



## TAUPŌ DISTRICT CONTINUING TO GROW

Our population is growing, we're seeing more visitors coming here and the unemployment rate is dropping – that's just some of the great news to come out of the December quarter Taupō District Economic Monitor report.

Every three months Enterprise Great Lake Taupō commissions a report that looks at the current economic situation in our district and trends over the past year. The data comes from a range of organisations such as Statistics New Zealand, other government agencies and the banking sector.

Enterprise Great Lake Taupō chair Greg Stebbing said the most recent report reflected positively on the past year for our district.

"We've had some noticeable gains in our population which has grown by around 600 people the past year. Unsurprisingly, we've also seen growth in the number of new residential buildings and existing building alterations."

Greg said more visitors are coming here and people are also spending more in our district's stores.

"We've seen a gain in the number of visitors arriving in the Taupō District and they're spending more than visitors have in the past. The even better news is that locals are also following this trend, which is always a positive economic indicator."

With the extra spending, the report showed employment around the district had grown by 3.9 per cent, with the unemployment rate dropping from 4.3 per cent to 4 per cent.

"This is all very positive for the Taupō District, and has led our GDP to grow around 2.8 per cent," Greg said. "Economic development is an important part of council's strategy, so it's pleasing to see Taupō is keeping up with the rest of New Zealand, and seeing growth above the national average as well."

To read the report in more detail, visit [greatlaketaupo.biz](http://greatlaketaupo.biz).

### TAUPŌ DISTRICT BY THE NUMBERS

- › Estimated population **36,200**
- › Estimated number of households **14,500**
- › Projected population growth over next 10 years **2.3%**

## NZ'S NEXT SNOW HUB



By now you will have seen the news of Ruapehu Alpine Lifts' (RAL) \$100 million dollar plans to put Mt Ruapehu on the world stage as the country's ski region of choice. To do this RAL is investing in state-of-the-art snow making equipment, providing a regular shuttle service to the ski slopes, building new infrastructure on the mountain, offering night skiing and snowboarding in Happy Valley, and opening two retail bases in Taupō.

This is great news for everyone in our district whether you're a ski bunny or not. Not only will we see more visitors staying in our hotels and motels, we'll also see them spending in our stores and making the most of the plethora of adventure tourism options we have on our doorstep. More people spending more money in what is traditionally our quieter season is great for our district's economic development.

Council has a leadership role in facilitating the development of the district's economy. We aim to ensure the Taupō District has a competitive advantage when it comes to securing business growth, attracting visitors, and building a skilled workforce.

By welcoming new businesses and supporting existing ones, we can provide employment opportunities that help enrich our community and grow our economy.

It's clear to Council there are overwhelming benefits from RAL's investment in the Taupō District, and has thrown support behind the move to make our district New Zealand's premier ski destination. By investing in the assets they have on the mountain, RAL is helping to create jobs and stimulate our local economy.

All this great news comes as we celebrate the results of the latest Taupō District Economic Monitor report. The quarterly report showed a significant increase in new homes being built in the three months to December 2016. It also showed more visitors are coming here and are joining locals in spending more in our shops. It's no surprise then that our unemployment rate is dropping and we've experienced 2.8 per cent economic growth in the last quarter, which is above the national average.

I'm certain we can keep up the good work and will continue to see more growth like this in the future. Council has many ways to support business, so get in touch with us if we can help in any way.

**Mayor David Trewavas** › [dtrewavas@taupo.govt.nz](mailto:dtrewavas@taupo.govt.nz)

### What's on?

- 11 March Inter-Council Sports Tournament, Crown Park
- 11 March Lake Taupō Vintage Car Rally
- 12 March Music in the Reserve, Waipahihi Botanical Reserve
- 12 March Teddy Bears Picnic, Riverside Park
- 12 March Kids Greening Taupō event series launch, Waipahihi Botanical Reserve
- 13 to 15 March Give blood at the Great Lake Centre

**For more information on Taupō District events visit [www.GreatLakeTaupo.com](http://www.GreatLakeTaupo.com)**

## COUNCILS BATTLE ON THE SPORTS FIELD

A fit and healthy bunch of staff members will be representing council at this year's Inter-Council Sports Tournament, which is taking place in Taupō this weekend.

Hosted by Taupō District Council, the tournament is attracting 32 teams from councils around New Zealand which will descend on Crown Park for round robin games of touch rugby and football, as well as a fun novelty event.

The annual tournament aims to bring regional and district council employees together for some fun and to compete for a number of highly-coveted prizes.

"It's also a chance to show off our district to hundreds of people from around New Zealand who will no doubt return to holiday in Taupō in the future with their friends and families," district events manager Steve Giles said.



Members of the public are welcome to cheer on the teams at Crown Park from 8am until 5pm tomorrow.

Steve thanked all of the sponsors who have supported the running of the tournament.