

TARANAKI BUSINESS SURVEY RESULTS

December 2021

TARANAKI BUSINESS SURVEY

The Taranaki Business Survey monitors the economic confidence of Taranaki enterprises and canvasses their views on key business issues. It has been undertaken by Venture Taranaki 6-monthly since 1999.

In this survey we ask standard questions about perception of the current economic state, and confidence for the future. This enables us to compare year-on-year the business confidence and outlook for our region. We also ask some special topic questions, specific to an issue relevant to the business community. The special topics for this survey are COVID-19 impacts on business, vaccine passes and mandates.

This survey was opened on Thursday 2 December 2021 and closed on Wednesday 15 December 2021.

Questionnaires are sent to approximately 1700 enterprises throughout Taranaki, and across a range of industry sectors. The survey link is also shared via social media channels. The response rate is approximately 12%. This survey is open to enterprise owners and managers only. A breakdown of the respondent profiles is included on pages 34-37.

If you have any questions regarding this survey, please contact Venture Taranaki info@venture.org.nz.

If you would like to join the Venture Taranaki business survey list, please [click here](#).

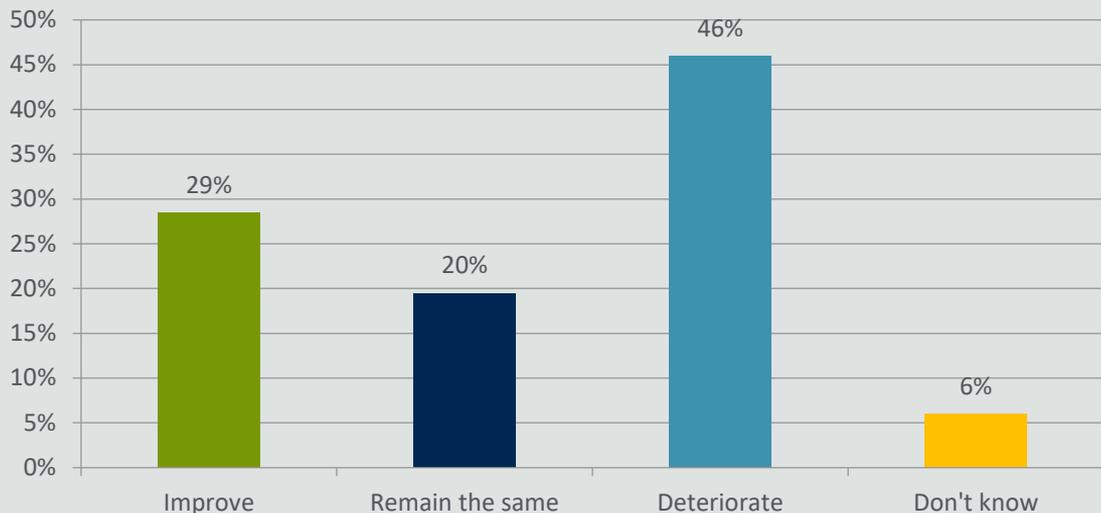
A wide-angle photograph of a surfer in a black wetsuit riding a large, curling wave. The wave is a vibrant greenish-blue color, and a massive splash of white water is erupting from the crest. The surfer is positioned in the middle of the wave, leaning forward. The background is a deep blue ocean under a clear sky.

ECONOMIC CONDITIONS

BUSINESS CONFIDENCE: NEW ZEALAND

Question 1:

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

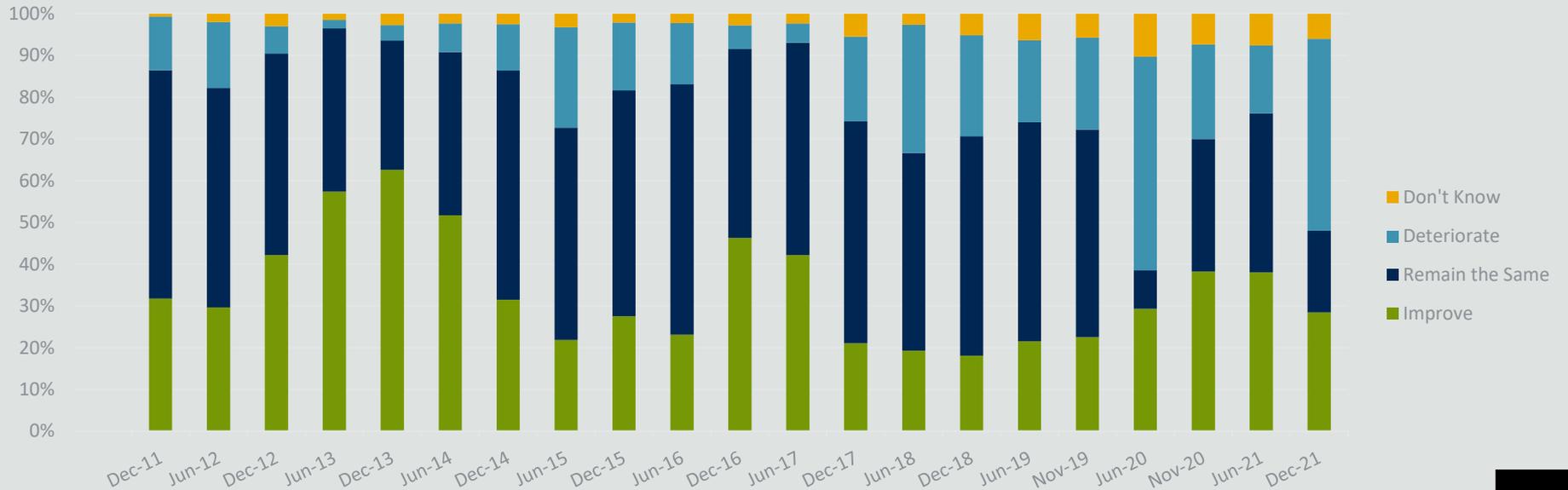


46% of respondents expect the general business situation in New Zealand to deteriorate, compared with 16% in the June 2021 survey.

Answer Choices	Responses	
Improve	29%	57
Remain the same	20%	39
Deteriorate	46%	92
Don't know	6%	12
	Answered	200
	Skipped	2

BUSINESS CONFIDENCE: NEW ZEALAND YEAR ON YEAR SUMMARY

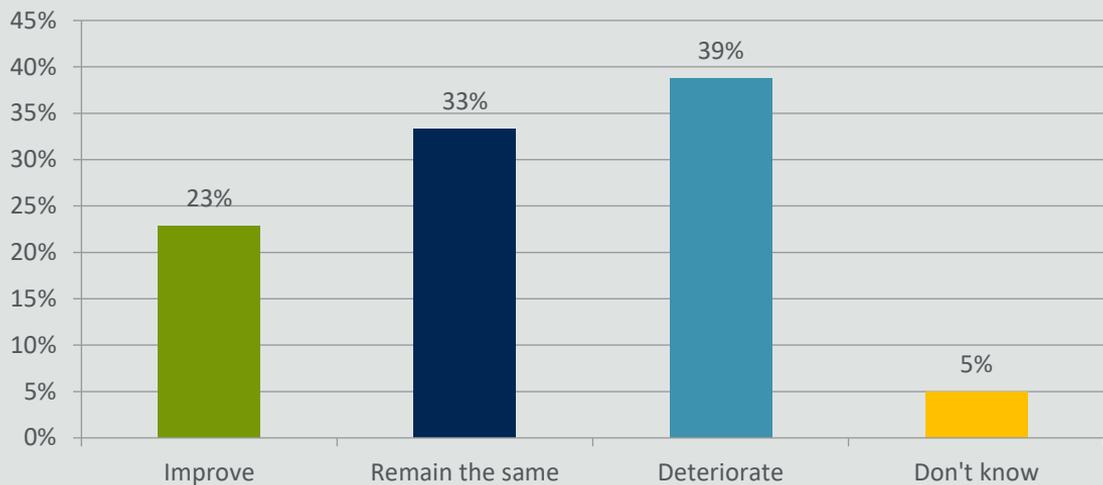
In the next 12 months, do you expect the general business situation in **New Zealand** to:



INDUSTRY OUTLOOK

Question 2:

