



economics

Report to:

Nature Coast Enterprise

**ECONOMIC PROFILE OF THE
NATURE COAST:
KAPITI & HOROWHENUA IN 2009**

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Economic Profile of the Nature Coast in 2009¹

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¹ This summary is based on data generated from the BERL Regional Database.

Note that revisions to previous official data series have been incorporated into the BERL Regional Database, which has now been expanded to incorporate a full set of annual data for the whole 1994-2009 period for each of New Zealand's 73 Local Authorities (LAs). The data has also been re-based to constant-priced 2009\$ consistent with official *Statistic New Zealand* National Accounts data. Consequently, data for past years may differ from that contained in earlier BERL reports and data files.

All references to value added growth refer to increases in volume or real terms – i.e. in constant price terms or after removal of the effects of price inflation. All references to employment relate to FTEs (i.e. Full-Time Equivalents). Years refer to years ended 31 March (except for population counts, which are estimates as at 30 June).

Please refer to section 6 for more detailed information relating to the methodology and terminology.

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1 Executive summary

This report was commissioned by Nature Coast Enterprise. It examines the performance of the Nature Coast economy across a range of indicators over the short term (one year), medium term (two years) and long term (10 years). It also looks more closely at which industries are particularly highly concentrated in the area, and at three key sectors: tourism, manufacturing and primary.

The sharp economic slowdown in New Zealand between 2007 and 2009 did not leave Nature Coast untouched. However, possibly as a result of the area's relative isolation from the world economy (Horowhenua scored 61st out of 72 on the BERL Relative Openness Index, and Kapiti Coast 69th), Nature Coast has weathered the storm relatively well.²

GDP, GDP per capita, and labour productivity all outperformed the national averages in 2009. Over the two years to 2009, GDP, GDP per capita, employment, labour productivity and business size all grew more strongly than the rest of New Zealand. Since 1999, growth on the Nature Coast has been more in line with national trends. Population and economic indicators have risen by similar percentages to New Zealand.

While business services continues to grow in importance, delivering almost two-fifths of Nature Coast GDP, retail and distribution still employs most FTEs, at 27 percent. Manufacturing, once the third-largest sector in the region, has slipped to sixth as the particular profile of manufacturing on the Nature Coast (particularly textile and clothing) has been hurt by competition with overseas producers and New Zealand's overly-strong exchange rate. Despite the onslaught, the Nature Coast retains a high concentration of workers in textile and clothing manufacturing, at almost three times the national average.

Results are mixed across Kapiti and Horowhenua. The Kapiti Coast has been harder hit by the downturn, with results more in line with national trends. This may be due to the District's stronger links to Wellington. Horowhenua enjoyed a small GDP rise in 2009 even as the rest of the country struggled, with social services, and business services GDP up strongly.

Across the key sectors, tourism has held up best in these trying economic times, with employment flat in 2009. Manufacturing has been hurt by falling demand and greater competition, while the primary sector saw moderate growth of 1.2 percent in employment.

² Relative openness measures the role New Zealand's major export industries play in the local economy.

2 Nature Coast: Kapiti & Horowhenua Districts

This section presents the performance of the Nature Coast region as calculated by BERL.

2.1 2009 indicators

In 2009, the Nature Coast region had several KPIs above the national averages. Table 2.1 presents the Nature Coast's latest annual KPIs and compares these to New Zealand.

Table 2.1 Nature Coast's performance for 2009 year

Key Performance Indicators	%pa for 2009 year	
	Nature Coast	New Zealand
Resident population growth	0.6	1.1
Real Value Added (GDP) growth	-0.5	-1.1
GDP per capita growth	-1.2	-2.2
Employment growth	0.1	0.7
Labour productivity growth	-0.8	-1.9
Business units growth	-0.2	0.3
Business size growth	0.3	0.3

Source: BERL, Statistics NZ

In 2009, GDP growth managed a moderate -0.5 percent compared to -1.1 percent growth in New Zealand. This impacted on GDP per capita growth, resulting in a 1.2 percent decrease over the year, compared to a 2.2 percent decrease nationally.

Employment grew at the rate of 0.1 percent in 2009, significantly below the national average of 0.7 percent. The difference in growth rates of GDP (-0.5 percent) and employment (0.1 percent) resulted in productivity growth of -0.8 percent in the Nature Coast, above the national average of -1.9 percent.

There was a decline of 0.2 percent in the number of business units in 2009. Comparing a small increase in employment growth to a small decline in business units growth, it is not hard to realise the size of each business has been expanding over the year. Indeed, business size growth in Nature Coast achieved 0.3 percent in 2009, on par with the national average for business size growth.

The Population in the Nature Coast region has been growing since 1997. However, the rate of growth has not been as strong as it nationally. In 2009, it achieved a 0.6 percent increase, the same as last year's performance but still below the New Zealand average of 1.1 percent.

2.2 Two-year performance

This section summarises the changes in the Nature Coast between 2007 and 2009. This allows a longer term view of the area, without diluting effects that are averaged out over the longer, 10-year period.

Table 2.2 provides figures for a two-year perspective on the Nature Coast's performance.

Table 2.2 Nature Coast's two-year performance

Key Performance Indicators	%pa for 2007-2009	
	Nature Coast	New Zealand
Resident population growth	0.6	1.0
Real Value Added (GDP) growth	2.0	1.0
GDP per capita growth	1.3	-0.1
Employment growth	1.5	0.7
Labour productivity growth	0.5	0.2
Business units growth	0.5	1.2
Business size growth	1.0	-0.5

Source: BERL, Statistics NZ

The last two years have been difficult globally as economies have slowed down in the midst of the financial crisis and the resultant turmoil. New Zealand, enjoying GDP growth of 3.1 percent a year on average since 1999, saw growth over the two years plummet to just 1.0 percent. In this context, Nature Coast has done well, achieving double the national average.

The region has also seen employment continue to climb strongly, with labour productivity and business size also outpacing national gains.

2.3 Long-term performance

The Nature Coast region performed well in the last decade with most indicators comparable to the national averages. All the indicators except business size growth managed positive performances.

Table 2.3 provides the longer-term performance of the Nature Coast. The longer-term trends are further illustrated in the appendix contained in section 6.

Table 2.3 Nature Coast's longer-term performance

Key Performance Indicators	%pa for 1999-2009	
	Nature Coast	New Zealand
Resident population growth	1.1	1.2
Real Value Added (GDP) growth	2.8	3.1
GDP per capita growth	1.8	1.8
Employment growth	1.6	2.4
Productivity growth	1.4	0.8
Business units growth	2.6	3.0
Business size growth	-0.9	-0.6

Source: BERL, Statistics NZ

The population of Nature Coast grew at an annual rate of 1.1 percent compared to 1.2 per cent per annum nationally.

The 10-year GDP growth averaged 2.8 percent per annum. This is consistent with the trend at the national level. As a result, GDP per capita grew by 1.8 percent annually from 1999 to 2009.

The Nature Coast has performed better on productivity growth over the last 10 years, achieving 1.4 percent per annum, compared to New Zealand (0.8 percent per annum). This was because of a relatively slow rate of increase in employment compared to GDP growth in the Nature Coast.

Growth in the number of business units is still below the New Zealand average, but managed 2.6 percent per annum over the 10-year period. Business size shrank by 0.9 percent per annum, which is consistent with the national trend.

2.4 Sectors

This section looks at three key measures (FTEs, GDP, and business units) across the seven broad industry sectors. The data are presented in Table 2.4.

Table 2.4 Composition of Nature Coast economy in 2009

Sectors (2009)	FTEs		GDP (2009\$m)		Business units	
		%		%		%
Primary	2,188	10.4%	173	8.9%	1,097	14.1%
Manufacturing	2,085	9.9%	210	10.8%	428	5.5%
Construction	2,510	11.9%	139	7.2%	1,143	14.7%
Retail and Distribution	5,612	26.7%	361	18.6%	1,451	18.7%
Business Services	2,881	13.7%	729	37.5%	2,633	33.9%
Recreation Services	1,205	5.7%	63	3.2%	551	7.1%
Social Services	4,559	21.7%	269	13.8%	469	6.0%
Totals	21,039	100.0%	1,945	100.0%	7,772	100.0%

Source: BERL, Statistics NZ

In 2009, the Nature Coast had around 21,000 FTEs in over 7,770 businesses, contributing approximately \$1.9 billion to GDP. This translated to the Nature Coast accounting for 1.1 percent of New Zealand's FTEs, 1.0 percent of GDP, and 1.5 percent of businesses.

The retail and distribution sector, the largest employer in the region, had an increase in its level of employment to just over 5,600 FTEs in 2009. This sector generated \$361 million GDP in 2009, the second most in the region. In 2009, the number of business units in this sector totalled 1,451.

The social services sector is the next largest employer with almost 22 percent of FTEs, generating \$269 million GDP through 469 business units in 2009.

The business services sector was the third-largest employer in 2009, with around 2,880 FTEs (14 percent of total). However, this sector managed to generate a total of \$729 million GDP in 2009, leaving retail and distribution a distant second with \$361 million in 2009. This sector also had the largest number of business units, totalling 2,633 units (34 percent).

The construction sector, with 12 percent of total FTEs in the Nature Coast, generated \$139 million in 2009, around 7.2 percent of the regional GDP.

The manufacturing sector was the fourth-largest GDP contributor, adding \$210 million to the local economy in 2009, although there were only 428 businesses in this sector in 2009.

The primary sector employed 10 percent of total FTEs in this region and managed to add \$173 million to the regional economy. This sector was the fourth-largest sector in terms of business unit numbers (14 percent).

Although recreation services only accounted for around 3.0 percent of total GDP, in 2009 it employed 1,205 FTEs, 5.7 percent of total FTEs. This sector has 7.1 percent of total business units in the Nature Coast.

2.5 Employment

This section looks at the change in employment in the Nature Coast region compared to New Zealand. The Nature Coast data are broken down into the seven broad industry sectors.

Table 2.5 shows employment for the seven sectors in the Nature Coast for the last three years and the decade. It also shows the total employment change over the same period for New Zealand.

Table 2.5 Nature Coast employment summary

Sector	Employment Number FTEs				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	2,095	2,171	2,177	2,188	0.3	0.5	0.4
Manufacturing	2,671	2,277	2,200	2,085	-3.4	-5.2	-2.4
Construction	1,682	2,720	2,757	2,510	1.4	-8.9	4.1
Retail and Distribution	4,929	5,660	5,550	5,612	-1.9	1.1	1.3
Business Services	2,081	2,794	2,955	2,881	5.8	-2.5	3.3
Recreation Services	891	1,219	1,127	1,205	-7.5	6.8	3.1
Social Services	3,555	3,577	4,253	4,559	18.9	7.2	2.5
Nature Coast	17,904	20,417	21,019	21,039	2.9	0.1	1.6
New Zealand	1,473,526	1,840,284	1,854,636	1,866,747	0.8	0.7	2.4

Source: BERL, Statistics NZ

Employment in the Nature Coast struggled to grow in 2009, increasing by just 0.1 percent; this has come after a 2.9 percent increase in 2008. The growth was significantly lower than the national average, which grew by 0.7 percent in 2009. The 10-year growth averaged at around 1.6 percent per annum.

In 2009, the Nature Coast gained just 20 FTEs in total. At this aggregated level, the social services and recreation services sectors together gained 384 FTEs over the year. Large reductions occurred in the construction, and manufacturing sectors, shedding 247 FTEs and 115 FTEs respectively in 2009.

The social services sector experienced weaker employment growth of 7.2 percent (almost 310 FTEs) in 2009, following remarkable growth in 2008. There were 148 additional FTEs added to health services and 112 FTEs added to community services. Government administration also gained 43 FTEs over the year.

Recreation services performed well in 2009, gaining 77 FTEs. This is driven by the other services industry, which created additional 50 FTE positions; and the sport and recreation industry, which added 26 FTEs in 2009.

The employment in the retail and distribution sector has rebounded well, with a 1.1 percent increase over the year, following a 1.9 percent decrease in 2008. This was driven by the food retailing industry, which created an additional 88 FTEs.

The most significant decline occurred in the construction sector, losing 247 FTEs, not unexpected given the current lack of demand for new construction. The general construction industry lost 139 FTEs; and construction trade services lost 108 FTEs in 2009.

Manufacturing services lost 115 FTEs in 2009, a decrease of 5.2 percent over the year. Over the period 1999-2009, this sector experienced an annual reduction of 2.4 percent, which was driven by falls over the 10 years in printing, publishing and recorded media; and textile, clothing, footwear and leather manufacturing. Nevertheless, Nature Coast maintains a high concentration of employment in textile, clothing, footwear and leather manufacturing.

Employment dropped by 2.5 percent in the business services sector. Business services lost over 110 FTEs in 2009; and property services shed 43 FTEs over the year. However, there was some good news, with a significant increase of 45 FTEs in the communication services industry.

The primary sector had a small increase of 0.5 percent in employment, the gain of 57 FTEs in agriculture outweighing the loss of 32 FTEs in services to agriculture; hunting and trapping.

Table 2.6 shows the 10 largest industries in the Nature Coast region in terms of employment. The calculation is done at the 53 – industry detail.

Table 2.6 Top 10 industries by FTEs

Rank by FTE size	Industry	Employment (FTEs)	
		2009	% of total
1	Agriculture	1,962	9.3
2	Education	1,654	7.9
3	Construction Trade Services	1,530	7.3
4	Business Services	1,406	6.7
5	Personal and Household Good Retailing	1,295	6.2
6	Food Retailing	1,240	5.9
7	Health Services	1,238	5.9
8	Community Services	1,218	5.8
9	Accommodation, Cafes and Restaurants	1,120	5.3
10	General Construction	980	4.7

Source: BERL, Statistics NZ

The top 10 largest industries reflect a balanced combination of the seven broad industry sectors within the economy.

The agriculture industry employed the largest number of FTEs in 2009, at 9.3 percent of total regional employment. It was followed by education with 1,654 FTEs, representing 7.9 percent of total FTEs. The rest of the top five industries are made up of construction trade services (7.3 percent), business services (6.7 percent), and personal and household good retailing (6.2 percent).

Positions six to 10 consist of food retailing (5.9 percent); health services (5.9 percent); community services (5.8 percent); accommodation, cafes and restaurants (5.3 percent); and general construction (4.7 percent). The top 10 industries account for 65 percent of total employment in the Nature Coast, whereas the top five represent 37 percent of the total.

2.6 Value added

This section looks at value added, or GDP, for the Nature Coast and New Zealand. It also breaks it down by the seven broad industry sectors for the Nature Coast.

Table 2.7 Nature Coast value added summary

Sector	Value Added or GDP (2009\$m)				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	142	178	177	173	-0.9	-1.9	2.0
Manufacturing	237	231	236	210	2.0	-10.7	-1.2
Construction	93	155	160	139	3.2	-12.7	4.1
Retail and Distribution	288	359	373	361	4.2	-3.4	2.3
Business Services	445	659	690	729	4.6	5.6	5.1
Recreation Services	47	65	59	63	-8.4	6.4	2.9
Social Services	216	222	260	269	16.9	3.4	2.2
Nature Coast	1,468	1,869	1,955	1,945	4.6	-0.5	2.8
New Zealand	136,841	181,968	187,651	185,554	3.1	-1.1	3.1

Source: BERL, Statistics NZ

GDP in the Nature Coast in 2009 shrank by 0.5 percent, or \$10 million, following a rise of 4.6 percent in 2008. The National GDP was down 1.1 percent over the same time.

Performance in the long term (1999-2009) remains positive, at the rate of 2.8 percent annually, which is comparable to the national average of 3.1 percent.

Declines occurred in four sectors in 2009: the construction (-13 percent), manufacturing (-11 percent), retail and distribution (-3.4 percent), and primary (-1.9 percent) sectors.

The manufacturing sector produced \$25 million less in GDP over the past year; these losses come mainly from the food, beverage and tobacco industry which was down \$12 million (-21 percent).

The construction sector's losses of \$20 million over the past year were driven by lower GDP in both of its industries, the general construction (-15 percent) and construction trade services (-11 percent).

On the positive side, the business services sector, the largest GDP contributor in the Nature Coast, added \$39 million over the year, an increase of 5.6 percent from the previous year. Communication services were the driving force of this increase, adding \$27 million in total to the regional GDP.

Table 2.8 shows the 10 largest industries in the Nature Coast region in terms of GDP size.

Table 2.8 Top 10 industries by GDP size

Rank by GDP size	Industry	GDP (2009\$m)	
		2009	% of total
1	Property Services	351	18.8
2	Agriculture	141	7.5
3	Communication Services	106	5.7
4	Business Services	102	5.4
5	Health Services	93	5.0
6	Finance	81	4.3
7	Education	80	4.3
8	Construction Trade Services	79	4.2
9	Electricity and Gas Supply	70	3.7
10	Personal and Household Good Retailing	69	3.7

Source: BERL, Statistics NZ

The top 10 industries by GDP size were spread across a range of sectors. The top three were property services, agriculture, and communication services, together contributing \$598 million, or 32 percent of the total for Nature Coast. The top 10 together account for 62.6 percent of the region's total.

2.7 Business units

This section looks at the number of business units in the Nature Coast and New Zealand. The Nature Coast business units are also broken down into the seven sectors.

The Nature Coast lost 17 businesses in 2009, representing a 0.2 percent decrease. The regional growth in business units was below the national average of 0.3 percent in 2009. The regional 10-year average growth managed at a rate of 2.6 percent per annum, while nationally, the increase was 3.0 percent per annum.

Table 2.9 Nature Coast business units summary

Sector	Business Units (number)				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	1,445	1,214	1,131	1,097	-6.8	-3.0	-2.7
Manufacturing	373	437	441	428	0.9	-2.9	1.4
Construction	775	1,130	1,179	1,143	4.3	-3.1	4.0
Retail and Distribution	1,295	1,444	1,462	1,451	1.2	-0.8	1.1
Business Services	1,323	2,477	2,580	2,633	4.2	2.1	7.1
Recreation Services	426	549	537	551	-2.2	2.6	2.6
Social Services	393	444	459	469	3.4	2.2	1.8
Nature Coast	6,030	7,695	7,789	7,772	1.2	-0.2	2.6
New Zealand	379,701	500,728	511,030	512,580	2.1	0.3	3.0

Source: BERL, Statistics NZ

The most impressive gain has been in business services, which added an extra 53 business units in 2009, an increase of 2.1 percent. Moreover, the growth of this sector managed an annual rate of 7.1 percent in the last decade.

