

Waiheke Winegrowers Association Inc

Economic Impact Figures @ November 2006 (Revised August 2007)

AREA:

Vineyard Planted Area ¹	206ha (216)
Winegrowing Properties	27 (30)
Excluding the 2 largest growers, Average Vineyard Planted Area	5ha
Total Land Area farmed by WWA Members ²	1850ha (1860)
Total Land Area of Waiheke Island ³	9324ha
% Land Area farmed by WWA Members	19.84% (19.94)

EMPLOYMENT:

Full time Vineyard and Winery employees, Including working owners ⁴	155 (161)
Part time and seasonal vineyard workers ⁵	443 (455)
Combined Full and part time vineyard/winery workers	598 (616)
WIT Tourist Industry employees ⁶	630
Combined Winegrowing and Tourism workforce	1228 (1246)
Waiheke Island Adult Working Population ⁷	3310
Adult Working Population employed On Island ⁸	1870
Adult Working Population employed Off Island ⁹	1440
Winegrowing Full and Part Time employees As percentage of On Island workforce ¹⁰	32% (32.94%)
Combined Winegrowing and Tourism employees As percentage of On Island workforce ¹¹	65% (66.6%)

¹ From returns provided by WWA members October 2006

² From returns provided by WWA members October 2006

³ From Auckland City Council website

⁴ From returns provided by WWA members October 2006

⁵ From returns provided by WWA members October 2006

⁶ From Demographic Statistics supplied by Statistics New Zealand Feb 2004 to 2006

⁷ From 'Waiheke Island Urban Area Community Profile' May 2003, Statistics New Zealand

⁸ From Business Demographic Statistics supplied by Statistics New Zealand Feb 2004 to 2006

⁹ Fullers surveys matched to net difference between 7 and 8

¹⁰ 598 as percentage of 1870

¹¹ 1228 as percentage of 1870