



# PALMERSTON NORTH CITY COUNCIL

# **AGENDA**

# ECONOMIC DEVELOPMENT COMMITTEE

# 1PM, WEDNESDAY 21 SEPTEMBER 2022

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

## **MEMBERS**

Leonie Hapeta (Chairperson)
Vaughan Dennison (Deputy Chairperson)
Grant Smith (The Mayor)

Brent Barrett
Susan Baty
Rachel Bowen
Zulfiqar Butt
Renee Dingwall
Lew Findlay QSM

Patrick Handcock ONZM
Orphée Mickalad
Bruno Petrenas
Aleisha Rutherford
Ruma Karaitiana

### 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

# **Chris Dyhrberg**

Acting Chief Executive | PALMERSTON NORTH CITY COUNCIL





## **ECONOMIC DEVELOPMENT COMMITTEE MEETING**

21 September 2022

## **ORDER OF BUSINESS**

#### 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. Confirmation of Minutes

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"That the minutes of the Economic Development Committee meeting of 15 June 2022 Part I Public be confirmed as a true and correct record."

#### 6. International Relations and Education 6-monthly report

Page 13

Memorandum, presented by Gabrielle Nguyen, International Relations Manager.

7. Summary Report on the June 2022 Palmerston North Quarterly Economic Monitor and Major events held during the year ending June 2022

Page 29

Memorandum, presented by Stacey Bell, City Economist and Kian Lee, Policy Analyst.

8. Work Schedule - September 2022

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#### 9. 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:

eneral subject of each atter 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].



## PALMERSTON NORTH CITY COUNCIL

Minutes of the Economic Development Committee Meeting Part I Public, held in the Council Chamber, First Floor, Civic Administration Building, 32 The Square, Palmerston North on 15 June 2022, commencing at 1.02pm.

Members Councillor Leonie Hapeta (in the Chair), The Mayor (Grant Smith) and Councillors Brent Barrett, Susan Baty, Zulfigar Butt, Vaughan Dennison,

Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Orphée

Mickalad, Bruno Petrenas, and Mr Ruma Karaitiana.

**Non** Councillors Billy Meehan and Karen Naylor.

Members:

Apologies: Councillors Rachel Bowen, Lorna Johnson and Aleisha Rutherford (for

late arrival).

Councillor Billy Meehan entered the meeting at 1.24pm at the conclusion of clause 11. He was not present for clauses 10 and 11.

Councillor Aleisha Rutherford entered the meeting at 1.39pm during consideration of clause 12. She was not present for clauses 10 and 11.

#### 10-22 Apologies

Moved Leonie Hapeta, seconded Vaughan Dennison.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive the apologies.

Clause 10-22 above was carried 13 votes to 0, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Mr Ruma Karaitiana.

#### 11-22 Presentation - Manawatech

Presentation, by Steve Pavarno, Chief Executive, Manawatech.

Steve Pavarno discussed the Manawatū tech industry, and the value of the tech industry to the New Zealand economy. He spoke on the importance of tech staff to enable a business to grow.

He explained Manawatech's role as a facilitator, advocate and promoter of the tech industry in the Manawatū. They provide a valuable



networking service for tech staff/ companies in the region, including:

- a CV database which connects workers with companies
- a mentoring programme, and
- hold monthly meetings which attract big international tech companies to speak to members.

Moved Leonie Hapeta, seconded Vaughan Dennison.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive the presentation for information.

Clause 11-22 above was carried 13 votes to 0, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Mr Ruma Karaitiana.

Councillor Billy Meehan entered the meeting at 1:24pm.

# 12-22 Presentation - Central Economic Development Agency (CEDA) Presentation, by Jerry Shearman, Chief Executive, CEDA.

Jerry Shearman provided the Committee with an update on CEDA's inward investment approach. He explained the four tiers of work CEDA focuses on. These are:

- Project based key strategic projects
- Adhoc and of scale large inward investment opportunities
- Adhoc and small smaller opportunities for inward investment, eg. smaller companies looking to establish in the region.
- Third party led CEDA provides funding to entrepreneurs to enable them to get established, through the Factory and Sprout Agritech.

CEDA's role in inward investment is to provide expertise, advice and support to encourage investments, facilitate and promote business in the region.

Mr Shearman outlined some of CEDA's current major projects:

- Te Utanganui/ Central Railway Hub official launch in July 2022.
- Food Strategy Stage 1 focus on the existing food science cluster is complete, and Stage 2 is being scoped.

Councillor Aleisha Rutherford entered the meeting at 1:39pm.



Moved Leonie Hapeta, seconded Vaughan Dennison.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive the presentation for information.

Clause 12-22 above was carried 14 votes to 0, with 1 abstention, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Billy Meehan, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Mr Ruma Karaitiana.

#### Abstained:

Councillor Aleisha Rutherford.

#### 13-22 Confirmation of Minutes

Moved Leonie Hapeta, seconded Vaughan Dennison.

#### The **COMMITTEE RESOLVED**

1. That the minutes of the Economic Development Committee meeting of 16 March 2022 be confirmed as a true and correct record.

Clause 13-22 above was carried 14 votes to 0, with 1 abstention, the voting being as follows:

#### For:

Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Billy Meehan, Orphée Mickalad, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Mr Ruma Karaitiana.

#### Abstained:

The Mayor (Grant Smith).

# 14-22 Summary report on the March 2022 Palmerston North Quarterly Economic Monitor

Memorandum, presented by Peter Crawford, Economic Policy Adviser & Kian Lee, Policy Analyst.

Moved Leonie Hapeta, seconded Vaughan Dennison.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive the Summary report on the March 2022 Palmerston North Quarterly Economic Monitor for information.

Clause 14-22 above was carried 15 votes to 0, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Billy Meehan, Orphée Mickalad, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Mr Ruma Karaitiana.



#### 15-22 Tourism Sector Profile and Government Sector Profile

Memorandum, presented by Peter Crawford, Economic Policy Adviser & Janet Reynolds, Destination Development Project Manager (Central Economic Development Agency).

Moved Leonie Hapeta, seconded Aleisha Rutherford.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive the memorandum titled 'Tourism Sector Profile and Government Sector Profile' for information.

Clause 15-22 above was carried 15 votes to 0, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Billy Meehan, Orphée Mickalad, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Mr Ruma Karaitiana.

#### 16-22 Portfolio Update - Housing

Memorandum, presented by Councillor Susan Baty, Lead Portfolio Member for Housing.

Moved Susan Baty, seconded Brent Barrett.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive the report titled 'Portfolio Update – Housing' for information.

Clause 16-22 above was carried 15 votes to 0, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Billy Meehan, Orphée Mickalad, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Ruma Karaitiana.

#### 17-22 Work Schedule - June 2022

Moved Vaughan Dennison, seconded Brent Barrett.

#### The **COMMITTEE RESOLVED**

1. That the Committee receive its Work Schedule dated June 2022.

Clause 17-22 above was carried 15 votes to 0, the voting being as follows:

#### For:

The Mayor (Grant Smith) and Councillors Leonie Hapeta, Brent Barrett, Susan Baty, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Billy Meehan, Orphée Mickalad, Karen Naylor, Bruno Petrenas, Aleisha Rutherford and Mr Ruma Karaitiana.



The meeting finished at 2.22pm	The	meeting	finished	at 2.22pm
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Confirmed 21 September 2022

Chairperson



#### Memorandum

TO: Economic Development Committee

MEETING DATE: 21 September 2022

TITLE: International Relations and Education 6-monthly report

PRESENTED BY: Gabrielle Nguyen, International Relations Manager

APPROVED BY: David Murphy, Chief Planning Officer

#### **RECOMMENDATION TO COMMITTEE**

1. That the Committee note the progress on the International Relations and Education activity over the past six months, contributing to the Economic Development Plan and Innovative and Growing City Strategy.

#### 1. ISSUE

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

#### 2. BACKGROUND

Although international travel is not yet possible, it is still necessary to maintain steady relations and communication with our international partners utilising digital platforms. The International Relations team has leveraged digital diplomacy to achieve the same goals whilst acknowledging its shortcomings in comparison with face-to-face interactions.

The reopening of the New Zealand borders on 31 July 2022 has been welcoming news for all, especially those in the international education and tourism sector.

China's persistent zero-covid policy and closed border has had a significant impact on the recovery of the international education sector because it is the largest source market for international students. However, it encourages market diversification to other regions such as Southeast Asia.

Current world affairs such as the war in Ukraine and the intensified relations between the US and China has created a certain level of uneasiness and challenges in the international relations space.



