



# Contribution of Wine to the Marlborough Economy 2020

Prepared for Wine Marlborough Limited

# Marlborough wine highlights

Key Stats	Value
Marlborough wine sector GDP	\$571 million
Marlborough wine sector as % of Marlborough economy	18%
Marlborough wine sector direct jobs*	2,750
Wine sector's share of total employment in Marlborough*	13%
Jobs in sectors supporting the Marlborough wine sector	3,338
Total jobs associated with the Marlborough wine sector	6,088
Marlborough wine sector wages*	\$482 million
Marlborough wine sector purchases from supplying sectors	\$835 million

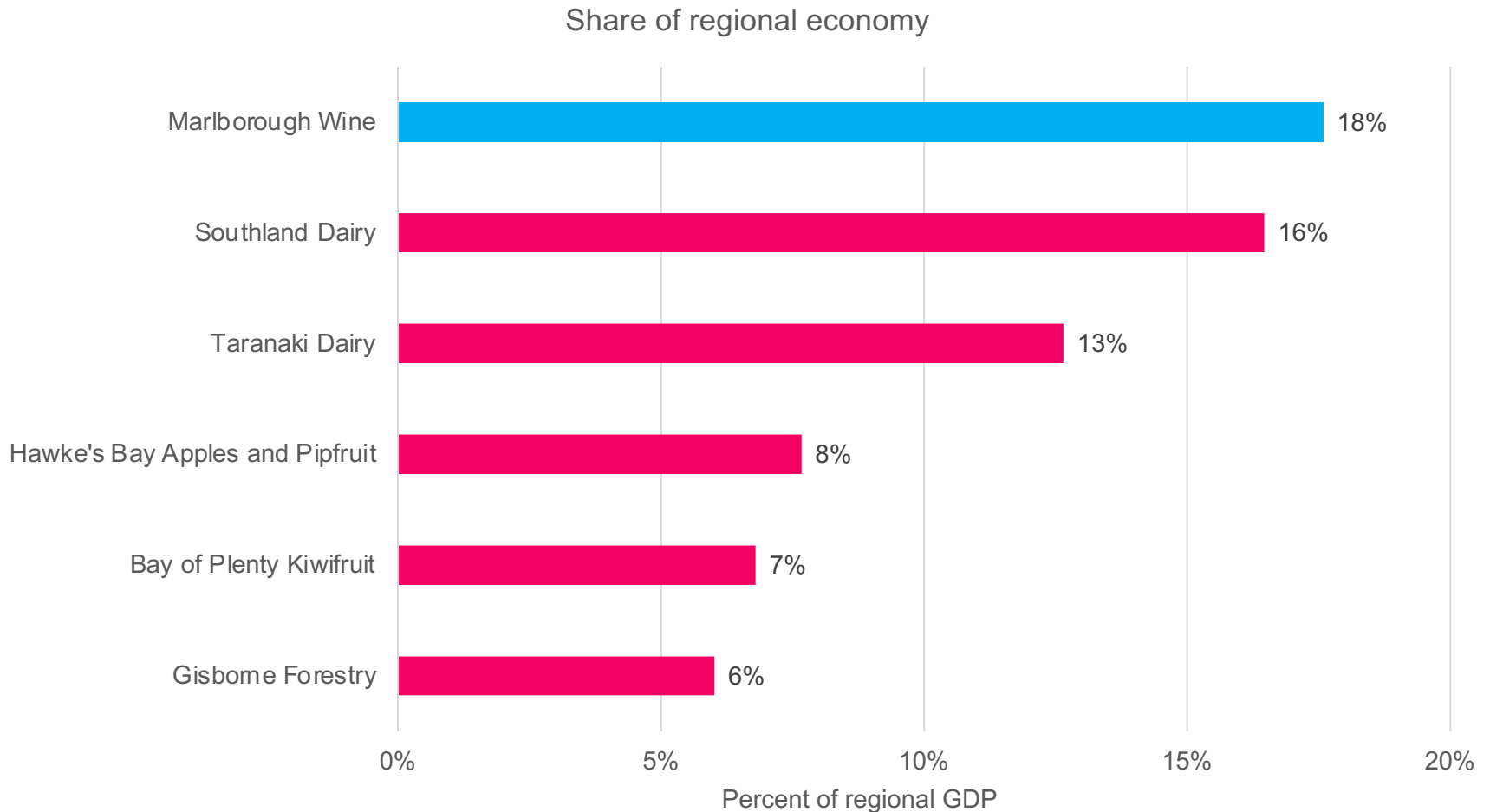
2020 values except Wine GDP and Price of inputs (2019 data)

\* (excl seasonal workers)

