



# EASTERN BAY OF PLENTY ANNUAL LABOUR SUPPLY REPORT

MARCH 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	75%	71%	61%	72%	76%	83%
NCEA Level 2 or above	76%	69%	55%	72%	78%	81%
Enrolled in tertiary ed	51%	32%	33%	46%	56%	60%
Jobseeker (total)	2,541	705	753	3,999	15,378	110,790
JSS Rate (18-24 yrs)	18%	30%	20%	20%	13%	9%
Car licences granted	1,330	289	315	1,934	n/a	n/a
Labour productivity	\$116,364	\$134,514	\$103,528	n/a	\$107,958	n/a

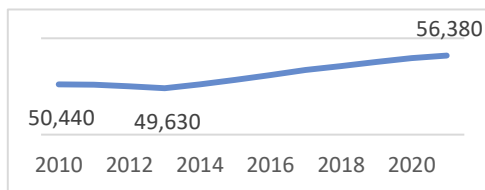


## SUMMARY FINDINGS

### Population estimate



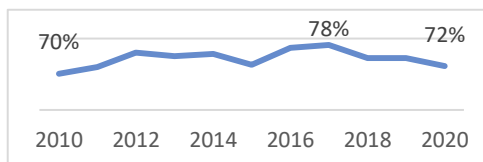
- As at June 2021, Eastern Bay population estimate 56,380
- 3,650 aged 15-19 years
- Ageing population
- More culturally diverse



### Student retention



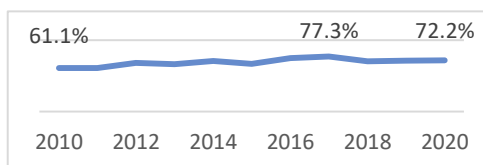
- Fewer than NZ average young people stay at school to age 17
- Fewer males and Māori stay at school to age 17



### School leavers with NCEA Level 2 or above



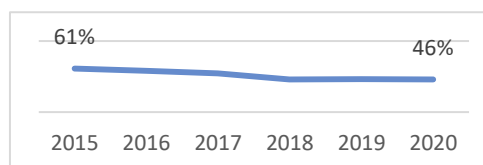
- Fewer than NZ average leave school with NCEA Level 2 or above
- Fewer males and Māori leave school with NCEA Level 2 or above



### School leaver destinations



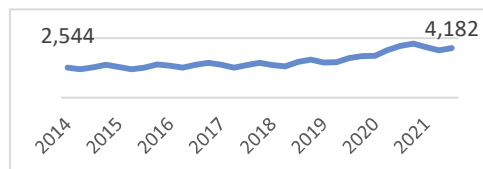
- Fewer than NZ average school leavers enrol in further education or training
- Downward trend over time



### Jobseeker Support



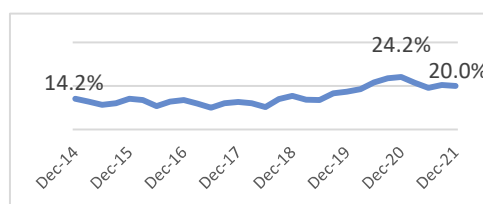
- 4,182 people receiving Jobseeker Support in the Eastern Bay at the end of September 2021
- Rapid rise during 2020, yet to fully return to historical levels



### JSS Rate (18-24 yrs)



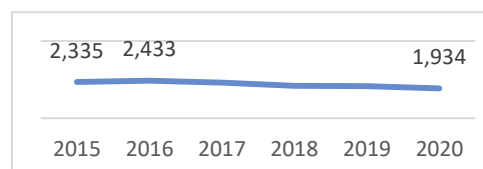
- 20.0% of Eastern Bay young people receiving Jobseeker Support at the end of December 2021 vs national average 8.6%
- Rapid rise during 2020



### Car licences granted



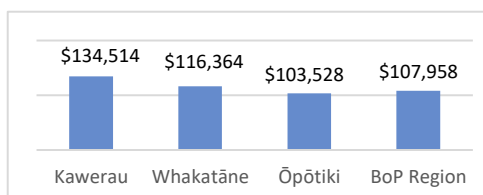
- Annual car licences granted has fallen since 2016
- Most car licences are granted to young people



### Labour productivity



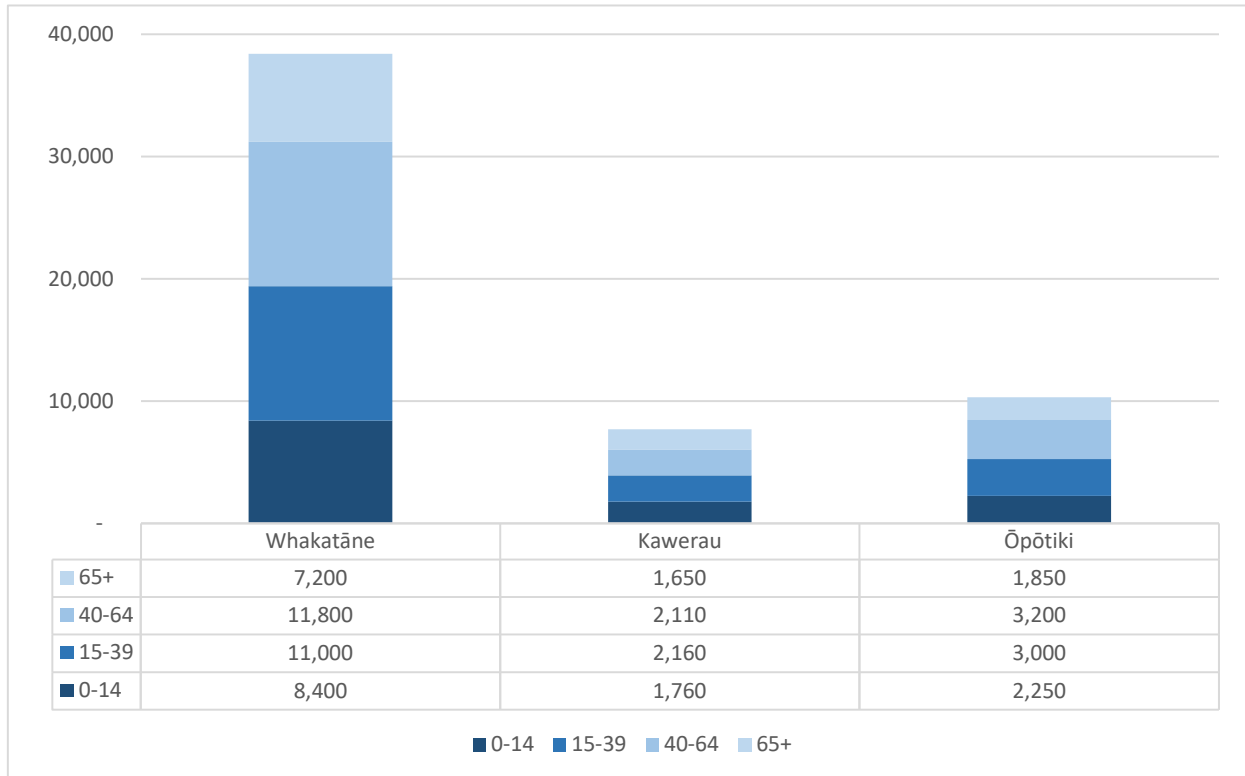
- Productivity highest in capital-intensive Kawerau economy
- Eastern Bay productivity growth slightly negative in recent years



## POPULATION AND PROJECTIONS

As at 30 June 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.

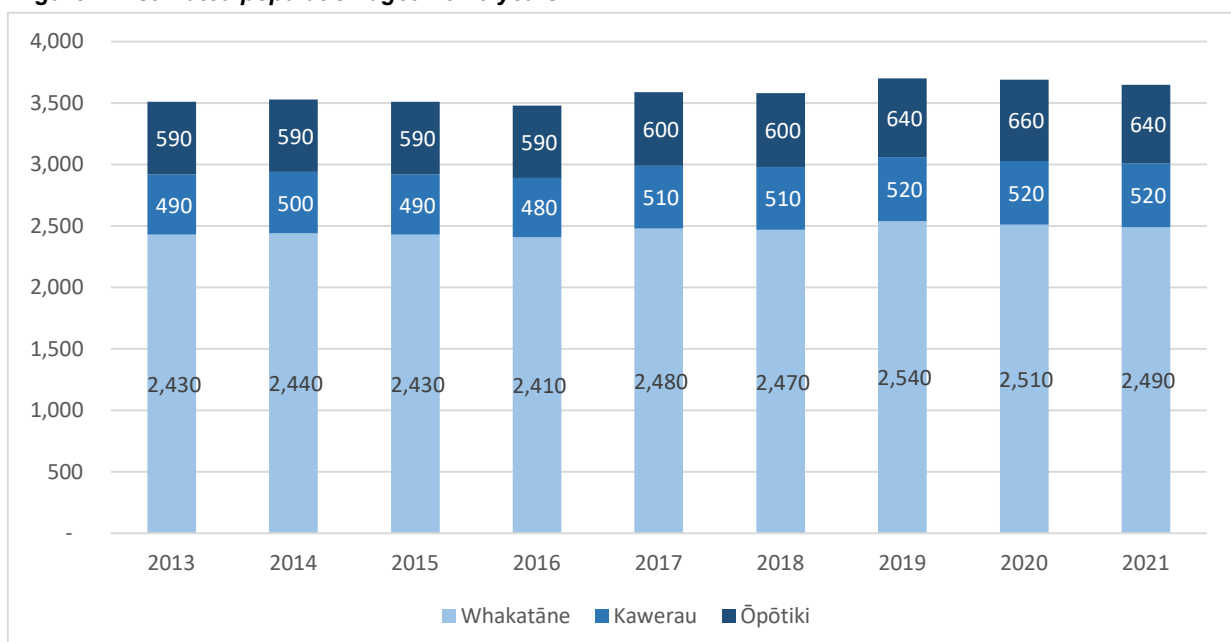
**Figure 1: Population estimates by age group, June 2021**



