



MANAWATŪ REGION NON-PROFIT SECTOR PROFILE

October 2020



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Executive Summary

The purpose of these economic sector profiles for the Manawātū region is to describe the contribution of key sectors to the economic wellbeing of the region. Seven sectors are expected to contribute to a significant share of future growth in the number of jobs and incomes in the region over the next 25 years. They are healthcare, tourism, logistics, public administration (including defence), professional, scientific and technical service, construction and manufacturing. Non-profit institutions also make a significant contribution to the Manawātū region economy and play an important role in fostering volunteering and giving by the local community.

Non-profit organisations operate across all sectors of the economy, but this profile is different from other sector profiles for the Manawātū region because the sector has been defined by its institutional structure and not by activity. While non-profit institutions may make profits (surpluses), they do not have profit-making as a goal, do not distribute any profits to their members and are often reliant on the voluntary provision of free labour and resources to operate successfully.

Until recently there has been very little information on the direct and indirect contribution of the non-profit sector, with the majority of economic statistics collected on an activity basis and not based on organisational structure. However, the Statistics New Zealand Non-profit Institutions Satellite Account: 2018 report offers significant insights on the non-profit sector.

The contribution of the non-profit sector to society and economic activity goes beyond the delivery of public services to members of our local community. Community participation and volunteering through non-profit institutions brings people together in social networks and communities and provides opportunities for people to express their interests, values and culture. Research on volunteering shows that voluntary work produces benefits for both the volunteer and the recipients of voluntary support.

Based on the national estimates prepared by Statistics New Zealand for the non-profit sector the following estimates for 2018 have been prepared for Manawātū region:

- There were estimated to be nearly 3,559 non-profit institutions in Manawātū region with a workforce of 3,713 employees, and annual salaries of \$162 million;
- The annual direct contribution to economic activity (GDP) by the sector was estimated to be \$214 million, 2.8% of GDP in the region;
- 25,000 Manawātū region people volunteered for non-profit institutions;
- 2,110 estimated full-time equivalent volunteers contributed an estimated 4.2 million volunteer hours in 2018.
- Ascribing an economic value to the voluntary labour contributed to non-profit institutions adds a further \$105 million to estimated economic activity in the region (1.4% of total GDP).

Significant financial support is provided by Manawātū District Council and Palmerston North City Council for the non-profit sector through direct grants and the provision of a broad range of recreational and community facilities in the city.

The largest groups, and the types of institutions they are made up of, are:



Culture, sport, and recreation - the largest group, this includes institutions such as film societies, community theatres, toy libraries, historical associations, garden societies, operatic societies, pipe bands, Māori performing arts groups, sports clubs, regional sports trusts, racing clubs, tramping clubs, and vintage car clubs.



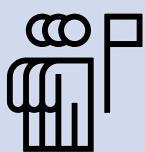
Social services - includes a wide range of social service providers, emergency and relief services, and institutions providing income support and maintenance. Examples include early intervention services, services for people with disabilities and older people, food banks, self-help and other personal social services.



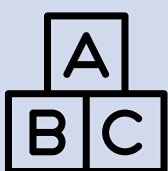
Development and housing - includes institutions working towards enhancing the quality of life to improve general public well-being. This includes community centres, community development trusts, neighbourhood support groups, employment services, and those tangata whenua governance institutions that manage the affairs of iwi, hapū, and marae.



Religion - includes churches and associations promoting religion or administering religious services. Examples include chapels, churches, and temples. Service agencies with religious affiliations, in fields such as health, education, and social services, are grouped with other relevant service providers rather than being included here.



Business and professional associations, unions - brings together three distinct types of membership institutions. It includes institutions that promote, regulate, and safeguard the interests of businesses, professionals, and workers, such as trade unions, professional associations, chambers of commerce, and industry associations.



Education and research - includes kindergartens, playcentres, kōhanga reo, private primary and secondary schools, private tertiary providers, other education providers such as English for speakers of other languages, and research institutions. Public education institutions such as universities, colleges of education, polytechnics, and state and integrated schools, are not included in the non-profit sector.

Census 2018 data on voluntary activities shows a higher level of participation in voluntary activities in the Manawātū region compared with the average for New Zealand. There were 9 percent of people aged 15 years and older who reported helping someone who is ill or has a disability who does not live in their own household compared with 8.2 percent for New Zealand. In addition, 15.9 percent reported other helping or voluntary work for or through any organisation, group or marae compared with 15.2 percent for New Zealand.



Introduction

Non-profit organisations make a significant contribution to many aspects of New Zealand life that is much broader than the community and voluntary sector. To be considered a non-profit organisation a group must be organised, institutionally separate from government, non-profit distributing, self-governing and non-compulsory. While these institutions may make profits (surpluses), they do not have profit-making as a goal.

The Non-profit Institutions Satellite Account: 2018 was published in March 2020, identifying 115,770 non-profit institutions, 150,630 paid staff and 1,947,000 full-time equivalent volunteers nationally. The number of institutions increased by 10 percent from 2013 and the number of employees also increased by 10 percent. This was weaker than the 15 percent overall growth in employees across all sectors in New Zealand.

Satellite accounts are recognised internationally as a way of rearranging existing information in the national accounts so that an area of particular economic or social importance, such as non-profit institutions, can be analysed more closely. Links are maintained between the satellite accounts and the central national accounting framework. This is important as it enables new information to be presented alongside standard economic measures such as gross domestic product (GDP).

