



# Business and Development Quarterly Report

OCTOBER TO DECEMBER 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 from Waimakariri Residents when 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 report also includes annual statistics to show trends over the calendar year.

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 66,300<sup>1</sup>. 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.

### Resource and building consents

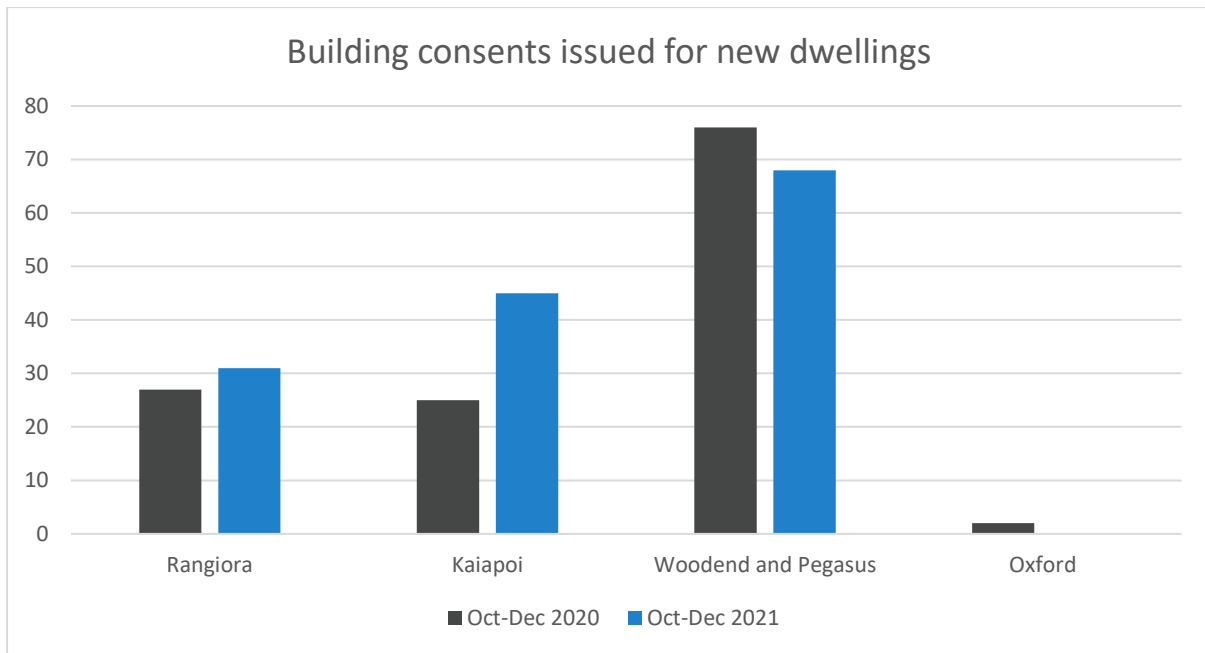
Data on resource and building consents issued is reported quarterly within Development Activity Score Cards on our [Local Economic Development](#) web page. This data also includes numbers for LIMs and PIMs.

#### Key points:

- 203 building consents were issued for new dwellings across the District in the current quarter. This is a 19% increase from the same quarter at the end of 2020.
- Growth remains consistently high for Kaiapoi which saw 45 consents issued, an increase of 80% than 12 months prior. This is partly fuelled by uptake of new lots within east Kaiapoi.
- Growth in Rangiora remains steady with 31 consents issued. This figure is comparable to this quarter for the last two years prior, however the trend is still positive.

