



Business and Development Quarterly Report

APRIL TO JUNE 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.

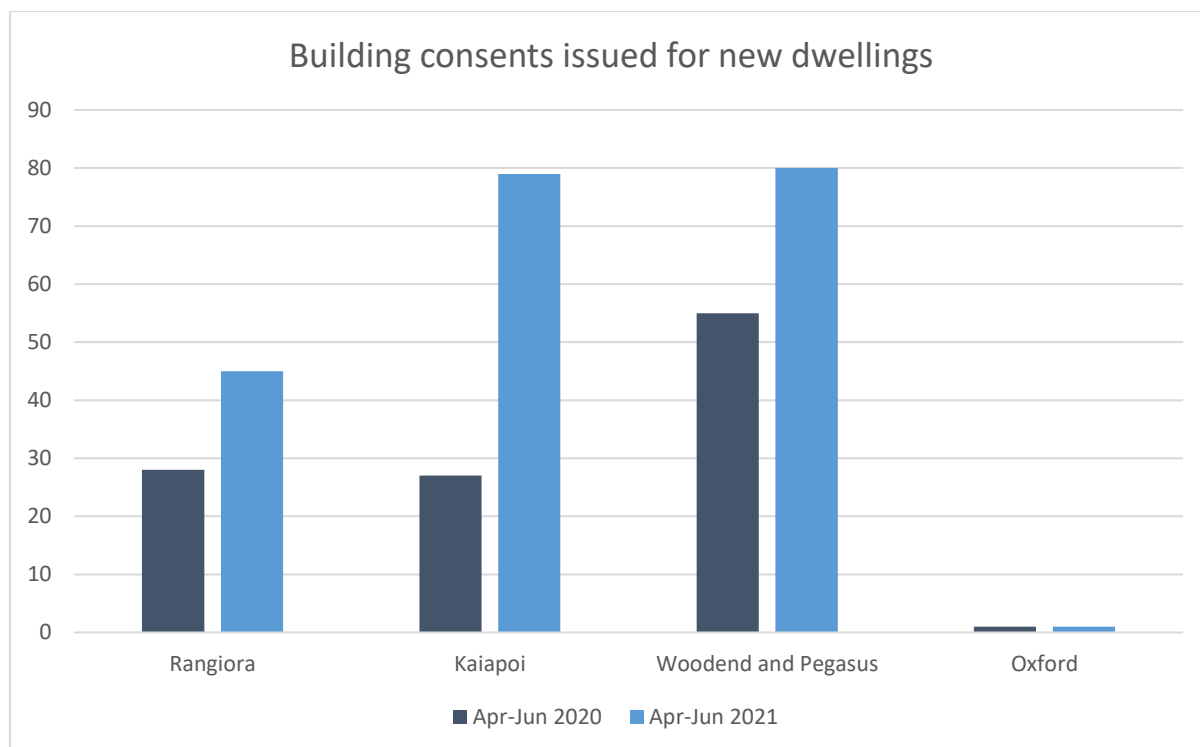
Resource and building consents

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 265 building consents were issued for new dwellings in the second quarter of 2021. This is a slight increase from the previous quarter and almost double the number of consents issued for the comparable quarter in 2020.
- The increase in building consents issued in comparison to the same quarter in 2021 was greatest in Kaiapoi which grew by 192.6%.
- 126 resource consents were approved in the same period for land use, subdivision, and variation/other.

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



Gross Domestic Product (GDP)

