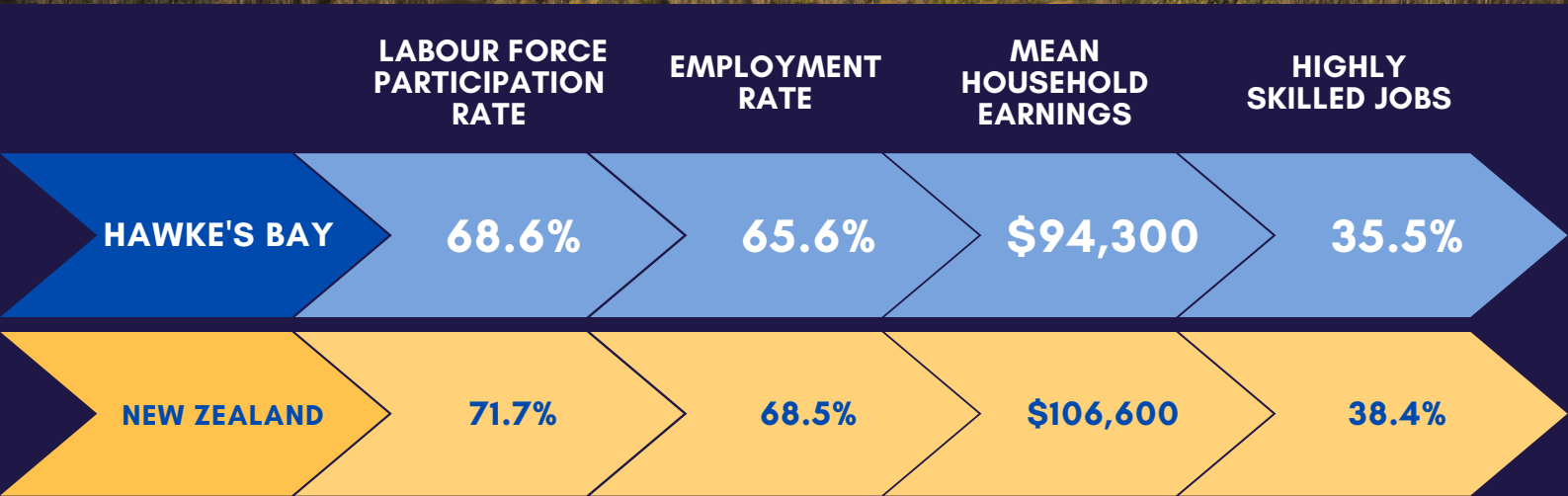


REGIONAL WORKFORCE PLAN REFRESH 2023

REGIONAL DATA SNAPSHOT



Source: Stats New Zealand - 2022 data

THE REGION

The Hawke's Bay region is made up of four districts. It has an estimated population of 182,700 people and 61.2% are working age. Ngāti Kahungunu is the Iwi for Hawke's Bay and has a number of Post Settlement Governance Entities representing mana whenua and Taiwhenua representing Marae.

NAPIER

POPULATION – 66,800

- Population Growth 2011-2022: 13.22%
- Workers employed in highly skilled jobs: 34.4%
- Māori kaimahi: 5,757
- NEET rate 2022: 12.9%
- GDP growth 2011-2022: 7.8%

WAIROA

POPULATION – 9,190

- Population Growth 2011-2022: 7.7%
- Workers employed in highly skilled jobs: 38.5%
- Māori kaimahi: 2,115
- NEET rate 2022: 22.1%
- GDP growth 2011-2022: 5.6%



HASTINGS

POPULATION – 90,600

- Population Growth 2011-2022: 18.9%
- Workers employed in highly skilled jobs: 36.1%
- Māori kaimahi: 9,495
- NEET rate (2022): 12.7%
- GDP growth 2011-2022: 6%

CENTRAL HAWKE'S BAY

POPULATION – 15,590

- Population Growth 2011-2022: 18.6%
- Workers employed in highly skilled jobs: 35.1%
- Māori kaimahi: 1,515
- NEET rate (2022): 10.1%
- GDP growth 2011-2022: 3.1%

Horticulture

2022 GDP contribution **\$210.6m***

There are approximately **4,200** kaimahi employed in the sector. Typically, the workforce grows over three times the size during the height of the picking and packing season but these numbers are expected to be impacted as the full extent of the damage caused by Cyclone Gabrielle is realised.

*There is variability in the GDP value and employment size of the Hawke's Bay horticulture sector reflecting different methodologies, definitions and scope.

Meat Processing

2022 GDP contribution **\$187m**

In 2022 there were **2,490** filled jobs in the meat processing sector. The demand for kaimahi by the six processing plants in Hawke's Bay grows between **30 - 40%** during the peak summer season.

