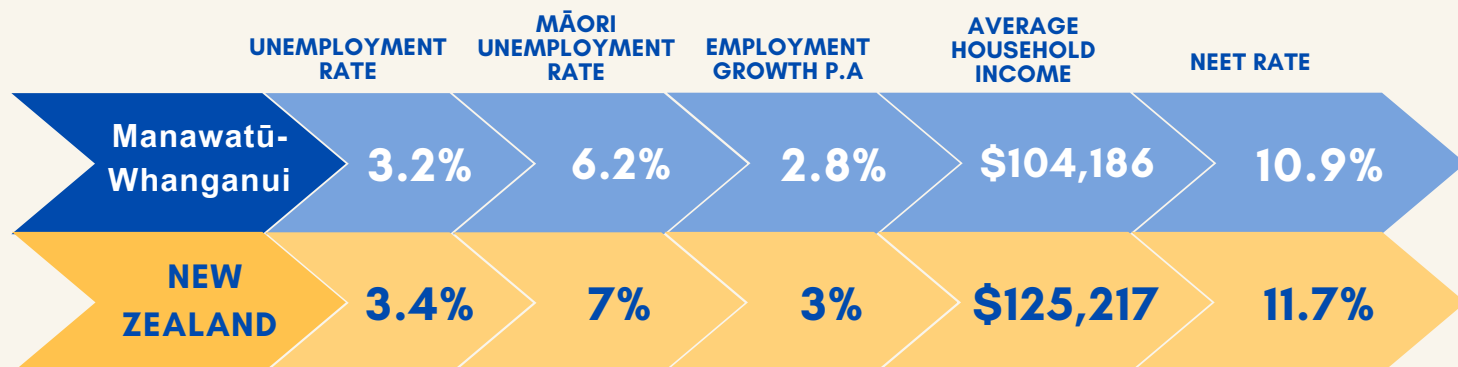


Manawatū-Whanganui Regional Skills Leadership Group's
**REGIONAL WORKFORCE PLAN REFRESH
DATA SNAPSHOT**

REGIONAL LABOUR MARKET SNAPSHOT



THE REGION

There are seven distinct districts in the Manawatū-Whanganui region, each presenting a unique set of opportunities and challenges.

WHANGANUI

- Population Growth 2011-2022: 0.97%
- Workers employed in highly skilled jobs: 36.6%
- NEET rate (2022): 15%
- GDP growth 2011-2022: 1.9%
- Employment growth 2021-22: 2.7%

RUAPEHU

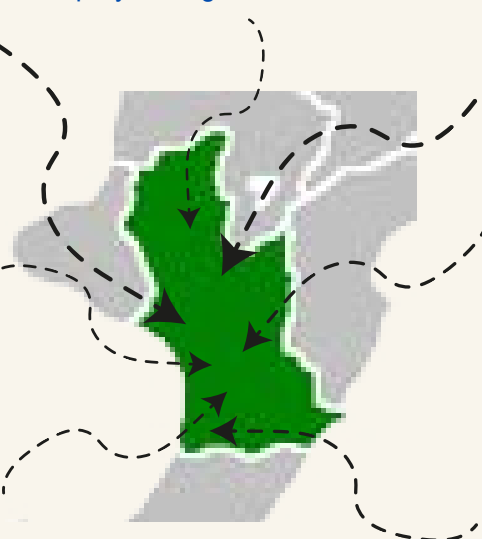
- Population Growth 2011-2022: 0.04%
- Workers employed in highly skilled jobs: 37.4%
- NEET rate (2022): 19.4%
- GDP growth 2011-2022: 1.1%
- Employment growth 2021-22: 3.3%

RANGITĪKEI

- Population Growth 2011-2022: 0.83%
- Workers employed in highly skilled jobs: 38.1%
- NEET rate (2022): 10.5%
- GDP growth 2011-2022: 2.4%
- Employment growth 2021-22: 2.5%

MANAWATŪ

- Population Growth 2011-2022: 1.8%
- Workers employed in highly skilled jobs: 35.6%
- NEET rate (2022): 8.1%
- GDP growth 2011-2022: 3.9%
- Employment growth 2021-22: 4.2%



