



Business and Development Quarterly Report

JULY TO SEPTEMBER 2023





Introduction

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

District growth is reported using a range of population and economic data. This includes growth in housing, and income and employment. Note that some of this information may not be from the current quarter due to availability of data. Other economic data is provided on retail expenditure within the District, and expenditure from Waimakariri Residents when outside of the District.

These reports are intended to provide insight into current business strengths, and opportunities within the market for expansion. They are provided quarterly alongside data for the comparative period in the previous year so that growth and development can be tracked over time.

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

Population

The population of Waimakariri District is estimated at 69,000¹ in 2023. It is one of New Zealand's fastest growing districts. By 2048, StatsNZ projects the population will reach 86,400 with a high projection of 98,900 residents.²

In 2022 the median age in Waimakariri District is estimated as 44.1 years. The District's population is ageing at a steady rate, with the median age having increased from 43.6 at the 2018 census, and from 42.9 in 2013.

Levels of education are improving over time, with the proportion of residents with bachelor's degrees and level 7 qualifications climbing from 5.3% to 9.4% from 2006 to 2018, and the proportion of individuals with no qualifications reducing from 29.6% to 21.8% within the same time frame³.

¹ StatsNZ Subnational population estimates
² StatsNZ Subnational population projections
³ 2018 Census Place Summaries



Housing

Waimakariri District has a range of housing and lifestyle typologies, with almost 35% of the District's population living in rural areas⁴. The District has experienced strong growth in housing, particularly within greenfield development areas following the Canterbury earthquakes that began in 2010, with an upward trend occurring over the last two years. Overall, the District is a sought-after location to build or own homes.

Key points:

- 67.4% of households in Waimakariri District own their own home. This is slightly above the average rate for New Zealand, at 51.3%⁵.
- The average current house value was \$697,493 in Waimakariri District which is down 4.71% compared to a year earlier. This compares with \$729,742 in Canterbury Region.⁶
- The decline was not as low as in New Zealand (5.9%) and was greater than in Canterbury Region (1.3%).

⁴ MBIE Regional Economic Activity Web Tool (2022 data)

⁵ 2018 Census Place Summaries

⁶ Infometrics Quarterly Economic Monitor September 2023

* Annual percentage change (latest quarter compared to a year earlier)

- Households have reduced appetite and ability to purchase houses at the high prices seen through 2021/22, with household budgets still being constrained. As a result, the average value of a house in New Zealand has now fallen almost 17% since the peak in the December 2021 quarter.⁷

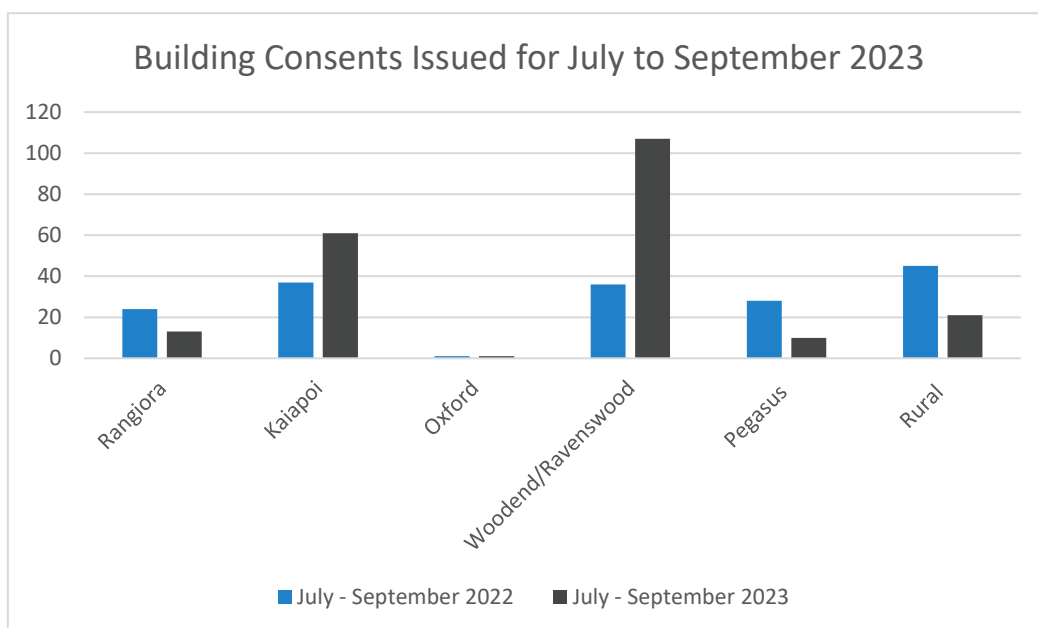
Building consents

Data on resource and building consents issued is reported quarterly within Development Activity Score Cards on our [Local Economic Development](#) web page.