The second-largest business unit increase happened in recreation services, creating 14 new businesses over the year, with solid employment growth of 2.6 percent in 2009.

The construction sector suffered the most among all other sectors, losing 36 businesses over a year. In particular, there were 21 closures in general construction and 15 businesses in construction trade services closed their operations.

2.8 Industry concentrations

This section highlights which industries have a particularly strong presence in the area as a share of total employment, compared with New Zealand as a whole.

Industry concentrations measure the relative concentration of industry employment in a particular area relative to another larger, or base, area. In this case, New Zealand is the base area. The measures provide a potentially valuable insight into a local labour market's industry structure, relative to the larger base area.

When the ratio is larger than 1.0, the percentage of those employed in the industry locally is higher than the percentage of those employed in the larger area. Likewise, when the ratio is smaller than 1.0, the percentage of people employed in this industry locally is smaller than the larger area.

Generally, when the industry concentration is larger than 1.0, it means the local economy has a particularly high concentration of employment in that industry. On the positive side, this suggests the local economy has a comparative advantage in that industry, and is

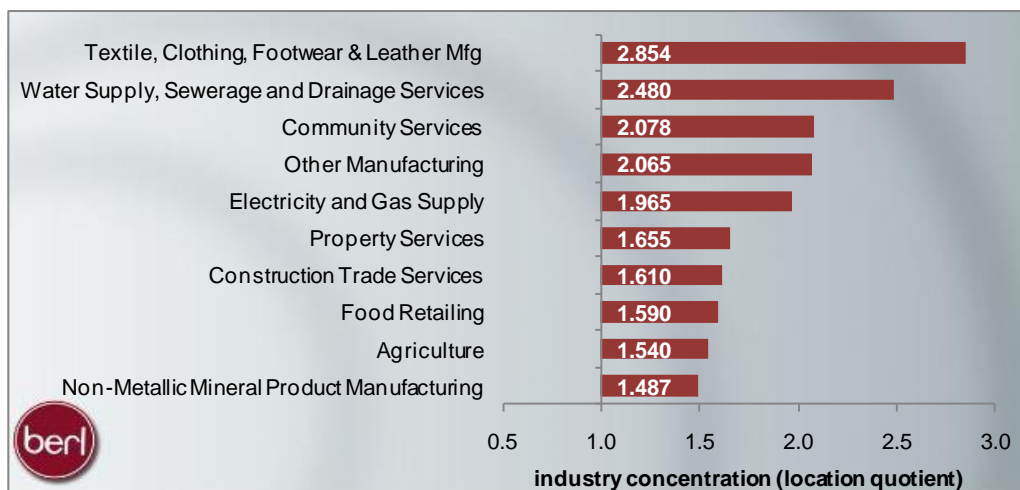
supplying other parts of the country. On the negative side, it means that a downturn in that industry is likely to have a larger impact on the local economy than elsewhere in New Zealand.

When the industry concentration is less than 1.0, it means the local economy has a relatively low share of employment in that industry when compared nationally. This means that the area is reliant on other parts of the country to provide the goods or services in this industry, as the industry is under-represented locally.

The wider the area being examined, the closer to 1.0 the values are likely to be. Our analysis at the Nature Coast level is thus likely to see significantly larger differences in industry concentration than if we were looking at the larger Wellington Region for instance.

Figure 2.1 shows which industries have high concentrations in the Nature Coast. The analysis is at the 53-industry level.³

Figure 2.1 High industry concentrations



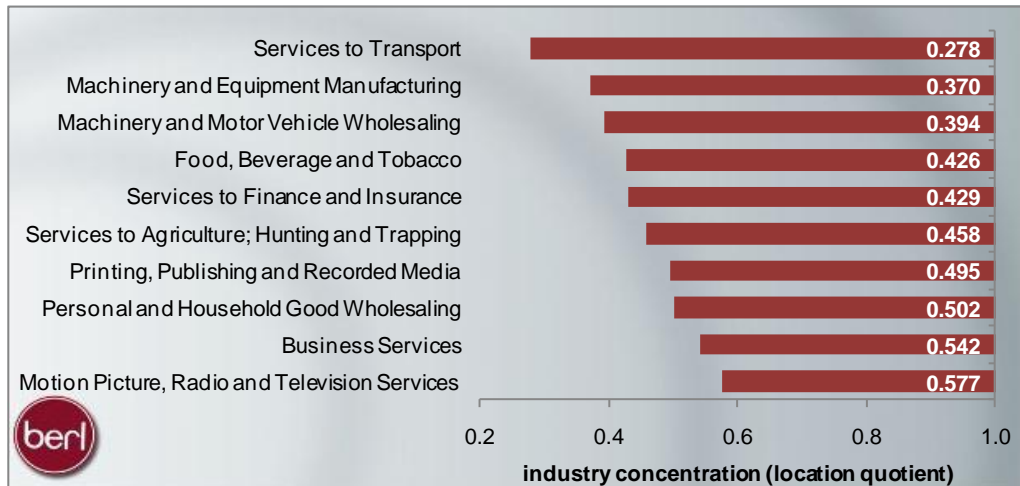
Workers in Nature Coast are 2.9 times more likely to work in textile and clothing manufacturing than at a national level. They are also 2.5 times more likely to work in water supply, sewerage and drainage services than at a national level. Although just 49 FTEs work in this industry in Nature Coast, this is 2.8 percent of all workers in this industry in New Zealand. Yet Nature Coast has 1.1 percent of the labour force; hence the high industry concentration ratio.

³ Because some industries are particularly small, or even have zero FTEs at the local level, or analysis is limited to industries with at least 25 FTEs. There are 37 such industries in the Nature Coast area.

There are also industry concentrations over 2.0 in community services and other manufacturing (much of it in wooden furniture and/or upholstered seat manufacturing). Electricity and gas supply is also well-represented in the area.

At the other end of the spectrum, Figure 2.2 shows which industries in the Nature Coast have particularly low concentrations.

Figure 2.2 Low industry concentrations



Workers are four times **less** likely to work in services to transport in Nature Coast than across New Zealand as a whole. They are also far less likely to work in machinery and equipment manufacturing. Several other manufacturing and wholesaling industries appear on this list, including machinery and motor vehicle wholesaling; food, beverage and tobacco manufacturing; personal and household good wholesaling; and printing, publishing and recorded media.

Services to finance and insurance is an industry typically concentrated in the country's largest urban areas (e.g. Auckland City and Wellington City have concentrations around 2.0).

3 The Kapiti Coast District profile

This section presents the performance of the Kapiti Coast District as calculated by BERL. The Kapiti Coast District covers the area from Paekakariki in the south to Otaki in the north. Its two main towns are Paraparaumu and Waikanae. It shows the 2009 results and rankings relative to other LAs, as well as the longer term, 10-year, results. It also presents employment, value added/GDP, and business units data across the seven broad sectors. In order to put the District's results into context with the surrounding area, the results for Kapiti Coast District have been compared to the wider Wellington region (comprising Wellington City, Porirua, Lower Hutt, Upper Hutt, Masterton, Carterton and South Wairarapa) as well as to the New Zealand total.

3.1 2009 indicators

Table 3.1 presents the Kapiti Coast's latest annual KPIs and compares these to the Wellington region and New Zealand.

Table 3.1 Kapiti Coast performance for 2009 year

Key Performance Indicators	%pa for 2009 year		
	Kapiti Coast District	Wellington Region	New Zealand
Resident population growth	1.0	1.0	1.1
Real Value Added (GDP) growth	-1.0	1.1	-1.1
GDP per capita growth	-2.0	0.1	-2.2
Employment growth	-0.2	1.9	0.7
Labour productivity growth	-1.0	-0.9	-1.9
Business units growth	-0.2	0.7	0.3
Business size growth	0.0	1.1	0.3

Source: BERL, Statistics NZ

The Kapiti Coast experienced a fall in GDP, GDP per capita, employment, labour productivity and business unit growth. The only areas not to experience a fall were growth in size of businesses and population.

Population growth in the Kapiti District increased by 1.0 percent compared to the 1.0 percent in the Wellington region and the 1.1 percent in New Zealand. Business size was flat.

A fall in GDP in Kapiti Coast (-1.0 percent) in 2009 combined with population growth resulted in a -2.0 percent growth in GDP per capita. This is compared to relatively high 0.1 percent

GDP per capita growth in the Wellington region and a worse -2.2 percent drop in New Zealand.

While Kapiti Coast experienced strong employment growth in the last few years, in 2009 it saw a small fall in employment of 0.2 percent, while the Wellington region enjoyed employment growth of 1.9 percent. New Zealand managed only 0.7 percent employment growth over the year.

The impact of a smaller fall in employment growth against GDP growth was a productivity (GDP per FTE) decline of 1.0 percent in 2009 compared to drops of 0.9 percent in the Wellington region and 1.9 percent nationally.

The number of businesses on the Kapiti Coast fell by 0.2 percent in 2009. As employment dropped at the same rate as business units, the average business experienced no change in their size over the year. Both regional and national figures show an increase in business size.

3.2 Rankings

Overall, the Kapiti Coast District has fallen in its ranking, from 13th in 2008 to 36th in 2009, as shown in Table 3.2.

This year, BERL has revised its ranking system to take better account of the short and long-term growth of each LA, as well as their external connections. The table looks at how the Kapiti Coast District fared relative to the other 71 Local Authorities (LAs) in New Zealand in 2009. The rankings compare the LAs on the change across nine indicators. An overall ranking is assigned, based on the performance of the LA over the short-term (one year), the long-term (10 years) and its relative openness (role of its export sector). Note that falls in rankings do not necessarily mean decreases in growth, but rather that other LAs performed at a higher level.

Table 3.2 Kapiti Coast rankings

Kapiti Coast District	2008	2009	change
Overall Rank	13	36	▼
Short term			
Resident population growth	25	21	▲
Employment (FTE) growth	4	52	▼
Real Value Added growth (GDP)	14	45	▼
Business units growth	24	43	▼
Medium term			
Resident population growth	20	22	▼
Employment (FTE) growth	10	13	▼
Real Value Added growth (GDP)	14	19	▼
Business units growth	15	20	▼
Relative openness	69	69	▶

The District improved relative to other Las in terms of the rate of population growth, rising from 21st to 21st in 2009. Its relative openness remained at 69th, but most indicators declined.

The largest fall was in employment growth, which slipped from 4th to 52nd, with the result that overall, the District slid from 13th to 36th.

3.3 Two-year performance

Table 3.3 shows the performance of the Kapiti Coast District for the two years from 2007 to 2009, compared with that of the Wellington region and New Zealand.

Table 3.3 Kapiti Coast's two-year performance

Key Performance Indicators	%pa for 2007-2009		
	Kapiti Coast District	Wellington Region	New Zealand
Resident population growth	0.9	0.9	1.0
Real Value Added (GDP) growth	2.4	1.7	1.0
GDP per capita growth	1.4	0.9	-0.1
Employment growth	2.1	1.3	0.7
Labour productivity growth	0.2	0.4	0.2
Business units growth	1.0	1.4	1.2
Business size growth	1.1	-0.1	-0.5

Source: BERL, Statistics NZ

Population growth in the District was similar to that across the Wellington Region and New Zealand, while GDP grew at a far higher rate. As a result, GDP per capita was also up more strongly.

The increase in GDP was due to strong employment growth, averaging 2.1 percent a year across the two years, while labour productivity growth was moderate.

While the number of new business did not rise particularly strongly, the rapid employment growth meant that average business size increased even as it fell in Wellington region and New Zealand.

3.4 Long-term performance

Table 3.4 provides figures for a longer-term perspective on the Kapiti Coast's performance. The longer-term trends are further illustrated in the appendix contained in section 6.

Table 3.4 Kapiti Coast longer-term performance

Key Performance Indicators	%pa for 1999-2009		
	Kapiti Coast	Wellington Region	New Zealand
Resident population growth	1.7	1.1	1.2
Real Value Added (GDP) growth	3.1	2.5	3.1
GDP per capita growth	1.4	1.4	1.8
Employment growth	2.6	1.8	2.4
Productivity growth	0.7	0.8	0.8
Business units growth	3.5	2.8	3.0
Business size growth	-0.9	-0.9	-0.6

Source: BERL, Statistics NZ

Three out of seven indicators were above both the regional and national averages. A major highlight is employment growth which has averaged 2.6 percent per annum over the last 10 years compared to 1.8 percent per annum regionally and 2.4 percent per annum nationally.

Moreover, business unit growth has been around 3.5 percent per annum over the same period.

GDP growth for Kapiti Coast has matched national GDP growth over the 10 years and is higher than in the Wellington region, which had just 2.5 percent per annum growth.

3.5 Employment

This section looks at the change in employment in the Kapiti Coast District compared to the Wellington region and New Zealand. The Kapiti Coast data are broken down into the seven broad industry sectors.

Table 3.5 shows employment numbers for the seven sectors in the Kapiti Coast for the last three years. It also shows the total employment change over the same period for the Wellington region and New Zealand.

Table 3.5 Kapiti Coast employment summary

Sector	Employment Number FTEs				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	649	585	530	522	-9.4	-1.4	-2.2
Manufacturing	1,121	857	834	852	-2.7	2.1	-2.7
Construction	1,197	2,040	2,059	1,794	0.9	-12.9	4.1
Retail and Distribution	2,849	3,443	3,377	3,469	-1.9	2.7	2.0
Business Services	1,396	1,911	2,051	1,924	7.3	-6.2	3.3
Recreation Services	534	774	745	793	-3.7	6.4	4.0
Social Services	1,746	2,146	2,687	2,904	25.2	8.1	5.2
Kapiti Coast District	9,492	11,756	12,284	12,258	4.5	-0.2	2.6
Wellington Region	187,745	219,437	221,057	225,158	0.7	1.9	1.8
New Zealand	1,473,526	1,840,284	1,854,636	1,866,747	0.8	0.7	2.4

Source: BERL, Statistics NZ

Employment decreased in the Kapiti Coast by 0.2 percent in 2009 after a 4.5 percent rise in 2008. Nationally, the growth was 0.7 percent over the same period.

The Kapiti Coast lost a net 26 FTEs in 2009, following a 528 FTE increase a year earlier. The construction sector alone lost 266 FTEs; the business services sector 127 FTEs; and the primary sector, 8 FTEs. Increases were seen in the social services, where 217 FTEs were added over the year. The retail and distribution, recreation services, and manufacturing sectors added an additional 158 FTEs over the year.

Employment growth in the Kapiti Coast (2.6 percent per annum) between 1999 and 2009 has been above the national average (2.4 percent per annum). Four of the seven sectors – social services (5.2 percent), construction (4.1 percent per annum), recreation services (4.0 percent per annum), and business services (3.3 percent per annum) have grown above the national average. The primary and manufacturing sectors, averaging -2.2 percent and -2.7 percent per annum respectively, are the only sectors to record a contraction over the last 10 years.

3.6 Value added

This section looks at value added, or GDP, for the Kapiti Coast, Wellington region, and New Zealand. It also breaks GDP down by the seven broad industry sectors for the Kapiti Coast.

Table 3.6 shows the GDP contribution for the seven sectors in the Kapiti Coast for the last three periods. It also shows the total GDP change over the same period for the Wellington region and New Zealand.

Table 3.6 Kapiti Coast value added summary

Sector	Value Added or GDP (2009\$m)				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	46	56	51	48	-9.2	-6.1	0.4
Manufacturing	111	94	96	93	1.4	-2.3	-1.7
Construction	66	116	119	99	2.6	-16.6	4.2
Retail and Distribution	166	215	221	217	3.0	-1.7	2.7
Business Services	272	374	400	409	6.9	2.2	4.1
Recreation Services	30	43	41	43	-3.7	5.4	3.9
Social Services	101	132	164	170	23.7	4.0	5.3
Kapiti Coast District	793	1,030	1,091	1,080	5.9	-1.0	3.1
Wellington Region	18,927	23,488	24,044	24,316	2.4	1.1	2.5
New Zealand	136,841	181,968	187,651	185,554	3.1	-1.1	3.1

Source: BERL, Statistics NZ

GDP in the Kapiti Coast experienced a significant drop in 2009, with a 1.0 percent decrease. It is following a significant growth of 5.9 percent a year before. Regionally, GDP grew at the rate of 1.1 percent in 2009; and nationally shrank by -1.1 percent in 2009.

In fact, decreases occurred across all sectors except the recreation services (5.4 percent), social services (4.0 percent) and business services (2.2 percent). The increases in these sectors helped limit the negative impact on the economy from the falls in the rest of the sectors. Considerable falls occurred in construction (-17 percent) and primary (-6.1 percent) sectors.

Looking at long-term growth, the Kapiti Coast achieved 3.1 percent per annum in the last 10 years, whereas the Wellington region had 2.5 percent per annum and New Zealand, 3.1 percent per annum.

Six out of seven sectors have experienced growth from 1999 to 2009. The manufacturing sector was the only sector that suffered loss in terms of GDP over the 10-year period, averaging -1.7 percent per annum.

3.7 Business units

This section looks at the number of business units in the Kapiti Coast, Wellington region, and New Zealand. The Kapiti Coast business units are also broken down into the seven sectors.

Table 3.7 shows the business units for the seven sectors in the Kapiti Coast for the last three years. It also shows the total business units change over the same period for the Wellington region and New Zealand.

Table 3.7 Kapiti Coast business units summary

Sector	Business Units (number)				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	474	396	374	365	-5.6	-2.4	-2.6
Manufacturing	207	236	244	242	3.4	-0.8	1.6
Construction	576	812	848	798	4.4	-5.9	3.3
Retail and Distribution	772	910	928	924	2.0	-0.4	1.8
Business Services	920	1,741	1,800	1,834	3.4	1.9	7.1
Recreation Services	256	352	353	366	0.3	3.7	3.6
Social Services	232	289	297	306	2.8	3.0	2.8
Kapiti Coast District	3,437	4,736	4,844	4,835	2.3	-0.2	3.5
Wellington Region	39,569	50,726	51,802	52,175	2.1	0.7	2.8
New Zealand	379,701	500,728	511,030	512,580	2.1	0.3	3.0

Source: BERL, Statistics NZ

The Kapiti Coast lost 9 business units in 2009 (-0.2 percent), following an impressive 2.3 percent increase in 2008. The fall in 2009 was slightly below the national average, which grew by 0.3 percent. The Wellington region had growth of 0.7 percent in 2009, down from 2.1 percent a year earlier.

