

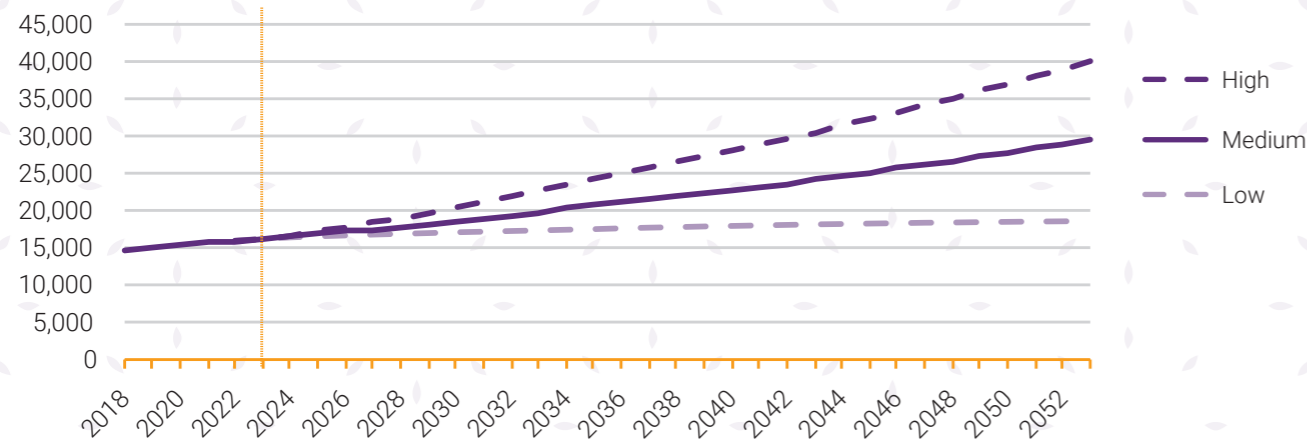


Population growth in a medium scenario balancing act

The medium scenario predicts a population increase of around 4,000 in the next decade due to consistent migration.

Diverging futures

Projected population of Central Hawke's Bay district



Year	Total	0-14 years	15-39 years	40-64 years	65+ years
2018	14,650	3,050	3,650	5,100	2,850
2019	14,900	3,090	3,740	5,080	2,990
2020	15,400	3,150	3,950	5,150	3,150
2021	15,700	3,190	4,090	5,130	3,290
2022	15,950	3,300	4,100	5,150	3,400
2023	16,220	3,260	4,230	5,190	3,540
2024	16,510	3,300	4,370	5,120	3,720
2025	16,830	3,340	4,400	5,240	3,850
2026	17,150	3,370	4,460	5,360	3,960
2027	17,490	3,410	4,520	5,470	4,090
2028	17,860	3,450	4,610	5,570	4,230
2029	18,210	3,490	4,710	5,640	4,370
2030	18,580	3,540	4,770	5,760	4,510
2031	18,970	3,580	4,850	5,870	4,670
2032	19,390	3,640	4,920	6,020	4,810
2033	19,810	3,690	5,000	6,150	4,970
2038	21,900	4,010	5,440	6,890	5,560
2043	24,100	4,330	5,910	7,740	6,120
2048	26,720	4,760	6,430	8,740	6,790
2053	29,530	5,120	7,170	9,530	7,710

Growth from gales. What's the upside?

Following the cyclone, Central Hawke's Bay could conceivably experience a population influx and growth similar to Canterbury's post-2011 earthquake boom, as people from adversely affected areas may consider it a safer option. This situation could offer opportunities for expansion and development, much like the one experienced by smaller communities in Canterbury.

Pressure on housing, increasing local job opportunities, and, ultimately, population growth consistently above 2% pa would be signs of growth exceeding expectations.



Growth at a glance 2023-2053



Central Hawke's Bay could be the investment opportunity you've been waiting for. A region of dynamic growth, with a projected 2% annual population increase to over 19,000 residents by 2033.

Our resilient and stable local economy is not just growing, it's thriving. With a surge in land development, investments in new neighbourhoods, commercial hubs, and green space development, Central Hawke's Bay is a prime location for investment.

Our commitment to smart growth and strong communities through Project Thrive is realising our vision, one investment at a time. Central Hawke's Bay also offers an ideal setting for remote workers, combining productivity with the many benefits of our great outdoor environment.

