Tabled Papers

Bay Of Islands – Whangaroa Community Board

29 June 2016

- Russell Landcare Trust
- Dog Issue
- Roland's Wood
- Community Board Members Report
- Kawakawa Reserves & Domain Management Committee
- Annual Economic Profile – Bay Of Islands-Whangaroa Community
- Far North District Profile
- Statement of Proposal – Pou Herenga Tai – Twin Coast Cycle Trail Bylaw 2016

Russell Landcare Trust
C/o 13 Baker Street
Russell 0202

27 June 2016

Terry Greening
Chairperson
BOI-Whangaroa Community Board

Dear Terry,

Thank you for consulting the Russell community on FNDC's current dog control bylaws. Here are the thoughts of Russell Landcare Trust members.

The common concerns raised by our members centre on the problem of:
- Long Beach and the lack of clarity and understanding of restrictions there, not least by locals
- monitoring and enforcement,
- the large areas of DoC or Council reserve and esplanade lands that are grey areas in law.

Ensuring the rules are clear
Improve existing dog bylaw signage at all affected beaches with information about the impact of dogs on wildlife as well as the consequences of not complying with the bylaws.
As one of our members wrote:
"As a responsible dog owner who uses Long beach, I found the public notice at the beach very confusing. I thought one could exercise off least before 9am and after 6pm but I stand corrected. The area of beach beyond the turn around is popular with responsible and regular dog owners. Enforcing the bylaw would not be a popular job for a local volunteer - you would need extra, extra tact!"

Enforcement
A greater more visible and more frequent presence of dog rangers from the Council at Long Beach enforcing the current bylaws should go some way to addressing the current issues of dogs off leads in areas they shouldn't be.

The role of honorary dog control rangers similar to noise control officers should be explored.

In kiwi areas, designated kiwi/dog ranger position could be established; funding could come from kiwi organisations (eg Kiwis for kiwi), council

Public access to the Long Beach designated off-leash area
The off leash area is on the beach in front of the Edwards property which is subject to a possible change of ownership. If a new owner wants to restrict public access to the beach above MHWS where can Russell locals exercise their dogs at high tide? Council needs to consider this.

Conservation Lands (incl Reserves):
Dogs are prohibited on these reserves at all times, whether with or without leashes. This should be continued, regardless of any attempts by DOC to provide non-statutory exemptions.

Council Reserves:
None of the Council Reserves on the Russell Peninsula, even the highly protected Scenic Reserves at Pipiroa and Te Wahapu, are mentioned or restricted in the existing schedules. Because kiwi feed and breed in many of these reserves, it is recommended that the relevant ones are added to the schedule 2 of Leash-Only areas.

Designated wildlife zones
Waitata Beach and Tapeka Beach should be recognised as wildlife zones as dotterell do nest there more or less successfully. Waitata Beach needs better signage - we think Antonio would be supportive. Some of the signage would need to be where people access Waitata from Long Beach at low as well as high tide.
- It is not adequate, nor sufficiently unambiguous, to rely upon the final clause in the Prohibited Areas schedule which refers to Protected Wildlife Zones, which prohibits dogs in:
"All areas accessible lo the public that are noted by a recognised authority os being

areas where the New Zealand Dotterel, Banded Dotlerel, Brown Teal, Blue

Penguin or the North Island Brown Kiwi live or breed".

There is no certainty about the location or boundaries of such areas, so if the clause is retained, it should refer to the place in which such an updatable list is published. Otherwise on-site disputes will continue, despite the presence of signs at places such as the Okiato-Russell Walkway entrances. When the new bylaw is put forward Council should clearly signpost the relevant rules at the access points and boundaries of the controlled areas. Weka should also be added to this list.

Russell Landcare is fortunate to number a lawyer amongst our trustees so here's a legal opinion on the current bylaw:

1. There is a considerable problem with some of the drafting of the current bylaw. Basically as a bylaw creates offences, it should be very clear so that people can easily understand it and so that, when there is a breach of it, a lawyer is not going to be able to argue to a court that the clause alleged to be breached does not make sense.

Thus in the interpretation clause of the bylaw you will see that "Beach" is defined as "the area of shoreline above high water springs and any adjoining land in public ownership". There is no definition of the term High Water Springs and I suspect if you asked around you would get a variety of different answers even from those who thought they knew what it meant. However the schedule refers in the list of prohibited areas to Russell Beach (and for many other beaches) "to Mean High Water". Mean High Water is not defined. Is it intended to be the same as High Water Springs? Who knows? In any event if a by law has a prohibition it should be certain, clear and able easily to be determined by users

So what also does " adjoining land in public ownership" mean? Again the term or extent of this is not defined in the by law. There is a definition for "public place" in the bylaw. This refers to s.2 of the Dog Control Act and that section is pretty comprehensive so why try and introduce into a bylaw a different expression such as land in public ownership?

It would be much better if the bylaw used definitions which were also used in the Act. To meet these problems the general drafting of a new bylaw needs to be undertaken by an experienced lawyer.

2. The description of the prohibited area for Long Beach is too imprecise. The reference to

a "vehicle turn around zone" for instance. Also is it intended that the 9.00 a.m. to 6.00 p.m. restriction only applies on statutory holidays? That is how it reads to me. Again the drafting of these parts of the bylaw is less than clear.

3. Should Weka be added into the list of protected wildlife for a "protected wildlife zone"? Also are there other species that might be listed? All dogs are prohibited in areas which have been "noted" by a responsible authority as protected wildlife zones". What is meant by noted and how is this to be done? This should be made clear. (Why does not DoC note the whole of the Russell Peninsula as a protected wildlife zone for weka and kiwi and then all dogs would be prohibited from the whole of the Russell Peninsula). I have serious doubts that FNDC can lawfully enable DOC to establish no-go dog areas simply by noting them and may be at any time after the bylaw has been promulgated. Proper drafting in my opinion should ensure that the no-go areas are set out clearly in the by law when it is passed by FNDC.

Thank you for the opportunity to provide feedback on the dog bylaws, Terry. If you would like any more input please contact the Trust in writing to the address above, by email to merkenzie@gmail.com or phone me on 09 403 7756.

Yours sincerely

David McKenzie

Chairperson,
Russell Landcare Trust

dog issue

Christine aronson <advenmom@mac.com>

Tue 21/06/2016 4:02 a.m.

To:Terry Greening <Terry.Greening@fndc.govt.nz>;

Hello Terry,
thank you for alerting me to the upcoming discussion and hopeful revision of Council's dog laws.
I am currently traveling and therefore hope you can submit this letter to Council on my behalf; it would be greatly appreciated.

To the FNDC:
I have been a dog owner in Russell for the past 20 years and during that time have seen our community transform from one in which dogs were welcomed and encouraged to enjoy the Russell environs into a place in which dogs are severally restricted and often maligned as rampant threats to birds and tourists.

Dogs need exercise, the freedom to run and socialize where there is no traffic; what better place than a beach. There are very few places in Russell where dogs may run and play off lead. Long Beach is one of those places and while I understand and respect the restrictions in effect during the peak tourist times (end of Dec-end of Feb), it seems reasonable that all other times, our animals should be able to have the run of the whole beach, provided they are under control by their owners. That being said, "under control" does not necessarily be on lead. Further, the designated off lead area currently at the far end of Long Beach is privately owned and only by the graciousness of owner are dogs permitted to play there. Should that property sell, a new owner may ot be as generous.
Therefore, my request is that the " on lead" restrictions be limited to peak tourist times, rather than year round. and that all of our beaches be available to dogs and their owners any time other than the designated "Peak Tourist Times".

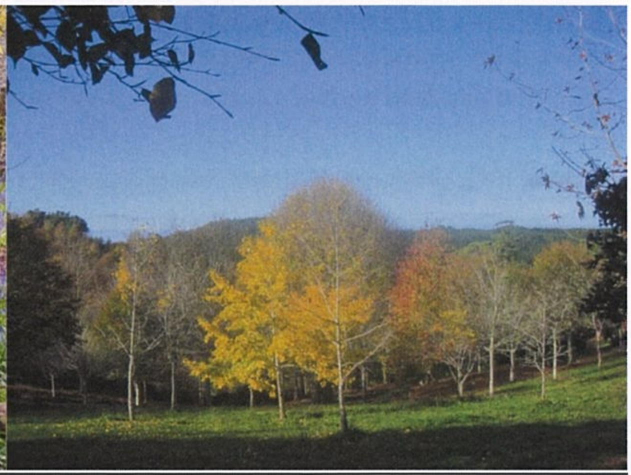
I have also recently become aware of a law stating that dogs (on or off lead) are not permitted in any public area during the major tourist times. Is this really true or am I hopefully mistaken? Surely, there is no ruling prohibiting someone walking a dog along the Strand between Christmas and the end of Feb, or stopping in at the 4Square to do a bit of shopping and leaving a dog outside the shop. Clarification regarding this would be welcome.

Thank you for your attention to my letter.

Cristine Aronson
15 Titore Way
Russell

10Ha Parkland for Kerikeri, Friends of Roland's Wood Charitable Trust

Community Board Background 29 June 2016

- Roland's Wood is a 4.5ha English Style Woodland and dog park 3kms from the center of Kerikeri that was gifted by Roland Samson to the FNDC and the community.
- The Friend's of Roland's Wood (FORW) is a voluntary organization now formalized as a charitable trust and has looked after the land with consultation from the council and utilizing the $200,000 of funds Roland also bequeathed to maintain & develop Roland's Wood, of which just over $100,000 remains.
- The FORW is currently negotiating with council formal transfer of the management of Roland's Wood with oversight from Council.

- The Woodland has approximately 30,000 repeat visitors per annum and in the famous Bluebell season can get 650 visitors on a given day. It is a heavily utilized community asset for dog owners where dogs can run off lead and also by walkers, gardeners, tourists and photographers.
- Originally the land was 10ha of which 5.4ha was bequeathed to his sister Lavender who has now passed away. This is the land we are looking to acquire from her estate.
- 25% of the woodland that people now think is Roland's Wood is actually on Lavender's land and will be lost to development if we don't acquire it.
- The current Woodland is heavily covenanted that doesn't allow the siting of sheds, water tanks, toilets or other facilities that would enable much more efficient management of the Woods. By acquiring the land we can have these facilities on the new land to service both.
- The current Woodland has parking for four vehicles and access is off the busy Inlet Road on a semi blind corner. We currently use the vacant lot for access for trucks and machinery off Heron Hill a quiet cul de sac and if we don't acquire this land we will also lose this vital access and the opportunity to create parking for a lot more vehicles and possibly coaches.

- By acquiring the land we will create a much bigger parkland with multi faceted community purpose. We will create a community area with the possibility of a children's adventure playground, an area for concerts and weddings and a native planted area with no dogs with walking tracks and encourage native flora & fauna and no dogs, with the possibility of a walking bridge across to the Waitangi forest. It will broaden the patronage of the parkland and be a substantial green space on the outskirts of Kerikeri for generations to come.

- We are a self funding model. We require circa $500,000 to acquire the land.

1. We have secured $250,000 of bridge financing for 2 years at 1%.
2. We have discussed with council that we utilize the remaining $100,000 of Roland's Trust money and we pledge to replenish in full within two years.
3. We have a pledge for $20,000 of donation if the amount is matched creating $40,000 in total. We are in discussion with Council in regards them matching this figure.
4. We have $10,000 of cash donations.
5. If we receive $30,000 from community board even if its spread over this financial year and the start of the next we and the pledge is matched, we will have a total of $80,000 of cash donations.
6. This leaves us only $70,000 short of our $500,000 target for acquisition and we are discussing options with various financiers including council to bridge finance this small amount.

- All financing including the RW Trust funds will be repaid in two years as we will develop four very sellable sections off the land. The land already has a resource consent for development which we will look to tweak. The same access to the sections off Heron Hill will be used for the new parking and access to the Parkland. So we will buy 5.4ha and retain approximately 75-80% of what we acquired for the community.
- We modeled the development conservatively and we fully repay all finance. Our optimistic model would put an additional $250,000 in the bank or could mean we only sell 3 sections not 4, but we will develop 4.
- Once we have acquired the land we can then apply to foundations such as Pub Charities, Next Foundation etc to assist with development costs, however we have factored in the full development cost into our model.
- As the new access & parking is also for the Woodland in trust to the FNDC we would expect council to contribute to some of the development cost, although again we have factored the full cost into our model.

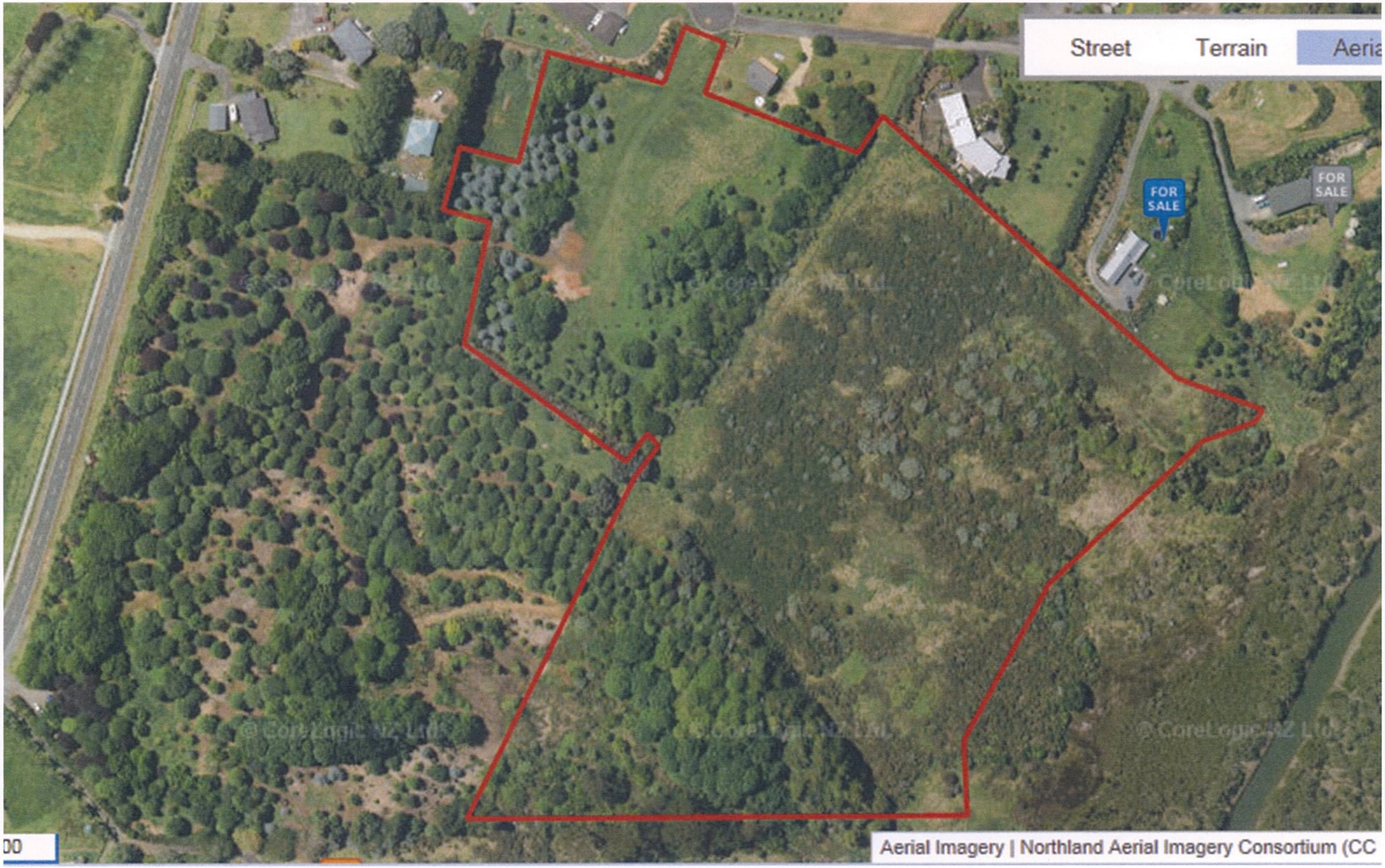
In summary we require the $80,000 of donations including the Community Board Funding to make this project work.

If we do not succeed in acquiring the land the granted funds can be returned or be used for the on-going maintenance of the current Woodland.

We are not just applying for this Community Board funding, but also support from the Community Board to sponsor our ambition through to Council in regards either bridge financing the small remaining balance we require, or matching the pledge as well as the development of the access and parking. In light of the magnitude of the asset we will be providing to the wider Kerikeri community we think this is the least the Council can do to support us and the community.

Roland's Wood is a very heavily patronized community asset already and without the land acquisition will become unsustainable to maintain and we will lose the opportunity to create a magical parkland for the community.

Questions?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COMMUNITY BOARD MEMBER'S REPORT.

Report to Community Board June 29th meeting

Florence Annison

Pop Up PLANNING at Paihia

Celebration at Russell Museum 60 years.

D.A.G. meeting.

Workshop Butler Centre

Parking ?

Kawakawa Reserves & Domain Management Committee

Chairman: Bernard Goodhue
Telephone: 404 1243

Secretary/Treasurer: Isobelle Cherrington
Telephone 404 1355

20th June 2016

Far North District Council
Private Bag
Kaikohe
Attention: Kaye Lethbridge

Dear Kaye

Re: Lease Agreements

As you are aware there are several Domains managed by the Kawakawa Domain Management Committee and as such we would like to be kept informed regarding any and all issues as they arise and are bought to the Council's attention.

Once Lease Agreements have been negotiated with the Far North District Council and subsequently signed by both parties, we would like to receive copies of these Agreements.
i. e. KK Bowling Club, H & J Shepherd and the United Kawakawa Rugby Football Club

Presently the Lease for the Kawakawa Bowling Club is under discussion and the Domain land being used by H & J Shepherd is up for Tender. Progress updates regarding the Tender Applications would be appreciated.

Thank you for your assistance.

Yours sincerely

I Cherrington

Isobelle Cherrington
Secretary

c.c. BOI Community Board

Address for Correspondence: 348 Paihia Road, R D 1, RUSSELL 0272 Telephone: 09 4041355

ANNUAL ECONOMIC PROFILE

Bay of Islands-Whangaroa Community

2015

Infometrics

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ECONOMY

The New Zealand economy grew by 3.6% over the year to March 2015. This rate of growth was the fastest in a decade, although there were signs by early 2015 that growth was starting to slow.

The construction industry made the biggest contribution to growth, with value-added lifting by 10.9% in the March 2015 year. Growth was underpinned by rebuilding activity in Christchurch and increasing residential construction in Auckland, but many other regions also recorded a lift in activity.

The agriculture, forestry, and fishing industry expanded by 8.1% despite a decline in forestry and logging activity. Agriculture's growth partly reflected the tail end of the dairy price boom in 2013/14, although other areas of agriculture such as sheep and beef farming and horticulture also performed strongly.

Many service-based industries recorded healthy growth in the March 2015 year, reflecting good business and consumer confidence conditions. The fastest growth was recorded by accommodation and food services (8.0%) and retail trade (5.1%), with activity in both industries also boosted by increased tourist numbers and spending.

How fast has Bay of Islands-Whangaroa Community's economy grown?

This section measures economic performance in Bay of Islands-Whangaroa Community during the year to March 2015 and previous years. All GDP estimates are measured in constant 2010 prices.

- GDP in Bay of Islands-Whangaroa Community measured $922m in the year to March 2015, up 6.4% from a year earlier. New Zealand's GDP increased by 3.6% over the same period.
- Economic growth in Bay of Islands-Whangaroa Community averaged 1.8%pa over the last 10 years compared with an average of 1.9%pa in the national economy.
- Growth in Bay of Islands-Whangaroa Community reached a high of 10.7% in 2004 and a low of -4.3% in 2009.
- Bay of Islands-Whangaroa Community accounted for 0.4% of national GDP in 2015.

