

TĀTAKI AUCKLAND UNLIMITED REPORT

Devonport-Takapuna Local Economic Overview 2022



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1: Introduction

This data report provides details of the socio-economic data that was analysed in the production of the [Local Economic Summary and TAU Advice 2022](#) report, provided to the local board.

About this report

This data report provides detail of the demographic make-up of the local board area, the general economic well-being of households in the area, the qualifications residents have and the types of jobs they do.

In addition, the nature of employment opportunities that are available locally and how these have changed over time is included.

How the area's economy has performed relative to the wider Tāmaki Makaurau Auckland region provides an indicator of how the local economy is performing. However, it should be noted that for many of the more residential local board areas, the bulk of employment opportunities may well be in neighbouring areas that are home to the region's larger industrial and commercial zones.

A section on the main town centres in the local board area shows how the centres have performed relative to the region over the last five years, noting however, that the COVID-19 pandemic has had a significant impact over the latter half of that period.

Data in this report are drawn from several publicly available sources as well as privately compiled data sources (Infometrics, Marketview).

- Population data is primarily drawn from the 2018 Census, as well as official estimates that have been subsequently released by Statistics New Zealand and published by Infometrics.
- Labour force data comes from the Household Labour Force Survey (HLFS).
- Education data is primarily sourced from the Ministry of Education's Education Counts website.
- Employment and GDP data for different sectors is sourced from Infometrics and is provided at local board level. Data on key economic places within local board areas (e.g., an industrial precinct) draws on Statistics New Zealand's Business Demographics data, which is available at the Statistical Area 2 (SA2) level, a smaller geographic level than the local board level. Differences in the way these data sets are reported produces some discrepancies between the data, but these are not significant within the context of this report.
- Town Centre spend data was sourced from Verisk Marketview.

The summary and advice report provides the key data about the local economy from this report and identifies potential areas of focus for the local board to consider through the 2023 Local Board Plan consultation and development stages. It also includes some actions the local board may wish to consider for inclusion in the next Local Board Plan. Some of these actions will be ones the local board already supports through work being undertaken with a range of council departments and council-controlled organisations (CCOs).

2: People and Households

Devonport-Takapuna is one of Auckland’s least populous local board areas with a population of 59,900 that is forecast to increase to 77,600 by 2048. The area has a largely European population with a number of migrants from Asia.

The Auckland Prosperity Index report showed Devonport-Takapuna residents are highly qualified and are able to access a range of highly skilled jobs in the near vicinity. Devonport-Takapuna performs strongly in the skills and labour force, connectedness, and household prosperity domains.

POPULATION SUMMARY

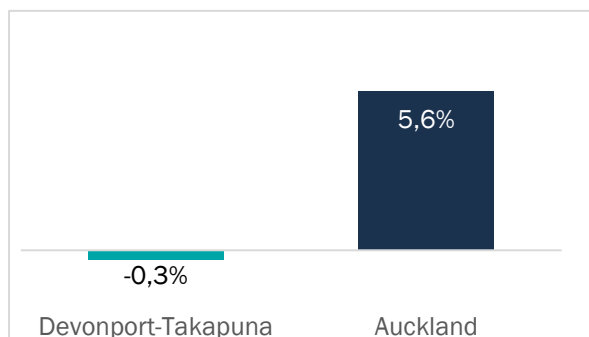
	Devonport-Takapuna	Auckland / Share
Population (2021)	59,900	3.5%
Population growth (2016-2021)	-0.3%	5.6%
Median Age (2021)	40.8	35.6
Labour force (2022)	48,900	983,800
Labour force participation (2022)	74%	72%
Home ownership (2018)	50%	45 %

Population

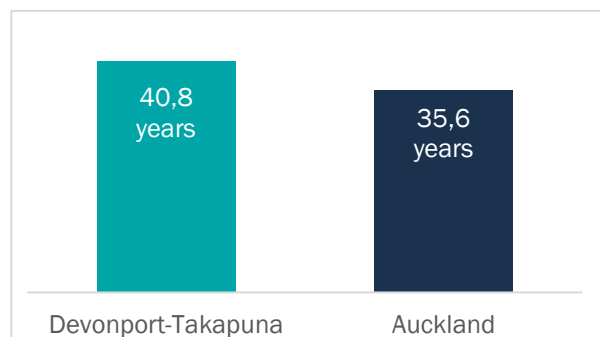
The Devonport-Takapuna Local Board area has experienced slow population growth in recent years. Between 2016 and 2021 population growth declined by 0.3 per cent compared to an increase of 5.6 per cent regionally (Infometrics 2021)¹.

Medium population projections suggest that Devonport-Takapuna could be home to 77,600 residents by 2048, an increase of 17,700. This equates to a 1.1 per cent per annum increase or 656 additional residents per year between 2021 and 2048 (NZ Statistics).

POPULATION GROWTH (INFOMETRICS 2016-2021)



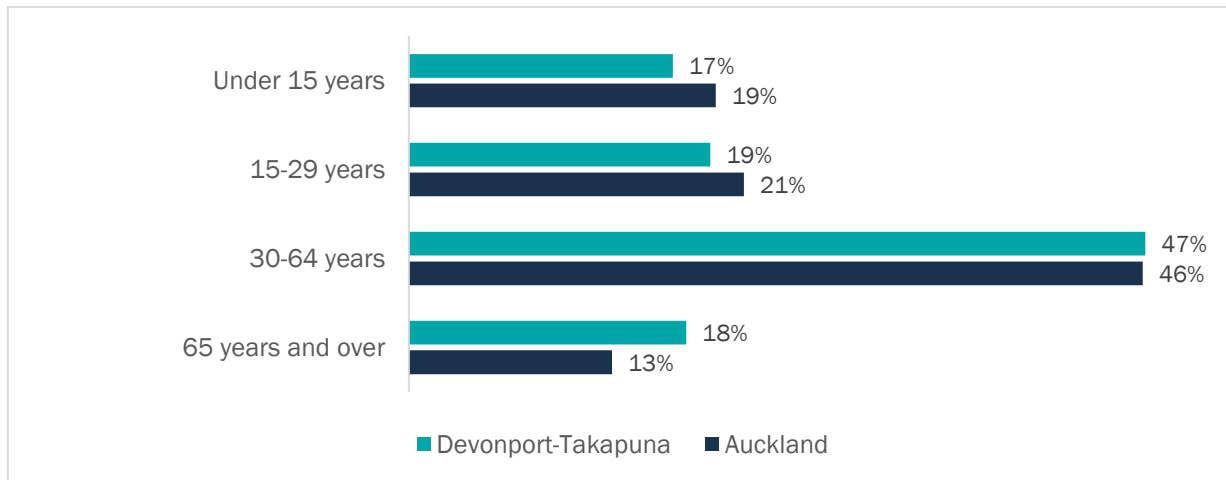
MEDIAN AGE (INFOMETRICS 2021)



¹ Infometrics population estimates

Devonport-Takapuna has a higher median age compared to the region and its working age population is just above the regional average. There are proportionately fewer young people and more people of retirement age.

AGE STRUCTURE (INFOMETRICS 2021)

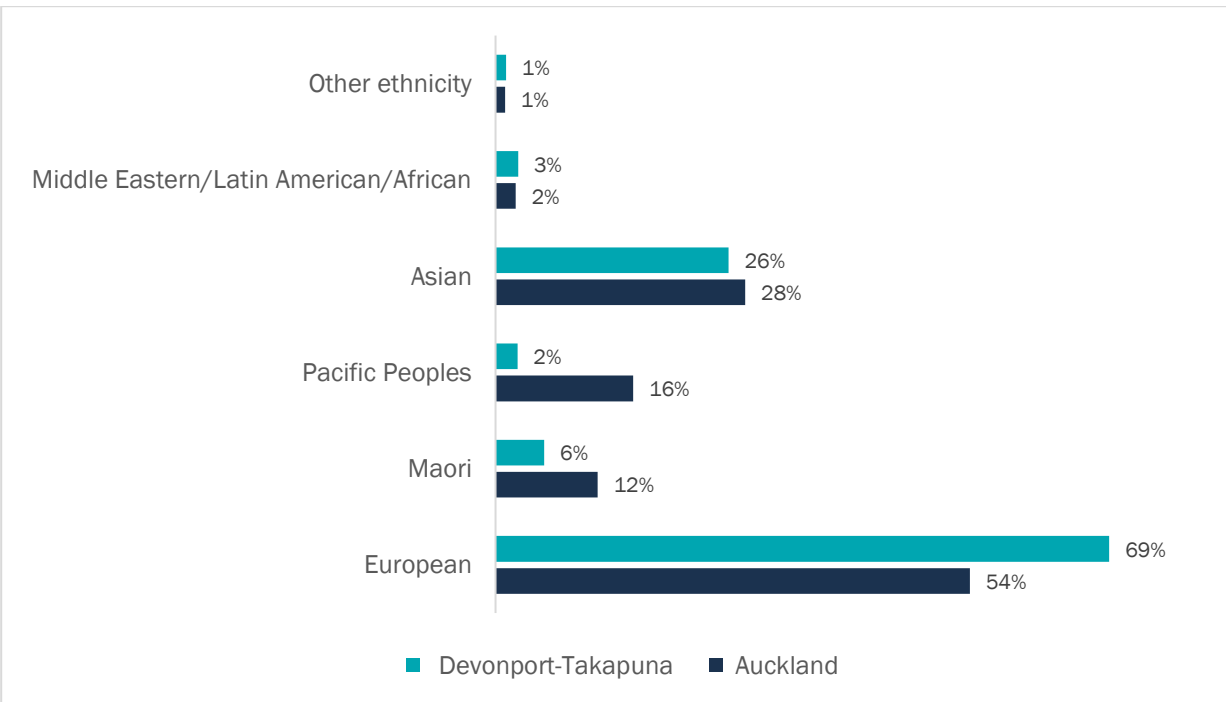


Ethnicity

Devonport-Takapuna’s population is predominantly of European ethnicity (69 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. While Devonport-Takapuna has fewer Māori and Pacific residents than the region, there are a similar proportion of people of Asian ethnic origin as seen regionally. Most of the Asian population are of Chinese or Korean origin.

