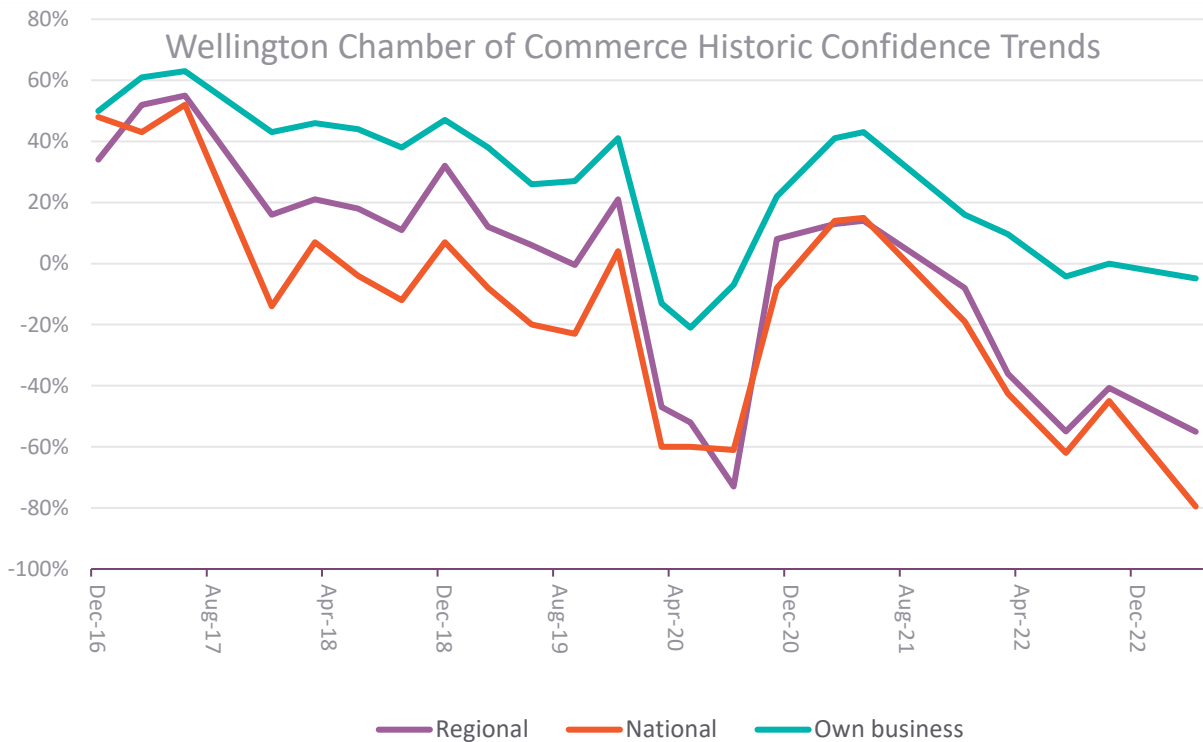


# CENTRAL NEW ZEALAND BUSINESS CONFIDENCE SURVEY: Autumn 2023 Report

From the Wellington Chamber of Commerce & Business Central

## HEADLINE FIGURES: CONFIDENCE TRACKS DOWN AMID RISING COST PRESSURES AND LABOUR CHALLENGES



# BUSINESS DEMOGRAPHY

## BUSINESS SECTOR

Accommodation and Food Services	4.57%
Administrative and Support Services	1.52%
Agriculture, Forestry and Fishing	7.11%
Arts and Recreation Services	0.51%
Construction	2.03%
Education and Training	8.12%
Electricity, Gas, Water and Waste Services	3.05%
Financial and Insurance Services	2.54%
Health Care and Social Assistance	4.57%
Information and Communications Technology	1.52%
Information Media and Telecommunications	1.52%
Manufacturing	22.84%
Not for Profit	6.60%
Other (please specify)	12.69%
Professional, Scientific and Technical Services	11.17%
Public Administration and Safety	1.02%
Rental, Hiring and Real Estate Services	1.02%
Retail Trade	3.05%
Transport, Postal and Warehousing	3.05%
Wholesale Trade	1.52%