Figure 1: GDP growth (year to Mar 2015)

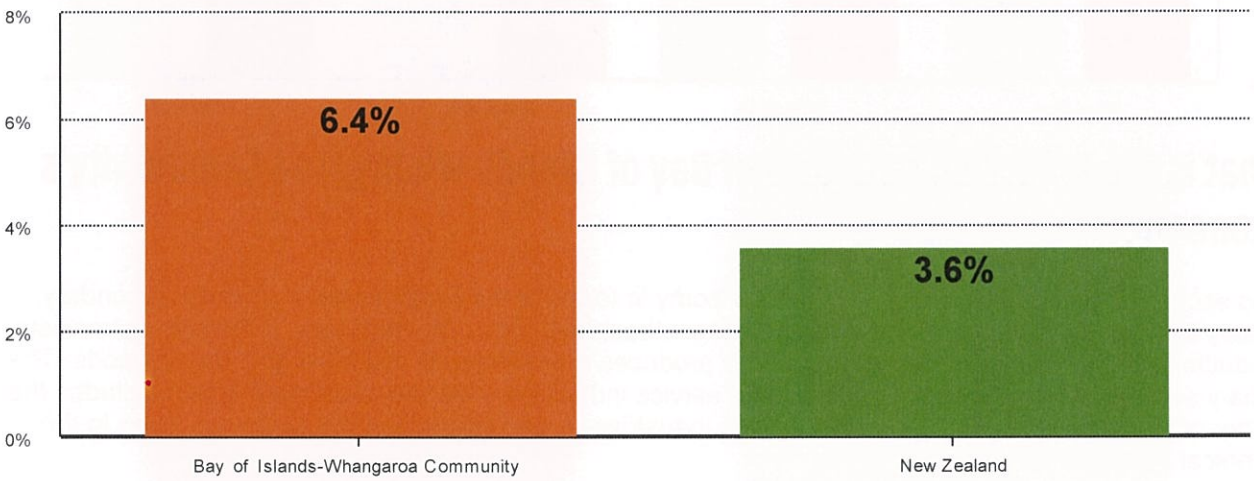
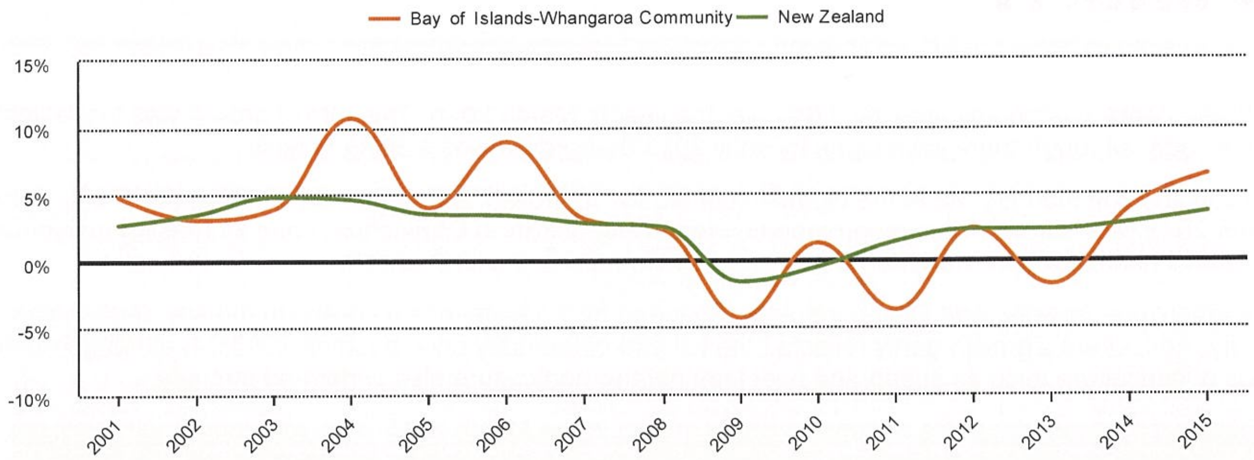
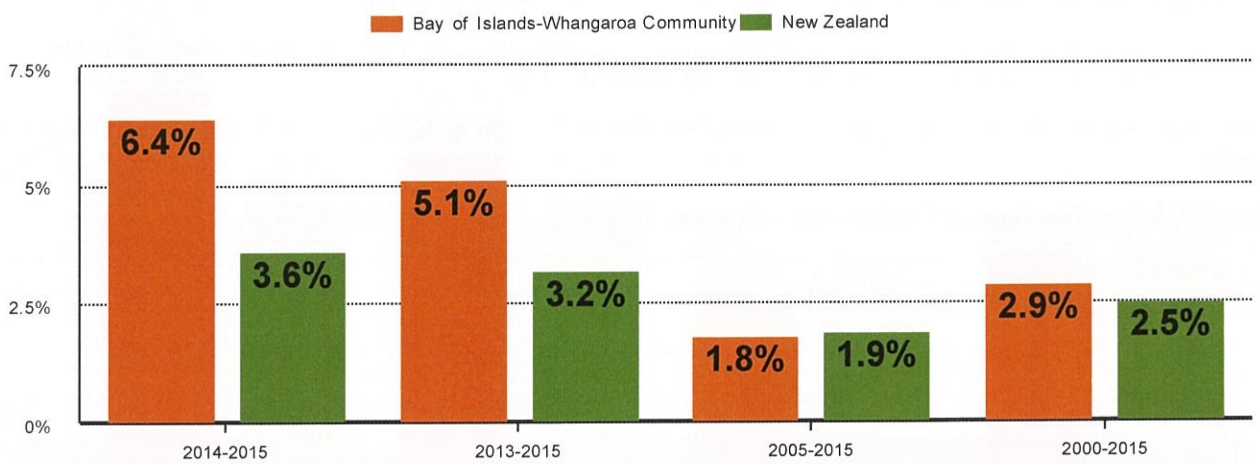


Figure 2: Annual average GDP growth (2000-2015)



Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Bay of Islands-Whangaroa Community	4.8%	3.1%	3.9%	10.7%	4.0%	8.9%	3.1%	2.3%	-4.3%	1.3%	-3.7%	2.4%	-1.8%	3.9%	6.4%
New Zealand	2.7%	3.5%	4.8%	4.6%	3.5%	3.4%	2.8%	2.5%	-1.6%	-0.5%	1.4%	2.3%	2.3%	2.8%	3.6%

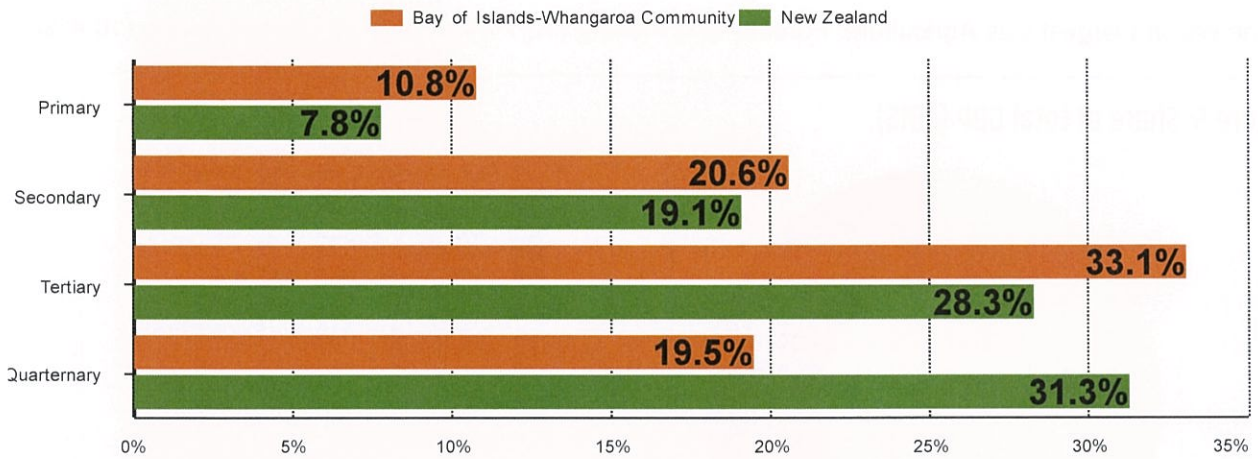
Figure 3: GDP growth over various time periods



What is the industrial structure of Bay of Islands-Whangaroa Community's economy?

This section describes the structure of the economy in terms of the broad sectors: primary, secondary, tertiary and quaternary. The primary sector makes direct use of natural resources. It extracts or harvests products from the earth. The secondary sector produces manufactured and other processed goods. The tertiary sector includes the lower value-adding service industries while the quaternary sector includes the higher value-adding, knowledge-based service industries. A full definition of the sectors is given in the technical appendix.

Figure 4: Share of total GDP (2015)



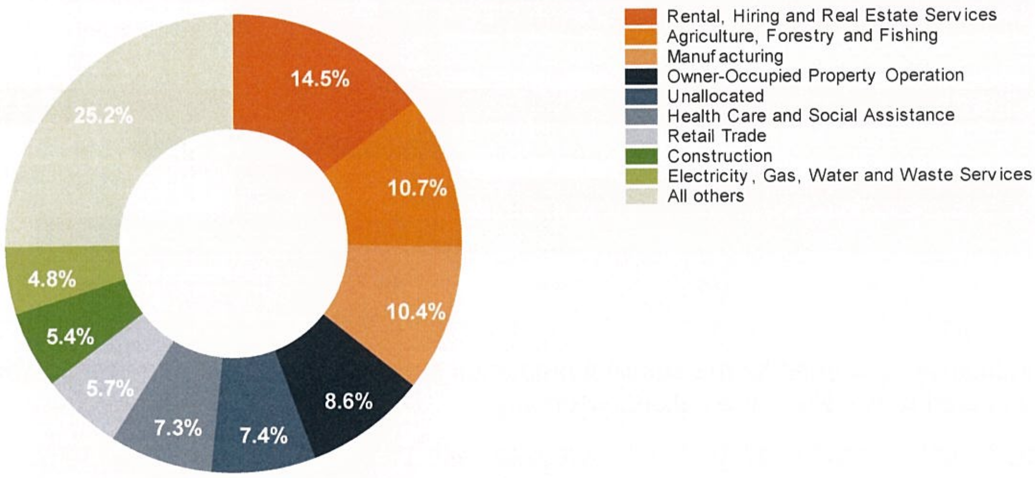
- Primary industries accounted for the smallest proportion in Bay of Islands-Whangaroa Community: 10.8% compared with 7.8% in the national economy.
- Secondary industries accounted for 20.6% compared with 19.1% in the national economy.
- Tertiary industries accounted for the largest proportion of GDP (33.1%) in Bay of Islands-Whangaroa Community, which is higher than in the national economy (28.3%).
- Quarternary industries accounted for 19.5% compared with 31.3% in the national economy.

Table 1: GDP by 1-digit industry (2015)

	Bay of Islands-Whangaroa Community		New Zealand	
Industry	Level	Share of total	Level	Share of total
Agriculture, Forestry and Fishing	$98.7m	10.7%	$13,391m	6.1%
Mining	$1.04m	0.1%	$3,766m	1.7%
Manufacturing	$95.6m	10.4%	$22,360m	10.2%
Electricity, Gas, Water and Waste Services	$44.3m	4.8%	$6,436m	2.9%
Construction	$50.2m	5.4%	$13,239m	6.0%
Wholesale Trade	$15.0m	1.6%	$11,551m	5.3%
Retail Trade	$52.7m	5.7%	$10,056m	4.6%
Accommodation and Food Services	$37.4m	4.1%	$4,503m	2.1%
Transport, Postal and Warehousing	$30.7m	3.3%	$8,993m	4.1%
Information Media and Telecommunications	$3.99m	0.4%	$6,891m	3.1%
Financial and Insurance Services	$18.0m	1.9%	$12,887m	5.9%
Rental, Hiring and Real Estate Services	$134m	14.6%	$15,641m	7.1%
Professional, Scientific and Technical Services	$37.1m	4.0%	$16,858m	7.7%
Administrative and Support Services	$16.3m	1.8%	$4,503m	2.1%
Public Administration and Safety	$15.7m	1.7%	$9,410m	4.3%
Education and Training	$38.2m	4.1%	$9,338m	4.3%
Health Care and Social Assistance	$67.3m	7.3%	$13,433m	6.1%
Arts and Recreation Services	$9.62m	1.0%	$3,065m	1.4%
Other Services	$9.18m	1.0%	$3,884m	1.8%
Owner-Occupied Property Operation	$79.4m	8.6%	$13,200m	6.0%
Unallocated	$67.7m	7.3%	$16,124m	7.3%
Total	$922m	100%	$219,529m	100%

- Among broad industries Rental, Hiring and Real Estate Services was the largest in Bay of Islands-Whangaroa Community in 2015 accounting for 14.6% of total.
- The second largest was Agriculture, Forestry and Fishing (10.7%) followed by Manufacturing (10.4%)

Figure 5: Share of total GDP (2015)



The table on the following page shows 54 industries ranked according to their contribution to GDP. These industry categories are used by Statistics New Zealand in the national accounts. They are a mix of various levels of industries on the ANZSIC-06 classification. Further information about the industrial classification is given in the Technical Notes at the end of the document.

- Among detailed industries Property Operators & Real Estate Services was the largest in Bay of Islands-Whangaroa Community in 2015 accounting for 13.8% of total.
- The second largest was Health Care & Social Assistance (7.3%) followed by Electricity & Gas Supply (4.7%)

Table 2: GDP by 54 industries (2015)

	Bay of Islands-Whangaroa Community		New Zealand	
Industry	Level	Share of total	Level	Share of total
Horticulture & Fruit Growing	$19.8m	2.2%	$1,199m	0.5%
Sheep, Beef Cattle & Grain Farming	$23.1m	2.5%	$2,901m	1.3%
Dairy Cattle Farming	$30.9m	3.4%	$5,756m	2.6%
Poultry, Deer & Other Livestock Farming	$3.32m	0.4%	$334m	0.2%
Forestry & Logging	$1.64m	0.2%	$1,430m	0.7%
Fishing & Aquaculture	$4.66m	0.5%	$316m	0.1%
Agric Support Services & Hunting	$15.2m	1.6%	$1,455m	0.7%
Mining	$1.04m	0.1%	$3,766m	1.7%
Meat & Meat Product Manufacturing	$22.5m	2.4%	$1,767m	0.8%
Seafood Processing	$2.78m	0.3%	$415m	0.2%
Dairy Product Manufacturing	$1.23m	0.1%	$1,228m	0.6%
Fruit, Cereal & Other Food Product Manu	$6.08m	0.7%	$1,991m	0.9%
Beverage & Tobacco Product Manu	$11.9m	1.3%	$1,924m	0.9%
Textile, Leather, Clothing, Footwear Manu	$1.60m	0.2%	$611m	0.3%
Wood Product Manufacturing	$14.3m	1.5%	$1,341m	0.6%
Pulp & Paper Product Manufacturing	$0.00m	0.0%	$689m	0.3%
Printing	$0.60m	0.1%	$649m	0.3%
Petroleum & Coal Product Manufacturing	$0.00m	0.0%	$1,079m	0.5%
Basic Chemical & Chemical Product Manu	$5.33m	0.6%	$1,285m	0.6%
Polymer Product & Rubber Product Manu	$4.20m	0.5%	$1,299m	0.6%
Non-Metallic Mineral Product Manu	$2.97m	0.3%	$1,068m	0.5%
Primary Metal & Metal Product Manu	$0.00m	0.0%	$621m	0.3%
Fabricated Metal Product Manufacturing	$4.69m	0.5%	$1,885m	0.9%
Transport Equipment Manufacturing	$7.00m	0.8%	$1,071m	0.5%
Machinery & Other Equipment Manu	$7.61m	0.8%	$2,804m	1.3%
Furniture & Other Manufacturing	$2.83m	0.3%	$632m	0.3%
Electricity & Gas Supply	$43.2m	4.7%	$5,390m	2.5%
Water, Sewerage & Waste Services	$1.13m	0.1%	$1,046m	0.5%
Building Construction	$12.0m	1.3%	$2,656m	1.2%
Heavy & Civil Engineering Construction	$8.35m	0.9%	$3,926m	1.8%
Construction Services	$29.9m	3.2%	$6,657m	3.0%
Wholesale Trade	$15.0m	1.6%	$11,551m	5.3%
Motor Vehicle, Parts & Fuel Retailing	$6.09m	0.7%	$1,438m	0.7%
Supermarket & Specialised Food Retailing	$18.0m	1.9%	$2,909m	1.3%
Other Store & Non Store Retailing	$28.6m	3.1%	$5,709m	2.6%
Accommodation & Food Services	$37.4m	4.1%	$4,503m	2.1%
Road Transport	$8.90m	1.0%	$3,087m	1.4%
Rail, Water, Air & Other Transport	$15.6m	1.7%	$1,888m	0.9%
Postal, Courier & Warehousing Services	$6.18m	0.7%	$4,018m	1.8%
Information Media Services	$1.10m	0.1%	$1,925m	0.9%
Telecomms, Internet & Library Services	$2.89m	0.3%	$4,966m	2.3%
Finance	$14.7m	1.6%	$8,480m	3.9%
Insurance & Superannuation Funds	$0.00m	0.0%	$2,441m	1.1%
Auxiliary Finance & Insurance Services	$3.32m	0.4%	$1,966m	0.9%
Rental & Hiring Services	$7.28m	0.8%	$2,531m	1.2%
Property Operators & Real Estate Services	$127m	13.8%	$13,110m	6.0%
Professional, Scientific & Tech Services	$37.1m	4.0%	$16,858m	7.7%
Administrative & Support Services	$16.3m	1.8%	$4,503m	2.1%
Local Government Administration	$0.67m	0.1%	$1,121m	0.5%
Central Gov Admin, Defence & Safety	$15.1m	1.6%	$8,289m	3.8%
Education & Training	$38.2m	4.1%	$9,338m	4.3%
Health Care & Social Assistance	$67.3m	7.3%	$13,433m	6.1%
Arts & Recreation Services	$9.62m	1.0%	$3,065m	1.4%
Other Services	$9.18m	1.0%	$3,884m	1.8%
Owner-Occupied Property Operation	$79.4m	8.6%	$13,200m	6.0%
Unallocated	$67.7m	7.3%	$16,124m	7.3%
Total	$922m	100%	$219,529m	100%

Which broad industries made the largest contribution to economic growth?

Although an industry may be growing rapidly, if it is small relative to a region's total economy its contribution to overall GDP growth may also be small. This section therefore investigates which broad industries made the largest contribution to the overall growth of Bay of Islands-Whangaroa Community's economy taking into account their relative sizes.

- Agriculture, Forestry and Fishing made the largest contribution to overall growth in Bay of Islands-Whangaroa Community between 2014 and 2015. The industry grew by 21% over the year and contributed 1.98 percentage points to the district's total growth of 6.4%.
- The next largest contributor was rental, hiring and real estate services (1.20 percentage points) followed by manufacturing (0.89 percentage points).
- The largest detractor from growth over the year was Wholesale Trade which declined by 12% and contributed -0.23 percentage points to the total growth of 6.4%. Transport, Postal and Warehousing (-0.22 percentage points) was the next largest detractor.

