

Prepared by the Economic Division in Wellington

Key Points

- The Bay of Plenty is New Zealand's 5th largest source of economic activity, and makes up 6% of total GDP.
- In 2019, \$36.7 billion (30%) of New Zealand's total goods trade was via the Port of Tauranga.
- The Bay of Plenty's exposure to export-dependent jobs is high, with a quarter of the region's employment in the export sector.
- The proportion of gross output exported in the Bay of Plenty is 17%, which is low compared to the other 16 regions. (It is the 14th largest exporter out of the 16 regions in New Zealand).
- The Bay of Plenty is the 3rd largest intermediate-input importing region in New Zealand, with \$11.6 billion (13%) inputs sourced internationally.

Insights

The Bay of Plenty is New Zealand's 5th largest source of economic activity, contributing \$14.3 billion in GDP and making up 6% of total GDP. Private services contribute the most to regional GDP (29%), followed by primary food exports (15%), construction (9%) and health (8%).

In 2019, \$36.7 billion (30%) of New Zealand's total goods trade was via the Port of Tauranga, making it New Zealand's most important port. The Port of Tauranga received \$10.9 billion imports (17% of New Zealand's imported goods) and was the point of departure for \$25.8 billion exports (43% of New Zealand's exported goods). More than half of New Zealand's dairy, fruit and beverage exports, and about one third of meat and wood exports departed via Tauranga.

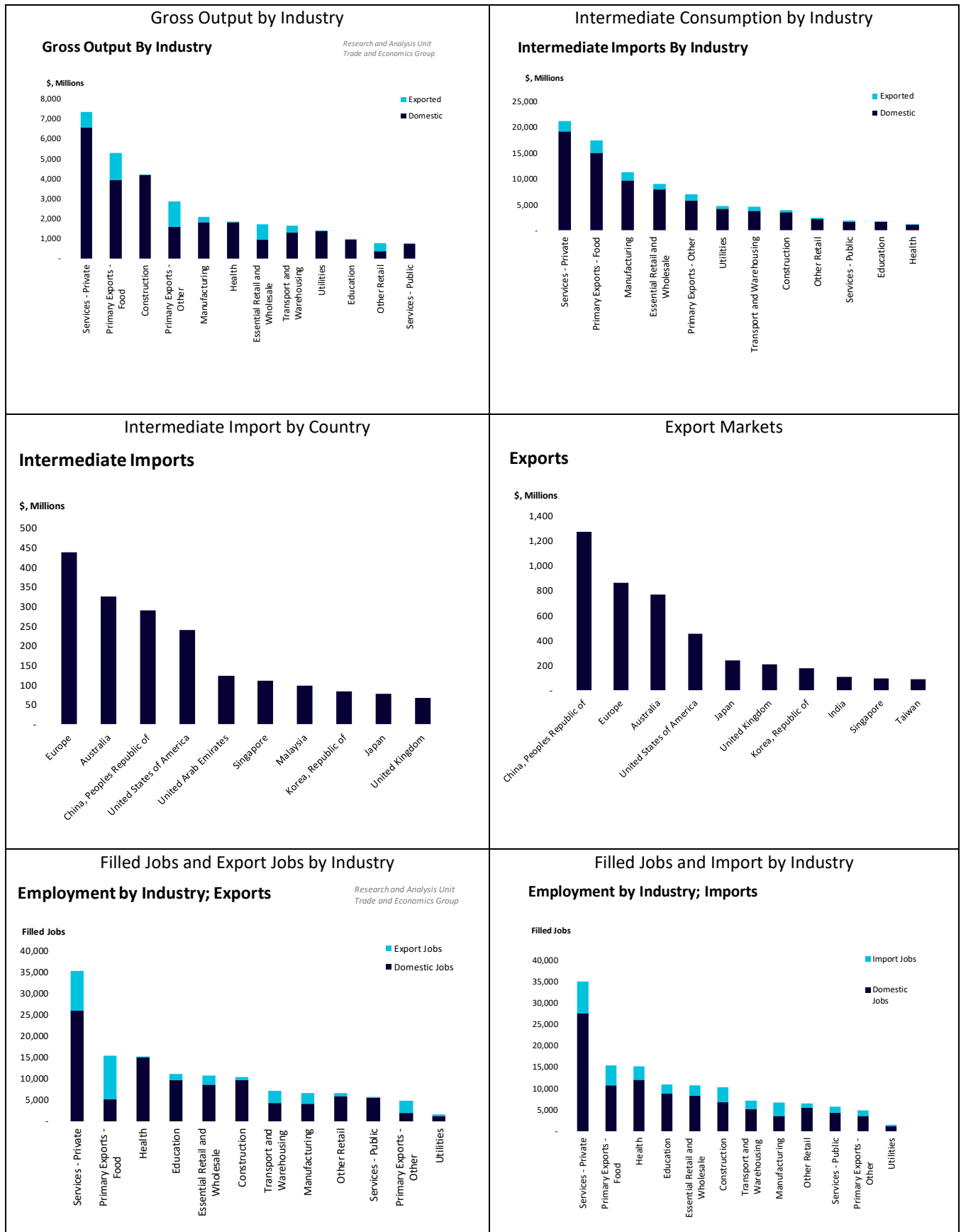
The Bay of Plenty accounts for 6% of national employment. The largest employer by industry group is private services (27%), followed by primary food exports (12%), health (12%) and education (9%).

