



EASTERN BAY OF PLENTY YOUTH ENGAGEMENT AND EMERGING LABOUR SUPPLY - DATA UPDATE

SEPTEMBER 2022

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INTRODUCTION

This report provides the latest available annual information on population and projections, school leaver characteristics, Jobseeker Support, car licenses granted and labour productivity 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	38,400	7,680	10,300	56,380	343,400	5,122,600
Stay at school to 17	73%	63%	58%	70%	73%	81%
NCEA Level 2 or above	74%	69%	51%	71%	75%	79%
Enrolled in tertiary ed	56%	35%	31%	50%	62%	65%
Jobseeker (total)	2,310	654	702	3,666	14,613	170,760
JSS Rate (18-24 yrs)	18%	28%	17%	19%	12%	8%
Car licences granted	1,458	296	366	2,120	n/a	n/a
Labour productivity	\$116,364	\$134,514	\$103,528	n/a	\$107,958	n/a

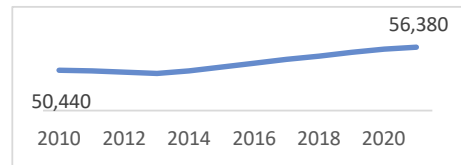


SUMMARY FINDINGS

Population estimate



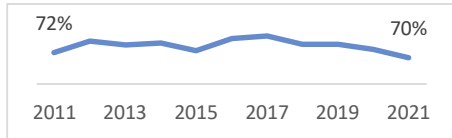
- * As at June 2021, Eastern Bay population estimate 56,380
- * 3,650 aged 15-19 years
- * Ageing population
- * More culturally diverse



Student retention



- * Fewer than NZ average young people stay at school to age 17
- * Fewer males and Māori stay at school to age 17



School leavers with NCEA Level 2 or above



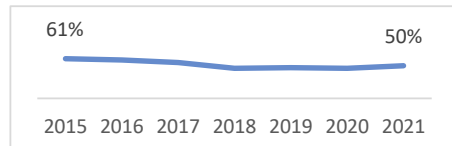
- * Fewer than NZ average leave school with NCEA Level 2 or above
- * Fewer males and Māori leave school with NCEA Level 2 or above



School leaver destinations



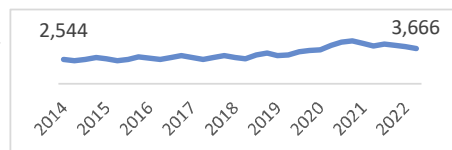
- * Fewer than NZ average school leavers enrol in further education or training
- * Downward trend for Ōpōtiki and Kawerau



Jobseeker Support



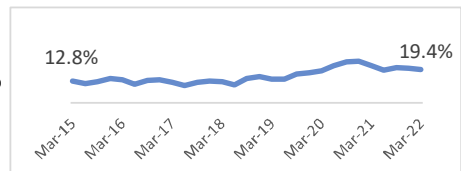
- * 3,666 people receiving Jobseeker Support in the Eastern Bay at the end of June 2022
- * Rapid rise in 2020, yet to return to historical levels



JSS Rate (18-24 yrs)



- * 19.4% of Eastern Bay young people receiving Jobseeker Support at the end of March 2022 vs national average 7.9%
- * Rapid rise during 2020, yet to return to historical levels



Car licences granted



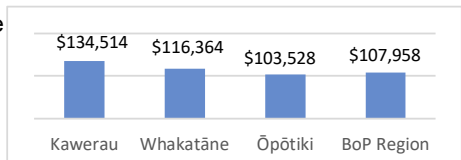
- * Annual car licences granted fell between 2016 and 2020, and rose in 2021
- * Most car licences are granted to young people



Labour productivity



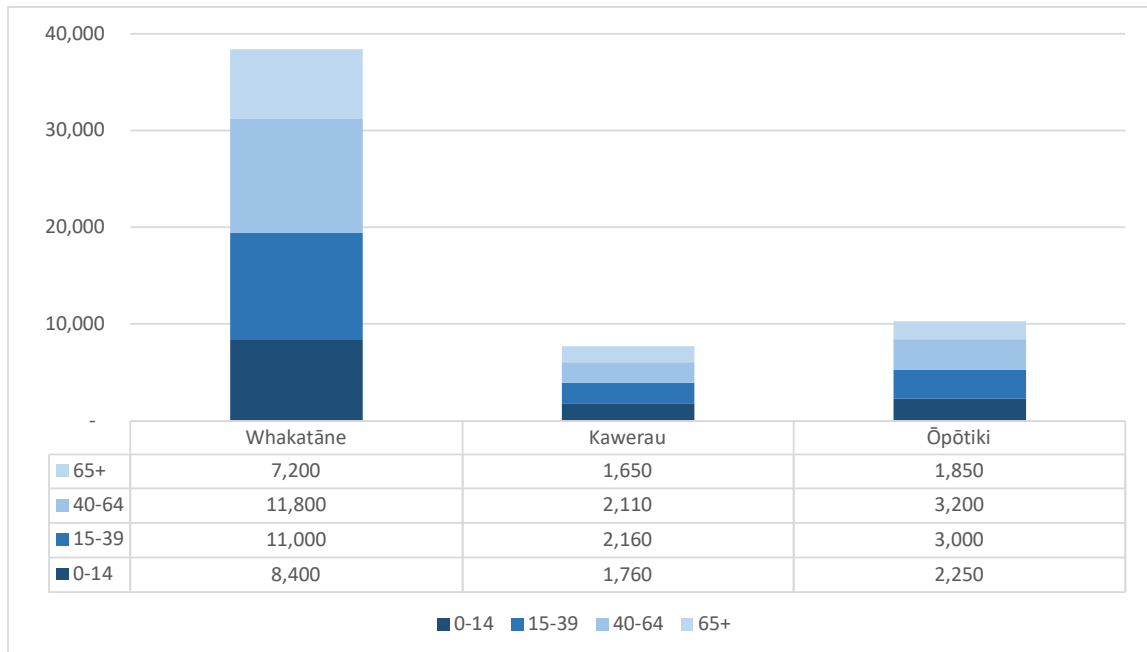
- * Productivity highest in capital-intensive Kawerau economy
- * Eastern Bay productivity growth slightly negative in recent years



POPULATION AND PROJECTIONS

As at 30 June 2021, the Eastern Bay had an estimated population of around 56,380 people. More than one-fifth (22%) of all residents were under the age of 15.

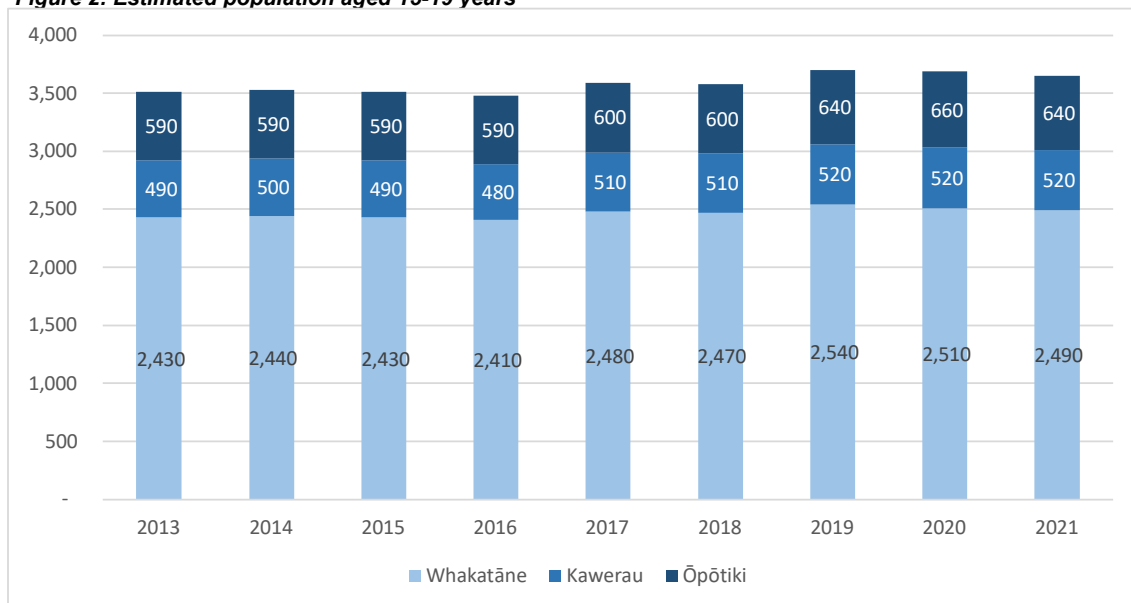
Figure 1: Population estimates by age group, June 2021