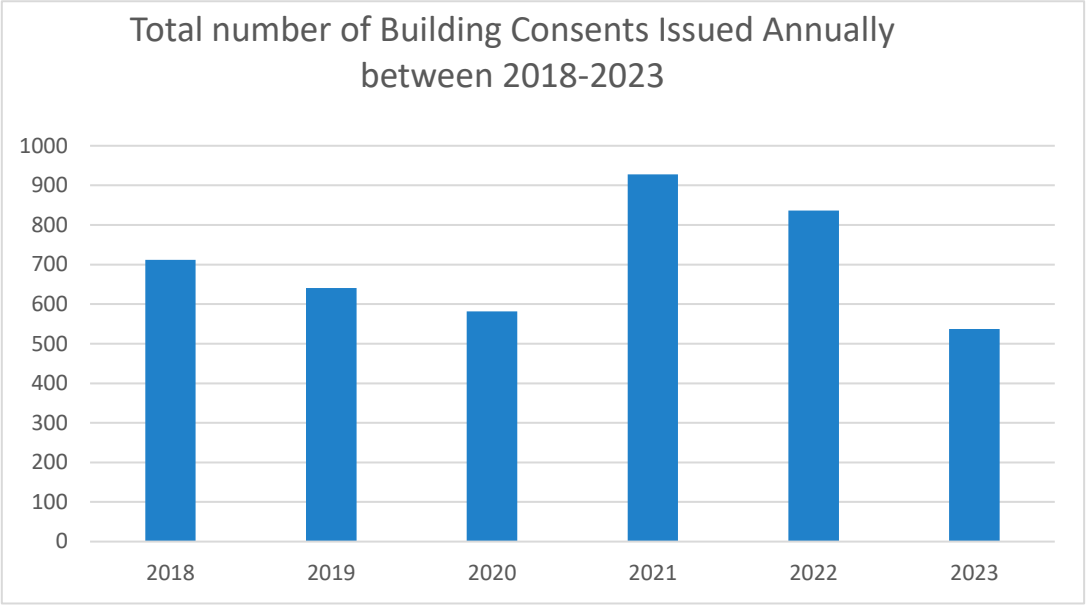
Key points:

- There were 220 building consents issued for new dwellings in Waimakariri District in the July-end quarter of 2023.
- Building consent activity has increased for the district over the same quarter in 2022, with an additional 41 consents issued.

Building Consents Issued for New Dwellings at Key Locations					
Location	July-September 2022	July-September 2023	2022 Year	2023 Year	
Rangiora	24	13	80	39	
Kaiapoi	37	61	197	81	
Oxford	1	1	5	2	
Woodend/Ravenswood	36	107	245	237	
Pegasus	28	10	98	56	
Rural	45	21	181	105	



⁷ Infometrics Quarterly Economic Monitor September 2023



Please note: 2023 totals are as of 30th September 2023.



Waimakariri is a great place to do business.

Business

Waimakariri District is an attractive place to do business within the context of national trends. GDP is up in the year to September 2023 compared to a year earlier (outpacing national growth rates) Spending activity, although higher in dollar terms, is still being eroded by too-high inflation, and is becoming increasingly restrained as rising interest rates hit.

Electronic card consumer spending in Waimakariri District as measured by Marketview, increased by 5.5% over the year to September 2023, compared to a year earlier. This compares with increases of 7.4% in New Zealand and 6.8% in Canterbury Region.⁸ Unemployment is very low, the annual average unemployment rate in Waimakariri District was 2.5% in the year to September 2023, up from 2.4% in the previous 12 months.