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

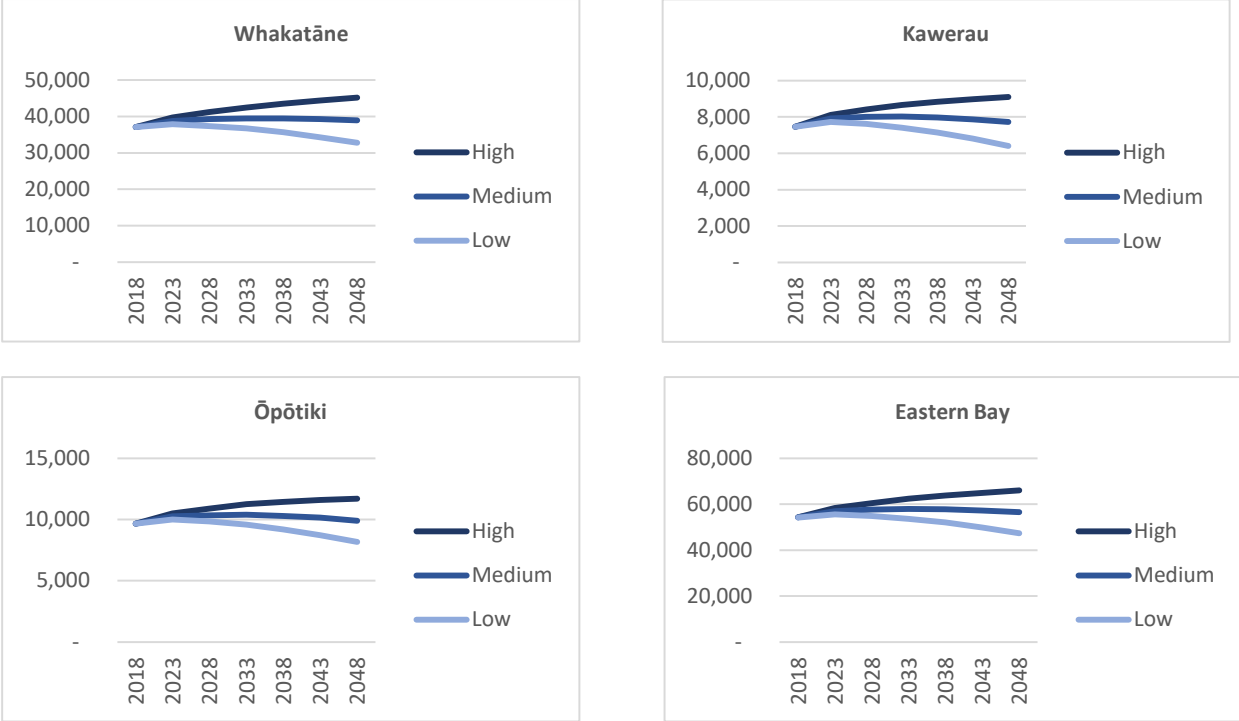
An estimated 3,650 Eastern Bay residents are aged 15-19 years. This is an age where young people are likely to be entering further education, training and the workforce. There has been a small increase in population aged 15-19 since 2016.

**Figure 2: Estimated population aged 15-19 years**



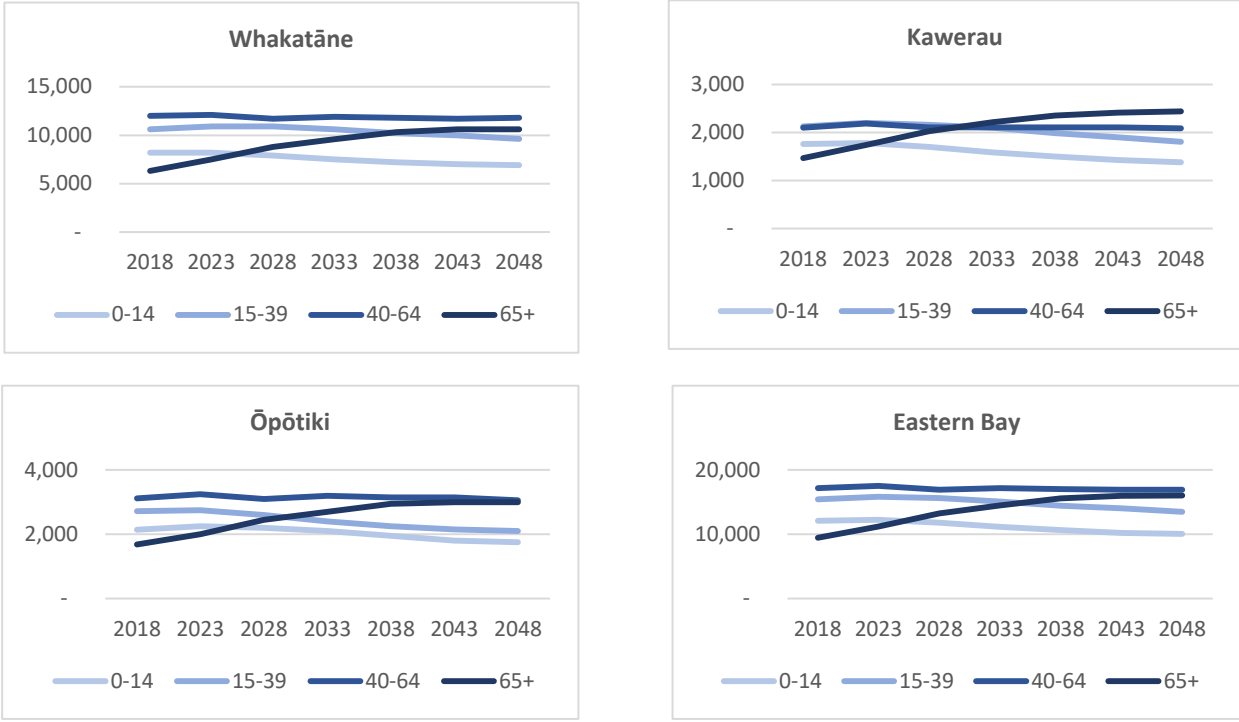
The Eastern Bay population has seen a resurgence in recent years, increasing from approximately 50,000 in 2013 to more than 56,000 in 2021. This is consistent with the 'high' projection using a 2013 Census base. Updated projections using 2018 Census base show that under a medium growth scenario, the 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.