#### 3. OVERVIEW OF CURRENT STATUS

#### **International Relations**

Over the last six months, the International Relations team has proactively and regularly communicated with our sister cities Missoula (USA) and Guiyang (China) to organise more activities to celebrate our 40th and 30th anniversaries. Although Council decided not send a Mayoral delegation in 2022, we are continuing discussions about reconnecting physically with our overseas partners in 2023. The focus has been on utilising digital platforms for celebratory activities ranging from arts/cultures to trade/business and education cooperation.

We have also maintained good mutual communication with Mihara city (Japan) and Wageningen (The Netherlands) with sparingly planned activities. In June we had the pleasure of welcoming CLAIR Sydney (Japan's Council of Local Authorities for International Relations) to Palmerston North. Their Assistant Director Mr. Shiro Inoue is seconded from Mihara's municipal government. Representing Mihara city, he presented Mayor Okada's letter to our Mayor, and invited us to visit them in 2024 to celebrate the two cities' 5th anniversary.



Image 1. Receiving letter from Mayor Okada of Mihara city

The International Relations team has proactively engaged with CEDA, the Manawatū Business Chamber, Manawatū Young Chamber, ManawaTech, Palmerston North branch of New Zealand Institute of International Affairs (NZIIA PN) as well as other local stakeholders to gain understanding of what our City has to offer in different sectors, and what our current challenges and future aspirations are.

International education needs the most attention to recover but our other sectors are also faced with a supply chain crisis and talent/skill shortage. Based on that, we have increased our engagement with relevant Government agencies like Immigration New Zealand and Education New Zealand, as well as the diplomatic corps in Wellington to identify opportunities for our city's key growth areas, to



advocate for potential mitigation of our current risks and challenges, and expand networks with potential international partners.

Together with CEDA, Manawatū Business Chamber, Manawatū Young Chamber and NZIIA PN, we organised an event with Alibaba.com on 27 July, an international business panel discussion on 10 August and another panel discussion for SMEs on "How to position your business for growth in China" on 25 August. Plans are also in motion to hold talks on the Biden administration's Indo-Pacific policy, the new trade agreement between the EU and New Zealand and the Trans-Tasman Business Circle AgriTech Delegation to AgriFood Week in Israel in the near future. These are relevant and current topics with strong implications for our people and businesses, which contributes to the city's economic development plan.

#### International Education

The last six months have been dynamic for the international education sector. The International Relations/Education team has worked closely with the city's International Education Leadership Group (IELG) on prioritising actions needed for the sector's recovery. We meet quarterly and can call for extra meetings when there is a need for urgent feedback. Officers acknowledge the collaborative spirit of all providers, their availability to contribute and their unanimous determination to build the sector stronger, better and more resilient than ever.

On 12 May, we attended the launch of the draft of the refreshed International Education Strategy where Education Minister Hipkins announced that after an extensive consultation, the Ministry had decided to not change the ability for primary and intermediate schools to enrol international students. It was long-awaited but very welcoming news. On 28 June, we made a comprehensive submission to the Ministry on behalf of IELG on the refreshed International Education Strategy.

We have worked closely with Education New Zealand (ENZ) and the Regional International Education Network Aotearoa (RIENA) on industry updates, market intel, resources and collaboration opportunities.

PNCC signed a Funding Agreement for FY21/22 with ENZ and received \$7,500 for social licence in November 2021. We have been working with ENZ's strategic PR partner Anthem to identify, develop and execute two media stories demonstrating the benefits of international education in the region to increase the awareness and support from local New Zealanders. Anthem work with education providers to research the stories, write media releases and pitch the stories to relevant media. To date, one story with Awatapu College has been published on Stuff / Manawatu Standard. A story with IPU New Zealand is to be published by 30 September 2022. Anthem will be funded directly by ENZ continue to work with PNCC and other regional EDAs and councils on this social licence programme up until 30 June 2023.

In June 2022, we submitted a regional funding application to ENZ on behalf of IELG. We proposed three projects, with two marketing projects approved for a total of \$30,000. We were also sponsored to attend ENZ's Regional Mini Fair on 25-26 July to promote our region as a preferred study destination to recruitment agents and



received updates from Immigration New Zealand. The event was well attended by 33 recruitment agents and 57 representatives for regions and providers.

ENZ has also restarted their popular agent fairs and seminars in international markets. IELG has identified Japan and Vietnam as two of our key markets for recovery. Although we are unable to travel to Vietnam for the ENZ events in October 2022, we have got approval from IELG to appoint a local Vietnamese agent to represent our region in Ha Noi and Ho Chi Minh City.



Image 2: Promoting Manawatū as preferred study destination at ENZ's regional Mini Fair July 2022

A fourth cohort of 5,000 international students received border exceptions prior to New Zealand reopening. Our region was well supported across school, tertiary, and English language sector. However, we are requested not to distribute the information on cohort four by ENZ. On 16 July, Palmerston North and Rangitāne welcomed about 80 new international arrivals including international students to the city in the first powhiri at Te Manawa since COVID-19 cut the flow in early 2020. It was an emotional event for all those who attended because the absence of international students in the city due to the COVID pandemic was felt by not just our schools and institutions, but also our community. Our international connections are part of what makes Palmy a great place to live.

Furthermore, we have also been working hard on forging new relationships. In June we celebrated the signing of a Memorandum of Arrangement with the Department of Education and Training in Vietnam's Ho Chi Minh City. The agreement allows us to actively promote opportunities for students and teachers between the two cities. In



addition, the International Relations/Education team has been working with Youth Space and Community Development to bring back the Global Ambassador Programme this spring. This along with another new initiative to connect schools in Palmerston North and Mihara will be supported by a third-year intern placed with us by IPU New Zealand's internship programme.

#### 4. ACTIVITIY UPDATES

**What we want to achieve** (From the International Relations Chapter of the Economic Development Plan 2021 – 2031):

- Palmerston North has a positive international reputation and is successful in attracting investment, businesses, visitors and students.
- The City has excellent economic and education connections to its international partners.
- A greater proportion of visitor spending in Palmerston North is by international visitors.

#### **Activities to date**

- Attended Smart City Mayors' Summit on 23 March (online) where Mayors from around the world showcased their most recent smart city developments. PNCC presented on our 5G network, applying digital twin to real world urban planning, and Turitea – New Zealand's largest wind farm.
- Hosted His Excellency Mr. Wang Xiaolong, Ambassador of the People's Republic of China to New Zealand and delegation on 23 June. The delegation visited Massey University including the School of Aviation, Food HQ, Fonterra R&D Centre, and attended a Mayoral meeting.
- Visited the Embassy of the Socialist Republic of Vietnam on 10 May to welcome the new Ambassador to New Zealand and explore opportunities for our key growth areas.
- Attended Europe Day Luncheon on 10 May, received updates on the EU New Zealand trade agreement, and introduced to the diplomatic corps.

#### Next steps

- Massey University is in discussion with Guizhou Vocational College of Agriculture and Guizhou Academy of Agricultural Science re. new partnerships.
- Planning for His Excellency Mr. Nguyen Van Trung, Ambassador of the Socialist Republic of Vietnam to New Zealand visit to Palmerston North to explore our education offerings, start-up programmes, and ManawaTech for the IT sector.
- Planning an EU Ambassadors' panel discussion on the EU-New Zealand trade agreement to inform what it means to our local business community





Image 3: Welcomed HE Ambassador Wang Xiaolong to Palmerston North 23 June 2022



Image 4: With HE Ambassador Nguyen Van Trung10 May 2022

What we want to achieve (From the International Relations Chapter of the Economic Development Plan 2021 - 2031):

- Palmerston North has a rationalised network of global city partnerships and is focused on managing them well.
- There are deeper relations with Palmerston North global city partners, and greater economic, education and community cooperation.



- Rangitāne O Manawatū have opportunities for involvement in projects and initiatives to achieve the partnership aspirations identified in this plan.
- Rangitāne O Manawatū and Council have clearly defined roles in civic engagement on behalf of the community.
- Opportunities for digital engagement are maximised.

#### **Activities to date**

Prioritised our sister city anniversary's celebrations:

#### Guiyang, China – 30 years (Aug 1992)

- Organised an introductory meeting between Manawatū Business Chamber, CEDA, and China Council for the Promotion of International Trade (CCPIT) with the Guiyang branch.
- Provided Guiyang with information on our agricultural products and services.
- Organized a hybrid celebration "30 years of sister city relations between Palmerston North and Guiyang" in the Guiyang Lounge, PNCC on 17 August.
- Organised a taonga to commemorate the 30th anniversary: The Rangimarie pūtōrino by Warren Warbrick. The sound that is made from this pūtōrino is a spiritual language which symbolises the ongoing talks between both our sister cities.



