



TOI  **EDA**
Eastern Bay of Plenty Economic Development Agency

2018 CENSUS EASTERN BAY OF PLENTY LABOUR MARKET REPORT

FEBRUARY 2021

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Toi EDA is the Eastern Bay of Plenty’s Economic Development Agency. Our Mission is to ensure future generations have better opportunities and outcomes. A key focus area is workforce development, vital to enable both economic development and wellbeing. We gather and share workforce related information, to inform priority-setting, and contribute to monitor change, progress and learning.

For further information, see the Workforce Tab on our website at www.toi-eda.co.nz or contact:

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INTRODUCTION

This report presents a 2018 Census labour market profile of the Whakatāne, Kawerau and Ōpōtiki districts, and the Eastern Bay overall, including historical trends and with a particular focus on young people and Māori. The report was compiled by Toi EDA from Statistics New Zealand online data.

KEY STATISTICS 2018

	Whakatāne	Kawerau	Ōpōtiki	Eastern Bay	Bay of Plenty	New Zealand
Population	35,700	7,146	9,276	52,122	308,499	4,699,755
Unemployment rate	8.7%	17.8%	11.2%	10.2%	6.7%	5.8%
Median income	\$26,300	\$20,600	\$22,400	\$24,824	\$29,100	\$31,800
Study participation	9.8%	10.0%	9.1%	9.7%	10.0%	12.3%
No qualification	15.2%	20.8%	22.6%	17.1%	13.0%	11.6%
Access to Internet	79.7%	75.5%	72.1%	77.8%	84.9%	86.1%
Access to cellphone	90.1%	90.8%	82.3%	88.9%	92.0%	91.9%

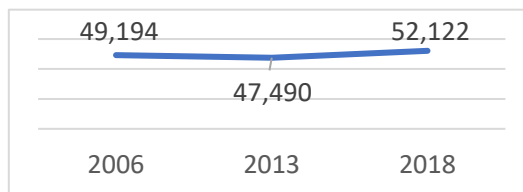


SUMMARY FINDINGS

Population



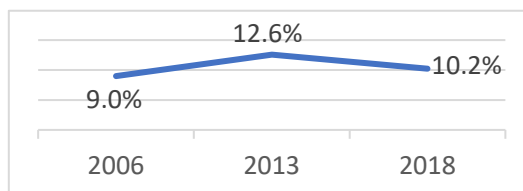
- * Eastern Bay population 52,122
- * 52% Māori
- * 23% under 15 years



Labour force status



- * Higher unemployment for 15-29 year-olds, Māori and Pacific Peoples



Industry



- * Largest employing industries were agriculture, forestry and fishing; manufacturing; education and training; health care and social assistance
- * Employment in all major industries has increased since 2006

- * Biggest employment for young people in agriculture, food and beverage services, and food retailing

Occupation



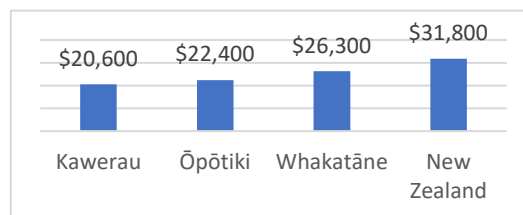
- * Eastern Bay had a high proportion employed in labouring and low proportion in professional occupations

- * A high percentage of young people were employed as labourers and sales workers

Income



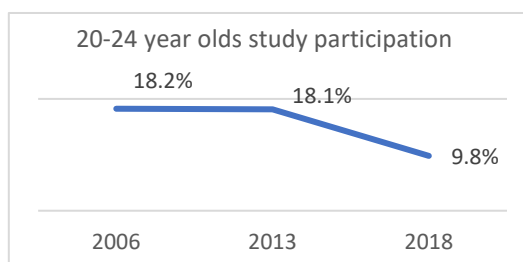
- * Median personal income lower than national average
- * Median personal income for Māori and Pacific People lower than other ethnic groups



Study participation



- * Study participation lower than national average
- * Participation for people aged 20-24 declined substantially since 2006
- * Participation generally lower for Māori and Pacific young people

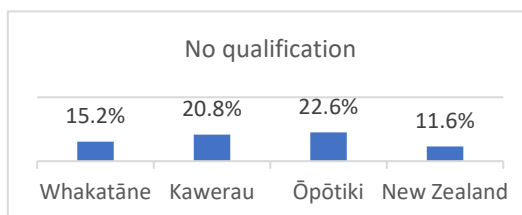


SUMMARY FINDINGS continued

Highest qualifications



- * Still higher than average percentage of adults with no qualification
- * Since 2006, many more people have gained qualifications
- * Māori and Pacific Peoples remain more likely to have no qualification



Travel to work



- * Workers in Kawerau more disposed to travel by motor vehicle
- * Very few workers take public transport
- * Young people more likely than other age groups to walk or ride a bicycle

Age group	Vehicle to work	Bike or walk
15-19	73%	17%
20-24	80%	7%
25-29	79%	6%
30-64 years	77%	5%

Travel to education



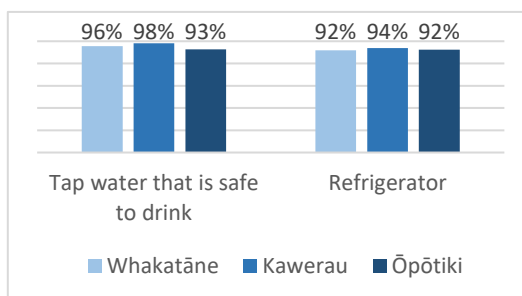
- * Around half of travel to education is by motor vehicle, mostly as a passenger
- * Travelling by school bus most prevalent in Ōpōtiki (29%)
- * Walking or jogging most prevalent in Kawerau (27%)

Age group	Vehicle to study	Bike or walk
15-19	38%	30%
20-24	58%	13%
25-29	64%	5%
30-64 years	61%	5%

Access to basic household amenities



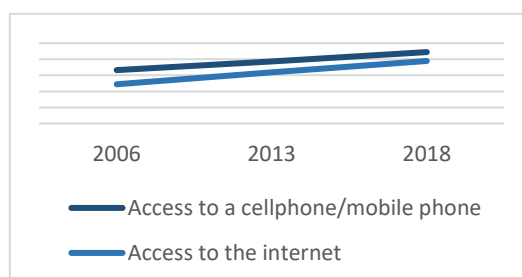
- * Similar to national average level of access to basic household amenities
- * Ōpōtiki households less likely to have tap water that is safe to drink (93%)
- * Dwellings not owned by the occupier were less likely to have a refrigerator or safe tap water



Access to telecommunication systems



- * Less likely than national average to have access to the Internet or a mobile phone
- * Substantial increase in access to Internet or mobile phone since 2006
- * Around 2% of households have no access to telecommunication systems

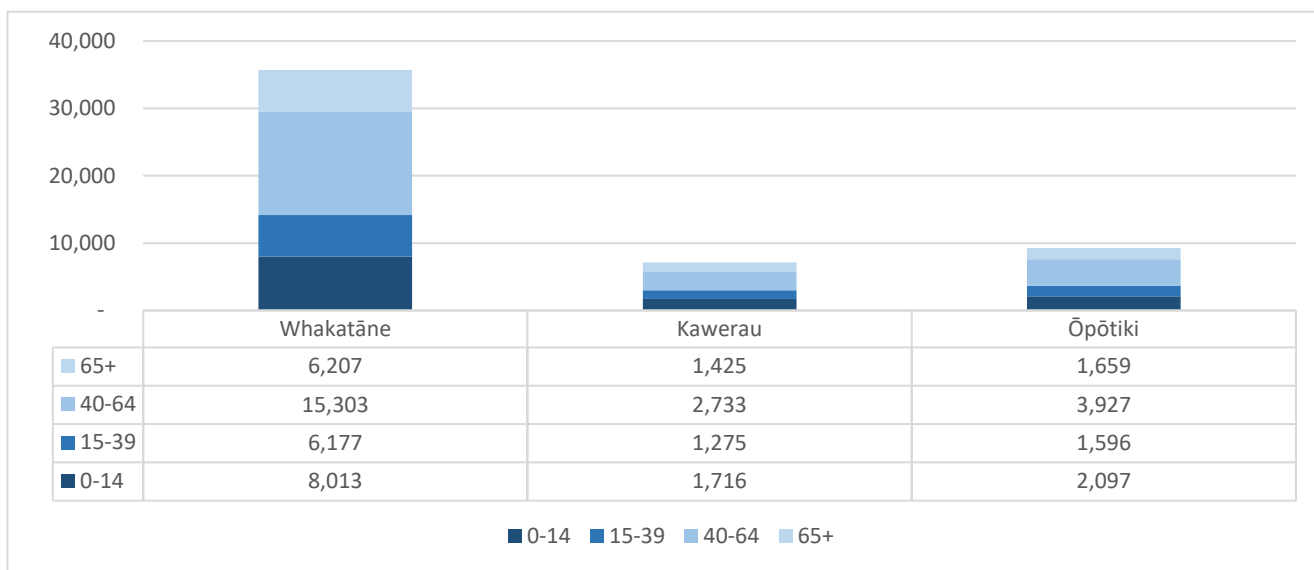


POPULATION

This section provides a brief overview of 2018 and historical Census counts of the resident population.

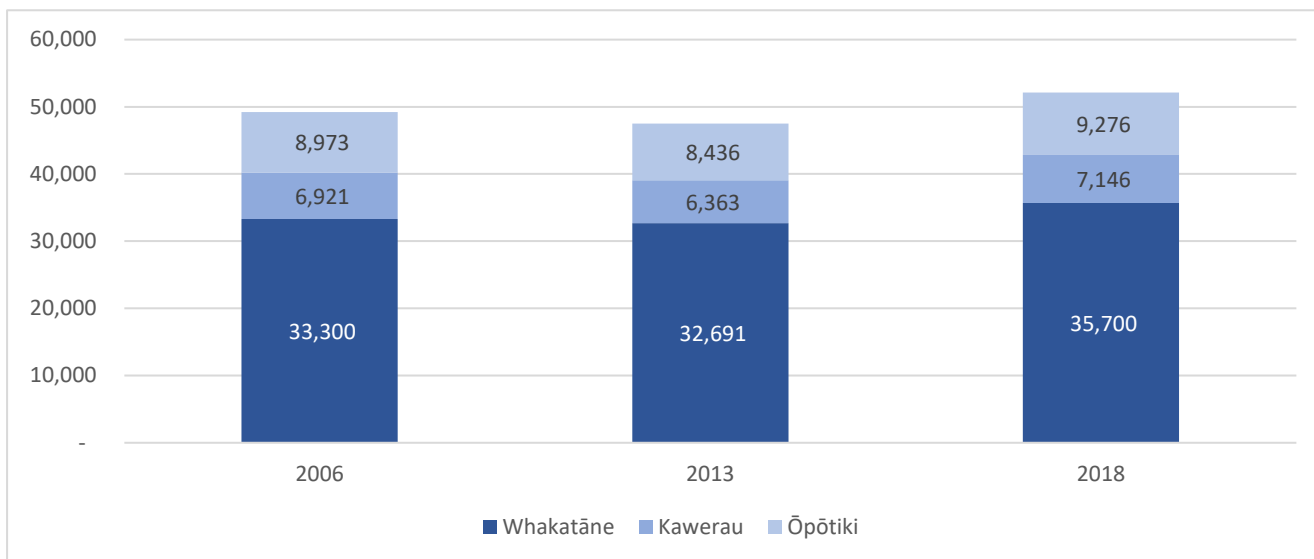
As at Census night on Tuesday 6 March 2018, the Eastern Bay had a usually resident population of 52,122 people. More than one-fifth (23%) of all residents were under the age of 15. An increasing proportion of residents are aged 65 and over and exiting the labour force.

Usually resident population by age group, Census night March 2018



The population has seen a resurgence in recent years. All three territorial authorities initially declined between 2006 and 2013 and then rebounded by a greater number by 2018.

Usually resident population trends 2006-2018



The Eastern Bay population is becoming more culturally diverse. In 2018, 59% of Eastern Bay residents classified themselves European, 52% Māori, 3% Pacific Peoples and 3% Asian.

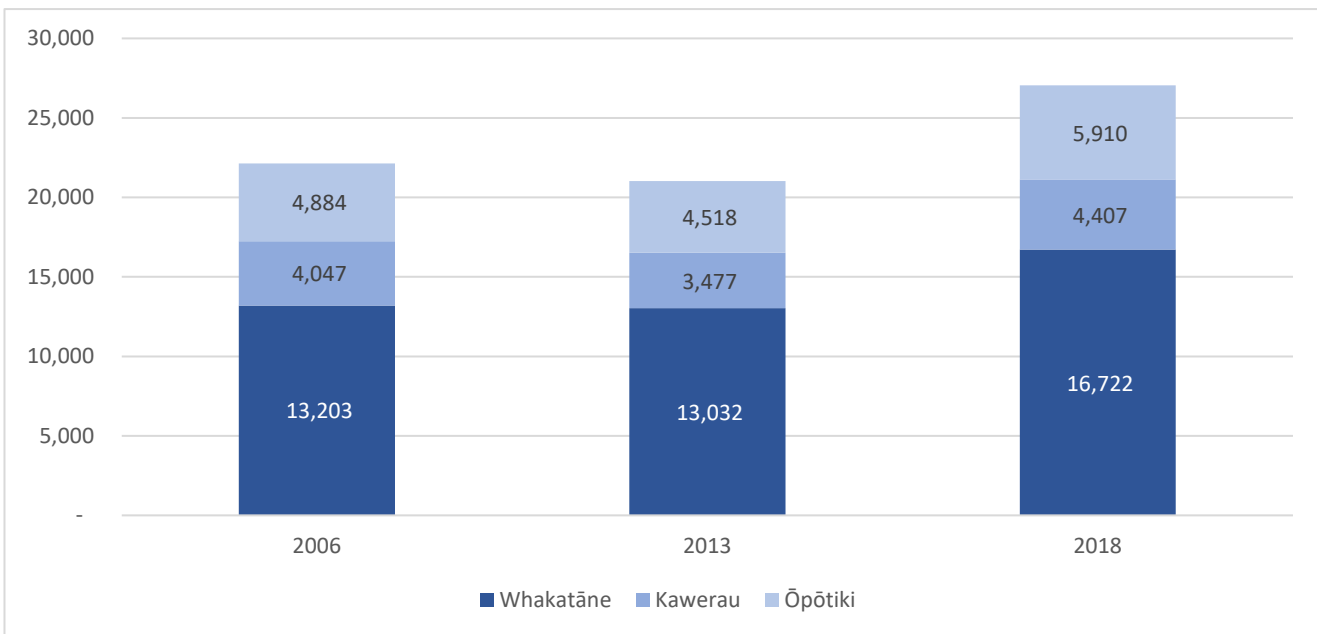
Usually resident population by ethnic group, 2018

Note: Denominator is usually resident population. Adds to more than 100% because respondents may select multiple ethnic groups.