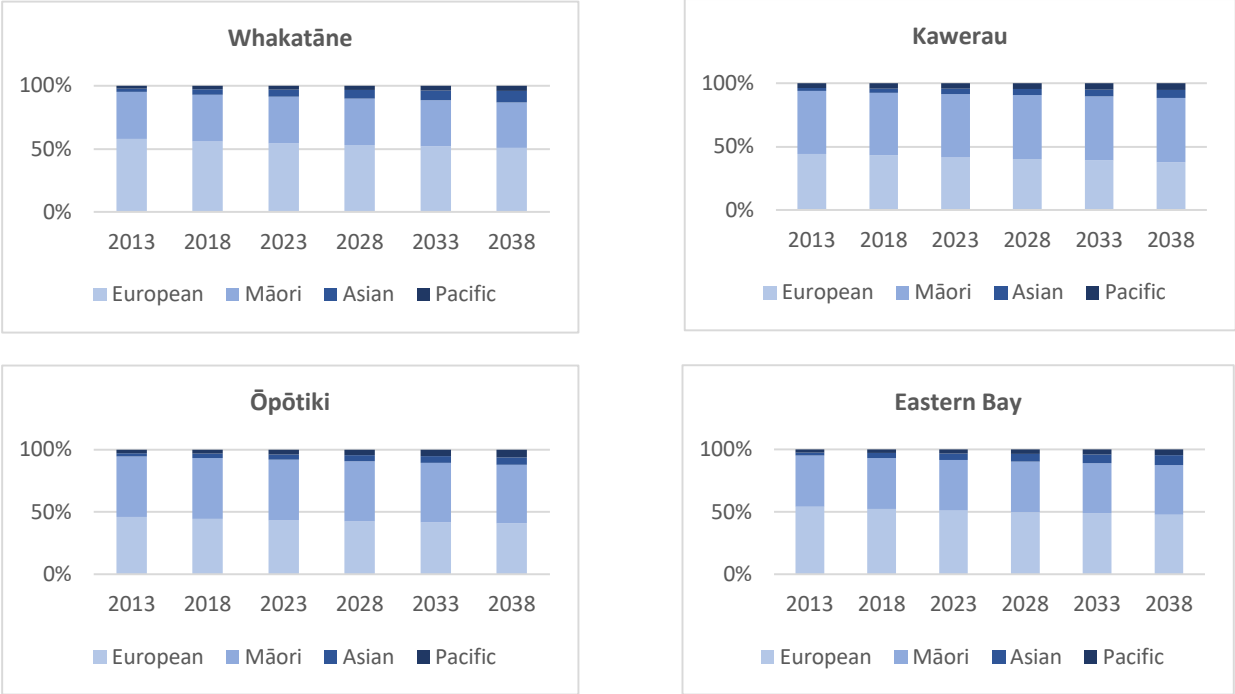
**Figure 4: Population trend and projections by age group to 2048 (2018 base) - medium projection**



The Eastern Bay population is becoming more culturally diverse, with an increasing proportion of Asian and Pacific Islands residents. Updated subnational ethnic population projections are due in 2022 using the 2018 Census base.

**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. Projections using 2018 Census base will become available in 2022.

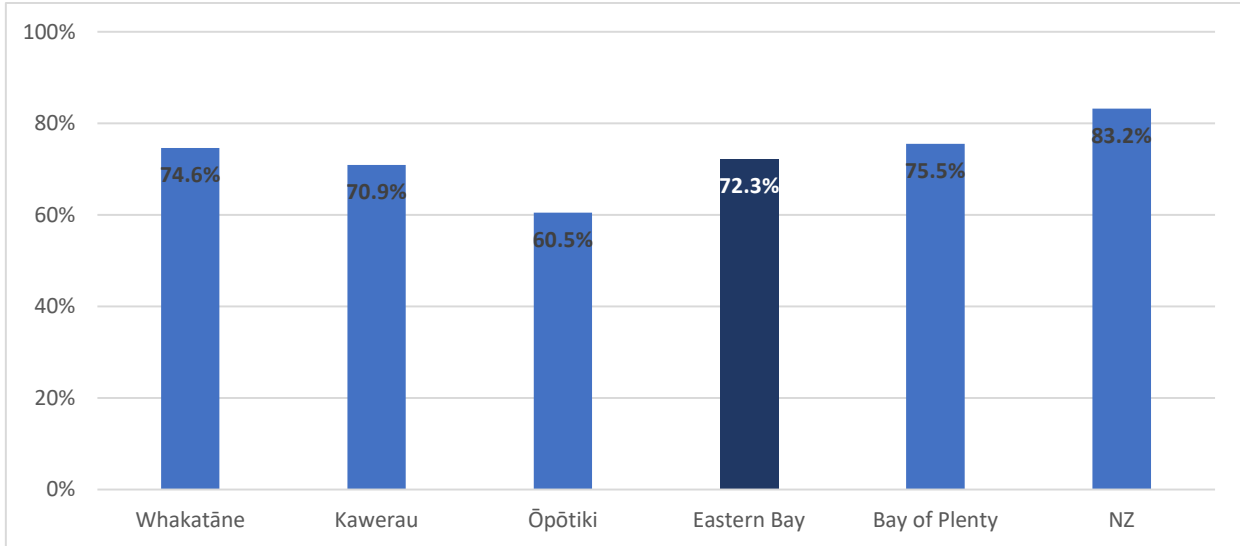


## STUDENT RETENTION

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.

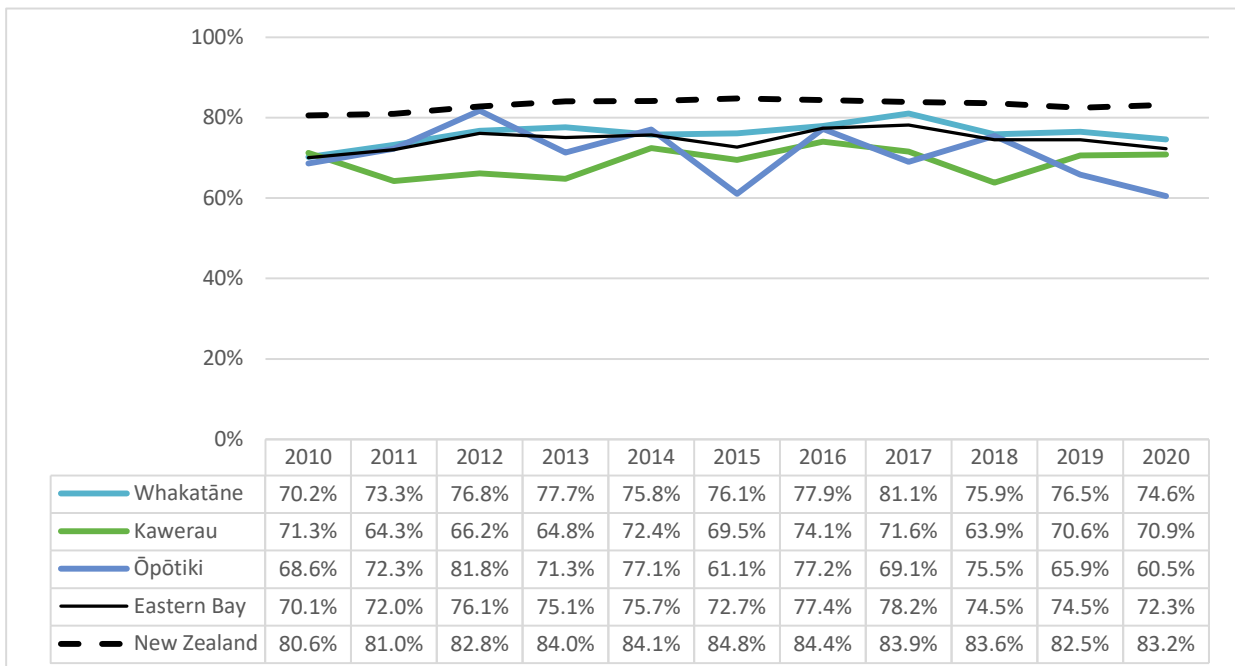
**Figure 6: Percentage of school leavers staying on at school to age 17 in 2020**



Nationally, the percentage of school leavers staying on at school to age 17 has declined slightly since 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.

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

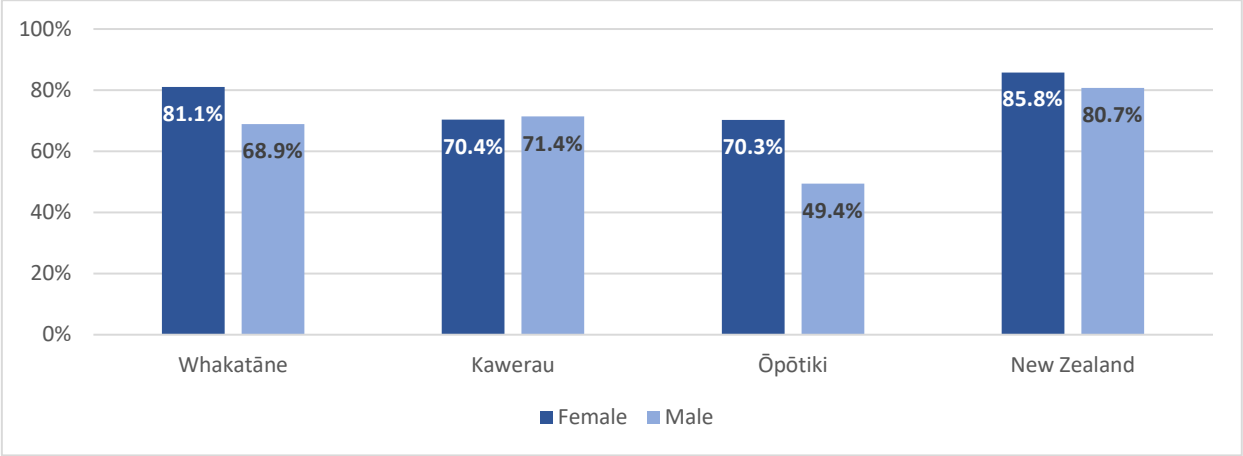
Note: Historical school leaver data is retrospectively updated each year





More females than males in the Eastern Bay stay at school to age 17. Similar to other parts of the country, generally more females than males in the Eastern Bay stay on at school to age 17. Kawerau was an exception in 2020 (based on the gender of 134 Kawerau school leavers).

