
Wellington City Profile

KEY FACTS ABOUT THE CITY - 2016





Wellington's population

Wellington City has a young population, with slow but steady population growth.

Population

203,800

Wellington City's population in 2015

41%

Wellington City's share of the regional population in 2015

Growth

1.0%

Historic average annual population growth (10 years), compared to 1.1% nationally

1.9%

Increase in population in 2015, with growth trending upwards in recent years

1.9%

Forecasted population growth in the next 25 years

Age profile

34

Wellington City's median age, one of the lowest among New Zealand cities

73%

Working age population, aged 15 - 65 years



Odins plaza



“It’s true you can’t live here by chance, you have to do and be, not simply watch or even describe. This is the city of action, the world headquarters of the verb.”

– Lauris Edmond





Wellington's diversity

With over a quarter of its residents born overseas, Wellington values diversity and is characterised by a vibrant mix of culture and language.

Ethnic make-up

29%

People in Wellington City born outside of New Zealand

80+

Ethnic groups in Wellington City



Wellington harbour



Civiv Square, Cricket World Cup, 2015

Wellington's population is:

73%

European

15%

Asian

8%

Māori

5%

Pacific

Languages

24%

Speak a language other than English. The most common languages after English are French (5,622), Māori (4,536) and Samoan (4,161)

Values

76%

Agree that cultural diversity makes Wellington City a better place - this is higher than other New Zealand cities surveyed

87%

Agree that Wellington has a culturally rich and diverse arts scene.



Wellington's economy and employment

Driven by a highly educated and skilled workforce, Wellington's diverse and resilient economy outperforms other areas of New Zealand in productivity.

Economy

\$18,333^M

GDP in 2015, 8.4% of the national total (\$219,529m)

\$116,971

GDP per employee in 2015 - higher than New Zealand's average GDP per employee of \$95,991

\$89,956

GDP per capita in 2015 - the highest in New Zealand, with an average GDP per capita of \$47,758

Key industry sectors by proportion of GDP

15.4%

Public Administration and Safety

13.4%

Professional, Scientific and Technical Services

13.2%

Financial and Insurance Services

7.7%

Information, Media and Telecommunications



Westpac Stadium

Growth

2.1%

Historic GDP average annual growth rate (10 years), compared to 1.9% nationally

Workforce

38%

Wellington City residents with a bachelor degree or higher, the highest in New Zealand

\$67,940

Average annual income in 2014, the highest in New Zealand with an average income of \$54,230

5.3%

Unemployment rate in 2015 (compared to 5.8% nationally)

156,732

Number of jobs in Wellington City in 2015

3,308

Increase in jobs in 2015

56%

Wellington City's employment in knowledge intensive service industries (compared to 32% nationally)



Wellington lifestyle

Wellington is world-leading when it comes to quality of life.

International recognition

1ST

Won a UN-backed International Liveable Award (2012)

12TH

Wellington is one of the most liveable cities in the world (2014 Mercer Quality of Living Index)

9TH

Wellington is one of the safest cities in the world and the only capital to be accredited in the World Health Organisation's International Safe Communities programme

Residents' perceptions

89%

Rate their quality of life positively, higher than other New Zealand cities surveyed

92%

Agree that Wellington is a great place to live

89%

Were proud of the look and feel of the city



"I want to live among people who believe in truth and freedom...I want to discuss ideas... I want books..."

– Jack Lasenby



Wellington's great outdoors

Wellington has a beautiful harbour that is safe to swim in. The city's extensive Town Belt provides green space and stunning scenery that is accessible for lunchtime pursuits.

93%

Find it easy to access a local park or green space in Wellington

200M²

Green open space per urban resident, compared to 5m² in Japan, 27m² in China and 60m² in America

355KM

Council-managed tracks and walkways in the city's open space areas - many within easy walking distance of the central city

98.9KM

Wellington coastline - with a variety of sandy beaches and rocky shores and the central city wrapped around the harbour.

