



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

EASTERN BAY OF PLENTY ANNUAL LABOUR SUPPLY 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 provides the latest available annual information on population and projections, school leaver characteristics, Jobseeker Support and car licences granted for the Whakatāne, Kawerau and Ōpōtiki districts, and the Eastern Bay overall.

KEY STATISTICS

	Whakatāne	Kawerau	Ōpōtiki	Eastern Bay	Bay of Plenty	New Zealand
Population estimate	38,200	7,750	10,000	55,950	337,300	5,084,300
Stay at school to 17	76%	69%	63%	72%	76%	82%
NCEA Level 2 or above	74%	64%	55%	69%	76%	79%
Enrolled in tertiary ed	47%	44%	45%	46%	54%	60%
Jobseeker (total)	2,708	791	872	4,371	17,082	204,116
Car licences granted	1,471	270	329	2,070	n/a	n/a
Labour productivity	\$105,690	\$122,851	\$88,000	n/a	\$96,097	n/a

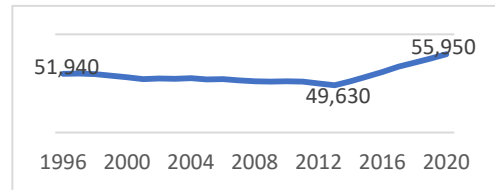


SUMMARY FINDINGS

Population estimate



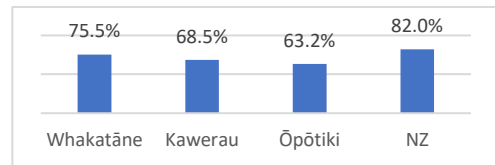
- * As at June 2020, Eastern Bay population estimate 55,950
- * 3,720 aged 15-19 years
- * Population resurgence
- * More culturally diverse



Student retention



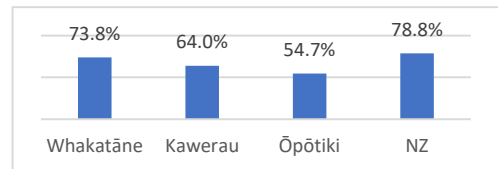
- * Overall fewer than average young people stay at school to age 17
- * Fewer males stay at school
- * Fewer Māori stay at school



School leavers with NCEA Level 2 or above



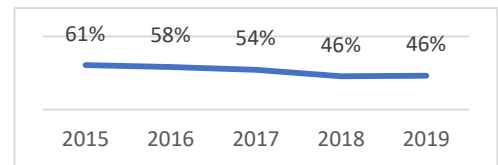
- * Overall fewer school leavers have NCEA Level 2 or above
- * Fewer males and Māori leave school with NCEA Level 2 or above



School leaver destinations



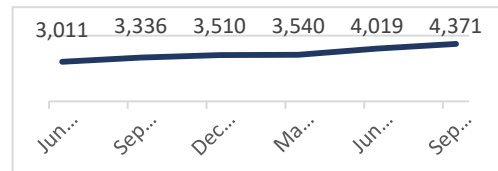
- * Fewer than average school leaver enrol in further education or training
- * There has been a downward trend in further education and training



Jobseeker Support



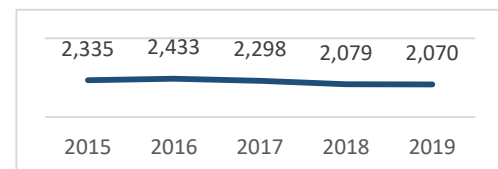
- * 4,371 people receiving Jobseeker Support in the Eastern Bay at the end of September 2020
- * Rapid rise since early 2020



Car licences granted



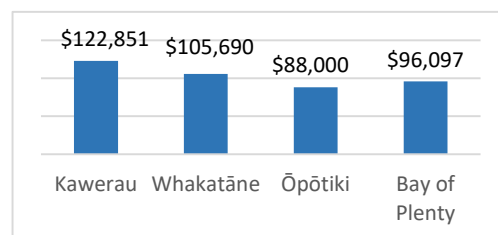
- * Annual car licences granted has fallen since 2016
- * Most car licences are granted to young people



Labour productivity



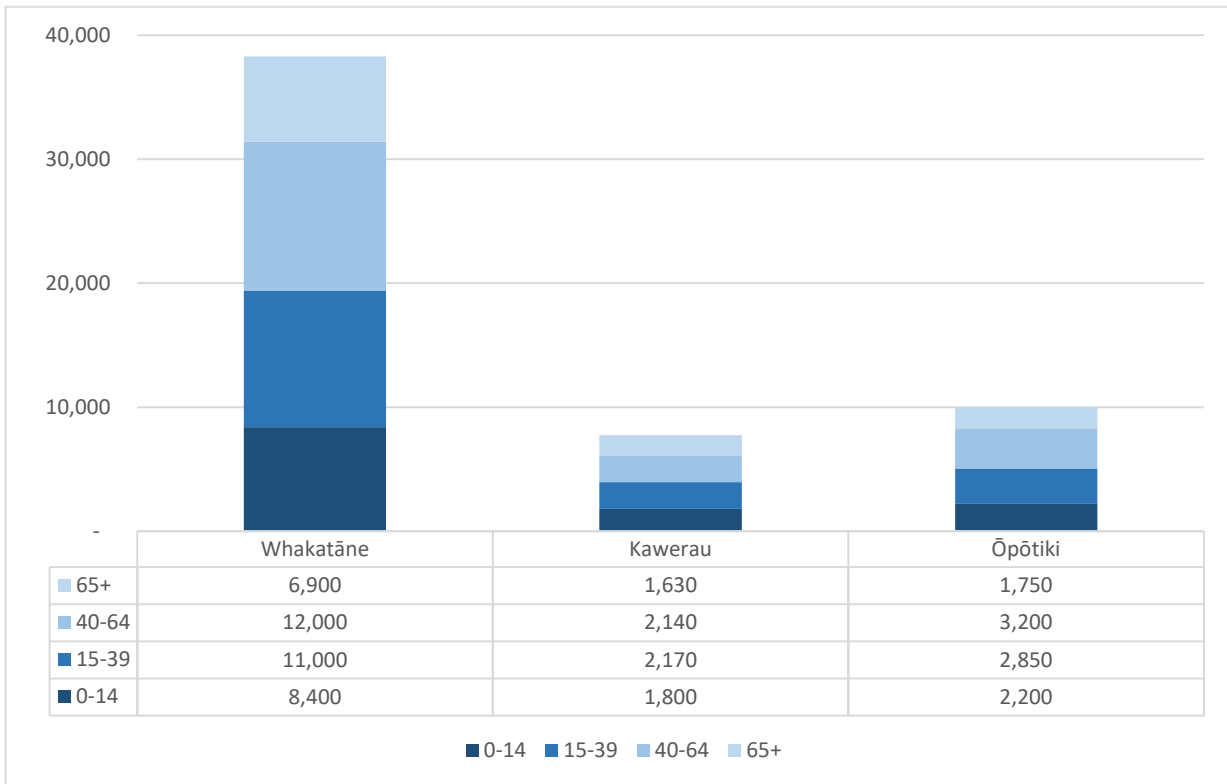
- * Productivity highest in capital-intensive Kawerau economy
- * Eastern Bay productivity growth slightly negative in recent years



POPULATION AND PROJECTIONS

As at 30 June 2020, the Eastern Bay had an estimated population of around 55,950 people. More than one-fifth (22%) of all residents were under the age of 15.

