



Prepared by

# WellingtonNZ

The Wellington Regional Economic Development Plan 2022-2032 (REDP) was launched in August 2022. The plan guides the long-term direction of our regional economy, identifies issues and opportunities in our key focus areas, and will help to prioritise, fund and deliver regionally significant initiatives over the next 10 years.

This annual summary outlines highlights from each of the four sector and four enabler chapters within the first year of delivering this 10-year plan and provides the latest regional snapshot to monitor our regional performance.

The REDP aims to help create some of the 100,000 new decent\* jobs needed in our region over the next 30 years due to the expected population increase over this time. It also aims to improve quality of life by supporting our region to be more productive, resilient, inclusive and sustainable with thriving Māori and Pasifika communities.

The plan is owned by the Wellington Regional Leadership Committee (WRLC), which provides a unified voice at a regional leadership level, bringing together local government, central government, iwi and mana whenua, to take collective responsibility for our shared challenges and achieve better outcomes for our communities. The WRLC includes nine mayors and a regional council chair from our wider region and leaders of six iwi entities.

As the regional economic development agency, WellingtonNZ is driving the delivery of the plan on behalf of the WRLC. A steering group of regional leaders across local government, Māori economic development, business and central government provides oversight of the operational delivery of the plan.

WellingtonNZ acknowledge the broad range of work underway by territorial authorities, Te Matarau a Māui, and other organisations which aligns with the REDP and supports the wider economic growth of our region.

In the year ahead, WellingtonNZ will continue to support leads with the delivery of initiatives within the REDP, including through advocacy, connections and identifying potential funding opportunities. Progressing the initiatives will require our whole region to continue working together.

We will also reflect on lessons learnt from the first year of delivery and the current operating environment to ensure the issues, opportunities and initiatives captured in the plan remain current and create a positive impact.

You can follow our progress at [WellingtonNZ.com/wellington-regional-economic-development-plan](https://WellingtonNZ.com/wellington-regional-economic-development-plan) and sign up to the WRLC's newsletter at [www.wrlc.org.nz](https://www.wrlc.org.nz) for progress updates on the REDP and other WRLC projects.



## MONITORING METRICS: Indicators used to monitor progress against our strategic objectives

### REGIONAL INDICATORS: Indicators monitored at a regional level

#### QUALITY OF LIFE

**Overall satisfaction with life**  
Measuring the overall satisfaction with life of residents provides an indication on social well-being.

AIM TO GROW

**88%** Satisfied in Wellington Region ▼ **1%\***

**The ability of income to meet every day needs**  
Monitoring the percentage of residents' ability to meet every day needs with their income provides an indication of the social and economic health of our region's residents.

AIM TO GROW

**54%** Could meet needs in the Wellington Region ▼ **2%\***

#### EMPLOYMENT

**Jobs filled**  
The number of jobs filled across our region provides an indication of our regional economic performance.

GROW 100K IN 30 YEARS

**325,132** Total Employment ▲ **3%**

**GDP per capita**  
is used to capture the average economic wellbeing of our region overtime

AIM TO GROW

**\$82,772** GDP per Capita ▲ **9%**

### GROWTH CORRIDORS: Indicators monitored at a growth corridor level



#### Population

Monitoring growth is important for understanding the infrastructure and resource needs of our region.

**156,200** Population of Western Growth Corridor ▲ **0.8%**

**213,100** Population of WGTN Growth Corridor ▼ **1.1%**

**211,200** Population of Eastern Growth Corridor ▲ **0.8%**



#### The average income per capita

determines the average per-person income and evaluates the standard of living of our population.

**\$46,374** P/C income of Western Growth Corridor ▲ **8.0%**

**\$66,738** P/C income of WGTN Growth Corridor ▲ **6.7%**

**\$47,553** P/C income of Eastern Growth Corridor ▲ **7.9%**

\*The above measures highlight how we monitor our regional performance. All measures are more extensively detailed in pages 14-20 including with national comparisons.

REDP initiatives are now underway. Some highlights and outcomes from year one of delivery are summarised below and further detail is available on page 5-13. Initiative leads have reported a total of 61 jobs created to date. This reflects that many initiatives have been in a planning and piloting phase and are only one year in. Further work will be undertaken in the year ahead to refine the measurement of jobs created through REDP initiatives.



**39% increase** in local House of Science kit bookings in the past six months



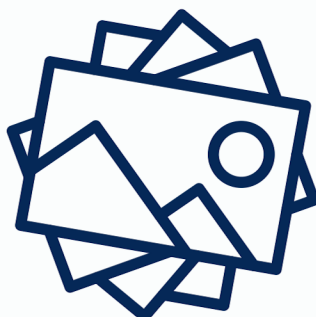
**269 attendees** from across the innovation ecosystem joined evening tech leadership training sessions



**897 individuals** supported through a pre-incubation support programme



**15 internships** through the pilot Summer of Engineering programme



**300 locations** photographed for a screen location library



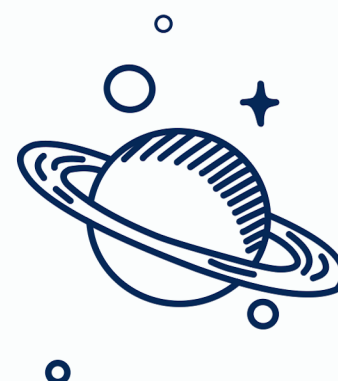
**850 students** attended the Working in the Cloud tech careers event



**13 businesses** completed WellingtonNZ's Sustainable Tourism Programme



**2 schools** participated in the pilot STEM mentorship programme



**3500+ visits** to the pop-up Wairarapa Space Science Centre in seven weeks



# Screen, creative and digital

Employment  
▲8,320  
2021: 8,032



GDP  
\$1,385m ▲  
2021: \$1,210m



Business Units  
3,615 ▲  
2021: 3,348

Screen Wellington is the regional film office within WellingtonNZ and lead on the REDP screen initiatives. Significant work has been undertaken to support the growth of the screen sector in our region by helping to attract projects and improve the ease of making productions here. REDP highlights from the past year include:

- Overseas engagements, including appointing an American film producer as a Los Angeles based ambassador to act as a conduit for the North American market, and meeting with studios, production companies and producers in Los Angeles, helping to build relationships and influence potential productions to come to our region.
- Promoting our region as a production destination, including by creating a showreel; hosting location scouts and production executives from Netflix, Apple, Legendary, Searchlight, 20th Century Fox, Blumhouse and others at Lane Street Studios, Wētā Workshop, Park Road Post and Wētā FX; creating opportunities for Wellington screen industry producers, vendors, service providers and crew to network with these production executives, and developing an online location library with photos and information about 300 filming locations across our region.

- Establishing a screen steering group, who provided input for a submission on the Government review of investment in the Screen Sector via the Screen Production Grant. This submission was accompanied by an endorsement from the WRLC.

Screen Wellington deliver the UNESCO City of Film programme, providing opportunities for our local people to learn about, make and engage with screen culture. Recent activities include delivering film and animation programmes for school-aged students and removing barriers to enable more of our people to attend film festivals such as the Māoriland Indigenous film festival in Ōtaki and the Wairarapa Film Festival. The UNESCO City of Film programme supports strengthening the diversity of voices within our local screen sector, fostering practices that inspire the next generation and therefore continuing to increase the attractivity of our region.

WellingtonNZ is working alongside Tall Poppy Films and Avocado Entertainment to support the Screen Accelerator Project initiative added into the REDP in June 2023.



International visitors at Lane Street Studios



Filming of the Wellington Screen Showreel

# Science, technology, engineering and manufacturing (STEM)

Employment  
▲ 28,824  
2021: 28,117



GDP  
\$6,307m▲  
2021: \$5,851m



Business Units  
6,021▲  
2021: 5,622

STEM is a growing sector of importance for our region and is split into two sub-chapters for the purposes of the REDP.

## Science, engineering and high-value manufacturing

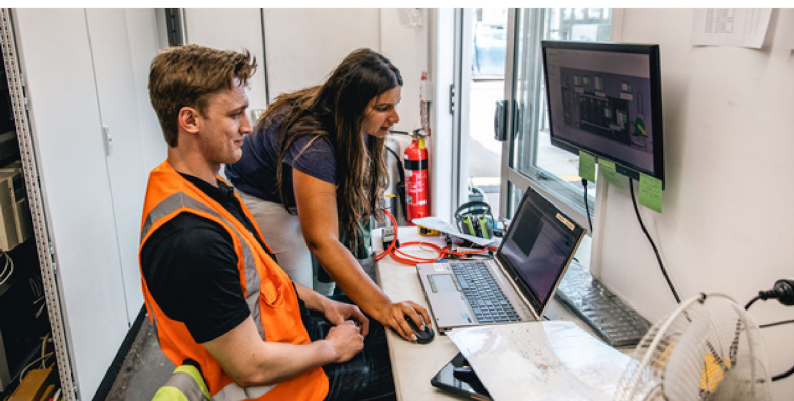
The science, engineering and high-value manufacturing sub-chapter focuses on raising awareness, addressing skills shortages and providing support for emerging companies to commercialise. REDP highlights from the past year include:

- Summer of Tech delivered a pilot Summer of Engineering programme in summer 2022/23. This placed 15 engineering students and recent graduates into internships with engineering employers.
- Ngāti Toa delivered a pilot STEM mentorship programme at Titahi Bay Intermediate and Mana College in term two 2023. The programme raised awareness of and interest in STEM subjects and careers.

WellingtonNZ has also assisted the STEM sector through actively working with 118 innovative businesses across our region over the past year.

An example is a Hutt based business who create machines utilising sustainable methods for cleaning high rise buildings, and another who use lidar and GPS technologies to autonomously landscape large areas. Our Innovation Specialists have helped businesses like these access Callaghan Innovation's grants and products.

In Budget 2023, the Government announced the Wellington Science City programme, the Government's largest ever capital investment in science infrastructure. The creation of three multi-institution research hubs will build on the region's strengths to make Wellington a vibrant, resilient, and adaptable centre of research, science and innovation by 2030. WellingtonNZ is establishing what this will mean for the REDP and will continue to advocate for the outcomes the wider STEM initiatives seek to achieve.



Luke Forrester participated in a Summer of Engineering internship at Hot Lime Labs.



Peek Robotics share their Summer of Engineering experience with other employers.



# Technology

The technology sub-chapter focuses on harnessing entrepreneurial talent, addressing skills shortages, upskilling leadership teams and attracting investment. WellingtonNZ and our subsidiary Creative HQ are delivering a range of targeted initiatives in this space and REDP highlights from the past year include:

- Engaging 57 attendees from 26 high-growth Wellington tech companies in technology leadership training workshops and consulting sessions, to ensure they have the best chance at becoming global leaders and major local employers. Speakers have included Tim Doyle (Founder and CEO of Eucalyptus), Craig Davis (Founder of Sendle) and Andre Pinantoan (Head of Growth at Canva).
- Supporting 897 individuals through an Early-Stage Pre-incubation Support Programme, comprising a six-week series of evening speaker sessions and 1:1 consultations.
- Launching a Scale-up Support Package for companies with 2-5 employees, providing companies with six months of free rent, regular coaching from Creative HQ staff, and support from mentors, advisors, and corporate service providers. Litmaps is the first participants and two other companies are soon to join.

- Delivering Creative HQ's largest accelerator programme to date, targeting 15 impact focused companies.
- Developing a soon-to-be-released CleanTech campaign to raise awareness of clean technology businesses in our region.

