



**Low costs**  
**New markets**  
**Better lifestyle**

# **WHANGANUI**





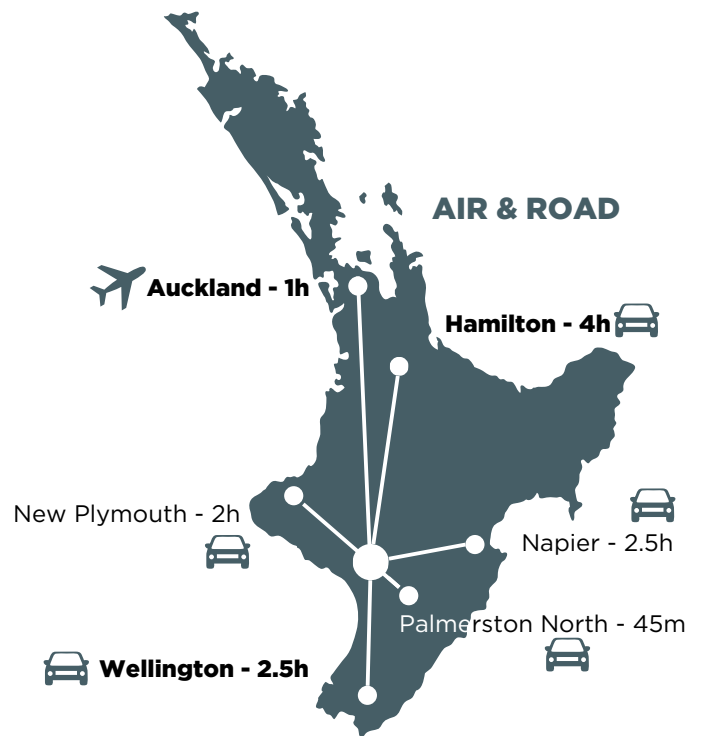
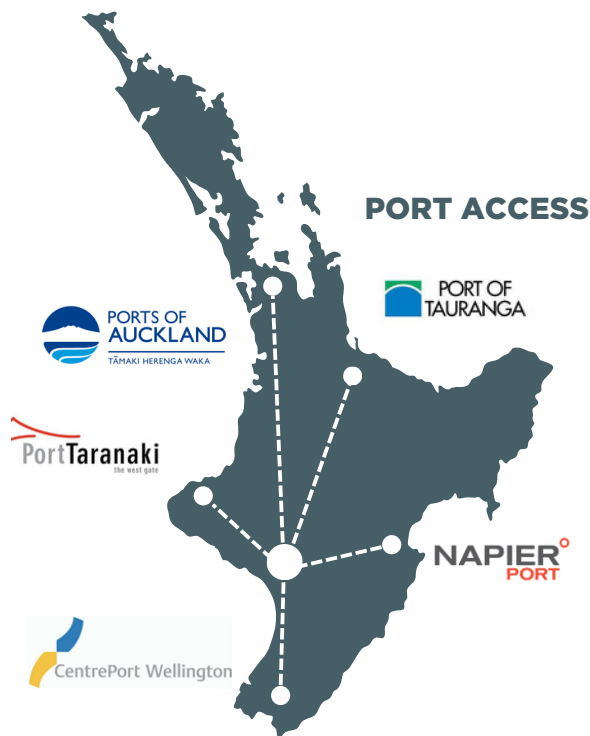
# DOING BUSINESS IN NZ'S UNESCO CITY OF DESIGN

Whanganui's strategic advantages enable businesses to concentrate on improving profit and productivity. Manufacturing is at the heart of Whanganui's economy.

By establishing a manufacturing or services company in Whanganui, you'll partner with some of NZ's leading manufacturers. Manufacturing strengths mean a deep talent pool, a connected

business community, highly compatible support services, and a business-friendly council.

Comparatively low operational costs buffer against business variables. Readily available commercial land is supported by excellent infrastructure, efficient rail and road networks, seamless logistical support and favourable commercial rates.



Lifestyle	Auckland	Hamilton	Tauranga	Whanganui
<b>48,600</b> Population	<b>+2.5%</b>	<b>+3.1%</b>	<b>+1.6%</b>	<b>+0.6%</b>
<b>Housing Affordability Index</b> <small>A lower index is more affordable</small>	<b>7.8</b>	<b>6.6</b>	<b>8.3</b>	<b>5.1</b>
<b>Median House Price</b> <small>Oct 2024</small>	<b>\$1,000,500</b>	<b>\$777,500</b>	<b>\$880,000</b>	<b>\$566,000</b>
<b>Mean Annual Rental Cost</b>	<b>\$32,448</b>	<b>\$25,220</b>	<b>\$33,696</b>	<b>\$24,180</b>

\*Infometrics 2024 data

# OPERATING COSTS IN NZ'S UNESCO CITY OF DESIGN



## Key land price, availability and cost comparisons

	Penrose	Hamilton	East Tamaki	Whanganui
<b>Industrial Land Cost per sqm</b>	<b>\$675-\$1200</b>	<b>\$400-\$650</b>	<b>\$1,100-\$1240</b>	<b>\$135-\$385</b>
<b>Industrial Land Parcels</b>	<b>1</b>	<b>16</b>	<b>0</b>	<b>20+</b>
<b>Average Council Rates per sqm</b>	<b>\$11.21</b>	<b>\$6.75</b>	<b>\$8.65</b>	<b>\$3.60</b>