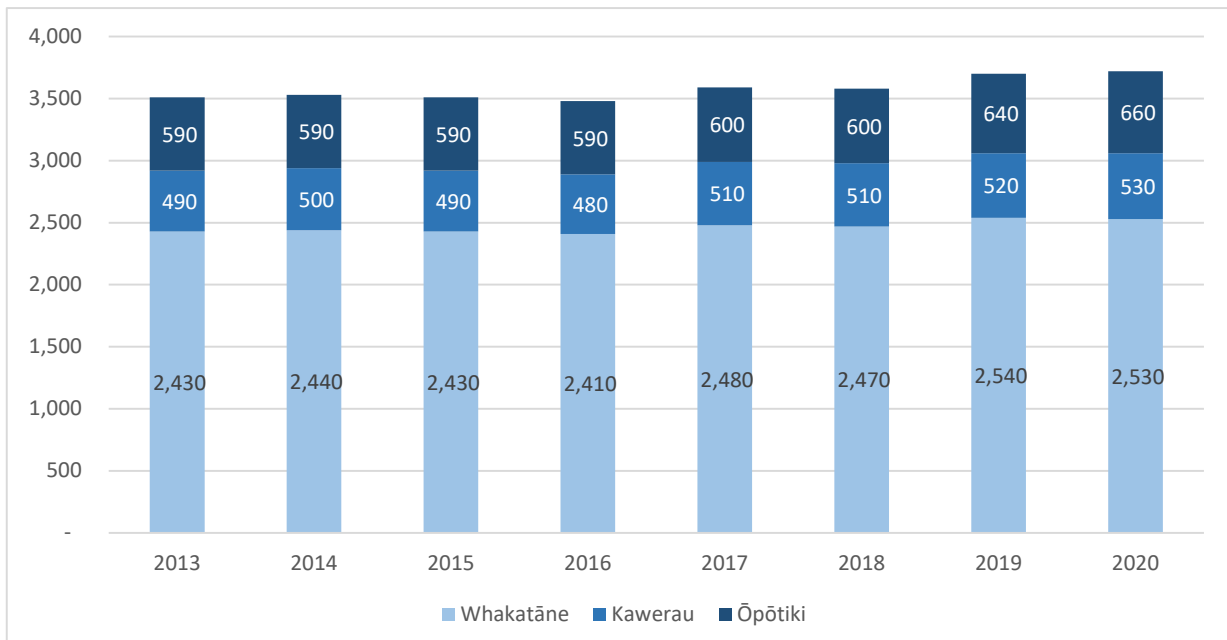
Figure 1: Population estimates by age group, June 2020



Note: Incorporates results from 2018 Census post-enumeration survey and 2018-base estimated resident population.

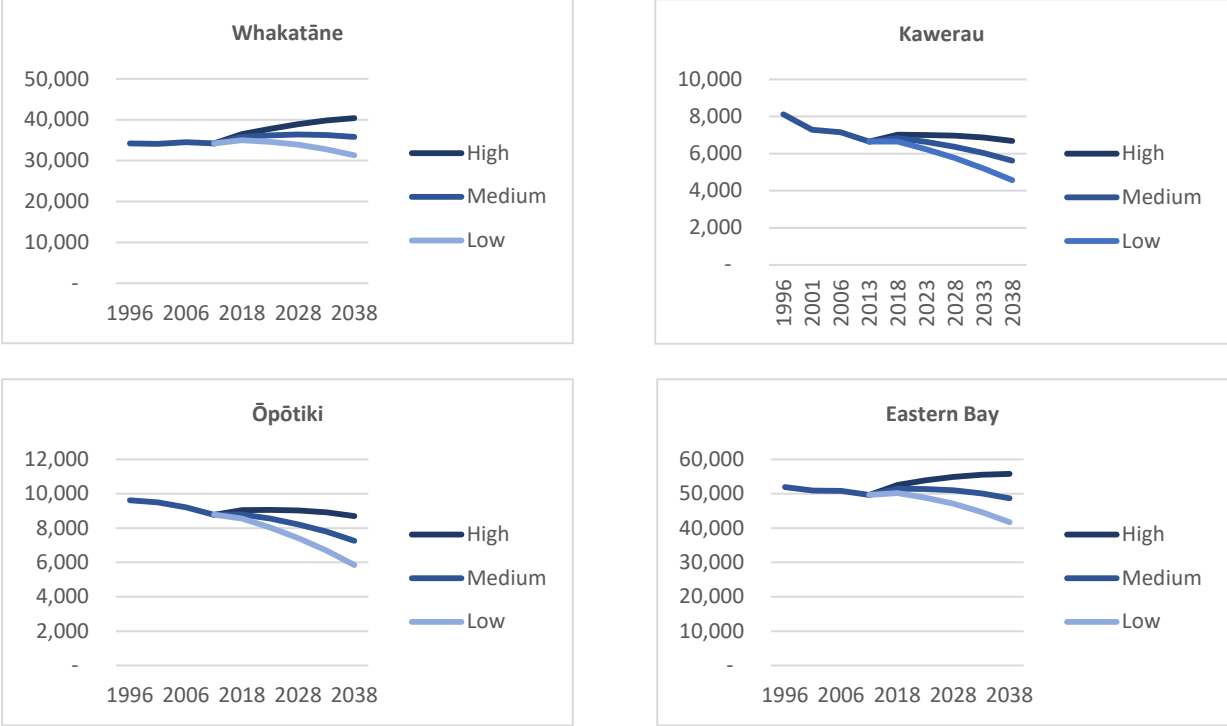
An estimated 3,720 Eastern Bay residents are aged 15-19 years. This is an age where young people are likely to be entering further education, training and the workforce. There has been a gradual increase in population aged 15-19 since 2016.

Figure 2: Estimated population aged 15-19 years



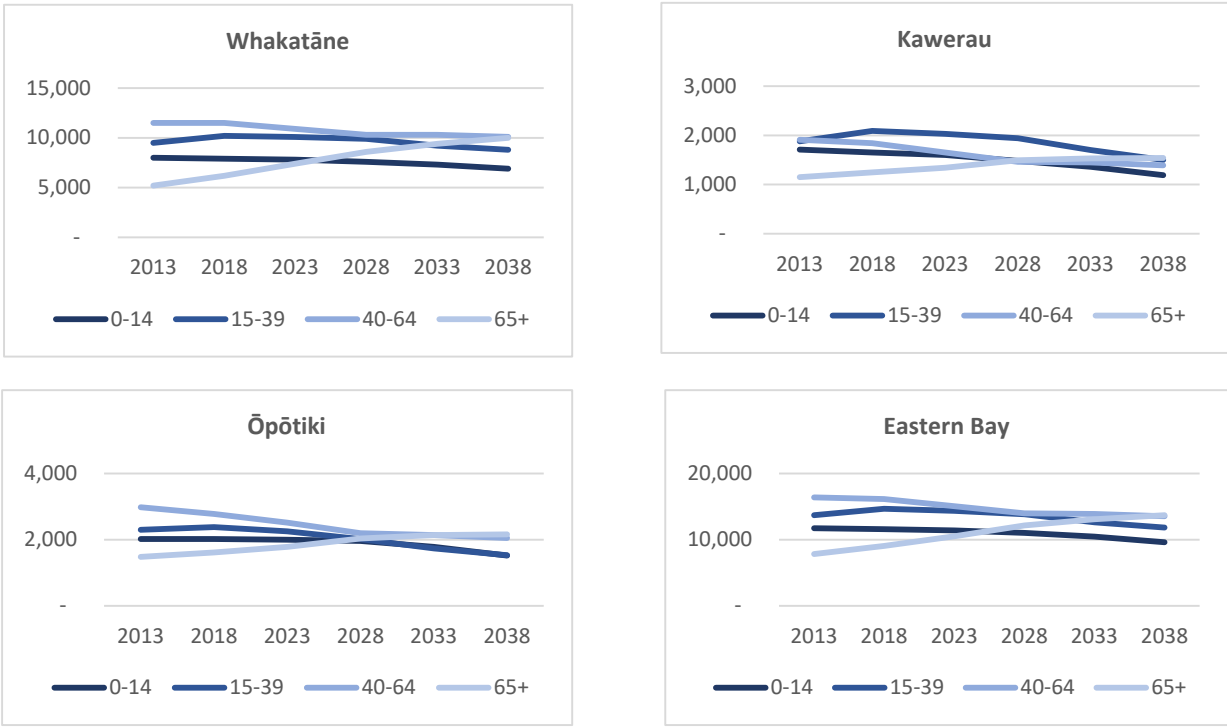
The Eastern Bay overall population has seen a resurgence in recent years, increasing from approximately 50,000 to 56,000 between 2013 and 2020. This is consistent with the 'high' projection using a 2013 Census base. Projections using 2018 base are currently being updated by Statistics New Zealand for release around March/April 2021.