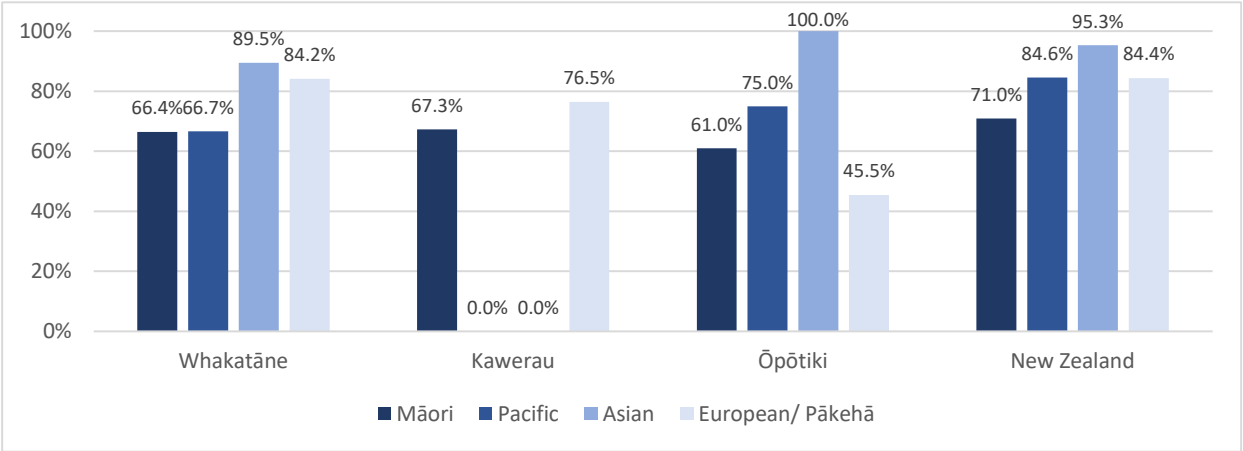
**Figure 8: Percentage of school leavers staying on at school to age 17 in 2020 by gender**



In 2020, a lower percentage of Māori school leavers stayed on at school to age 17 compared to Asian and European/Pakeha school leavers at a national level. In 2020 there was also a low level of student retention for European/Pakeha school leavers in Ōpōtiki.

**Figure 9: Percentage of school leavers staying on at school to age 17 in 2020 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.

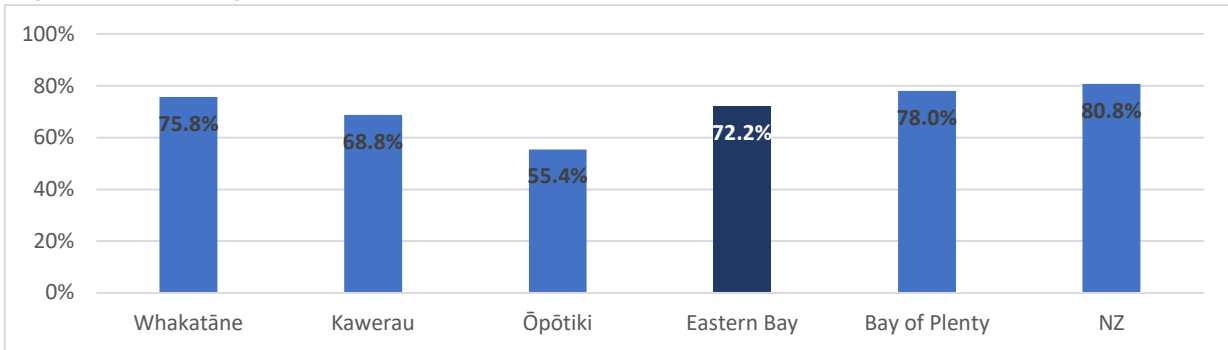


## SCHOOL LEAVERS WITH NCEA LEVEL 2 OR ABOVE

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.

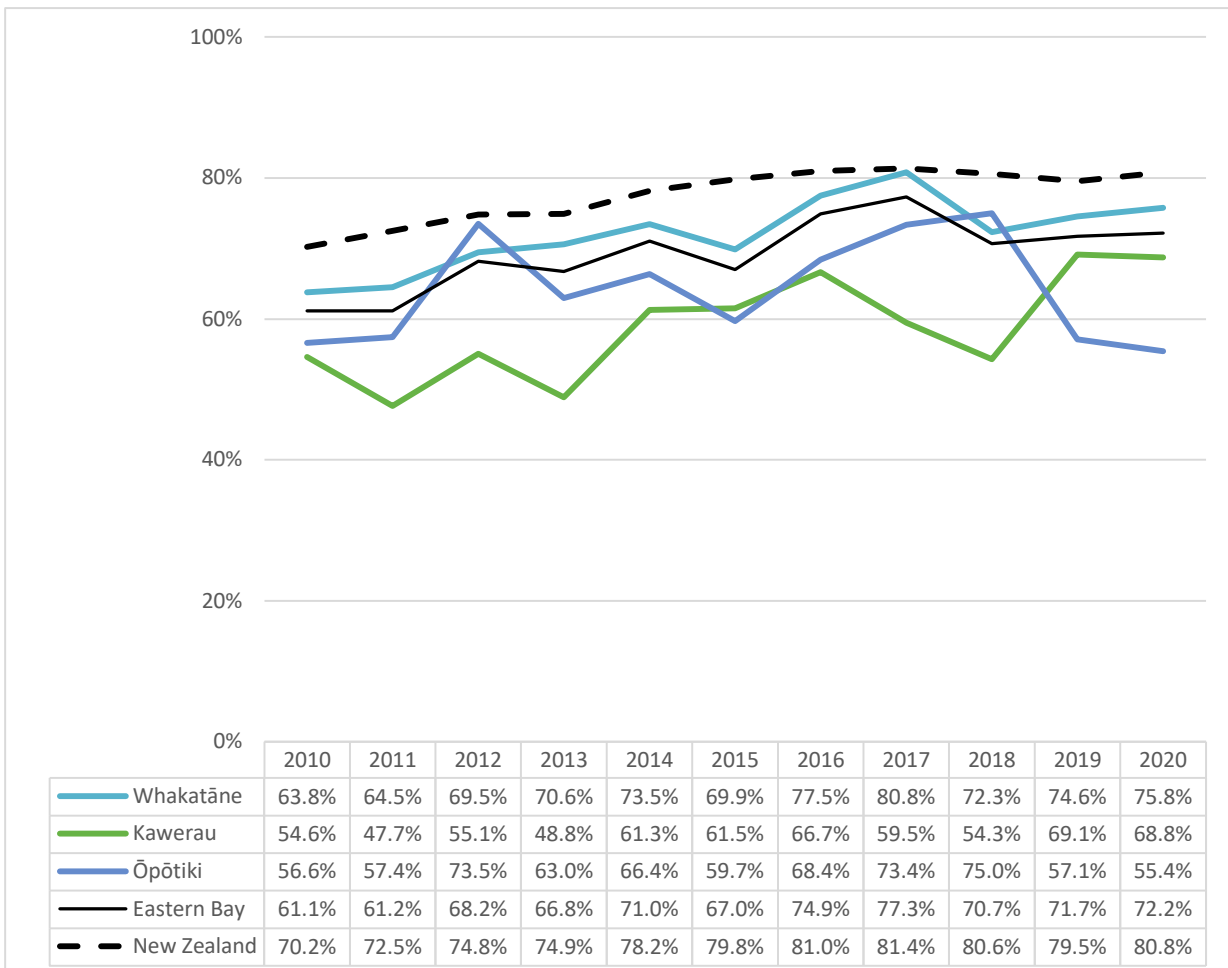
**Figure 10: Percentage of school leavers with NCEA Level 2 or above in 2020**



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

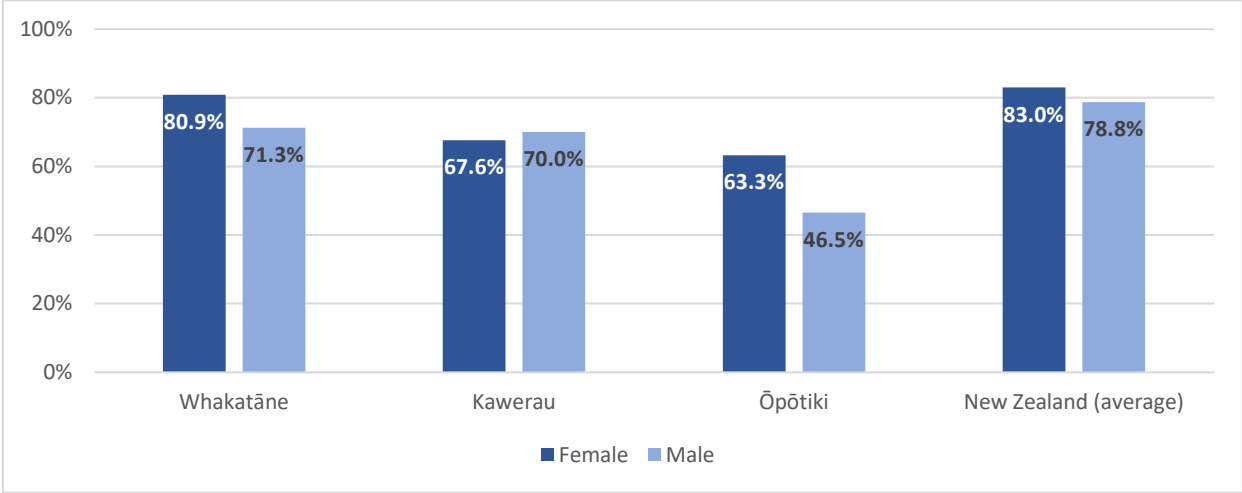
**Figure 11: Trend in percentage of school leavers with NCEA Level 2 or above**

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. Kawerau was an exception in 2020 (based on the gender of 134 Kawerau school leavers).

