

Taranaki Business Survey

RESULTS OF THE MAY/JUNE 2017 SURVEY



Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH
DISTRICT COUNCIL
newplymouthnz.com



Taranaki Business Survey

- Monitors economic confidence by Taranaki businesses and their views on key business issues.
- Undertaken by Venture Taranaki 6-monthly since 1999.
- Survey sent to over 1500 Taranaki businesses.
- Cross section of industry type, location and size.
- Spans a number of **standard economic questions**.
- **Plus a special topic: Destination Taranaki:**
 - Interest from Aucklanders to relocate here
 - Tourism/visitors – infrastructural needs

NZ Economic Conditions: next 12 months

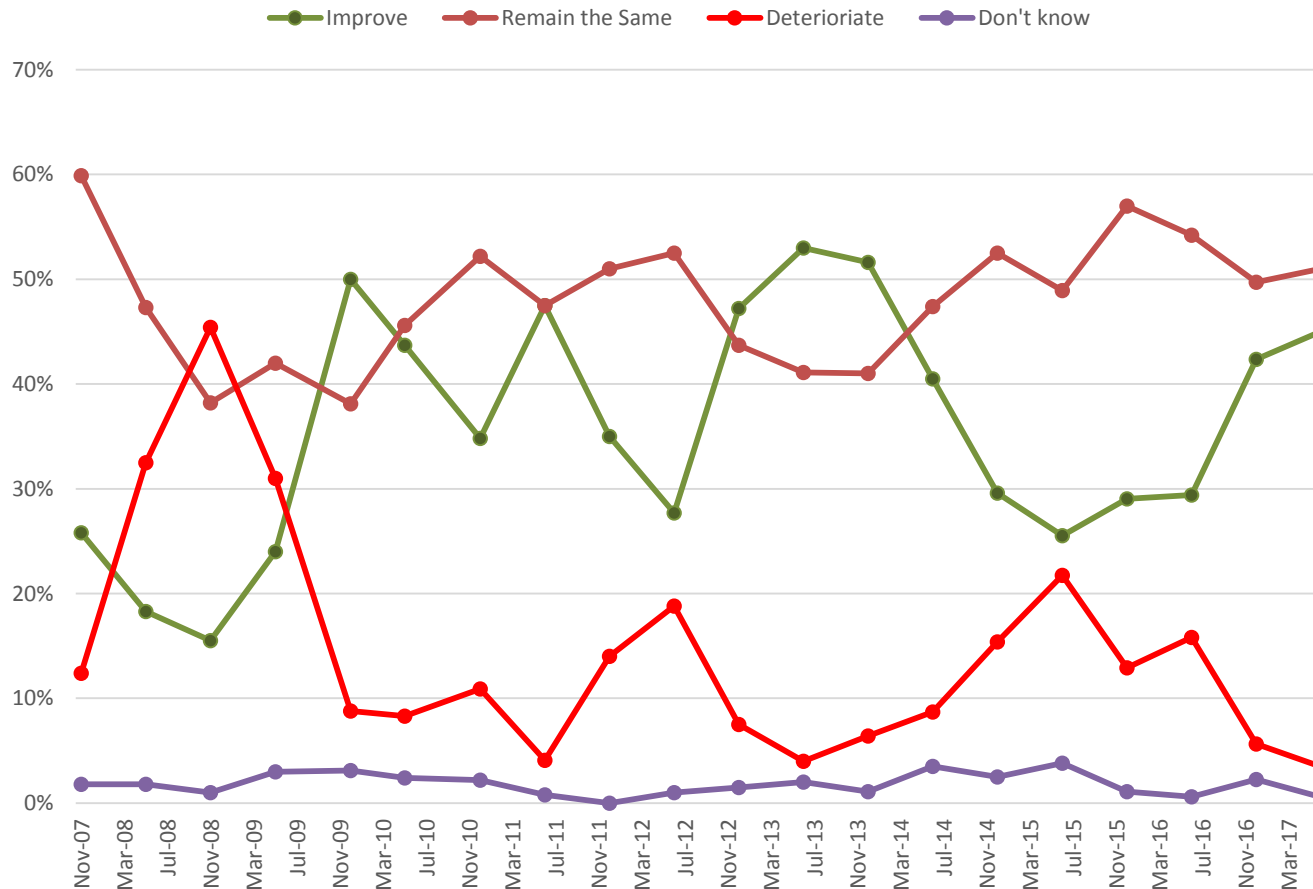


2017 - Holding firm Positivity and green shoots?

- **Same: 51%** (up from 45%)
- **Improve 42%** (down from 46%)
- **Deteriorate – 5%** (was 6%)
- **Don't know: 2%**