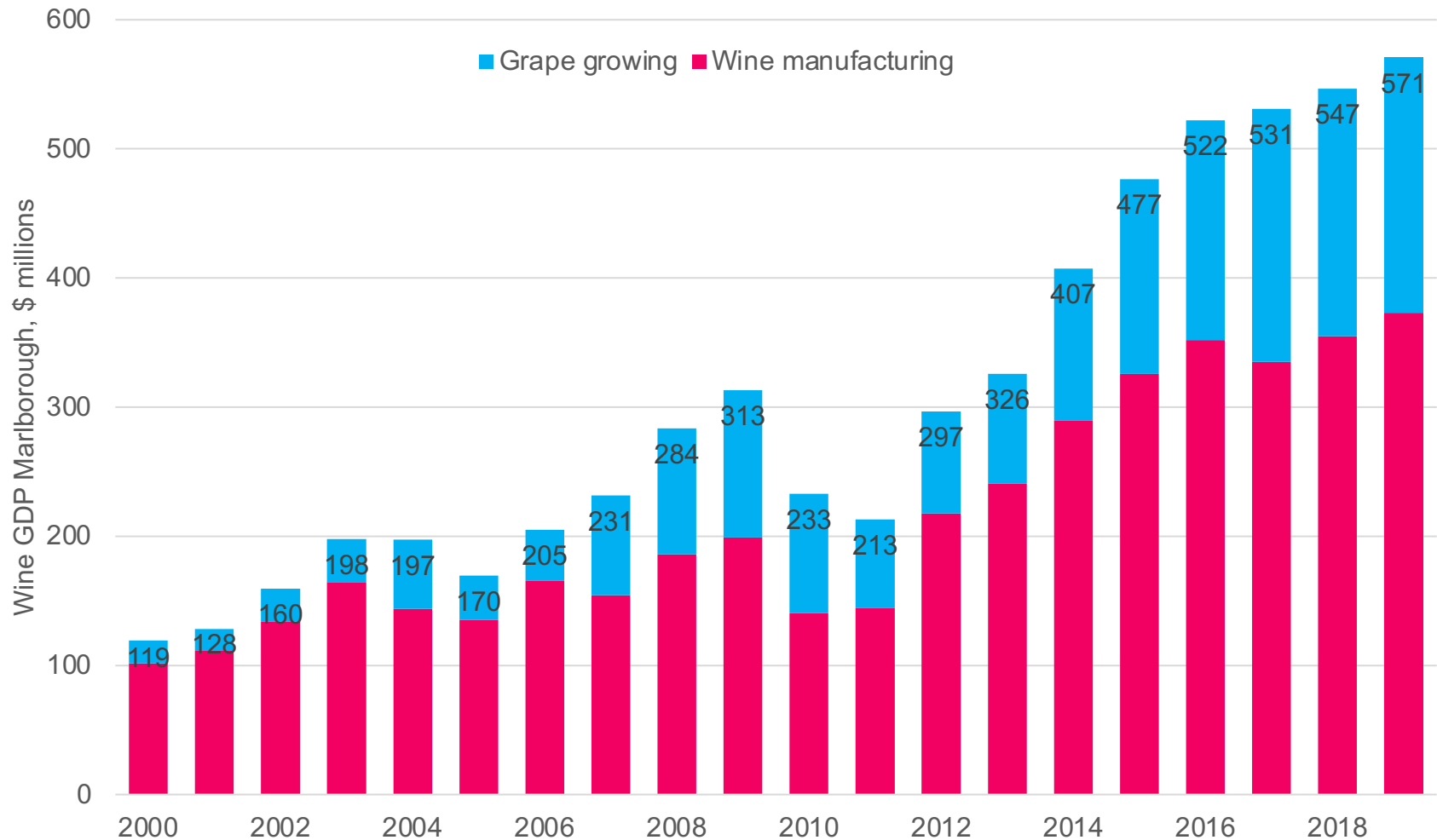
Source: NZIER, Statistics NZ, MBIE

# MARLBOROUGH WINE'S CONTRIBUTION TO THE REGIONAL ECONOMY

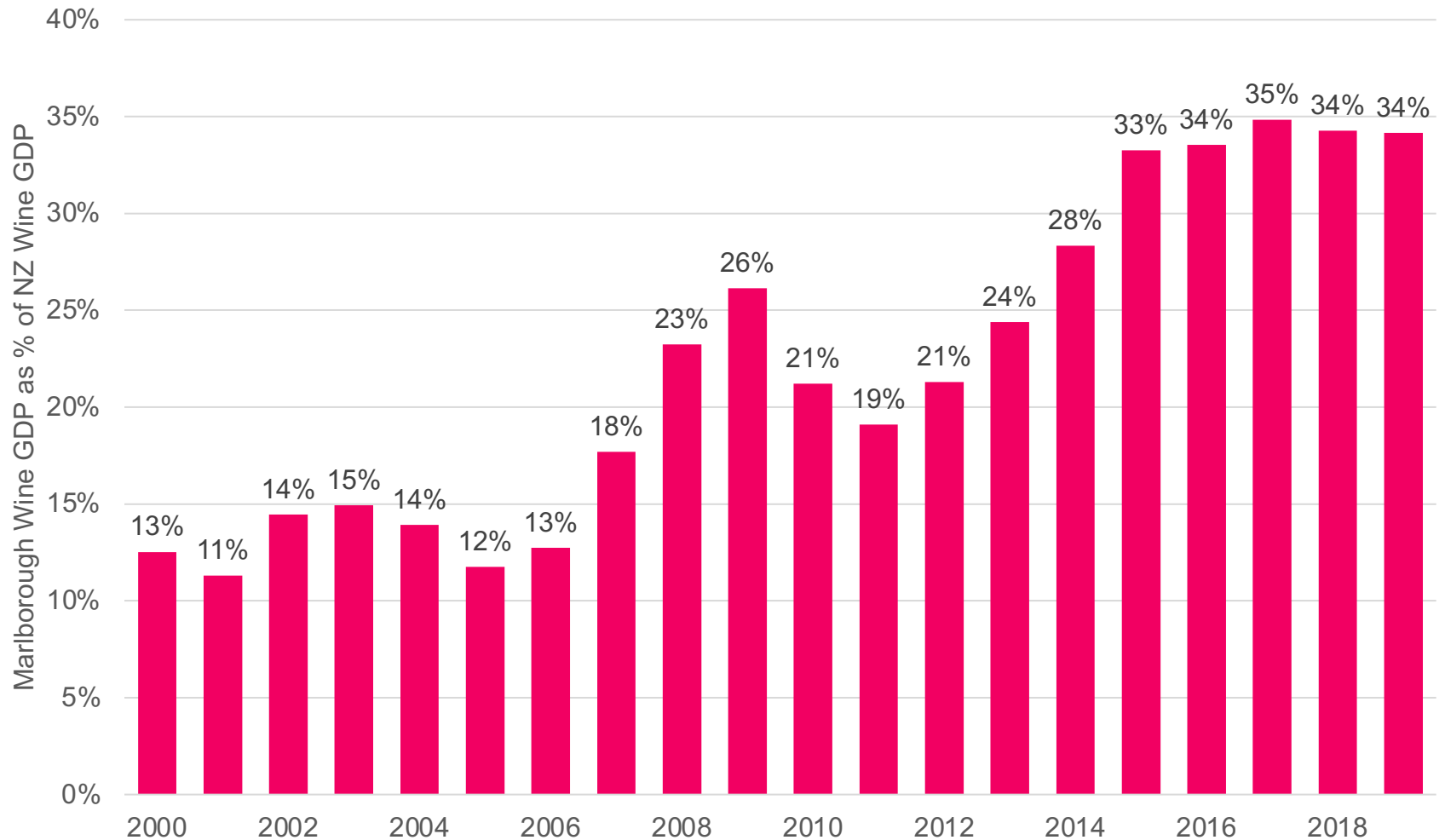
# Wine is important for the Marlborough economy



