



Business and Development Quarterly Report

JANUARY TO MARCH 2021





Introduction

This report provides a summary of business and development growth within the Waimakariri District, with a specific focus on the main centres of Rangiora, Kaiapoi, Woodend and Pegasus, and Oxford.

District growth is reported using population data, numbers of building and resource consents granted throughout the quarter, and Gross Domestic Product (GDP) and unemployment rates.

Other economic data is provided on retail expenditure within the District, and outflow expenditure of Waimakariri Residents outside of the District. This report also provides data for the availability of commercial vacant land and buildings.

These reports are provided quarterly alongside data for the comparative period in the previous year so that growth and development can be tracked over time, and insight gained into the District's business strengths and opportunities.

The current period may show some unanticipated discrepancies due to market disturbances from Covid-19 related trading and movement restrictions.



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Waimakariri is one of New Zealand's fastest growing districts.

Growth

The population of the Waimakariri District is recorded at 64,700¹. It is one of New Zealand's fastest growing districts. By 2048, StatsNZ projects the population will reach 83,000, with high end projections of 95,500 residents.

Covid-19 had notable impacts on development growth in the first quarter of 2021, however Waimakariri District appears relatively less affected when compared to other regions and to national figures.

Resource and building consents

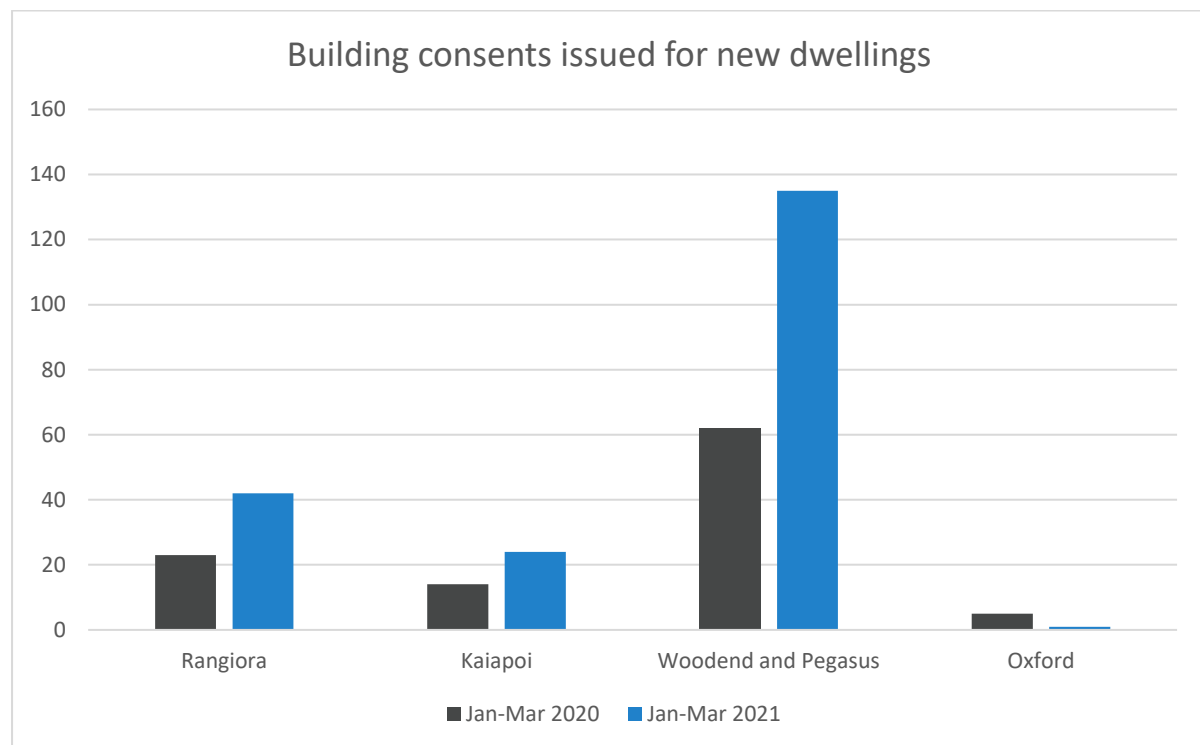
Data on resource and building consents issued is reported quarterly within Development Activity Score Cards on our [Local Economic Development](#) web page. This data also includes numbers for LIMs and PIMs.