Industry conditions: next 12 months

Industry conditions - next 12 months

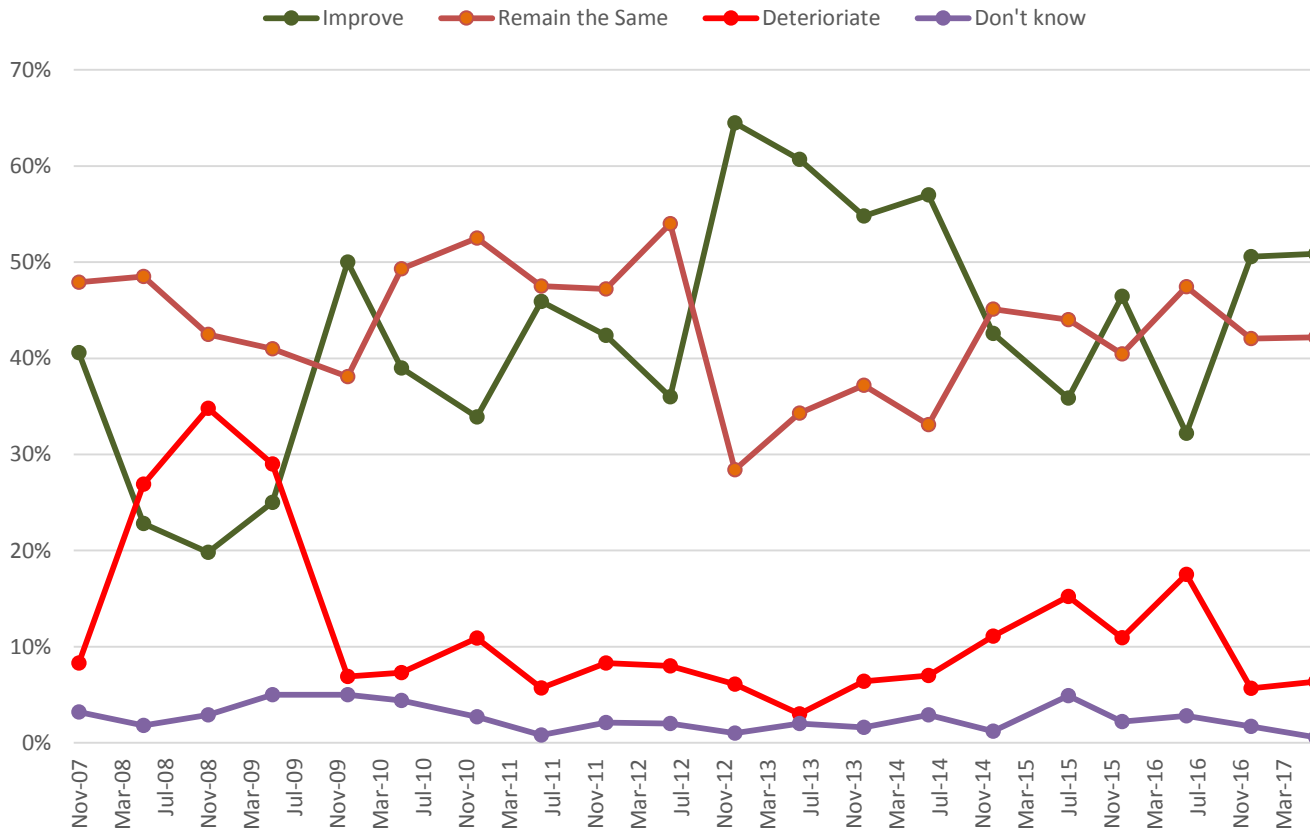


Positivity continues to edge?

- **Remain same 51%** (up from 50%)
- **Improve 45%** (up from 42%)
- **Deteriorate 6%** (was 16%)
- **Don't know: 3%**

Sales: next 6 months

Sales outlook - next 6 months



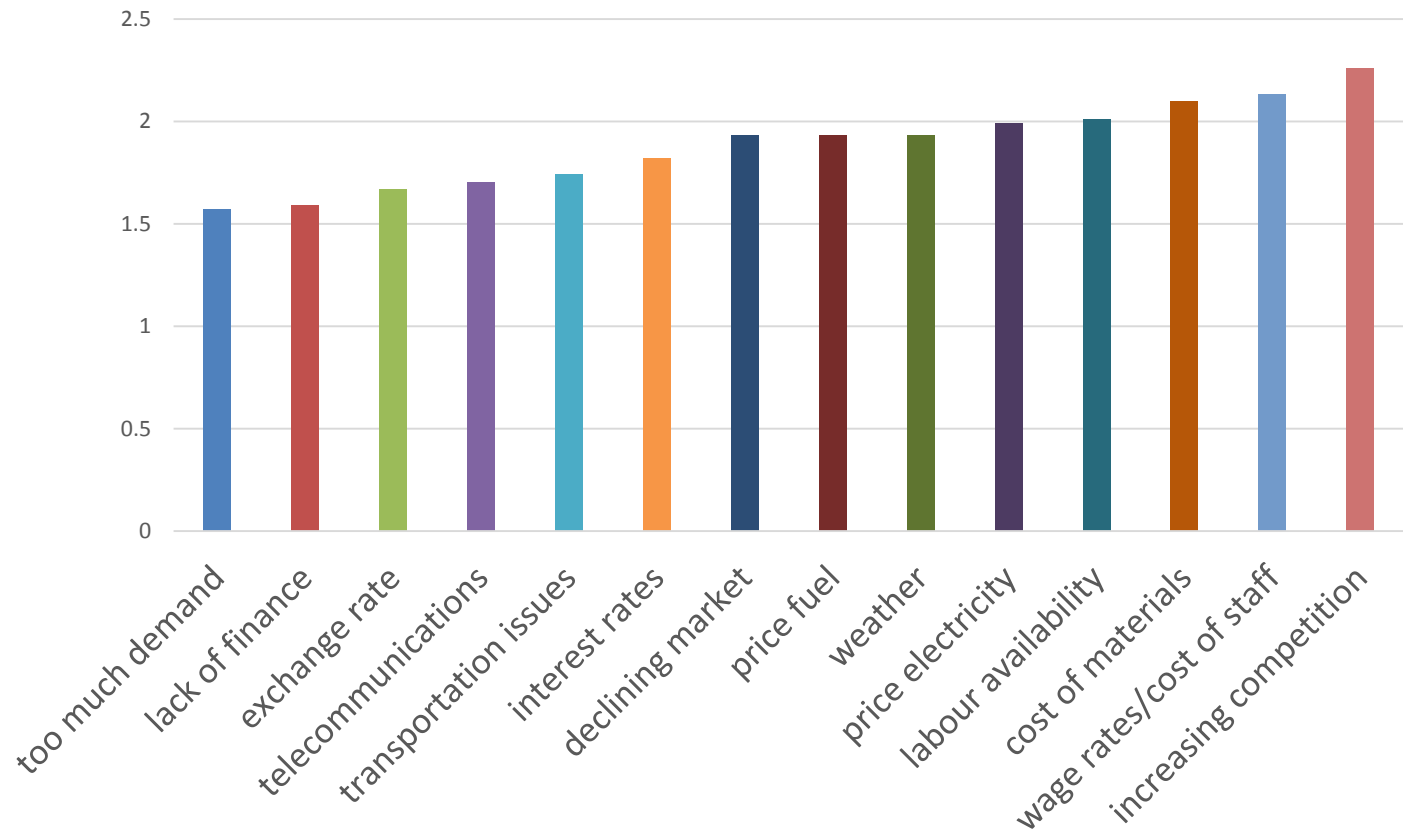
Potentially better six months ahead than same time last year?

- **Improve: 51%** (was also 51% last time)
- **Remain same: 42%** (also the same)
- **Deteriorate: 6%**
- **Don't know: 1%**