WellingtonNZ also organised Working in the Cloud, a careers event for secondary school students held at the Michael Fowler Centre in May 2023 to demonstrate opportunities in the tech sector. The event was attended by 850 students from 25 high schools across the region and speakers included Wellington Mayor Tory Whanau as well as founders of Sharesies, Volpara, Tapi, PikPok, Storypark and others. Feedback showed 72% of students were much more likely to consider a career in the tech sector as a result of the event.

WellingtonNZ is leading a new initiative added into the REDP in June 2023, to host a Capital Summit in our region next year, connecting our brightest companies with investors with the aim of leading to collaboration and funding.



Above: Craig Davis delivering a workshop for leaders from local tech companies.  
Right: Speakers present at the Working in the Cloud tech careers event.





# Visitor economy



GDP  
**\$4,120m** ▲  
2021: \$3,812m

Employment  
**52,601** ▲  
2021: 52,227



Business Units  
**7,464** ▲  
2021: 7,071

WellingtonNZ is partnering with others to drive implementation of visitor economy initiatives. While creating new paid tourism products and experiences takes significant time and investment, REDP highlights from the past year include:

- Dark Skies development getting underway in the Wairarapa. The New Zealand Astrobiology Network Charitable Trust ran a pop-up Wairarapa Space Science Centre in Carterton for seven weeks in summer 2022/23, attracting more than 3,500 visits. South Wairarapa and Carterton districts became accredited as International Dark Sky Reserves in January 2023. Four public information evenings have been held by the Wairarapa Darks Sky Association.
- The Greytown Trails Trust project-managed construction of the Tauherenikau suspension bridge between the Featherston and Greytown section of the Five Towns Trail Network. The Trust also commissioned a pou placed at the start of the cycling and walking trail from Featherston to Woodside.
- The approach to developing the Porirua Adventure Park has been split into two phases due to the challenges raising investment for tourism experiences in the post-Covid environment. The first phase

intends to include the mountain bike park and zipline to establish demand for the gondola and mountain top café (phase two).

- A Civics Experience initiative was added to the REDP in June 2023. A prototype installation was installed in the National Library in July 2023 for feedback and aims to create new visitor experiences using key Acts of Parliament to tell important stories of Wellington and New Zealand.
- WellingtonNZ and Tourism Industry Aotearoa delivered a second series of the Sustainable Tourism Programme, and Business Central ran a further series of the Sustainability Bootcamp, helping businesses on their sustainability journeys.

WellingtonNZ will continue working alongside lead organisations to drive progress in the year ahead, plus help to address the issues and opportunities outlined in this chapter including working with Metlink to improve visitor access to the public transport network, planning for future accommodation supply requirements, and raising awareness of our region as a visitor destination.



Star Safari Night Sky Tour  
Photo credit: Jet Productions



The Civics Experience prototype on display in the National Library



Participants of WellingtonNZ's Sustainable Tourism Programme



# Primary sector, food and fibre

Employment  
▲ **13,125**  
2021: 12,948



GDP  
**\$1,901m** ▲  
2021: \$1,880m



Business Units  
**3,624**  
2021: 3,624

The primary sector, food and fibre chapter covers the value chain from producer to final consumer. REDP highlights from the past year have been focused along the Western Growth Corridor, with many led by Kāpiti Coast District Council, and include:

- Launching the Kāpiti Coast Food & Beverage Game Plan in May 2023. The plan was created by the industry for the industry and outlines the food and beverage sector's strategic direction for the next five years.
- Engaging a facilitator to develop a cluster of food and beverage businesses for activities such as bringing the sector together to work on a Sheffield Street precinct, hosting a ticketed food safari across three producers and four hospitality venues to showcase how they work together, and eight businesses representing Kāpiti at the Fine Food Trade Show in Auckland.

- Commencing the process to pilot a regenerative horticulture programme with Ngā Hapū o Ōtaki.
- WellingtonNZ working with the Ōtaki and Porirua Trusts Board to access funding from the Ministry for Primary Industries for completing a land use feasibility study. This will support the transition away from dairy farming towards more sustainable options.

WellingtonNZ also organised three emerging supplier forums in partnership with the Food Innovation Network and Foodstuffs. The forums were held in Wellington, Kāpiti and the Wairarapa in May 2023 and helped local businesses understand how to get more of their products into supermarkets and distribution channels.



Food and beverage businesses participating in an emerging supplier forum



Food and beverage producers representing Kāpiti at the Auckland Fine Food Trade Show



Food and beverage cluster networking events.  
Source: Kāpiti Coast Food and Beverage Game Plan



# Māori economic development

In preparing the REDP, recognition was given to the Māori economy as a significant contributor to the regional economy. This resulted in a dedicated chapter on Māori economic development in the REDP prepared by Te Matarau a Māui, a Māori led Charitable Trust established to implement the regional strategy for Te Upoko o te Ika a Māui/greater Wellington region. The chapter focuses on the key strategic priority areas and values identified in their strategy. Highlights from REDP initiatives in this chapter in the past year include:

- Te Matarau a Māui worked closely with Te Puni Kōkiri and business networks to host events across the region to raise awareness of social/progressive procurement and available support.
- Te Matarau a Māui delivered Tipu Pakihi, an inaugural Māori business symposium, at Pipitea Marae. This event aimed to bring early stage-businesses together (Tipu whai hua) and to grow connections (Tipu whai hono) across the region. It attracted a wide cross-section of participants from the region to explore issues in a uniquely Māori way. Supported by an impressive line-up of speakers, there was kōrero about better connections, collaboration, the value of a Te Ao Māori perspective, and sustainable businesses.

- GWRC has engaged a resource to progress its own social procurement systems and processes, with the intention that the outcomes of this work can be shared with other territorial authorities in due course to provide insights and identify regional opportunities to improve in this area.
- This will be complemented by a WellingtonNZ report from Puna Awarau, a Māori business specialising in social procurement and economic development, to provide a current state analysis of our regional social procurement ecosystem, explain the roles and responsibilities of key actors and provide insights from buyers and providers.