Table 3: 1-digit industries ranked by % point contribution to GDP growth

Industry	2014	2015	% point contribution to growth	Annual Growth
Agriculture, Forestry and Fishing	81.5	98.7	2.0%	21.1%
Rental, Hiring and Real Estate Services	123.8	134.2	1.2%	8.4%
Manufacturing	87.8	95.6	0.9%	8.8%
Electricity, Gas, Water and Waste Services	37.8	44.3	0.7%	17.0%
Construction	45.2	50.2	0.6%	11.0%
Accommodation and Food Services	34.1	37.4	0.4%	9.7%
Retail Trade	51.2	52.7	0.2%	2.8%
Information Media and Telecommunications	2.6	4.0	0.2%	53.3%
Financial and Insurance Services	17.4	18.0	0.1%	3.1%
Administrative and Support Services	15.8	16.3	0.1%	2.9%
Public Administration and Safety	15.4	15.7	0.0%	2.3%
Health Care and Social Assistance	67.0	67.3	0.0%	0.5%
Education and Training	38.4	38.2	0.0%	-0.6%
Mining	1.4	1.0	0.0%	-23.5%
Other Services	9.6	9.2	0.0%	-4.1%
Professional, Scientific and Technical Services	37.6	37.1	-0.1%	-1.4%
Arts and Recreation Services	10.2	9.6	-0.1%	-5.6%
Transport, Postal and Warehousing	32.6	30.7	-0.2%	-5.7%
Wholesale Trade	17.0	15.0	-0.2%	-11.6%
Owner-Occupied Property Operation	77.0	79.4	0.3%	3.1%
Unallocated	63.5	67.7	0.5%	6.5%
Total	867	922	6.4%	6.4%

Which detailed industries made the largest contribution to economic growth?

The following table shows a ranking of the detailed industries by their contribution to economic growth over the past year.

- Property Operators & Real Estate Services made the largest contribution to overall growth in Bay of Islands-Whangaroa Community between 2014 and 2015. The industry grew by 11% over the year and contributed 1.47 percentage points to the district's total growth of 6.4%.
- The next largest contributor was electricity & gas supply (0.90 percentage points) followed by agric support services & hunting (0.82 percentage points).
- The largest detractor from growth over the year was Postal, Courier & Warehousing Services which declined by 32% and contributed -0.33 percentage points to the total growth of 6.4%. Textile, Leather, Clothing, Footwear Manu (-0.31 percentage points) was the next largest detractor.

Table 4: 54 industries ranked by percentage point contribution to growth

Industry	2014	2015	% point contribution to growth	Annual Growth
Property Operators & Real Estate Services	114.2	127.0	1.5%	11.2%
Electricity & Gas Supply	35.3	43.2	0.9%	22.2%
Agric Support Services & Hunting	8.1	15.2	0.8%	87.7%
Horticulture & Fruit Growing	15.1	19.8	0.5%	31.2%
Construction Services	26.5	29.9	0.4%	12.7%
Accommodation & Food Services	34.1	37.4	0.4%	9.7%
Heavy & Civil Engineering Construction	5.9	8.4	0.3%	42.1%
Dairy Cattle Farming	28.8	30.9	0.3%	7.5%
Seafood Processing	0.9	2.8	0.2%	220.9%
Machinery & Other Equipment Manu	5.9	7.6	0.2%	28.7%
Supermarket & Specialised Food Retailing	16.3	18.0	0.2%	10.0%
Wood Product Manufacturing	12.7	14.3	0.2%	12.1%
Beverage & Tobacco Product Manu	10.4	11.9	0.2%	14.0%
Meat & Meat Product Manufacturing	21.1	22.5	0.2%	6.6%
Sheep, Beef Cattle & Grain Farming	21.8	23.1	0.2%	6.1%
Telecomms, Internet & Library Services	1.6	2.9	0.2%	86.3%
Road Transport	7.8	8.9	0.1%	14.4%
Transport Equipment Manufacturing	6.0	7.0	0.1%	16.7%
Poultry, Deer & Other Livestock Farming	2.4	3.3	0.1%	37.2%
Polymer Product & Rubber Product Manu	3.3	4.2	0.1%	27.3%
Fruit, Cereal & Other Food Product Manu	5.3	6.1	0.1%	14.1%
Fishing & Aquaculture	4.1	4.7	0.1%	14.5%
Finance	14.1	14.7	0.1%	3.7%
Fabricated Metal Product Manufacturing	4.2	4.7	0.1%	12.1%
Administrative & Support Services	15.8	16.3	0.1%	2.9%
Forestry & Logging	1.3	1.6	0.0%	31.4%
Furniture & Other Manufacturing	2.5	2.8	0.0%	13.0%
Health Care & Social Assistance	67.0	67.3	0.0%	0.5%
Printing	0.4	0.6	0.0%	66.7%
Central Gov Admin, Defence & Safety	14.8	15.1	0.0%	1.5%
Motor Vehicle, Parts & Fuel Retailing	5.9	6.1	0.0%	2.4%
Local Government Administration	0.6	0.7	0.0%	22.3%
Information Media Services	1.1	1.1	0.0%	4.8%
Auxiliary Finance & Insurance Services	3.3	3.3	0.0%	0.5%
Pulp & Paper Product Manufacturing	0.0	0.0	0.0%	-
Petroleum & Coal Product Manufacturing	0.0	0.0	0.0%	-
Primary Metal & Metal Product Manu	0.0	0.0	0.0%	-
Insurance & Superannuation Funds	0.0	0.0	0.0%	-
Rail, Water, Air & Other Transport	15.7	15.6	0.0%	-0.7%
Education & Training	38.4	38.2	0.0%	-0.6%
Mining	1.4	1.0	0.0%	-23.5%
Other Store & Non Store Retailing	29.0	28.6	0.0%	-1.2%
Dairy Product Manufacturing	1.6	1.2	0.0%	-23.4%
Non-Metallic Mineral Product Manu	3.4	3.0	0.0%	-11.6%
Other Services	9.6	9.2	0.0%	-4.1%
Professional, Scientific & Tech Services	37.6	37.1	-0.1%	-1.4%
Basic Chemical & Chemical Product Manu	5.9	5.3	-0.1%	-9.4%
Arts & Recreation Services	10.2	9.6	-0.1%	-5.6%
Building Construction	12.9	12.0	-0.1%	-6.8%
Water, Sewerage & Waste Services	2.5	1.1	-0.2%	-55.4%
Wholesale Trade	17.0	15.0	-0.2%	-11.6%
Rental & Hiring Services	9.6	7.3	-0.3%	-24.4%
Textile, Leather, Clothing, Footwear Manu	4.3	1.6	-0.3%	-62.8%
Postal, Courier & Warehousing Services	9.1	6.2	-0.3%	-31.8%
Owner-Occupied Property Operation	77.0	79.4	0.3%	3.1%
Unallocated	63.5	67.7	0.5%	6.5%
Total	867	922	6.4%	6.4%

In which industries does Bay of Islands-Whangaroa Community have a comparative advantage?

A high concentration of certain industries in a region may be indicative of that region having a comparative advantage in those industries. This may be due to its natural endowments, location, skills of its labour force or other reasons. The location quotient indicates in which industries a region has comparative advantage. A region has a location quotient larger (smaller) than one when the share of that industry in the regional economy is greater (less) than the share of the same industry in the national economy.

The following table shows a ranking of 54 industries by their location quotients.

- The industries in which Bay of Islands-Whangaroa Community has the largest comparative advantages are Horticulture & Fruit Growing (location quotient = 3.9), Fishing & Aquaculture (3.5), and Meat & Meat Product Manufacturing (3.0).

Table 5: Location Quotient 2015

Industry	Bay of Islands-Whangaroa Community		New Zealand
	Location Quotient	Share of total GDP	Share of total GDP
Horticulture & Fruit Growing	3.9	2.2%	0.5%
Fishing & Aquaculture	3.5	0.5%	0.1%
Meat & Meat Product Manufacturing	3.0	2.4%	0.8%
Wood Product Manufacturing	2.5	1.5%	0.6%
Agric Support Services & Hunting	2.5	1.6%	0.7%
Poultry, Deer & Other Livestock Farming	2.4	0.4%	0.2%
Property Operators & Real Estate Services	2.3	13.8%	6.0%
Accommodation & Food Services	2.0	4.1%	2.1%
Rail, Water, Air & Other Transport	2.0	1.7%	0.9%
Electricity & Gas Supply	1.9	4.7%	2.5%
Sheep, Beef Cattle & Grain Farming	1.9	2.5%	1.3%
Seafood Processing	1.6	0.3%	0.2%
Transport Equipment Manufacturing	1.6	0.8%	0.5%
Supermarket & Specialised Food Retailing	1.5	1.9%	1.3%
Beverage & Tobacco Product Manu	1.5	1.3%	0.9%
Dairy Cattle Farming	1.3	3.4%	2.6%
Other Store & Non Store Retailing	1.2	3.1%	2.6%
Health Care & Social Assistance	1.2	7.3%	6.1%
Building Construction	1.1	1.3%	1.2%
Construction Services	1.1	3.2%	3.0%
Furniture & Other Manufacturing	1.1	0.3%	0.3%
Motor Vehicle, Parts & Fuel Retailing	1.0	0.7%	0.7%
Basic Chemical & Chemical Product Manu	1.0	0.6%	0.6%
Education & Training	1.0	4.1%	4.3%
Administrative & Support Services	0.9	1.8%	2.1%
Polymer Product & Rubber Product Manu	0.8	0.5%	0.6%
Arts & Recreation Services	0.7	1.0%	1.4%
Fruit, Cereal & Other Food Product Manu	0.7	0.7%	0.9%
Road Transport	0.7	1.0%	1.4%
Rental & Hiring Services	0.7	0.8%	1.2%
Non-Metallic Mineral Product Manu	0.7	0.3%	0.5%
Machinery & Other Equipment Manu	0.6	0.8%	1.3%
Textile, Leather, Clothing, Footwear Manu	0.6	0.2%	0.3%
Fabricated Metal Product Manufacturing	0.6	0.5%	0.9%
Other Services	0.6	1.0%	1.8%
Professional, Scientific & Tech Services	0.5	4.0%	7.7%
Heavy & Civil Engineering Construction	0.5	0.9%	1.8%
Central Gov Admin, Defence & Safety	0.4	1.6%	3.8%
Finance	0.4	1.6%	3.9%
Auxiliary Finance & Insurance Services	0.4	0.4%	0.9%
Postal, Courier & Warehousing Services	0.4	0.7%	1.8%
Wholesale Trade	0.3	1.6%	5.3%
Forestry & Logging	0.3	0.2%	0.7%
Water, Sewerage & Waste Services	0.3	0.1%	0.5%
Dairy Product Manufacturing	0.2	0.1%	0.6%
Printing	0.2	0.1%	0.3%
Local Government Administration	0.1	0.1%	0.5%
Telecomms, Internet & Library Services	0.1	0.3%	2.3%
Information Media Services	0.1	0.1%	0.9%
Mining	0.1	0.1%	1.7%
Pulp & Paper Product Manufacturing	0.0	0.0%	0.3%
Petroleum & Coal Product Manufacturing	0.0	0.0%	0.5%
Primary Metal & Metal Product Manu	0.0	0.0%	0.3%
Insurance & Superannuation Funds	0.0	0.0%	1.1%

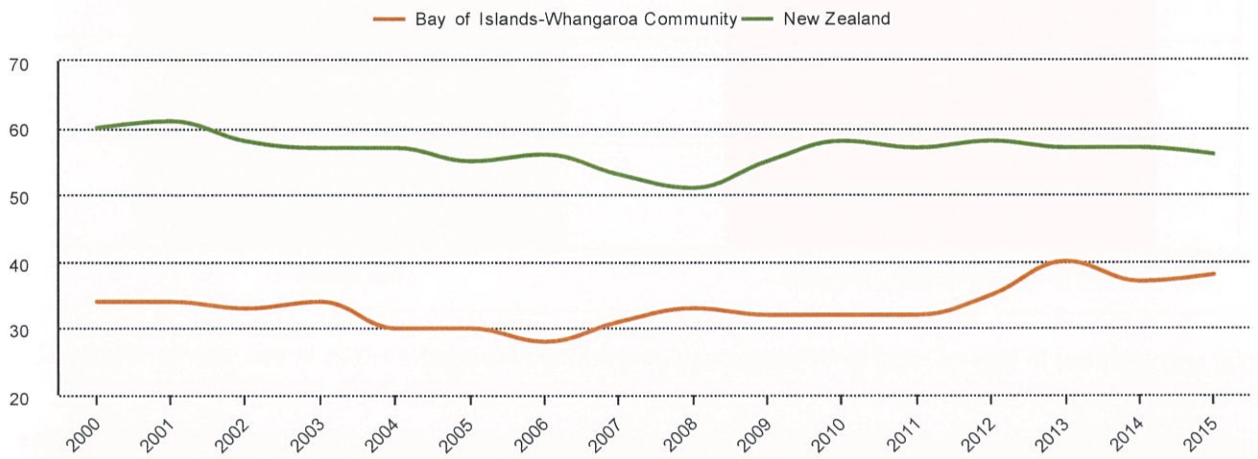
How diversified is Bay of Islands-Whangaroa Community's economy?

The more concentrated a region's economy is in a few industries the more vulnerable it is to adverse events such as climatic conditions and commodity price fluctuations. This section presents the Herfindahl-Hirschman Index (HHI) which measures the level of diversification of Bay of Islands-Whangaroa Community's economy. An index of 0 represents a diversified economy with economic activity evenly spread across all industries. The higher the index the more concentrated economic activity is in a few industries.

The HHI Index for New Zealand is measured as the average HHI across all 66 territorial authorities.

- Bay of Islands-Whangaroa Community had a standardised HHI of 38.5 in 2015.
- Since 2000 Bay of Islands-Whangaroa Community's HHI has increased from 33.9 indicating a decrease in industrial diversity. During the same period New Zealand's economy has become more diversified with the HHI decreasing from 60.5 to 56.1.

Figure 6: HHI Index in Bay of Islands-Whangaroa Community and New Zealand (2000 - 2015)



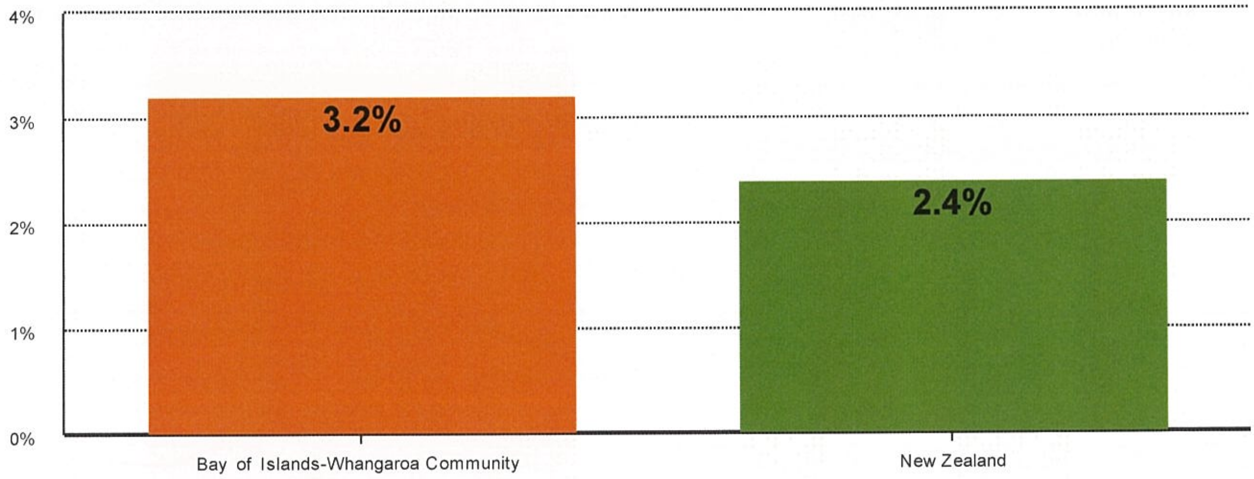
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Bay of Islands-Whangaroa Community	33.9	33.7	32.9	34.1	30.3	29.6	28.0	31.5	32.7	31.9	31.6	31.6	35.1	40.2	37.2	38.5
New Zealand	60.5	61.4	57.8	57.0	57.1	55.4	55.6	53.4	50.9	55.5	58.3	56.5	57.5	56.7	57.2	56.1

EMPLOYMENT

How fast has employment grown in Bay of Islands-Whangaroa Community?

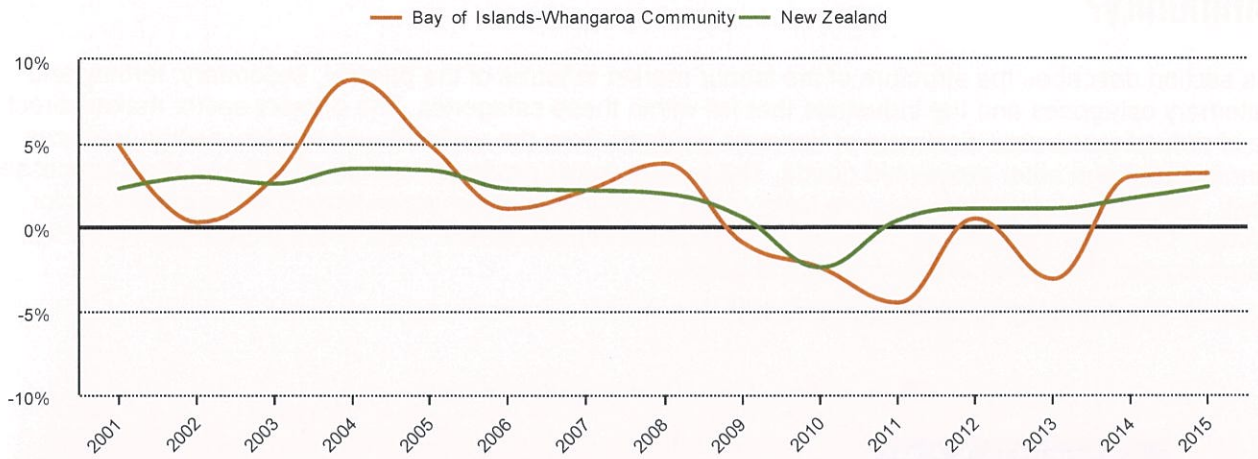
Employment growth provides new opportunities for the region's population to earn income and contribute to the region's economy. This section contrasts Bay of Islands-Whangaroa Community's recent performance in creating jobs with other regions in the country.

Figure 7: Employment growth (year to Mar 2015)



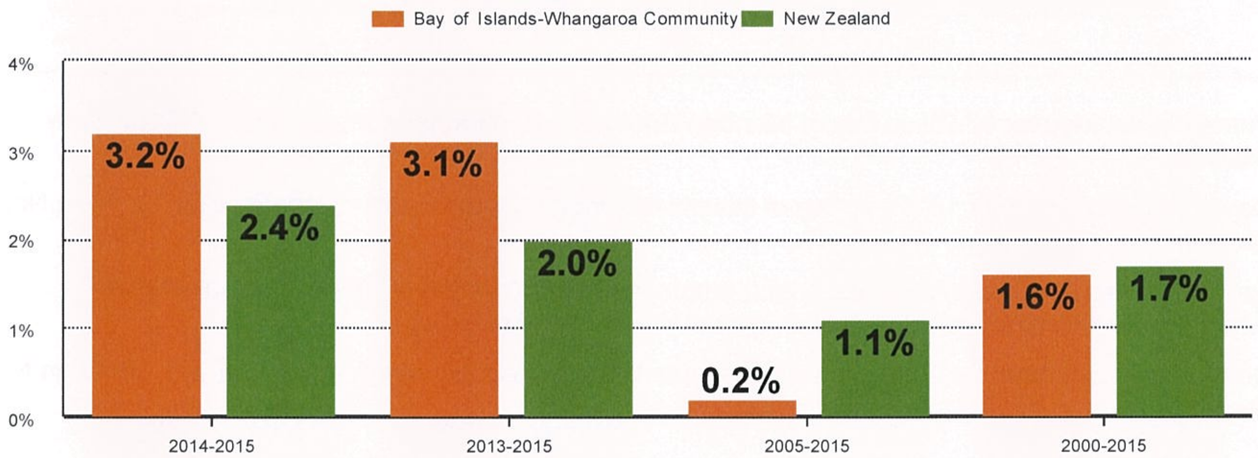
- Total employment in Bay of Islands-Whangaroa Community averaged 11,035 in the year to March 2015, up 3.2% from a year earlier. Employment in New Zealand increased by 2.4% over the same period.
- Employment growth in Bay of Islands-Whangaroa Community averaged 0.2%pa over the last 10 years compared with 1.1%pa in the national economy.
- Employment growth in Bay of Islands-Whangaroa Community reached a high of 8.8% in 2004 and a low of -4.5% in 2011.