Taranaki business: concerns

High
concern

Factors Impacting growth May/June 2017

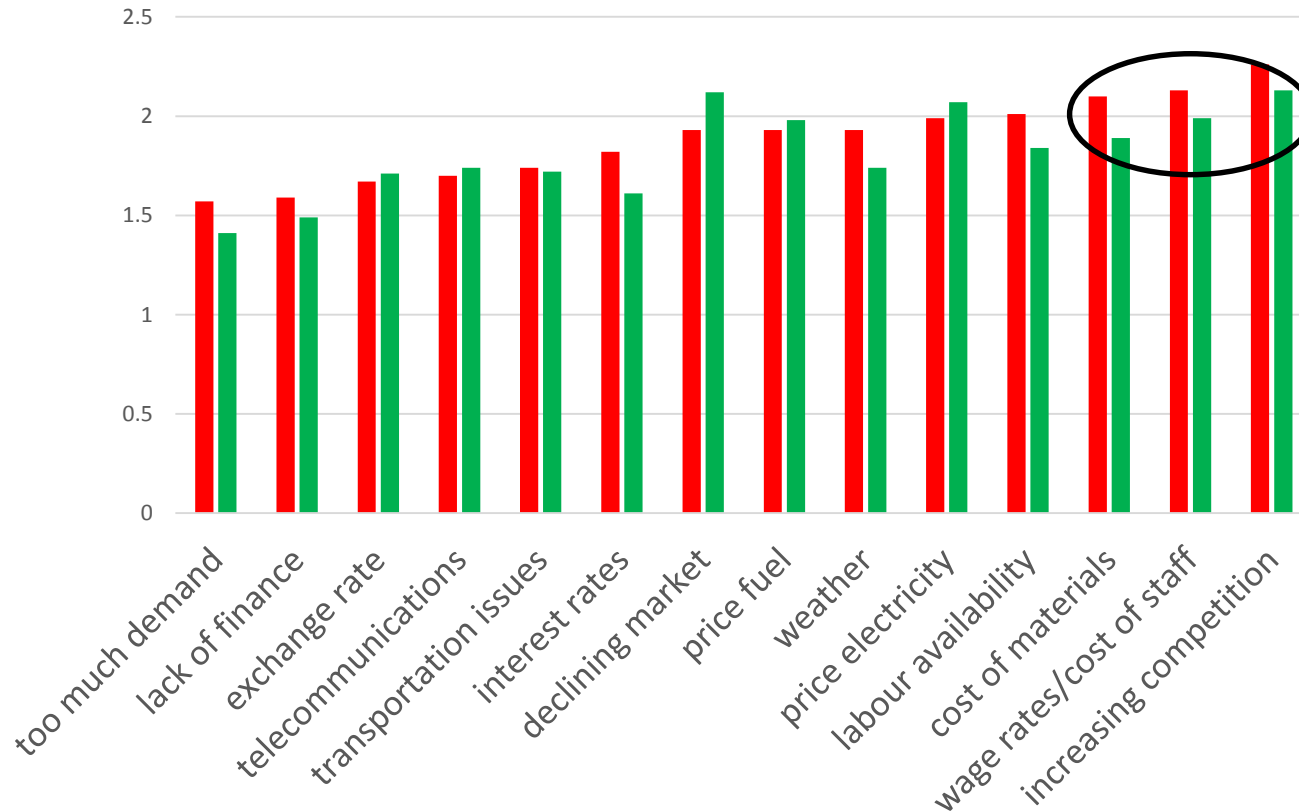


Low
concern

What's changed?

What's changed since Dec 2016?

■ June 2017 ■ Dec 2016



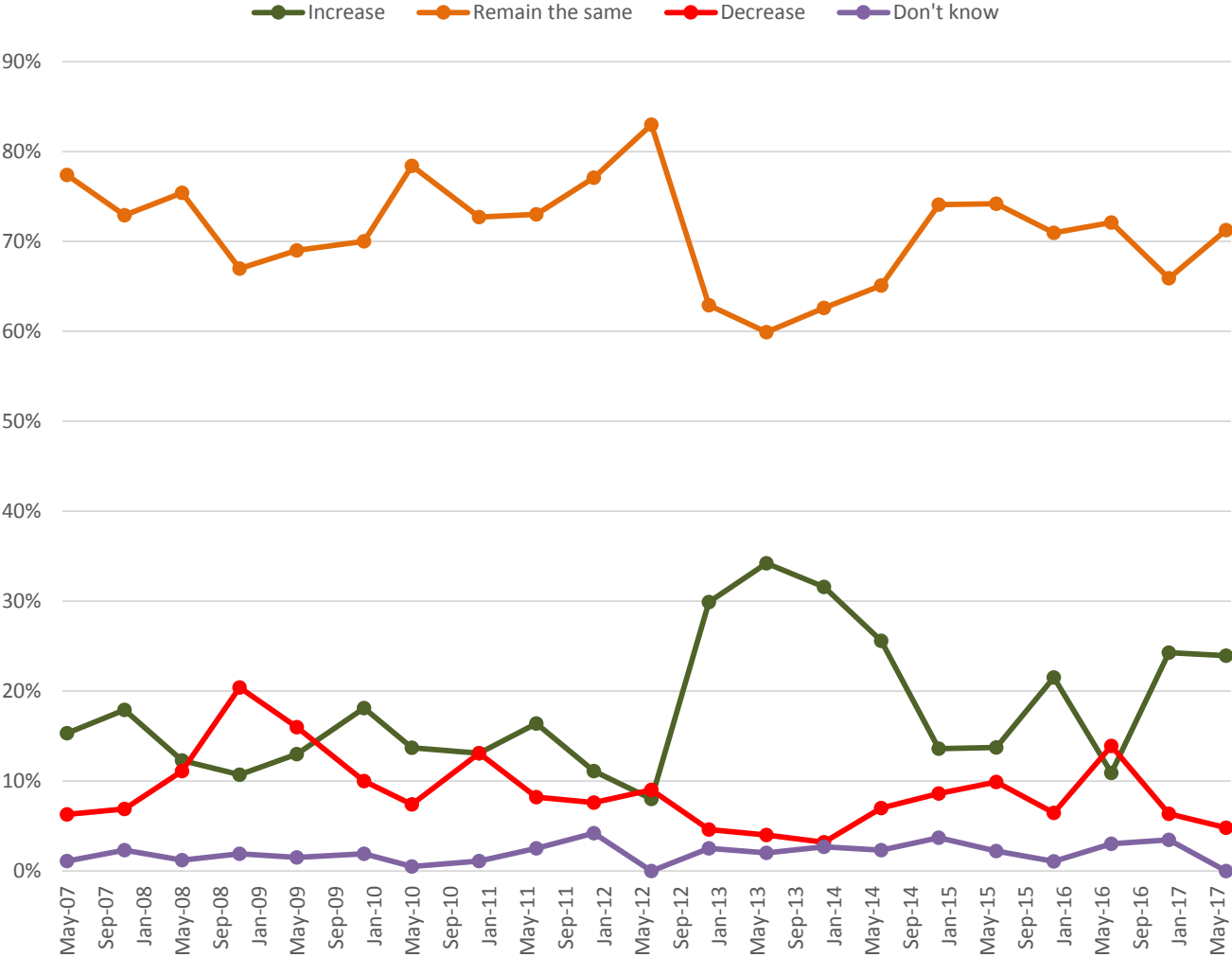
**Competition
and costs**

Other factors impacting on business

- “Freedom camping in the city still not being addressed by Council”
- “Lack of Taranaki loyalty – use out of town suppliers”
- “Chinese product being dumped on NZ”
- “Rate of technology change and need for staff to keep up”
- “Competition from Internet sales”
- “Delays with consents”
- “Not being able to ship containers out of Port Taranaki”

Employee numbers – next 6 months

Employee numbers - next 6 months



Holding firm

71% anticipate employment levels to remain the same.