# Wine contributes \$571 million to the Marlborough economy and has grown by 380% since 2000

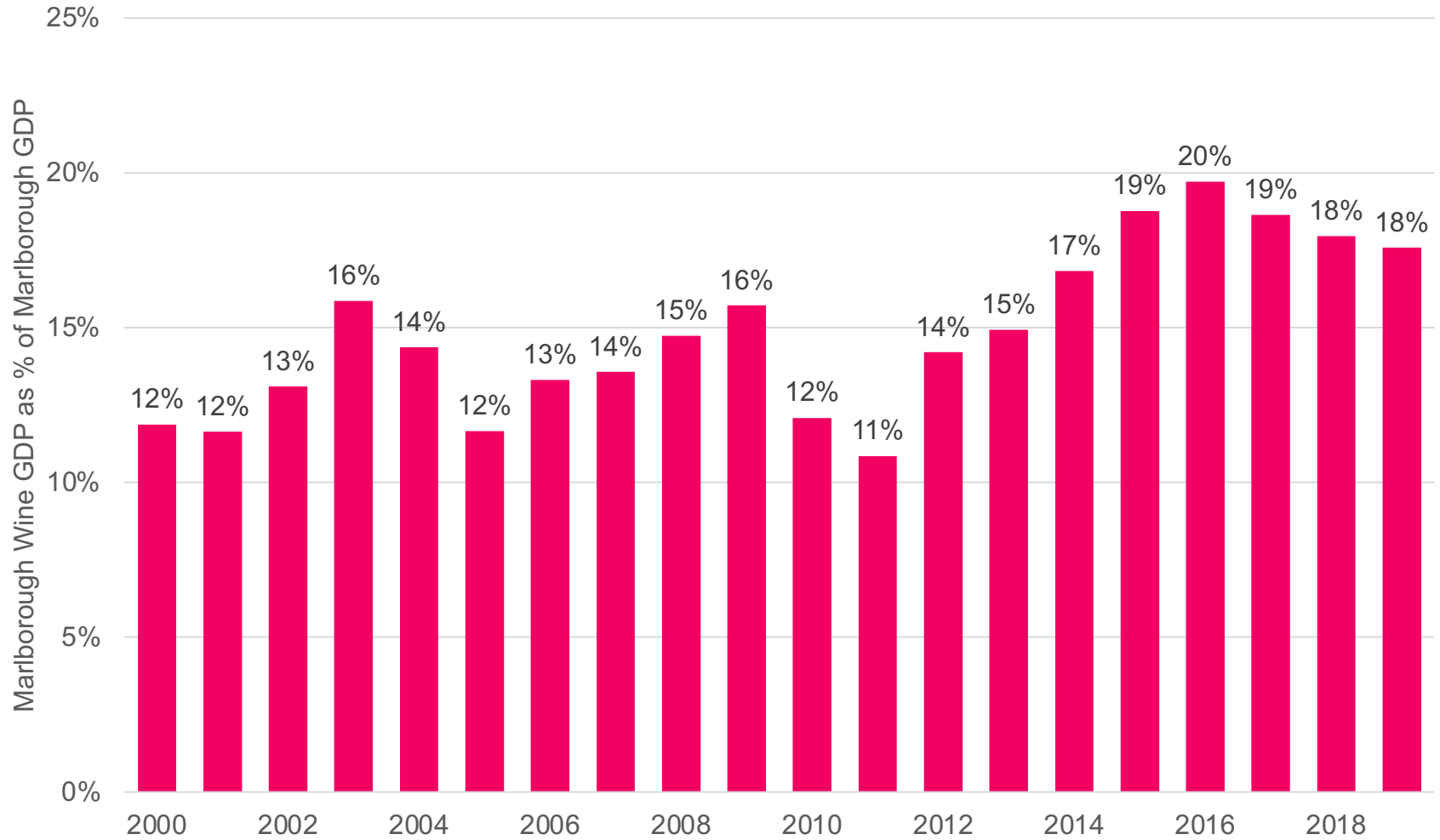


# ...and accounts for a third of the NZ wine sector's GDP



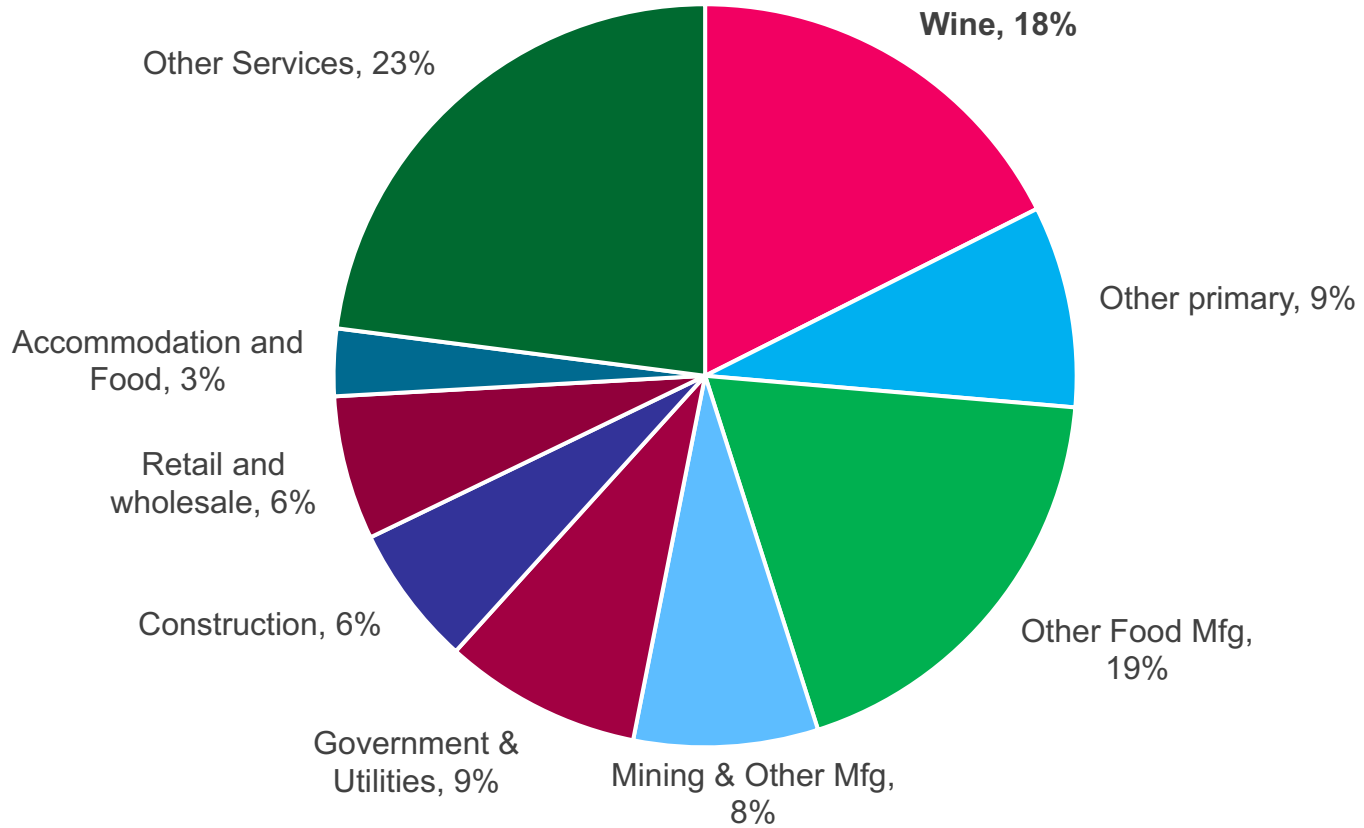
Source: NZIER, Statistics NZ, MBIE

# Wine accounts for 18% of Marlborough's economy



Source: NZIER, Statistics NZ, MBIE