Figure 8: Annual average employment growth



Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Bay of Islands-Whangaroa Community	4.9%	0.3%	3.0%	8.8%	4.9%	1.1%	2.2%	3.8%	-0.9%	-2.4%	-4.5%	0.5%	-3.1%	3.0%	3.2%
New Zealand	2.3%	3.0%	2.6%	3.5%	3.4%	2.3%	2.2%	2.0%	0.6%	-2.4%	0.4%	1.1%	1.1%	1.7%	2.4%

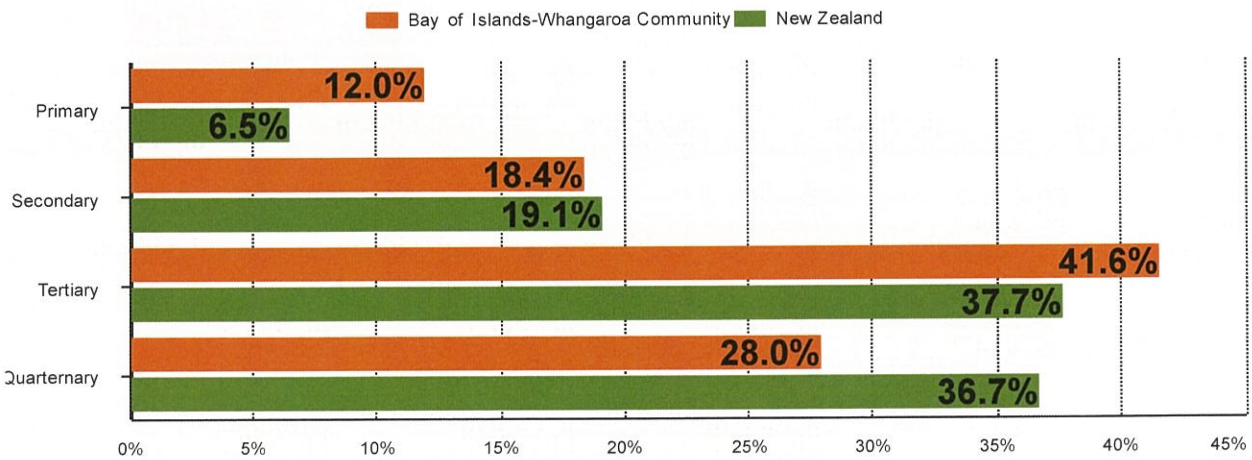
Figure 9: Employment growth over various time periods



What is the industrial structure of employment in Bay of Islands-Whangaroa Community?

This section describes the structure of the labour market in terms of the primary, secondary, tertiary and quaternary categories and the industries that fall within these categories. The primary sector makes direct use of natural resources. It extracts or harvests products from the earth. The secondary sector produces manufactured and other processed goods. The tertiary sector produces manufactured and other processed goods. The tertiary sector includes the lower value-adding service industries while the quaternary sector includes the higher value-adding, knowledge-based service industries. A list of industries making up the quaternary sector is given in the technical appendix.

Figure 10: Employment by broad sector (2015)



- Primary accounted for 12.0% in Bay of Islands-Whangaroa Community compared with 6.5% in New Zealand.
- Secondary accounted for 18.4% in Bay of Islands-Whangaroa Community compared with 19.1% in New Zealand.
- Tertiary industries accounted for the largest proportion of employment (41.6%) in Bay of Islands-Whangaroa Community, which is higher than in New Zealand (37.7%).
- Quarternary accounted for 28.0% in Bay of Islands-Whangaroa Community compared with 36.7% in New Zealand.

Which are the largest employing industries in Bay of Islands-Whangaroa Community?

This section identifies the broad industries that make the largest contribution to employment in Bay of Islands-Whangaroa Community.

Table 6: 1-digit industries ranked by size of employment (2015)

	Bay of Islands-Whangaroa Community		New Zealand	
Industry	Level	Share of total	Level	Share of total
Agriculture, Forestry and Fishing	1,302.6	11.8%	142,316.8	6.2%
Mining	24.8	0.2%	6,038.8	0.3%
Manufacturing	892.3	8.1%	226,233.8	9.9%
Electricity, Gas, Water and Waste Services	146.8	1.3%	14,639.8	0.6%
Construction	987.5	8.9%	196,429.3	8.6%
Wholesale Trade	190.0	1.7%	116,251.8	5.1%
Retail Trade	1,226.6	11.1%	211,917.8	9.3%
Accommodation and Food Services	1,265.5	11.5%	144,228.3	6.3%
Transport, Postal and Warehousing	362.0	3.3%	95,694.0	4.2%
Information Media and Telecommunications	37.2	0.3%	41,521.3	1.8%
Financial and Insurance Services	128.6	1.2%	63,154.3	2.8%
Rental, Hiring and Real Estate Services	512.9	4.6%	53,429.5	2.3%
Professional, Scientific and Technical Services	579.6	5.3%	215,311.5	9.4%
Administrative and Support Services	461.3	4.2%	111,813.8	4.9%
Public Administration and Safety	196.5	1.8%	109,860.3	4.8%
Education and Training	863.6	7.8%	181,387.5	7.9%
Health Care and Social Assistance	1,287.7	11.7%	227,549.3	9.9%
Arts and Recreation Services	222.2	2.0%	42,518.8	1.9%
Other Services	347.6	3.1%	86,670.8	3.8%
Total	11,035.3	100%	2,286,966.8	100%

- Among broad industries Agriculture, Forestry and Fishing was the largest in Bay of Islands-Whangaroa Community in 2015 accounting for 11.8% of total.
- The second largest was Health Care and Social Assistance (11.7%) followed by Accommodation and Food Services (11.5%)

The table on the following page shows the 50 detailed industries among the approximately 500 7-digit ANZSIC industry categories which employ the highest number of people in Bay of Islands-Whangaroa Community.

- Agriculture, Forestry and Fishing was the largest 7-digit industry in Bay of Islands-Whangaroa Community in 2015 employing 1,303 persons and accounting for 11.8% of total employment in the district. By contrast this industry accounted for 6.2% of total employment in New Zealand.
- The second largest employing industries were health care and social assistance (1,288) followed by accommodation and food services (1,266).

Table 7: 50 largest employing 7-digit ANZSIC industries (2015)

		Bay of Islands-Whangaroa Community		New Zealand
Rank	Industry	Jobs	% of total	% of total
1	Accommodation	617	5.6%	1.3%
2	Supermarket and Grocery Stores	407	3.7%	2.4%
3	Cafes and Restaurants	406	3.7%	2.7%
4	Other Allied Health Services	396	3.6%	1.4%
5	Primary Education	313	2.8%	2.1%
6	House Construction	279	2.5%	1.6%
7	Dairy Cattle Farming	261	2.4%	1.8%
8	Other Agriculture and Fishing Support Services	261	2.4%	0.9%
9	Meat Processing	253	2.3%	0.9%
10	Other Social Assistance Services	252	2.3%	0.8%
11	Secondary Education	224	2.0%	1.6%
12	Real Estate Services	223	2.0%	0.9%
13	Preschool Education	215	1.9%	1.1%
14	Non-Residential Property Operators	201	1.8%	0.6%
15	Packaging Services	193	1.8%	0.3%
16	Hospitals (except Psychiatric Hospitals)	175	1.6%	2.9%
17	Aged Care Residential Services	168	1.5%	1.4%
18	Scenic and Sightseeing Transport	156	1.4%	0.1%
19	Beef Cattle Farming (Specialised)	151	1.4%	0.4%
20	Site Preparation Services	129	1.2%	0.5%
21	Hardware and Building Supplies Retailing	129	1.2%	0.8%
22	Accounting Services	122	1.1%	1.0%
23	Kiwifruit Growing	120	1.1%	0.1%
24	Electricity Distribution	118	1.1%	0.1%
25	Log Sawmilling	116	1.1%	0.2%
26	Buildings Cleaning Services	116	1.1%	1.0%
27	Takeaway Food Services	110	1.0%	1.1%
28	Other Automotive Repair and Maintenance	109	1.0%	0.7%
29	General Practice Medical Services	99	0.9%	0.6%
30	Other Store-Based Retailing n.e.c.	91	0.8%	0.5%
31	Engineering Design and Engineering Consulting Services	88	0.8%	1.1%
32	Management Advice and Other Consulting Services	88	0.8%	1.6%
33	Department Stores	86	0.8%	0.7%
34	Sheep-Beef Cattle Farming	83	0.8%	0.5%
35	Pubs, Taverns and Bars	82	0.7%	0.6%
36	Child Care Services	77	0.7%	0.6%
37	Painting and Decorating Services	76	0.7%	0.6%
38	Other Interest Group Services n.e.c.	75	0.7%	0.5%
39	Electrical Services	75	0.7%	0.8%
40	Boatbuilding and Repair Services	74	0.7%	0.1%
41	Banking	72	0.7%	1.0%
42	Citrus Fruit Growing	71	0.6%	0.0%
43	Museum Operation	69	0.6%	0.1%
44	Road Freight Transport	68	0.6%	1.3%
45	Hairdressing and Beauty Services	67	0.6%	0.6%
46	Fuel Retailing	65	0.6%	0.3%
47	Other Machinery and Equipment Manufacturing n.e.c.	63	0.6%	0.5%
48	Roofing Services	62	0.6%	0.2%
49	Investigation and Security Services	61	0.6%	0.4%
50	Legal Services	60	0.5%	0.8%
	All other industries total	3,167	28.7%	55.7%
	Total	11,035	100%	100%

Which industries have created the most jobs?

The section investigates which industries have created and lost the most number of jobs in Bay of Islands-Whangaroa Community. The employment numbers differ from those published in Business Demography by Statistics New Zealand. The reasons for these differences are explained in the technical appendix.

Table 8: 1-digit industries ranked by number of jobs created

Industry	2014	2015	Change	Annual Growth
Agriculture, Forestry and Fishing	1,126	1,303	177	15.7%
Manufacturing	787	892	106	13.4%
Accommodation and Food Services	1,207	1,266	59	4.8%
Retail Trade	1,180	1,227	47	4.0%
Rental, Hiring and Real Estate Services	486	513	27	5.5%
Construction	961	988	26	2.8%
Electricity, Gas, Water and Waste Services	139	147	8	5.8%
Administrative and Support Services	457	461	4	1.0%
Financial and Insurance Services	126	129	3	2.4%
Public Administration and Safety	194	196	3	1.5%
Education and Training	862	864	1	0.2%
Information Media and Telecommunications	36	37	1	3.6%
Mining	35	25	-10	-29.2%
Health Care and Social Assistance	1,299	1,288	-11	-0.9%
Transport, Postal and Warehousing	374	362	-12	-3.3%
Other Services	361	348	-13	-3.7%
Professional, Scientific and Technical Services	594	580	-14	-2.4%
Arts and Recreation Services	245	222	-23	-9.2%
Wholesale Trade	232	190	-42	-18.0%
Total	10,698	11,035	337	3.2%

- Agriculture, Forestry and Fishing made the largest contribution to employment growth in Bay of Islands-Whangaroa Community between 2014 and 2015 with the industry adding 177 jobs.
- The next largest contributor was Manufacturing (106 jobs) followed by Accommodation and Food Services (59 jobs).
- The largest detractor from growth over the year was Wholesale Trade in which employment declined by 42.

The table on the next page shows the 50 industries (out of a total of approximately 500 industries of the ANZSIC 2006 industry classification1) that created the most number of jobs over the past year. Table 15 shows the 50 detailed industries that made the lowest contribution to job creation over the same period.

- Other Agriculture and Fishing Support Services was the largest creator of jobs in Bay of Islands-Whangaroa Community between 2014 and 2015 generating an additional 142 positions.
- This was followed by Cafes and Restaurants, which added 51 jobs over the same period.
- Other Residential Building Construction was the largest detractor of jobs in Bay of Islands-Whangaroa Community between 2014 and 2015 losting 36 positions.
- This was followed by Creative Artists, Musicians, Writers and Performers, which lost 21 jobs over the same period.

Table 9: The 50 seven-digit industries that created the most jobs between 2014 and 2015

Rank	Industry	Jobs 2014	Jobs 2015	Change 2014 - 2015	% of total 2015
1	Other Agriculture and Fishing Support Services	118	261	142	2.4%
2	Cafes and Restaurants	355	406	51	3.7%
3	Citrus Fruit Growing	28	71	43	0.6%
4	Packaging Services	155	193	38	1.8%
5	Preschool Education	187	215	28	1.9%
6	Painting and Decorating Services	50	76	26	0.7%
7	Electricity Distribution	93	118	25	1.1%
8	Meat Processing	228	253	25	2.3%
9	Road Freight Transport	45	68	23	0.6%
10	Supermarket and Grocery Stores	384	407	23	3.7%
11	Real Estate Services	200	223	22	2.0%
12	Accommodation	597	617	20	5.6%
13	Longline and Rack (Offshore) Aquaculture	34	53	19	0.5%
14	Log Sawmilling	98	116	18	1.1%
15	Seafood Processing	7	25	18	0.2%
16	Department Stores	70	86	17	0.8%
17	Child Care Services	61	77	16	0.7%
18	Residential Property Operators	27	43	15	0.4%
19	Other Heavy and Civil Engineering Construction	18	32	14	0.3%
20	Hire of Construction Machinery with Operator	0	13	13	0.1%
21	Marine Equipment Retailing	14	27	13	0.2%
22	Other Machinery and Equipment Manufacturing n.e.c.	51	63	13	0.6%
23	Site Preparation Services	117	129	12	1.2%
24	Financial Asset Investing	0	11	11	0.1%
25	Scientific Testing and Analysis Services	0	11	11	0.1%
26	Boatbuilding and Repair Services	65	74	9	0.7%
27	Dental Services	25	34	9	0.3%
28	Clothing Retailing	44	53	8	0.5%
29	Road and Bridge Construction	46	54	8	0.5%
30	Other Interest Group Services n.e.c.	68	75	7	0.7%
31	Physiotherapy Services	25	32	7	0.3%
32	Rigid and Semi Rigid Polymer Product Manufacturing	26	33	7	0.3%
33	Hardware and Building Supplies Retailing	122	129	7	1.2%
34	Landscape Construction Services	46	52	6	0.5%
35	Airport Operations and Other Air Transport Support Services	6	12	6	0.1%
36	Other Health Care Services n.e.c.	7	13	6	0.1%
37	Sheep Farming (Specialised)	23	28	5	0.3%
38	Port and Water Transport Terminal Operations	5	10	5	0.1%
39	Optometry and Optical Dispensing	14	19	5	0.2%
40	Non-Residential Property Operators	196	201	5	1.8%
41	Concreting Services	15	20	5	0.2%
42	Beekeeping	42	47	5	0.4%
43	Amusement and Other Recreation Activities n.e.c.	29	34	4	0.3%
44	Bakery Product Manufacturing (Non-factory-based)	21	25	4	0.2%
45	Architectural Aluminium Product Manufacturing	34	39	4	0.4%
46	Other Auxiliary Finance and Investment Services	16	20	4	0.2%
47	Professional Photographic Services	15	19	4	0.2%
48	Hairdressing and Beauty Services	63	67	4	0.6%
49	Business and Professional Association Services	0	4	4	0.0%
50	Urban Bus Transport (Including Tramway)	14	18	4	0.2%
	All other industries	6,794	6,332	-462	57.4%
	Total	10,698	11,035	337	100%

Table 10: The 50 seven-digit industries that lost the most jobs between 2014 and 2015

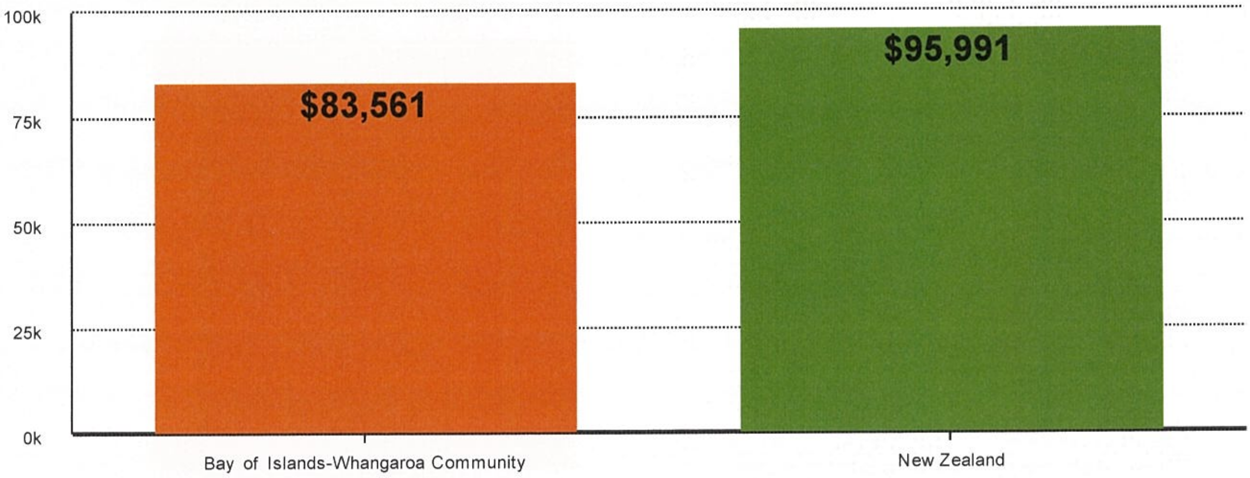
Rank	Industry	Jobs 2014	Jobs 2015	Change 2014 - 2015	% of total 2015
1	Other Residential Building Construction	36	0	-36	0.0%
2	Courier Pick-up and Delivery Services	21	0	-21	0.0%
3	Creative Artists, Musicians, Writers and Performers	21	0	-21	0.0%
4	Other Social Assistance Services	272	252	-20	2.3%
5	Gardening Services	74	55	-19	0.5%
6	General Practice Medical Services	118	99	-19	0.9%
7	Other Allied Health Services	412	396	-16	3.6%
8	Solid Waste Collection Services	26	11	-16	0.1%
9	Forestry Support Services	27	13	-14	0.1%
10	Newspaper and Book Retailing	29	16	-13	0.1%
11	Other Machinery and Equipment Repair and Maintenance	17	4	-13	0.0%
12	Other Electrical and Electronic Goods Wholesaling	29	16	-13	0.1%
13	Secondary Education	236	224	-12	2.0%
14	Engineering Design and Engineering Consulting Services	100	88	-12	0.8%
15	Computer Systems Design and Related Services	57	45	-12	0.4%
16	Other Motor Vehicle and Transport Equipment Rental and Hiring	11	0	-11	0.0%
17	Other Construction Material Mining	35	25	-10	0.2%
18	Arts Education	9	0	-9	0.0%
19	Banking	81	72	-9	0.7%
20	Other Fishing	8	0	-8	0.0%
21	Other Goods Wholesaling n.e.c.	26	18	-8	0.2%
22	Veterinary Services	38	31	-7	0.3%
23	Interurban and Rural Bus Transport	43	36	-7	0.3%
24	Other Warehousing and Storage Services	7	0	-7	0.0%
25	Buildings Cleaning Services	123	116	-7	1.1%
26	Postal Services	31	24	-7	0.2%
27	Other Grocery Wholesaling	35	28	-6	0.3%
28	Plumbing Services	59	52	-6	0.5%
29	Sport and Physical Recreation Clubs and Sports Professionals	49	43	-6	0.4%
30	Fuel Retailing	71	65	-6	0.6%
31	Commission Based Wholesaling	6	0	-6	0.0%
32	Other Fruit and Tree Nut Growing	14	8	-6	0.1%
33	Adult, Community and Other Education n.e.c.	29	23	-6	0.2%
34	Antique and Used Goods Retailing	14	9	-5	0.1%
35	Other Goods and Equipment Rental and Hiring n.e.c.	27	22	-5	0.2%
36	Pubs, Taverns and Bars	87	82	-5	0.7%
37	Other Automotive Repair and Maintenance	114	109	-5	1.0%
38	Clubs (Hospitality)	15	10	-5	0.1%
39	Domestic Appliance Repair and Maintenance	10	5	-5	0.0%
40	Beef Cattle Farming (Specialised)	156	151	-5	1.4%
41	Nursery Production (Outdoors)	56	51	-5	0.5%
42	Floriculture Production (Under Cover)	5	0	-5	0.0%
43	Labour Supply Services	20	15	-5	0.1%
44	Electrical Services	79	75	-5	0.7%
45	Passenger Car Rental and Hiring	12	7	-5	0.1%
46	House Construction	283	279	-4	2.5%
47	Air Conditioning and Heating Services	29	25	-4	0.2%
48	Primary Education	317	313	-4	2.8%
49	General Line Groceries Wholesaling	17	13	-4	0.1%
50	Toy and Sporting Goods Wholesaling	4	0	-4	0.0%
	All other industries	7,305	8,114	809	73.5%
	Total	10,698	11,035	337	100%

PRODUCTIVITY

Productivity is a way of describing the efficiency of production. In this section, we investigate GDP per employee to determine how much economic activity is generated on average by each employee. When looking at this indicator, one needs to consider that labour is only one input into production. As a result, a comparison of a region's labour productivity growth to its own history or to other districts, implicitly assumes that each worker has the same access to machinery, technology, and land.