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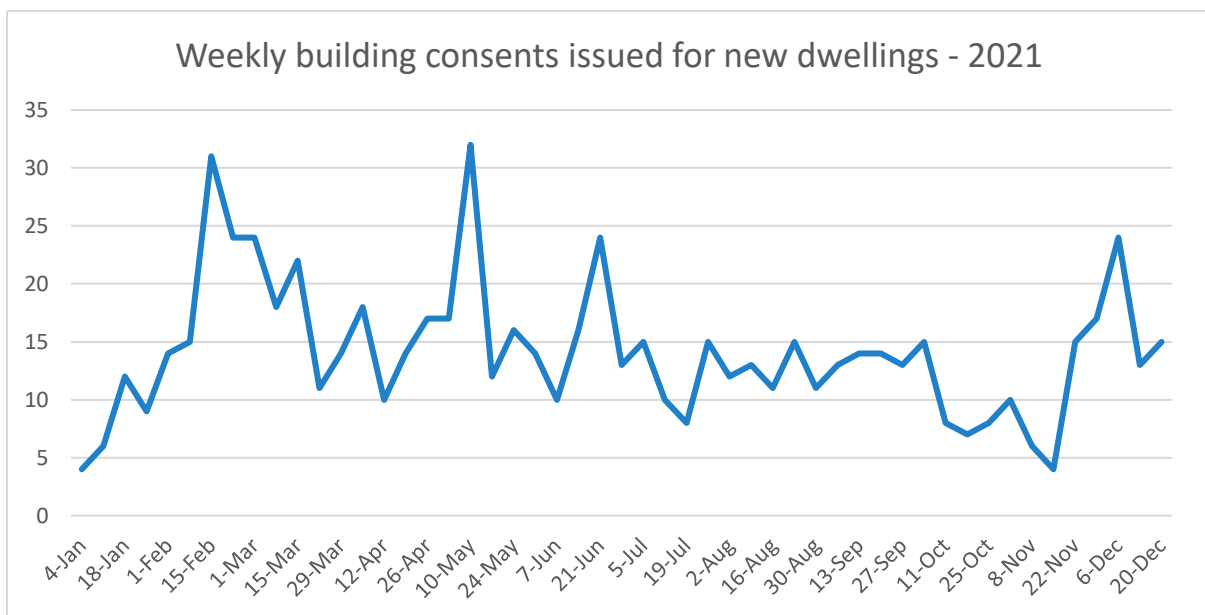
<sup>1</sup> StatsNZ. Population estimates are calculated yearly at 30 June.



- 118 resource consents were issued for land use, subdivision and variation/other.
- The number of subdivision consents issued has slowed from the third quarter this year from a high of 90 to 34, however this is a slight increase on the same time 12 months prior which saw 25 consents issued.

### 2021 trends:

Across the calendar year, the second quarter saw the highest number of building consents granted for new dwellings, at 265. The most consents issued in one week were 32 during the week beginning 10 May.







## Gross Domestic Product (GDP)

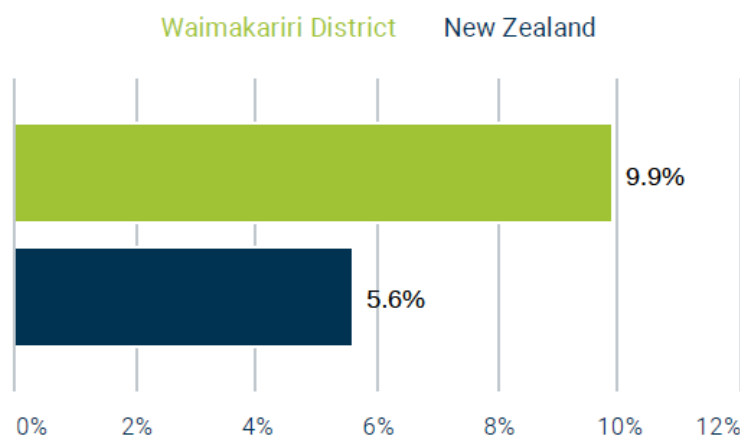
GDP is New Zealand's official measure of economic growth. It measures the value of goods and services produced and sold.

### Key points:

- Provisional GDP increased by 9.9% compared to the same quarter in 2020. This growth was higher than the national figure of 5.6%.
- GDP was \$2,540 million for the year to December 2021 (2021 prices). This is the highest sum reached across the entire calendar year.