Devonport-Takapuna has a larger proportion of residents born overseas (44 per cent) compared to the regional average (42 per cent). Twenty-eight per cent of people born overseas had been in New Zealand for less than five years, more than the region 24 per cent.

ETHNIC MAKE-UP (CENSUS 2018)



Languages

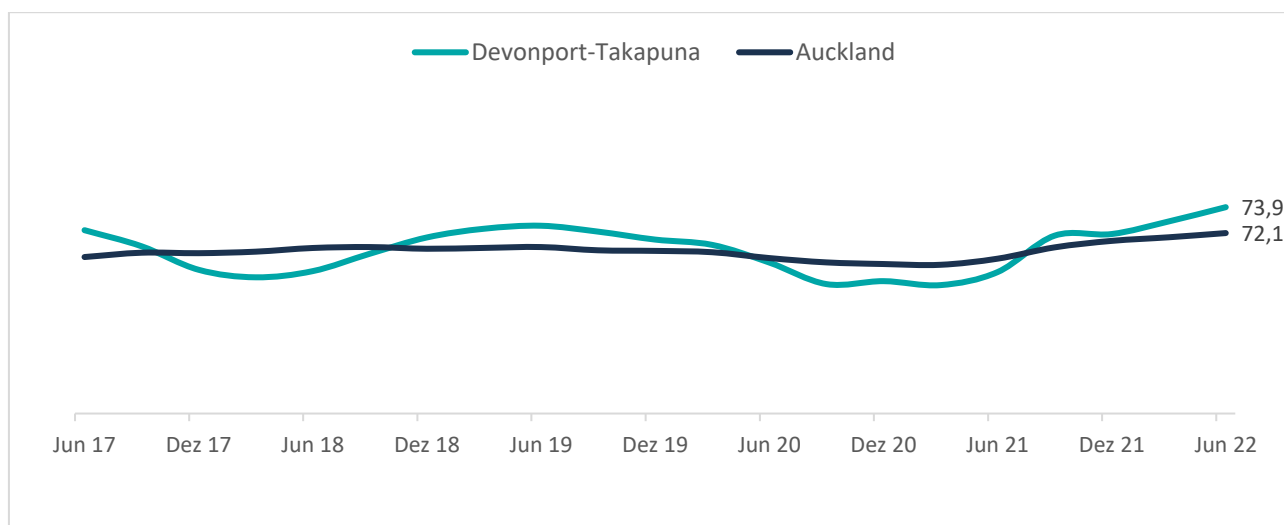
With a diverse population there are a wide range of languages in use in Devonport-Takapuna. Ninety-four per cent of residents are able to speak English compared to 93 per cent across the region.

Labour Force

The labour force participation rate is a measure of an economy's active workforce. A high participation rate indicates more people in the area are actively engaged in the economy. The size of the labour force is critical to an area's ability to produce goods and services.

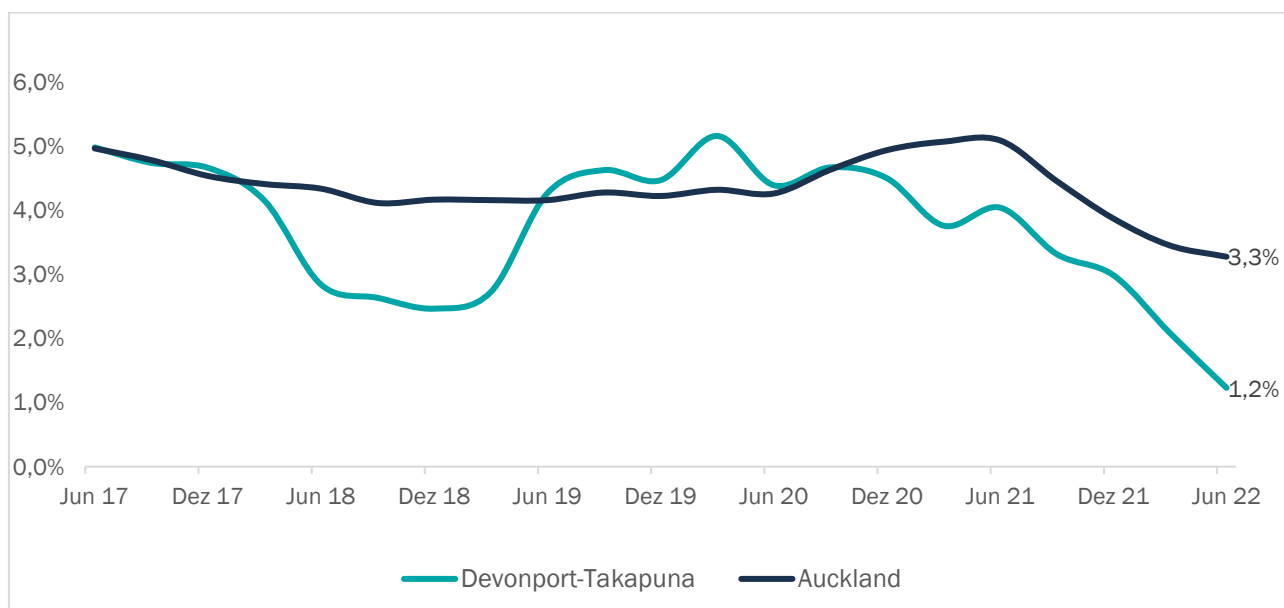
The labour force participation rate in Devonport-Takapuna is 74 per cent, slightly higher than the Auckland rate (72 per cent).

LABOUR FORCE PARTICIPATION RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Unemployment, measured by the Household Labour Force Survey in Devonport-Takapuna, is more than two per cent below the wider Auckland rate.

UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)

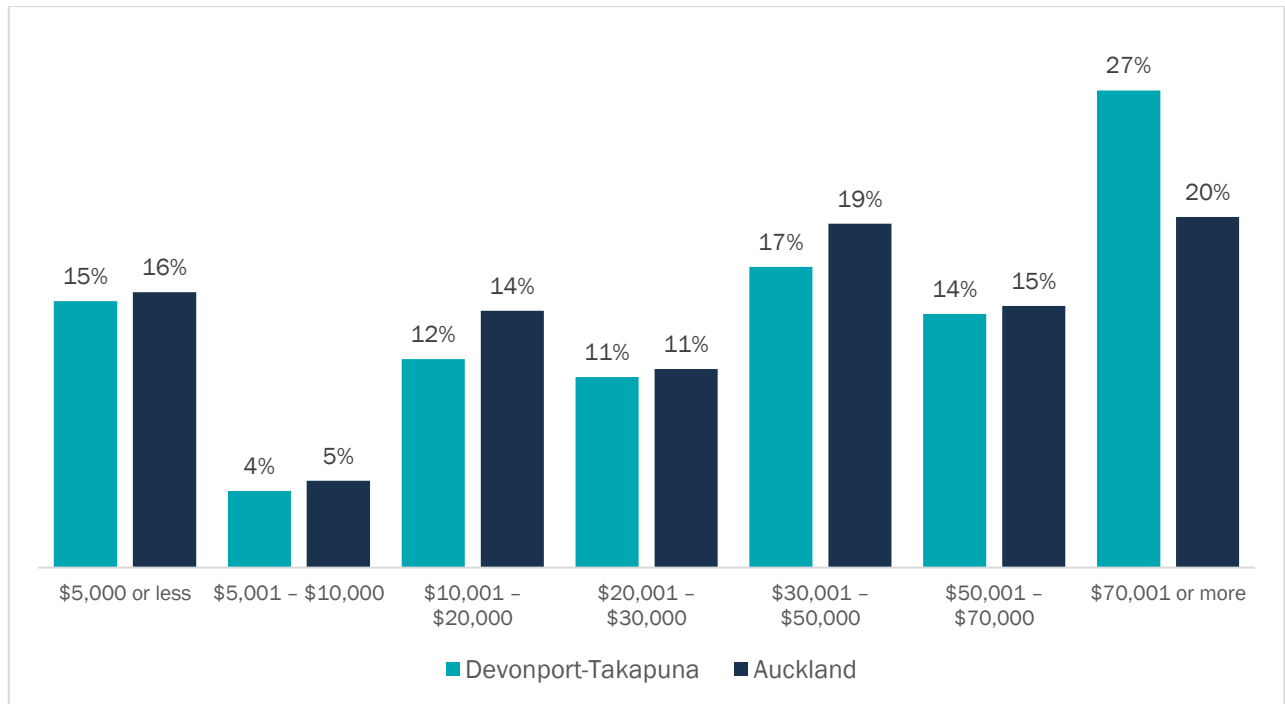


Income

Analysis of individual income levels in 2018 shows that there was a higher proportion (27 per cent) of persons earning a high income (over \$70,000 per year) in Devonport-Takapuna compared to the region (20 per cent).