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

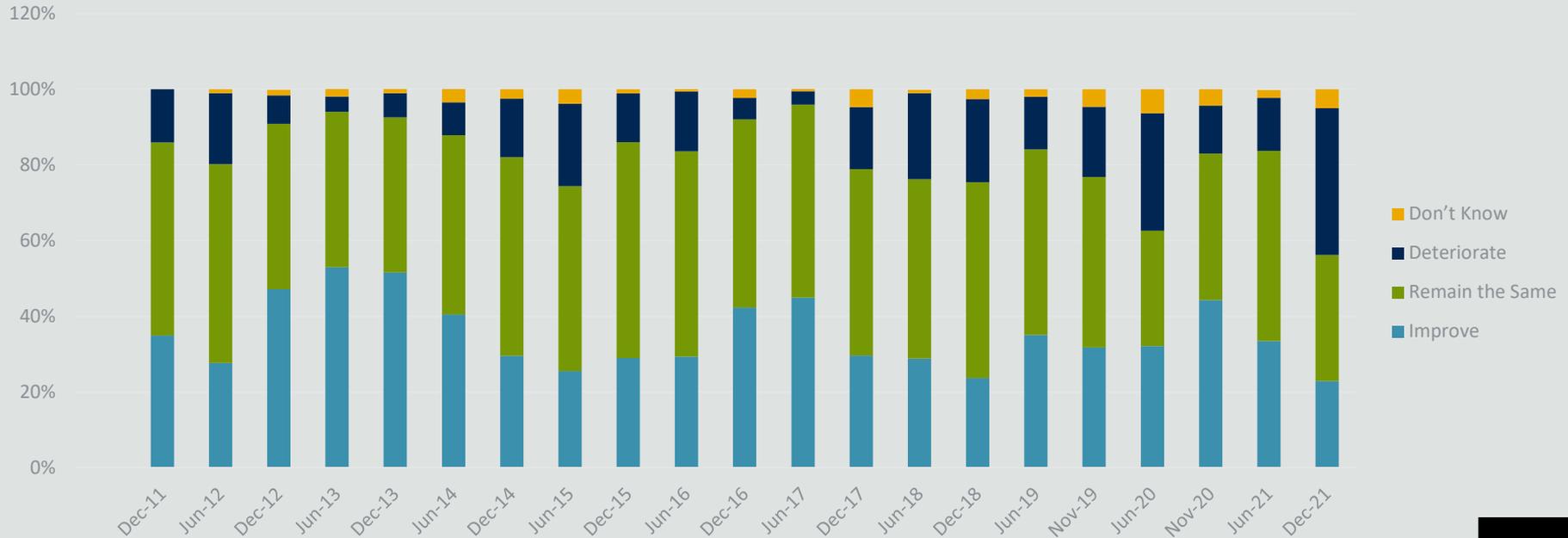


38.8% of respondents expect the business conditions in their industry to deteriorate, compared with 14% in June.

Answer Choices	Responses	
Improve	23%	46
Remain the same	33%	67
Deteriorate	39%	78
Don't know	5%	10
	Answered	201
	Skipped	1

INDUSTRY OUTLOOK: YEAR ON YEAR SUMMARY

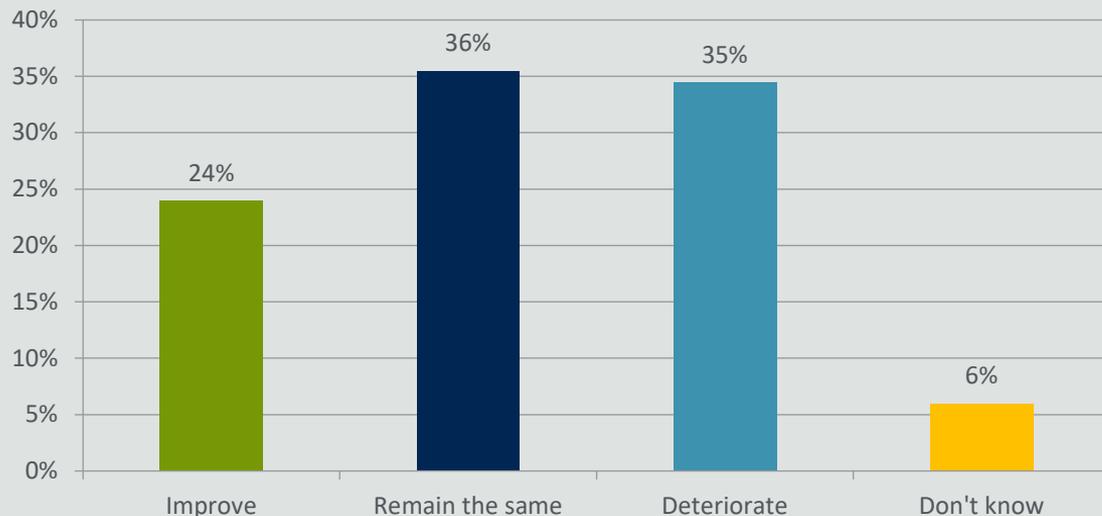
In the next 12 months, do you expect business conditions **in your industry sector** in New Zealand to:



BUSINESS CONFIDENCE: TARANAKI

Question 3:

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

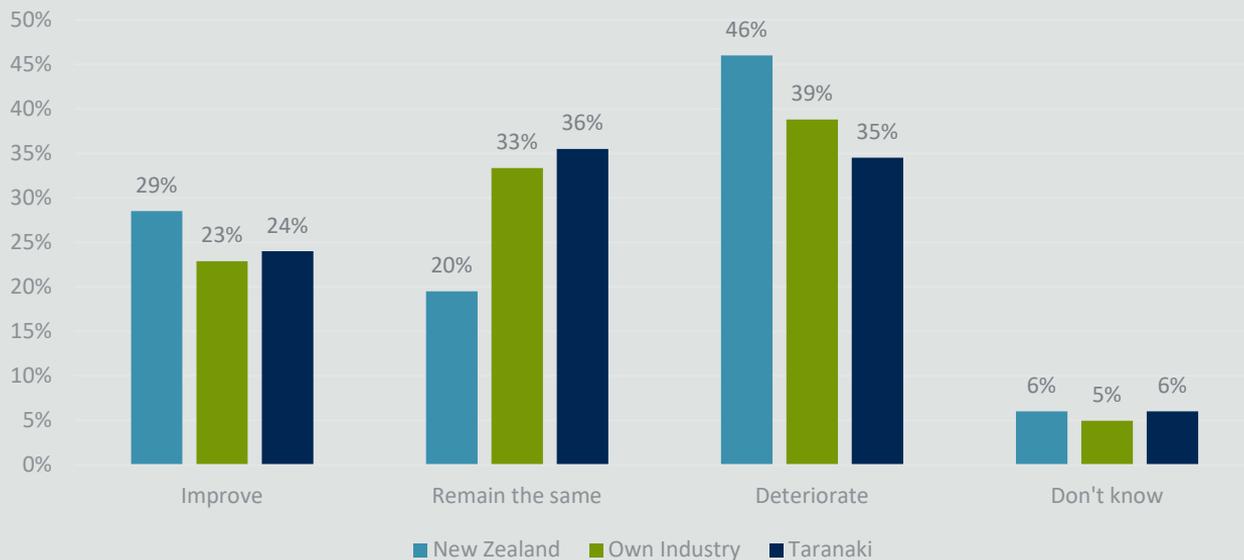


35% of respondents expect the general business situation in Taranaki to deteriorate, compared with 15% in June. However, nearly 60% of respondents expect the general business situation in Taranaki to remain the same or improve.

Answer Choices	Responses	
Improve	24%	48
Remain the same	36%	71
Deteriorate	35%	69
Don't know	6%	12
	Answered	200
	Skipped	2

NZ VS. INDUSTRY VS. TARANAKI

Conditions over the next 12 months

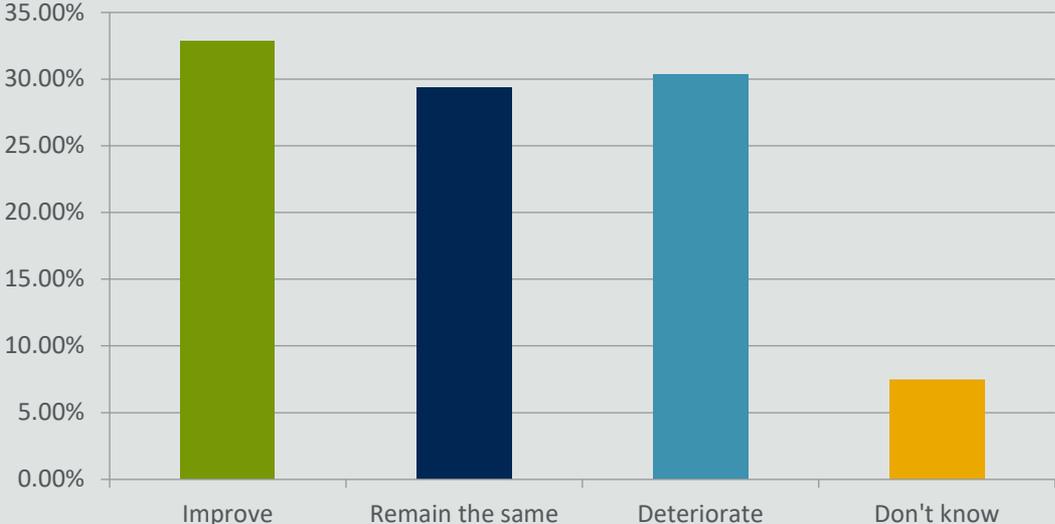


Respondents were especially concerned about the outlook for New Zealand, and slightly more optimistic about the outlook for Taranaki, and within their own industries.