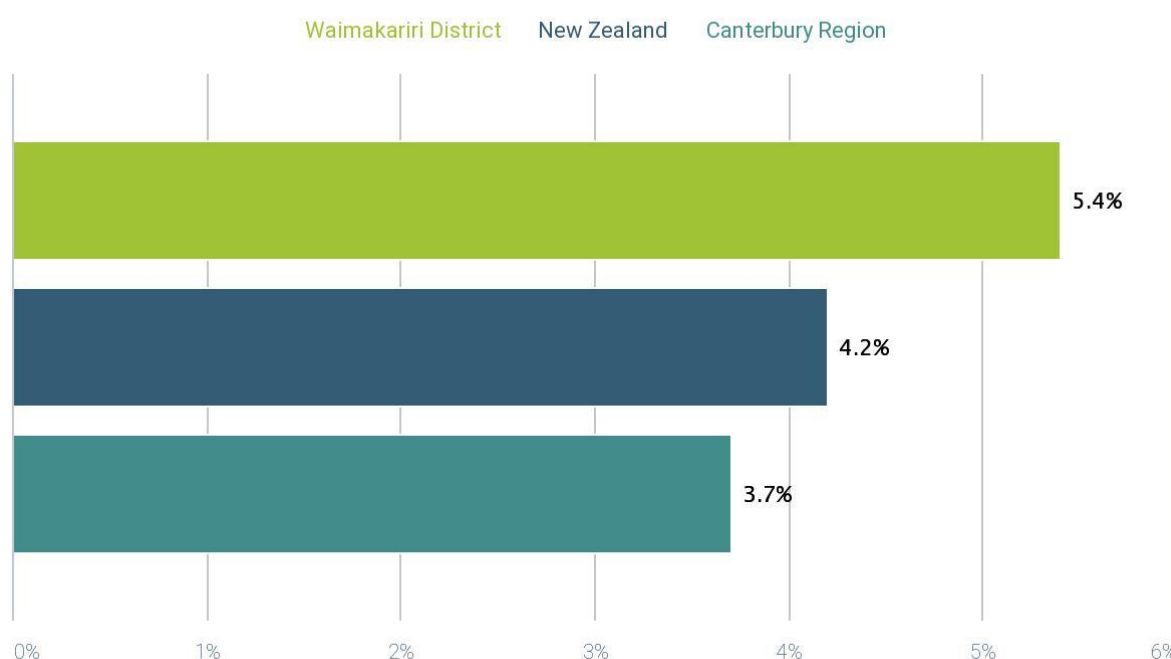
GDP is New Zealand's official measure of economic growth. It measures the value of goods and services produced and sold.

Key points:

- GDP in Waimakariri District was provisionally up 5.4% for the year to June 2021 compared to a year earlier. Growth was higher than in Canterbury Region (3.7%) and New Zealand (4.2%).
- Provisional GDP was \$2,356 million in Waimakariri District for the year to June 2021 (2020 prices).
- Economic activity in the last year June 2020 – June 2021 is on a pathway of recovery following the initial impacts of the March 2020 Covid-19 related economic disruption. Construction activity and higher healthcare and manufacturing activity are strong contributors to growth. However, supply chain issues and skills shortages are limiting further growth, and longer-term risks include an overheating economy and higher interest rates which may slow the economy into 2022.

Gross domestic product growth (provisional)