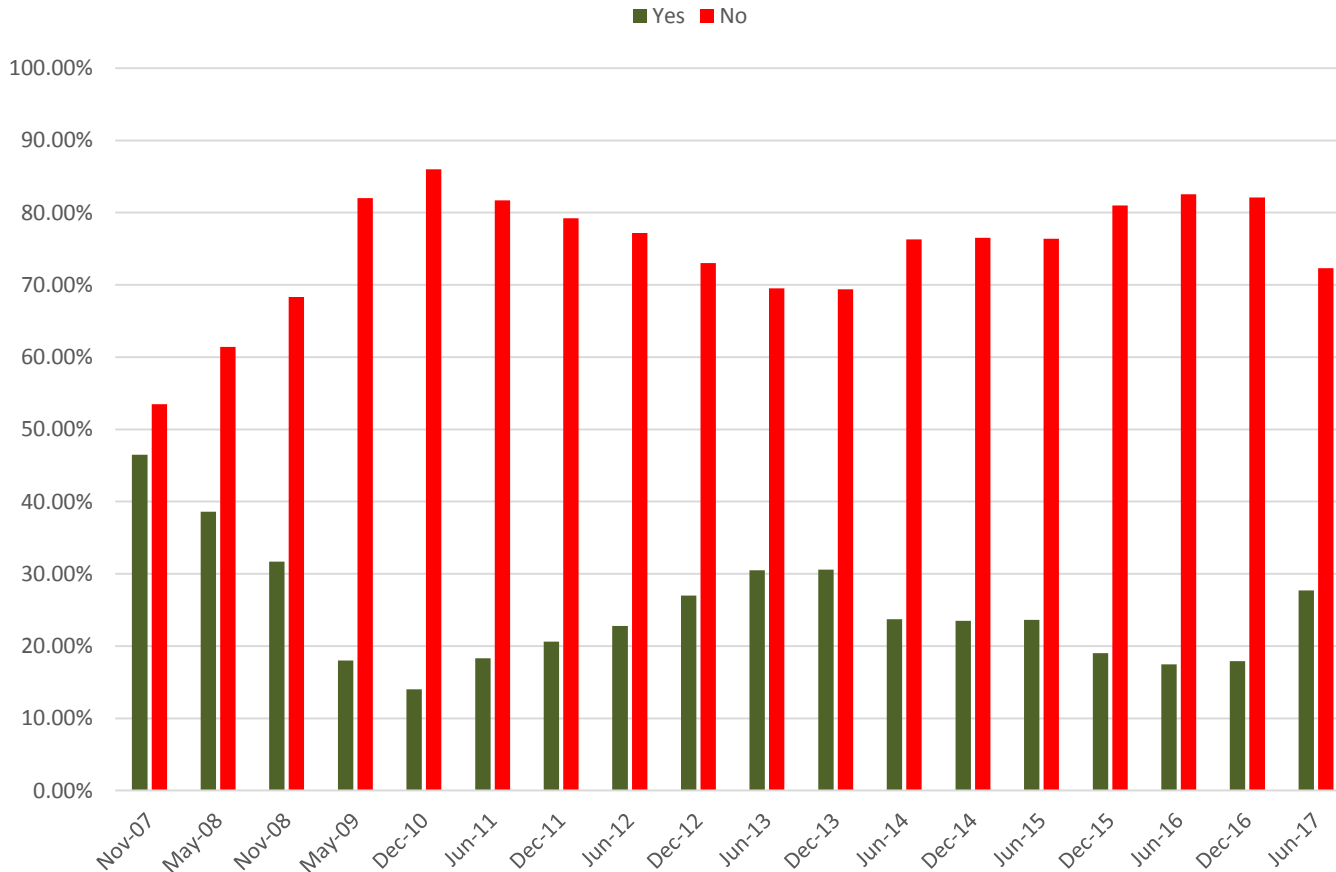
24% - increase.

outweighs

5% expect staff numbers to decrease

Skill shortages or difficulty hiring?

Experiencing Skill Shortages



Skill shortages up slightly.

72% - no skill shortages

28% of Taranaki businesses report skill shortages or difficulties recruiting appropriate staff.

Skills shortages mentioned

- Chefs, senior F&B
- Mechanical fitters
- Trained scaffolders
- Skilled carpenters
- Bakers
- Medical staff – including after hours personnel
- Construction industry and technical
- Plumbers
- *Immigration laws are making it harder*
- *Hard to find skilled staff*
- *Worker attitude challenging*
- *Finding reliable unqualified labourers is virtually impossible.*

