

Our Economic Context

Economy generated
\$5.5bn
of GDP in 2021

Our productivity sits at
22 % below the
national average



Closing the productivity
gap with New Zealand
could bring an extra
\$1.67bn
of GDP to the region

Our population is
112,600
as at 2021



Average wage earnings
are the second lowest in
New Zealand.

GDP per filled job is
\$96,800
\$124,800 NZ average



We have a high proportion
of small businesses

91 % have less than
10 employees



Inward migration
has driven

92 %

of our population
growth over recent
years



Intellectual Capital

We have the
highest number
of scientists per
capita of any
New Zealand city

Strong opportunity for growth:

Sectors with high regional competitive advantage



Blue Economy



Forestry



Horticulture



Science & Tech

Our Challenges

Whilst our challenges are significant, the people of Te Taihu have the knowledge and courage to navigate these choppy waters together.

Te Taihu Intergenerational Strategy, 2020

A Snapshot of Challenges

Challenge	Issues	Local Impact
Global Challenges	<ul style="list-style-type: none"> • Climate change • Inequality and global poverty • Exhaustion of non-renewable resources 	<ul style="list-style-type: none"> • Nelson Tasman is vulnerable to sea level rise. • Nelson Tasman has significant material hardship and child poverty. • Nelson Tasman is reliant on natural resources for our economic prosperity.
New Zealand Challenges	<ul style="list-style-type: none"> • Low productivity • Low wages • Skills shortages • A lack of diversification • Under-investment in infrastructure • A rapidly ageing population • Housing affordability and access • Shallow domestic capital markets • Biodiversity decline 	<ul style="list-style-type: none"> • We suffer from the second worst productivity in the country. • We have low average incomes and are underpinned by low wage sectors. • We have a number of skills shortages and seasonal labour challenges. • We are an export driven economy, vulnerable to global conditions. • We have a relatively low and ageing population base with significant growing pressures which makes it difficult to fund infrastructure. • We are on track to have the fastest growing ageing population in the country and our working age population is declining, in contrast to the national trend. • We have the second (Tasman) and third (Nelson) worst housing affordability in the country with a lag in supply that we have been carrying for over a decade. • Our capital flow tends to favour real estate over commercial or innovation opportunities. • Changes in land and sea use, climate change, pollution and invasive species are putting pressure on Te Taiao²⁶.
Regional Challenges	<ul style="list-style-type: none"> • Distance • Scale • High % small businesses • Perception 	<ul style="list-style-type: none"> • We are still facing significant disruption as a result of COVID-19 including supply chain and labour market issues. • We are heavily reliant on our port and airport, with a relatively small “surrounding” population within driving distance. • We are a small region spread across a large geographical area which makes infrastructure challenging to fund and deliver. • Our SMEs struggle to invest in change and development • We are often seen as a ‘high-decile’ region without major issues, and consistently fail to attract public sector investment. Our low wages hinder the attraction of talent.

²⁶Biodiversity in Aotearoa 2020, Department of Conservation Te Papa Atawhai