Annual average % change June 2020 - June 2021



Source: Infometrics



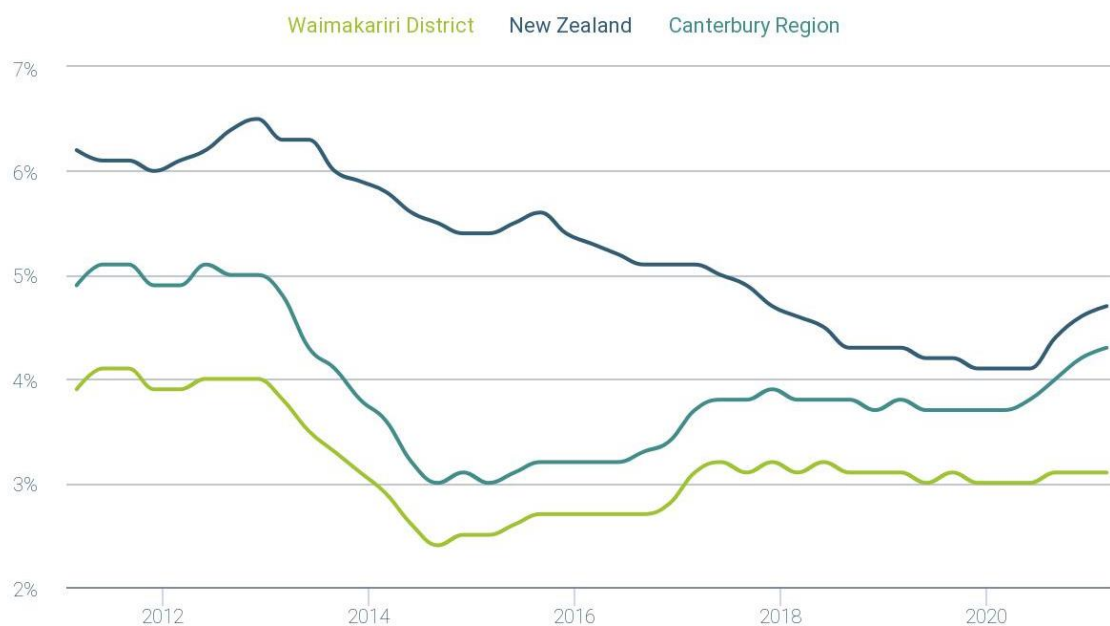
Unemployment

Key points:

- The annual average unemployment rate in Waimakariri District was 3.1% in June 2021, up from 3% 12 months earlier.
- The unemployment rate in Waimakariri District was lower than in Canterbury Region (4.3%) and New Zealand (4.7%) in June 2021.

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:

- Total expenditure within the Waimakariri District grew by 26.75% from the second quarter 2020. This is attributed to expenditure during April 2020 being impacted by government restrictions to prevent the spread of the Covid-19 pandemic

Market strengths

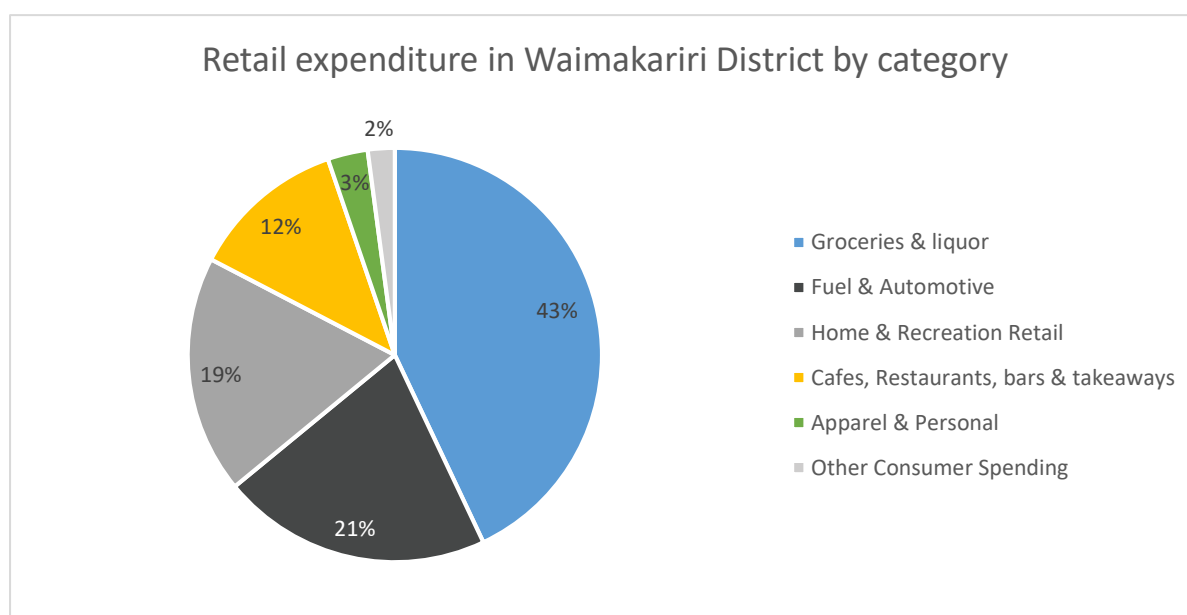
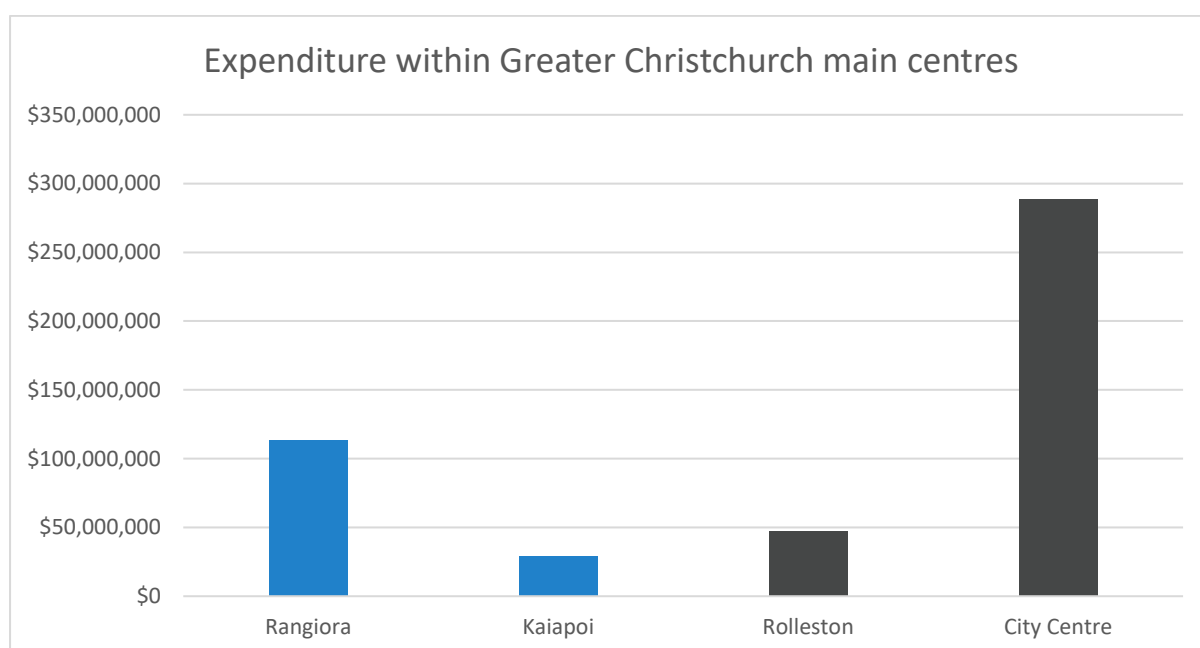
- Strong recovery in spending from equivalent quarter in 2020.
- Cafes, restaurants and bars up 92%.
- Visitors from outside of Canterbury almost doubled since equivalent quarter in 2020.