2,050

Average sunshine hours a year (30% more than London, and a bit more than Milan and Auckland)



Oriental Bay



Wellington's property

Wellington has stable increases in house prices. Strongest growth is in the central city, supporting a boom in apartment living.

Residential

76,145

Occupied private dwellings in 2015

27%

Projected increase in the number of dwellings in Wellington City from 2013 - 2043 (21,400 more)

40%

Population growth is in the central city

\$546,200

Average Wellington house price in 2015 - this is higher than the national average of \$505,900

1.5%

Annual increase in average property prices (national increase of 6.5% was heavily influenced by Auckland prices)

59%

Own their home (compared to 65% of New Zealand households)

\$400

Average weekly rent in 2015

Commercial

3%

Prime central city office vacancy in 2015

2%

Prime central city retail vacancy in 2015

Light dances on hills and office windows
and shakes its skirts over the harbour
in a wild fandango that attracts
the pale moths of yachts in droves

– Elizabeth Knox







Wellington's craft food and beverage scene

Wellington is known for its coffee culture. Craft beer brewing in the Wellington region has exploded in the last five years and is showing no sign of slowing down.

300+

Cafes, bars and restaurants - that's more places to eat and drink per capita than New York



Golding's, Te Aro

\$22^M

GDP from Wellington craft breweries in 2014, an increase of more than 80% in a single year

40%

Total growth over the last 4 years in Wellington's food and beverage sector accounted for by craft beer brewing

100+

Food events each year during Wellington on a Plate, New Zealand's largest culinary festival, including Beervana

200

Students at Le Cordon Bleu New Zealand in Wellington



“From Brooklyn hill, ours is a doll-size city
A formal structure of handpicked squares and bricks
Apprehensible as a child’s construction
Signifying community.”

– Louis Johnson



Wellington's film, arts and cultural scene

Wellington is the arts capital, with a number of national institutions based in the city and host to world class events including the World of Wearable Art Awards Show and the New Zealand Festival. It is also home to one of the most significant post production houses in the world - Park Road Post Production.



World of Wearable Art Awards Show

Film

60,000

Attended Hobbit-inspired artisan market and red-carpet world premiere of *The Hobbit: An Unexpected Journey* in Wellington

60%

Percentage of New Zealand screen and digital technology post-production businesses in Wellington

\$9/10

Export dollars generated by New Zealand in the post-production sector is earned in Wellington



Wellington Airport

Events

87%

Wellington residents surveyed in 2015 that had attended or participated in arts and cultural activities in the last year

47,932

Attended the World of Wearable Art Awards Show in 2013, and over 50,000 tickets were sold in 2014 and 2015

\$70^M

Contributed to Wellington's economy during the 2014 New Zealand Festival (up from \$56m in 2012)

200⁺

Wellington gig listings a month

Galleries and museums

1.3^M

Visits to Te Papa, the national museum, each year

TOP 50 MUSEUM

In the world status awarded to the Museum of Wellington

55⁺

Galleries in Wellington



Wellington the low-carbon city

Wellington has a lower carbon footprint than anywhere in Australasia and greater access to significant renewable energy resources.

6 TONNES

CO2 equivalent emissions per capita produced by Wellington, compared to 20.4 tonnes average for major cities in New Zealand and Australia

204^{MW}

Wind energy generated in Wellington's wind farms to help reduce Wellington's emissions

63%

City's emissions from the transport sector

30%

City's emissions from stationary energy

TOP PERFORMER

In a 2012 survey of the environmental performance of Australasian cities, Wellington was a top performer in greenhouse gas emissions, energy consumption, waste generation and recycling, and air quality

“Tall buildings no bigger than blocks on the floor,
Wellington afloat on the harbour haze ...
You think of how most men spend their days
In offices as cramped as elevators -”

– Sam Hunt





Transport in Wellington

Wellington is a compact city with the highest public transport use per capita, and more people who walk, run or cycle to work than the rest of New Zealand.