Key points:

- A total of 244 building consents were issued for new dwellings in the first quarter of 2021. This is almost double those issued in the comparative quarter of 2020.
- The increase in building consents was greatest for Woodend and Pegasus which grew by 117.1%.

¹ StatsNZ. Population estimates are calculated yearly at 30 June.

- 134 resource consents were approved in the same period for land use, subdivision, and variation/other.
- These numbers are likely influenced by national growth in the housing market as a result of lowered interest rates designed to support the economy, and loans being easily available, on top of a limited number of existing homes.



Gross Domestic Product (GDP)

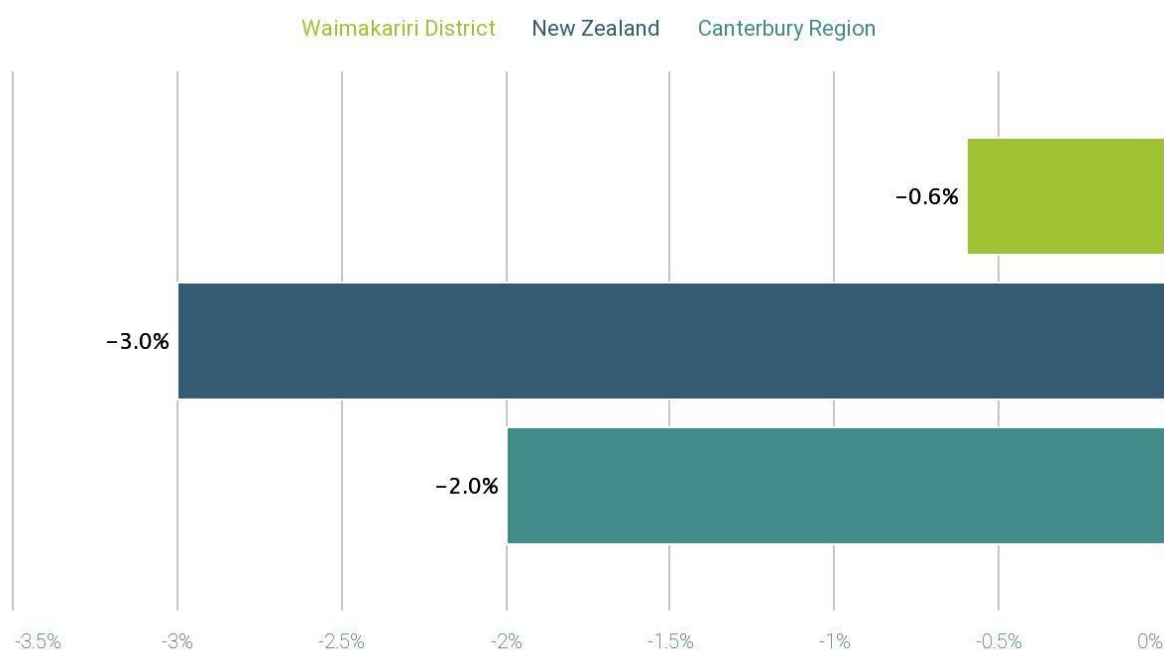
GDP is New Zealand's official measure of economic growth. It measures the value of goods and services produced and sold.

Key points:

- GDP in Waimakariri District was provisionally down 0.6% for the year to March 2021 compared to a year earlier. Growth was higher than the Canterbury Region (-2.0%) and the average for New Zealand (-3.0%).
- Provisional GDP was \$2,256 million in Waimakariri District for the year to March 2021 (2020 prices).
- A fall in the total number of hours worked is coupled with occasional changes to alert levels in the Covid-19 defence system and slightly lower spending activity. However, a relatively small decrease in GDP is likely due to the District's insulation against changes in international visitor numbers over the peak tourist season compared to more popular visitor destinations such as Christchurch City.

