

# KEY

## Our workforce

▶ **Number of workers**  
2023

**257,029**



**6%** ↑ *Change over past 5 years (2018-2023)*

**4%** ↑ *Forecast change over next 5 years*

▶ **Employment by Region**  
2023

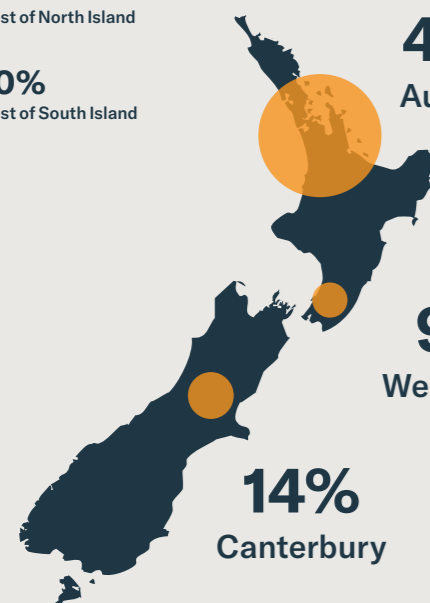
**27%**  
Rest of North Island

**10%**  
Rest of South Island

**40%**  
Auckland

**9%**  
Wellington

**14%**  
Canterbury



▶ **Age 15 - 24 years**  
2018

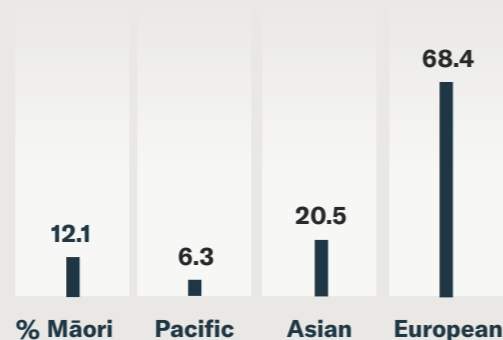
**26%**

▶ **Female**  
2023

**55%**



▶ **Ethnicity**  
2018



## Training & Qualification



### Current NZQCF Products

	Qualifications	Programmes	Enrolments 2023
Retail, Sales and Distribution (total)	7	64	1405
Level 2			555
Level 3			675
Level 4			175
Distribution	2	25	220
Level 3			160
Level 4			60

# INFORMATION

## Our businesses

▶ **Number of business**  
2023

**42,036**

**1.3%** ↑ *Change in Business over last year (2022-2023)*

▶ **Māori owner business**  
2021



**5%**

▶ **Self-employment**  
2023

**27,696**

▶ **Business size FTE per business**  
2023

**6**

## Our economy

▶ **GDP**  
2023

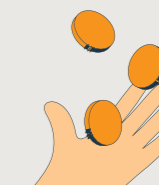
**\$24bn**

▶ **GDP per FTE**  
2023

**\$109,737**

▶ **Change in GDP over last year (2022-2023)**  
2023

**1.3%** ↓



## Occupation

	2023	2018	2027	Actual change over past 5 years 2018-2023	Forecast change over next 4 years 2023-2027
Sales Assistant (General)	63497	60,320	64,207	5%	1%
Retail Manager (General)	27,071	25,137	28,025	8%	4%
Checkout Operator	12,160	11,812	12,448	3%	2%
Sales Representatives nec	11,723	11,483	11,966	2%	2%
Storeperson	7,762	7,136	8,010	9%	3%

	Enrolment 2023 vs 2017	Enrolment 2023 vs 2022	Completion 2022	Completion 2022 vs 2017	Completion 2022 vs 2021
	-85%	-8%	1145	-70%	55%
			325		
			770		
			50		
	-2%	-21%	195	105%	-13%
			130		
			65		