# Marlborough economy snapshot



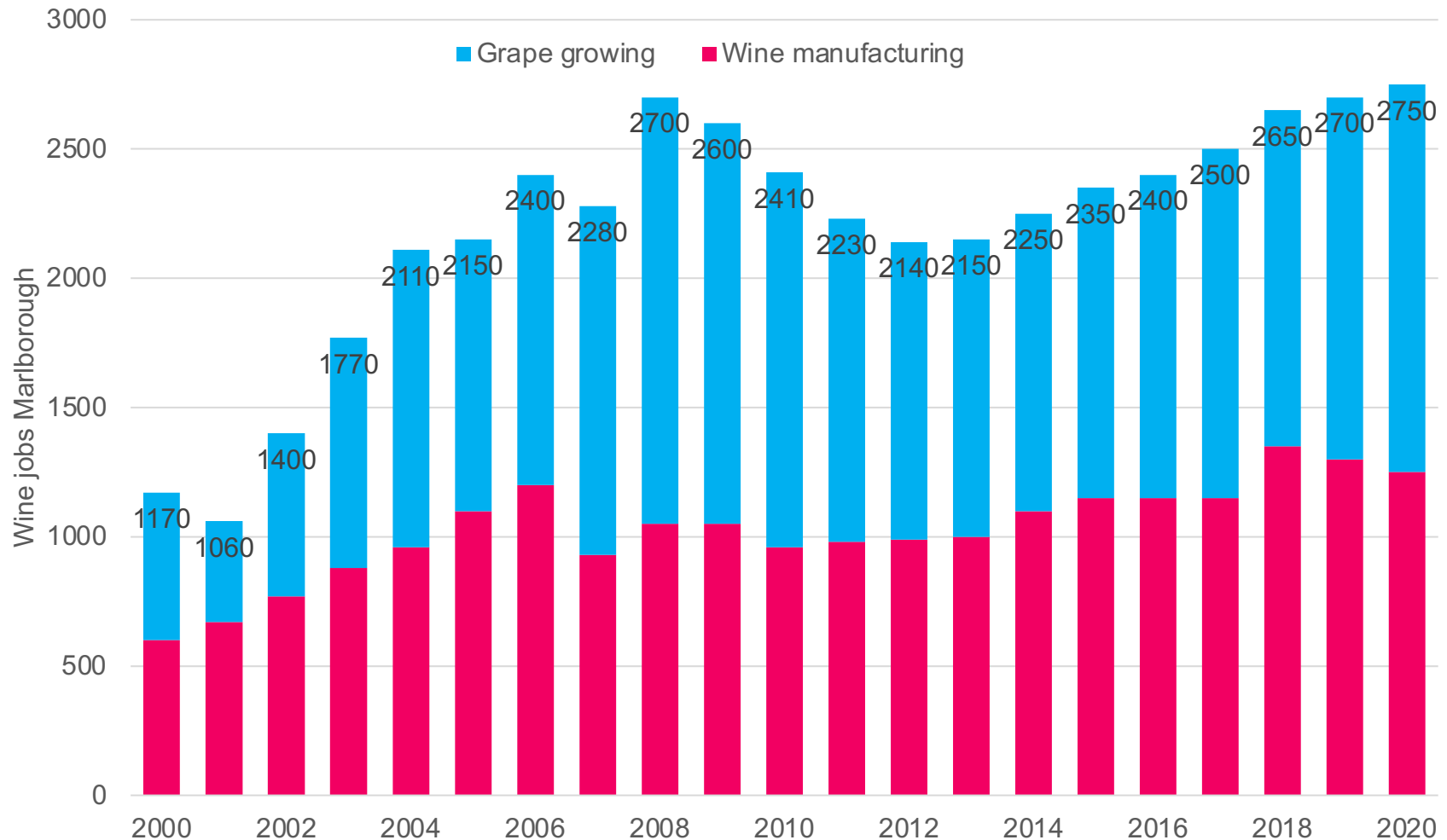
2019 figure

Source: NZIER, Statistics NZ, NZ Wine



# MARLBOROUGH WINE'S CONTRIBUTION TO JOBS AND WAGES

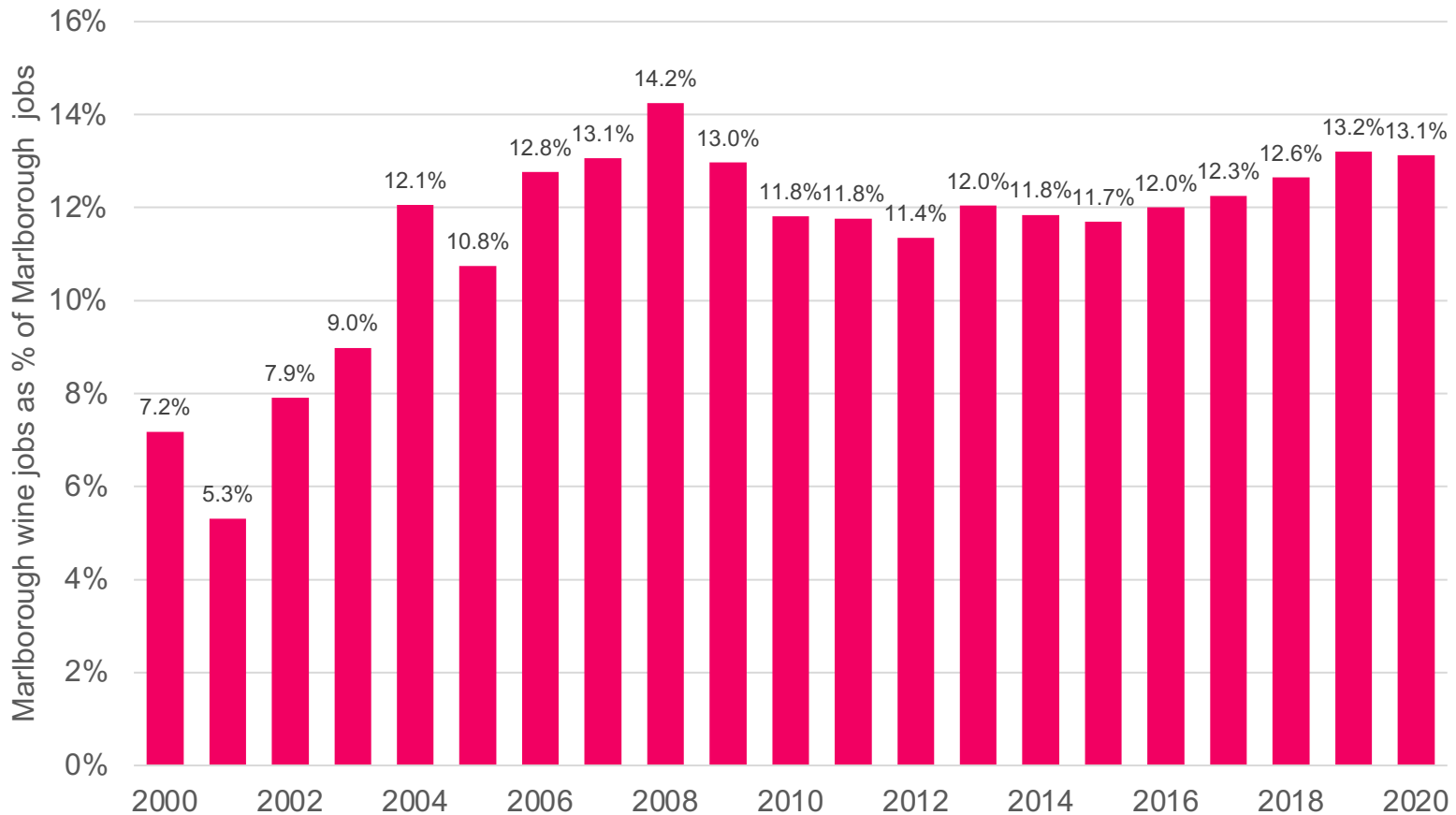
# Marlborough employs 2,750 wine workers; this has