Gross domestic product growth (provisional)

Annual average % change March 2020 - March 2021



Source: Infometrics



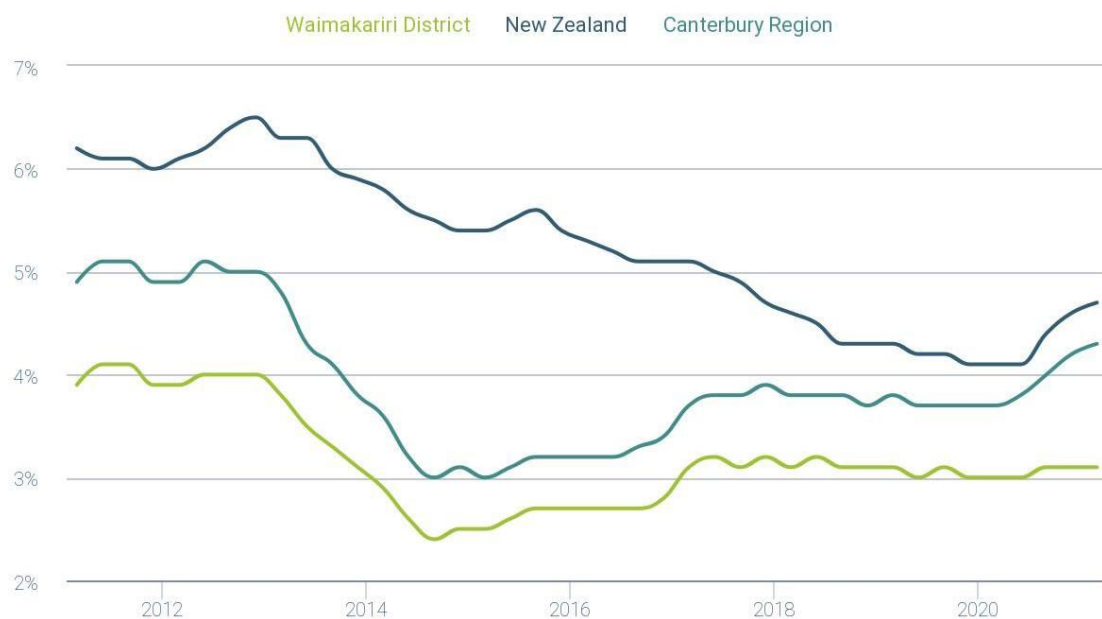
Unemployment

Key points:

- The annual average unemployment rate in Waimakariri District was 3.1% in March 2021.
- The unemployment rate in Waimakariri District was lower than in Canterbury Region (4.3%) and New Zealand (4.7%) in March 2021, and proportionally lower increases when compared to the comparative quarter in 2020.

Unemployment rate

Annual average rate



Source: Infometrics



Expenditure

Retail expenditure

Expenditure within the District is calculated from Waimakariri residents, visitors from elsewhere in New Zealand and international origins.

Totals are calculated for the four main centres of the District of Rangiora, Kaiapoi, Woodend and Pegasus, and Oxford, and data is also separated by spending categories.

Full data tables are in **Appendix A**. A breakdown of the types of businesses within each category is in **Appendix B**.

Key points:

- Spending is up overall for the District than the comparative quarter in 2020. Woodend and Pegasus saw the highest proportional increase in spending at 13.62%.