### Gross domestic product growth (provisional)

Annual average % change December 2020 - December 2021



Source: Infometrics

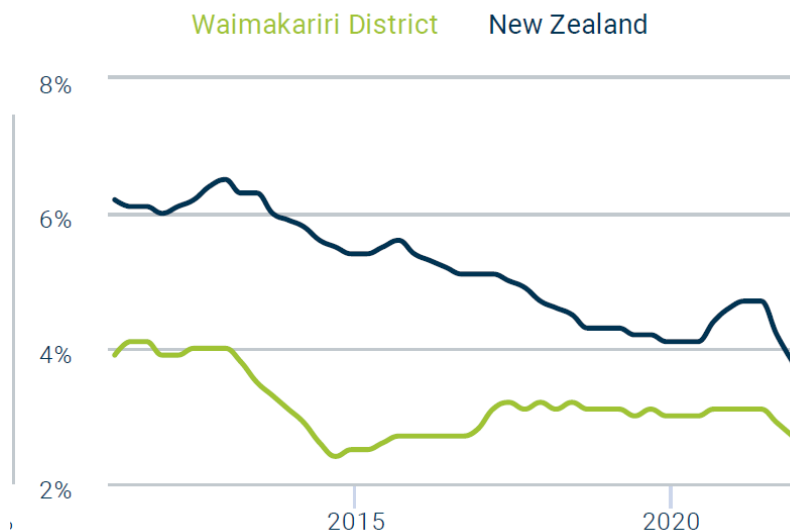
## Unemployment

### Key points:

- Unemployment in the District remains low at the end of 2021 year, at 2.7%. This has decreased since 3.1% at the same time last year.
- Waimakariri District's unemployment rate is consistently lower than the national average of 3.8%.