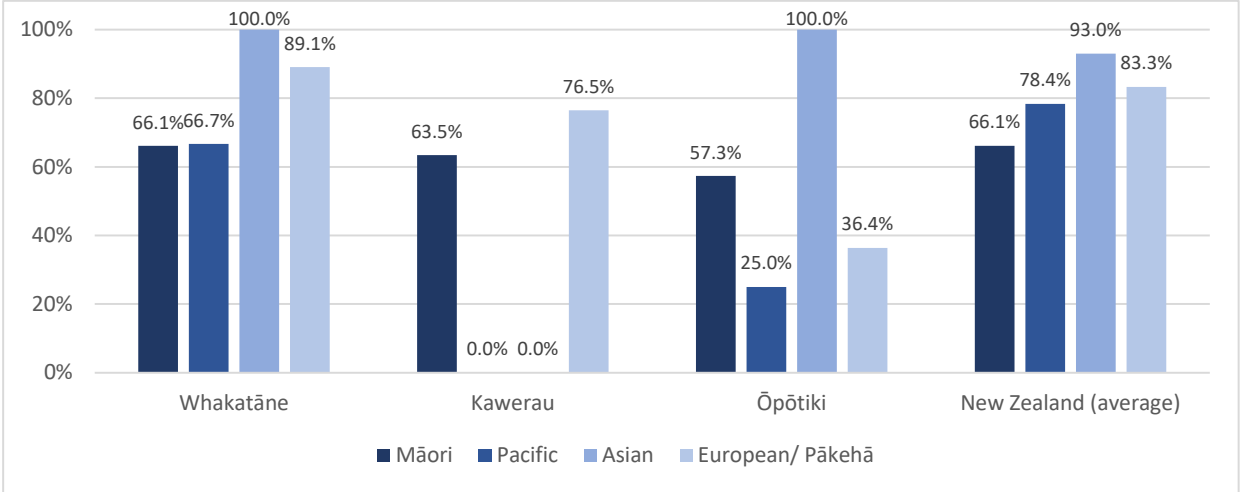
**Figure 12: Percentage of school leavers with NCEA Level 2 or above in 2020 by gender**



A lower percentage of Māori and Pacific Islands school leavers throughout the Eastern Bay attained NCEA Level 2 or above in 2020 compared to Asian and European/Pakeha school leavers nationally. In 2020 there was also a low percentage of attainment for European/Pakeha school leavers in Ōpōtiki.

**Figure 13: Percentage of school leavers with NCEA Level 2 or above in 2020 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.

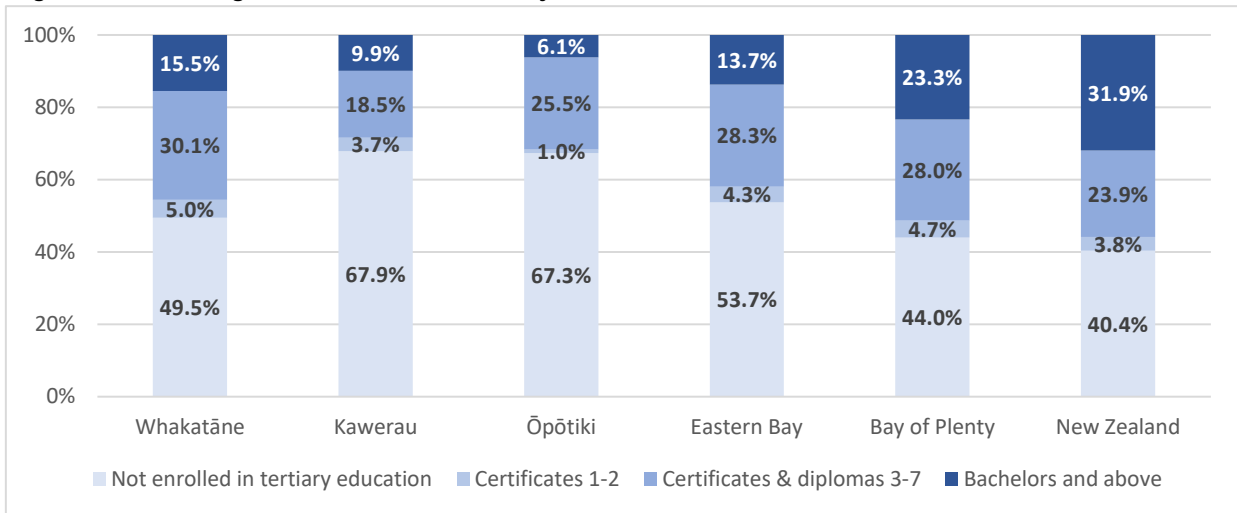


## SCHOOL LEAVER DESTINATIONS

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

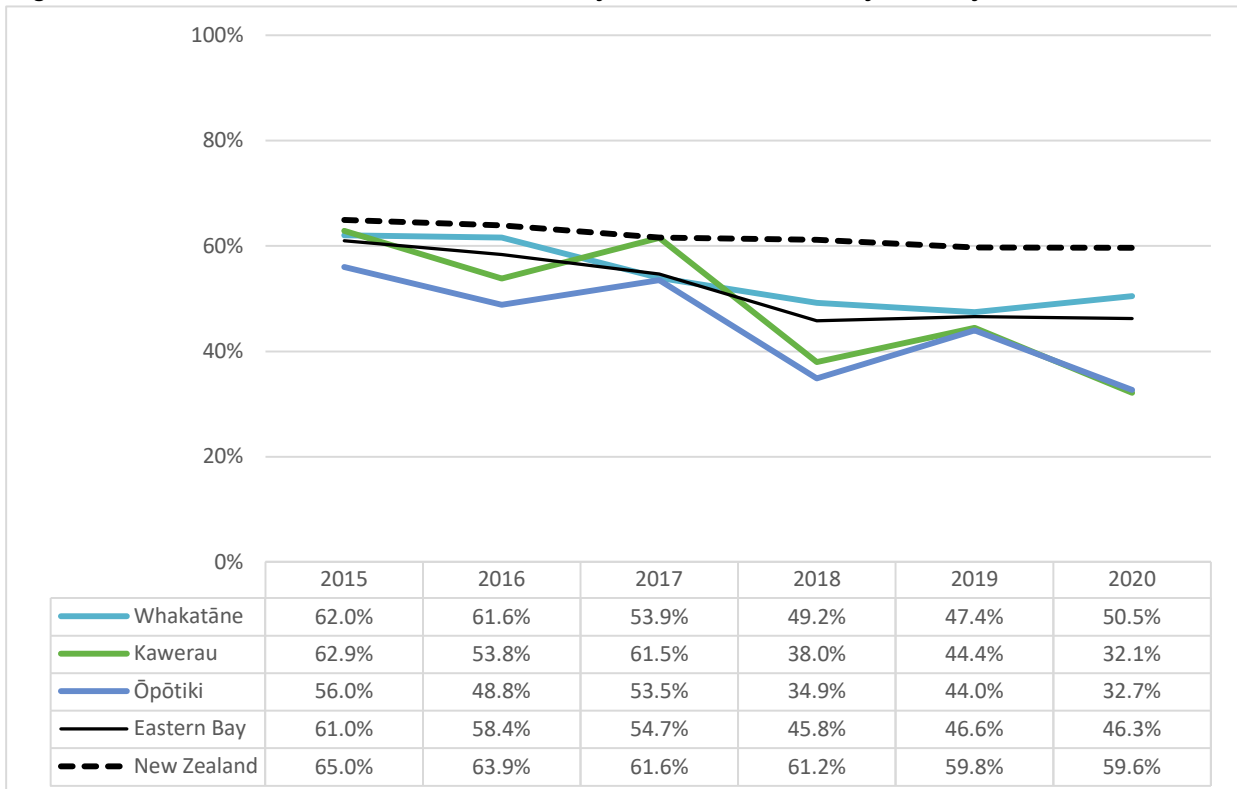
The percentage of school leavers in the Eastern Bay who enrol in some form of tertiary education in their first year after leaving is lower than the national average, particularly in Ōpōtiki and Kawerau.

