

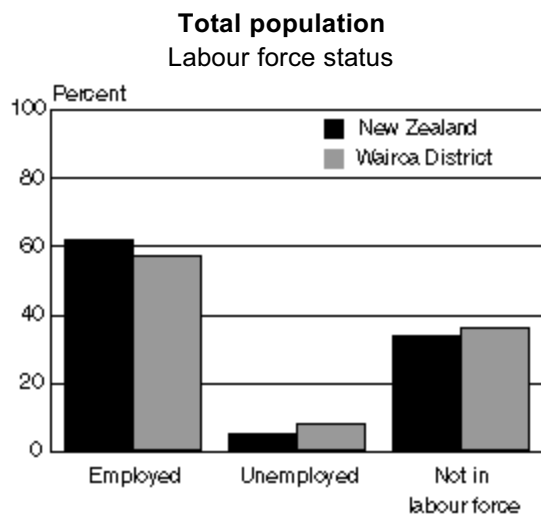
Economy

This chapter provides a profile of the Wairoa district economy. This chapter draws from the results of the recent Department of Statistics Census 2001 in terms of the community's economic participation. Other data is available from various government agencies, such as Work and Income and Industry New Zealand, and these have been included here also where relevant.

WORK AND LABOUR FORCE

Work And Labour Force Status: Māori + Pakeha

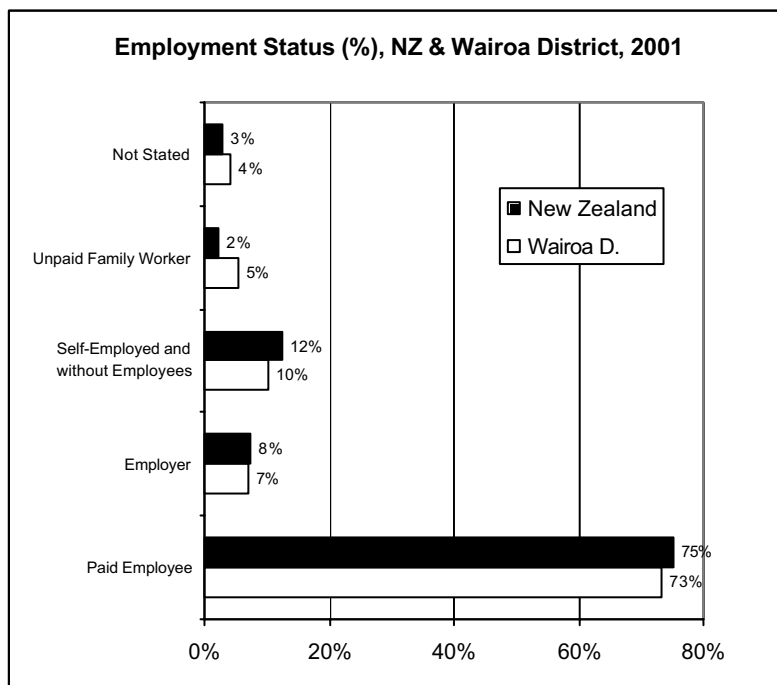
The following analysis is from the 2001 Census.



- The unemployment rate in the Wairoa District is 11.9%, compared with 7.5% for all of New Zealand.
- The most popular occupational group in the Wairoa District is agriculture and fishery workers. The most popular occupational group in New Zealand as a whole is service and sales.
- The unemployment rate of Māori in the Wairoa District is 18.3%, compared with 16.8% for all Māori in New Zealand.
- The most popular occupational group for Māori in the Wairoa District is plant and machine operators and assemblers. The most popular occupational group for all Māori in New Zealand as a whole is service and sales.

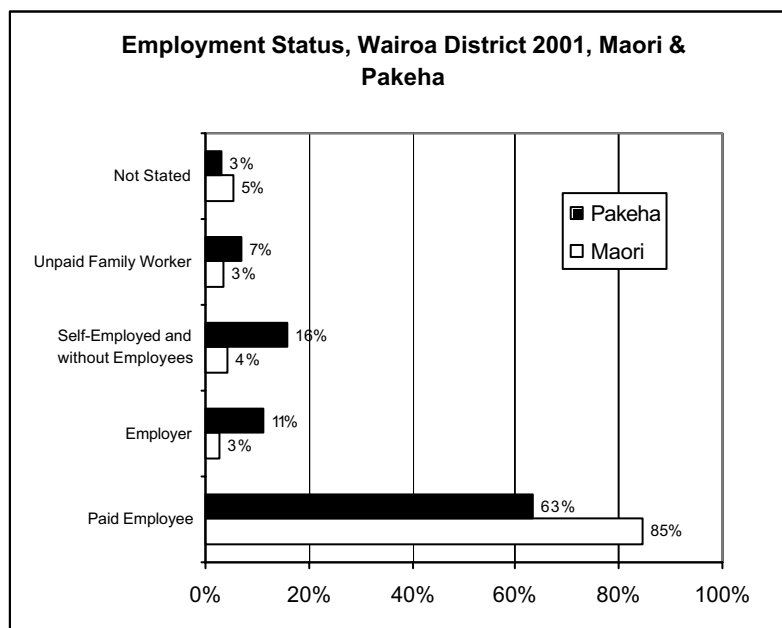
EMPLOYMENT STATUS

Looking at the proportion of the population in Wairoa that is employed (see below), when compared to New Zealand as a whole, there are higher proportions in “unpaid family worker” and “self-employed without employees”, which would be a reflection of the large farming population in the district.