This profile is drawn primarily from Statistics New Zealand data. The text for non-profit activity group descriptions in this profile is based on the activity group descriptions in the Statistics New Zealand Non-profit Institutions Satellite Account: 2018 report.

There are no regional or local authority estimates available for the non-profit sector, so estimates for the Manawātū region have been prepared by using national data for the non-profit sector and Manawātū region employment, geographic units data for economically significant non-profit sector institutions, and Census 2018 data for the rate of volunteering in the Manawātū region.





Defining the non-profit sector

In New Zealand, the majority of goods and services are produced by private enterprises that operate to make a profit and distribute it to their owners. The government also provides goods and services to fulfil its political, regulatory and service delivery roles (such as defence, law and order, and the provision of health and education services).

In the non-profit sector a broad range of goods and services are also produced, with individuals and households combining together in clubs, societies and other types of groups. While these institutions may make profits (surpluses), they do not have profit-making as a goal, do not distribute any profits to their members and are often reliant on the voluntary provision of free labour and resources to operate successfully.

The United Nations (UN) Handbook on Non-Profit Institutions in the System of National Accounts (NPISA) definition for the non-profit sector covers those entities that meet all of the following five criteria:

- are organised to the extent that they can be separately identified,
- are not for profit and do not distribute any surplus they may generate to those who control them,
- are institutionally separate from government,
- are in control of their own destiny, and
- are non-compulsory in terms of both membership and members' input.

The range of non-profit institutions is extensive. It includes:

- museums, performing arts centres, orchestras, ensembles, historical or literary societies, sports clubs, social clubs,

- non-profit private hospitals, pre-school centres, private schools, social service providers and environmental groups,
- religious congregations,
- trade unions, business and professional associations, political parties,
- advocacy groups that work to promote civil and other rights, or advocate the social and political interests of general or special constituencies,
- community-based associations that offer services to, or advocate for, members of a particular neighbourhood or community,
- whanau, hapu and iwi-based organisations that provide governance and/or offer services to, or advocate for tangata whenua,
- philanthropic trusts, international aid and relief institutions.

Government-controlled institutions (including universities, school boards of trustees and district health boards) are not included in the definition. Also excluded are producer boards, cooperatives, trading societies, friendly societies and credit unions, on the grounds that they do not meet the non-profit criterion. Organisations that are included are kindergartens, racing clubs, community trust boards, industry training organisations and primary health organisations.

Charities

Charities are an important component of the non-profit organisations operating in New Zealand.

The Charities Act 2005 requires that for an organisation to be registered as a charity it is established and maintained exclusively for charitable purposes, and is not carried out for the private pecuniary profit of any individual.

Charitable purpose includes the relief of poverty, the advancement of education or religion, or any other matter beneficial to the community. In addition to the above there must be a public benefit.

Many non-profit organisations are not registered as charities because their primary purpose does not meet the specific purposes required by the Charities Act. For instance, a trade union or business association is likely to operate on a non-profit basis but the benefits and services it offers are restricted to members of the organisation. The Charities Register lists over 27,000 charities. This is significantly lower than the estimate for 115,770 non-profit organisations operating in New Zealand.



Contribution to economic activity

In the year ended March 2018 it is estimated that non-profit institutions (NPIs) contributed \$8.1 billion to

While there were non-profit institutions operating in almost every industry sector, there is a higher concentration of non-profit institutions and economic activity in health and community services, cultural and recreational services, and personal and other services (religious organisations, interest groups, unions, and business organisations for example).

The value of voluntary labour (or formal unpaid work) in non-profit institutions in New Zealand was estimated to be \$4.0 billion in the year to March 2018, compared with \$3.4 billion in the year ended March 2013.

When this is included with the direct economic impact

the total contribution of non-profit institutions to GDP is estimated to be \$12.1 billion in the year to March 2018, or 4.2 percent of total GDP. This share has been gradually declining from 4.5 percent in 2013 and 4.9 percent in 2004.

It is estimated that 1,008,000 people volunteered for one or more non-profit institutions in 2018, contributing 159 million volunteer hours. The number of people volunteering declined between 2013 and 2018, but the average number of hours volunteered increased.

Non-profit organisations in the Manawātū region

Official statistics for employment and economic activity are based on an industrial classification for the

Until the development of the Non-profit Institutions Satellite Account by Statistics New Zealand and the Office for the Community and Voluntary Sector, New Zealand had no official way to measure in a consistent framework the quantity and economic value of activities undertaken by non-profit institutions. These estimates are published at a national level, so estimates have been made for employment or economic activity in non-profit organisations at a regional level.

Statistics New Zealand provided Palmerston North City Council with data for employee counts and salary and wage data for non-profit organisations serving households² in the Manawātū region from the Business Register and Linked Employer-Employee Data (LEED). For an enterprise to be on the Business Register it must meet any one of certain criteria. For counting NPIs, the most relevant criteria are:

- annual goods and services tax (GST) expenses or sales of more than \$60,000
- an employment count greater than zero

- IR10 income (rent received, interest and dividends, and total income) greater than \$40,000.

The estimates for non-profit activity in the Manawātū region are based on the 414 geographic units³ and 2,220 employees in NPIs in the region identified by Statistics New Zealand in the Business Register. Annual earnings for these organisations increased by 15.4 percent from \$83.9 million in the year to March 2011 to \$92.2 million in the year to March 2018. Total growth in annual salaries and wages in the Manawātū region was 29.4 percent over this period.