more than doubled since 2000



Source: NZIER, Statistics NZ

2018 figure adjusted due to overcount (as suggested by Statistics NZ)

# Wine sector directly accounts for 13% of jobs in Marlborough



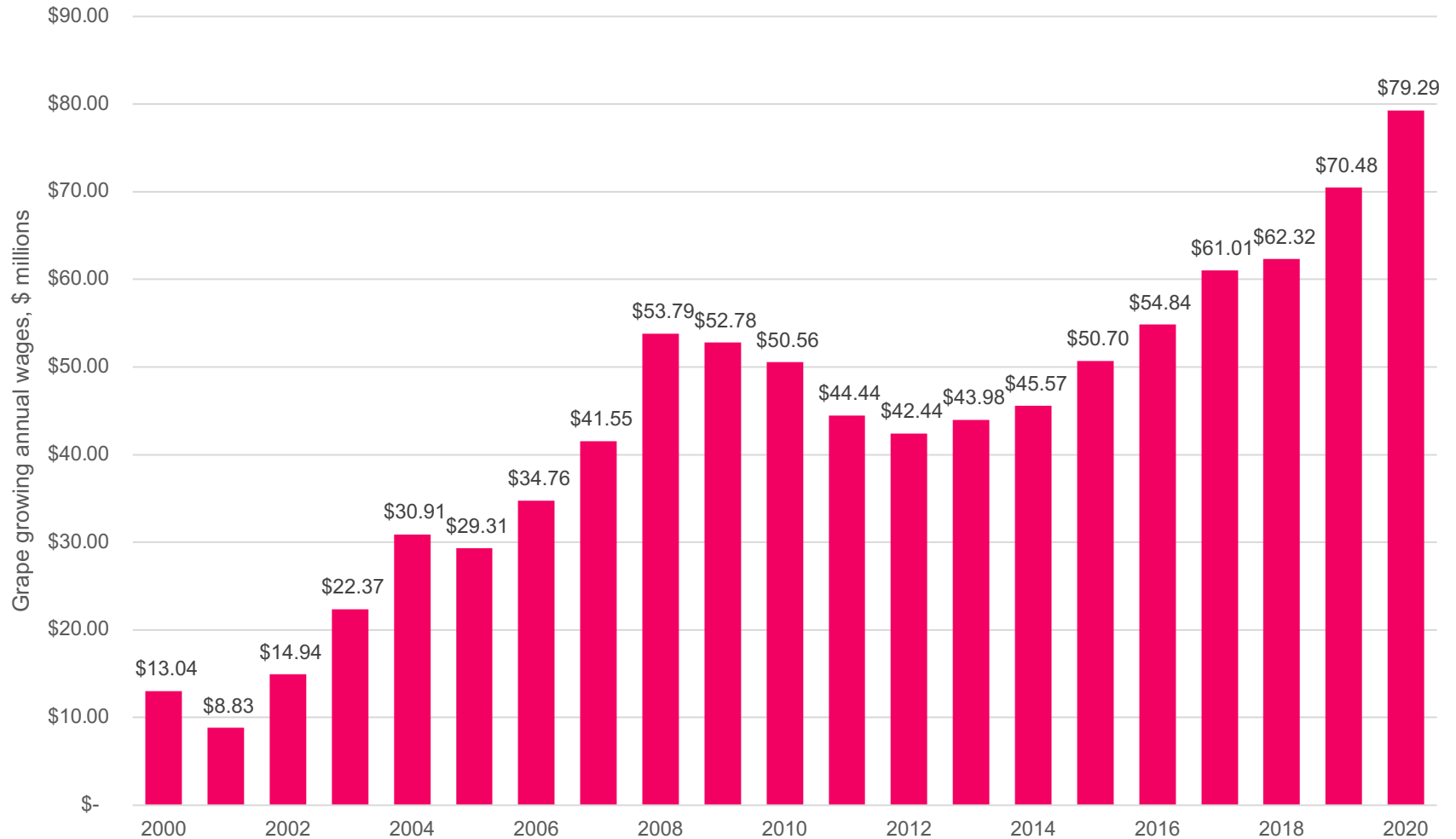
# Marlborough wine indirectly supports 3,338 jobs in other sectors (13% of jobs)

