

JOB GROWTH DESPITE ECONOMIC HEADWINDS

Despite the challenging economic climate, data shows the West Coast has experienced rising employment, fewer Jobseeker recipients, and increased visitor spending.

Recently released data from StatsNZ shows an increase of 240 jobs over the past year on the West Coast, with employment rising from 14,692 in May 2022 to 14,932 in May 2023. Job levels have also surpassed pre-pandemic levels, with 503 more jobs in the region than in May 2019.

The number of Jobseeker recipients on the West Coast has also fallen. According to the Ministry of Social Development, the number of West Coasters receiving a Jobseeker benefit dropped from 1,458 in May 2022 to 1,350 in May 2023, a decrease of 120 recipients.

Data from Seek shows a 4% increase in job advertisements on the West Coast over the year to May 2023, a contrast to the national trend which saw a 22% decrease.

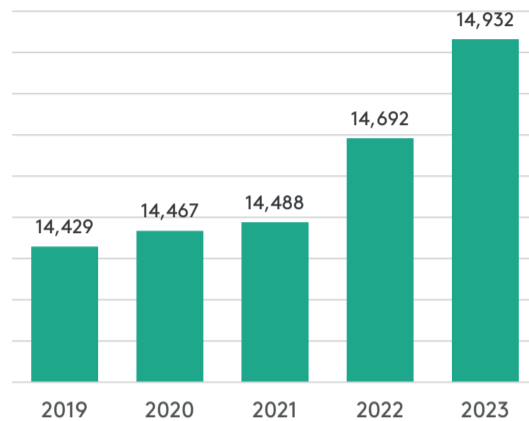
DWC chief executive Heath Milne says the West Coast economy is showing signs of resilience despite the challenging economic landscape.

Milne noted that employment growth has remained steady across the region. "The Coast has been experiencing job growth in mining, healthcare and manufacturing. We're seeing a bit of a seasonal dip in tourism and hospitality, but overall employment levels are still better than they were this time last year, and well above pre-pandemic levels."

"It's encouraging to see the Coast holding its own despite the economic headwinds, but we're not recession proof. Just like the rest of the country, our business community is grappling with increased costs from high interest rates and inflationary pressures."

Recent tourism data from MarketView, shows continued growth in visitor spending on the

Jobs on the West Coast in May



Source: StatsNZ

West Coast. Expenditure in May increased 13% compared to the same month in the previous year, rising from \$9.18m in May 2022 to \$10.41m in May 2023. Spending was also 7% above pre-pandemic levels in May 2019.

Domestic spending on the West Coast was up by 14% compared to 2019 levels. Canterbury residents were the most significant domestic contributors to the West Coast visitor economy, spending \$2.9m here during May. They were closely followed by Otago (\$0.8m) and Auckland (\$0.6m).

On the international front, visitor expenditure has nearly returned to pre-pandemic levels, achieving a 94% recovery. Australia was our biggest international market contributing 34% of total spending in May, followed by the United States (22%), Europe (13%), and the United Kingdom (13%).

DWC's winter visitor campaign is currently underway, dubbed "There's worse places to be this winter".

UPCOMING EVENTS



Tourism Environment Action Plan Workshop | MBIE

12 July, 2pm - 3pm | FREE | Beachfront Hotel, Hokitika
Register online



West Coast Tourism Summit | DWC

31 August, 9am-5pm | FREE | Shantytown, Greymouth
Register online



Co.Starters Greymouth | DWC

12 September, 10 week business start-up and development programme | \$500+GST | Register online



Co.Starters Westport | DWC

Expressions of Interest, 10 week business start-up and development programme | \$500+GST | Register online

westcoast.co.nz/businessesvents

BUSINESS DEVELOPEMENT 1:1 SESSIONS

Book an appointment to meet with one of DWC's business support team.

Our goal is to help connect businesses to the right support and resources to aid them on their journey of continual improvement or to help them overcome specific challenges. The service is available to all businesses, regardless of your stage - whether you're starting out, expanding your operations, or looking to exit.

We encourage you to book a 1:1 session with one of our Capability & Growth Advisors during the scheduled session times listed on our website.

Alternatively, if these times are not suitable for you, please contact us at info@dwc.org.nz to arrange an onsite visit to your workplace at a time that works best for you.

westcoast.co.nz/businessesvents

MANAAKITANGA KI TE TAI O POUTINI HUI

WEST COAST TOURISM SUMMIT

Our people, our region, our future

Shantytown
31 August 2023
Mawhera
Greymouth

westcoast.co.nz

REGISTRATIONS OPEN FOR TOURISM HUI

For the second year, DWC, in association with national and regional tourism partners, is bringing the region's tourism whanau together.

2024 will be the 'Summer of the Coast.' This year's theme, 'our people, our region, our future', focuses on collaboration and opportunities to drive our tourism sector forward. This is our chance to get together and collaborate to make it an exceptional one, for everyone.

Come along to ...

SHARE your ideas, developments, and aspirations for a better future on the Coast.

CONNECT with other regional and national operators that make the West Coast their home or place of business.

INFLUENCE come together as an industry to make your voice heard and share your vision for the future of tourism on the West Coast.

INSPIRE share your journey with others and be inspired by the journey of other regions and businesses.

LEARN best practices from industry and seize opportunities to innovate from market failures.

www.westcoast.co.nz/tourism-hui

DEVELOPMENT WEST COAST SCHOLARSHIPS

Open 7th August 2023

4 x scholarships valued up to \$32,500 per student

For more info contact:
scholarships@dwc.org.nz
westcoast.co.nz/scholarships



EDUCATION TO
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DEVELOPMENT
WEST COAST
Te Ohu Whakawhanake o Te Tai Poutini