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

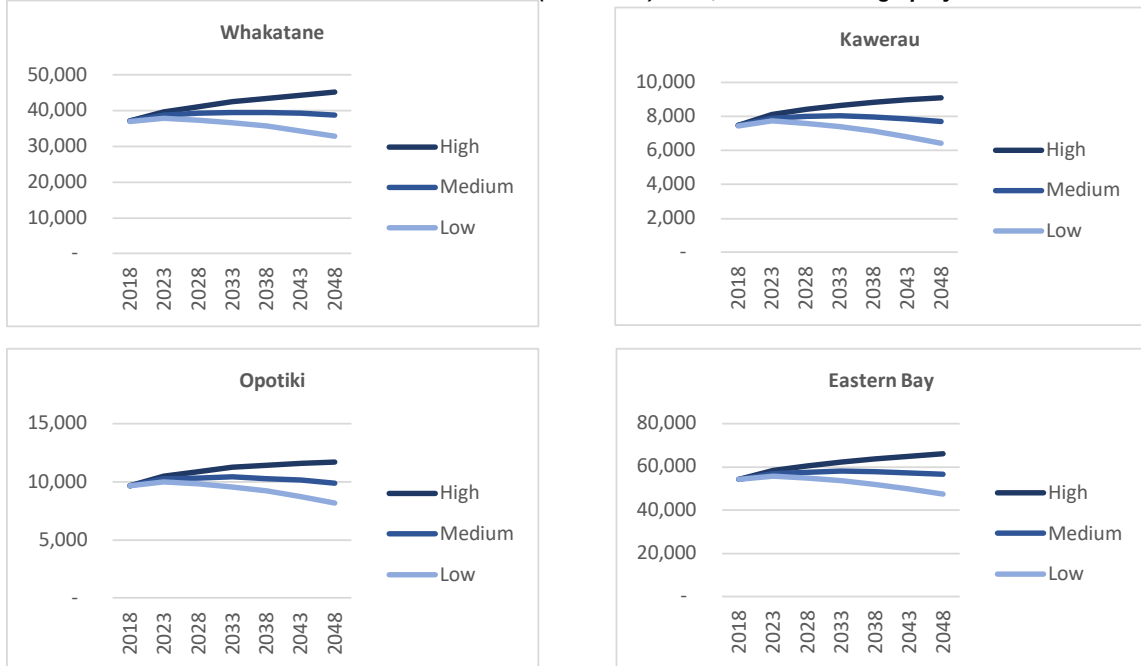
An estimated 3,650 Eastern Bay residents are aged 15-19 years. This is an age where young people are likely to be entering further education, training and the workforce. There has been a small increase in population aged 15-19 since 2016.

Figure 2: Estimated population aged 15-19 years



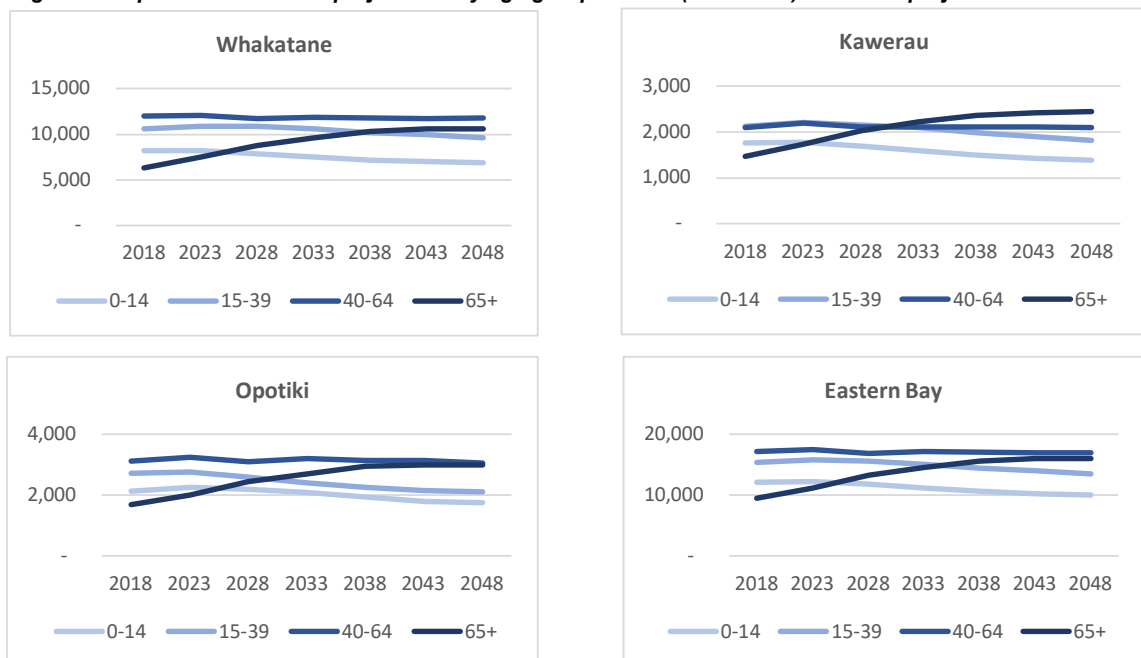
The Eastern Bay has seen a population resurgence in recent years, increasing from approximately 50,000 in 2013 to more than 56,000 in 2021. Projections using 2018 Census base show that under a medium growth scenario, the overall Eastern Bay population is expected to stay around the same level as currently.

Figure 3: Population trend and projections to 2048 (2018 base) - low, medium and high projections



The Eastern Bay's population profile is ageing. Within the next few years, there is projected to be more people aged over 65 in the Eastern Bay than there are young people under 15 years.

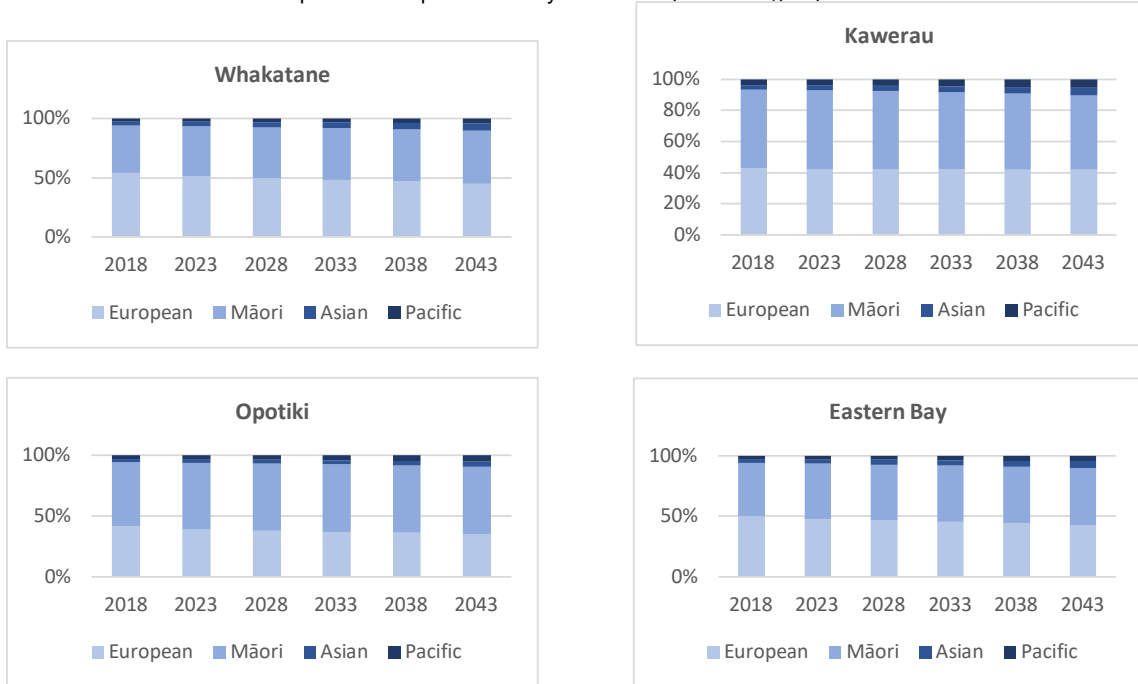
Figure 4: Population trend and projections by age group to 2048 (2018 base) - medium projection



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 2043 (2018 base) - medium projection