Growth in the number of business units in the Kapiti Coast averaged 3.5 percent per annum over the 10-year period, considerably higher than the regional average of 2.8 percent per annum and the national average of 3.0 percent per annum.

The growth in the business services sector, the largest sector in terms of business units, has been strong in the last few years, averaging 7.1 percent per annum. This sector achieved an increase of 1.9 percent in 2009, following an increase of 3.4 percent over the previous year.

The biggest decline was felt in the construction sector, the third-largest sector in terms of business units, with a significant decrease of 5.9 percent in 2009. Over the last 10 years, it has expanded at an annual rate of 3.3 percent, the third-fastest growing sector in the Kapiti Coast.

4 The Horowhenua District profile

This section presents the KPIs as calculated by BERL. The Horowhenua District covers the area north from Manakau to Foxton and east to Tokomaru. It shows the latest 2009 results and rankings relative to other LAs, as well as the longer term, 10-year, results. It also presents employment, value added/GDP, and business units data across the seven broad sectors. In order to put the District's results into context with the surrounding area, the results for Horowhenua District have been compared to the wider Manawatu-Wanganui region (comprising the Districts of Horowhenua, Palmerston North, Manawatu, Tararua, Wanganui, Ruapehu, and Rangitikei) as well as to the New Zealand total.

4.1 2009 indicators

Table 4.1 presents Horowhenua's latest annual KPIs and compares these to the latest KPIs for the Manawatu-Wanganui region and New Zealand for 2009.

Table 4.1 Horowhenua District performance for 2009 year

Key Performance Indicators	%pa for 2009 year		
	Horowhenua District	Manawatu-Wanganui Region	New Zealand
Resident population growth	0.0	0.5	1.1
Real Value Added (GDP) growth	0.1	-0.7	-1.1
GDP per capita growth	0.1	-1.2	-2.2
Employment growth	0.5	1.1	0.7
Labour productivity growth	-0.6	-2.0	-1.9
Business units growth	-0.3	-0.1	0.3
Business size growth	0.8	1.3	0.3

Source: BERL, Statistics NZ

In 2009, Horowhenua's GDP growth was above the regional (-0.7 percent) and national (-1.1 percent) averages, but down from the 3.0 percent increase of the previous year. As a result, GDP per capita growth achieved an increase of just 0.1 percent over the year. This compared favourably with the regional and national figures.

Employment in Horowhenua grew by 0.5 percent in 2009, while regionally there was an increase of 1.1 percent in employment and nationally the growth was 0.7 percent. With employment growing faster in 2009 than GDP for Horowhenua, there was a decrease in labour productivity of 0.6 percent, though this was still far stronger than the region, which fell 2.0 percent, and New Zealand, which dropped 1.9 percent.

The population growth of Horowhenua District was unchanged in 2009, compared to the growth of 0.5 percent for the Manawatu-Wanganui region and 1.0 percent the New Zealand population grew by over the same period.

4.2 Rankings

Table 4.2 presents the rankings of Horowhenua District compared to the other 71 LAs across New Zealand.

This year, BERL has revised its ranking system to take better account of the short and long-term growth of each LA, as well as their external connections. The table looks at how the Horowhenua District fared relative to the other 71 Local Authorities (LAs) in New Zealand in 2009. The rankings compare the LAs on the change across nine indicators. An overall ranking is assigned, based on the performance of the LA over the short-term (one year), the long-term (10 years) and its relative openness (role of its export sector). Note that falls in rankings do not necessarily mean decreases in growth, but rather that other LAs performed at a higher level.

Table 4.2 Horowhenua rankings

Horowhenua District	2008	2009	change
Overall Rank	60	64	▼
Short term			
Resident population growth	44	65	▼
Employment (FTE) growth	36	46	▼
Real Value Added growth (GDP)	35	40	▼
Business units growth	66	45	▲
Medium term			
Resident population growth	57	58	▼
Employment (FTE) growth	58	58	▶
Real Value Added growth (GDP)	44	35	▲
Business units growth	58	64	▼
Relative openness	58	61	▼

The District's ranking against the other LAs fell slightly from 60th to 64th, as shown in Table 4.2.

Horowhenua performed especially well in business units growth over the short term, where it surged from 66th to 45th. The District also saw solid improvement in GDP growth over the medium term, up from 44th to 35th.

Over the medium term, the District stayed relatively constant in employment and population growth. Relative openness fell slightly, while there was a large decline in how the District performed in population growth relative to other Las in New Zealand in 2009.

4.3 Two-year performance

Table 4.3 shows the performance of the Horowhenua District in the two years from 2007 to 2009, compared with Manawatu-Wanganui and New Zealand.

Table 4.3 Horowhenua's two-year performance

Key Performance Indicators	%pa for 2007-2009		
	Horowhenua District	Manawatu-Wanganui Region	New Zealand
Resident population growth	0.2	0.3	1.0
Real Value Added (GDP) growth	1.5	0.7	1.0
GDP per capita growth	1.3	0.4	-0.1
Employment growth	0.7	0.2	0.7
Labour productivity growth	0.8	0.5	0.2
Business units growth	-0.4	0.5	1.2
Business size growth	1.1	-0.3	-0.5

Source: BERL, Statistics NZ

The District has seen slow population growth over the last two years. However, with solid GDP growth despite the national slowdown, the District has seen sharp GDP per capita rises, many times the regional gains.

Employment has grown far quicker than regionally, at a pace equal to the national average. The largest impact on GDP gains, however, has been the sharp rise in local labour productivity.

The number of businesses in the District has fallen since 2007, with the result that average business size has grown strongly as employment increases.

4.4 Long-term performance

The long-term performance of the Horowhenua District has been comparable to the national long-term performance on average. As shown in Table 4.4, the District's resident population has grown slowly, showing only a 0.1 percent rise on average since 1999. By comparison, the New Zealand resident population has grown by 1.2 percent annually since 1999. However, the Horowhenua District has performed relatively well within the region. The long-term Horowhenua GDP and GDP per capita picture is also more positive - GDP growth was

an impressive 2.5 percent per annum over the last 10 years, higher than the regional average of 2.0 percent per annum. However, nationally GDP has been growing at the rate of 3.1 percent annually. Stronger GDP growth compared to population growth led to a high percentage change in GDP per capita. From 1999 to 2009, GDP per capita in Horowhenua (2.4 percent per annum) was higher than the regional average of 1.9 percent and the national average at 1.8 percent.

Table 4.4 Horowhenua District longer-term performance

Key Performance Indicators	%pa for 1999-2009		
	Horowhenua District	Manawatu-Wanganui Region	New Zealand
Resident population growth	0.1	0.2	1.2
Real Value Added (GDP) growth	2.5	2.0	3.1
GDP per capita growth	2.4	1.9	1.8
Employment growth	0.4	1.4	2.4
Productivity growth	2.2	0.7	0.8
Business units growth	1.3	1.9	3.0
Business size growth	-0.8	-0.5	-0.6

Source: BERL, Statistics NZ

Employment growth has lagged behind both the region and New Zealand as a whole, managing slight growth since 1999 (0.4 percent per annum). This compares to annual growth in the region and across the nation of 1.4 percent per annum and 2.4 percent per annum respectively since 1999.

However, Horowhenua District has recorded a strong performance in terms of labour productivity growth, averaging 2.2 percent per annum since 1999. The regional and national averages only managed just less than one percent per annum each.

In terms of business units growth, the Horowhenua District achieved 1.3 percent per annum which is below the regional average of 1.9 percent per annum. Nationally an annual growth rate of 3.0 percent was recorded. The combination of low employment growth and relatively high growth in the number of business units in Horowhenua has resulted in average business size shrinking by 0.8 percent a year.

4.5 Employment

This section looks at the recent changes in employment in the Horowhenua District compared to the Manawatu-Wanganui region and New Zealand. Horowhenua District data

are broken down into the seven broad sectors, as shown in Table 4.5. It also shows the change over the same period for the Manawatu-Wanganui region and New Zealand.

As discussed above, employment growth in Horowhenua has lagged far behind that of New Zealand and the Manawatu-Wanganui region over the last 10 years. This has continued in 2009 with the rate still below the regional and national averages.

Table 4.5 Horowhenua District employment summary

Sector	Employment Number FTEs				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	1,446	1,586	1,647	1,666	3.8	1.2	1.4
Manufacturing	1,550	1,420	1,366	1,233	-3.8	-9.7	-2.3
Construction	485	679	697	716	2.7	2.7	4.0
Retail and Distribution	2,080	2,217	2,172	2,142	-2.0	-1.4	0.3
Business Services	685	882	904	957	2.5	5.8	3.4
Recreation Services	357	445	382	411	-14.1	7.7	1.4
Social Services	1,809	1,432	1,566	1,654	9.4	5.6	-0.9
Horowhenua District	8,412	8,661	8,735	8,780	0.8	0.5	0.4
Manawatu-Wanganui Region	100,636	115,824	114,910	116,203	-0.8	1.1	1.4
New Zealand	1,473,526	1,840,284	1,854,636	1,866,747	0.8	0.7	2.4

Source: BERL, Statistics NZ

Although the retail and distribution sector was the largest sector in terms of employment in 2009, with over 2,140 FTEs, it lost 30 FTEs over the year. Major reductions occurred in basic wholesaling (-26 FTEs); services to transport (-23 FTEs); and accommodation, cafes and restaurants (-14 FTEs). Over the same, time road transport; machinery and motor vehicle wholesaling; motor vehicle retailing and services; and personal and household good retailing, hired an extra 39 FTEs in total.

The biggest loss in employment occurred in the manufacturing sector, which now has around 1,230 FTEs (down 9.7 percent in 2009). Driving this fall was the food, beverage and tobacco industry, which lost 104 FTEs (down 41 percent), and the textile, clothing, footwear and leather manufacturing industry which lost 59 FTEs (down 14 percent).

On the brighter side, the social services sector, which is a significant sector in the Horowhenua District, gained in total 88 FTEs, 55 of which were from health services, while education gained another 31 FTEs.

The other sector to gain significantly in 2009 was the business services sector, which added another 53 FTEs in total. The main drivers of this growth were the finance; communication services; and electricity and gas supply industries, which gained 52 FTEs in total.

Most of the sectors enjoyed steady growth both in 2009 and over the 1999-2009 period. The primary sector gained 1.2 percent of its FTEs in 2009; and 1.4 percent per annum from 1999 to 2009. For construction, the gain was 2.7 percent for 2009 and a more notable 4.0 percent per annum for the period 1999-2009.

4.6 Value added

This section presents the recent changes in GDP in the Horowhenua District compared to the Manawatu-Wanganui region and New Zealand. The District data are broken down by the seven broad sectors in Table 4.6, and the totals are shown for the Manawatu-Wanganui region and New Zealand.

Horowhenua District GDP was \$864 million in 2009, up only 0.1 percent from the year earlier. The District performed significantly above the Manawatu-Wanganui region, which had a decrease of 0.7 percent; and even further above New Zealand, with a 1.1 percent decline in GDP.

Over the longer term, Horowhenua has consistently outperformed the wider region, with average growth of 2.5 percent per annum, compared to the region's average of 2.0 percent per annum.

Table 4.6 Horowhenua District GDP summary

Sector	Value Added or GDP (2009\$m)				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	96	122	126	126	2.9	-0.3	2.7
Manufacturing	126	137	140	117	2.5	-16.4	-0.7
Construction	27	39	41	40	4.9	-1.4	4.0
Retail and Distribution	122	144	152	143	5.9	-5.8	1.7
Business Services	173	285	290	320	1.7	10.3	6.4
Recreation Services	18	22	18	20	-17.5	8.7	1.0
Social Services	115	90	97	99	7.0	2.3	-1.5
Horowhenua District	676	839	864	864	2.9	0.1	2.5
Manawatu-Wanganui Region	8,570	10,346	10,570	10,496	2.2	-0.7	2.0
New Zealand	136,841	181,968	187,651	185,554	3.1	-1.1	3.1

Source: BERL, Statistics NZ

In 2009, the largest gain in GDP was in the business services sector, the largest earning sector, up 10 percent from the year earlier. This sector maintained sustainable growth over the last 10 years, averaging 6.4 percent per annum.

The second-largest sector in terms of GDP in 2009 was retail and distribution, which earned \$143 million for the Horowhenua District, down 5.8 percent from the previous year. Basic

material wholesaling, the largest industry within this sector in Horowhenua, contributed \$27 million in the year, down by 10.8 percent.

Manufacturing was the third-largest earning sector in the Horowhenua District in 2009, although this sector has been shedding FTEs over the last 10 years. The manufacturing sector declined sharply, at a rate of 16 percent in 2009, after a 2.5 percent increase seen in the previous year. The 10-year growth average was -0.7 percent. The food, beverage and tobacco industry, previously the largest GDP earner within this sector, fell by 43 percent, to become the third-largest GDP earner within this sector.

Social services also managed to expand in 2009, supported by strong employment growth in education and health services. However, over the longer term, this sector has been contracting at the rate of -1.5 percent per year.

The recreation services sector also had a strong increase in GDP in 2009, growing by 8.7 percent; this has come after a large decrease the previous year of 18 percent. Over the last 10 years, this sector has been growing at the modest rate of 1.0 percent per year.

4.7 Business units

This section presents the recent changes in the number of business units in the Horowhenua District compared to the Manawatu-Wanganui region and New Zealand. The District data are broken down by the seven broad sectors in Table 4.7, and totals are given for the wider region and New Zealand.

The Horowhenua District had a total of 2,937 business units in 2009, eight units fewer than the year earlier.

Table 4.7 Horowhenua District business units summary

Sector	Business Units (number)				%pa change		
	1999	2007	2008	2009	2008	2009	1999 to 2009
Primary	971	818	757	732	-7.5	-3.3	-2.8
Manufacturing	166	201	197	186	-2.0	-5.6	1.1
Construction	199	318	331	345	4.1	4.2	5.7
Retail and Distribution	523	534	534	527	0.0	-1.3	0.1
Business Services	403	736	780	799	6.0	2.4	7.1
Recreation Services	170	197	184	185	-6.6	0.5	0.8
Social Services	161	155	162	163	4.5	0.6	0.1
Horowhenua District	2,593	2,959	2,945	2,937	-0.5	-0.3	1.3
Manawatu-Wanganui Region	26,072	31,295	31,619	31,579	1.0	-0.1	1.9
New Zealand	379,701	500,728	511,030	512,580	2.1	0.3	3.0

Source: BERL, Statistics NZ

In 2009, business services (799 units), had the largest number of business units and was one of two sectors to experience a solid level of growth in 2009, adding a further 19 units. Although the property services industry in this sector has been shedding jobs, this sector maintained sustainable growth in terms of business units, averaging 7.1 percent per annum over the longer term.

While there was an increase in employment in the primary sector, this has not translated into more businesses, with approximately 3.3 percent of the businesses closing down in 2009. Agriculture alone lost 19 businesses over the year. This may be largely the result of consolidation of farms in the industry, as the trend has been ongoing for 10 years.

The construction sector has been adding new businesses since 1999. It achieved an annual increase of 5.7 percent from 1999 to 2009; and managed an increase of 4.2 percent in 2009 thanks to the expansion in construction trade services.

In manufacturing, 1,233 FTEs were employed in 186 businesses in 2009. Four businesses closed in the textile, clothing, footwear and leather manufacturing industry, while three more were closed in other manufacturing; and two non-metallic mineral product manufacturing.

5 Sector activity

This chapter summarises the performance of three sectors in the Nature Coast region. The performance of each sector is assessed in terms of changes in employment and value added, as well as the sector's direct contribution to overall activity in the region.

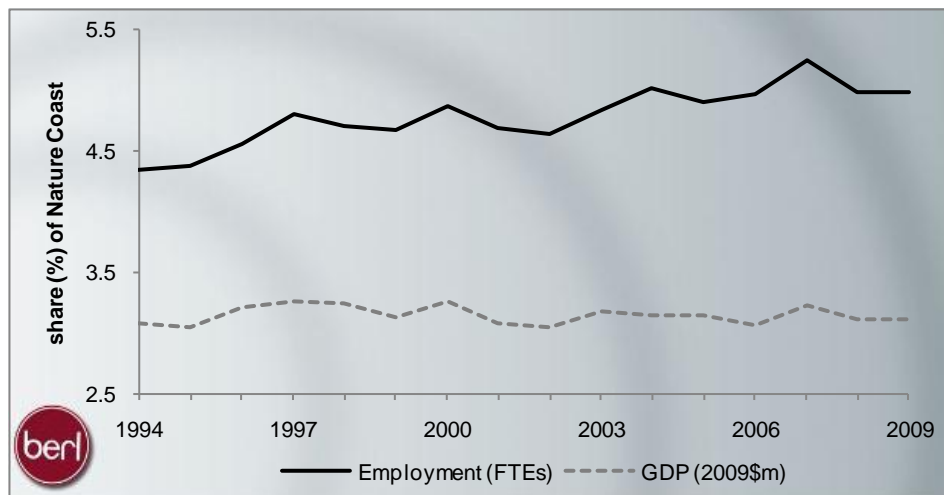
5.1 Tourism sector

The direct contribution of tourism to the Regional economy is calculated using proportions of industry FTEs, GDP and business units that can be directly attributed to tourism, as estimated by the Tourism Satellite Account (TSA).⁴

The contribution of tourism to the local economy comes from three sources: tourism-characteristic industries, such as accommodation, restaurants, transport services, and cultural and recreational services; tourism-related industries, specifically the retail trade; and all other industries, including everything from police services to mining.

Figure 5.1 shows the broad contribution that tourism is estimated to have made to the Nature Coast between 1994 and 2009.

Figure 5.1 The contribution of tourism to the Nature Coast



⁴ The Tourism Satellite Account provides information about the contribution of tourism to the New Zealand economy. It includes measurement of expenditure on tourism by domestic and international tourists, and the size of the industry, including its contribution to gross domestic product and employment.

The latest estimates indicate that the tourism sector accounts for about 5.0 percent of total employment and about 3.1 percent of total value added in the region. The sector's contribution to the Nature Coast has ranged over time from between 4.4 percent to 5.6 percent of FTE employment and 2.3 percent to 3.1 percent of value added.

Table 5.1 shows the pattern of employment in the Nature Coast's tourism sector, with the 2009 estimates indicating that there were about 1,049 FTEs working in tourism. This was unchanged from the year before.