Figure 3: Population trend and projections to 2038 (2013 base)



Within the next decade, for the first time there will be more people aged over 65 than under 15 years.

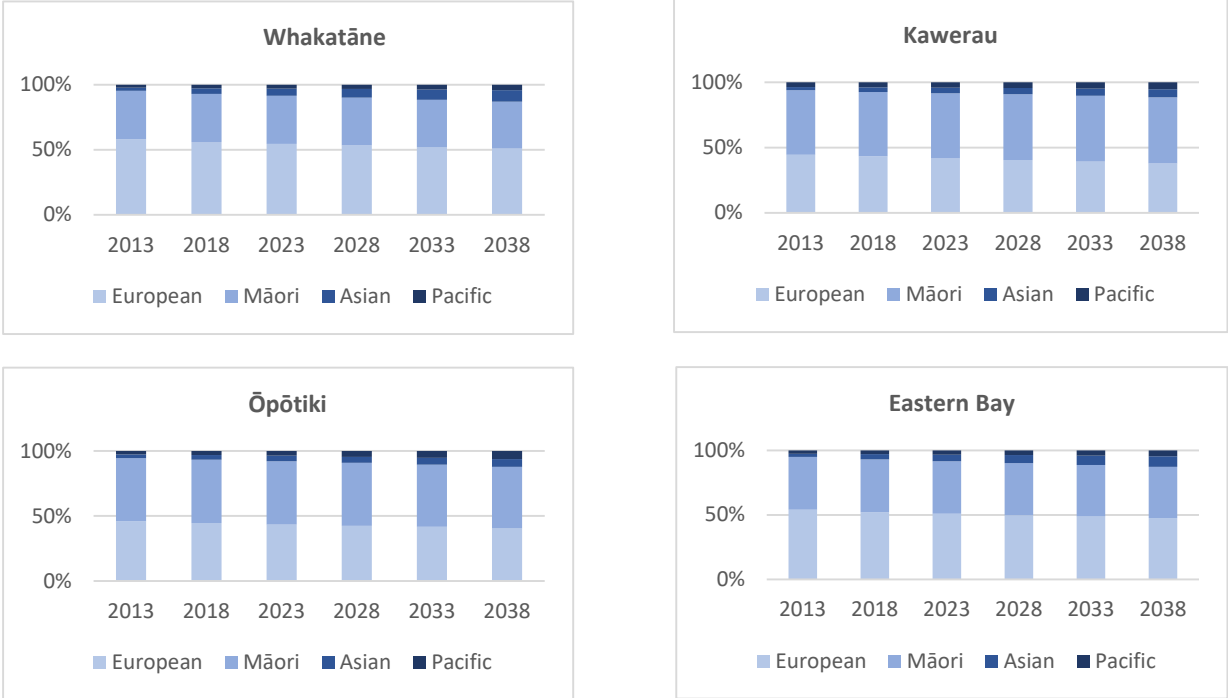
Figure 4: Population trend and projections by age group to 2038 (2013 base) - medium projection



The Eastern Bay population is becoming more culturally diverse, with an increasing proportion of Asian and Pacific Islands residents.

Figure 5: Population trend and projections by ethnic group to 2038 (2013 base) - medium projection

Note: Denominator is total responses. Respondents may select multiple ethnic groups

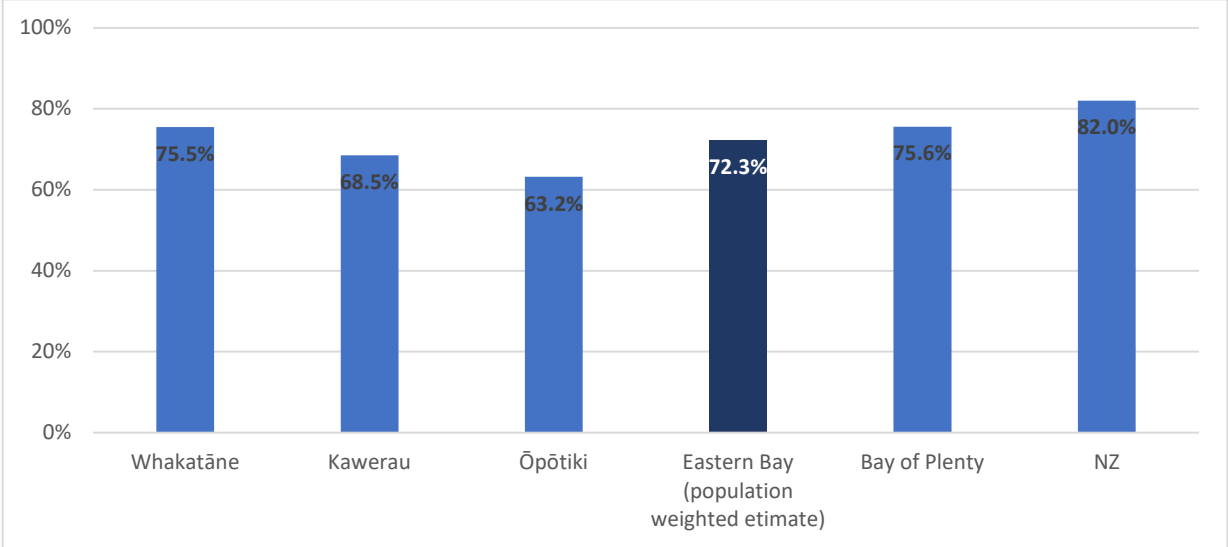


STUDENT RETENTION

Senior secondary education is associated with a range of economic and social benefits, including higher levels of skills and knowledge required for participation in our increasingly knowledge-based society.

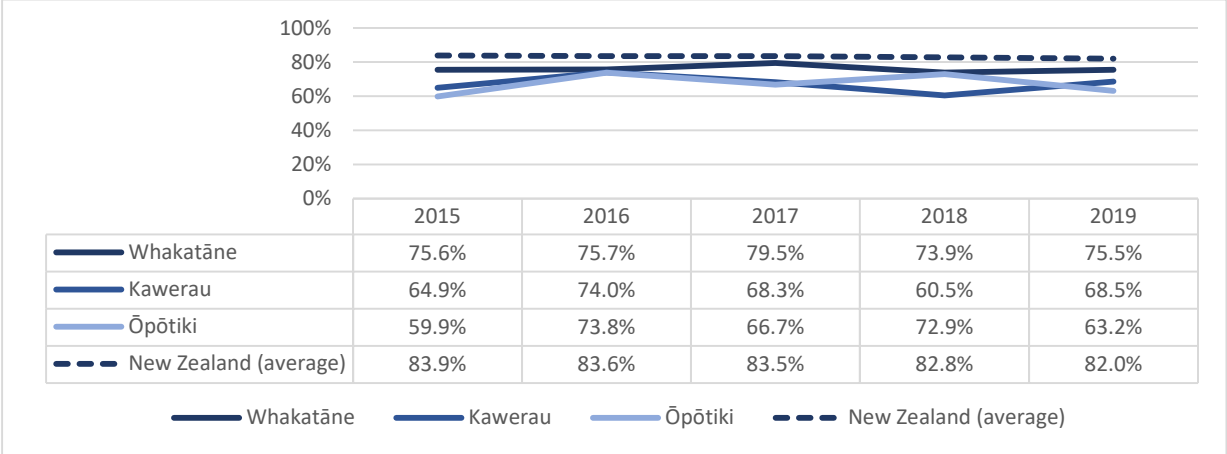
The percentage of school leavers who stay on at school to age 17 in the Eastern Bay is lower than the national average, particularly in Ōpōtiki and Kawerau.