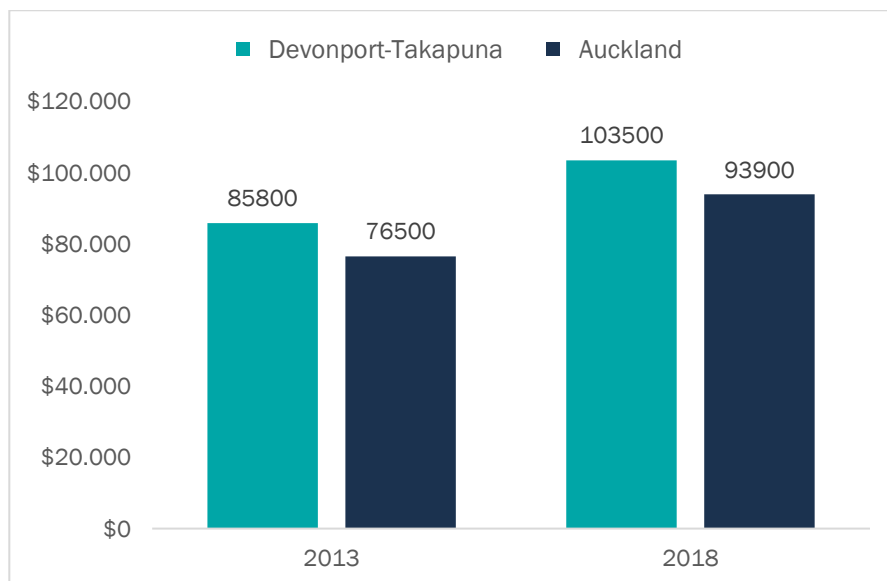
In 2018, 18 per cent of individuals in Devonport-Takapuna derived self-employment or business income, above the rate across Auckland (14 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



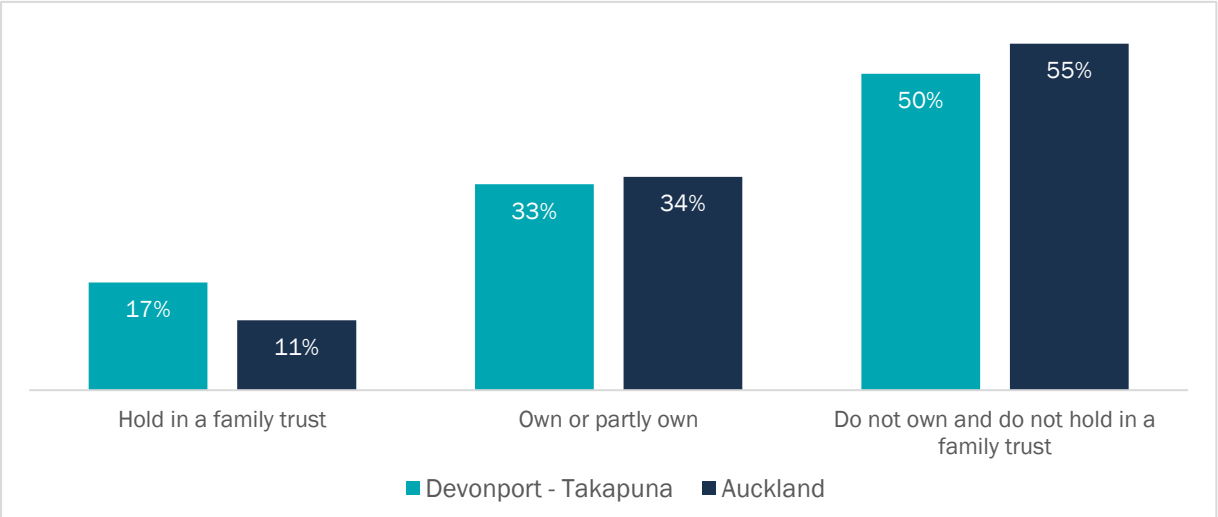
The median household income in Devonport-Takapuna (\$103,500) is higher than the region (\$93,900). It is the third highest in the region behind Orakei and Albert-Eden.

MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



Home ownership in Devonport-Takapuna is higher than the regional average, in 2018, 50 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Devonport-Takapuna has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from Devonport-Takapuna leave with NCEA Level 2 or NCEA Level 3 and continue with tertiary study.

Skills and Workforce

An area’s skills base contributes to the overall well-being and prosperity of its communities. Having the skills to access stable and well-paid employment also provides opportunities to respond in times of economic downturns or external shocks such as the COVID-19 pandemic or the Global Financial Crisis when typically, those in less secure employment and without higher skill levels tend to fare worst.

School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as well as for communities where increased skill levels would improve employment opportunities for residents.

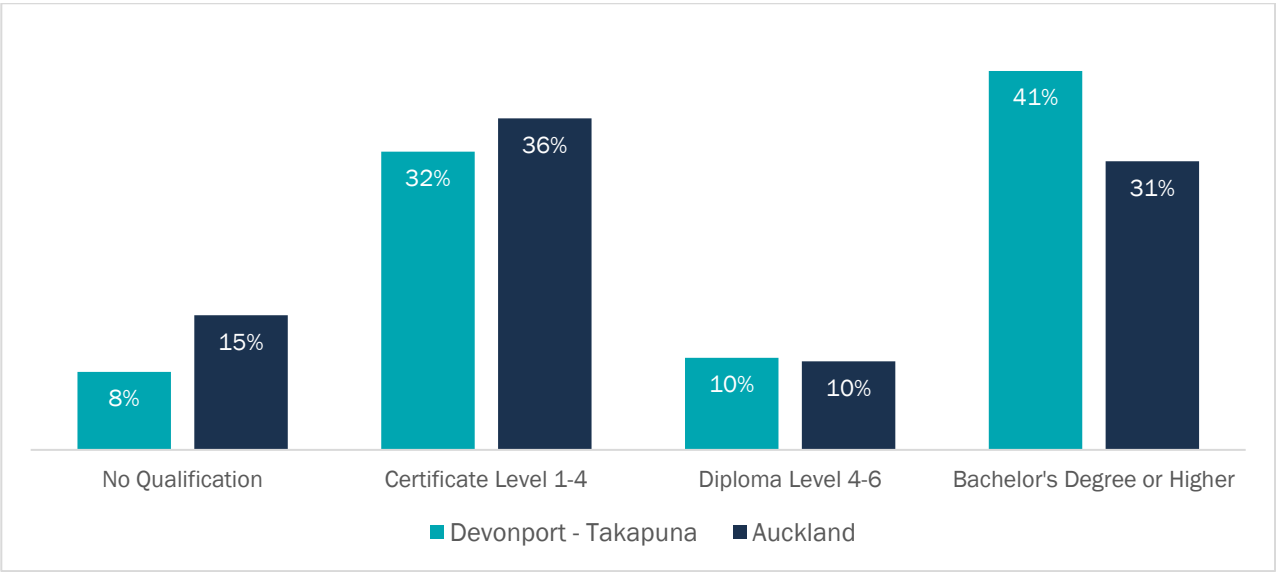
Qualifications

A skilled workforce drives a strong and resilient local economy and is critical for Auckland’s future competitiveness.

The New Zealand Qualifications Framework (NZQF) has ten levels which are based on complexity, with level 1, the least complex, and level 10, the most complex. All qualifications on the NZQF are assigned one of the ten levels and fit into a qualification type: certificate (Levels 1-4), diploma (Levels 5-6) or degree (Levels 7-10). Secondary school qualifications of National Certificates of Educational Achievement (NCEA) are gained at Levels 1-3.

Achieving a school level qualification significantly improves a school leaver’s employment prospects and people with higher level qualifications are less likely to experience unemployment.

RESIDENTS’ HIGHEST QUALIFICATIONS (CENSUS 2018)



In 2018, 41 per cent of adult residents in Devonport-Takapuna had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Eight per cent of residents had no educational qualifications compared with 15 per cent across the region².

