

# Selwyn Business Survey - February 2023

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# Main visitor paths avoid cyclone-affected areas

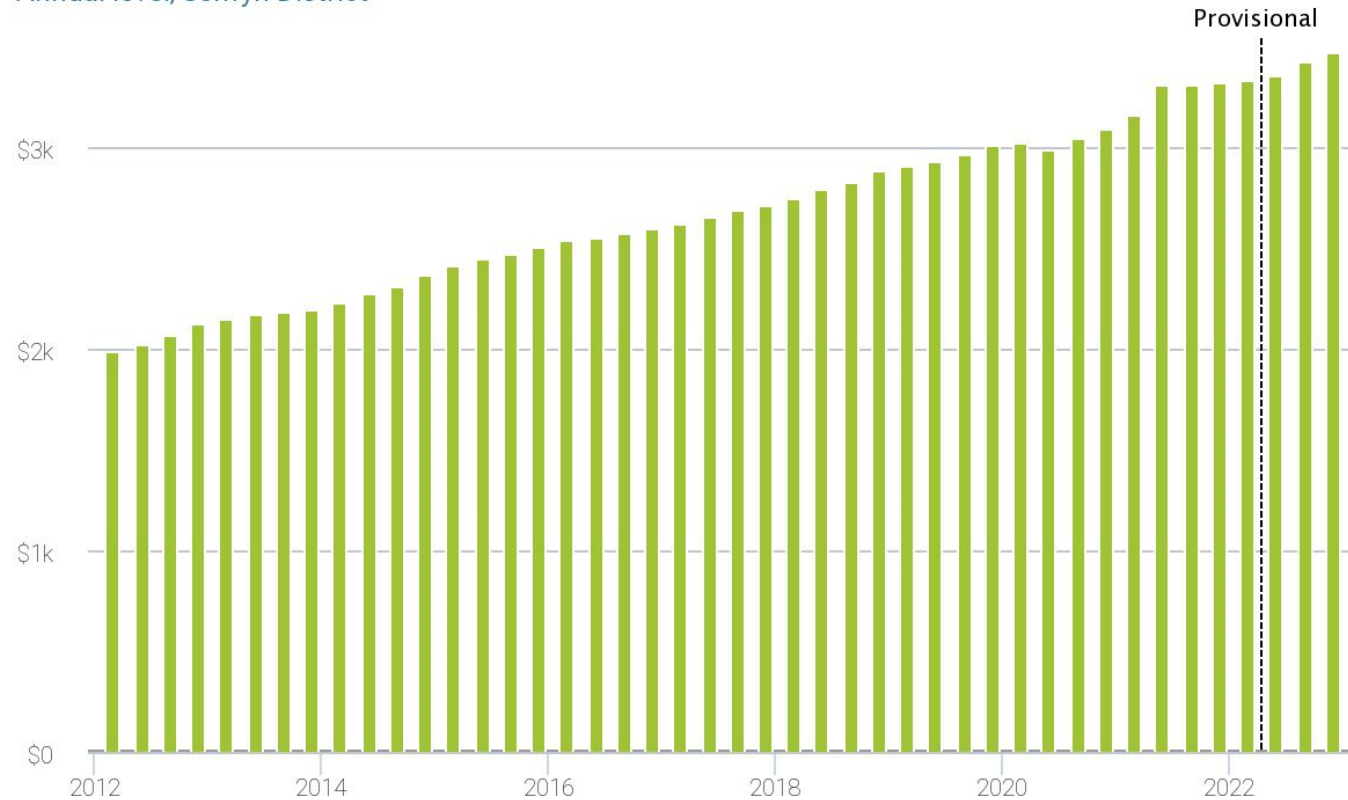


- ▶ Minimal direct short-term impacts to Selwyn tourism
  - ▶ But indirect medium and long-term risks for Selwyn from other avenues...

