



NorthlandInc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

Northland and Auckland; interconnectivity and economic growth

IPANZ 19 Apr 2016

David Wilson
CEO – Northland Inc
Chair – EDANZ

Cape Reinga



Tane Mahuta, Waipoua Forest



Rarawa Beach: Far North



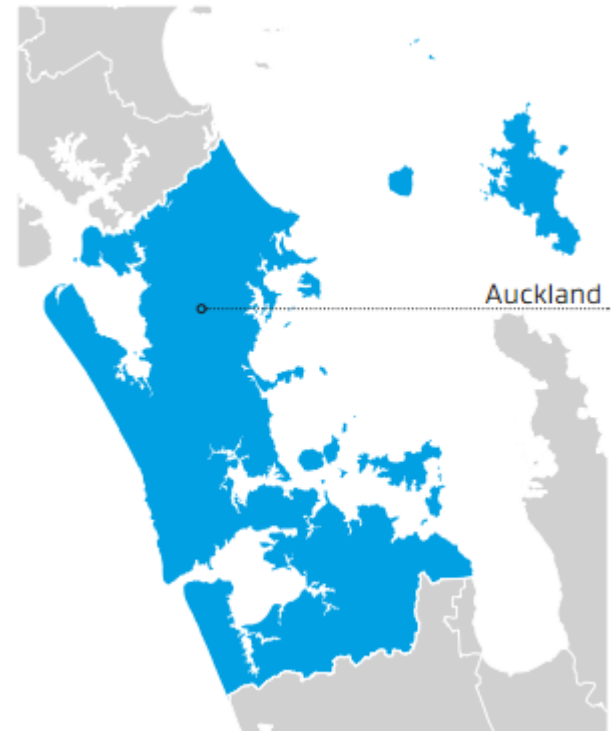
Northland v Auckland

Geographical size



Northland 13,940 km²

Auckland 4,898 km²



Northland v Auckland Population & growth (2000 – 2015)

Population 2015

LEVEL

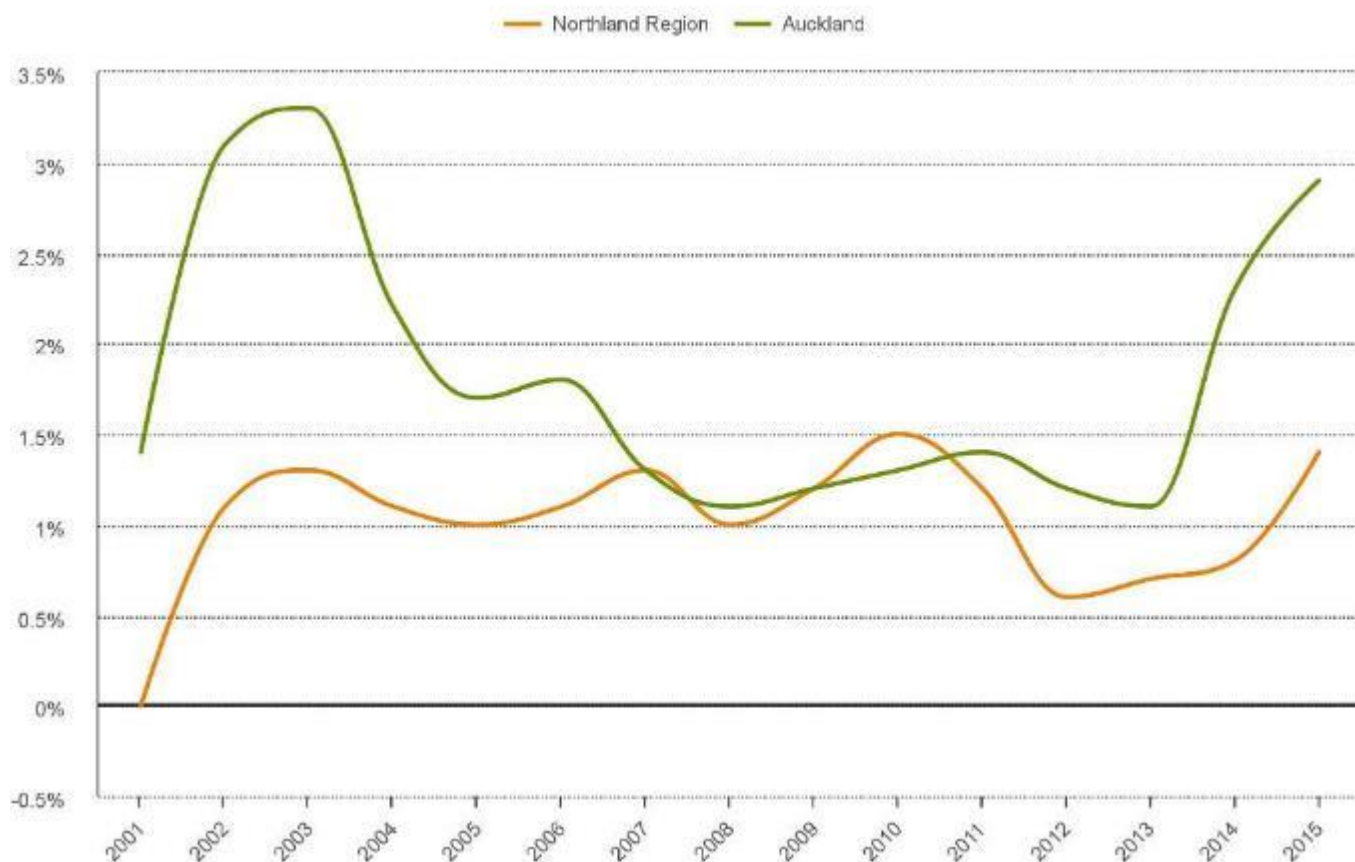
168,300

Resident population

REGIONAL GROWTH

1.4%

Northland Region



Northland v Auckland People

PEOPLE		Northland	Auckland
Population		166,000	1,526,900
Share of population (%): 0–14 years		21.8	20.6
15–24 years		11.8	15.2
25–64 years		48.2	52.6
65 years+		18.2	11.6
Māori share of population (%)		29.6	10.1
Net annual international migration		561	26,834
Projected population growth 2013–2043, annual average		0.4	1.3
Dependency ratio	2014	66.7	47.4
	2043	97.7	56.1

Northland v Auckland

Ethnic Groups of people

Ethnic groups ⁽¹⁾	Northland Region	Auckland Region
European	105,057	789,306
Māori	44,928	142,770
Pacific peoples	4,461	194,958
Asian	3,927	307,233
Middle Eastern, Latin American, African	555	24,945
Other ethnicity		
New Zealander	2,493	14,904
Other ethnicity nec	72	735
Total other ethnicity	2,562	15,639
Total people stated	138,837	1,331,427
Not elsewhere included ⁽²⁾	12,855	84,123
Total people	151,692	1,415,550