TOP 10 REGION
Taranaki,
New Zealand

lonely planet

BEST IN TRAVEL
2017

Special Topic: Destination Taranaki

- Tourism Infrastructure needs
- Aucklanders relocating to the region

Auckland's housing market a 'risk' to NZ economy

11 Nov, 2015 9:20am

4 minutes to read



Auckland's traffic congestion worse than Hong Kong's, according to report

Wed, Mar 15

Share

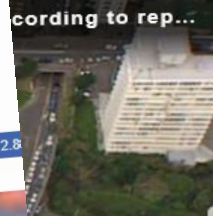


Source: Breakfast

Lack of land a problem for Auckland Development Plan

Alex Mason, National, Tuesday, 28 July 2015, 6:49AM

Auckland now the world's fourth-most expensive to buy a house



Like 2.8



Aucklanders buying up big in regions

23/01/2017

Newshub staff

6 minutes to read



Auckland roads could grind to a halt - AA

6:26 pm on 8 April 2017

Leaving Auckland for the regions a smart money move

More needs to be done to become gridlocked, say ti

POP STOK

...before the whole city



Auckland has the fifth least-affordable houses in the world

6 minutes to read

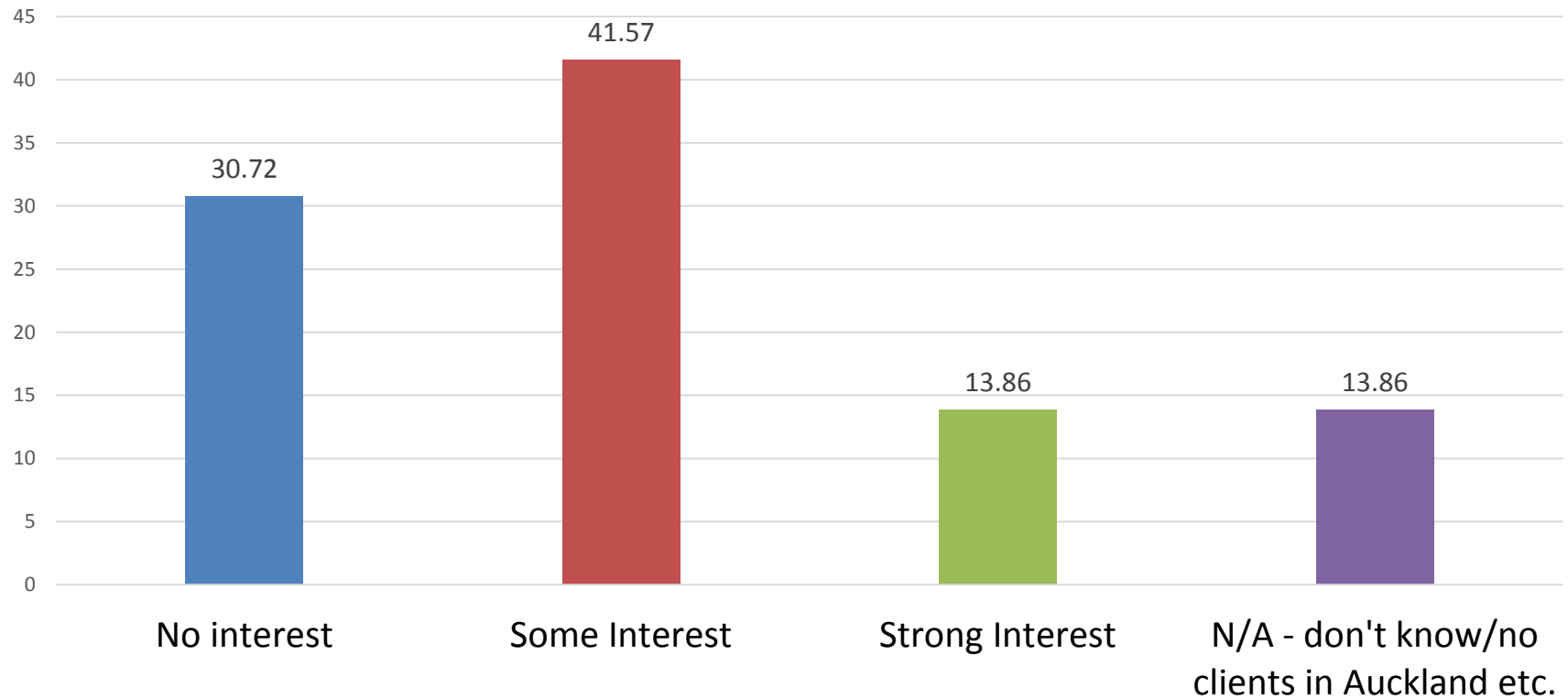
Auckland under pressure: How to solve Auckland's transport, housing and water problems

Auckland's housing crisis is a gift to the regions, but the regions still need convincing

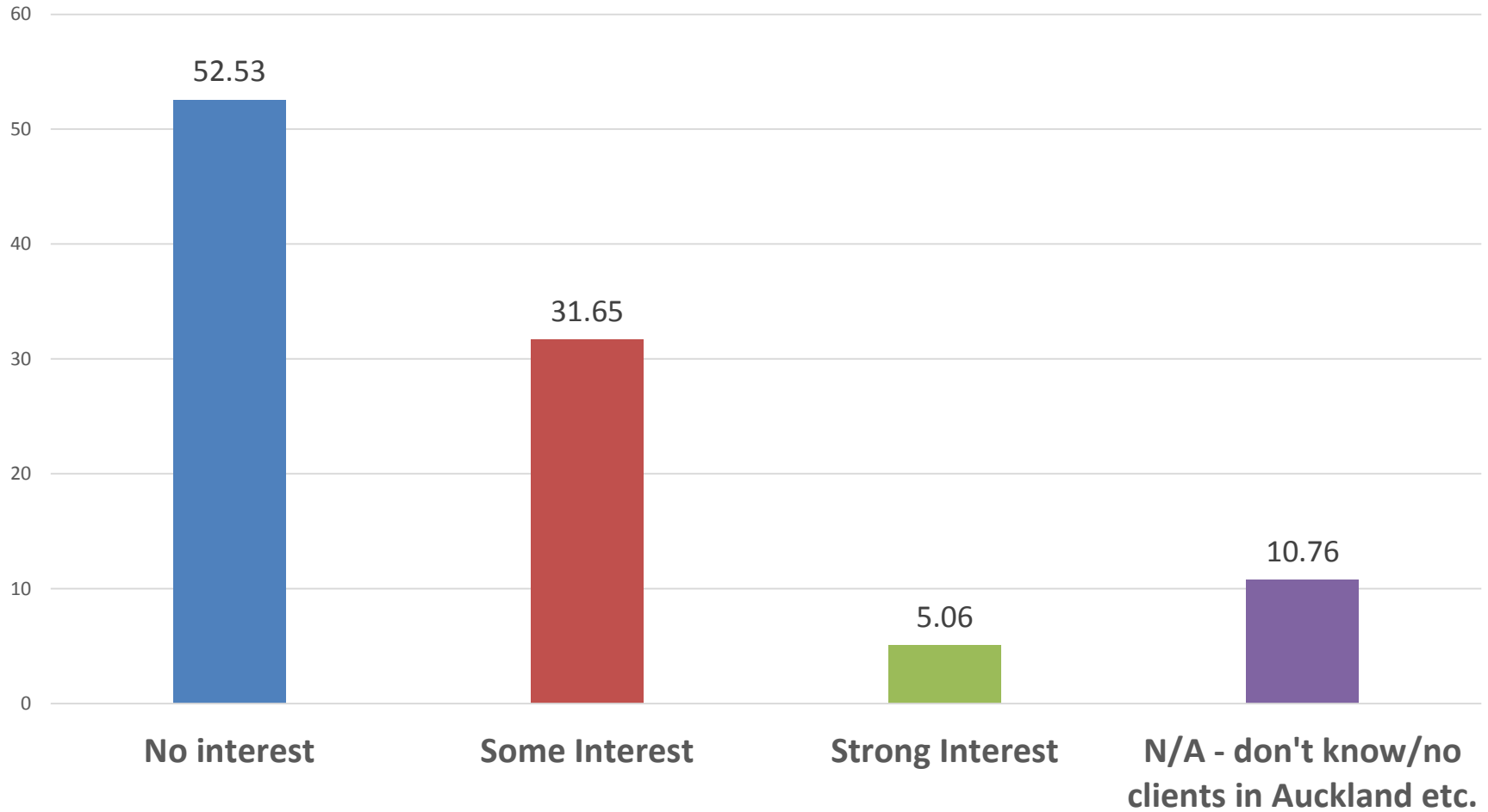


Have you noticed increased interest from Aucklanders looking to leave the City?