Iwi and Māori are also leading and/or supporting other initiatives throughout the REDP, including the Porirua Adventure Park, STEM Mentorship Programme, and Ōtaki and Porirua Trusts Board feasibility of land use.

WellingtonNZ are undertaking wider work to support Māori economic development, including by providing access to capability training support for Pakihi Māori (Māori businesses), supporting strategic planning on Iwi-led economic aspirations in the Wairarapa, and partnering with others to develop an interoperable shared services and values prototype.



Participants engaging in kōrero at Tipu Pakihi



# Skills, talent and education

The REDP recognises the important role skills, talent and education play in enabling regional economic development and productivity and includes a range of initiatives to develop our current and future workforce. REDP highlights from the past year include:

- Supporting House of Science to increase their reach to more schools across our region, with a current focus on Wellington city and Porirua. Kit bookings in these areas increased 39% in the first half of 2023, enabling more students to experience science in primary and intermediate schools.
- Hosting a Pasifika student networking event at Victoria University of Wellington to connect tertiary students with leaders from local Pasifika businesses and organisations.
- Kāpiti Coast District Council scoping and designing a delivery model for a Kāpiti Coast Skills and Education Hub.
- Supporting Business Central to launch the Job Search Connect programme online, aiming to help a diverse range of job seekers secure employment in roles fit for their skillset, while helping employers find skilled staff to grow their businesses.
- Securing funding for the Wellington E2E Centre to commence delivery of a STEAMM-leadership programme supporting students on their journey from year nine through to tertiary study and employment.
- Commencing implementation of eight initiatives from the Wairarapa Workforce Action Plan in collaboration with industry and training providers. These include delivering a Techweek careers roadshow to three local secondary schools to inspire more than 200 students; and the Good 2 Great primary sector leadership and communication programme to 32 new participants.

WellingtonNZ is supporting further workforce development initiatives including partnering with the Ministry of Education to deliver a series of workplace visits for high school students, enabling Tūhura Tech to expand their free technology education programmes into more local schools and supporting the Young Enterprise Scheme. WellingtonNZ and the Wellington Regional Skills Leadership Group have established a quarterly meeting of regional workforce practitioners to share information and build regional connections across workforce development initiatives driven by territorial authorities, Te Matarau a Māui and WellingtonNZ.



Students speaking to local leaders at the Pasifika student networking event



Participants engaging in a Good 2 Great workshop in the Wairarapa



Miramar Central School students learning with a House of Science kit

# Water accessibility and security

Reliable water means security for businesses to operate and enables quality, quantity and growth of production. The REDP acknowledges a particular need to implement solutions to enable water accessibility and security in the Wairarapa. REDP highlights from the past year include:

- Greater Wellington Regional Council has progressed discussions with the Wairarapa councils and mana whenua regarding governance and management arrangements for implementation of the Wairarapa Water Resilience Strategy (WWRS). These have taken place via the Combined Councils Forum and individually with each partner organisation.

The Wairarapa Economic Development Strategy (WEDS) programme team supported water-related initiatives, including:

- Sponsoring the Wairarapa Water Availability and Security Forum led by Wairarapa Water Users Society (WWUS). This is a group of 60 Wairarapa growers and producers who represent more than 80% of irrigated land in the Wairarapa Valley. The forum was attended by about 40 people and focused on the theme of supporting 'on farm' water

storage and management solutions alongside the GWRC water consenting team.

- Conducting follow-up activities including groups interested in gaining consenting support, and further education on water resilience.
- Leading development of a Kānoa Regional Strategic Partnerships Fund application for water resilience infrastructure at Waingawa Industrial Estate which is now awaiting approval. The concept is to install a standalone commercial (raw) water distribution system across the Estate from a deep-water aquifer. This will remove reliance on the Waingawa River, the source of Masterton's municipal water supply, relieving pressure during low-river flow periods and protecting employment and business continuity.

GWRC will progress implementation of the WWRS in the coming year. WEDS have agreed to support WWUS by sponsoring their Summer Series, consisting of several site visits to analyse water management solutions in various sectors including crops, vineyards and sheep/beef.



Waingawa Industrial Estate (map for illustration purposes only)



# Resilient infrastructure

Building enabling infrastructure will help realise the opportunities and unlock potential in our focus sectors. Investment in infrastructure provides economic benefits and can enhance regional resilience to ensure our region continues to work or recover quickly in the aftermath of an adverse event. While ongoing advocacy is required to secure investment in our region's infrastructure, REDP highlights from the past year include:

- A rail slope monitoring system is now in place to automate monitoring on key areas of the Kāpiti line. Embankments and slopes in the Wellington Metro area have been re-assessed using a newly developed prioritisation method. This work has identified a programme of slopes to apply some level of treatment on, enabling freight and commuter trains to be back running earlier and with greater reliability after a climate or seismic event.

- Developing a request for proposals to research industrial land and business park requirements, considering social and environmental aspects. This research is required to ensure sufficient available land is ready to support commercial and industrial developments across our region, helping to attract and retain businesses.

Greater Wellington Regional Council along with the WRLC will continue to advocate for resilient infrastructure to improve economic resilience and wellbeing across our region, including further work on rail slope stability and the seismic strengthening of 33kV cables.