Join us in Central Hawke's Bay, where growth and opportunity are inextricably linked. Invest, develop, and thrive in our promising community.

The big numbers:

2% average projected growth rate over the next ten years

Our population is forecast to **increase by 3,800** people to **more than 19,000** by 2033

Our **65+** population is expected to make up **¼ of all residents in 2033**. We will require over **100 new dwellings** built per year to meet this demand fully.

WANT TO KNOW MORE?

For more information on what growth means for your own business or situation, feel free to call us on **06 857 8060** or email **business@chbdc.govt.nz**

What has happened over the last ten years?

The rise of commuting and remote work:

The proportion of employed residents who draw their incomes from outside the district rose from 48% in 2012 to 63% in 2022.

A turnaround in the local job market:

Job growth picked up in 2016, since when the district has averaged 2.6%pa growth in jobs compared to 2.3%pa in New Zealand.

Our place – how it's changing

Central Hawke's Bay is rich in rural amenities, offers lower living costs than the large urban centres, and has less traffic congestion and a strong sense of community.

These attributes, coupled with the increasing availability of remote work opportunities and improvements in public transport routes, contribute to the district's appeal to young professionals looking for a desirable and affordable work-life balance.

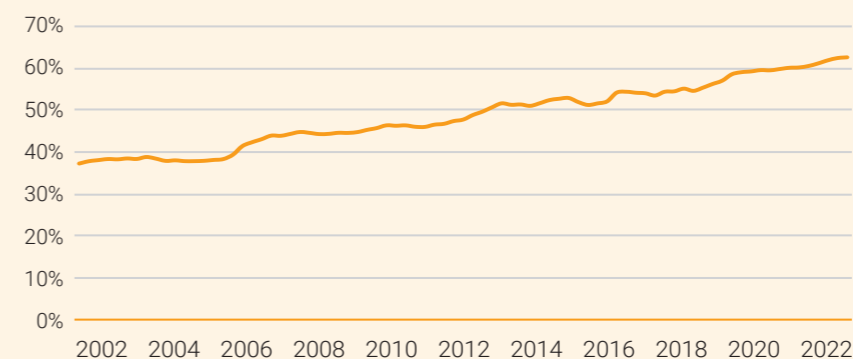
A rise in inbound migration from other parts of New Zealand has seen significant growth in job opportunities over the last ten years. This net internal migration means a growing workforce, increased consumer demand, and a thriving local economy. For businesses, this translates to a larger talent pool and more customers, creating a fertile environment for innovation and expansion. For investors, it signals a robust and resilient market with ample opportunities for sustainable growth.

Opportunities for economic development

- **Central Hawke's Bay is a fertile ground for Māori entrepreneurs.** Imagine businesses rooted in Māori values, traditions, and knowledge – whether it's sustainable tourism, indigenous crafts, or innovative tech solutions. Imagine the unique opportunities in sustainable tourism that contribute to the economy while preserving heritage.
- **Within Central Hawke's Bay lies a dynamic demographic – youth.** The district's young population brings untapped energy, creativity, and fresh perspectives. How can your business leverage this dynamic workforce to drive innovation and economic vibrancy?
- **Think: A hub for cutting-edge health solutions.** Imagine state-of-the-art medical facilities that enhance residents' quality of life and attract retirees seeking top-notch healthcare.
- **More people mean more demand for services and infrastructure.** This isn't a challenge; it's a canvas for progress. Imagine modernised public transport systems, upgraded utilities, and intelligent district initiatives. These investments improve residents' daily life and create jobs through progress.
- **Strategic diversification within agriculture is the backbone of Central Hawke's Bay's future.** Imagine a landscape where local agri-tech entrepreneurs come together, leveraging expertise in precision farming, efficient irrigation, and sustainable crop management. As productivity grows, so does the hunger for innovation. Central Hawke's Bay is a fertile ground where agri-tech vision is realised by redefining the economic landscape.

The best of both worlds

Residents drawing income from outside the district



Central Hawke's Bay is a place people want to live. Many bring their jobs with them, working remotely or commuting.

- Residents who work outside of Central Hawke's Bay District earn 14% more on average.
- There are development opportunities for retail (beyond food and fuel) and other services to cater to these residents, improving the quality of life for all.

