









# ANNUAL ECONOMIC DASHBOARD

This dashboard reflects the performance of our economy, particularly how it impacts our lifestyle and people. Figures are most up-to-date available from 2021, as indicated.


## ▶ Our Lifestyle

	Whanganui	Whanganui- Manawatū	New Zealand
 <b>48,400</b> Population (2021)	<b>+1.0%</b>	<b>+0.8%</b>	<b>+0.6%</b>
 <b>\$54,386</b> Average earnings (2021)	<b>+3.6%</b>	<b>+3.2%</b>	<b>+2.6%</b>
 <b>5.6</b> Housing Affordability Index (2021)	<b>5.6</b> <b>+1.3 points</b>	<b>5.7</b> <b>+1.2 points</b>	<b>7.8</b> <b>+1.4 points</b>

## ▶ Our Jobs

	Whanganui	Whanganui- Manawatū	New Zealand
 <b>20,973</b> Filled jobs (2021)	<b>+1.5%</b>	<b>+1.2%</b>	<b>+0.1%</b>
 <b>5.5%</b> Unemployment Rate (2021)	<b>5.5%</b> <b>-0.1 pp</b>	<b>4.4%</b> <b>+0.3 pp</b>	<b>4.7%</b> <b>+0.6 pp</b>
 <b>14.4%</b> Self Employment Rate (2021)	<b>14.4%</b> <b>+0.2 pp</b>	<b>15.4%</b> <b>+0.2 pp</b>	<b>16.7%</b> <b>+0.2 pp</b>
 <b>18.1%</b> NEETs (2021)	<b>18.1%</b> <b>+2.4pp</b>	<b>14.5%</b> <b>+2.4pp</b>	<b>12.7%</b> <b>+0.8 pp</b>
 <b>9,834</b> Jobs are skilled or highly skilled (2021)	<b>+3.6%</b>	<b>+1.7%</b>	<b>+0.7%</b>

## ▶ Our Economy

	Whanganui	Whanganui- Manawatū	New Zealand
 <b>\$2,113m</b> GDP (2021)	<b>+1.7%</b>	<b>+1.5%</b>	<b>-1.2%</b>

# SECTOR DASHBOARD

We've identified some sectors that are important points of difference for the identity and economy of Whanganui. We work closely with these sectors and see their success as critical to our larger plan for economic development. The Sector Dashboard is updated annually and currently reflects data from 2021 compared to data from 2020.

## ► Agribusiness

Whanganui

 Whanganui-  
Manawatū

New Zealand

**\$171.7m**  
GDP

**8.1%**  
of total GDP

**+5.1%**
**+3.0%**
**+3.3%**

## ► Creative Industries

**\$40.1m**  
GDP

**2.0%**  
of total GDP

**-3.2%**
**-1.7%**
**-3.0%**

## ► Education & Training

**\$109.7m**  
GDP

**5.7%**  
of total GDP

**-3.5%**
**-2.9%**
**-3.5%**

## ► Logistics

**\$67.3m**  
GDP

**3.2%**  
of total GDP

**-7.0%**
**-7.8%**
**-20.4%**

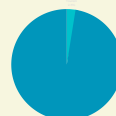
## ► Manufacturing

**\$249.2m**  
GDP

**11.8%**  
of total GDP

**+2.8%**
**+1.1%**
**-1.7%**

## ► Tourism

**\$51.9m**  
GDP

**2.5%**  
of total GDP

**-25.1%**
**-29.8%**
**-46.4%**

# CONSUMER SPEND, HOUSING & JOBS

The Economic Dashboard signals how various areas of the economy are performing. Consumer spend is up to February 2022, House Prices are from February 2022, Visitor Spend is from Year Ending January 2022.

## ▶ Consumer Spending

### \$599.6M

12 months ending Feb 2022

High consumer spending usually indicates higher levels of consumer confidence in the economy.