	Whakatāne	Kawerau	Ōpōtiki	Eastern Bay
European	63%	52%	51%	59%
Māori	47%	62%	64%	52%
Pacific Peoples	3%	5%	4%	3%
Asian	3%	3%	3%	3%
Middle Eastern/Latin American/African	0%	0%	0%	0%
Other ethnicity	1%	1%	1%	1%

The number of Māori residents increased from 22,134 in 2013 to 27,039 in 2018, which is around half (52%) of the Eastern Bay population. This proportion was highest in Ōpōtiki (64%) and Kawerau (62%).

Number of Māori residents, 2006-2018



LABOUR FORCE STATUS

The Eastern Bay had higher rates of unemployment than the regional and national average, as well as higher rates of people not in the labour force (e.g. retired, looking after children at home, students, or permanently unable to work).

Work and labour force status, 2018

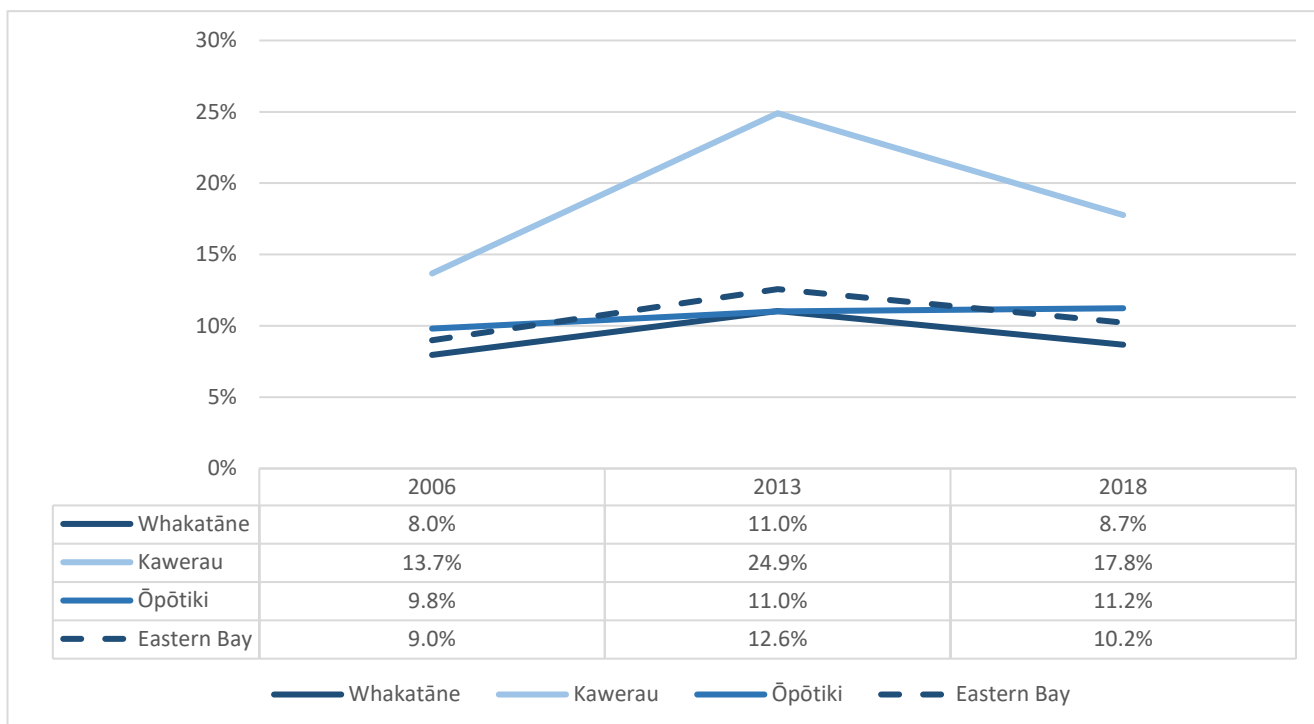
Note: Denominator is total people who stated their work and labour force status.

	Whakatāne	Kawerau	Ōpōtiki	Eastern Bay	Bay of Plenty	New Zealand
Full-time	44.4%	34.2%	43.3%	42.8%	46.8%	50.1%
Part-time	15.9%	12.6%	14.5%	15.2%	15.4%	14.7%
Unemployed	5.7%	10.1%	7.3%	6.6%	4.5%	4.0%
Not in labour force	34.0%	43.1%	34.9%	35.4%	33.4%	31.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

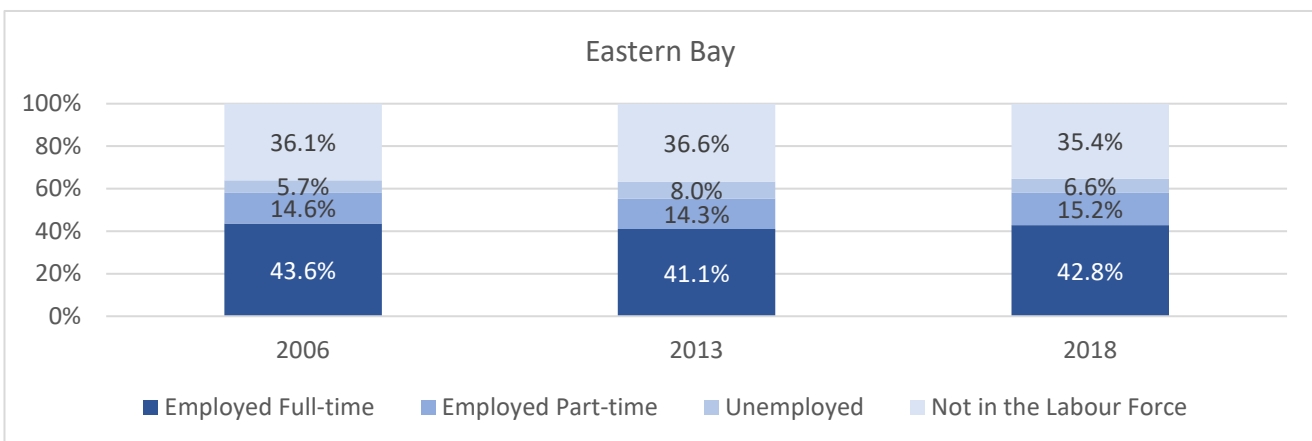
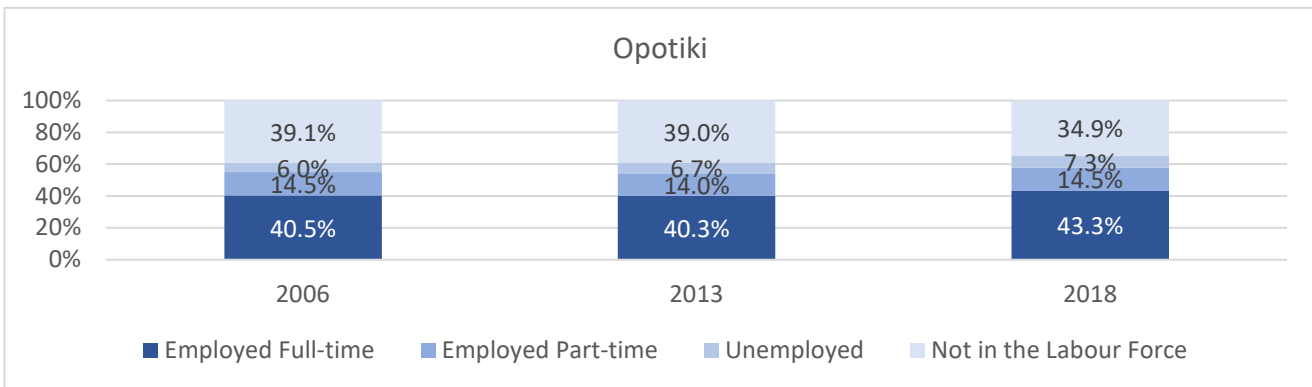
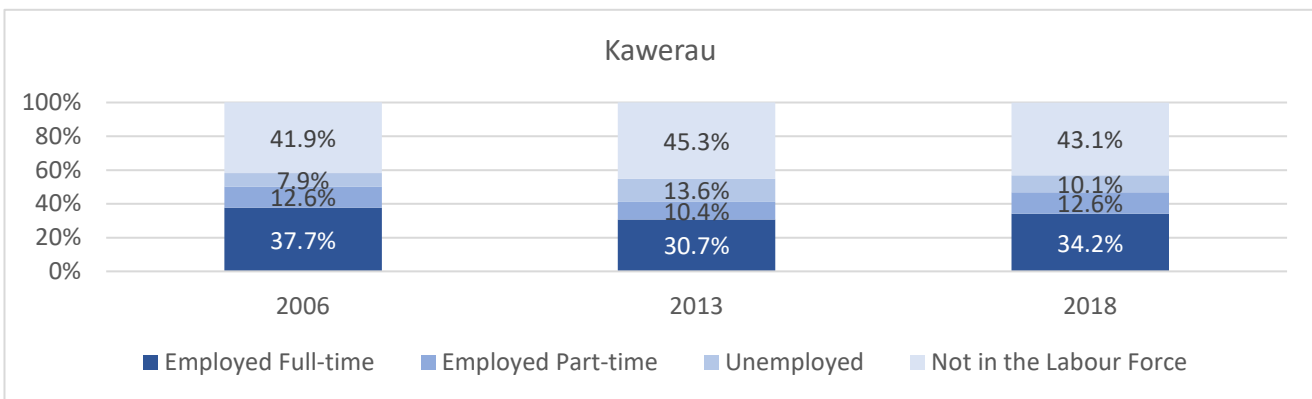
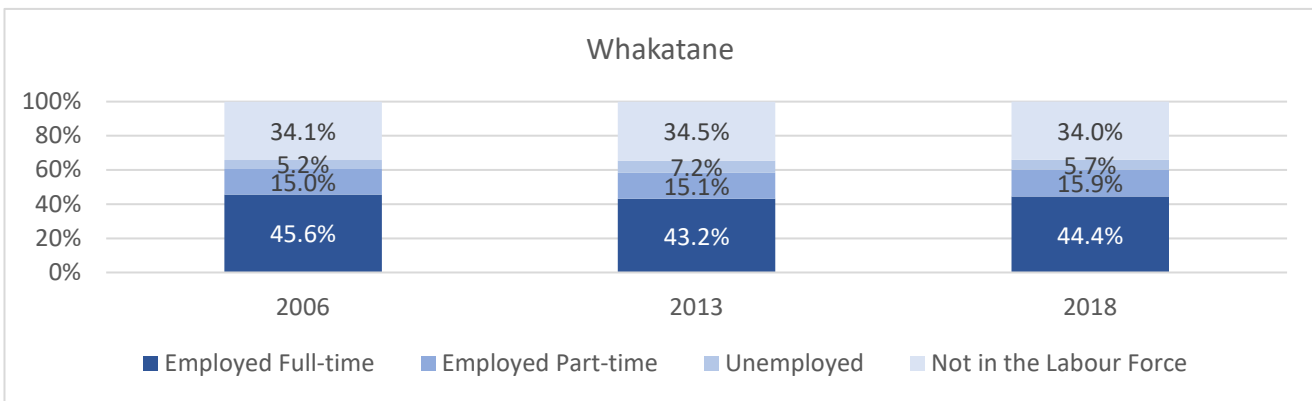
Between 2013 and 2018, the percentage of Eastern Bay residents aged 15 years and over who were unemployed decreased from 8.0% to 6.6%. Excluding people not in the labour force, the unemployment rate for Eastern Bay overall was 12.6% in 2013 and 10.2% in 2018. The 2018 unemployment rate was 8.7% in Whakatāne, 17.8% in Kawerau and 11.2% in Ōpōtiki.

Unemployment rate, 2006-2018

Note: Denominator is total people who stated their work and labour force status minus people not in the labour force.