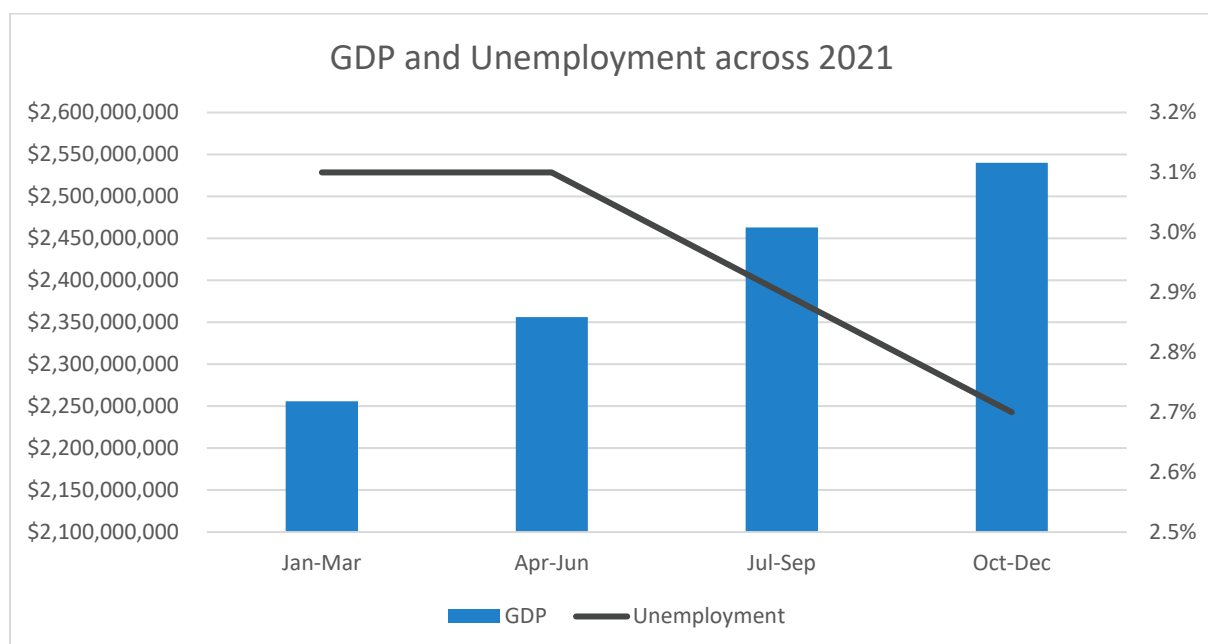
### Unemployment rate

Annual average rate



### 2021 trends:

Across the course of the year, GDP increased between the first and last quarter by 12.6%, and unemployment reduced from 3.1% in the first quarter to 2.7% in the last quarter. This is reflective of Waimakariri being relatively insulated from national shocks, and indicates an optimistic trajectory for the District's ongoing recovery following the Covid-19 pandemic.





## 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 - 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:

- Total expenditure across the District increased by 11.6% when compared to the same quarter at the end of 2020. Increases in spending were seen in all retail categories.

### Market strengths

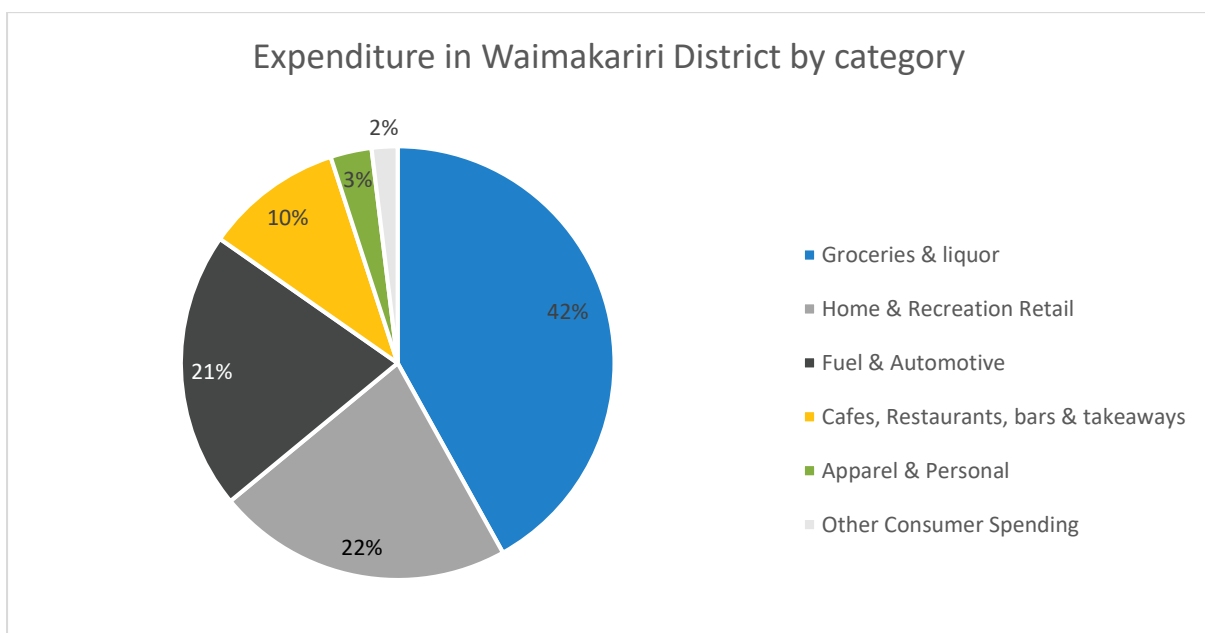
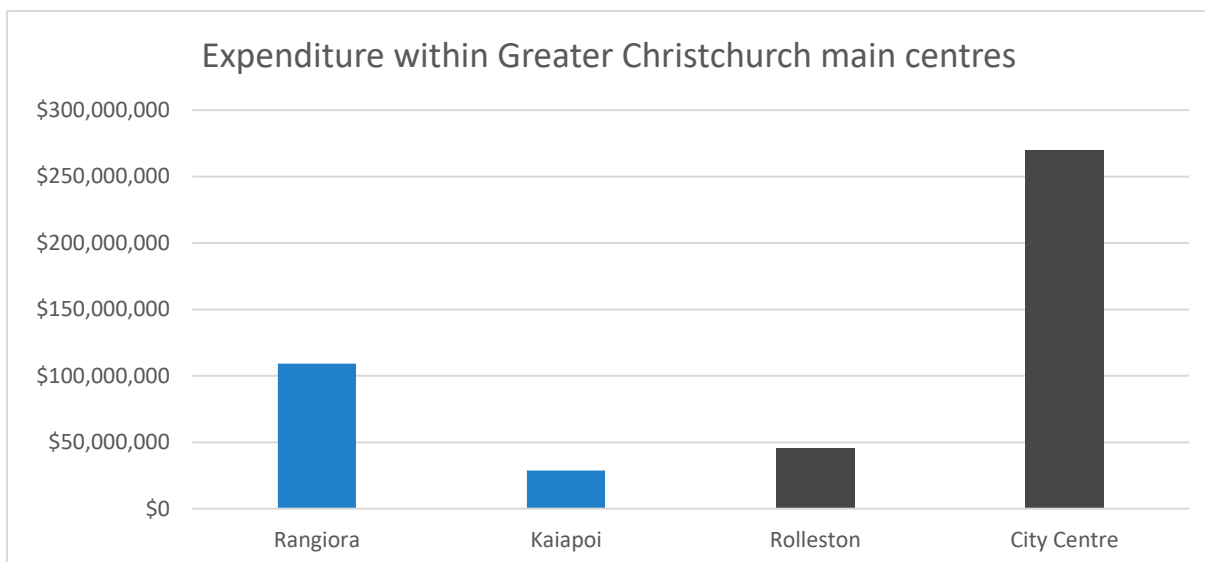
- Spend across all retail categories grew within the last 12 months.
- Increased seasonal spending in the District's broad range of shops.
- Increased numbers of national and international visitors.
- Rangiora remains the biggest retail centre, accounting for 67% of all spending within the District.