	Whanganui	Whanganui-Manawatū	New Zealand
Change from same month (Feb) 2021	<b>+4.9%</b>	<b>+3.6%</b>	<b>+2.6%</b>
Change from year ending Feb 2021	<b>+8.3%</b>	<b>+9.1%</b>	<b>+6.3%</b>

\*Marketview

## ▶ House Prices

### \$540,000

Median sale price Feb 2022

	Whanganui	Whanganui-Manawatū	New Zealand
Change from February 2021	<b>+14.9%</b>	<b>+12.8%</b>	<b>+13.5%</b>

\*REINZ

## ▶ Health Enrolments

### 46,497 people

Average annual enrolments with PHOs in Whanganui

Though not exact, health enrolments are a good proxy for population trends. These figures are for Sept 2021.

	Whanganui	Whanganui-Manawatū	New Zealand
Change from Year End Sept 2019	<b>-0.1%</b>	<b>+0.9%</b>	<b>+1.1%</b>

\*Infometrics

## ▶ Jobseekers

### 1,593 people

Receiving Jobseeker benefits in January 2022

	Whanganui	Whanganui-Manawatū	New Zealand
Change from January 2020	<b>-17.2%</b>	<b>-21.2%</b>	<b>-21.4%</b>

\*Infometrics

## ▶ Residential Consents

### 163 consents

Issued during year ending August 2021

Building consents show how quickly our supply of housing is increasing.

	Whanganui	Whanganui-Manawatū	New Zealand
Change from Year End Aug 2020	<b>-1.2%</b>	<b>+9.5%</b>	<b>+24.3%</b>

\*Infometrics

## ▶ Visitor Spend

12 months ending Jan 2022

	Domestic	International
	<b>\$98m</b>	<b>\$5m</b>

Change from YE Jan 2021

Whanganui	<b>+12%</b>	<b>+17%</b>
Whanganui-Manawatū	<b>+13%</b>	<b>+5%</b>
New Zealand	<b>+10%</b>	<b>-26%</b>

Change from same month last year

Whanganui	<b>+9%</b>	<b>+110%</b>
Whanganui-Manawatū	<b>+8%</b>	<b>+82%</b>
New Zealand	<b>+1%</b>	<b>+41%</b>

\*MBIE

## ▶ Occupancy rate

These statistics are based on information provided by commercial accommodation providers with at least 6 stay units. January 2022

Whanganui RTO	<b>55.7%</b>
Manawatū RTO	<b>52.5%</b>
New Zealand	<b>48.8%</b>

## ▶ Non-Residential Consents

The value of non-residential consents reflects investment from the private and public sector.

**\$30m** Annual value of non-residential consents up to Aug 2021

Whanganui	<b>+76.5%</b>
Whanganui-Manawatū	<b>+174%</b>
New Zealand	<b>+15.3%</b>