Image 5: Rangimarie Putorino - celebrate 30 years of sister city relationship between Guiyang and Palmerston North (1992-2022)





Image 6: Attending 30 years' celebration Guiyang-Palmerston North



Image 7: Reaffirmed Sister City committments between Guiyang and Palmerston North 17 August 2022



#### Missoula, USA – 40 years (Oct 1982)

- A free screening of the multiple-award winning movie The Power of the Dog, a movie that took us back to rural Montana in 1925 to celebrate 40 years of the sister city relationship between Missoula, and Palmerston North. Mayor Engen of Missoula sent a pre-recorded message, which was sent to all those who attended the screening. The screening was on for 2 days (29 and 30 April) and tickets for both days sold out.
- Sent congratulatory letters to Missoula and The Embassy of the United States of America on July 4<sup>th</sup>.
- Organised a taonga to commemorate the 40th anniversary with Warren Warbrick.



Image 8: Movie screening poster



- Hybrid celebration ceremony with Missoula and Rangitāne to coincide with the visit of His Excellency Thomas Udall, Ambassador of the United States of America to New Zealand on 1 September 2022.
- His Excellency Thomas Udall, Ambassador of the United States of America to New Zealand visited the city on 1-2 September 2022.

#### Mihara, Japan

- Hosted CLAIR Sydney with Mihara's representative 2 3 June.
- Planned a photo contest with Mihara where Mihara amateur photographers submitted images that best showcased the beauty of Mihara. 12 finallists were selected and our local students voted to decide the top 3 winners. Voting closed on 26 August. Winners in Mihara will receive prizes sponsored by PNCC.

#### Wageningen, The Netherlands

• Engaged with the New Zealand Embassy in The Netherlands and visited the Embassy of the Kingdom of the Netherlands in Wellington on 9 June.

#### Kunshan, China

Maintained communication via WeChat and emails.

#### Next steps

- Planning for a physical visit at the earliest opportunity possible to deliver the taonga in person to Guiyang and Missoula.
- Work with CEDA and Manawatū Business Chamber on direct trade/business opportunities with Guiyang.
- Planning a live interaction session for students from both cities in the spring or fall in Missoula when students are back for the new school year.
- Planning a live introduction session for both councils later in the year to discuss common challenges and opportunities, setting the scene for future cooperation.
- Planning to connect students at Koizumi Elementary School with a local primary school in Palmerston North. Terrace End School has had previous interaction with Mihara and might want to further build on that. Other schools will also be approached and offered the opportunity to participate.
- Intending to invite the new Ambassador of the Kingdom of the Netherlands to New Zealand for a visit to Palmerston North



• Re-engage in conversation with Kunshan to explore opportunities for trade/business, education, and city planning.

**What we want to achieve** (From the International Relations Chapter of the Economic Development Plan 2021 – 2031):

 The community is familiar with the city's international city partnerships and have opportunities to be involved through the Global Ambassadors programme.

#### **Activities to date**

- Funded by ENZ to work with their PR partner Anthem to identify, develop and
  execute two earned media stories demonstrating the benefits of international
  education in the region to increase the awareness and support from local New
  Zealanders. To date, one story with Awatapu College has been published on
  Stuff/Manawatu Standard.
- Co-organised Alibaba.com event with CEDA and the Manawatū Business Chamber on 27 July to provide an exciting education and network opportunity to support local businesses in their digital growth journey.
- Received NZIIA PN's report on 2020 fund and activities. Offered continued support and cooperation in event organisation in 2022-2023.
- Represented PNCC on International Business Panel on 10 Aug organised by Manawatū Young Chamber to discuss how the city can support local businesses to reach international markets through international relations and partnerships.
- Organised panel discussion for local SMEs on "How to position your company for growth in China" on 25 August. Panellists include Alistair Crozier, Executive Director New Zealand China Council; Richard Dunsheath, Trade Commissioner in Shanghai; Prof. Stephen Kelly, Pro Vice Chancellor of Massey Business School; Kim Scott, Founder of Idea Developments; and Bo Brian Z. of LIVALL – Smart Helmet.
- Reviewed the city's Global Ambassador Programme with Community Development and Youth Space team.

#### **Next steps**

- Story with IPU New Zealand to be published by 30 September 2022
- Continue to partner with CEDA, Manawatū Business Chamber, etc. to organize future events in response to the needs of local communities.



- Continue to cooperate on event organisation, utilise Diplomats' visits to the city.
- Engaging an IPU New Zealand's intern to resume the Global Ambassador Programme in September 2022.



Image 9: International Business panel discussion 10 Aug 2022





Image 10: How to position your business for growth in China" panel discussion 25 Aug 2022



Image 11: From left to right: Kim Scott, Alistair Crozier, Mayor Grant Smith, and Education Counsellor Dong Zhixue, Chinese Embassy in NZ



What we want to achieve (From the International Relations Chapter of the Economic Development Plan 2021 - 2031):

- Palmerston North is internationally recognised as a preferred destination in New Zealand for international education and research.
- Recovery from the disruption of international education and other activities occurs as quickly as possible and is supported by strong international city partnerships.

#### **Activities to date**

- Attended the launch event where Education Minister Hipkins announced the
  draft of a refreshed International Education Strategy on 12 May. On 28 June,
  we made a comprehensive submission to the Ministry on behalf of IELG to
  make sure it captures the perspectives of our local providers and their benefits
  going forward.
- On 23 June we celebrated the signing of a Memorandum of Arrangement with the Department of Education and Training in Vietnam's Ho Chi Minh City. The agreement allows us to actively promote opportunities for students and teachers between the two cities.
- PNCC was sponsored by ENZ to attend the ENZ's regional Mini Fair on 25-26 July. Representatives from Massey University, Freyberg High School, Community Development Manager and the International Relations/Education team went up to Auckland to promote Manawatū/Palmerston North as a preferred study destination for international students. We offered a hospitable and collaborative business environment for recruitment agents to work with. Agent contacts collected from the event were forwarded to individual providers for follow up.
- PNCC on behalf of IELG submitted a regional business proposal and was awarded a total of \$30,000 +GST for 2 projects:
  - A virtual tour of the education experience in the city which aims to attract new international students to the city/region for the recovery of the sector in 2023, enabling prospective students and their families to have a real sense of the life they would have in Palmerston North when travel isn't as convenient as pre-COVID-19.
  - Overseas marketing mission to Vietnam and Japan: Reconnect with priority markets and assist the recovery of our sector in 2023 and beyond.
- Organised for a master agent in Vietnam to attend ENZ Vietnam events on 28-31October to promote our region/city as a preferred study destination for Vietnamese students.



• Submitted a proposal with Waseda University, Japan for a regional study tour programme for their affiliated high schools. This will be of long-term benefit to our providers and a great boost to the city's education reputation overseas.

#### Next steps

- Explore ways to leverage off this MOA for the benefits of our providers and our city.
- Continue to engage with key local agents for family trips to Palmerston North and explore opportunities to promote our regional offers.
- Establishing working groups with providers to execute plans for the both projects:
  - Working with Arthur Chin of New Zealand Nature Highlights to deliver 2 education tours by 31 December 2022.
  - Organising a marketing mission trip to Vietnam and Japan by 31 May 2023
- Cultivate deep and meaningful partnerships with key Vietnamese agents to support our providers with their market strategies.

#### **COMPLIANCE AND ADMINISTRATION**

Yes
No
No
No
Yes
No

The recommendations contribute to Goal 1: An Innovative and Growing City

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

The action is: Various actions with the international relations chapter of the



economic development plan			
strategic	The International Relations and Education 6-monthly report outlines the progress of actions in the International Relations Chapter, which contributes to the Economic Development Plan and Innovative and Growing City Strategy.		

#### **ATTACHMENTS**

NIL



#### **MEMORANDUM**

TO: Economic Development Committee

MEETING DATE: 21 September 2022

TITLE: Summary Report on the June 2022 Palmerston North Quarterly

Economic Monitor and Major events held during the year

ending June 2022

PRESENTED BY: Stacey Bell, City Economist and Kian Lee, Policy Analyst

APPROVED BY: David Murphy, Chief Planning Officer

#### RECOMMENDATIONTO ECONOMIC DEVELOPMENT COMMITTEE

1. That the Committee receive the report titled 'Summary report on the June 2022 Palmerston North Quarterly Economic Monitor and Major events held during the year to June 2022' for information.