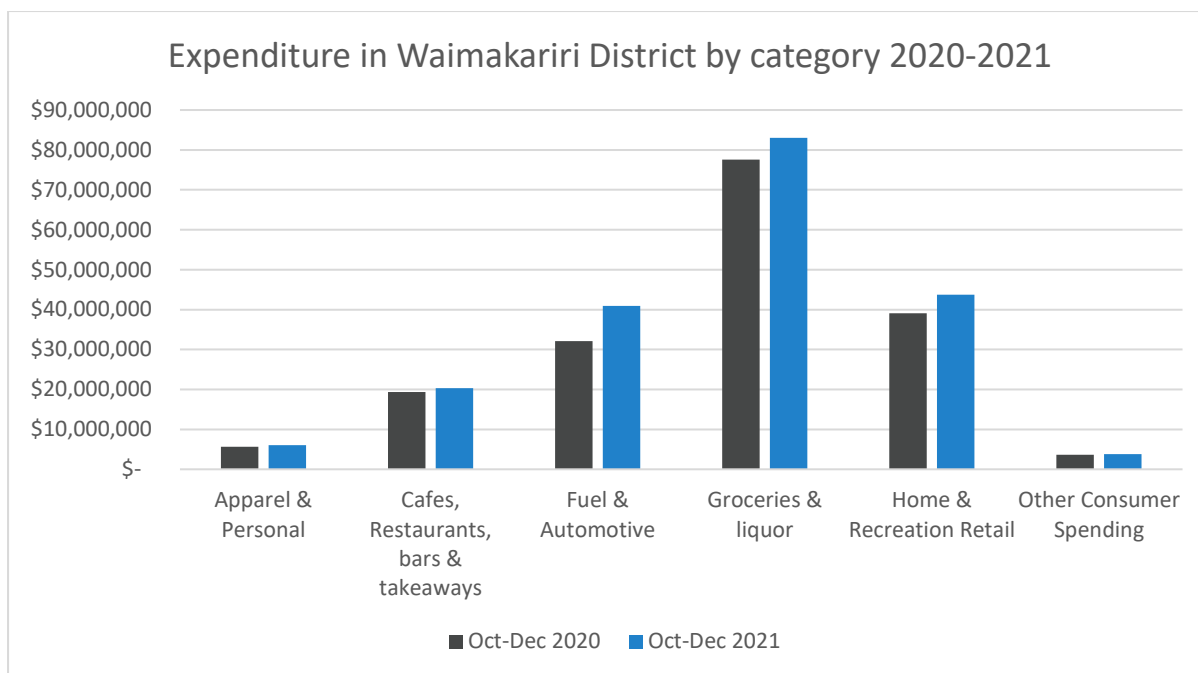


- Woodend and Pegasus saw the largest gains of 85.7%.
- There was also a 25.5% increase in spending when comparing to the previous quarter in the current year. Increases also occurred across all retail categories. This is an anticipated increase due to seasonal changes in spending habits.
- Seasonal spending was highest for Home & Recreation, which grew by 60.4% from the previous quarter this year. Spending in this category overtook Fuel & Automotive as the second largest category of retail spending.

### Market opportunities

- Slowed spending by visitors from within the region.
- Decrease in spend on Apparel & Personal, and Home & Recreation retail when compared to 2020.
- Opportunity to make Waimakariri a destination for festive spending for visitors from the wider region.





## Visitor expenditure

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

### Key points:

- Visitors to the District spent less this quarter compared to 12 months previously, with a total drop in visitor spend of 11.3%. Declines were largest for Apparel & Personal (-32.1%), and Home & Recreation (-27.3%).
- This overall decrease was notably due to a decline in spend by visitors from within the Canterbury region, down by 16.8%.
- However, visitors from elsewhere in the country and internationally both increased by 17.4% and 9.6% respectively. This may be indicative of a gradual relaxing of Covid-19 protection measures and more willingness to travel. Internationally, travellers were able to enter New Zealand using managed isolation and quarantine facilities (MIQ). Demand for use of these facilities increased towards the last quarter of 2021.

## Leakage

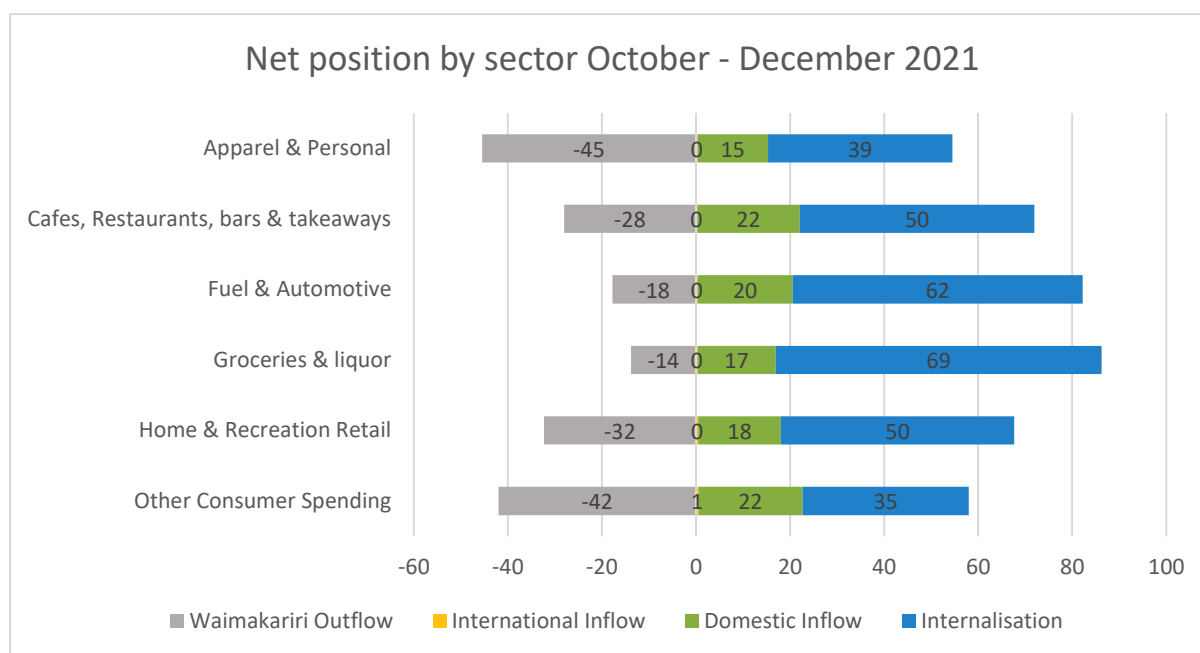
Leakage calculates outflow expenditure of Waimakariri Residents in nearby Districts. This is only calculated within Districts within the Greater Christchurch area, which include Christchurch City and Selwyn Districts. Leakage data indicates where there may be gaps in provision within Waimakariri District.