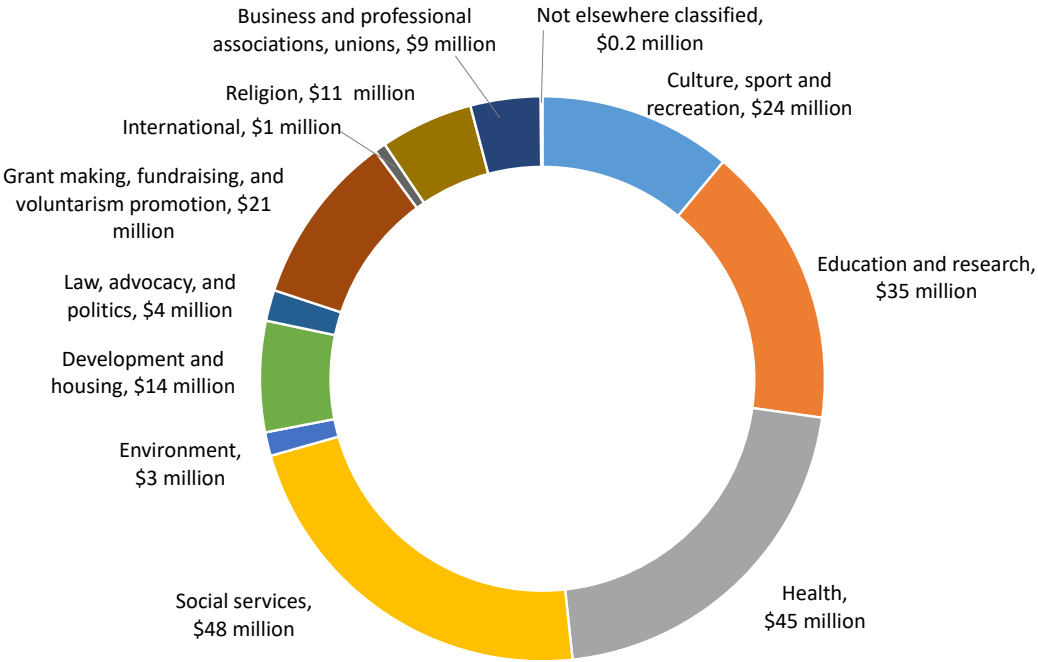
All non-profit institutions serving households were in scope for the count in the non-profit institutions satellite account. Incorporated societies in other sectors (for example, racing clubs, business associations, and industry training organisations) were included unless under government control. Statistics New Zealand assessed unincorporated associations in other sectors by industry to determine whether they were NPIs. Charitable companies were included, but the satellite account excluded trading or family trusts, which made up most trusts.

¹ Statistics New Zealand (2020). Non-profit Institutions Satellite Account, 2018.

² Non-profit organisations serving households are not predominantly financed and controlled by government and which provide goods or services to households free or at prices that are not economically significant.

³ Geographic units are the locations organisations operate from.

Figure 1: Economic value of non-profit institutions by activity group (estimated GDP) (year ended March 2018)



The activity groups, and their constituent institutions are:

Culture, sport and recreation



The culture, sport and recreation activity group has the most institutions in the non-profit sector and has the largest estimated GDP contribution from volunteers.

Most non-profit institutions in this group (94 percent) rely entirely on volunteers to maintain their operations.

The estimates suggest there were 1,593 organisations in the region in 2018, with just 103 of these organisations employing a total of 622 paid staff. The sector is estimated to have made a direct contribution to GDP of \$23.7 million in 2018 while the economic contribution from the 1.6 million volunteer hours is estimated to be \$40 million.

Subgroups within the culture and recreation group include:

- Culture and arts** – consists of institutions involved in visual and performing arts, architecture, media, and communications societies, historical, literary, heritage, and humanistic societies, museums, libraries; and zoos and aquariums.
- Sports** – sports clubs, physical fitness, sports competition services, and events.
- Recreation and social clubs** – includes institutions providing services to members using recreational and

community facilities. Examples are local country clubs, men’s and women’s clubs, tramping clubs, Lions and Rotary clubs, and returned services associations.

Supporting services for culture and recreation – where actual participation in culture and recreation are not the primary activities.

Table 1: Estimates for the culture, sport and recreation sector in the Manawatū region (year ended March 2018)

Employing paid staff	103
Not employing paid staff	1,490
Total	1,593
Number of employees	622
Contribution to GDP (\$ million)	23.7
Volunteer hours (000)	1,623
Full-time equivalent volunteers	814
Economic value of volunteers (\$ million)	40.4

Source: Statistics New Zealand

Table 2: Manawātū region culture, sport, and recreation subgroups (2018)

	Culture and arts	Sports	Other recreation and social clubs	Culture and recreation support and ancillary services
Employing paid staff	28	46	25	3
Not employing paid staff	152	596	708	34
Total	181	642	733	37
Number of employees	162	301	138	20
Contribution to GDP (\$ million)	6.1	11.7	4.6	1.3

Source: Statistics New Zealand

Education and research



The estimates suggest there were 258 organisations in the region in 2018, with 52 of these organisations employing a total of 717 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$34.6 million in 2018 while the economic contribution from the 255,000 volunteer hours is estimated to be \$5.9 million.