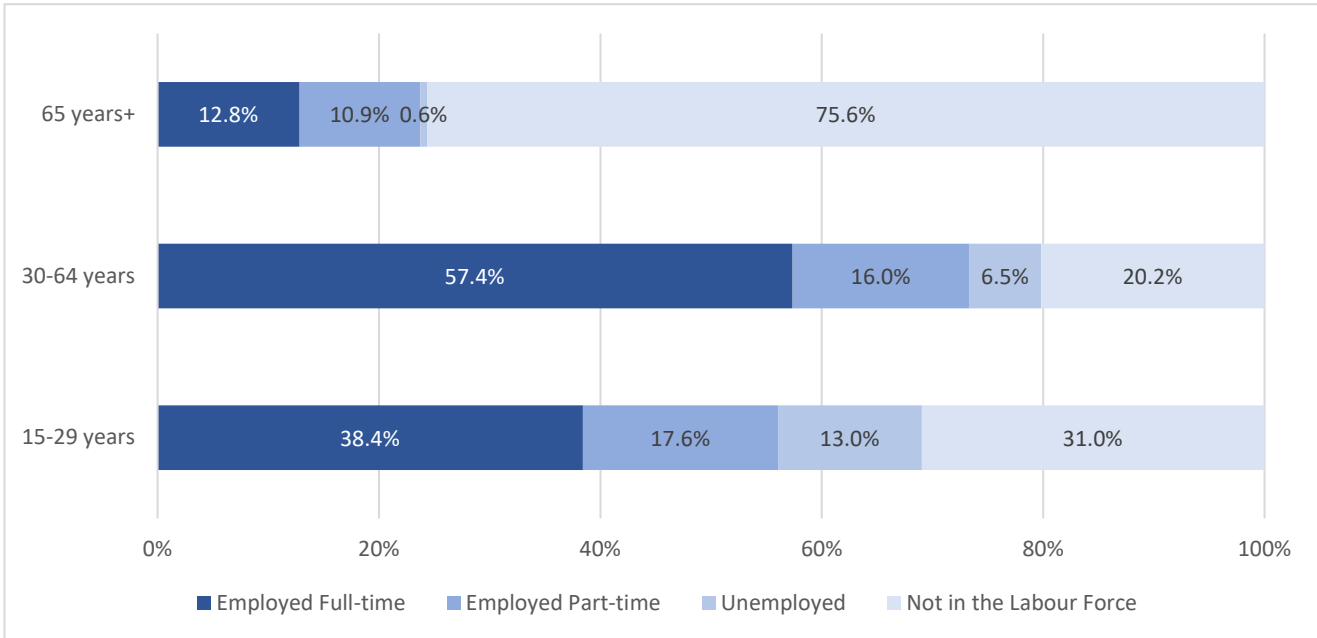


Work and labour force status, 2006-2018



As at March 2018, the Eastern Bay unemployment rate for 15-29 year-olds was higher at 13.0% compared to 6.5% for the older 30-64 age group.

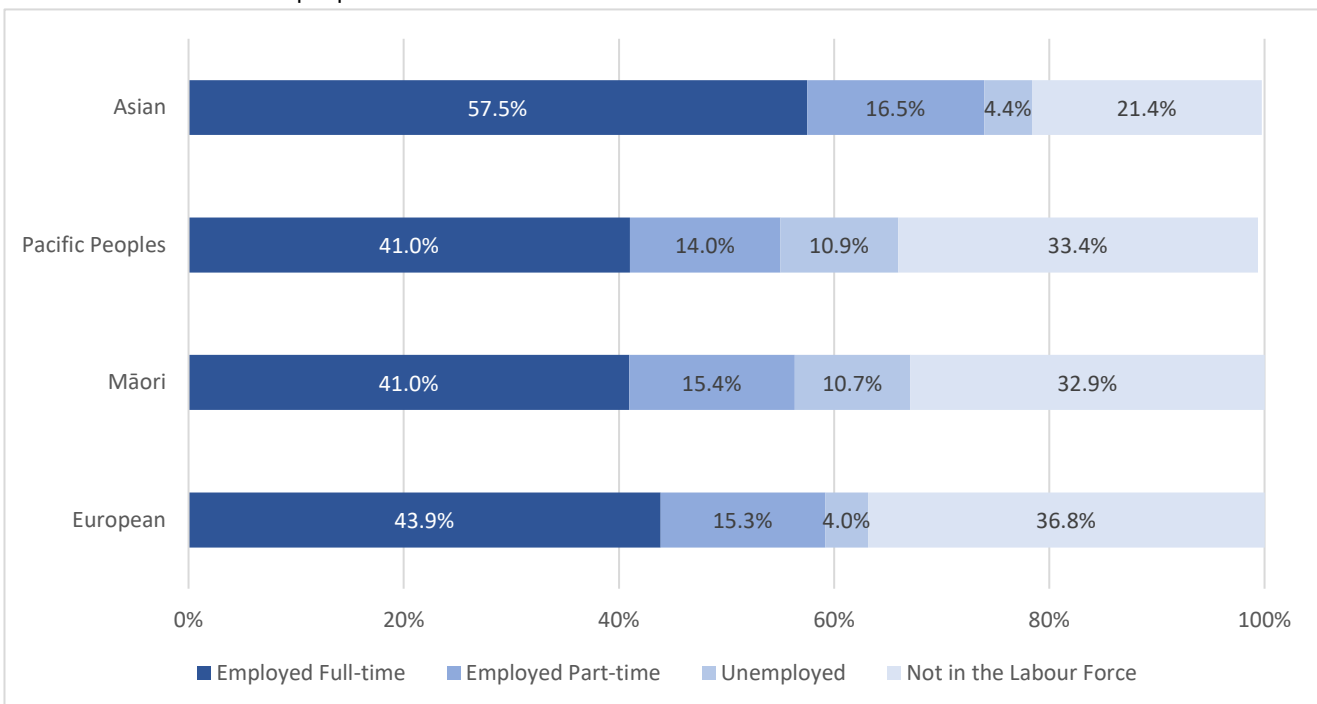
Work and labour force status by age group, Eastern Bay 2018



The March 2018 Eastern Bay unemployment rate for Māori (10.7%) and Pacific Peoples (10.9%) was higher than the unemployment rate for the European (4.0%) and Asian (4.4%) ethnic groups.

Work and labour force status by ethnic group, Eastern Bay 2018

Note: Denominator is total people who stated their work and labour force status.



INDUSTRY

The largest employing industry division in the Eastern Bay was agriculture, forestry and fishing (15.4% of employment) followed by manufacturing (10.7%), education and training (10.3%) and health care and social assistance (10.2%).

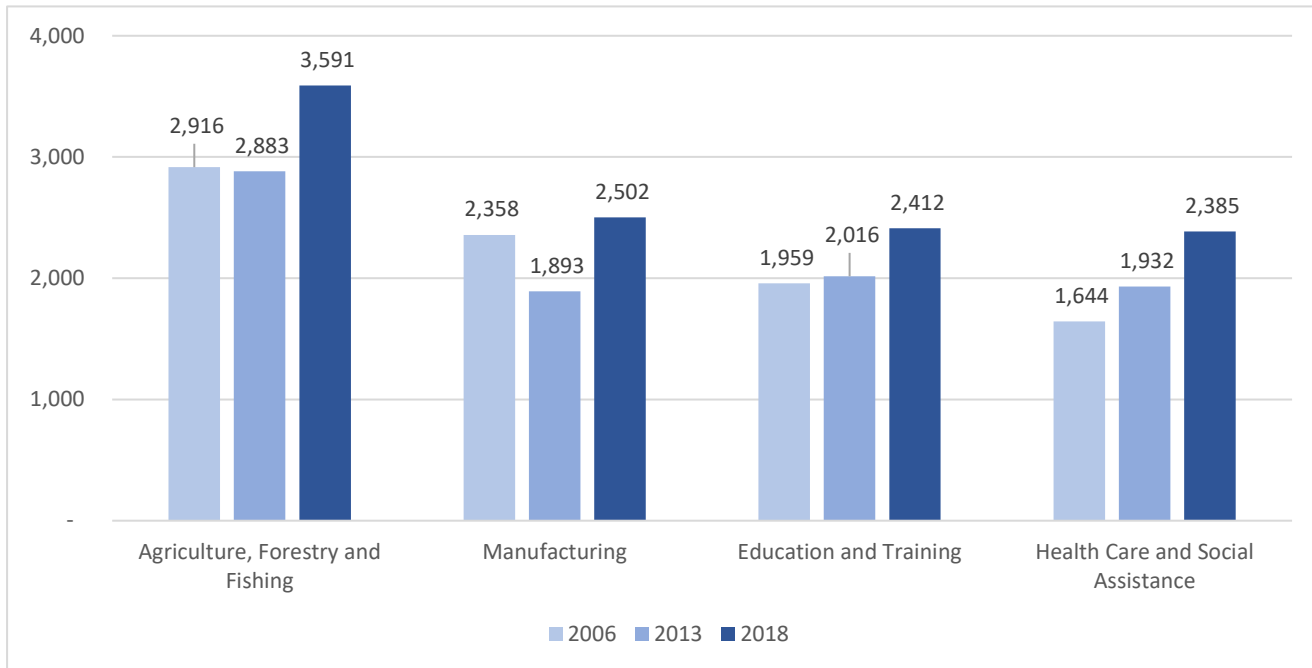
Employment by industry, Eastern Bay 2018

Note: Denominator is employed people aged 15 and over who stated their industry.

Industry	No.	Percent
Agriculture, Forestry and Fishing	3,591	15.4%
Manufacturing	2,502	10.7%
Education and Training	2,412	10.3%
Health Care and Social Assistance	2,385	10.2%
Retail Trade	2,055	8.8%
Construction	1,941	8.3%
Administrative and Support Services	1,452	6.2%
Accommodation and Food Services	1,170	5.0%
Professional, Scientific and Technical Services	1,128	4.8%
Public Administration and Safety	1,062	4.5%
Other Services	1,056	4.5%
Transport, Postal and Warehousing	843	3.6%
Wholesale Trade	465	2.0%
Rental, Hiring and Real Estate Services	327	1.4%
Financial and Insurance Services	291	1.2%
Electricity, Gas, Water and Waste Services	249	1.1%
Arts and Recreation Services	216	0.9%
Information Media and Telecommunications	180	0.8%
Mining	60	0.3%
Total	23,382	100.0%

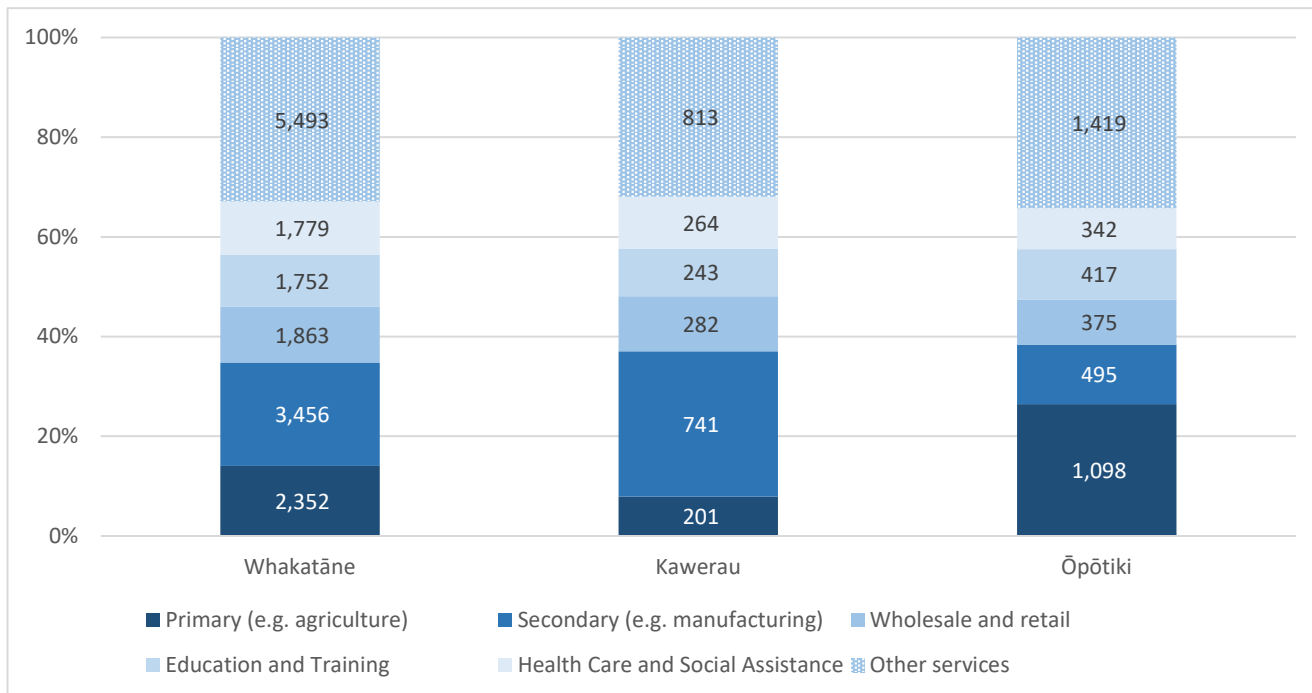
Employment in all of the Eastern Bay's major industries has increased since 2006, including a 45% increase in health care and social assistance employment, 23% increase in the agriculture, forestry and fishing industry, and 23% increase in the education and training sector.

Employment in major industries, Eastern Bay 2006-2018



Each territorial authority has a different industry profile, with manufacturing more prevalent in Kawerau and higher levels of agriculture, forestry and fishing employment in Ōpōtiki.

Employment in industry sectors by territorial authority, 2018



Employment in industries by territorial authority, 2018

	Whakatāne	Kawerau	Ōpōtiki	Eastern Bay
Agriculture, Forestry and Fishing	2,301	198	1,092	3,591
Mining	51	3	6	60
Manufacturing	1,827	528	147	2,502
Electricity, Gas, Water and Waste Services	213	18	18	249
Construction	1,416	195	330	1,941
Wholesale Trade	354	42	69	465
Retail Trade	1,509	240	306	2,055
Accommodation and Food Services	849	114	207	1,170
Transport, Postal and Warehousing	600	102	141	843
Information Media and Telecommunications	144	12	24	180
Financial and Insurance Services	234	33	24	291
Rental, Hiring and Real Estate Services	234	30	63	327
Professional, Scientific and Technical Services	885	108	135	1,128
Administrative and Support Services	795	192	465	1,452
Public Administration and Safety	810	93	159	1,062
Education and Training	1,752	243	417	2,412
Health Care and Social Assistance	1,779	264	342	2,385
Arts and Recreation Services	174	12	30	216
Other Services	768	117	171	1,056
Total people stated	16,689	2,541	4,152	23,382

In terms of specific industry subdivisions, the biggest employers of young people aged 15-29 years in the Eastern Bay are agriculture, food and beverage services, and food retailing.