**Figure 14: Percentage of 2019 school leavers by destination in 2020**



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**

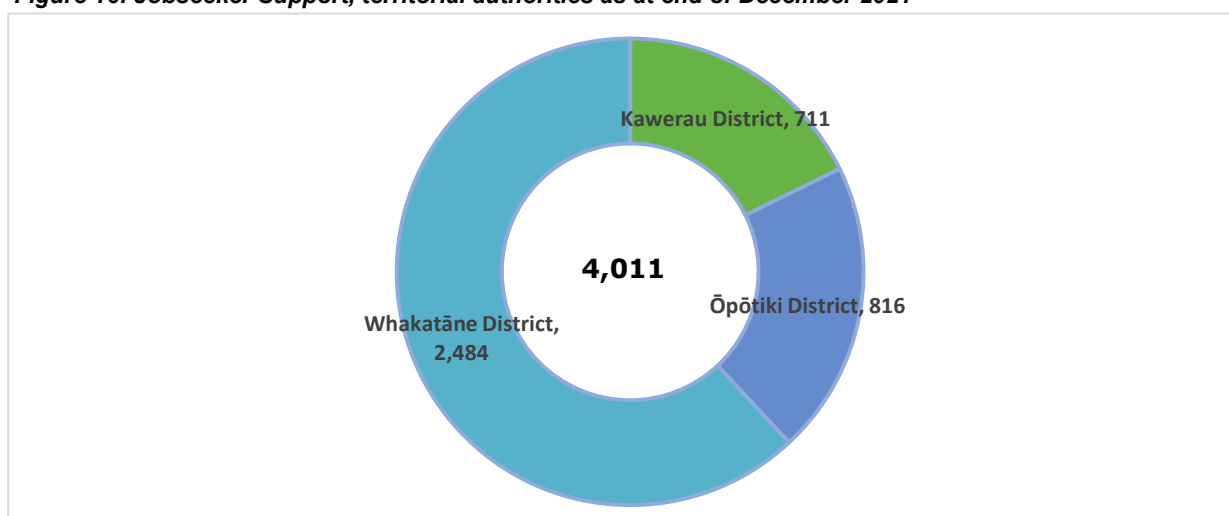


## JOBSEEKER SUPPORT

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.

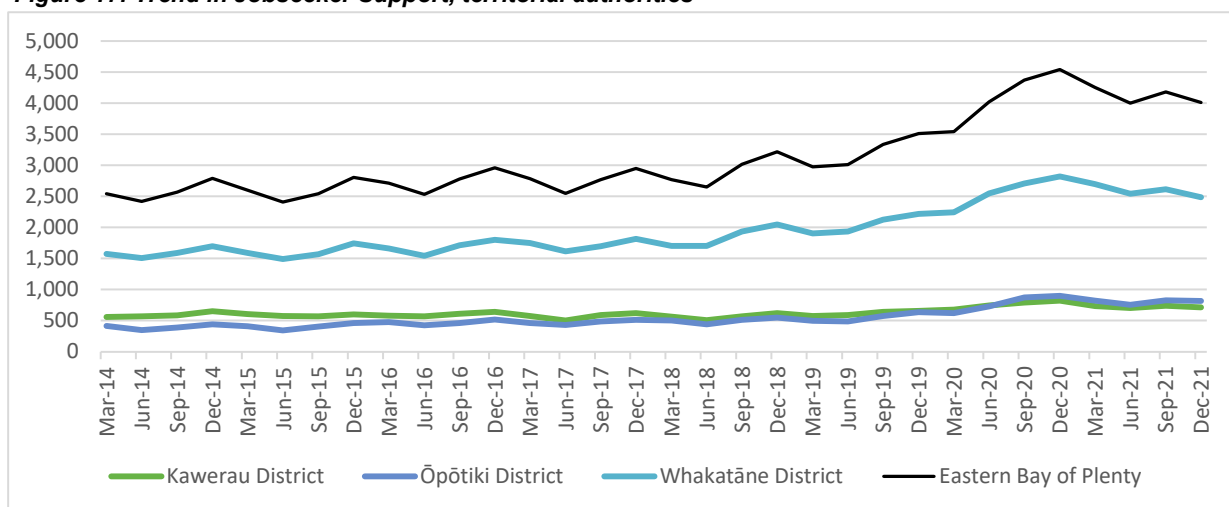
There were 4,011 people receiving Jobseeker Support in the Eastern Bay at the end of December 2021, comprising 2,484 who lived in Whakatāne, 816 Ōpōtiki and 711 Kawerau. Note this includes both Jobseeker Work Ready Support and Health Condition or Disability Support.

**Figure 16: Jobseeker Support, territorial authorities as at end of December 2021**



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 a 12% year-on-year reduction from 4,542 at the end of December 2020 to 4,011 in December 2021. 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.

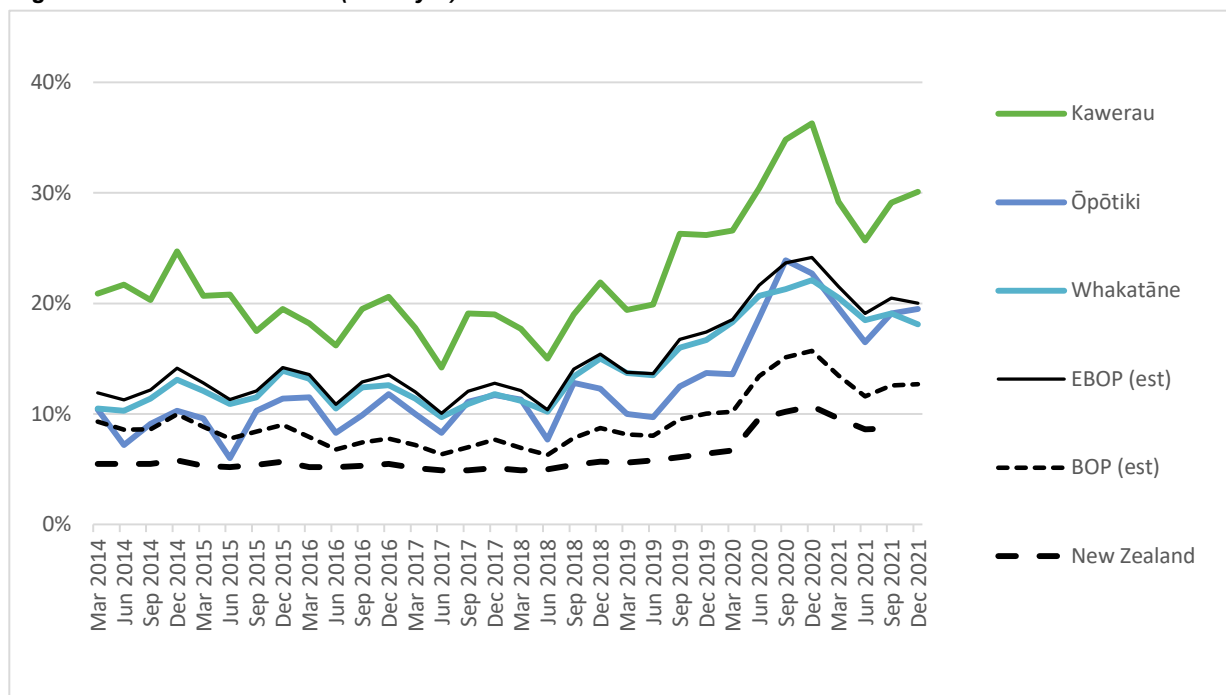
Data in this section includes both Jobseeker Work-Ready and Jobseeker Health Condition or Disability Support grants. The TA and national data below were collated and made publicly available quarterly by Dot Loves Data in partnership with the Mayors Taskforce for Jobs (MTFJ). There is a 2-3 month delay 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%, which is substantially higher than the national average range of 5-6%. From 2018, the rate began rising at both the national and regional level. Between the March and December 2020 quarters these upward trends were greatly exacerbated by the COVID-19 pandemic.

Data for the March and June 2021 quarters started to show signs of recovery, but this was followed by a spike in the September 2021 quarter following lockdowns.

In the December 2021 quarter, the Eastern Bay's JSS Rate (18-24 yrs) was highest in Kawerau (30.1%), followed by Ōpōtiki (19.5%) and Whakatāne (18.1%). The Eastern Bay overall JSS Rate was estimated to be approximately 20.0% compared to the BOP Region 12.7% and New Zealand overall 8.6%.

