

GREAT SOUTH



Southland Regional Development Agency



Murihiku Southland Regional Factsheet

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Murihiku Southland

A Region of Opportunity

Murihiku Southland is a region defined by its natural beauty, vibrant economy, and strong sense of community. It spans 12% of Aotearoa New Zealand's land area, with over half (58%) designated as public conservation land, showcasing a commitment to preserving its stunning landscapes.

The region boasts 3,612 kilometres of coastline, rich biodiversity, and the southernmost Dark Sky reserve, making it a prime destination for stargazing and ecotourism. Home to five of New Zealand's 11 Great Walks, it attracts adventurers and nature enthusiasts from around the globe.

With 100,143 residents, the region combines rural charm with economic strength. The region's economy contributed \$8.27 billion last year with just 2% of Aotearoa New Zealand's population. Our per capita GDP of \$80,148 is third highest in the country, after Wellington and Auckland.

With over 14,000 businesses including 3,400 farms, the region's economy is focused on further developing agriculture, tourism and emerging industries such as renewable energy and aquaculture.

Murihiku Southland is responsible for 12% of Aotearoa's pastoral exports with just 2% of the country's population.

In June 2023, Beyond 2025 Southland Regional Long-Term Plan (The Plan) was launched. The Plan recognised that a diversified economy was essential for future resilience, and it encouraged the development of emerging sectors such as aquaculture, renewable energy, technology, and space. Efficient transport and technology infrastructure were identified as critical to supporting economic development and the Plan also emphasised the importance of innovation and automation in driving future growth.

As a key exporting region, Murihiku Southland's regional long-term plan prioritises environmental sustainability, recognising that the region's future prosperity depends on addressing the challenges of climate change, land use, emissions reduction, and water management.



As a region we have taken a number of initiatives to move to a low carbon economy as;

- 70% of Murihiku Southland's Economy is dedicated to exports and export supply chain
- Over 80%* of Aotearoa New Zealand's exports, by value, are going to countries that have mandatory climate related disclosures (CRDs) *(Protecting New Zealand's Global Sustainability Reporting & Trade Trends; chapman trip April 2024)
- 40% have Carbon Border Adjustment Mechanisms – EU, UK, US, Australia, Taiwan, proposed or already in force.
- Over 60% of the world's GDP is now subject to CRDs either proposed or already in force.
- Governmental and customer expectations and environmental factors are being reflected in Free Trade Agreements and in other non-tariff interventions (chemical residues).
- Our exporters and supply chains need to respond to the export market change to maintain a competitive advantage and maintain and grow access into high-value markets.
- This affects all export products including meat, dairy products, food, ingredients, manufactured goods, metals such as aluminium as well as export services including tourism, education, data and space.

By integrating climate change mitigation actions, the region is actively balancing economic growth with environmental responsibility.

Regional Indicators



12% of Aotearoa New Zealand land mass (2nd largest region in Aotearoa New Zealand)



3,612 kilometres of coastline with 11 marine reserves and 2 marine sanctuaries



58% of land is public conservation estate, most of which is in two national parks; Fiordland National Park and Rakiura National Park.



5 of the 11 Great Walks (Kepler Track, Milford Track, Rakiura Track, Routeburn Track, and Hump Ridge Track)



The **southernmost International Dark Sky Sanctuary** in the world (Rakiura Stewart Island)



Regional emissions are 6,753,059 tCO₂e (9.5% of Aotearoa New Zealand net emissions)



Population of 100,143 people (2% of Aotearoa New Zealand)



\$8.27 billion GDP (2.1% of Aotearoa New Zealand)



\$80,148 GDP per person (3rd highest region in Aotearoa New Zealand)



14,622 registered businesses (2.3% of Aotearoa New Zealand)

Top 5 Murihiku Southland industries by Employees are:



AGRICULTURE, FORESTRY & FISHING
7,700 employees
14.8% of economy



MANUFACTURING
8,300 employees
16.0% of economy



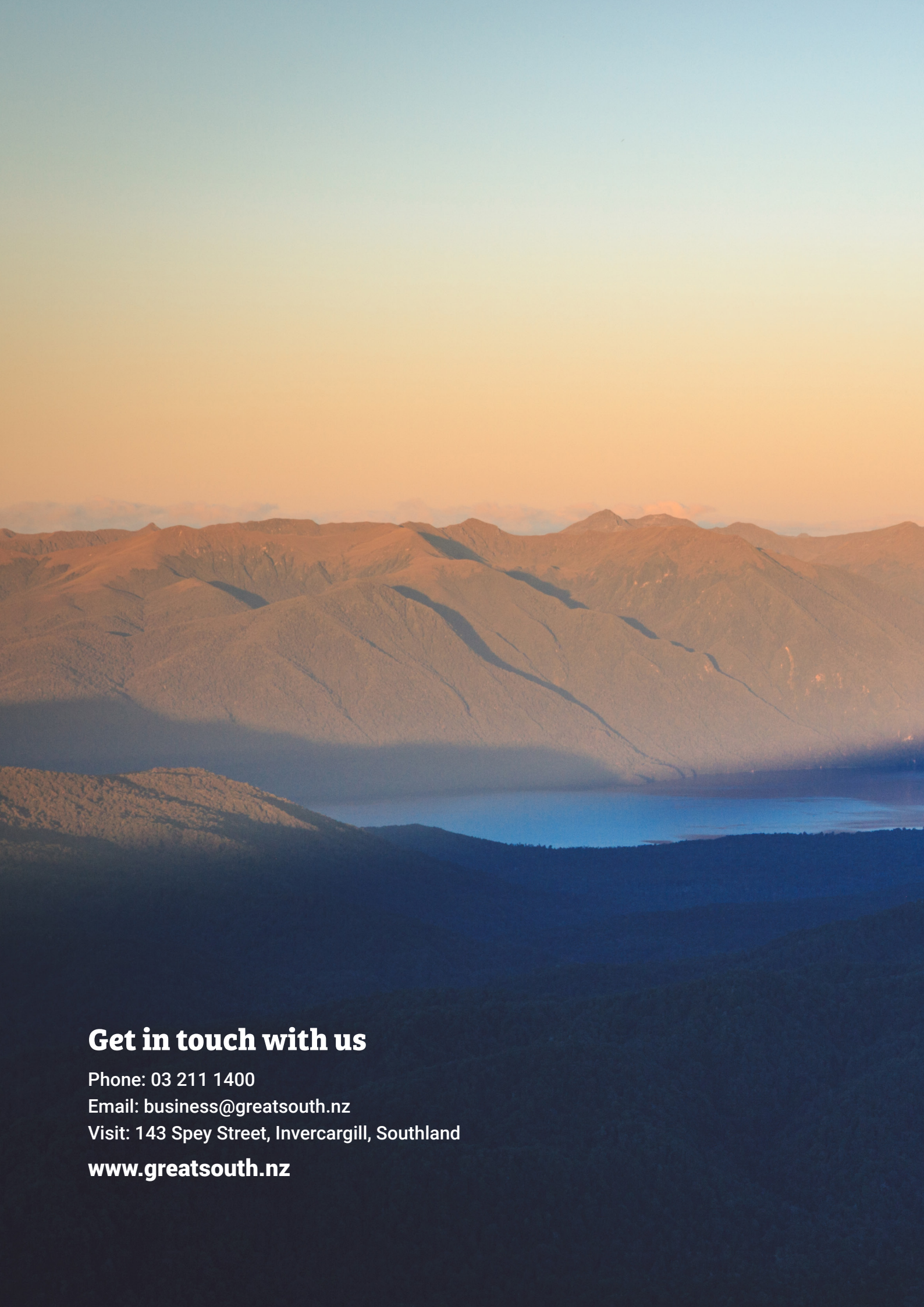
HEALTH CARE & SOCIAL ASSISTANCE
5,800 employees
11.2% of economy



RETAIL
5,000 employees
9.6% of economy



CONSTRUCTION
3,650 employees
7.0% of economy



Get in touch with us

Phone: 03 211 1400

Email: business@greatsouth.nz

Visit: 143 Spey Street, Invercargill, Southland

www.greatsouth.nz