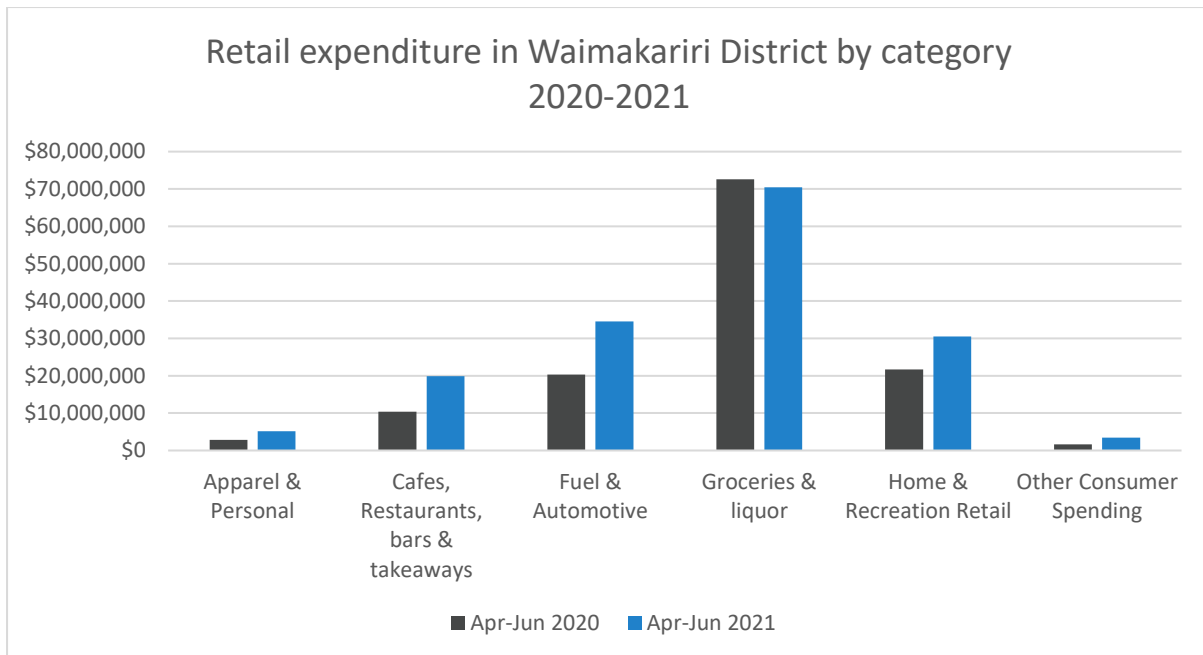
that limited expenditure to essential services only.