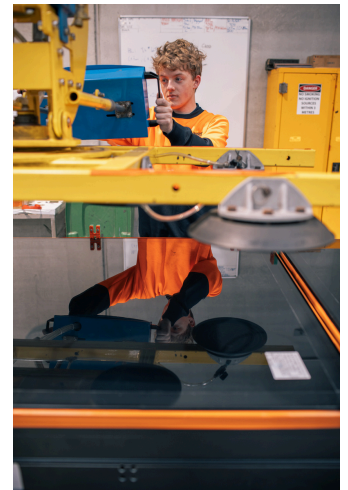
\*Council & \*Bayleys Whanganui data 2023

## Key workforce and sector comparisons

	Auckland	Hamilton	Tauranga	Whanganui
<b>Mean Wage Cost</b>	<b>\$81,392</b>	<b>\$74,665</b>	<b>\$71,236</b>	<b>\$61,767</b>
<b>Relevant Workforce*</b>	<b>26.2%</b>	<b>26.1%</b>	<b>29.9%</b>	<b>30.1%</b>
<b>Manufacturing % of GDP</b>	<b>8.0%</b>	<b>8.9%</b>	<b>6.9%</b>	<b>11.0%</b>
<b>Exporting share of GDP</b>	<b>12.4%</b>	<b>19.2%</b>	<b>12.8%</b>	<b>49.1%</b>

\* Relevant Workforce comprises of Technicians, Trades, Labourers, Machine Operators and Drivers

\*Infometrics 2023 data



# THE WORLD STAGE FOR NZ'S UNESCO CITY OF DESIGN



## Proudly part of a global Creative Cities Network

Creativity, innovative spirit, cultural integrity and strength of artistic tradition have won Whanganui international recognition as a UNESCO City of Design.

This globally recognised and respected status elevates Whanganui's products and connects us to UNESCO's global Creative Cities Network.

The designation enables Whanganui to attract investment, skilled labour, innovation, and to develop new markets.

The designation earns Whanganui a place in the UNESCO Creative Cities Network and recognises the city's historic and contemporary contributions to design in innumerable and varied forms.



## Leading both economic and social development

Whanganui has earned international recognition as a leading model for economic and social development. In 2023, Whanganui was named a Smart21 City by America-based think tank the Intelligent Community Forum. Whanganui has been awarded this status for the past eight years and is the only city in New Zealand to retain its place on the list.

Smart21 cities are recognised across six key categories; digital connection, opportunities for workers of the future, innovation and development of new technology, engaged communities, and sustainability.

Smart21 focus points build inclusive economic prosperity, social health and cultural richness.



# LIFESTYLE IN NZ'S UNESCO CITY OF DESIGN



## Whanganui's unbeatable work-life balance

Five minutes to work, five minutes to pick the kids up from school, beautiful beaches on your doorstep, an exceptional river in your backyard, and a mountain two hours up the road.

Whanganui hums with cosy cafes, great food and bars, boutique shopping and a bustling farmers' market alongside the awa. Taking advantage of a lifestyle not

stifled by long commuting time and high population density means better opportunities for leisure. There's always time to get to sports or afterschool activities - and still get home before dark.

Whanganui's beautiful street art highlights its creativity and the cityscape boasts extraordinary heritage buildings restored into functional contemporary spaces.



## Experience the awa, art, architecture & authenticity

Whanganui is a unique blend of heritage architecture, contemporary design, and cutting-edge creativity. Big enough to support ground-breaking ambitions and small enough for authentic connection.

This UNESCO City of Design is rich in history, culture and a diverse natural environment. Its beauty, legends, river and creativity have inspired generations of visitors and inhabitants.



## A City of Design, by design

This UNESCO City of Design is rich in history, culture and a diverse natural environment. Its beauty, legends, river and creativity have inspired generations of visitors and inhabitants.










## City of beauty & creativity

Whanganui is a unique blend of heritage architecture, contemporary design, and cutting-edge creativity. Big enough to support ground-breaking ambitions and small enough for authentic connection.



**i** site Visitor Information Centre

**W** Whanganui River Road Pipiriki - Upokongaro (65km)

- A** Aramoana lookout 
- B** Ātene Skyline Track 
- C** Waitahinga Trails 
- D** Bushy Park Tarapurui 
- E** That Place (MTB Park) 
- F** Hylton Park (MTB Park) 
- G** Araheke (MTB Park) 



- 1 Durie Hill Tunnel & Elevator
- 2 Durie Hill Tower & lookout
- 3 Kowhai Park
- 4 River Boats
- 5 Whanganui Tramways
- 6 New Zealand Glassworks - Te Whare Tūhua O Te Ao
- 7 Quartz Museum of Studio Ceramics
- 8 Sarjeant Gallery Te Whare o Rehua Whanganui
- 9 Whanganui Regional Museum
- 10 Whanganui War Memorial Centre
- 11 Royal Whanganui Opera House
- 12 Cooks Gardens stadium & velodrome
- 13 Splash Centre



**Whanganui**  
Aotearoa New Zealand



Whanganui  
UNESCO  
City of Design



[discoverwhanganui.nz/business](https://discoverwhanganui.nz/business)