Northland v Auckland Beneficiaries

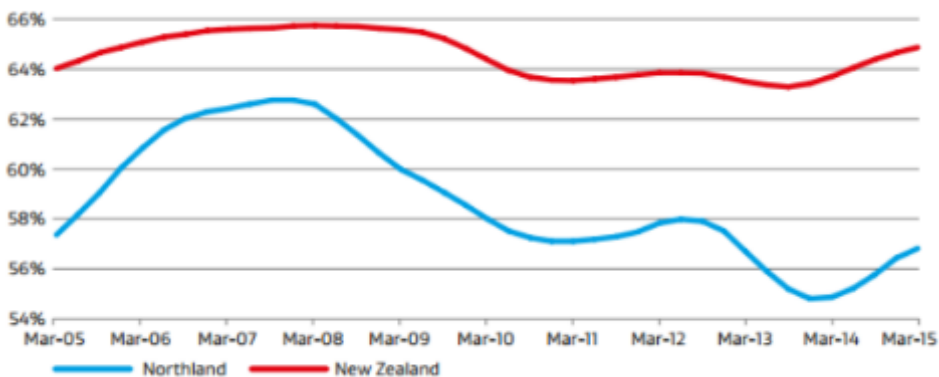
Beneficiaries as proportion of working age (15-64)
population

Compare area: Auckland ▼ Update			
	Northland Region		Auckland
2010	17%		11%
2011	18%		11%
2012	18%		10%
2013	18%		10%
2014	18%		9.2%
2015	17%		8.4%

Northland v Auckland Employment & Unemployment

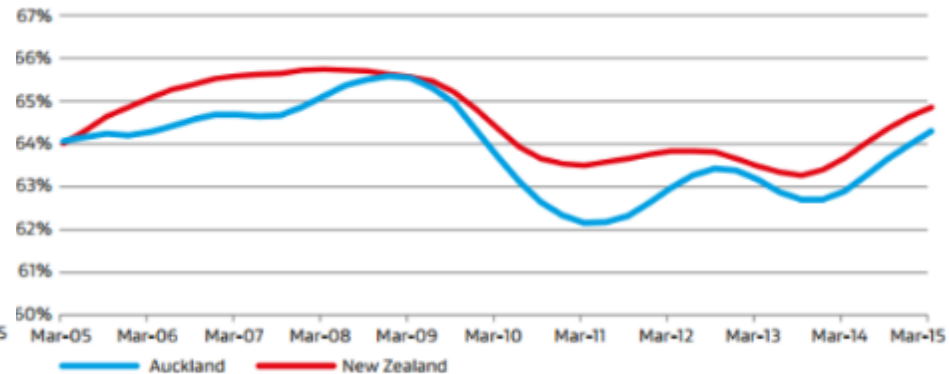
Northland vs New Zealand

ANNUAL AVERAGE EMPLOYMENT RATES, 2005–2015

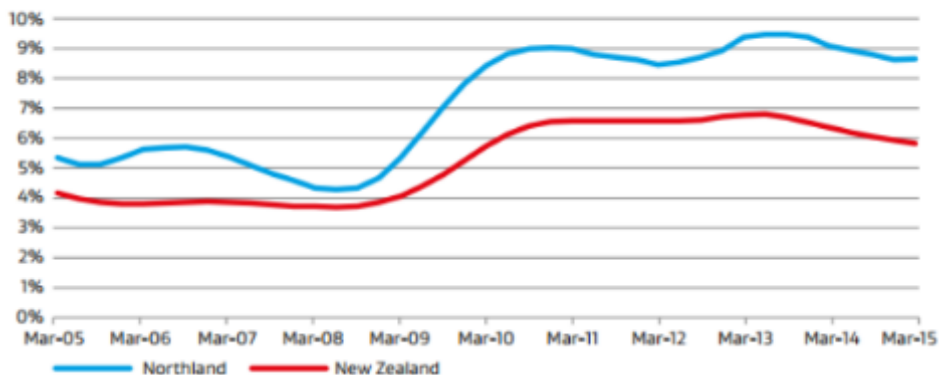


Auckland vs New Zealand

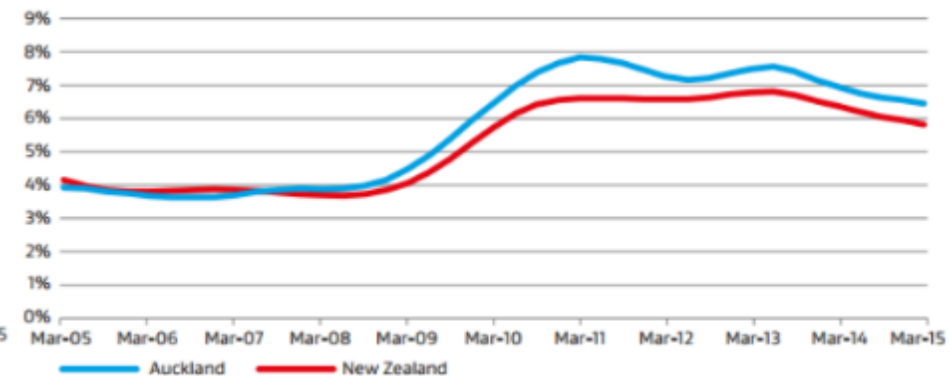
ANNUAL AVERAGE EMPLOYMENT RATES, 2005–2015