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

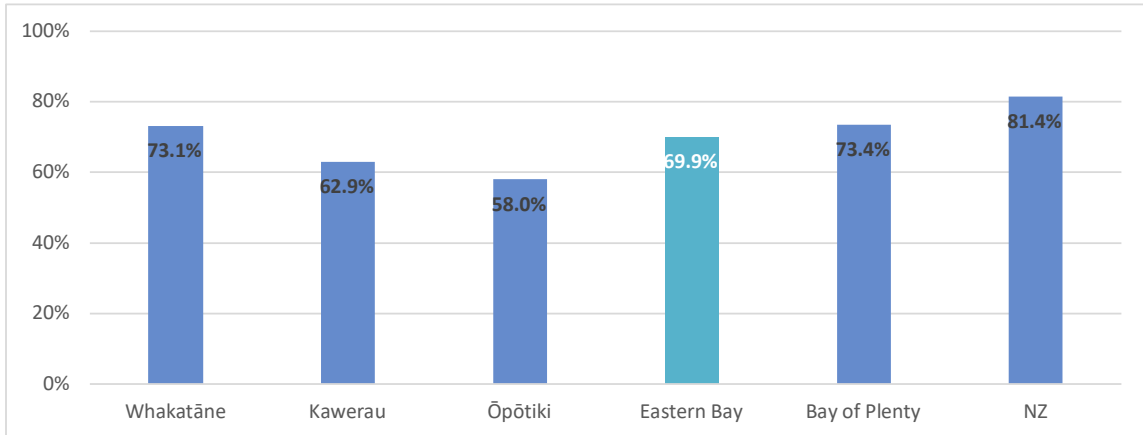


STUDENT RETENTION

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.

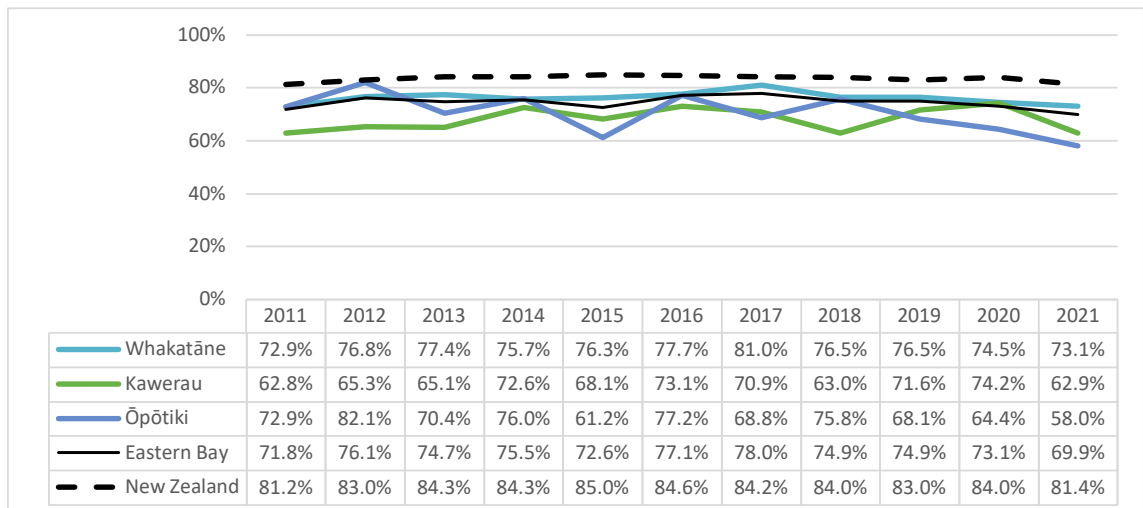
Figure 6: Percentage of school leavers staying on at school to age 17 in 2021



Nationally, the percentage of school leavers staying on at school to age 17 has declined since the peak rate in 2015. The percentage fluctuates from year-to-year at the territorial authority level, however student retention in all three territorial authorities in the Eastern Bay has been lower than the national average for at least the past decade. This indicator appears to have been trending downward for Ōpōtiki in recent years.

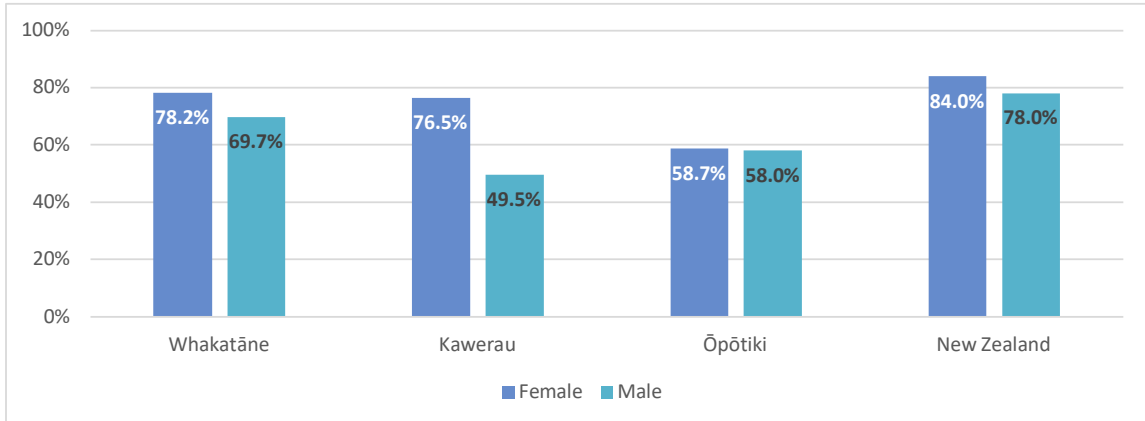
Figure 7: Trend in percentage of school leavers staying on at school to age 17

Note: Historical school leaver data is retrospectively updated each year



Similar to other parts of the country, in general more females than males in the Eastern Bay stay on at school to age 17. Ōpōtiki was an exception in 2021 with almost equal levels of retention for both males and females.

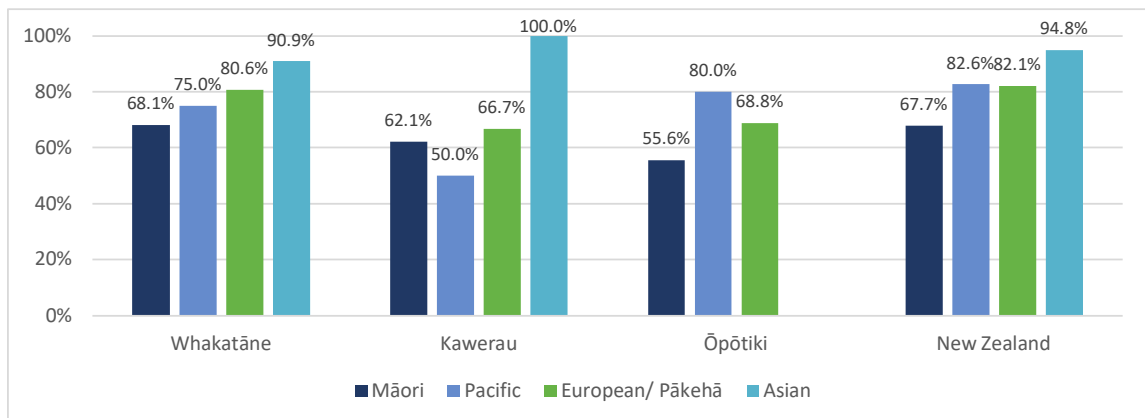
Figure 8: Percentage of school leavers staying on at school to age 17 in 2021 by gender



In 2021 as in previous years, a lower percentage of Māori school leavers stayed on at school to age 17 compared to European/Pakeha and Asian school leavers.

Figure 9: Percentage of school leavers staying on at school to age 17 in 2021 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.

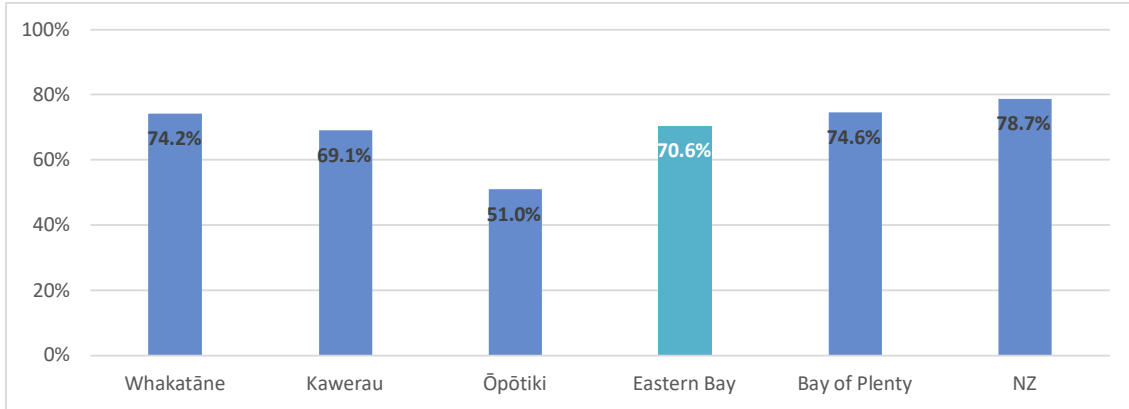


SCHOOL LEAVERS WITH NCEA LEVEL 2 OR ABOVE

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.