Table 5.1 Tourism sector employment

Tourism employment (FTEs)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Tourism-characteristic industries	437	644	624	616	-3.0	-1.4	3.5
Tourism-related industries	285	300	291	300	-3.1	3.2	0.5
All non-tourism-related industries	113	128	134	134	5.0	-0.5	1.7
Total Tourism	835	1,071	1,049	1,049	-2.1	0.0	2.3
Total Nature Coast FTEs	17,904	20,417	21,019	21,039	2.9	0.1	1.6

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Tourism-related industries (retail) enjoyed the strongest growth in 2009, up 3.2 percent. This offset strong declines in the contribution of tourism-characteristic and non-tourism industries to tourism. The result was total direct employment due to tourism was flat in 2009.

Over the long-term, tourism has enjoyed employment growth well in excess of average employment growth across all sectors on the Nature Coast. Since 1999, direct tourism employment has increased by over 200, or 2.3 percent a year. This compares with a 1.6 percent per year rise in overall employment.

Table 5.2 Major tourism industries, 477-industry level⁵

Tourism employment (FTEs)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Supermarkets	61	63	63	66	0.4	4.5	0.8
Department Stores	18	15	15	16	0.5	11.2	-0.8
Clothing Retailing	9	14	17	18	17.1	7.6	7.5
Retailing nec	14	19	16	17	-17.0	4.4	1.7
Automotive Repair and Services nec	19	18	17	18	-6.9	7.7	-0.1
Hotels (Accommodation)	44	24	34	30	40.8	-10.7	-3.7
Motels and Motor Inns	24	49	48	46	-2.2	-4.0	6.7
Accommodation nec	16	38	33	31	-12.5	-5.9	6.6
Pubs, Taverns and Bars	33	42	33	32	-20.5	-4.8	-0.5
Cafes and Restaurants	168	322	300	302	-6.9	0.7	6.0
Clubs (Hospitality)	20	28	28	33	-2.2	19.5	5.4
Taxi and Other Road Passenger Transport	14	16	17	15	6.6	-13.5	0.4
Non-Scheduled Air and Space Transport	13	16	22	17	36.3	-21.8	3.3

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⁵ "nec" stands for "not elsewhere classified"

By far the largest direct contributor to tourism employment is the 300 FTEs employed in cafés and restaurants. This industry has also grown dramatically since 1999, with the number employed due to tourism almost doubling.

Supermarkets, motels, clubs (hospitality), pubs, and other accommodation also directly employ large numbers in tourism on the Nature Coast. The strongest gains since 1999 in percentage terms have been in clothing retailing (7.5 percent a year, more than doubling), motels (6.7 percent a year), and other accommodation (6.6 percent a year).

Table 5.3 shows the pattern of real value added in the Nature Coast's tourism sector, with the 2009 estimates indicating that tourism generated about \$61 million in GDP. This was a drop of less than a \$1 million (or 0.3 percent) on the year before, not a bad result given the effect of the slowdown on tourism.

Table 5.3 Tourism sector GDP

Tourism GDP (2009\$m)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Tourism-characteristic industries	21	28	28	27	-0.8	-0.9	2.8
Tourism-related industries	13	16	17	17	0.9	0.0	2.5
All non-tourism-related industries	12	16	17	17	3.4	0.3	3.1
Total Tourism	46	60	61	61	0.8	-0.3	2.8
Total Nature Coast GDP	1,468	1,869	1,955	1,945	4.6	-0.5	2.8

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The value added generated by the tourism sector has increased by \$15 million since 1999, representing an annual growth of 2.8 percent per annum. This is a rate in line with total GDP growth in the District.

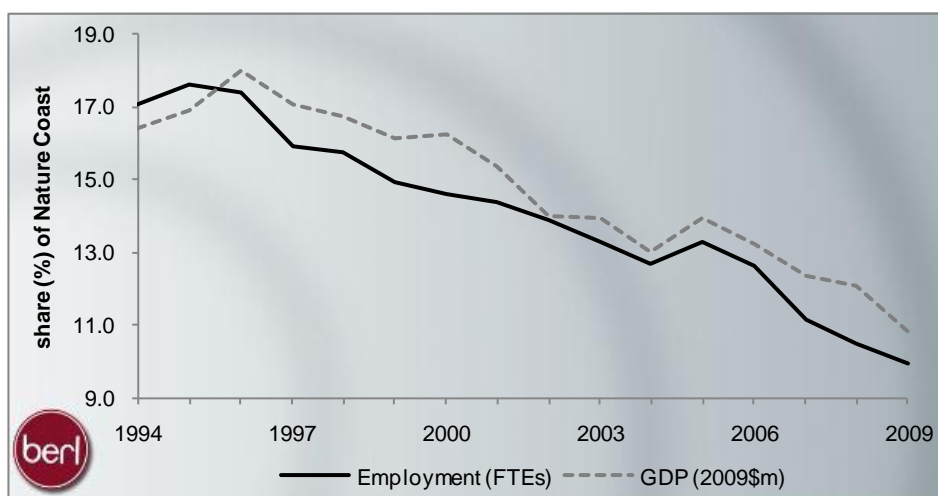
The strongest growth since 1999 has been in industries not typically associated with tourism (3.1 percent a year) although all three constituent industry-groups have seen solid rises over the decade.

5.2 Manufacturing sector

The Nature Coast's manufacturing sector comprises those industries that fit within the ANZSIC industry division "C - Manufacturing". This section focuses on the contribution and performance of the manufacturing sector in the Nature Coast.

Figure 5.2 shows the contribution that manufacturing has made to the Nature Coast between 1994 and 2009. The latest estimates indicate that the manufacturing sector accounts for about 9.9 percent of total employment and about 11 percent of GDP. The sector's contribution to the Nature Coast has declined steadily over time, from between 18 percent of employment and GDP in 1995 to 1996.

Figure 5.2 The contribution of manufacturing to the Nature Coast



The fact that the contribution of manufacturing to GDP has traditionally been higher than its share of the workforce is an indicator of the higher labour productivity in the industry.

Table 5.4 shows the pattern of employment (at the 53-industry level) in the Nature Coast's manufacturing sector.

Table 5.4 Manufacturing sector employment, 53-industry level

Manufacturing employment (FTEs)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Food, Beverage and Tobacco	402	303	389	317	28.4	-18.6	-2.4
Textile, Clothing, Footwear & Leather Mfg	710	478	457	405	-4.4	-11.3	-5.5
Wood and Paper Product Manufacturing	354	328	277	244	-15.8	-11.7	-3.6
Printing, Publishing and Recorded Media	191	131	103	105	-20.9	1.4	-5.8
Petroleum, Coal, Chemical & Assoc Prod Mfg	119	126	123	124	-2.8	0.6	0.4
Non-Metallic Mineral Product Manufacturing	207	140	140	134	-0.1	-4.6	-4.3
Metal Product Manufacturing	212	287	255	284	-11.0	11.0	3.0
Machinery and Equipment Manufacturing	238	212	192	188	-9.3	-2.1	-2.3
Other Manufacturing	238	272	263	285	-3.0	8.1	1.8
Total Manufacturing	2,671	2,277	2,200	2,085	-3.4	-5.2	-2.4
Total Nature Coast FTEs	17,904	20,417	21,019	21,039	2.9	0.1	1.6

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Manufacturing had a difficult year in 2009 – five out of the nine industries suffered reductions in employment. There were 2,085 FTEs employed in this sector, a decline of 5.2 percent from the previous year. The manufacturing sector has lost nearly 600 FTEs since 1999, which represents an annual average decline of 2.4 percent per annum.

Food, beverage and tobacco; and textile, clothing, footwear and leather manufacturing suffered the most in terms of employment in 2009, losing 72 and 52 FTEs respectively. They were followed by the reductions in wood and paper product manufacturing (33 FTEs) and non-metallic mineral product manufacturing (six FTEs). Metal product manufacturing

and other manufacturing were the main industries that gained FTEs over a year, adding 29 and 22 FTEs respectively.

Our data also show continuous declines over the past 10 years in several industries in this sector. The largest change has occurred in textile, clothing, footwear and leather manufacturing, which has lost 305 FTEs since 1999. The other large declines were in the wood and paper product manufacturing, and printing, publishing and recorded media, which lost almost 200 FTEs in total since 1999.

Table 5.5 shows employment in selected industries of the manufacturing sector at a finer level of detail. The industries shown in this table are those that employ more than 40 FTEs.

Table 5.5 Major manufacturing industries, 477-industry level

Manufacturing employment (FTEs)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Meat Processing	150	76	145	53	89.4	-63.7	-10.0
Dairy Product Manufacturing nec	15	82	96	109	16.8	12.9	21.9
Confectionery Manufacturing	38	47	77	80	61.4	4.9	7.8
Textile Finishing	70	68	67	64	-1.6	-5.0	-1.0
Clothing Manufacturing	240	144	142	109	-1.6	-23.0	-7.6
Fellmongery	66	110	104	107	-6.0	3.0	4.9
Log Saw milling	38	55	49	40	-11.0	-18.0	0.6
Wooden Structural Component Manufacturing	105	139	156	110	11.9	-29.3	0.5
Corrugated Paperboard Container Manufacturi	150	87	27	48	-69.5	79.4	-10.8
Printing	75	50	49	49	-2.7	0.7	-4.2
Concrete Pipe and Box Culvert Manufacturing	12	44	35	41	-21.5	17.9	13.0
Structural Steel Fabricating	51	55	62	69	13.1	11.0	3.1
Architectural Aluminium Product Manufacturing	49	105	103	106	-1.3	3.0	8.1
Structural Metal Product Manufacturing nec	27	46	46	44	-1.3	-3.0	5.1
Industrial Machinery and Equipment Manufactu	125	135	124	122	-8.3	-1.1	-0.2
Wooden Furniture and Upholstered Seat Manu	100	98	94	90	-3.9	-4.5	-1.1
Manufacturing nec	105	141	136	147	-3.9	8.2	3.4

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There were 17 manufacturing industries (at the 477-industry level) with more than 40 FTEs.

Over the 10-year period between 1999 and 2009 there have been some substantial contractions in manufacturing, especially in clothing manufacturing. Employment in the industry fell from 240 FTEs in 1999 to 109 FTEs in 2009, averaging a 7.6 percent per year decline in employment.

The other sizeable declines over the 10-year period were from corrugated paperboard container manufacturing (-102 FTEs) and meat processing (-97 FTEs).

On the positive side, several industries have recorded increases in FTEs over the last 10 years. The largest increases were in the dairy product manufacturing (94 FTEs), architectural aluminium product manufacturing (57 FTEs) and concrete pipe and box culvert manufacturing (29 FTEs).

Table 5.6 shows the pattern of real value added in the Nature Coast's manufacturing sector, totalling \$210 million in GDP, down from \$236 million in 2008.

Table 5.6 Manufacturing sector GDP

Manufacturing GDP (2009\$m)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Food, Beverage and Tobacco	48	44	57	45	29.1	-21.0	-0.7
Textile, Clothing, Footwear & Leather Mfg	45	32	33	28	2.7	-15.2	-4.6
Wood and Paper Product Manufacturing	38	44	40	35	-7.3	-13.3	-0.9
Printing, Publishing and Recorded Media	17	12	10	10	-14.8	1.9	-4.6
Petroleum, Coal, Chemical & Assoc Prod Mfg	15	16	16	16	1.6	-2.3	0.6
Non-Metallic Mineral Product Manufacturing	25	22	22	20	-1.9	-8.5	-2.5
Metal Product Manufacturing	19	29	26	26	-9.7	0.4	3.4
Machinery and Equipment Manufacturing	17	17	16	15	-5.1	-6.5	-1.3
Other Manufacturing	12	15	15	15	-1.4	0.8	2.4
Total Manufacturing	237	231	236	210	2.0	-10.7	-1.2
Total Nature Coast GDP	1,468	1,869	1,955	1,945	4.6	-0.5	2.8

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The level of value added by the manufacturing sector has decreased by \$27 million since 1999, representing an annual decline of 1.2 percent. The decline of \$17 million in the textile, clothing, footwear and leather manufacturing industry over the last 10 years contributed most to the reduction in GDP of the entire manufacturing sector.

However, there have been some rises in GDP from 1999 to 2009, with the metal product manufacturing; and other manufacturing industries contributing \$10 million more to GDP in 2009 than in 1999.

5.3 Primary sector

Nature Coast's primary sector comprises the agricultural and services to agriculture industries. This section focuses on the contribution and performance of the primary sector in the Nature Coast.

Figure 5.3 shows the broad contribution that the primary sector is estimated to have made to the Nature Coast between 1994 and 2009. The latest estimates indicate that the primary sector accounts for about 10 percent of total FTE employment and about 7.4 percent of total GDP in the region. The sector's contribution to the Nature Coast has fallen moderately since 1999, with share of employment down from 13 percent in 1994, and share of GDP down from 7.9 percent in 1994.

Employment in the industry is significantly higher than GDP produced, suggesting a lower labour productivity in this sector than across the whole of the Nature Coast economy (\$79,235 per FTE compared with the Nature Coast average of \$86,120).

Figure 5.3 The contribution of the primary sector to the Nature Coast

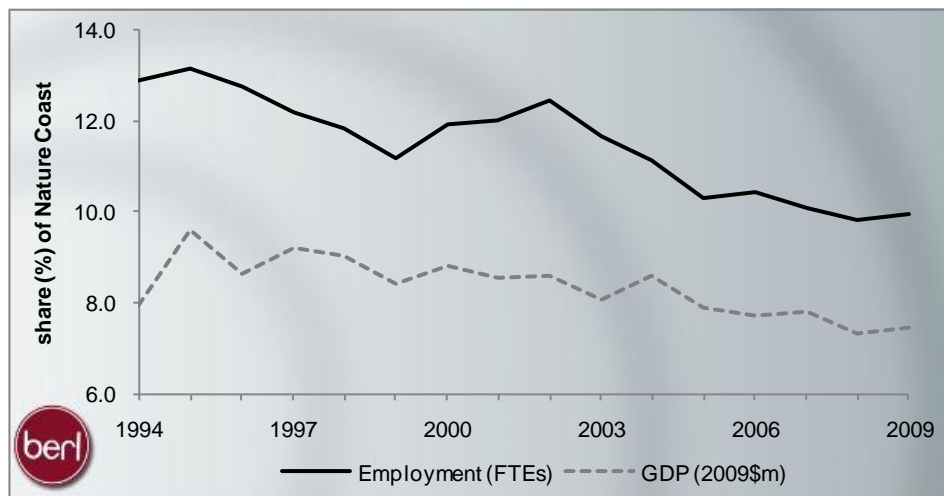


Table 5.7 presents the number of FTEs for major industries within the agriculture sector in 2009 and over the last decade.

Over the 10-year period between 1999 and 2009, there have been some substantial increases in the primary sector employment, especially dairy cattle farming. This industry has gone from 355 FTEs in 1999 to 516 FTEs in 2009, averaging a 3.8 percent increase in employment each year and in 2009 dairy cattle farming became the largest employer in agriculture.

Table 5.7 Major agriculture industries, 477-industry level

Primary employment (FTEs)	1999	2007	2008	2009	%pa change		
					2008	2009	1999 to 2009
Plant Nurseries	206	217	175	191	-19.2	9.1	-0.8
Cut Flower and Flower Seed Growing	102	54	43	47	-21.0	10.4	-7.4
Vegetable Growing	472	470	516	506	9.7	-2.0	0.7
Berry Fruit Growing	108	163	176	174	8.3	-1.4	4.9
Other Fruit Growing nec	45	20	17	23	-13.9	32.8	-6.5
Grain-Sheep and Grain-Beef Cattle Farming	0	20	20	20	-0.8	3.2	na
Sheep-Beef Cattle Farming	29	15	15	24	-0.8	58.9	-1.9
Beef Cattle Farming	55	55	52	49	-4.5	-6.7	-1.3
Dairy Cattle Farming	355	433	440	516	1.4	17.3	3.8
Poultry Farming (Eggs)	124	235	233	251	-0.8	7.6	7.3
Pig Farming	41	31	31	32	-0.8	3.2	-2.7
Services to Agriculture nec	100	151	161	128	6.6	-20.2	2.5

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Other agriculture sectors that have seen sizable increases have been poultry farming (eggs) which has added 127 FTEs, berry fruit growing, up 66 FTEs and vegetable growing, up 34 FTEs. Cut flower and flower seed growing and other fruit growing agriculture sectors have suffered the most in terms of lower employment over the last 10 years, losing 55 and 22 FTEs respectively. These were followed by plant nurseries, which lost 15 FTEs between 1999 and 2009.