ANNUAL AVERAGE UNEMPLOYMENT RATES, 2005–2015



ANNUAL AVERAGE UNEMPLOYMENT RATES, 2005–2015

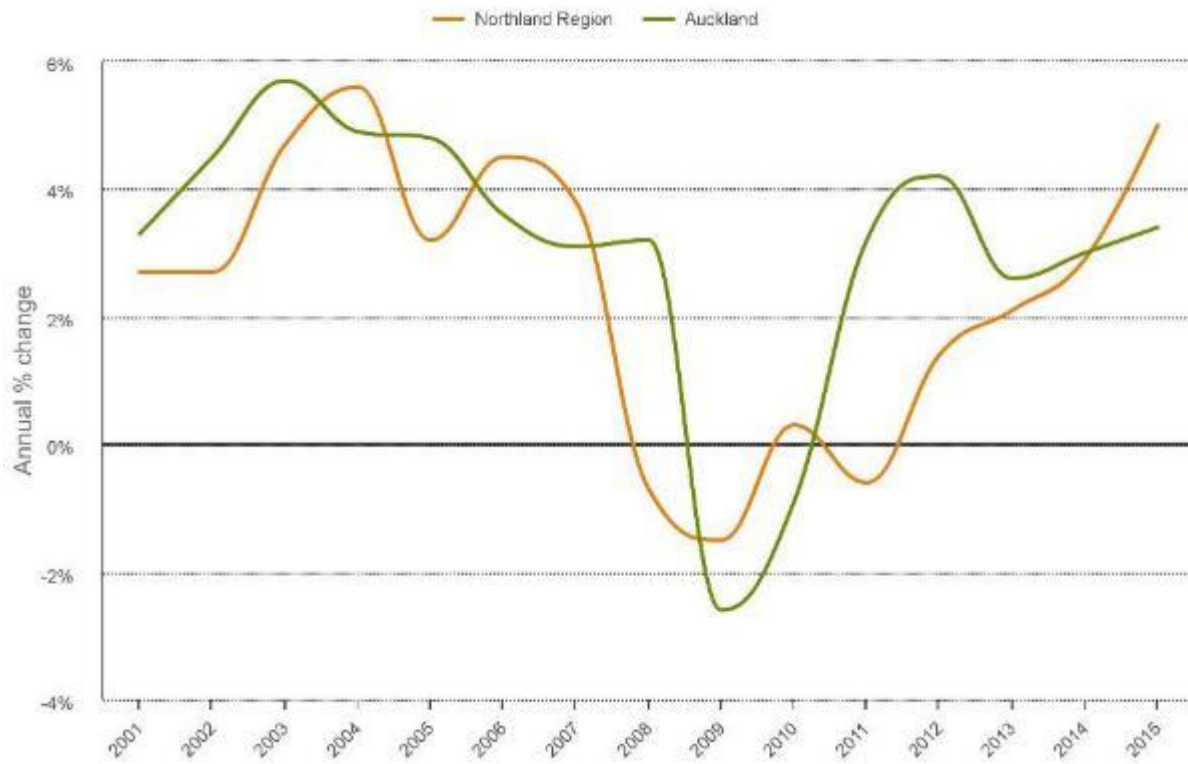


Northland v Auckland

GDP +GDP per employed persons

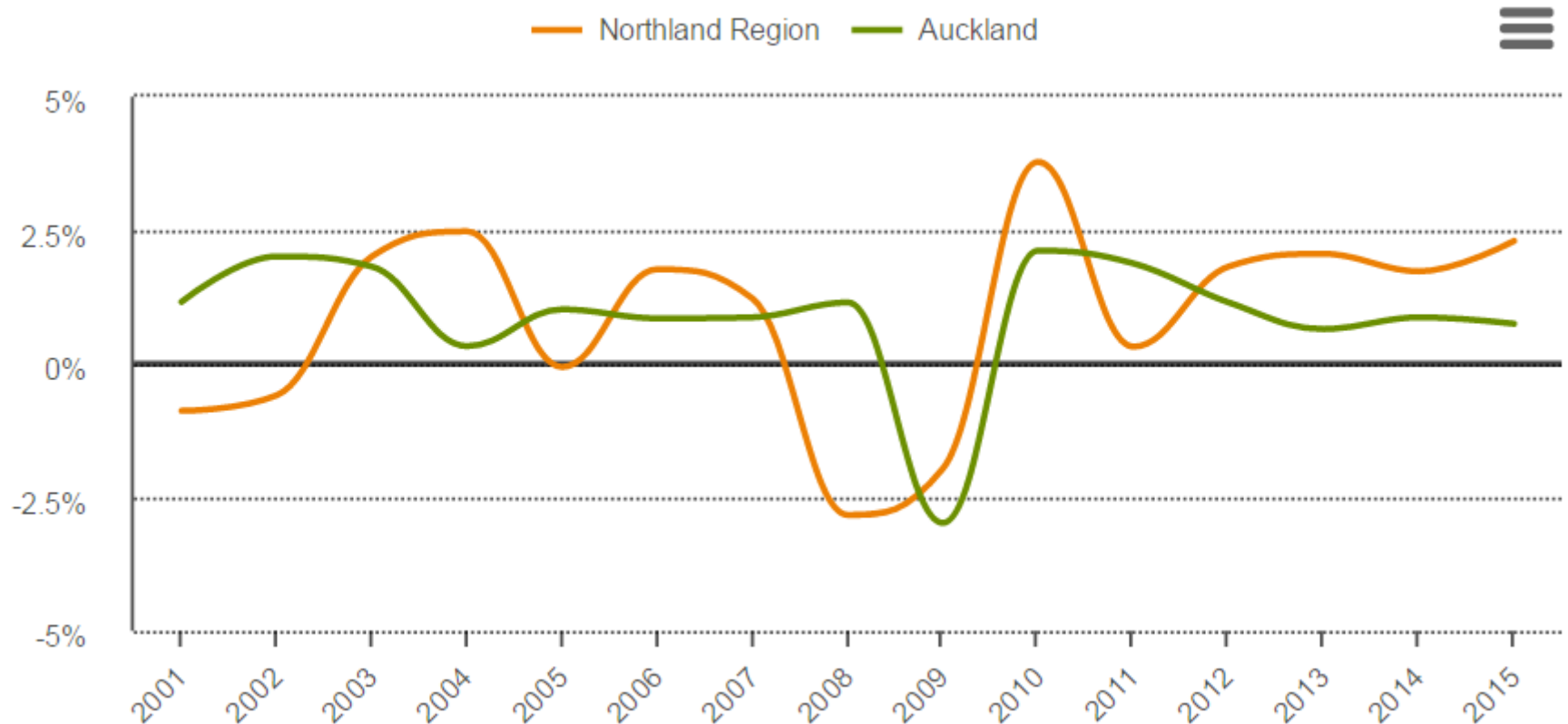