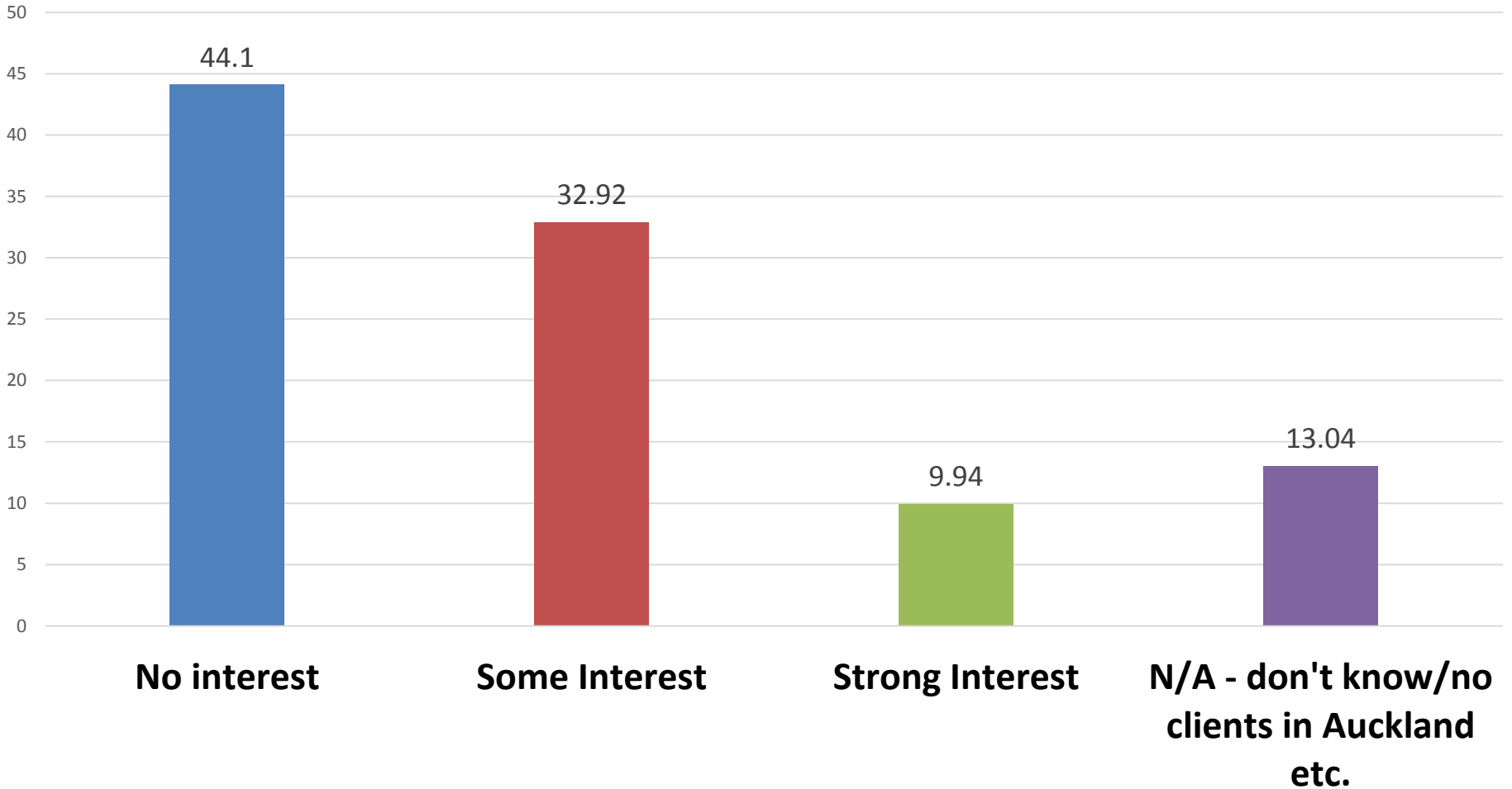
Customers/clients



Any Interest from **potential employees** looking to leave Auckland?

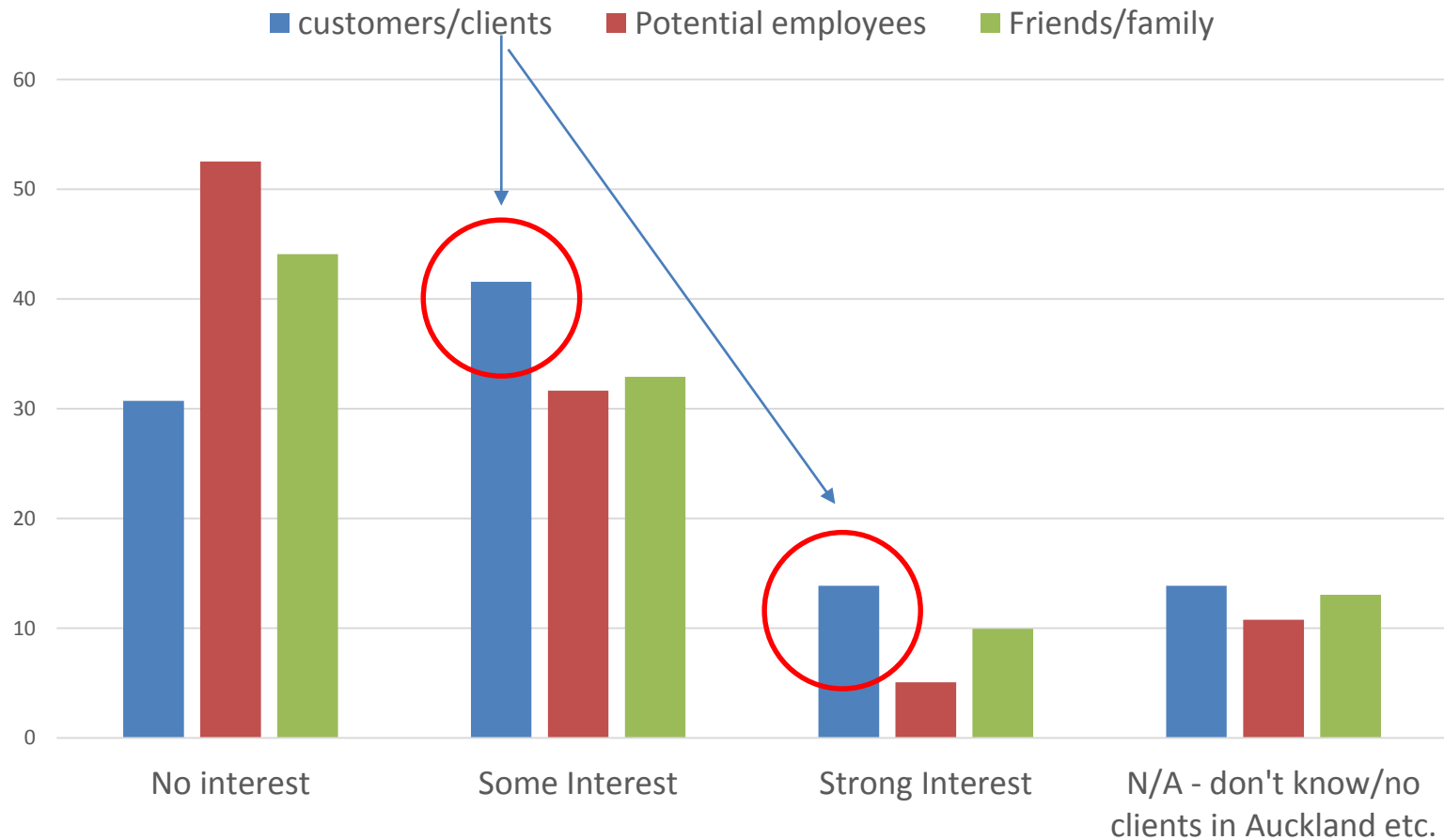


Any Interest to leave Auckland - friends & family?