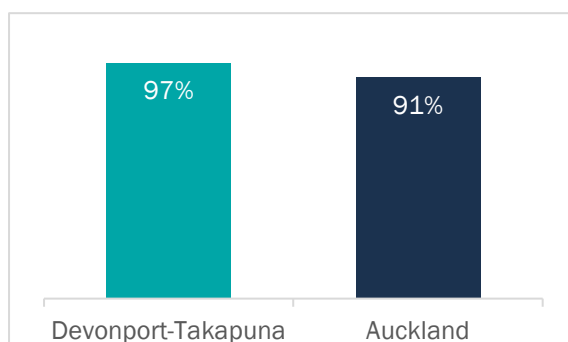
Educational attainment

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, three per cent of school leavers in Devonport-Takapuna did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

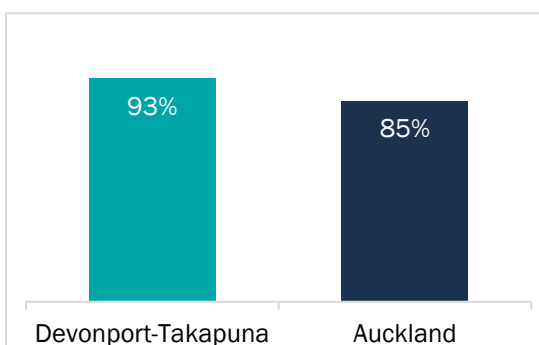
In 2021, only seven per cent of school leavers in Devonport-Takapuna did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is better than the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2



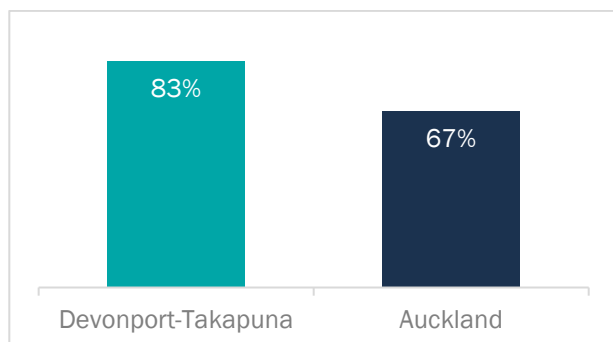
NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	96.0	92.9
Māori	93.9	89.4
Pacific	94.2	83.7
Asian	97.6	95.7
Middle East, Latin American, African	98.3	89.7
Other	100.0	100.0
Total Local Board	96.5	93.2
Total Auckland	91.2	84.9

² Highest qualification is derived for people aged 15 years and over

NCEA Level 3 is regarded as the minimum level required for university entry. 83 per cent of Devonport-Takapuna school leavers achieved this, significantly higher than the Auckland average of 67 per cent.

SCHOOL LEAVERS ATTAINING NCEA LEVEL 3 (MINISTRY OF EDUCATION 2021)



NCEA 3 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

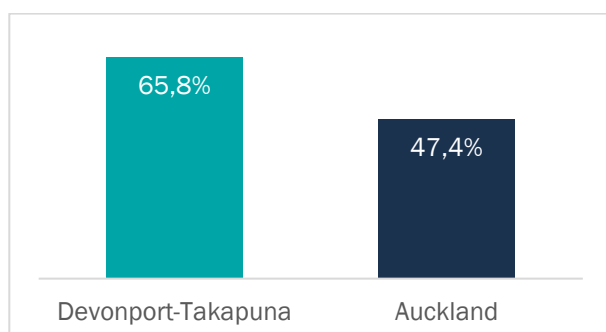
Percentage achieving NCEA 3	Devonport-Takapuna	AKL region %
Māori	68.2%	43.5%
Pacific	65.1%	54.2%
Asian	90.7%	83.3%
Middle East, Latin American, African	84.5%	68.8%
Other	60.0%	73.7%
European	81.5%	69.8%
Total	83.3%	67.2%

More school leavers moved on to degree level study within a year of leaving school. Sixty-five per cent of Devonport-Takapuna school leavers did this, much higher than the Auckland average of 47 per cent. A lower proportion moved into certificate and diploma level study, but overall, more (80 per cent) enrolled in some form of tertiary education than the regional average (69 per cent).

DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR AFTER LEAVING (MINISTRY OF EDUCATION 2021)

Local Board	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Devonport-Takapuna	65.8%	13.7%	0.7%	19.8%	1,396
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2021)

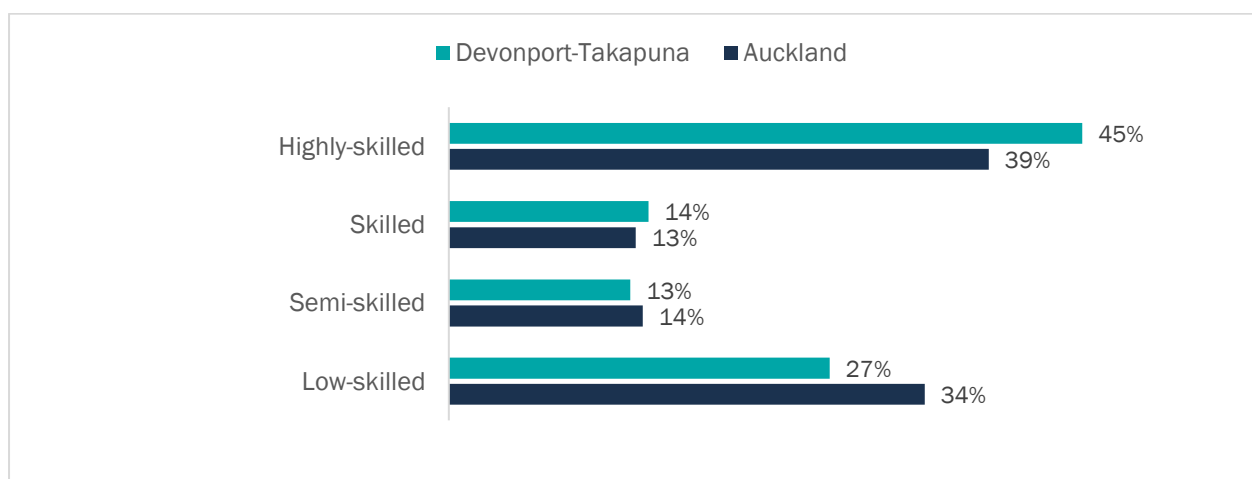


DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	41.5%	21.2%	0.8%	36.4%	118
Pacific	43.6%	21.8%	1.3%	33.3%	78
Asian	78.3%	6.6%	0.5%	14.5%	392
MELAA	79.5%	2.6%	0.0%	17.9%	39
Other	60.0%	40.0%	0.0%	0.0%	5
NZ European	61.8%	16.6%	0.9%	20.7%	913

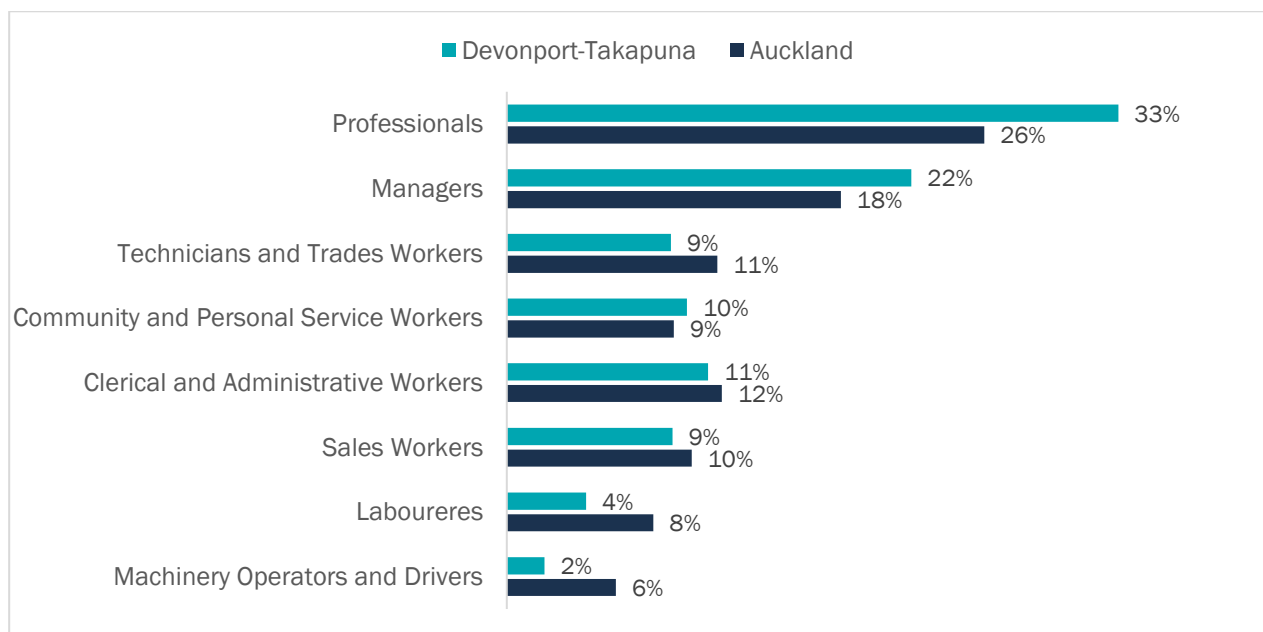
Occupations

Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN DEVONPORT-TAKAPUNA BUSINESSES (INFOMETRICS 2021)

