



PALMERSTON NORTH CITY COUNCIL

AGENDA

ECONOMIC DEVELOPMENT

COMMITTEE

9AM, WEDNESDAY 7 OCTOBER 2020

COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH



MEMBERSHIP

Tangi Utikere (Chairperson)

Leonie Hapeta (Deputy Chairperson)

Grant Smith (The Mayor)

Brent Barrett

Susan Baty

Rachel Bowen

Zulfiqar Butt

Vaughan Dennison

Renee Dingwall

Lew Findlay QSM

Patrick Handcock ONZM

Ruma Karaitiana

Bruno Petrenas

Aleisha Rutherford

Agenda items, if not attached, can be viewed at:

**pncc.govt.nz | Civic Administration Building, 32 The Square
City Library | Ashhurst Community Library | Linton Library**

Heather Shotter

Chief Executive, Palmerston North City Council

Palmerston North City Council

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Private Bag 11034, 32 The Square, Palmerston North



ECONOMIC DEVELOPMENT COMMITTEE MEETING

7 October 2020

ORDER OF BUSINESS

NOTE: The Economic Development Committee meeting coincides with the ordinary meeting of the Infrastructure Committee. The Committees will conduct business in the following order:

- Infrastructure Committee (Presentation – Soho Group only)
- Economic Development Committee
- Infrastructure Committee (continued)

1. Apologies

2. Notification of Additional Items

Pursuant to Sections 46A(7) and 46A(7A) of the Local Government Official Information and Meetings Act 1987, to receive the Chairperson's explanation that specified item(s), which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded, will be discussed.

Any additions in accordance with Section 46A(7) must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

Any additions in accordance with Section 46A(7A) may be received or referred to a subsequent meeting for further discussion. No resolution, decision or recommendation can be made in respect of a minor item.

3. Declarations of Interest (if any)

Members are reminded of their duty to give a general notice of any interest of items to be considered on this agenda and the need to declare these interests.

4. Public Comment

To receive comments from members of the public on matters specified on this Agenda or, if time permits, on other Committee matters.

(NOTE: If the Committee wishes to consider or discuss any issue raised that is not specified on the Agenda, other than to receive the comment made or refer it to the Chief Executive, then a resolution will need to be made in accordance with clause 2 above.)

5. Presentation - Manawatu Chamber of Commerce/Palmy BID Page 7

6. Presentation - Central Economic Development Agency Page 9

7. Confirmation of Minutes Page 15

“That the minutes of the Economic Development Committee meeting of 3 June 2020 Part I Public be confirmed as a true and correct record.”

8. Summary report on the June 2020 Palmerston North Quarterly Economic Monitor, and Major Events held during the year to June 2020 Page 21

Memorandum, presented by Peter Crawford, Economic Policy Advisor and Linda Stewart, CEO, CEDA.

9. Report on the updating of sector profiles Page 45

Memorandum, presented by Julie Macdonald, Strategy and Policy Manager.

10. International Relations 6-monthly update Page 97

Memorandum, presented by Toni Grace, International Relations Manager.

11. Science, Technology & Innovation Portfolio Update (September) Page 113

Memorandum, presented by Councillor Brent Barrett.

12. Committee Work Schedule Page 117

13. Exclusion of Public

To be moved:

“That the public be excluded from the following parts of the proceedings of this meeting listed in the table below.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under Section 48(1) for passing this resolution

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public as stated in the above table.

Also that the persons listed below be permitted to remain after the public has been excluded for the reasons stated.

[Add Third Parties], because of their knowledge and ability to assist the meeting in speaking to their report/s [or other matters as specified] and answering questions, noting that such person/s will be present at the meeting only for the items that relate to their respective report/s [or matters as specified].

PRESENTATION

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: Presentation - Manawatu Chamber of Commerce/Palmy BID

RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the Economic Development Committee receive the presentation for information.

SUMMARY

Mr Rob Campbell, Chair, Palmy BID and Ms Amanda Linsley, Chief Executive, Manawatu Chamber of Commerce will provide an update on the Palmy BID project.

ATTACHMENTS

Nil

PRESENTATION

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: Presentation - Central Economic Development Agency


RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the Economic Development Committee receive the presentation for information.

SUMMARY

Ms Linda Stewart, Chief Executive, Central Economic Development Agency will provide an update with respect to Business and Investment Attraction.

ATTACHMENTS

1. CEDA Business and Investment Attraction [↓](#) 

Palmerston North City Council Economic Development Committee

October 2020

Business and Investment Attraction

CEDA

Background

Our Letter of Expectation for 2019-20 and 2020-21 clearly articulates the following areas of focus expected by our Shareholders:

- Inward investment, national and international
- Retention and expansion of business in Manawātū region
- Developing a talent pipeline

To support these key areas of focus CEDA developed the following goals:

1. Manawātū is recognised as one of the top three agrifood hubs in the world
2. Manawātū is a leading distribution hub, of its role in central New Zealand
3. Manawātū is renowned for its exceptional lifestyle, competitive advantages, and is a magnet for investment, business and talent

With our Vision being: Manawātū 2025; New Zealand's most progressive region

Business development and expansion in the region, and attracting business and investment to the region, is at the core of economic development and at the forefront of CEDA's objectives for Manawātū to be a leading distribution hub, be recognised as one of the top three agrifood hubs in the world, and a magnet for investment, business and talent. We have strong comparative advantages that will support the achievement of these goals with our central location, comparatively affordable land and development costs, a diverse labour pool, and a growing culture of innovation and entrepreneurship.

International best practice in investment promotion requires strategic marketing, proactive targeting of carefully identified investors and intermediaries, investment facilitation to ensure that prospects are converted into realised projects and a targeted approach to investor after-care. CEDA's work is focused on our sectors of strength in agrifood, transport and logistics and in developing the visitor sector, by profiling the region for investment, developing a targeted pipeline and reducing barriers to investment.

Understanding our market

In late 2019, as part of our regional identity development project, CEDA commissioned Colmar Brunton to undertake research to understand the decision making process, barriers and opportunities for investors, businesses, talent, and visitors in coming to Palmerston North city and Manawātū district.



The aim of this research was to ensure that our approach to investment attraction in the city and district, along with our marketing activity was informed by our target market, not our own perceptions. The data and insights gained have been invaluable to supporting our activities to date, assisting with, and guiding the recent development by PNCC of the city profile and regional freight ring road collateral.

A summary of the insights from potential investors and businesses follows.

WHAT IS THE DECISION CONTEXT?

Decision makers are primarily focussed on investing in regions where they already have a presence (58%) or sectors which complement or leverage their existing capabilities (52%). Convincing them to enter completely new regions (29%) or sectors which fall outside of their normal competencies (25%) requires messaging which speaks to and alleviates their perceptions of risk and amplifies the potential rewards from investing in Palmerston North and Manawātū.

WHAT FACTORS GUIDE INVESTMENT DECISIONS?

There are four core factors businesses and investors use to guide their investment decisions (%very important/important):

- Connectivity to other main centres by road, rail and air - 66%
- Excellent telecommunications, data infrastructure and Digital Tech hub - 57%
- Abundant/diverse labour pool including full and part time workers - 57%
- Lower operational costs than larger NZ cities - 54%

Connectivity and lower costs are seen as strengths for Palmerston North and Manawātū region (though air connections to other cities & provinces could be better and the gorge closure needs addressing). Telecommunications and the labour market are viewed as weaknesses.

WHAT ARE THE PERCEIVED RISKS?

There are five key barriers to investing in Palmerston North and Manawātū region:

- Finding skilled and specialist staff – 35%
- Lack of growth in the NZ economy – 35%
- Low familiarity with the region – 31%
- Dealing with government – 30%
- Lack of growth in the regional economy – 30%

WHAT MAKES FOR AN IDEAL PLACE TO INVEST?

Businesses/investors seek a location with solid structural integrity and sense of community, as opposed to elements which bring excitement and colour:

- Affordable cost of living – 58%
- Safe place to live – 53%
- Council that listens and is well run – 42%
- Good quality schools and educational services – 42%
- Variety of health and social services – 29%
- Nice place to live – 28%
- Warm and friendly people – 27%

CEDA.nz

- Easy to get around – 25%

BUILD FAMILIARITY WITH THE CITY AND REGION

Familiarity is a key driver of investment with decision makers who know about a region 5x more likely to consider investing in Palmerston North and the Manawātū region (28% consideration if they are familiar with the region vs 6% if they know it but aren't familiar). It is essential that the Palmerston North and Manawātū story is told to build familiarity so the region is on the radars of investors.

SHARE POSITIVE STORIES THAT DISPEL MYTHS AND AMPLIFY STRENGTHS

Palmerston North and the Manawātū needs to build compelling narratives which tell the growth story (e.g. thriving businesses), address skill deficiency perceptions (e.g. success stories of businesses leveraging local talent and relationships with local knowledge institutions), show telecommunication and data businesses taking advantage of the superior infrastructure, and demonstrate positive partnerships with local councils and government agencies. And get people to visit and network.

Overall, the research highlights the integrated approach needed to developing our city as a great place to live, work and study, and underscores the importance of continued focus on business retention and expansion and sector development, and strengthens the need to have a joined up and consistent method to marketing and communications across business, investment, talent and visitation.

Current Strategic Projects

Central New Zealand Distribution Hub

- Planning and infrastructure
- Advocacy and engagement
- Business development

FoodHQ

- Advocacy and communications
- Business development
- New Zealand AgriFood Week

Manawātū Agritech Strategy

- Start-up environment
- Sector profiling

Transforming Te Āpiti

- Business case for investment

Investment prospectus (sector/zone specific)

Central Government partner projects

- NZTE – International investment promotion
- MBIE & INZ – Investor migrants

Business Conference and Events Attraction Strategy and Action Plan

Current Pipeline

Under active management

- Apparel Distribution
- Hydrogen Refuelling
- BioForestry
- E-waste technology and processing
- Kitset Steel frame Buildings
- Post/courier/airfreight
- Biopharmaceutical

Early stage assessment

- Business consultancy
- Audio technology

Further details on our projects, activities and the current pipeline will be provided to the committee as part of a short presentation.

PALMERSTON NORTH CITY COUNCIL

Minutes of the Economic Development Committee Meeting Part I Public, held in the Elwood Room, Conference & Function Centre, 354 Main Street, Palmerston North on 03 June 2020, commencing at 9.00am

Members Present: Councillor Tangi Utikere (in the Chair), The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Bruno Petrenas and Aleisha Rutherford.

Non Members: Councillors Lorna Johnson, Billy Meehan and Karen Naylor.

Apologies: Mr Ruma Karaitiana.

11-20 Apologies

Moved Tangi Utikere, seconded Leonie Hapeta.

The COMMITTEE RESOLVED

1. That the Committee receive the apologies.

Clause 11-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

The meeting adjourned at 9.01am.

The meeting resumed at 1.10pm.

12-20 Presentation - RACE Incorporated

Mr Alasdair Robertson, Chief Executive Officer, made a presentation on behalf of RACE Incorporated.

Palmerston North was to become one of three racing and training centres of excellence and race meetings would go from 18 to 36 per year, an economic waterfall for the region which was about to come to fruition.

Funding for a new surface called Polytrack, a surface made up of sand and recycled man-made materials coated in wax, had been approved. Polytrack provides excellent drainage yet still acts like turf in its root structure, allowing

a greater number of horses and improved performance. The new track would drive other investment including on-course barns; two out of a maximum of six had been started. Barns could accommodate from 12-24 horses.

With the assistance of CEDA horse trainers would be encouraged to relocate their operations to the Manawatu.

Moved Tangi Utikere, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Economic Development Committee receive the presentation for information.

Clause 12-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

13-20

Presentation - Manawatu Chamber of Commerce

Ms Amanda Linsley, Chief Executive, made a presentation on behalf of Manawatu Chamber of Commerce containing an overview of the Chamber's activities in support of businesses during COVID-19.

The Chamber had been involved in keeping people connected and was in contact with over 600 businesses during this period. A high match rate for business mentors was recorded – over 80 in six weeks. The Chamber had also provided feedback to local and central government to inform decision making.

Future plans for The Chamber included recovery, providing advocacy and support and looking for opportunities for collaboration.

Moved Tangi Utikere, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Economic Development Committee receive the presentation for information.

Clause 13-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

14-20

Presentation - Central Economic Development Agency

Ms Linda Stewart, Chief Executive, made a presentation on behalf of Central

Economic Development Agency (CEDA) containing an overview of CEDA's COVID-19 response activities and initiatives to date, primarily on their work in the first two stages – resolve and resilience.

Scenario planning would ensure flexibility, resilience and preparedness and included a breakdown of risks and opportunities relating to Lockdown, Transition and New Normal phases. As it is not known how COVID-19 would continue to unfold across the world, there would be variation in its impact across New Zealand.

The lockdown phase focused on supporting and protecting businesses, with a view to helping to prevent business failure and job losses. High risk sectors were retail, accommodation, hospitality and some professional services. More generous loans and grants were needed.

CEDA's Response and Recovery Plan had two phases: Restart (3-12 months) and Reform (ongoing). The Restart phase was the detailed plan to return businesses, industries, economies back to scale quickly, as knock on effects became clearer. The Reform phase involved clarity on how the regulatory and competitive environment in our economy may shift.

Moved Tangi Utikere, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Economic Development Committee receive the presentation and report for information.

Clause 14-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

15-20

Confirmation of Minutes

Moved Tangi Utikere, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the minutes of the Economic Development Committee meeting of 11 March 2020 Part I Public be confirmed as a true and correct record.

Clause 15-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

16-20

Summary report on the March 2020 Palmerston North Quarterly Economic Monitor, Major Developments, and Quarterly Retail Report for April 2020

Memorandum, presented by Peter Crawford, Economic Policy Advisor and Linda Stewart, CEO, CEDA.

Moved Susan Baty, seconded Lew Findlay QSM.

The **COMMITTEE RESOLVED**

1. That the summary report on the March 2020 Palmerston North Quarterly Economic Monitor, Major Developments, and Quarterly Retail Report for April 2020 be received.

Clause 16-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

The meeting adjourned at 2.41pm.

The meeting resumed at 2.58pm.

17-20

Business Improvement District Policy

Memorandum, presented by David Murphy, City Planning Manager.

After discussion Elected Members were of the opinion that the policy needed a stronger accountability mechanism, and that Council needed to be completely independent and therefore not included on the voting register.

Moved Leonie Hapeta, seconded Grant Smith.

The **COMMITTEE RECOMMENDS**

1. That the Business Improvement District Policy (2020), as attached to the memorandum reported to the 3 June 2020 Economic Development Committee titled "Business Improvement District Policy", be received.

Clause 17.1 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

Moved Brent Barrett, seconded Aleisha Rutherford.

2. That the last paragraph of Section 9 of the BID policy be revised to state "The Council will prepare and require the BID Association to complete an annual accountability agreement on terms satisfactory to the Council."

PALMERSTON NORTH CITY COUNCIL

Clause 17.2 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

Moved Susan Baty, seconded Lew Findlay QSM.

3. That Council not be included on the voting register, but will be liable for the targeted rate.

Clause 17.3 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

Moved Leonie Hapeta, seconded Grant Smith.

4. That the Business Improvement District Policy (2020) as attached to the memorandum reported to the 3 June 2020 Economic Development Committee be adopted as amended.

Clause 17.4 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

Moved Leonie Hapeta, seconded Grant Smith.

5. That the Mayor and Chairperson of the Economic Development Committee be authorised to make minor amendments to the Business Improvement District Policy (2020), as attached to the memorandum reported to the 3 June 2020 Economic Development Committee titled "Business Improvement District Policy", prior to a Business Improvement District proponent putting forward a proposal to Council under the Business Improvement District Policy (2020).

Clause 17.5 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

Moved Tangi Utikere, seconded Lew Findlay QSM.

The **COMMITTEE RESOLVED**

1. That the Inner City/CBD Portfolio update report for May 2020 be received for information.

Clause 18-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

19-20 Committee Work Schedule

Moved Tangi Utikere, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Economic Development Committee receive its Work Schedule dated June 2020.

Clause 19-20 above was carried 16 votes to 0, the voting being as follows:

For:

The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Leonie Hapeta, Lorna Johnson, Billy Meehan, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Tangi Utikere.

The meeting finished at 3.59pm

Confirmed 7 October 2020

Chairperson

MEMORANDUM

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: Summary report on the June 2020 Palmerston North Quarterly Economic Monitor, and Major Events held during the year to June 2020

PRESENTED BY: Peter Crawford, Economic Policy Advisor and Linda Stewart, CEO, CEDA

APPROVED BY: David Murphy, Acting General Manager - Strategy and Planning

RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the report entitled 'Summary report on the June 2020 Palmerston North Quarterly Economic Monitor, and Major Events held during the year to June 2020' presented to the Economic Development Committee on 7 October 2020, be received.

1.1 This memorandum presents a summary of:

- a. the key themes in the latest Palmerston North Quarterly Economic Monitor for the June 2020 quarter; and
- b. A brief overview of major economic events held in the Manawatū region in the year to June 2020.

1.2 The latest Palmerston North Quarterly Economic Monitor report indicates a decline in GDP growth in the city in the year ended June 2020 due to the impacts of Covid-19 restrictions on economic activity during the quarter. Restriction levels applying during the quarter were:

- a. Level-4, 1 April – 27 April
- b. Level-3, 28 April – 12 May
- c. Level-2, 13 May – 8 June
- d. Level-1, 9 June – 30 June

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- 1.3 Infometrics suggests in its report that 50,000 people lost their jobs during the June quarter, but monthly filled jobs data published by Statistics New Zealand shows only a loss of 21,980 jobs between March and June. The Infometrics estimate for job losses is based on the increase in MSD Job Seeker benefits and the number of people receiving the Covid Income Relief Payment. Between March and June the number of people receiving the Job Seeker benefit increased by 38,711 people while the number of people receiving the Covid Income Relief Payment in June was 10,579.
- 1.4 Employment data published by Statistics New Zealand shows there were still 50,612 more people employed in June 2020 compared with June 2019. The growth in job seeker benefits is greater than the decline in the number of jobs between March and June 2020 due to a significant increase in the number of people returning from overseas in the March 2020 quarter and insufficient job creation to cater for growth in New Zealand's population. Statistics New Zealand estimates New Zealand's population increased by 105,500, or 2.1%, in the year to June 2020. This is the largest annual increase ever recorded in New Zealand's population (number of people). Statistics New Zealand estimates suggest the working-age population (15 years and over) increased by 94,560 people, or 2.4%. Statistics New Zealand publishes quarterly data on job creation and job destruction, but June 2020 quarter data will not be available until late August 2021.
- 1.5 Economic activity in Palmerston North has been supported by a significant increase in the value of building consents issued this year. The total value of consents issued in the first eight months of this year is \$279 million compared with \$143 million over the same period last year, an increase of 95%. Further growth in the value of consents over the remaining four months of the year is expected, since the Council is currently processing a consent application with a value of \$44 million.
- 1.6 There are challenges with forecasting the impact of the Covid-19 outbreak due to both uncertainty over how long New Zealand will remain under Level-1 restrictions and also with estimating the productivity impacts of the restrictions applied under Level-1. The border closure has resulted in a reduction in international student numbers in the city, but the impact of this will be greater in the first quarter of next year if arrivals of non-residents are still being restricted then. There is also an impact from the halt to refugee resettlement in the city.
- 1.7 Recent tourism data published for July shows there is still international visitor spending occurring in New Zealand. During July, international visitors spent \$5.3 million in the Manawātū region, a decline of 24% from July 2019, while international visitor spending across New Zealand was \$339 million, a decline of 58%. This spending includes international students here on short-term education visas (less than 12 months), people staying with friends and family, visitors who have extended their holiday here, and people on short-term work visas.

2. PALMERSTON NORTH QUARTERLY ECONOMIC MONITOR – JUNE 2020

- 2.1 Infometrics estimates gross domestic product (GDP) in Palmerston North declined by 8.4% in the June 2020 quarter. New Zealand GDP is estimated to have declined by 12.6% in the quarter.
 - a. GDP in Palmerston North is estimated to have declined by 1.2% in the year ended June 2020. New Zealand GDP is estimated to have declined by 2.1%.
- 2.2 Annual salaries and wages paid in Palmerston North in the year ended June 2019 were \$2,774 million, increasing by 6.6% from the previous year, while earnings for New Zealand increased by 6.0%.
- 2.3 Total filled jobs in Palmerston North were 48,990 in the June 2019 quarter, increasing by 3.3% from the previous year, while filled jobs for New Zealand increased by 2.4%.
- 2.4 Annual median salaries and wages paid in Palmerston North in the year ended June 2019 were \$52,760, increasing by 5.0% from the previous year, while median salaries and wages for New Zealand were \$54,280, increasing by 4.2% from the previous year.
- 2.5 The average quarterly worker turnover rate in Palmerston North in the year ended June 2019 was 13.5%, declining from 15.8% in the year to June 2018, while the average worker turnover rate for New Zealand was 15.8%, declining from 17.1% in the previous year.
- 2.6 Electronic card retail spending in Palmerston North in the June quarter was \$234 million, a decline of 21.3% from the June 2019 quarter, while national growth declined by 20.8%.
 - a. Annual electronic card retail spending in Palmerston North for the year ended June 2020 was \$1,147 million, a decline of 3.9% from 2019. There was also a decline of 3.9% for New Zealand.
- 2.7 The total value of building consents issued in Palmerston North in the June 2020 quarter was \$149 million, compared with \$60 million in the June 2019 quarter, an increase of 147%. National consent values declined by 9%.
 - a. Building consents to the value of \$367 million were issued in Palmerston North in the year to June 2020, an increase of 51% from the previous year. National consent values declined by 0.2% over the year to June 2020.
 - b. Consents for 202 new residential dwellings were issued in Palmerston North in the June 2020 quarter, compared with 101 in the June 2019 quarter, an increase of 100%. National consents were unchanged from 2020.

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- c. Consents for 565 new residential dwellings were issued in Palmerston North in the year ended June 2020, compared with 464 in the previous year, an increase of 37.1%. National consents increased by 7.8%.
 - d. Non-residential consents to the value of \$172 million were issued in Palmerston North during the year to June 2020, an increase of 83.2% from the previous year. National consents declined by 11.5% over the same period.
- 2.8 The average value of residential properties in Palmerston North was \$508,716 in the three months ended June 2020, an increase of 14.2% from the June 2019 quarter QV estimate). The average value for New Zealand was \$738,018, an increase of 7.4%. The values used in the Infometrics report are an average of the past 12 months, and are based on REINZ house sales data.
- 2.9 Car registrations in Palmerston North declined by 15.8% in the year ended June 2020 (national registrations declined by 19.3%) while the number of commercial vehicles registered declined by 18.8% (compared to a national decline of 22.4%).
- 2.10 It is estimated the annual average unemployment rate in Palmerston North in the year ended June 2020 was 4.5%, which was above the unemployment rate of 4.1% for New Zealand.
- 2.11 The number of people in Palmerston North registered for the MSD Job Seekers benefit increased by 23.3% in June 2020 from June 2019, while the number in New Zealand increased by 39.8%. The MSD benefit numbers reported in the Infometrics report are based on the average of the last four quarters.
- 2.12 Traffic flows in Palmerston North in the year to June 2020 declined by 8.4% from 2018, while there was a decline of 9.4% for New Zealand.
- 2.13 Tourism spending in Palmerston North was \$396 million in the year ended June 2020, declining by 10.4% from the previous year. New Zealand declined by 12.3%.
 - a. Domestic visitor spending in Palmerston North was \$337 million in the year ended June 2020, declining by 10.0% from the previous year (11.1% decline for New Zealand). Spending in the city declined in April and May but increased in June.
 - b. International visitor spending in Palmerston North was \$59 million in the year ended June 2020, declining by 12.8% from the previous year (14.0% decline for New Zealand). The biggest declines in spending were from China, Australia and the rest of Oceania.
- 2.14 Population estimates, based on primary health organisation registrations, suggest Palmerston North's population increased by 2.6% between June 2019 and June 2020

(2.5% increase for New Zealand). The number of health enrolments in the city averaged 81,403 people in the year to June 2020 while Statistics New Zealand estimated the total population in the city in June 2019 was 88,300.

- 2.15 The Palmerston North Quarterly Economic Monitor report for the June 2020 quarter is attached.

3. MAJOR ECONOMIC EVENTS HELD IN YEAR TO JUNE 2020

- 3.1 Event information received from the City Council Events and Community teams, Sport Manawatū and Central Energy Trust Arena shows a total net economic impact of \$17.6 million from city council funded events in the year to June 2020. CET Arena provided additional information for unfunded events, which are estimated to have contributed a further economic benefit of \$21.1 million.
- 3.2 Economic impact assessments were not made for Arts events, Massey Summer Shakespeare, cultural events and Creative Community Scheme events with more than 500 people attending, but some of these events have both community and economic benefits.
- 3.3 Manawatū District has provided a list of events held during the year to June 2020 but has not identified participant numbers or estimates for economic impact. The information for the 2019/20 period has been extracted from its events calendar, but it has started to record event information for the 2020/21 year. Manfeild did not provide any event information before the deadline for completing this report.
- 3.4 Covid-19 restrictions introduced in March this year have had a significant impact on events in the region, with a number of significant events cancelled between March and September 2020.
- 3.5 A summary of major events and other events held in the Manawatū region is attached.



4. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide? If Yes quote relevant clause(s) from Delegations Manual 166	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes

ITEM 8

Are the recommendations inconsistent with any of Council's policies or plans?		No
The recommendations contribute to Goal 1: An Innovative and Growing City		
The recommendations contribute to the outcomes of the Economic Development Strategy		
The recommendations contribute to the achievement of action/actions in the Economic Development Plan		
The action is: Attract investment expansion and new businesses		
Contribution to strategic direction and to social, economic, environmental and cultural well-being	Reporting on economic trends in the city and Manawātū region, and the longer-term outlook for growth, is important for encouraging local businesses to invest in growing their business and attracting new businesses to the city.	