Figure 6: Percentage of school leavers staying on at school to age 17 in 2019



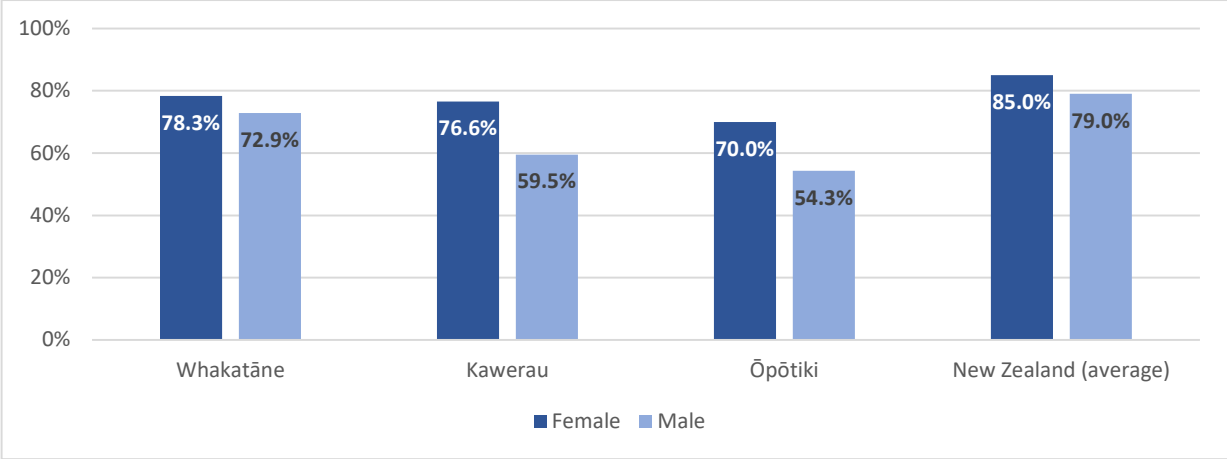
The percentage of school leavers staying on at school to age 17 has been declining at the national level. The percentage fluctuates from year-to-year at the territorial authority level.

Figure 7: Trend in percentage of school leavers staying on at school to age 17



More females than males in the Eastern Bay stay at school to age 17.

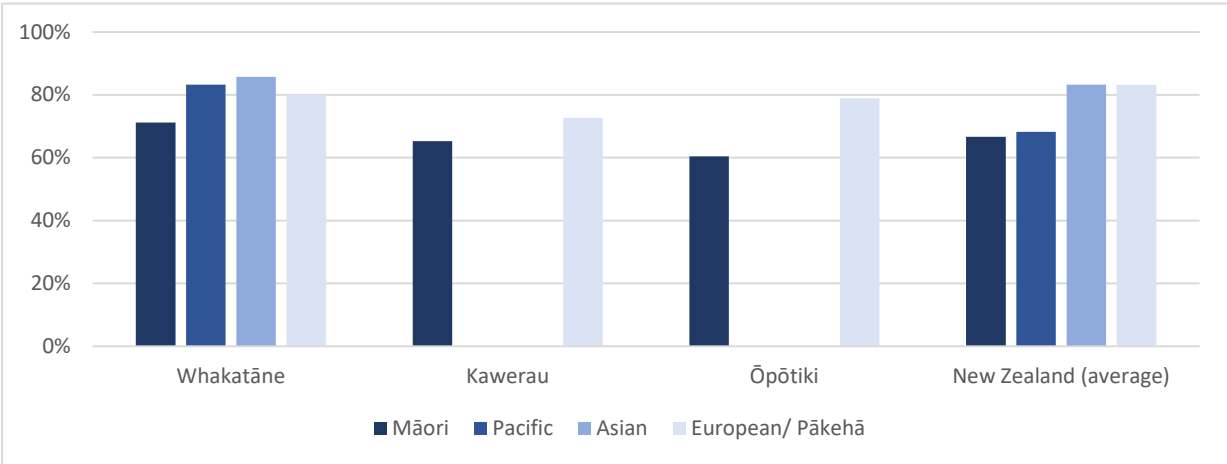
Figure 8: Percentage of school leavers staying on at school to age 17 in 2019 by gender



In 2019, a lower percentage of Māori school leavers stayed on at school to age 17 compared to other ethnic groups.

Figure 9: Percentage of school leavers staying on at school to age 17 in 2019 by ethnic group

Notes: Respondents may select multiple ethnic groups. Data have been suppressed where there were less than 5 school leavers. Graph excludes Middle Eastern/Latin American/African and 'other' categories.

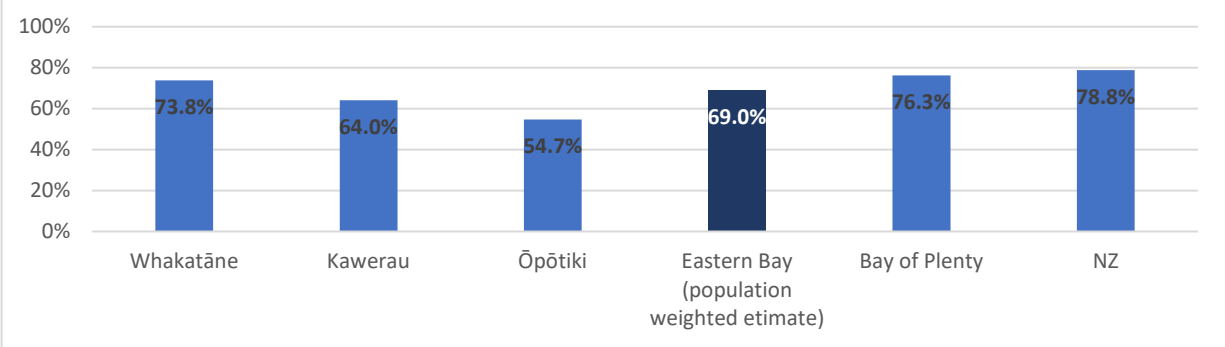


SCHOOL LEAVERS WITH NCEA LEVEL 2 OR ABOVE

The National Certificate of Educational Achievement Level 2 (NCEA Level 2) serves as a foundation for further study and/or employment.

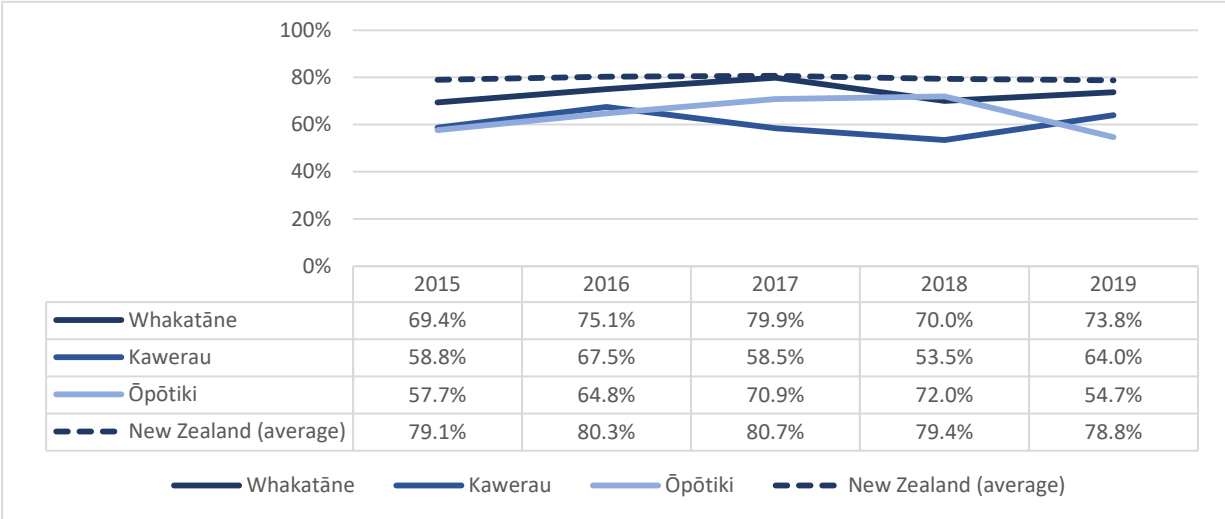
The percentage of school leavers with NCEA Level 2 or above in the Eastern Bay is lower than the national average, particularly in Ōpōtiki and Kawerau.