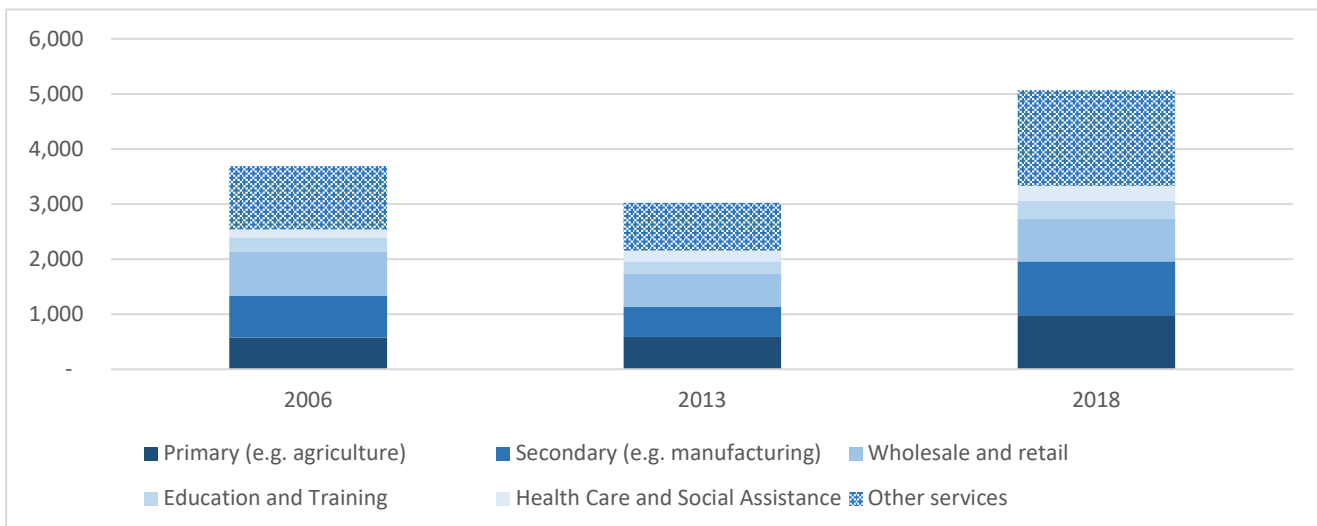
Major industry subdivisions by age group, 2018 (numbers in employment)

	15-29 years	30-64 years	65+ years
Agriculture	582	1,407	306
Food and Beverage Services	438	390	54
Food Retailing	330	453	45
Agriculture, Forestry and Fishing Support Services	288	567	63
Building Cleaning, Pest Control and Other Support Services	282	651	81
Construction Services	279	753	78
Preschool and School Education	273	1,569	165
Other Store-Based Retailing	264	561	84
Professional, Scientific and Technical Services (except Computer S	156	807	93
Medical and Other Health Care Services	129	870	132
Building Construction	123	255	42
Personal and Other Services	123	483	57
Administrative Services	114	294	33

In terms of major industry sectors employing 15-29 year olds in the Eastern Bay, employment amongst this age group grew fastest between 2006 and 2018 in the primary sector (e.g. agriculture), with strong growth also in secondary industries (e.g. manufacturing), health care and social assistance, and other services.

More detailed results can be found in online Census results at the detailed industry subdivisional level for 15-19 year olds, 20-24 year olds, and 25-29 year olds (subject to data suppression where numbers are small).

Employment by industry sector for age group 15-29 years, Eastern Bay 2006-2018



Employment for Māori in the Eastern Bay was highest in the agriculture, forestry and fishing industry (1,653), followed by education and training (1,347), manufacturing (1,068) and health care and social assistance (1,044).

Industries by ethnic group, 2018 (numbers in employment)

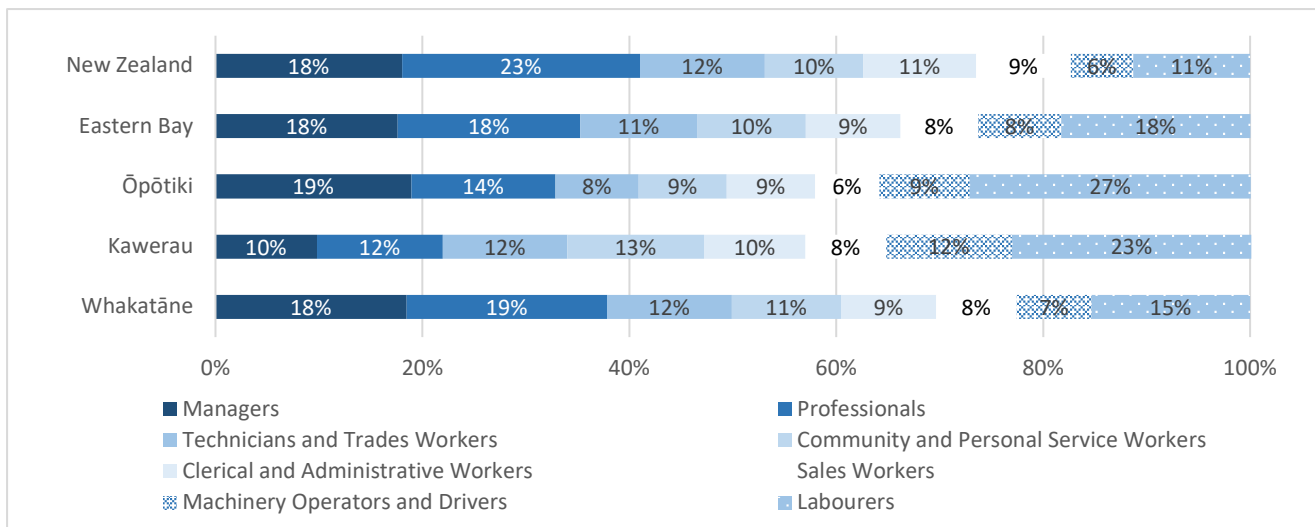
	European	Māori	Pacific	Asian
Agriculture, Forestry and Fishing	2,133	1,653	87	153
Education and Training	1,299	1,347	60	42
Manufacturing	1,659	1,068	63	87
Health Care and Social Assistance	1,455	1,044	57	159
Administrative and Support Services	627	924	54	51
Construction	1,365	816	48	33
Retail Trade	1,428	807	39	126
Accommodation and Food Services	630	552	30	141
Other Services	666	501	18	18
Public Administration and Safety	753	414	18	21
Transport, Postal and Warehousing	504	399	21	15
Professional, Scientific and Technical Services	885	342	18	27
Wholesale Trade	336	171	9	12
Financial and Insurance Services	222	102	9	6
Arts and Recreation Services	138	99	3	6
Rental, Hiring and Real Estate Services	255	90	6	3
Electricity, Gas, Water and Waste Services	192	75	3	12
Information Media and Telecommunications	141	63	3	3
Mining	36	27	-	3
Total people stated	14,724	10,503	546	909

OCCUPATION

Compared to New Zealand overall, the Eastern Bay had a higher proportion of people in labouring occupations and a lower proportion in professional occupations. Each district has a distinct occupation profile, with a higher percentage of professional occupations in Whakatāne and more labouring occupations in Ōpōtiki and to a lesser extent Kawerau. There has been relatively little change in overall occupational profile since 2006 in the Eastern Bay.

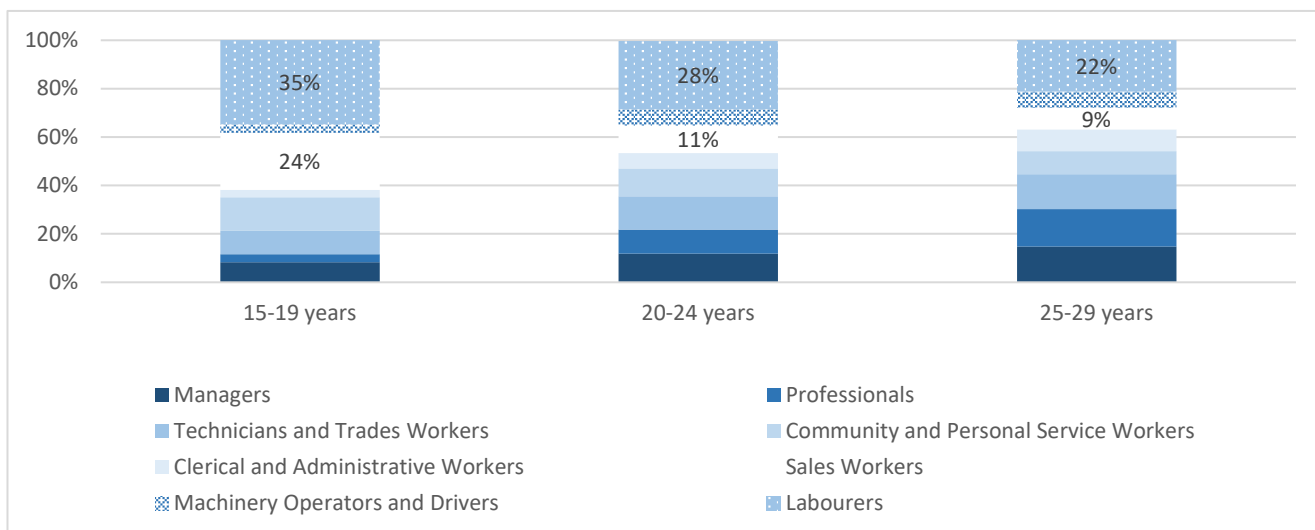
Employment by occupation, 2018

Note: Denominator is employed people aged 15 and over who stated their occupation.



A high percentage of young people aged 15-19 were employed as labourers (35%) and sales workers (24%). While labouring remained a prevalent occupation for older cohorts, the occupational profile for people aged 25-29 included higher percentage of managers (15%), professionals (15%) and technicians and trades workers (14%).

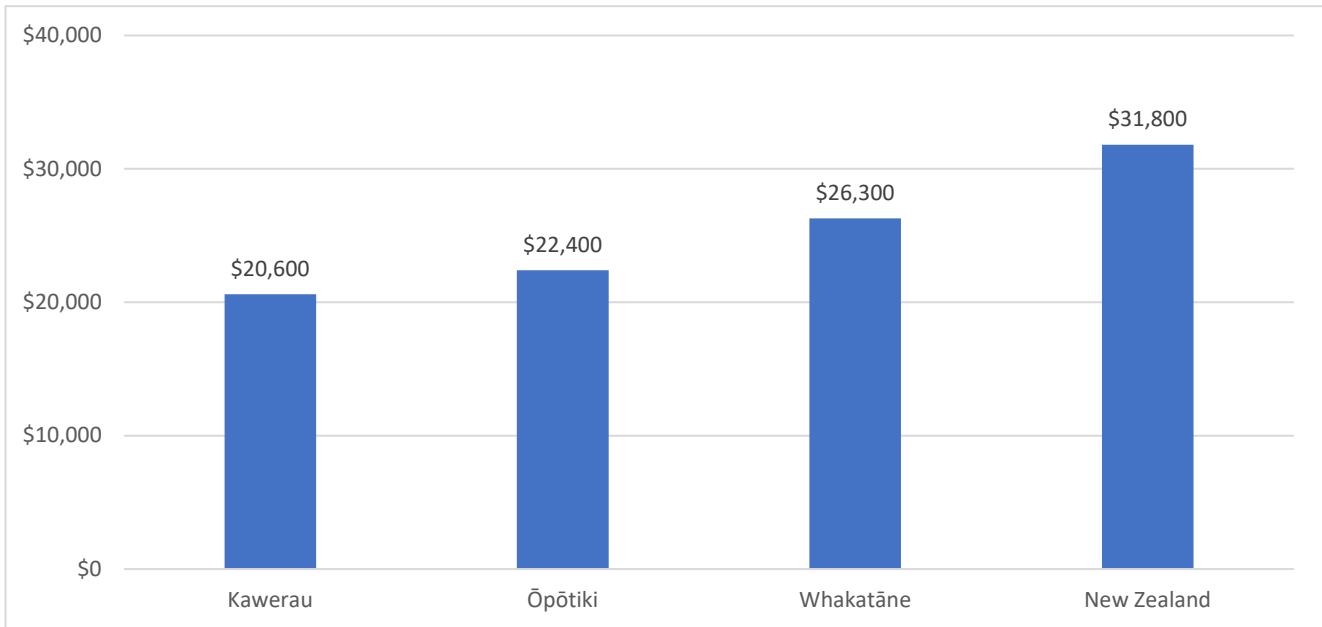
Employment by occupation for young people, Eastern Bay 2018



INCOME

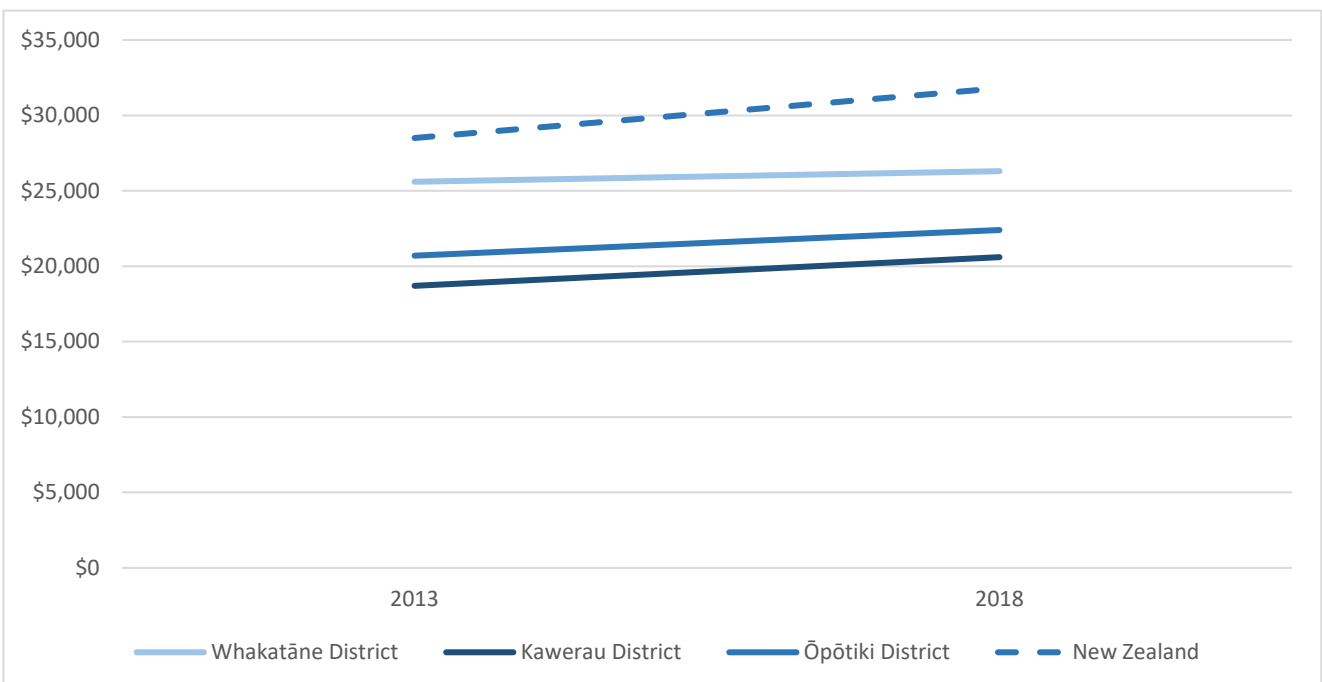
In 2018, median personal income for the population aged 15 and over was \$20,600 in Kawerau, \$22,400 in Ōpōtiki and \$26,300 in Whakatāne compared to national average of \$31,800.