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



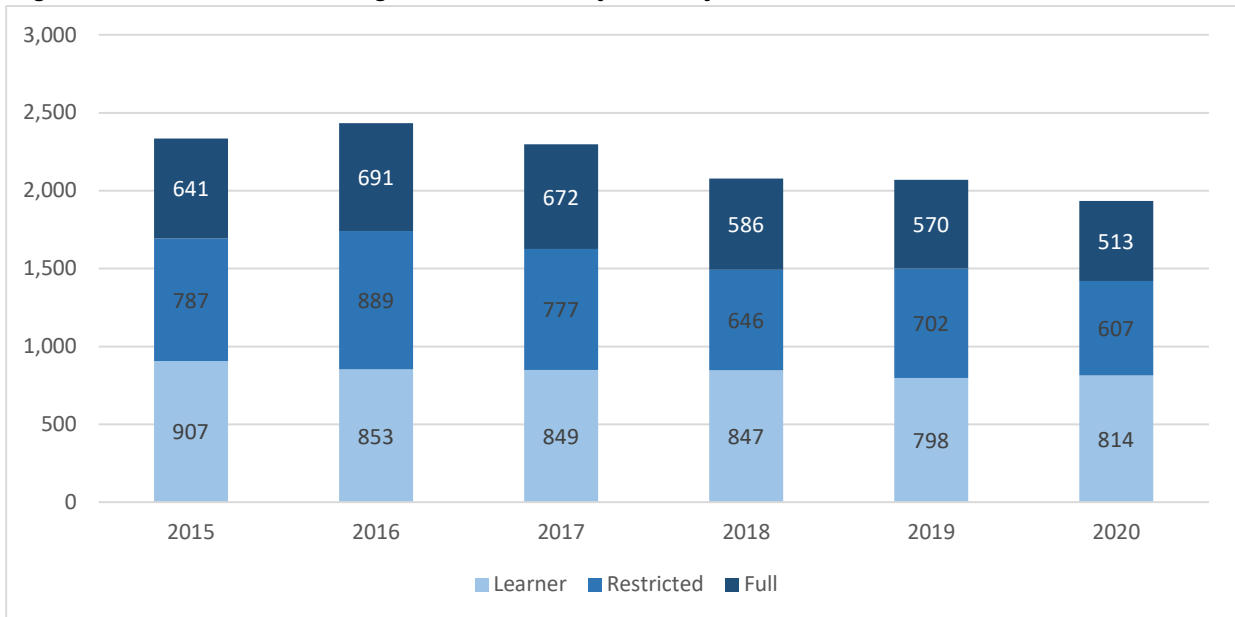
Source: Data from MTFJ Youth Employment Dashboard [www.mtfj.co.nz/youth-employment-dashboard](http://www.mtfj.co.nz/youth-employment-dashboard), with rate for Eastern Bay estimated using June 2021 estimated youth population weighting per TA.

## 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.

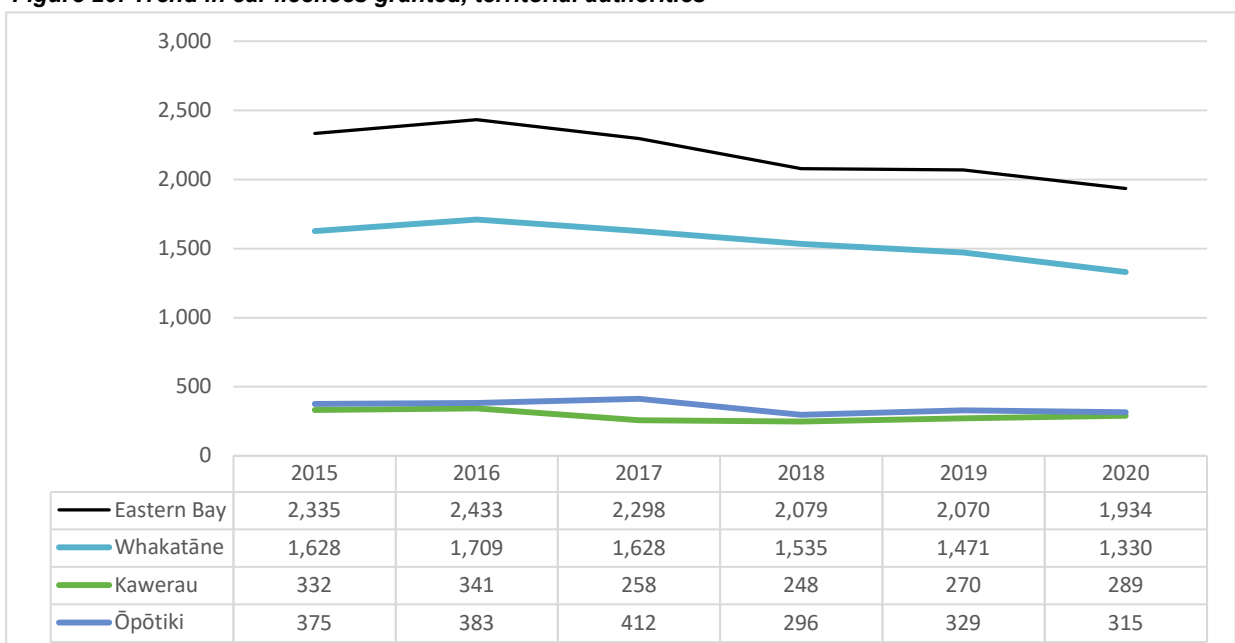
The number of car licences granted peaked in 2016 at 2,433 and dropped to 1,934 in 2020. As at the end of September 2021 there were 1,562 licences granted, which indicates that 2021 may be similar or higher than 2020.

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



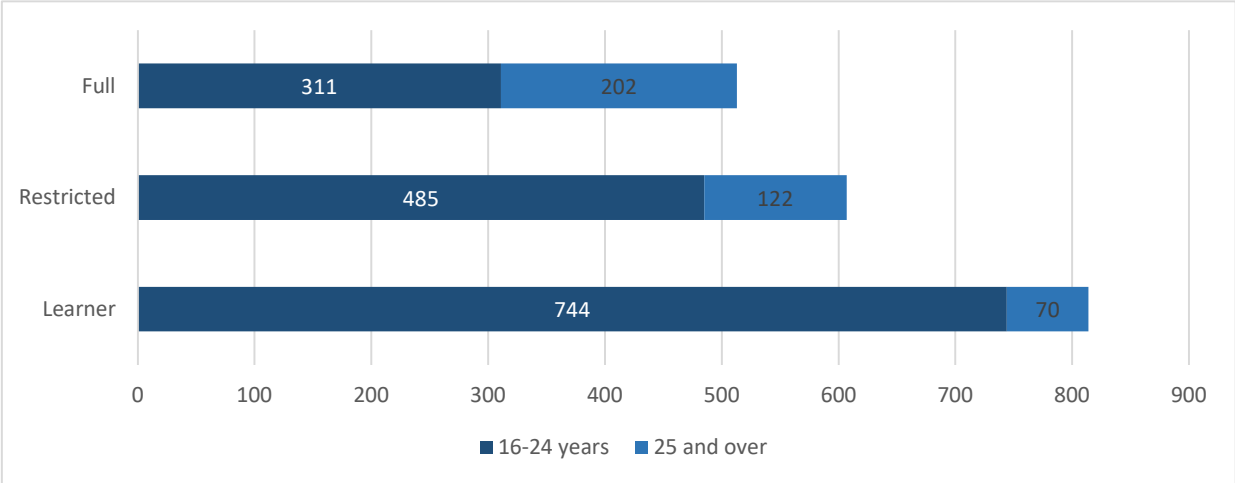
The number of car licences granted in 2020 was lower than 2015 levels in all three territorial authorities in the Eastern Bay.

**Figure 20: Trend in car licences granted, territorial authorities**



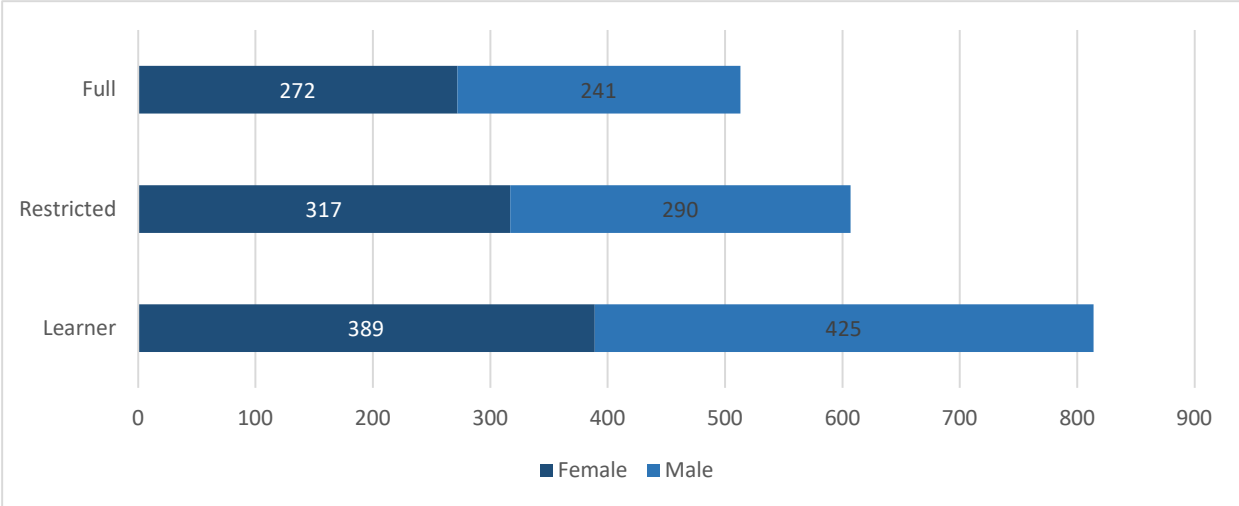
Most licences in 2020 were Learner or Restricted and granted to young people aged 16-24.