SALES FORECAST

Question 4:

In the next 6 months, do you expect your company sales/customer levels/bookings to:

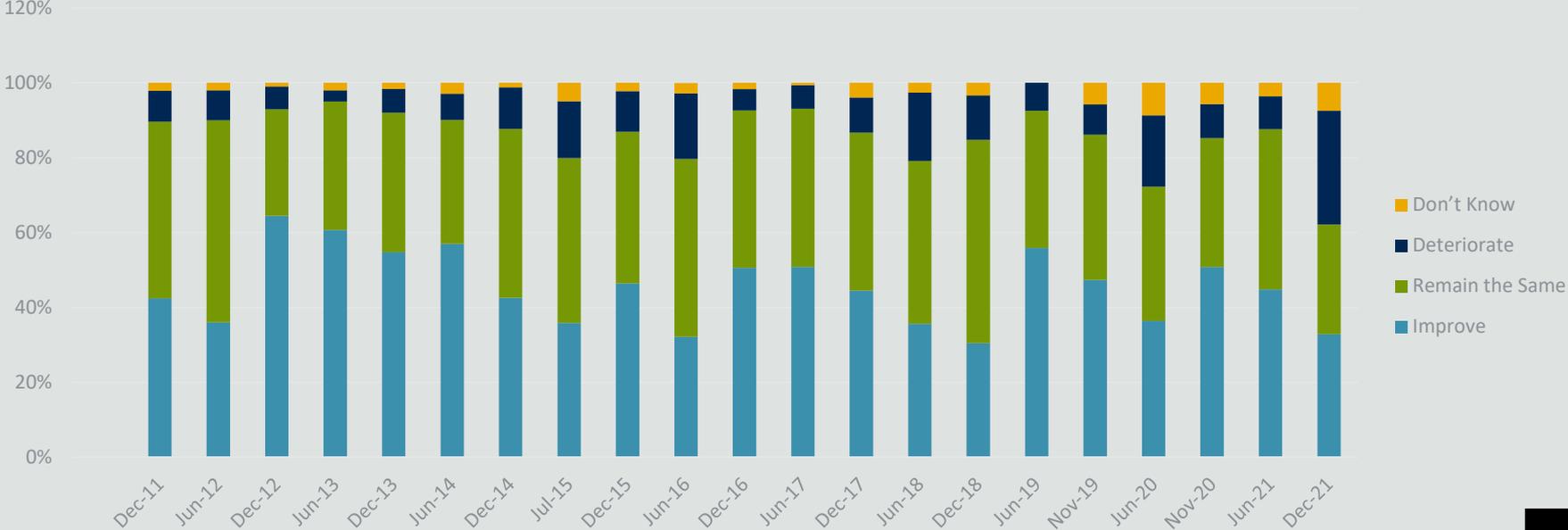


33% of respondents expect their sales levels to improve over the next 6 months. 30% expect sales to deteriorate. 29% expect no change in the next 6 months.

Answer Choices	Responses
Improve	32.84% 66
Remain the same	29.35% 59
Deteriorate	30.35% 61
Don't know	7.46% 15
	Answered 201
	Skipped 1

SALES FORECAST: YEAR ON YEAR SUMMARY

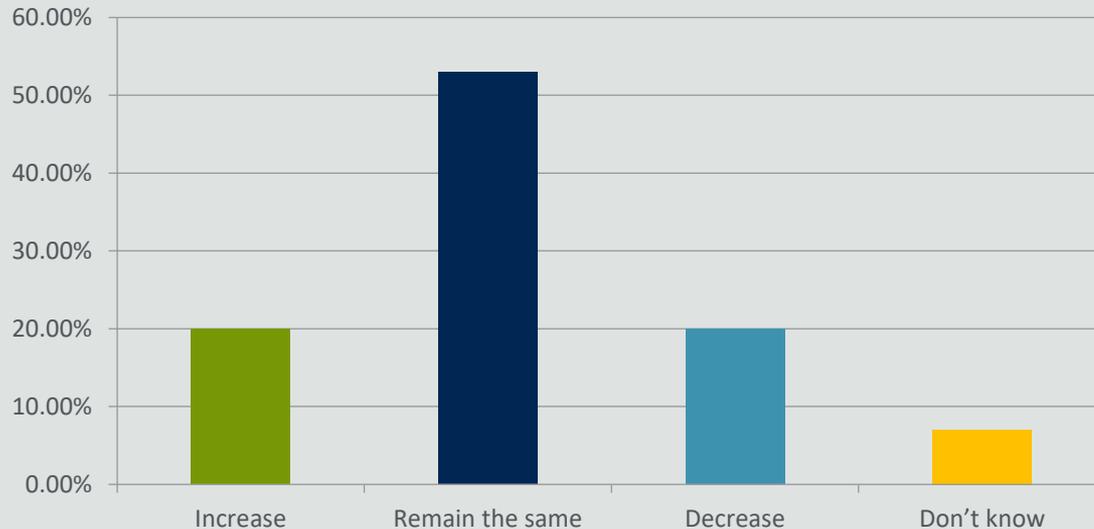
In the next 6 months, do you expect your company sales/customer levels/bookings to:



EMPLOYEE NUMBERS

Question 5:

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



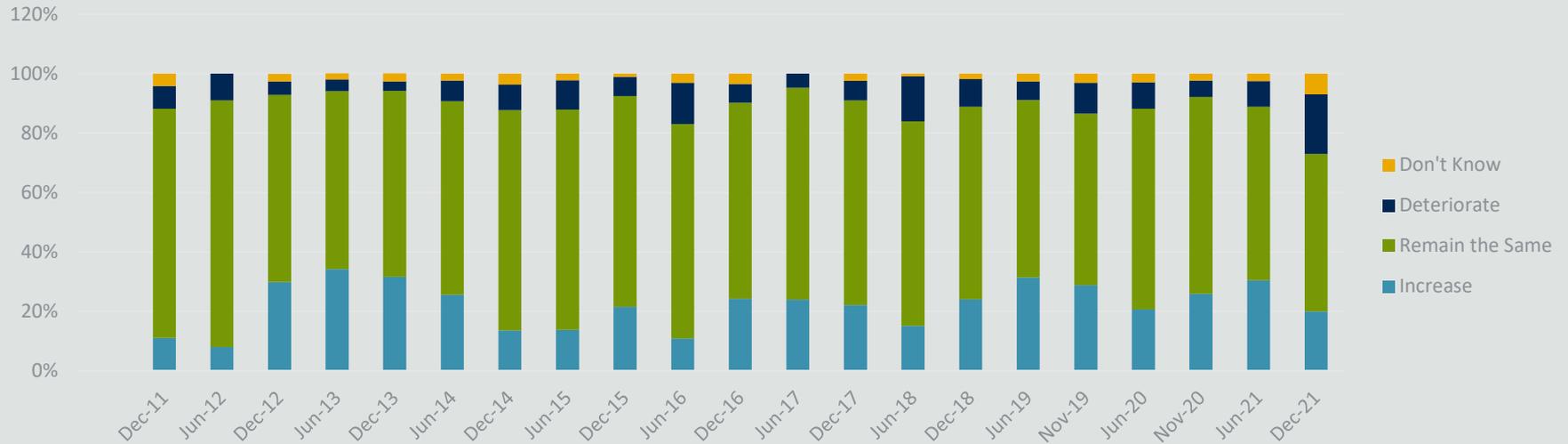
More than half of respondents expect no change to employee numbers over the next 6 months.

The remaining respondents are split evenly between increase and decrease.

Answer Choices	Responses
Increase	20.00% 40
Remain the same	53.00% 106
Decrease	20.00% 40
Don't know	7.00% 14
	Answered 200
	Skipped 2

EMPLOYEE NUMBERS: YEAR ON YEAR SUMMARY

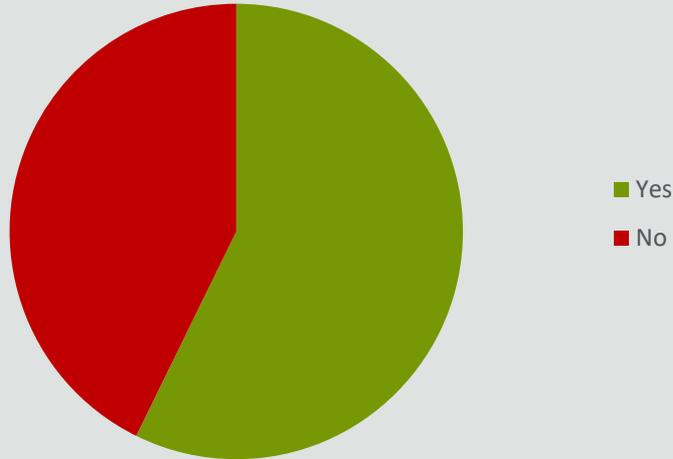
In the next 6 months, do you expect employee numbers in your business to:



RECRUITMENT

Question 6:

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



57% of respondents who were currently recruiting indicated that they were experiencing difficulties.

Respondents who were not currently recruiting were invited to skip this question.