ATTACHMENTS

1. Palmerston North Quarterly Economic Monitor report - June 2020 [↓](#) 
2. Major and other events in the Manawātū region in the year to June 2020 [↓](#) 

Overview of Palmerston North City

Palmerston North's economy contracted by 1.2% over the year to June 2020, compared to a decline of 2.1% in the national economy. In the June 2020 quarter, the city's GDP declined by 8.4% compared to the same quarter in 2019, while the national economy contracted by 12.6%.

The number of Jobseeker Support recipients in the city rose by 7.1%, a much smaller increase than the 19% rise nationally. According to the Infometrics Local Economic Insights Dashboard, as of 1 June 2020 there were 3,355 Jobseeker Support recipients and 108 COVID Income Relief Payment recipients in the city.

According to data received from Marketview, electronic card spending declined by 3.9% over the year to June 2020, and by 21.3% over the quarter when compared to the June 2019 quarter. Spending did however recover from a monthly low of \$40m in April 2020, to more than \$97m in June.

Construction activity remained robust, on the back of progress in several large residential and non-residential projects. The number of residential building consents issued in the year to June 2020 increased by 37.1%. The value of non-residential consents issued over the year to June 2020 also increased sharply by 84.4%, as compared to an 8.8% decline nationally. These figures represent historic highs for both residential and non-residential consents in Palmerston North.

In the housing market, listings and sales declined sharply during the lockdown period, before recovering to more regular historic levels towards the end of the June quarter. The volume of house sales over the year to June 2020 declined by 14.7%, compared to a national decline of 6%, while house prices in the region rose by 17.2% over the same period, compared to a 7.5% increase nationally.

Vehicle registrations declined over the year to June 2020, with passenger vehicle registrations down by 15.8%. Commercial vehicle registrations declined by 18.8% over the year, reflecting a weaker outlook for businesses.

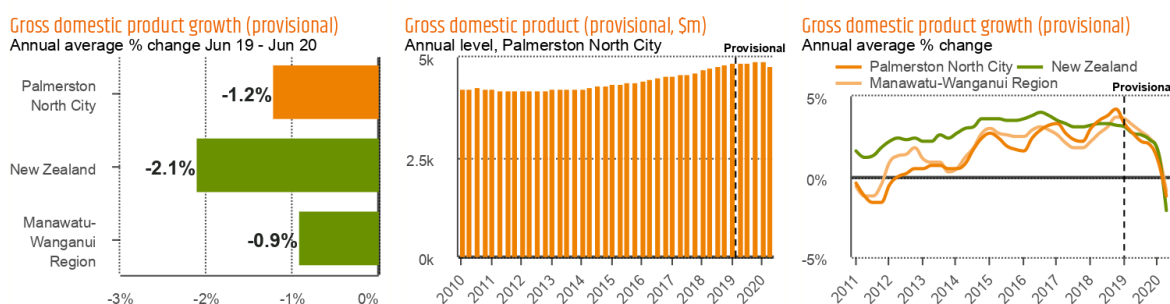
Indicator	Palmerston North City	Manawatu-Wanganui Region	New Zealand
<i>Annual average % change</i>			
Gross domestic product	↓ -1.2%	↓ -0.9%	↓ -2.1%
Traffic flow	↓ -8.4%	↓ -8.6%	↓ -9.4%
Health Enrolments	↑ 2.6%	↑ 1.9%	↑ 2.5%
Consumer spending	↓ -3.9%	↓ -0.9%	↓ -2.8%
Residential consents	↑ 37.1%	↑ 10.6%	↑ 8.1%
Non-residential consents	↑ 84.4%	↑ 36.3%	↓ -8.8%
House prices*	↑ 17.2%	↑ 16.4%	↑ 7.5%
House sales	↓ -14.7%	↓ -12.8%	↓ -6.0%
Tourism expenditure	↓ -10.4%	↓ -10.5%	↓ -12.3%
Car registrations	↓ -15.8%	↓ -14.9%	↓ -19.3%
Commercial vehicle registrations	↓ -18.8%	↓ -22.4%	↓ -24.6%
Jobseeker Support recipients	↑ 7.1%	↑ 10.6%	↑ 19.0%
<i>Level</i>			
Unemployment rate	4.5%	4.6%	4.1%

* Annual percentage change (latest quarter compared to a year earlier)

Overview of national economy

The New Zealand economy took a severe hit during the June 2020 quarter, as the COVID-19 pandemic saw the country locked down at home for around four weeks at Alert Level 4, before a rapid move down the Alert Levels to Level 1 in early June. The economy has endured a dramatic shift in focus, from life support at Level 4 to an adrenaline rush at Level 1. Yet the immediate economic ramifications are clear to see – economic activity has fallen, nearly 50,000 Kiwis lost their jobs, businesses struggled to cope with lower earnings, and incomes were reduced. The June quarter likely represents the largest single hit to the economy, but the economic scarring and restructuring will continue to occur over the coming years. New Zealand is not out of the woods yet.

Gross domestic product (provisional)



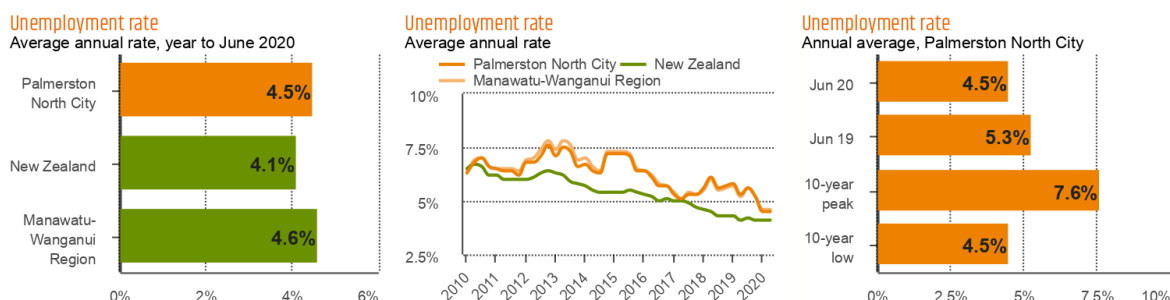
Highlights for Palmerston North City

- GDP (provisional) in Palmerston North City was down 1.2% for the year to June 2020 compared to a year earlier. Growth was higher than in New Zealand (-2.1%) and lower than in Manawatu-Wanganui Region (-0.9%).
- GDP (provisional) was \$4,809 million in Palmerston North City for the year to June 2020 (2019 prices).
- Annual GDP growth in Palmerston North City peaked at 4.2% in the year to December 2018.

National overview

Infometrics estimates that economic activity across New Zealand fell 12.6%pa in the June quarter, with year-end economic growth sitting at -2.1%pa. A substantial proportion of the economy was closed or operating at a significantly reduced level, with transport, accommodation, hospitality, retail, tourism, and construction activity taking the greatest hit. This steep fall also accounts for the rapid evolution of the economy back down the Alert Levels, with pent-up demand in the economy, and a rebuilding of economic momentum, helping to temper the four-and-a-half-week collapse in economic activity. Primary sector operations continued on broadly unchanged, helping to keep a base level of economic momentum.

Unemployment rate



Highlights for Palmerston North City

- The annual average unemployment rate in Palmerston North City was 4.5% in June 2020, down from 5.3% a year earlier.
- The unemployment rate in Palmerston North City was higher than in New Zealand, where the unemployment rate averaged 4.1% over the year to June 2020.
- Over the last ten years the unemployment rate reached a peak of 7.6% in December 2012;

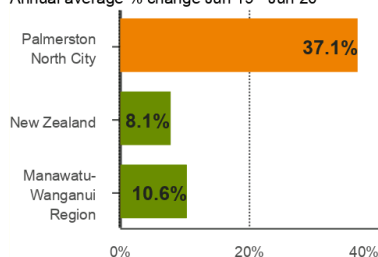
National overview

The June 2020 Household Labour Force Survey showed an incredulous drop in the unemployment rate to 4.0%, although this outcome is driven by definitions rather than a surprisingly rosier labour market. With many unable to be "actively" looking for work due to the Alert Level restrictions, those who lost jobs were counted in the 3.1% rise in the "Not in Labour Force" category as they didn't fit the definition of unemployed. The underutilisation rate, a broader measure of spare capacity in the labour market, also rose from 10.4% to 12.0%. The weekly unemployment rate increased to 6.2% at the end of the quarter.

Residential consents

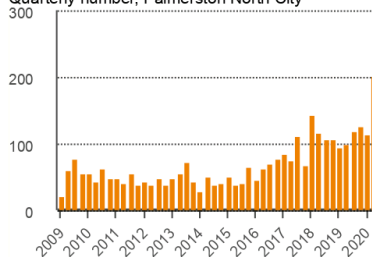
Growth in no. of new dwelling consents

Annual average % change Jun 19 - Jun 20



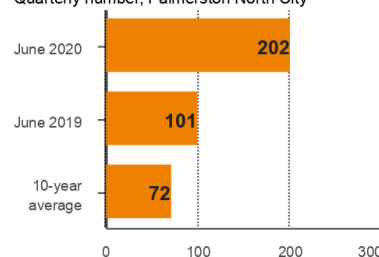
Residential consents

Quarterly number, Palmerston North City



Number of new dwelling consents

Quarterly number, Palmerston North City



Highlights for Palmerston North City

- A total of 202 new residential building consents were issued in Palmerston North City in the June 2020 quarter, compared with 101 in the same quarter last year.
- On an annual basis the number of consents in Palmerston North City increased by 37.1% compared with the same 12-month period a year ago. The number of consents in New Zealand increased by 8.1% over the same period.

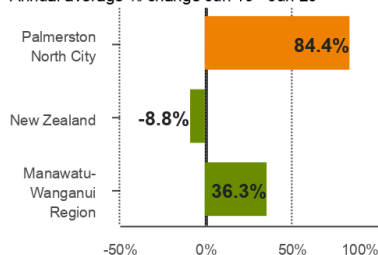
National overview

Consents for new dwellings grew by 8.1% over the year to June 2020. Despite soft consent issuance through April due to the Level 4 lockdown, a strong rebound in May and June meant that consents for the June 2020 quarter were unchanged from June 2019. This strong level of consenting will keep builders busy for the rest of the year, but consents are likely to ease as we approach Christmas, leading to soft workloads in 2021.

Non-residential consents

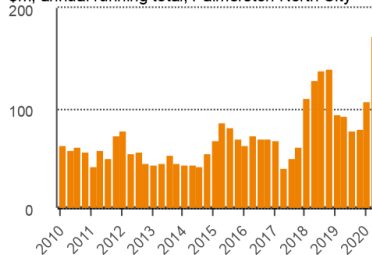
Growth in value of consents

Annual average % change Jun 19 - Jun 20



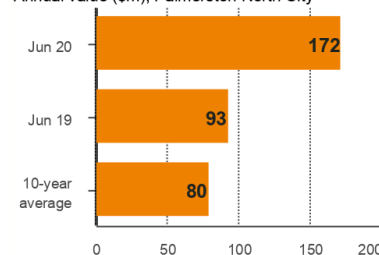
Non-residential consents, Palmerston North City

\$m, annual running total, Palmerston North City



Value of non-residential consents

Annual value (\$m), Palmerston North City



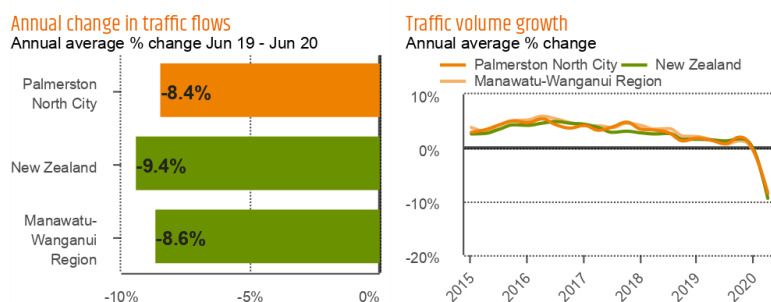
Highlights for Palmerston North City

- Non-residential building consents to the value of \$172 million were issued in Palmerston North City during the year to June 2020.
- The value of consents increased by 84.4% over the year to June 2020. By comparison the value of consents in New Zealand decreased by -8.8% over the same period.
- Over the last 10 years, consents in Palmerston North City reached a peak of \$172 million in the year to June 2020.

National overview

Non-residential building consents eased by 8.8% over the year to June 2020, following a peak in June 2019. Consents dipped through April and May due to the Level 4 lockdown but recovered strongly in the month of June. The June resurgence likely represents a catchup for projects which were delayed due to lockdown. With weak growth prospects across the economy, consents are likely to ease in coming quarters.

Traffic flow



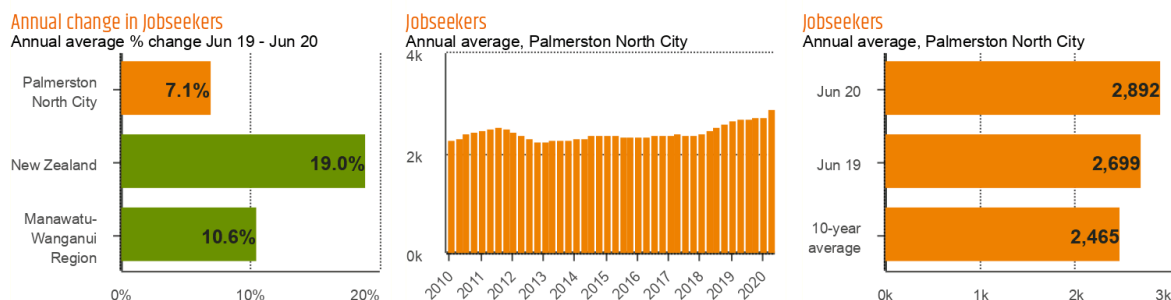
Highlights for Palmerston North City

- Traffic flows in Palmerston North City decreased by -8.4% over the year to June 2020. This compares with an decrease of -9.4% in New Zealand.

National overview

Traffic flows across New Zealand hit the brakes in the June quarter, with usually bustling roads left deserted at the start of the quarter as the lockdown was enforced. Freight continued to move across the country, but at reduced levels, with only essential goods ordered and delivered. Transport activity recovered as New Zealand moved down the Alert Levels, with Kiwi road trips bolstering domestic tourism activity, and a dash to online retailing seeing package delivery delays. Traffic levels during Level 4 dropped to 15% of usual in the depths of Level 4, before increasing to just over 80% towards the end of the quarter.

Jobseekers



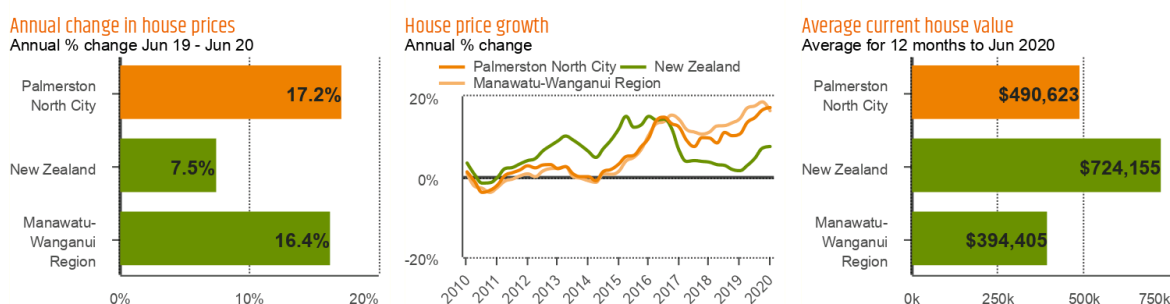
Highlights for Palmerston North City

- Working age Jobseeker Support recipients in Palmerston North City in the year to June 2020 increased by 7.1% compared with the previous year. Growth was lower relative to New Zealand, where the number of Jobseeker Support recipients increased by 19.0%.
- An average of 2,892 people were receiving a Jobseeker Support benefit in Palmerston North City in the 12 months ended June 2020. This compares with an average of 2,465 since the start of the series in 2010.

National overview

In total, nearly 50,000 New Zealanders were added to government unemployment support over the June 2020 quarter, taking the total number of people supported to over 200,000. On average over the last year, Jobseeker Support recipients are up 19%pa. This rise doesn't include the COVID-19 Income Relief Payment which was supporting nearly 11,000 more people at the end of June 2020. This rise in government support of Jobseeker Support recipients occurred even as the government spent over \$12.3b to support 1.7m workers (61% of the labour force) through the Wage Subsidy and extension.

House prices



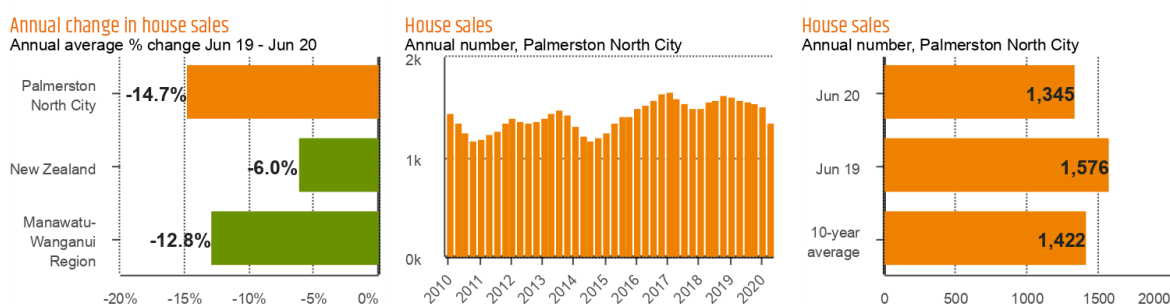
Highlights for Palmerston North City

- The average current house value in Palmerston North City was up 17.2% in June 2020 compared with a year earlier. Growth outperformed relative to New Zealand, where prices increased by 7.5%.
- The average current house value was \$490,623 in Palmerston North City over the June 2020 year. This compares with \$724,155 in New Zealand.

National overview

House values have grown strongly in the year to June 2020, up by 7.5% compared to the year to June 2019. Interest rate cuts throughout 2019 spurred on late-cycle growth in the property market, particularly in Auckland. Values have bounced back relatively strongly post-lockdown, but the impending removal of the wage subsidy and mortgage holiday schemes will likely bring softness to the housing market.

House sales



Highlights for Palmerston North City

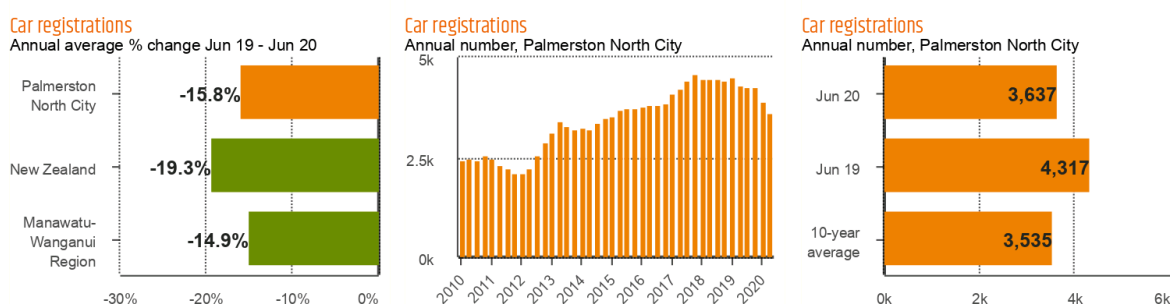
- House sales in Palmerston North City in the year to June 2020 decreased by 14.7% compared with the previous year. Growth underperformed relative to New Zealand, where sales decreased by 6.0%.
- A total of 1,345 houses were sold in Palmerston North City in the 12 months ended June 2020. This compares with the ten year average of 1,422.

National overview

House sale volumes fell sharply in the June quarter, as the Level 4 lockdown period impeded sales taking place. The weak June quarter led to a 6.0% decline in sales over the year to June 2020.

Surprisingly strong house prices at present may encourage more listings to come to market in the coming months but with an overall deterioration in economic conditions, households are more likely to stay put, keeping sales volumes low.

Car registrations



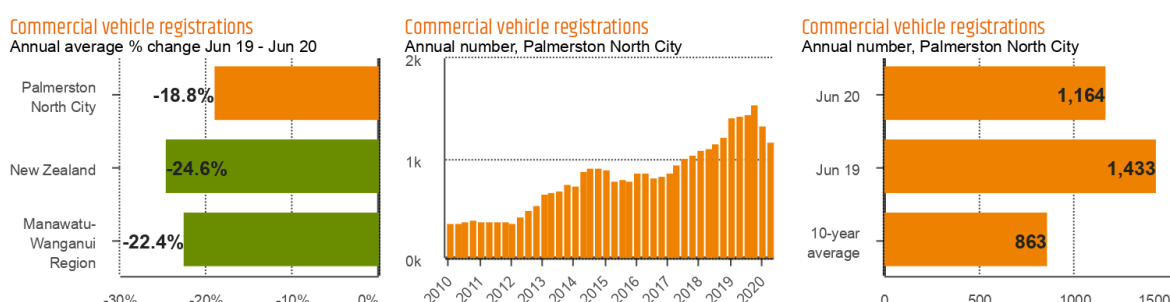
Highlights for Palmerston North City

- The number of cars registered in Palmerston North City decreased by -15.8% in the year to June 2020 compared with the previous 12 months. Growth was higher than in New Zealand, where car sales decreased by -19.3%.
- A total of 3,637 cars were registered in Palmerston North City in the year to June 2020. This compares with the ten year average of 3,535.

National overview

The decline in car registrations has accelerated, falling 43%pa in the June 2020 quarter, which contributed to a 19% fall in the June 2019 year. Car registrations have been on a downward path since the middle of last year, but constraints on trading during lockdown were a major contributor to the June quarter's result, with registration numbers toppling across the board in both new and used, large and small cars. There are signs that money saved by households during lockdown is being spent on new cars, but this spending may only be temporary. As job losses begin to accumulate, consumers' and businesses' willingness to make major purchases could well dry up. The additional impact of New Zealand's closed borders on demand for rental cars from the tourism industry and the outlook for the car market is far from rosy.

Commercial vehicle registrations



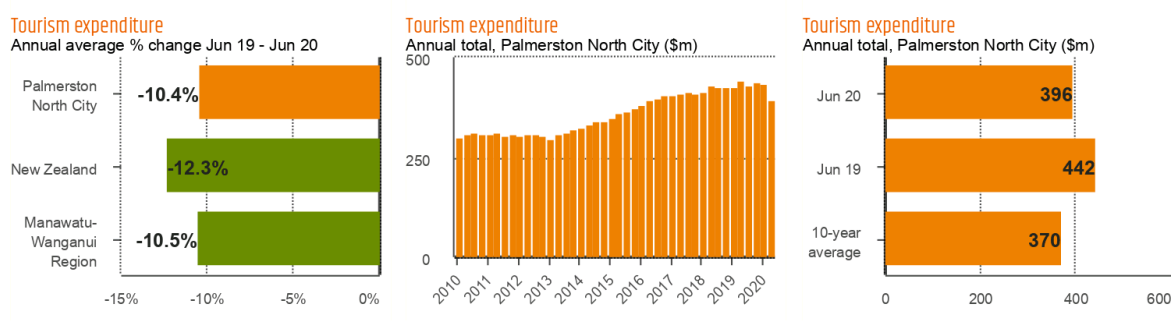
Highlights for Palmerston North City

- The number of commercial vehicles registered in Palmerston North City decreased by -18.8% in the year to June 2020 compared with the previous 12 months. Growth was higher than in New Zealand, where commercial vehicle sales decreased by -24.6%.
- A total of 1,164 commercial vehicles were registered in Palmerston North City in the year to June 2020. This is higher than the ten year annual average of 863.

National overview

Commercial vehicle registrations fell 48%pa in the June 2020 quarter, which contributed to a 25% fall in the June 2020 year. Commercial vehicle registrations have been weakening since the middle of last year but, at just over 9,000 registrations, the June 2020 quarter result was comparable to levels last seen in the aftermath of the GFC. The June 2020 quarter saw falls in light, medium and very-heavy commercials. However, there are early signs of a recovery in light commercials on the back of a primary sector that is seeing continued demand for New Zealand's food exports, a better than expected pipeline of construction work in the near-term, and households' willingness to spend money saved during lockdown.

Tourism Spending



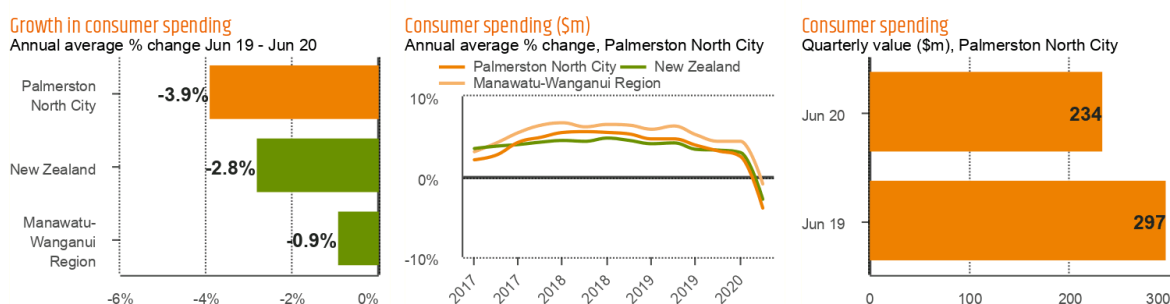
Highlights for Palmerston North City

- Total tourism expenditure in Palmerston North City decreased by 10.4% in the year to June 2020. This compares with a decrease of 12.3% in New Zealand.
- Total tourism expenditure was approximately \$396m in Palmerston North City during the year to June 2020, which was down from \$442m a year ago.

