

A Porirua City Community Outcome snapshot

some of the issues presented in *Porirua City Wellbeing – Community Outcomes Monitoring Report 2007*

Outcome one Economic growth and employment

Businesses flourish and sustainable employment opportunities are created

Key indicators in achieving progress:

- Growth in business development throughout Porirua City
- Growth in sustainable employment opportunities for everybody
- Fostering and encouraging local talent



Heartening results

Porirua City has consistently improved its economic ranking over the last 3 years.

Troublesome results

Personal and household earnings within Porirua City are distributed unevenly across communities and ethnic groups.

Economic Growth – performing well

Over the last 3 years Porirua City has continued to improve its national economic ranking, and in 2006 scored 1st for GDP¹ growth and 2nd for employment growth.

Economic performance indicators: *Source - Business and Economic Research Ltd*

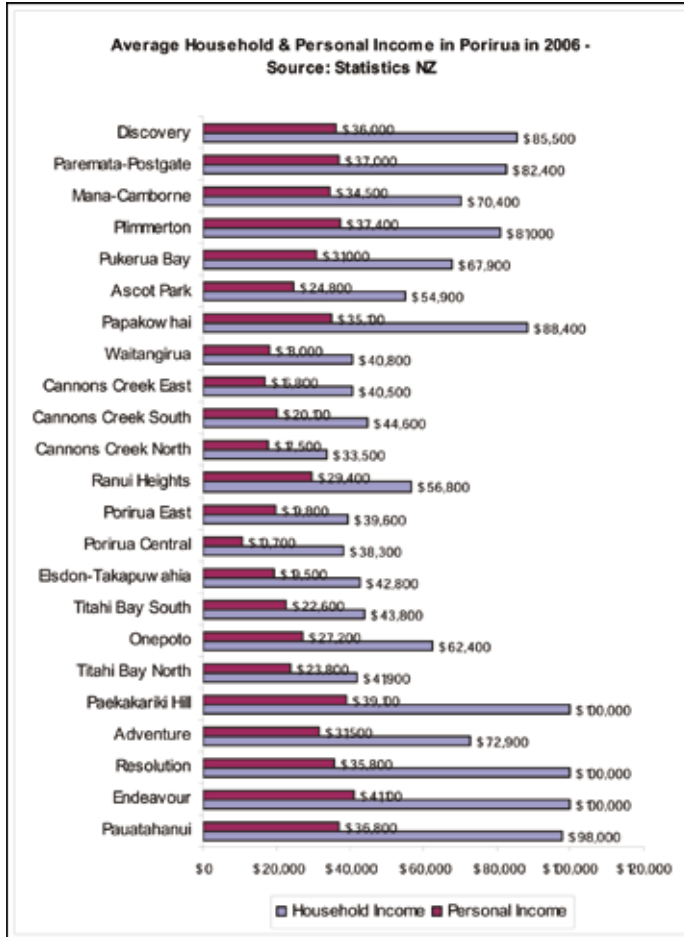
	Overall rank			Performance indicators			
	2006	2005	2004	Resident population growth	Employment growth (FTE)	Real value added growth (GDP)	Business units growth
Porirua City	13	29	36	34	2	1	40
Kapiti Coast	12	15	15	10	21	28	15
Wgtn City	16	75	4	8	18	29	25
Lower Hutt City	29	27	48	48	29	14	34
Upper Hutt City	36	10	49	39	44	40	29
Total NZ	26	17	29	22	36	26	37

¹ Gross Domestic Product (GDP) is a convenient way of capturing, in one number, partial indicators of economic performance (e.g. jobs, houses, tourists).



Income – variation across the city

Porirua City's average personal and household income is higher than the national average. However, average income masks dramatic variation across Porirua City.



Local story: Employment in Porirua City

The number of people receiving the unemployment benefit in Porirua City has dropped significantly from 2,849 in 2000 to 586 in 2007. Work & Income attributes this partly to new initiatives, such as its Job Search Service, providing new strategies to get people into work.



“With the labour market the way it is, there is no reason not to work. There are jobs out there. Work is the foundation to well-being for families. We see that every day here. I took a photo of a guy in here today who was 15 years unemployed and he has just got a job. That is the best part of working here, when we see someone in a family get work. He got the job through the Job Search seminars.”

Karen Bain, Branch Manager, Work and Income Porirua

Where to from here?

Council will be talking to a wide range of Government and City groups about how we can respond to these issues as a City. If you would like more information or want to be part of this work, please contact:

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Further information

This is just a small snap shot of the more detailed set of indicators and measures used to address progress toward this Outcome and other Community Outcomes that can be found in the Porirua City Wellbeing Report 2007 available from www.pcc.govt.nz or at the Council Offices, Cobham Court or at the central and local libraries.