Northland v Auckland GDP per employed persons



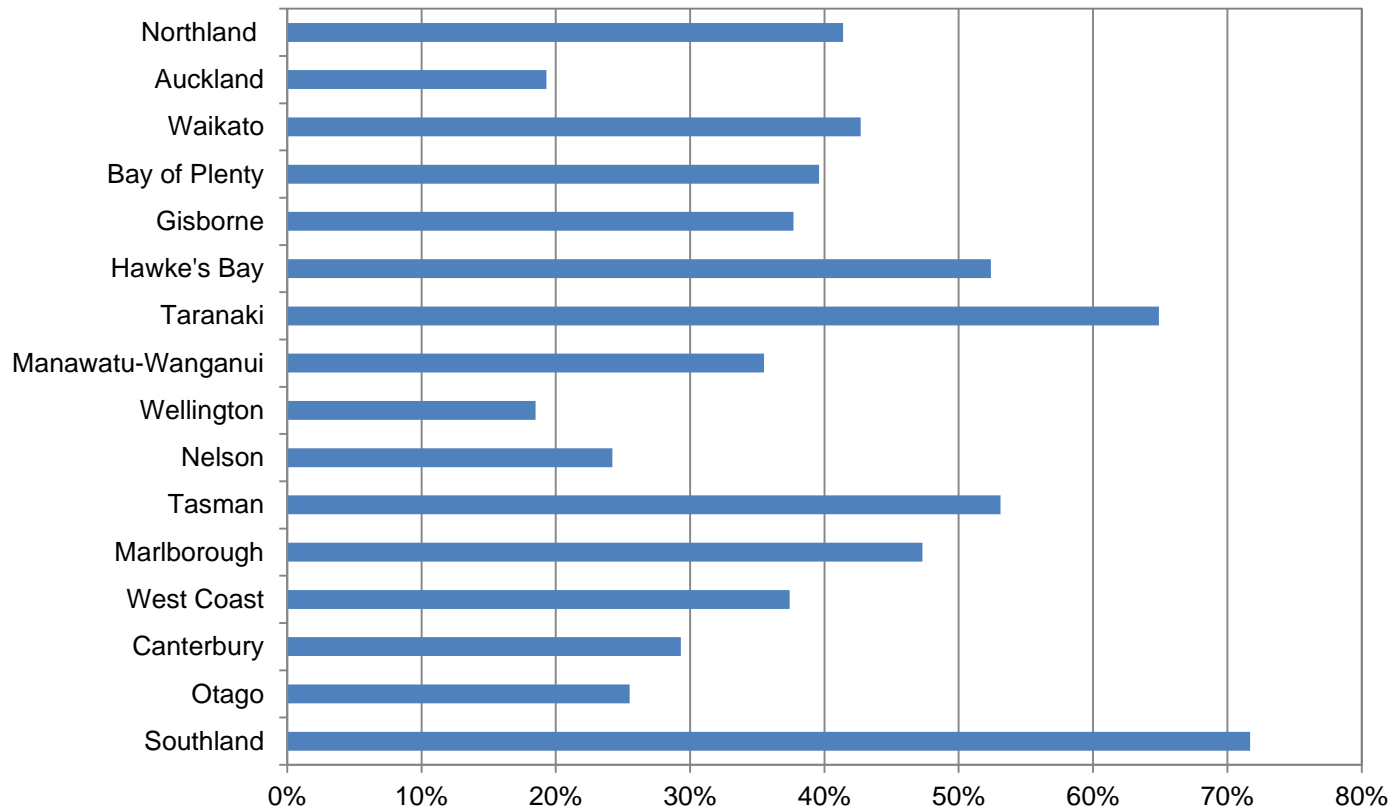
Northland v Auckland

Productivity growth in Northland region and Auckland 2000-2015

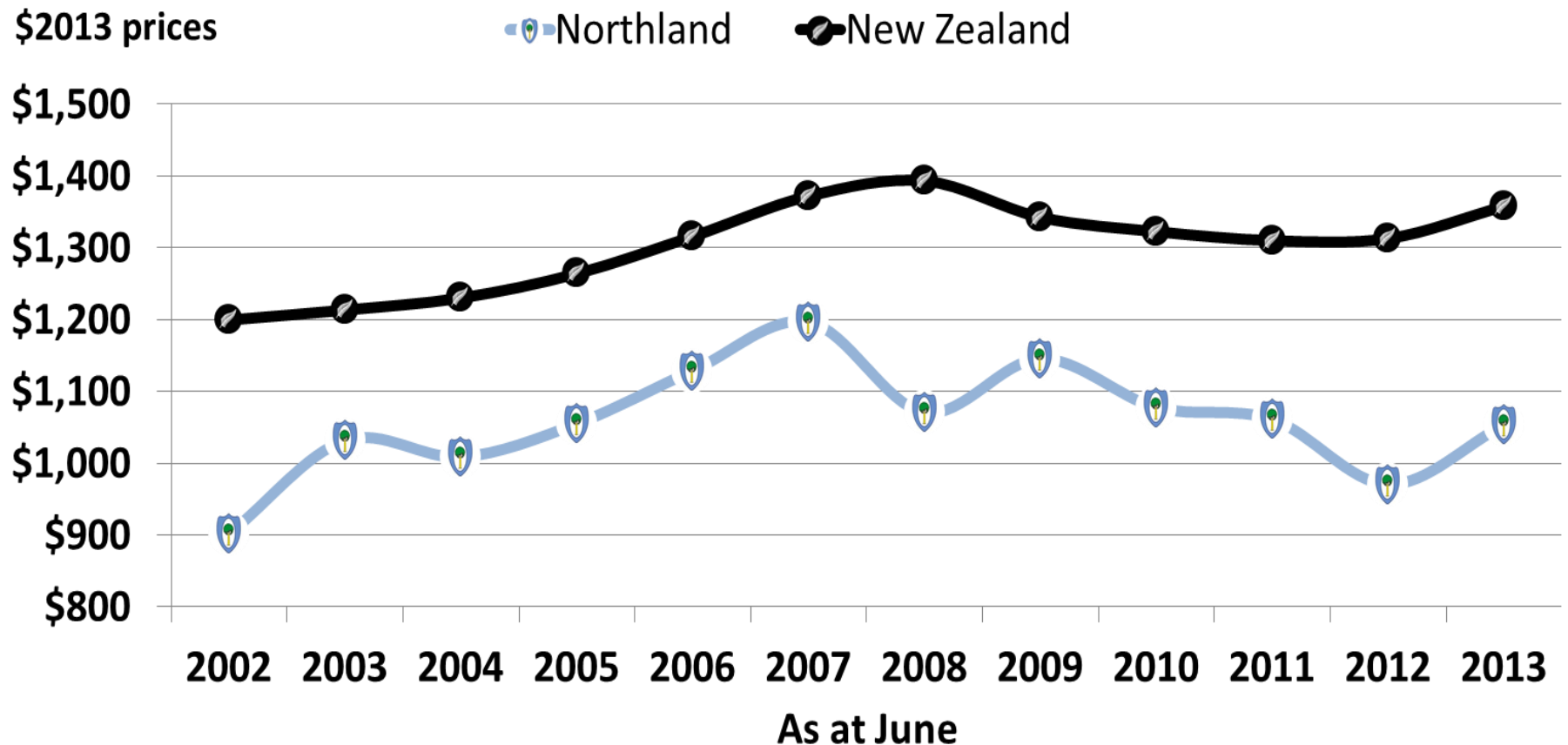