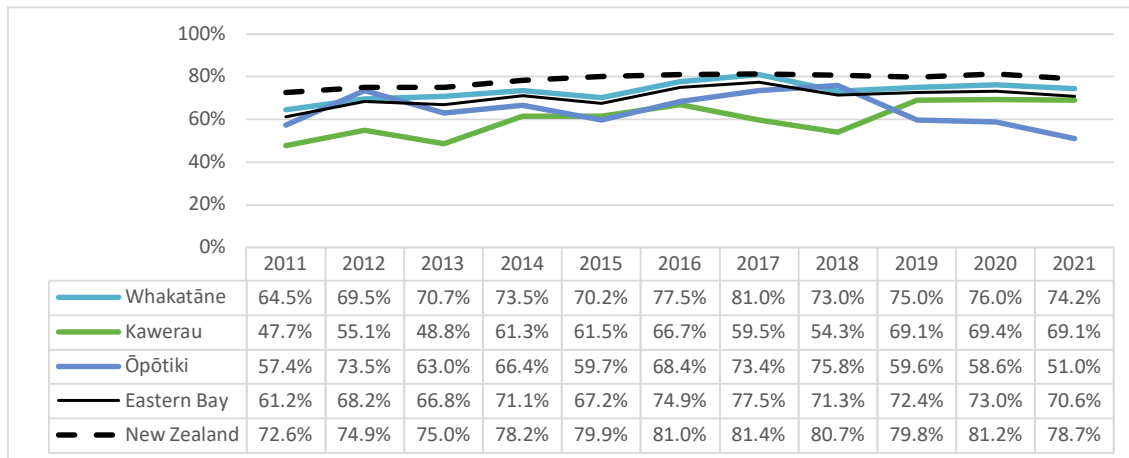
Figure 10: Percentage of school leavers with NCEA Level 2 or above in 2021



The percentage of school leavers with NCEA Level 2 fluctuates from year-to-year at the territorial authority level but appears to have been trending downward for Ōpōtiki in recent years.

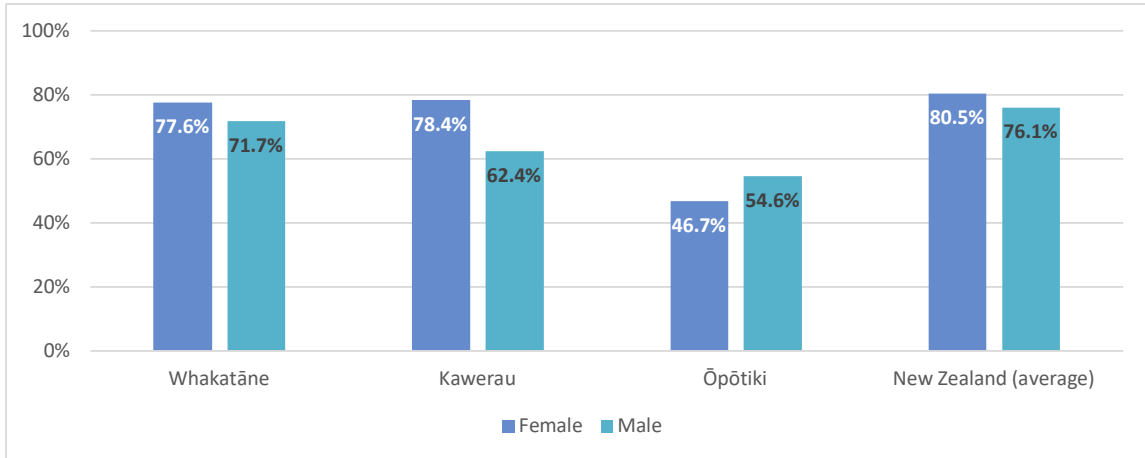
Figure 11: Trend in percentage of school leavers with NCEA Level 2 or above

Note: Historical school leaver data is retrospectively updated each year



Similar to other parts of the country, generally more females than males in the Eastern Bay leave school with at least NCEA Level 2. Ōpōtiki was an exception in 2021 with a higher percentage of males attaining NCEA Level 2 or above.

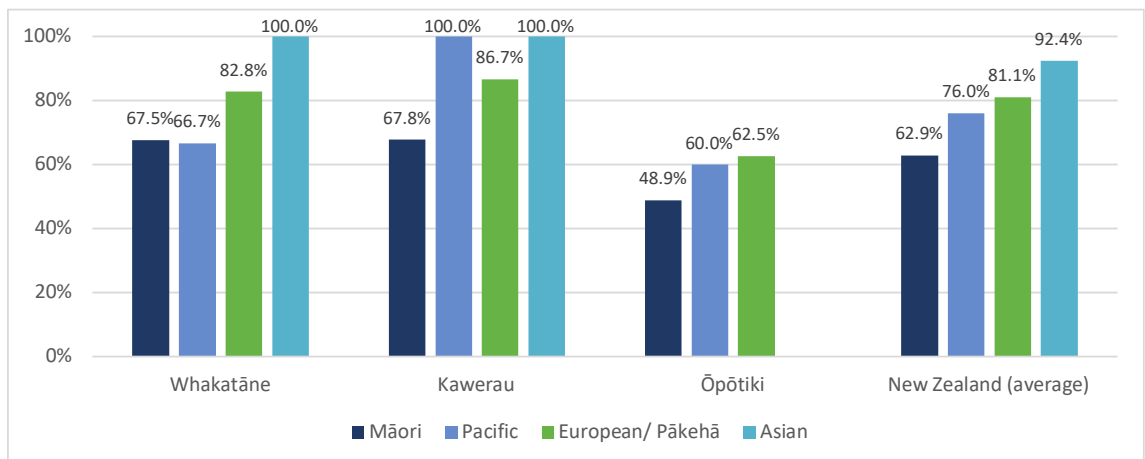
Figure 12: Percentage of school leavers with NCEA Level 2 or above in 2021 by gender



A lower percentage of Māori school leavers attained NCEA Level 2 or above in 2021 compared to European/Pakeha and Asian school leavers.

Figure 13: Percentage of school leavers with NCEA Level 2 or above in 2021 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.