**Figure 21: Car licences granted by age group, Eastern Bay 2020**



A similar number of males and females were granted car licence in 2020 in the Eastern Bay.

**Figure 22: Car licences granted by gender, Eastern Bay 2020**



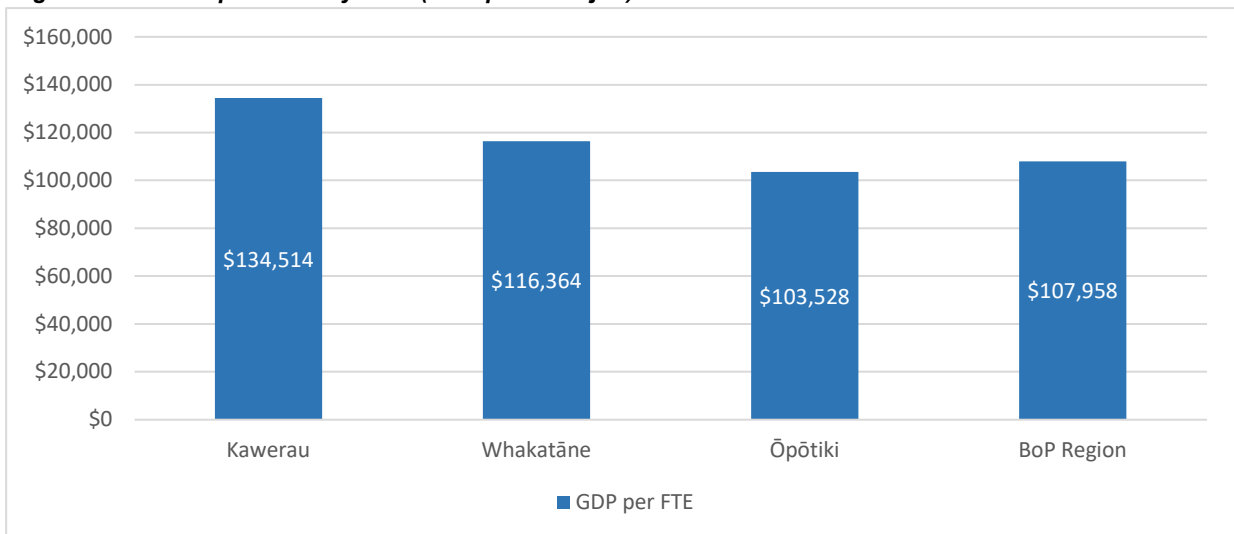


## LABOUR PRODUCTIVITY

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.

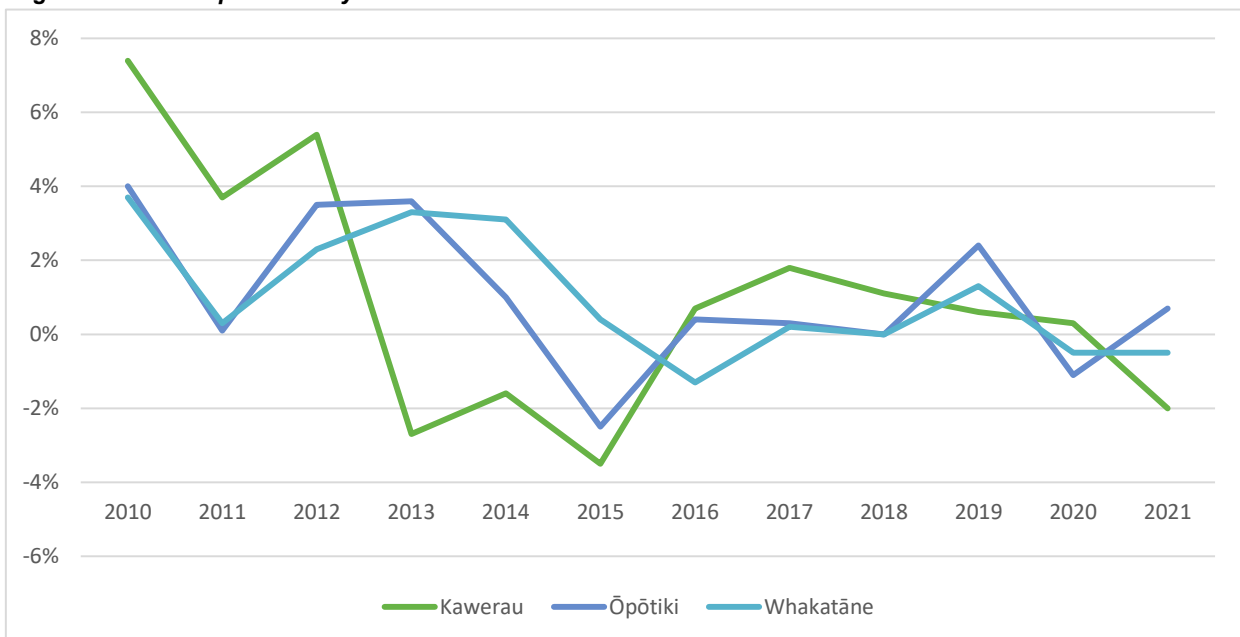
Due to the industrial nature of Kawerau's economy, labour productivity is substantially higher (\$134,514 per filled job) than in Whakatāne (\$116,364) or Ōpōtiki (\$103,528).

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



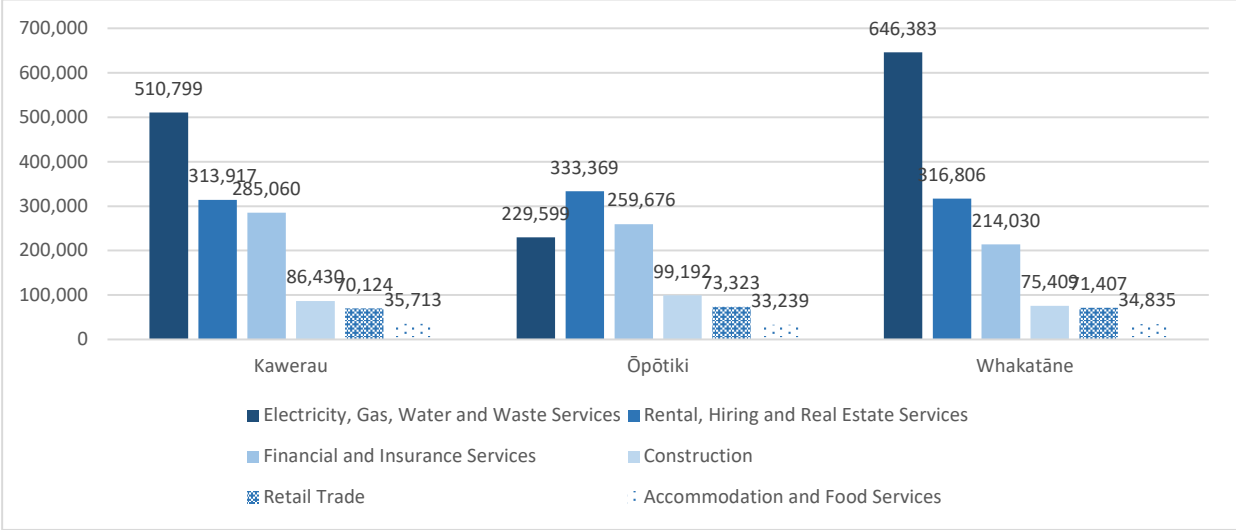
Labour productivity trends across the Eastern Bay fell in the mid-2010s, stabilised at around 1% per annum growth for several years, and more recently fell back into negative territory.

**Figure 24: Labour productivity trend 2010-21**



Although the pattern differs between TA areas, generally speaking workers employed in capital and technology 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 25: 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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 Website [www.toi-eda.co.nz](http://www.toi-eda.co.nz)