National overview

Tourism spending fell 12.3%pa over the year to June 2020, as the border closure and domestic restrictions hit visitor activity. Total tourism spending over the last 12 months totalled \$26b, with spending of \$3.6b lost compared to the June 2019 year. The West Coast recorded the hardest hit, with tourism spending down just over 20%pa, followed by Southland (-16%), Otago (-15%) and Wellington (-14%). Domestic travel has helped bolster tourism activity in recent months but won't be enough to outweigh the loss of international tourism activity.

Consumer Spending



Highlights for Palmerston North City

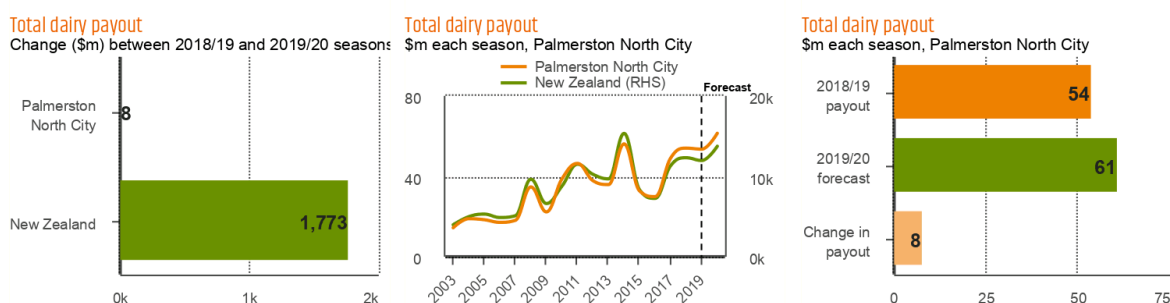
- Electronic card consumer spending in Palmerston North City, as measured by Marketview, decreased by -3.9% over the year to June 2020 compared to the previous year. This compares with an decrease of -2.8% in New Zealand.

National overview

Consumer spending fell off a cliff in the June 2020 quarter, with spending down 20% compared to June 2019, as households held onto their wallets during the lockdown period. Spending over the year to June 2020 was down 2.8% compared to the June 2019 year.

Consumer spending has been surprisingly resilient since the Level 4 lockdown, but we expect it to soften in the coming quarter as post-lockdown surge ends and the end of the wage subsidy extension brings about a second wave of redundancies.

Total dairy payout



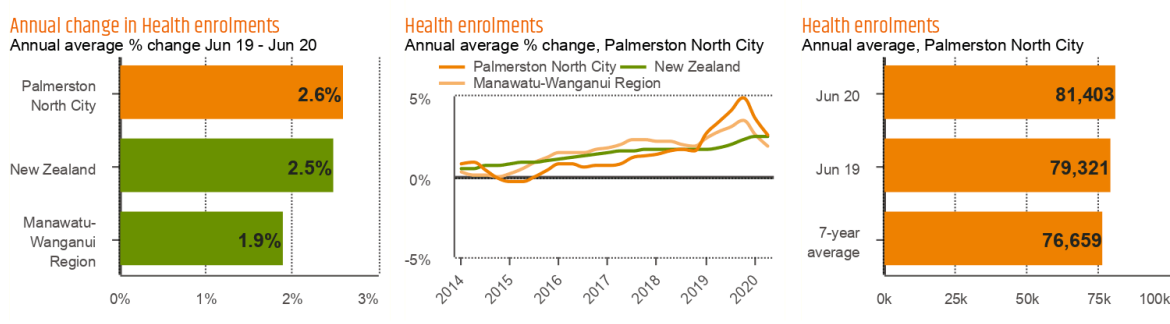
Highlights for Palmerston North City

- Palmerston North City's total dairy payout for the 2018/19 season is estimated to have been approximately \$53.5m.
- Palmerston North City's dairy payout for the 2019/20 season is expected to be approximately \$61.4m, \$7.93m higher than last season, assuming that production levels from last season are maintained.
- The total dairy payout for New Zealand is estimated to have been approximately \$11,964m in the 2018/19 season, and is expected to be \$1,773m higher in the 2019/20 season.

National overview

Near-term expectations for the dairy sector are holding up, with global demand still present for New Zealand's (now again) largest export. As expected, the dairy pay-out has settled towards the lower end of previous expectations, with Fonterra's pay-out for the season just finished sitting at \$7.15/kgms. The drought has hurt farmers in the North Island, with higher feed costs and other issues biting. Considerable uncertainty remains around the dairy outlook, with Fonterra's opening pay-out for the current season ranging between \$5.90-\$6.90/kgms – with a mid-point of \$6.40/kgms – reflecting expected issues. Dairy exports were up 13%pa in the June 2020 quarter, highlighting the current resilience in primary sector activity.

Health Enrolments



Highlights for Palmerston North City

- The number of people enrolled with a primary health organisation in Palmerston North City in the year to June 2020 increased by 2.6% compared with the previous year. Growth was higher relative to New Zealand, where the number of enrolments increased by 2.5%.
- An average of 81,403 people were enrolled with primary healthcare providers in Palmerston North City in the 12 months ended June 2020. This compares with an average of 76,659 since the start of the series in 2013.

National overview

The number of people enrolled at a health provider remained strong in the June 2020 year, with a 2.5%pa rise – in line with the March 2020 year. Net migration has increased in recent months, driven by an influx of returning New Zealanders, with national population growth of 2.1%pa in June 2020. The health and contact tracing focus of the COVID-19 pandemic is likely seeing an increase in the number and accuracy of health enrolment details, meaning that the strength of health enrolments might not be driven purely by an increasing population.

Technical notes

Building Consents

Building consents data is sourced from Statistics New Zealand. The number of residential consents issued for new dwellings is the measure for residential consents. For non-residential consents, the measure is the value of both new buildings and alterations.

Consumer Spending

The consumer spending data is sourced from Marketview. It measures total electronic card spending using spending through the Paymark network and adding to it an estimate of non-Paymark network spending using the pattern of BNZ card holder spending at non-Paymark retailers. For further breakdown of the data by storetype and other variables contact Marketview.

Dairy

Dairy data has been sourced from the "New Zealand Dairy Statistics", a publication co-owned by DairyNZ and LIC, as well as calculations made by Infometrics. The data accords to dairy seasons, which run from June to May. Total dairy payouts in each territorial authority have been calculated by Infometrics by utilising milk solids production in conjunction with Fonterra's farmgate milk price (excluding dividends) from the dairy season in question. For the current season, Infometrics calculates a payout forecast using our own expectation of the farmgate milk price and the assumption that milk solids production continues running at the same level from the previous season.

Earnings

The earnings data comes from the quarterly Linked Employer Employee Data (LEED) published by Statistics New Zealand. LEED publishes the mean earnings of full quarter jobs for each quarter. Full quarter jobs may include full time and part time jobs. Earnings include overtime and lump sum payments. We sum the mean earnings for the four quarters making up the year to arrive at an estimate of average annual earnings. Infometrics projects average annual earnings to the current quarter using growth rates in industry earnings measured in the Labour Cost Index.

Gross Domestic Product

Gross Domestic Product is estimated by Infometrics. A top down approach breaks national industrial production (sourced from production based GDP measures published by Statistics New Zealand) is broken down to TA level by applying TA shares to the national total. Each TA's share of industry output is based on earnings data from LEED. GDP growth in recent quarters is based on a model which uses the various partial economic indicators presented in this report as inputs. Estimates of GDP for these most recent quarters are provisional until Infometrics updates its annual GDP series in the Regional Economic Profile at the beginning of each year. Gross domestic product is measured in 2019 dollar terms.

Health Enrolments

Health enrolments are sourced from the Ministry of Health. They record the number of people in each area who are enrolled with a Primary Health Organisation (PHO). Enrolment is voluntary, but most New Zealanders enrol at a general practice for health reasons and for the benefits of enrolment, such as cheaper doctors' visits and reduced costs of prescription medicines. Changes to how the Ministry of Health recorded this data led to Infometrics revising our approach to health enrolment figures for the March 2019 Quarterly Economic Monitor onwards. Our new approach completely revises our timeseries of health enrolments, so care should be taken when comparing the March 2019 report with previously downloaded reports.

Previously, the data provided was only for those people whose addresses are able to be accurately recorded by the Ministry of Health. We have now switched to breaking down TA-level health enrolments based on trends in stated health enrolments by area, to ensure that the total number of enrolees published in the Monitor align with the national-level figures published by the Ministry of Health. A new system for classifying and recording health enrolment addresses from March 2019 onwards by the Ministry means significantly higher numbers of unallocated enrolees, resulting in the need to review our model.

House Sales

The number of house sales is sourced from REINZ. The indicator measures the number of house sales at the point when the sale becomes unconditional. The unconditional date is the date when all the terms of an agreement have been satisfied and the sale and purchase can proceed to settlement.

House Values

House value (dollar value) are sourced from QVNZ. The levels quoted in the report are average current values over the past 12 months. An average current value is the average (mean) value of all developed residential properties in the area based on the latest house value index from QVNZ. It is not an average or median sales price, as both of those figures only measure what happens to have sold in the period. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.

Jobseekers Support

In July 2013 the New Zealand's welfare system changed to better recognise and support people's work potential. As part of this the Jobseekers Support benefit was introduced. This benefit is for people who can usually look or prepare for work but also includes people who can only work part-time or can't work at the moment, for example, because they have a health condition, injury or disability.

Tourism Expenditure

Tourism expenditure data is sourced from the Ministry of Business, Innovation and Employment's (MBIE) Monthly Regional Tourism Estimates. These are estimated values for tourism spending that approximate values found in the International Visitor Survey (IVS) and Tourism Satellite Account (TSA), using modelling of a sample of electronic card spending throughout New Zealand from domestic and international accounts.

Traffic Flow

Traffic flow growth rates are calculated from the number of vehicles passing approximately 110 sites monitored by New Zealand Transport Agency. Each of the sites has been mapped to a territorial authority.

Unemployment

Regional level unemployment rates are sourced from Statistics New Zealand's Household Labour Force Survey. Trends in the number of Jobseekers are used to break down regional unemployment rates to TA levels. The TA level unemployment rates are benchmarked on census following the release of each census. To reduce volatility the unemployment rate is presented as an average for the last four quarters.

Vehicle Sales

Car and commercial vehicle sales data are sourced from New Zealand Transport Authority. Sales are based on new registrations which include the first time registration of new vehicles and used vehicles imported from overseas.

Large events in the Manawatu region during the year ended June 2020									
Events funded by council									
Dates	Event	Venue	Brief description of event	Increase in regional income	Participants/ spectators		Visitor nights	Council financial contribution	
					Local	Visitors			
03-07 Jul 2019	Manawatu Gang Show presents Show Time!	Regent Theatre	Variety show at the Regent staged by the Scouts and Guides of the Manawatu. Estimated 147 participants + 986 audience					3,000	
9 July 2019	Unity Singers Choir Annual Variety Concert	Regent Theatre	Our annual commitment is to stage a two hour variety concert at the Regent Theatre Palmerston North on the 9 June 2019. Estimate 200 participants + 900 audience					3,000	
7-10 July 202019	Yonex NZ Jr Badminton Championships	CET Arena	NZ's largest annual badminton competition where 18 as sociations represented by 61 teams compete for four National titles.	\$954,668	170	636	586	\$25,000	
10-12 July 2019	National Ngā Manu Kōrero Speech Competition 2019	Regent Theatre	Ngā Manu Kōrero Competition was initiated in 1965 to encourage Māori secondary school students to develop their oratory skills in the English language. Later in 1977 the Māori language section was added to encourage proficiency in both languages. This is the 2nd Largest Māori event on the Secondary School calendar. Estimate 1700 attendees.					10,000	
2 September - 6 October 2019	Jenny Hair Tournament & Hatch Cup	Twin Turfs, 6 Manawaroa St, PN	Jenny Hair is a Secondary Schools Girls' Tournament that serves as a stepping stone to the "Federation Cup". Hatch Cup is a 6 day boys' tournament that is celebrating its first century!	\$2,113,540	234	1,082	882	\$8,000	
September - 5 October 2019	Basketball NZ Schick and 'A' Tournaments	CET Arena	Schick Secondary Schools National Championships and "A" Tournament bring 100+ teams from across NZ	\$4,377,241	172	2,280	1,518	\$45,000	
5 October 2019	Athletics NZ Road Relay Championships	Feilding Moa Harriers, Feilding	Road Relay race that showcases the Manawatu region across 67 Km of town and country roads.	\$431,503	350	850	850	\$5,000	
6-8 September 2019	NZ Barbarians National 1st XV Championships	Massey University/Manawatu Rugby	The NZBNC, better known as 'top four' is the pinnacle rugby event in the NZ Secondary Schools' calendar that combines the Boys' and Girls' competitions in one event.	\$521,492	652	670	270	\$25,000	
28-30 September 2019	National Secondary Schools Road Championship	Colyton School / Manfield	Participation and competition for all school age people (years 7 to 13) in NZ to create cycling opportunities for school aged participants.	\$1,539,595	650	1,850	850	\$7,500	
27 Sept 2019 - 03 Oct 2019	Annual Dance Festival Competition	Regent Theatre	Dance competition for Ballet, Jazz and Tap solos, duos, trios and groups. Competitors come from throughout the North Island as well as some South Islanders. We have up to 20 different Dance Studios participating and they come from the Lower and Central North Island area. Estimate 700 participants + 900 audience.					1,500	

Dates	Event	Venue	Brief description of event	Increase in regional income	Participants/ spectators		Visitor nights	Council financial contribution
					Local	Visitors		
15-16 Oct 2019	Art Trail Manawatu 2019	Various studios in PN and the Manawatu & Square Edge	Its about promotion, marketing and professional practices for the artists as well as bringing people into the Manawatu area. Estimated attendance 177 participants and 24,860 audience					3,000
17 to 19 October 2019	National Young Performer Awards	The Regent, The Globe, Spliers Theatre	The National Young Performer Awards is a multi-discipline award representing eight of the art-forms traditionally covered in the competitions movement and is the pinnacle of achievement for many of competitors giving them a unique opportunity to perform at national level.	\$484,125	163	2,169	3	\$15,000
25 October 2019	Diwali in The Square	The Square	Attendance estimate 1500. 'Celebrate Diwali, the Festival of Lights, in The Square for the first time in 2019! Cultural performances, community stalls, food trucks, rangoli and a light projection display'					2,000
15 Nov- 23 Nov 2019	Palmerston North Comedy Festival 2019	Globe Theatre	A stand-up comedy festival across a week at the Globe Theatre with both local and national New Zealand comedians. Estimate 45 participants + 810 audience					4,000
30 November 2019	Centenary Messiah in the Regent	Regent Theatre	In the centenary year of the Palmerston North Choral Society, a special performance of the Messiah in the Regent Theater on Saturday 30 November 2019. The society has engaged the Manawatu Sinfonia and several top quality soloists to join the society for the Centenary Performance. Estimated 102 participants + 690 audience					2,000
19-22 December 2019	CD U15 Girls Cricket Tournament	Ongley, Manawaroa, Fitzherbert Oval	Central Districts associations Under 15 girls' cricket tournament	\$272,844	112	237	117	\$10,000
15-19 Jan and 15-16 Feb 2020	2020 Youth Softball Tournaments	Colquhoun Park	A pair of tournaments in preparation for the U-18 Men's Softball World Cup that included local, domestic and international teams.	\$1,759,616	1,563	1,075	375	\$12,700
24 to 25 January 2020	Gravel & Tar featuring Slicks & Stones	Manawatu	A cycling festival comprising a number of events for professionals and amateurs alike. The 2020 Gravel and Tar Classic UCI 1.2 race is an international elite men's cycling race, and has the reputation as the hardest single day road race in the Oceania region. The Gravel and Tar La Femme UCI 1.2 is the women's equivalent race. The Slicks and Stones event is for junior, masters and 'weekend warrior' riders.	Not captured	160	100	5	\$30,000
25 January 2020	Happy Lunar New Year Festival	The Square	Attendance estimate 1000. 'Celebrate the Lunar New Year with Palmerston North City Libraries and our local Chinese Community.					5,000
7-9 February 2020	2020 National Racketlon Tournament	Massey Rec Centre	NZ's premiere event that combines the four main racket codes and targets both, secondary school, senior and masters players in one tournament!	\$53,453	85	50	45	\$2,500
15 to 16 February 2020	NZ Grand Prix	Manfeild	Round 5 of Toyota Racing Series incorporating the NZ Grand Prix Racing over Saturday and Sunday, with test days on Thursday and Friday prior. A number of classes including NZV8, Toyota Racing Series, Suzuki Swift, Mini, Production Racing, Formula Ford and others.	\$1,515,331	7,741	2,942	2	\$60,000

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Dates	Event	Venue	Brief description of event	Increase in regional income	Participants/ spectators		Visitor nights	Council financial contribution
					Local	Visitors		
22 February 2020	Massey Netball Men's Tournament	Massey Rec Centre	First netball event in the region that caters to men, 16 years of age or older.	\$31,434	155	64	44	\$1,000
22 Feb - 2 March 2020	U18 Men's Softball World Cup	Colquhoun Park	Most important tournament of the year at an international level for male players U-18	\$2,741,864	2,000	480	520	\$105,000
26 Feb - 8 March 2020	NZ Super 6's Golf Tournament	Manawatu Golf Club / Orlando Country Club	Supporting the development pathway of NZ golfers who aspire to win on the world stage, with a special opportunity to promote the sport to girls and women.	\$505,391	270	331	281	\$12,500
27 February 2020 - 7 March 2020	Summer Shakespeare	Victoria Esplanade Rose Garden	Annual performance by Manawatu Summer Shakespeare, producing high quality, vibrant, outdoor Shakespeare productions to Palmerston North involving the Palmerston North Visiting Artist scheme bringing highly skilled and award-winning directors from national and international locations. Estimate 1300 attendees.					7,000
29 February 2020	Tangata Rau Festival 2020	Regent Theatre	Senior regional kapa haka qualifier for Te Mataitini national kapa haka competition. Estimate 2200 attendees					10,000
29 February 2020	2020 Ethnic & Ethsports Tournament	CET Arena	This event engages participants (especially women and children) that for cultural reasons have restricted access to physical activity participation.	Community	1,000	0	0	\$4,500
3-6 March 2020	Golden Oldies Bowls Tournament	Bowls PN, 24 Linton St. PN	Tournament that brings together 250+ senior (over 60 years old) bowls player from across NZ	\$311,179	212	344	194	\$1,500
7 March 2020	Festival of Cultures - World Fair	The Square	The International Festival of Cultures is an annual headline event that celebrates diversity in the community and encourages both celebration and connection through music, film, performance, cultural dress, craft, and food.	Community	18,000			\$110,000
14 to 15 March 2020	Ford Ranger NZ Rural Games	The Square	The Ford Ranger New Zealand Rural Games is New Zealand's premier celebration of rural sports. A great family weekend of traditional sports, entertainment and heaps of opportunities to have a go.	Not captured	40,000			\$50,000
28 March 2020	Festival of Racing	Awapuni	The three-day racing festival promotes thoroughbred racing within the Manawatu, Marton, Rangitikei, Feilding, Otaaki and Wellington Regions, and combines the disciplines of Harness Racing, Greyhound Racing and Horse Racing along with a family-focused festival launch in The Square. Ran without crowds due to COVID	Not captured				\$25,000
Totals				\$17,613,276	73,689	15,160	6,542	\$ 605,700

Unfunded events held at CET Arena	Increase in regional income
NZME Manawatu Home & Lifestyle Expo	\$500,000
Basketball NZ - National Basketball qualifications (zone)	\$60,000
Kind Hearts in Schools Conference	\$60,000
Rose City Ballroom Dancing	\$60,000
King in the Ring Boxing	\$150,000
Archery Nationals	\$40,000
Ultimate Frisbee Nationals	\$40,000
Central Southern Muslim Association	\$100,000
Roller Derby Nationals	\$80,000
NZME Food & Wine Show	\$100,000
Katchafire/ The Black Seeds Concert	\$150,000
Amplify Rock Concert	\$150,000
ENZED Superstock Team Champs -February 2020	\$3,564,863
Vodafone Warriors	\$800,000
Show Your Ability Expo	\$40,000
Speedway 16 Meetings outside of Teams Champs	\$15,000,000
Mitre 10 Cup x 5 games	\$250,000
Total for unfunded events	\$21,144,863

Events in Manawātū District during the year ended June 2020			
Dates	Event	Venue	Brief description of event
7th July	Manawatu Concert Band	Feilding Civic Centre	Music performance for the entire family
12-14th July	Manawatu Art Expo	Convention Centre	Largest Art Expo between Wellington & Auckland
5th July	Night at the Musuem Cocktail Event	Coachhouse Museum	Music,Davey Hughes , Ukulele Orchestra supporting Manwatu Athletes with disabilities
6th-19th July	Fantasy in Lights	Coachhouse Museum	Sparkling light display admist old coaches
6th July	Ceilidh Dance	Caledonian Hall	Old time dancing
3rd Aug	PN Hot Rod Club Swap Meet	Manfeild	Swap Meet & Hot Rod Display
3rd Aug	Winter Hootenanny	Samson Community Hall	Celtic Spirit in conjunction with the Thistle Highland & Scottish Country Dancers
10th Aug	Last Apiti Casino Night	Apiti Hall	Fundraiser for Apiti School
4th Sept	Pause the Pokies Make time for Whanau	Feilding Civic Centre	Free, fun family event
7th Sept	People's Choice Awards	Feilding Civic Centre	An evening of celebration of our successes in Feilding & the district
19th Sept	Rongotea Horticultural Society Spring Show	Te Kawanu Memorial Recreation Centre	Spring Show exhibiting flowers, plants, arts & crafts and baking
18th Sept	Let's Chalk about Mental Health	Manchester Square	Come chalk positive messages of hope, growth, love, support, understanding, help of awareness around mental health
20th Sept	Memory Walk	CBD of Feilding	A walk to remember! A walk for Dementia!
28th Sept	Colyton Ball - Back to the 80's	Colyton Hall	Fundraiser - Twisted band performing hits from the 80's & more
1st Oct-30th Nov	Heritage Park Rhododendron Garden	Kimbolton	Spring season flowering spectacular
5th Oct	Manawatu Vintage Car Club Annual Swap Meet	Manfeild	Buy, sell and exchanged of vintage cart pars, tools, books, hardware
11th Oct	Feilding Rural Day	Feilding Town Square	A fun rural day out for the family, fun time activities, annual gumboot relay etc
12th Oct	Spring Hootenanny	Samson Community Hall	Celtic Spirit in conjunction with the Thistle Highland & Scottish Country Dancers
29th Oct	Manchester House Presents Alfred Ngara MP	Strong Room	An innovative, progressive, exciting community approach to address sign and seeking active, comprehensive and forward thinking solutions to social issues affecting business, schools and families within the community
2-9th Nov	Kimbolton's got Talent	Kimbolton Hall	Talented show with a difference, school children up to 18years
2nd Nov	Ceilidh Dance	Caledonian Hall	Scottish social & old time dancing
3rd Nov	Piping for Prostate	Feilding Civic Centre	Fundraiser for prostate cancer support the Manawatu
9th Nov	Manawatu West Coast A&P Show	Manfeild	Full A&P Show with animals, entertainment and activities
10th Nov	Feilding Brass Presents "Sing and Toot"	Feilding Civic Centre	Brass Band Concert featuring Ena Ferry
11th Nov	Armistice Day Muster	Cenclaph Manchester Square	A gathering to celebrate the cessation of hostilities ending world war one
11th - 13th Nov	Feilding Craft Market	Manfeild	Largest indoor Xmas Market
17th Nov	Rongotea Christmas Parade	Rongotea	Rongotea Lions - district parade features playcentre bikeathon, school floats, colouring competition, bands, vintage machinery and stalls.

Dates	Event	Venue	Brief description of event
6th Dec	Feilding IA & P Annual Show	Manfeild	Equestrian Events
8th Dec	Christams Variety Concert	Coachhouse Museum	Tenors & Divas and the Decibelles and Carnock School Choir
10th Dec	Feilding Stud Ram & Ewe Fair	Manfeild	Stud Ram & Ewe Fair. Far north as Warkworth and far south as Gore!
15th Dec	Feilding Christams Parade & Carnival	Feilding Town Square	Stalls, live entertainment
22nd Dec	Carols by Candlelight	Feilding Civic Centre	Annual Carols by Candlelight Concert
19 & 20th Jan	Manawatu Art & Garden Trail	Manawatu	Run by Feilding Art Centre showcasing beautiful gardens in the Manawatu
26th Jan	Ashhurst & Pohangina Lions Small Holders' Auction	Ashhurst	1000s of items for the home, farm and garden up for grabs, plus ducks, chooks, sheep and small animals.
6th Feb	Rongotea Lions Monster Gala	Rongotea Sports Ground	Monster indoor and outdoor auctions, with a huge book and toy sale, family entertainment, stalls and Top School competition
3rd March	Apiti Family Mountain Bike Ride	Apiti Tavern	Cross country ride for the adult & experienced riders. Children's ride, bouncy castle for the young children to play area etc. Craft stalls, live music provided by one of the local radio stations
15th March	A Day in The Bay Train Feilding Steam Rail	Napier	Feilding Steam Train Excursion
30th June	MDC BA5	Murray's Irish Bar	Informal get together post COVID19 to reconnect, share experiences discuss the challenges we face

MEMORANDUM

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: Report on the updating of sector profiles

PRESENTED BY: Julie Macdonald, Strategy and Policy Manager

APPROVED BY: David Murphy, Acting General Manager - Strategy and Planning

RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the report entitled 'Report on the updating of sector profiles' for the Construction, Education, Government, Healthcare and Social Assistance, Logistics and Manufacturing sectors, presented to the Economic Development Committee on 7 October 2020, be received.
2. That the Economic Development Committee endorse the sector profiles contained in the report entitled 'Report on the updating of sector profiles', presented on 7 October 2020, for publication.