6 Data appendices

Figure 6.1 Summary graphs

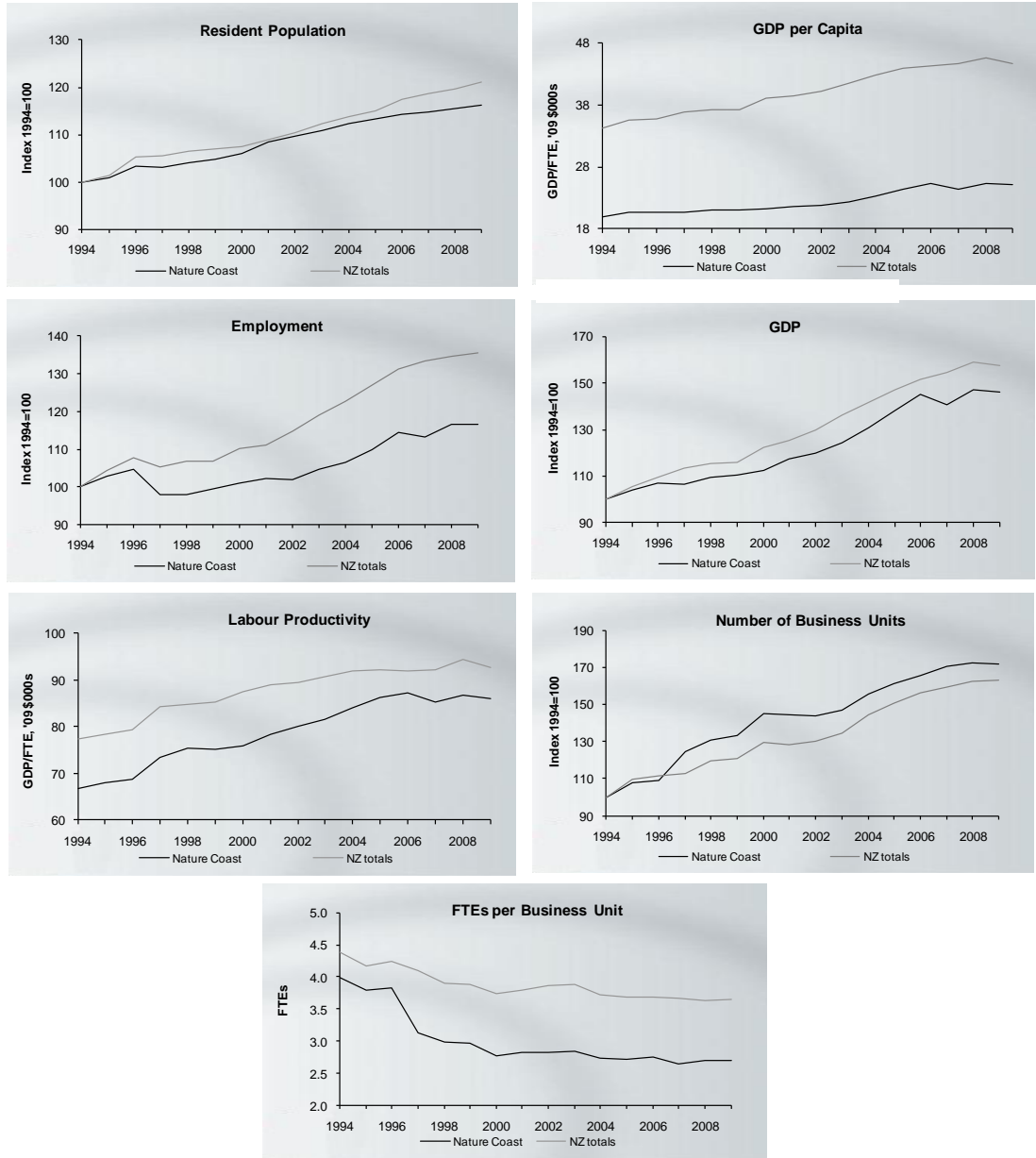


Table 6.1 Nature Coast employment, 1994 to 2009

Employment for Nature Coast	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		% change 1999 to 2009
									Number	%	
Employment for Nature Coast	2,217	1,900	1,908	1,822	1,926	1,908	1,905	1,962	57	3.0	0.3
Agriculture	2,217	1,900	1,908	1,822	1,926	1,908	1,905	1,962	57	3.0	0.3
Services to Agriculture: Hunting and Trapping	109	100	232	222	227	151	161	128	-32	-20.2	2.5
Forestry and Logging	67	68	96	84	93	99	81	75	-6	-7.6	1.0
Commercial Fishing	11	12	9	6	7	5	5	5	0	3.4	-7.7
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	3	3	na	na
Other Mining	18	15	15	14	10	8	25	14	-11	-42.4	-0.4
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	2,421	2,095	2,260	2,148	2,264	2,171	2,177	2,188	11	0.5	0.4
Food, Beverage and Tobacco	394	402	262	392	380	303	389	317	-73	-18.6	-2.4
Textile, Clothing, Footwear & Leather Mfg	988	710	711	677	640	478	457	405	-52	-11.3	-5.5
Wood and Paper Product Manufacturing	394	354	370	371	344	328	277	244	-32	-11.7	-3.6
Printing, Publishing and Recorded Media	266	191	154	135	149	131	103	105	1	1.4	-5.8
Petroleum, Coal, Chemical & Assoc Prod Mfg	111	119	110	148	154	126	123	124	1	0.6	0.4
Non-Metallic Mineral Product Manufacturing	148	207	145	159	153	140	140	134	-7	-4.6	-4.3
Metal Product Manufacturing	178	212	243	250	258	287	255	284	28	11.0	3.0
Machinery and Equipment Manufacturing	264	238	211	217	220	212	192	188	-4	-2.1	-2.3
Other Manufacturing	333	238	225	281	304	272	263	285	21	8.1	1.8
<i>Manufacturing</i>	3,075	2,671	2,432	2,629	2,601	2,277	2,200	2,085	-115	-5.2	-2.4
General Construction	588	706	861	933	1,056	1,111	1,120	980	-139	-12.4	3.3
Construction Trade Services	706	976	1,294	1,476	1,548	1,609	1,637	1,530	-108	-6.6	4.6
<i>Construction</i>	1,294	1,682	2,154	2,409	2,604	2,720	2,757	2,510	-247	-8.9	4.1
Basic Material Wholesaling	332	275	333	301	425	448	464	438	-26	-5.6	4.8
Machinery and Motor Vehicle Wholesaling	159	171	204	208	220	215	182	184	2	0.9	0.7
Personal and Household Good Wholesaling	290	283	253	288	258	253	287	281	-7	-2.4	-0.1
Food Retailing	1,028	1,051	1,154	1,090	1,144	1,133	1,152	1,240	88	7.6	1.7
Personal and Household Good Retailing	1,232	1,247	1,178	1,124	1,178	1,322	1,285	1,295	10	0.8	0.4
Motor Vehicle Retailing and Services	653	689	674	647	689	686	608	608	0	0.0	-1.2
Accommodation, Cafes and Restaurants	626	735	985	986	1,112	1,192	1,114	1,120	5	0.5	4.3
Road Transport	393	351	294	322	303	299	313	321	9	2.8	-0.9
Rail Transport	37	29	20	20	19	19	24	24	1	2.9	-1.7
Water Transport	0	25	6	6	6	6	6	6	0	2.5	-13.5
Air and Space Transport	27	15	15	19	14	19	27	21	-6	-21.8	3.3
Other Transport	0	9	8	8	8	13	0	0	0	na	-100.0
Services to Transport	39	40	56	51	53	39	80	60	-20	-24.8	4.2
Storage	12	9	50	15	15	14	9	15	6	72.9	5.4
<i>Retail and Distribution</i>	4,827	4,929	5,231	5,085	5,445	5,660	5,550	5,612	62	1.1	1.3
Electricity and Gas Supply	67	40	124	165	145	110	121	138	17	14.2	13.2
Water Supply, Sewerage and Drainage Services	49	62	40	40	42	40	47	49	1	3.1	-2.4
Communication Services	162	218	169	177	163	136	185	231	45	24.5	0.6
Finance	249	199	215	202	221	218	250	266	16	6.5	2.9
Insurance	17	15	14	11	12	9	15	18	3	17.1	1.6
Services to Finance and Insurance	64	65	83	84	94	73	80	77	-4	-4.5	1.7
Property Services	307	487	585	678	836	788	741	698	-43	-5.8	3.7
Business Services	868	995	1,281	1,399	1,403	1,420	1,516	1,406	-111	-7.3	3.5
<i>Business Services</i>	1,783	2,081	2,514	2,756	2,915	2,794	2,955	2,881	-75	-2.5	3.3
Motion Picture, Radio and Television Services	39	65	55	58	75	61	61	60	-1	-0.8	-0.8
Libraries, Museums and the Arts	79	118	141	145	155	161	174	164	-10	-5.5	3.4
Sport and Recreation	218	185	209	250	252	273	225	251	26	11.8	3.1
Personal Services	233	252	321	335	356	372	362	373	11	3.1	4.0
Other Services	402	271	349	366	325	352	306	355	50	16.2	2.7
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	972	891	1,076	1,154	1,163	1,219	1,127	1,205	77	6.8	3.1
Government Administration	375	294	309	339	361	386	401	443	43	10.7	4.2
Defence	0	0	0	3	8	8	5	5	0	3.3	na
Education	1,184	1,385	1,330	1,341	1,220	1,273	1,652	1,654	2	0.1	1.8
Health Services	1,540	989	1,070	1,044	1,107	848	1,090	1,238	148	13.6	2.3
Community Services	550	887	845	923	919	1,062	1,106	1,218	112	10.1	3.2
<i>Social Services</i>	3,649	3,555	3,553	3,650	3,616	3,577	4,253	4,559	306	7.2	2.5
TOTAL ALL INDUSTRIES	18,021	17,904	19,220	19,830	20,609	20,417	21,019	21,039	20	0.1	1.6

Table 6.2 Nature Coast GDP, 1994 to 2009

Real GDP in 2009\$m for Nature Coast	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		% Change 1999 to 2009
									Number	%	
Agriculture	101	119	141	137	140	140	137	141	3	2.4	1.7
Services to Agriculture: Hunting and Trapping	5	5	8	8	9	6	6	4	-2	-28.5	-0.8
Forestry and Logging	12	14	20	19	25	31	27	24	-3	-12.6	5.5
Commercial Fishing	1	1	1	0	1	0	0	0	0	-5.0	-10.0
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	1	1	na	na
Other Mining	3	3	3	2	2	1	6	4	-3	-41.1	0.8
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	122	142	173	167	177	178	177	173	-3	-1.9	2.0
Food, Beverage and Tobacco	42	48	37	54	55	44	57	45	-12	-21.0	-0.7
Textile, Clothing, Footwear & Leather Mfg	43	45	40	41	38	32	33	28	-5	-15.2	-4.6
Wood and Paper Product Manufacturing	37	38	44	47	45	44	40	35	-5	-13.3	-0.9
Printing, Publishing and Recorded Media	22	17	13	12	13	12	10	10	0	1.9	-4.6
Petroleum, Coal, Chemical & Assoc Prod Mfg	11	15	13	18	18	16	16	16	0	-2.3	0.6
Non-Metallic Mineral Product Manufacturing	18	25	22	24	24	22	22	20	-2	-8.5	-2.5
Metal Product Manufacturing	14	19	26	26	26	29	26	26	0	0.4	3.4
Machinery and Equipment Manufacturing	17	17	17	18	19	17	16	15	-1	-6.5	-1.3
Other Manufacturing	14	12	12	15	17	15	15	15	0	0.8	2.4
<i>Manufacturing</i>	218	237	226	256	255	231	236	210	-25	-10.7	-1.2
General Construction	33	43	62	65	71	70	71	60	-11	-15.2	3.5
Construction Trade Services	38	50	75	83	85	85	89	79	-9	-10.7	4.7
<i>Construction</i>	71	93	138	148	156	155	160	139	-20	-12.7	4.1
Basic Material Wholesaling	32	31	39	34	47	47	50	46	-4	-7.2	4.1
Machinery and Motor Vehicle Wholesaling	17	19	24	24	26	26	23	21	-1	-6.0	1.2
Personal and Household Good Wholesaling	29	31	30	33	31	30	35	33	-2	-5.5	0.6
Food Retailing	42	48	56	57	60	60	64	65	1	1.5	3.1
Personal and Household Good Retailing	49	57	60	60	62	71	71	69	-2	-2.1	2.0
Motor Vehicle Retailing and Services	28	31	36	37	40	42	40	40	0	1.2	2.6
Accommodation, Cafes and Restaurants	23	26	33	35	38	40	38	37	-1	-2.8	3.5
Road Transport	26	26	23	27	26	25	28	28	0	0.5	0.6
Rail Transport	5	5	7	6	6	6	7	7	-1	-8.2	2.4
Water Transport	0	5	1	1	1	1	1	1	0	3.8	-14.2
Air and Space Transport	3	2	2	3	2	3	5	3	-1	-30.5	4.0
Other Transport	0	0	0	0	0	0	0	0	0	na	-100.0
Services to Transport	5	6	8	8	8	6	13	10	-3	-24.1	5.2
Storage	2	1	4	1	1	1	1	1	0	62.2	0.9
<i>Retail and Distribution</i>	261	288	325	327	348	359	373	361	-13	-3.4	2.3
Electricity and Gas Supply	19	21	73	98	88	63	62	70	8	12.8	12.6
Water Supply, Sewerage and Drainage Services	5	9	7	7	7	7	7	7	0	-4.4	-2.7
Communication Services	25	47	57	64	61	59	79	106	27	34.2	8.5
Finance	40	44	59	56	58	59	74	81	8	10.2	6.4
Insurance	2	3	3	3	3	2	4	4	1	14.0	5.0
Services to Finance and Insurance	6	7	8	9	9	7	8	8	0	2.0	2.0
Property Services	220	243	292	314	373	364	349	351	2	0.6	3.7
Business Services	70	71	92	96	98	98	108	102	-6	-5.8	3.6
<i>Business Services</i>	387	445	591	646	698	659	690	729	39	5.6	5.1
Motion Picture, Radio and Television Services	4	8	7	7	9	7	7	8	1	10.9	0.8
Libraries, Museums and the Arts	3	4	5	5	5	6	6	6	0	1.9	4.9
Sport and Recreation	16	14	16	18	17	19	15	17	2	10.3	2.1
Personal Services	8	14	18	19	20	22	22	22	1	2.9	5.0
Other Services	8	9	11	11	10	11	9	10	1	7.8	1.2
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	39	47	58	61	60	65	59	63	4	6.4	2.9
Government Administration	39	36	41	46	47	52	56	58	2	4.2	4.8
Defence	0	0	0	0	1	1	1	0	0	-3.1	na
Education	61	72	81	80	74	72	84	80	-3	-4.0	1.2
Health Services	96	77	79	77	83	65	85	93	9	10.4	2.0
Community Services	37	32	27	29	30	33	36	37	1	2.6	1.5
<i>Social Services</i>	232	216	228	232	235	222	260	269	9	3.4	2.2
TOTAL ALL INDUSTRIES	1,331	1,468	1,739	1,836	1,929	1,869	1,955	1,945	-10	-0.5	2.8

Table 6.3 Nature Coast business units, 1994 to 2009

Business units for Nature Coast	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		Change 1999 to 2009
									Number	%	
Agriculture	1,320	1,242	1,098	1,048	1,007	973	901	875	-26	-2.9	-3.4
Services to Agriculture; Hunting and Trapping	59	57	80	94	87	88	96	90	-6	-6.3	4.7
Forestry and Logging	47	127	137	138	141	130	117	111	-6	-5.1	-1.3
Commercial Fishing	9	13	13	11	13	12	9	11	2	22.2	-1.7
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	1	1	1	1	1	0	0.0	na
Other Mining	7	6	6	6	7	8	6	6	0	0.0	0.0
Services to Mining	0	0	0	2	2	2	1	3	2	200.0	na
<i>Primary</i>	1,442	1,445	1,334	1,300	1,258	1,214	1,131	1,097	-34	-3.0	-2.7
Food, Beverage and Tobacco	23	26	31	28	29	25	27	26	-1	-3.7	0.0
Textile, Clothing, Footwear & Leather Mfg	30	49	47	47	48	48	55	52	-3	-5.5	0.6
Wood and Paper Product Manufacturing	37	38	49	44	49	50	48	49	1	2.1	2.6
Printing, Publishing and Recorded Media	27	38	37	45	39	39	42	45	3	7.1	1.7
Petroleum, Coal, Chemical & Assoc Prod Mfg	9	25	23	23	24	33	32	25	-7	-21.9	0.0
Non-Metallic Mineral Product Manufacturing	16	23	28	30	33	40	36	35	-1	-2.8	4.3
Metal Product Manufacturing	32	41	48	51	50	50	50	51	1	2.0	2.2
Machinery and Equipment Manufacturing	74	80	83	79	83	85	87	87	0	0.0	0.8
Other Manufacturing	38	53	72	74	73	67	64	58	-6	-9.4	0.9
<i>Manufacturing</i>	286	373	418	421	428	437	441	428	-13	-2.9	1.4
General Construction	228	301	387	402	429	467	492	471	-21	-4.3	4.6
Construction Trade Services	301	474	590	623	657	663	687	672	-15	-2.2	3.6
<i>Construction</i>	529	775	977	1,025	1,086	1,130	1,179	1,143	-36	-3.1	4.0
Basic Material Wholesaling	50	64	67	65	65	63	66	72	6	9.1	1.2
Machinery and Motor Vehicle Wholesaling	40	64	66	71	69	71	63	62	-1	-1.6	-0.3
Personal and Household Good Wholesaling	63	121	120	118	108	118	112	107	-5	-4.5	-1.2
Food Retailing	167	175	197	190	183	175	178	182	4	2.2	0.4
Personal and Household Good Retailing	333	357	364	371	397	409	410	404	-6	-1.5	1.2
Motor Vehicle Retailing and Services	154	199	185	187	192	191	204	198	-6	-2.9	-0.1
Accommodation, Cafes and Restaurants	127	151	208	215	220	234	236	229	-7	-3.0	4.3
Road Transport	92	122	118	126	128	130	141	141	0	0.0	1.5
Rail Transport	12	9	2	2	2	2	2	2	0	0.0	-14.0
Water Transport	0	3	2	2	2	4	2	3	1	50.0	0.0
Air and Space Transport	5	8	6	8	4	4	5	4	-1	-20.0	-6.7
Other Transport	0	1	4	5	4	5	2	5	3	150.0	17.5
Services to Transport	10	17	23	24	27	27	30	32	2	6.7	6.5
Storage	4	4	11	11	10	11	11	10	-1	-9.1	9.6
<i>Retail and Distribution</i>	1,057	1,295	1,373	1,395	1,411	1,444	1,462	1,451	-11	-0.8	1.1
Electricity and Gas Supply	4	2	3	3	3	3	3	3	0	0.0	4.1
Water Supply, Sewerage and Drainage Services	3	5	4	5	4	5	5	4	-1	-20.0	-2.2
Communication Services	36	55	58	57	53	51	45	49	4	8.9	-1.1
Finance	50	65	108	133	163	181	187	210	23	12.3	12.4
Insurance	6	4	4	5	4	4	4	4	0	0.0	0.0
Services to Finance and Insurance	23	41	56	61	66	75	86	87	1	1.2	7.8
Property Services	222	667	1,080	1,141	1,244	1,298	1,366	1,359	-7	-0.5	7.4
Business Services	250	484	671	769	807	860	884	917	33	3.7	6.6
<i>Business Services</i>	594	1,323	1,984	2,174	2,344	2,477	2,580	2,633	53	2.1	7.1
Motion Picture, Radio and Television Services	8	17	25	35	41	39	34	41	7	20.6	9.2
Libraries, Museums and the Arts	34	55	58	63	60	74	74	69	-5	-6.8	2.3
Sport and Recreation	91	116	127	130	119	120	115	122	7	6.1	0.5
Personal Services	80	125	179	188	191	200	196	198	2	1.0	4.7
Other Services	94	113	131	122	119	116	118	121	3	2.5	0.7
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	307	426	520	538	530	549	537	551	14	2.6	2.6
Government Administration	45	31	29	25	25	25	24	24	0	0.0	-2.5
Defence	1	0	0	2	2	2	2	2	0	0.0	na
Education	126	133	148	152	151	149	145	149	4	2.8	1.1
Health Services	111	157	188	189	188	190	205	207	2	1.0	2.8
Community Services	23	72	75	75	72	78	83	87	4	4.8	1.9
<i>Social Services</i>	306	393	440	443	438	444	459	469	10	2.2	1.8
TOTAL ALL INDUSTRIES	4,521	6,030	7,046	7,296	7,495	7,695	7,789	7,772	-17	-0.2	2.6