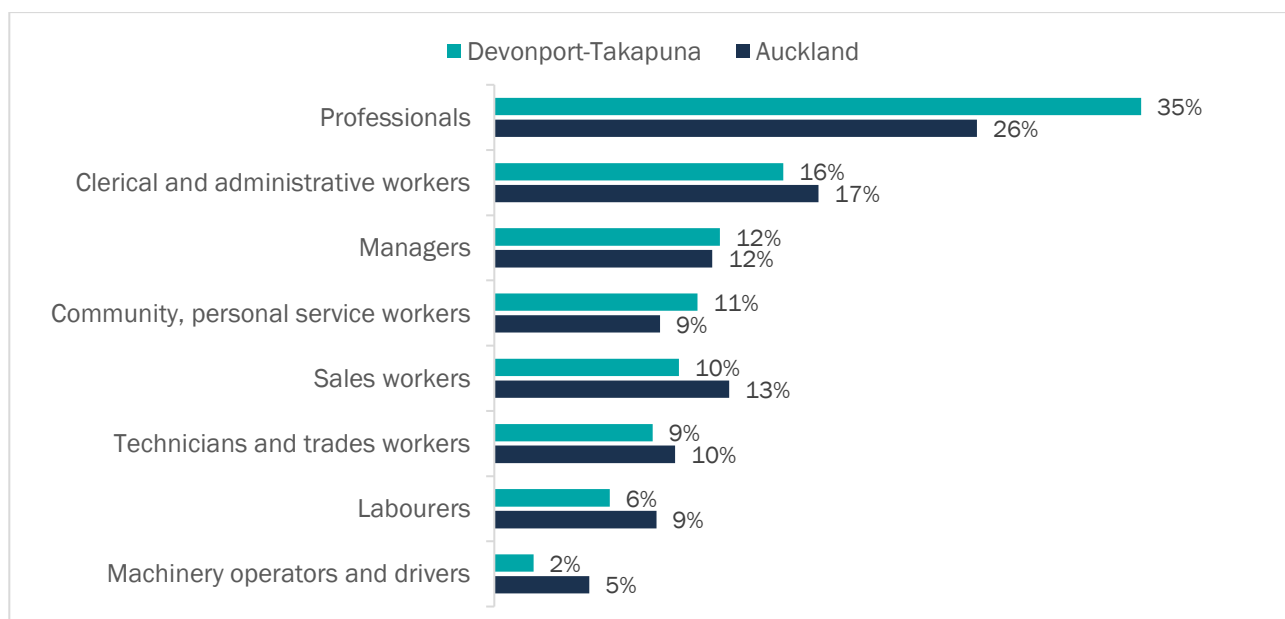
The Devonport-Takapuna local board area had a higher proportion of employment in the skilled and higher-skilled level (59 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a lower proportion of employment in the semi-skilled and low-skilled level (40 per cent) compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN DEVONPORT-TAKAPUNA (CENSUS 2018)



Professionals and managers were the most popular occupations for Devonport-Takapuna residents in 2018 (55 per cent), significantly higher than the regional average (44 per cent). There were less labourers and machinery operators and drivers' resident in the area (six per cent) compared to the region (14 per cent).

OCCUPATIONS IN DEVONPORT-TAKAPUNA BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Devonport-Takapuna Local Board area, professionals were the largest occupational group (35 per cent), higher than the regional average (26 per cent). Compared to the region there are fewer sales workers, labourers and machinery operators and drivers jobs located in the area.

Health professionals were the largest occupational group in Devonport-Takapuna, with a thousand more jobs than the next largest occupational group, specialist managers³.

³ Specialist managers include managers in advertising, construction, ICT, business administration and education.

TOP 10 OCCUPATIONS LOCATED IN DEVONPORT-TAKAPUNA (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	% of Devonport-Takapuna Total
1	Health Professionals	4,027	11.7%
2	Specialist Managers	2,996	8.7%
3	Business, HR & Marketing Professionals	2,392	7.0%
4	Education Professionals	1,872	5.4%
5	Carers & Aides	1,490	4.3%
6	Design, Engineering, Science Professionals	1,368	4.0%
7	Sales Assistants & Salespersons	1,358	4.0%
8	Sales Representatives & Agents	1,324	3.8%
9	Hospitality, Retail & Service Managers	1,133	3.3%
10	Chief Execs, General Managers, Legislators	1,114	3.2%
	Sub-total of top 10 occupations	19,074	55.4%
	Total jobs	34,382	100.0%

Health professionals, the largest occupational group, were also the fastest growing group adding the greatest number new jobs between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Health Professionals	459
Construction Trades Workers	235
Cleaners & Laundry Workers	219
Design, Engineering, Science Professionals	179
Specialist Managers	176

Clerical and office support workers jobs declined between 2016-2021.

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Clerical & Office Support Workers	-207
Protective Service Workers	-113
Sales Assistants & Salespersons	-82
General Clerical Workers	-70

4: Local Economy

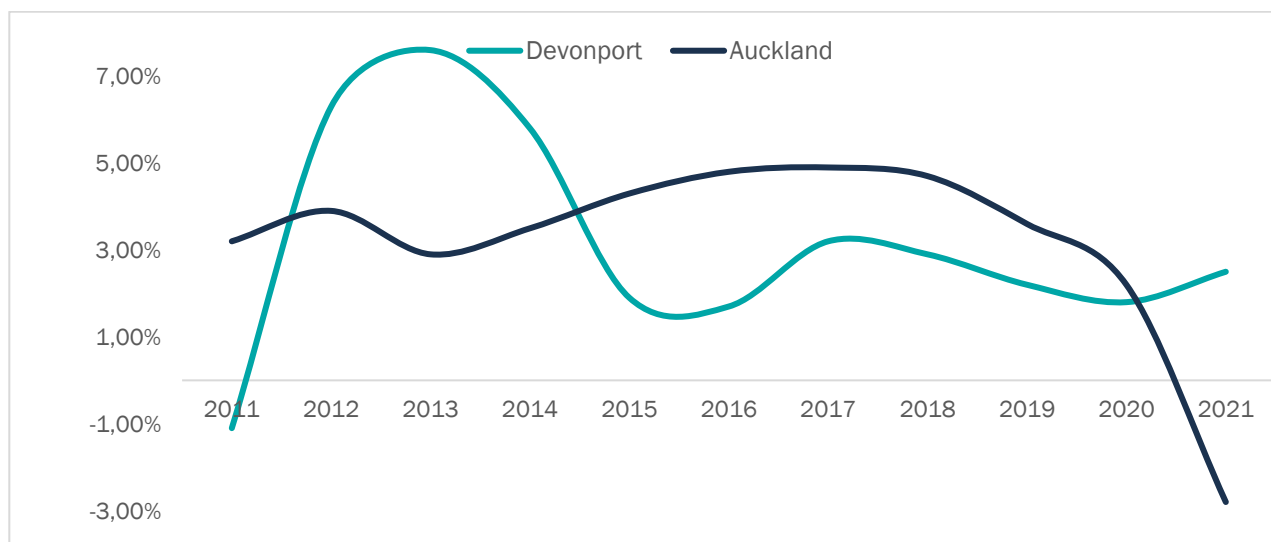
Devonport-Takapuna has a strong local economy driven by a large proportion of its jobs being in more knowledge intensive industries. Fifty-two per cent of jobs are in knowledge intensive sectors, significantly higher than the Auckland average, meaning residents have access to skilled, well-paying employment opportunities, both locally and in nearby Central Auckland. The finance and healthcare sectors are the major contributors to local GDP. Healthcare is the major employer providing close to a quarter of all jobs in the area and has created the most new jobs in the previous five years.

Growth and employment trends

Between 2020-2021, GDP in Devonport-Takapuna experienced growth of 2.5 per cent, higher than the Auckland region which declined by -2.8 percent. In the five years to 2021 the Devonport-Takapuna economy grew at an average annual rate of 2.5 per cent, the same as the wider Auckland region of 2.5 per cent.

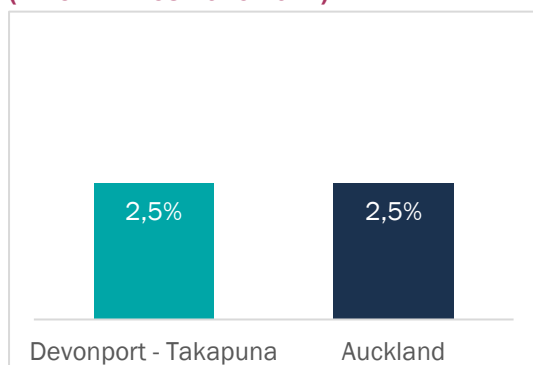
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers the period to end of the financial year in March 2021 so does not show the further impact of the second Level 4 lockdown period. Devonport-Takapuna GDP growth did not decline to the same extent as the regional average.

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

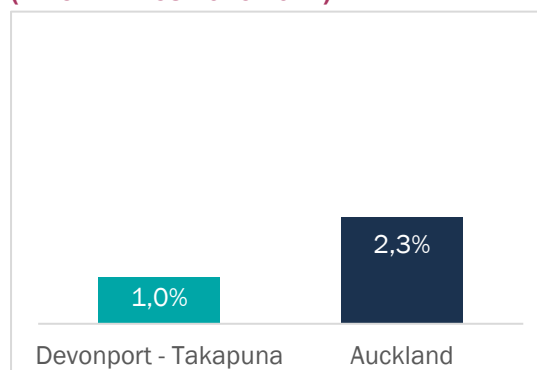


Employment in Devonport-Takapuna increased by an average of 1.0 per cent per annum in the five years from 2016-2021, below the Auckland regional rate of 2.3 per cent. Over the last five years Devonport-Takapuna job numbers increased the most in healthcare (+855 jobs), construction services (+528) and auxiliary finance and insurance services (+279).

AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)



AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRICS 2016-2021)



The fastest growing sector by GDP percentage change between 2016-2021 was wholesale trade. This data relates to GDP growth rates, not the overall size of the sector.

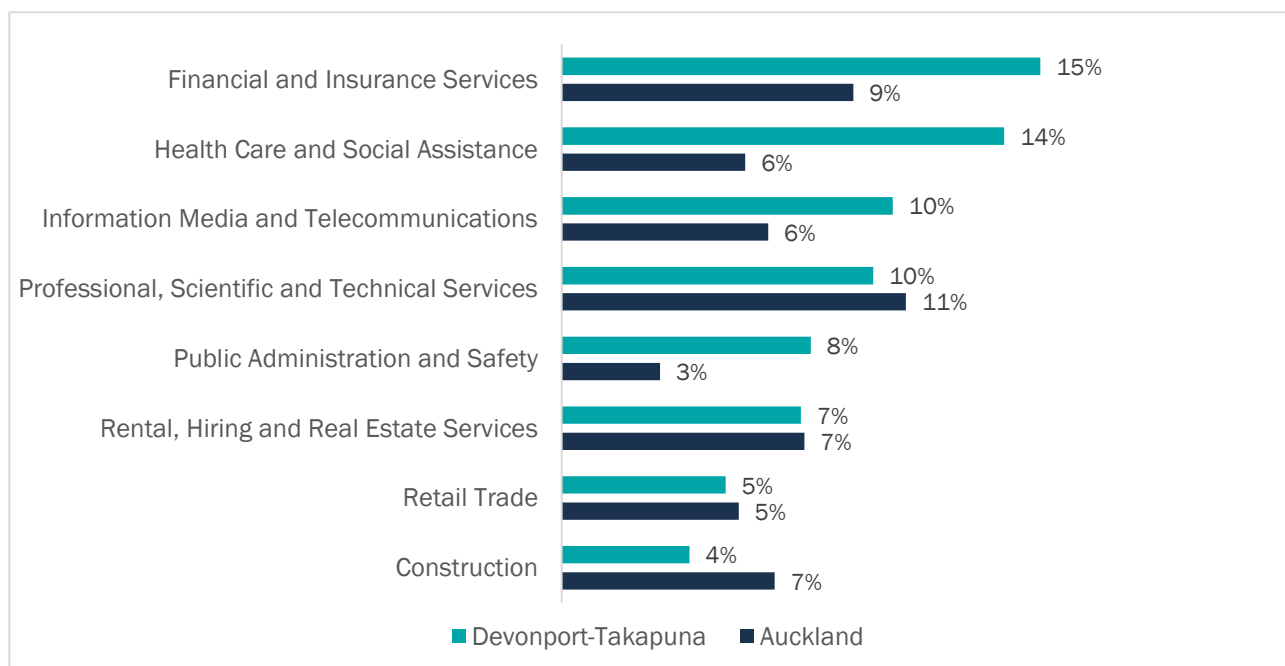
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Wholesale Trade	7.7%
Information Media & Telecommunications	7.4%
Construction	7.2%
Manufacturing	6.4%
Healthcare & Social Assistance	3.5%
Financial & Insurance Services	3.2%

Industry mix

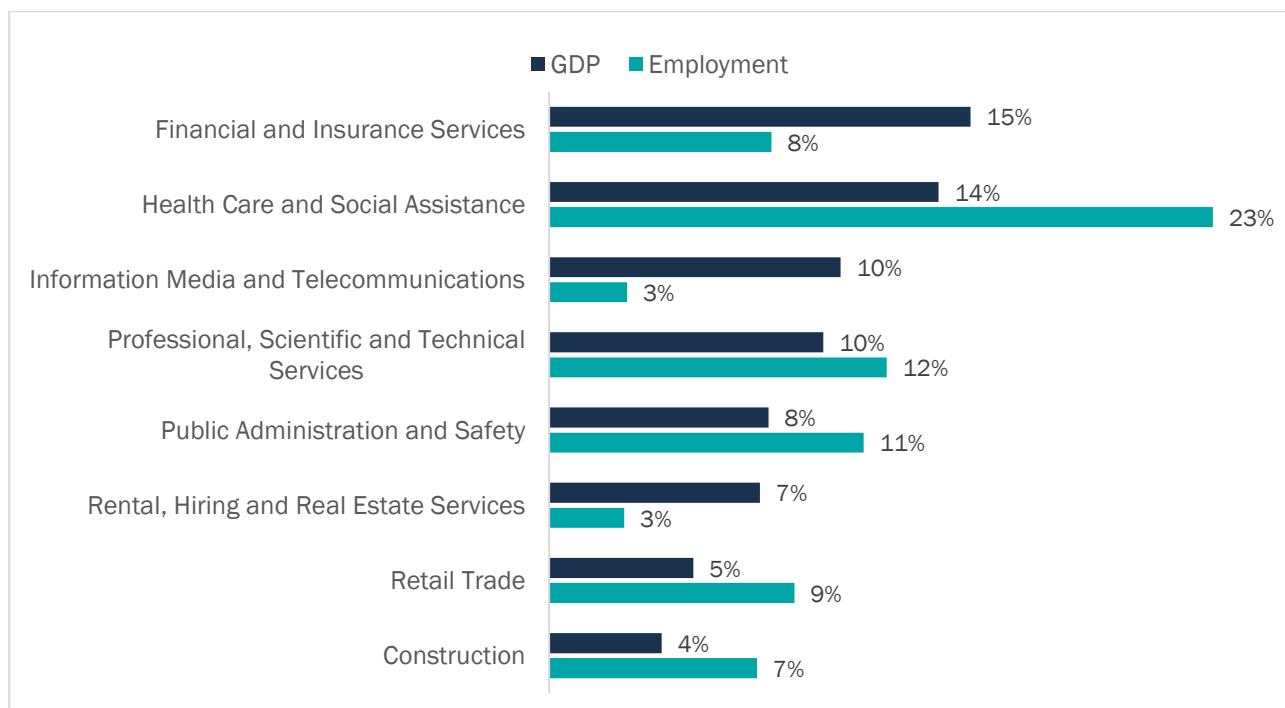
Devonport-Takapuna's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Devonport-Takapuna economy were financial and insurance services, healthcare and information media and telecommunications.

BROAD INDUSTRY MIX BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



- **Financial and insurance services** contributed 15 percent of Devonport and Takapuna's GDP, but provided proportionally less employment, eight per cent.
- **Healthcare and social assistance** contributed 14 per cent of Devonport and Takapuna's GDP, but provided 23 per cent of the area's employment.
- **Professional, scientific and technical services** contributed 10 per cent of Devonport Takapuna's GDP and provided 12 per cent of the area's employment.
- **Public administration and safety** contributed eight per cent of Devonport Takapuna's GDP and provided 11 per cent of the area's employment.

TOP INDUSTRIES BY EMPLOYMENT AND GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



The key employment sectors in Devonport-Takapuna were healthcare, professional services, and public administration and safety.

Healthcare and social assistance was the largest sector in Devonport-Takapuna due to the location of the North Shore hospital and other nearby medical businesses. Close to a quarter of all jobs were in the healthcare and social assistance sector.

Looking at more detailed sub-sectors, we see that central government administration, defence and safety, and education and training were also important employment sectors in the area.

TOP 10 INDUSTRIES BY EMPLOYMENT – 54 SECTOR CLASSIFICATION (INFOMETRICS 2021)

Rank	Industry	Jobs (2021)	Share of Devonport-Takapuna Total
1	Healthcare & Social Assistance	7,922	23.0%
2	Professional, Scientific & Tech Services	4,038	11.7%
3	Central Gov Admin, Defence & Safety	3,007	8.7%
4	Education & Training	2,128	6.2%
5	Other Store & Non-Store Retailing	2,048	6.0%
6	Accommodation & Food Services	1,751	5.1%
7	Administrative & Support Services	1,305	3.8%
8	Construction Services	1,255	3.7%
9	Insurance & Superannuation Funds	1,136	3.3%
10	Building Construction	1,096	3.2%
	Total top 10 industries	25,686	74.7%
	All other industries	8,696	25.3%
	Total employment	34,382	100.0%

The healthcare sector the major employer in the area also added the greatest number of new jobs (+855 jobs) between 2016-2021.

NEW JOBS BY SECTOR – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	New Jobs
Healthcare & Social Assistance	855
Construction Services	528
Auxiliary Finance & Insurance Services	279
Wholesale Trade	267
Administrative & Support Services	191

The local government administration and other store retailing (essentially all retail other than supermarket and specialised food retailing) lost a significant number of jobs between 2016-2021.