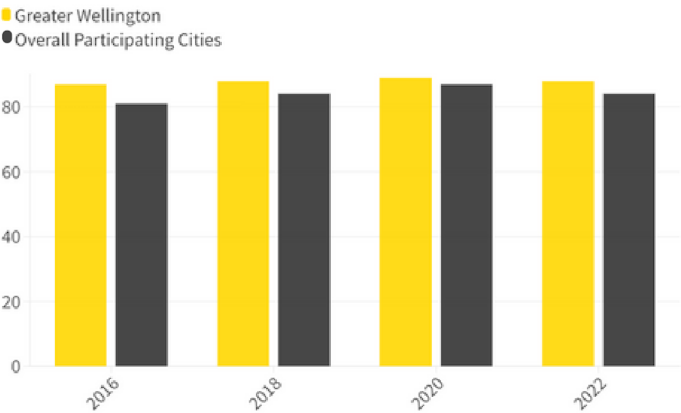
# REGIONAL SNAPSHOT

This regional snapshot is provided as an overview of our regional performance since the Regional Economic Development Plan was launched in August 2022.

One crucial measure of our regional performance is the overall satisfaction with quality of life among residents. According to the latest data, 88% of the people living in the Wellington Region reported being content with their quality of life in 2022, which is higher than the national average of 83% for New Zealanders. The Wellington Region experienced a 1% decrease since 2020, while nationally the satisfaction level dropped by 4%. These results were not evenly distributed across the region, although all remained above the national average. Respondents from Porirua indicated lowest satisfaction in the region at 84%.

The region continues to record a low ability of income to meet everyday needs. The region experienced a 2% decrease, with only 54% of residents reporting having enough income to cover their requirements in 2022. Given the surging increase in cost of living (7.2% in the 12 months to June 2023) this trend is expected to continue. Despite these challenges, it is worth mentioning that the region maintains a strong advantage over the national averages which was 46% in 2022.

Overall satisfaction with quality of life



Source: Nielsen Quality of Life Survey

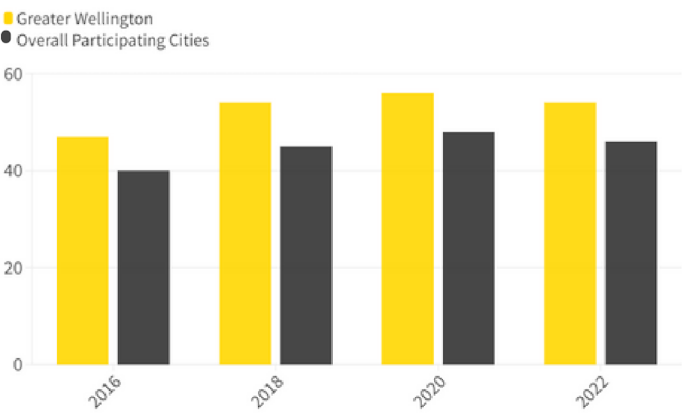
88%

Satisfied in Wellington Region

1%

Between 2022 and 2020

Ability of income to meet everyday needs



Source: Nielsen Quality of Life Survey

54%

Could meet needs in Wellington Region

2%

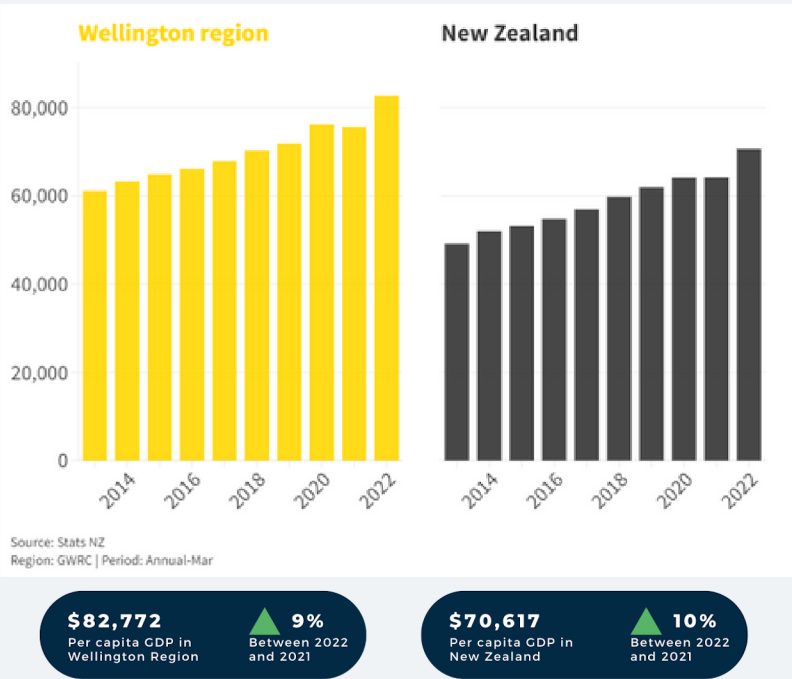
Between 2022 and 2020



GDP PER CAPITA

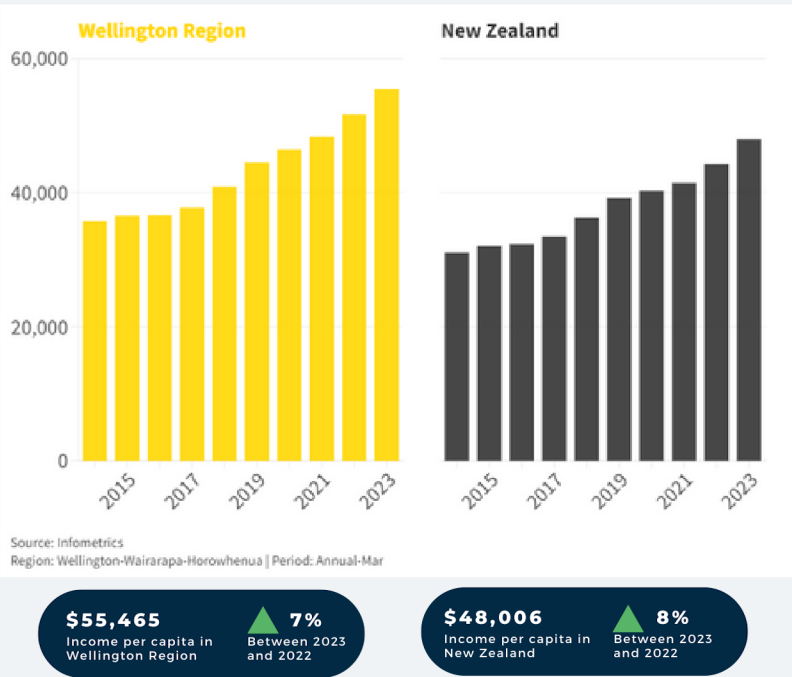
GDP in the Wellington Region measured a total of \$49,195m in the year to March 2022, up 5.5% from a year earlier. Growth was greater than in New Zealand (5.3%) and the Wellington Region accounted for 13.8% of national GDP in 2022.