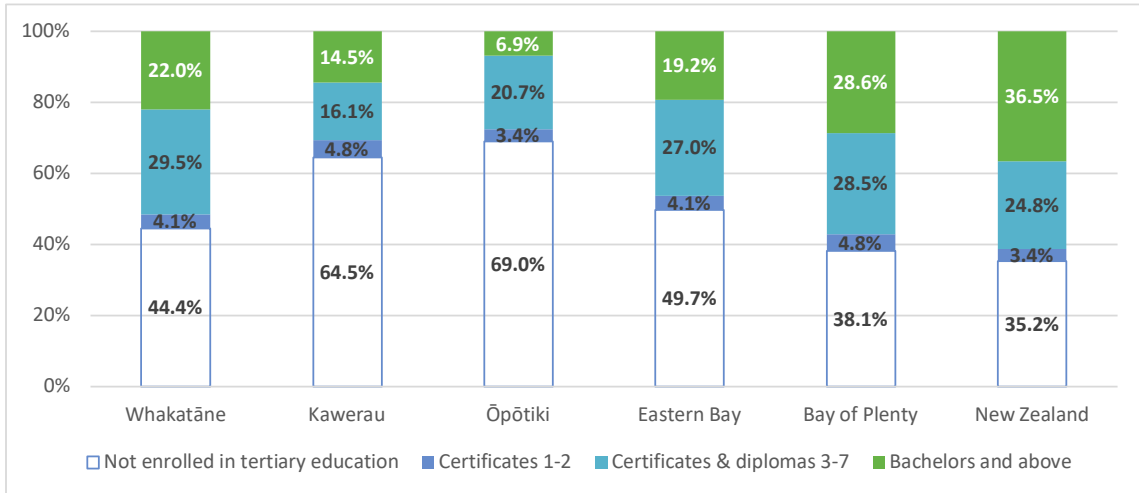


SCHOOL LEAVER DESTINATIONS

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

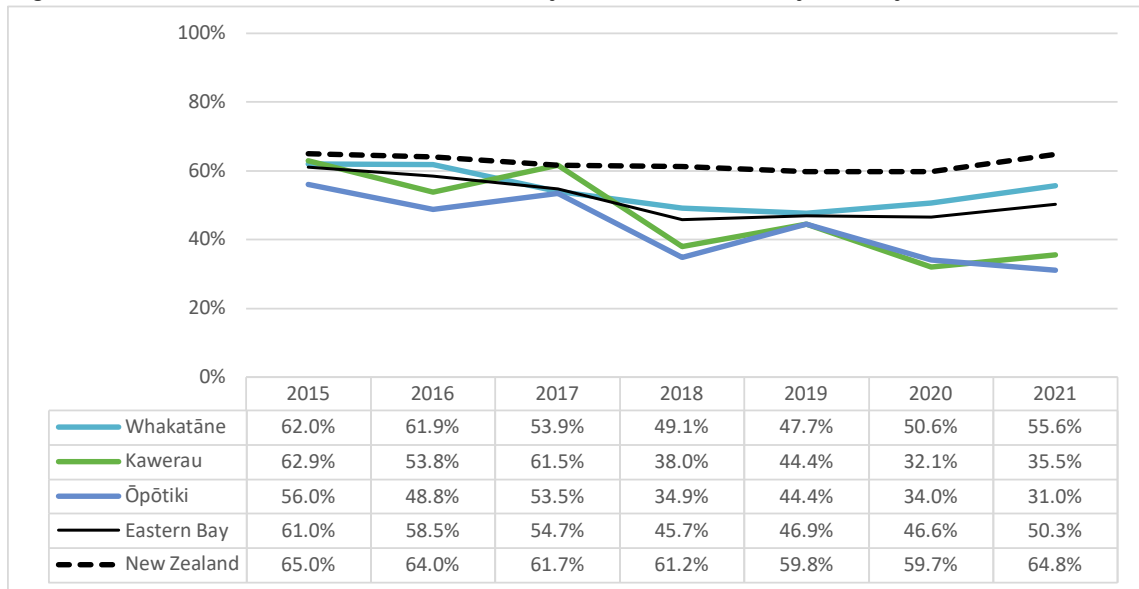
The percentage of school leavers in the Eastern Bay who enrol in some form of tertiary education in their first year after leaving is lower than the national average, particularly in Ōpōtiki and Kawerau.

Figure 14: Percentage of 2020 school leavers by destination in 2021



The percentage of school leavers in the Eastern Bay who enrol in tertiary education has been decreasing in recent years, leading to a substantial gap from the national average particularly in Ōpōtiki and Kawerau.

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

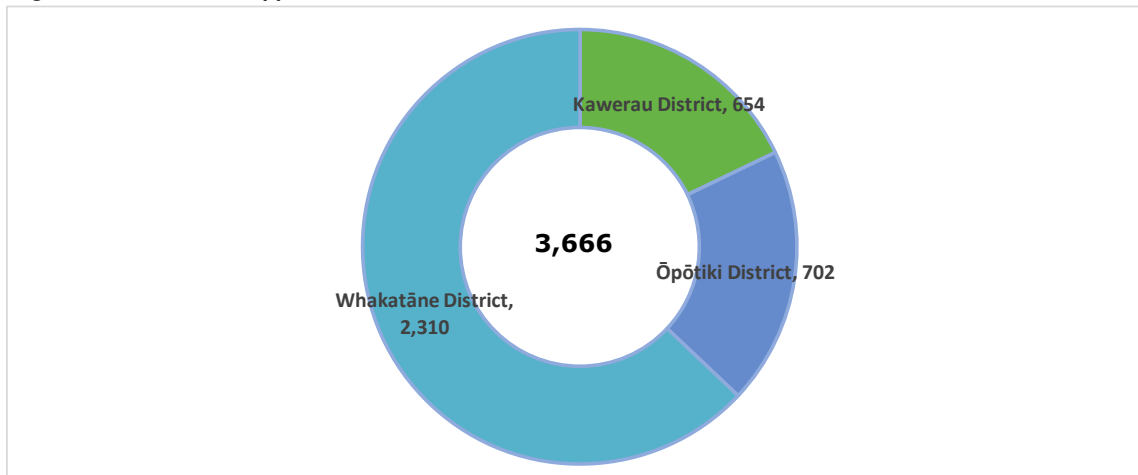


JOBSEEKER SUPPORT

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.

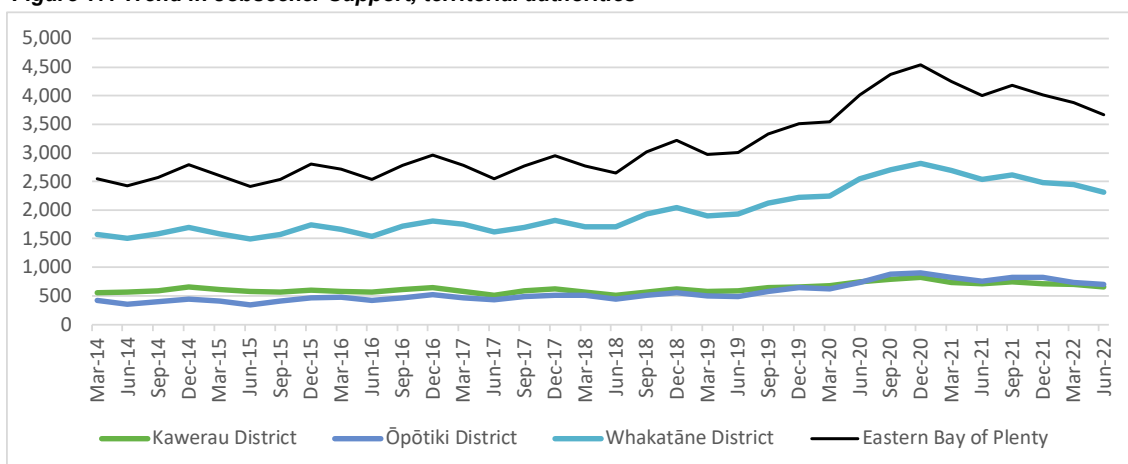
There were 3,666 people receiving Jobseeker Support in the Eastern Bay at the end of June 2022, comprising 2,310 who lived in Whakatāne, 702 Ōpōtiki and 654 Kawerau. Note this includes both Jobseeker Work Ready Support and Jobseeker Health Condition or Disability Support.

Figure 16: Jobseeker Support, territorial authorities as at end of June 2022



The number of Eastern Bay residents receiving Jobseeker Work-Ready Support is lower than a year ago but labour market recovery is very slow due to the ongoing pandemic. Latest quarterly TA data shows an 8% year-on-year reduction from 3,999 at the end of June 2021 to 3,666 in June 2022. Part of this reduction is due to removal of the Subsequent Child policy from November 2021, which reduced the number of Jobseeker Support recipients and increased Sole Parent Support numbers.

Figure 17: Trend in Jobseeker Support, territorial authorities



JSS RATE (18-24 YRS)