#### 1. ISSUE

- 1.1 This memorandum presents a summary of:
  - a. the key themes in the latest Palmerston North Quarterly Economic Monitor for the June 2022 quarter; and
  - b. overview of major economic events held in the Manawatū region during the year ending June 2022.
- 1.2 The Palmerston North economy continued to perform well over the year to June 2022, with growth in the city exceeding growth at the national level. Record levels of employment and growing household incomes have supported household spending in a time of rising costs, while recovering events and tourism sector activity has supported business activity and employment across the city.
- 1.3 Alongside healthy jobs and income growth, challenges from wider economic conditions, such as supply chain constraints and labour shortages, have continued to put pressure on local businesses. Rising interest rates and lower business confidence triggered a contraction of new commercial vehicle registrations in the June 2022 quarter, indicating the reluctance of commercial businesses to spend on big-ticket items. Building consent volumes and values also returned from the record highs of 2021, to closer to five-year averages.



- 1.4 More positively, housing market data indicates a softening, as opposed to a rapid fall, in house prices amidst improving housing affordability in the city. The recent contraction in retail spending for New Zealand also suggests that tightening monetary policy is starting to work, driving down demand and raising hopes that interest rates will peak at a lower rate than forecast.
- 1.5 The following section of the report highlights the economic performance of the city, comparing indicators from the June quarter 2022 with the June quarter 2021, in addition to annual performance.

#### 2. PALMERSTON NORTH QUARTERLY ECONOMIC MONITOR – JUNE

- 2.1 Infometrics estimates GDP in the City was \$1,386m, decreasing by 4.5% compared to the same quarter in June 2021, while New Zealand GDP decreased by 0.7%. The negative growth is compared to a strong June 2021 quarterly GDP (the second highest on record) when the economy bounced back from the impact of Covid-19 restrictions in the June quarter of 2020.
- 2.2 The latest Palmerston North Quarterly Economic Monitor report indicates an increase of \$71m worth of economic activity for the year ending June 2022, with total GDP reaching \$5.79b at +1.2% growth. New Zealand GDP is estimated to have increased by 0.9% for the same period.
- 2.3 In terms of employment based on place of residence, Infometrics estimates that there were 36,189 Palmerston North residents employed in the June 2022 quarter, an increase of 1,028 people (+2.9%) from the June 2021 quarter and equalling the national growth rate.
- 2.4 Based on estimates of place of work data, the annual median salaries and wages paid in Palmerston North in the year ended June 2021 were \$57,590, increasing by 5.5% from the previous year, while median salaries and wages for New Zealand were \$58,880, increasing by 5.5% from the previous year.
- 2.5 Total annual salaries and wages paid in Palmerston North in the year ended June 2021 were \$3,198 million, increasing by 8.2% from the previous year, while annual salaries and wages for New Zealand were \$145,601 million, increasing by 6.0% from the previous year.
- 2.6 The average quarterly worker turnover rate in Palmerston North in the year ended June 2021 was 12.9%, the same as the June 2020 quarter, while the average worker turnover rate for New Zealand was 14.3%, declining from 14.8% in the previous year.
- 2.7 Electronic card retail spending in Palmerston North in the June quarter was \$350 million, an increase of 5.1% from the June 2021 quarter, while national growth was 4.5%.
- 2.8 Annual electronic card retail spending in Palmerston North for the year ended June 2022 was \$1,372 million, an increase of 2.7% from 2021. There was no increase (0.0%) for New Zealand.



- 2.9 The total value of building consents issued in Palmerston North in the June 2021 quarter was \$69 million, compared with \$142 million in the June 2021 quarter, a decline of 51% (against the second highest recorded value of quarterly consents). National consent values increased by 8%.
  - a. Building consents to the value of \$305 million were issued in Palmerston North in the year to June 2022, a decrease of 18.2% from the previous year. National consent values increased by 18.5% over the year to June 2022.
  - b. Consents for 89 new residential dwellings were issued in Palmerston North in the June 2022 quarter, compared with 162 in the June 2021 quarter, a decline of 45% (against the third highest recorded quarterly volume of consents issues). National consents decreased by 2% from 2021.
  - c. Consents for 421 new residential dwellings were issued in Palmerston North in the year ended June 2022, compared with 513 in the previous year, a decline of 18%. Our average over the past five years is 464 consents. National consents increased by 14%.
  - a. Non-residential consents to the value of \$101 million were issued in Palmerston North during the year to June 2022, a decline of 36% from the previous year value of \$158 million. Our average annual value over the past five years is \$125 million. National consents increased by 15.8% over the same period.
- 2.10 The average value of residential properties in Palmerston North was \$715,963 in the three months ended June 2022, a decrease of 3.8% over the past three months. The average value for New Zealand was \$1,011,188 with a decrease of 3.4%. The average value was \$705,306 in the three months ended June 2021 (QV estimate). "It is the first time that Palmerston North has recorded negative home value growth over a 12-month period since October 2014" (QV). The values used in the Infometrics report are sourced from CoreLogic. The levels quoted are average values for the quarter.
- 2.11 There were 289 houses sold during the June 2022 quarter, a decline of 19% compared to the same quarter in 2021. At the national level, the decline in house sales was 32%. The number of house sales is sourced from REINZ.
- 2.12 Car registrations in Palmerston North declined by 16.2% in the June 2022 quarter compared to national registrations decline of 19.3%. In terms of annual car registrations, Palmerston North increased by 6.8% for the year ending June 2022, compared to national registrations increase of 5.0%.
- 2.13 New commercial vehicle registration for the June 2022 quarter fell by 48.4% in Palmerston North compared to decline of 49.5% nationally. The number of new commercial registrations declined by 3.6% compared to a national increase of 6.9% for the year ending June 2022.



- 2.14 It is estimated the annual average unemployment rate in Palmerston North in the year ended June 2021 was 2.8%, which was below the unemployment rate of 3.3% for New Zealand.
- 2.15 There were 2,796 registered recipients of MSD Job Seekers benefit in Palmerston North in June 2022, a decline of 11.8% from June 2021. The number in New Zealand declined by 10.2%. The MSD benefit numbers reported in the Infometrics report are based on the average of the last four quarters.
- 2.16 Traffic flows in Palmerston North in the year to June 2022 decreased by 9.1% from 2021, compared to a decline of 10.4% for New Zealand.
- 2.17 Electronic card tourism spending in Palmerston North was \$274 million in the year ended June 2022, decreasing by 0.7% from the previous year. Tourism spending across New Zealand decreased by 6.6% over the same period.
  - a. Domestic visitor spending in Palmerston North was \$257 million in the year ended June 2022, decreasing by 2.8% from the previous year (compared with an 8.3% decrease for New Zealand).
  - b. International visitor spending in Palmerston North was \$17 million in the year ended June 2022, increasing by 48% from the previous year (compared with a 15% increase for New Zealand).
- 2.18 An average of 82,365 people were enrolled in primary healthcare in the year to June 2022, a decrease of 77 people (-0.1%) from the previous year. The number of people enrolled in New Zealand increased by 0.5%. These enrolment figures are based on the average of the last four quarters.
- 2.19 The Palmerston North Quarterly Economic Monitor report for the June 2022 quarter is attached as Appendix 1.

#### 3. MAJOR ECONOMIC EVENTS HELD IN YEAR TO JUNE 2021

- 3.1 COVID-19 restrictions during the last 12 months impacted on events in the region, with many events being cancelled or postponed. Level-4 restrictions of the Covid-19 Alert System were in force across New Zealand from 17 August 2021 at 11:59pm followed by subsequent changes of alert levels. This system moved to the Covid-19 Protection Framework, commonly known as the traffic lights, introduced on 11:59pm on 2 December 2021.
- 3.2 Information on events with significant public participation and regional income were received from the City Council Events team, Sport Manawatū, Central Energy Trust Arena, Manfeild, and Regent on Broadway. Where possible, estimates of economic impact of events were included.
- 3.3 Based on available information, a conservative estimate of economic impact is about \$25 million for the year ending June 2022. Events held at CET Arena contributed \$22 million in economic benefit and events facilitated by Sport



Manawatū contributed nearly \$2.4 million. Total Palmerston North City Council funding for these events was \$329,429.

3.4 Responses received from organisations are included in Appendix 2, showing a wide range of events held during the year ending June 2022.