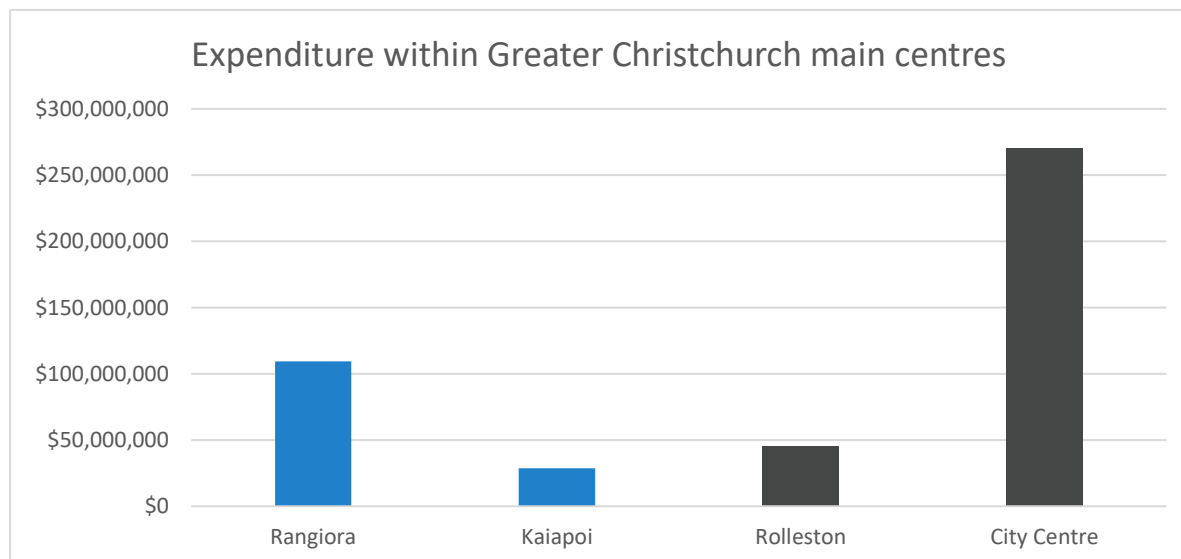
Market strengths

- Domestic visitor spend up by 20%.
- Rangiora is a key centre for business.
- Woodend and Pegasus spending increased this quarter.
- A strong Cafes, restaurants, bars and takeaways sector. Spending increased by 19% this quarter.

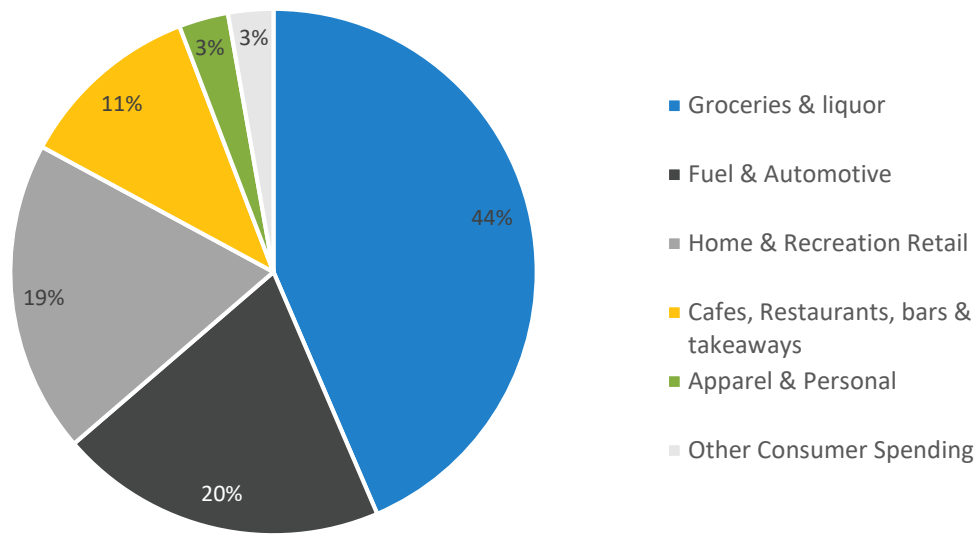
- Rangiora accounts for 68% of total District spend. It is a recognized centre for business and employment activity for both the District and Greater Christchurch area.
- An increase in spending on cafes, restaurants, bars & takeaways (19.14%), and decrease in spending on groceries and liquor (-2.30%) is likely due to changes in spending habits at the end of the first quarter 2020. Covid-19 Alert Level 4 resulted in the closure of businesses except for essential services. This limited spending in hospitality and likely transferred this expense to essential grocery businesses.
- Groceries and liquor recorded the highest retail spend. Relatively low amounts are spent on other consumer spending, and apparel and personal. This indicates a possible gap in provision.