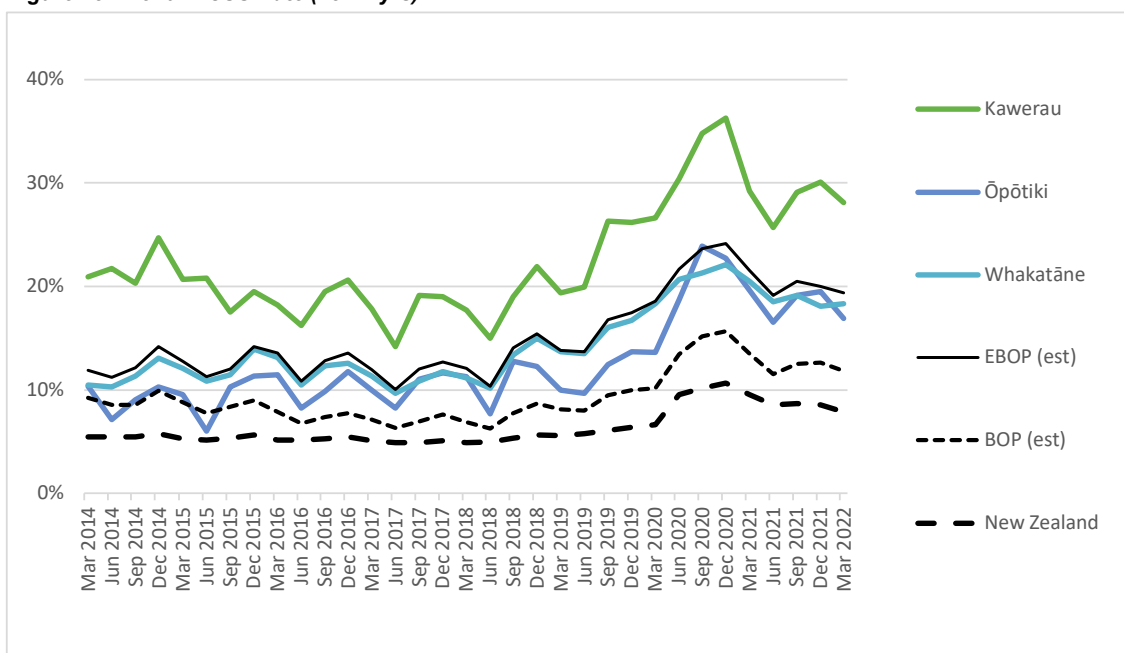
JSS Rate (18-24 yrs) is a youth-focused indicator which enables direct comparisons between territorial authorities (TAs) regardless of their population size differences. It is measured quarterly as the number of Job Seeker Support recipients aged 18-24 divided by the estimated population aged 18-24 within each territorial authority (TA) and for New Zealand overall. For this report, rates for Eastern Bay and the BOP Region are also estimated using June 2021 estimated population of young people in each TA.

Data in this section includes relates to combined Jobseeker Work-Ready and Jobseeker Health Condition or Disability Support grants. The TA and national data below were collated and made publicly available quarterly by Dot Loves Data in partnership with the Mayors Taskforce for Jobs (MTFJ). There is a 2-3 month delay after MSD Benefit Fact Sheets are updated before the 18-24 years JSS Rate data are available.

The Eastern Bay's JSS Rate (18-24 yrs) has historically been in the range 10-15%, substantially higher than the national average of 5-6%. From 2018-19, the JSS Rate began rising at both the national and regional level. This adverse trend was exacerbated by the COVID-19 pandemic in 2020 and subsequent outbreaks in 2021. As at March 2022, the JSS Rate remains higher than historical levels.

In the March 2022 quarter, the Eastern Bay's JSS Rate (18-24 yrs) was highest in Kawerau (28.1%), followed by Whakatāne (18.3%) and Ōpōtiki (16.9%). The Eastern Bay overall JSS Rate was estimated to be approximately 19.4% compared to the BOP Region 11.9% and New Zealand overall 7.9%.

Figure 18: Trend in JSS Rate (18-24 yrs)



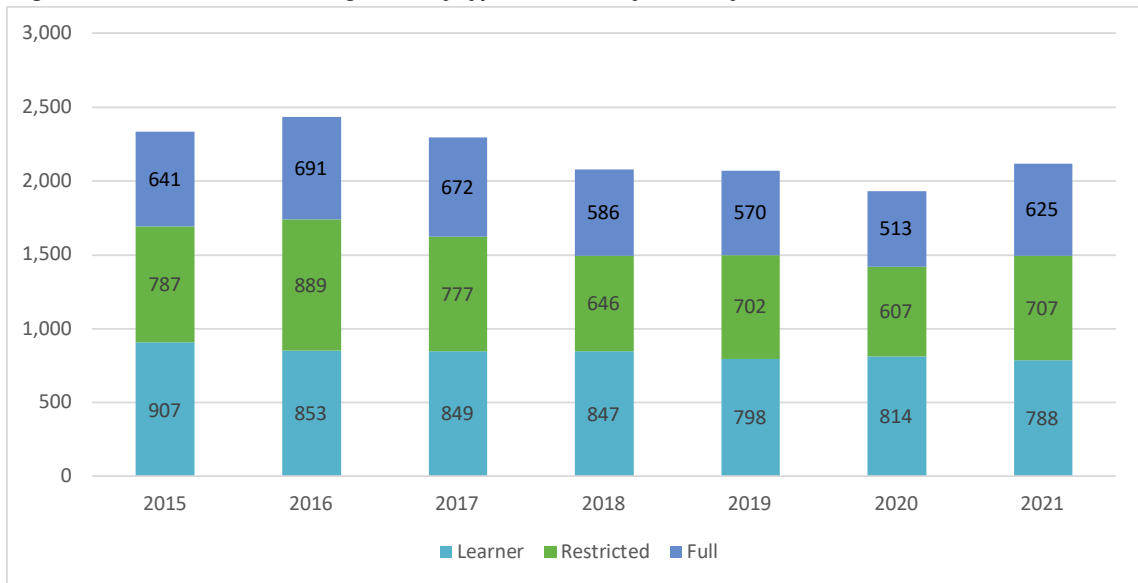
Source: Data from MTFJ Youth Employment Dashboard www.mtfj.co.nz/youth-employment-dashboard, with rate for Eastern Bay estimated using June 2021 estimated youth population weighting per TA.

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. There are three types (levels) of car licence: Learner, Restricted and Full.

Following a downward trend over the period 2016 to 2020, the annual number of car licences granted increased to 2,120 in 2021.

Figure 19: Trend in car licences granted by type, Eastern Bay of Plenty



The annual number of car licences granted in 2021 was higher than 2020 in all three territorial authorities in the Eastern Bay.