#### 4. COMPLIANCE AND ADMINISTRATION

#### **ATTACHMENTS**

- 1. Palmerston North Quarterly Economic Monitor June 2022 🗓 ื
- 2. Major Events in the Manawatū region during the year ending June 2022 I



# **Quarterly Economic Monitor**

**Palmerston North City June 2022** 

## **Overview of Palmerston North City**

Despite facing economic headwinds, Palmerston North continues to enjoy broad-based jobs growth. The Palmerston North economy grew 1.2% in the year to June 2022, slightly outpacing national growth of 0.9% according to Infometrics provisional GDP estimates. Palmerston North's GDP in the June 2022 quarter was 4.5%pa lower than the June 2021 quarter, with activity dented by rising interest rates, an inflationary squeeze on household budgets, supply chain disruptions, and worker shortages.

Despite these economic challenges, employment of Palmerston North residents rose 2.7% in the June 2022 year. Employment has grown across almost all sectors with financial and insurance services, retail, and healthcare leading the way. Only professional services and education have seen significant declines. Employment growth has brought the city's unemployment rate down to a new low of 2.8% for the June 2022 year. Quarter on quarter, the unemployment rate rose to 3.5% in the June 2022 quarter, but this is still below 4.6% posted a year ago. Jobseeker Support recipient numbers continue to fall, down 13% on average over the June 2022 year. In the June 2022 quarter, 'Work Ready' Jobseeker Support recipients were 5% lower than they were in the (pre-pandemic) June 2019 quarter. With such low unemployment and with national net migration turning further negative, employment growth in Palmerston North may taper off as additional workers become harder to find.

Rising interest rates have taken the steam out of the local housing market with house values in Palmerston North rising just 2.4% pa in the June 2022 quarter compared with 9.6% growth nationally. House price inflation in Palmerston North peaked at 39% as recently as June 2021. House sales in Palmerston North continue to fall, down 17% in the June 2022 year and down 20% pa in the June 2022 quarter. The last two quarters have also seen weak residential consents, which contributed to an 18% decline in the June 2022 year. All of which points to considerable economic headwinds for the local construction industry going forward, albeit off a high base recently.

**Infometrics** 

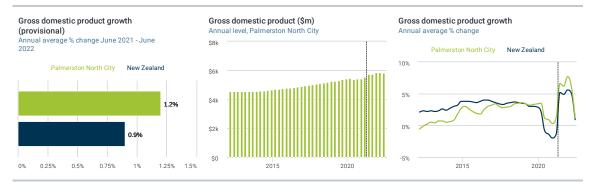
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Indicator	Palmerston North City	Manawatū-Whanganui Region	New Zealand
Annual Average % change			
Gross domestic product (provisional)	1.2 % 📥	2.8 % 📥	0.9 % 📤
Traffic flow	-9.1 % ▼	-9.5 % ▼	-10.4 % <b>~</b>
Consumer spending	2.6 % 📤	4.4 % 🔺	0.0 %
Employment (place of residence)	2.7 % 📤	3.1 % 📤	3.2 % 🔺
Jobseeker Support recipients	-13.3 % ▼	-10.5 % ▼	-9.7 % 🔻
Tourism expenditure	-0.7 % ▼	-0.8 % ▼	-6.6 % 🔻
Guest nights	-14.2 % <b>▼</b>	-20.2 % ▼	-19.0 % <b>▼</b>
Health enrolments	-0.1 % ▼	0.1 % 📤	0.5 % 📤
Residential consents	-17.9 % ▼	4.0 % 🔺	14.4 % 🔺
Non-residential consents	-36.0 % ▼	2.2 % 🔺	15.8 % 🔺
House values *	2.4 % 📤	4.8 % 🔺	9.6 % 📤
House sales	-16.9 % ▼	-24.8 % ▼	-26.0 % <b>~</b>
Car registrations	6.8 % 📤	-0.6 % ▼	5.0 % 🔺
Commercial vehicle registrations	-3.6 % ▼	-2.4 % <b>▼</b>	6.9 % 🔺
Level			
Unemployment rate	2.8 %	2.9 %	3.3 %

<sup>\*</sup> Annual percentage change (latest quarter compared to a year earlier)

**Infometrics** 

## **Gross domestic product**



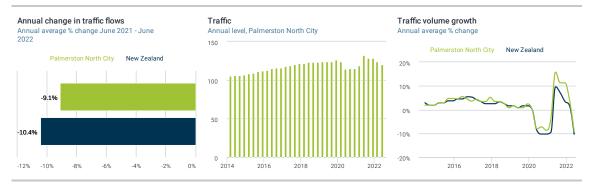
#### Highlights for Palmerston North City

- GDP in Palmerston North City was provisionally up 1.2% for the year to June 2022, compared to a year earlier. Growth was higher than in New Zealand (0.9%).
- Provisional GDP was \$5,794 million in Palmerston North City for the year to June 2022 (2021 prices).
- Annual GDP growth in Palmerston North City peaked at 7.7% in the year to December 2021.

#### National overview

Economic activity bounced back in the second quarter of 2022, but this bounce was harder and more expensive to come by, as the economic operates with sustained limitations. Underlying economic activity has picked up since the earlier peak in Omicron cases, as New Zealand moved to Orange and spending activity rebounded. However, Infometrics provisional estimates point to a 0.7%pa decline in economic activity in the June 2022 quarter, in part due to comparing current levels of activity to the red-hot June 2021 quarter, which makes current activity look overly negative. Annual growth is expected to have risen 0.9%pa over the last 12 months. The economy is currently walking a tightrope between weak confidence, high inflation, higher interest rates, a tight labour market, and ongoing supply chain disruptions on one side, and the border reopening and a rebound from Red and the Omicron peak on the other.

#### **Traffic flow**



#### Highlights for Palmerston North City

■ Traffic flows in Palmerston North City decreased by 9.1% over the year to June 2022, compared to a year earlier. This compares with a decrease of 10.4% in New Zealand.

#### National overview

Traffic activity remains subdued compared to a year ago, with traffic volumes sitting 7.1%pa lower in the June 2022 quarter. Annual volumes are down over 10% from the prior annual period, with half a year of Delta restrictions followed by half a year of Omicron disruptions taking a toll. Traffic levels on average over the June 2022 quarter were down around 3.9% from pre-pandemic levels. Disruptions to travel caused by higher levels of sickness will have contributed to the decline. The major driver of lower traffic activity is likely the considerable rise in fuel prices, alongside generally high inflation, which limited household budgets to travel around as much.

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# **Consumer spending**



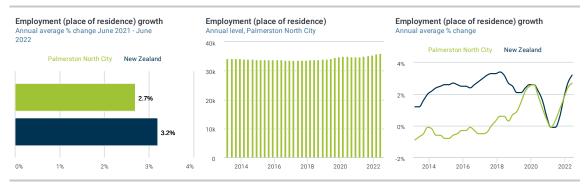
## Highlights for Palmerston North City

■ Electronic card consumer spending in Palmerston North City as measured by Marketview, increased by 2.6% over the year to June 2022, compared to a year earlier. This compares with no change in New Zealand.

### National overview

Consumer spending levels rose further in the June 2022 quarter, although high inflation is artificially boosting the strength of reported growth. Marketview data shows a 4.5%pa rise in quarterly card spending across New Zealand, an acceleration in growth from last quarter. Annual spending over the 12 months to June 2022 was unchanged, as the strong June 2021 quarter moved into the comparator period, and Delta restrictions and Omicron disruptions over the past 12 months weighed on spending. Around 40% of recent growth in spending is due to inflation, and underlying spending trends for larger and non-essential items has started to decline as consumer confidence remains low.

# **Employment (place of residence)**



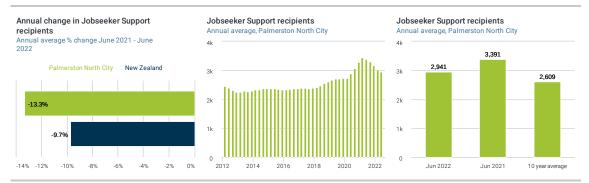
## Highlights for Palmerston North City

- Employment for residents living in Palmerston North City was up 2.7% for the year to June 2022, compared to a year earlier. Growth was lower than in New Zealand (3.2%).
- An average of 36,016 people living in Palmerston North City were employed in the year to June 2022.
- Annual employment growth for Palmerston North City residents peaked at 2.7% in the year to June 2022.