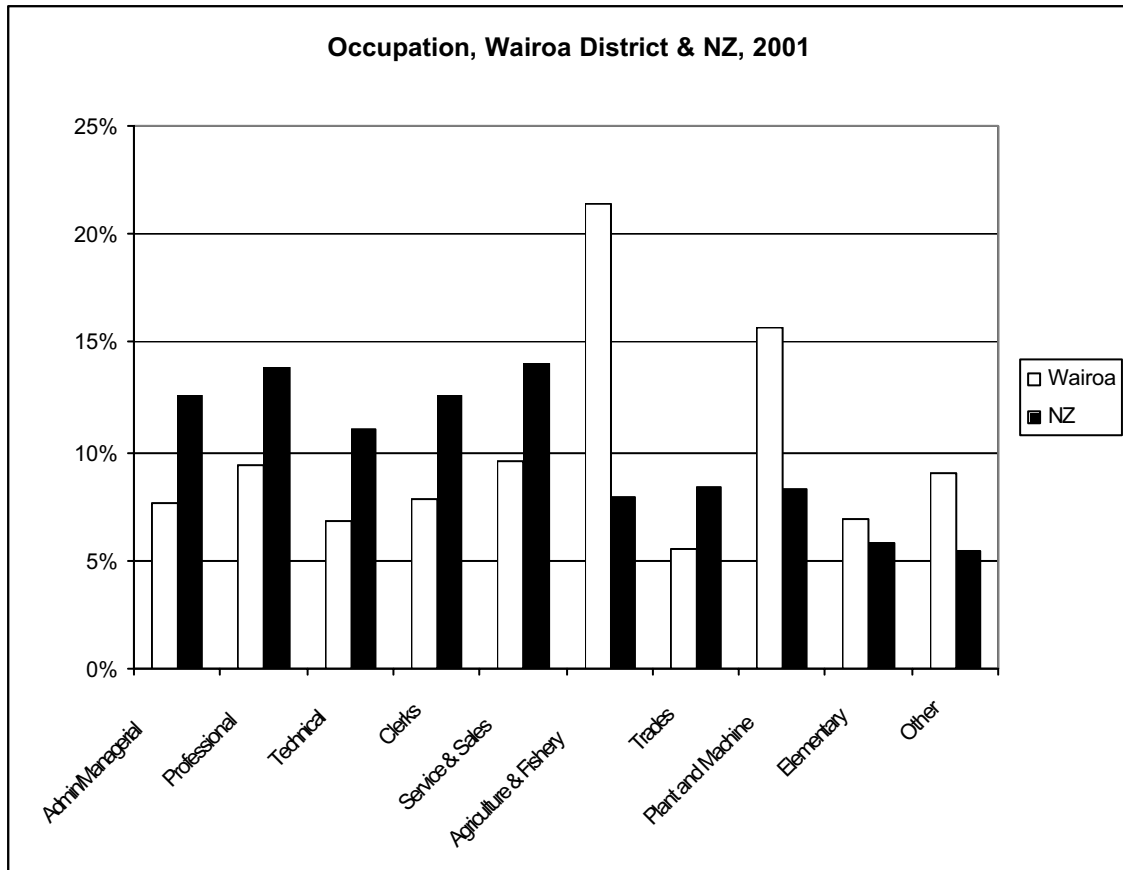
Employment Status: Māori + Pakeha

Comparing the Pakeha population to the Māori population in the Wairoa District, Pakeha are much more likely to own their own business and be an employer, or self-employed or an unpaid family worker. Māori are much more likely to be a paid employee.