Northland v Auckland export orientation

Exports as a share of GDP

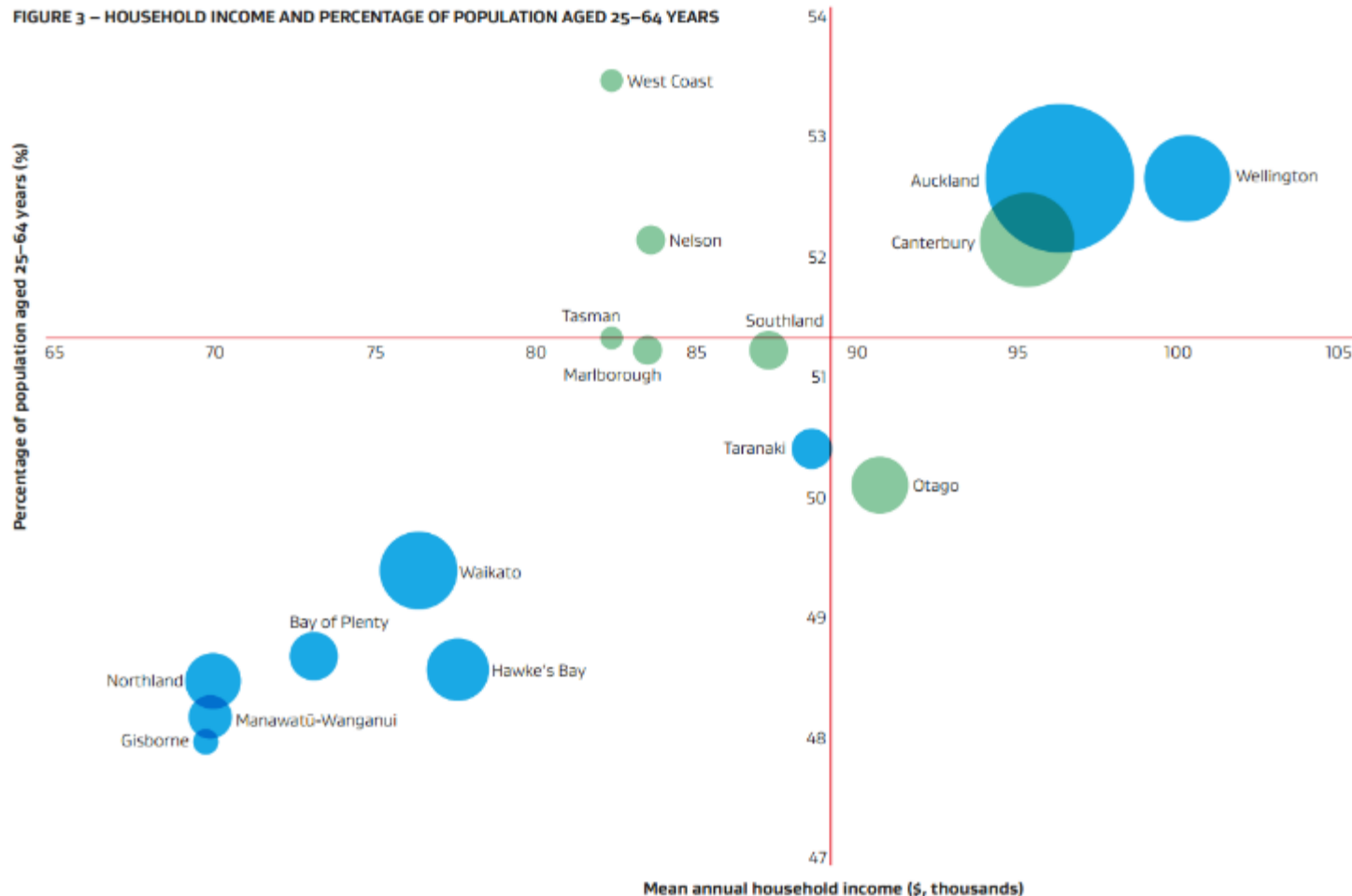


Real Median weekly household income



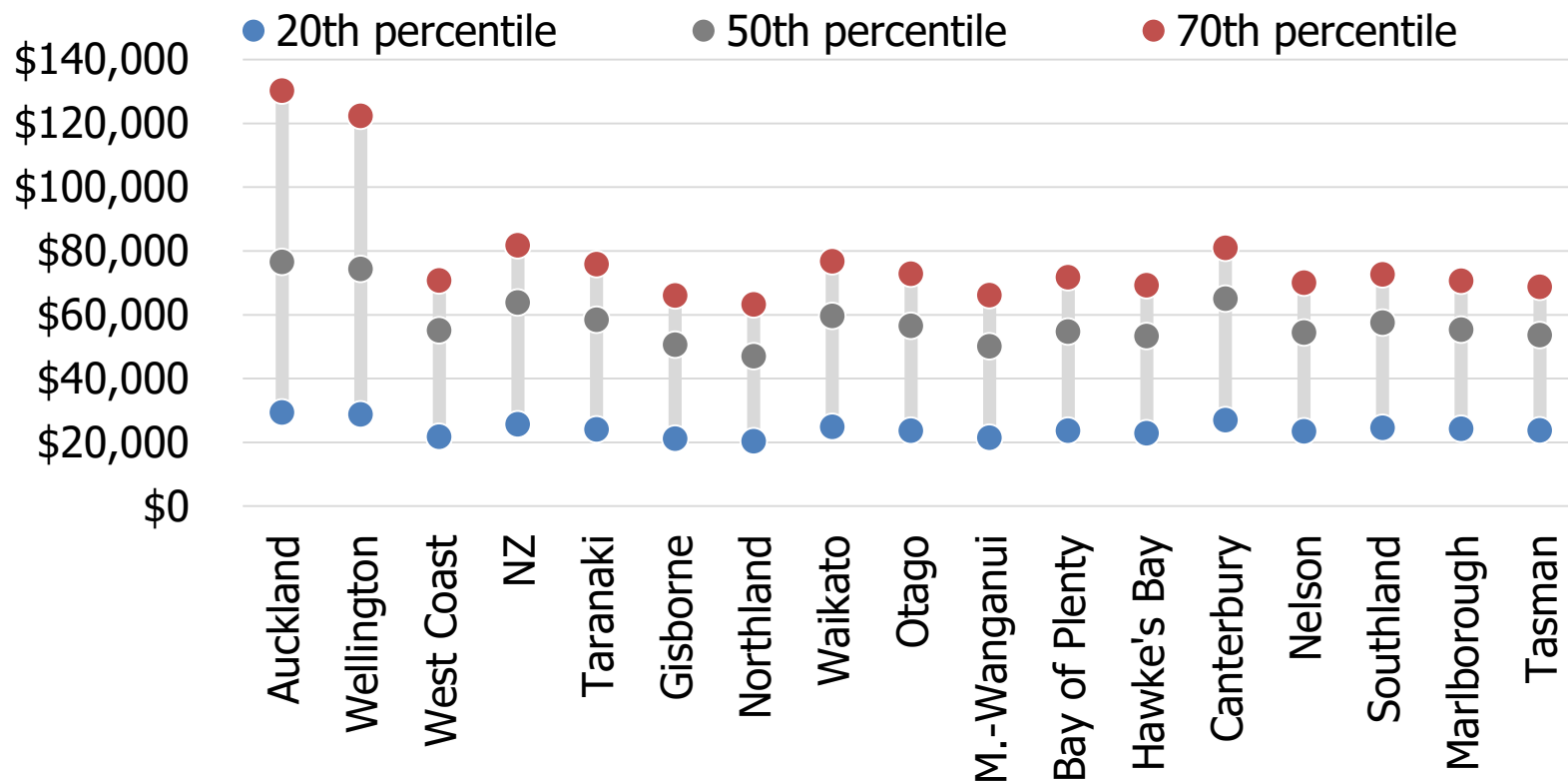
Household income and percentage of population aged 25-64 years