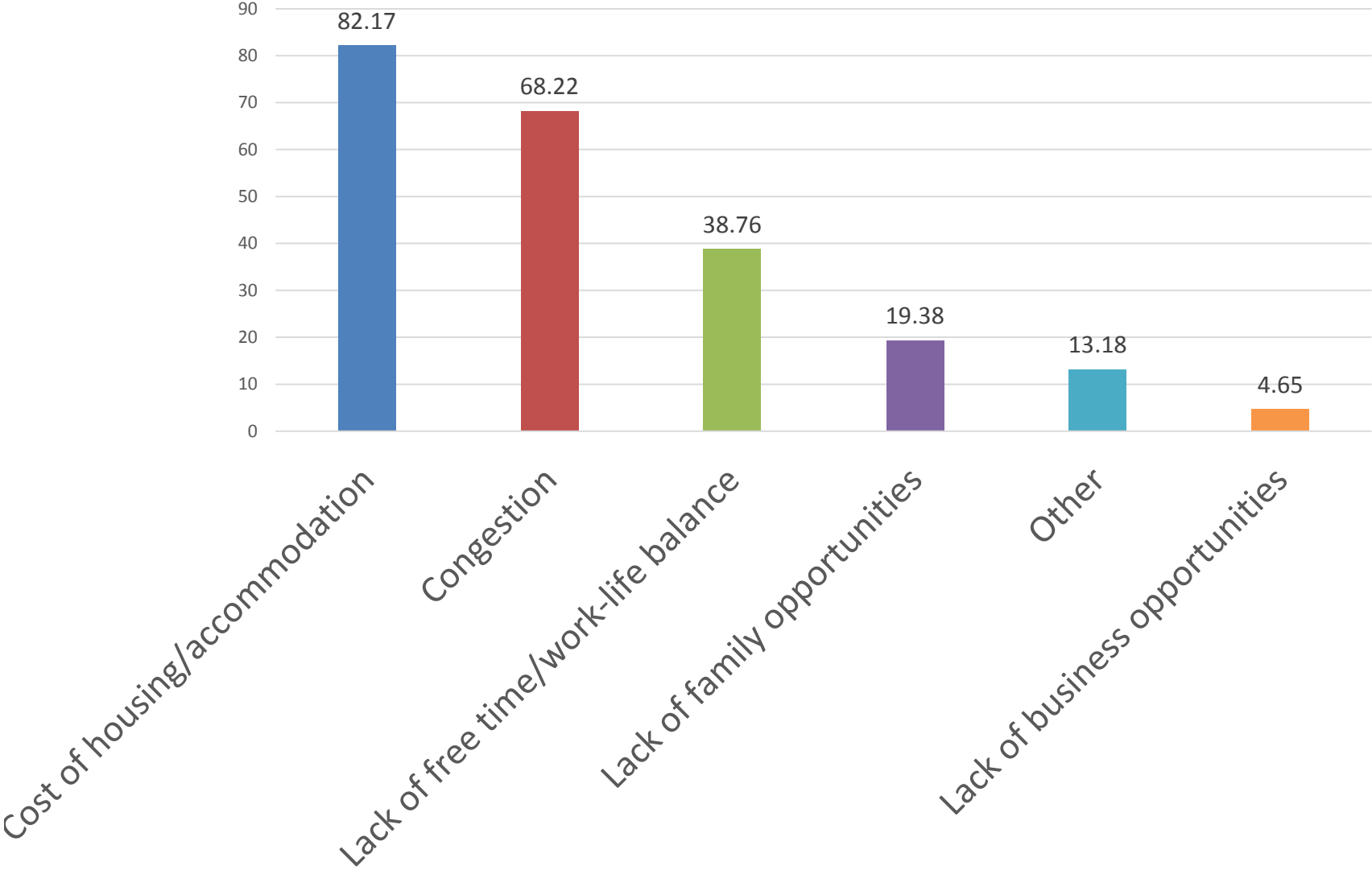
Interest in Leaving Auckland?

comparison



Prime reasons to leave Auckland

What are the primary factors Aucklanders wish to 'escape' from?



Factors Taranaki could use to help encourage

Aucklanders to relocate to Taranaki

- **“Our arts, mountain, music, cafes – small town with large town facilities”.**
- **“Clean, green image”**
- **“Family appeal – more activities for families”**
- **“Promote lifestyle and properties for sale”**
- **“Work life and balance”**
- **“Promote online working - both cheap and feasible”.**