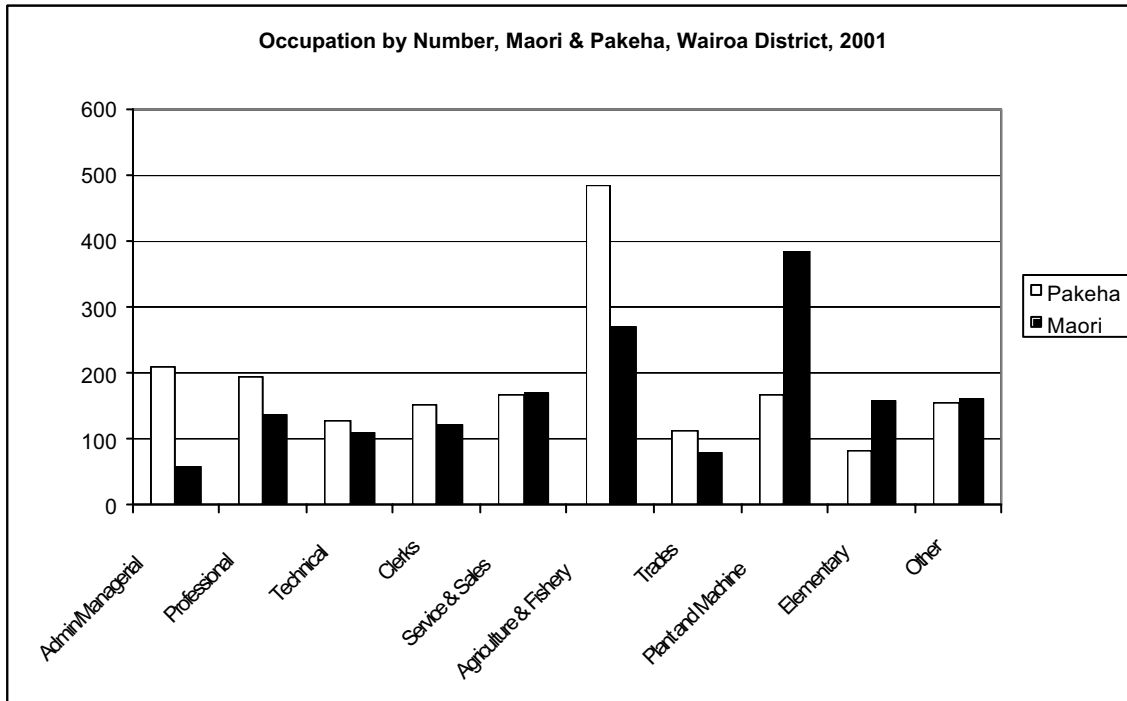
The Census divides people's employment into a range of categories, that generally reflect the level of skill required. These range from trade and outdoor agricultural and fisheries work, to highly paid professional and managerial tasks.

Looking at the chart below, comparing Wairoa to New Zealand as a whole, there is a much greater likelihood of people in Wairoa to be involved in the agricultural and fishery sector – indeed, over 1 in 5 of employees in Wairoa district work in such an occupation. The proportion is also very high in plant and machinery, perhaps reflecting the large labour force at the AFFCO freezing works in Wairoa township. There are commensurate lower proportions of representation in the other occupational categories.

