



Census data shows increasing diversity, skills and income in Selwyn district

According to fresh, detailed data from the 2023 Census released by Statistics New Zealand, the Selwyn District continues to grow and diversify as a multicultural district.

“Selwyn residents will not be surprised by this new information, as our schools, workplaces, shops and clubs are becoming increasingly multi-cultural,” says Mayor Sam Broughton.

Census data released in May showed that Selwyn was the fastest growing district in the country, with the largest increase in population (29%) and dwellings (29.4%) between 2018 and 2023.

Data released today shows that this recent growth has also transformed Selwyn into a global village, with residents, languages and cultures from all corners of the world building a life in the district.

An increasing percentage of the Selwyn population is born outside of New Zealand, jumping from 19.7% in 2018 to 24.1% in 2023, with 7.9% of the population born in Asia compared to 3.6% in 2018.

The percentage of the population within Selwyn that identifies as European has decreased to 84.1%, while 11.4% identified as Asian, 9% as Māori and 2.4% as Pacific Peoples.

“The recent CultureFest and Darfield Multicultural Dinner showcased the beautiful transition our District is experiencing with delicious food, cultural performances and new ways of thinking from all around the world.” says Broughton.

“And we can see changes in the make-up of our classrooms, at work and in our sports teams.

“Each and every resident in our district, from manawhenua to fifth-generation immigrant families or new arrivals, they all bring their own amazing story to our community.”



Broughton says that new arrivals bring their cultures and also a valuable set of skills and innovation to the district’s business.

The census figures shows professionals have had the largest increase of roles in the district, followed by managers and technicians and trades workers.

“Our population and the number of businesses keep growing, so those skillsets are vital to fill staffing needs and keep our district’s economy strong and resilient in these challenging times,” says Broughton.

“Recent economic data showed that Selwyn is bucking negative national trends in many areas and our spending and employment growth is well ahead of other regions.”

The census data shows the number of people in employment within the district has nearly doubled in the past 10 years and on average incomes are rising. The percentage of people earning more than \$100,000 up from 10.2% to 15.3%,

compared to 12.1% nationally, while those earning less than \$50,000 has dropped from 57.2 to 48.2% compared to 57.0% nationally.

Home ownership in Selwyn continues to rise, from 79.5% to 80.5%, which is the second highest rate in the country, behind the Waimakariri District.

Broughton says that the data shows growing cultural richness and increasing household income for many residents, but reminds the district that the data also shows that not everyone is evenly sharing in the economic growth.

“Many families are doing it tough in the current economic climate, and it is the responsibility of our entire community, including the council, that we support those residents and make sure Selwyn is a great place to live for everyone.”

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