Median personal income for population aged 15 and over, 2018



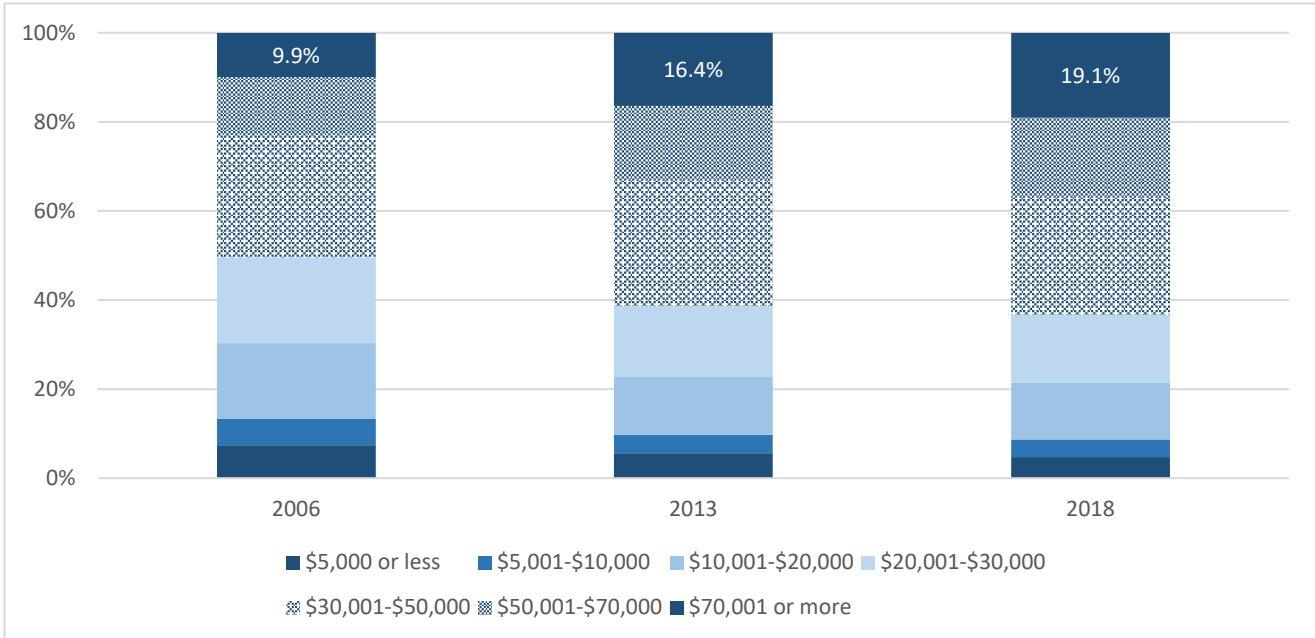
Between 2013 and 2018, the median personal income in Whakatāne grew by around 3% compared to 8% in Ōpōtiki, 10% in Kawerau and 12% nationally. Over the same period, the Consumers Price Index (cost of living) increased by approximately 6%.

Median personal income trend 2013-2018



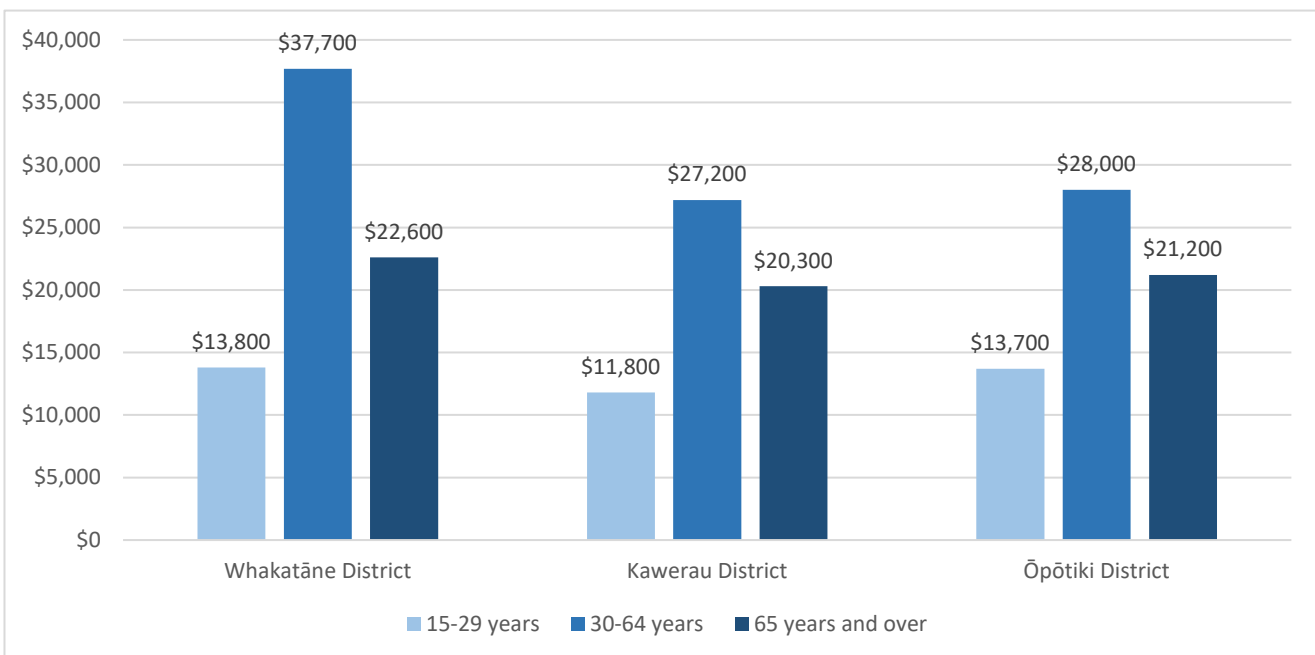
As wages have increased over time, a greater percentage of the Eastern Bay workforce are earning higher wages and salaries. Between 2006 and 2018, the percentage of Eastern Bay residents aged 15 and over earning \$70,000 or more doubled from 9.9% to 19.1%.

Personal income level 2006-2018, Eastern Bay



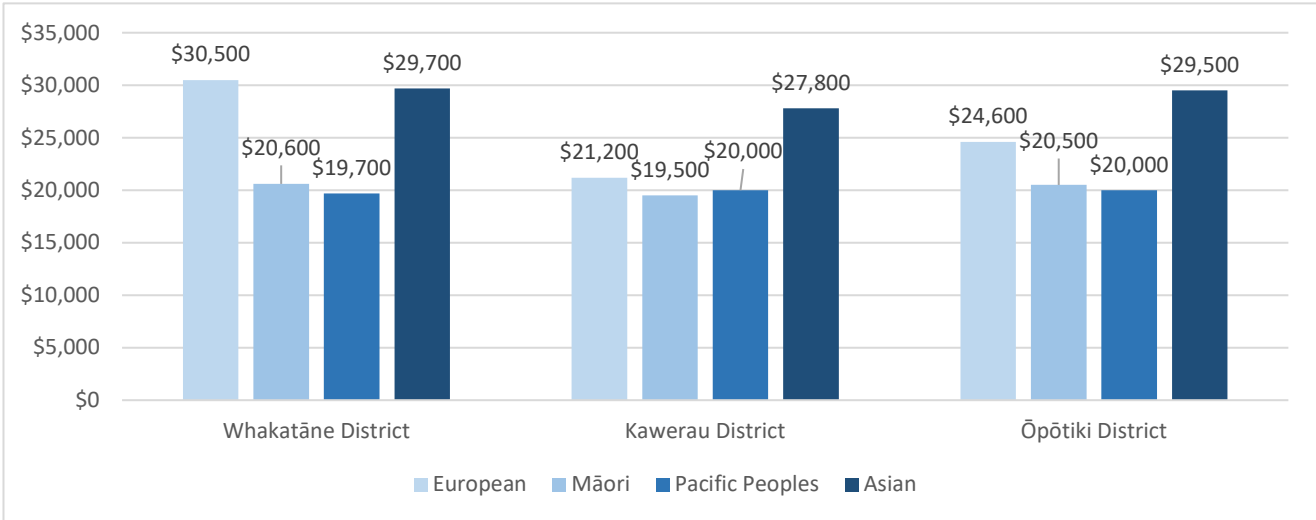
Median personal income is lowest in the younger age groups. For 15-29 year olds in 2018, the median income in Whakatāne was \$13,800, Ōpōtiki \$13,700 and Kawerau \$11,800.

Median personal income by age group, 2018



The 2018 median personal income for Māori and Pacific People was lower than other ethnic groups throughout the Eastern Bay.

Median personal income by ethnic group, 2018

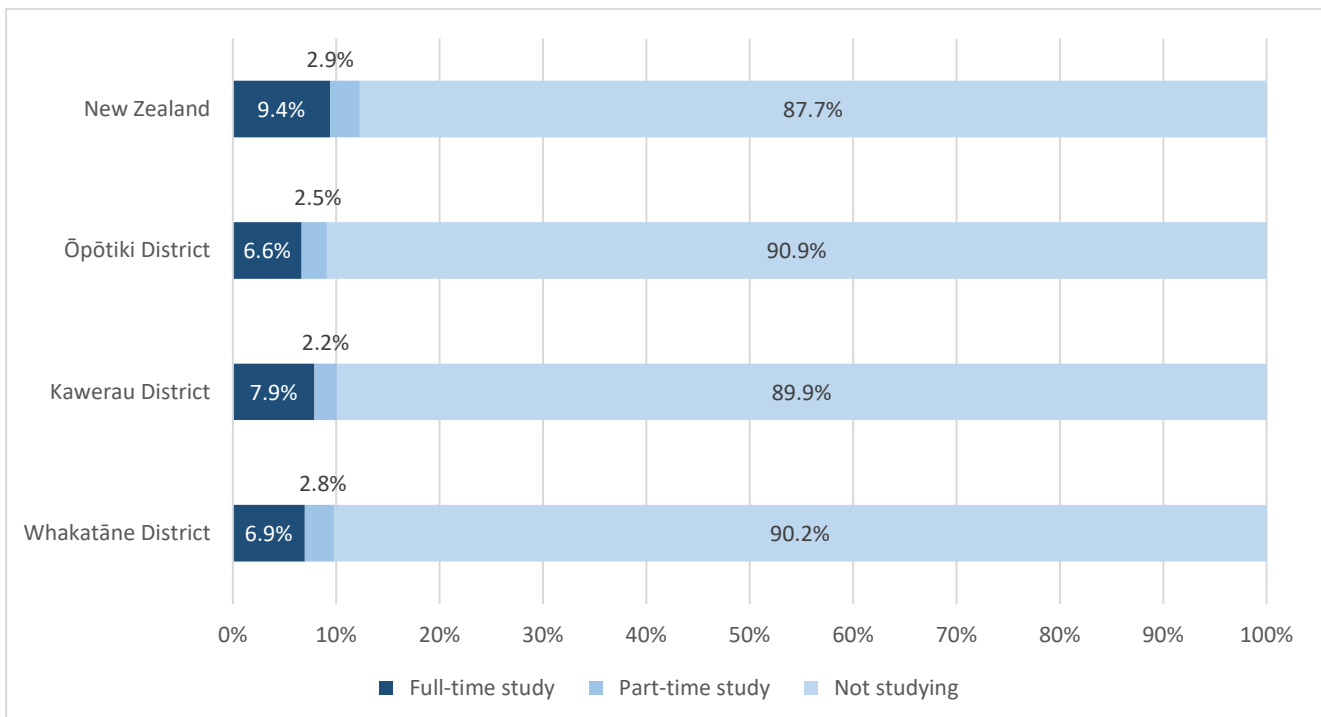


STUDY PARTICIPATION

A lower percentage of Eastern Bay residents aged 15 years and over were participating in full-time or part-time study in 2018 compared to the national average.