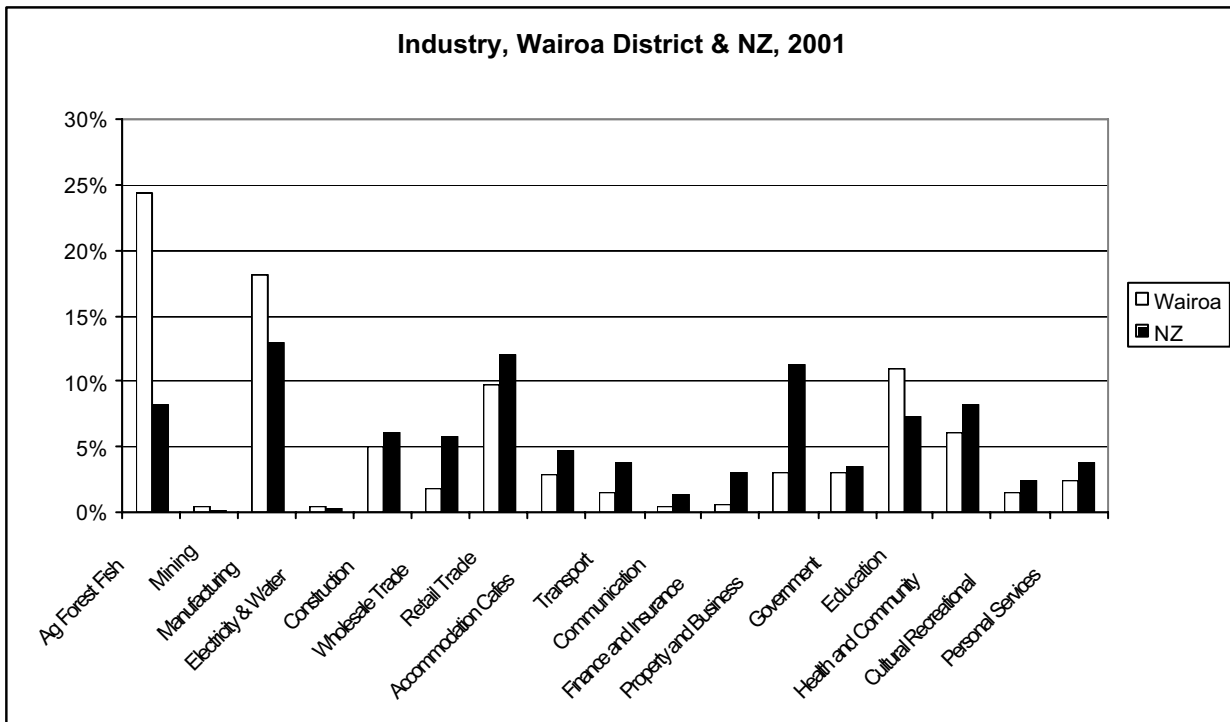


Occupation: Māori and Pakeha

Comparing Māori with Pakeha occupational involvement in the Wairoa district, it can be seen that Pakeha make up a disproportionately high amount of the employees in the professional/managerial, agriculture and fishery, and trades categories. Māori, in comparison, make up a disproportionately high amount of the employees in the plant and machinery and elementary occupations.

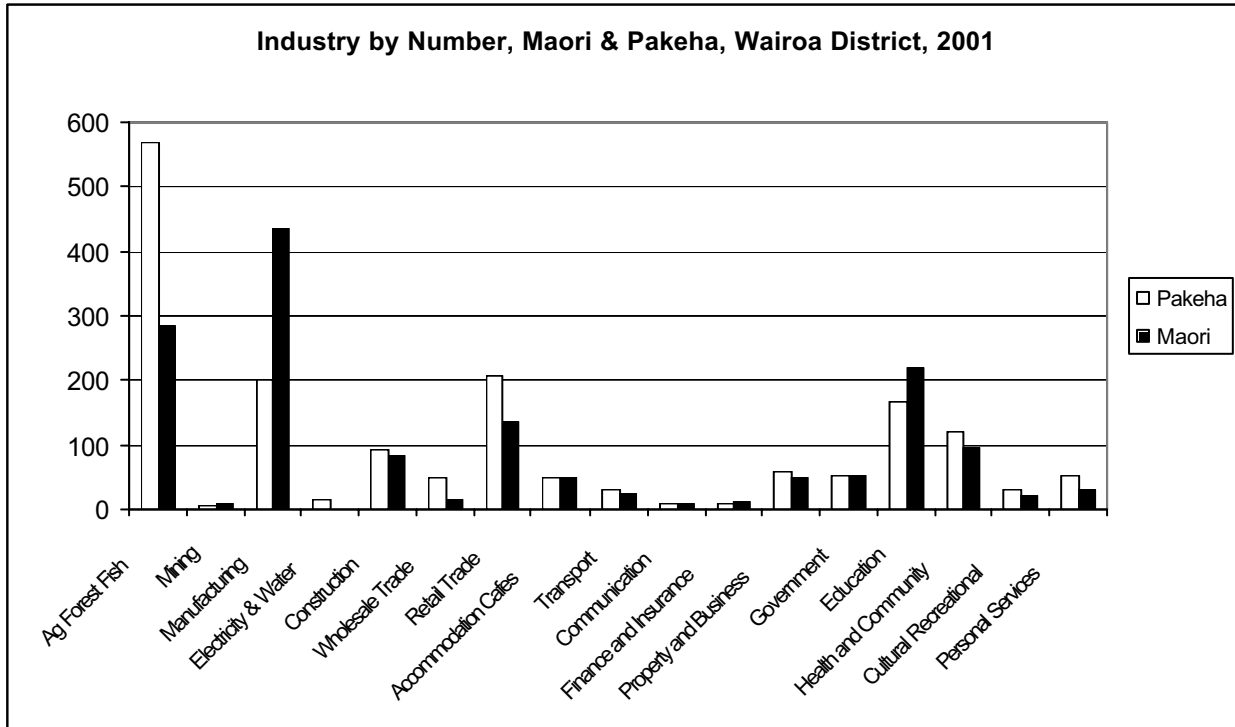


The industry category is different to the occupation one in that it reflects the area of employment the person works in, as opposed to the type of day-to-day work activity they undertake. Similar trends to those for the occupation, however, emerge when a comparison is made between Wairoa and New Zealand as a whole. The two highest categories for Wairoa are agriculture/forestry/fishing (24%) and manufacturing (18%), which are both significantly higher than the national average. This reflects the district's large rural sector and the manufacturing base at the AFFCO freezing works in Wairoa township.



Industry: Māori + Pakeha

Comparing Māori with Pakeha by area of industry in the Wairoa district, it can be seen that Pakeha make up a disproportionately high amount of the employees in the agriculture/fishery/forestry and the retail trades sectors. Māori, in comparison, make up a disproportionately high amount of the employees in the manufacturing and education sectors.



ECONOMIC DEVELOPMENT INITIATIVES

There have been a range of economic development initiatives in the Wairoa District.

