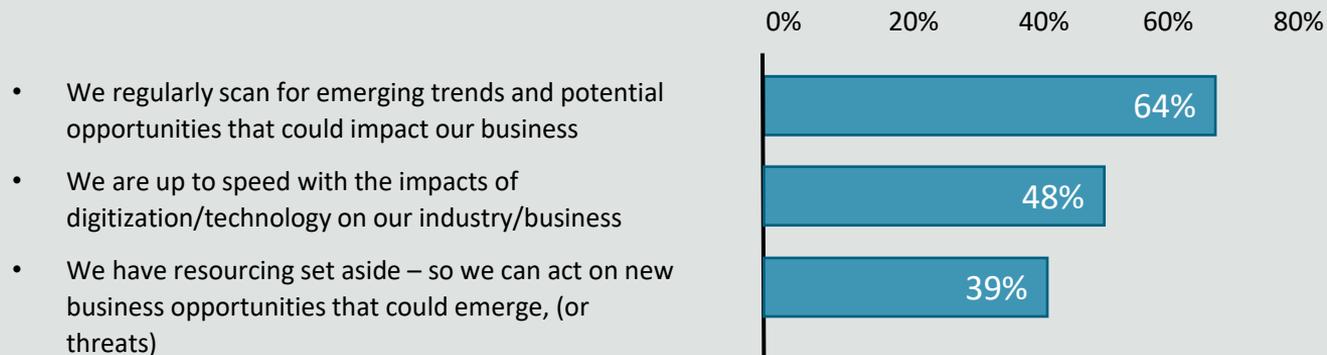
This is a priority for us or already part of our normal practice

- We have a business plan and a clear sense of direction for the year ahead, and beyond
- We are prepared and plan for sudden disruptions e.g. supply chain disruptions, pandemic shutdowns
- We have sufficient staffing in place to allow us to execute our business plan/ meet our targets
- Our forward planning accommodates inflation and other economic factors



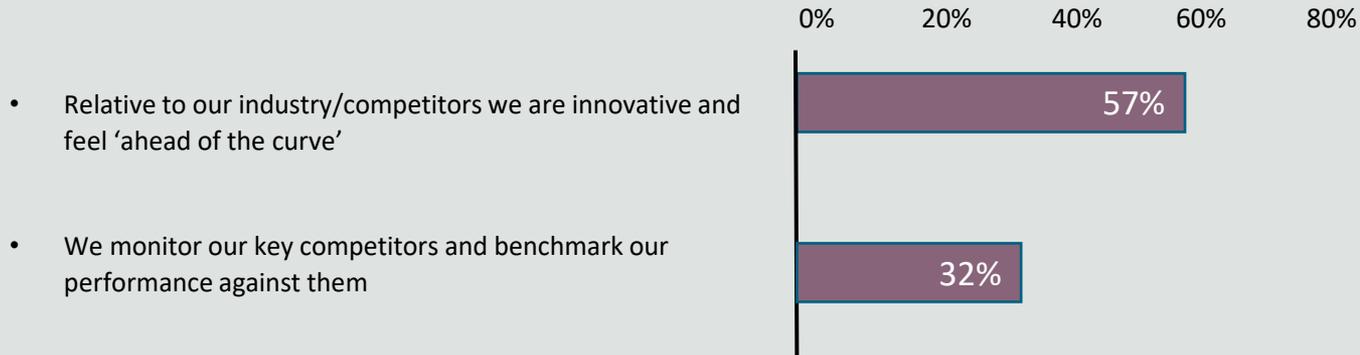
Scanning trends and opportunities

This is a priority for us or already part of our normal practice



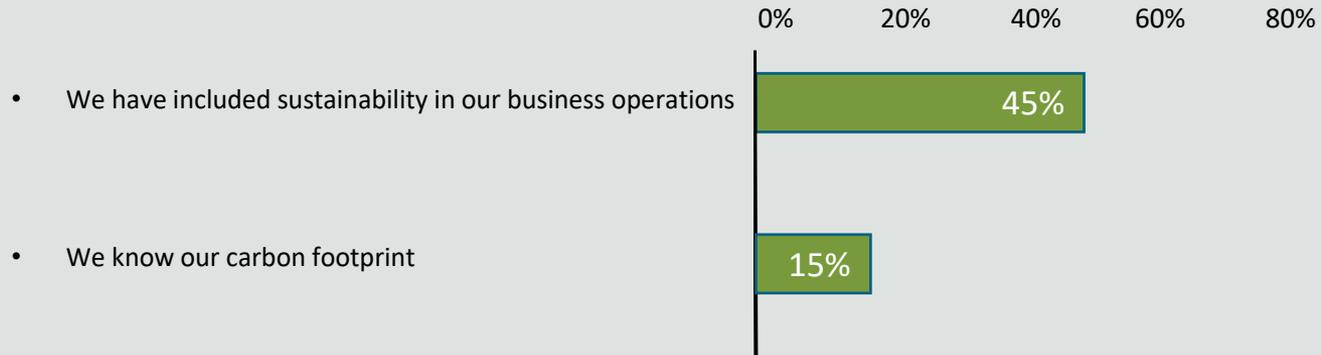
Competition/Industry

This is a priority for us or already part of our normal practice



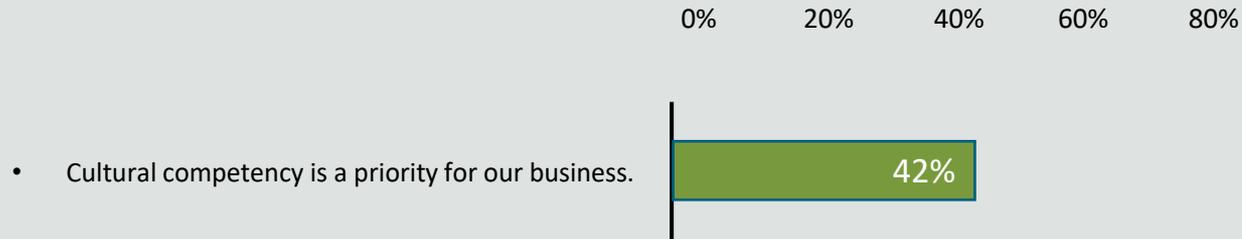
Sustainability

This is a priority for us or already part of our normal practice



Cultural Competency

This is a priority for us or already part of our normal practice



Sector growth prospects – next five year

Score ranking of potential sectors to contribute to Taranaki's economic growth in the next five years



An aerial photograph of a volcanic mountain peak, likely Mount Taranaki, showing a snow-capped summit and a thick layer of white clouds surrounding the upper slopes. The mountain's ridges and valleys are visible in shades of brown and green. The sky is a clear, pale blue.

www.taranaki.info