TARARUA

- Population Growth 2011-2022: 0.64%
- Workers employed in highly skilled jobs: 39.9%
- NEET rate (2022): 11.8%
- GDP growth 2011-2022: 2.63%
- Employment growth 2021-22: 3.2%

PALMERSTON NORTH CITY

- Population Growth 2011-2022: 0.8%
- Workers employed in highly skilled jobs: 39.6%
- NEET rate (2022): 8.8%
- GDP growth 2011-2022: 2.5%
- Employment growth 2021-22: 2.2%

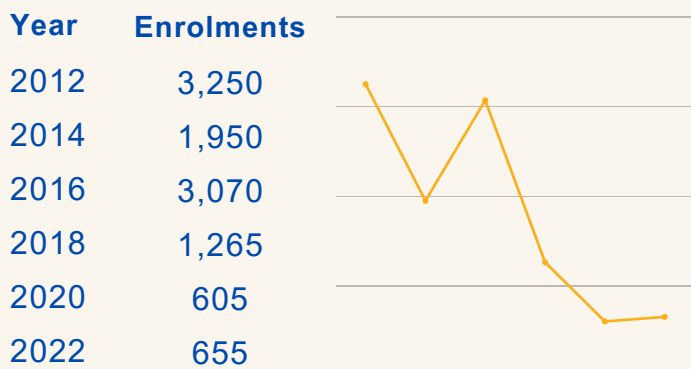
HOROWHENUA

- Population Growth 2011-2022: 1.62%
- Workers employed in highly skilled jobs: 34.3%
- NEET rate (2022): 14.5%
- GDP growth 2011-2022: 2.8%
- Employment growth 2021-22: 4.4%

SEASONAL ELEMENTS OF HORTICULTURE

Insights & Evidence

There has been a distinct move away from the Level 2 Horticulture Qualification

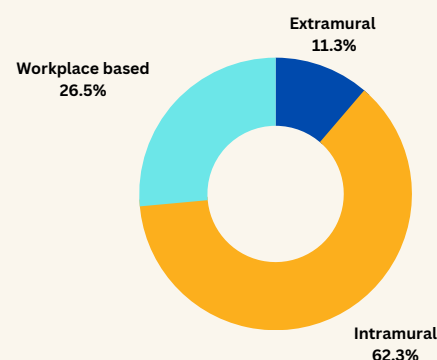


Source: Nga Kete, Tertiary Provision, Enrolment trends over time, Horticulture level 2 provision

There are more classroom-based learners than workplace-based learners across agriculture, horticulture and viticulture courses

Learners (2022)

- Extramural: 286
- Intramural: 1582
- Workplace: 672

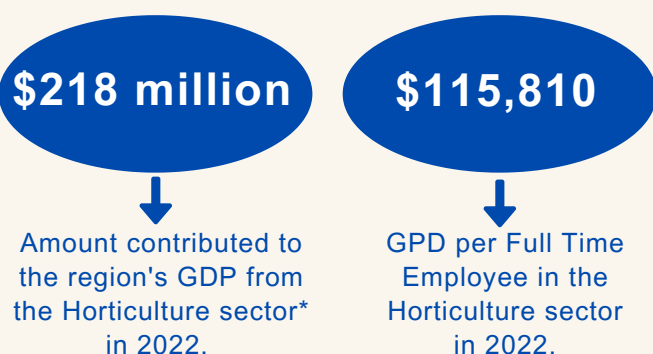


Source: Nga Kete, Regional Education Profile

Workers are entering the horticulture sector without adequate physical preparation. This can lead to work related accidents.