An early report that played a significant role in directing economic development initiatives in the Wairoa District was **The Impacts of Land Use Change in Wairoa**, 1995. Commissioned by Council and prepared by Landcare Research, the report assessed the social and economic impacts of a transition of land use in the district from pastoral farming to commercial forestry. The report was a significant precursor to current trends in the district, which includes expansion of local wood mills, purchase of farmlands to convert to forestry, and upgrade of district roads for forestry cropping as a result of increased central government funding.

Back in 1998, the **Wairoa 2007: 10 Year Plan** was the culmination of an extensive phase of community planning and strategising on possible economic futures for Wairoa District and its constituent communities. In the formulation of this plan, the Council took into consideration the diverse nature and needs of the communities within the district and married these with its fiscal responsibilities. Nearly two dozen community meetings were held, along with targeted meetings with individual groups (e.g. rural, youth, women, elderly, business, government departments, recreational users, unemployed). Results of this community consultation process guided Council's various activities over the following years. A significant development in Wairoa in the 1990s was the opening of the new Wairoa Community Centre, a hub for recreation including a full-size basketball court, function rooms and a 25 m indoor swimming pool.

In 1999, Wairoa District Council organised the **Wairoa Economic Development Forum**. During this two-day event, 45 international and national economic development experts were in town to assist Wairoa in assessing the community's potential and develop its ideas. Visiting guests included Jim Segedy from Ball State University in the United States. Proposals from the forum included an action group to utilise then recent natural gas strikes, a waka ama festival, a carved gateway over the entrance to town, a new movie theatre, and a community IT centre. The latter two of these proposals were implemented (see below).

In the 2000s, Wairoa and its associated regions of Tairāwhiti and Hawke's Bay have become the focus of attention for a range of nationally funded economic development projects (see also Chapter 1).

The **Tairāwhiti Development Taskforce** has been in operation for three years, and has set in place an economic development strategy for the combined districts of Gisborne and Wairoa. Areas for investment and research include forestry, organic farming, Māori land, and tourism based around themes of navigation and coastal history. To the south, in Hawke's Bay, tourism is expanding successfully under the banner of the wildly successful **Hawke's Bay Wine Country** brand.

Locally, grassroots community economic development success stories include an IT-Internet community hub ("Wairoadotcom"), the rebirth of the Gaiety Theatre & Cinema, and Mana Wahine, host of a successful Matariki Celebration in Wairoa this past winter (2003).

Established in 2000, partners in the creation of **Wairoadotcom** included Wairoa Waikaremoana Māori Trust Board, Tairāwhiti REAP and SeniorNet. Other sponsor organisations were Ihug, Telecom, Funding, Affco, CEGS, MED, COGS, Tairāwhiti, Development Task Force, Tindall Foundation and Wairoa District Council.

The **Gaiety Theatre & Cinema** was reborn as a result of the initiative of the newly formed Wairoa Community Cooperative Society. The Gaiety was a crumbling, empty shell. Geoff Hole bought the 1930s cinema and, with the community's help, restored and reopened it. The Gaiety is a new home for the movies in Wairoa, with recent screenings including the hugely successful local hits *Whale Rider* and the *Lord of the Rings* Trilogy. The Gaiety is also used for a range of community events and functions, including the Gaiety Ball.

The above are only examples of the range of economic development initiatives in Wairoa, which no doubt look set to continue.



Māori Affairs Minister Parekura Horomia checks out the World Wide Web at Wairoa dotcom, Wairoa.

UNEMPLOYMENT

Work and Income New Zealand (WINZ) produces a wide range of demographic and other statistics relating to people who receive employment and/or income services. They also provide information about the type of income support received and the work services accessed by clients. This information is summarised in their Quarterly Profile. The following analysis on unemployment benefit recipients in the Wairoa District is drawn from the WINZ December 2001 Quarterly Profile.

Unemployment: WINZ Statistics

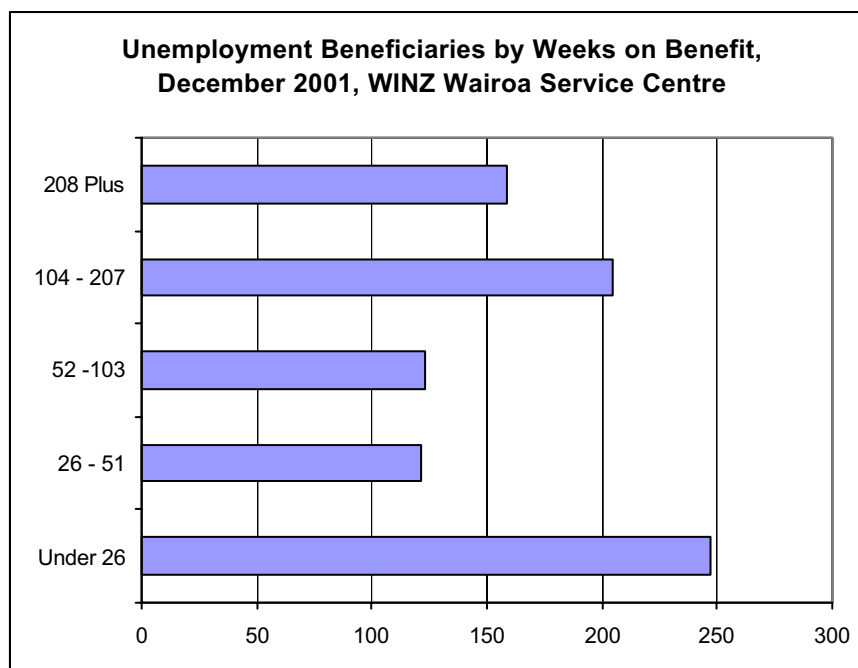
The tables and charts below shows trends in people receiving the unemployment benefit (defined by WINZ as the "Job Seeker" benefit) in the Wairoa District.