Market opportunities

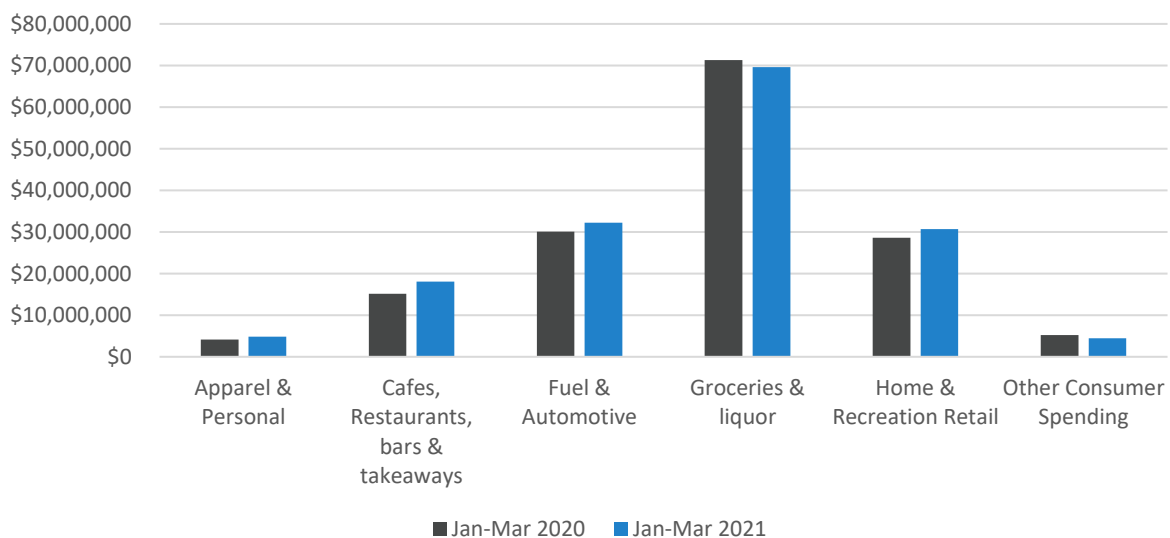
- Leakage to other districts accounts for 30% of total spend by Waimakariri Residents.
- Opportunities for growth in apparel and personal retail, and home and recreation.



Expenditure in Waimakariri District by category



Expenditure in Waimakariri District by category
2020-2021



Visitor expenditure

Inflow expenditure is calculated from all domestic and international visitors, excluding Waimakariri residents.

Key points:

- There was a sharp reduction of spending from international sources in the first quarter of 2021, down 64.43% to the comparative quarter in 2020. This is attributed to border restrictions put in place in the second quarter of 2020 due to the Covid-19 pandemic. While Australian visitors were allowed into the country from February 2021 through the

Trans-Tasman “travel bubble” with New Zealand, Australians usually account for 9.16% of all international tourists to New Zealand (2019, Stats NZ²).

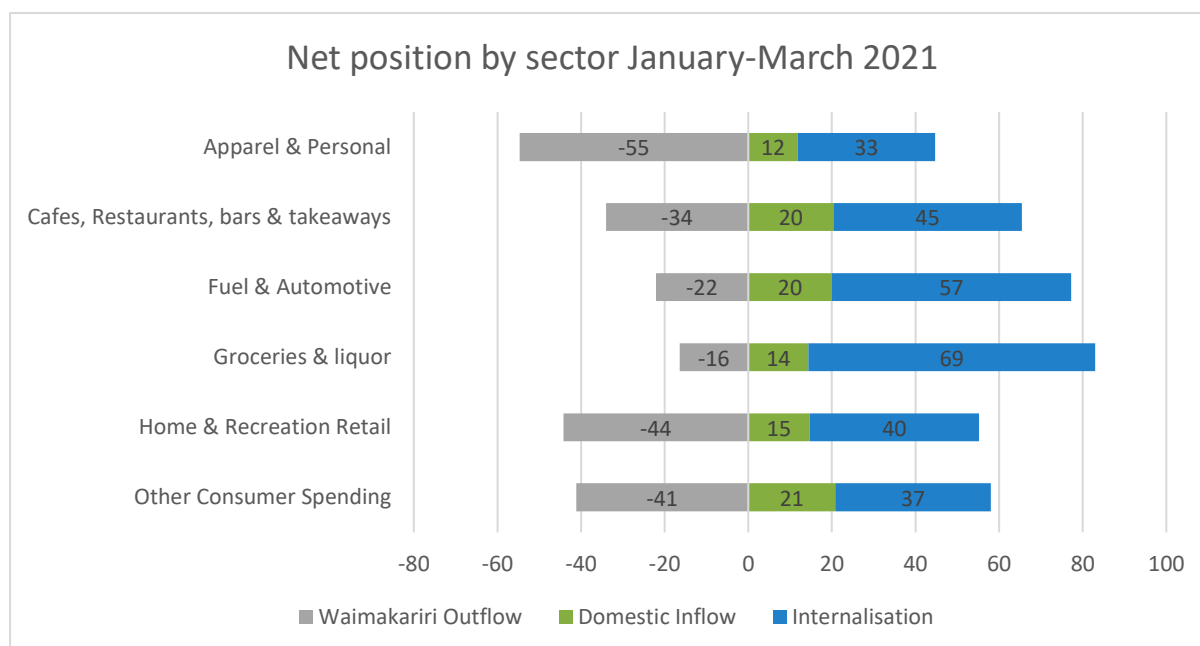
- However, visitor spend from origins within the country outside of the Canterbury region is up by 20.08%.