## BUSINESS LOCATION

Wellington City	42.64%
Wairarapa	8.63%
Lower Hutt	7.61%
Hawke's Bay	5.58%
Manawatu	5.08%
Whanganui	5.08%
Gisborne	4.57%
Nelson/Tasman	3.05%
Porirua	2.54%
Horowhenua	1.52%
Upper Hutt	1.02%
Taranaki	1.02%
Kapiti Coast	0.51%
Other	11.17%

## BUSINESS SIZE

Sole trader	3.57%
2-9	15.82%
10-19	15.82%
20-49	21.43%
50-99	11.22%
100-199	6.63%
200+	25.51%

## ECONOMIC AND BUSINESS OUTLOOK

**Q: What are your expectations of the New Zealand economy in 12 months' time?**

**Will it be:**

Substantially better	1.08%
Moderately better	11.83%
Same	13.98%
Moderately worse	36.00%
Substantially worse	16.67%

**April 2023:** net negative -79.54%  
**October 2022:** net negative -45.00%  
**July 2022:** net negative -62.00%  
**March 2022:** net negative -42.58%  
**December 2021:** net negative -18.67%  
**May 2021:** net positive +14.84%  
**March 2021:** net positive +14.22%  
**November 2020:** net negative -8.47%

**Q: What are your expectations of the regional economy in 12 months' time? Will it be:**

Substantially better	0.53%
Moderately better	10.16%
Same	23.53%
Moderately worse	47.06%
Substantially worse	18.72%

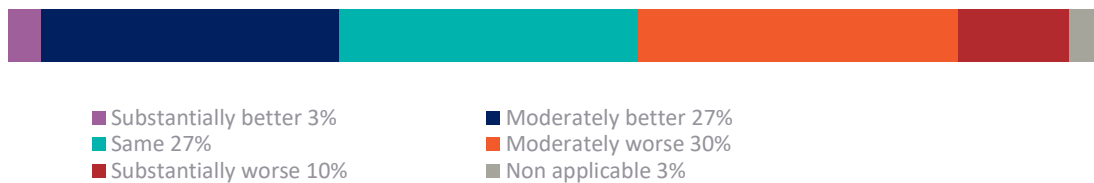
**April 2023:** net negative -55.09%  
**October 2022:** net negative -40.68%  
**July 2022:** net negative -55.00%  
**March 2022:** net negative -36.12%  
**December 2021:** net negative -8.38%  
**May 2021:** net positive +14.46%  
**March 2021:** net positive +13.17%  
**November 2020:** net positive +8.05%

**Q: In 12 months' time, do you expect your own business or organisation's situation to be:**

Substantially better	2.69%
Moderately better	30.11%
Same	29.03%
Moderately worse	31.18%
Substantially worse	6.45%
Not applicable	0.54%

**April 2023:** net negative -4.83%  
**October 2022:** net neutral 0%  
**July 2022:** net negative -4.27%  
**March 2022:** net positive +9.58%  
**December 2021:** net positive +16.45%  
**May 2021:** net positive 42.91%  
**March 2021:** net positive 40.75%  
**November 2020:** net positive 22.03%

**Q: In 12 months' time, do you expect your business or organisation's earnings to be:**



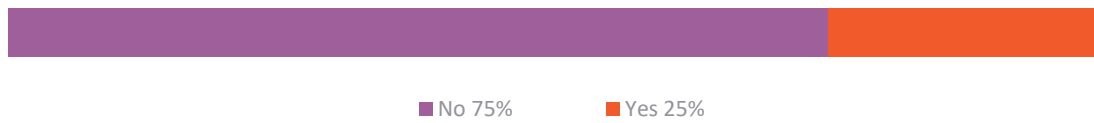
**Q: Are you expecting investment in your business or organisation's equipment over the next 12 months to be:**