### Key points:

- Total leakage increased by 5.8% for the current quarter, when compared to data 12 months prior. Leakage to Selwyn increased by 16.2%.
- Leakage accounts for 32% of total resident spending. This is the highest proportion of leakage of all quarters this year, however this may be influenced by seasonal impacts on resident spending habits.

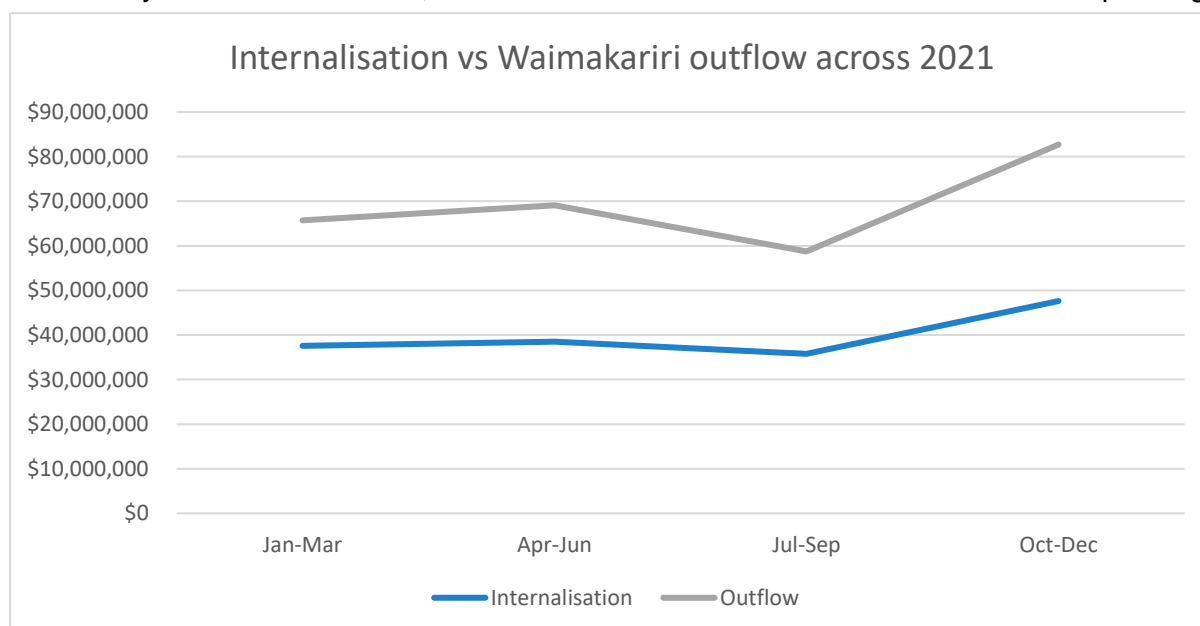


- By comparing expenditure within the District from visitors (Inflow) and from Waimakariri Residents (Internalisation), and the proportion lost to leakage (Waimakariri Outflow), proportionate leakage to nearby Districts is highest for Apparel & Personal, and Home & Recreation retail.
- The proportion of spend on Apparel & Personal lost to outside the District, however, reduced from the third quarter this year to 45% (from 56%). This may be due in part to an increase of spend within the District by Waimakariri residents by 41.1% on this retail category.