# Threading the needle

## Gross domestic product (\$m)

Annual level, Selwyn District

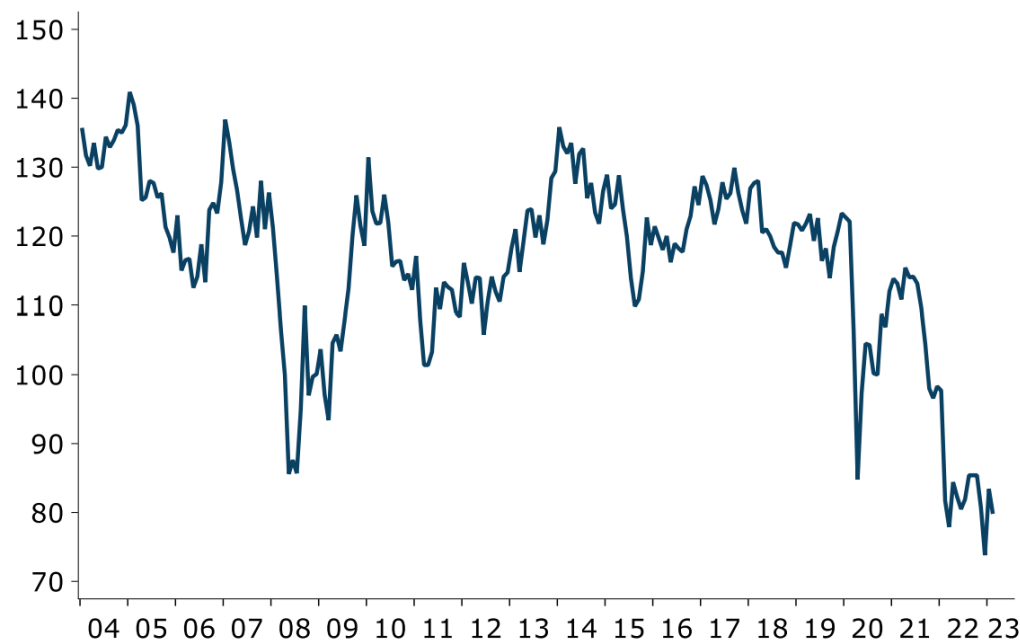


**5.4%pa GDP  
growth**

December 2022  
quarter

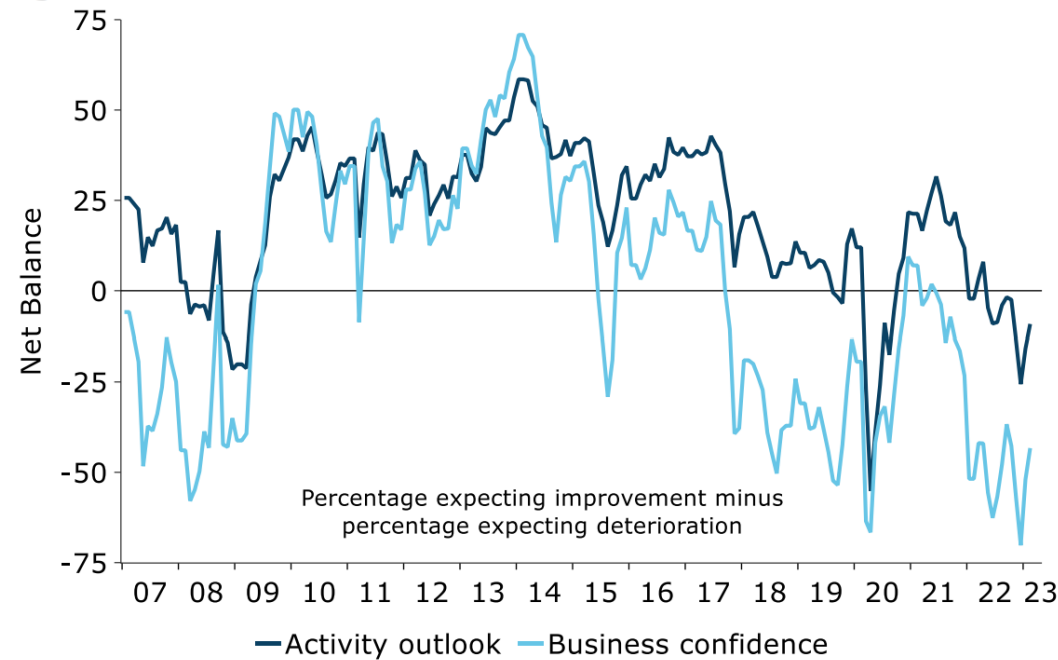
# Nationally confidence at lowest levels since GFC