### National overview

Employment levels remain high, with filled jobs numbers rising 2.9%pa in the June 2022 quarter. This growth in jobs took annual growth to 3.2%pa, but highlighted that underlying employment gains in recent months have been more subdued as the tight labour market bites. Professional services and construction employment remain key drivers of growth, but both are also showing signs of more moderate additions. Employment for young people aged 25-29 fell further, as the brain drain hits, putting further pressure on the jobs market. With job ads still high, pressure is building on a wage war ongoing to attract and retain talent. Recent pay increases have risen to record growth levels.

# **Jobseeker Support recipients**



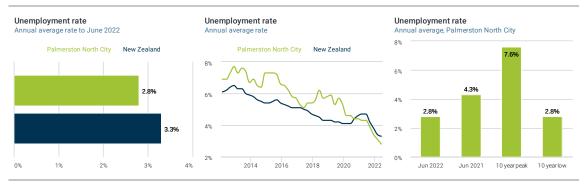
## Highlights for Palmerston North City

- Jobseeker Support recipients in Palmerston North City in the year to June 2022 decreased by 13.3% compared to a
  year earlier. The decline was greater than in New Zealand (9.7%).
- An average of 2,941 people were receiving a Jobseeker Support benefit in Palmerston North City in the 12 months
  ended June 2022. This compares with an average of 2,609 since the start of the series in 2013.

### National overview

Jobseeker Support recipient numbers continue to decline, with the average number of recipients over the last 12 months sitting 9.7% below a year earlier. Figures show around 171,000 people were Jobseeker Support recipients at the end of June 2022, around 34,000 more than pre-pandemic levels. Work Ready recipients number around 100,000, with the remainder sitting in the Health Conditions and Disability sub-group. Both sub-groups remain above pre-pandemic levels. Although the trend in declining Jobseeker Support recipients has continued in recent months, these declines have slowed, despite a tight labour market.

# **Unemployment rate**



### Highlights for Palmerston North City

- The annual average unemployment rate in Palmerston North City was 2.8% in the year to June 2022, down from 4.3% in the previous 12 months.
- In the year to June 2022, the annual average unemployment rate in Palmerston North City was lower than in New Zealand (3.3%).
- Over the last ten years the annual average unemployment rate in Palmerston North City reached a peak of 7.6% in June 2013.

### National overview

The unemployment rate edged up slightly in the June quarter to 3.3%, with the small increase largely driven by higher levels of sickness when survey respondents were asked about their work status. The unemployment rate is still very low by historical standards, with high demand for workers relatively unaffected by the combined pressures of inflation and rising interest rates, and net migration yet to produce inflows strong enough to sufficiently grow the labour supply. Wage rates have been increasing in response to the tight labour market.

# **Dairy payout**



# Highlights for Palmerston North City

- Palmerston North City total dairy payout for the 2020/2021 season is estimated to have been approximately \$68 million
- Palmerston North City's dairy payout for the 2021/2022 season is expected to be approximately \$81 million, \$13 million 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 \$14,684 million in the 2020/2021 season, and is expected to be \$2,835 million higher in the 2021/2022 season.

### National overview

Our milk price estimates for the season recently ended remain unchanged, with the Fonterra farmgate milk price mid-point of \$9.30/kgms. Milk production ended the 2021/22 season down 4.2%, taking production back to levels seen at the end of the 2017/18 season. Recent falls in commodity prices will weigh on the 2022/23 season pay-out, and we expect that the current \$9.50/kgms mid-point might need to be trimmed by 30c back to \$9.20. Farm expenses remain up nearly 10%pa, and along with staffing challenges, primary sector output has been more limited than expected.

# Tourism expenditure



## Highlights for Palmerston North City

- Total tourism expenditure in Palmerston North City decreased by 0.7% in the year to June 2022, compared to a year earlier. This compares with a decrease of 6.6% in New Zealand.
- Total tourism expenditure was approximately \$274 million in Palmerston North City during the year to June 2022, which was down from \$276 million a year ago.

### National overview

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Tourism spending levels are down 6.6%pa over the 12 months to June 2022, with a range of factors making it difficult to assess the position of the broader tourism sector. The June 2022 year includes the half year of Delta restrictions and then half year of Omicron disruption, and compares to the boost in spending after the original Level 4 lockdown and strong performance at the start of 2021. All of these factors combined make tourism activity look weak. However, the June 2022 quarter was relatively upbeat, with more international tourism starting to filter in. Current tourism spending data doesn't capture pre-paid or non-card spending by overseas travellers, which will make analysing future trends difficult.

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# **Guest nights**



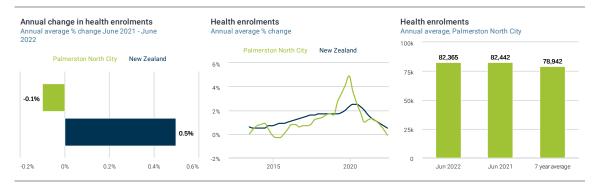
# Highlights for Palmerston North City

- Total guest nights in Palmerston North City decreased by 14.2% in the year to June 2022, compared to a year earlier.
   This compares with a decrease of 19.0% in New Zealand.
- Visitors stayed a total of 334,700 nights in Palmerston North City during the year to June 2022, which was down from 390,000 a year ago.

### National overview

Guest nights have fallen 19%pa after the domestic tourism surge ran out of steam in 2021. Domestic visitor guest nights in the June 2022 quarter were 8.7% lower than in June 2021. International guest nights show early signs of recovery, sitting 15.1% higher than the June 2021 quarter, which included the fleeting trans-Tasman bubble. International guest nights in the June 2022 quarter were around one-third of June 2019 levels. Guest nights are expected to rise heading into summer as international tourism recovers, although it remains to be seen how quickly the accommodation sector can scale up given the short supply of labour.

# **Health enrolments**



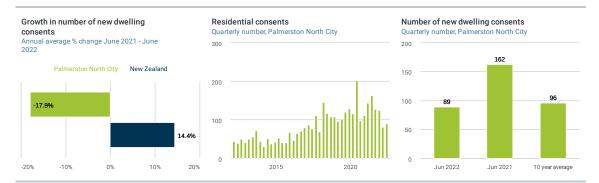
## Highlights for Palmerston North City

- The number of people enrolled with a primary health organisation in Palmerston North City in the year to June 2022 decreased by 0.1% compared to a year earlier. The decline was greater than in New Zealand (0.5% growth).
- An average of 82,365 people were enroled with primary healthcare providers in Palmerston North City in the 12 months ended June 2022. This compares with an average of 77,936 since the start of the series in 2014.

### National overview

Population growth has slowed even further, with around a third of local areas showing an annual fall in underlying indicators of population growth. Health enrolments rose just 0.3%pa in June 2022, with stable natural increase (births minus deaths) only just keeping population levels increasing. The net migration outflow from New Zealand has worsened in recent months, with 11,500 more people over the 12 months to June 2022 provisionally estimated to have left New Zealand than entered. Current figures suggest losses are from both major urban centres and provincial areas alike, underscoring challenges for local workforces to find and attract talent.

# Residential consents



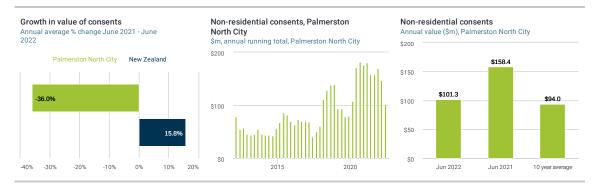
# Highlights for Palmerston North City

- A total of 89 new residential building consents were issued in Palmerston North City in the June 2022 quarter, compared with 162 in the same quarter last year.
- On an annual basis the number of consents in Palmerston North City decreased by 17.9% compared with the same 12-month period a year before. This compares with an increase of 14.4% in New Zealand over the same period.

### National overview

A near-record number of residential consents were issued over the last 12 months, with the annual running total of 50,736 edging down 0.4% from the March 2022 peak. Despite this, residential consents remain up 14%pa over the June 2022 year. The growth in consents have been in medium-density townhouse consents, which rose 49% over the same period. In contrast, annual consents for standalone houses fell 2.5% with high building costs and still high land prices making density more attractive.

# Non-residential consents



### Highlights for Palmerston North City

- Non-residential building consents to the value of \$101.3 million were issued in Palmerston North City during the year to June 2022.
- The value of consents in Palmerston North City decreased by 36% over the year to June 2022, compared to a year earlier. In comparison, the value of consents increased by 15.8% in New Zealand over the same period.
- Over the last 10 years, consents in Palmerston North City reached a peak of \$181.7 million in the year to September 2020

### National overview

Non-residential consents in the 12 months to June totalled \$9.0b, a lift of 16% compared to the year to June 2021. Strong growth in consents for hospitals and warehouses, up 55%pa and 54%pa respectively, drove the increase. Cost increases are also hitting the non-residential construction, with intense competition and price increases for materials and labour. Unsurprisingly, consents for hotels and hostels declined over the last year, falling 44%pa for both. Values increased across all other building types.