## 2021 trends:

A comparison of Waimakariri resident spend within the District (internalisation) and leakage (outflow) across the year, demonstrates that where spending within the District decreased, it correlated with a decline in leakage. This indicates that a dip in local spending is not necessarily a cause for concern, but correlates with an overall decrease in resident spending.





## Business Vacancy

### Vacant buildings

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

There is room in primarily smaller units for new businesses to establish in the District. Note that these units range in size up to 499m<sup>2</sup>, thus can host a variety of retailers.

Location	Size	Number of units
Rangiora	Small (0 – 499 m <sup>2</sup> )	42
	Medium (500 – 1499 m <sup>2</sup> )	5
	Large (1500+ m <sup>2</sup> )	1
Kaiapoi	Small (0 – 499 m <sup>2</sup> )	19
	Medium (500 – 1499 m <sup>2</sup> )	1
	Large (1500+ m <sup>2</sup> )	1

<sup>2</sup> 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	Fourth quarter 2020	Fourth quarter 2021	% change
<b>Total District</b>	<b>\$177,321,029</b>	<b>\$197,935,949</b>	<b>11.6</b>
Rangiora	\$123,887,468	\$133,334,945	7.6
Kaipoi	\$30,766,312	\$32,191,470	4.6
Woodend and Pegasus	\$9,583,784	\$17,801,071	85.7
Oxford	\$6,002,496	\$6,675,097	11.2

Retail category	Fourth quarter 2020	Fourth quarter 2021	% change
Apparel & Personal	\$5,611,644	\$6,080,345	8.4
Cafes, Restaurants, Bars & Takeaways	\$19,371,661	\$20,358,779	5.1
Fuel & Automotive	\$32,085,886	\$40,949,193	27.6
Groceries & Liquor	\$77,545,587	\$82,998,763	7.0
Home & Recreation Retail	\$39,085,939	\$43,725,875	11.9
Other Consumer Spending	\$3,620,312	\$3,822,994	5.6

Total visitor retail expenditure within the District:

Customer origin	Fourth quarter 2020	Fourth quarter 2021	% change
Greater Chch, Rest of Canterbury (excluding Waimakariri residents)	\$44,847,595	\$37,297,547	-16.8
Rest of New Zealand	\$7,968,367	\$9,355,096	17.4
Australia, Rest of International	\$872,593	\$956,610	9.6

Retail category	Fourth quarter 2020	Fourth quarter 2021	% change
Apparel & Personal	\$2,510,060	\$1,704,652	-32.1
Cafes, Restaurants, Bars & Takeaways	\$6,206,933	\$6,238,092	0.5
Fuel & Automotive	\$8,941,980	\$10,194,548	14.0
Groceries & Liquor	\$18,644,485	\$16,332,487	-12.4
Home & Recreation Retail	\$16,023,826	\$11,647,379	-27.3
Other Consumer Spending	\$1,361,272	\$1,492,096	9.6

Leakage expenditure of Waimakariri Residents in nearby Districts:

Merchant location	Fourth quarter 2020	Fourth quarter 2021	% change
<b>Total leakage</b>	<b>\$78,186,589</b>	<b>\$82,703,799</b>	5.8
Christchurch City	\$76,643,386	\$80,910,886	5.6
Selwyn District	\$1,543,203	\$1,792,913	16.2

Retail category	Fourth quarter 2020	Fourth quarter 2021	% change
Apparel & Personal	\$9,332,073	\$8,456,672	-9.4
Cafes, Restaurants, Bars & Takeaways	\$10,007,273	\$10,011,517	0.0
Fuel & Automotive	\$9,012,311	\$10,946,393	21.5
Groceries & Liquor	\$15,345,316	\$15,666,698	2.1
Home & Recreation Retail	\$31,065,976	\$33,948,766	9.3
Other Consumer Spending	\$3,423,639	\$3,673,752	7.3

## 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



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