Table 6.4 Kapiti Coast employment, 1994 to 2009

Employment for Kapiti Coast District	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		% change 1999 to 2009
									Number	%	
Agriculture	684	549	521	492	500	478	446	445	-1	-0.2	-2.1
Services to Agriculture: Hunting and Trapping	26	50	140	104	100	37	21	22	1	3.8	-7.8
Forestry and Logging	30	29	51	39	51	57	41	36	-5	-11.2	2.3
Commercial Fishing	6	9	9	5	7	5	5	5	0	3.4	-5.0
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	3	3	na	na
Other Mining	12	12	6	9	8	8	16	10	-6	-38.8	-1.9
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	759	649	727	650	666	585	530	522	-8	-1.4	-2.2
Food, Beverage and Tobacco	218	270	119	202	199	125	136	167	32	23.3	-4.7
Textile, Clothing, Footwear & Leather Mfg	138	105	74	72	54	42	46	53	8	16.4	-6.5
Wood and Paper Product Manufacturing	149	93	93	72	87	83	80	54	-27	-33.3	-5.4
Printing, Publishing and Recorded Media	137	80	83	67	76	66	56	57	1	1.9	-3.3
Petroleum, Coal, Chemical & Assoc Prod Mfg	97	110	98	131	136	112	108	106	-3	-2.4	-0.4
Non-Metallic Mineral Product Manufacturing	88	159	90	101	100	94	96	98	3	2.8	-4.7
Metal Product Manufacturing	75	102	124	124	132	153	146	151	5	3.6	4.0
Machinery and Equipment Manufacturing	129	120	72	88	85	75	67	70	2	3.5	-5.3
Other Manufacturing	144	82	108	99	101	107	98	94	-4	-3.7	1.4
<i>Manufacturing</i>	1,175	1,121	860	955	970	857	834	852	18	2.1	-2.7
General Construction	405	465	597	676	777	823	809	669	-140	-17.3	3.7
Construction Trade Services	465	732	973	1,117	1,188	1,217	1,250	1,124	-126	-10.1	4.4
<i>Construction</i>	870	1,197	1,570	1,793	1,965	2,040	2,059	1,794	-266	-12.9	4.1
Basic Material Wholesaling	205	142	158	191	191	197	185	185	0	-0.1	2.7
Machinery and Motor Vehicle Wholesaling	85	78	107	124	129	121	106	99	-8	-7.2	2.4
Personal and Household Good Wholesaling	173	164	164	166	151	137	132	134	2	1.2	-2.0
Food Retailing	580	582	690	653	672	658	676	761	85	12.6	2.7
Personal and Household Good Retailing	745	757	754	695	791	909	905	909	4	0.4	1.8
Motor Vehicle Retailing and Services	338	363	356	359	410	407	358	351	-7	-2.0	-0.3
Accommodation, Cafes and Restaurants	367	470	646	586	714	753	719	739	20	2.7	4.6
Road Transport	168	193	159	173	174	167	197	190	-7	-3.7	-0.2
Rail Transport	26	20	20	20	19	19	24	24	1	2.9	2.0
Water Transport	0	25	6	6	6	6	6	6	0	2.5	-13.5
Air and Space Transport	26	15	15	19	14	19	24	18	-6	-25.0	1.7
Other Transport	0	9	8	8	8	13	0	0	0	na	-100.0
Services to Transport	24	28	38	36	36	31	43	46	3	7.7	5.0
Storage	12	3	9	12	12	5	2	9	6	263.6	11.1
<i>Retail and Distribution</i>	2,751	2,849	3,130	3,050	3,326	3,443	3,377	3,469	92	2.7	2.0
Electricity and Gas Supply	18	0	5	5	5	0	0	3	3	na	na
Water Supply, Sewerage and Drainage Services	33	53	35	37	37	33	42	44	1	3.1	-1.9
Communication Services	100	147	114	128	116	95	145	173	28	19.6	1.7
Finance	129	112	111	102	117	140	170	166	-5	-2.7	4.0
Insurance	9	6	6	6	3	0	3	9	6	197.0	4.7
Services to Finance and Insurance	32	47	63	62	68	46	47	37	-10	-22.1	-2.4
Property Services	231	353	445	491	491	451	386	345	-40	-10.5	-0.2
Business Services	481	678	1,014	1,079	1,076	1,147	1,257	1,146	-111	-8.8	5.4
<i>Business Services</i>	1,033	1,396	1,793	1,910	1,912	1,911	2,051	1,924	-127	-6.2	3.3
Motion Picture, Radio and Television Services	23	59	43	48	65	48	51	48	-4	-7.1	-2.1
Libraries, Museums and the Arts	50	85	104	110	116	119	126	118	-8	-6.2	3.3
Sport and Recreation	97	92	106	142	145	170	156	164	8	4.8	5.9
Personal Services	148	167	223	225	246	271	263	279	16	6.0	5.3
Other Services	234	131	182	159	143	167	149	185	36	24.2	3.5
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	552	534	659	684	715	774	745	793	48	6.4	4.0
Government Administration	183	135	174	207	199	219	221	255	33	15.1	6.6
Defence	0	0	0	3	6	5	2	3	0	3.3	na
Education	605	750	795	810	721	802	1,111	1,082	-29	-2.6	3.7
Health Services	553	339	415	503	496	515	691	784	93	13.5	8.8
Community Services	284	522	440	462	501	605	661	780	119	18.0	4.1
<i>Social Services</i>	1,624	1,746	1,824	1,984	1,922	2,146	2,687	2,904	217	8.1	5.2
TOTAL ALL INDUSTRIES	8,764	9,492	10,563	11,026	11,478	11,756	12,284	12,258	-26	-0.2	2.6

Table 6.5 Kapiti Coast District GDP, 1994 to 2009

Real GDP in 2009\$m for Kapiti Coast District	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		% Change 1999 to 2009
									Number	%	
Agriculture	31	34	39	37	36	35	32	32	0	-0.7	-0.8
Services to Agriculture: Hunting and Trapping	1	2	5	4	4	1	1	1	0	-7.1	-10.7
Forestry and Logging	6	6	11	9	14	18	14	11	-2	-16.0	6.9
Commercial Fishing	1	1	1	0	1	0	0	0	0	-5.0	-7.4
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	1	1	na	na
Other Mining	2	3	1	2	1	1	4	3	-2	-37.5	-0.7
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	41	46	56	51	56	56	51	48	-3	-6.1	0.4
Food, Beverage and Tobacco	23	32	17	28	29	18	20	24	4	19.7	-3.0
Textile, Clothing, Footwear & Leather Mfg	6	7	4	4	3	3	3	4	0	11.3	-5.7
Wood and Paper Product Manufacturing	14	10	11	9	11	11	12	8	-4	-34.5	-2.7
Printing, Publishing and Recorded Media	12	7	7	6	7	6	6	6	0	2.4	-2.0
Petroleum, Coal, Chemical & Assoc Prod Mfg	10	14	12	16	16	14	14	13	-1	-5.3	-0.1
Non-Metallic Mineral Product Manufacturing	11	20	14	15	16	15	15	15	0	-1.3	-2.9
Metal Product Manufacturing	6	9	13	13	13	15	15	14	-1	-6.3	4.5
Machinery and Equipment Manufacturing	8	9	6	7	7	6	6	6	0	-1.1	-4.3
Other Manufacturing	6	4	6	5	6	6	6	5	-1	-10.2	2.1
<i>Manufacturing</i>	95	111	90	104	107	94	96	93	-2	-2.3	-1.7
General Construction	23	28	43	47	52	52	52	41	-10	-19.9	3.8
Construction Trade Services	25	38	57	63	65	64	68	58	-9	-14.0	4.4
<i>Construction</i>	48	66	100	110	118	116	119	99	-20	-16.6	4.2
Basic Material Wholesaling	20	16	18	21	21	21	20	20	0	-1.8	2.0
Machinery and Motor Vehicle Wholesaling	9	9	13	14	15	14	13	11	-2	-13.6	2.9
Personal and Household Good Wholesaling	18	18	20	19	18	16	16	16	0	-2.1	-1.3
Food Retailing	23	26	34	34	35	35	37	40	2	6.3	4.2
Personal and Household Good Retailing	30	34	38	37	42	49	50	49	-1	-2.5	3.5
Motor Vehicle Retailing and Services	14	16	19	21	24	25	23	23	0	-0.8	3.5
Accommodation, Cafes and Restaurants	13	17	22	21	25	25	25	24	0	-0.6	3.8
Road Transport	11	14	13	14	15	14	17	16	-1	-5.9	1.3
Rail Transport	4	4	7	6	6	6	7	7	-1	-8.2	6.3
Water Transport	0	5	1	1	1	1	1	1	0	3.8	-14.2
Air and Space Transport	3	2	2	3	2	3	4	3	-1	-33.4	2.4
Other Transport	0	0	0	0	0	0	0	0	0	na	-100.0
Services to Transport	3	4	6	6	6	5	7	7	1	8.7	6.1
Storage	2	0	1	1	1	0	0	1	0	241.3	6.3
<i>Retail and Distribution</i>	150	166	194	199	210	215	221	217	-4	-1.7	2.7
Electricity and Gas Supply	5	0	3	3	3	0	0	2	2	na	na
Water Supply, Sewerage and Drainage Services	4	7	6	6	6	6	6	6	0	-4.4	-2.2
Communication Services	16	32	39	46	44	41	62	80	18	28.9	9.6
Finance	21	25	30	28	31	38	50	51	0	0.7	7.5
Insurance	1	1	1	1	1	0	1	2	2	189.2	8.1
Services to Finance and Insurance	3	5	6	6	7	4	5	4	-1	-16.9	-2.1
Property Services	135	154	196	205	213	206	187	182	-5	-2.6	1.7
Business Services	39	49	73	74	75	79	89	83	-7	-7.4	5.5
<i>Business Services</i>	223	272	354	371	379	374	400	409	9	2.2	4.1
Motion Picture, Radio and Television Services	2	7	6	6	8	6	6	6	0	3.9	-0.6
Libraries, Museums and the Arts	2	3	4	4	4	4	4	4	0	1.1	4.9
Sport and Recreation	7	7	8	10	10	12	11	11	0	3.4	4.9
Personal Services	5	9	13	13	14	16	16	17	1	5.8	6.2
Other Services	4	4	6	5	4	5	4	5	1	15.3	1.9
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	21	30	36	38	39	43	41	43	2	5.4	3.9
Government Administration	19	17	23	28	26	30	31	33	3	8.4	7.2
Defence	0	0	0	0	0	1	0	0	0	-3.1	na
Education	33	40	50	49	45	44	58	54	-4	-6.4	3.1
Health Services	34	26	31	37	37	39	54	59	6	10.4	8.4
Community Services	19	19	14	14	16	19	21	24	2	10.0	2.4
<i>Social Services</i>	105	101	118	129	125	132	164	170	7	4.0	5.3
TOTAL ALL INDUSTRIES	684	793	947	1,003	1,035	1,030	1,091	1,080	-11	-1.0	3.1

Table 6.6 Kapiti Coast District business units, 1994 to 2009

Business units for Kapiti Coast District	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		Change 1999 to 2009
									Number	%	
Agriculture	373	369	336	307	289	284	262	255	-7	-2.7	-3.6
Services to Agriculture: Hunting and Trapping	17	28	31	35	31	32	33	32	-1	-3.0	1.3
Forestry and Logging	30	62	69	67	69	63	65	60	-5	-7.7	-0.3
Commercial Fishing	7	10	9	7	9	8	7	9	2	28.6	-1.0
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	1	1	1	1	1	0	0.0	na
Other Mining	5	5	5	5	5	6	5	5	0	0.0	0.0
Services to Mining	0	0	0	2	2	2	1	3	2	200.0	na
<i>Primary</i>	432	474	450	424	406	396	374	365	-9	-2.4	-2.6
Manufacturing											
Food, Beverage and Tobacco	9	14	14	13	15	13	14	12	-2	-14.3	-1.5
Textile, Clothing, Footwear & Leather Mfg	12	15	15	17	16	16	21	22	1	4.8	3.9
Wood and Paper Product Manufacturing	15	18	28	25	28	26	24	26	2	8.3	3.7
Printing, Publishing and Recorded Media	17	25	25	33	28	29	32	35	3	9.4	3.4
Petroleum, Coal, Chemical & Assoc Prod Mfg	5	20	18	16	17	22	23	17	-6	-26.1	-1.6
Non-Metallic Mineral Product Manufacturing	8	14	18	20	20	23	20	21	1	5.0	4.1
Metal Product Manufacturing	13	24	29	35	31	32	28	29	1	3.6	1.9
Machinery and Equipment Manufacturing	37	49	43	39	40	40	47	48	1	2.1	-0.2
Other Manufacturing	23	28	39	42	39	35	35	32	-3	-8.6	1.3
<i>Manufacturing</i>	139	207	229	240	234	236	244	242	-2	-0.8	1.6
Construction											
General Construction	159	224	289	298	305	334	343	317	-26	-7.6	3.5
Construction Trade Services	211	352	429	456	482	478	505	481	-24	-4.8	3.2
<i>Construction</i>	370	576	718	754	787	812	848	798	-50	-5.9	3.3
Retail and Distribution											
Basic Material Wholesaling	24	37	32	34	35	35	39	41	2	5.1	1.0
Machinery and Motor Vehicle Wholesaling	29	36	41	48	48	50	42	39	-3	-7.1	0.8
Personal and Household Good Wholesaling	42	80	84	74	76	79	73	71	-2	-2.7	-1.2
Food Retailing	91	88	106	106	98	98	101	106	5	5.0	1.9
Personal and Household Good Retailing	190	241	243	253	268	274	284	277	-7	-2.5	1.4
Motor Vehicle Retailing and Services	80	102	106	109	112	110	115	114	-1	-0.9	1.1
Accommodation, Cafes and Restaurants	61	90	126	131	141	153	155	154	-1	-0.6	5.5
Road Transport	58	68	67	67	72	71	78	82	4	5.1	1.9
Rail Transport	6	7	2	2	2	2	2	2	0	0.0	-11.8
Water Transport	0	2	2	2	2	4	2	2	0	0.0	0.0
Air and Space Transport	4	7	6	8	4	4	4	3	-1	-25.0	-8.1
Other Transport	0	1	3	4	3	4	2	3	1	50.0	11.6
Services to Transport	3	11	16	16	19	19	23	23	0	0.0	7.7
Storage	2	2	7	6	7	7	8	7	-1	-12.5	13.3
<i>Retail and Distribution</i>	590	772	841	860	887	910	928	924	-4	-0.4	1.8
Business Services											
Electricity and Gas Supply	2	0	1	1	1	1	1	1	0	0.0	na
Water Supply, Sewerage and Drainage Services	2	3	3	3	3	3	3	2	-1	-33.3	-4.0
Communication Services	21	33	39	38	34	32	30	32	2	6.7	-0.3
Finance	27	44	75	88	107	119	122	132	10	8.2	11.6
Insurance	2	2	2	2	2	2	2	2	0	0.0	0.0
Services to Finance and Insurance	11	32	43	44	48	54	64	65	1	1.6	7.3
Property Services	131	423	681	715	788	814	847	843	-4	-0.5	7.1
Business Services	193	383	551	636	678	716	731	757	26	3.6	7.1
<i>Business Services</i>	389	920	1,395	1,527	1,661	1,741	1,800	1,834	34	1.9	7.1
Recreation Services											
Motion Picture, Radio and Television Services	6	14	21	30	36	35	30	36	6	20.0	9.9
Libraries, Museums and the Arts	26	46	43	50	49	57	59	52	-7	-11.9	1.2
Sport and Recreation	36	59	71	72	64	67	69	74	5	7.2	2.3
Personal Services	49	81	119	125	130	135	134	138	4	3.0	5.5
Other Services	46	56	69	63	58	58	61	66	5	8.2	1.7
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	163	256	323	340	337	352	353	366	13	3.7	3.6
Social Services											
Government Administration	17	15	12	10	10	11	10	11	1	10.0	-3.1
Defence	0	0	0	1	1	1	1	1	0	0.0	na
Education	63	73	86	92	91	91	90	89	-1	-1.1	2.0
Health Services	65	100	130	129	127	134	143	144	1	0.7	3.7
Community Services	10	44	46	46	47	52	53	61	8	15.1	3.3
<i>Social Services</i>	155	232	274	278	276	289	297	306	9	3.0	2.8
TOTAL ALL INDUSTRIES	2,238	3,437	4,230	4,423	4,588	4,736	4,844	4,835	-9	-0.2	3.5