GDP per employee in the Wellington Region measured \$151,308 in the year to March 2022, much higher than the New Zealand average (\$132,815). This wasn't universally distributed across the region with Horowhenua (\$103,240), Kapiti (\$130,240), Porirua (\$127,793) and Masterton (\$121,869) below national productivity averages. Wellington city remains the leader in the region at (\$167,541).



PER CAPITA INCOME

Per capita income serves as a widely used indicator of the overall living standard, as it takes into account all sources of income within a household as well as the size of the household itself. In the case of the Wellington-Wairarapa-Horowhenua region, the per capita income reached \$55,465 in 2023, considerably above the national average which stood at \$48,006. This was not universally distributed with Kapiti (\$47,390) and South Wairarapa (\$44,231) coming in below the national average. Wellington City had the highest per capita income in the region. The per capita income in our region experienced a growth rate of 7.3% for the year up to March 2023. However, it is worth noting that this growth rate was lower than the overall growth rate observed in New Zealand, which reached 8.4% during the same period.



EMPLOYMENT MEASURES

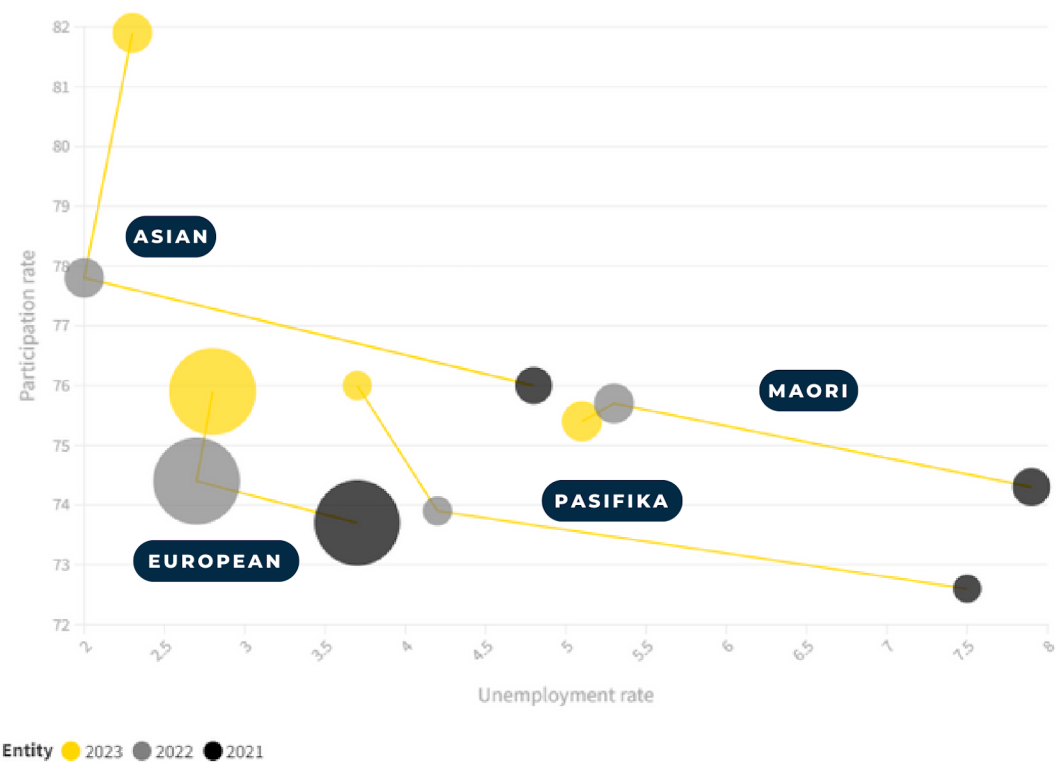
The unemployment rate is measured as an average across the four quarters of each year. From 2022 to 2023, the national unemployment figures either increased or remained stable across all ethnic groups until June. The Wellington region exhibited unemployment rates consistently lower than the national average for all ethnicities, except for the European category, where the regional and national results aligned. The unemployment rates for Māori and Pasifika, 5.1% and 3.7% respectively in 2023 have reduced from 2022 (5.3% & 4.2%).

The labour force participation rate is determined by dividing the total number of individuals who are employed or seeking employment by the entire working-age population.

In the Wellington region, the Māori ethnicity exhibited a slight decrease in participation, of 0.3%. On a national scale, labour force participation witnessed a widespread increase.

The employment size refers to projections derived solely from the 2018 census base. This metric is used to track the anticipated growth or changes over time in the number of working-age individuals, categorized by ethnicity. Anticipated projections for employment size reveal that of all ethnic groups, Asian are poised to experience the most substantial growth, estimating a 16% increase from 2018 to 2023. Following this, Māori are projected to grow by 11%, Pasifika by 10%, and European by 3%.