Table 3: Estimates for the education and research sector in the Manawātū region (year ended March 2018)

Employing paid staff	52
Not employing paid staff	206
Total	258
Number of employees	717
Contribution to GDP (\$ million)	34.6
Volunteer hours (000)	255
Full-time equivalent volunteers	128
Economic value of volunteers (\$ million)	6.4

Source: Statistics New Zealand

The education and research group includes playcentre associations, kindergarten associations, kōhanga reo, Christian school associations, and other private primary and secondary schools that operate on a not-for-profit basis. Also included are business management schools, vocational and technical training institutions, adult/continuing education institutions, research trusts, and foundations. Within this activity group, 48 percent of institutions are in the education and research support and ancillary services subgroup. Many of these are parent-teacher, or home and school, associations.

Education and research contributes 16 percent of the total non-profit institutions GDP and is the third largest employer among non-profit activities after social services and health.

The early childhood education subgroup makes up just over one quarter (28 percent) of all non-profit institutions in education and research but had 46 percent of paid employees.



Table 4: Manawatu region education and research subgroups (2018)

	Early childhood education	Primary and secondary education	Higher education, other education and research	Education and research support and ancillary services
Employing paid staff	29	4	11	8
Not employing paid staff	43	37	34	93
Total	72	40	45	101
Number of employees	329	131	174	83
Contribution to GDP (\$ million)	13.9	8.9	8.5	3.3

Source: Statistics New Zealand

Health



The estimates suggest there were 90 organisations in the region in 2018, with 24 of these organisations employing a total of 742 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$45.2 million in 2018, while the economic contribution from the 212,000 volunteer hours is estimated to be \$5.3 million.

Table 5: Estimates for the health sector in the Manawātū region (year ended March 2018)

Employing paid staff	24
Not employing paid staff	66
Total	90
Number of employees	742
Contribution to GDP (\$ million)	45.2
Volunteer hours (000)	212
Full-time equivalent volunteers	106
Economic value of volunteers (\$ million)	5.3

Source: Statistics New Zealand

The health group encompasses a wide range of health services, such as private hospitals run on a non-profit basis, hospices, nursing homes, emergency medical services, not-for-profit outpatient services, public health education, primary health services, and mental health services. The group also includes primary health organisations, which are responsible for coordinating the delivery of primary health care to defined populations.

It is not always easy to differentiate institutions within the health activity group, or between health and social services, especially when some institutions provide a range of care options. Generally speaking, Statistics New Zealand classifies institutions that provide care or treatment for people experiencing health issues within health, while institutions providing information and support to

individuals and families are usually placed within social services. While nursing homes are classified to health, retirement villages or accommodation for the aged are classified under services for the elderly in social services. In practice it is not always easy to differentiate between rest homes / retirement villages that primarily provide accommodation services and those that provide primarily hospital care services.

While health non-profit institutions make up only 2.5 percent of all non-profit institutions, paid employees in the health group account for 18.6 percent of total NPI employment. The income of non-profit institutions in the health group is dominated by sales of goods and services, with 88 percent of income coming from this source. The major component of sales is contract payments from government departments and district health boards.





Social services

The estimates suggest there were 434 organisations in the region in 2018, with 51 of these organisations employing a total of 963 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$47.8 million in 2018 while the economic contribution from the 617,000 volunteer hours is estimated to be \$15.4 million.

Social services provide the largest contribution to GDP (21 percent) of all the NPIs and 24 percent of employees. This activity group includes a vast range of social service providers, emergency and relief services, institutions providing income support and maintenance, services for the disabled and elderly, food banks, child welfare, youth services, addiction counselling, and family services. Iwi-related social services are an important part of this group, as are social services provided by religious institutions.

Table 6: Estimates for the social services sector in the Manawātū region (year ended March 2018)

Employing paid staff	51
Not employing paid staff	383
Total	434
Number of employees	963
Contribution to GDP (\$ million)	47.8
Volunteer hours (000)	617
Full-time equivalent volunteers	309
Economic value of volunteers (\$ million)	15.4

Source: Statistics New Zealand



Environment

The estimates suggest there were 63 organisations in the region in 2018, with 8 of these organisations employing a total of 72 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$2.9 million in 2018 while the economic contribution from the 255,000 volunteer hours is estimated to be \$6.4 million.

The environment group is split between the environment subgroup and the animal protection subgroup. The environment subgroup includes institutions that promote pollution abatement and control, natural resource conservation, and the protection and beautification of open spaces. The animal protection subgroup includes institutions concerned with animal protection and welfare, wildlife preservation and veterinary services.

In 2004 1,310 of these institutions were identified across New Zealand. By 2018 this number had grown to 2,060. However, this may understate the actual number of

Table 7: Estimates for the environment sector in the Manawātū region (year ended March 2018)

Employing paid staff	8
Not employing paid staff	55
Total	63
Number of employees	72
Contribution to GDP (\$ million)	2.9
Volunteer hours (000)	255
Full-time equivalent volunteers	128
Economic value of volunteers (\$ million)	6.4

Source: Statistics New Zealand



Development and housing

The estimates suggest there were 272 organisations in the region in 2018, with 35 of these organisations employing a total of 253 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$13.6 million in 2018 while the economic contribution from the 191,000 volunteer hours is estimated to be \$4.8 million.

The development and housing activity group consists of institutions involved with social, community, or economic development; housing; employment or employment-related training; and tangata whenua governance. Of the nearly 9,000 development and housing institutions identified nationally, approximately 3,600 were tangata whenua governance organisations.

Social and community development includes community and neighbourhood institutions such as information centres, community centres, and neighbourhood support groups. Housing includes institutions involved with development, management, and leasing of housing. Employment and training focuses on vocational training and guidance. Tangata whenua governance institutions manage the affairs of iwi, hapū, and marae.