Figure 10: Percentage of school leavers with NCEA Level 2 or above in 2019



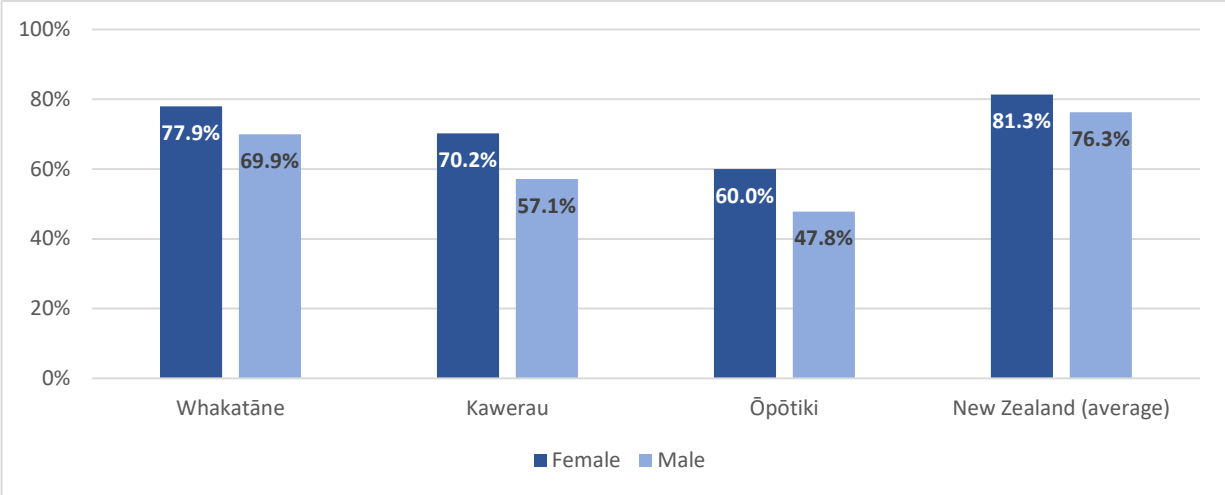
The percentage of school leavers with NCEA Level 2 fluctuates from year-to-year at the territorial authority level.

Figure 11: Trend in percentage of school leavers with NCEA Level 2 or above



Similar to other parts of the country, more females than males in the Eastern Bay leave school with at least NCEA Level 2.

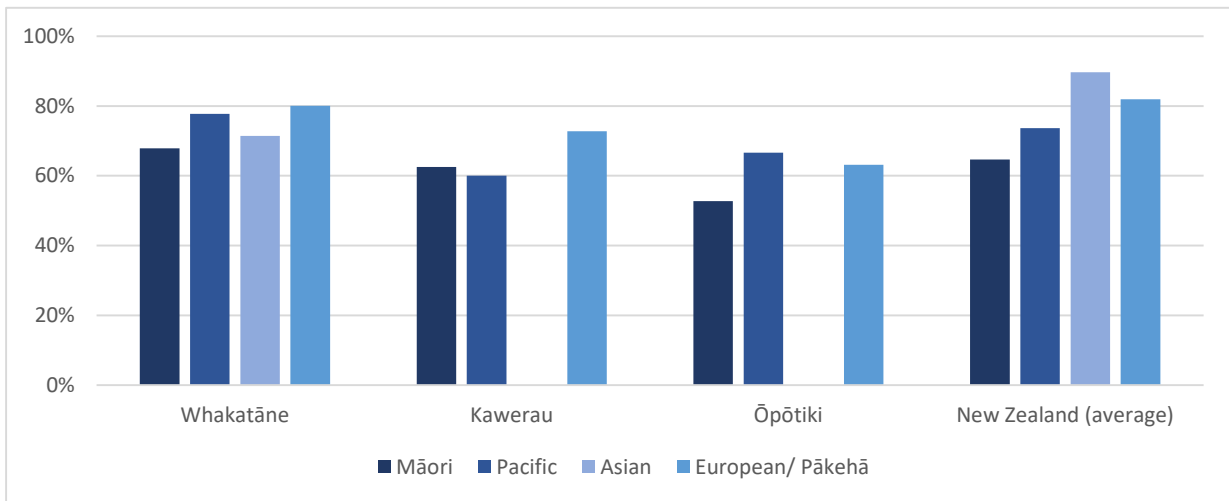
Figure 12: Percentage of school leavers with NCEA Level 2 or above in 2019 by gender



In 2019, a lower percentage of Māori school leavers throughout the Eastern Bay attained NCEA Level 2 or above.

Figure 13: Percentage of school leavers with NCEA Level 2 or above in 2019 by ethnic group

Notes: Respondents may select multiple ethnic groups. Data have been suppressed where there were less than 5 school leavers. Graph excludes Middle Eastern/Latin American/African and 'other' categories.

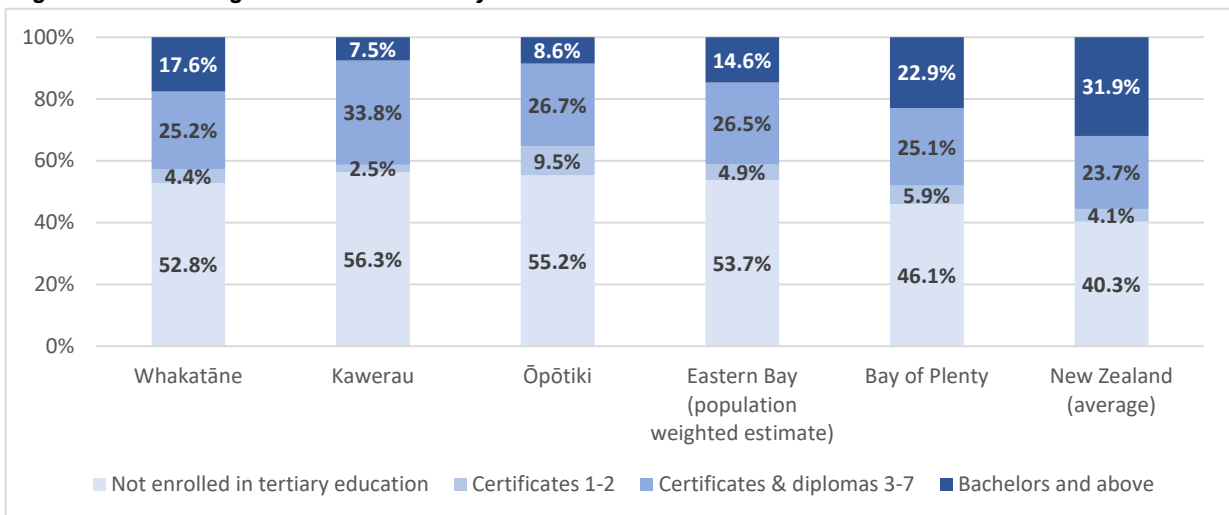


SCHOOL LEAVER DESTINATIONS

Enrolment in tertiary education indicates the extent to which New Zealanders are developing the skills needed for a modern knowledge economy and society.

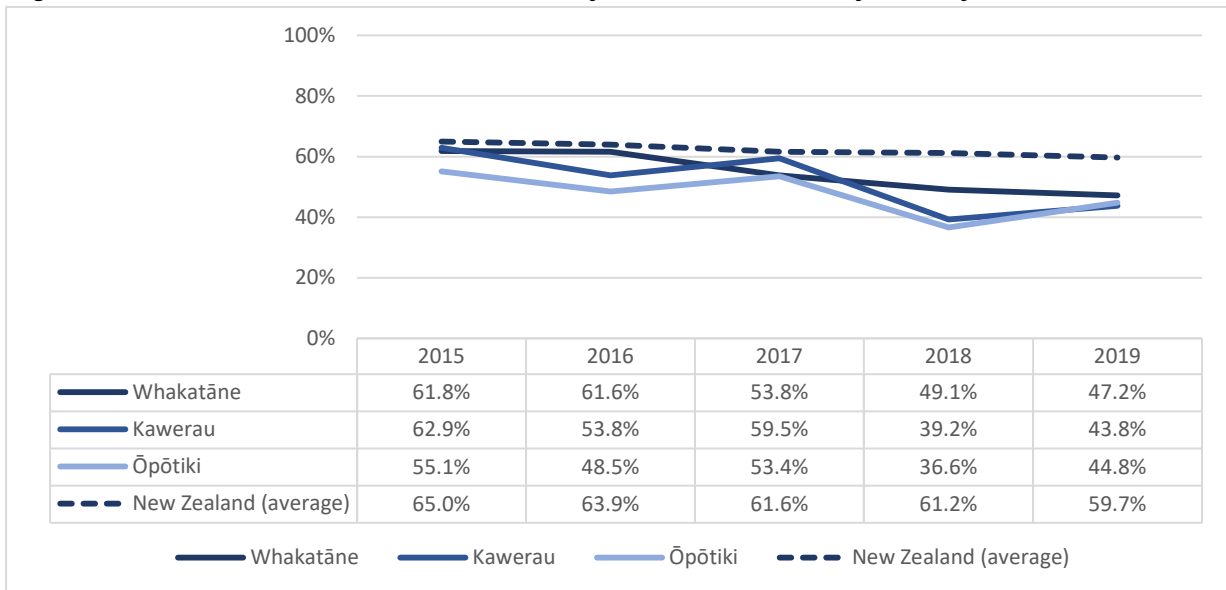
The percentage of school leavers in the Eastern Bay who enrol in some form of tertiary education in their first year after leaving is lower than the national average, particularly in Ōpōtiki and Kawerau.