25%

Increase in number of people using buses to get to and from work from 2001-2013

17%

Wellington residents who usually walk to work (compared to 5% nationally)

5KM

Average commuting distance to work for Wellington City residents (6km for Auckland residents)

65%

Central city residents who commute to work by public transport, on foot, or cycling

0.3%

Decrease in Wellington traffic flows over the year to March 2015, compared to a national increase of 3.7%



Cycling, Berhampore



Studying in Wellington

Wellington has a first-class education infrastructure, with world-class universities, three polytechnics, and a range of private specialist schools and secondary schools.

Education providers

3

World-class universities in Wellington City

1ST

Victoria University of Wellington is the number one university in New Zealand for research quality

3RD

Massey University design school was ranked third in the Asia-Pacific region Red Dot Awards

TOP 500

Both Victoria University of Wellington and Massey University are ranked in the QS World University rankings top 500, and both have programmes ranked in the top 100 in the world

Students

30,000⁺

Tertiary education students in the city

\$578^M

Contributed to the Wellington regional GDP from tertiary education

3,767

International students in the city

\$170^M

Economic impact to the Wellington region from international students

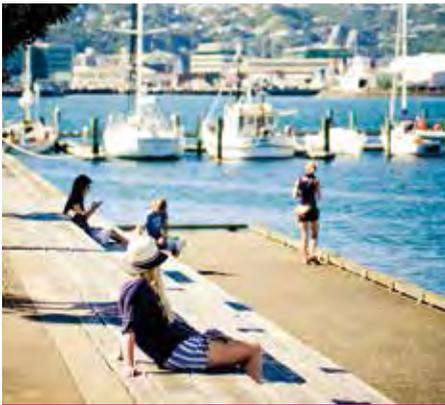


Wellington tourism

Wellington is one of New Zealand's fastest-growing tourism markets, with strong spending growth among visitors.

4TH

Best city in the world to visit according to Lonely Planet in 2010



Wellington Harbour

Visitors

2,195,855

Total guest nights for Wellington City in the year to April 2015

2^{DAYS}

Average length of stay (same as for Auckland)

77

Cruise ships visited Wellington in the 2014/15 season, delivering around 150,000 passengers and crew

35%

Percentage of visitors to Wellington that are international visitors

\$1^M

Spent each day in Wellington by international visitors



Wellington, Cable Car

Growth

5.4%

Increase in guest nights in the year to April 2015 and a 39% increase over the past 10 years

AUGUST

Fastest-growing month, which saw 37,000 more guest nights in 2014 than in August 2010

18%

Estimated increase in cruise ship passenger growth in the 2015/16 season

Compact

3000

Hotel rooms within walking distance of Wellington's central city

7

Major event venues that are just 5 minutes' walk apart

"I love this city, the hills, the harbour, the wind that blasts through it. I love the life and pulse and activity, and the warm decrepitude ... there's always an edge here that one must walk which is sharp and precarious, requiring vigilance."

– Patricia Grace



Sources

Annual Residents Monitoring Survey
Agency
BERL: Business and Economic Research Ltd.
Central City Survey
Cruise New Zealand
Education Grants Massey University (2015/15)
Forecast ID
Grow Wellington
Guacquarelli Symonds 2015
Lir Com
Infometrics 2015
Informatics
Isometrics
Met Service
Ministry of Culture and Heritage
Meridian Energy
Profile ID
Profile ID, 2013 Census
PWT
Red Dot Award 2015
Statistics NZ
Siemens Green City Index
Statistics NZ 2013 Census
Te Papa
URS Greenhouse Gas Inventory
WCC Parks, Sport and Recreation
Wellington Commercial Real Estate
Wellington Regional Economic Development
WREDA
2014 Quality of life survey

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Absolutely Positively
Wellington City Council

Me Heke Ki Pōneke