Tangata whenua governance

Tangata whenua governance is a subset under development and housing. It covers iwi organisations mandated by whānau and hapū. It also includes other institutions that have a mandate, ownership, or management of tangata whenua (e.g. marae committees and organisations established to receive and administer Treaty of Waitangi settlements).

The tangata whenua governance subgroup does not represent all Māori non-profit institutions. Māori non-profit institutions are included in the group that best measures their main activity. For example, marae-based health programmes are in health, and marae-based vocational training initiatives are in employment and training.

Table 8: Estimates for the development and housing sector in the Manawātū region (year ended March 2018)

Employing paid staff	35
Not employing paid staff	237
Total	272
Number of employees	253
Contribution to GDP (\$ million)	13.6
Volunteer hours (000)	191
Full-time equivalent volunteers	96
Economic value of volunteers (\$ million)	4.8

Source: Statistics New Zealand

Table 9: Estimates for tangata whenua governance in the Manawātū region (year ended March 2018)

Total organisations	5
Employing paid staff	111
Not employing paid staff	116
Number of employees	44

Source: Statistics New Zealand





Law, advocacy and politics

The estimates suggest there were 118 organisations in the region in 2018, with eight of these organisations employing a total of 71 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$3.8 million in 2018 while the economic contribution from the 59,000 volunteer hours is estimated to be \$1.5 million.

The primary activity for institutions within the law, advocacy, and politics activity group is to promote the interests of societal groups that include ethnic associations, community law centres, and political parties. They provide a group representation within the public arena – leading to benefits such as social cohesion, legal protection, or a voice for parts of society that may not otherwise be well represented. Most institutions in this group are part of the civic and advocacy subgroup, which includes: special-interest advocacy institutions, ethnic associations, students' associations, and driver service associations such as the New Zealand Automobile Association.

The law and legal services subgroup comprises prisoners' aid institutions, community legal centres, and consumer advocacy institutions. The subgroup 'political institutions' is relatively small – it follows the political cycle, meaning that financial flows fluctuate considerably from year to year.

Ethnic associations promote the interests of, or provide services to members belonging to a specific ethnic heritage. This includes institutions such as Scottish societies or Pacific community groups which focus on national or regional culture.

Table 10: Estimates for the law, advocacy and politics sector in the Manawātū region (year ended March 2018)

Employing paid staff	8
Not employing paid staff	110
Total	118
Number of employees	71
Contribution to GDP (\$ million)	3.8
Volunteer hours (000)	59
Full-time equivalent volunteers	30
Economic value of volunteers (\$ million)	1.5

Source: Statistics New Zealand



Grant making, fundraising and voluntarism promotion

The estimates suggest there were 49 organisations in the region in 2018, with six of these organisations employing a total of 50 paid staff. The sector is estimated to have made a direct contribution to GDP of \$21.1 million in 2018. Volunteer hours were not estimated for

Grant-making foundations include community trusts, gaming trusts, and other philanthropic trusts. They are institutions that focus solely on managing and distributing funds to community groups. This activity group also includes fundraising institutions with similar attributes as grant-making institutions. However, a unit is classified as a fundraiser if they raise funds for one specific authorised purpose, while an institution is classified as a grant maker if they distribute their funds to various purposes. Voluntarism promotion includes institutions that recruit, train, and place volunteers while promoting volunteering generally.

Table 11: Estimates for the grant making, fundraising and voluntarism promotion sector in the Manawātū region (year ended March 2018)

Employing paid staff	6
Not employing paid staff	43
Total	49
Number of employees	50
Contribution to GDP (\$ million)	21.1

Source: Statistics New Zealand



International

The international activity group is the smallest across all measures.

The estimates suggest there were 27 organisations in the region in 2018, with four of these organisations employing a total of 21 paid staff. The sector is estimated to have made a direct contribution to GDP of \$1.4 million in 2018 while the economic contribution from the 39,000 volunteer hours is estimated to be \$1.0 million.

Although the group is not concerned exclusively with aid and relief, institutions with these activities make the biggest financial contribution to this group. In years with high profile international disasters, their financial activity increases significantly as large amounts of personal and corporate donations are given. The group's low level of GDP contribution reflects its international activity. These institutions receive substantial donations from New Zealanders but the funds do not necessarily contribute to producing goods and services in New Zealand's economy.

Table 12: Estimates for the international sector in the Manawātū region (year ended March 2018)

Employing paid staff	4
Not employing paid staff	23
Total	27
Number of employees	21
Contribution to GDP (\$ million)	1.4
Volunteer hours (000)	39
Full-time equivalent volunteers	20
Economic value of volunteers (\$ million)	1.0

Source: Statistics New Zealand



Religion

Religious worship is one of the few areas of society in which all institutions are non-profit.

The estimates suggest there were 311 organisations in the region in 2018, with 78 of these organisations employing a total of 357 paid staff. The sector is estimated to have made a direct contribution to GDP of \$11.4 million in 2018 while the economic contribution from the 863,000 volunteer hours is estimated to be \$21.5 million.

The sector has the second highest number of volunteers and volunteer hours, with the number of full-time equivalent volunteers exceeding the number of paid employees in the activity group.

The religion activity group's contribution goes beyond worship and proclamation. Religion includes all institutions that promote or administer religious services and rituals (e.g. churches, temples, and their governing bodies). It also includes supporting services such as missionary societies, evangelistic groups (e.g. open-air campaigners), groups distributing religious material, and centres for religious education outside the education activity group.