Leakage

Leakage calculates outflow expenditure of Waimakariri Residents in nearby Districts. This is only calculated within Districts within the Greater Christchurch area, which include Christchurch City and Selwyn Districts. Leakage data indicates where there may be gaps in provision within Waimakariri District.

Key points:

- Leakage expenditure to Christchurch City and Selwyn Districts accounts for 30% of the total spend by Waimakariri Residents.
- Leakage has increased across most retail categories, with the highest increase in Waimakariri Residents spending outside of the District being on cafes, restaurants, bars & takeaways (24.47%).
- Of the total leakage expenditure, the highest spend is on home and recreation retail, which includes spend on entertainment media, stationery, furniture and houseware, electrical and appliances, and computers (see Appendix B for more detail on retail categories).
- By comparing expenditure within the District from domestic visitors (Domestic Inflow) and from Waimakariri Residents (Internalisation), and the proportion lost to leakage (Waimakariri Outflow), leakage spending in nearby districts is highest for apparel and personal (55%). Next highest are for home and recreation (44%), and other consumer spending (41%).
- This data indicates opportunities for Apparel and Personal, and Home and Recreation retail within Waimakariri District.



Note: International inflow was insignificant and not shown in this dataset.

² <https://www.stats.govt.nz/information-releases/tourism-satellite-account-2019>



Business Vacancy

Vacant buildings

The number of vacant commercial (retail and office) units are counted annually³ within Rangiora and Kaiapoi town centres. This includes buildings only in Business 1 and 2 Zones in the District Plan.

Location	Size	Number of units
Rangiora	Small (0 – 499 m2)	42
	Medium (500 – 1499 m2)	5
	Large (1500+ m2)	1
Kaiapoi	Small (0 – 499 m2)	19
	Medium (500 – 1499 m2)	1
	Large (1500+ m2)	1

³ Current dataset recorded October 2021

Appendix A: Expenditure data

Total retail expenditure within the District (see **Appendix B** for a breakdown of retail categories):

Location	First quarter 2020	First quarter 2021	% change
Total District	\$154,531,253	\$159,929,798	3.49
Rangiora	\$106,429,717	\$109,316,044	2.71
Kaipoi	\$27,643,390	\$28,692,174	3.79
Woodend and Pegasus	\$8,241,800	\$9,364,381	13.62
Oxford	\$5,857,237	\$5,645,532	-3.61

Retail category	First quarter 2020	First quarter 2021	% change
Apparel & Personal	\$4,116,109	\$4,861,983	18.12
Cafes, restaurants, bars & takeaways	\$15,158,641	\$18,060,492	19.14
Fuel & automotive	\$30,058,467	\$32,210,640	7.16
Groceries & liquor	\$71,294,239	\$69,651,476	-2.30
Home & recreation retail	\$28,644,100	\$30,702,692	7.19
Other consumer spending	\$5,259,697	\$4,442,515	-15.54

Total visitor retail expenditure within the District:

Customer origin	First quarter 2020	First quarter 2021	% change
Greater Chch, Rest of Canterbury (excluding Waimakariri residents)	\$26,813,521	\$28,768,711	7.29
Rest of New Zealand	\$6,676,051	\$8,016,757	20.08
Australia, Rest of International	\$2,202,871	\$783,653	-64.43