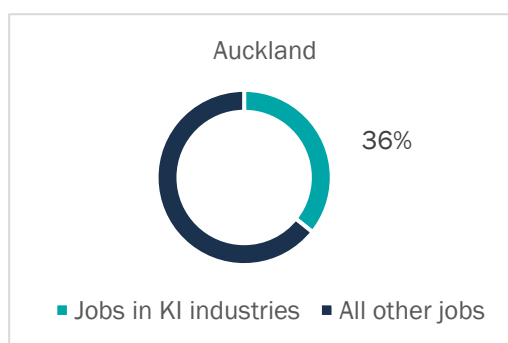
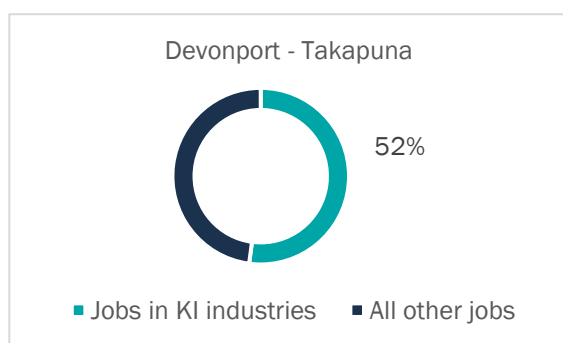
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Local Government Administration	-463
Other Store & Non-Store Retailing	-321
Central Gov Admin, Defence & Safety	-143

Knowledge intensive employment

Knowledge intensive industries⁴ represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Fifty-two per cent of jobs in Devonport-Takapuna were in knowledge intensive industries which was significantly higher than the regional average of 36 per cent.

JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES (INFOMETRICS 2021)



Sector strengths

This section uses location quotients to identify what industries an area may have a comparative advantage in. An area has a location quotient larger than one when the share of that industry in the area's economy is greater than the share of the same industry in the national economy.

A number of sectors are more strongly represented in Devonport-Takapuna than they are in the region as a whole. Insurance and superannuation funds are strongly represented in the Takapuna Central and the Smales Farm area. The healthcare sector with North Shore Hospital and a number of private hospitals, located in the area, contributed significantly to GDP and employment.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Insurance & Superannuation Funds	8.5	364.2 (7.4%)	1,136
2	Telecoms, Internet & Library Services	3.5	466.8 (9.5%)	757
3	Auxiliary Finance & Insurance Services	3.5	154.5 (3.6%)	1,032
4	Rail, Water, Air & Other Transport	3.2	48.2 (1.0%)	305
5	Healthcare & Social Assistance	2.2	661.3 (13.5%)	7,922

⁴ Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific & technical occupations.

At the detailed sector level, life insurance businesses are strongly represented in Devonport-Takapuna and contributed six per cent to GDP. The defence sector is also important for the local economy with the Devonport Naval Base located in the area.

LOCAL SPECIALISMS (INFOMETRICS 2021)

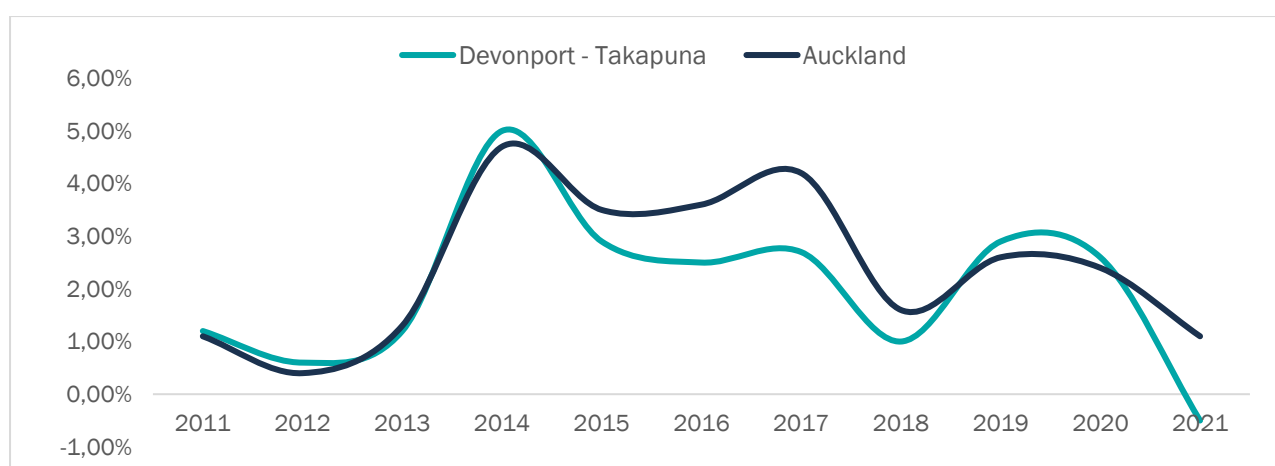
Rank	Industry	LQ	GDP (\$M)	Share/GDP
1	Other Information Services	32.4	14.7	0.3%
2	Life Insurance	29.2	288.6	5.9%
3	Shipbuilding & Repair Services	24.6	29.4	0.6%
4	Non-Store Retailing	10.5	63.6	1.3%
5	Defence	9.5	229.9	4.7%
6	Wired Telecoms Network Operation	8.2	440.3	9.0%

Businesses

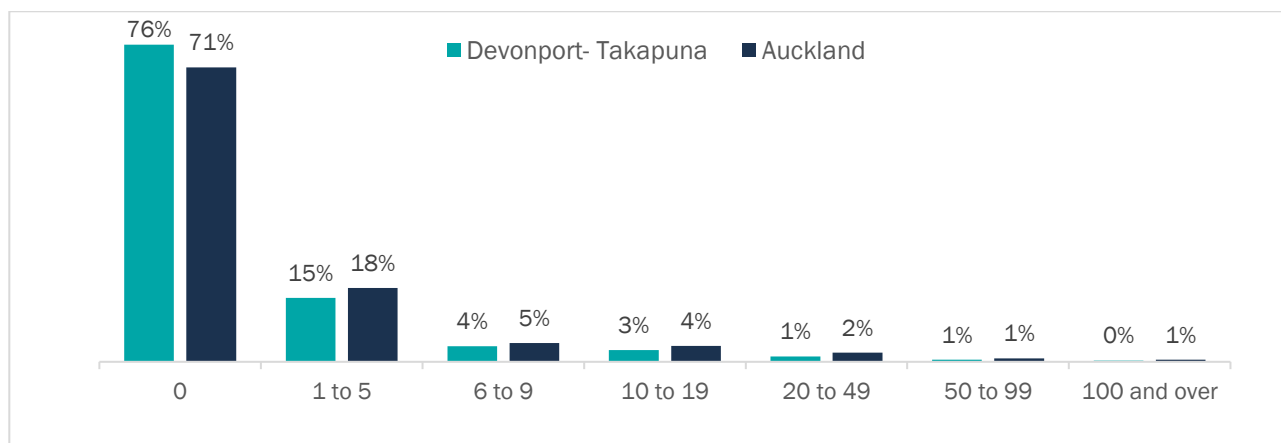
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed better under the restrictions with people having far fewer options when meeting their essential needs.

Auckland, as New Zealand's gateway, has been most affected and within the region there will be differing levels of impact, depending on the sectoral make up of an area. The first Level 4 lockdown in Auckland was 25 March 2020. From this date for the remainder of the year and until the end of the financial year in March 2021, there were varying levels of restrictions. The number of business units in Devonport–Takapuna fell at a greater rate than the Auckland regional average.

BUSINESS UNITS' GROWTH PERCENTAGE YEARLY CHANGE (INFOMETRICS 2011-2021)

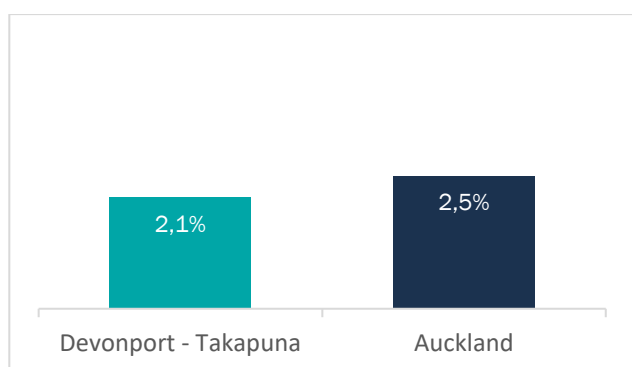


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021 there were 9,855 businesses in Devonport-Takapuna, employing an average of 3.5 employees each, less than the Auckland regional average of 4.4 employees. The vast majority (91 per cent) of businesses in Devonport-Takapuna have five employees or less, highlighting the importance of small enterprises in the local economy. The size of business units is considered to be an indicator of innovation, with larger firms having the capacity and structures to support innovation.

BUSINESS UNITS - 10 YEAR AVERAGE ANNUAL GROWTH (INFOMETRICS 2021)



The number of businesses units in Devonport-Takapuna grew by 2.1 per cent a year on average over the last decade, lower than the Auckland regional average of 2.5 per cent. Growth in the number of businesses in an area reflects increased entrepreneurial activity and economic activity as entrepreneurs are prepared to take risks and start new ventures.

5: Economic Places

Employment in Devonport-Takapuna is concentrated in a number of town centres, such as Takapuna and at key employers, such as North Shore Hospital and at the recently expanded Smales Farm and the naval base at Stanley Point. Devonport and Milford are smaller town centres focused on retail and food and accommodation services.