Answer Choices	Responses	
Yes	57.28%	59
No	42.72%	44
If yes, please describe		48
	Answered	103
	Skipped	99

RECRUITMENT: YEAR ON YEAR SUMMARY

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

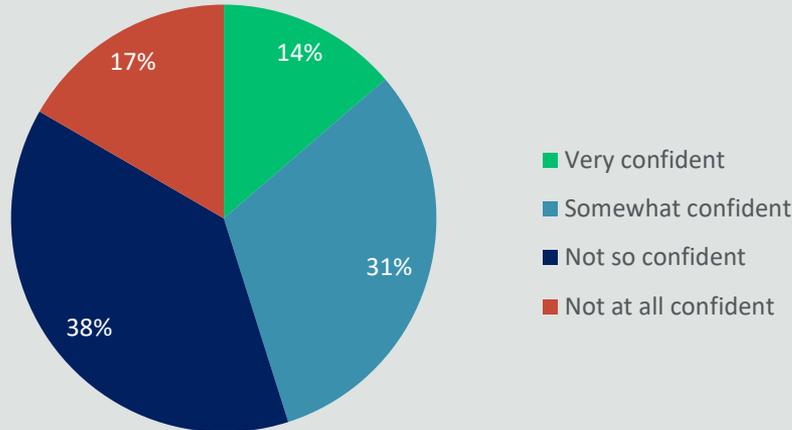
■ Yes ■ No



RECRUITMENT

Question 7:

Given the recent reductions in migrant numbers, how confident are you that the New Zealand labour force can fill your needs?



55% of Taranaki enterprises that are looking for more staff are not confident they can find people in New Zealand to fill their needs. 45% were more confident that they would find the people they need within the New Zealand workforce.

Respondents who were not currently recruiting were invited to skip this question.

Answer Choices	Responses	
Very confident	14%	14
Somewhat confident	31%	32
Not so confident	38%	39
Not at all confident	17%	17
	Answered	102
	Skipped	100

SKILLS SHORTAGE COMMENTS

“Very difficult to find trade qualified and experienced electrical and mechanical staff or subcontractors.”

“Qualified staff have left our industry and not able or wanting to return due to uncertainty going forward.”

“It's always been the same problems e.g. getting the right person that fits. But now it's also people who have been vaccinated.”

“Finding motivated people with the right skill sets and experience is proving difficult.”

“Not being able to bring in international skills is limiting growth”

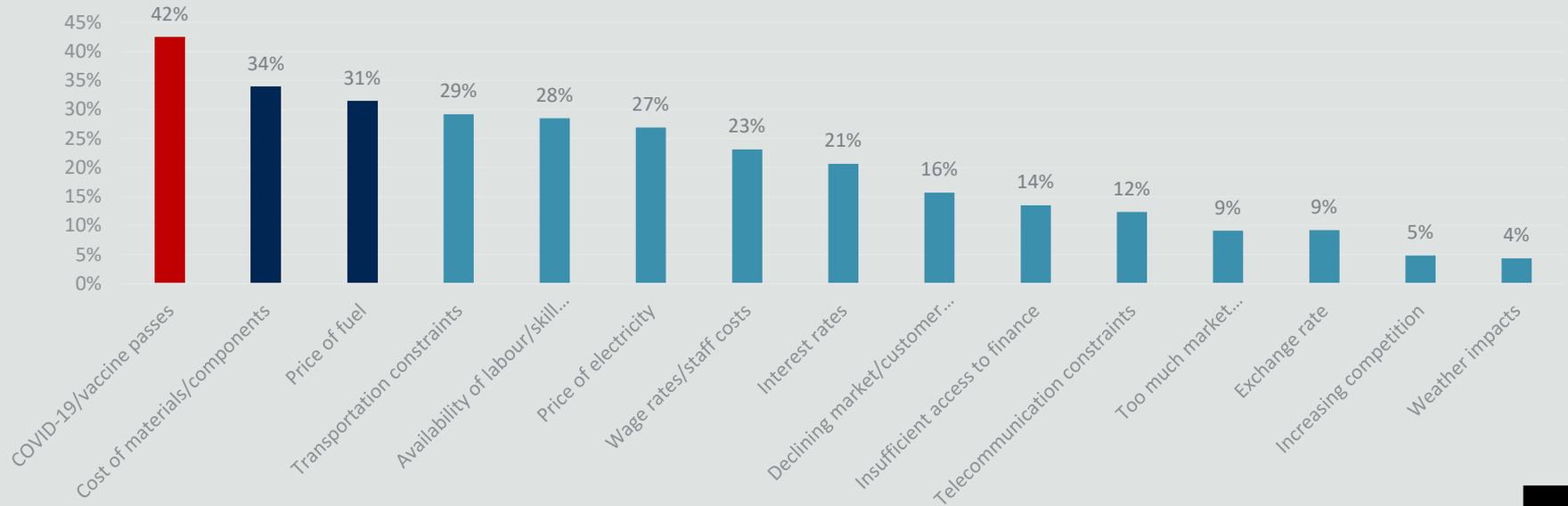
- Many respondents were concerned about being unable to find qualified and experienced workers.
- Vaccine mandates have added an extra challenge for employers, especially those already facing staff shortages.

“We have advertised for tradesman builders all over NZ for more than a year without success. It's also difficult to find chefs and groundsmen.”

TARANAKI BUSINESS CONCERNS

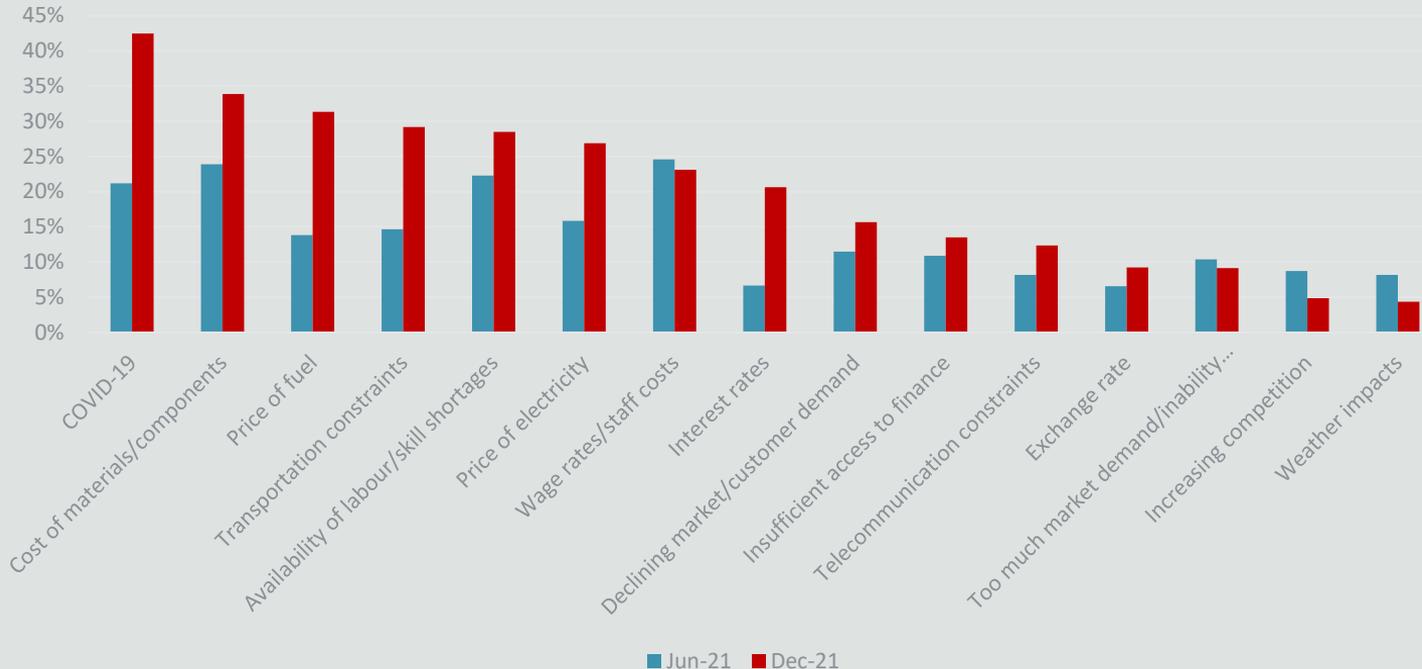
Question 8:

Please rank the extent that the following issues are of concern to you and/or are impacting on your business:



TARANAKI BUSINESS CONCERNS: YEAR ON YEAR SUMMARY

Issues of highest concern to business



Compared to June 2021, fewer enterprises are concerned about wage rates and staff costs.

Concerns are now centred on COVID-19 and the containment measures imposed by government.

BUSINESS CONCERNS: OTHER COMMENTS

"We have already had a large revenue loss due to vaccine passes. The increasing costs to run a business makes it very difficult financially."

"I think we will lose at least 20% yearly revenue with the vaccine mandates."

"We have found business to be very quiet post the most recent lockdown. We are hoping summer and an influx of travelers will help."

"We are losing 10% of staff due to vac mandates. None to replace them."

"The availability of stock items and out of stocks due to the freighting of products to our suppliers is definitely a concern."

"We are very concerned with the way the government is introducing new Bills to suit their agenda that could potentially have a huge impact on our business."

"Availability of stock, mask wearing and traffic light system have killed my business. There is no backup for this. It's a huge concern how our economy is being run into the ground."