1. BACKGROUND

- 1.1 This report presents a summary of progress on updating sector profiles for key sectors in the Manawātū region. The first profile was published in 2009 on the Defence sector, and over the following five years profiles were produced for all key sectors in the region.
- 1.2 The sector profiles were developed to highlight sectors that have the greatest potential to attract economic growth to the region rather than simply responding to growth in the region. The Construction sector was added to the list because of its size and the growth that was expected to occur as a result of increased housing investment and increased central and local government capital investment.

2. PROGRESS ON UPDATES

- 1.1. Updates to profiles which have been completed since March are:
 - 1.1.1. Construction Executive Summary profile
 - 1.1.2. Education Executive Summary and full profiles

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- 1.1.3. Government Executive Summary profile
- 1.1.4. Healthcare and Social Assistance Executive Summary profile
- 1.1.5. Logistics Executive Summary profile
- 1.1.6. Manufacturing Executive Summary profile
- 1.2. The Non-Profit sector profile and Executive Summary is being prepared for publication.
- 1.3. Priorities for the next quarter are:
 - 1.3.1. Non-Profit
 - 1.3.2. Research and Development
 - 1.3.3. Defence
- 1.4. CEDA has suggested there would be value in developing a larger profile for the Construction sector, researching current skills/qualifications levels in the sector, median salaries within each component of the sector, and long-term skills shortages/gaps in the sector. More research is needed on what data is available.
- 1.5. Priorities for profile updates in 2021 are the Tourism and Retail Health Check profiles and updates to the full profiles for the Logistics and Healthcare and Social Assistance sectors.

3. COMPLIANCE AND ADMINISTRATION








Does the Committee have delegated authority to decide? If Yes quote relevant clause(s) from Delegations Manual 166	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes
Are the recommendations inconsistent with any of Council's policies or plans?	No
The recommendations contribute to Goal 1: An Innovative and Growing City	
The recommendations contribute to the outcomes of the Economic Development Strategy	

The recommendations contribute to the achievement of action/actions in the Economic Development Plan

The action is: Attract investment expansion and new businesses

Contribution to strategic direction and to social, economic, environmental and cultural well-being	Reporting on economic trends in the city and Manawātū region, and the longer-term outlook for growth, is important for encouraging local businesses to invest in growing their business and attracting new businesses to the city.
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ATTACHMENTS

1. Executive Summary - Construction Sector profile [↓](#) 
2. Executive Summary - Education Sector profile [↓](#) 
3. Education Sector profile 2020 [↓](#) 
4. Executive Summary - Government Sector profile [↓](#) 
5. Executive Summary - Healthcare and Social Assistance Sector profile [↓](#) 
6. Executive Summary - Logistics Sector profile [↓](#) 
7. Executive Summary - Manufacturing Sector profile [↓](#) 



MANAWATŪ REGION CONSTRUCTION SECTOR EXECUTIVE SUMMARY

June 2020

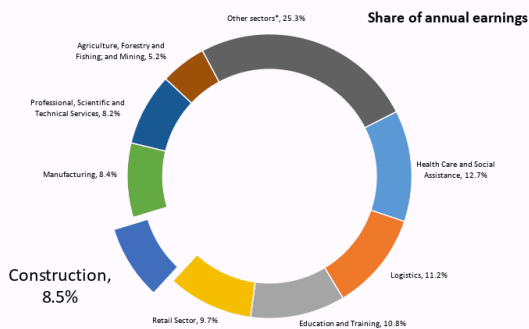


Overview

The construction sector is a major source of employment in the Manawātū region, with 4,500 employees recorded by Statistics New Zealand in February 2019, or 7.5% of total employees in the region.

Infometrics estimates the total workforce in the construction sector in 2019 was 5,250 people, due to the high number of self-employed people in the sector compared with other sectors. That increased its contribution to 7.9% of the total workforce.

Total earnings from salaries, wages and self-employment income in the sector in the year ended March 2018 in the Manawātū region were \$295 million, 8.5% of total earnings in the region. This is higher than its workforce share because the sector has a high proportion of full-time employment compared with other sectors. Census 2013 data shows that 89% of employees in the construction sector were full-time compared with 77% of all employees in the region.



* Other sectors includes: Public administration and safety services; Electricity, gas, water and waste services; Information media and telecommunications; Financial and insurance services; Rental, hiring and real estate services; Administrative and support services; Arts and recreation services; Other services

Infometrics' projections for workforce growth in the sector suggest the total workforce will reach 7,411 by 2033, an increase of 30% from 2019, with an additional 1,600 people working in the sector. The overall workforce in the region is projected to increase by 21% over this time.

There were 1,191 businesses in the sector in 2019, an increase of 38% (33 more businesses) since 2000. Businesses with 50 or more employees accounted for 27% of total jobs in the sector in 2019, while there were 609 business with no employees, accounting for 51% of businesses in the sector.

The contribution to GDP by the construction sector is estimated to have been \$377 million in the region in the year to March 2019 (or 6.2% of regional GDP). GDP in the sector increased by 67% between 2000 and 2019, an average annual growth rate of 2.7%. The fastest rate of growth was in construction services, where GDP grew by 81% between 2000 and 2019.

Palmerston North construction sector GDP was \$306 million in the year to March 2019, increasing by 64% from 2000. Palmerston North accounts for 81% of total construction sector GDP in the region due to the location in the city of major companies engaged in heavy and civil engineering construction. Manawātū District construction sector GDP was \$71 million in 2019, increasing by 80% from 2000. The district's construction sector GDP growth has been supported by higher growth in building construction and construction services. The rate of population growth in the district has been higher than for the city since 2005, supporting stronger growth in activity in these two sectors.

Components of the construction sector

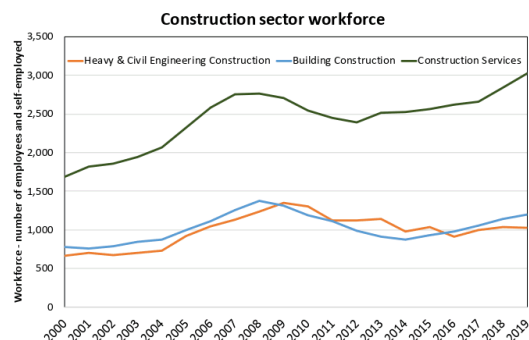
The sector experienced strong employment growth over the period from 2000 to 2008, with the number of jobs in construction increasing by 77% over this period. The Global Financial Crisis (GFC), however impacted more on the construction sector than on other sectors, as access to finance for home building and commercial construction projects became more difficult. As a consequence of this impact and of administrative changes by Statistics

New Zealand (see below), the number of employees in the construction sector declined by 1,110 jobs between February 2008 and February 2012, a decline of 25%, to 3,260 employees. Total employee numbers in the region declined by just 3% over this period.

However, despite the impact of the GFC, the sector still experienced the strongest growth rate in job numbers in the region between 2000 and 2019, with an 86% increase

in employee numbers over this period (an additional 2,080 jobs). This growth was significantly stronger than the 32% increase in total employment in the region over this period. National construction sector employment increased by 136% between 2000 and 2019, with an increase of 103,100 jobs over this period, a much stronger increase than the 43% increase in overall national jobs.

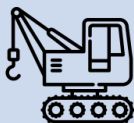
Statistics New Zealand employment data for the construction sector is grouped into three broad headings (note: the employment data is based on the classification of the predominant activity of each business). Each of these is discussed on the following below.



Building Construction

The building construction component of the construction sector had 870 employees in February 2019, with a 93% increase in employee numbers (420 jobs created) since 2000. The total workforce was 1,200 in 2019, with 870 employees and 230 self-employed in the sector. Most of these employees (630) were in residential construction and the remaining 240 in non-residential construction. Employment declined sharply following the 2008/09 GFC, and by 2014 there were 490 fewer jobs than in 2008, a decline of 46%.

Total workforce growth has been slower than the increase in the number of employees due to a decline in the self-employed in the sector from 323 in 2000 to 230 in 2019. Most employment in the residential building sector is concentrated in small businesses. In February 2019 198 businesses had no employees, accounting for 55% of the 357 businesses in the sector. The number of businesses increased from 237 in 2000 to 357 in February 2019, an increase of 51%.



Heavy and Civil Engineering Construction

The heavy and civil engineering construction sector also experienced employment growth between 2000 and 2019, with 300 jobs created over this period, an increase of 39% from 2000. There were 1,070 heavy and civil engineering construction employees in the region in February 2019.

In February 2011 Statistics New Zealand changed its treatment of employment data for Higgins, reflecting the company's transition from a business primarily based in the Manawātū to a national business with significant activity in other regions. Until 2010 all Higgins employees were classified as being based in Palmerston North but since 2011 employees have been recorded in the regional location where they are based. It is difficult to isolate the impact of the administrative change from other changes in employment in the road and bridge construction section but Manawātū region jobs in this sector declined from 710 jobs in February 2010 to 365 jobs in February 2011, a decline of 345 jobs. The number of businesses has remained stable in the sector, with 45 businesses recorded in February 2019 (18 businesses had no employees).



Construction Services

The construction services sector is the largest component of the construction sector, with 2,530 employees in February 2019 and an additional 497 self-employed people, giving a total workforce of 3,027. Employment increased by 1,330 jobs between 2000 and 2019, a 111% increase. There was minimal growth in self-employment, with an increase of just 10 self-employed people between 2000 and 2019.

There were 750 businesses in the construction services sector in February 2019, an increase of 38% from 2000. Nearly half of the 750 businesses in 2019 did not employ staff.

Employment in this sector is further broken down into five major components:

Land development and site preparation services – 230 employees in 2019.

Building structure services – includes concreting, bricklaying, roofing and structural steel erection services – 200 employees in 2019.

Building installation services – includes plumbing, electrical, air conditioning and heating, fire and security alarm installation and other installation services (such as insulation and curtains) – 1,340 employees in 2019.

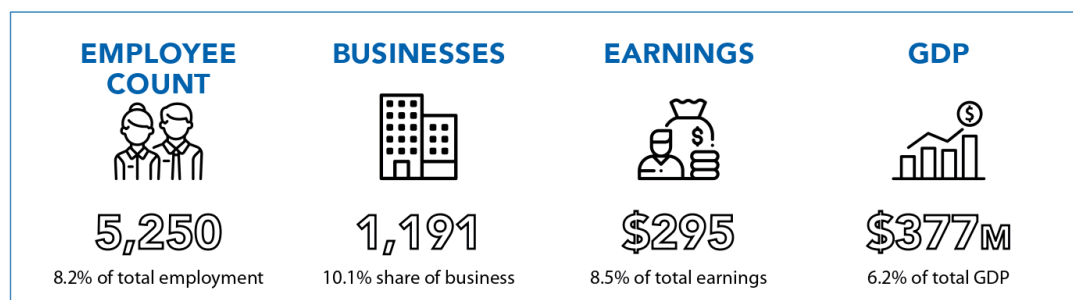
Building completion services – includes carpentry, plaster and ceiling services, tiling and carpeting, painting and decorating and glazing services – 450 employees in 2019.

Other construction services – includes landscape construction, hire of construction machinery with operators and other services not elsewhere classified – 305 employees in 2019.

Activities not included in the construction sector

Construction of prefabricated buildings (wooden and metal) is classified as a manufacturing activity rather than an activity in the construction sector. Activities which are strongly connected with construction activity in the region but which are also not included in the official classification for the construction sector include:

- Ready-mixed concrete manufacturing
- Concrete product manufacturing
- Clay brick manufacturing
- Structural metal product manufacturing, including offsite production of metal prefabricated buildings or building components
- Structural steel fabricating
- Architectural aluminium products – such as aluminium joinery
- Metal roof and guttering manufacture
- Timber resawing and dressing
- Wooden structural fitting and component manufacturing, such as roof trusses, wooden kitchen cabinets, windows and doors
- Architectural services
- Surveying and mapping services
- Engineering design and engineering consultancy services.



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Published by:
Strategy and Planning Unit



**MANAWATŪ REGION
EDUCATION SECTOR**
EXECUTIVE SUMMARY

June 2020



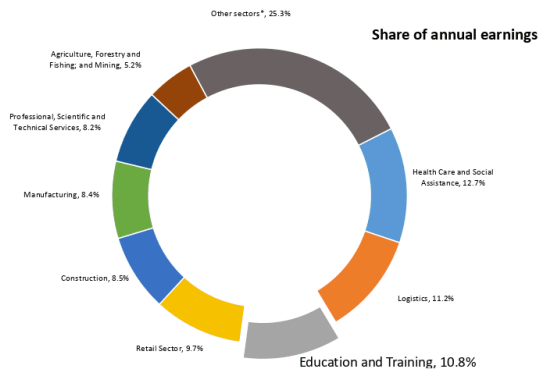
Overview

This purpose of these economic sector profiles for the Manawātū region is to describe the contribution of key sectors to the economic wellbeing of the region. Seven sectors are expected to contribute to a significant share of future growth in the number of jobs and incomes in the region over the next 25 years. They are healthcare, tourism, logistics, public administration (including defence), professional, scientific and technical service, construction and manufacturing.

The education and defence sectors are not likely to grow as fast as the key growth sectors, but they remain important sectors for the region economy. They play an important role in attracting businesses, families and young people to the region. The education and defence sectors are also relatively independent of national economic cycles, and operate in a counter cyclical role.

Education has long been recognised for its role in determining life opportunities and as being critical to New Zealand's economic prosperity. New Zealand's prospects in the global economy depend on its ability to adjust our education system to support economic growth. This means ensuring that the New Zealand workforce is equipped with the skills needed to be productive in an economy that will increasingly place a premium on skills.

The education system's research capability and international links can make a significant contribution to economic growth opportunities. The economic benefits that the education sector provides for the Manawātū region are, therefore, much broader than the number of staff employed in the sector or the spending by tertiary students who move to the region for their studies.



* Other sectors includes: Public administration and safety services; Electricity, gas, water and waste services; Information media and telecommunications; Financial and insurance services; Rental, hiring and real estate services; Administrative and support services; Arts and recreation services; Other services

In recent years, there have been significant improvements in educational outcomes. More children participate in early childhood education and a lower proportion of students leave school with low or no qualifications. Participation in both tertiary education and industry training has grown and the research output of tertiary institutions has improved.

The direct contribution of the education sector to the Manawātū region economy is significant, accounting for \$374 million in earnings (salaries and wages and self-employment income) in the year to March 2018. This means it is the fourth largest sector in the region, accounting for 10.8% of total earnings. While the sector has not grown as fast as the overall regional economy over the period from 2000 to 2018, it still accounted for nearly 8% of total earnings growth over this period (an increase of \$149 million).

Education is also the fourth largest sector for the number of employees. The sector had 6,820 employees in February 2019, accounting for 11.3% of jobs in the region. There was an increase of 1,240 employees between 2000 and 2019, an increase of 22%. The number of jobs in the sector is expected to increase to 8,280 by 2033, an increase of 1,500 jobs (a 22% increase).

Infometrics estimates for the contribution of the sector to regional economic activity or gross domestic product (GDP) suggest it had a direct economic contribution of \$396 million in the year ended March 2019. This estimate doesn't include the impact of tertiary student spending in the region, which is estimated to have contributed a further \$96 to \$105 million to GDP in the region in 2019. This suggests the education sector has a total economic impact of \$492 to \$501 million.

There were 279 businesses/organisations operating in the sector in February 2019, a 2.4% share of total businesses/organisations in the region. This share is much lower than the sector's share of jobs and earnings because employment is concentrated in large organisations.



Early childhood education

In February 2019 there were 775 people employed in early childhood education (ECE) in the Manawātū region, an increase of 210% since 2000. A further 470 people were employed in childcare services (classified as part of the health care and social assistance sector) in the Manawātū region, an increase of 81% from February 2000.

Participation rates for early childhood education are high, with 98.6% of year 1 primary school students in Palmerston North in June 2019 having attended an early childhood education service in the six months prior to starting school, while the rate was 97.7% in Manawātū district. The New Zealand average for early childhood education participation was 97.0%.

Data for average weekly hours attended by children in licensed early childhood education services shows lower average hours in Manawātū District (18.1 hours) than in Palmerston North (22.3 hours) but both have experienced strong growth in average hours since 2000. The average hours recorded for Palmerston North is slightly higher than the national average (21.6 hours).



Primary education

In February 2019 there were 1,390 people employed in primary education in the Manawātū region, an increase of 9% since 2000. Employment declined by 8% between 2000 and 2019 in Manawātū District, but increased by 17% in Palmerston North. Total employee numbers for New Zealand increased by 13%. Primary school roll growth in the region has been higher than the national growth rate for the past four years.



Secondary education

In February 2019 there were 1,310 people employed in secondary education in the Manawātū region, an increase of 42% from 2000. The strongest employment growth was in Manawātū District, with an increase of 50% between 2000 and 2019, while Palmerston North increased by 41% and New Zealand secondary school employment increased by 37%.

Secondary school enrolments increased by 10% in the Manawātū Region between 2000 and 2019, while total New Zealand enrolments increased by 17%. One factor contributing to growth in secondary school enrolments was higher retention levels in years 12 and 13 as a result of the increase in unemployment following the global financial crisis.

Palmerston North has experienced strong growth in school leaver numbers, which increased by 22% between 2009 and 2018, an indicator of both the strong school roll growth occurring in the city and strong economic growth. New Zealand school leaver numbers increased by 7% over the same time period.



School leaver educational attainment levels

Secondary school achievement levels in the Manawātū region are better than the national average, with fewer students leaving school without any qualification. The main contributor to the stronger results for the region is stronger achievement levels for Māori and Pasifika students compared with the national averages for these ethnic groups.



Tertiary education

The tertiary education sector encompasses higher education, private tertiary education organisations, industry training organisations, adult and community education (such as night school classes), and dance and drama schools. The major institutions in the higher education sector are Massey University, Universal College of Learning (UCOL), Te Wānanga o Aotearoa and Institute of the Pacific United (IPU).

In February 2019 there were 2,875 people employed in tertiary education in the Manawātū region, a decline of 1% since 2000. The region accounted for 6.5% of national employment in tertiary education in 2019 compared with 8.8% in 2000. Employment in the tertiary education sector is dominated by

dominated by higher education sector employment in Palmerston North, which accounts for 39% of total education sector employment in the region.

There is a significant economic benefit to the region as a result of spending by students based at these institutions. Estimates, based on the 2017 survey by the New Zealand Union of Students Association, suggest that annual student expenditure in the region in 2019 was between \$138 million and \$150 million.

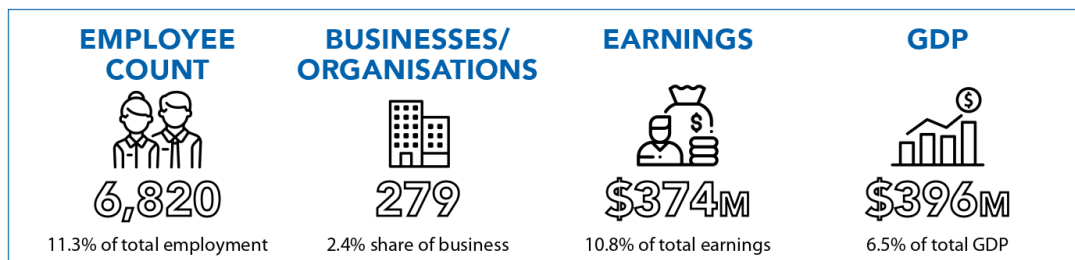
The supply of jobs for students also contributes to economic activity through part-time employment in a wide range of service industries in the City and is an important aspect in meeting labour market demand in a range of industry sectors. Employment is mostly concentrated in retail trade, accommodation, cafes and restaurants, and administrative and support services (including call centres). The availability of a wide range of part-time work in the region is also important for the financial sustainability of students. There are strong linkages between tertiary education and the research, science and technology sector in the City and it is unlikely the region would have significant research activity if the region did not have a university.

Economic benefits

The education sector brings a broad range of economic benefits to the Manawātū region, which are much wider than the amount of economic activity the sector creates. Educational achievement has been shown to have a major influence on income, social mobility, quality of life and other important life outcomes. The availability of a diverse range of tertiary study options is an important factor in attracting migrants to the region.

International students add to the diversity of the region, sustaining a higher level of net migration in the region than would occur otherwise. All of the university cities in New Zealand have more diverse ethnic populations than the cities without a university.

The strength of Massey University research is a key factor in the location in Palmerston North of three Crown Research Institutes (AgResearch Grasslands, Plant and Food Research and Landcare Research), the Fonterra Research Centre, the Riddet Institute, Hopkirk Research Centre, New Zealand Leather and Shoe Research Association, and Food HQ. These research centres bring additional significant employment to the region. Other major employers in the City have also cited the presence of the university in the City as one factor considered when deciding to base their organisation in the City.



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MANAWATŪ REGION EDUCATION SECTOR PROFILE

June 2020





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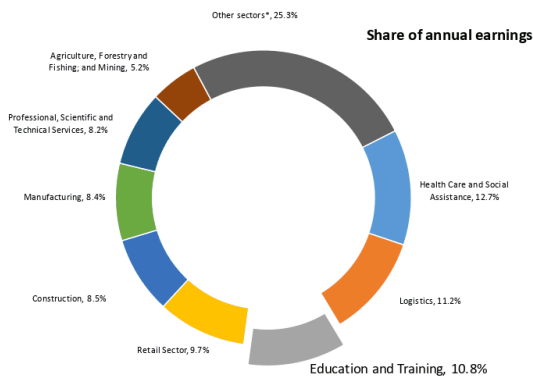
Executive summary

This purpose of these economic sector profiles for the Manawātū region is to describe the contribution of key sectors to the economic wellbeing of the region. Seven sectors are expected to contribute to a significant share of future growth in the number of jobs and incomes in the region over the next 25 years. They are healthcare, tourism, logistics, public administration (including defence), professional, scientific and technical service, construction and manufacturing.

The education and defence sectors are not likely to grow as fast as the key growth sectors, but they remain important sectors for the region economy. They play an important role in attracting businesses, families and young people to the region. The education and defence sectors are also relatively independent of national economic cycles, and operate in a counter cyclical role.

Education has long been recognised for its role in determining life opportunities and as being critical to New Zealand's economic prosperity. New Zealand's prospects in the global economy depend on its ability to adjust our education system to support economic growth. This means ensuring that the New Zealand workforce is equipped with the skills needed to be productive in an economy that will increasingly place a premium on skills.

The education system's research capability and international links can make a significant contribution to economic growth opportunities. The economic benefits that the education sector provides for the Manawātū region are, therefore, much broader than the number of staff employed in the sector or the spending by tertiary students who move to the region for their studies.



* Other sectors includes: Public administration and safety services; Electricity, gas, water and waste services; Information media and telecommunications; Financial and insurance services; Rental, hiring and real estate services; Administrative and support services; Arts and recreation services; Other services

In recent years, there have been significant improvements in educational outcomes. More children participate in early childhood education and a lower proportion of students leave school with low or no qualifications. Participation in both tertiary education and industry training has grown and the research output of tertiary institutions has improved.

The direct contribution of the education sector to the Manawātū region economy is significant, accounting for \$374 million in earnings (salaries and wages and self-employment income) in the year to March 2018. This means it is the fourth largest sector in the region, accounting for 10.8% of total earnings. While the sector has not grown as fast as the overall regional economy over the period from 2000 to 2018, it still accounted for nearly 8% of total earnings growth over this period (an increase of \$149 million).

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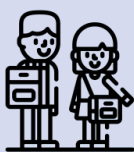


Early childhood education

In February 2019 there were 775 people employed in early childhood education (ECE) in the Manawātū region, an increase of 210% since 2000. A further 470 people were employed in childcare services (classified as part of the health care and social assistance sector) in the Manawātū region, an increase of 81% from February 2000.

Participation rates for early childhood education are high, with 98.6% of year 1 primary school students in Palmerston North in June 2019 having attended an early childhood education service in the six months prior to starting school, while the rate was 97.7% in Manawātū district. The New Zealand average for early childhood education participation was 97.0%.

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Palmerston North has experienced strong growth in school leaver numbers, which increased by 22% between 2009 and 2018, an indicator of both the strong school roll growth occurring in the city and strong economic growth. New Zealand school leaver numbers increased by 7% over the same time period.



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Secondary school achievement levels in the Manawātū region are better than the national average, with fewer students leaving school without any qualification. The main contributor to the stronger results for the region is stronger achievement levels for Māori and Pasifika students compared with the national averages for these ethnic groups.





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There is a significant economic benefit to the region as a result of spending by students based at these institutions. Estimates, based on the 2017 survey by the New Zealand Union of Students Association, suggest that annual student expenditure in the region in 2019 was between \$138 million and \$150 million.