⁸ Infometrics Quarterly Economic Monitor 2023

Income

Key points:

- In 2022, the mean annual earning in Canterbury was \$110,500, an increase of 4.0% on the year prior. This figure is below the national mean of \$121,300⁹.
- The median income for Waimakariri was \$33,600 in 2018¹⁰.
- 18% of residents earn over 70,000 per annum¹¹.

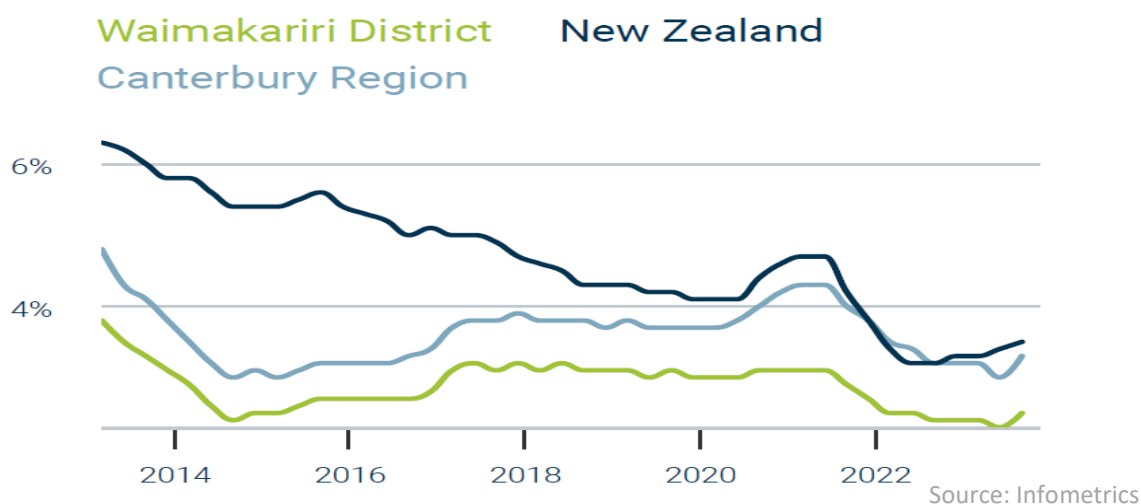
Employment

Key points:

- Employment for residents living in Waimakariri District was up 3% for the year to September 2023, compared to a year earlier.¹²
- An average of 28,752 people living in Waimakariri District were employed in the year to June 2023.
- 66.5% of the District's working population chooses to work within the District (note that education is included within this dataset).¹³
- Jobseeker Support recipients in Waimakariri District in the year to September 2023 decreased by 4% compared to a year earlier.¹⁴
- The annual average unemployment rate in Waimakariri District was 2.5% in the year to September 2023.¹⁵

Unemployment rate

Annual average rate



⁹ MBIE Regional Economic Activity Web Tool (2019 data)

¹⁰ Census Place Summaries 2018.

¹¹ Census Place Summaries 2018.

¹² Infometrics Quarterly Economic Monitor September 2023

¹³ StatsNZ Commuter Waka

¹⁴ Infometrics Quarterly Economic Monitor September 2023

¹⁵ Infometrics Quarterly Economic Monitor September 2023

Gross Domestic Product (GDP)

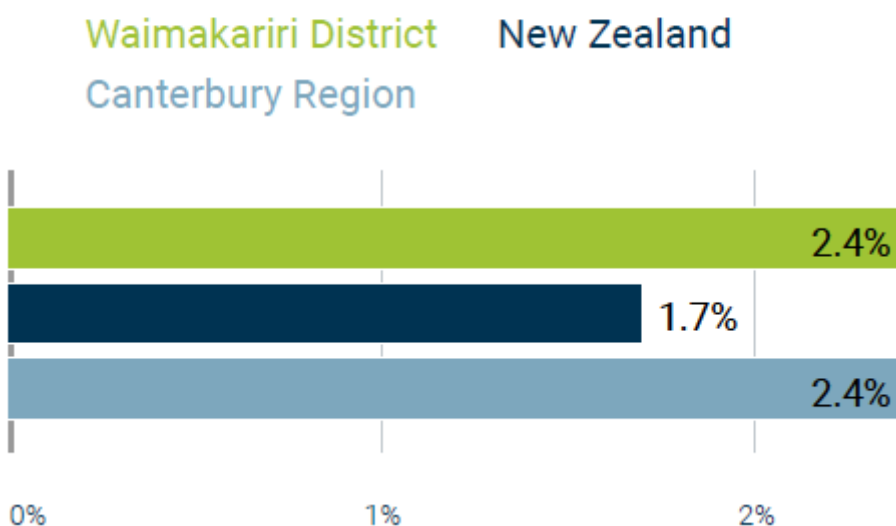
GDP is New Zealand's official measure of economic growth. It measures the value of goods and services produced and sold.