Registered Job-seekers in Service Centres within Work and Income Regions: Wairoa Service Centre

December 2000	September 2001	October 2001	November 2001	December 2001
1,117	1,131	988	876	855

Registered Unemployed by Duration Band (in Weeks) in Service Centres within Work and Income regions at the end of December 2001: Wairoa Service Centre

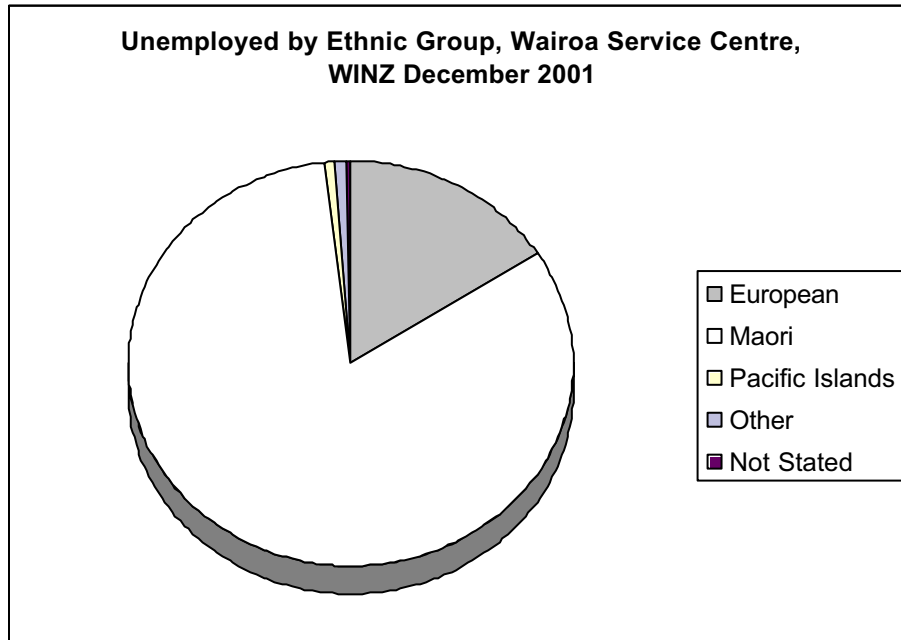
Under 26	26 - 51	52 -103	104 - 207	208 Plus
247	121	123	205	159



As can be seen above, there are a large number of long-term unemployed in the Wairoa District. For example, in total, in December 2001, 57% of the unemployed had been so for a period over 52 weeks (about a year).

**Registered Unemployed by Broad Ethnicity in Service Centres
within Work and Income* regions at the end of December 2001: Wairoa Service Centre**

European	Māori	Pacific Islands	Other	Not Stated
136	702	7	7	3



The majority of unemployed people in the Wairoa district are of Māori ethnic origin. In December 2001, this proportion totaled 82% of all registered unemployed at the Wairoa WINZ Service Centre.

Traffic levels on district highways are increasing, particularly as a result of forestry and logging developments. The district has a level of traffic accident rates similar to the national average. The rail line through the district is in decline. There are currently plans to upgrade district roads to meet the demands of growing logging traffic.

A low rating base makes it difficult to maintain roads and access on a local level.