Labour participation, unemployment and employment size by ethnic groups



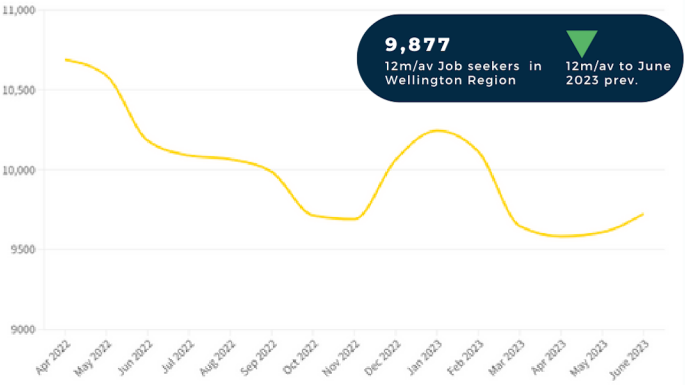


JOB SEEKER BENEFITS

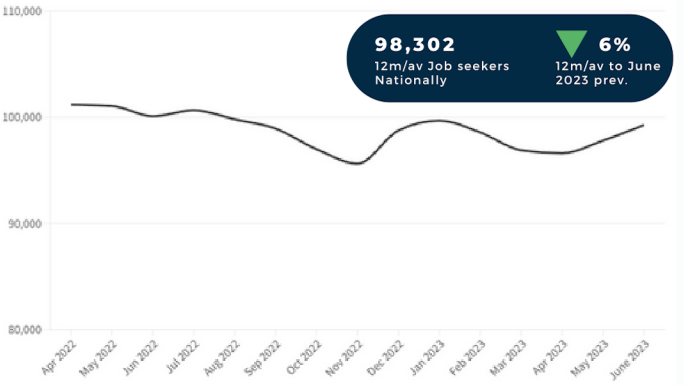
The Work Ready Job Seeker benefit caters to individuals actively seeking employment or getting ready to enter the job market. It extends its support to those who can only commit to part-time work or who face temporary barriers to job searching due to health conditions, injuries, or disabilities.

Throughout the year, the regional utilisation of this benefit has shown a downward trend, reflecting the persistently competitive job market. Starting from March, indications have pointed towards a stabilization in the figures, aligning with the national patterns observed earlier in the year.

Work-Ready Job Seeker Benefit  
Wellington Region



Work-Ready Job Seeker Benefit  
National Total

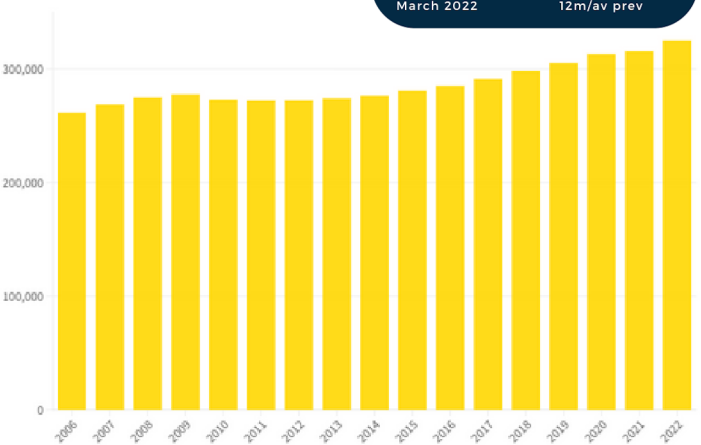


TOTAL EMPLOYMENT

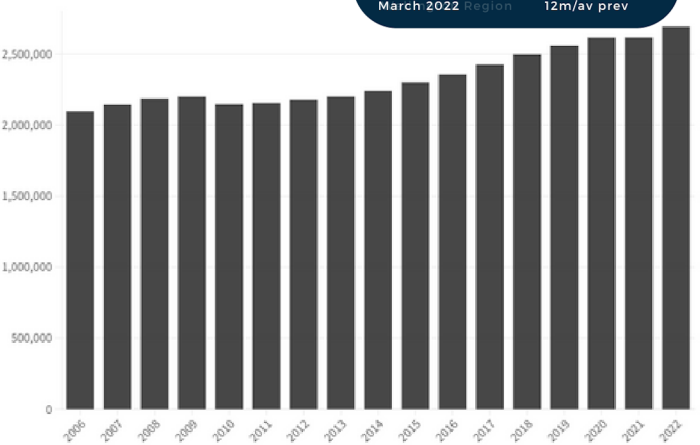
Positive employment growth shows that businesses in a region are confident in their activity and outlook to expand their workforce. Employment in Wellington region including Horowhenua measured 325,132 in the year to March 2022, up 3.0% from a year earlier.

Employment growth was the same as in New Zealand (3.0%) over the same period. The Wellington region including Horowhenua accounted for 12.1% of national employment in 2022.

Employment  
Wellington Region including Horowhenua



Employment  
National



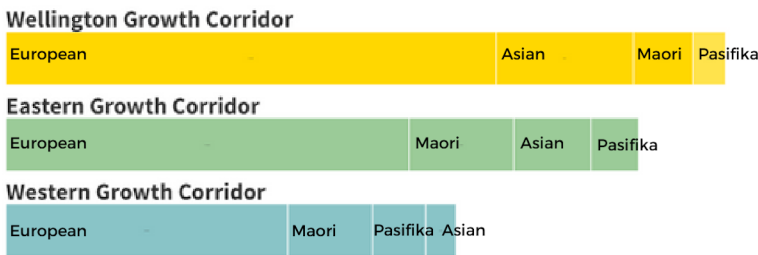
# GROWTH CORRIDORS

The Wellington Regional Growth Framework is a blueprint for regional growth in the Wellington-Wairarapa-Horowhenua region over the next 30+ years and envisages a region that could accommodate another 200,000 people.

- The Framework identifies three future development areas:
- **Western Growth Corridor** - the area from Tawa to Levin
  - **Eastern Growth Corridor** - the area from the Hutt to Masterton
  - **Wellington Growth Corridor** - the Wellington city area.