Key points:

- GDP was up 2.4% for the year to September 2023, compared to a year earlier.
- Provisional GDP was \$2,735 million in Waimakariri District for the year to September 2023 (2022 prices). This was higher than the national rate of 1.7%.¹⁶

Gross domestic product growth (provisional)

Annual average % change September 2022 - September 2023



Source: Infometrics

¹⁶ Infometrics Quarterly Economic Monitor September 2023



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.

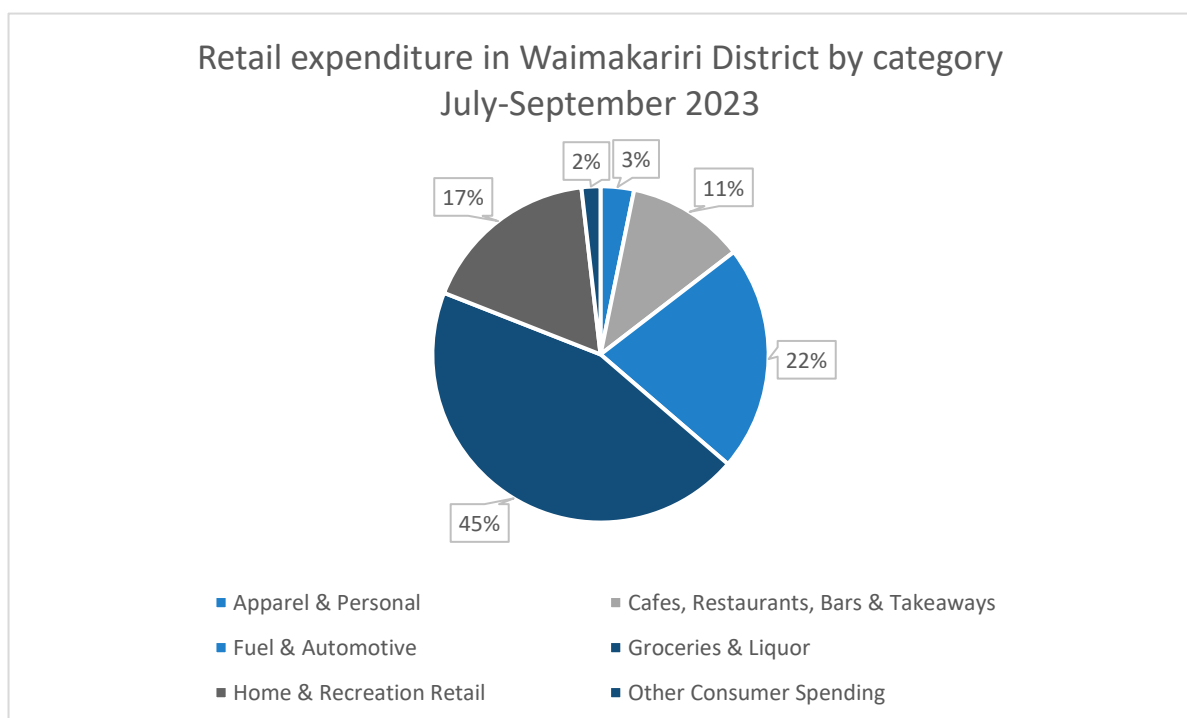
Full data tables are in **Appendix A**. A breakdown of the types of businesses within each category is in **Appendix B**.

