

Selwyn Business Opinion Survey

August 2024

This survey is a pulse check of business conditions in Selwyn. It is updated every six months.
The full summary of the survey is available at www.selwyn.govt.nz/businesssurvey.

Key Findings

- Selwyn businesses generally reported expecting improved conditions over the next 6 months, despite having to continually face low sales and squeezed profitability.
- Business cost pressures continue to moderate and are at their lowest in three years – this is consistent with what has been seen nationally to inflation.
- The Selwyn business experience is variable when compared nationwide in other business surveys.
- Selwyn businesses reported a slight reduction to their headcounts over the last 6 months.
- It has generally become easier to find staff to fill unskilled and semi-skilled roles, although some challenges remain in filling skilled roles.
- Investment by Selwyn businesses has reduced slightly but is still tracking higher than nationally. Although slightly more businesses expect to invest in the months ahead, investment intentions are still below where they were a year ago.

Net balance	Previous Experience (February 2024)	Current Experience (August 2024)	Predicted Experience (Next 6 Months)
Staff Numbers	1%	-4%	5%
Investment	21%	12%	15%
Output / Sales	3%	-28%	27%
Prices	42%	39%	25%
Operating Costs	78%	68%	50%
Profitability	-3%	-40%	20%