"Compared with the reference category of manufacturing, workers in the agriculture industry have 17.7% higher probability of having an injury claim" - ACC New Zealand

The sector is important to the health of the region's economy

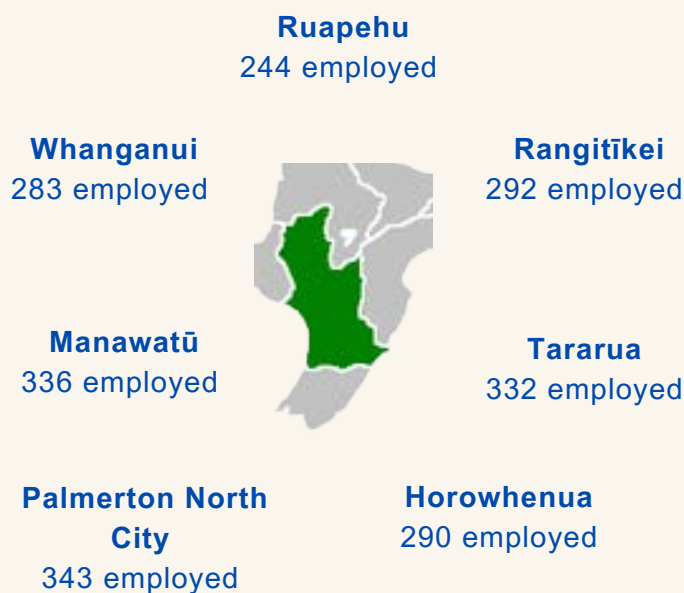


Manawatū-Whanganui provides a significant proportion of New Zealand's total vegetable production:

- 22% of Broccoli and Cauliflower
- 20% of Cabbage
- 15% of Carrots and Parsnips

Sources: NZ vegetable production: The growing story. Horticulture New Zealand, 2017; Infometrics; Sector Profile, Manawatu-Whanganui

The Horticulture workforce is spread across the region



Source: Infometrics - Sector Profile, Manawatu-Whanganui

*The Horticulture sector is defined by the following Infometrics occupations: Cotton Grower, Flower Grower, Fruit or Nut Grower, Field Crop Grower, Grape Grower, Mixed Crop Farmer, Sugar Cane Grower, Turf Grower, Market Gardener, Crop Farmers nec, Mixed Crop and Livestock Farmer, Fruit or Nut Farm Worker, Fruit or Nut Picker, Field Crop Farm Worker, Market Garden Worker, Vegetable Picker, Vineyard Worker, Mushroom Picker, Crop Farm Workers nec, Garden Labourer, Horticultural Nursery Assistant, Farm, Forestry and Garden Workers nec.

FREIGHT, LOGISTICS & WAREHOUSING

Insights & Evidence

Manawatū-Whanganui is the freight, logistics and warehousing hub of the central North Island

"The region is already the key central servicing point for central New Zealand, including the Taranaki, Manawatū-Whanganui, Hawke's Bay, Wairarapa and Wellington regions, and is home to one of only three key nodes on the national air freight network, operating 24/7."

– Te Utanganui, Central New Zealand Distribution Hub

Current and planned projects in the region that will affect the sector

- Palmerston North Integrated Transport Initiative (PNITI) - Regional Freight Ring Road
- Te Ahu a Tūranga: Manawatū-Taranua Highway
- North East Industrial Zone (NEIZ)
- Kawakawa Industrial Precinct, Feilding
- Ruapehu Aero Park
- KiwiRail Regional Freight Hub
- Ōtaki to North of Levin (O2NL) Expressway
- Marton Rail Hub
- Horowhenua Business Park
- Whanganui Port
- Manawatū Inland Port

There is opportunity for growth within the sector

Employment in the Freight, Logistics & Warehousing sector currently sits at:

3,914 in 2023

It is predicted to grow to:

4,027 by 2028

Source: Infometrics

Note: The sector definition of Transport, Postal and Warehousing from the Infometrics website has been used.

Exposure to the sector throughout high school occurs too late

Trades Academy enrolments 2023:

Year 11: 138

Year 12: 449

Year 13: 272



Source: Ministry of Education

Careers in the sector - Top 3 occupations

<u>Freight</u>	<u>Logistics</u>	<u>Warehousing</u>
Truck Driver 819 20.9%	Storeperson* 128 3.5%	Labourer 171 4.4%
Courier 233 6.0%	Supply and distribution manager 65 1.7%	Forklift driver 31 0.8%
Delivery driver 78 2.0%	Despatching and receiving officer 59 1.5%	Container filler 19 0.5%

**Storeperson refers to someone who receives, handles and despatches good in a store or a warehouse
Source: Manawatu-Whanganui, Sector Profile: Transport, Postal and Warehousing, Infometrics*