Figure 14: Percentage of school leavers by destination in 2019



The percentage of school leavers in the Eastern Bay who enrol in tertiary education has been decreasing in recent years, and at a faster rate than the national average.

Figure 15: Trend in school leavers enrolled in tertiary education, Eastern Bay of Plenty

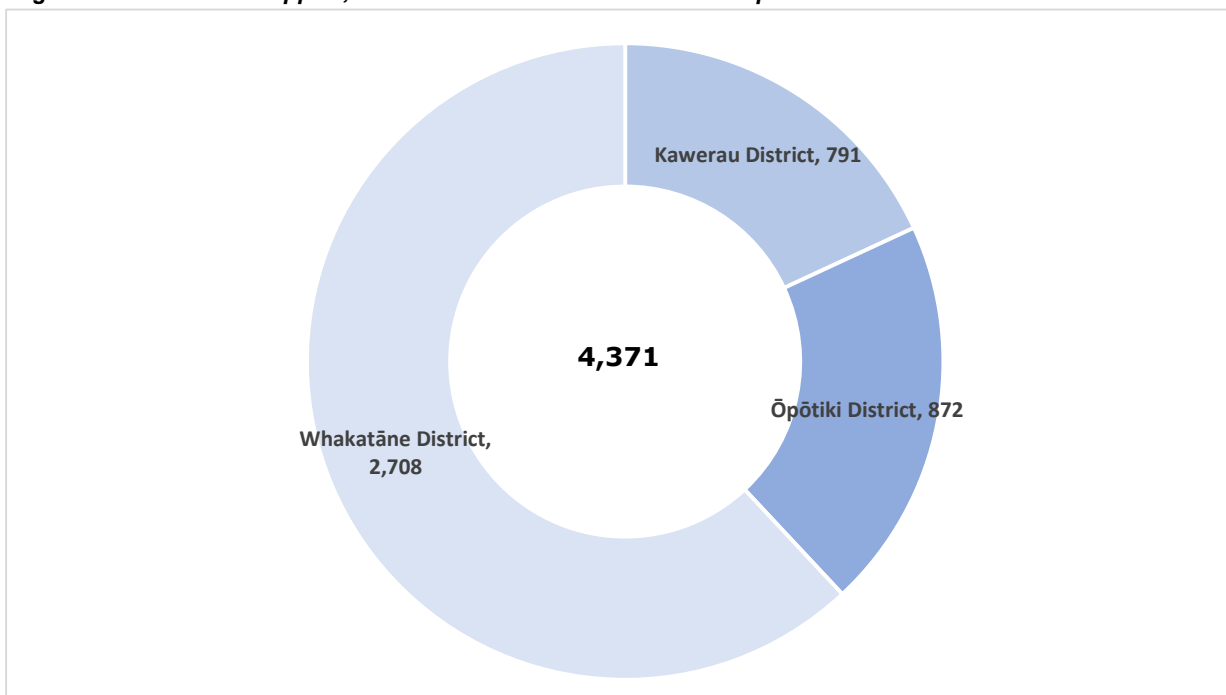


JOBSEEKER SUPPORT

Jobseeker Support is a weekly payment that helps people until they find work. It is available to people who are unemployed and looking for a job, people in part-time employment seeking more work, and people who have a health condition or disability which affects their ability to work.

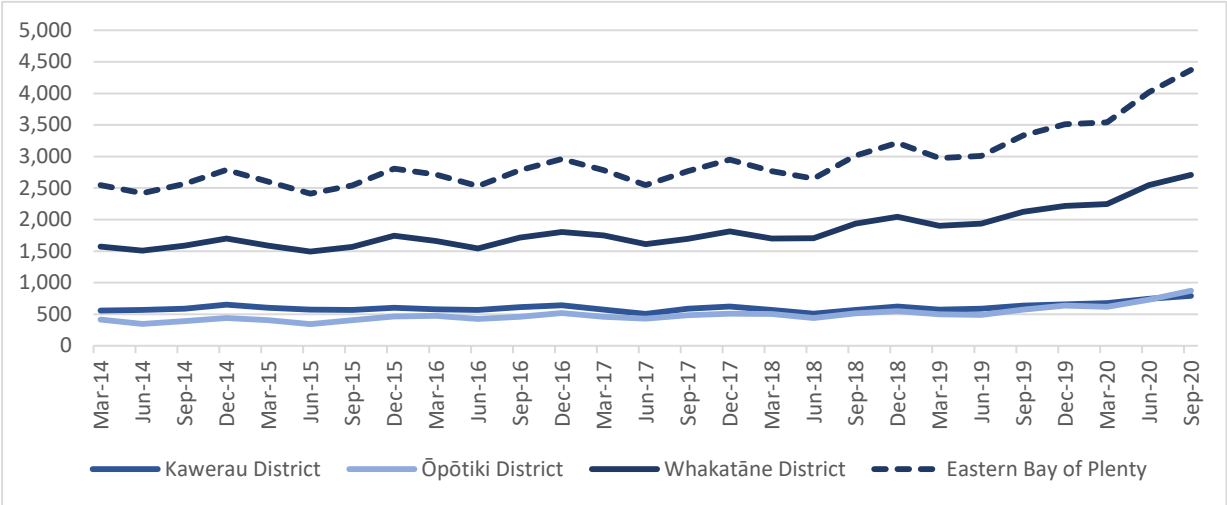
There were 4,371 people receiving Jobseeker Support in the Eastern Bay at the end of September 2020, comprising 2,708 who lived in Whakatāne, 872 Ōpōtiki and 791 Kawerau. Note this includes both Jobseeker Work Ready Support and Health Condition or Disability Support.

Figure 16: Jobseeker Support, territorial authorities as at end of September 2020



Following a long period of gradual increases, there has been a rapid rise in Jobseeker Support. The number of Eastern Bay residents receiving Jobseeker Support increased from 3,336 at the end of September 2019 to 4,371 in September 2020, a rise of around 31% in one year. December is historically the highest quarter for Jobseeker Support.