FIGURE 3 – HOUSEHOLD INCOME AND PERCENTAGE OF POPULATION AGED 25-64 YEARS



Unequally shared

Regional household income dispersion

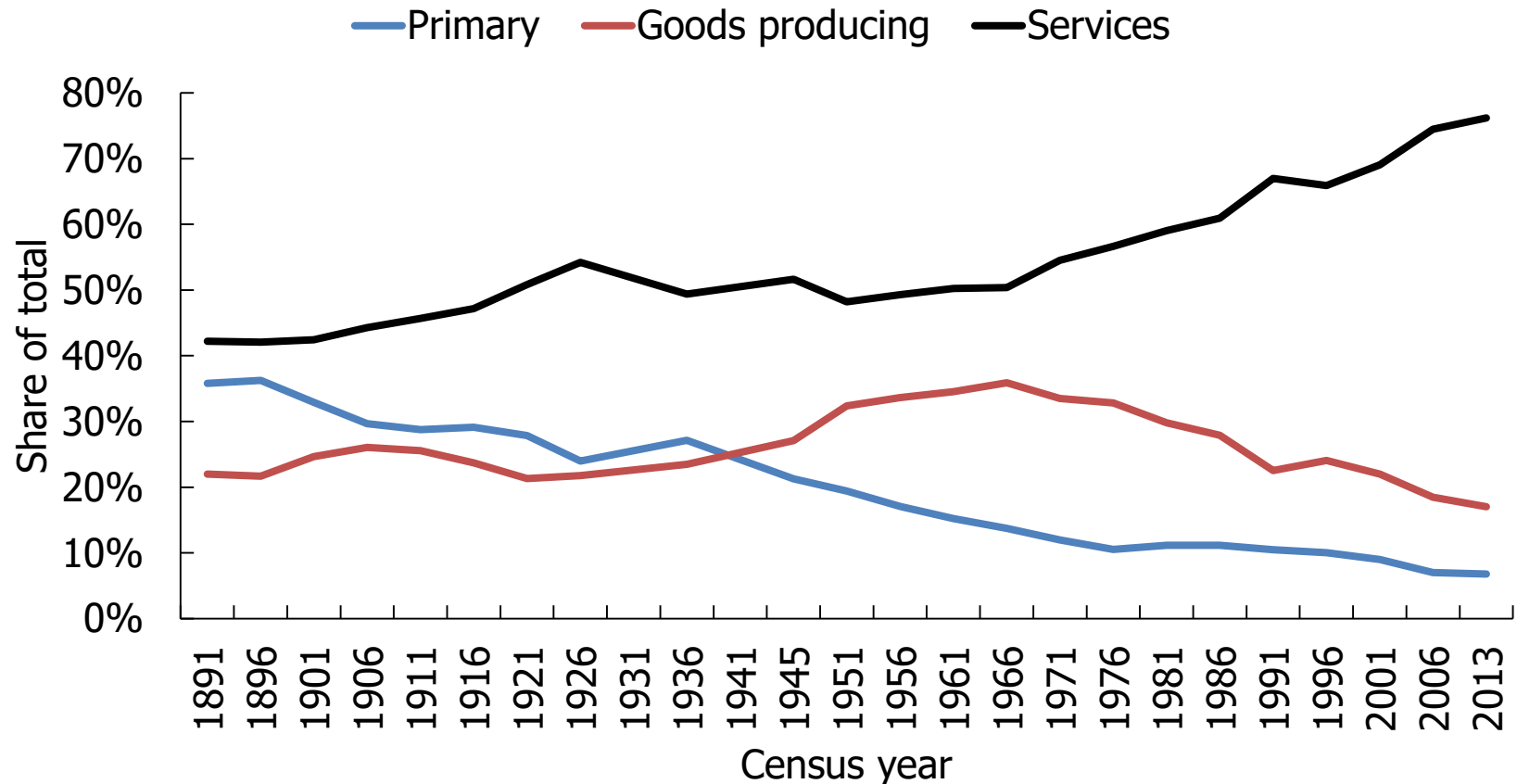


Northland v Auckland Skills and Jobs

SKILLS & JOBS	Northland	Auckland
Total employment	73,770	846,950
Employment rate	57.1	64.7
Unemployment rate	8.8	6.3
Labour force participation rate	62.7	69
% of 18 year olds obtaining minimum NCEA Level 2	76.7	82.3
NEET rate	17.7	10.4
% of 25–34 year olds with level 4 qualifications or higher	36.0	60.1
Skilled and highly skilled jobs as a share of total employment	56.0	60.7