Market strengths

- Woodend/Pegasus increase in spending at 21% compared to the same time last year.
- Christchurch City and other Canterbury residents are our largest visitor market
- Leakage remained similar to the same quarter in 2022

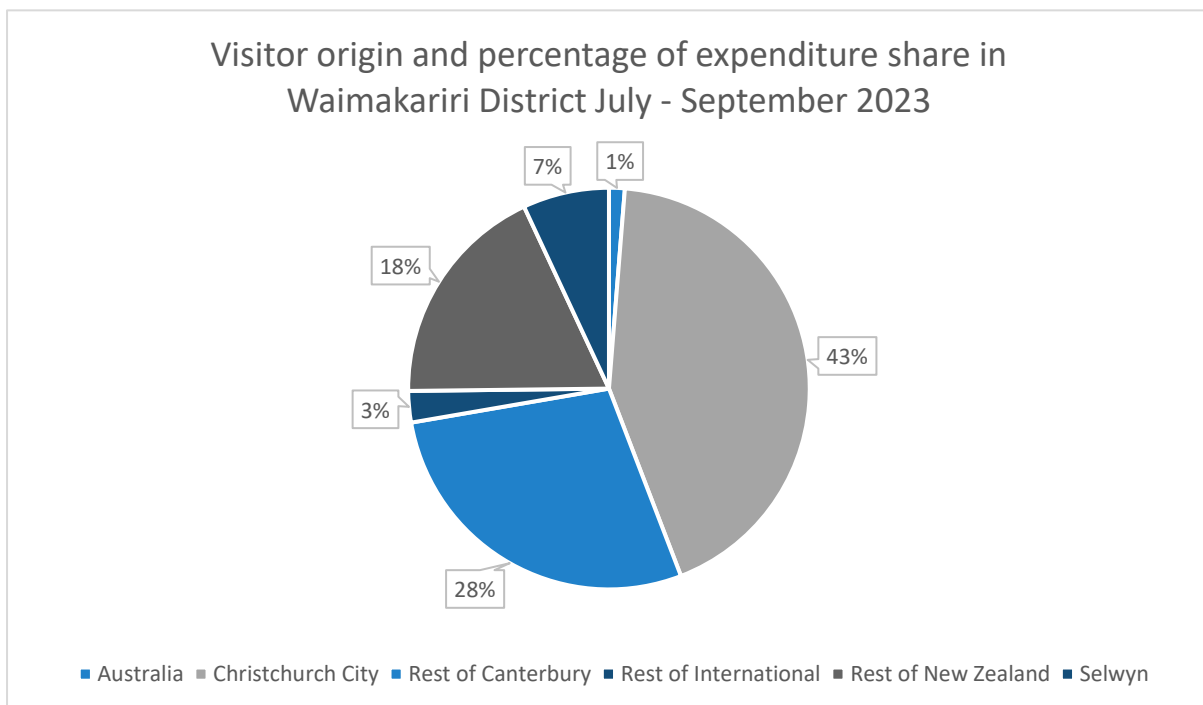
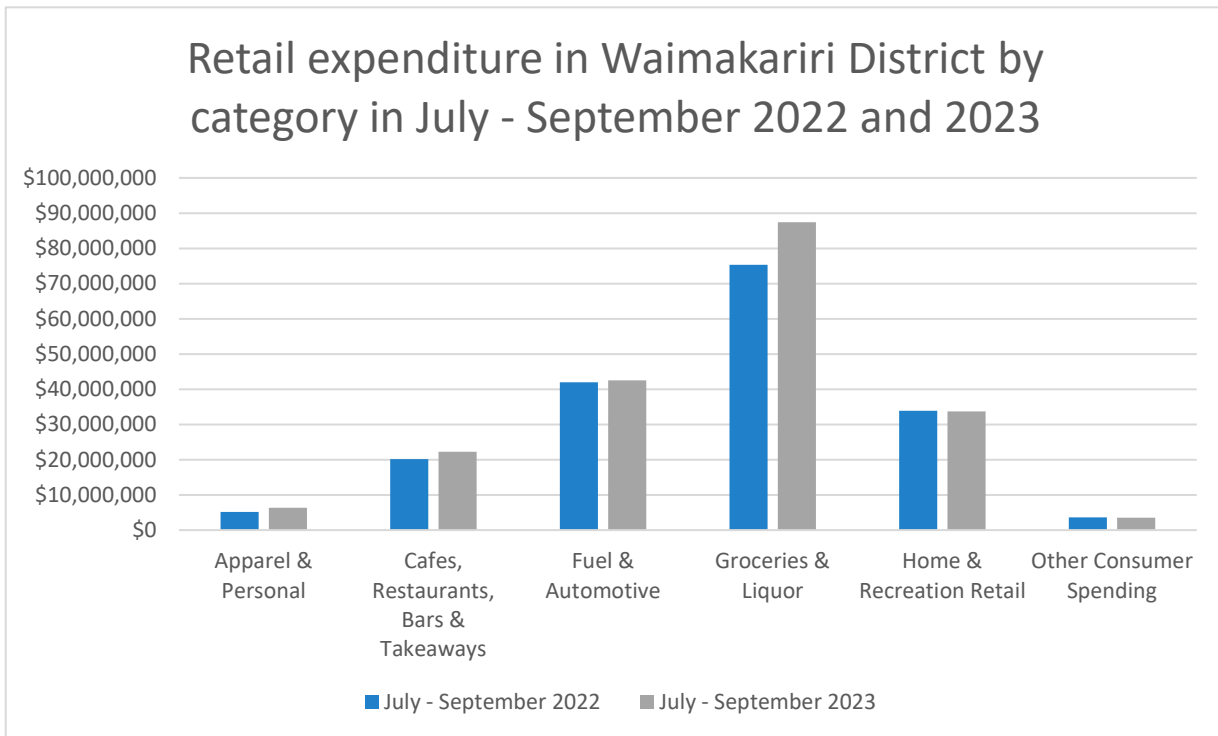
Key points:

- Expenditure within Waimakariri District increased by 5.5% over the year to September 2023, compared to a year earlier. This compares with an increase of 7.4% in New Zealand.
- Total spend for the July to September quarter was \$ 195,744,297.10.
- Compared to the same quarter in 2022 Oxford saw the smallest increase in spending at 6%,
- In Waimakariri District, spending on Apparel and Personal increased by 23%. Spending on Groceries and Liquor saw the second largest increase (16%).
- Other consumer spending had decreased by 2% compared to the same quarter last year.



Visitor expenditure

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

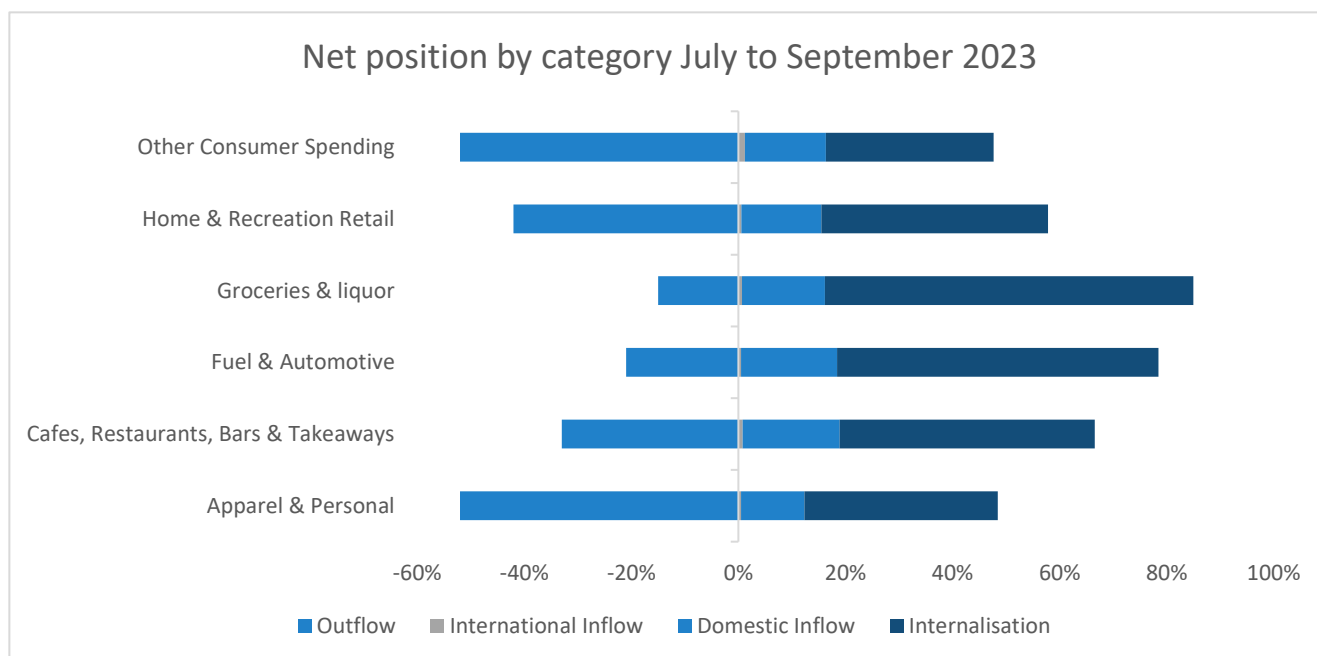


Leakage

Leakage calculates outflow expenditure of Waimakariri Residents in nearby Districts (Christchurch and Selwyn), wider Canterbury and the rest of New Zealand. Leakage data indicates where there may be gaps in provision within Waimakariri District.

Key points:

- Total leakage for the September 2023 quarter was similar to the previous quarter, totalling \$73,680,874.27.
- Cafes, Restaurants, Bars & Takeaways spending outside the District increased at the highest rate of all retail categories at 10%.
- Other consumer spending has decreased by 14% keeping over \$653,000 in the District.
- Leakage accounted for 30% of total Waimakariri resident spending in the September 2023 quarter.



Appendix A: Expenditure data

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

Location	Third quarter 2022	Third quarter 2023	% change
Total District	\$180,108,678	\$195,744,297	9%
Rangiora	\$119,003,540	\$127,882,623	7%
Kaipoi	\$30,356,172	\$32,672,748	8%
Woodend and Pegasus	\$16,837,002	20292986.55	21%
Oxford	\$6,404,463	\$6,785,020	6%

Retail category	Third quarter 2022	Third quarter 2023	% change