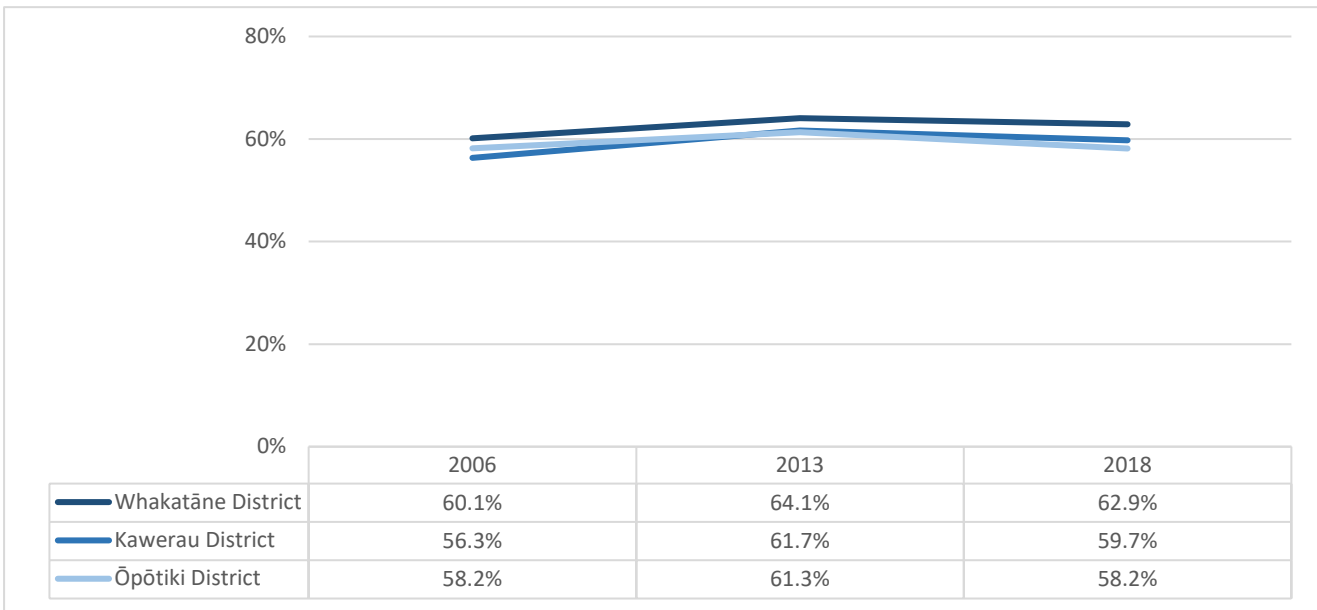
Between 2006 and 2018, study participation declined as a percentage of the total population aged 15 and over, however this was partly driven by the impact of population ageing.

Study participation of population aged 15 and over, 2018

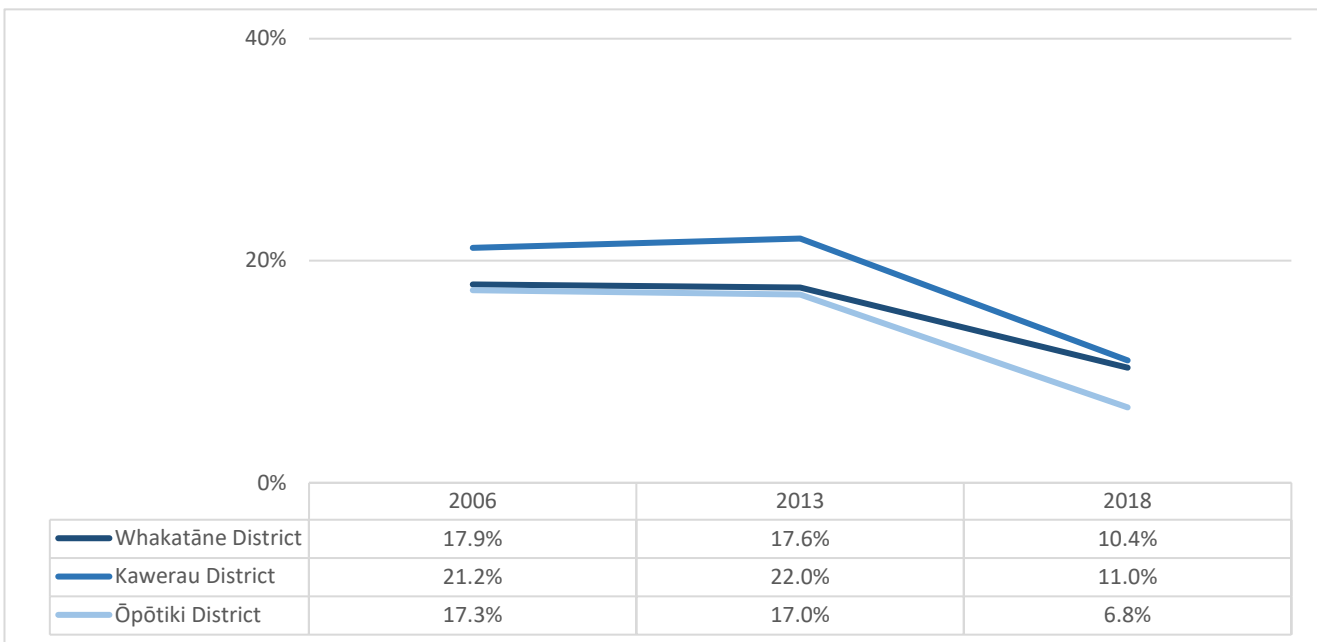


Looking specifically at the younger age groups, study participation increased slightly for Eastern Bay residents aged 15-19 between 2006 and 2018 but declined substantially for young people aged 20-24. According to Census data, the total number of Eastern Bay residents aged 20-24 who were participating in full-time or part-time study fell from 336 in 2006 to 261 in 2018, despite a 44% increase in the number of residents falling into this age group.

Study participation of population aged 15-19 years, 2006-2018



Study participation of population aged 20-24 years, 2006-2018



Study participation by Māori and Pacific Islands young people was generally lower than other ethnic groups, with 5.3% of Pacific and 8.3% of Māori aged 20-24 in the Eastern Bay participating in full-time or part-time study in 2018.

Study participation of population aged 15-19 years by ethnicity, 2018

	European	Māori	Pacific	Asian
Whakatāne District	68.6%	59.3%	65.7%	79.2%
Kawerau District	68.1%	57.6%	55.6%	50.0%
Ōpōtiki District	57.7%	56.3%	63.6%	66.7%
Eastern Bay	67.1%	58.4%	63.6%	74.2%

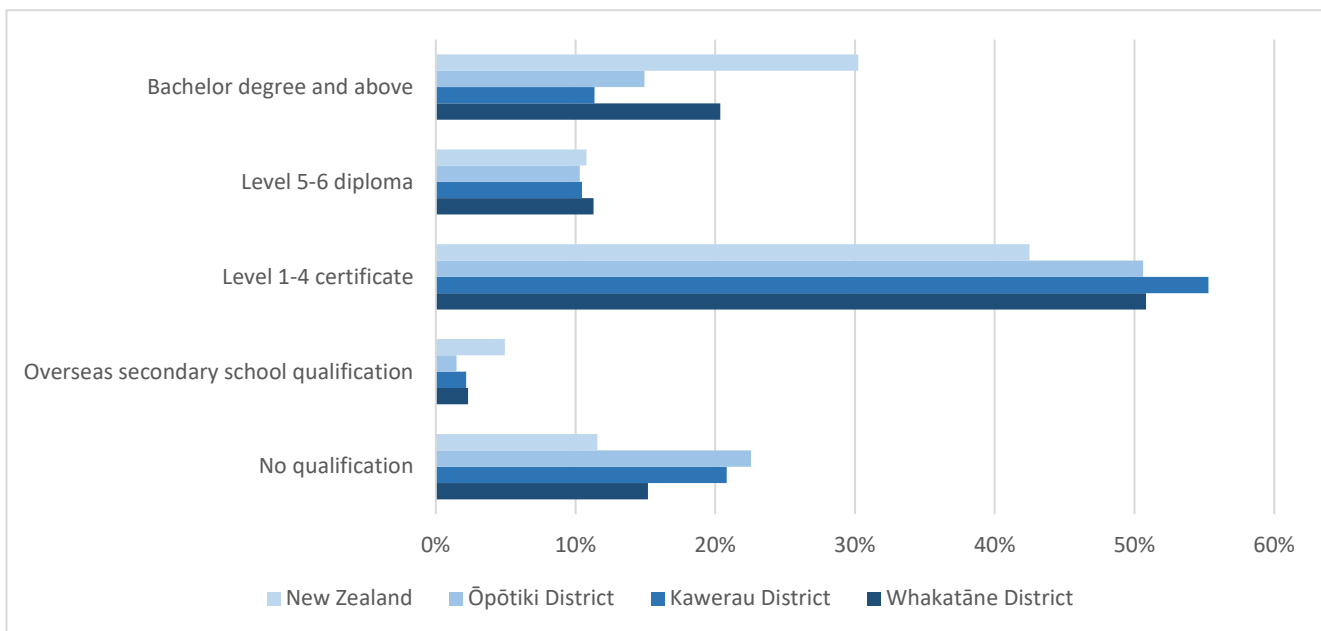
Study participation of population aged 20-24 years by ethnicity, 2018

	European	Māori	Pacific	Asian
Whakatāne District	11.9%	8.1%	4.0%	29.2%
Kawerau District	18.0%	11.4%	20.0%	40.0%
Ōpōtiki District	9.0%	6.6%	0.0%	0.0%
Eastern Bay	12.1%	8.3%	5.3%	25.7%

HIGHEST QUALIFICATION

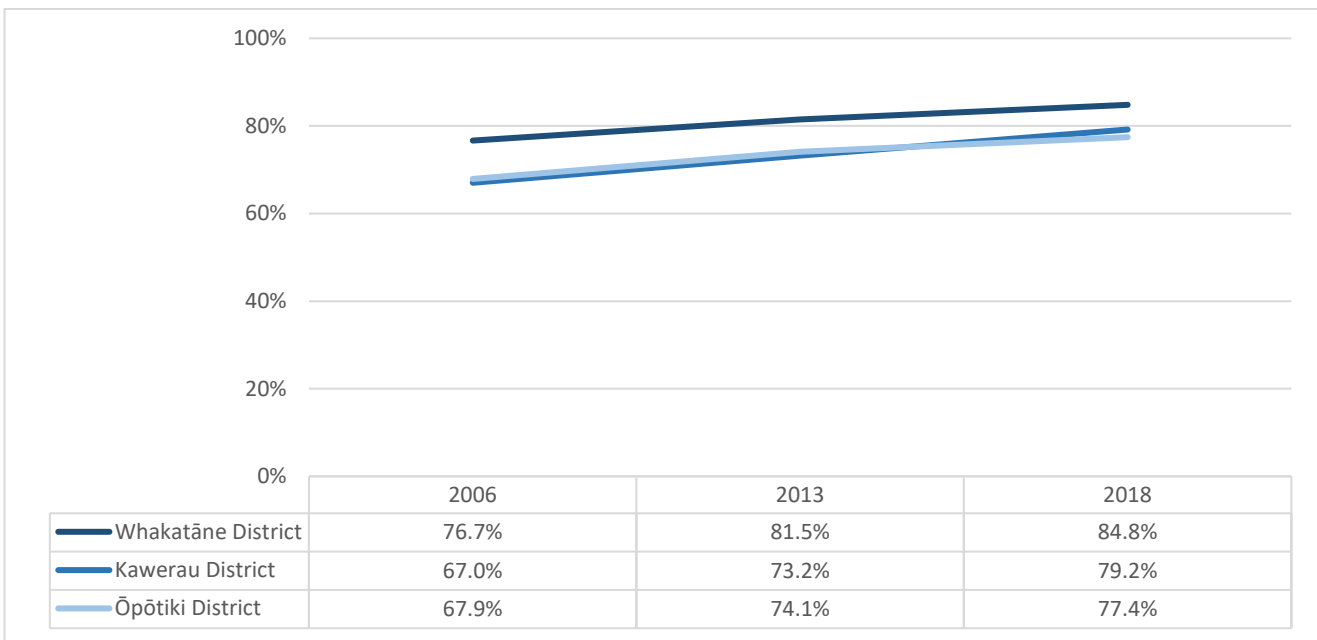
A higher percentage of Eastern Bay residents aged 15 years and over had no qualification in 2018 compared to the national average. Ōpōtiki (22.6%) and Kawerau (20.8%) in particular were home to higher than the national average (11.6%) percentage of adults with no qualification.

Highest qualification of population aged 15 and over, 2018

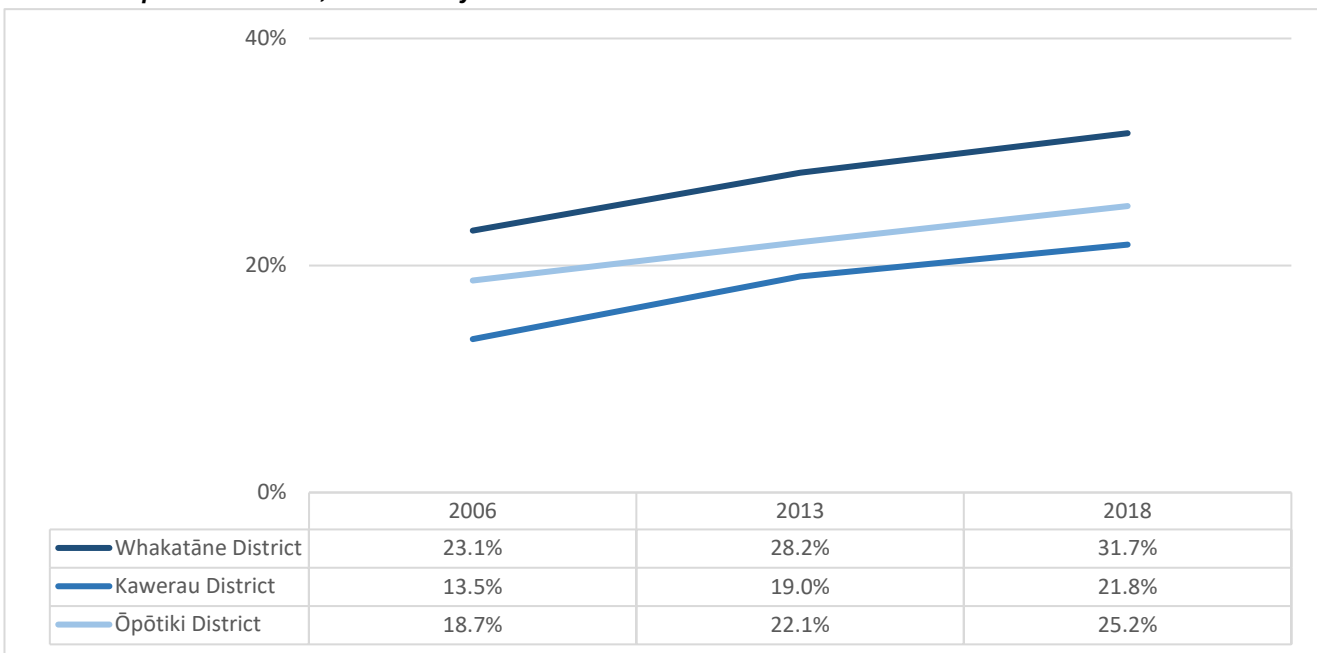


Between 2006 and 2018, there was a steady increase in the percentage of population aged 15 and over who had at least a secondary schools qualification. This includes substantial increases in the percentage of people with a level 5-6 diploma and above within each territorial authority in the Eastern Bay, reflecting a national trend toward higher qualifications.