Sector	Jobs
Agriculture, viticulture and forestry support services	471
Advertising, market research, and management services	281
Building cleaning, pest control, and other support services	239
Employment and other administrative services	209
Residential property operation	196
Polymer product and rubber product manufacturing	116
Road transport	100
School education	98
Food and beverage services	94
Grocery and liquor wholesaling	80
Other	1,453

2020 figures

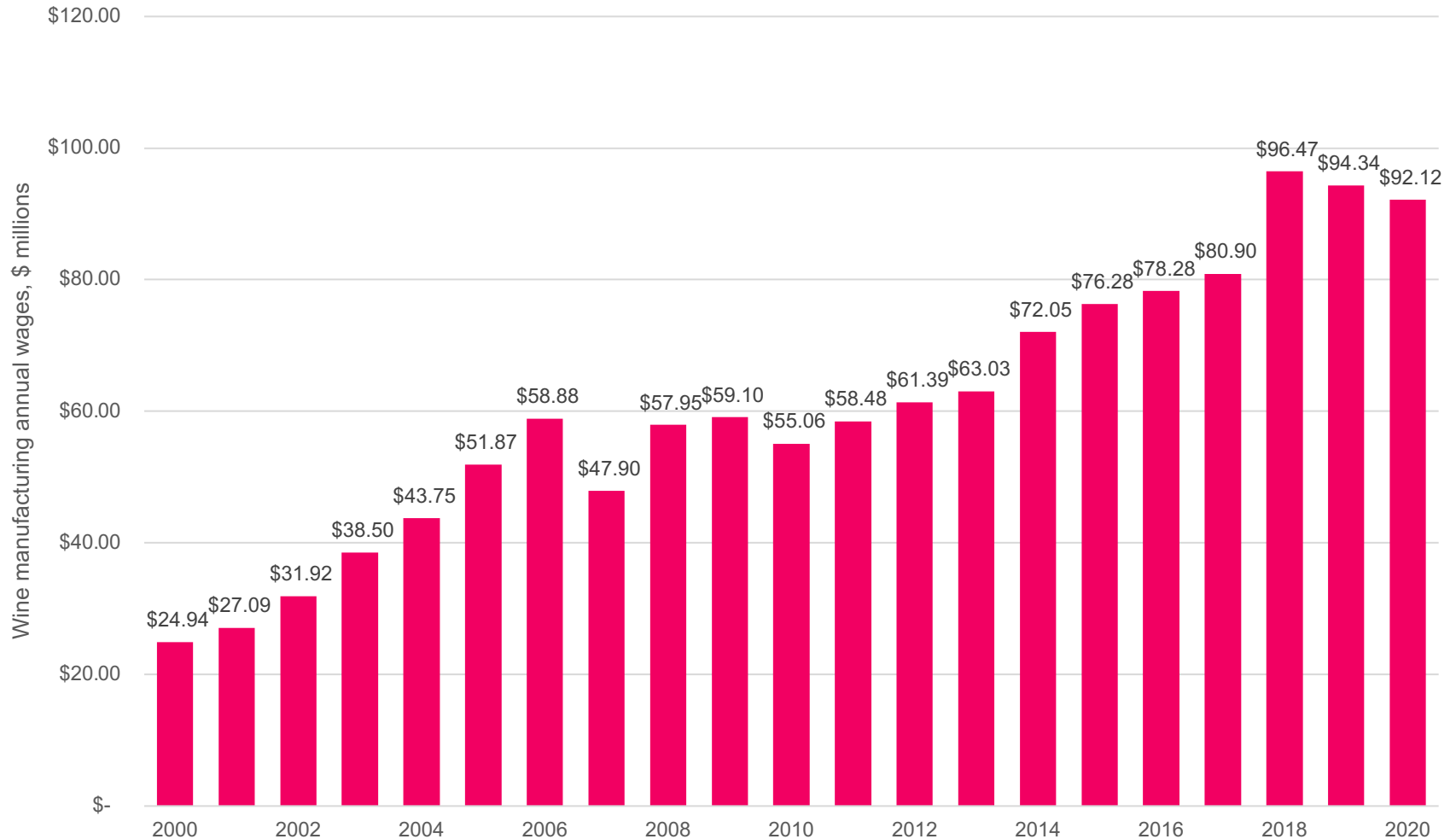
Source: NZIER, Statistics NZ

# Marlborough grape growing pays \$79 million to workers



Source: NZIER, Statistics NZ, MBIE

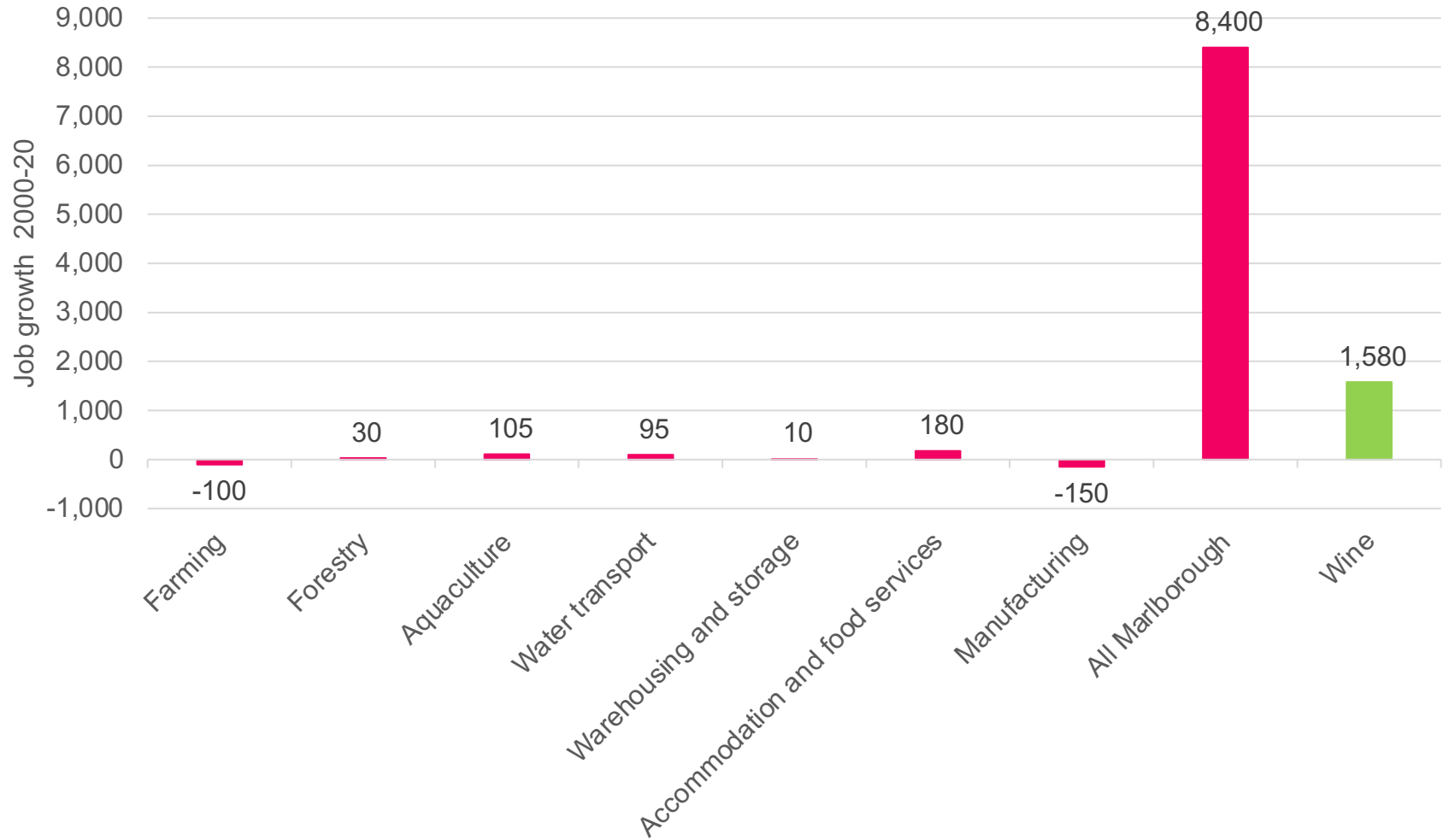
# Marlborough wine manufacturing pays \$92 million to workers