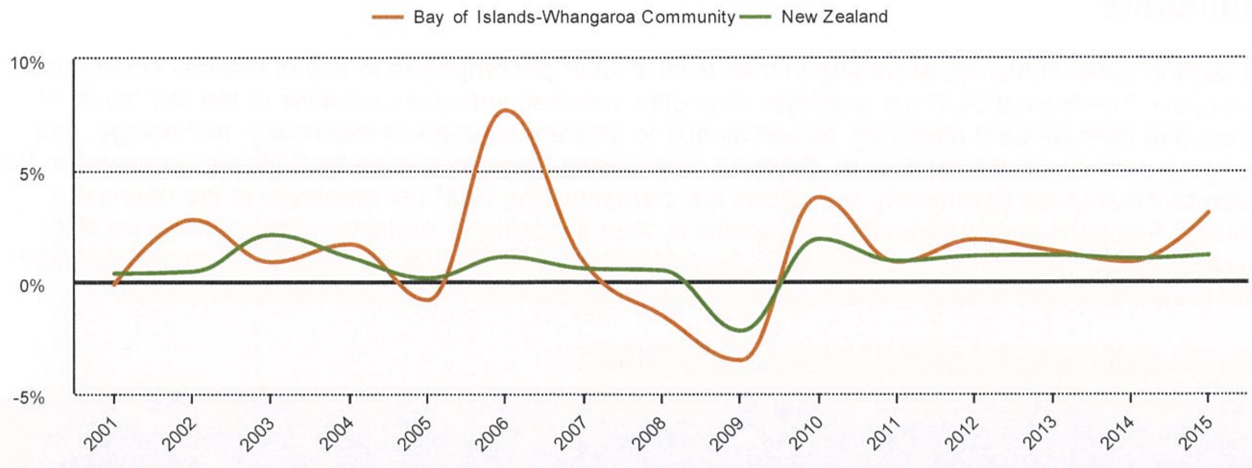
This section describes Bay of Islands-Whangaroa Community's productivity level during the year to March 2015 and previous years. Productivity is measured by GDP per employee (in constant 2010 prices).

Figure 11: Productivity 2015



- GDP per employee in Bay of Islands-Whangaroa Community measured $83,561 in the year to March 2015, which was 13% lower than in New Zealand.
- Productivity in Bay of Islands-Whangaroa Community increased by 3.1% from a year earlier compared with an increase of 1.2% in New Zealand).
- Productivity growth in Bay of Islands-Whangaroa Community averaged 1.5%pa over the last ten years compared with an average of 0.8%pa in New Zealand.

Figure 12: Productivity growth



Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Bay of Islands-Whangaroa Community	-0.1%	2.8%	0.9%	1.7%	-0.8%	7.7%	0.9%	-1.5%	-3.5%	3.8%	0.9%	1.9%	1.4%	0.9%	3.1%
New Zealand	0.4%	0.5%	2.1%	1.1%	0.2%	1.1%	0.6%	0.5%	-2.2%	1.9%	0.9%	1.2%	1.2%	1.0%	1.2%

What are the most productive industries in Bay of Islands-Whangaroa Community

This section ranks industries according to their level of GDP per employee in Bay of Islands-Whangaroa Community. The level of GDP per employee may differ between industries because of the skill levels of workers and their inherent efficiency, as well as due to different amounts of machinery, technology, and land being used as production inputs. Table 17 below ranks broad industries by GDP per employee in Bay of Islands-Whangaroa Community and shows the corresponding GDP per employee in the national economy. Since the capital intensity of industries is often a significant explainer of productivity we also show the capital intensity of each industry in the table. Capital intensity is measured as the share of GDP which is attributable to capital. Industries with a high proportion are thus highly capital intensive.

Table 11: 1-digit industries ranked by productivity (2015)

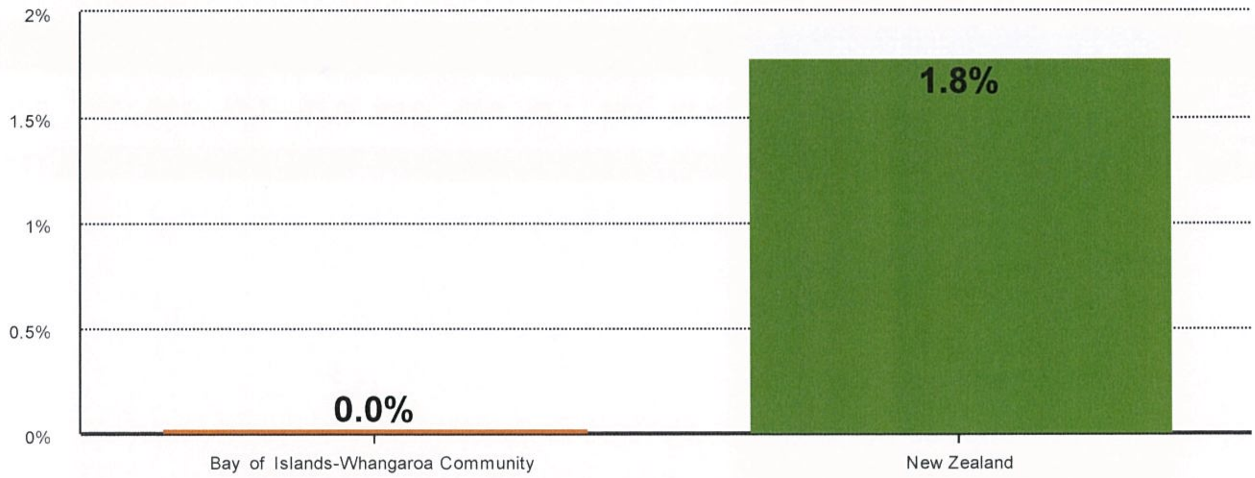
	Productivity		Capital intensity
Industry	Bay of Islands-Whangaroa Community	New Zealand	New Zealand
Electricity, Gas, Water and Waste Services	301,726	439,625	0.81
Rental, Hiring and Real Estate Services	261,729	292,741	0.83
Financial and Insurance Services	139,729	204,056	0.48
Information Media and Telecommunications	107,251	165,963	0.56
Manufacturing	107,086	98,836	0.38
Transport, Postal and Warehousing	84,769	93,977	0.42
Public Administration and Safety	80,151	85,654	0.18
Wholesale Trade	78,858	99,362	0.38
Agriculture, Forestry and Fishing	75,763	94,093	0.58
Professional, Scientific and Technical Services	63,946	78,296	0.20
Health Care and Social Assistance	52,245	59,033	0.12
Construction	50,837	67,398	0.22
Education and Training	44,236	51,481	0.24
Arts and Recreation Services	43,319	72,086	0.45
Retail Trade	42,944	47,452	0.26
Mining	42,105	623,639	0.81
Administrative and Support Services	35,349	40,272	0.18
Accommodation and Food Services	29,525	31,221	0.33
Other Services	26,416	44,813	0.26
Total	83,561	95,991	

BUSINESS GROWTH

How fast did the number of business units grow in Bay of Islands-Whangaroa Community?

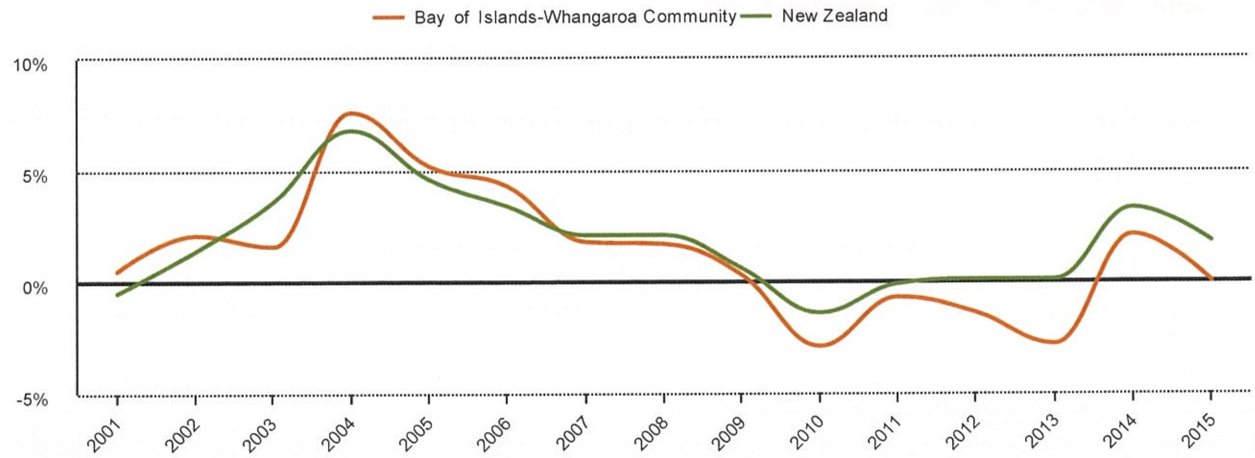
Growth in the number of business units is an indicator of entrepreneurial activity. It indicates an environment in which entrepreneurs are prepared to take risks to start new ventures. This section contrasts Bay of Islands-Whangaroa Community's recent performance in business unit growth with other regions in the country.

Figure 13: Business unit growth (year to Mar 2015)



- A total of 3,904 business units were recorded in Bay of Islands-Whangaroa Community in 2015, up 0.03% from a year earlier.
- The number of business units in New Zealand increased by 1.8% over the same period.
- Growth in the number of business units in Bay of Islands-Whangaroa Community averaged 0.2%pa over the past 10 years compared with 1.2%pa in the national economy.
- Business unit growth in Bay of Islands-Whangaroa Community varied from a high of 7.6% in 2004 to a low of -2.9% in 2010.

Figure 14: Annual average business unit growth



Change	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Bay of Islands-Whangaroa Community	0.5%	2.1%	1.6%	7.6%	5.2%	4.3%	1.8%	1.7%	0.3%	-2.9%	-0.7%	-1.4%	-2.8%	2.1%	0.0%
New Zealand	-0.5%	1.4%	3.6%	6.8%	4.6%	3.4%	2.1%	2.1%	0.6%	-1.4%	-0.1%	0.1%	0.1%	3.3%	1.8%

WORKFORCE AND SKILLS

How do skill levels in Bay of Islands-Whangaroa Community compare with New Zealand?

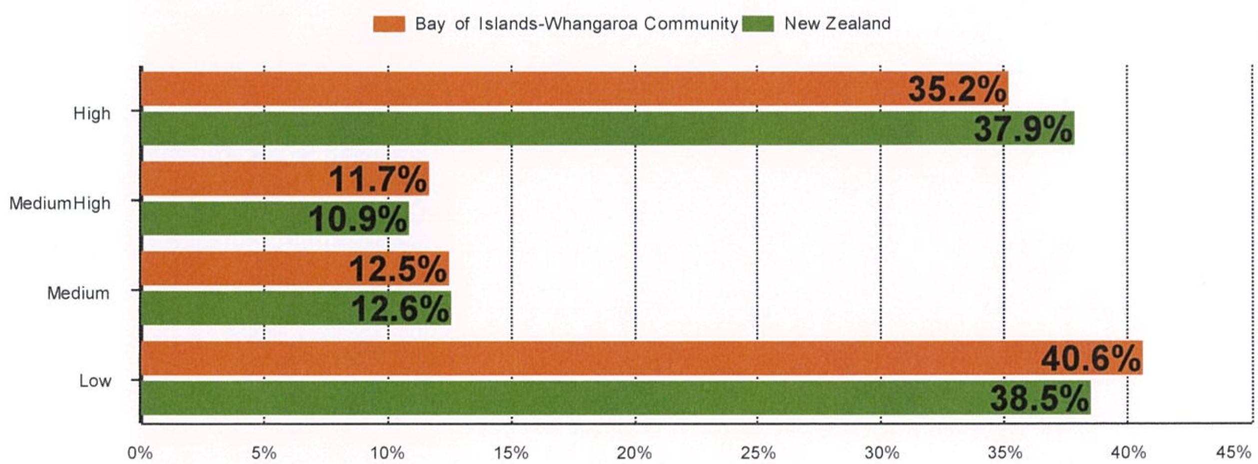
A region that can offer high skilled jobs can generally offer a higher standard of living to its residents. It is also has a better chance of retaining its residents and attracting new skills. This section contrasts the skill levels required by jobs in Bay of Islands-Whangaroa Community with those required in the national economy. The broad skill categories used are defined in the technical section at the end of the report.

Table 12: Employment by broad skill level 2015

Skill level	Bay of Islands-Whangaroa Community		New Zealand	
	Jobs	% of total	Jobs	% of total
High	3,880	35.2%	867,660	37.9%
MediumHigh	1,288	11.7%	249,854	10.9%
Medium	1,384	12.5%	288,208	12.6%
Low	4,483	40.6%	881,245	38.5%
Total	11,035	100%	2,286,967	100%

- Approximately 35% of Bay of Islands-Whangaroa Community's workforce was employed in highly skilled occupations in 2015. This is lower than in New Zealand (38%).
- Approximately 41% of Bay of Islands-Whangaroa Community's workforce was employed in low-skilled occupations in 2015. This is higher than in New Zealand 39%.

Figure 15: Employment by broad skill level, 2015



What is the occupational structure of employment in Bay of Islands-Whangaroa Community?

This section describes the types of occupations that are employed in Bay of Islands-Whangaroa Community. The following graph shows the distribution of employment across broad occupational categories (1-digit occupations).

- Managers accounted for the largest share of employment (20%) in Bay of Islands-Whangaroa Community, which is higher than New Zealand (19%).
- Professionals accounted for the second largest share of employment (20%) in Bay of Islands-Whangaroa Community, which is lower than New Zealand (23%).
- Machinery operators and drivers accounted for the lowest share of employment (20%) in Bay of Islands-Whangaroa Community, which is lower than New Zealand (23%).

Figure 16: Employment by broad occupation, 2015

Table 13: Employment by 2-digit occupation (2015)

	Bay of Islands-Whangaroa Community		New Zealand	
Occupation	Employment	% of total	Employment	% of total
Specialist Managers	751	6.8%	190,475	8.3%
Education Professionals	732	6.6%	134,298	5.9%
Farmers & Farm Managers	591	5.4%	67,024	2.9%
Sales Assistants & Salespersons	584	5.3%	114,161	5.0%
Hospitality, Retail & Service Managers	544	4.9%	82,840	3.6%
Carers & Aides	428	3.9%	75,131	3.3%
Health Professionals	425	3.8%	89,989	3.9%
Farm, Forestry & Garden Workers	400	3.6%	51,025	2.2%
Chief Execs, General Managers, Legislators	368	3.3%	86,178	3.8%
Business, HR & Marketing Professionals	358	3.2%	114,021	5.0%
Cleaners & Laundry Workers	330	3.0%	48,032	2.1%
Sales Representatives & Agents	326	3.0%	69,207	3.0%
Other Labourers	315	2.9%	61,971	2.7%
Factory Process Workers	308	2.8%	45,106	2.0%
Design, Engineering, Science Professionals	303	2.7%	71,967	3.1%
Hospitality Workers	298	2.7%	43,707	1.9%
Office Managers & Program Administrators	269	2.4%	63,342	2.8%
Construction Trades Workers	268	2.4%	51,880	2.3%
Food Trades Workers	231	2.1%	36,078	1.6%
Automotive & Engineering Trades Workers	216	2.0%	57,955	2.5%
General Clerical Workers	204	1.9%	52,443	2.3%
Legal, Social & Welfare Professionals	198	1.8%	48,968	2.1%
Inquiry Clerks & Receptionists	182	1.7%	35,262	1.5%
Sports & Personal Service Workers	180	1.6%	34,871	1.5%
Road & Rail Drivers	175	1.6%	49,340	2.2%
Skilled Animal & Horticultural Workers	163	1.5%	23,435	1.0%
Other Technicians & Trades Workers	161	1.5%	34,370	1.5%
Numerical Clerks	154	1.4%	44,156	1.9%
Engineering, ICT & Science Technicians	146	1.3%	42,616	1.9%
Sales Support Workers	143	1.3%	26,136	1.1%
Mobile Plant Operators	142	1.3%	20,585	0.9%
Machine & Stationary Plant Operators	127	1.2%	32,069	1.4%
Other Clerical & Administrative Workers	120	1.1%	38,553	1.7%
Health & Welfare Support Workers	118	1.1%	21,911	1.0%
Construction & Mining Labourers	112	1.0%	21,565	0.9%
ICT Professionals	105	0.9%	49,585	2.2%
Protective Service Workers	105	0.9%	31,034	1.4%
Food Preparation Assistants	104	0.9%	17,690	0.8%
Electrotech & Telecoms Trades Workers	104	0.9%	27,140	1.2%
Personal Assistants & Secretaries	84	0.8%	21,539	0.9%
Storepersons	67	0.6%	21,072	0.9%
Arts & Media Professionals	62	0.6%	20,282	0.9%
Clerical & Office Support Workers	36	0.3%	17,954	0.8%
Total employment	11,035	100%	2,286,967	100%

Employment in knowledge intensive industries in Bay of Islands-Whangaroa Community

Knowledge intensive industries are those in which the generation and exploitation of knowledge play the predominant part in the creation of wealth. These sectors represent an increasing share of the New Zealand economy's output and employment, and will most likely be the source of the future productivity growth.