ANZ-Roy Morgan Consumer Confidence



Source: Roy Morgan, Macrobond, ANZ Research

Figure 1. ANZ Business Confidence Index and ANZ Own Activity Index



Source: Macrobond, ANZ Research

# But confidence in Selwyn remains

## ► Dec 2022 year ended

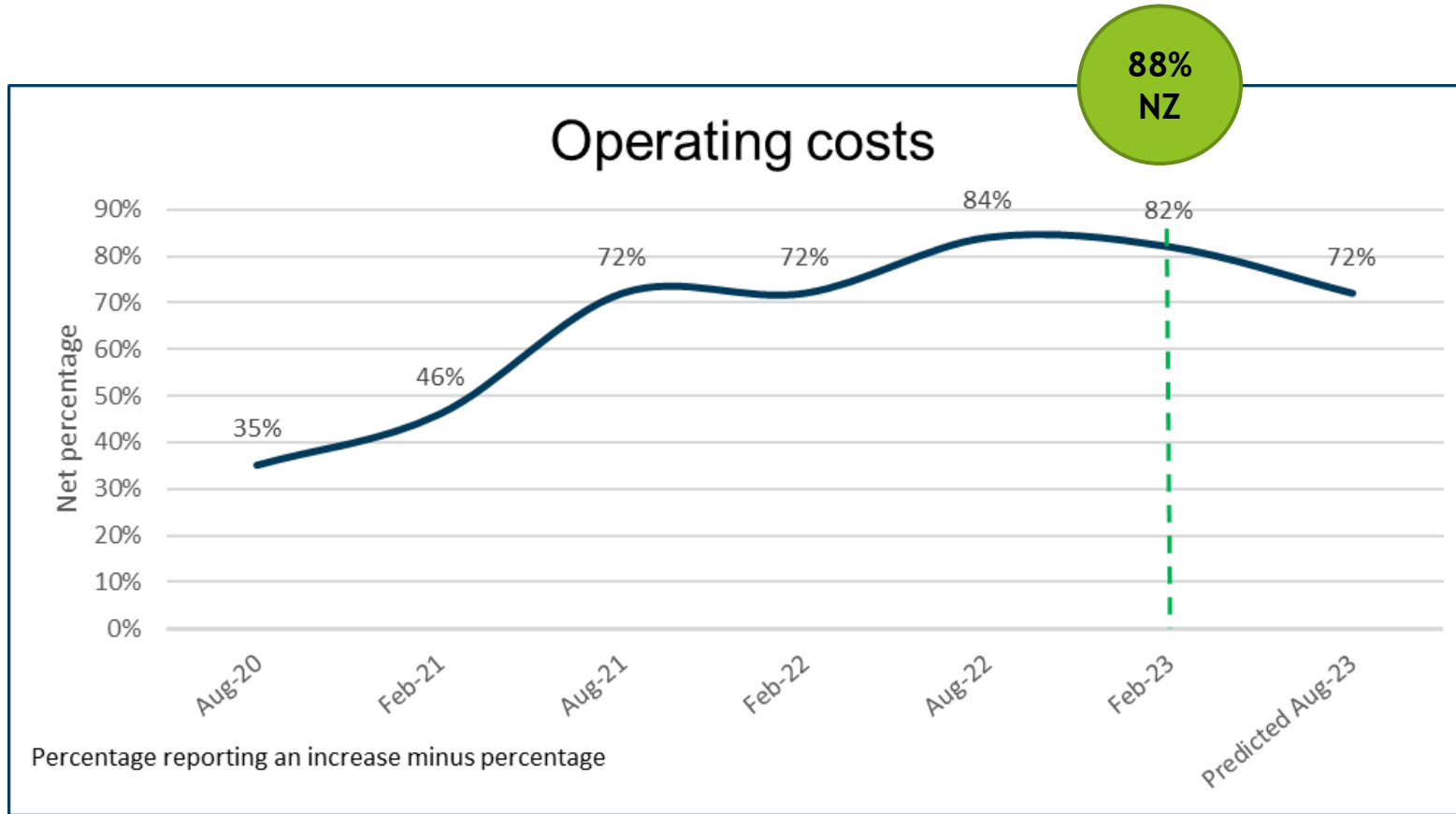
Indicator	Selwyn District	New Zealand
Consumer spending	15.9 % ▲	10.3 % ▲
Employment (place of residence)	6.6 % ▲	2.5 % ▲
Jobseeker Support recipients	-12.1 % ▼	-10.9 % ▼
Tourism expenditure	27.1 % ▲	18.9 % ▲