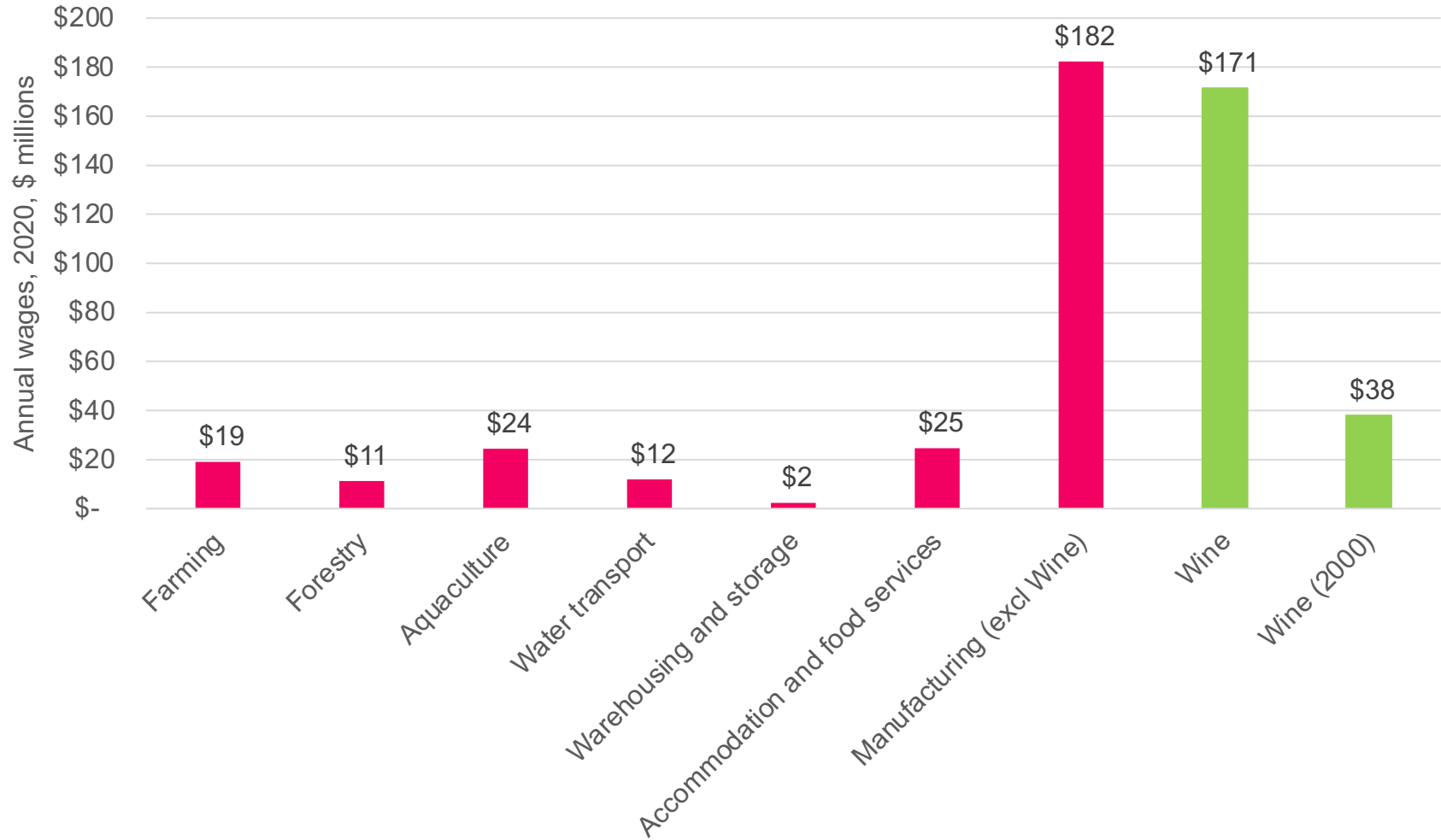
Source: NZIER, Statistics NZ, MBIE

2018 figure adjusted due to overcount (as suggested by Statistics NZ)

# Job growth in Marlborough wine has been strong

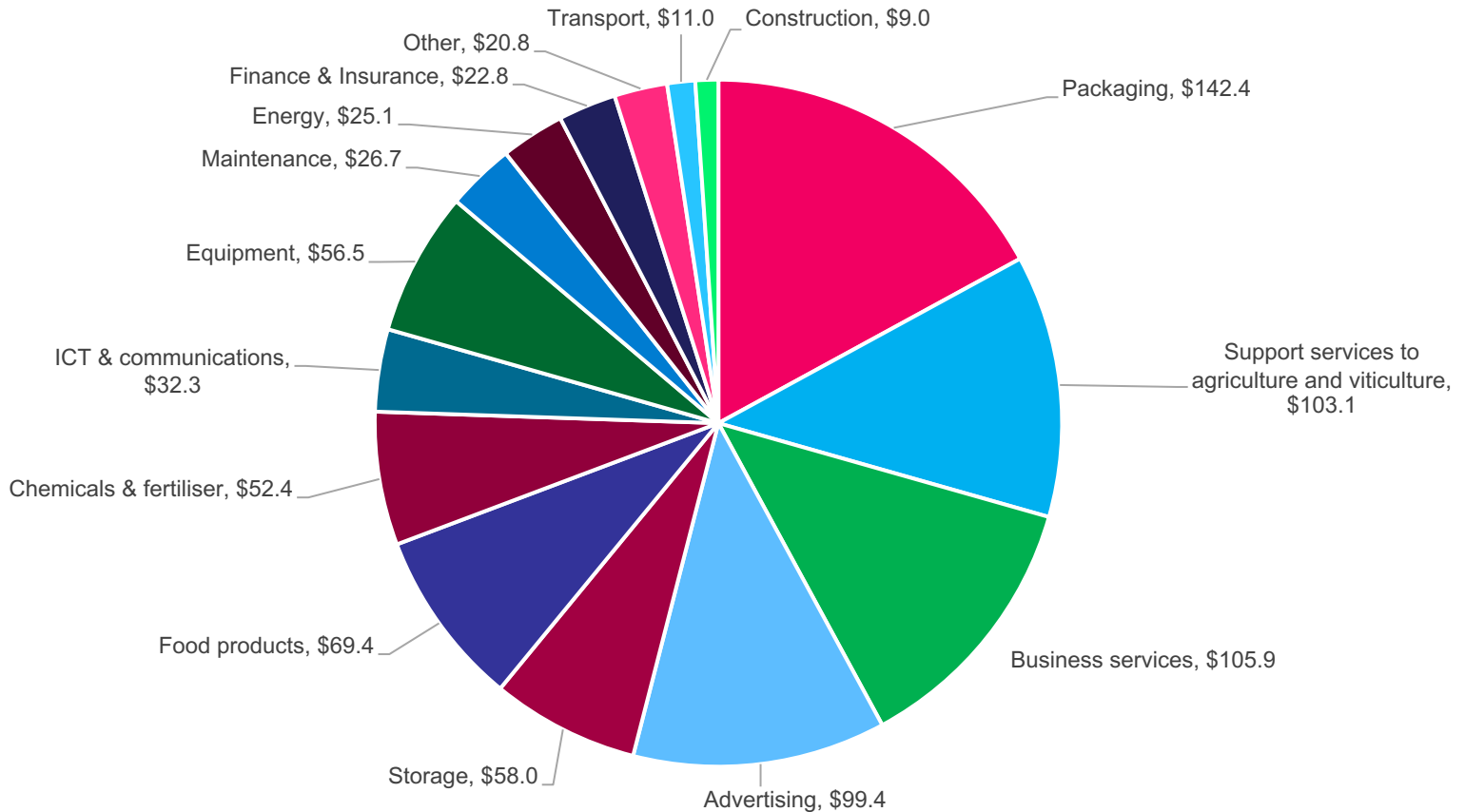


# Marlborough wine injects \$171 million of income into Marlborough households' pockets; 14.2% of total household income





# Marlborough wine supports various supplying sectors, buying \$835 million of inputs, some of which are sourced locally



2019 figure

Source: NZIER, Statistics NZ, NZ Wine