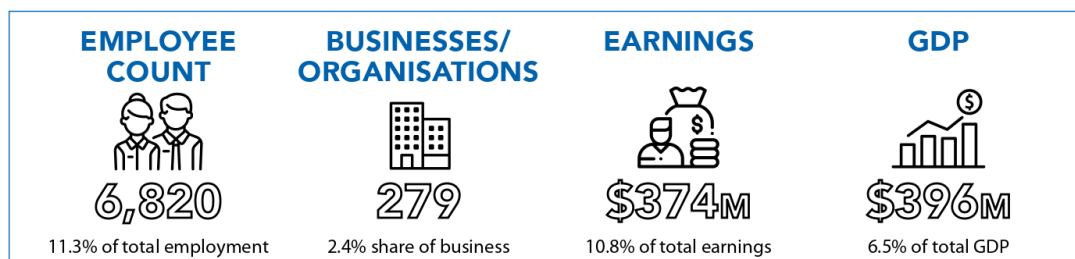
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Economic benefits

The education sector brings a broad range of economic benefits to the Manawātū region, which are much wider than the amount of economic activity the sector creates. Educational achievement has been shown to have a major influence on income, social mobility, quality of life and other important life outcomes. The availability of a diverse range of tertiary study options is an important factor in attracting migrants to the region.

International students add to the diversity of the region, sustaining a higher level of net migration in the region than would occur otherwise. All of the university cities in New Zealand have more diverse ethnic populations than the cities without a university.

The strength of Massey University research is a key factor in the location in Palmerston North of three Crown Research Institutes (AgResearch Grasslands, Plant and Food Research and Landcare Research), the Fonterra Research Centre, the Riddet Institute, Hopkirk Research Centre, New Zealand Leather and Shoe Research Association, and Food HQ. These research centres bring additional significant employment to the region. Other major employers in the City have also cited the presence of the university in the City as one factor considered when deciding to base their organisation in the City.





Introduction

Economic growth theory is based on the concept of a steady process of increasing the productive capacity of the economy, and hence increasing national income and the incomes of the individuals living in that country. One of the primary factors of production, 'labour', is the collective name economists give to the productive services embodied in human physical effort, skill, intellectual powers, ability and knowledge. Human capital development enhances productivity and economic growth. This includes both labour force development and skills training for business owners and entrepreneurs.

Education has long been recognised for its role in determining life opportunities and is recognised as being critical to New Zealand's economic prosperity. New Zealand's prospects in the global economy depend on our ability to adjust our education system to support economic growth. This means ensuring that our workforce is equipped with the skills needed to be productive in an economy that will increasingly place a premium on skills. The education system's research capability and international links can also make a significant contribution.

Educational achievement has a major influence on income, social mobility, quality of life and other important life outcomes. For New Zealand as a country, the success of the education system is a necessary condition for achieving productivity growth and international competitiveness. In recent years, there have been some significant improvements in education outcomes. The proportion of children participating in early childhood education has increased, qualifications of school leavers have increased, and a lower proportion of students leave school with low or no qualifications. Participation in both tertiary education and industry training has grown and the research output of tertiary institutions has improved.

The economic benefits the education sector provides for the Manawatu region are therefore much broader than the incomes of staff employed in the sector and the spending by tertiary level students who live in the region for their studies. A New Zealand Treasury report in 2004 "Healthy, wealthy and wise? A review of the wider benefits of education" identified a number of

wider benefits from education in addition to increased earnings. The link between education and income is clear, with the study noting that an additional year of education increases an individual's future wages by somewhere between 5% and 15%.

New Zealand based research studies have shown that better-educated people are:

1. less likely to have some types of mental disorders;
2. less likely to commit crimes and to have a criminal conviction;
3. less likely to be unemployed;
4. less likely to engage in risky sexual behaviour and have an early pregnancy; and
5. less likely to show early signs of some health problems.

The Treasury report grouped these benefits into individual benefits and wider social benefits. Individual benefits are those benefits which reward the individual for their investment of additional time in education. The wider social benefits are those which fall on all members of society, not just on the individuals who receive additional education. These were summarised into two groupings of earnings-related benefits and wider financial benefits.

Individual benefits	Higher wages	Healthier individuals
		Greater life satisfaction
Social benefits	Higher national income	Healthier population
		Better functioning society

¹Johnston, G. (2004). *Healthy, wealth and wise? A review of the wider benefits of education*. New Zealand Treasury Working Paper 04/04



Early childhood education

Overview

There has been a steady increase in the number of children enrolled in licensed early childhood education (ECE) services since 2000, and the average hours that children are enrolled for is also increasing. In the Manawātū region:

- the number of children in the 0 – 4 years age group is estimated to have increased from 7,150 children in 2001 to 7,840 in June 2019, an increase of 690 children (9.7%);
- Infometrics population projections suggest the 0 – 4 years population in the region will increase steadily over the next 33 years, reaching 9,585 by 2053, an increase of 1,878 children (24% increase) from 2018.
- there were 112 licensed early childhood education services in July 2019, an increase of 21 (23%) since 2000, and 25 playgroups, an increase of 10 (67%) since 2000;
- Enrolments in licensed early childhood education services were 5,267 in July 2019, an increase of 1,296 (30%) since 2000. There were a further 513 children enrolled in playgroups in the region, giving a total of 5,780 enrolments.
- The fastest growth in enrolments in licensed services was for the younger age groups.
- On average, children enrolled in licensed ECE services attended for 18.8 hours per week in Manawātū District, up from 12.1 hours in 2002, while in Palmerston North children enrolled in licensed early childhood education services attended for 22.3 hours per week, up from 16.8 hours in 2002. Average hours for New Zealand increased from 15.0 in 2002 to 21.6 hours in 2019;
- ECE participation in the six months prior to starting school in the region increased from 96.5% in June 2010 to 98.6% in June 2019. The national participation rate increased from 94.4% in June 2010 to 97.0% in June 2019.
- ECE participation rates for Māori (97.6%) and Pasifika (97.0%) children in the region are higher than the national averages of 95.6% and 93.1% respectively.

Education Counts (Ministry of Education) data for enrolments in licensed early childhood education services is based on the local authority in which each child was enrolled rather than where the child lives. The data shows high enrolment levels in Palmerston North compared with Manawātū District, with Palmerston North accounting for 80.9% of early childhood education enrolments in the Manawātū region compared with the City's 73.5% share of the region's population aged 0 – 4 years. A factor in the higher enrolment rate in Palmerston North is likely to be the high proportion of Manawātū District people who work in Palmerston North and also place their child in a service based in the City. Census 2018 identified that 15% of the city's workforce lives in another local authority.

The figures in the table below provide a headcount of enrolments. If a child is enrolled at more than one early childhood service, they will be counted more than once, resulting in enrolments exceeding the number of children in some age categories.

Table 1: Number of early childhood services and enrolments in the Manawātū region (as at 1 July)

Service Type	Number of services		Number of enrolments	
	2002	2019	2002	2019
Licensed Services	91	112	3,949	5,267
Education & Care	44	63	1,815	3,560
Home-based	4	13	135	588
Kindergarten	18	18	1,476	710
Kohanga Reo	10	8	213	176
Playcentre	14	10	310	233
Playgroups	15	25	312	513
Pacific Island Early Childhood Groups	1	0	15	0
Playgroups-General	14	25	297	513
Total	106	137	4,261	5,780

Source: Education Counts



Table 2: Enrolments in Manawātū region licensed early childhood services and playgroups

	Under 1	Age 1	Age 2	Age 3	Age 4	Age 5	Unknown	Total
July 2000								
Manawātū District	26	68	124	267	271	3		759
Palmerston North	82	326	484	1,146	1,150	24		3,212
Manawātū region	108	394	608	1,413	1,421	27	0	3,971
New Zealand	5,695	16,015	27,612	48,041	54,931	1,673		153,967
July 2018								
Manawātū District	58	163	249	319	349	8	10	1,156
Palmerston North	238	766	946	1,214	1,302	37	1	4,504
Manawātū region	296	929	1,195	1,533	1,651	45	11	5,660
New Zealand	11,962	32,793	46,868	59,853	61,765	3,056	796	217,093
2000-2018 increase								
Manawātū District	123%	140%	101%	19%	29%	167%		52%
Palmerston North	190%	135%	95%	6%	13%	54%		40%
Manawātū region	174%	136%	97%	8%	16%	67%		43%
New Zealand	110%	105%	70%	25%	12%	83%		41%

Source: Education Counts

The average number of hours recorded for Palmerston North is higher than the national average of 21.6 hours and this may also be associated with the high commuter workforce in the City.

In the year ended June 2019, 97.5% of Manawātū District primary school students had attended early childhood education services in the six months prior to starting school, compared with 98.9% of students in Palmerston North. This overall participation rate for New Zealand was 97.0%.

Participation rates for Māori students have traditionally been lower than the overall average but the gap has been closing. In the year to June 2010 94.3% of Māori students in the region had attended early childhood education services

prior to starting school, but by June 2019 this had increased to 97.6%. The participation rate for Palmerston North Māori students increased from 95.3% in 2010 to 98.0% in 2019, Manawātū District increased from 90.9% to 96.3%, while national participation increased from 94.5% to 97.0%.

Participation rates for Pasifika students in Palmerston North have remained high across the nine years for which data has been published, with a participation rate of 98.6% in 2010 and 98.4% in 2019. The participation rate in the City has been much higher than the average for New Zealand, which has improved from 85.9% in 2010 to 93.1% in 2019. Participation data is not published for Manawātū District due to its small number of Pasifika students.

Languages spoken

Use of other languages in early childhood education centres in the region has increased as centres have responded to the increased diversity of their students. Languages added between 2002 and 2019 were; Fijian, Hebrew, Hindi, Malayalam, Nepalese, Panjabi, Russian and Telugu. Irish and Korean were the only languages being used in 2002 that were not being used in 2019.

Table 3: Languages used in 2019 in ECE centres in the Manawatū region (number of services = 137)

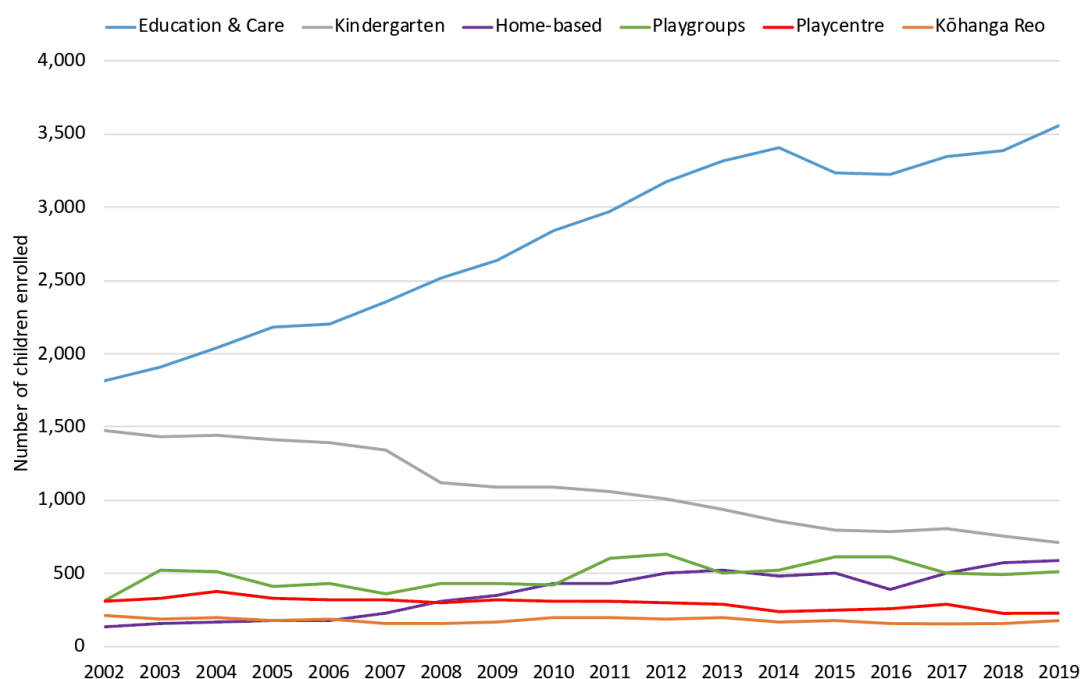
Language	1-11%	12-20%	21-50%	51-80%	81-100%
Afrikaans	2				
English	2		1	27	74
Fijian	3				
French	1				
German	3				
Japanese	3				
Malayalam	2				
Māori	65	27	9		8
Nepalese	1				
New Zealand Sign Language	9	1			
Northern Chinese	7				
Other Miscellaneous Languages	1				
Panjabi	1				
Russian	2				
Samoan	8		1		1
Sign Language not further defined	11				
Spanish	1				
Tongan	1		1		1
Total	123	28	12	27	84

Source: Education Counts

Type of service

Education and care services accounted for 46% of enrolments in the region in 2002 but by 2019 their share had increased to 68%. Home-based services also experienced strong growth, with their share of enrolments increasing from 3% in 2002 to 13% in 2019. In contrast,

enrolments at kindergartens have decreased, declining from 37% of total enrolments in 2002 to 13% by 2019. Kōhanga Reo enrolments have also declined, with a greater proportion of Māori children attending education and care and home-based services.

Figure 1: Number of enrolments in licensed ECE services in the Manawātū region

Source: Education Counts

Preschool employment

Statistics New Zealand employment data differentiates between preschool education employment (classified as part of the education sector) and child care services (classified as part of the health care and social assistance sector). In February 2019 there were 775 people employed in preschool education in the Manawātū region, an increase of 210% since February 2000. There were a further 470 people employed in child care services in the Manawātū

region, an increase of 81% from February 2000.

The strongest rate of growth in preschool education employment has occurred in Manawātū District, where employment increased from 59 jobs in February 2000 to 195 jobs in February 2019, an increase of 230%. Preschool employment in Palmerston North increased from 450 jobs in February 2000 to 1,050 jobs in 2019, an increase of 133%.



Primary and secondary school education



Primary education

In February 2019 there were 1,390 people employed in primary education in the Manawātū region, an increase of 9% since 2000. Employment declined by 8% in Manawātū District and increased by 17% in Palmerston North over this period.

Palmerston North school rolls for years 1 – 8 declined by 5.6% between 2000 and 2010 but increased by 14% between 2010 and 2019. Manawātū District also experienced a decline in school rolls between 2000 and 2010 but rolls began to increase in 2011. Roll growth in the region has been higher than the national growth rate for the past three years.

The increase in primary school rolls is due to an increase in the number of births in the region since 2002 and increased net migration. One contributor to increasing migration has been the number of former refugees being settled in the region. Settlement of former refugees in Palmerston North began in 2004, with 60 former refugees arriving in the City on an annual basis. The annual intake had been growing but increased further following the Canterbury earthquakes. The number of refugees being settled in the region peaked at just over 170 in 2018 but will reduce to around 150 a year once refugee resettlement commences in Levin and Whanganui during 2020. There has also been

a significant decline in the number of people moving to Australia in response to a weaker employment prospects in Australia and changes in government policies applying to New Zealanders living in Australia. The decline in overseas departures to Australia has been mainly in the 0 – 40 years age group.

Long-term population projections produced by Infometrics for the region to 2053 suggest there will be continued growth in the number of births in the region over the period between 2018 and 2053 and continued net gains from migration. The projections suggest the:

- 0-4 years population will increase by 1,900 between 2018 and 2053, an increase of 24%,
- 5 – 9 years population will increase by 1,532 between 2018 and 2053, an increase of 19%,
- 10 – 14 years population will increase by 2,111 between 2018 and 2053, an increase of 27%.

Figure 2: Annual change in primary and intermediate school rolls





Secondary education

In February 2019 there were 1,310 people employed in secondary education in the Manawātū region. In contrast to primary education, secondary school employment increased strongly up to 2011, but declined between 2011 and 2013.

Employment has been growing since 2013 but is still below 2011 levels. The increase in employment to 2011 was supported, in part, by increased retention of students in years 12 and 13. This occurred in response to the impact of the global financial crisis in 2008/09, which resulted in an increase in unemployment, with high rates in the 15 – 19 and 20 – 24 years age groups. New Zealand year 12 and year 13 student numbers have been relatively stable since 2011 but have declined over the last two years.

School roll data for years 9 – 15 also shows a high share of national student numbers at schools based in the region, but this share has declined slightly over the last ten years. In 2000 the total secondary school roll in the region was 2.9% of the national school roll, well above the region's 2.5% share of the national population. This reflects the number of pupils from the wider region who travel into the City for school on a daily basis or board in the region during the school term.

Figure 3: Annual change in secondary school rolls

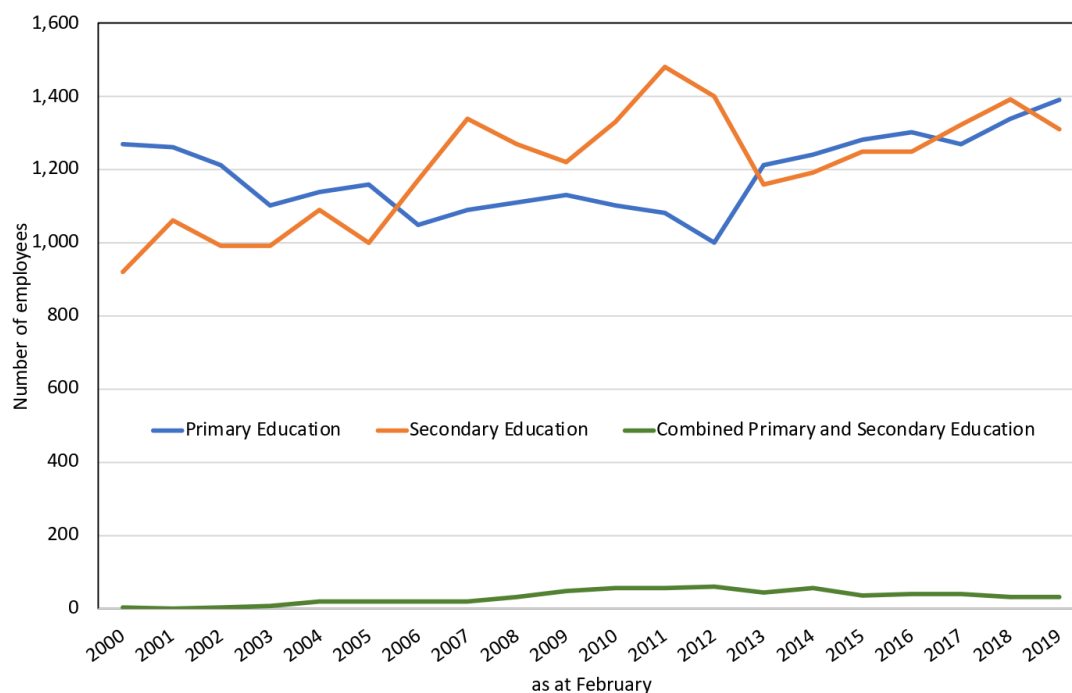


²March 2020 projections

Combined primary and secondary education

The growth in primary education employee numbers noted above between 2010 and 2019 was achieved despite the reclassification of Cornerstone Christian School in 2014 from a full primary school (years 1 – 8) to a composite school (years 1 – 15). Mana Tamariki is the other composite school in Palmerston North. In 2019 the total roll for the two schools was 600 students, accounting for a 3.7% share of total school student numbers in the City.

Figure 4: School employment in the Manawātū region



Source: Statistics New Zealand

Foreign fee-paying students attending school

In July 2019 12,420 foreign fee-paying students were attending schools in New Zealand, (accounting for 1.3% of total student enrolments) while there were 251 foreign fee-paying students in the Manawātū region. Student numbers in the region have been stable over the last three years, after recording very strong growth between 2013 and 2018.

Table 4: International fee-paying students in the Manawātū region

Year (as at 1 July)	Palmerston North	Manawatu District	Manawatu Region	New Zealand
2010	117	4	121	9,661
2011	131	7	138	9,868
2012	111	9	120	8,936
2013	124	6	130	9,290
2014	165	10	175	9,435
2015	176	7	183	9,963
2016	215	1	216	11,012
2017	243	2	245	12,134
2018	269	6	275	12,398
2019	242	9	251	12,420

Source: Education Counts



School leaver educational attainment levels

School leavers with little or no attainment

In 2018, 11.2% of all school leavers in New Zealand did not achieve NCEA level 1 while the percentage for the Manawātū region was 11.8%.

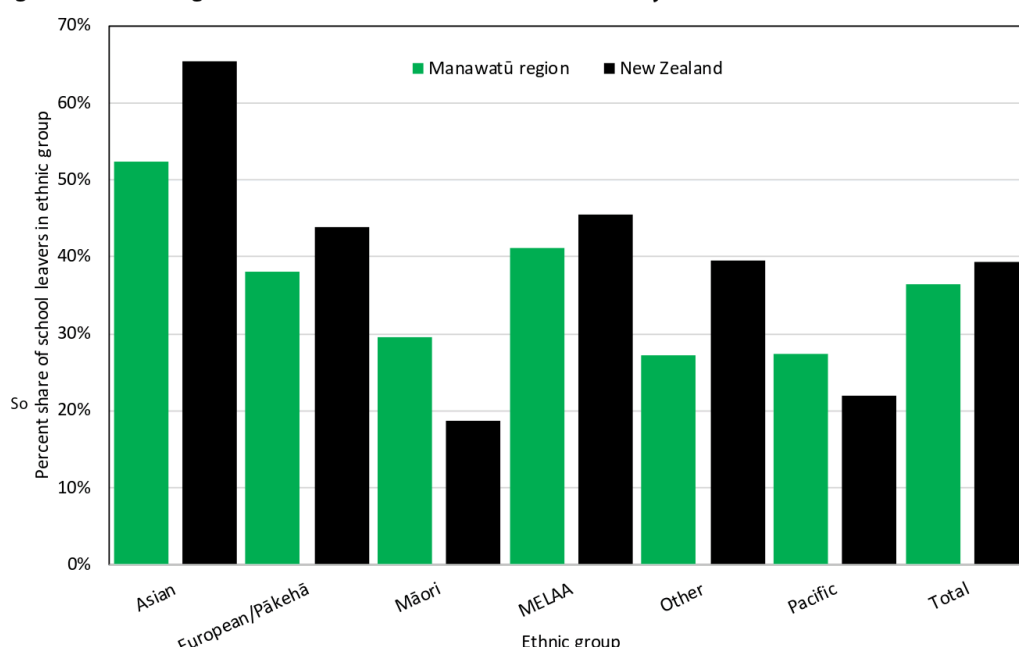
There has been a significant reduction in the proportion of school leavers who did not achieve NCEA level 1, with the national share declining from 19.1% in 2009. The percentage of Manawātū region school leavers who did not achieved NCEA level 1 has usually been below the average for New Zealand but during 2017 and 2018 there was been an increase in this number in the region.

Percentage of school leavers qualified to attend university

In 2019, 39.4% of New Zealand school leavers achieved university entrance, a standard that allows them to go directly into tertiary study at degree level.

The proportion of school leavers in Palmerston North qualifying for university was the same as the national average. The results for the Manawātū region were slightly lower, with 36.4% of school leavers achieving university entrance (28.6% in Manawātū district and 38.3% in Palmerston North).

Figure 5: Percentage of school leavers who achieved University Entrance in 2018



Source: Education Counts

Manawātū region university entrance results in 2018 for Asian and European/Pākehā school leavers were lower than the national average but the achievement results for Māori and Pasifika students in the region were significantly better than the national data; 29.5% of Māori school leavers in the region achieved university entrance, compared with an average of 18.6% across all New Zealand Māori student school leavers. The achievement rate for Pasifika students in the region was 27.4% compared with 21.9% nationally. The graph above shows there is a much smaller range in

University Entrance achievement between ethnic groups within the region than occurs nationally.

Achievement data by gender shows a marked difference in achievement levels between females and males, with 45% of females in the Manawātū region achieving university entrance compared with 29% of males. In 2018, 46% of New Zealand female school leavers and 33% of New Zealand male school leavers achieved university entrance.

Tertiary education



The tertiary education sector is the largest component of the education sector in the region, but its share of total employment declined from 52% of total employees in 2000 to 42% in 2019 due to growth in other parts of the education sector.

There were 2,875 people employed in tertiary education in 2019, a decline of 1% from 2000.

The Tertiary Education Commission Directory of Tertiary Education Providers listed 16 providers in the Manawātū region in October 2019.

Table 5: Directory of tertiary education providers

Name	Type	Sector
Academy of Diving Trust	Private	Recreation/Fitness
BHB Academy	Private	Hairdressing/Beauty Therapy/Fashion
Endeavour Technical Training Limited	Private	Trades and Services
English Teaching College	Private	English Language School
Horizon Education	Private	Early Childhood Education & Care/Nanny Training
Industry Training Solutions Limited	Private	Travel Agency Training/Tourism/Hospitality/Retail
IPU New Zealand	Private	General
Links Training (2008) Limited	Private	First Aid/Safety
Massey University	University	
New Zealand International Commercial Pilot Academy Limited	Private	Aviation
New Zealand Sports Turf Institute Limited	Private	Agriculture/Horticulture/Science
NZ Leather & Shoe Research Association	Private	Agriculture/Horticulture/Science
Palmerston North School of Design	Private	Art/Design/Craft
Real World Education	Private	Agriculture/Horticulture/Science
Transpower New Zealand Limited	Private	
Universal College of Learning	Polytechnic	

Source: Education Counts

Technical and vocational education and training

This classification covers the provision of technical and vocational education and training. Activities include apprenticeship training programmes, business colleges, English language schools, and professional and management development and information technology training. The number of organisations in the sector in the Manawātū region increased from 13 in 2000 to 21 in 2019, but the increase in employment has been much stronger - from 27 employees in 2000 to 155 in 2019.

Higher education

The major institutions included in this classification are Massey University, Universal College of Learning (UCOL), Te Wananga O Aotearoa and Institute of the Pacific United

(IPU), which accounted for 6,506 student enrolments in Palmerston North in 2019 (full-time equivalent). This included 1,264 international students. Employment in the sector has declined from 2,850 jobs in 2000 to 2,700 in 2019, a decline of 5.3%. Hamilton and Dunedin also experienced a decline in higher education employment between 2000 and 2019, but the three largest cities experienced an increase in employment.