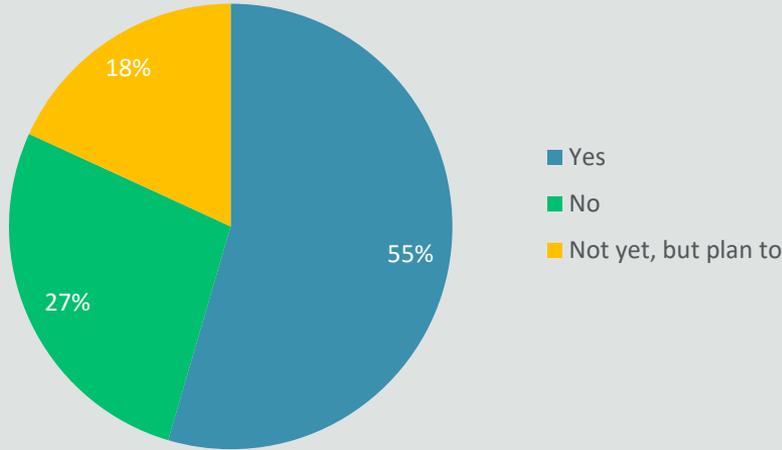
A person stands in a field of tall grass and bushes at sunset, with a small stream in the foreground. The sky is filled with soft, golden light from the setting sun, creating a warm and serene atmosphere. The person is silhouetted against the bright sky, standing on a slight rise in the field. The foreground shows a small stream reflecting the light, surrounded by lush vegetation.

COVID-19 vaccine passes and mandates

COVID-19 RISK ASSESSMENT

Question 14:

Have you carried out, or are you in the process of carrying out, a risk assessment specific to COVID-19 for your staff and premises?



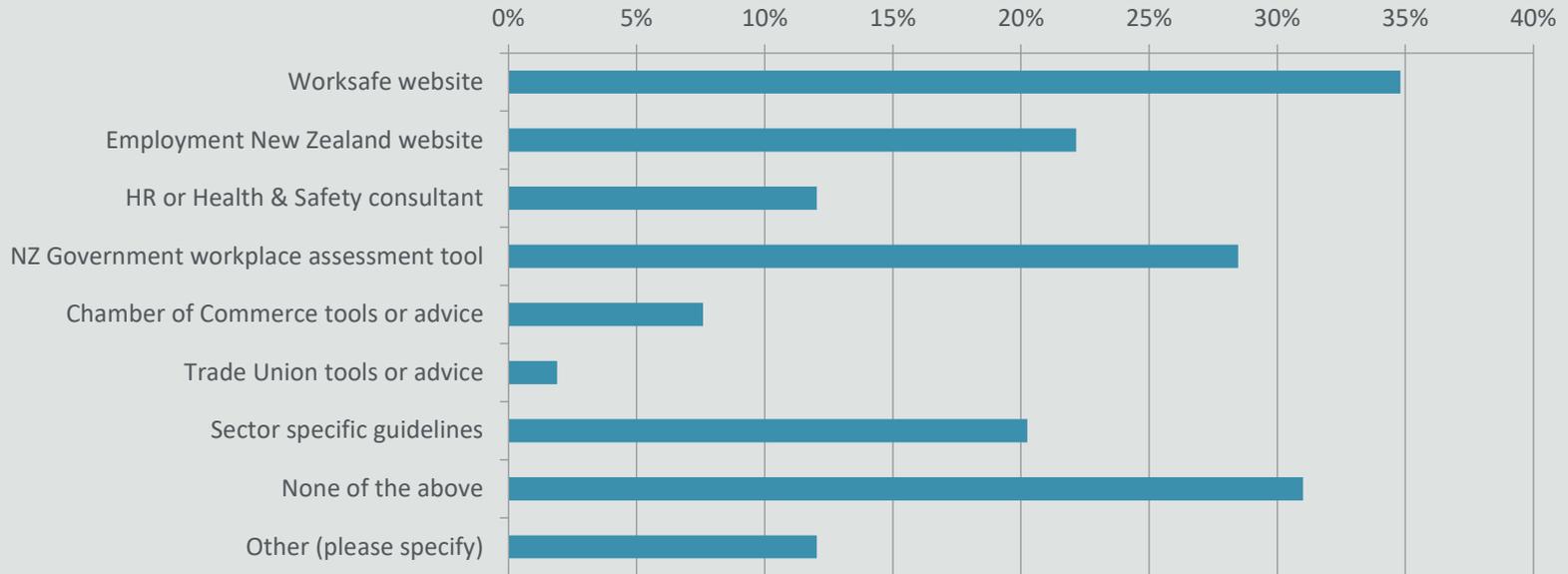
73% of businesses have either completed a COVID-19 risk assessment, or plan to do so.

Answer Choices	Responses	
Yes	55%	90
No	27%	45
Not yet, but plan to	18%	30
	Answered	165
	Skipped	37

COVID-19 RISK ASSESSMENT

Question 15:

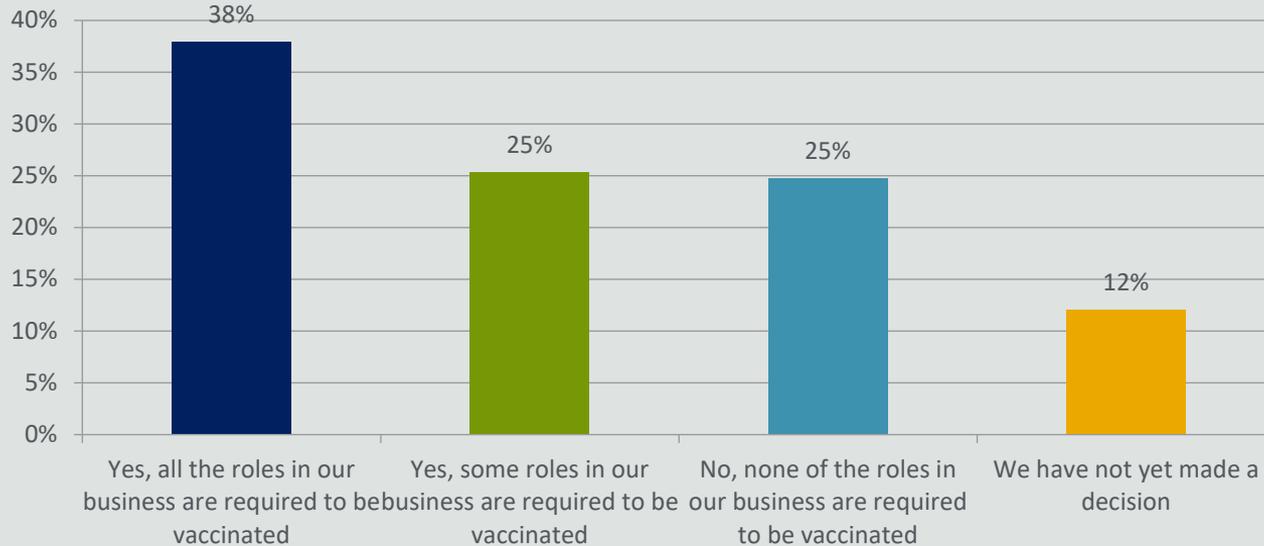
Which of the following resources did you use, or are you using, to help frame your risk assessment?



VACCINATION CONSTRAINTS

Question 16:

Have you identified roles in your business that can only be fulfilled by a vaccinated person?



63% of respondents have identified at least some roles that can only be fulfilled by a fully vaccinated person.

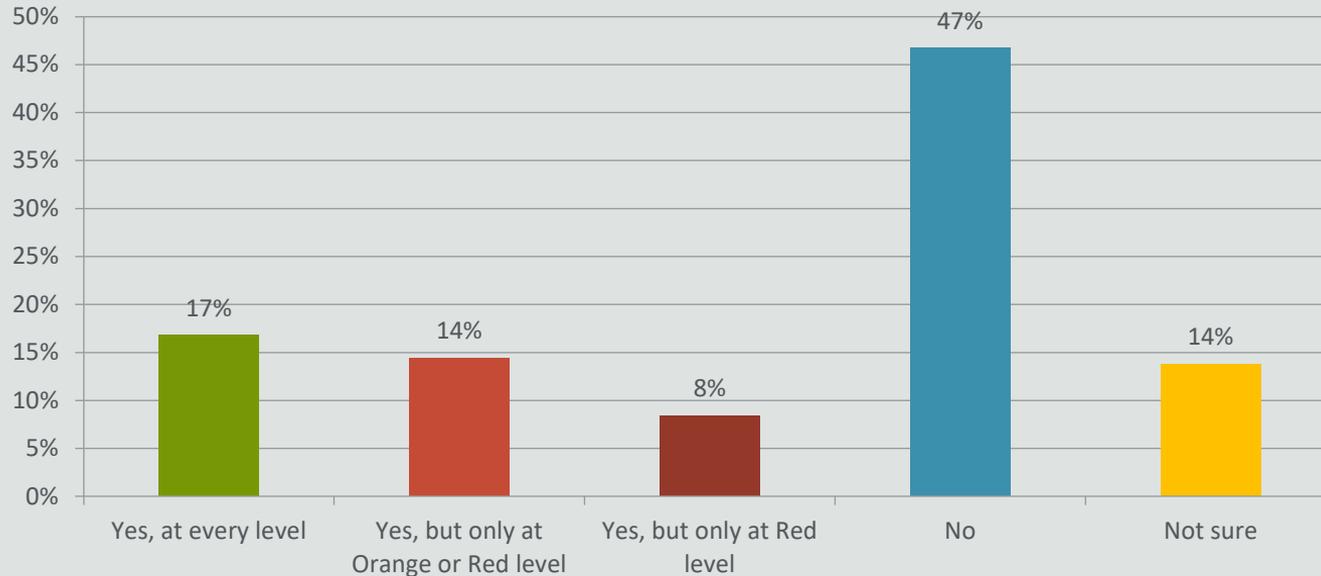
25% of respondents have not identified any roles requiring vaccination.