Table 6.7 Horowhenua District employment, 1994 to 2009

Employment for Horowhenua District	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		% change 1999 to 2009
									Number	%	
Employment for Horowhenua District	1,533	1,351	1,387	1,330	1,426	1,430	1,459	1,517	58	4.0	1.2
Agriculture	1,533	1,351	1,387	1,330	1,426	1,430	1,459	1,517	58	4.0	1.2
Services to Agriculture: Hunting and Trapping	82	50	92	118	127	113	139	106	-33	-23.9	7.8
Forestry and Logging	37	39	45	45	42	42	40	39	-2	-3.9	0.0
Commercial Fishing	5	3	0	0	0	0	0	0	0	na	-100.0
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	0	0	na	na
Other Mining	5	3	9	5	2	0	9	4	-4	-49.0	4.0
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	1,662	1,446	1,533	1,498	1,598	1,586	1,647	1,666	19	1.2	1.4
Food, Beverage and Tobacco	176	132	144	190	181	178	254	149	-104	-41.1	1.2
Textile, Clothing, Footwear & Leather Mfg	850	605	637	605	585	435	411	352	-59	-14.4	-5.3
Wood and Paper Product Manufacturing	245	261	277	299	257	246	196	191	-5	-2.8	-3.1
Printing, Publishing and Recorded Media	129	111	72	68	72	64	47	47	0	0.7	-8.2
Petroleum, Coal, Chemical & Assoc Prod Mfg	13	9	12	18	17	14	14	18	3	23.4	7.1
Non-Metallic Mineral Product Manufacturing	60	48	55	58	52	47	44	35	-9	-20.8	-3.1
Metal Product Manufacturing	103	110	120	126	127	134	110	133	23	20.9	1.9
Machinery and Equipment Manufacturing	135	118	139	130	135	137	125	118	-6	-5.2	0.0
Other Manufacturing	189	156	117	182	203	165	165	190	25	15.1	2.0
<i>Manufacturing</i>	1,899	1,550	1,572	1,675	1,631	1,420	1,366	1,233	-133	-9.7	-2.3
General Construction	183	241	264	257	279	288	310	311	1	0.2	2.6
Construction Trade Services	241	244	320	359	360	391	387	405	18	4.7	5.2
<i>Construction</i>	424	485	584	615	639	679	697	716	19	2.7	4.0
Basic Material Wholesaling	127	133	175	110	235	251	278	253	-26	-9.3	6.6
Machinery and Motor Vehicle Wholesaling	74	93	97	84	91	94	75	85	9	12.4	-0.9
Personal and Household Good Wholesaling	116	119	89	122	108	117	155	147	-8	-5.4	2.1
Food Retailing	447	469	464	437	472	475	477	479	2	0.5	0.2
Personal and Household Good Retailing	488	490	425	429	388	413	379	386	7	1.7	-2.4
Motor Vehicle Retailing and Services	315	326	318	288	279	279	250	257	7	2.8	-2.4
Accommodation, Cafes and Restaurants	258	265	340	400	398	439	395	381	-14	-3.6	3.7
Road Transport	224	158	135	149	128	132	116	132	16	14.0	-1.8
Rail Transport	11	9	0	0	0	0	0	0	0	na	-100.0
Water Transport	0	0	0	0	0	0	0	0	0	na	na
Air and Space Transport	1	0	0	0	0	0	3	3	0	4.2	na
Other Transport	0	0	0	0	0	0	0	0	0	na	na
Services to Transport	15	12	18	14	17	8	37	14	-23	-61.8	1.8
Storage	0	6	41	4	4	9	6	7	0	3.0	1.0
<i>Retail and Distribution</i>	2,077	2,060	2,101	2,035	2,119	2,217	2,172	2,142	-30	-1.4	0.3
Electricity and Gas Supply	49	40	119	160	140	110	121	135	14	11.7	12.9
Water Supply, Sewerage and Drainage Services	15	9	6	3	5	7	5	5	0	3.1	-5.5
Communication Services	61	71	55	49	47	41	41	58	17	42.2	-2.1
Finance	120	87	104	99	104	78	79	100	21	26.3	1.4
Insurance	7	9	8	5	8	9	12	8	-4	-31.3	-1.0
Services to Finance and Insurance	32	18	21	22	26	27	33	40	7	20.8	8.3
Property Services	77	134	140	186	345	337	355	352	-3	-0.8	10.1
Business Services	387	317	268	320	328	273	259	259	0	0.1	-2.0
<i>Business Services</i>	750	685	721	845	1,002	882	904	957	53	5.8	3.4
Motion Picture, Radio and Television Services	17	6	12	10	10	13	9	13	3	33.1	7.7
Libraries, Museums and the Arts	29	33	38	35	39	42	48	46	-2	-3.6	3.4
Sport and Recreation	121	93	102	108	107	104	69	88	19	27.5	-0.6
Personal Services	85	85	98	111	110	101	99	94	-5	-4.7	1.0
Other Services	168	140	167	206	181	185	157	171	14	8.6	2.0
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	419	357	417	470	448	445	382	411	29	7.7	1.4
Government Administration	192	159	135	132	162	167	179	189	9	5.2	1.7
Defence	0	0	0	0	3	3	3	3	0	3.3	na
Education	579	635	534	531	500	471	541	572	31	5.8	-1.0
Health Services	987	650	654	541	611	334	399	453	55	13.7	-3.5
Community Services	266	365	406	461	419	457	445	438	-7	-1.6	1.8
<i>Social Services</i>	2,025	1,809	1,729	1,666	1,694	1,432	1,566	1,654	88	5.6	-0.9
TOTAL ALL INDUSTRIES	9,256	8,412	8,657	8,804	9,131	8,661	8,735	8,780	46	0.5	0.4

Table 6.8 Horowhenua District GDP, 1994 to 2009

Real GDP in 2009\$m for Horowhenua District	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		% Change 1999 to 2009
									Number	%	
Agriculture	70	85	103	100	103	105	105	109	4	3.4	2.5
Services to Agriculture: Hunting and Trapping	4	2	3	4	5	4	5	4	-2	-31.9	4.3
Forestry and Logging	7	8	10	10	11	13	13	12	-1	-9.1	4.4
Commercial Fishing	1	0	0	0	0	0	0	0	0	na	-100.0
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	0	0	na	na
Other Mining	1	1	2	1	0	0	2	1	-1	-47.9	5.2
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	81	96	117	115	120	122	126	126	0	-0.3	2.7
Food, Beverage and Tobacco	19	16	20	26	26	26	37	21	-16	-42.8	3.0
Textile, Clothing, Footwear & Leather Mfg	37	39	36	37	35	29	30	24	-5	-18.2	-4.5
Wood and Paper Product Manufacturing	23	28	33	38	34	33	29	27	-1	-4.6	-0.4
Printing, Publishing and Recorded Media	11	10	6	6	6	6	5	5	0	1.2	-7.0
Petroleum, Coal, Chemical & Assoc Prod Mfg	1	1	1	2	2	2	2	2	0	19.8	7.4
Non-Metallic Mineral Product Manufacturing	7	6	8	9	8	7	7	5	-2	-24.0	-1.3
Metal Product Manufacturing	8	10	13	13	13	13	11	12	1	9.4	2.3
Machinery and Equipment Manufacturing	9	9	12	11	11	11	11	10	-1	-9.4	1.1
Other Manufacturing	8	8	6	10	12	9	10	10	1	7.3	2.6
<i>Manufacturing</i>	123	126	136	152	147	137	140	117	-23	-16.4	-0.7
General Construction	10	15	19	18	19	18	20	19	-1	-3.1	2.7
Construction Trade Services	13	13	19	20	20	21	21	21	0	0.1	5.3
<i>Construction</i>	23	27	38	38	39	39	41	40	-1	-1.4	4.0
Basic Material Wholesaling	12	15	20	12	26	26	30	27	-3	-10.8	5.9
Machinery and Motor Vehicle Wholesaling	8	10	12	10	11	11	9	10	0	4.7	-0.5
Personal and Household Good Wholesaling	12	13	11	14	13	14	19	17	-2	-8.5	2.9
Food Retailing	18	21	23	23	25	25	26	25	-1	-5.2	1.6
Personal and Household Good Retailing	19	22	22	23	21	22	21	21	0	-1.2	-0.7
Motor Vehicle Retailing and Services	13	15	17	17	16	17	16	17	1	4.0	1.4
Accommodation, Cafes and Restaurants	9	10	12	14	14	15	14	13	-1	-6.8	2.9
Road Transport	15	12	11	12	11	11	10	11	1	11.5	-0.3
Rail Transport	2	2	0	0	0	0	0	0	0	na	-100.0
Water Transport	0	0	0	0	0	0	0	0	0	na	na
Air and Space Transport	0	0	0	0	0	0	0	0	0	-7.5	na
Other Transport	0	0	0	0	0	0	0	0	0	na	na
Services to Transport	2	2	3	2	3	1	6	2	-4	-61.5	2.8
Storage	0	1	3	0	0	1	0	0	0	-3.4	-3.3
<i>Retail and Distribution</i>	111	122	132	128	138	144	152	143	-9	-5.8	1.7
Electricity and Gas Supply	14	21	69	95	85	63	62	68	6	10.2	12.3
Water Supply, Sewerage and Drainage Services	2	1	1	0	1	1	1	1	0	-4.4	-5.8
Communication Services	10	15	19	18	18	18	17	27	9	53.3	5.6
Finance	19	19	28	28	27	21	23	31	7	30.7	4.8
Insurance	1	2	2	1	2	2	3	2	-1	-33.1	2.3
Services to Finance and Insurance	3	2	2	2	3	3	3	4	1	28.9	8.6
Property Services	85	89	96	109	161	159	162	169	7	4.2	6.6
Business Services	31	23	19	22	23	19	18	19	0	1.7	-1.9
<i>Business Services</i>	164	173	237	275	319	285	290	320	30	10.3	6.4
Motion Picture, Radio and Television Services	2	1	2	1	1	2	1	2	1	48.8	9.4
Libraries, Museums and the Arts	1	1	1	1	1	1	2	2	0	4.0	5.0
Sport and Recreation	9	7	8	8	7	7	5	6	1	25.8	-1.6
Personal Services	3	5	6	6	6	6	6	6	0	-4.8	2.0
Other Services	3	5	5	6	5	6	5	5	0	0.8	0.5
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	18	18	22	23	21	22	18	20	2	8.7	1.0
Government Administration	20	20	18	18	21	23	25	25	0	-0.9	2.3
Defence	0	0	0	0	0	0	0	0	0	-3.1	na
Education	28	32	31	30	29	28	26	26	0	1.5	-1.8
Health Services	61	51	49	40	46	25	31	34	3	10.6	-3.8
Community Services	18	13	13	14	14	14	14	13	-1	-8.3	0.1
<i>Social Services</i>	127	115	111	103	110	90	97	99	2	2.3	-1.5
TOTAL ALL INDUSTRIES	647	676	792	834	895	839	864	864	1	0.1	2.5

Table 6.9 Horowhenua District business units, 1994 to 2009

Business units for Horowhenua District	1994	1999	2004	2005	2006	2007	2008	2009	change 2008-09		Change 1999 to 2009
									Number	%	
Agriculture	947	873	762	741	718	689	639	620	-19	-3.0	-3.4
Services to Agriculture: Hunting and Trapping	42	29	49	59	56	56	63	58	-5	-7.9	7.2
Forestry and Logging	17	65	68	71	72	67	52	51	-1	-1.9	-2.4
Commercial Fishing	2	3	4	4	4	4	2	2	0	0.0	-4.0
Coal Mining	0	0	0	0	0	0	0	0	0	na	na
Oil and Gas Exploration	0	0	0	0	0	0	0	0	0	na	na
Metal Ore Mining	0	0	0	0	0	0	0	0	0	na	na
Other Mining	2	1	1	1	2	2	1	1	0	0.0	0.0
Services to Mining	0	0	0	0	0	0	0	0	0	na	na
<i>Primary</i>	<i>1,010</i>	<i>971</i>	<i>884</i>	<i>876</i>	<i>852</i>	<i>818</i>	<i>757</i>	<i>732</i>	<i>-25</i>	<i>-3.3</i>	<i>-2.8</i>
Food, Beverage and Tobacco	14	12	17	15	14	12	13	14	1	7.7	1.6
Textile, Clothing, Footwear & Leather Mfg	18	34	32	30	32	32	34	30	-4	-11.8	-1.2
Wood and Paper Product Manufacturing	22	20	21	19	21	24	24	23	-1	-4.2	1.4
Printing, Publishing and Recorded Media	10	13	12	12	11	10	10	10	0	0.0	-2.6
Petroleum, Coal, Chemical & Assoc Prod Mfg	4	5	5	7	7	11	9	8	-1	-11.1	4.8
Non-Metallic Mineral Product Manufacturing	8	9	10	10	13	17	16	14	-2	-12.5	4.5
Metal Product Manufacturing	19	17	19	16	19	18	22	22	0	0.0	2.6
Machinery and Equipment Manufacturing	37	31	40	40	43	45	40	39	-1	-2.5	2.3
Other Manufacturing	15	25	33	32	34	32	29	26	-3	-10.3	0.4
<i>Manufacturing</i>	<i>147</i>	<i>166</i>	<i>189</i>	<i>181</i>	<i>194</i>	<i>201</i>	<i>197</i>	<i>186</i>	<i>-11</i>	<i>-5.6</i>	<i>1.1</i>
General Construction	69	77	98	104	124	133	149	154	5	3.4	7.2
Construction Trade Services	90	122	161	167	175	185	182	191	9	4.9	4.6
<i>Construction</i>	<i>159</i>	<i>199</i>	<i>259</i>	<i>271</i>	<i>299</i>	<i>318</i>	<i>331</i>	<i>345</i>	<i>14</i>	<i>4.2</i>	<i>5.7</i>
Basic Material Wholesaling	26	27	35	31	30	28	27	31	4	14.8	1.4
Machinery and Motor Vehicle Wholesaling	11	28	25	23	21	21	21	23	2	9.5	-1.9
Personal and Household Good Wholesaling	21	41	36	44	32	39	39	36	-3	-7.7	-1.3
Food Retailing	76	87	91	84	85	77	77	76	-1	-1.3	-1.3
Personal and Household Good Retailing	143	116	121	118	129	135	126	127	1	0.8	0.9
Motor Vehicle Retailing and Services	74	97	79	78	80	81	89	84	-5	-5.6	-1.4
Accommodation, Cafes and Restaurants	66	61	82	84	79	81	81	75	-6	-7.4	2.1
Road Transport	34	54	51	59	56	59	63	59	-4	-6.3	0.9
Rail Transport	6	2	0	0	0	0	0	0	0	na	-100.0
Water Transport	0	1	0	0	0	0	0	1	1	na	0.0
Air and Space Transport	1	1	0	0	0	0	1	1	0	0.0	0.0
Other Transport	0	0	1	1	1	1	0	2	2	na	na
Services to Transport	7	6	7	8	8	8	7	9	2	28.6	4.1
Storage	2	2	4	5	3	4	3	3	0	0.0	4.1
<i>Retail and Distribution</i>	<i>467</i>	<i>523</i>	<i>532</i>	<i>535</i>	<i>524</i>	<i>534</i>	<i>534</i>	<i>527</i>	<i>-7</i>	<i>-1.3</i>	<i>0.1</i>
Electricity and Gas Supply	2	2	2	2	2	2	2	2	0	0.0	0.0
Water Supply, Sewerage and Drainage Services	1	2	1	2	1	2	2	2	0	0.0	0.0
Communication Services	15	22	19	19	19	19	15	17	2	13.3	-2.5
Finance	23	21	33	45	56	62	65	78	13	20.0	14.0
Insurance	4	2	2	3	2	2	2	2	0	0.0	0.0
Services to Finance and Insurance	12	9	13	17	18	21	22	22	0	0.0	9.3
Property Services	91	244	399	426	456	484	519	516	-3	-0.6	7.8
Business Services	57	101	120	133	129	144	153	160	7	4.6	4.7
<i>Business Services</i>	<i>205</i>	<i>403</i>	<i>589</i>	<i>647</i>	<i>683</i>	<i>736</i>	<i>780</i>	<i>799</i>	<i>19</i>	<i>2.4</i>	<i>7.1</i>
Motion Picture, Radio and Television Services	2	3	4	5	5	4	4	5	1	25.0	5.2
Libraries, Museums and the Arts	8	9	15	13	11	17	15	17	2	13.3	6.6
Sport and Recreation	55	57	56	58	55	53	46	48	2	4.3	-1.7
Personal Services	31	44	60	63	61	65	62	60	-2	-3.2	3.2
Other Services	48	57	62	59	61	58	57	55	-2	-3.5	-0.4
Private Households Employing Staff	0	0	0	0	0	0	0	0	0	na	na
<i>Recreation Services</i>	<i>144</i>	<i>170</i>	<i>197</i>	<i>198</i>	<i>193</i>	<i>197</i>	<i>184</i>	<i>185</i>	<i>1</i>	<i>0.5</i>	<i>0.8</i>
Government Administration	28	16	17	15	15	14	14	13	-1	-7.1	-2.1
Defence	1	0	0	1	1	1	1	1	0	0.0	na
Education	63	60	62	60	60	58	55	60	5	9.1	0.0
Health Services	46	57	58	60	61	56	62	63	1	1.6	1.0
Community Services	13	28	29	29	25	26	30	26	-4	-13.3	-0.7
<i>Social Services</i>	<i>151</i>	<i>161</i>	<i>166</i>	<i>165</i>	<i>162</i>	<i>155</i>	<i>162</i>	<i>163</i>	<i>1</i>	<i>0.6</i>	<i>0.1</i>
TOTAL ALL INDUSTRIES	2,283	2,593	2,816	2,873	2,907	2,959	2,945	2,937	-8	-0.3	1.3