Figure 20a: Trend in total car licences granted, territorial authorities

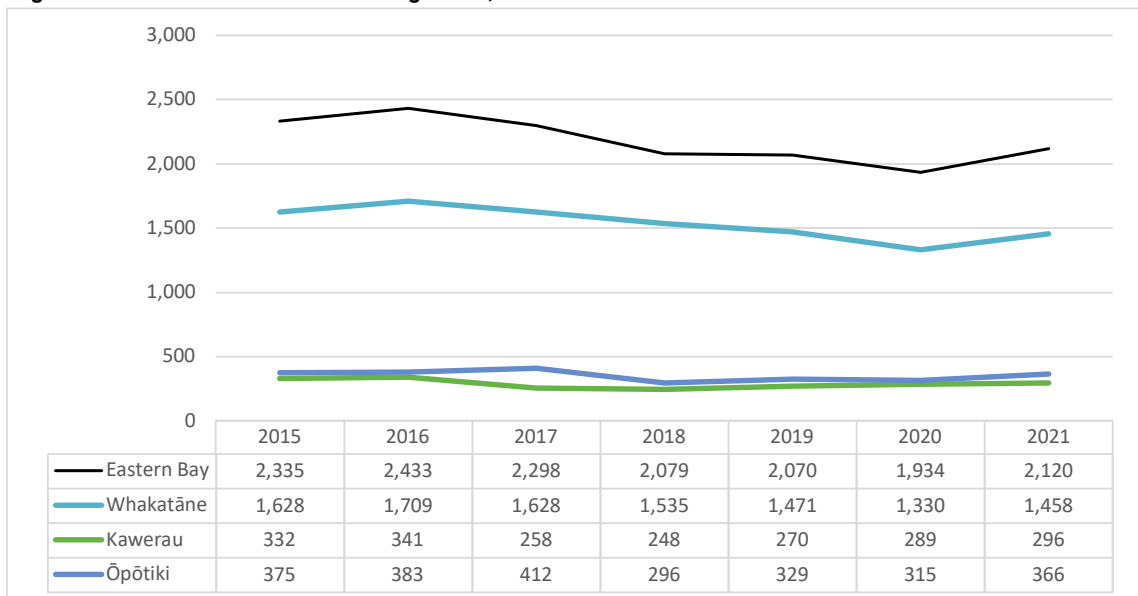


Figure 20b: Trend in car licences granted by licence type, Whakatāne District

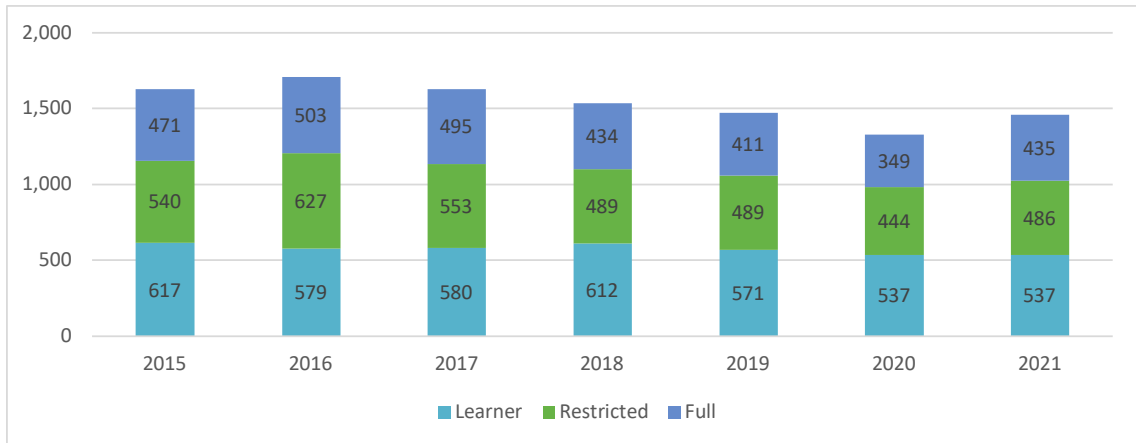


Figure 20c: Trend in car licences granted by licence type, Kawerau District

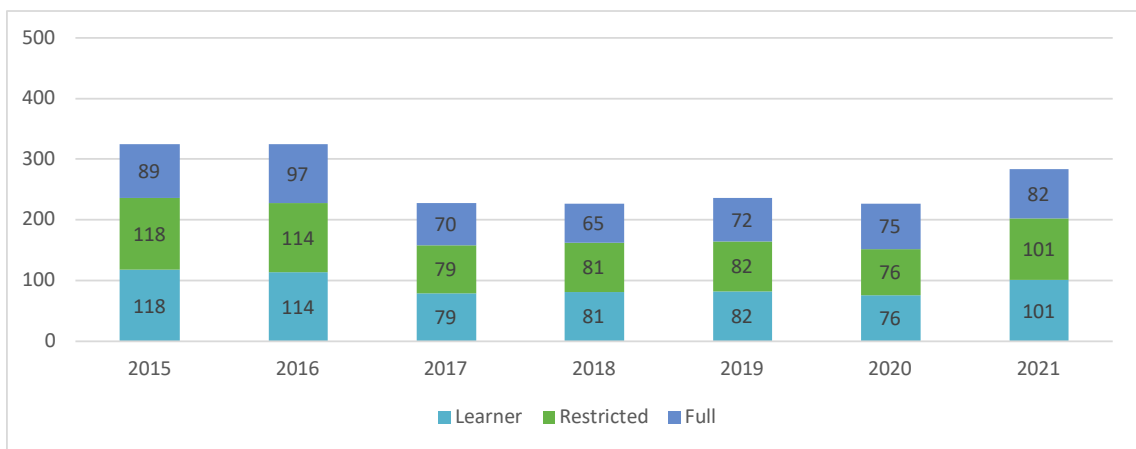
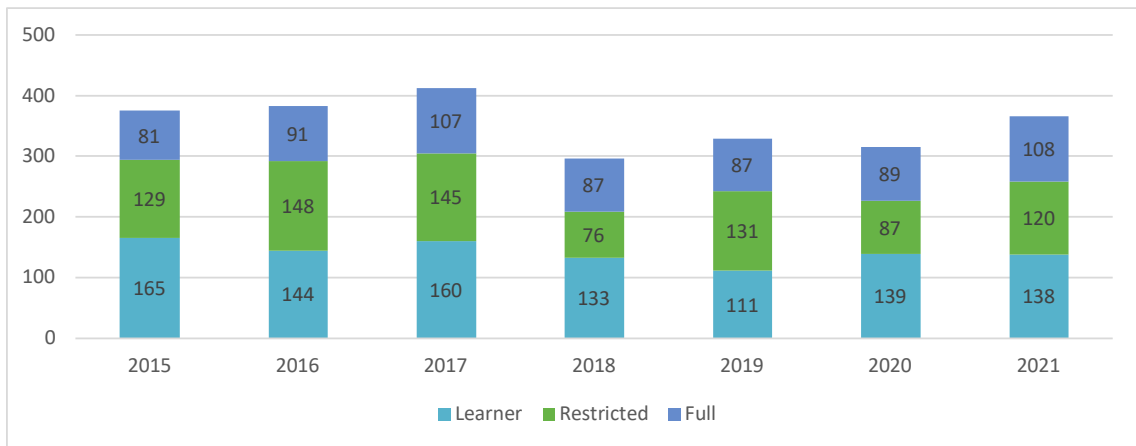
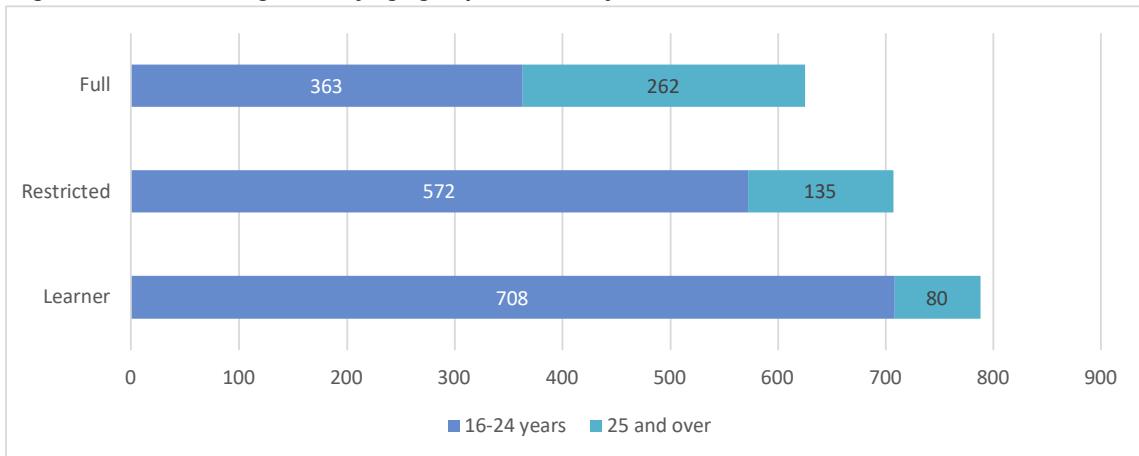


Figure 20d: Trend in car licences granted by licence type, Ōpōtiki District



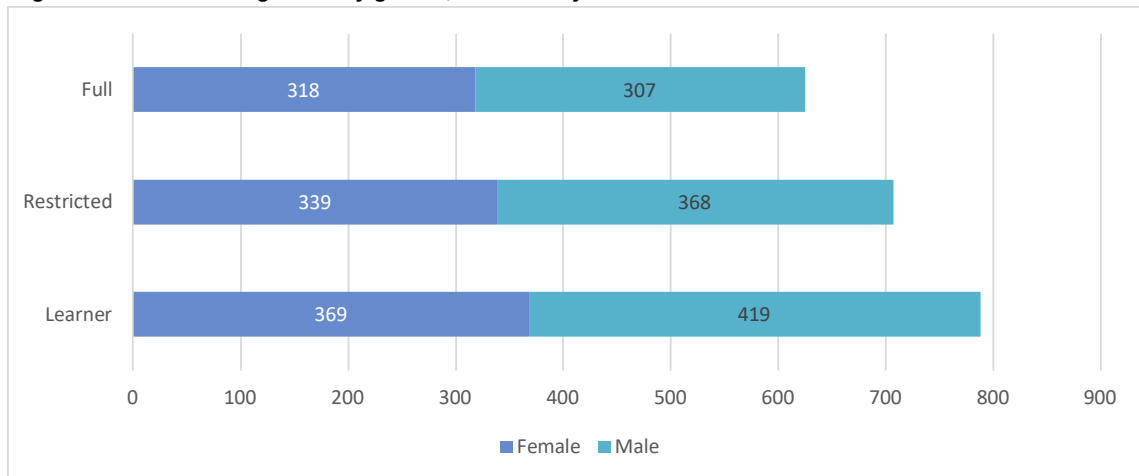
Most licences granted in 2021 were Learner or Restricted, and mostly to young people.

Figure 21: Car licences granted by age group, Eastern Bay 2021



Overall, more males than females were granted car licences in 2021 in the Eastern Bay.