An industry is defined as knowledge-intensive if it meets two criteria: at least 25 per cent of the workforce is qualified to degree level and at least 30 per cent of the workforce is in professional, managerial and scientific and technical occupations. Further details of the definition are providing in the technical notes at the end of the report.

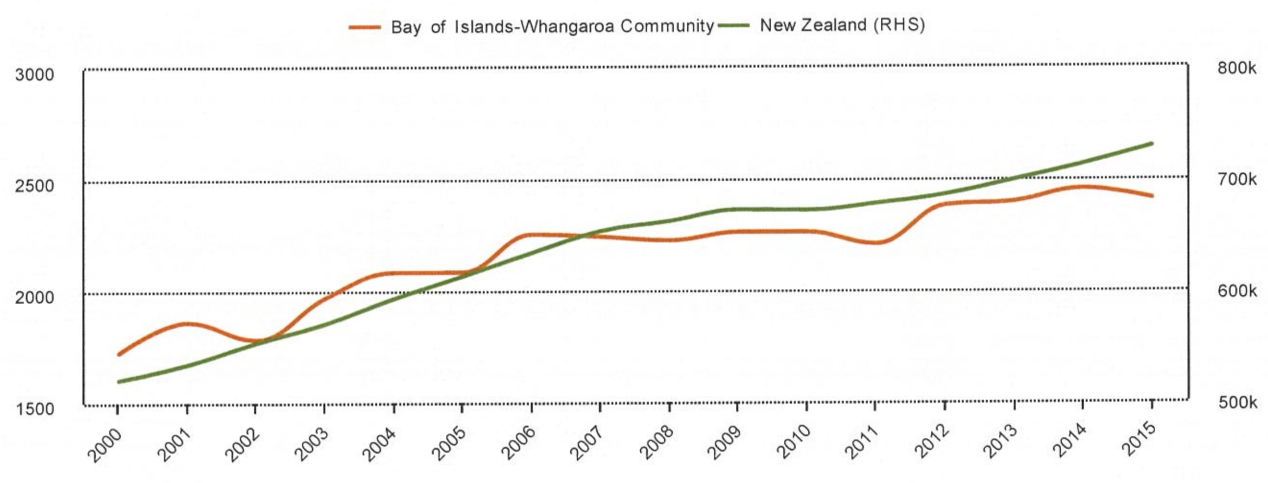
This section describes employment in knowledge intensive industries in Bay of Islands-Whangaroa Community.

Table 14: Employment in knowledge intensive industries (2015)

	Employment in KI industries 2015	KI employment as share of total employment 2015	Annual growth in KI employment 2015	Annual average grwoth in KI employment 2005-2015
Bay of Islands-Whangaroa Community	2,410	22%	-1.8%	1.5%
New Zealand	729,001	32%	2.3%	1.7%

- During 2015, there were 2,410 jobs in Bay of Islands-Whangaroa Community's knowledge intensive industries. At 22% of total employment, this was lower than in New Zealand (32%).
- During the year March 2015, growth in employment in knowledge intensive industries was -1.8%, compared with a change of 2.3% in New Zealand.

Figure 17: Employment in knowledge intensive industries



What are the top knowledge intensive industries in Bay of Islands-Whangaroa Community?

Table 15: Top 30 knowledge intensive industries in Bay of Islands-Whangaroa Community, 2015

		Bay of Islands-Whangaroa Community		New Zealand	
Rank	Industry	Employment	% of total employment	Employment	% of total employment
1	Other Allied Health Services	396	3.6%	32,280	1.4%
2	Primary Education	313	2.8%	49,168	2.1%
3	Secondary Education	224	2.0%	36,241	1.6%
4	Hospitals (except Psychiatric Hospitals)	175	1.6%	67,127	2.9%
5	Accounting Services	122	1.1%	23,062	1.0%
6	General Practice Medical Services	99	0.9%	14,813	0.6%
7	Engineering Design and Engineering Consulting Services	88	0.8%	24,371	1.1%
8	Management Advice and Other Consulting Services	88	0.8%	36,387	1.6%
9	Other Interest Group Services n.e.c.	75	0.7%	11,976	0.5%
10	Museum Operation	69	0.6%	2,490	0.1%
11	Legal Services	60	0.5%	17,413	0.8%
12	Pharmaceutical, Cosmetic and Toiletry Goods Retailing	59	0.5%	10,153	0.4%
13	Computer Systems Design and Related Services	45	0.4%	38,086	1.7%
14	Other Administrative Services n.e.c.	45	0.4%	12,526	0.5%
15	Combined Primary and Secondary Education	44	0.4%	5,303	0.2%
16	Central Government Administration	42	0.4%	29,832	1.3%
17	Nature Reserves and Conservation Parks Operation	40	0.4%	3,274	0.1%
18	Dental Services	34	0.3%	6,983	0.3%
19	Higher Education	33	0.3%	33,863	1.5%
20	Physiotherapy Services	32	0.3%	3,190	0.1%
21	Veterinary Services	31	0.3%	5,465	0.2%
22	Scientific Research Services	27	0.2%	8,191	0.4%
23	Surveying and Mapping Services	25	0.2%	2,482	0.1%
24	Adult, Community and Other Education n.e.c.	23	0.2%	11,717	0.5%
25	Architectural Services	23	0.2%	7,925	0.3%
26	Regulatory Services	21	0.2%	6,434	0.3%
27	Other Auxiliary Finance and Investment Services	20	0.2%	8,555	0.4%
28	Optometry and Optical Dispensing	19	0.2%	2,195	0.10%
29	Religious Services	17	0.2%	9,403	0.4%
30	Advertising Services	16	0.1%	6,877	0.3%

Which qualifications are in demand in Bay of Islands-Whangaroa Community?

This section examines the types of qualifications, in terms of NZQA level and field of study, that are in demand in Bay of Islands-Whangaroa Community. The demand for qualifications is derived from our estimates of the demand for occupations by using assumptions about the types of qualifications which are ideally required for each occupation. Thus our estimates do not describe the educational profile of the region's workforce but rather the type of qualifications that are ideally required in the region. Further details are provided in the technical notes at the end.

Table 16: Employment by level of qualification and field of study in Bay of Islands-Whangaroa Community

Field of study	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total
Number					
Natural and Physical Sciences	183	61	70	174	488
Information Technology	170	20	36	87	313
Engineering and Related Technologies	747	579	198	334	1,859
Architecture and Building	264	437	71	93	866
Agriculture, Environmental and Related Studies	308	282	32	61	684
Health	357	99	136	493	1,084
Education	240	55	62	568	926
Management and Commerce	938	260	330	567	2,095
Society and Culture	591	133	187	462	1,373
Creative Arts	306	68	67	155	597
Food, Hospitality and Personal Services	389	246	84	34	751
Totals	4,492	2,242	1,273	3,029	11,035
% of total					
Natural and Physical Sciences	1.7%	0.6%	0.6%	1.6%	4.4%
Information Technology	1.5%	0.2%	0.3%	0.8%	2.8%
Engineering and Related Technologies	6.8%	5.3%	1.8%	3.0%	16.8%
Architecture and Building	2.4%	4.0%	0.6%	0.8%	7.8%
Agriculture, Environmental and Related Studies	2.8%	2.6%	0.3%	0.6%	6.2%
Health	3.2%	0.9%	1.2%	4.5%	9.8%
Education	2.2%	0.5%	0.6%	5.1%	8.4%
Management and Commerce	8.5%	2.4%	3.0%	5.1%	19.0%
Society and Culture	5.4%	1.2%	1.7%	4.2%	12.4%
Creative Arts	2.8%	0.6%	0.6%	1.4%	5.4%
Food, Hospitality and Personal Services	3.5%	2.2%	0.8%	0.3%	6.8%
Totals	40.7%	20.3%	11.5%	27.4%	100%

- The greatest demand in Bay of Islands-Whangaroa Community in 2015 was for qualifications at the level of Certificate (level 1-3). Approximately 41% of all positions in Bay of Islands-Whangaroa Community required this level of qualification.
- By field of study, the highest demand was for Management and Commerce. Approximately 19% of all positions in Bay of Islands-Whangaroa Community required this field of study.

Table 17: Change in employment by level of qualification and field of study in Bay of Islands-Whangaroa Community 2005 - 2015

Field of study	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total
Absolute change					
Natural and Physical Sciences	-12	-11	9	36	21
Information Technology	-10	-3	4	29	20
Engineering and Related Technologies	-43	-20	21	71	29
Architecture and Building	-13	-121	7	8	-119
Agriculture, Environmental and Related Studies	-34	-60	5	7	-82
Health	-15	-14	37	110	119
Education	-3	-14	12	152	147
Management and Commerce	-75	-48	64	132	73
Society and Culture	-26	-24	39	64	54
Creative Arts	-21	-6	10	32	14
Food, Hospitality and Personal Services	-35	9	6	7	-14
Totals	-287	-312	212	649	262
annual average % change					
Natural and Physical Sciences	-0.6%	-1.7%	1.3%	2.3%	0.4%
Information Technology	-0.6%	-1.4%	1.2%	4.2%	0.7%
Engineering and Related Technologies	-0.6%	-0.3%	1.1%	2.4%	0.2%
Architecture and Building	-0.5%	-2.4%	1.1%	0.9%	-1.3%
Agriculture, Environmental and Related Studies	-1.0%	-1.9%	1.6%	1.3%	-1.1%
Health	-0.4%	-1.3%	3.2%	2.6%	1.2%
Education	-0.1%	-2.2%	2.2%	3.2%	1.7%
Management and Commerce	-0.8%	-1.7%	2.2%	2.7%	0.4%
Society and Culture	-0.4%	-1.6%	2.4%	1.5%	0.4%
Creative Arts	-0.7%	-0.9%	1.6%	2.3%	0.2%
Food, Hospitality and Personal Services	-0.9%	0.4%	0.7%	2.2%	-0.2%
Totals	-0.6%	-1.3%	1.8%	2.4%	100%

- The number of positions in Bay of Islands-Whangaroa Community requring a Degree (level 7+) increased by 649 between 2005 and 2015, ranking it as the qualification level with the largest absolute increase in demand.
- By field of study, Education experienced the highest increase in demand between 2005 and 2015. The number of positions requiring this field of study increased by 147 over the 10 year period.

TECHNICAL NOTES

Time period

This economic profile reports on March years (eg. 2015 refers to the 12 months to March 2015) for all indicators except population (June year), dairy sector statistics (May year), and government social service expenditure and beneficiary data (June years).

Gross Domestic Product

Gross Domestic Product (GDP) measures the value economic units add to their inputs. It should not be confused with revenue or turnover. A company's value adding is broadly equivalent to its sales revenue less the cost of materials (eg steel for making motor cars) and services (eg telecommunications) purchased from other firms.

Total GDP is calculated by summing the value added to all goods and services for final consumption – i.e. it does not include the value added to goods and services used as intermediate inputs for the production of other goods as this would result in double counting. As a result, GDP estimates should not be confused with revenue/turnover/gross output.

In this profile Gross Domestic Product for each region and territorial authority (TA) is estimated by Infometrics. A top down approach breaks national production-based GDP (published by Statistics New Zealand) down to territorial authority level by applying TA shares to the national total. Each TA's share of industry output is based on the share of earnings measured in the Linked Employer Employee Data (LEED), which is, in turn, based on taxation data. This approach captures differences in productivity between TAs and changes in productivity over time. Our estimates are benchmarked on regional GDP published by Statistics New Zealand for the period 2007-2010.

GDP is measured in constant 2010 prices .

Prices

In this profile, we present all GDP estimates in constant 2010 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation. It enables us to meaningfully compare GDP from one year to the next.

Industrial classification

This profile uses industry categories from the 2006 Australia New Zealand Standard Industrial Classification (ANZSIC). The ANZSIC is a hierarchical classification with four levels, namely divisions (the broadest level also referred to as 1-digit categories), subdivisions (3-digit), groups (4-digit) and classes (7-digit).There are approximately 500 7-digit industries.

This profile also uses a grouping of 54 industries. These are the industries used by Statistics New Zealand in the national accounts.

Unallocated

Unallocated items include taxes levied on the purchaser rather than the producing industry (such as GST, import duties, and taxes on capital transactions), and items that cannot easily be allocated to a specific industry (such as the seasonal adjustment balancing item). A seasonal adjustment balancing item is necessary to ensure that the sum of all seasonally adjusted industries can be reconciled with total GDP.

Broad economic sectors

The primary sector extracts or harvests products from the earth and includes agriculture, forestry, fishing, and mining. The secondary sector produces manufactured and other processed goods and includes manufacturing, electricity, gas and water, and construction. The tertiary sector includes all service industries that are not knowledge intensive, such as retail trade, and food and accommodation services. The quaternary sector includes knowledge intensive service industries. 'Other' includes owner occupied property operation and unallocated activity.

HHI Index

Economic diversity is measured using the Herfindahl–Hirschman Index. It is calculated by squaring the share of each industry (at 54 industry level), and then summing the resulting numbers. The HHI number can theoretically range from close to zero (diversified economy) to 10,000 (concentrated economy).The HHI for New Zealand is calculated as the average for the 66 territorial authorities.

Employment by industry

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs.

Regional employment numbers are from Infometrics' Regional Industry Employment Model (RIEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Statistics New Zealand. RIEM differs from data from Business Demography in that it is a quarterly series (BD is annual) and it includes both employees and self-employed, whereas BD only includes employees.

Self-employment

Self-employment rates are from Annual Linked Employer Employee Data (LEED).

Employment by occupation

Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. The Population Census measures the occupational composition of employment in each industry and how this changes over time. Occupations confirm to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Productivity

Productivity measures the efficiency of production. In this profile, we measure productivity as GDP per employed person (ie. The amount of economic activity generated on average by each employee). One needs to be aware that labour is only one input into production. The output of each employee may differ across industries in a region due to differing access to machinery, technology, and land. Therefore, productivity comparisons should only be made in circumstances where it is reasonable to assume that capital intensity will be broadly the same – for example, when looking at productivity within an industry over a limited-time period, or when comparing productivity of a particular industry with that same industry in another region.

Earnings

Earnings data comes from the quarterly Linked Employer Employee Data published by Statistics New Zealand. LEED publishes the mean earnings of full quarter jobs for each quarter. Full quarter jobs may include full time and part time jobs. Earnings include overtime and lump sum payments. We sum the mean earnings for the four quarters making up the year to arrive at an estimate of average annual earnings.

House prices

House price levels (dollar value) are sourced from QVNZ. The house price levels used are average current values. An average current value is the average (mean) value of all developed residential properties in the area based on the latest house price index from QVNZ. It is not an average or median sales price, as both of those figures only measure what happens to have sold in the period. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.

Population

The estimated resident population ois an estimate of all people who usually live in that area at a given date. Visitors from elsewhere in New Zealand or from overseas are excluded.

The estimated resident population at 30 June 2013–14 is based on the 2013 census usually resident population count, updated for:

- net census undercount (based on the 2013 Post-enumeration Survey)
- residents temporarily overseas on census night
- births, deaths, and net migration between census night and the date of the estimate
- reconciliation with demographic estimates at ages 0–9 years.

The estimated resident population is not directly comparable with the census usually resident population count because of these adjustments.

The estimated resident population is sourced from Statistics New Zealand.

Dependency ratio

The dependency ratio is the number of under 15 year olds and over 65 year olds as a ratio of the rest of the population (working age).

Business Units

Data on the number of businesses is sourced from the Business Demography statistics from Statistics New Zealand. Data published by Statistics New Zealand is confidentialised. Infometrics use a Bayesian imputation method to estimate values for confidentialised cells. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg. a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who don't draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (eg. holding company).

Only business units that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than $30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over $40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

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Far North District Profile:

Walkthrough of .ID Tools

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What is .ID?

- Demographic research company
  - Perform detailed population, social, and economic analysis and reports
  - Produce case studies and webtools for public and private clients in New Zealand and Australia

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Who is it for?

- District Council and Decision Makers
- Local Stakeholder and Advocay Groups
- Potential Investors
- Academic Bodies
- General Public Interest

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Links

- Far North District Council: http://fndc.govt.nz/home
- Profile.ID: http://profile.idnz.co.nz/far-north
- Atlats.ID: http://atlas.idnz.co.nz/far-north#
- Forecast.ID http://forecast.idnz.co.nz/far-north

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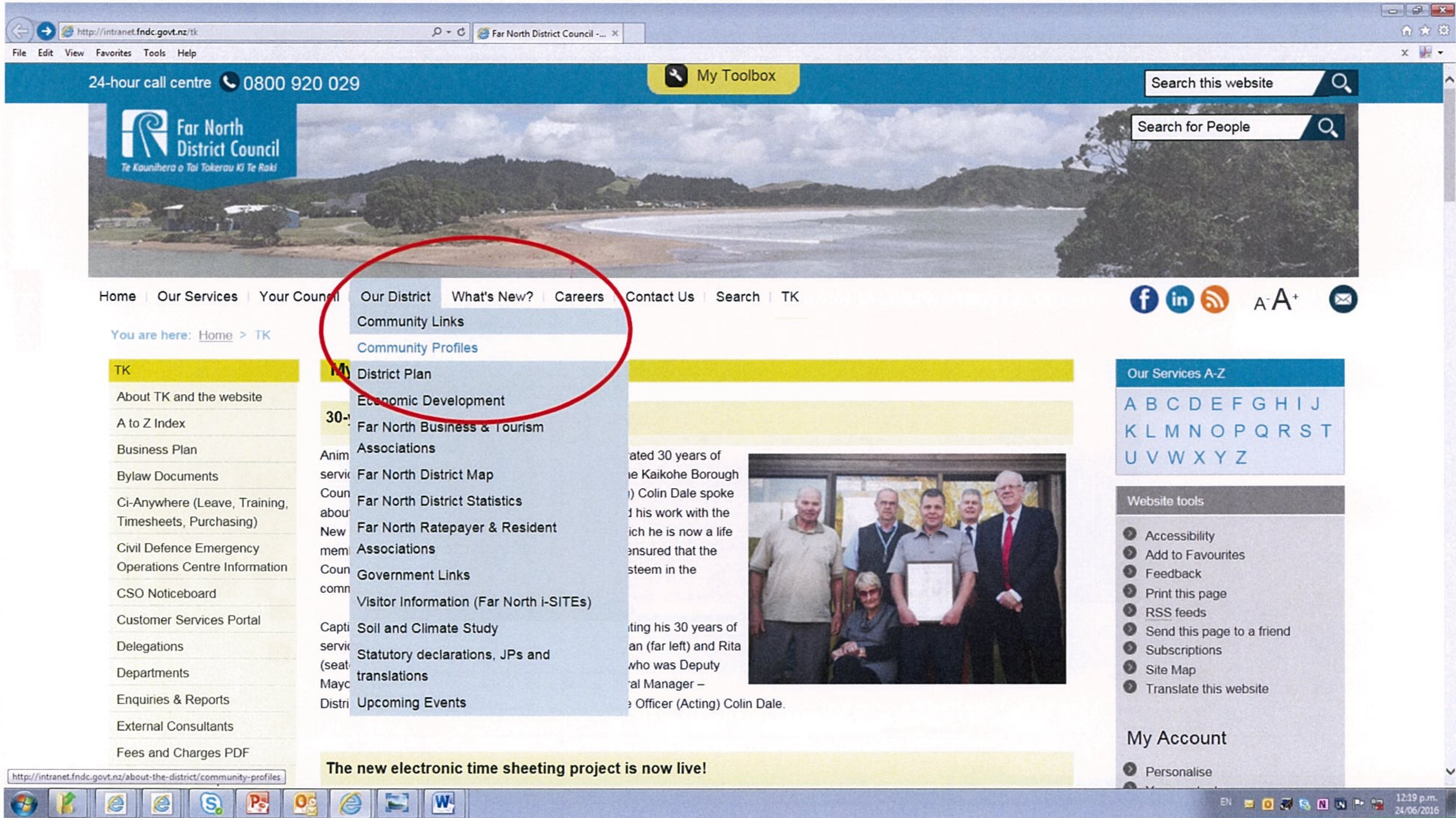