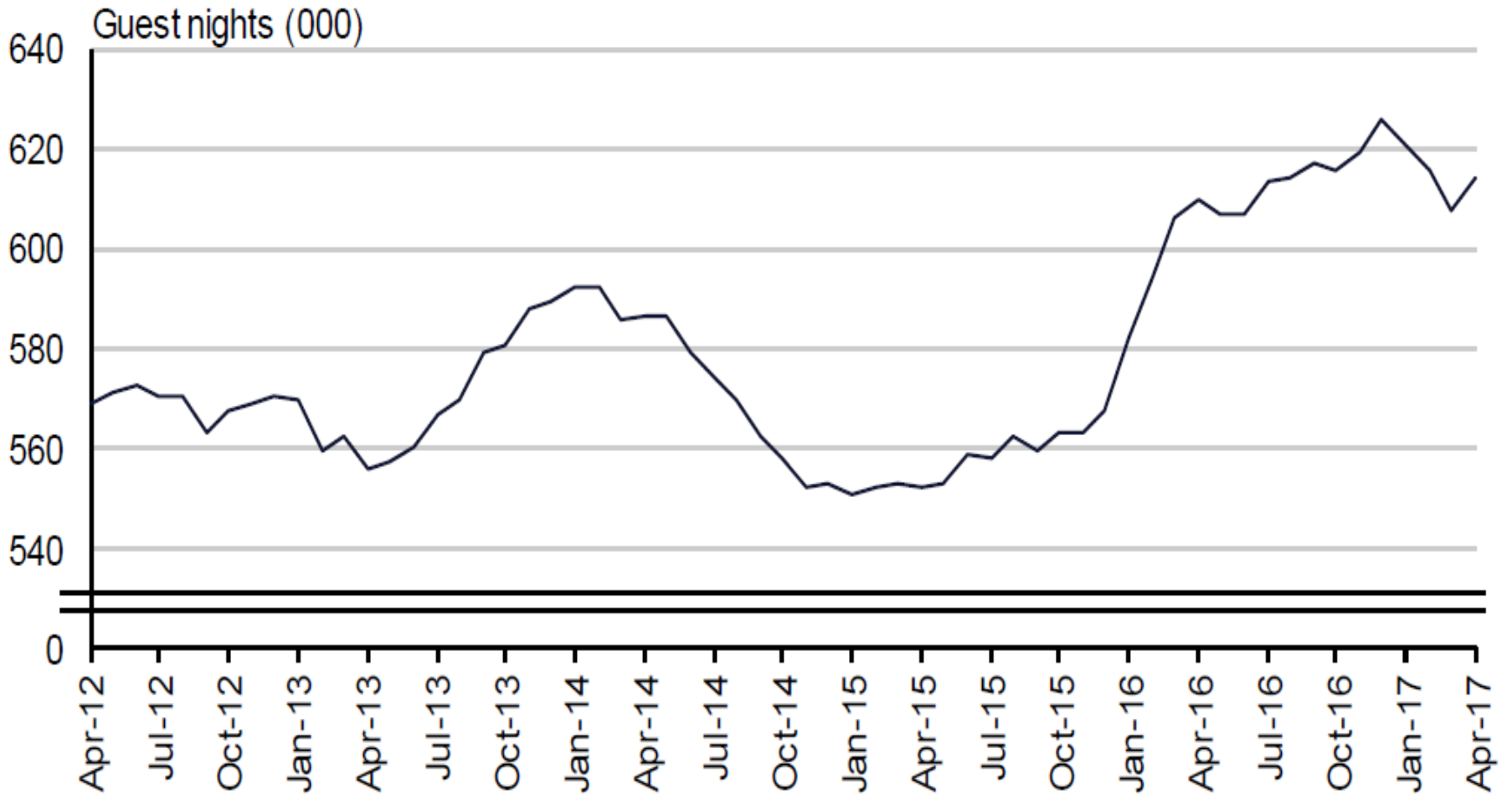
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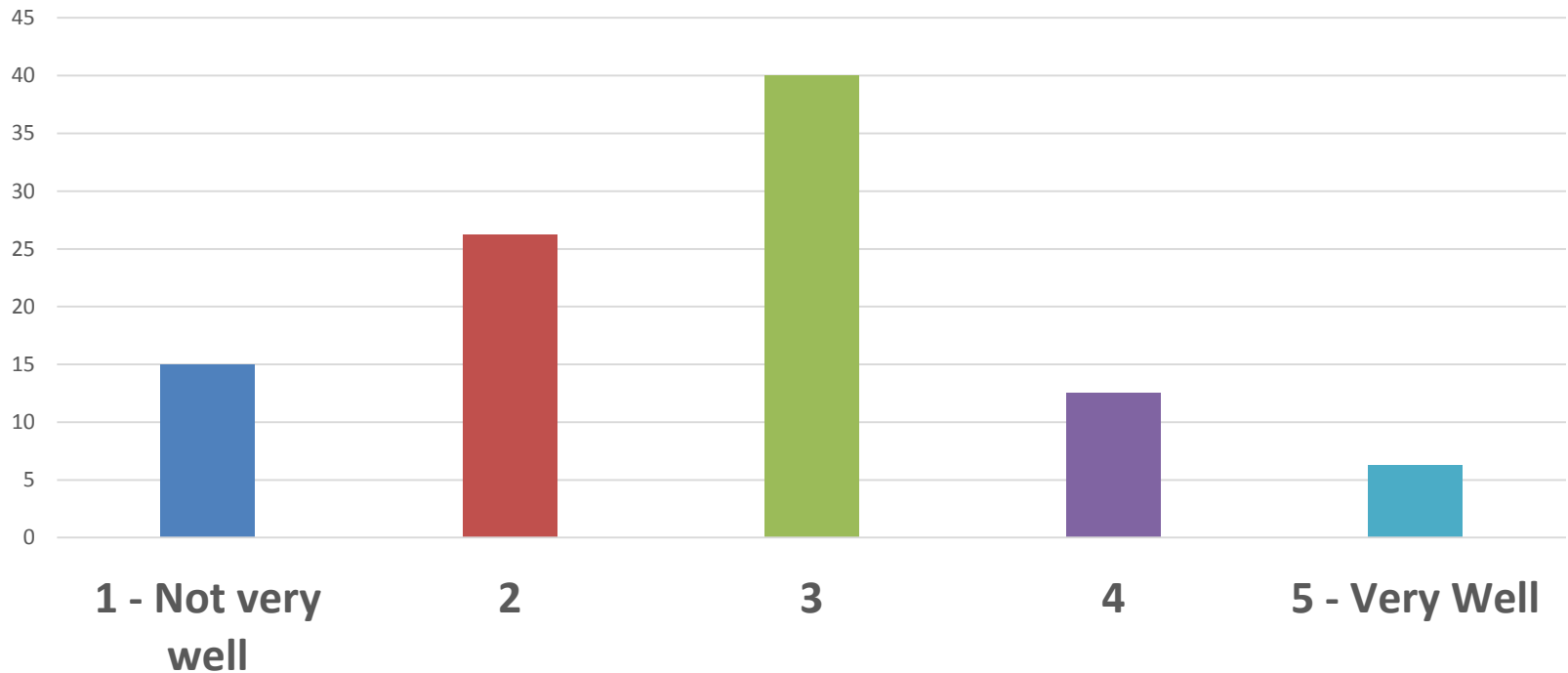
- **“Stop trying to attract the people, start attracting the companies and the people will come”.**
- “Attract high value jobs and high value employees will follow”
- **“Better/more reliable road access in/out and more flights (Auckland/Wellington)”**
- “Do we really want Aucklanders to come here?”

Tourism Infrastructure

Taranaki RTO Area Annual Guest Nights



How well has existing public amenities met the increased visitor/tourist demand in Taranaki?



2.7/5

What infrastructure or amenities need to be added-improved (if any?)

to accommodate more visitors to the region?

- **Carparks**
- Toilets
- **Rubbish bins**
- Roading/walkways
- Freedom campers

Amenity Comments

“More parking at national park; need more rubbish bins on coastal walkway; better signage on roads to national park; the need for public toilets at main tourist areas, especially on walkway”.

“Toilets, rubbish, signage”

“Mt Taranaki facilities are under strain from visitors. Full and overflowing car parks; freedom campers”

“Better maintenance of tracks and walkways, especially the Mountain”

“Campervan parking”

General comments - tourism

- **“Keep having big events to bring the tourists in”**
- “Our walks and walkways are superb - should be marketed more”.
- **“We are doing very well for our size – keep promoting”.**
- “We should charge – local and tourism entry fee for the pools, galleries etc”
- **“Need a couple of high excitement all weather activities to supplement outdoor activities”**
- “Pouakai crossing needs to be developed to a great walk standard with excellent facilities”.

General comments - Taranaki

- “Need a gondola”
- **“Bring on the new upgrade to Mt Messenger highway”.**
- “Provide campervan overnight sites”.
- **“Better facilities for freedom campers”**
- “Develop a round the Mountain cycle trail – they will enjoy region and spend around the towns”
- **“More linkage of tourism spots in South Taranaki”**
- “Need to celebrate our local Māori heritage more”

Thank you!

www.taranaki.info for more



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