The social and economic influence of religious institutions extends into activities such as education, health, and social services, where many institutions have clear religious

affiliation. Involvement in these other activities can be an aspect of their worship and could be considered religious activity. However, where a separate institution has been set up for education or health purposes or to provide social services, it is classified in education, health, or social services, respectively.

Table 13: Estimates for the religion sector in the Manawātū region (year ended March 2018)

Employing paid staff	78
Not employing paid staff	234
Total	311
Number of employees	357
Contribution to GDP (\$ million)	11.4
Volunteer hours (000)	863
Full-time equivalent volunteers	432
Economic value of volunteers (\$ million)	21.5

Source: Statistics New Zealand



Business and professional associations, unions

The estimates suggest there were 113 organisations in the region in 2018, with 15 of these organisations employing a total of 109 paid staff.

The sector is estimated to have made a direct contribution to GDP of \$8.6 million in 2018 while the economic contribution from the 97,000 volunteer hours is estimated to be \$2.4 million.

The business and professional associations, and unions activity group covers three distinct types of membership institutions. However, they all share roles in promoting, regulating, and protecting the interests of their members. The group includes institutions that promote, regulate, and safeguard the interests of businesses, professionals, and workers (e.g. trade unions and chambers of commerce). Although this is a small activity group, these institutions influence all areas of employment.

Business associations work to promote special branches of business. Their members are primarily from institutions, or individuals representing institutions in their professional capacity. Business associations may have a regulatory function and often include professional registration boards.

In contrast, professional associations focus on supporting individuals who share a professional role. The activities

of professional associations include marketing, research, industry and goods promotion, industry training, public relations, and lobbying, as well as some statutory obligations under Acts of Parliament. Trade unions are similar to professional associations, but their focus is on individuals as employees in a specific industry.

Table 14: Estimates for the business and professional associations, and unions sector in the Manawātū region (year ended March 2018)

Employing paid staff	15
Not employing paid staff	99
Total	113
Number of employees	109
Contribution to GDP (\$ million)	8.6
Volunteer hours (000)	97
Full-time equivalent volunteers	48
Economic value of volunteers (\$ million)	2.4

Source: Statistics New Zealand



Not elsewhere classified (residual category)

The estimates suggest there were 230 organisations in the region in 2018, with one of these organisations employing seven paid staff.

The sector is estimated to have made a direct contribution to GDP of \$0.2 million in 2018. Volunteer hours were not estimated.

The not elsewhere classified (residual activity) group consists of institutions that are not clearly defined or closely related to any activities carried out by other non-profit institutions. This is a residual group of institutions not classified to any other activity group.

Institutions in this are there because either their activity is truly different from those included under the other 11 main groups, or there is insufficient information about them to allow coding to an activity group.

Table 15: Estimates for the not elsewhere classified (residual category) institutions in the Manawātū region (year ended March 2018)

Employing paid staff	1
Not employing paid staff	228
Total	230
Number of employees	7
Contribution to GDP (\$ million)	0.2

Source: Statistics New Zealand

Estimating the value of voluntary labour in non-profit institutions

In 2018 an estimated 25,000 people volunteered for one or more NPIs in the Manawātū region.

The value of voluntary labour (or formal unpaid work) in non-profit institutions was estimated to be \$105 million for the year ended March 2018, contributing around 1.4% of GDP on the region. There was an estimated 4.2 million volunteer hours in the region in 2018 and 2,110 full-time equivalent volunteers.

Table 16: Estimated formal unpaid work for non-profit organisations in the Manawātū region (year ended March 2018)

Activity group	Total hours worked	Full-time equivalent volunteers	Economic value
	(000)	Number	\$ million
Culture, sport, and recreation	1,623	814	40.4
Education and research	255	128	6.4
Health	212	106	5.3
Social services	617	309	15.4
Environment	255	128	6.4
Development and housing	191	96	4.8
Law, advocacy, and politics	59	30	1.5
Grant making, fundraising, and voluntarism promotion	Not available		
International	39	20	1.0
Religion	863	432	21.5
Business and professional associations, unions	97	48	2.4
Not elsewhere classified	Not available		
Total	4,211	2,110	104.9