These aggregate statistics provide only a partial picture of the changes that have been occurring in the higher education sector. There have also been declines in the number of non-degree students at universities, weak growth in degree student numbers, and strong growth in post-graduate students (particularly on an equivalent full-time student (EFTS) basis).



Table 6: Higher education student enrolments in Palmerston North (Full-time equivalent as at 31 March (EFTS))

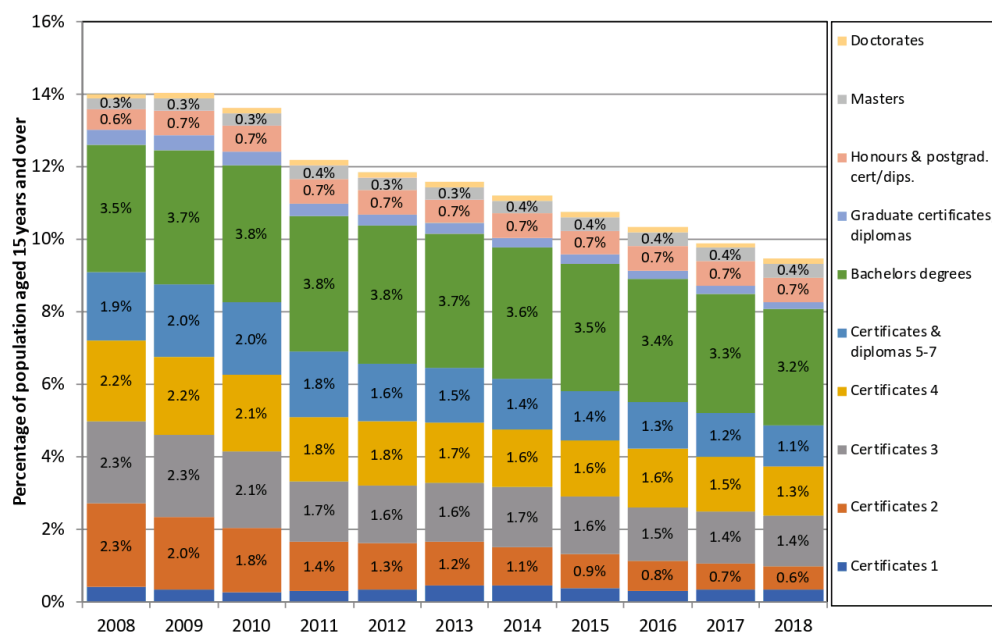
		Massey University	Universal College of Learning (UCOL)	Te Wānanga o Aotearoa	Institute of the Pacific United (IPU)	Total Higher Education
2012	Domestic	4,477	1,993	502	57	7,029
	International	1,127	163	0	296	1,585
	Total	5,603	2,156	502	353	8,614
2013	Domestic	4,247	1,872	446	49	6,614
	International	1,090	165	0	325	1,580
	Total	5,337	2,037	446	374	8,194
2014	Domestic	4,029	1,905	514	47	6,495
	International	1,077	104	0	398	1,578
	Total	5,105	2,009	514	445	8,074
2015	Domestic	3,896	1,919	483	20	6,318
	International	965	123	0	312	1,400
	Total	4,861	2,042	483	332	7,718
2016	Domestic	3,630	1,820	509	42	6,001
	International	886	158	0	233	1,277
	Total	4,516	1,978	509	275	7,278
2017	Domestic	3,510	1,731	536	34	5,811
	International	915	144	0	268	1,327
	Total	4,425	1,875	536	302	7,138
2018	Domestic	3,209	1,718	511	33	5,471
	International	874	143	0	196	1,213
	Total	4,082	1,861	511	229	6,683
2019	Domestic	3,076	1,621	484	61	5,242
	International	925	158	0	181	1,264
	Total	4,001	1,779	484	242	6,506
2020	Domestic	2,965	1,572	471	48	5,056
	International	911	172	0	144	1,226
	Total	3,876	1,744	471	192	6,283

Source: Massey University, UCOL, Te Wānanga O Aotearoa and IPU.³

Funding changes by the Tertiary Education Commission and government policy decisions to reduce access to student allowances and student loans (for example, for older students or students who failed to complete a minimum number of credits in the previous year) have contributed to a reduction in participation rates in tertiary education in New Zealand. Participation-rates data is only available on a national basis, but these factors appear to have contributed to the reduction in student numbers in the region.

³ Note: IPU changed its academic calendar. This means that 31 March is now after the end of summer term, when many students finish, and before the start of Semester 1. The EFTS counts for 2018 and 2019 are based beginning of semester 1 in April, since no one is actually studying at 31 March.

Figure 6: Percentage of the population aged 15 and over who were enrolled in tertiary study at any time during the year



Source: Education Counts

Student expenditure

The New Zealand Union of Students Association Income and Expenditure Survey in 2017 is the most recent comprehensive survey of student expenditure in New Zealand. The 2017 report does not provide a regional breakdown for Palmerston North, with the 2011 survey the latest providing a regional breakdown for the City. Total average student spending in the 2016 survey was \$17,661 per year, or \$340 per week. Median student spending was \$15,615 or \$300 per week (this does not include average one-off costs of \$5,252 annually).

Since the latest survey was run in 2017, the maximum student allowance payment has been increased by \$50 per week from January 2018. While the maximum rate of accommodation benefit was increased to \$60 in larger centres, the maximum was \$47 in Palmerston North. In the first half of 2019 there were nearly 53,000 students receiving the student allowance, but most do not receive the full entitlement. The average annual amount paid in 2019 was \$4,335, an increase of \$1,000 from 2017. Just over 35,000 students were receiving the accommodation supplement, receiving an average of nearly \$1,100 per student.

Estimates for living expenses from the 2011 survey suggested average annual student living costs in Palmerston North (excluding childcare) were \$13,049 compared with an average of \$16,284 for all universities.

The most expensive city was Auckland, where annual living costs were \$22,252 - \$9,200 a year more than the average living costs in Palmerston North. The gap is even wider for students with childcare costs, with Auckland students paying on average \$10,500 more than students in Palmerston North. The difference in student living costs in the 2011 survey was primarily due to regional differences in average weekly rents (see table below).

The latest survey revealed that two-thirds of students have paid in-term employment, working an average of 13 hours per week. Students are therefore an important part of the City workforce and the availability of student labour has been identified as a factor in the expansion of some industry sectors here, particularly call centre operations and the logistics sector.

Data collected by the Council for full-time equivalent student enrolments in Palmerston North records 6,283 EFTS in 2020 for the four main tertiary institutions. Based on this student count, total student expenditure in the region during 2020 is estimated to have been between \$138 million and \$150 million. These estimates are based on the 37 weeks that is funded by the student allowance. The higher estimate includes childcare costs. Changes in government funding for childcare since 2004 have reduced costs for many students with children.

Table 7: Annual average weekly rent as at January (geometric mean)

	New Zealand	Auckland	Christchurch	Dunedin	Hamilton	Palmerston North	Wellington
2004	\$224	\$329	\$210	\$187	\$207	\$179	\$271
2005	\$237	\$329	\$227	\$209	\$222	\$188	\$282
2006	\$247	\$329	\$237	\$219	\$235	\$198	\$291
2007	\$259	\$333	\$245	\$213	\$247	\$215	\$307
2008	\$276	\$350	\$262	\$227	\$261	\$224	\$335
2009	\$289	\$366	\$271	\$235	\$272	\$234	\$352
2010	\$291	\$369	\$268	\$245	\$275	\$237	\$363
2011	\$298	\$378	\$275	\$249	\$279	\$244	\$373
2012	\$308	\$398	\$292	\$267	\$285	\$244	\$370
2013	\$320	\$413	\$321	\$277	\$286	\$254	\$376
2014	\$332	\$424	\$352	\$282	\$296	\$258	\$385
2015	\$345	\$441	\$382	\$291	\$300	\$267	\$399
2016	\$362	\$471	\$369	\$300	\$314	\$273	\$403
2017	\$378	\$489	\$359	\$308	\$334	\$284	\$417
2018	\$395	\$505	\$343	\$324	\$356	\$300	\$444
2019	\$414	\$515	\$351	\$339	\$371	\$306	\$469
2020	\$436	\$519	\$355	\$369	\$394	\$338	\$520
2004 - 2020 change	\$212 95%	\$190 58%	\$145 69%	\$182 97%	\$187 90%	\$160 89%	\$249 92%

Source: MBIE (A geometric mean is used when comparing different types of properties)

International students

The latest Infometrics estimates for the national export education sector (2015/16) suggest it contributed around \$4.3 billion to the New Zealand economy, of which \$240 million came from the offshore provision of education services. English language students account for the largest number of international students, but the higher education sector (universities, institutes of technology, polytechnics and wānanga) contributes the most in terms of full-time equivalent student numbers. Manawātū region estimates produced by Infometrics suggest the supply of goods and services to international students contributed \$44 million to the region's economy and resulted in the creation of 352 jobs.

In 2019 Massey University had 1,949 international students on the Manawātū campus at Palmerston North from around 90 different countries, IPU had 310 students and UCOL had a further 298 international students. Combined, this is a total of 2,557 students in 2019, or 17% of total student enrolments. In addition to international tertiary students, there were 251

foreign fee-paying students attending Manawātū region schools in July 2019. Most students in the region were enrolled at Palmerston North schools, with the majority attending secondary school.

International study tours and customised group courses

Massey University also designs and delivers customised study tours and group courses for professional development, university preparation and for English language study. Each year groups from around the world come to Massey to attend courses which are designed to meet their specific areas of academic or cultural interest. Part-time or full-time courses are available and special projects, activities and field trips are incorporated into the course to suit the needs of the group. These are often mature students, so the level of spending while they are staying in the City is often higher than for students here for full-time study. These students are not counted in the enrolment data reported earlier.



Adult, community and other education

This classification includes driving schools, flying schools, instruction in diet, exercise and lifestyle factors, parent education, and tutoring services. The number of organisations in the Manawātū region in this sector has increased from 51 in 2000 to 66 in 2019 while the number of employees increased from 186 employees in 2000 to 375 in 2019.

Sports and physical recreation instruction

Activities included in this classification include diving instruction, cricket coaching, golf instruction, horse riding school operation and martial arts school operation. This sector has also recorded strong employment growth, increasing from three employees in 2000 to 55 in 2019. Fitness centres, swimming pools, health clubs and gymnasia are classified elsewhere.

Arts education

This classification covers acting and drama schools, music schools and dance and ballet school operations. The number of arts education organisations has been stable but employment has increased from 18 employees in 2000 to 25 in 2019.

Other adult, community and other education

This classification covers other activities involved in providing adult, community education. In February 2019 there were 66 business units in the sector, which had 295 employees.



Educational support services

Educational support services employed 92 people in the region in 2019, up from just three people in 2000. Much of the growth in this segment of the sector appears to have come from a shift in employment away from special school education services which employed 85 people in 2009, but the employees are now classified elsewhere in the sector.



Contributions to Economic Wealth in the Manawātū region

This classification includes driving schools, flying schools, instruction in diet, exercise and lifestyle factors, parent education, and tutoring services. The number of organisations in the Manawātū region in this sector has increased from 51 in 2000 to 66 in 2019 while the number of employees increased from 186 employees in 2000 to 375 in 2019.



Retail employment

The retail sector is a very important source of part-time and holiday employment for students in tertiary education facilities in the region, reflecting the important inter-linkages which occur between sectors. Data from the 2018 Census show that young people in the 15 – 24 age group accounted for 33% of employment in the retail sector in the Manawātū region, while this group accounted for 16% of overall employment in the region. The highest share was in the accommodation and food services sector, which includes cafes, restaurants and takeaways, where the 15 – 24 years age group accounted for 46% of employees.

The retail sector accounted for 9,150 jobs in the Manawātū region in February 2019, or 15.1% of total jobs in the region. Annual earnings (salaries and wages and self-employed) were \$338 million in the year to



Research, science and technology

A detailed comparison of university research and development (R&D) expenditure in 2004 was prepared by the Ministry of Research, Science and Technology in its Research and Development in New Zealand: A Decade in Review report, published in 2006. While the data is available only at an institutional level rather than at a regional level, the data is still useful for an analysis of trends in Palmerston North.

Unfortunately, the detailed university level by sector data has not been repeated in subsequent surveys. Massey University was the third largest university in terms of R&D expenditure in 2004, with expenditure of \$73.1 million, 16% of total university R&D expenditure. Key strengths for Massey University in 2004 were;

- industrial development R&D expenditure. Expenditure by Massey in 2004 was 31% of total university industrial development R&D expenditure,
- agriculture, forestry and fishing sector R&D expenditure, where Massey was again ranked second. Its R&D expenditure was 34% of total university expenditure in this category, and
- development of infrastructure R&D expenditure. This expenditure category includes: commercial and trade services; urban and rural planning; transport; and information, communication, and technology software. In 2004 Massey was 20% of total university expenditure in this category.

These strengths are relevant to the future economic development potential for the Manawātū region. There are significant opportunities which exist for:

- Innovative processing opportunities which will significantly add value to existing primary products; and
- Innovative processing technology, which will significantly increase the opportunities to develop advanced machinery, technology and software for export to the rest of the world or the licensing of processing technologies internationally.

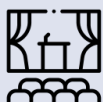
The strength of Massey University research is a key factor in the location of three Crown Research Institutes (AgResearch Grasslands, Plant and Food Research and Landcare Research), the Fonterra Research Centre, the Riddet Institute, Hopkirk Research Centre, NewZealand Leather and Shoe Research Association.

Estimates prepared by the Council using national and regional Statistics New Zealand data suggest that:

- an estimated 3,900 were people directly employed in research in the region (7.0% of total employment in the region in 2016),
- estimated full-time equivalent employment in research and development in the Manawātū region was 2,150 jobs in 2016,

- estimated salaries and wages paid to employees in the R&D sector in the region were \$186 million in 2016 (6.1% of total salaries and wages paid in the region),
- total research expenditure is estimated to have been \$350 million, 7.2% of the national total, and
- the estimated GDP of the research, science and technology sector in the Manawātū region was \$208 million in 2016.

The economic model used by the Council suggests that the direct and indirect economic activity created by the R&D sector in the Manawātū region added a further estimated \$226 million to GDP in the region.



Conventions

The Manawātū region has a significant share of national conference activity as a result of the education and research and science expertise based here. Furthermore, in addition to the conferences held in the City, the sector also attracts a regular flow of visitors for meetings with researchers based in the City and for meetings among researchers from a range of institutions.

In the year to June 2019, 47 education events were recorded in Palmerston North, accounting for a 5.1%



Extramural students

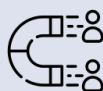
The delivery of extramural courses by Massey University also brings additional economic benefits to the region, particularly through the accommodation required when students come to the City to attend block courses. These are often timed during semester study breaks and so bring more students into the City



Graduation ceremonies

All of the higher education institutions hold graduation ceremonies, which bring former students back to the City to celebrate their success with family and friends. The largest of the graduation ceremonies in Palmerston North is held by Massey University over four days in May each year. Paymark electronic retail transactions data for Palmerston North suggests that the Massey University graduation ceremonies in mid-May 2012 provided a \$0.5 million boost to City retailers. The Paymark analysis was based on retail expenditure over the period from Sunday 13th May to Thursday 17th May 2012 and compares the total value of transactions over this five-day period with the two weeks prior to and after graduation week.

Average five-day retail expenditure during the two weeks prior to and following the graduation week was \$7.7 million, while expenditure during graduation week rose to \$8.0 million (Paymark network transactions only). Transactions through Paymark account for just under 50% of total retail turnover, so the total increase in retail turnover is estimated to be around \$0.5 million. Not all retailers experienced an increase in sales, with small declines recorded for general retail and homeware stores (such as furniture, electronic and electrical goods, hardware and department stores) and recreational goods stores. There was a 49% increase in accommodation expenditure, a 6% increase in apparel store turnover and a 4% increase in food and fuel expenditure (this includes supermarkets, cafes, restaurants, takeaways and bars). Food and fuel is the largest retail sector in the City, accounting for around 60% of total annual Paymark retail spending in the City and it is estimated graduation week contributed to an increase in spending of around \$370,000 on food and fuel.



Attractiveness of the region to migrants and employers

Many businesses consider the range of educational and training opportunities in the region available through Massey and UCOL are a key factor in locating in the region and also in attracting new staff to the region.



Estimating the economic contribution of the education sector to the Manawātū region

Measuring the size of the education sector is challenging because the output of the sector is not directly measured. In contrast, there are regular surveys of production and turnover in sectors like manufacturing, agriculture, construction and retailing. Employment is used to derive measures of output in education, but this has predominantly been based on employee numbers rather than employee earnings and income from self-employment. However, new data for earnings has been available since 2000 from administrative tax data,

National employment data shows the education sector accounted for 8.4% of total employment (job count measure) in the year to March 2018. Earnings data shows the sector contributed 6.9% of annual earnings from salaries and wages and self-employment in the same year. However, current measures of GDP (production measure) suggest the education sector accounts for just 3.8% of New Zealand's GDP (year ended June 2019), so appear to understate the sector's importance to the economy.

Infometrics' estimates for the contribution of the sector to regional economic activity or GDP suggest it had a direct economic contribution of \$396 million in the year

ended March 2019. This estimate doesn't include the impact of tertiary student spending in the region, which is estimated to have contributed a further \$96 million to \$105 million to GDP in the region in 2019. This suggests a total regional economic impact from the education sector of \$492 to \$501 million.

A separate estimate for the impact of international education suggests it contributes \$102 million to GDP in Palmerston North. This estimate incorporates the additional employment in the tertiary education sector resulting from increased student numbers and student spending in the City. This suggests it contributes around one-fifth of total GDP in the sector.

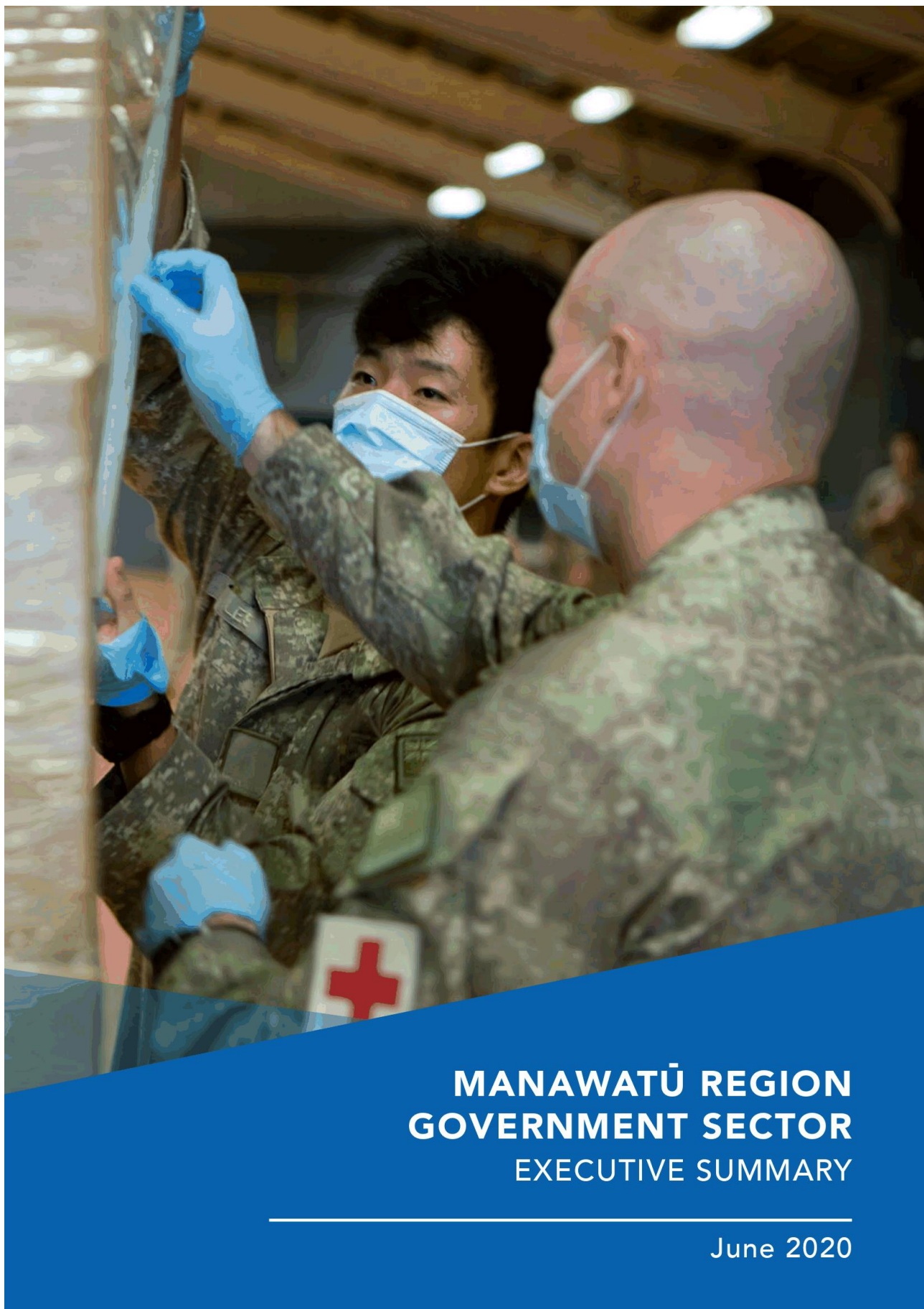




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Strategy and Planning Unit



**MANAWATŪ REGION
GOVERNMENT SECTOR**
EXECUTIVE SUMMARY

June 2020



Overview

The purpose of these economic sector profiles for the Manawātū region is to describe the contribution of key sectors to the economic wellbeing of the region. Seven sectors are expected to contribute to a significant share of future growth in the number of jobs and incomes in the region over the next 25 years. They are healthcare, tourism, logistics, public administration (including defence), professional, scientific and technical services, and construction and manufacturing.

The Government is the largest employer in the region, contributing 17,013 jobs in February 2019 (28.2% of total employment in the region) and salaries and wages of \$1,075 million in the year ended March 2018. The sector accounted for 36.2% of salaries and wages paid in the region and 30.9% of total earnings, which include the incomes of the self-employed. Government employment contributes significantly more to the region's economy than nationally, where it accounts for 17.9% of jobs.

The number of government sector jobs in the region increased by 17.1% between 2011 and 2019, nearly double the national increase in government jobs of 8.3%. Most of this growth is due to central government, where the number of jobs increased by 18.2%. The number of jobs in local government (Palmerston North City Council, Manawātū District Council, and Horizons Regional Council) increased by just 2% (20 more jobs). Total employment across all sectors in the region increased by 12.8% between 2011 and 2019.

Government sector earnings in the region increased by 18.1% between 2011 and 2018, a smaller increase

than in the private sector, where earnings increased by 37%. Government sector earnings increased by 19% in Palmerston North while Manawātū District earnings increased by 9%.

There were 252 government entities operating in the region in 2019, a decline of 12% from 2011. These accounted for just 2.4% of total organisations/businesses in the region. Statistics New Zealand classifies these into:

- Government owned trading entity as non-profit business
- Government institution
- Government owned trading entity or other crown entity
- Local government institution
- Local authority trading entity as non-profit business
- Local government society

These entities have been grouped by main industry to illustrate the sectors where government sector employment is significant.





Public administration and safety

Public administration and safety is the largest industry sector for government employment in the region, with 7,700 jobs in February 2019, accounting for 6% of national employees in this sector (government and private sector employees). This is significantly higher than the region's 2.7% share of total national employment. Just 430 employees in the sector were not government employees, mostly employed in investigation and security services.

Salaries and wages paid to government employees were \$436 million in the year to March 2018, while just \$15 million was paid to non-government organisation employees.

The Defence Force is the largest employer in this sector, with 3,750 employees recorded at the three Defence bases in the region (Linton, Hokowhitu and Ohakea). There was an increase of 960 Defence personnel between 2011 and 2019, an increase of 35%. National employment in the Defence sector declined by 6% over this period.

Central government administration was also a strong contributor to growth, with employment increasing by 37% between 2011 and 2019, an additional 369 jobs. Major employers include the New Zealand Transport Agency (NZTA), Inland Revenue Department (IRD), Ministry of Social Development (MSD), Ministry of Business, Innovation and Employment (MBIE) and Ministry of Housing and Urban Development (HUD). There were 1,371 employees in 2019.

Palmerston North City Council, Horizons Regional Council and Manawātū District Council contributed 980 jobs to the Manawātū region in 2019, increasing by just 5% from 2011. Salaries and wages paid to local and regional government employees were \$62 million in the year to March 2018, an increase of 24% from 2011. The strongest growth was in Manawātū District, where salaries and wages increased by 67%, compared with an 18% increase in Palmerston North.