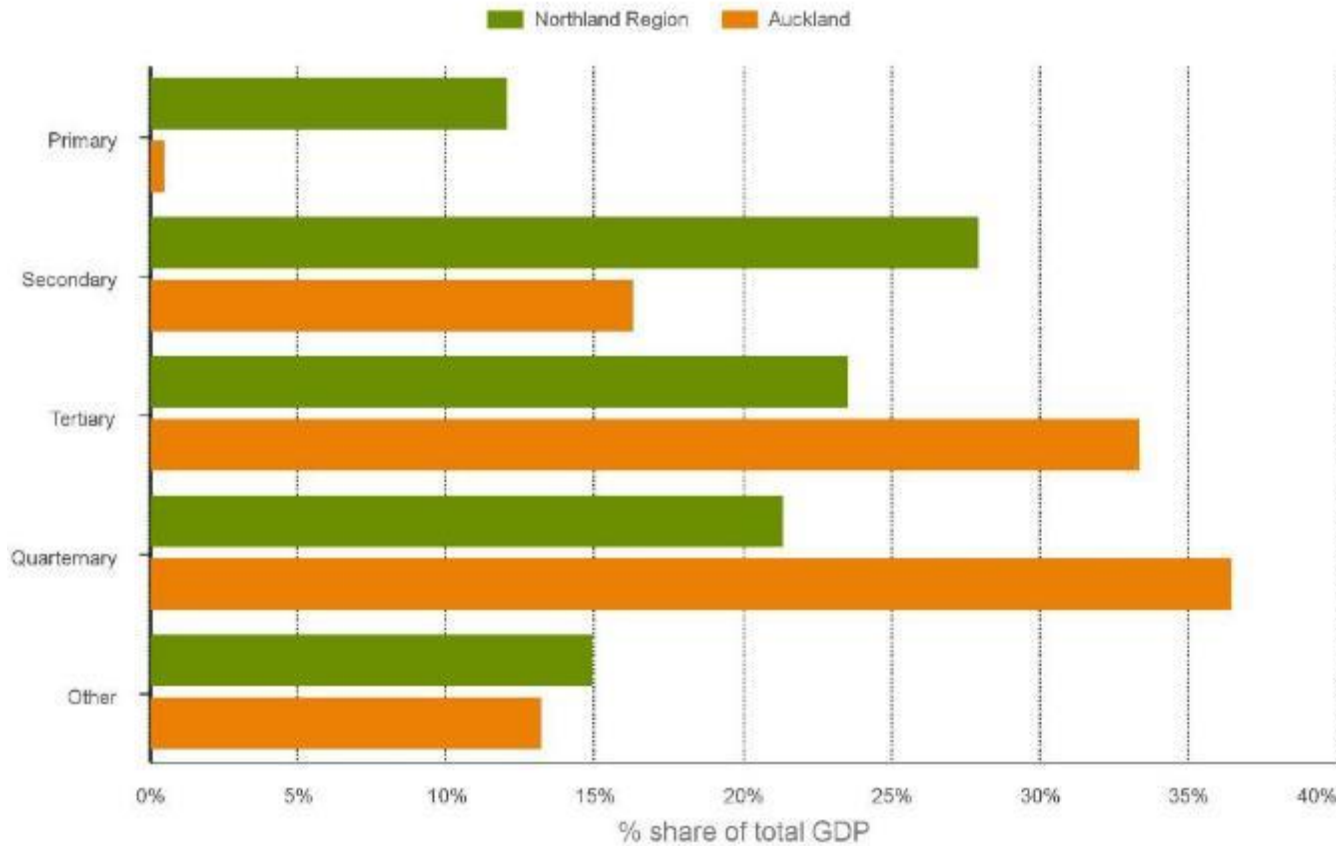
International and National trends: Increasing employment in service sector

Employment by industry sector



Northland v Auckland

Contribution to GDP by broad sector



Northland v Auckland

Human capital



BURNING MAN DANCE COMPANY

ARTIMUS

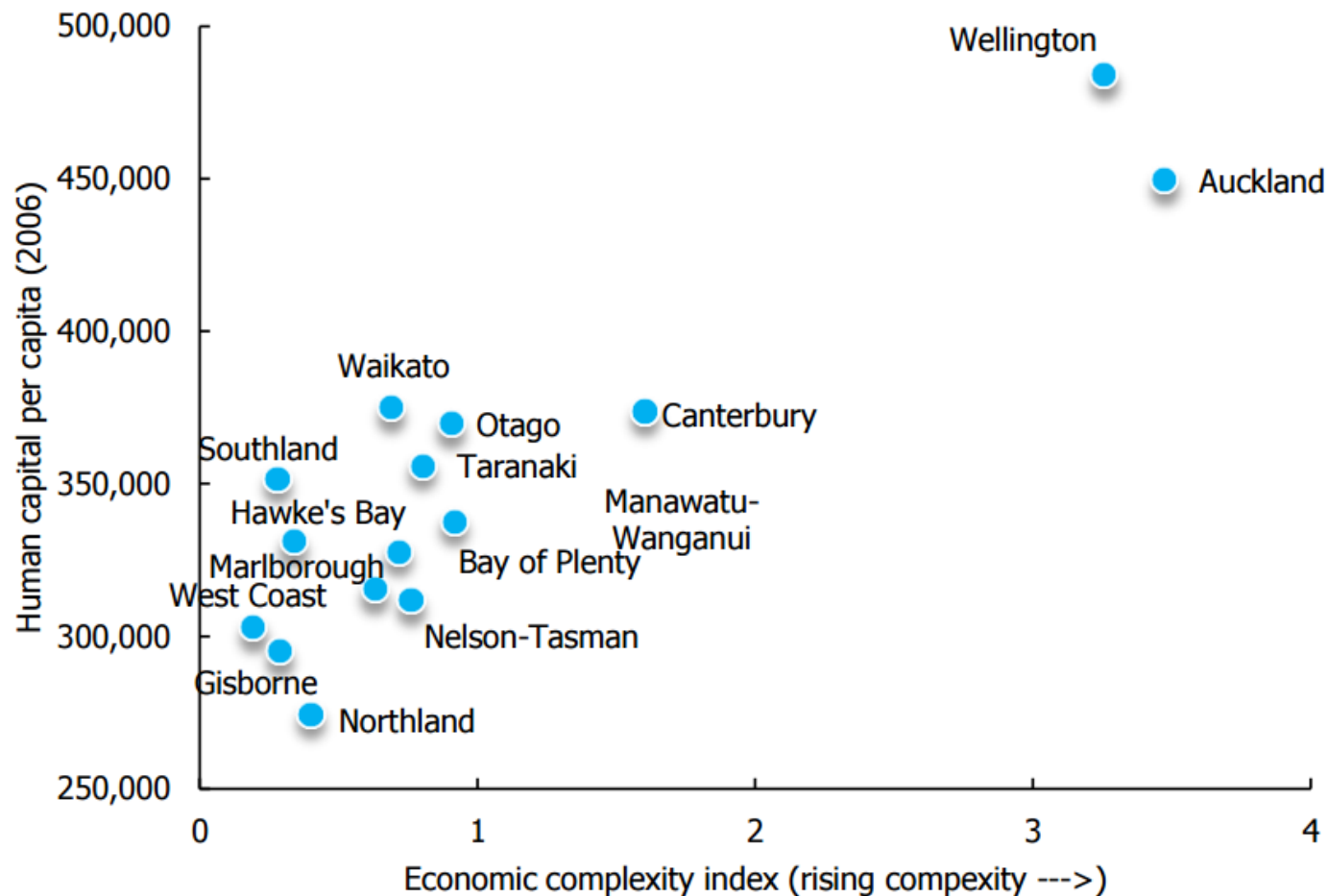
SKY CITY THEATRE

MAY 10TH & 11TH



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Human Capital



Northland Regional Research Institute?