- Below is a summary of how our population is tracking across these three areas, including:
- An indication of the changing workforce age and ethnicity
  - Average income per-person, due to the impact this has on standard of living
  - The number of people on the Work-Ready job seeker benefit as an indication of how many people are ready and seeking work.

Working-age population  
Estimated from 2018 census base



The working-age population measure is used to give an estimate of the total number of potential workers within our economy.

The distribution of the Pasifika and Maori populations are significantly higher in the areas outside of Wellington City, 79% of the Wellington City population identify as either Asian and/or European.

It should be noted that contrary to the earlier publication of the Regional Economic Development Plan this data is not available annually.

The projections are not predictions. The projections are designed to meet both short-term and long-term planning needs, but are not designed to be exact forecasts or to project specific annual variation. The projections cover the period 2018 - 2043 at five-year intervals. These projections have the estimated resident population of each ethnic group at 30 June 2018 as a base starting point. It is also important to note that these ethnic populations are not mutually exclusive because people can identify with more than one ethnicity. People who identify with more than one ethnicity have been included in each ethnic population.



PER CAPITA INCOME

Per capita income is a widely used measure of living standard, as it accounts for all sources of household income as well as household size.

Per capita income is on the rise across our region with Upper Hutt seeing the greatest increases. Wellington continues to have the highest average income per city, yet it experienced the lowest rate of increase at 6.7%.

Both the Eastern and Western Growth corridors remain below just below the national average of \$48,006. All growth corridors experienced a smaller increase on 2022 from the national increase of 8.4%.

Per capita income distributed via growth corridor

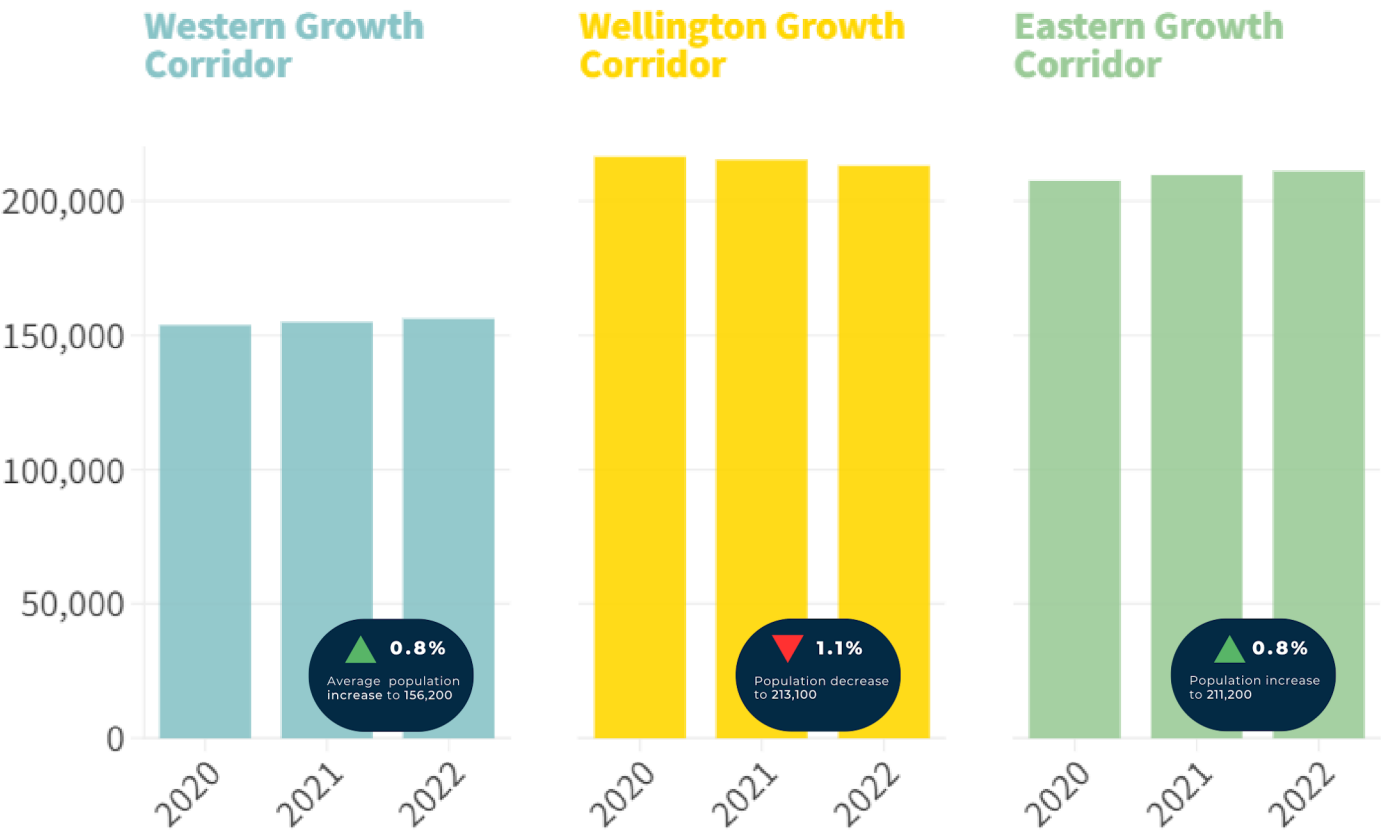


Source: Infometrics  
Region: Growth Corridor | Period: Annual - March

POPULATION DISTRIBUTION

The smaller rate of increase of per capita income in the Wellington Growth Corridor coupled with being the only growth corridor with a reduction of population in 2022, shows the regional corridors are 'closing the gap' on Wellington City. This being said the data on population should be read cautiously due to it reporting on the 2022 year and so far 2023 has been a year of sustained high levels of national migration.

Population distributed via growth corridor





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