

Selwyn Business Opinion Survey

February 2025

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

- The February 2025 Selwyn Business Survey highlighted green shoots emerging for Selwyn businesses, after relatively hard trading conditions throughout 2024. Recent falls to interest rates at a time when export returns in the primary sector have ticked higher have buoyed confidence among Selwyn businesses. Businesses have also highlighted that they expect Selwyn to continue attracting large numbers of new residents compared to other areas.
- Selwyn businesses have reported better conditions than their counterparts across other parts of New Zealand across virtually every indicator.
- Selwyn is one of the few districts in New Zealand to have experienced significant increases to employment over the latter stages of 2024 and start of 2025. A two-tier labour market has emerged in Selwyn over the past year. It has become increasingly easy to find workers to fill unskilled roles, but despite some improvement since 2023, it remains relatively more difficult to fill skilled and semi-skilled roles.
- Operating costs are continuing to challenge some businesses, with many highlighting disproportionate pressures from insurance, rates, electricity, and fuel. It has become more difficult to pass on these cost pressures to customers in the form of price increases.
- Business investment, and expectations of revenue growth, have both improved markedly over the past six months, in line with recent decreases to interest rates and better returns for the dairy sector.
- Given expectations that sales activity will improve in 2025, businesses are becoming more optimistic that profit margins will begin to rebuild over the months ahead.

Net Balance	Previous Experience (August 2024)	Current Experience (February 2025)	Predicted Experience (Next 6 Months)
Staff Numbers	-4%	7%	16%
Investment	12%	36%	30%
Output/Sales	-28%	0%	28%
Prices	39%	33%	42%
Operating Costs	68%	77%	64%
Profitability	-40%	-4%	22%

Results are summarised in net terms by taking the percentage of businesses reporting an increase in the indicator in question minus the percentage reporting a decrease.