



Better education leads to higher income in Selwyn

Waikirikiriri Selwyn residents on average have higher qualifications, hold more professional and managerial roles and are earning more money than ever before, according to the latest data released from the 2023 Census.

“Continuing to learn new things and grow ourselves is a characteristic I see in people all over Selwyn. This continuing education leads to more career options, higher incomes, and more choices in life,” says Mayor Sam Broughton.

The latest detailed statistics from the 2023 Census shows that the proportion of Selwyn residents holding a bachelor’s degree or Level 7 qualification grew by 2.3 % since 2018, following the nation-wide trend of a greater proportion of the population gaining post school qualification.

The latest Census data shows, the percentage of Selwyn residents over 15 years of age with no formal qualifications after high school decreased from 47% to 44%, while the amount of school leavers with no high school qualifications also dropped to under 17% from 22% a decade earlier and less than the national average of 20%.

“The increase in qualifications is likely due to families moving into the district with tertiary qualifications, as well more locals staying in school or seeking further opportunities to educate and upskill themselves, which is great for their future and for the future of our district,” says Broughton.

The Census data reveals that ‘professionals’ are the largest occupation group in the district, now making up 24% of the workforce. This has increased rapidly from 18% in 2013 to align more closely with the New Zealand average of 27%.

Managers make up the second largest occupation group at 22%, and Selwyn has a greater proportion of managers than the New Zealand average of 18%.

The proportion of residents employed in labouring roles continues to decline to 8% from 11% a decade ago, while the percentage of people in sales and retail dropped slightly, despite the increase in shops and hospitality outlets in the district.

Mayor Broughton says that the most pleasing aspect is that the total number of jobs within the district has now doubled since 2013, with 68.9% of employed residents of Selwyn working within Selwyn in 2023, an increase of 5.3% since 2018.

“An increasing number of businesses in the district allow our people to live, work and play in Selwyn, creating more diverse and lively town centres during the week and reducing the proportion of residents commuting to Christchurch or other areas outside the district for work,” says Broughton.

In March 2023, when the census was conducted at 24.9%, Selwyn had a considerably lower proportion of the population not in the labour force compared to the national average of 32.4%, with 73.4% in full-time or part-time employment compared to 64.6% across the country.

“And Selwyn residents are clearly a hard-working bunch with 65.8% of those working more than 40 hours each week,” says Broughton.

The long hours are paying dividends as people earning more than \$100,000 increased from 10.2% in 2018 to 15.3% in 2023, compared to 12.1% nationally, while the percentage of people making less than \$50,000 dropped from 57.2% to 48.2% over the same period, compared to 57% nationally.

While Selwyn has a growing young population, the district also has an increasing number of older residents, which can be seen in the continued increase in the proportion of residents receiving New Zealand superannuation or veteran's pension.

"From our projections, this trend will not change, so it is important we have recently adopted our Piki Amokura Youth Strategy and Te Paepae Ageing Well Strategy to ensure Selwyn remains a safe, enjoyable place to live for our young and ageing population," says Mayor Broughton.

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