**Q. Have your business operations been negatively impacted by Cyclone Gabrielle?**



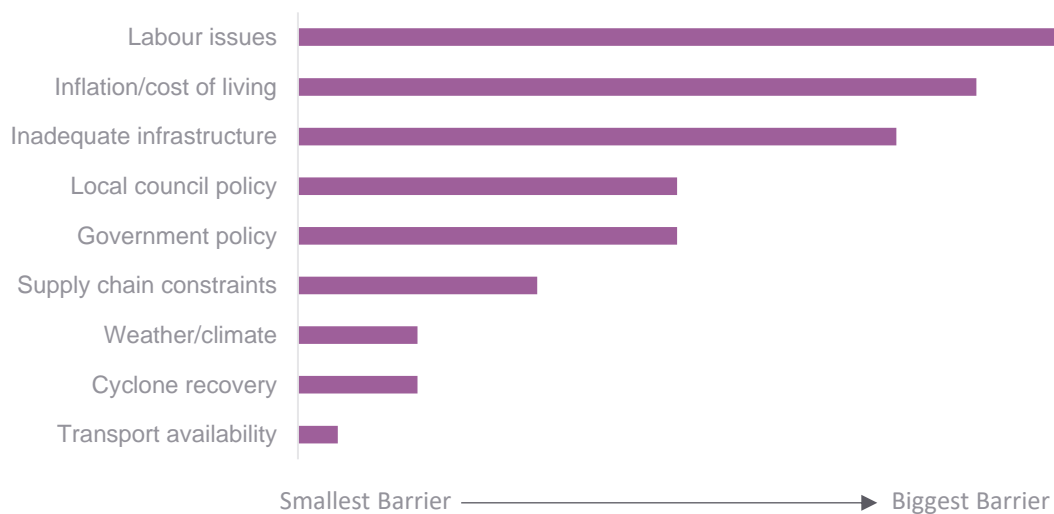
### Q. Has the Cyclone caused you to re-examine future business plans?



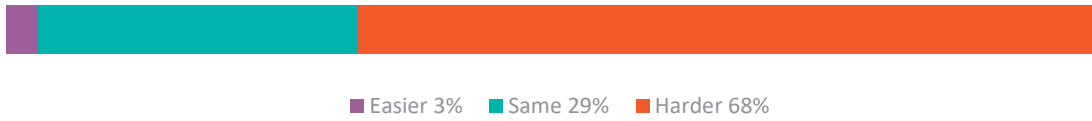
### Q. Over the next 12 months, what are the main challenges facing your business?



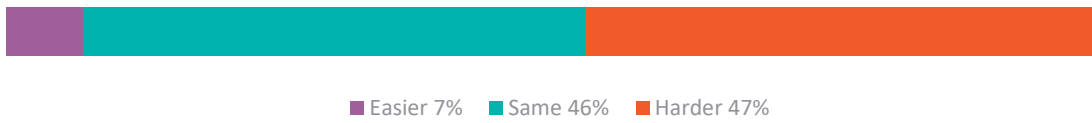
### Q: In your opinion, what barriers or issues, if any, are holding back the regional economy?



**Q. Is finding the right staff easier, the same or harder than it was pre-pandemic?  
(Skilled/specialist employees)**



**Q. Is finding the right staff easier, the same or harder than it was pre-pandemic?  
(Un-skilled to low-skilled employees)**



**Q. Have you experienced heightened pressure on wages in the past year?**



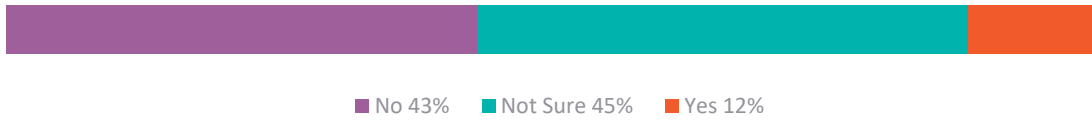
**Q. Have you experienced heightened challenges in retaining staff over the last year?**



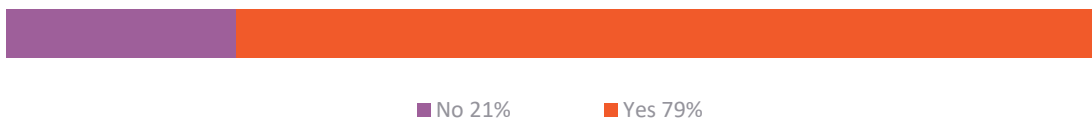
**Q. Have you used the new Accredited Employer Work (AEW) Visa or the Cyclone Recovery (CR) Visa systems?**



**Q. Are the available visa routes conducive to finding the staff your business needs?**



**Q. Have you had to raise prices in the past 12 months?**



**Q. Do you expect you will need to raise prices in the next 12 months?**



**Q. Do you expect cost pressures on your business to get better or worse in the next 12 months?**