# House values



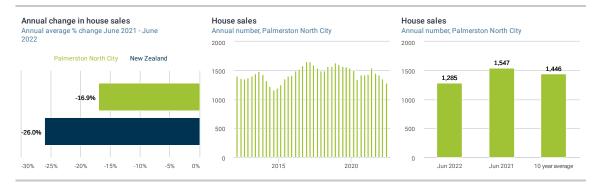
# Highlights for Palmerston North City

- The average current house value in Palmerston North City was up 2.4% in June 2022, compared to a year earlier. Growth was lower than in New Zealand (9.6%).
- The average current house value was \$720,144 in Palmerston North City in June 2022. This compares with \$1,009,662 in New Zealand.

### National overview

Annual house price growth dipped below 10%pa (to 9.6%pa) for the first time in nearly two years in June 2022, a substantial slowdown from above 30%pa growth recorded in late 2021. A combination of rising interest rates, high inflation, and lower affordability after the strong price gains in the last two years means that buyers' ability to pay has been limited, making sales harder to progress. A fear of overpaying is also weighing on sales, meaning that the average time to sell a property is up 45%pa in June as sellers are forced to accept lower prices to clear a sale.

# House sales



### Highlights for Palmerston North City

- House sales in Palmerston North City decreased by 16.9% in the year to June 2022, compared to year earlier. This
  compares with a decrease of 26.0% in New Zealand.
- A total of 1,285 houses were sold in Palmerston North City in the 12 months ended June 2022. This compares with the ten year average of 1,446.

## National overview

House sales have declined considerably across every region in New Zealand, with national house sales down 26%pa over the year to June 2022, compared to the same period of the previous year. House sales in the three months to June fell at the fastest rate since October 2010, excluding the lockdown months in mid-2020, with sales in the quarter down 29%pa. The low level of sales activity indicates buyers are worried about overpaying for properties, and with expectations of ongoing increases to mortgage rates, lending to buyers is more limited as mortgage serviceability is tested.

# Car registrations



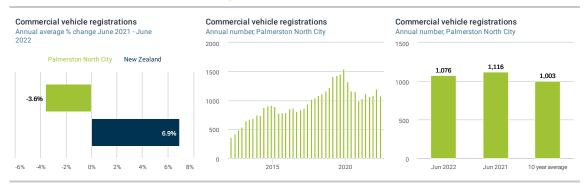
# Highlights for Palmerston North City

- The number of cars registered in Palmerston North City increased by 6.8% in the year to June 2022, compared to a year earlier. Growth was higher than in New Zealand (5.0%).
- A total of 4,202 cars were registered in Palmerston North City in the year to June 2022. This compares with the ten year annual average of 3,894.

### National overview

Total car registrations fell in the June 2022 quarter, with underlying registrations down 31% from the March 2022 quarter. The major driver of the decline was falling demand for used cars, which fell 36%pa in June, with the Clean Car Discount Scheme lifting the implicit cost of used cars, and many used car buyers moving the timing of their purchase forward to avoid the additional costs of the scheme. Record-low consumer confidence also drove down registrations of new cars to a lesser degree, with 1.4% fewer new cars registered in the June 2022 quarter, compared to the same period last year.

# Commercial vehicle registrations



### Highlights for Palmerston North City

- The number of commercial vehicles registered in Palmerston North City decreased by 3.6% in the year to June 2022, compared to a year earlier. The decline was greater than in New Zealand (6.9% growth).
- A total of 1,076 commercial vehicles were registered in Palmerston North City in the year to June 2022. This is higher than the ten year annual average of 1,003.

### National overview

Registrations of light commercial vehicles fell 60%pa in the June quarter, with the introduction of the Clean Car Discount Scheme and the associated changes to purchasing behaviour in March to avoid the incoming fees, driving most of the fall in registrations. However, a weaker housing market is slowing demand for residential construction, which may also be limiting registrations of light commercials, as they are often used in the residential construction sector. Heavy commercial registrations grew 8.7% in the year to June, with high commodity prices driving demand for wholesale and trade vehicles, and the busy non-residential and infrastructure construction sector driving demand for heavy construction vehicles.

# **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.

#### Employment (place of residence)

Employment data is based off a range of Stats NZ employment datasets, and represents the number of filled jobs, based on the area of residential address for the employee (rather than workplace address). This place of residence location means that the employment series reflects trends in employment of an area's residents, which may be different to trends in employment at businesses in an area, particularly when there are strong commuting flows. The most recent quarter is based off the average of Monthly Employment Indicator (MEI) filled jobs from Statistics New Zealand for the past three months, with previous quarters being backcasted using the percentage change in the quarterly Business Data Collection dataset published by Statistics New Zealand.

#### **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) to TA level by applying TA shares to the national total. Each TA's share of industry output is based on labour market 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 2021 dollar terms.

#### **Guest Nights**

The number of guest nights is sourced from the Accommodation Data Programme, which is funded by the Ministry of Business, Innovation and Employment (MBIE) and managed by Fresh Info. A guest night is equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report that they had provided 30 guest nights

#### **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 values (dollar value) are sourced from CoreLogic. The levels quoted in the report are average values for the quarter.

## Jobseeker Support Recipients

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.

Data presented for the September 2013 quarter onwards is provided by the Ministry of Social Development (MSD). Data prior to September 2013 are Infometrics estimates based on re-grouping pre-July 2013 benefit categories to be consistent with the post-July 2013 benefit categories. The pre-July 2013 benefit categories used to estimate the number of Jobseekers Support recipients are: Unemployment Benefit and Unemployment Benefit Hardship; Unemployment Benefit Training and Unemployment Benefit Hardship Training; Sickness Benefit and Sickness Benefit Hardship; Domestic Purposes Benefit - Sole Parent (if youngest child is 14 or over); Women Alone and Widow's Benefit (without children or with children 14 or over)

### Tourism Expenditure

New Tourism Electronic Card Transactions (TECTs) are an interim replacement for the Monthly Regional Tourism Estimates (MRTEs). We have removed our previous timeseries of MRTEs and published the three annual snapshots provided in the TECTs. The TECTs reflect the expenditure for all electronic card transactions (ECTs) in New Zealand related to tourism. Marketview use a base of spending on the Paymark network (approximately 70 per cent of total ECT spend) to scale up to total ECT spend.

#### 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 Rate**

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.

#### Weekly Rents

Rents (\$ per week) are sourced from monthly data provided by MBIE and averaged across each quarter or year using weighted geometric means. Rental data pertains to averages from data collected when bonds are lodged and does not control for specifications of the home (eg. size, number of bedrooms, age of home, etc).