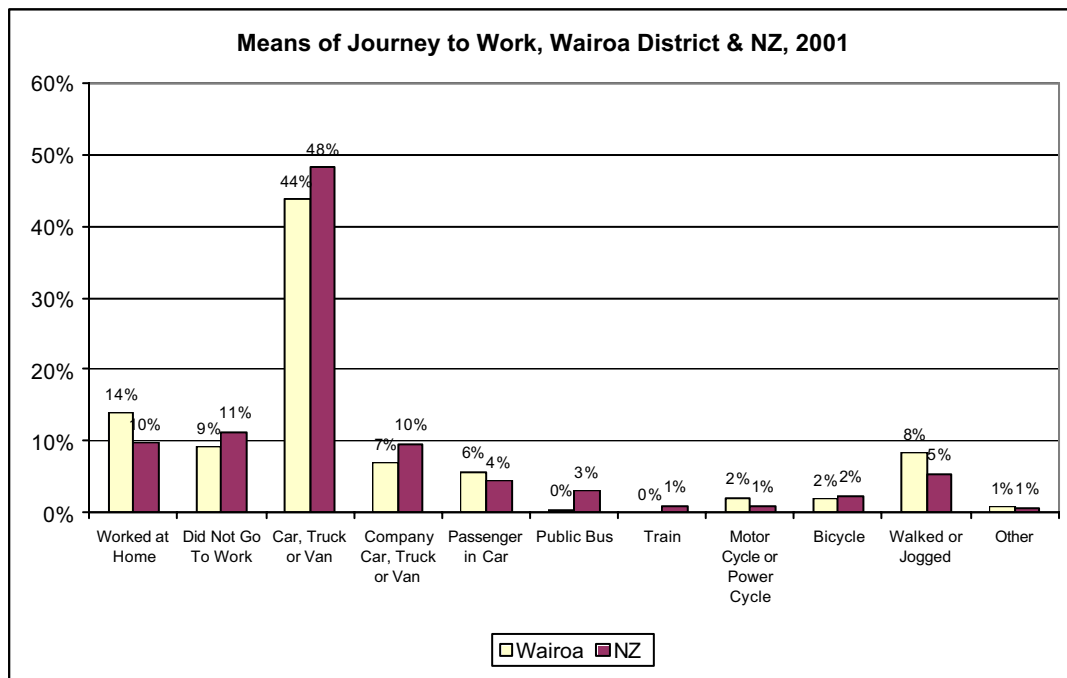
The district is prone to climatic incidences such as cyclones and floods. During these incidences, it is not uncommon for all sealed access to be blocked through slips or flooding and unusable unsealed access points. Areas of the district can be inaccessible for some time.

Businesses such as farming are dependent on road access to transport their stock and produce to and from markets and a well maintained roading network is essential for this.

There is a growing demand from Wairoa District Council to see the road to Lake Waikaremoana paved to increase tourism visitors to this "eco-destination" and to improve road safety. State Highway 2 access is seen as difficult, and as a deterrent to people visiting the district.

Other statistics on transportation are shown in the "Community Safety" chapter of this report, particularly in regard to road safety issues and trends. Car ownership is also shown in the "Socio-Economic Status" chapter.

Means Of Travel To Work

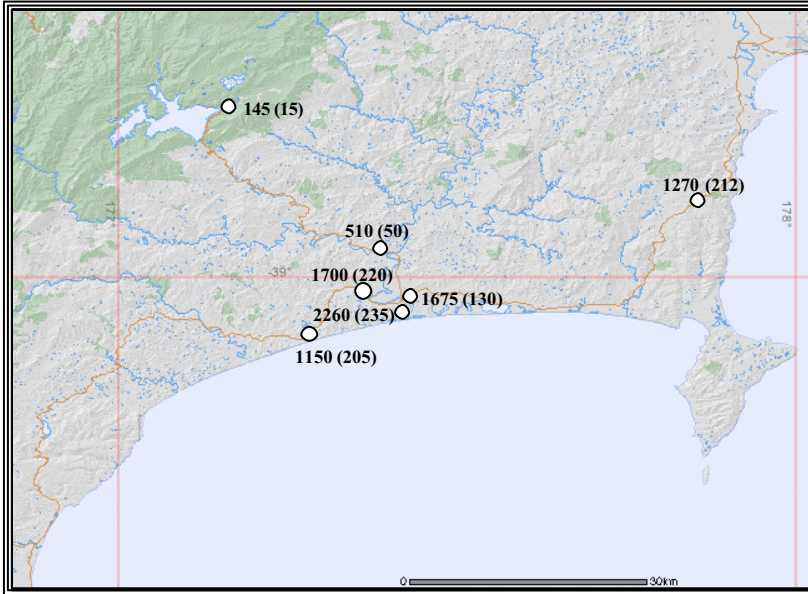


Most people in Wairoa drive a personal vehicle to work every day (44%). A high proportion either worked at home (10%) or walked (8%), which would reflect both the large number of rural farm workers who live where they work, and also the compact nature of Wairoa township where lots of people can easily and conveniently walk to work.