Answered	166
Skipped	36

VACCINATION CONSTRAINTS

Question 17:

Do you plan to implement a vaccine certificate requirement for customers and visitors to your business?



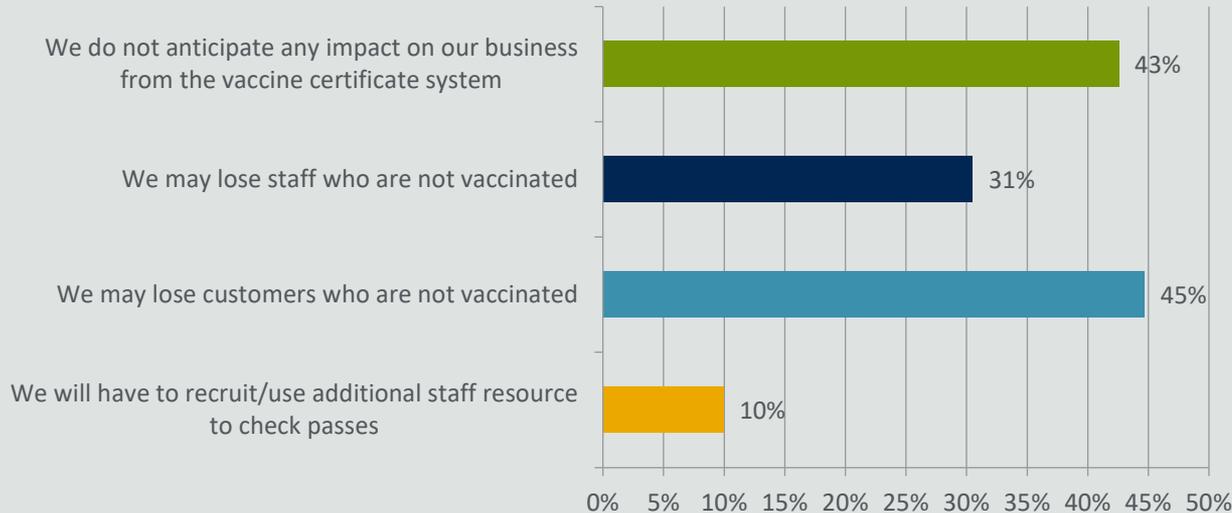
47% of respondents do not plan to implement a vaccine pass requirement for customers or visitors at any level.

Answered	167
Skipped	35

VACCINATION CONSTRAINTS

Question 18:

What impact do you anticipate the vaccine certificate system will have on your business? Select all that apply



45% of businesses are concerned about losing staff or customers because of vaccine pass requirements.

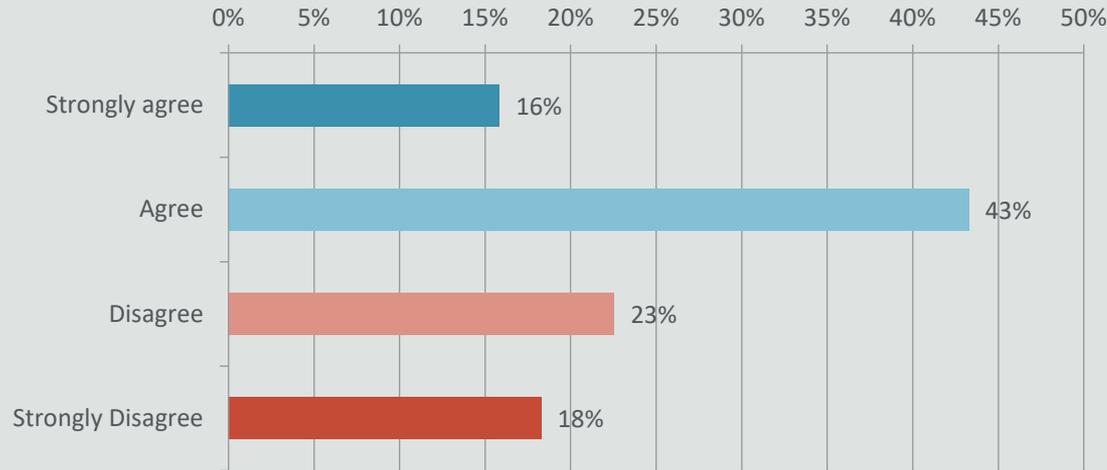
43% anticipate no impact on their business due to vaccine pass requirements.

Answered	141
Skipped	61

VACCINATION CONSTRAINTS

Question 19:

We have had all the official guidance we need to make an informed decision about vaccine mandates/requirements for our staff.



59% of respondents felt they have received all the official guidance they needed in order to make an informed decision about vaccine requirements for staff.

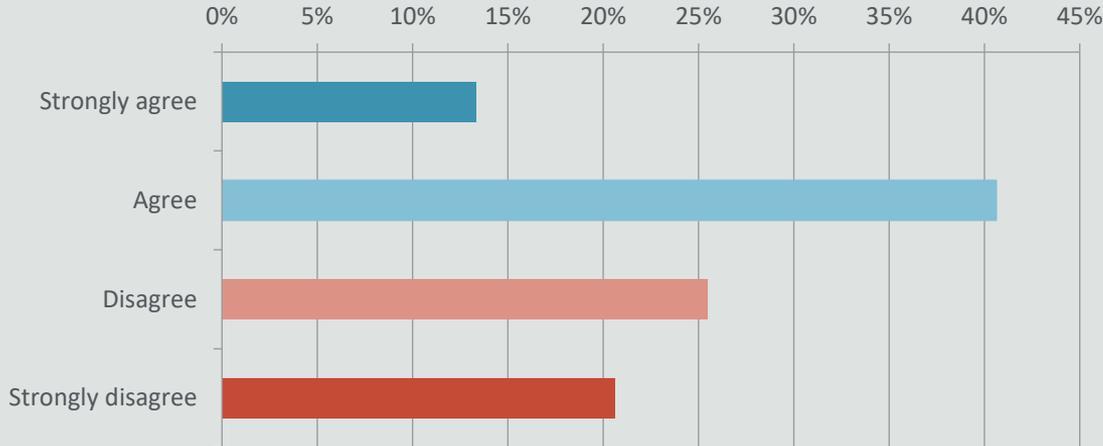
41% of respondents felt they had not received enough official guidance.

Answer Choices	Responses	
Agree	43%	71
Strongly agree	16%	26
Disagree	23%	37
Strongly Disagree	18%	30
	Answered	164
	Skipped	38

VACCINATION CONSTRAINTS

Question 20:

We have had all the official guidance we need to make an informed decision about implementing a vaccine certificate requirement for our customers and visitors.



54% of respondents felt they have received all the official guidance they needed in order to make an informed decision about vaccine requirements for customers and visitors.

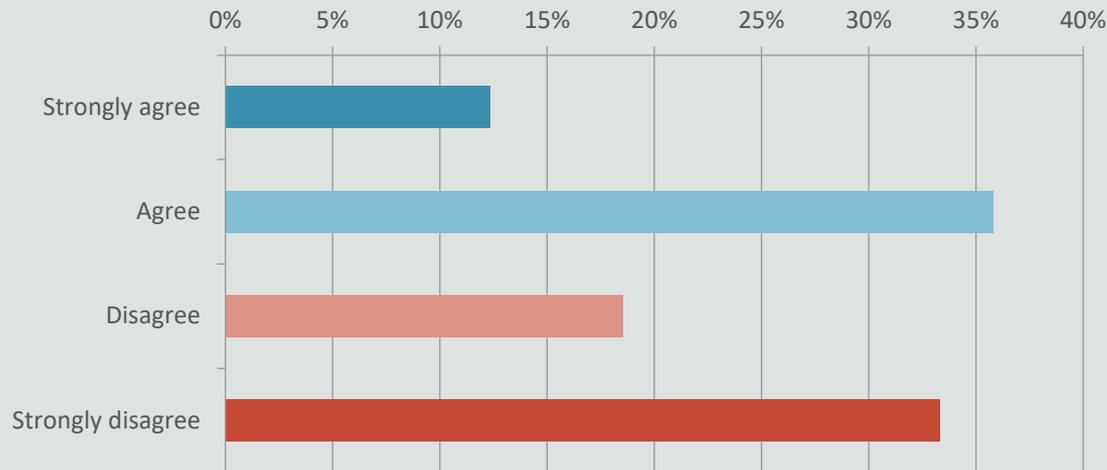
41% of respondents felt they had not received enough official guidance.