**Infometrics** 

Dates	Event	Venue	Brief description of event	Increase in regional	Participants/ spectators		Visitor	Council financial	
Dates	Event	Venue	Bilet description of event	income	Local	Visitors	nights		ibution
Venue: CET AREN	Α								
Various	Mitre 10 Cup x 5	CET Arena	National Provincial Rugby Game	\$150,000	3,000	500	1		
23/06/22	Property Brokers Company Day	CET Arena	North Island Real Estate Agents 1 day forum/ dinner	\$420,000	50	450	2		
2021-June 2022	Speedway x 15	CET Arena	Meetings held outside of Teams Champs	\$15,000,000	55,000	9,000	2		
28/05/22	Brew Day	CET Arena	Exhibition	\$200,000	3,000	500	1		
23 - 24/04/22	Speedway Teams Champs	CET Arena	Speedway National event	\$5,200,000	4000/day	12000/day	3		
Various	9 x Jets Basketball	CET Arena	National League Basketball	\$180,000	9,000	2,000	1		
07/05/22	Rose City Quilters	CET Arena	Exhibition/awards	\$450,000	100	700	2		
			Sub-total	\$21,600,000					\$
Event Facilitator:	Sport Manawatū			'					
11 - 14/07/2021	Badminton NZ Jr Teams	CET Arena	Teams of different age groups and regions around NZ to compete in the NZ teams JR Championships	\$ 529,973	73/100	677/63	4	\$	20,00
01/05/22	Pulse vs tactix	CET Arena	Pulse v.s. Tactix Netball game of the ANZ premiership league	\$ 50,428	88/870	210/130	1	\$	10,00
	Super Smash T20 Cricket	Manawaroa Park	Cricket Super Smash T20 Double Header of between Central and Auckland teams	\$ 132,082	0/1200	88/300	2	\$	18,00
18 - 21/11/2021	Lower North Island Hockey Championships	Hockey Manawatu	Hockey Manawatu welcomes teams from the Lower North Island in an event in lieu of junior nationals	\$ 320,355	85/200	275/200	5	\$	5,00
13 - 15/12/2021	Year 9/10 Cricket Festival	Manawaroa Park	Cricket Festival for girls Under 15 and representative tournament with teams from the central districts region	\$ 134,316	22/25	46/73	3	\$	6,70
4 - 06/02/2022	NZ Racketlon Championships	Massey University	The best rackets' players in NZ come together to contest the most prestigious Racketlon event in New Zealand	\$ 42,000	10/50	40/20	3	\$	2,50
21 - 23/01/2022	Lower North Island Under 17 Softball	Colquhoun Park	Event that brings teams from the lower North Island in lieu of Nationals	\$ 353,523	60/150	233/250	3	\$	7,50
19/03 - 04/12/22	Manawatu Badminton Events 2022	CET Arena	A mix of regional, national and international events that bring some of the best talent of NZ and the Oceania region	\$ 349,331	170/290	120/60	3	\$	30,00
14 - 15/05/22	Tertiary Schools Basketball 3x3	Massey University	The best 3x3 basketball players come to Palmerston North to compete for the tertiary schools' national title	\$ 35,062	14/66	4/15	2	\$	3,50
9 - 10/04/22	Cricket Cultural Festival	Manawaroa Park	Premiere League Cricket format targeted to local and domestic Hindu/Sri Lankan/Pakistani communities from around NZ	\$ 85,390	39/45	156/195	1	\$	3,00

Dates	Event	Venue	Brief description of event	Increase in regional - income		Participants/ spectators		Visitor	Council financial	
Jaces		venue				Local	Visitors	nights	contribution	
4 - 6/02/22	Rookie Sox / Softball	Colquhoun Park	24 Under 13 club teams of both genders from the North Island come to compete for the title	\$ 353	,523	60/150	233/250	3	\$	7,50
			Sub-total	\$ 2,385,9	983				\$	113,700
vent Facilitator: I	PNCC Events Team									
14 - 15/08/21	Armageddon Expo	CET Arena	Pop Culture Expo	\$120	,000	7700	2380	2		30,00
05/11/21	Fireworks over the	Palmerston	Kairanga Lions provided a 15 minute fireworks display in Palmerston			5000	0	0		15.00
	River	North	North on Guy Fawkes			5000	0	U		15,00
04/12/21	Christmas Concert	Regent on Broadway	Christmas songs and carols led by world renowned Jazz Maestro, Rodger Fox - moved indoors due to Covid restrictions	\$2	,400	350	12	1		50,00
05/12/21	Christmas Parade	CET Arena	Christmas Parade - Delivered at Arena Speedway track due to Covid restrictions. Kairanga Lions lead this event for PNCC		\$0	4000	0	0		22,50
30/03/22	Festival of Racing	Awapuni Racecourse	Gold cup and schedule of horse racing events		*	200	1800	1		15,00
24/06/22	Manawatu Jazz Festival	Globe Theatre	53rd Manawatu Jazz and Blues Festival - held entirely at the Globe due to international covid restrictions	\$55	,011	2000	197	1		35,00
24/06/22	Puanga Twilight Festival (Matariki)	Ahimate Reserve	Matariki Community Event	\$10	,000	8000	200	0		45,00
* information not	provided by time of re	port	Sub-total	\$ 187,	411			•		212,50
Event Facilitator: I	Palmerston North Libr	ary Heritage Tea	m							
1 - 7/11/21	Local History Week	Multiple	A series of events coordinated by the Heritage Team at the Palmerston North City Library, celebrating the history of the area.	\$3,	,650	260	15	n/a		3,22
			Sub-total	\$3	,650					3,22
/enue: Regent on	Broadway									
01/07/21	Pacifica Fusion	Regent on Broadway	Polynesian Celebration and competition	n/a		13	00	n/a		
05/07/21	Pae Tamariki	Regent on Broadway	Schools local Kapa Haka Competitions	n/a		12	00	n/a		
12-15/08/21	Act 3 Productions	Regent on Broadway	Annual local Operatic Performance	n/a		18	11	n/a		

	Event	W	Brief description of event	Increase in	Participants/ spectators		Visitor	Council
ites		Venue		regional income	Local	Visitors	nights	financial contribution
nue: Manfeild								
03/07/21	Rangitane Maori Cultural Arts Society Inc	Manfeild	Te Hui Ahurei o Te Tapere Nui o Whatonga - Regional Kapa Haka Tournament - Free Event	n/a	n,	/a	n/a	
20/12/21	Feilding's Drive-Thru	Manfeild	Feilding & District Promotion partnered with Manfeild to host Feilding's	n/a	32	00	n/a	
	Dressage Central District	Manfeild	Horse Dressage Event - 400 participants over 2 days	n/a	40	00	n/a	
28 - 29/05/22	Dressage Central District	Manfeild	Horse Dressage Event - 400 participants over 2 days	n/a	40	00	n/a	
18 - 19/06/22	D1NZ (NZ XMS Limited) M	Manfeild	National Drifting Championship	n/a	n,	/a	n/a	
25 - 27/11/21	Artisan Promotion	Manfeild	Feilding Craft Market - Aprroximately 250 stall holders 6000 attendees over 2 days	n/a	60	000	n/a	
9 - 11/06/22	Artisan Promotion	Manfeild	Feilding Craft Market - Aprroximately 250 stall holders 6000 attendees over 2 days	n/a	60	000	n/a	
iscellaneous: Ev	ents co-funded by MBI	E						Funding from MBIE
17 - 19/12/21	Manawatu Triathlon League	Various locations	Various event categories (Under 13, 16, 19, 23, open, and invitation events held at Manfield Park, Off the Loop Wakeboard park, The Hokowhitu Lagoon, CET Arena and Linton Camp.	n/a	100	200	3	6,00
1 - 12/12/21	NZ Robotics - VEX IQ Challenge National Championship	Palmerston North Conference and Function Centre	Annual National Robotics Championship attended by primary and intermediate school robotic teams from across the country.	n/a	900	600	n/a	10,00
27/12/21	Super Smash T20 Cricket	Manawaroa Park	Cricket Super Smash T20 Double Header of between Central and Auckland teams	\$ 132,082	0/1200	88/300	2	10,000
15 - 16/03/22	AgResearch Meat Industry Conference		Meat Industry Conference organised by AgResearch	n/a	29	59	2	5,00
4 - 5/06/22	WPKA Goldstar Series Championship Round	Kartsport Manawatu	Championship Round for Kartsport in NZ	n/a	28 competitors + support crew		2	3,20
			1	1				



# **WORK SCHEDULE**

TO: Economic Development Committee

MEETING DATE: 21 September 2022

TITLE: Work Schedule - September 2022

## RECOMMENDATION TO ECONOMIC DEVELOPMENT COMMITTEE

1. That the Committee receive its Work Schedule for September 2022

## **COMMITTEE WORK SCHEDULE 2022**

	Estimated Report Date	Subject	Officer or Councillor Responsible	Current Position	Date of Instruction & Clause number
1	21 September 2022	International Relations 6 Monthly report	Chief Planning Officer		Terms of Reference
2	21 September 2022	Quarter 4 Economic Report April- June 2022	Chief Planning Officer		Terms of Reference
3	21 September 2022 2023	Sector Profiles Construction (full and summary) Agriculture (full and summary) Manufacturing (full and summary) Education (full and summary)	Chief Planning Officer		Terms of Reference
4	2023	Sector Profiles Defence (summary) Non-Profit (summary)	Chief Planning Officer		Terms of Reference
5	2023	Sector Profile Research, Science & Innovation (full and summary)	Chief Planning Officer		Terms of Reference
6	March 2023	Quarter 1 Economic Report July- Sept 2022	Chief Planning Officer		Terms of Reference
7	March 2023	International Relations 6 Monthly report	Chief Planning Officer		Terms of Reference
8	TBC	Portfolio Update – Inner City/CBD	Cr Hapeta		Terms of Reference



9	TBC	Portfolio Update – Education and Students	Cr Bowen	Terms of Reference
10	TBC	Portfolio Update - Science, Technology & Innovation	Cr Barrett	Terms of Reference

# **ATTACHMENTS**

NIL