Education

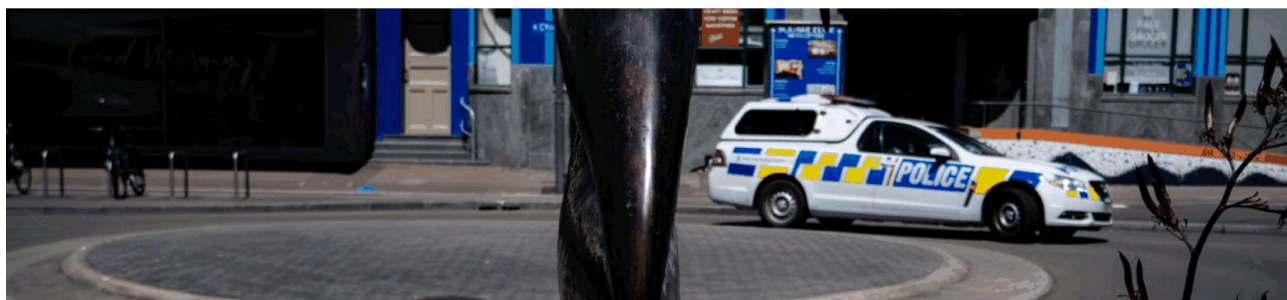
In the Manawātū region there are a wide variety of government-owned educational institutes, including primary schools, secondary schools and tertiary institutions. In 2019, 5,500 people were employed in government educational institutions, which is 9% of the total jobs in the Manawātū region. Salaries and wages paid through government educational institutions were \$356 million in the year to March 2018, while salaries and wages paid in non-government institutions were just \$37 million.



Health

Health care and social assistance is the largest contributor to salaries and wages paid in the Manawātū region. In 2019 there were 8,040 jobs in the health care and social assistance sector, an increase of 10% from 2011. Salaries and wages paid in the sector were \$350 million in the year to March 2019, with \$190 million of that coming from government sector wages.

Government employees accounted for 36% of employees in the sector and 48% of salaries and wages paid. There were 2,850 government employees in the sector in 2019, an increase of 33% from 2011. Salaries and wages for government employees in the sector increased by 25% between 2011 and 2018, while total wage growth in the sector was 30%. The Government is a significant funder of health services in the region, but that financial contribution to the health and care services provided by non-profit and private organisations is not reflected in the government sector wage data.





Arts and recreation

There were 123 government employees in arts and recreation in 2019, an increase of 32% from 2011. Salaries and wages were \$5 million in the year to March 2018, increasing by 43% from 2011. The largest central government employer in this sector is the Department of Conservation, while council-owned sports facilities, libraries and museums are also included in this sector.



Other sectors

There were 1,210 government employees in other industry sectors in 2019, with total salaries and wages of \$88 million in the year to March 2018. Job numbers declined by 11% between 2011 and 2019 but salaries and wages increased by 9% between 2011 and 2018. Major employers in these other sectors include New Zealand Post, KiwiRail, Airways New Zealand, Crown Research Institutes (AgResearch, Plant and Food, and Landcare Research), ACC and KiwiBank.

Conclusion

While it is obvious that the government sector creates jobs and provides incomes for many residents, there are many other government initiatives that also add economic value to the Manawātū. Other industry sectors in the region rely on government funding and the jobs and programmes that government and local authorities create.

In total there were approximately 17,000 jobs in 2019 as a result of the government sector's operations in the Manawātū region, which equates to 28% of the total jobs in the region. The sector accounted for a greater share of income from employment, accounting for 36.2% of salaries and wages paid in the region and 30.9% of total earnings.



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**MANAWATŪ REGION
HEALTH CARE AND SOCIAL
ASSISTANCE SECTOR**
EXECUTIVE SUMMARY

June 2020



Overview

The health care and social assistance sector is the largest employment sector for the Manawātū region.

With 8,040 employees recorded in February 2019, and total earnings (salaries and wages and self-employment income) of \$440 million in the year ended March 2018, the sector accounted for 13.3% of employment in the region and 12.7% of earnings. At a national level the sector contributed 10.7% of total employment and 9.5% of earnings.

Employment in the sector has increased strongly over the past 19 years, with the number of jobs in the region increasing by 47% (2,560 jobs) between 2000 and 2019, while national growth in the sector was 60%. The growth in employment in the region's health sector was significantly higher than the employment growth of 32% recorded across all sectors in the Manawātū region. The 2,560 jobs created account for 17% of total employment growth in the region since 2000.

Employment in the sector has become more concentrated in the Manawātū region since 2000. Over the period from February 2000 to February 2019 total health care and social assistance sector employment in the Manawātū-Whanganui region increased by 2,900 jobs, with 2,560 of these jobs located in the Manawātū region. Health care and social assistance employment in the remainder of the Manawatu-Whanganui region increased by just 340 jobs.

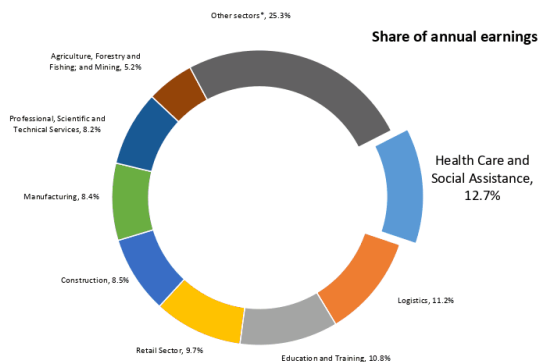
Infometrics projections for employment growth in the sector suggest there will be 11,130 jobs in the sector in 2033, an increase of 3,090 jobs (38% increase) from 2019. The projections suggest the sector will contribute 22% of the growth in jobs in the region over this period.

The 12.7% contribution by the sector to total employee earnings in the region is lower than its share of the number of total employees in the region. This is mostly a reflection of the higher proportion of people employed in part-time and casual positions in the sector. At the time of the 2018 Census 28% of the health sector workforce in the region worked part-time compared with an average of 23% for the total workforce in the region. The highest part-time share in the sector was in social assistance (35% of jobs), while in the hospitals sector only 19% of employees were part-time.

Earnings in the sector have more than doubled between 2000 and 2018 (the latest earnings data available), increasing by \$297 million over this period, or 208%. This accounted for 15% of total income growth in the region over this period. Total earnings across all sectors in the region increased by 127% between 2000 and 2018.

There were 555 businesses/organisations operating in the sector in February 2019, a 4.7% share of total businesses/organisations in the region. This share is much lower than the sector's share of jobs and earnings because employment is concentrated in large organisations. In February 2019 there were 270 organisations in the sector which had no employees, 219 organisations with 1 – 19 employees, 33 with 20 – 49 employees, 18 with 50 – 99 employees and 12 with 100 or more employees. Organisations with 100 or more employees accounted for half of the total workforce in the sector in 2019.

The contribution to GDP by the health care and social assistance sector is estimated to have been \$477 million in the region, in the year to March 2019 (7.9% of regional GDP). GDP in the sector increased by 67% between 2000 and 2019, an average annual growth rate of 2.7%.



* Other sectors includes: Public administration and safety services; Electricity, gas, water and waste services; Information media and telecommunications; Financial and insurance services; Rental, hiring and real estate services; Administrative and support services; Arts and recreation services; Other services

Major employment subgroups within the health care and social assistance sector in the Manawātū region are:



Hospitals

In February 2019, 2,606 people were employed in the two hospitals based in Palmerston North (MidCentral District Health Board and Crest Hospital), an increase of 1,047 jobs (67% increase) from February 2000. The importance of the city as a major regional centre for hospital-based services is reflected in the region's 3.2% share of national hospital employment.

The base regional hospital in Palmerston North has dedicated Intensive Care, Coronary Care and Neonatal Units, amongst other services, and provides one of the largest provincial trauma centres in New Zealand. Regional speciality services are provided at the hospital to residents of the Taranaki, Whanganui, Hawkes Bay, Tairāwhiti and Wairarapa DHBs.



Residential care services

In 2019 1,770 people were employed in residential care services in the region. The largest component of the employment in the residential care sector is aged care residential services, where 1,070 people were employed. This was an increase of 51% between 2000 and 2019 - well ahead of national employment growth of 38% in this sector. Statistics New Zealand population estimates show the Manawātū region experienced strong population growth in the 85 years and over age group, which increased by 111% between 1996 and 2019 while the total population in the region increased by only 14%.

Other residential care services employed 715 people in 2019, an increase of 113% from 2000. The category includes the Arohanui hospice, Idea Services accommodation, MASH Trust, women's refuges, respite residential care, and other residential care facilities, such as Ozanam House (which provides accommodation for cancer patients and their families). Census 2018 data suggests that Palmerston North has a high number of people with a disability because of the wide range of services offered, the affordability of housing and the ease of getting around the city.

The higher than expected number of people with a disability not only increases economic activity in the region through the additional number of people employed to provide support, but also adds to the level of spending in the city by the people with a disability who have chosen to move here.



Medical and other health care services

The medical and other health care services category covers a broad range of health providers which are not covered elsewhere in the health care and social assistance classification. These include general practice and specialist medical service, dentists, midwives, podiatrists, clinical psychologists, dieticians and nursing services. In 2019 2,520 people were employed in the sector, with a significant proportion employed in providing home-based health and support services.



Childcare services

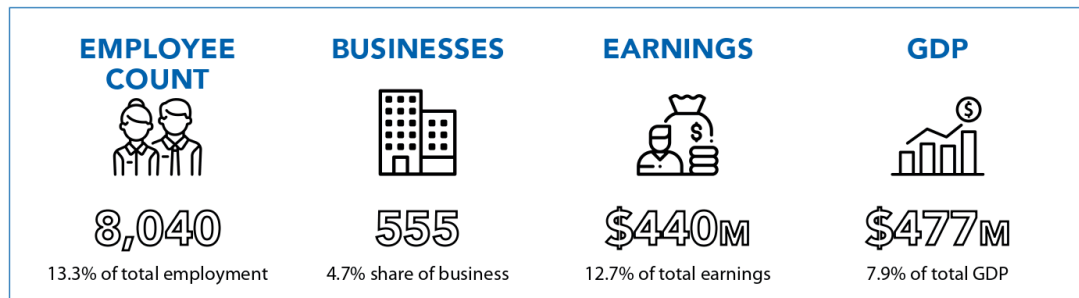
The childcare services classification includes after-school care services, childminding services and daycare services which are not early childhood education providers. Employment increased by 81% between 2000 and 2019, with 470 people employed in February 2019. Early childhood education providers are covered in the Education Sector profile.

Measuring Economic Benefits of the Health Care and Social Assistance Sector

Improving population health has long been recognised in development economics policy as one of the fundamental tools for supporting economic growth and poverty reduction. The positive impact that health has on growth and poverty reduction occurs through mechanisms, such as improved productivity due to less illness among workers, and improved learning among school children due to lower absenteeism rates.

Improved health also allows for the alternative use of financial resources that might normally have been destined for the treatment of ill health. While the priorities for health improvement in high income countries change from those in developing countries, there is recognition that public investment in health services still produces significant social and economic benefits.

The health sector also contributes to demand for visitor accommodation for patients and their family and friends, and for people attending conferences and training associated with the health sector.



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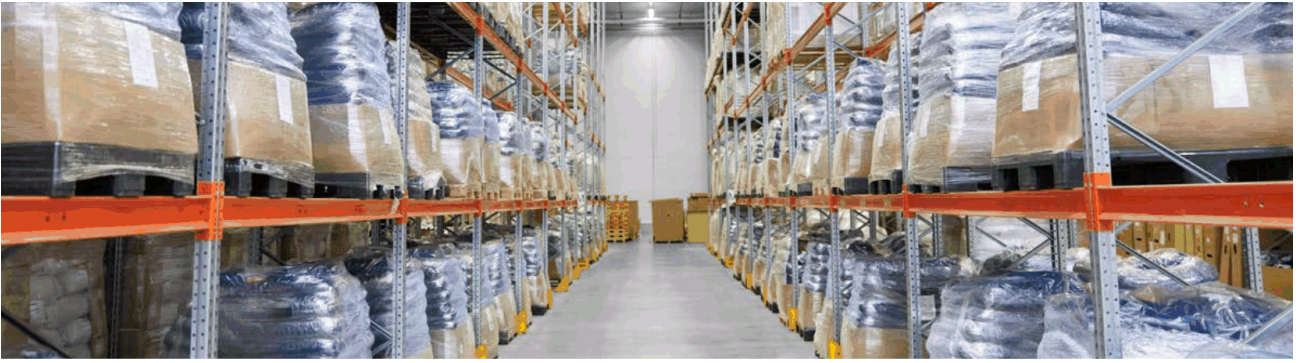


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Strategy and Planning Unit



MANAWATŪ REGION LOGISTICS SECTOR EXECUTIVE SUMMARY

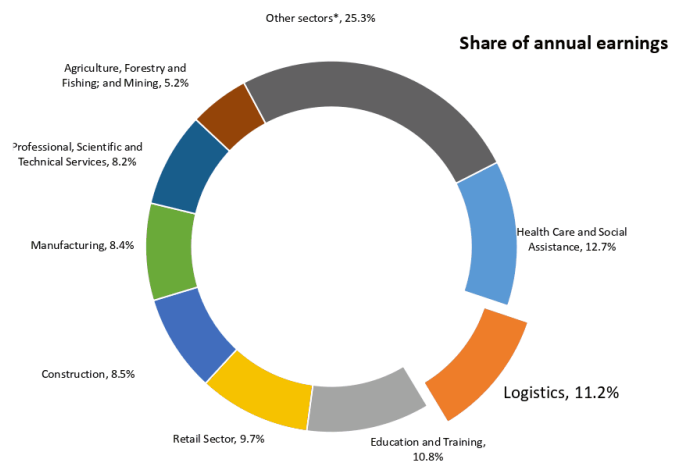
June 2020



Overview

The logistics and supply chain sector comprises wholesale trade, and transport, postal, and warehousing activities. The sector is a significant employer in the Manawātū region, accounting for close to 6,280 jobs (10.4% of total employment in the region in 2019). There were 266 self-employed people in the sector in 2019, giving a total workforce of 6,546.

- The 60% growth in employee numbers between 2000 and 2019 was significantly higher than the 32% increase in total employment in the region. The region's employment growth is even more remarkable when compared with national employment growth in the logistics and distribution sector, which grew by just 23% between February 2000 and February 2019.
- Infometrics' projections for workforce growth in the sector suggest the total logistics workforce will reach 6,804 by 2033, an increase of 13% from 2019, with an additional 865 people working in the sector. The overall workforce in the region is projected to increase by 21% over this time. These projections are based on assumptions for productivity change in the sector and do not take into account the possibility of additional logistics companies relocating to Palmerston North in response to the investment in the new KiwiRail freight hub.
- Annual earnings (salaries, wages and self-employment income) were \$390 million in the year to March 2018, accounting for 11.2% of earnings in the region. Earnings growth was 177% between 2000 and 2018, with only Timaru and Tauranga achieving higher rates of growth. National earnings growth in the sector was 121%.
- There were 810 businesses in the logistics sector in 2019, a decline of 9% (75 less businesses) since 2000. Businesses with 50 or more employees accounted for 45% of total jobs in the sector in 2019, while there were 570 business with no employees, accounting for 70% of businesses in the sector.
- The contribution to GDP by the logistics sector is estimated to have been \$671 million in the region in the year to March 2019, increasing by 90% from 2000, an average annual growth rate of 3.4% (11.1% of regional GDP).



* Other sectors includes: Public administration and safety services; Electricity, gas, water and waste services; Information media and telecommunications; Financial and insurance services; Rental, hiring and real estate services; Administrative and support services; Arts and recreation services; Other services

Components of the logistics sector

Wholesale Trade

The largest component of the logistics sector is wholesale trade, which covers businesses mainly engaged in the purchase and on-selling of goods to businesses, rather than to the public. Some distribution companies are primarily involved in distributing good to sites within the same business. For example, the Countdown distribution centre distributes product to Countdown stores in the local area. Other companies distribute goods to other businesses, such as Toyota, which distributes vehicle parts to mechanics and Toyota franchised car retail businesses throughout New Zealand.

In February 2019 there were 3,860 people employed in wholesale trade, with an increase of 1,540 jobs from 2000. The 66% increase in jobs in the region was more than twice the national increase of 29%. Earnings in wholesale trade were \$254 million in the year ended February 2018, increasing by 178% from 2000.

There were 429 businesses in wholesale trade in 2019, a decline of 10% since 2000. Businesses with 50 or more employees accounted for 46% of total jobs in the sector in 2019, while there were 370 business with no employees, accounting for 86% of businesses in the sector.

Transport, postal and warehousing

In February 2019 there were 2,420 people employed in transport, postal and warehousing, with an increase of 820 jobs from 2000. The 51% increase in jobs in the region was three times the national increase of 17%. Earnings in transport, postal and warehousing were \$137 million in the year ended February 2018, increasing by 173% from 2000.

There were 381 businesses in transport, postal and warehousing in 2019, a decline of 7% since 2000. Businesses with 50 or more employees accounted for 43% of total jobs in the sector in 2019, while there were 200 business with no employees, accounting for 52% of businesses in the sector.

The main subdivisions for transport, postal and warehousing activity are:



Road transport, which is the largest part of this sector, with 1,450 employees in February 2019, an increase of 890 jobs (159% increase) from 2000. There were 1,090 employees in road freight and 351 employees in bus services.



Rail transport, which had 120 employees in 2019. The employee count data suggests that a significant share of the growth in KiwiRail employee numbers between 2000 and 2019 occurred in Palmerston North. Employment in the servicing of electric locomotives and other rolling stock in Palmerston North is included in manufacturing sector employment.





Postal and courier pick-up and delivery, which had 375 employees in 2019, experienced a decline of 14% between 2000 and 2019, but total employees across New Zealand declined by 58% over that period.



Warehousing and storage services, which had 225 employees in 2019, a decline of 32% from 2000. Bulk storage of grain, wool and fuel is included, but self-storage facilities are classified in the non-residential property sector.



Transport support services, which had 175 employees in 2019, an increase of 6% from 2000. The airport, freight forwarders and activities, such as the Longburn inland port, are included in this category.



Air and space transport, which had 50 employees in 2019, double the number of employees in 2000. This classification covers passenger and air freight transport services.

WORKFORCE



6,546

10.2% of total workforce

BUSINESSES



818

6.9% share of business

EARNINGS



\$390M

11.2% of total earnings

GDP



\$671M

11.1% of total GDP



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**MANAWATŪ REGION
MANUFACTURING SECTOR
EXECUTIVE SUMMARY**

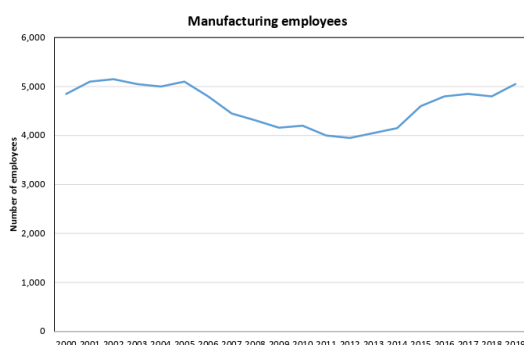
June 2020

Overview

Manufacturing has experienced significant change over the last forty years, beginning with rapid reform to import controls in the 1980s and the removal of trade barriers in many of the countries we export to. Manufacturing has experienced growth in labour productivity and employee earnings but a decreasing share of GDP and jobs. Contributing factors to the decline in GDP and employment share have been increased outsourcing, a large decline in sheep numbers, and an increase in dairy production (which is more capital intensive than meat processing), and increased import competition.

The manufacturing sector is a major source of employment in the Manawātū region, accounting for 5,050 jobs in February 2019, or 8.4% of total employment in the region. Nationally, the sector has a 10.3% share of employment.

The sector accounted for 10.6% of jobs in the region in 2000, but the decline in its share of employment to 8.4% of total jobs in 2019 does not reflect the current outlook for the sector. Employment in the sector peaked in 2002, when 5,150 jobs were recorded, but declined steadily through to 2012, when employee numbers declined to 3,950. However, since 2012, the number of jobs in the sector has increased to 5,050, an increase of 1,100 jobs. Total jobs in the region increased by 7,300 between 2012 and 2019, with manufacturing accounting for 15% of jobs growth in the region over this period.



Source: Statistics New Zealand

Infometrics' projections for workforce growth in the sector suggest the total manufacturing workforce will reach 6,150 by 2033, an increase of 22% from 2019, with an additional 1,100 people working in the sector. The overall workforce in the region is projected to increase by 21% over this time.

There were 522 businesses recorded in the manufacturing sector in 2019, a decline of 7% from 2000. In 2019 there were 183 businesses with no employees, 282 businesses with 1 – 19 employees, 45 businesses with 20 – 29 employees and 18 businesses with 50 or more employees.

The average size of companies in the region is smaller than the average for New Zealand manufacturing. In

the region, 33% of employees work in businesses with between 1 and 19 employees, 24% work in businesses with 20 to 49 employees, and

42% in work businesses with 50 employees or more. New Zealand manufacturing employment data shows 21% of employees work in businesses with between 1 and 19 employees, 15% work in businesses with 20 to 49 employees, and 64% in work businesses with 50 employees or more

The region's strengths in fabricated metal products, transport equipment and machinery and equipment manufacturing are likely to be a contributor to the small average business size in the region, due to the specialised nature of these companies in the region. In 2019 Statistics New Zealand recorded 81 fabricated metal companies, 36 transport equipment companies and 135 companies making machinery and equipment in the region.

The Manawātū region has a greater proportion of manufacturing employment within the food product, fabricated metal product, machinery and equipment manufacturing, and polymer product and rubber product manufacturing sectors. Shift-share analysis shows the first three sub-sectors have significant structural strengths in the Manawātū relative to the national manufacturing. The strength of these three sub-sectors is clearly linked to the importance of agriculture in the Manawātū region and the strong research and development sector in Palmerston North.

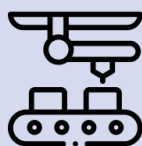
Total earnings (salaries and wages and self-employment income) in the year ended March 2018 in the Manawātū region were \$294 million, or 8.4% of total earnings in the region. Earnings in the sector increased by 68% between 2000 and 2018, well below the average growth rate of 127% across all sectors. Earnings in manufacturing grew by just 23% between 2000 and 2012, while overall growth for the region was 78%. However, since 2012 earnings growth in the sector has matched overall earnings growth for the region.

The contribution to GDP by the manufacturing sector is estimated to have been \$410 million in the region in the year to March 2019 (6.8% of regional GDP). GDP in the sector increased by 13% between 2000 and 2019, an average annual growth rate of 0.7%.

The largest components of the manufacturing sector are:



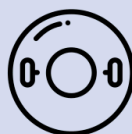
Food processing, which had 1,920 employees in 2019. Job numbers declined from 1,490 in 2000 to 1,280 by 2008, but by 2019 the number of jobs had increased to 1,920. Meat and meat product manufacturing has been the main contributor to this growth, with the number of jobs in Manawātū District increasing from 310 in 2000 to 910 in 2019. The movement of Ovation to Feilding has been the largest contributor to growth in job numbers.



Machinery and equipment, which had 730 employees in 2019. The sector experienced the loss of 235 jobs between 2000 and 2012, with the closure of the Ralta/Sunbeam factory the biggest contributor to job losses in this sector. However, since 2012, employee numbers have increased from 550 to 730 in 2019.



Fabricated metal products, which had 610 employees in 2019. The sector covers a diverse range of companies, including foundries, prefabricated metal buildings, aluminium joinery, structural steel fabricating and sheet metal products. Employment increased from 390 in 2000 to 610 in 2019, an increase of 56%.



Polymer product and rubber manufacturing, which had 395 employees in 2019. Employment increased from 360 in 2000 to 395 in 2019, an increase of 10%.



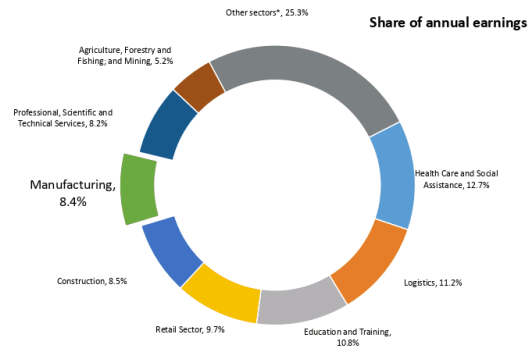
Transport equipment, which had 340 employees in 2019. Employment in the sector increased from 305 in 2000 to 340 in 2019. Key activities in the sector are motor vehicle body and trailer manufacturing, railway rolling stock repair and aircraft repair services.



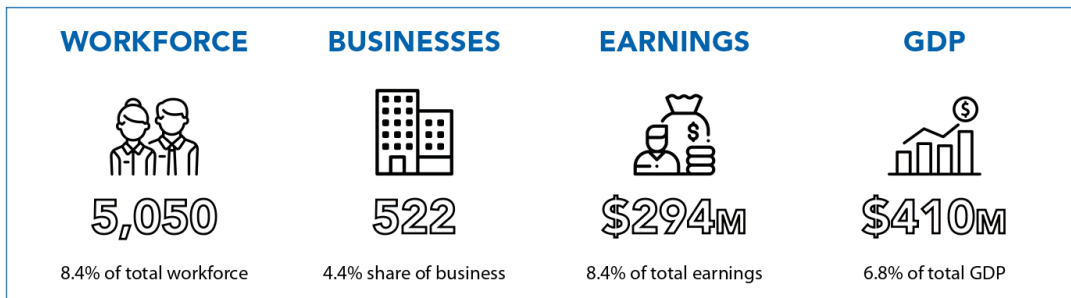


Manufacturing is a major contributor to research and development (R&D) expenditure in the region. The Council has used the Statistics New Zealand Research and Development survey to estimate the level of R&D in the Manawātū region. This is based on the significant contribution from Massey University, the Fonterra Research Centre, and the AgResearch, Plant and Food and Landcare Crown Research Institutes. The estimates for 2016 show:

- Manawātū business R&D expenditure of \$128 million, 8% of national business R&D expenditure.
- Total R&D expenditure in the Manawātū of \$295 million, 9% of total national R&D expenditure.
- An estimated 3,900 people were employed in research in the region, contributing \$191 million in salaries and wages.