Answer Choices	Responses
Strongly agree	13.33% 22
Agree	40.61% 67
Disagree	25.45% 42
Strongly disagree	20.61% 34
	Answered 165
	Skipped 37

VACCINATION CONSTRAINTS

Question 21:

We feel safer and better protected from COVID-19 with a vaccine certificate requirement in place.



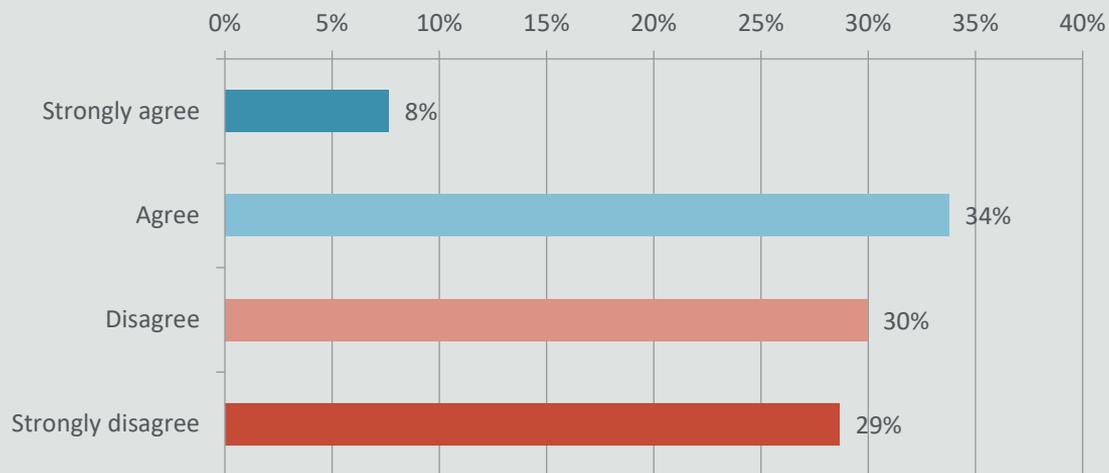
52% of the respondents said that they did not feel safer and better protected under the vaccine certificate requirement, including 33% who strongly disagreed.

Answer Choices	Responses	
Strongly agree	12.35%	20
Agree	35.80%	58
Disagree	18.52%	30
Strongly disagree	33.33%	54
	Answered	162
	Skipped	40

VACCINATION CONSTRAINTS

Question 22:

Our customers have told us they feel safer and better protected from COVID-19 with a vaccine certificate requirement in place.



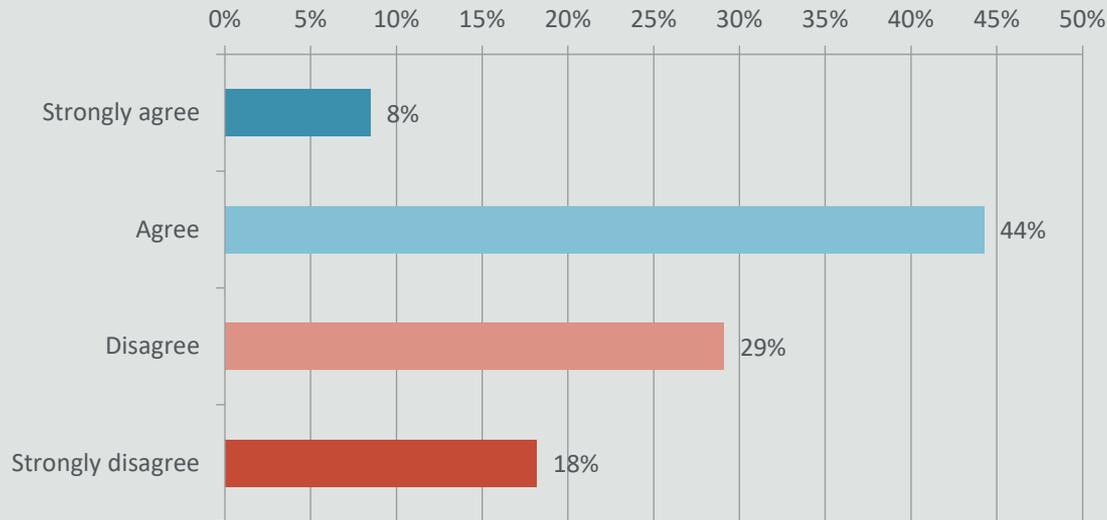
59% of the respondents expressed that their customers did not feel safer and better protected under the vaccine certificate requirement, including 29% who strongly disagreed.

Answer Choices	Responses	
Strongly agree	12.35%	20
Agree	35.80%	58
Disagree	18.52%	30
Strongly disagree	33.33%	54
	Answered	162
	Skipped	40

THE NEW TRAFFIC LIGHT SYSTEM APPLIES ON BUSINESS

Question 23:

We fully understand the new traffic light system and how it applies to our business.



53% of respondents confirmed that they fully understood the new traffic light system and how it applied to their business.

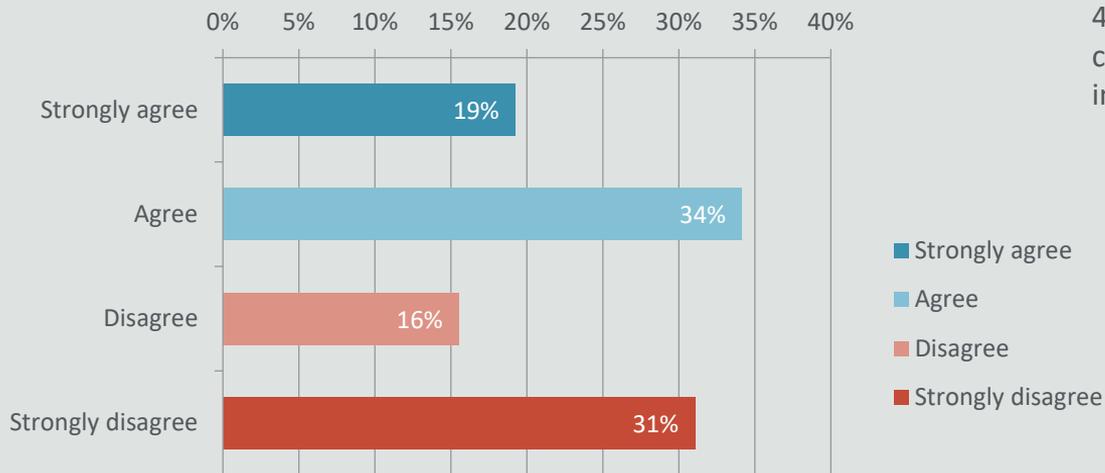
However, 47% expressed uncertainties.

Answer Choices	Responses	
Strongly agree	8.48%	14
Agree	44.24%	73
Disagree	29.09%	48
Strongly disagree	18.18%	30
	Answered	165
	Skipped	37

VACCINE MANDATES AND CERTIFICATION IMPACT

Question 24:

Vaccine mandates and vaccine certificate requirements are the right thing to do for businesses in Taranaki.



53% of respondents felt vaccine mandates and certificates were the right thing to do for businesses in Taranaki, including 19% who strongly agreed.

47% of respondents felt vaccine mandates and certificate requirements were not the right thing to do, including 31% who strongly disagreed.

Answer Choices	Responses	
Strongly agree	19.25%	31
Agree	34.16%	55
Disagree	15.53%	25
Strongly disagree	31.06%	50
	Answered	161
	Skipped	41

VACCINE MANDATES COMMENTS

"Personally I support the mandates, we have a responsibility to keep our staff, guests and wider community safe - just like we follow food safety & hygiene standards."

"Evidence from around the world suggests segregation based on vaccine certificate requirements will only damage long term impacts of social systems; this is likely to have adverse impacts on economic systems as well."

"After conducting market research, we discovered to our surprise that our key clients were not concerned about vaccine passport verification. In fact, due to being able to serve both types of guests, we have been able to lift profit as some of our competitors have had to refuse guests due to the type of buildings they occupy thereby forcing them to come to us."