A quarter of the Bay of Plenty's employment is in the export sector (26%). The industry with the highest proportion of export-orientated jobs is primary food exports (66.6%), followed by other primary exports (59%), and transport and warehousing (41%). In comparison to the other 16 regions in New Zealand, the Bay of Plenty has the 8th largest proportion of export-orientated jobs to labour market composition. The Bay of Plenty is marginally more reliant on good exporting jobs (26%) compared to good importing jobs (25%).

We estimate that \$5.3 billion (17%) of the Bay of Plenty's regional gross output is exported. In comparison to other regions, the Bay of Plenty produces 6% of New Zealand's total exports and is the 14th largest exporting region. It sits above Auckland, but below Northland.

China, the EU and Australia are the three largest export destinations for the Bay of Plenty, and receive over half of the region's exports (68%). The EU, Australia, China, the USA and the UAE are the five largest sources of intermediate inputs for the Bay of Plenty. Together they account for 76.5% of the Bay of Plenty's imported intermediate consumption.

The Bay of Plenty imports \$11.6 billion intermediate inputs (13%). In comparison to other regions, the Bay of Plenty is the 3rd largest intermediate input importer. The largest intermediate input importing industry is primary food exports (21%), followed by private services (19%), manufacturing (14%) and other primary exports (11%).



Source: Sense Partners, Stats NZ

Note: There is no official trade data by region. In this note we use a novel data set created by Sense Partners for MFAT to link regional gross domestic product by industry to exports. These are our best estimates of exports from the region. Due to data limitations the estimates refer to the year to June 2018. For a non-technical summary of the methodology see [MFAT Analytical Report Industry Exposure to Trade](#).

ANNEX: INDUSTRY AGGREGATIONS

Category	Industry Grouping	Industry	
Key Exporters	Primary Exports - Food	AA11. Horticulture and fruit growing	
		AA12. Sheep, beef cattle, and grain farming	
		AA13. Dairy cattle farming	
		AA14. Poultry, deer, and other livestock farming	
		AA31. Fishing and aquaculture	
		AA32. Agriculture, forestry, and fishing support services and hunting	
		CC11. Meat and meat product manufacturing	
		CC12. Seafood processing	
		CC13. Dairy product manufacturing	
		CC14. Fruit, oil, cereal, and other food product manufacturing	
		CC15. Beverage and tobacco product manufacturing	
	Primary Exports - Other	AA21. Forestry and logging	
		BB11. Mining	
		CC31. Wood product manufacturing	
CC32. Pulp, paper, and converted paper product manufacturing			
Essential Services	Health	QQ11. Health care and social assistance	
	Essential Retail and Wholesale	FF11. Wholesale trade	
		GH11. Motor-vehicle and motor-vehicle parts and fuel retailing	
		GH12. Supermarket, grocery stores, and specialised food retailing	
	Transport and Warehousing	II11. Road transport	
		II12. Rail, water, air, and other transport	
		II13. Postal, courier, transport support, and warehousing services	
	Utilities	DD11. Electricity and gas supply	
		DD12. Water, sewerage, drainage, and waste services	
		JJ11. Information media services	
		JJ12. Telecommunications, internet, and library services	
	Recovery Phase	Non-Primary Manufacturing	CC21. Textile, leather, clothing, and footwear manufacturing
CC41. Printing			
CC51. Petroleum and coal product manufacturing			
CC52. Basic chemical and chemical product manufacturing			
CC53. Polymer product and rubber product manufacturing			
CC61. Non-metallic mineral product manufacturing			
CC71. Primary metal and metal product manufacturing			
CC72. Fabricated metal product manufacturing			
CC81. Transport equipment manufacturing			
CC82. Machinery and other equipment manufacturing			
CC91. Furniture and other manufacturing			
Construction			EE11. Building construction
			EE12. Heavy and civil engineering construction
		EE13. Construction services	
Education		PP11. Education and training	
Other Retail		GH13. Other store-based retailing and non-store retailing	
Services - Private		GH21. Accommodation and food services	
		KK11. Finance	
		KK12. Insurance and superannuation funds	
		KK13. Auxiliary finance and insurance services	
		LL11. Rental and hiring services (except real estate)	
		LL12. Property operators and real estate services	
		MN11. Professional, scientific, and technical services	
		MN21. Administrative and support services	
		RS11. Arts and recreation services	
		RS21. Other services	
Services - Public		OO11. Local government administration	
		OO21. Central government administration, defence, and public safety	

Note: The aggregation of industries into Industry Groupings is solely for analytical purposes.

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