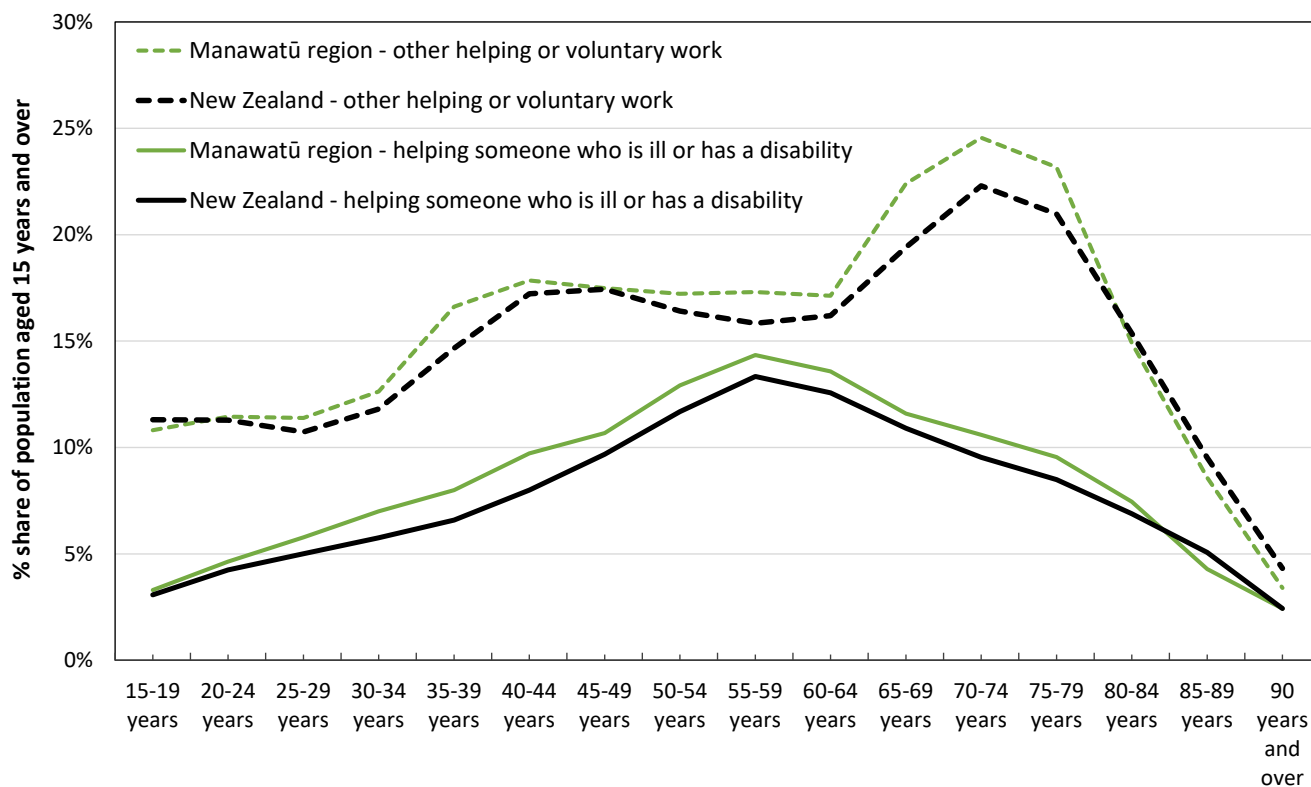
Source: Statistics New Zealand

Census 2018 data shows that participation in voluntary activity by people aged 15 years and over in the Manawātū region was higher than the national average:

- nine percent of Manawātū region residents aged 15 year and over reported helping someone who is ill or has a disability who does not live in their own household (8.2 percent for New Zealand),
- 15.9 percent reported other helping or voluntary work for or through any organisation, group or marae (15.2 percent for New Zealand).

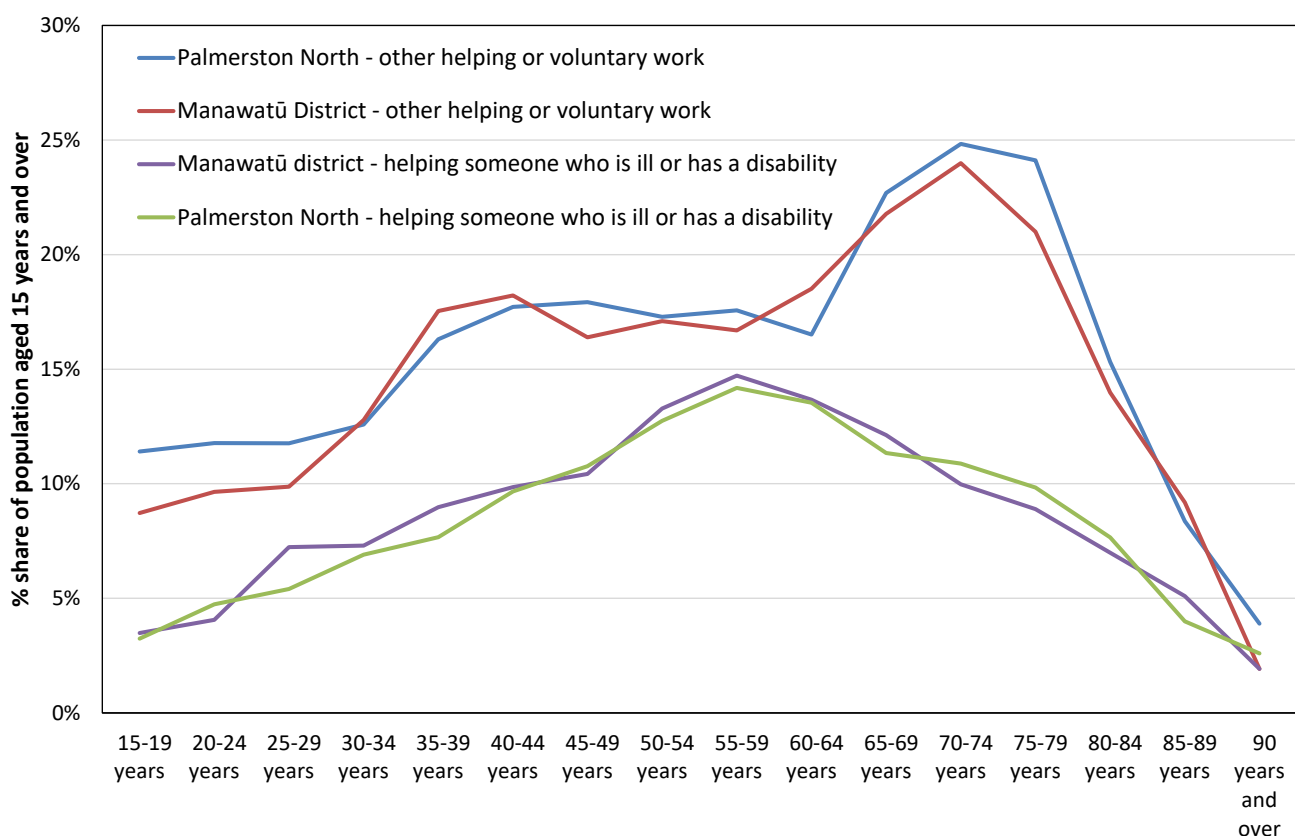
Overall rates for helping someone who is ill or has a disability who does not live in own household in Palmerston North (8.7 percent) are lower than for Manawātū District (9.8 percent), but participation rates by age group are the same. This shows the impact the median age of the overall population has on overall participation rates, since participation rates are lower in younger age groups. In 2018, the estimated median age for Palmerston North was 33.9 years, while the median age for Manawātū District was 41.3 years. New Zealand's median age was 37.4 years.