Traffic Volumes

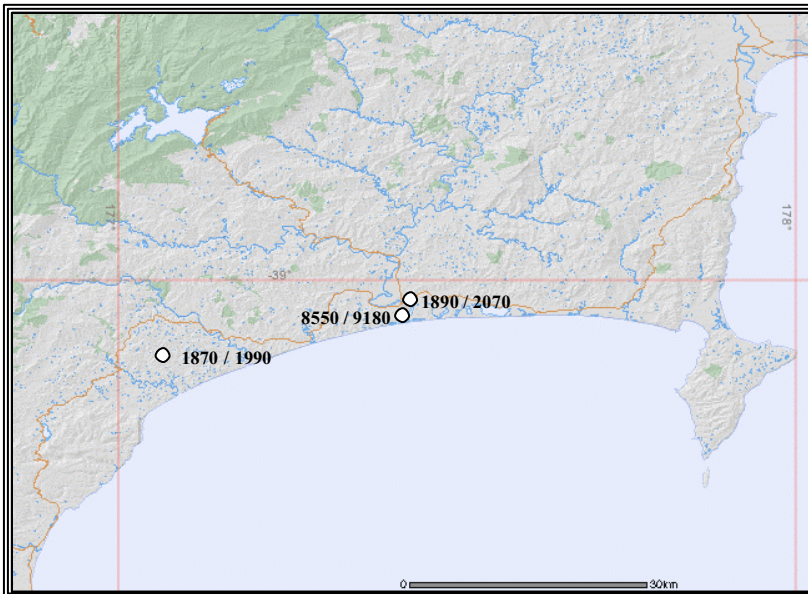
The maps below presents a picture of traffic volumes on roads in the Wairoa district.

Statistics are shown on this map for the year 2000. Traffic volumes indicate that there is slightly more traffic between Gisborne and Wairoa than there is further south. These figures also show heavy vehicle counts (the figure on the right in brackets). There is significant logging activity and therefore traffic at the south of the district between the Mohaka River and Napier.



Traffic Counts ~ State Highways, 2000

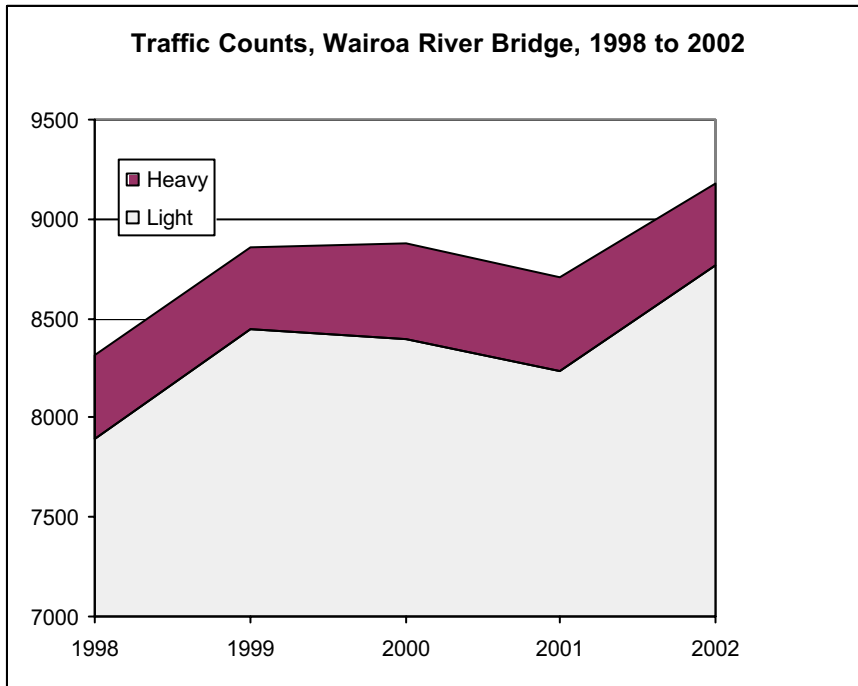
Looking at traffic volumes in 2001 and 2002 (see below), a trend towards increasing traffic volumes is apparent. This will be generally reflective of the upturn in the rural economy.



Traffic Counts ~ State Highways, 2001 / 2002

Note: Data on the above maps are Annual Average Daily Traffic Volumes (AADT), Source: Transit New Zealand. Heavy vehicle = greater than 3.5 tonnes.

The chart below displays the growth of traffic within urban Wairoa, focused on the Wairoa River Bridge from 1998 to 2002. A steady increase in traffic is apparent, particularly light (vehicular) traffic: there was an increase in light traffic from 7,895 AADT to 8,770 AADT, equating to an 11% increase in five years.



Tourism is a growing economic activity in the Wairoa district. It also will likely have significant economic impacts, as a growing visitor population changes the district, and economic opportunities are realised by local residents. Wairoa District Council has prepared a strategy to meet the challenge of growing tourism in the Wairoa District.

The following are some tourism statistics on the Wairoa District.

Monthly Accommodation Rates

The chart below shows guest accommodation patterns by month in the Wairoa district. The source of the statistics is Statistics New Zealand. Over the 6 year period there were 9 to 13 accommodation establishments providing guest stay statistics.

A pattern of seasonal tourism visits to the Wairoa District is clearly apparent. January is the peak month for tourism visits in each year.