Construction & Civil Infrastructure

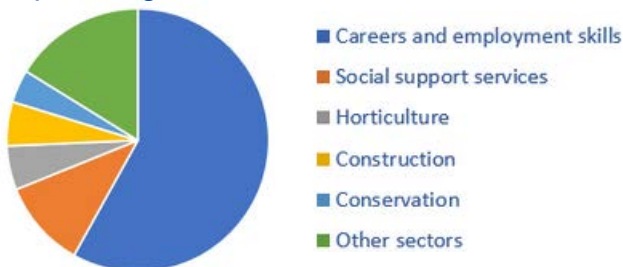
2022 GDP contribution **\$1,097m**

Waihanga Ara Rau (Workforce Development Council) estimated a labour supply gap of **6,952** in the Hawke's Bay construction and infrastructure sector as at June 2023. Whilst their current workforce shortage projections have taken into account the workers needed for the \$1.1b of housing planned for the region, they have not yet factored in the significant workforce demands of the cyclone recovery and rebuild.

Source: Infometrics

Hawke's Bay NEET rate - 12.5%*

There are **74** pre-employment programmes operating in the rohe:



As outlined in the 2022 Regional Workforce Plan, the RSLG wish to support successful rangatahi employment programmes already in place which will develop our future workforce such as the Taiwhenua, Wairoa Young Achievers Trust, Topline Academy, and Te Aratika.

2022 HB Youth Futures Trust Survey

Top challenges for Job Seekers

- Drivers licencing
- Housing
- Transport
- Addictions
- Mental health
- Health

*NEET - Rangatahi 'not in employment, education or training'

Māori-Owned Businesses

303

Top Sectors

Transport, postal & warehousing	22%
Construction	14%
Agriculture, forestries & fisheries	13%

Te Puni Kōkiri (TPK) National Office is building an up-to-date regional directory of pakihi Māori.

Source: TPK Te Matapaeroa 2020 - Māori-owned businesses are those where at least 50% of shareholder wages were received by Māori shareholders.

Total Working Age Benefit Recipients

14,500

Jobseeker Support Work Ready

3,800

There has been a **7.8%** increase in work ready beneficiaries since Cyclone Gabrielle. This number is expected to rise as primary sector businesses look to cut costs or exit the market.

Source: Ministry of Social Development - 16 June 2023

8,419

wāhine in Hawke's Bay are receiving a benefit compared to **5,962** tane...

...over **35%** of those wāhine are sole parents

There is concern the economic shock of Cyclone Gabrielle will disproportionately affect wāhine in the workforce, as demonstrated by the COVID-19 pandemic. Women are less likely to be in the trades, and therefore more likely to miss out on benefitting from the increased labour demand for the rebuild programme.

Source: Ministry of Social Development - May 2023

FOCUS AREAS

CYCLONE RECOVERY

Early estimates in the Councils' locality plans put the cost of the cyclone recovery programme of works to be at least **\$2b**. This number will be updated later in 2023.

Environmental Impact

115mT of soil was estimated to have been eroded by land slides, with 50% estimated to have entered waterways and 30% deposited on flood plains.

Impact on 500* rural properties

Fencing damage	92%
Track damage	75%
Water supply & irrigation	71%
Slips	68%

*circa

Source: Hawke's Bay Regional Council



Source: MBIE - 21 June 2023

Horticulture Impact

Impacted hectares	10,887ha
Lost production in 2023	\$230m
Clean up and damage repairs	\$169m
Re-establishment	\$536m
Lost production future	\$546m
TOTAL	\$1,481m

Infrastructure Impact*

Over **120** bridges were either significantly damaged or destroyed across the region.

*Source: Hawke's Bay Recovery Agency

DRIVER LICENCING IN SCHOOLS

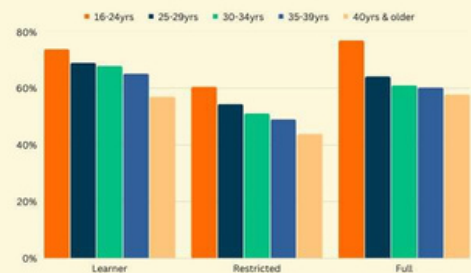
144,000 New Zealand licence holders have not progressed through the Graduated Driver Licencing System.

Source: Driving Change Network

Licencing Test Volumes

	Theory	Restricted	Full
Wairoa	N/A	New	New
Napier	2,657	2,302	1,415
Hastings	2,691	2,021	1,578
Central Hawke's Bay	460	New	New
	5,808	4,323	2,993

Source: Driver Licencing Improvement Programme - Dec 21 to Nov 22



Statistics show licence pass rates fall the older the student is



HEALTHCARE

The **Health Care and Social Assistance** workforce for Hawke's Bay has grown **20%** since 2012. In 2022 there were **10,482** jobs filled in the sector. It is the third highest employing sector in the region, making up **11.7%** of the total workforce.

Source: Infometrics

Te Whatu Ora Hawke's Bay **Nursing** and **Allied Health** departments account for six of the ten highest vacancy rates across their workforce.

Source: Te Whatu Ora -Te Matau a Māui Hawke's Bay

Our population is ageing and will demand more of the healthcare sector...

In 2022, approximately **19%** of people in Hawke's Bay were 65 or over. In 2028, it is forecast that around **22%** of the region's population will be 65+ years. By 2050 this group could make up over one-quarter of the population.

Source: Stats NZ