Figure 17: Trend in Jobseeker Support, territorial authorities

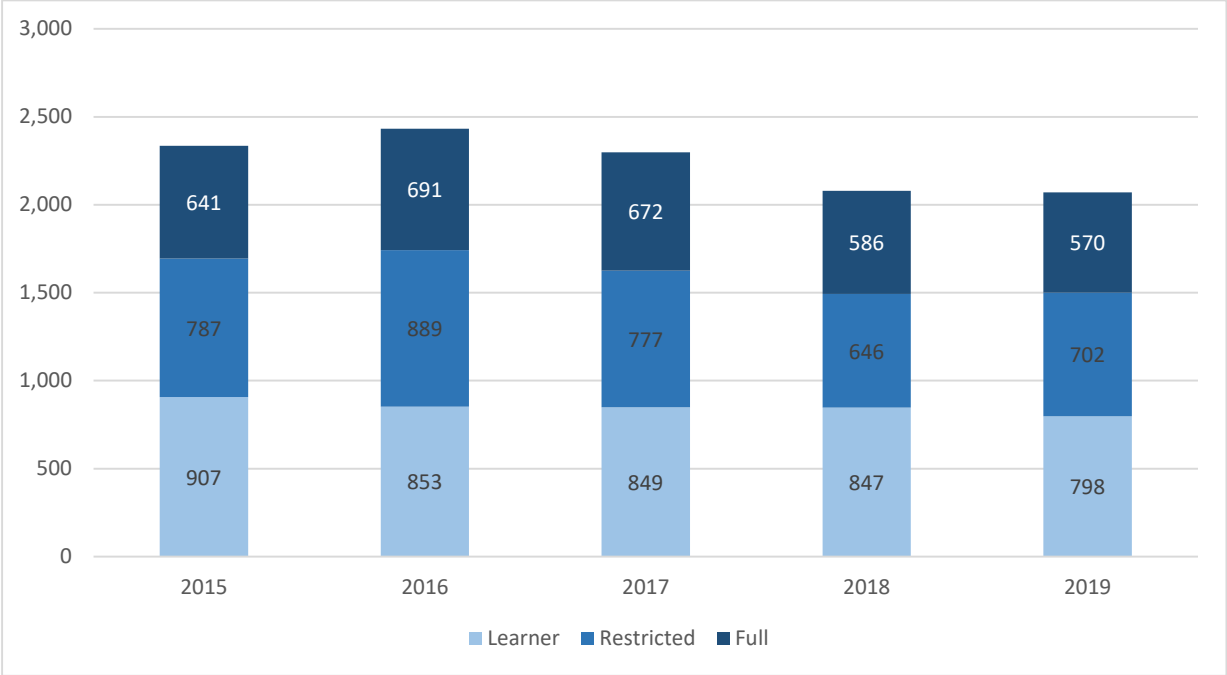


CAR LICENCES GRANTED

Learning to operate a vehicle and getting a drivers licence is a key milestone in entering the workforce. The New Zealand driver licensing system is split into six classes, with Class 1 ('car licence') covering most cars, light vehicles, mopeds, tractors and all-terrain vehicles.

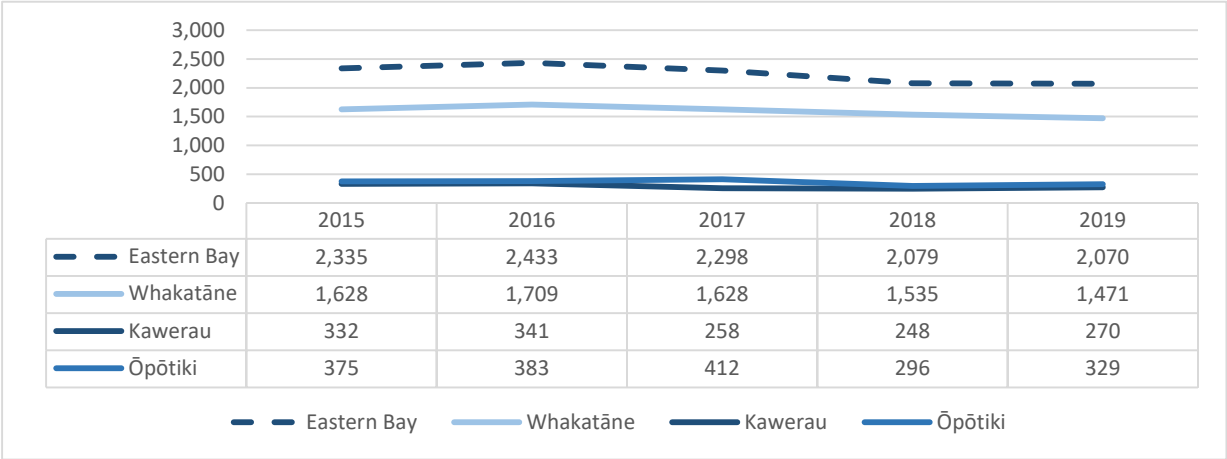
The number of car licences granted peaked in 2016 at 2,433 and dropped to 2,070 in 2019. As at the end of September 2020 there were 1,295 licences granted, which indicates that 2020 may be lower than 2019.

Figure 18: Trend in car licences granted, Eastern Bay of Plenty



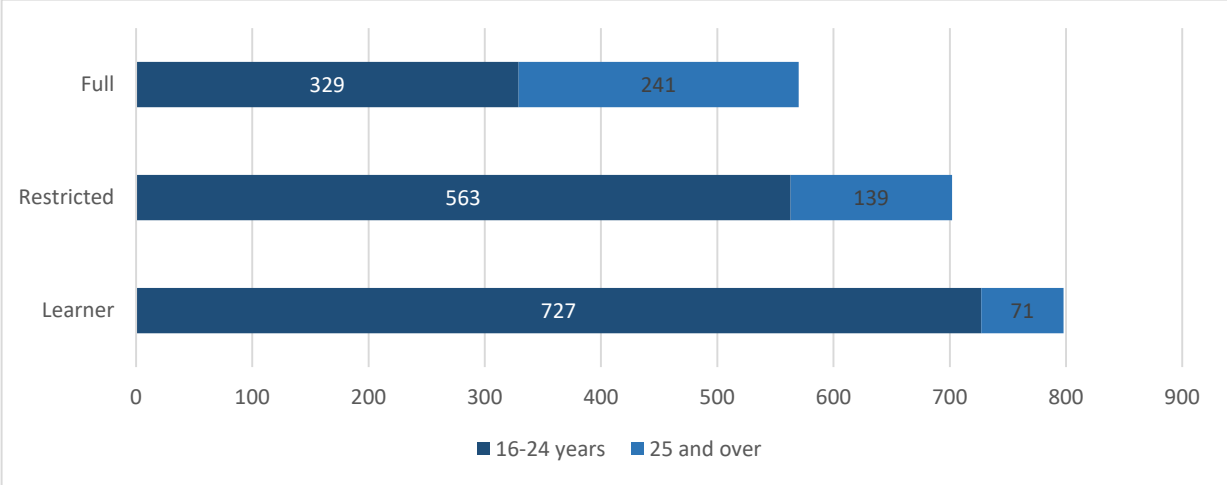
Between 2015 and 2019, car licensing fell in all three territorial authorities in the Eastern Bay.

Figure 19: Trend in car licences granted, territorial authorities



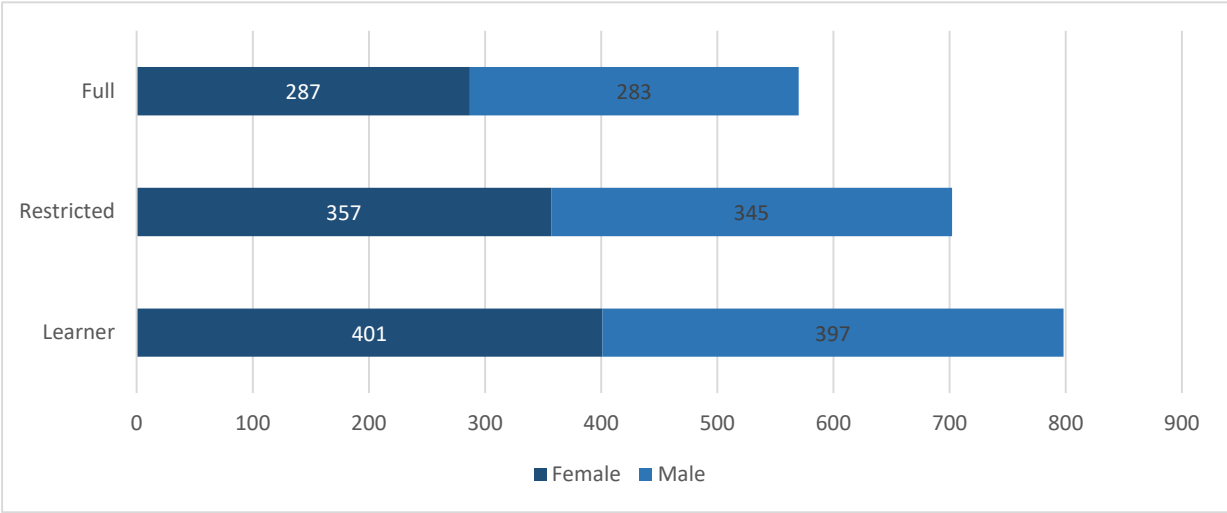
Most licences in 2019 were Learner or Restricted and granted to young people aged 16-24.