At least a secondary school qualification, Eastern Bay 2006-2018

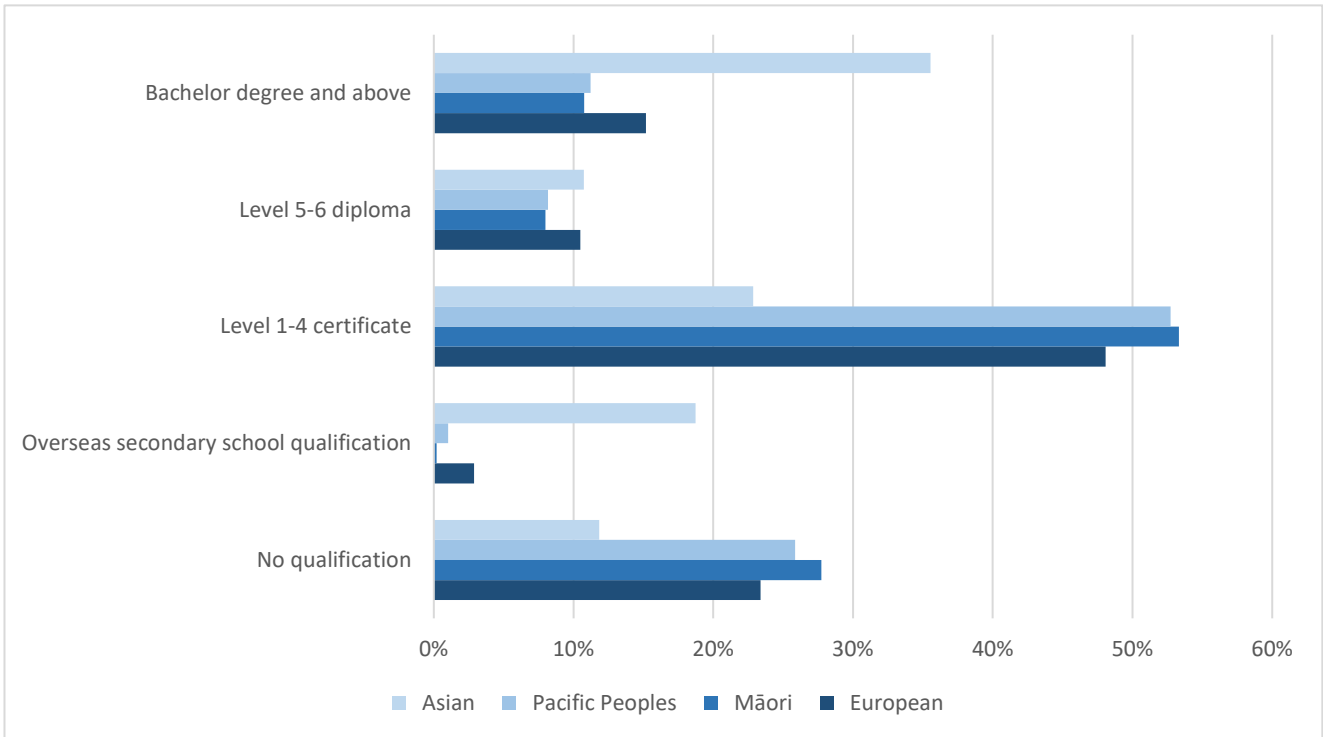


Level 5-6 diploma or above, Eastern Bay 2006-2018



Māori and Pacific Peoples were more likely than other ethnic groups to have no qualification.

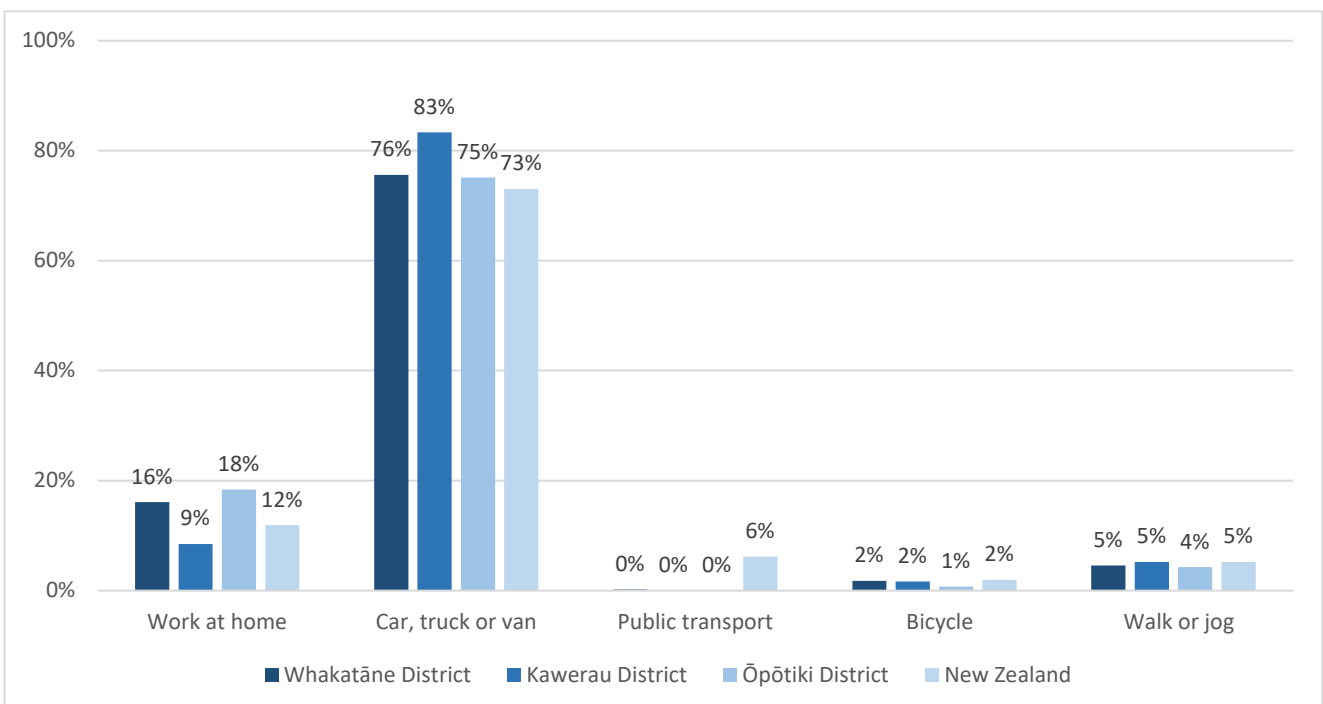
Highest qualification by ethnic group, Eastern Bay 2018



TRAVEL TO WORK

A higher percentage of people in Ōpōtiki (18%) and Whakatāne (16%) work from home compared to the national average (12%). Workers in Kawerau are more disposed to travelling by vehicle (83%). Very few people use public transport to travel to work in the Eastern Bay.

Main means of travel to work, 2018



Young people aged 15-19 years in the the Eastern Bay were more likely than other age groups to walk or jog (12%), ride a bicycle (5%) or catch public transport (1%) to work.

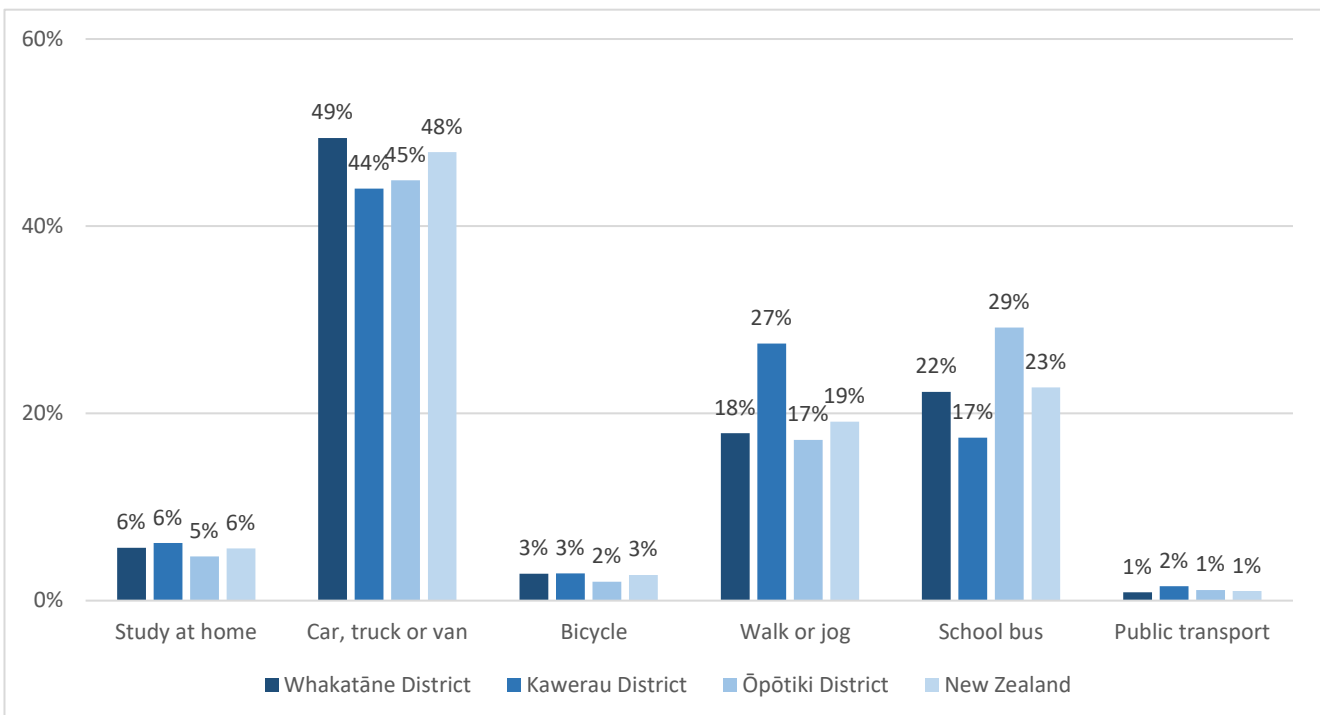
Main means of travel to work by age group, Eastern Bay 2018

	Work at home	Car, truck or van	Public transport	Bicycle	Walk or jog
15-19 years	7%	73%	1%	5%	12%
20-24 years	10%	80%	0%	2%	6%
25-29 years	12%	79%	0%	1%	5%
30-64 years	16%	77%	0%	1%	4%
65 years and over	27%	67%	0%	1%	4%

TRAVEL TO EDUCATION

A higher percentage of people (all age groups) in Whakatāne compared to other areas travel to education by vehicle (49%), predominantly as a passenger. Travelling to education by school bus is most prevalent in Ōpōtiki (29%) and walking or jogging to education is most prevalent in Kawerau (27%).

Main means of travel to education, 2018



Young people aged 15-19 years in the the Eastern Bay were more likely than other age groups to walk or jog (28%), ride a bicycle (2%) or catch public transport (2%) to education.