- Market driven research activity low
 - Research assets minimal
 - Research intensity low (or not measured)
 - No regional innovation system
 - No globally significant research domains
- => Build it!

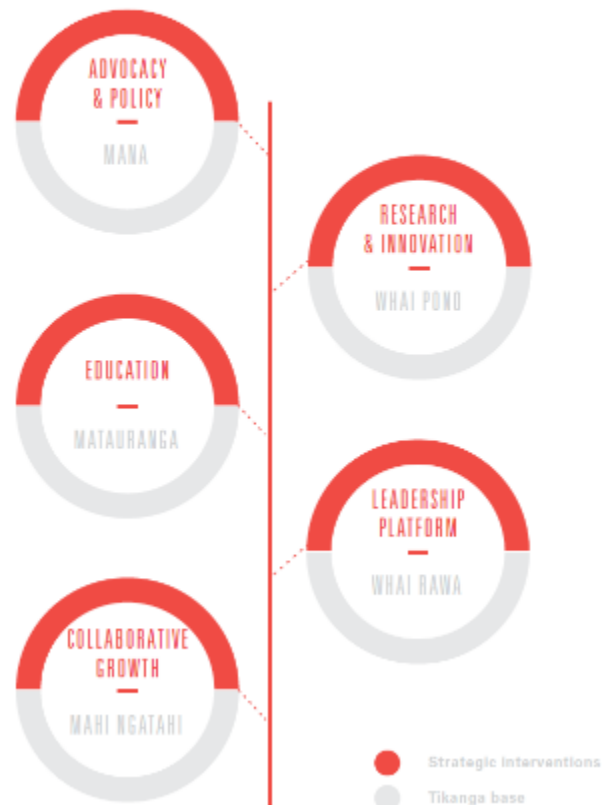
Regional Growth Study



TAI TOKERAU NORTHLAND
GROWTH STUDY
OPPORTUNITIES REPORT
FEBRUARY 2015

He Tangata, He Whenua, He Oranga

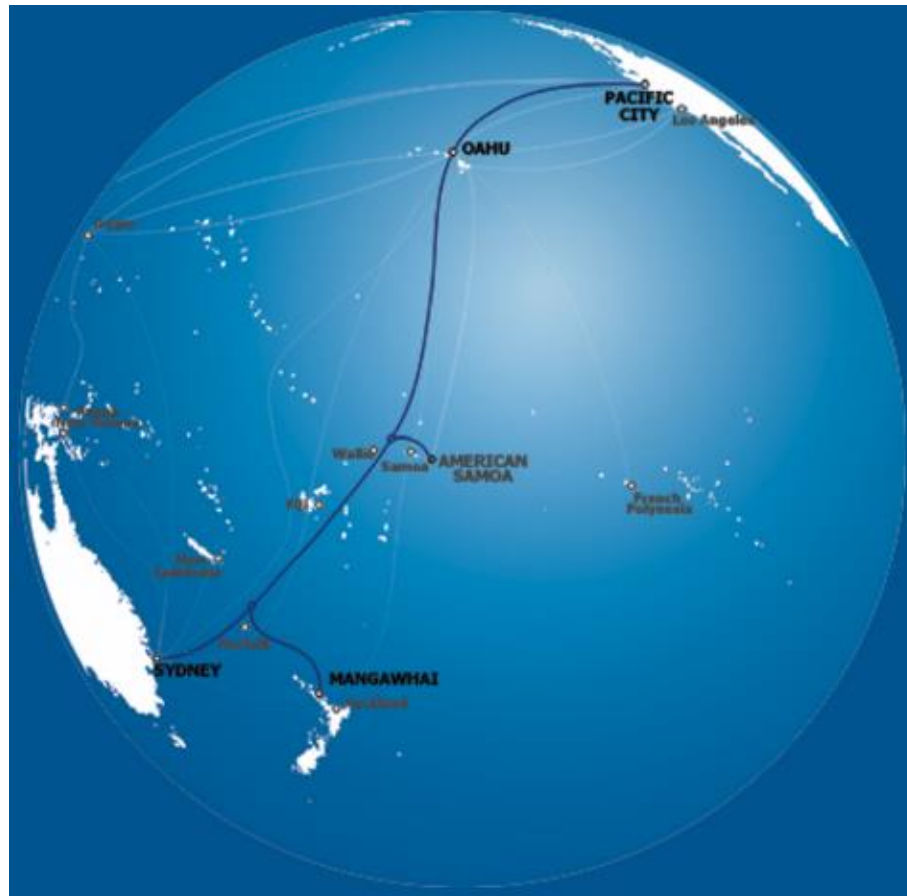
Tikanga Driven Growth



The Action Plan



Hawaiki Cable – Northland landing



Northport



Northport

Today	0-10 years	10 – 20 years	20 – 30 years
49ha site (33.6 ha reclamation)		Increase to 51 hs (reclamation, consented)	Increase to 76ha (reclamation)
570 linear metres berth length	Increase to 840lm (consented)	Increase to 1140ml	Increase to 1390lm
180ha port zoned land adjacent to Northport (owned by MMHL) available for future development			

Auckland – Northland:

Interconnectivity and mutually beneficial opportunities

- Proximity
 - 158km (Auckland CBD – Whangarei)
 - 1 hour from Northport to Silverdale (inland freight hub?)
- City-region with neighbouring Rural-region
- Transport and logistics
- Tourism and events
- Digital
- R&D e.g. bioactives, food, nutraceuticals
- Energy
- Immigration / migration
- Housing
- Export education

Auckland's role in the national and upper North Island economies

- Metro Report (2006)
 - Economic geography of Auckland
 - permission for Auckland to be New Zealand's CBD
 - One plan, one council, one mayor
 - Up its game; productivity, export, international connectedness, marketing NZ,
- NZs CBD
- NZs innovation hub
- Services – finance, professional, legal etc. But also digital and knowledge industries
- Adding value
- Improving Auckland's export orientation
- Sharing the love
- Thinking inter-regionally

Questions?



Data sources

- Regional Economic Activity Report 2015
- Statistics New Zealand
- Infometrics
- NZIER public discussion paper – regional economies