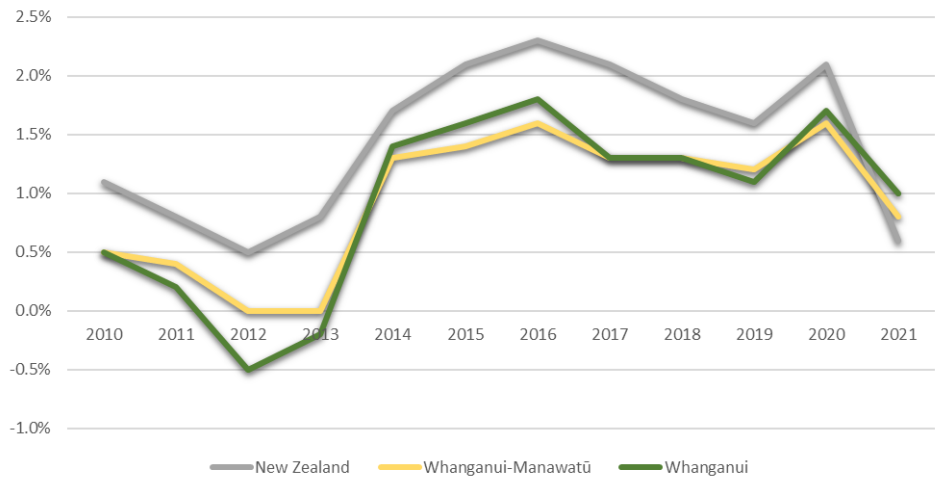
\*Infometrics/MBIE

# 10-YEAR PERSPECTIVE

To give context to our annual changes, it's helpful to look at longer-term trends. Changes to population, number of filled jobs and GDP over ten years gives us a picture of how our economy is changing over time. All graphs are for 2021.

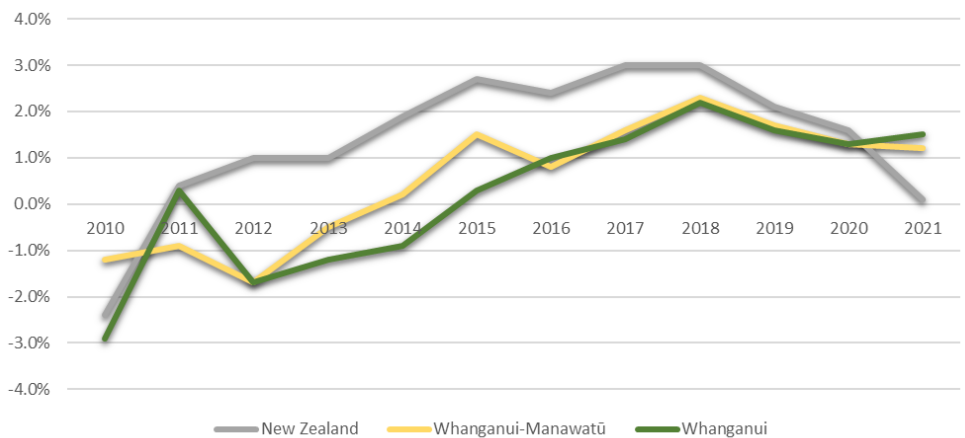
## Population Growth (2021)

**New Zealand** +0.6%  
**Whanganui-Manawatū** +0.8%  
**Whanganui** +1.0%



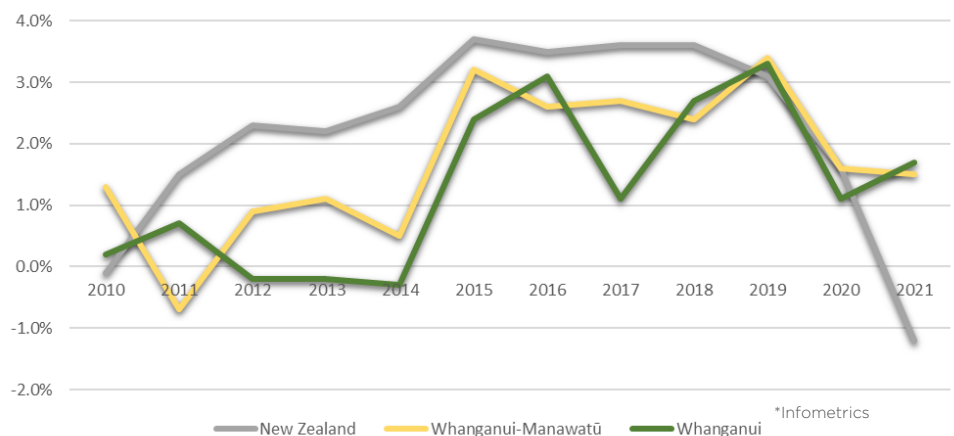
## Job Growth (2021)

**New Zealand** +0.1%  
**Whanganui-Manawatū** +1.2%  
**Whanganui** +1.5%



## GDP Growth (2021)

**New Zealand** -1.2%  
**Whanganui-Manawatū** +1.5%  
**Whanganui** +1.7%



\*Infometrics