Figure 2: Voluntary activity outside of household (Census 2018)



There was a much smaller gap between Manawātū District and Palmerston North for other helping or voluntary work for or through any organisation, group or marae, with a share of 16.0 percent in Manawātū District and 15.9 percent share for Palmerston North. There are limitations with comparing Census 2018 data and responses for 2006 and 2013 due to an increase in the number of people who weren't counted in 2018, but the data suggests volunteering rates have been stable in the region between 2006 and 2018.

Figure 3: Voluntary activity outside of household (Manawātū District and Palmerston North) (Census 2018)



Census 2018 included new questions on activity limitations, which suggest there are higher rates of disability in the region compared with New Zealand's overall population. The Manawātū region has a 2.5 percent share of New Zealand's population but the proportion of people aged 5 years and over was higher:

1. The percentage of residents reporting some difficulty ranged from 2.8 to 2.9 percent across all activity areas,
2. The percentage of residents reporting a lot of difficulty ranged from 2.8 to 3.1 percent across all activity areas,
3. The percentage of residents reporting cannot do at all was 3 percent for difficulty walking and climbing steps and 2.7 percent for difficulty washing all over or dressing.

Table 17: Activity limitations in the Manawātū region (Census 2018)

Activity group	No difficulty	Some difficulty	A lot of difficulty	Cannot do at all	Total stated
Difficulty seeing even if wearing glasses	74,889	16,683	1,548	222	93,345
Difficulty hearing even if using a hearing aid	79,119	12,303	1,533	180	93,132
Difficulty walking or climbing steps	79,560	10,530	2,571	609	93,267
Difficulty remembering or concentrating	75,894	15,225	1,941	240	93,300
Difficulty washing all over or dressing	88,245	3,726	849	519	93,333
Difficulty communicating using your usual language	88,137	4,395	771	195	93,498
% share of New Zealand					
Difficulty seeing even if wearing glasses	2.5%	2.8%	2.9%	2.5%	2.5%
Difficulty hearing even if using a hearing aid	2.5%	2.8%	2.8%	2.4%	2.5%
Difficulty walking or climbing steps	2.5%	2.8%	2.8%	3.0%	2.5%
Difficulty remembering or concentrating	2.5%	2.9%	2.9%	2.4%	2.5%
Difficulty washing all over or dressing	2.5%	2.9%	3.1%	2.7%	2.5%
Difficulty communicating using your usual language	2.5%	2.8%	2.8%	2.3%	2.5%

Note: The Total stated column records the number of resident who answered the activity limitations questions. Approximately 14,000 people did not answer the questions.

Source: Statistics New Zealand

That is consistent with Ministry of Social Development data for the number of people in the region who receive the Supported Living Payment benefit, a longer-term benefit for people with health conditions. The proportion of people in Auckland and Wellington City receiving the Supported Living Payment is significantly lower than their overall population share, with high housing costs a likely factor contributing to long-term migration of people to areas where housing is more affordable. For example, Auckland has a 33 percent share of New Zealand's population but it has a share of just 23.5 percent of people receiving the Supported Living Payment. The higher share of people in the Manawātū region with activity limitations creates more opportunities for friends and neighbours to help someone outside of their household.



Appendix 1: Manawatu region non-profit organisations summary (year ended March 2018)

	Organisations								
	Employing paid staff (number)	Not employing paid staff (number)	Total (number)	Number of employees (number)					
Culture, sport and recreation	103	1,490	1,593	622	23.7	1,623	813.6	40.4	
Education and research	52	206	258	717	34.6	255	128	6.4	
Health	24	66	90	742	45.2	212	106	5.3	
Social services	51	383	434	963	47.8	617	309	15.4	
Environment	8	55	63	72	2.9	255	128	6.4	
Development and housing	35	237	272	253	13.6	191	96	4.8	
Law, advocacy, and politics	8	110	118	71	3.8	59	30	1.5	
Grant making, fundraising, and voluntarism promotion	6	43	49	50	21.1	not available			
International	4	23	27	21	1.4	39	20	1.0	
Religion	78	234	311	357	11.4	863	432	21.5	
Business and professional associations, unions	15	99	113	109	8.6	97	48	2.4	
Not elsewhere classified	1	228	230	7	0.2	not available			
Total	385	3,175	3,559	3,983	214	4,211	2,110	105	

Source: Statistics New Zealand



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