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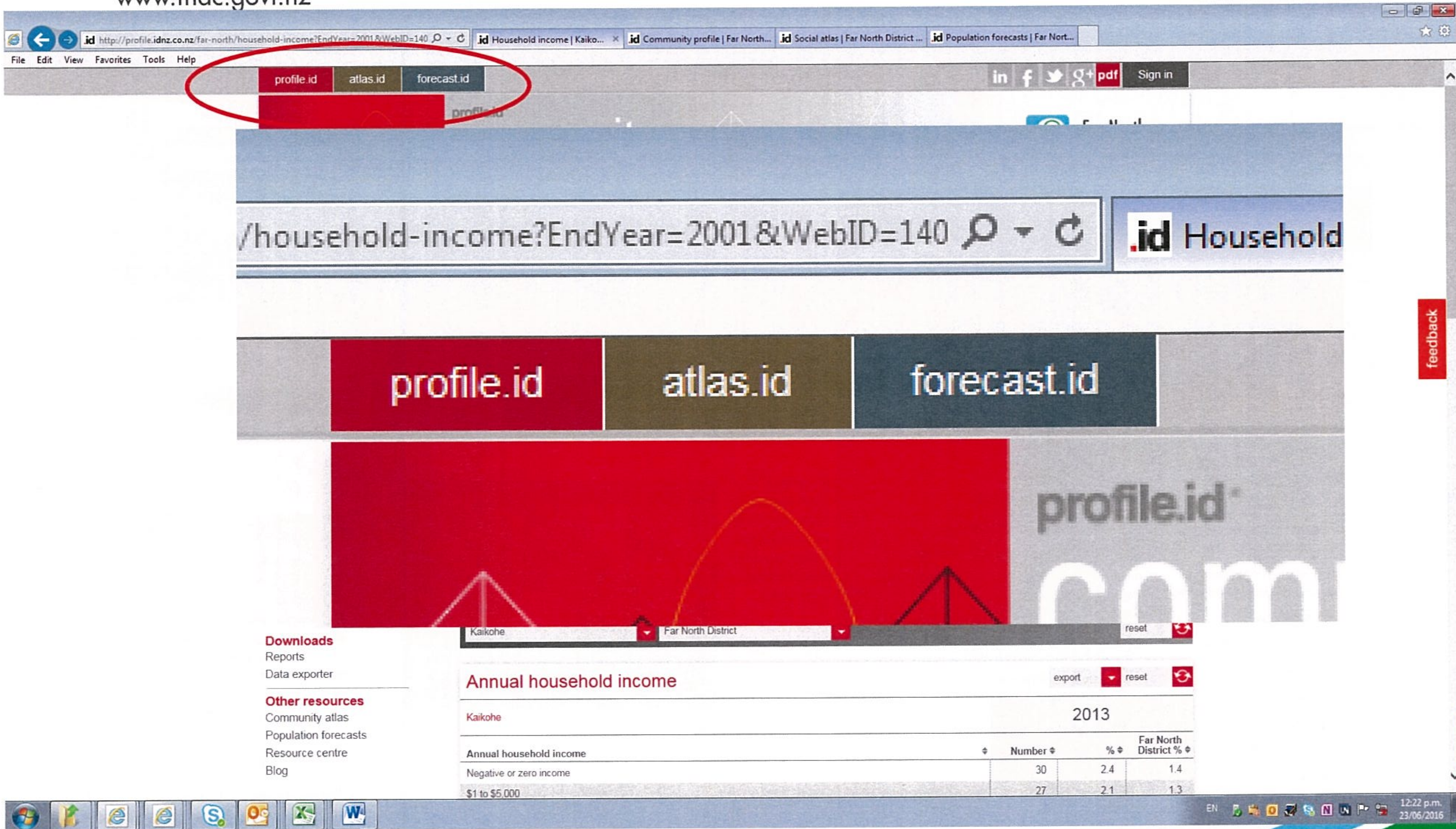
Profile.ID



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Profile.ID

- Collection, analysis, and presentation of census data for the Far North District

- Covers small and large geographic areas
  - Meshblocks, Unit Areas, Wards, and Far North District

- Shows Northland and New Zealand figures as benchmarks

Area Profiles

Far North District Council

www.fndc.govt.nz

Good starting point for exploring various economic and demographic topics

- Select specific topics of interest from drawdown lists

- Presents downloadable tables and charts

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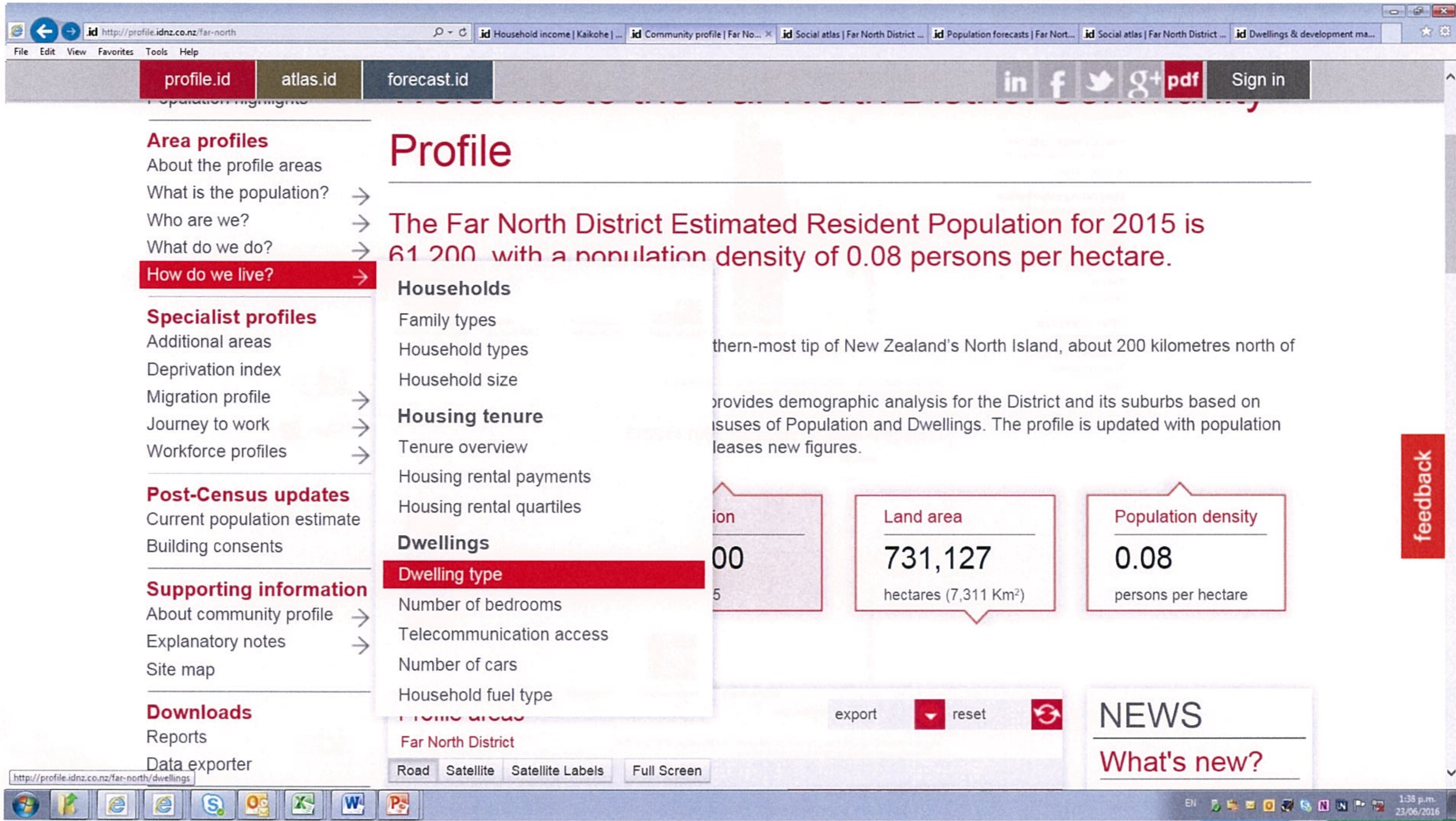
Area Profiles



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.id Dwelling type | Kaikohe | pr... × .id Community profile | Far North... .id Social atlas | Far North District ... .id Population forecasts | F

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Dwelling type | Number of bedrooms | Telecommunication access | Number of cars | Household fuel type

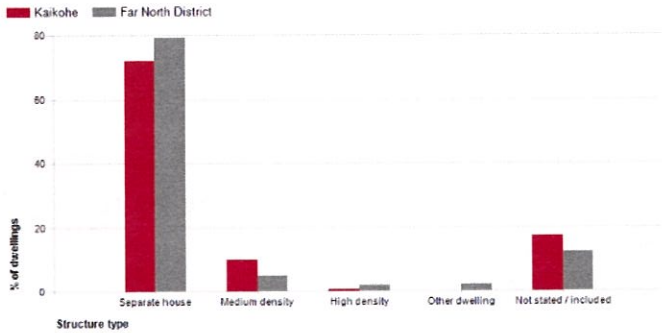
Area: Kaikohe
Benchmark area: Far North District
Comparison year: 2001
reset

Source: Statistics New Zealand, Census of Population and Dwellings 2001 and 2013. Compiled and presented in profile.id by .id , the population experts.

Please refer to the specific data notes for more information

Dwelling structure, 2013

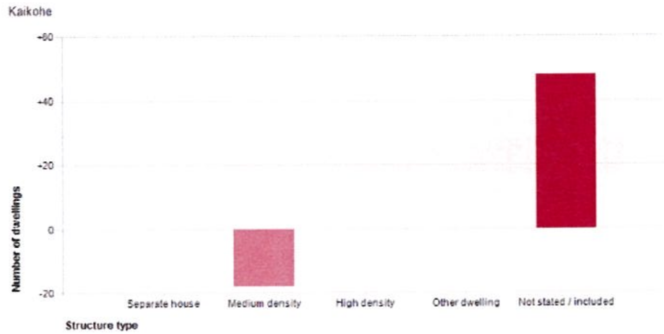
export



Source: Statistics New Zealand, Census of Population and Dwellings, 2013
Compiled and presented by .id, the population experts.

Change in dwelling structure, 2001 to 2013

export



Source: Statistics New Zealand, Census of Population and Dwellings, 2001 and 2013
Compiled and presented by .id, the population experts.

Dominant groups

In 2013, there were 921 separate houses in the area, 126 medium density dwellings, and 9 high density dwellings.

Analysis of the types of private dwellings in Kaikohe in 2013 shows that 72.1% of dwellings were separate houses; 9.9% were medium density dwellings, and 0.7% were high density dwellings, compared with 79.3%, 4.7%, and 1.8% in the the Far North District respectively.

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Area Profiles

Dwelling structure

Kawakawa	2013			2006			Change
Dwelling structure	**Number**	**%**	**New Zealand %**	**Number**	**%**	**New Zealand %**	**2006 to 2013**
Separate house	324	74.0	76.4	345	77.2	77.1	-21
Medium density	36	8.2	9.7	36	8.1	10.5	0
High density	9	2.1	7.4	9	2.0	6.6	0
Other dwelling			0.7			0.7	
Not stated / included	69	15.8	5.8	57	12.8	5.1	+12
Total occupied private dwellings	**438**	**100.0**	**100.0**	**447**	**100.0**	**100.0**	**-9**

Source: Statistics New Zealand, Census of Population and Dwellings 2006 and 2013. Compiled and presented in profile.id by .id , the population experts.

http://www.id.com.au

.id the population experts

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Reports

Want to receive all information from an area profile?

- Reports gather all analysis, charts, and tables for selected topics

- Emails information collection to user in the form of a report

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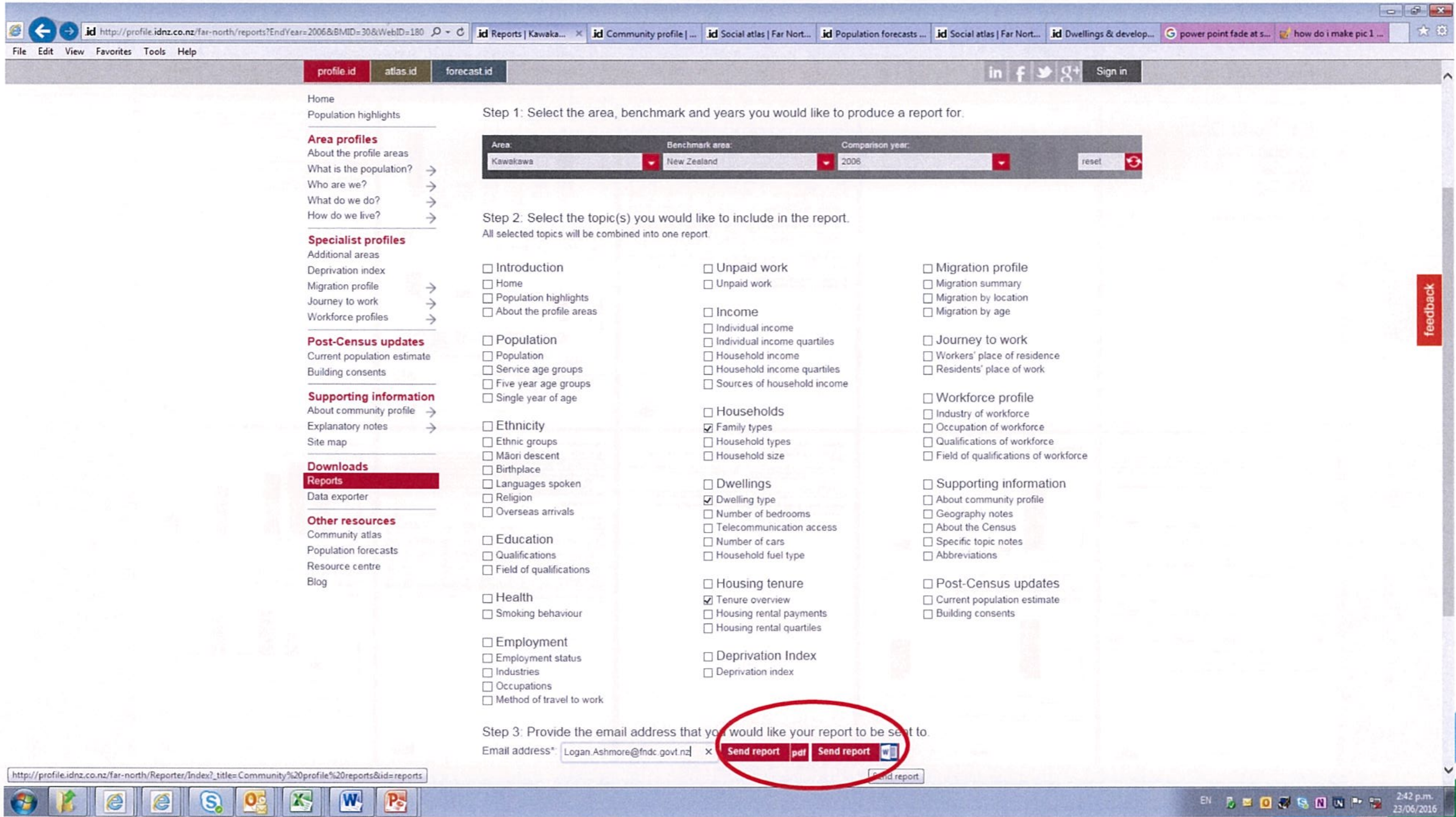
Reports



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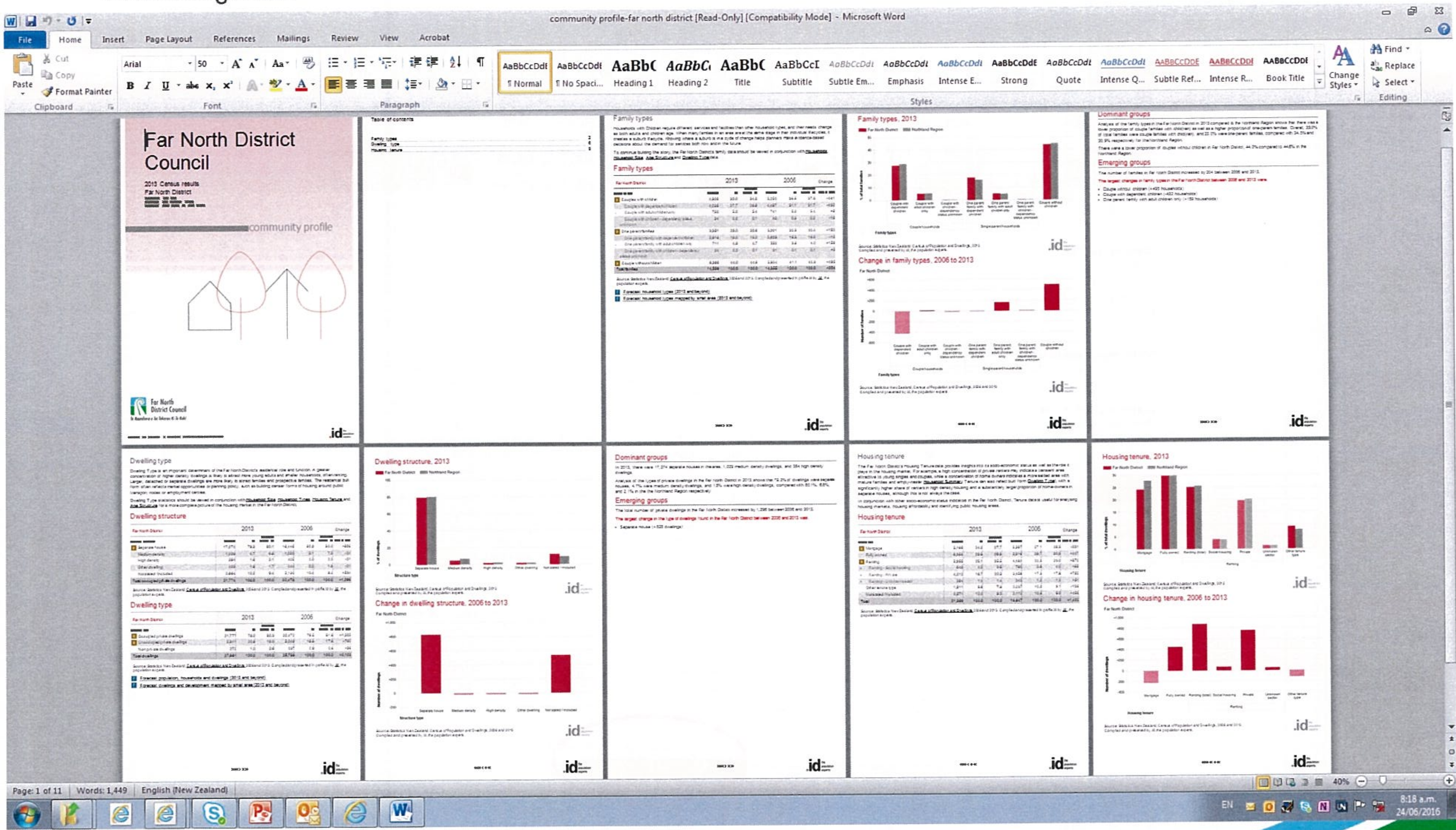

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Data Export

Want to gather select raw data to perform a new analysis?