Harvesting change: Central Hawke's Bay's job market

- Before 2016, Central Hawke's Bay's job market grew marginally.
- From 2000 to 2016, the district's employment growth was less than 0.1% p.a., compared to New Zealand's 2.0%.
- But between 2016 and 2021, the district's job growth was 2.6% p.a., outpacing New Zealand's 2.3%.
- Factors influencing growth include internal migration, affordable housing, job opportunities, and primary sector demand.
- As of March 2022, there were 1,700 more employed residents than local jobs based in the district.

Manufacturing plays a vital role in GDP

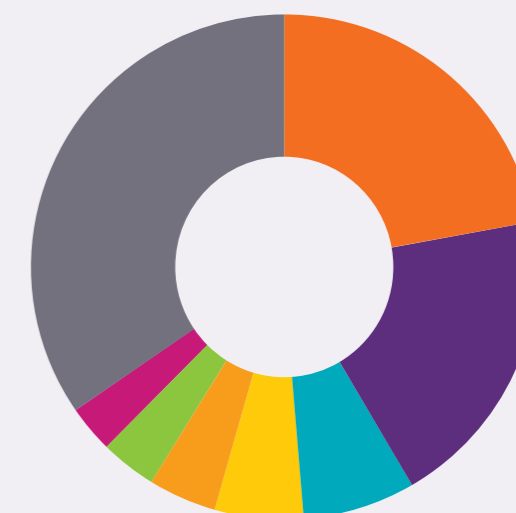
Central Hawke's Bay has outperformed the New Zealand average in terms of its primary sector focus. The Agri, Forestry, and Fish sector contribute approximately 23% to the district's GDP, compared to the national average of 5%. This underscores the critical role these sectors play in our local economy.

The Manufacturing sector is pivotal in Central Hawke's Bay, accounting for around 12% of the local GDP, substantially above the national average of 8%. This higher contribution underscores our strong emphasis on manufacturing and its vital role in sustaining economic viability. The increased performance of this sector means more jobs, increased economic stability, and more significant investment opportunities within the district.

Over recent years, agriculture jobs have declined due to greater efficiency. Displaced agriculture workers have found new opportunities in other sectors, particularly construction, which has seen an annual growth rate of almost 12%, driven by demographic expansion. This signals a robust and adaptable economy ready for future growth.

Agriculture is the backbone of in-district employment

Filled jobs for top level-2 industries in 2022 (LEED)



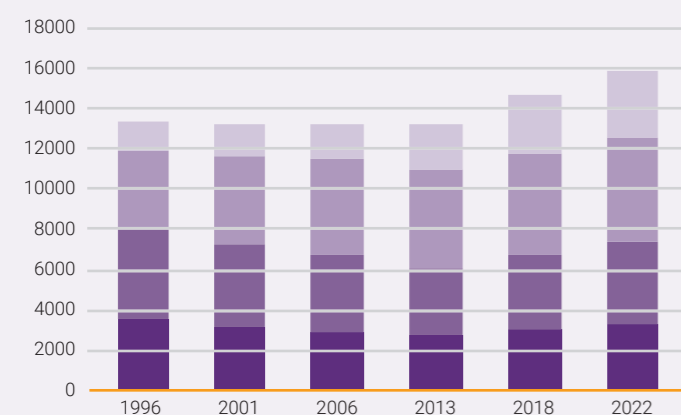
- Agriculture
- Food Production Manufacturing
- Pre & School Education
- Construction Services
- Agriculture, Forestry & Fishing Services
- Food Retailing
- Professional, Science & Technology Services
- All others

Agriculture critical to local job market

- **Five of six** leading industries revolve around agriculture and food, showcasing the district's commitment to nourishing its people.
- **The exception in the top six industries** is the education sector, particularly school and preschool education.

The Central Hawke's Bay Growth Engine: Drivers and Opportunities

Before and after: 2013 was a turning point. The population of Central Hawke's Bay, census years with 2022 est.



- 2013 marked a turning point in Central Hawke's Bay District's population growth, primarily driven by inbound migration.
- Population growth averaged 2.1% annually from 2013 to 2022, exceeding the national average and growth rates of neighbouring areas.

■ 0-14 ■ 15-39 ■ 40-64 ■ 65+