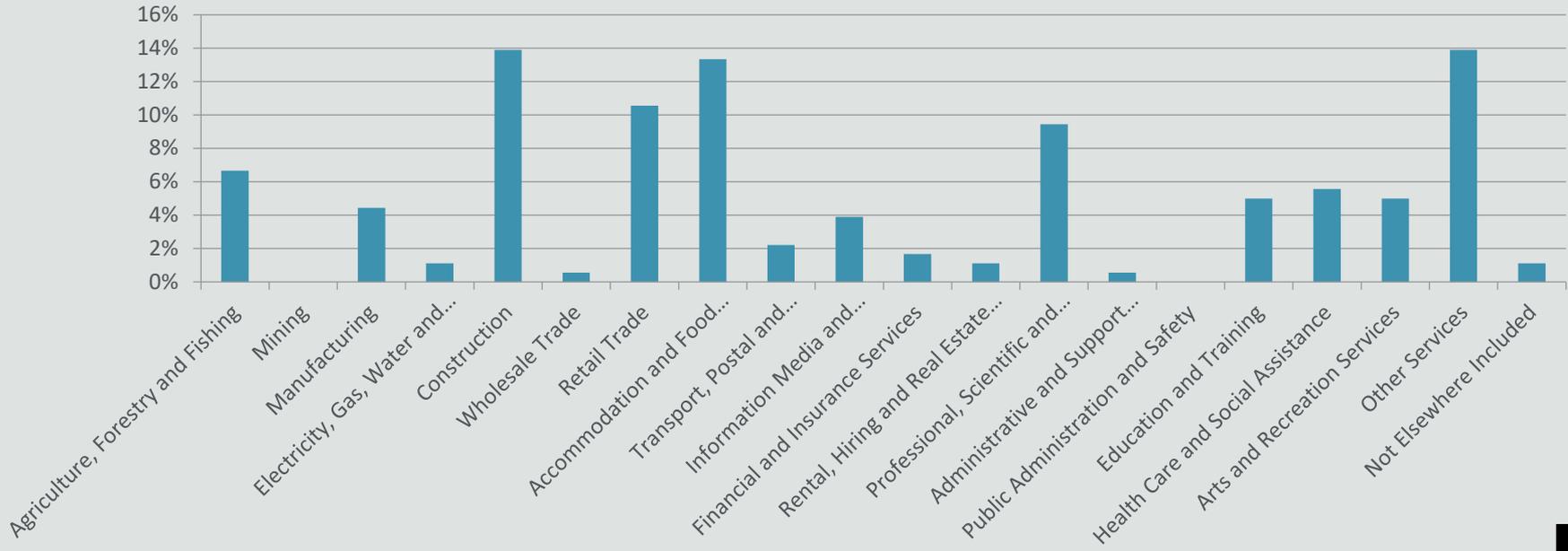
"Personally think the mandates are too heavy handed and will actually have a negative impact on society. Agree with some industries such as health/border control. But would have liked to see better/quicker testing available instead of banning people from certain businesses."

"The government continues to move the goal posts and spread confusion with inconsistent messaging and constant adaption to rules. They have completely passed the buck onto business to manage those who chose not to be vaccinated"

RESPONDENT PROFILE: INDUSTRY SECTORS

Question 10:

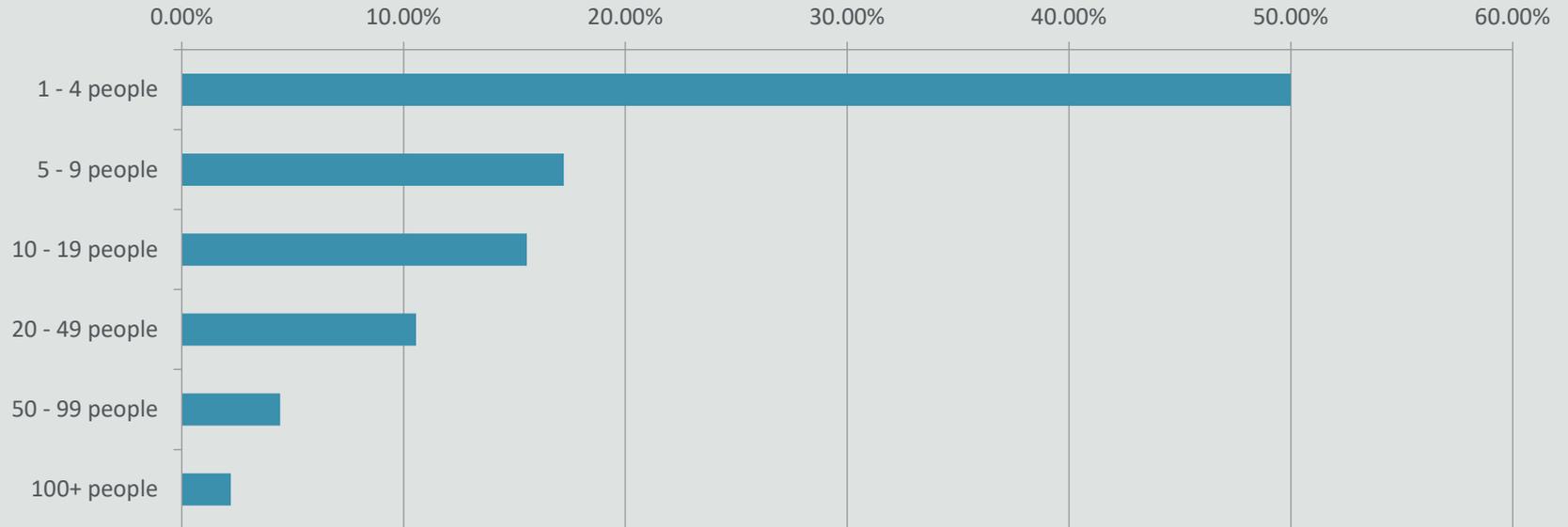
Please indicate which of the following sectors is closest to the main activity of your business:



RESPONDENT PROFILE: BUSINESS SIZE

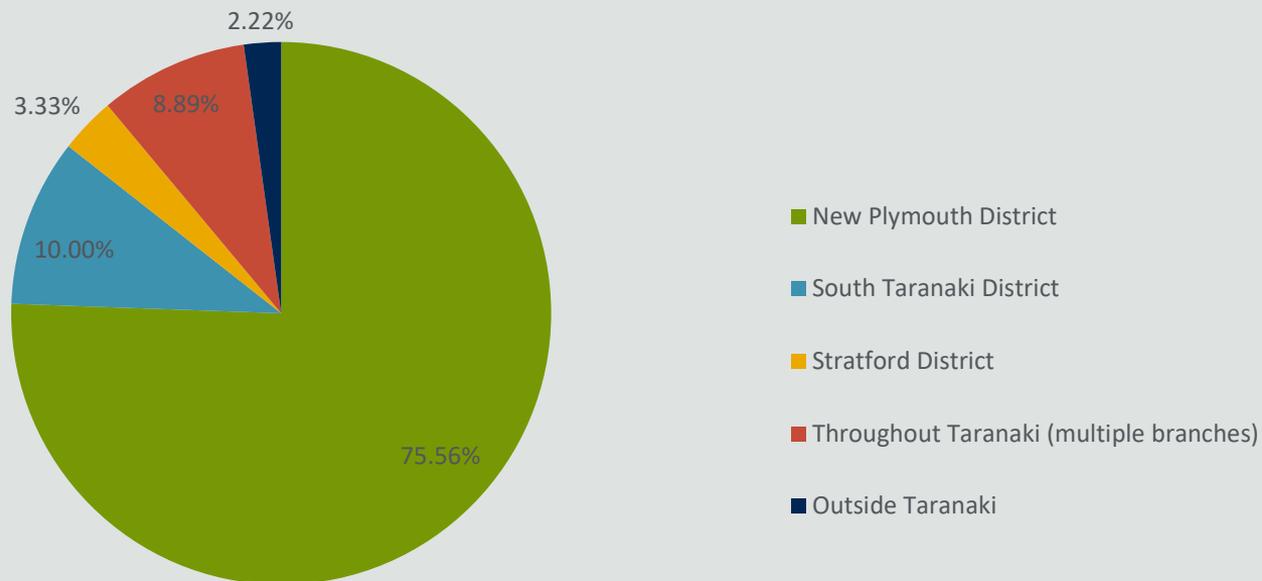
Question 11:

How many people work in your business (including yourself):



RESPONDENT PROFILE: DISTRICT BREAKDOWN

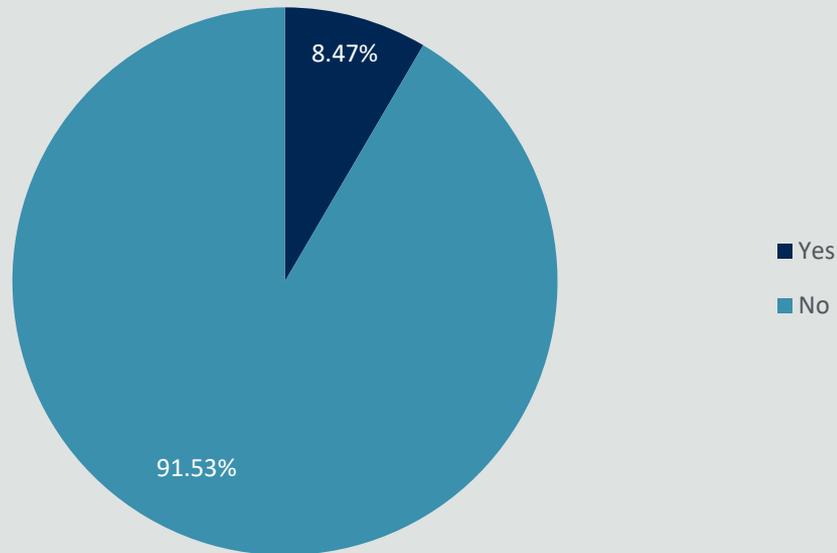
Question 12:



RESPONDENT PROFILE: MĀORI BUSINESS

Question 13:

Is your enterprise owned or part-owned by Māori?



Thank you | www.Taranaki.info for more



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TARANAKI
Te Puna Umanga

TARANAKI
like no other