- Data Exporter allows users to Select geographic areas, variable, and years
- Builds an exportable raw data table for all selected criteria

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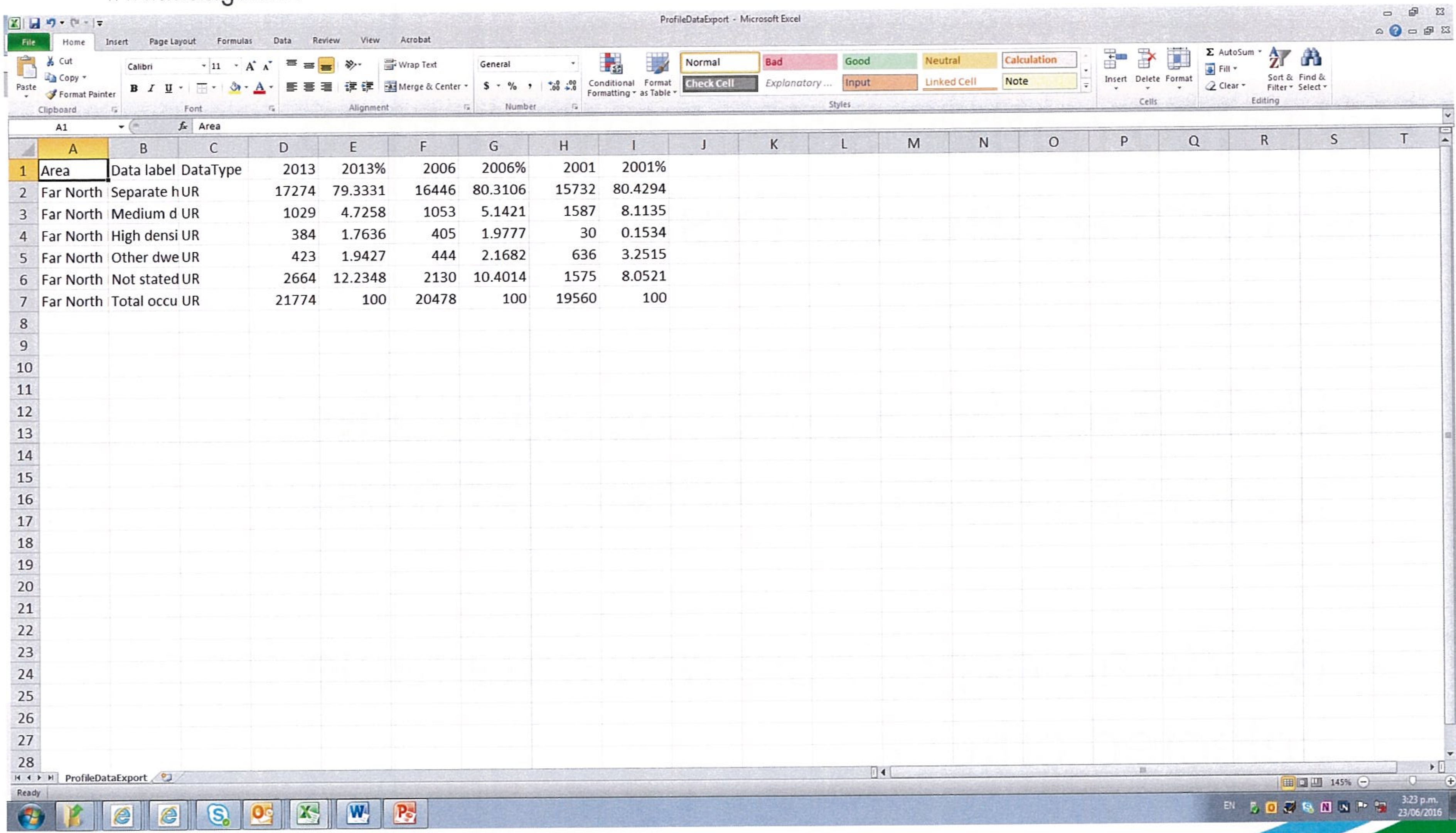
Data Exporter



Area	Data label	DataType	2013	2013%	2006	2006%	2001	2001%
Far North	Separate h	UR	17274	79.3331	16446	80.3106	15732	80.4294
Far North	Medium d	UR	1029	4.7258	1053	5.1421	1587	8.1135
Far North	High densi	UR	384	1.7636	405	1.9777	30	0.1534
Far North	Other dwe	UR	423	1.9427	444	2.1682	636	3.2515
Far North	Not stated	UR	2664	12.2348	2130	10.4014	1575	8.0521
Far North	Total occu	UR	21774	100	20478	100	19560	100

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Atlas.ID

- Interactive map that displays data from Profile.ID

- Allows for users to see census data down to the meshblock area (smallest census area)

- Users can select and export maps and data

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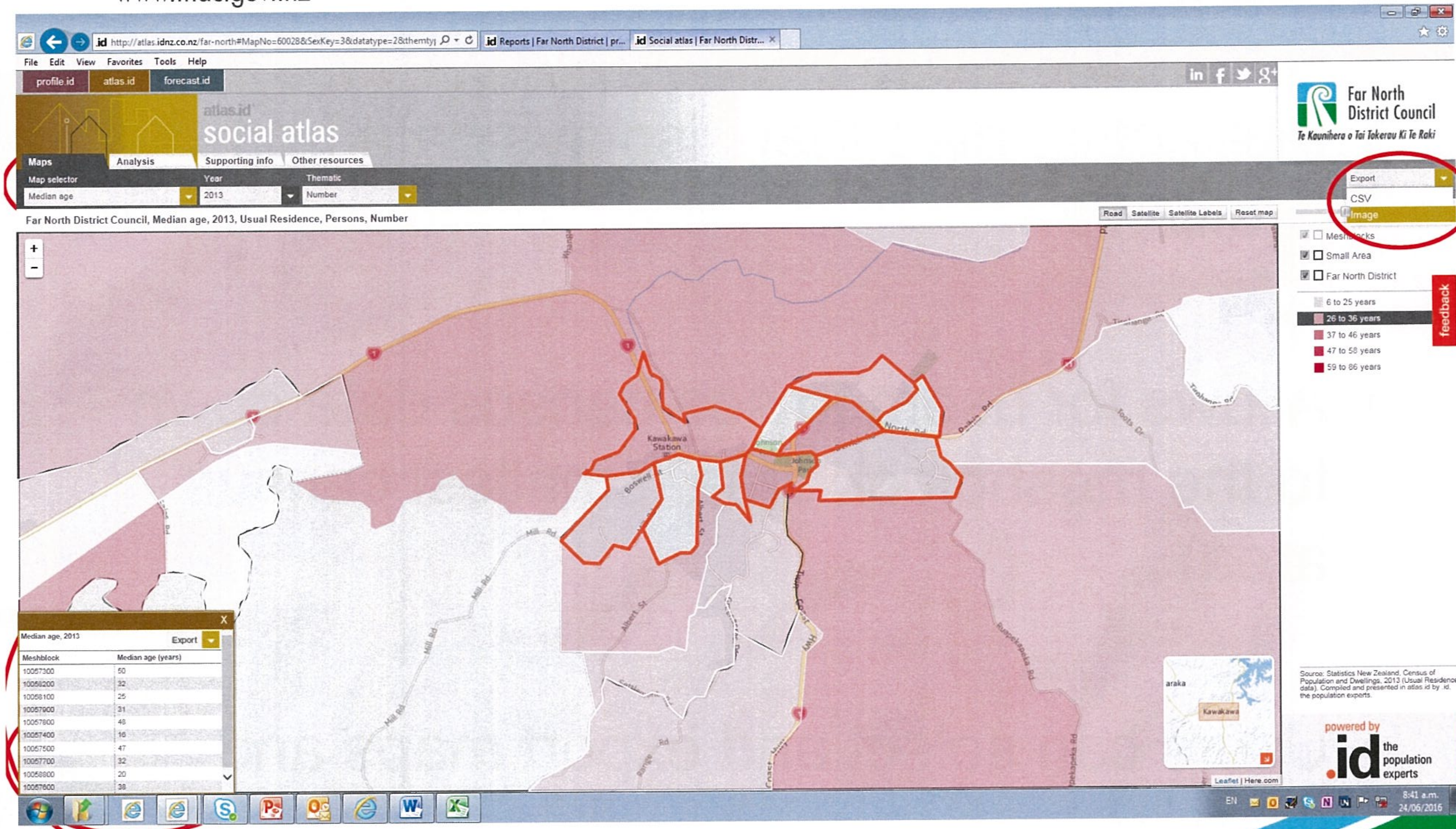
Atlas.ID



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Forecast.ID

- Uses similar tools to Profile.id and Atlas.ID

- Differences
  - Limits to data
    - Selected areas are not as small
    - Not as many indicators covered
  - Figures start from 2013 and are projected until 2043
    - Does not host historical information
  - Geographically separated but demographically related areas are grouped, ex. Kawakawa-Moreawa

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Forecast Results

population-age-structure [Read-Only] [Compatibility Mode] - Microsoft Word

Forecast age structure - 5 year age groups

Far North District - Total persons	2013		2028		2043		Change between 2013 and 2043
Age group (years)	Number	%	Number	%	Number	%	Number
0 to 4	4,530	7.5	3,666	6.0	3,545	5.7	-985
5 to 9	4,561	7.5	3,836	6.2	3,676	5.9	-885
10 to 14	4,712	7.8	3,868	6.3	3,676	5.9	-1,035
15 to 19	4,142	6.8	3,879	6.3	3,167	5.1	-975
20 to 24	2,951	4.9	2,844	4.6	2,539	4.1	-413
25 to 29	2,540	4.2	2,636	4.3	2,522	4.1	-18
30 to 34	2,490	4.1	2,680	4.4	2,790	4.5	+300
35 to 39	2,952	4.9	2,924	4.7	3,104	5.0	+152
40 to 44	3,710	6.1	3,298	5.4	3,534	5.7	-176
45 to 49	4,159	6.9	3,509	5.7	3,779	6.1	-380
50 to 54	4,630	7.6	3,796	6.2	3,936	6.3	-694
55 to 59	4,431	7.3	4,182	6.8	4,085	6.6	-346
60 to 64	4,322	7.1	4,538	7.4	4,320	6.9	-2
65 to 69	3,820	6.3	4,611	7.5	4,377	7.0	+557
70 to 74	2,800	4.6	4,045	6.6	4,187	6.7	+1,387
75 to 79	1,800	3.0	3,289	5.3	3,711	6.0	+1,911
80 to 84	1,160	1.9	2,308	3.7	2,956	4.8	+1,796
85 and over	890	1.5	1,666	2.7	2,325	3.7	+1,435
Total persons	60,600	100.0	61,576	100.0	62,229	100.0	+1,629

Population and household forecasts, 2013 to 2043, prepared by .id, the population experts, May 2016.

.id the population experts

Source: Population and household forecasts, 2013 to 2043, prepared by .id, the population experts, May 2016.

Te Reo Māori on the decline?

Far North District Council

Forecast Mapping

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Population and age structure - persons aged 0 to 14 years

Far North District	2020		2030		Change between 2020 and 2030	
Area	Number	%	Number	%	Number	%
Far North District	12,570	20.6	11,206	18.2	-1,364	-10.9
Ahipara and Herekino Area	715	21.7	580	18.2	-135	-18.9
Bay of Island Rural	922	18.0	777	15.4	-146	-15.8
Kaeo - Matauri Bay - Whangaroa	645	19.9	554	16.9	-91	-14.1
Kaikohe Township	1,299	30.6	1,065	26.5	-234	-18.0
Kaitaia Township	1,411	26.0	1,314	24.3	-97	-6.9
Kapiro Area	562	19.3	516	17.7	-46	-8.1
Karikari Peninsula - Maungataniwha	892	18.4	904	17.7	+12	+1.3
Kawakawa - Moerewa	772	26.7	675	24.1	-96	-12.5
Kerikeri Township	799	20.6	799	19.0	--	0
Kerikeri Township Surrounds	706	17.9	746	16.7	+41	+5.8
Kohukohu and Hokianga North area	348	18.1	277	14.9	-71	-20.3
Mangonui - Coopers Beach - Cable Bay	299	15.5	316	14.0	+17	+5.7
North Cape - Houhora - Awanui	704	19.5	567	16.1	-137	-19.5
Ohaewai and Kaikohe Surrounds	645	19.6	552	17.0	-93	-14.4
Paihia - Opua and Haruru Falls	558	15.7	491	13.5	-67	-12.0
Rawene - Opononi - Omapere and Hokianga South Area	768	20.9	663	18.2	-105	-13.6
Russell and Rawhiti and Surrounds	526	16.2	409	13.2	-116	-22.1

Population and household forecasts, 2013 to 2043, prepared by .id , the population experts, May 2016.

.id the population experts

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Data Source and Accuracy

- Source:
  - New Zealand Census- 2001, 2006 and 2013

- Anonymity and Accuracy
  - Randomisation
    - Stats NZ performs minor randomisations between adjacent meshblocks, May create small variations between different sources of information
  - Confidentiality
    - Stats NZ may withhold meshblock data if population counts are too small

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Any Questions?

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STATEMENT OF PROPOSAL

POU HERENGA TAI - TWIN COAST CYCLE TRAIL BYLAW 2016

Summary

A Bylaw is the most appropriate way of managing use of the new Pou Herenga Tai - Twin Coast Cycle Trail. A specific Bylaw is needed to protect public safety and prevent nuisance on the Trail. The proposed Draft Bylaw allows for a consistent regulation of the whole Trail.

Public consultation will take place in July to allow the public to make their views known to the Council. Those who choose can also speak at a public hearing in August. The Council aims to adopt the Bylaw so it is in place for the summer when use of the Trail is expected to increase.

Background

The New Zealand Cycle Trail project (Nga Haerenga) is a New Zealand Government initiative, co-funded with local councils to build and operate a network of cycle trails or 'Great Rides' throughout the country. The Far North District has developed Pou Herenga Tai - the Twin Coast Cycle Trail. This 87 km cycle trail starts at Opua on the east coast and traverses across to the Hokianga Harbour on the west coast. Currently four sections are open to public use and the remaining unconstructed sections of the Trail are expected to be completed in November 2016. Full information on the trail is available on the website http://www.twincoastcycletrail.kiwi.nz/

Local Government Act 2002 Section 155 Determination

This means answering the three questions below:

1. Is a bylaw the most appropriate way of addressing the problem?

   Yes, a bylaw is the most appropriate way of managing the Trail because there is no single regulatory instrument for the management of the use of the Trail. The Trail is on private land, Crown land, road reserve, and land vested to the control of the Council.

   The Trail requires the co-operation of a large number of landowners who expect that the Council will enforce responsible use of the Trail. The Bylaw includes rules to help protect landowners from nuisance.

   A Bylaw can protect the health and safety of users of the trail and protect the public from nuisance. A Bylaw is a deterrent and allows the Council to prosecute for serious breaches.
   A voluntary Trail Code sets out the expected behaviours along the trail. This Code is not legally enforceable for the most part. The Code will be displayed prominently along the route to encourage responsible use of the Trail.

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There is a distinction between what can be encouraged and what can be enforced. Some anti-social behaviour is already regulated by other Bylaws and by legislation. For example, littering could result in a fine under the Litter Act 1979. Other behaviour (such as the riding of motorcycles, the exercising of dogs and the riding of horses) could create a risk to the safety of the users of the Trail without a means of enforcement.

The Trail is not suitable for motorised vehicles which may endanger the safety of cyclists and cause damage to the Trail. The draft Bylaw prohibits motorised vehicles on the Trail.

The Trail is not suitable for dogs as there is a potential for conflict between dogs and cyclists which may endanger the safety of both. The draft Bylaw prohibits dogs from the trail.

The Trail is not suitable for horses (other than crossing the tracks), due to conflict with cyclists, including hooves churning up the surface of the Trail. The draft Bylaw prohibits horses from the Trail without the express consent of the Council.

The Trail is designed for daytime use and that is part of the understanding reached with landowners. The draft Bylaw states that no person shall use the Trail in the period from 30 minutes after sunset to 30 minutes before sunrise except in the event of an emergency, in unavoidable circumstances or if necessitated by organised and supervised events notified to and approved by the Council.

Visibility of cycles on the Trail is important for public safety. The draft Bylaw states that at any time when there is not sufficient daylight to render clearly visible a cyclist or vehicle at a distance of 100 metres, a cyclist must use a steady or flashing forward-facing white or yellow light and a steady or flashing rear-facing red light.

2. Is this the most appropriate form of bylaw?

   Yes, a stand-alone or specific bylaw is the best form of bylaw because the Trail is a distinct area of activity. There are no other existing Council bylaws that could include rules for the Trail.

3. Are there any implications under the New Zealand Bill of Rights Act 1990?

   There are no known implications under the Bill of Rights Act 1990 to the current proposed Bylaw.

Given the above analysis it is therefore proposed that a specific Cycle Trail Bylaw is the most appropriate option to address the problems that may arise from the operation of the Trail. The adopted Bylaw should be used in combination with the promotion of the Trail Code as set out below.

Pou Herenga Tai - the Twin Coast Cycle Trail Code

Far North
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- Always wear your cycle helmet
- Be careful where there are road crossings
- Put on plenty of sunscreen and re-apply regularly
- Advise others where you're going
- Stay on the trail
- Carry plenty of food and water
- Always consider others
- Keep to the left, pass on the right
- Cyclists give way to walkers
- No dogs or horses permitted on the trail
- Light no fires
- Take no firearms
- Keep streams and lakes clean
- Take your rubbish with you
- Report all hazards to Far North District Council on freephone 0800 920029
- Protect plants and animals
- Leave nature undisturbed
- Keep to the trail; don't trespass on private land
- Don't disturb animals grazing on or near the trail

See the website http://www.twincoastcycletrail.kiwi.nz/plan-your-ride/trail-code/

Consultation and Decision-making Process

The proposed draft Pou Herenga Tai - Twin Coast Cycle Trail Bylaw 2016 may have a significant impact upon the persons using the Trail and upon the owners of propertyies that the Trail crosses if the responsible and safe use of the Trail is not enforceable. This means that a Special Consultative Procedure is required as set out in the Local Government Act 2002 Section 83.

A brief summary of the process to be followed is set out in the diagram below:

Statement of Proposal and draft Bylaw adopted by resolution of Council 15 June 2016

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One month of public consultation – 01 July 2016 to 01 August 2016

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Hearings for the public to speak to Councillors – 15 August 2016

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Deliberations and adoption by resolution of Council – 08 or 29 September 2016

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A copy of the Statement of Proposal and the draft Pou Herenga Tai - Twin Coast Cycle Trail Bylaw 2016 will be available at all Council service centres and libraries during normal office hours during the consultation period.

Anybody interested in the proposal is welcome to make a submission by 5pm on 1st August 2016. Submissions can be made:

- by email to submissions@fndc.govt.nz
- online at www.fndc.govt.nz
- or by letter addressed to Far North District Council, Private Bag 752, Kaikohe 0440

Council will accept written or verbal submissions (or both).

Please tell us if you'd like to speak at the public hearings in Kaikohe at the Council Chambers on 15 August 2016. Submitters will be given ten minutes to speak and five minutes to respond to questions from the Councillors.