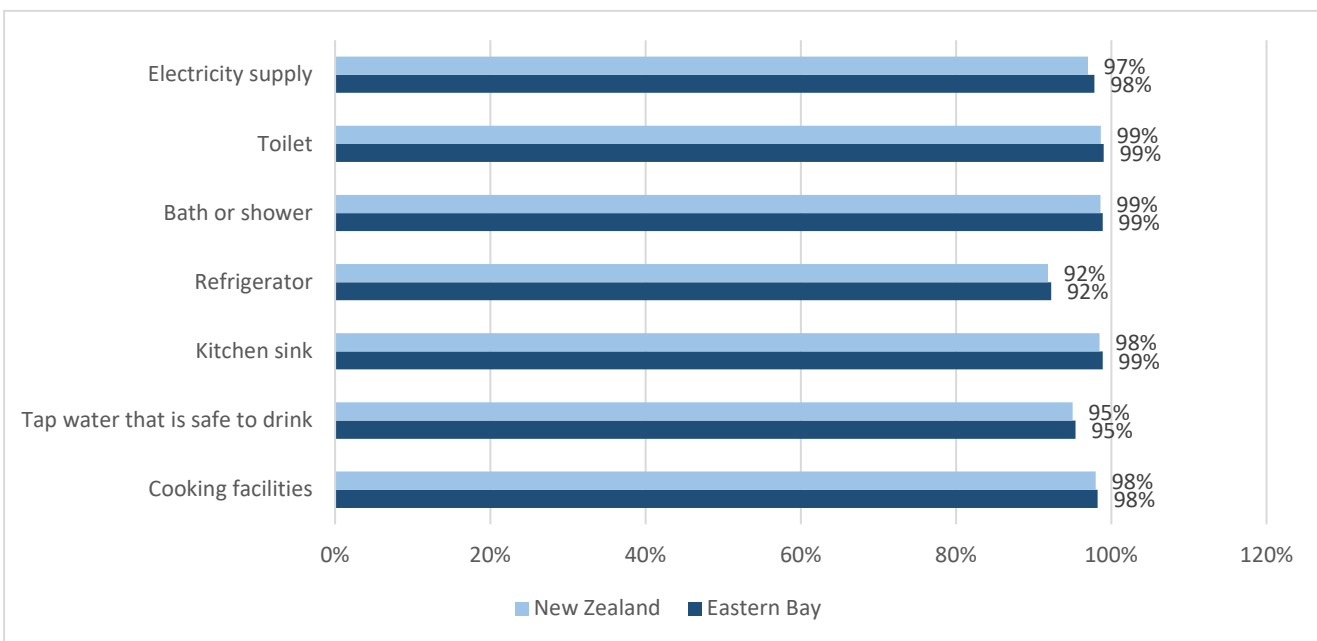
Main means of travel to education by age group, Eastern Bay 2018

	Study at home	Car, truck or van	Public transport	Bicycle	Walk or jog
15-19 years	3%	38%	2%	2%	28%
20-24 years	24%	58%	2%	1%	11%
25-29 years	27%	64%	0%	0%	5%
30-64 years	31%	61%	1%	0%	4%
65 years and over	16%	77%	0%	0%	6%

ACCESS TO BASIC HOUSEHOLD AMENITIES

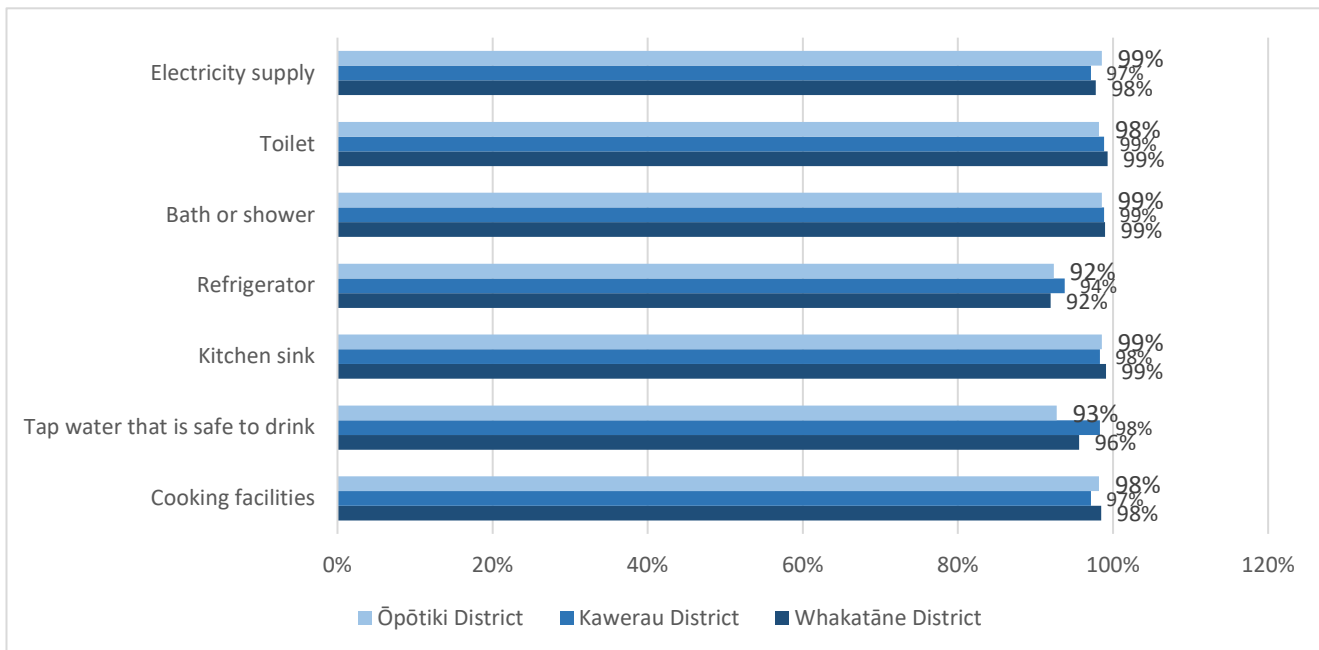
Households in the Eastern Bay have similar to the national average level of access to basic amenities. In 2018, 92% of Eastern Bay households were reported to have a refrigerator, 95% had tap water that was safe to drink, 98% had cooking facilities and 98% had an electricity supply.

Access to basic household amenities, 2018



Within the Eastern Bay, households in Ōpōtiki were least likely to report having tap water that was safe to drink (93%).

Access to basic household amenities by territorial authority, 2018



Within the Eastern Bay in 2018, the households least likely to have access to basic amenities were those not owned by the occupiers, of which only 93% reported having a refrigerator and 95% had tap water that was safe to drink.

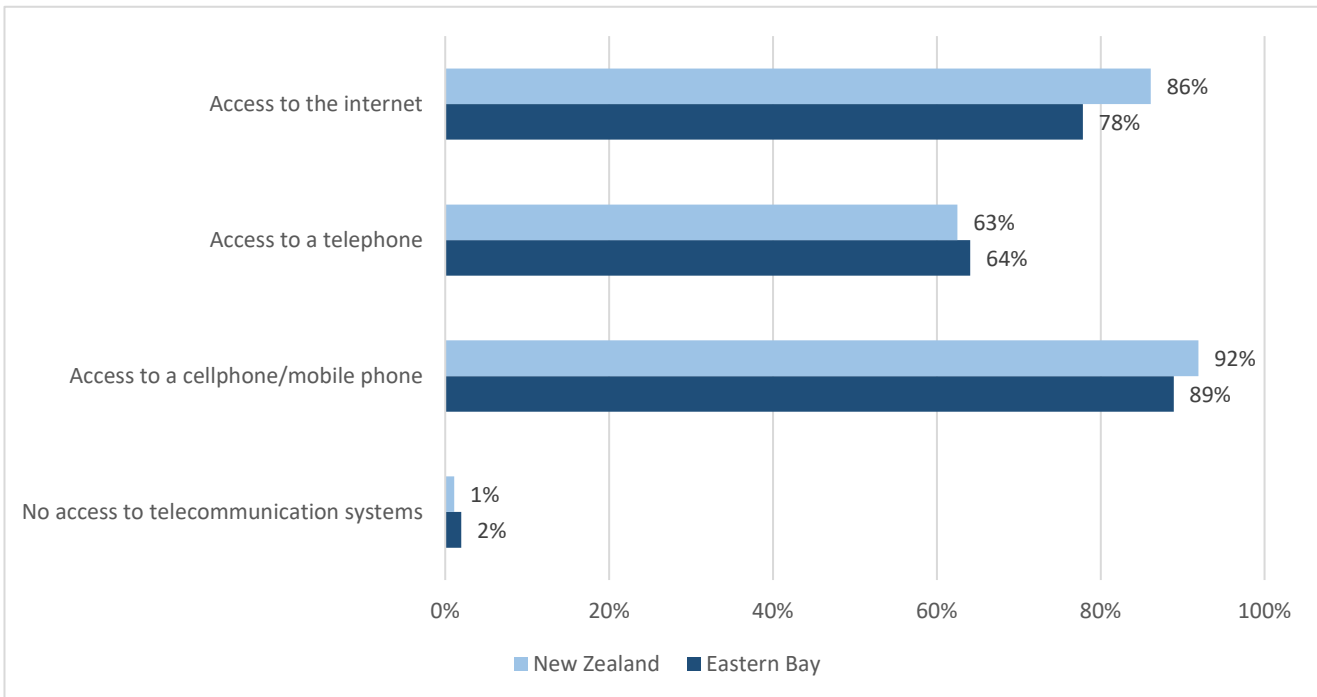
Access to basic household amenities by tenure of household, Eastern Bay 2018

	Dwelling owned/partly owned	Dwelling held in a family trust	Dwelling not owned/not in trust
Cooking facilities	99%	99%	98%
Tap water that is safe to drink	98%	98%	95%
Kitchen sink	99%	99%	99%
Refrigerator	99%	99%	93%
Bath or shower	99%	98%	99%
Toilet	99%	99%	99%
Electricity supply	99%	98%	98%

ACCESS TO TELECOMMUNICATION SYSTEMS

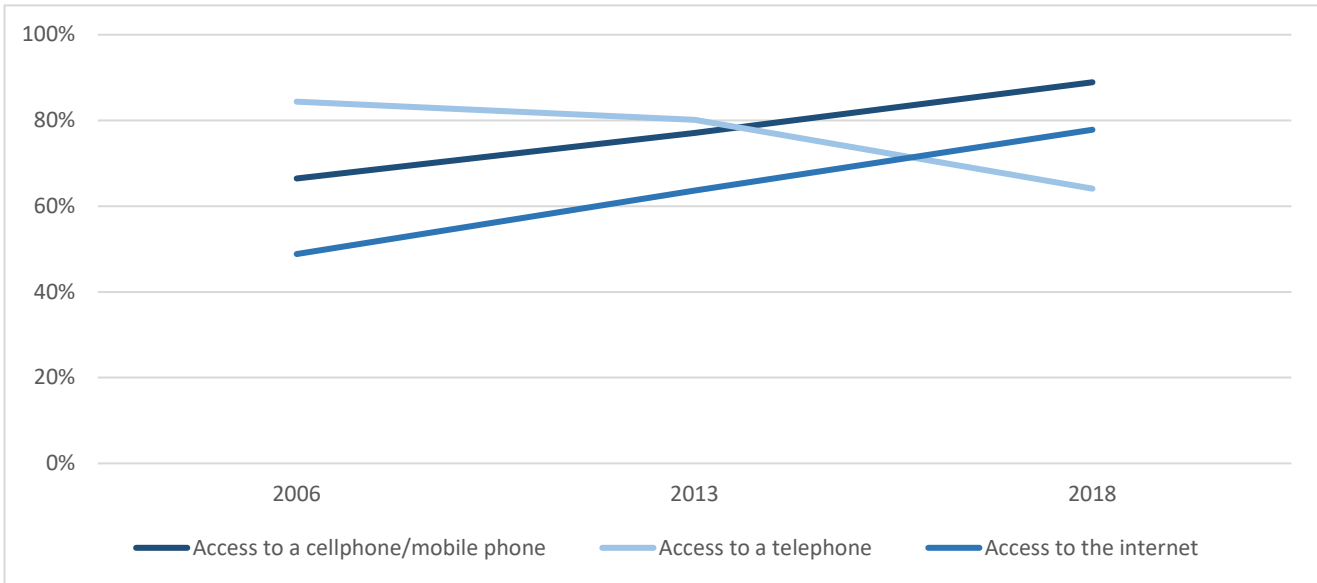
Households in the Eastern Bay in 2018 were less likely than the national average to have access to the Internet (78%) or a mobile phone (89%). Around 2% of Eastern Bay households reported having no access to telecommunication systems.

Access to telecommunication systems, 2018



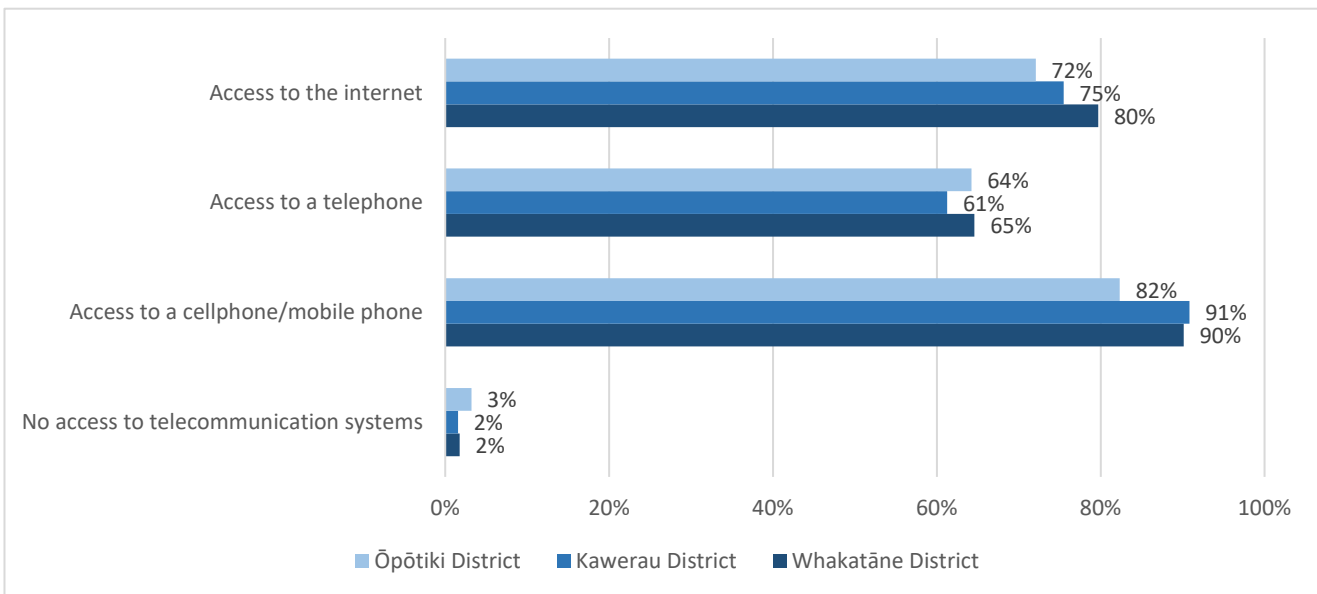
Mirroring the national trend, since 2006 there has been a substantial rise in household access to cellphones and the Internet in contrast to falling numbers of landline phones.

Access to telecommunication systems, Eastern Bay 2006-2018



Households in Ōpōtiki were less likely to have access to the Internet (72%) or a mobile phone (82%) and more likely to report having no access to telecommunication systems (3%).

Access to telecommunication systems by territorial authority, 2018



Contact Toi EDA

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