Figure 20: Car licences granted by age group, Eastern Bay 2019



A similar number of males and females were granted car licence in 2019 in the Eastern Bay.

Figure 21: Car licences granted by gender, Eastern Bay 2019

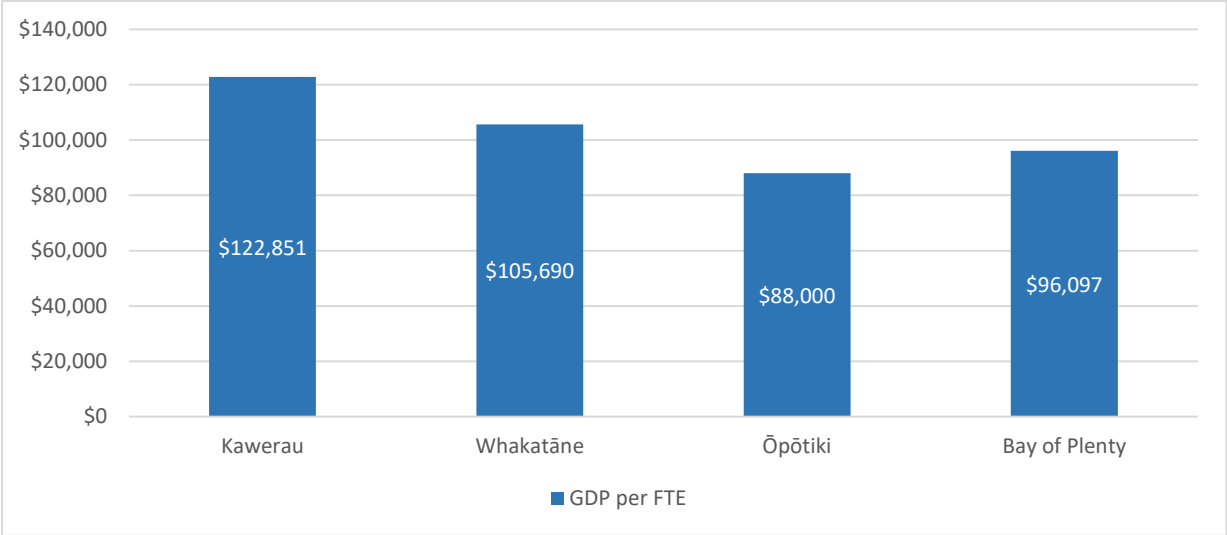


LABOUR PRODUCTIVITY

Regional and TA-level labour productivity is estimated by Infometrics based on GDP per filled job (i.e. economic activity generated on average by each filled job). Worker output may vary across industries in a region due to differing access to machinery, technology and land, so caution should be taken when interpreting productivity comparisons between different TAs and regions.

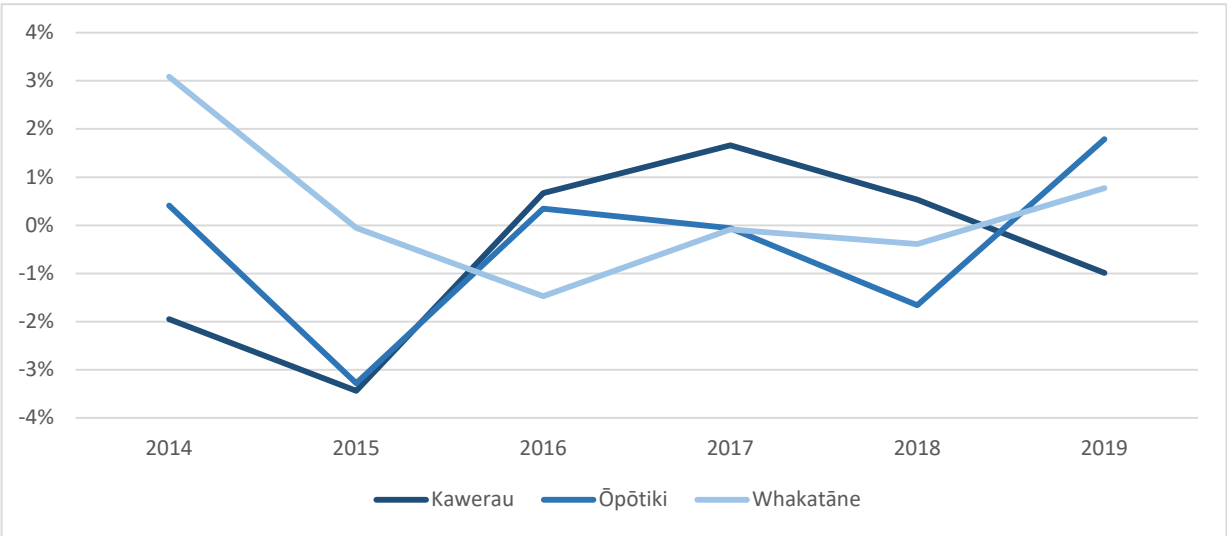
Due to the industrial nature of Kawerau's economy, labour productivity is substantially higher (\$122,851 per filled job) than in Whakatāne (\$105,690) and Ōpōtiki (\$88,000).

Figure 22: Labour productivity 2019 (GDP per filled job)



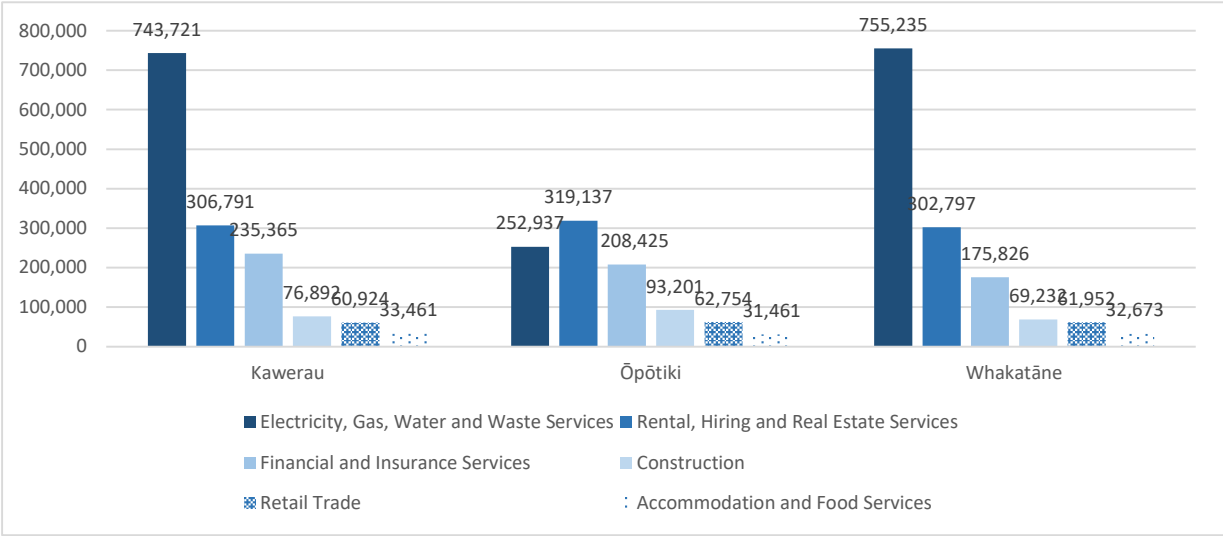
Looking at trends over time, productivity growth was negative across the Eastern Bay in 2015 but has subsequently stabilised. For the full period 2014-19, average annual productivity growth was -0.6% in Ōpōtiki, -0.3% in Kawerau and -0.2% in Whakatāne.

Figure 23: Labour productivity trend 2014-19



Although the pattern differs between TA areas, generally speaking workers employed in capital intensive industries such as utilities, real estate and financial services tend to have higher productivity than those in more labour-intensive industries such as retail trade, accommodation and food services.

Figure 24: Labour productivity in selected industries



Contact Toi EDA

For further information about employment, skills and training opportunities in the Eastern Bay, contact:
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