Table 6.10 Summary Indicators, 1994 to 2009

BERL Database of TLA ANZSIC Employment, GDP and Business Units																
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<i>Resident population</i>																
Kapiti Coast District	37,108	37,792	38,583	38,747	39,429	40,110	40,792	42,447	43,185	43,963	44,936	45,714	46,200	46,688	47,079	47,568
Horowhenua District	29,457	29,458	30,150	29,823	29,823	29,628	29,726	29,823	29,868	29,868	29,868	29,770	29,868	29,772	29,871	29,872
Nature Coast	66,565	67,250	68,733	68,570	69,252	69,738	70,518	72,270	73,053	73,831	74,804	75,484	76,068	76,460	76,950	77,440
<i>Real Value Added GDP (1996\$m)</i>																
Kapiti Coast District	494	522	535	533	555	572	598	611	610	647	684	724	747	744	788	780
Horowhenua District	467	479	492	491	496	488	484	519	540	551	572	602	646	606	624	624
Nature Coast	961	1,001	1,028	1,024	1,051	1,061	1,082	1,130	1,150	1,197	1,256	1,327	1,394	1,350	1,412	1,405
<i>Real Value Added GDP (2009\$m)</i>																
Kapiti Coast District	684	722	741	738	768	793	828	846	845	895	947	1,003	1,035	1,030	1,091	1,080
Horowhenua District	647	663	682	679	687	676	670	719	748	762	792	834	895	839	864	864
Nature Coast	1,331	1,386	1,423	1,417	1,455	1,468	1,498	1,565	1,592	1,657	1,739	1,836	1,929	1,869	1,955	1,945
<i>GDP per capita 1996\$</i>																
Kapiti Coast District	13,310	13,808	13,874	13,764	14,064	14,272	14,656	14,392	14,128	14,707	15,219	15,844	16,176	15,941	16,746	16,404
Horowhenua District	15,864	16,259	16,333	16,449	16,636	16,476	16,285	17,409	18,080	18,434	19,153	20,230	21,635	20,356	20,881	20,904
Nature Coast	14,440	14,882	14,953	14,932	15,172	15,209	15,343	15,637	15,744	16,215	16,790	17,574	18,319	17,660	18,352	18,139
<i>GDP per capita 2009\$</i>																
Kapiti Coast District	18,427	19,117	19,208	19,055	19,471	19,759	20,291	19,925	19,559	20,362	21,070	21,935	22,394	22,069	23,184	22,710
Horowhenua District	21,962	22,509	22,612	22,773	23,032	22,810	22,545	24,102	25,031	25,521	26,516	28,007	29,952	28,182	28,909	28,940
Nature Coast	19,992	20,603	20,701	20,672	21,005	21,055	21,241	21,649	21,797	22,449	23,245	24,330	25,362	24,449	25,407	25,113
<i>Employment (FTEs)</i>																
Kapiti Coast District	8,764	9,242	9,416	8,894	9,104	9,492	9,857	9,889	9,955	10,279	10,563	11,026	11,478	11,756	12,284	12,258
Horowhenua District	9,256	9,269	9,455	8,741	8,560	8,412	8,366	8,532	8,437	8,606	8,657	8,804	9,131	8,661	8,735	8,780
Nature Coast	18,021	18,511	18,871	17,635	17,663	17,904	18,223	18,421	18,392	18,885	19,220	19,830	20,609	20,417	21,019	21,039
<i>Productivity (GDP per FTE employed 1996\$) #</i>																
Kapiti Coast District	51,023	51,309	51,836	54,840	55,828	55,317	55,933	57,071	56,751	58,391	60,187	61,154	60,673	59,011	59,892	59,304
Horowhenua District	45,707	46,959	47,489	51,326	53,122	53,227	53,360	56,220	59,267	59,385	61,431	63,684	65,942	65,223	66,639	66,258
Nature Coast	48,292	49,131	49,658	53,099	54,516	54,335	54,752	56,677	57,905	58,844	60,747	62,277	63,008	61,646	62,696	62,206
<i>Productivity (GDP per FTE employed 2009\$) #</i>																
Kapiti Coast District	70,638	71,035	71,764	75,923	77,290	76,583	77,436	79,012	78,568	80,839	83,325	84,664	83,998	81,697	82,917	82,102
Horowhenua District	63,278	65,012	65,746	71,058	73,544	73,690	73,874	77,833	82,052	82,216	85,048	88,167	91,292	90,297	92,258	91,730
Nature Coast	66,858	68,019	68,749	73,512	75,475	75,224	75,800	78,466	80,166	81,466	84,101	86,219	87,230	85,345	86,799	86,120
<i>Business units (number)</i>																
Kapiti Coast District	2,238	2,505	2,606	3,120	3,319	3,437	3,839	3,797	3,803	3,923	4,230	4,423	4,588	4,736	4,844	4,835
Horowhenua District	2,283	2,365	2,319	2,501	2,591	2,593	2,719	2,729	2,699	2,713	2,816	2,873	2,907	2,959	2,945	2,937
Nature Coast	4,521	4,870	4,925	5,621	5,910	6,030	6,558	6,526	6,502	6,636	7,046	7,296	7,495	7,695	7,789	7,772
<i>Business size (FTEs per business unit)</i>																
Kapiti Coast District	3.9	3.7	3.6	2.9	2.7	2.8	2.6	2.6	2.6	2.6	2.5	2.5	2.5	2.5	2.5	2.5
Horowhenua District	4.1	3.9	4.1	3.5	3.3	3.2	3.1	3.1	3.1	3.2	3.1	3.1	3.1	2.9	3.0	3.0
Nature Coast	4.0	3.8	3.8	3.1	3.0	3.0	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.7	2.7	2.7

excluded owner-occupied dwellings sector

Table 6.11 Employment, 1994 to 2009

Employment (FTEs)	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Kapiti Coast District																
Primary	759	901	793	705	676	649	764	741	786	691	727	650	666	585	530	522
Manufacturing	1,175	1,209	1,247	1,046	1,074	1,121	986	877	857	839	860	955	970	857	834	852
Construction	870	1,032	1,131	1,096	1,146	1,197	1,343	1,361	1,462	1,533	1,570	1,793	1,965	2,040	2,059	1,794
Retail and Distribution	2,751	2,800	2,863	2,801	2,702	2,849	2,962	2,932	2,875	3,059	3,130	3,050	3,326	3,443	3,377	3,469
Business Services	1,033	1,179	1,194	1,228	1,374	1,396	1,460	1,498	1,563	1,647	1,793	1,910	1,912	1,911	2,051	1,924
Recreation Services	552	523	485	479	479	534	581	643	700	659	659	684	715	774	745	793
Social Services	1,624	1,597	1,703	1,539	1,653	1,746	1,761	1,837	1,712	1,851	1,824	1,984	1,922	2,146	2,687	2,904
TOTAL	8,764	9,242	9,416	8,894	9,104	9,492	9,857	9,889	9,955	10,279	10,563	11,026	11,478	11,756	12,284	12,258
Horowhenua District																
Primary	1,662	1,637	1,723	1,571	1,528	1,446	1,536	1,606	1,619	1,639	1,533	1,498	1,598	1,586	1,647	1,666
Manufacturing	1,899	2,048	2,034	1,765	1,707	1,550	1,675	1,770	1,693	1,673	1,572	1,675	1,631	1,420	1,366	1,233
Construction	424	458	450	403	394	485	501	510	503	524	584	615	639	679	697	716
Retail and Distribution	2,077	2,147	2,203	2,059	2,114	2,080	2,026	2,015	2,008	2,065	2,101	2,035	2,119	2,217	2,172	2,142
Business Services	750	737	761	749	731	685	575	595	692	689	721	845	1,002	882	904	957
Recreation Services	419	421	413	397	369	357	362	378	347	377	417	470	448	445	382	411
Social Services	2,025	1,820	1,871	1,797	1,717	1,809	1,691	1,658	1,575	1,639	1,729	1,666	1,694	1,432	1,566	1,654
TOTAL	9,256	9,269	9,455	8,741	8,560	8,412	8,366	8,532	8,437	8,606	8,657	8,804	9,131	8,661	8,735	8,780
Nature Coast																
Primary	2,421	2,539	2,515	2,276	2,203	2,095	2,300	2,347	2,405	2,330	2,260	2,148	2,264	2,171	2,177	2,188
Manufacturing	3,075	3,257	3,281	2,811	2,781	2,671	2,661	2,647	2,550	2,512	2,432	2,629	2,601	2,277	2,200	2,085
Construction	1,294	1,491	1,582	1,499	1,540	1,682	1,844	1,871	1,965	2,057	2,154	2,409	2,604	2,720	2,757	2,510
Retail and Distribution	4,827	4,947	5,066	4,860	4,816	4,929	4,988	4,947	4,883	5,124	5,231	5,085	5,445	5,660	5,550	5,612
Business Services	1,783	1,916	1,955	1,977	2,105	2,081	2,035	2,093	2,255	2,336	2,514	2,756	2,915	2,794	2,955	2,881
Recreation Services	972	944	898	876	848	891	943	1,021	1,047	1,036	1,076	1,154	1,163	1,219	1,127	1,205
Social Services	3,649	3,417	3,574	3,336	3,370	3,555	3,452	3,495	3,287	3,490	3,553	3,650	3,616	3,577	4,253	4,559
TOTAL	18,021	18,511	18,871	17,635	17,663	17,904	18,223	18,421	18,392	18,885	19,220	19,830	20,609	20,417	21,019	21,039
New Zealand																
Primary	148,350	149,877	156,865	148,090	142,435	138,811	144,083	150,464	153,320	153,634	151,278	144,395	150,704	151,319	150,594	153,603
Manufacturing	249,548	259,963	260,559	244,392	241,662	232,705	233,340	234,291	242,220	248,146	253,719	258,961	252,185	242,318	235,842	229,907
Construction	78,185	88,871	96,198	95,723	99,209	100,122	108,074	106,557	109,872	116,476	125,767	139,236	148,885	154,111	157,625	148,767
Retail and Distribution	367,969	392,049	399,812	391,874	399,244	397,401	410,980	413,028	422,613	439,693	451,455	464,848	483,062	488,040	488,495	485,329
Business Services	210,135	223,543	234,904	236,194	245,108	252,542	263,982	264,942	277,155	290,123	303,629	322,485	337,988	351,877	360,344	357,211
Recreation Services	68,218	73,224	74,179	75,305	77,130	80,223	84,291	85,850	89,122	92,789	98,695	104,688	111,092	113,469	116,196	118,633
Social Services	255,745	252,972	261,599	259,002	265,848	271,722	272,103	277,096	287,495	299,341	306,001	316,634	324,761	339,150	345,540	373,298
TOTAL	1,378,150	1,440,499	1,484,116	1,450,580	1,470,636	1,473,526	1,516,853	1,532,228	1,581,797	1,640,202	1,690,545	1,751,247	1,808,677	1,840,284	1,854,636	1,866,747

Table 6.12 GDP, 1994 to 2009

GDP (2009\$m)	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Kapiti Coast District																
Primary	41	55	46	49	50	46	54	52	51	48	56	51	56	56	51	48
Manufacturing	95	101	111	103	106	111	100	88	82	86	90	104	107	94	96	93
Construction	48	55	62	67	71	66	80	77	84	95	100	110	118	116	119	99
Retail and Distribution	150	149	159	157	155	166	174	176	179	190	194	199	210	215	221	217
Business Services	223	235	229	246	265	272	281	301	303	324	354	371	379	374	400	409
Recreation Services	21	21	24	26	26	30	33	36	39	38	36	38	39	43	41	43
Social Services	105	107	110	90	94	101	106	116	106	113	118	129	125	132	164	170
TOTAL	684	722	741	738	768	793	828	846	845	895	947	1,003	1,035	1,030	1,091	1,080
Horowhenua District																
Primary	81	96	95	103	103	96	102	105	107	110	117	115	120	122	126	126
Manufacturing	123	134	145	139	137	126	143	152	140	146	136	152	147	137	140	117
Construction	23	24	25	25	24	27	30	29	29	33	38	38	39	39	41	40
Retail and Distribution	111	114	122	117	123	122	126	123	130	127	132	128	138	144	152	143
Business Services	164	159	158	163	176	173	145	185	224	223	237	275	319	285	290	320
Recreation Services	18	18	20	20	20	18	19	21	19	21	22	23	21	22	18	20
Social Services	127	118	117	112	104	115	104	103	99	103	111	103	110	90	97	99
TOTAL	647	663	682	679	687	676	670	719	748	762	792	834	895	839	864	864
Nature Coast																
Primary	122	151	141	152	153	142	156	157	158	158	173	167	177	178	177	173
Manufacturing	218	235	256	242	243	237	243	240	223	231	226	256	255	231	236	210
Construction	71	79	87	92	95	93	110	106	113	128	138	148	156	155	160	139
Retail and Distribution	261	262	281	275	278	288	301	299	309	317	325	327	348	359	373	361
Business Services	387	395	387	410	441	445	426	486	527	547	591	646	698	659	690	729
Recreation Services	39	39	44	45	46	47	52	57	58	60	58	61	60	65	59	63
Social Services	232	225	227	202	198	216	211	218	205	216	228	232	235	222	260	269
TOTAL	1,331	1,386	1,423	1,417	1,455	1,468	1,498	1,565	1,592	1,657	1,739	1,836	1,929	1,869	1,955	1,945
New Zealand																
Primary	9,623	10,915	10,701	11,750	11,804	11,368	11,670	11,964	12,073	12,143	12,856	12,384	12,884	12,914	13,395	13,149
Manufacturing	20,353	21,526	22,774	23,110	22,881	22,070	23,203	23,744	23,879	25,936	26,966	27,779	27,369	26,772	27,025	25,454
Construction	4,314	4,729	5,272	5,888	6,075	5,561	6,515	6,060	6,378	7,299	8,077	8,618	8,986	8,814	9,185	8,331
Retail and Distribution	23,583	24,939	26,832	27,005	27,403	27,786	29,775	30,593	31,937	32,336	33,512	35,700	36,697	37,095	38,519	36,987
Business Services	40,274	41,673	42,795	44,487	45,654	46,956	49,378	50,869	53,455	56,370	58,444	60,799	63,605	66,088	68,349	69,595
Recreation Services	2,865	3,184	3,676	3,902	4,236	4,302	4,679	4,858	5,039	5,419	5,599	5,739	5,777	6,134	6,182	6,304
Social Services	16,853	17,183	17,285	17,687	18,086	18,797	18,895	19,429	20,091	20,855	21,804	22,536	23,384	24,151	24,996	25,734
TOTAL	117,866	124,150	129,334	133,828	136,139	136,841	144,115	147,516	152,852	160,358	167,258	173,555	178,702	181,968	187,651	185,554

Table 6.23 Business units, 1994 to 2009

Business units (number)	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Kapiti Coast District																
Primary	432	434	426	449	463	474	510	500	477	469	450	424	406	396	374	365
Manufacturing	139	152	149	200	209	207	241	220	215	216	229	240	234	236	244	242
Construction	370	414	459	490	533	576	648	653	657	682	718	754	787	812	848	798
Retail and Distribution	590	661	661	747	752	772	801	782	777	801	841	860	887	910	928	924
Business Services	389	488	531	771	871	920	1,079	1,089	1,126	1,192	1,395	1,527	1,661	1,741	1,800	1,834
Recreation Services	163	190	209	240	253	256	301	305	305	303	323	340	337	352	353	366
Social Services	155	166	171	223	238	232	259	248	246	260	274	278	276	289	297	306
TOTAL	2,238	2,505	2,606	3,120	3,319	3,437	3,839	3,797	3,803	3,923	4,230	4,423	4,588	4,736	4,844	4,835
Horowhenua District																
Primary	1,010	999	954	968	973	971	983	976	963	887	884	876	852	818	757	732
Manufacturing	147	144	147	164	177	166	184	192	190	194	189	181	194	201	197	186
Construction	159	172	170	186	188	199	222	231	217	232	259	271	299	318	331	345
Retail and Distribution	467	493	498	494	531	523	530	519	506	509	532	535	524	534	534	527
Business Services	205	235	242	369	387	403	466	479	490	549	589	647	683	736	780	799
Recreation Services	144	163	151	166	173	170	176	181	180	178	197	198	193	197	184	185
Social Services	151	159	157	154	162	161	158	151	153	164	166	165	162	155	162	163
TOTAL	2,283	2,365	2,319	2,501	2,591	2,593	2,719	2,729	2,699	2,713	2,816	2,873	2,907	2,959	2,945	2,937
Nature Coast																
Primary	1,442	1,433	1,380	1,417	1,436	1,445	1,493	1,476	1,440	1,356	1,334	1,300	1,258	1,214	1,131	1,097
Manufacturing	286	296	296	364	386	373	425	412	405	410	418	421	428	437	441	428
Construction	529	586	629	676	721	775	870	884	874	914	977	1,025	1,086	1,130	1,179	1,143
Retail and Distribution	1,057	1,154	1,159	1,241	1,283	1,295	1,331	1,301	1,283	1,310	1,373	1,395	1,411	1,444	1,462	1,451
Business Services	594	723	773	1,140	1,258	1,323	1,545	1,568	1,616	1,741	1,984	2,174	2,344	2,477	2,580	2,633
Recreation Services	307	353	360	406	426	426	477	486	485	481	520	538	530	549	537	551
Social Services	306	325	328	377	400	393	417	399	399	424	440	443	438	444	459	469
TOTAL	4,521	4,870	4,925	5,621	5,910	6,030	6,558	6,526	6,502	6,636	7,046	7,296	7,495	7,695	7,789	7,772
New Zealand																
Primary	88,227	88,927	84,946	86,197	87,294	87,364	89,042	89,122	89,823	87,071	86,069	85,266	84,151	82,634	79,129	77,706
Manufacturing	21,369	22,994	23,143	21,862	22,623	22,311	23,639	23,288	23,304	23,801	24,563	24,786	24,878	24,793	24,596	24,279
Construction	26,621	30,919	33,349	33,214	35,631	35,914	39,046	38,087	37,528	39,041	42,757	46,285	48,816	50,124	51,874	51,233
Retail and Distribution	75,361	81,824	81,202	79,107	82,359	82,206	87,582	85,562	85,873	88,152	93,208	96,228	97,682	97,743	98,805	98,491
Business Services	62,853	76,364	81,850	85,258	96,868	98,699	115,810	116,051	119,684	130,691	150,425	162,883	174,953	184,240	193,834	196,586
Recreation Services	18,532	20,929	21,818	21,800	23,248	24,015	26,420	26,434	26,765	27,678	29,379	30,590	31,428	31,972	32,587	33,166
Social Services	18,554	19,451	19,969	22,217	23,626	24,281	25,028	25,101	25,439	26,114	27,261	27,969	28,566	29,222	30,205	31,119
TOTAL	314,311	345,019	350,091	354,106	376,513	379,701	406,567	403,645	408,416	422,548	453,662	474,007	490,474	500,728	511,030	512,580

7 Technical Appendices

7.1 Methodology and terminology

This profile uses official statistics of employment and activity units from Statistics New Zealand's Business Demographics Statistics (BDS) database, and an associated database developed by BERL to provide a measure of value added (or GDP) on a District council basis across New Zealand.

These databases organise the statistics according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). However, data relating to agriculture is not released in the BDS publication and therefore, BERL provides estimates of employment and activity units in this industry. These estimates are based on the 1996 and 2001 censuses as well as additional information during the inter-census periods.

Full-Time Equivalent (FTE) employment: This is a measure of the volume of labour used in production, and is calculated as the number of full-time jobs plus half the number of part-time jobs. Note that jobs include the self-employed with no employees, self-employed employers and employees.

Value Added: This is a measure of the total value of output contributed by the activities of organisations in an industry (including profits and the wages or salaries of employees). It is measured by deducting the purchases of goods and services used in production from the industry's output.⁶

The sum of value added for all industries in a council area is the equivalent of the District councils *Gross Domestic Product (GDP)*, and is conceptually comparable to official estimates of New Zealand's GDP.

The value added data measure is derived from BERL's proprietary Regional Database, and is based on trends in labour productivity at the national level and changes in local FTE employment. Real value added is measured in constant 1996 price levels, removing the effect of inflation.

⁶ The reason for using this measure is that it eliminates double counting of outputs of businesses, which are used as inputs by others. For example, the total value added incorporated in a loaf of bread is the sum of the sales of wheat farms, millers, bakeries and supermarkets less their purchases from each other (and other businesses). For this reason, value added is considered a more accurate measure of the economic impact of combined activities than, say, total sales.

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