**net 6%**

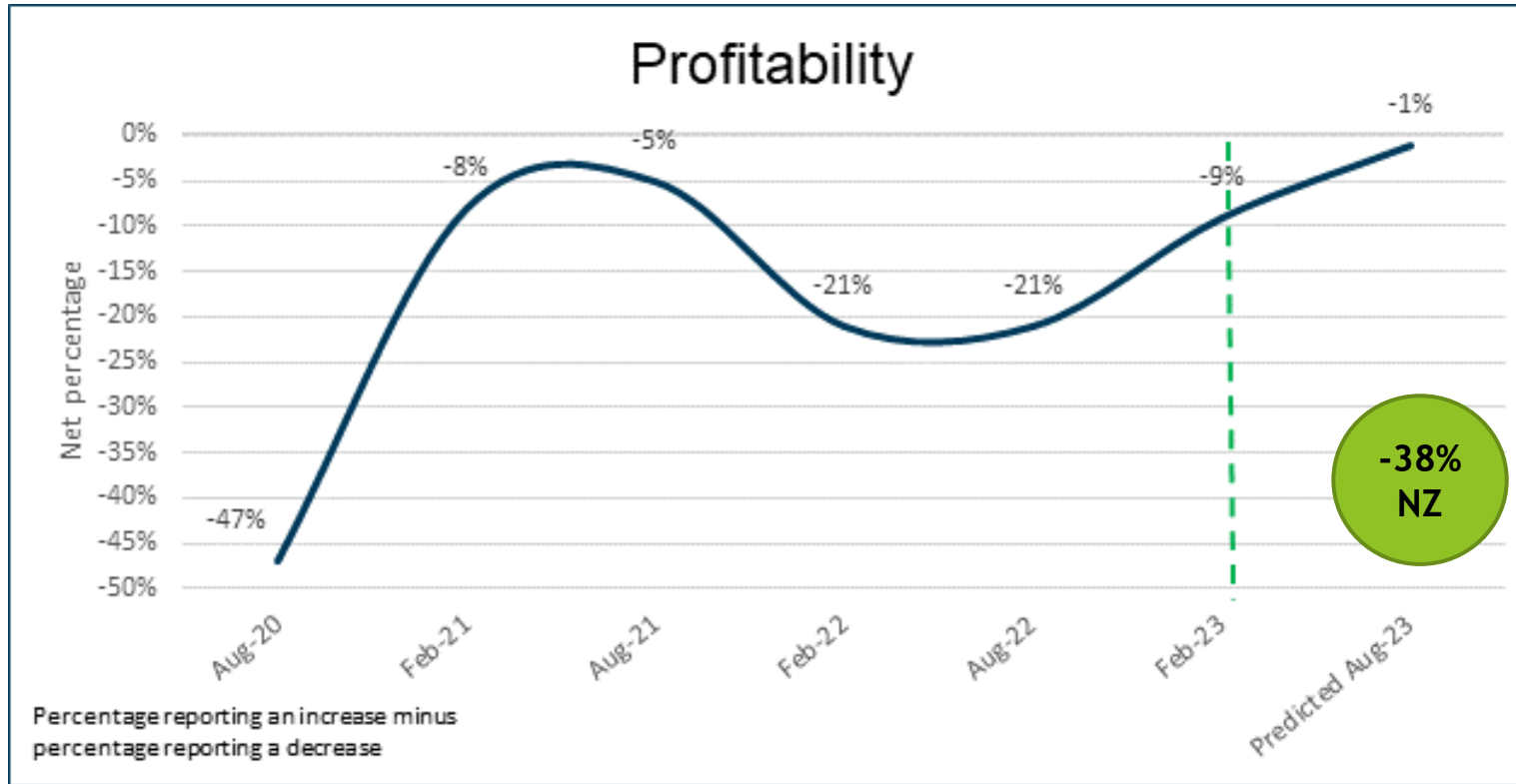
Selwyn businesses  
expect activity  
increase next six  
months