Apparel & Personal	\$5,137,221	\$6,298,361	23%
Cafes, Restaurants, Bars & Takeaways	\$20,197,181	\$22,229,971	10%
Fuel & Automotive	\$41,943,429	\$42,539,711	1%
Groceries & Liquor	\$75,287,329	\$87,416,060	16%
Home & Recreation Retail	\$33,914,693	\$33,702,182	-1%
Other Consumer Spending	\$3,628,825	\$3,558,012	-2%

Total visitor retail expenditure within the District:

Customer origin	Third quarter 2022	Third quarter 2023	% change
Greater Chch, Rest of Canterbury (excluding Waimakariri residents)	\$32,206,476	\$34,832,990.32	8%
Rest of New Zealand	\$7,178,209	\$8,146,944.94	13%
Australia, Rest of International	\$1,507,002	\$1,694,913.27	12%

Retail category	Third quarter 2022	Third quarter 2023	% change
Apparel & Personal	\$1,351,842	1631982.69	21%
Cafes, Restaurants, Bars & Takeaways	\$5,740,555	6336928.16	10%
Fuel & Automotive	\$10,051,760	9764818.83	-3%
Groceries & Liquor	\$13,969,056	16526919.49	18%
Home & Recreation Retail	\$8,622,843	9156958.34	6%
Other Consumer Spending	\$1,155,631	1257241.02	9%

Leakage expenditure of Waimakariri Residents in nearby Districts:

Merchant location	Third quarter 2022	Third quarter 2023	% change
Total leakage	\$73,767,404	\$ 73,664,328	0%
Christchurch City	\$71,877,890	\$ 71,377,605	-1%
Selwyn District	\$1,889,514	\$ 2,286,724	21%

Retail category	Third quarter 2022	Third quarter 2023	% change
Apparel & Personal	\$6,859,063	\$6,823,813	-1%
Cafes, Restaurants, Bars & Takeaways	\$10,171,150	\$11,202,533	10%
Fuel & Automotive	\$11,908,635	\$11,389,671	-4%
Groceries & Liquor	\$14,497,909	\$15,346,632	6%
Home & Recreation Retail	\$25,651,938	\$24,876,170	-3%
Other Consumer Spending	\$4,678,710	\$4,025,509	-14%

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 Gymnasia 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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