Figure 22: Car licences granted by gender, Eastern Bay 2021

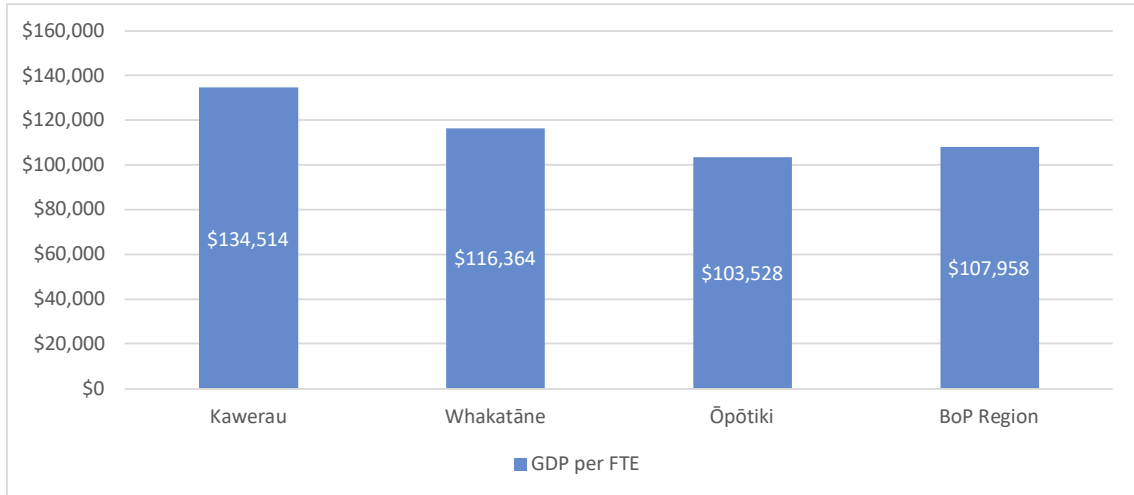


LABOUR PRODUCTIVITY

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.

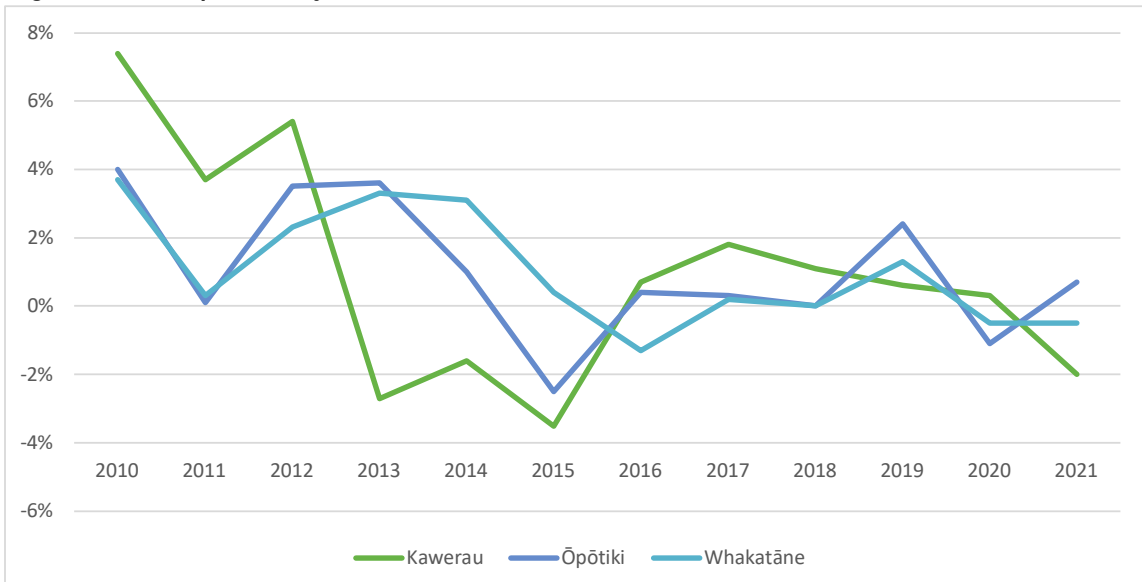
Due to the industrial nature of Kawerau's economy, labour productivity is substantially higher (\$134,514 per filled job) than in Whakatāne (\$116,364) or Ōpōtiki (\$103,528).

Figure 23: Labour productivity 2021 (GDP per filled job)



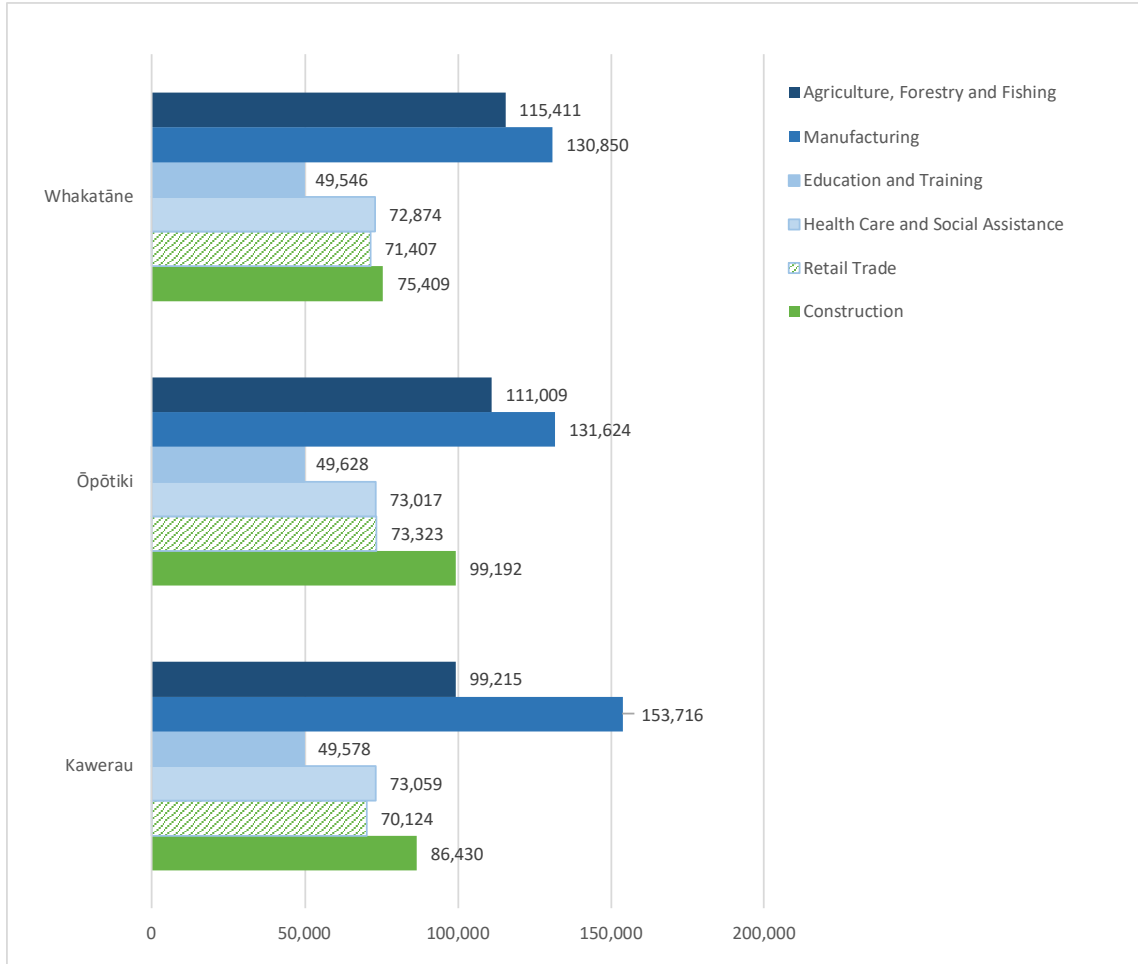
Labour productivity trends across the Eastern Bay fell in the mid-2010s, stabilised at around 1% per annum growth for several years, and more recently fell back into negative territory.

Figure 24: Labour productivity trend 2010-21



Out of the top six employing industries in the Eastern Bay, the highest level of labour productivity is associated with manufacturing. While the pattern differs between TA areas, generally speaking workers employed in capital and technology-intensive industries tend to have higher productivity than those in more labour-intensive industries.

Figure 25: Labour productivity in high-employment industries



Contact Toi EDA

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

Email info@toi-eda.co.nz

Website www.toi-eda.co.nz



Toi EDA is the Eastern Bay of Plenty Regional Economic Development Agency.

Our mission is to ensure future generations have better opportunities and outcomes. Thriving communities depend on sustainable economic development, and a well skilled workforce is a key enabler to that. As part of our workforce development focus we generate and share information to raise awareness and aspirations, inform collective effort and action, and monitor our progress.

Our workforce development information and monitoring including this and other documents can be found at Workforce Development (toi-eda.co.nz).

This document was prepared for Toi EDA by Paul Killerby.

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