# Demand is there but cost pressures acute



# Margins remain squeezed



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People & Places

**LOVE SELWYN**  
BUSINESS

# Trimming the headcount, but still investing

**-2%**

net % of Selwyn  
businesses expecting  
to reduce staffing  
next six months

**16%**

net % of Selwyn  
businesses expecting  
to lift investment  
next six months

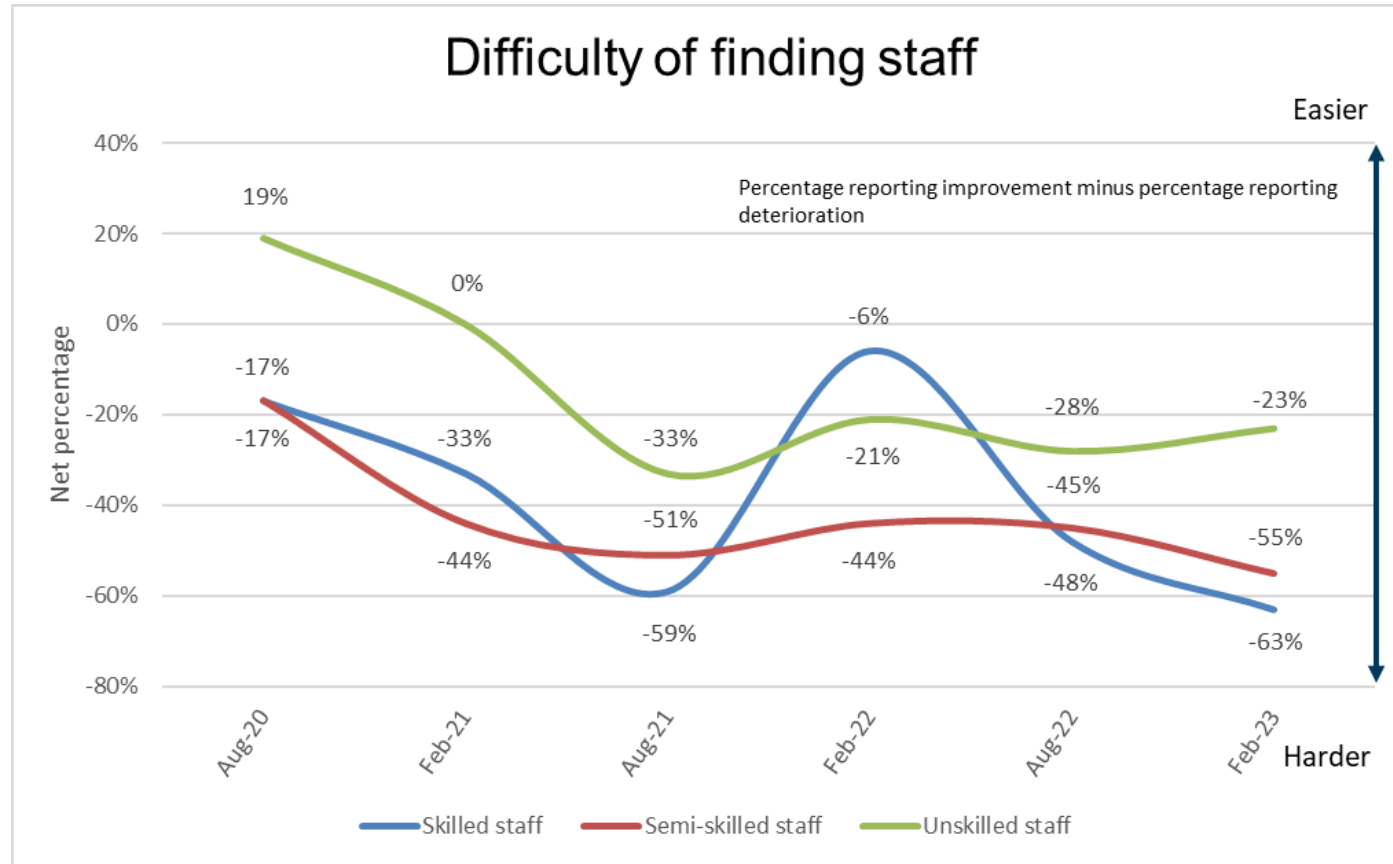


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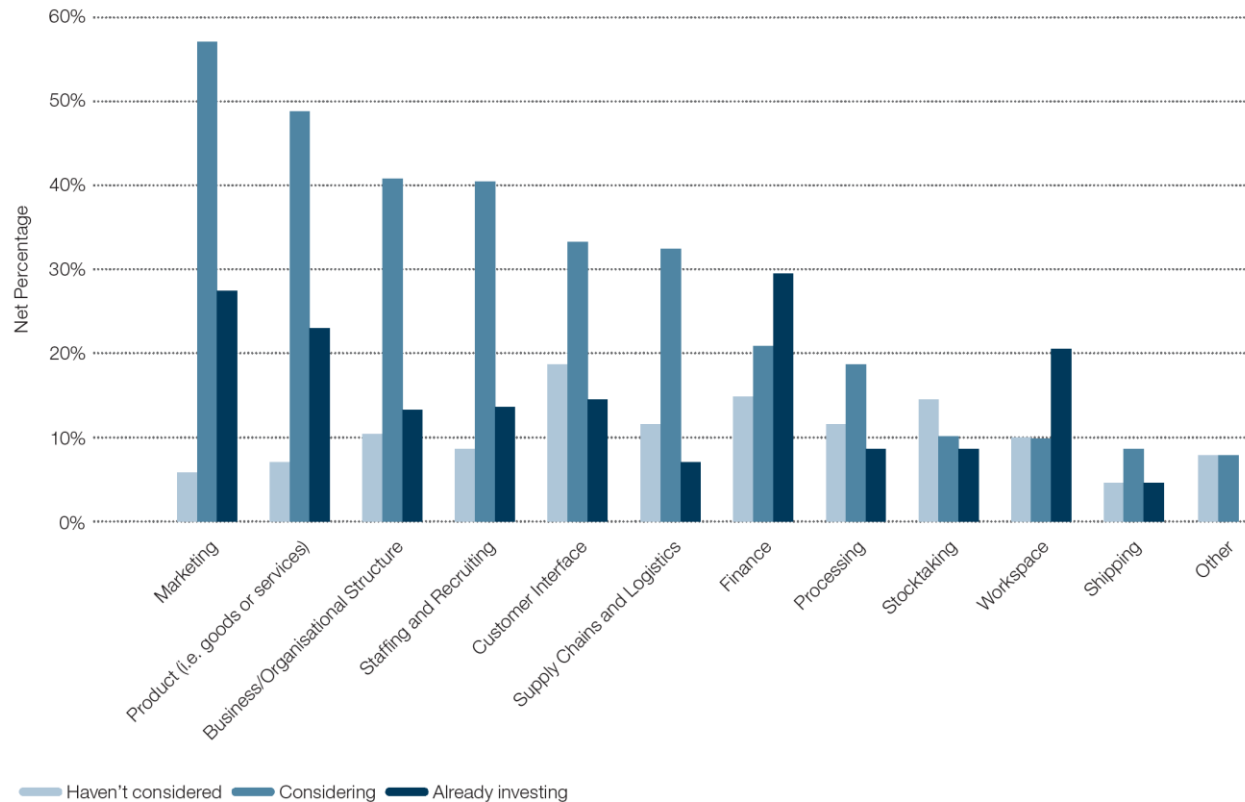