Retail category	First quarter 2020	First quarter 2021	% change
Apparel & Personal	\$1,104,962	\$1,310,237	18.58
Cafes, Restaurants, bars & takeaways	\$4,770,439	\$5,653,359	18.51
Fuel & Automotive	\$7,948,830	\$8,407,337	5.77
Groceries & liquor	\$12,717,496	\$12,290,469	-3.36
Home & Recreation Retail	\$7,231,587	\$8,297,574	14.74
Other Consumer Spending	\$1,919,129	\$1,610,144	16.10

Leakage expenditure of Waimakariri Residents in nearby Districts:

Merchant location	First quarter 2020	First quarter 2021	% change
Total leakage	\$57,559,693	\$65,701,710	14.15
Christchurch City	\$56,291,023	\$64,208,970	14.07
Selwyn District	\$1,268,670	\$1,492,740	17.66

Retail category	First quarter 2020	First quarter 2021	% change
Apparel & Personal	\$5,133,469	\$5,916,141	15.25
Cafes, Restaurants, bars & takeaways	\$7,506,029	\$9,343,064	24.47
Fuel & Automotive	\$7,878,997	\$9,181,860	16.54
Groceries & liquor	\$13,730,676	\$13,701,684	-0.21
Home & Recreation Retail	\$20,436,201	\$24,431,693	19.55
Other Consumer Spending	\$2,874,321	\$3,127,269	8.80

Appendix B: Business category groupings

Marketview groups the following business categories together, based on ANZSIC codes:

Business category	Description
Apparel & Personal	Clothing Retailing
	Footwear Retailing
	Watch and Jewellery Retailing
	Other Personal Accessory Retailing
	Hairdressing and Beauty Services
Cafes, Restaurants, Bars & Takeaways	Cafes and Restaurants
	Takeaway Food Services
	Catering Services
	Pubs, Taverns and Bars
	Clubs (Hospitality)
Home & Recreation Retail	Sport and Camping Equipment Retailing
	Entertainment Media Retailing
	Toy and Game Retailing
	Newspaper and Book Retailing
	Marine Equipment Retailing
	Department stores
	Pharmaceutical, Cosmetic and Toiletry Goods Retailing
	Stationery Goods Retailing
	Antique and Used Goods Retailing
	Flower Retailing
	Other Store-Based Retailing n.e.c.
	Furniture Retailing
	Floor Coverings Retailing
	Houseware Retailing
	Manchester and Other Textile Goods Retailing
	Electrical, Electronic and Gas Appliance Retailing
	Computer and Computer Peripheral Retailing
	Other Electrical and Electronic Goods Retailing
	Hardware and Building Supplies Retailing
	Garden Supplies Retailing
Fuel & Automotive	Motor Vehicle Parts Retailing
	Tyre Retailing
	Fuel Retailing
	Other Automotive Repair and Maintenance
Groceries & Liquor	Supermarket and Grocery Stores
	Fresh Meat, Fish and Poultry Retailing
	Fruit and Vegetable Retailing
	Liquor Retailing
Other Consumer Spending	Other Specialised Food Retailing
	Car Retailing
	Motor Cycle Retailing
	Trailer and Other Motor Vehicle Retailing
	Retail Commission Based Buying and Selling
	Interurban and Rural Bus Transport
	Urban Bus Transport (Including Tramway)
	Taxi and Other Road Transport
	Rail Passenger Transport

Water Passenger Transport
Air and Space Transport
Scenic and Sightseeing Transport
Passenger Car Rental and Hiring
Other Motor Vehicle and Transport Equipment Rental and Hiring
Travel Agency and Tour Arrangement Services
Museum Operation
Zoological and Botanical Gardens Operation
Nature Reserves and Conservation Parks Operation
Performing Arts Operation
Creative Artists, Musicians, Writers and Performers
Performing Arts Venue Operation
Health and Fitness Centres and Gymnasias Operation
Sport and Physical Recreation Clubs and Sports Professionals
Sports and Physical Recreation Venues, Grounds and Facilities Operations
Sport and Physical Recreation Administration and Track Operation
Horse and Dog Racing Administration and Track Operation
Other Horse and Dog Racing Activities
Amusement Parks and Centres Operation
Amusement and Other Recreation Activities n.e.c
Casino Operation
Lottery Operation
Other Gambling Activities
Accommodation



215 High Street
Private Bag 1005
Rangiora 7440, New Zealand
Phone 0800 965 468
Waimakariri.govt.nz