* Other sectors includes: Public administration and safety services; Electricity, gas, water and waste services; Information media and telecommunications; Financial and insurance services; Rental, hiring and real estate services; Administrative and support services; Arts and recreation services; Other services



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CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

MANAWATU
DISTRICT COUNCIL

PALMERSTON NORTH
CITY COUNCIL

Published by:
Strategy and Planning Unit

MEMORANDUM

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: International Relations 6-monthly update

PRESENTED BY: Toni Grace, International Relations Manager

APPROVED BY: David Murphy, Acting General Manager - Strategy and Planning

RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the report entitled 'International Relations 6-monthly update', presented to the Economic Development Committee on 7 October 2020, be received.
2. That the Committee note the progress of International Relations activity over the past six months, contributing to the International Relations Plan and Economic Development Strategy.

1. ISSUE

The purpose of this memorandum is to update the Economic Development Committee on the development of Palmerston North's key international relationships and outcomes over the past six months, and their contribution to the relevant goal, strategy and plan.

2. BACKGROUND

On the establishment of the PNCC International Relations Office, Council agreed that a six-monthly report to the Economic Development Committee was an appropriate mechanism for keeping Council informed of general progress and developments.

This particular six-monthly report covers a period where international relations activities have been impacted by the global Covid-19 pandemic, including disruption to international travel and lockdown restrictions.

While this has affected some aspects of the usual work programme (most notably, inbound and outbound visiting delegations) the international relations office has effectively pivoted to continue delivering plan objectives during this period of global disruption.

This includes an increased focus on relationship-building with the New Zealand-based diplomatic corps, such as hosting Ambassadors or High Commissioners on city visits from countries where Palmerston North has economic and strategic partnership interests.

The International Relations Office is also continuing to maintain relationships and dialogue with Global City Partners such as Sister Cities through online channels, such as digital summits and videoconferences.



3. NEXT STEPS

The International Relations Office will continue to deliver actions as outlined in the report and International Relations Plan, adjusting for constraints around the global pandemic.

4. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide?	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes
Are the recommendations inconsistent with any of Council's policies or plans?	No
The recommendations contribute to Goal 1: An Innovative and Growing City	
The recommendations contribute to the outcomes of the Economic Development Strategy	
The recommendations contribute to the achievement of action/actions in the International Relations Plan	
The action is: All actions	
Contribution to strategic direction and to social, economic, environmental and cultural well-being	The International Relations 6-month report outlines the progress of actions in the International Relations Plan, which contributes to the Economic Development Strategy of Goal 1: An innovative and growing city.

ATTACHMENTS

1. October 2020 International Relations report to Economic Development Committee [↓](#) 
2. PN International Relations news and articles April-September 2020 [↓](#) 

Update on International Relations Activity

Palmerston North City Council - Economic Development Committee

Wednesday 7 October 2020

This report provides an update on international relations activities and outcomes managed through Palmerston North City Council's (PNCC) International Relations Office, over the past six months.



Building and managing
key relationships

Global City Partnerships

Missoula, Montana, United States of America

What we've been up to

- An online videoconference between the Mayors of Missoula and Palmerston North was held in June to discuss the Covid19-situation and local responses.
- A podcast episode about the Missoula-Palmerston North Sister City relationship was recorded in June. The *International Voices* podcast (presented by Arts Missoula and the Missoula Broadcasting Company) interviewed the PNCC International Relations Manager for the episode.
- Missoula Reserve is included in a new multicultural edition of the "Passport to Play Palmy", focussed on local places with special cultural or global connections for our city. This will help raise local awareness and interest in our relationship with Missoula.
- Students from the Massey University Enterprise Hub and University of Montana Innovation Factory are connecting virtually to discuss collaborative projects around local solutions to global sustainability challenges.

Where we're going

- We will continue to explore other creative and online means to maintain and enhance our city partnership with Missoula, Montana.
- The Mayoral online videoconferences will also become a regular feature of collaboration between our cities.

Guiyang, Guizhou Province, China

What we've been up to

- The Mayors of both cities exchanged letters of support during our respective lockdown periods.
- In April, Guiyang donated 10,000 face protection masks to support Palmerston North's COVID-19 response effort.
- The distribution of the masks was managed by the Palmerston North Emergency Operations Centre and used where there was an identified need for frontline workers or people in the city requiring protection.
- Planning was underway to visit Guiyang after the China New Zealand Mayoral Forum in Chengdu this May, though these events and plans were postponed due to Covid19.

Where we're going

- An online Mayoral video conference is being planned with Guiyang to discuss Covid19 responses, common interests and future opportunities.
- We will continue to explore other creative and online means to maintain and enhance our city partnership.

Kunshan, Suzhou Region, China

What we've been up to

- The Mayors of both cities exchanged letters of support during our respective lockdown periods.
- Planning was underway to visit Kunshan after the China New Zealand Mayoral Forum in Chengdu this May, though these events and plans were postponed due to the global pandemic.

Where we're going

- An online Mayoral video conference has been proposed to Kunshan to discuss Covid19 responses, common interests and future collaboration opportunities.
- We will continue to explore other creative and online means to maintain and enhance our city partnership.

Mihara, Hiroshima, Japan

What we've been up to

- An online videoconference between the Mayors of Mihara and Palmerston North was held in May, to discuss Covid19-situation and local responses.

Where we're going

- An online Mayoral video conference has been proposed with the newly elected Mayor of Mihara, Mr

International Relations report to the PNCC Economic Development Committee – October 2020

- In July, Mihara opened its new public plaza named “Kia Ora Square” in honour of the city’s relationship with Palmerston North, New Zealand. The name was selected through a public competition, with over 700 entries.
- On 6 August, PNCC and IPU co-hosted a commemorative event for the 75th anniversary of the Hiroshima Atomic Bombing. There was a livestream of the event to Japan and speeches delivered from representatives of PNCC, IPU and Mihara City.
- Yoshihiro Okada, to discuss future projects.
- We will continue to explore other creative and online means to maintain and enhance our city partnership.

Wageningen, Gelderland, The Netherlands (scoping strategic relations)

What we’ve been up to

- In March, the Mayor and PNCC International Relations Office meet with representatives from Wageningen City and Wageningen University who were on a sabbatical visit to Palmerston North.
- The PNCC International Relations Office assisted Massey and Wageningen Universities with an application to the European Union for a funding grant to increase future youth exchange.

Where we’re going

- Continuing dialogue with partners in Wageningen to identify where the cities can support collaboration, especially around agrifood science and innovation.

Contribution to the International Relations Plan objectives and actions:

- *Develop agreements with existing international partner cities, and support their implementation;*
- *Promote our city’s interests, objectives, and brand to international partners;*
- *Facilitate the establishment of Sister School relationships between local schools and international partner cities;*
- *Welcome and encourage quality overseas international education providers that are partnering with institutions in our city;*
- *Coordinate with community partners (e.g. Massey, UCOL, IPU, business networks, firms and community groups) to organise international activities and visits, and to identify ways for PNCC to add value to local efforts;*
- *Acquire valuable knowledge and insight from international partners in areas of mutual interest (e.g. city management, environmental sustainability, and emergency management); and*
- *We have regular, positive dialogue and cooperation with our international partner cities, including digital connections.*

Activity highlights overview

Vietnamese Embassy Visit

In September, the PNCC International Relations Office and local stakeholders hosted His Excellency Mr Ta Van Thong, Ambassador of Viet Nam to New Zealand, on a two-day visit to Palmerston North. He was invited to the city by PNCC and was joined by the Embassy's Trade and Commercial Counsellors to explore the many economic, education, science and research links that our city has with Viet Nam, and the opportunity to grow these connections.

The Ambassador's visit invitation was a timely one, with this year being the 45th anniversary of New Zealand- Viet Nam diplomatic relations. The Prime Ministers of NZ and Viet Nam also recently upgraded the bilateral relationship to a 'Strategic Partnership' aiming to deepen cooperation in many areas, including trade, investment, agriculture, education and vocational training.

The Embassy delegation was impressed by Palmerston North's strengths in these areas, with visits to local high schools, UCOL, IPU, ETC, The Factory, FoodHQ, and Massey University, including the Food Pilot Plant and the new Te Ohu Rangahau Kai Food innovation centre. IPU students and staff hosted the Ambassador for a celebration of the 75th anniversary of Vietnam's National Independence Day.

The Ambassador was also invited by the Palmerston North Branch of the New Zealand Institute of International Affairs (NZIIA) to give a public talk on the NZ-Vietnam Strategic relationship. These publicly accessible NZIIA diplomatic seminar series are enabled through funding support from PNCC.

Since the visit, PNCC and the Vietnamese Embassy are working on an update to the 2014 Palmerston North-Ho Chi Minh City Education Relationship Agreement. PNCC is also in discussion with CEDA and ENZ about an online AFS Global Competency Certificate programme for students between the cities.



Contribution to International Relations Plan objectives or actions:

- *Effectively manage inbound and outbound official delegations, and relationships with embassies and high commissions;*
- *Promote our city's interests, objectives, and brand to international partners;*
- *Coordinate with community partners (e.g. CEDA, Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts;*
- *Develop agreements with existing international partner cities and support their implementation.*

City tour for visiting diplomats - Festival of Cultures

Diplomatic representatives are invited annually to attend the Palmerston North Festival of Cultures World Fair, but this year they were also offered the opportunity to come a day early for a special tour to discover more about our city, including our regional agrifood strengths.

The High Commissioners of Australia, India, Malaysia, and Singapore took up this opportunity to participate in a half day tour of city and Food HQ highlights, organised by the PNCC International Relations Office, with support from CEDA. This tour included visits to Central Energy Trust Wildbase Recovery, Fonterra Research and Development Centre, The Factory agritech hub, and Massey University Campus, including the Food Pilot Plant (pictured below).

The Indian High Commissioner also gave a speech at the opening of the Festival of Colours event, celebrating the Holi Festival. The special guests were then hosted for a Mayoral dinner, where they were joined by the Dean of the Diplomatic Corps, Samoan High Commissioner H.E. Leasi Papalii Tommy Scanlan.

The High Commissioners were joined the following day by at least 15 more representatives from the Diplomatic Corps arriving for the 2020 Festival of Cultures World Fair opening ceremony. The Irish Ambassador also hosted a breakfast with the Manawātū Chamber of Commerce ahead of the Festival.



Contribution to International Relations Plan objectives or actions:

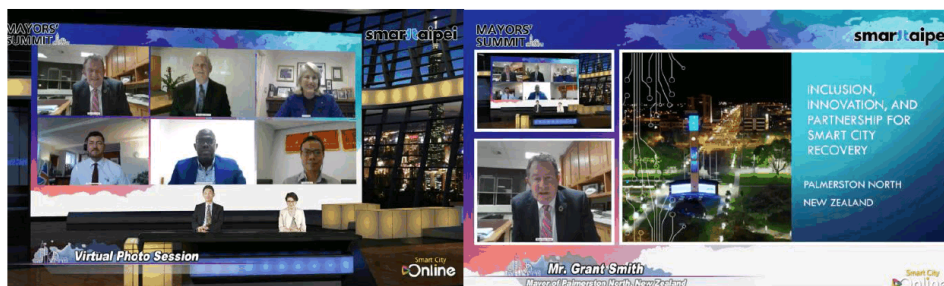
- Effectively manage inbound and outbound official delegations, and relationships with embassies and high commissions;
- Promote our city's interests, objectives, and brand to international partners;
- Encourage and support international partners to actively participate in our local economy;
- Coordinate with community partners (e.g. CEDA, Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts.

Taipei Smart City Summit

Palmerston North was one of six cities represented on the third and final round of the 2020 Smart City Mayors' Summit, hosted by Taipei City (Taiwan) in August. The Smart City Summit and Expo (SCSE) is an internationally renowned event for smart city and IOT (Internet of Things) industry.

The Mayoral Summit topic focussed on how technology can assist cities to recover from Covid-19. Mayor Grant Smith gave a presentation about Palmerston North's approach to smart city recovery, focussed on aspects of inclusion, partnership, sector strength, innovation, and engagement. The Mayor presented alongside other Mayors and representatives from Edinburgh (Scotland), Da Nang (Vietnam), Nigeria, Cockburn and Kwinana (Australia).

Palmerston North was originally invited to participate in the Smart City Summit in person, with funding support offered by Summit organisers. However, due to the global pandemic, the Summit events were moved online.



Contribution to International Relations Plan objectives or actions:

- *Promote our city's interests, objectives, and brand to international partners;*
- *Strengthen international relationships to support the flow of ideas and initiatives;*
- *Seek out valuable international networks and innovators and share ideas and knowledge with these international partners which can be usefully applied to local issues of interest;*
- *We have regular, positive dialogue and cooperation with our international partner cities, including digital connections.*



Coordinating international visits

Since the establishment of the International Relations Office in October 2016, PNCC has been involved in hosting over 83 international visits or meetings. These meetings have supported a range of important international connections for Palmerston North, including business (11 visits), education (34 visits), government (17 visits), diplomats (16) and community delegations (5 visits).

Since the last report in March 2020, PNCC has been directly involved in the following 5 international visits/meetings:

When (2020)	Description	Country/region
March	Hosting High Commissioners of Australia, India, Singapore, Malaysia & Samoa for pre-Festival city tour	Multiple
	Festival of Cultures 20+ delegation of Ambassadors/High Commissioners	Multiple
	Wageningen visitors – Meeting with Mayor	NL
	Planned Agrifood Week visit for Dutch, Israeli, Argentinian and Malaysia diplomatic representatives – Cancelled last minute due to Covid19	Multiple
Mid-March-June	Lockdown – No visits	
August	British High Commission Staff – Sustainability visit	UK
September	Vietnamese Ambassador and Embassy Commercial/Trade Officer Visit	Vietnam

Contribution to the International Relations Plan objectives and actions:

- *Promote our city's interests, objectives, and brand to international partners;*
- *Effectively manage inbound and outbound official delegations, and relationships with embassies and high commissions;*
- *Encourage and support international partners to actively participate in our local economy; and*
- *Coordinate with community partners (e.g. CEDA, Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts.*

New information following the change in COVID-19 alert levels.

massey.ac.nz/coronavirus

Ambassador of Vietnam visits Massey campus



Ms. Phuong Thao Duong, Vietnamese Embassy (L), Vice-Chancellor Professor Jan Thomas, Mrs. Toni Grace, International Relations Manager, Palmerston North City Council, the Vietnamese Ambassador to New Zealand Mr. Van Thong Ta, Angela Drake, International Relations Manager, Massey University.

The first international visitor to Massey University since the outbreak of COVID-19 earlier this year has visited the Manawatū campus.

The Vietnamese Ambassador to New Zealand, Mr. Van Thong Ta, who lives in Wellington, was welcomed by the Vice-Chancellor Professor Jan Thomas earlier this month. His visit included an inspection of Te Ohu Rangahau Kai – home to the Riddet Institute HQ, alongside AgResearch and Massey University Food and Nutrition researchers.

The Ambassador was impressed by the private and public partnership involved in Te Ohu Rangahau Kai. The Vietnamese Government wish to further develop the capability of food innovation and agri-tech, particularly in sustainable farming and food safety.

Vietnam is one of the fastest growing economies of South East Asia and the New Zealand-Vietnam relationship has gone from strength to strength. This is the 45th year of diplomatic relations between the two countries and the bi-lateral relationship has recently been elevated to a strategic partnership by the New Zealand Government.

One of the Vietnamese Government's priorities is to collaborate with New Zealand in education, focusing on English Language training and environmental management. They want to encourage students to explore programmes beyond business and finance disciplines and to study new areas such as food technology to strengthen the food value chain in Vietnam.

Massey currently has a variety of Vietnamese partner institutions including the University of Economics in Ho Chi Min City, where students can study a Master of Management, majoring in banking and finance or human resource management. This can be taught fully online or students may transition to Massey in person halfway through the programme.

Massey's Centre for Professional and Continuing Education (PaCE) has also developed a number of connections with Vietnamese partners for offshore delivery of its programmes. In April 2018 it launched a new foundation pathway programme in partnership with a leading Hanoi high school Nguyen Sieu School, which has seen a steady number of students choosing to study at Massey.

Created: 22/09/2020 | Last updated: 23/09/2020

Page authorised by Corporate Communications Director

Safety masks arriving from Palmerston North's sister city in China

Janine Rankin 18:13, Apr 15 2020 - [Manawatu Standard](#)



Medical masks are on their way to Palmerston North, a gift from its Chinese sister city Guiyang.

Palmerston North's Chinese sister city Guiyang is sending 10,000 medical masks to help fight the battle against Covid-19.

Guiyang, a sister city since 1992, is in Guizhou province, which was cleared of the virus on March 16 after recording 146 cases and two deaths.

In a letter to Palmerston North mayor Grant Smith, Guiyang mayor Chen Yan said the Covid-19 pandemic respected no boundaries.

"We will overcome difficulties and donate some medical supplies to Palmerston North within our power, to express our support...."



Palmerston North mayor Grant Smith stands with volunteer Palmy Global Ambassadors and the Sister City support lanterns they made for the Festival of Cultures Lantern Parade in February.

The gesture followed messages of support from Smith to Guiyang in February when that city was at the peak of its lockdown.

"On receiving your regards and support, we feel enormously warm and convinced to win the battle against the epidemic," Chen Yan said.

"I am confident that we will see further development of the friendly exchange and cooperation between our cities as the epidemic is further contained."

The masks have arrived in New Zealand, and will be delivered to Palmerston North soon, to be distributed through the emergency operations centre.

Centre controller Tom Williams said the generosity of the gift was appreciated.

"We're not sure how long we will require protection due to Covid-19, so it is comforting to know we have this supply on-hand to meet our future needs."

The city council's international relations manager Toni Grace said it was a symbol of the enduring friendship between the cities, and the value of maintaining strong global relationships.

Dunedin Edinburgh Sister City Society hosts fortnightly radio show 'OARFM' - continued...

The show contains lots of chat, music, history and giveaways, and is proudly supported by Dunedin City Council Events, Community Development and Harraways.

Marion and Simon would be happy to hear from any other Sister City groups with Scottish connections or activities that they run over the year - please contact Simon on 027 440 3058.

OARFM on Otago Access Radio 105.4FM and 1575AM

Every fortnight Friday from 11am or via live stream or podcast (see website for details)

oar.org.nz/kilts-and-kiwis

facebook.com/DunedinEdinburghSisterCitySociety



'Kilts and Kiwis' radio show features Scottish music, interviews and regular Harraways product giveaways.



The Proclaimers with members of Dunedin Edinburgh Sister City Society before their Dunedin Regent Theatre show.

Mihara announces "Kia Ora Square" naming

By Toni Grace, Palmerston North City Council

Mihara City has announced that they will be naming their new downtown development "Kia Ora Square" in recognition of the city's relationship with Palmerston North.

Scheduled to open in late July, Kia Ora Square will be a central city hub, located in front of Mihara train station and connecting to the city library, plaza, a hotel and a number of commercial facilities.

The name was selected through a public competition, with over 700 entries made from around the country. The winning submission - Kia Ora Square- was suggested by Mei, a 13-year-old Mihara high school student.

In the submission, Mei noted that "Kia Ora Square" would be a good name for the development because it acknowledges the city's connection to Palmerston North, New Zealand, and will also be a

meeting hub where people greet, gather and deepen their friendships.

Palmerston North Mayor Grant Smith expressed his delight at the name.

"The deeper meaning behind the expression "Kia ora" is to wish someone good life and health, so I hope that Kia Ora Square will serve as a special place of union, vitality and wellbeing for the people of Mihara."

Mihara and Palmerston North have enjoyed community exchange for well over a decade and formalised this relationship at the 2019 Sister Cities NZ conference last March.



Left: The logo for Kia Ora Square to be opened in Mihara in July.

Sister City donates 10,000 face masks to Palmerston North

By Toni Grace & Sandra Crosbie, Palmerston North City Council

Palmerston North's Chinese sister city, Guiyang, donated 10,000 face protection masks to Palmerston North's COVID-19 response effort in a show of global friendship and cooperation.

The distribution of the masks was managed by the Palmerston North Emergency Operations Centre (EOC). They have been used where there was an identified need for frontline workers or people in the city requiring protection.

"We appreciate the generosity of the donation of masks and the spirit in which they were sent," said Palmerston North City Emergency Operations Centre Controller Tom Williams. "It's been comforting to know we have this supply on-hand to meet our needs." In a letter to Palmerston North Mayor Grant Smith, Guiyang Mayor Chen Yan said,

"The epidemic respects no boundaries and is the common challenge for all humankind.

We will overcome difficulties and donate some medical supplies to Palmerston North within our power, to express our support."

Guiyang is the capital city of Guizhou Province in southwest China and has been Palmerston North's sister city since 1992. The relationship between the cities stemmed from an agricultural science cooperation between Massey University and Guizhou University in 1982, with ongoing environmental and agricultural academic collaboration continuing between our regions over the decades.

"This generous gesture from Guiyang demonstrates the enduring friendship between our cities and the value of Palmerston North maintaining strong global relationships", PNCC International Relations Manager Toni Grace says.

In February, Mayor Smith sent a letter of support to Mayor Chen Yan and a video message of support to the people of Guiyang during the height of their lockdown. Youth volunteers from the Palmy Global Ambassador programme helped to make lanterns with sister city messages of support for Guiyang to be part of Palmerston North's Festival of Cultures lantern parade.



Mayor Grant Smith and PNCC International Relations Manager, Toni Grace, thank Guiyang for their mask donation.

MEMORANDUM

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: Science, Technology & Innovation Portfolio Update (September)

PRESENTED BY: Councillor Brent Barrett

APPROVED BY: David Murphy, Acting General Manager - Strategy and Planning

RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the report entitled 'Science, Technology & Innovation Portfolio Update (September)', presented to the Economic Development Committee on 7 October 2020, be received for information.

1. ISSUE

The Science, Technology & Innovation portfolio is reporting to the Economic Development Committee for September 2020.

2. BACKGROUND

The Science, Technology & Innovation portfolio members are encouraged to continue to update their goals and activities throughout the year.

3. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide?	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	No
Are the recommendations inconsistent with any of Council's policies or plans?	No

ITEM 11

The recommendations contribute to Goal 3: A Connected and Safe Community	
The recommendations contribute to the outcomes of the Connected Community Strategy	
Contribution to strategic direction and to social, economic, environmental and cultural well-being	Active Citizenship Plan – the portfolios provide an opportunity for Elected Members to report on their engagement with organisations in their sector.

ATTACHMENTS

1. Science, Technology & Innovation Portfolio Update_September 2020 [↓](#)





PORTFOLIO UPDATE

TO Economic Development Committee

CC Mayor

FROM Cr Brent Barrett
Science, Technology & Innovation Portfolio

DATE 18 September 2020

SUBJECT **PORTFOLIO UPDATE: SEPTEMBER 2020**

Portfolio membership

Councillors Rachel Bowen, Leonie Hapeta and Aleisha Rutherford.

Portfolio scope

Workforce & employment; start-ups & business innovation; tech sector; digital; Agritech; The Factory; FoodHQ; Massey and other research institutions relationships, Young Enterprise

Portfolio goals

- Lift profile of science and technology in the community
- Improve innovation space and culture in the city centre

Activity summary

Short description	Stakeholder (group, individual, etc.)	Engagement type (event, discussion, etc.)	Members (note who attended)
Kudos Science Awards	Soteria Ieremia, Project Manager, Kudos Science Trust	Meeting to explore Kudos Science Trust's model for lifting the profile of science and technology in the community	BB
The Factory	Dave Craig, CEO The Factory	Meeting to discuss The Factory and the innovation culture in the community	BB, RB, LH
GreenTech Robotics	GreenTech Robotics	Factory opening	BB

Issues summary

There is opportunity to adopt/adapt New Zealand models used in other centres to lift the profile of science and technology in Palmerston North.

New shared work spaces in and near the city centre are positive signs of innovation oriented space and culture in the city.

Subsequent recommendations for consideration

nil

COMMITTEE WORK SCHEDULE

TO: Economic Development Committee

MEETING DATE: 7 October 2020

TITLE: Committee Work Schedule

RECOMMENDATION(S) TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the Economic Development Committee receive its Work Schedule dated October 2020.

ATTACHMENTS

1. Committee Work Schedule - October 2020 [↓](#) 

ECONOMIC DEVELOPMENT COMMITTEE

COMMITTEE WORK SCHEDULE – OCTOBER 2020

Item No.	Estimated Report Date	Subject	Officer Responsible	Current Position	Date of Instruction/ Point of Origin
1.	October 2020	Portfolio Update—Science, Technology & Innovation	Cr Brent Barrett		
2.	October 2020 (subject to availability of data and sector inputs)	Sector Profiles Construction (summary) Manufacturing (summary) Logistics & Supply Chain Sector (summary) Health Care & Social Assistance (summary) Government (summary) Education & Training (full and summary)	General Manager – Strategy & Planning		
3.	December 2020 (subject to availability of data and sector inputs)	Sector Profiles Non-profit (full and summary) Research & Development (summary) Defence (full) Tourism (summary)	General Manager – Strategy & Planning		
4.	December 2020	Portfolio Update – Defence	Cr Lew Findlay		
5.	December 2020	Portfolio Update – Education & Students	Cr Rachel Bowen		
6.	October 2020 December 2020	Quarterly Economic Report	General Manager – Strategy & Planning		
7.	October 2020 December 2020	CEDA Projects/Activities Report	General Manager – Strategy & Planning		
8.	October 2020 2021	International Relations Six Monthly Report	General Manager – Strategy & Planning		
9.	2021	Sector Profiles Retail Health Check (summary)	General Manager – Strategy & Planning		

Oasis # 13972982

Item No.	Estimated Report Date	Subject	Officer Responsible	Current Position	Date of Instruction/ Point of Origin
		Tourism (full) Logistics (full) Government (full) Agriculture (summary)			