# Replacing staff or recruiting new is still challenging



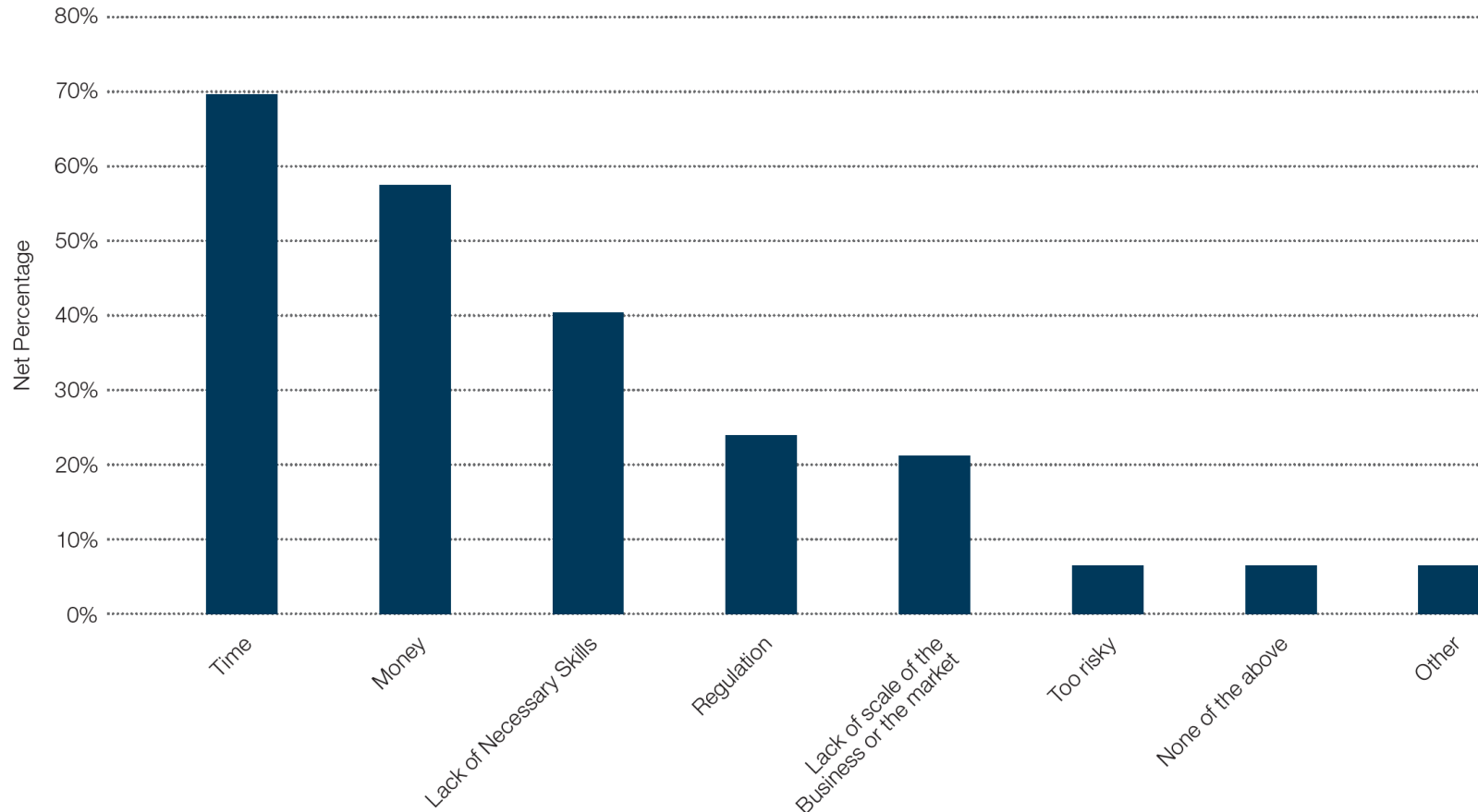
# Innovation is as much about customer innovation as it is systems improvement

Graph 8 – What areas of business have you considered innovating?



# Time, skills, and capital are holding back innovation

Graph 9 – What barriers have you experienced in investing in these innovations?



Future thinking: What are some of the things keeping you up at night?