- Retail expenditure has most improved in Woodend and Pegasus, up by 60.83% on the comparative quarter in 2020, however noting that spend in these areas is a relatively small proportion of total District spend.
- The category of retail expenditure with highest growth is Other Consumer Spending (111.8%), followed by Cafes, Restaurants, Bars & Takeaways (91.5%). Spending on Apparel and Personal retail also experienced a strong increase since the second quarter 2020 (83.1%).

Market opportunities

- Leakage expenditure has increased since the previous quarter to 31%.
- Consistent gaps in local market for apparel and personal retail, and home and recreation.





Visitor expenditure

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

Key points:

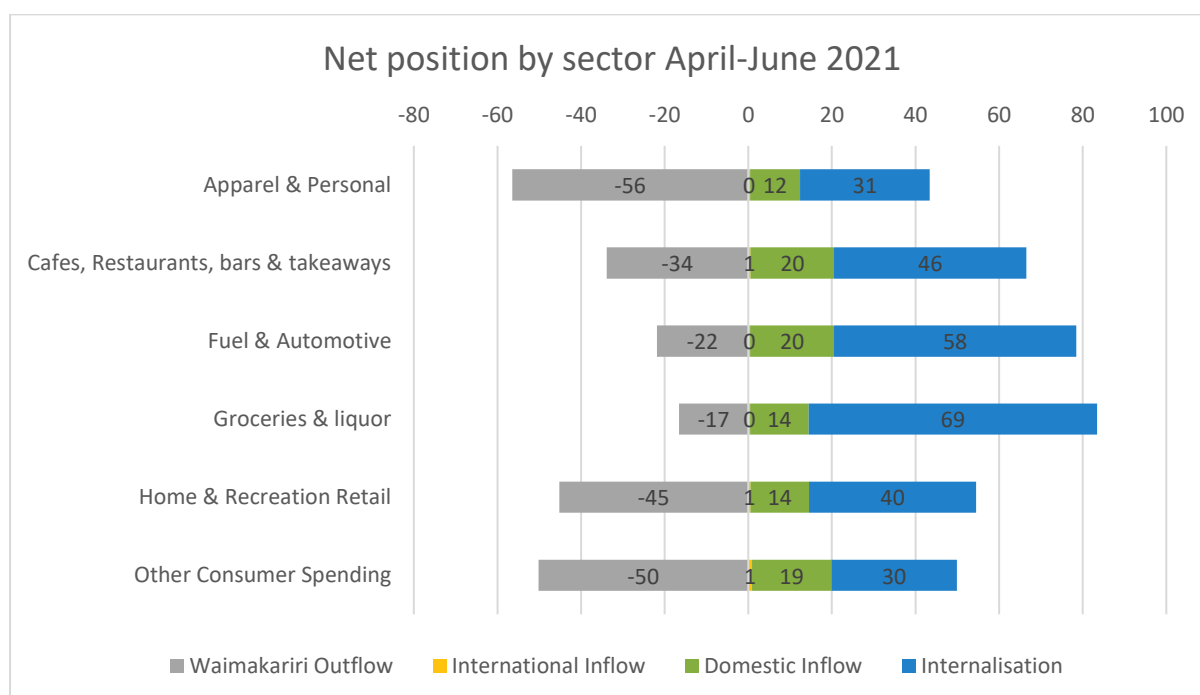
- There has been a strong increase in visitor spend in Waimakariri District in the second quarter of 2021, compared to the same quarter in 2020.
- Most notable is the increase in visitors from the rest of New Zealand outside of the Canterbury region, which has almost doubled at 91.7%. This is likely due to 2020 figures being sharply reduced from that usually anticipated by Covid-19 restrictions on movement, with the Level 4 alert limiting movement to only essential travel, and not between regions. Since international travel for New Zealanders also remains closed to most destinations, there may be instances where individuals choose to travel on holiday within New Zealand, where they may have gone overseas previously.
- Another notable increase in visitor spending is from travellers from international sources (43.5%). Borders remained closed during the period to most international visitors besides those from Australia, Cook Islands and Niue, with Australia's travel bubble with New Zealand opening in February. This led to an increase in visitors likely predominantly from Australia during the quarter.
- Breaking down the figures by category, a large increase in spending is noted in Cafes, restaurants, bars and takeaways. This is likely due to restrictions on trading imposed during the quarter in 2020 which are no longer in effect in 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:

- Leakage expenditure to Christchurch City and Selwyn Districts accounts for 31.3% of the total spend by Waimakariri Residents.
- Total leakage expenditure is up by 57.47% on the previous year.
- A large increase is noted for leakage expenditure on Cafes, Restaurants, bars & takeaways (121.35%). As well as Covid-19 restrictions having eased by the current quarter, it is also worth noting that the number of hospitality outlets in Christchurch City continues to increase post-earthquakes, with two rooftop bars having opened in late 2020 which offer a destination experience for the Greater Christchurch area.
- The highest leakage spend is on Home and Recreation retail, which makes up 36% of total leakage spend.
- 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 and Personal (56%).
- This data indicates opportunities for Apparel and Personal, and Home and Recreation retail within Waimakariri District.





Business Vacancy

Vacant buildings

The number of vacant commercial (retail and office) units are counted annually² 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

² 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	Second quarter 2020	Second quarter 2021	% change
Total District	\$129,413,611	\$164,028,480	26.75
Rangiora	\$89,231,887	\$113,096,780	26.75
Kaipoi	\$24,317,790	\$29,253,838	20.30
Woodend and Pegasus	\$5,632,580	\$9,058,863	60.83
Oxford	\$5,857,237	\$5,732,020	-2.14

Retail category	Second quarter 2020	Second quarter 2021	% change
Apparel & Personal	\$2,809,346	\$5,142,547	83.1
Cafes, Restaurants, bars & takeaways	\$10,387,145	\$19,887,492	91.5
Fuel & Automotive	\$20,289,502	\$34,587,377	70.5
Groceries & liquor	\$72,631,125	\$70,481,978	-2.95
Home & Recreation Retail	\$21,668,048	\$30,479,586	40.7
Other Consumer Spending	\$1,628,445	\$3,449,500	111.8

Total visitor retail expenditure within the District:

Customer origin	Second quarter 2020	Second quarter 2021	% change
Greater Chch, Rest of Canterbury (excluding Waimakariri residents)	\$21,264,775	\$29,565,890	39.04
Rest of New Zealand	\$4,069,250	\$7,801,716	91.72
Australia, Rest of International	\$807,721	\$1,159,427	43.54

Retail category	Second quarter 2020	Second quarter 2021	% change
Apparel & Personal	\$729,853	\$1,428,723	95.8
Cafes, Restaurants, bars & takeaways	\$2,894,695	\$6,138,704	112.1
Fuel & Automotive	\$4,852,167	\$8,976,858	85.0
Groceries & liquor	\$11,496,348	\$12,401,328	7.9
Home & Recreation Retail	\$5,496,209	\$8,222,121	49.6
Other Consumer Spending	\$672,475	\$1,359,299	102.1

Leakage expenditure of Waimakariri Residents in nearby Districts:

Merchant location	Second quarter 2020	Second quarter 2021	% change
Total leakage	\$43,864,021	\$69,074,733	57.47
Christchurch City	\$42,912,192	\$67,515,493	57.33
Selwyn District	\$951,829	\$1,559,240	63.82

Retail category	Second quarter 2020	Second quarter 2021	% change
Apparel & Personal	\$4,075,637	\$6,658,621	63.38
Cafes, Restaurants, bars & takeaways	\$4,601,015	\$10,184,340	121.35
Fuel & Automotive	\$5,533,182	\$9,673,314	74.82
Groceries & liquor	\$11,621,665	\$13,977,008	20.27
Home & Recreation Retail	\$16,720,065	\$25,111,307	50.19
Other Consumer Spending	\$1,312,457	\$3,470,142	164.40

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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