Devonport-Takapuna is a mix of labour importing commercial, health and defence precincts and labour exporting suburban areas. There are 59,900 residents of Devonport-Takapuna which has a labour force of 48,900. The local board area has a total of 34,382 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city.

Eke Panuku's has several developments in Takapuna with the vision to make the most of its sea and lake location. The Toka Puia car park project was completed in Dec 2020. The Waiwharariki Anzac Square project in central Takapuna is due to be completed in July 2023.

Employment Zones

Employment in Devonport-Takapuna is concentrated in a number of town centres and at key institutions, such as North Shore Hospital and the Naval base at Stanley Point.

The main employment zone in Devonport-Takapuna is to the west of Takapuna, where North Shore Hospital and Smales Farm are located, providing employment in health as well as a number of professional services. Takapuna town centre is an important employment zone with significant professional service jobs in government, finance, and technical services in addition to a strong retail and food presence. There are also significant numbers of jobs in naval base at Stanley Point.

EMPLOYMENT IN TAKAPUNA WEST* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare & Social Assistance	6,000
Information Media & Telecommunications	1,450
Financial & Insurance Services	1,150
Professional, Scientific & Technical Services	850
Education & Training	660
Total employment (all sectors)	12,800
*based on business demographics for the SA2 area	

EMPLOYMENT IN TAKAPUNA CENTRAL AREA* (NZ STATISTICS 2021)

Sector	Jobs
Professional, Scientific & Technical Services	1,750
Retail Trade	1,100
Financial & Insurance Services	1,050
Public Administration & Safety	790
Accommodation & Food Services	750
Total employment (all sectors)	8,000
*based on business demographics for the SA2 area	

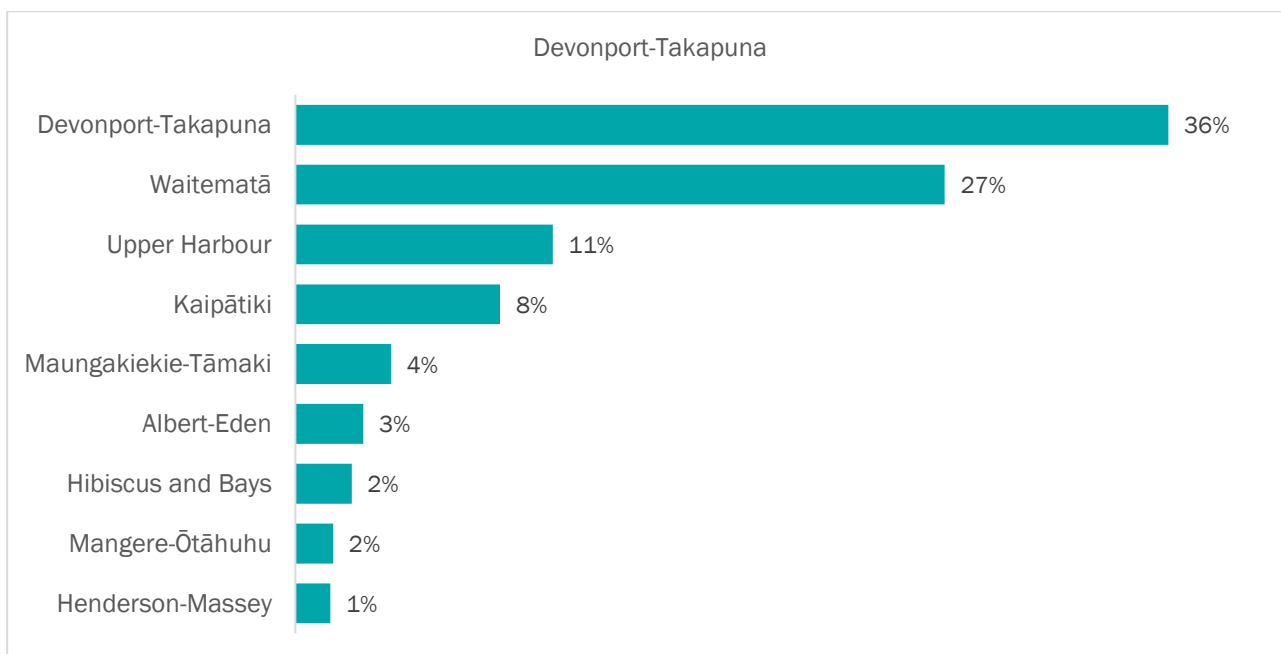
The naval base at Stanley Point is a significant employer in the local board area.

EMPLOYMENT IN STANLEY POINT* (NZ STATISTICS 2021)

Sector	Jobs Lost
Public Administration & Safety	2,650
Manufacturing	290
Professional, Scientific & Technical Services	75
Healthcare & Social Assistance	60
Construction	50
Total All Sectors	3,200
*Based on business demographics for the SA2 area	

Commuting

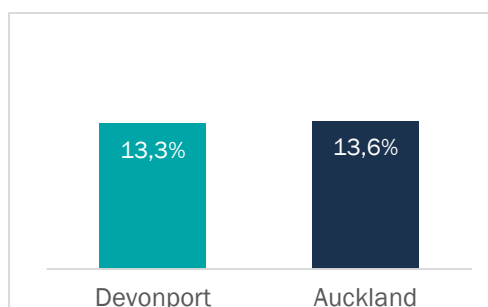
In 2018, 36 per cent of Devonport-Takapuna residents worked within the local board area. A significant percentage of residents travelled to the Waitemata local board area for work (27 per cent). The next most popular destinations were the neighbouring areas of Upper Harbour (11 per cent) and Kaipatiki (8 per cent).

TRAVEL TO WORK PATTERNS – PERCENT OF TOTAL TRIPS FROM DEVONPORT TAKAPUNA (CENSUS 2018)⁵**Town Centres**

Many town centres faced challenges prior to the COVID-19 pandemic but the impact of Auckland's lockdowns to limit the outbreaks of COVID-19 cases has posed significant challenges for retail centres across the region.

The main town centre employment zones in Devonport-Takapuna local board are Takapuna, Devonport, and Milford.

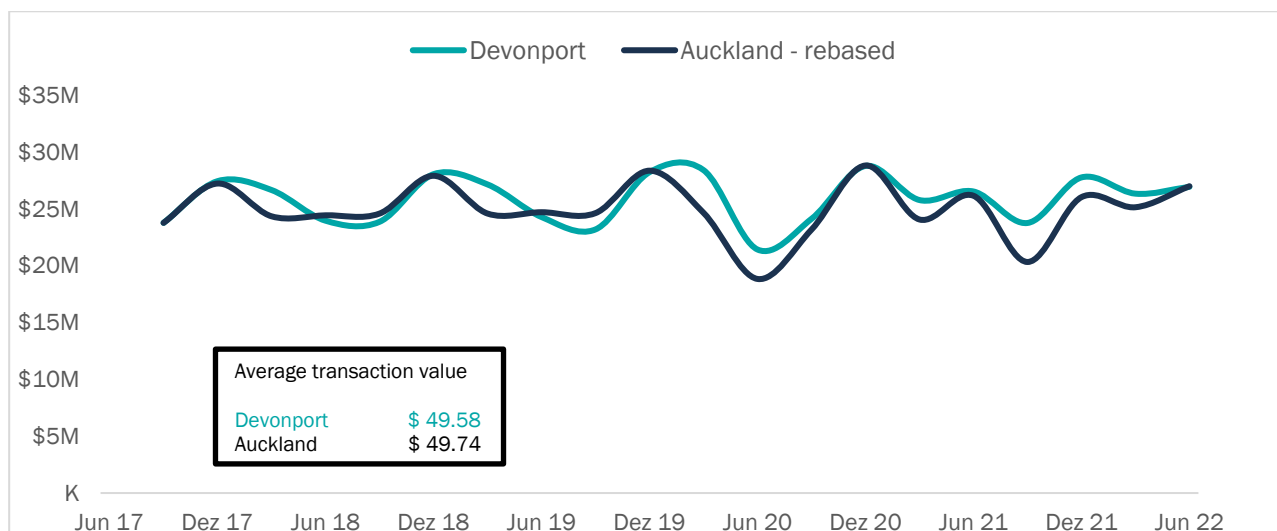
Spending in Devonport between 2017-2022 grew at a similar rate 13.3 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Devonport was \$49.58, just below the Auckland average of \$49.74. (Marketview 2022)

DEVONPORT BID SPENDING GROWTH (2017-2022)

Spending in Devonport has been at a similar rate as that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

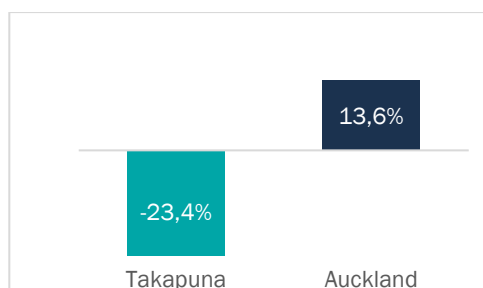
⁵ Richard Paling Consulting (2020)

DEVONPORT BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



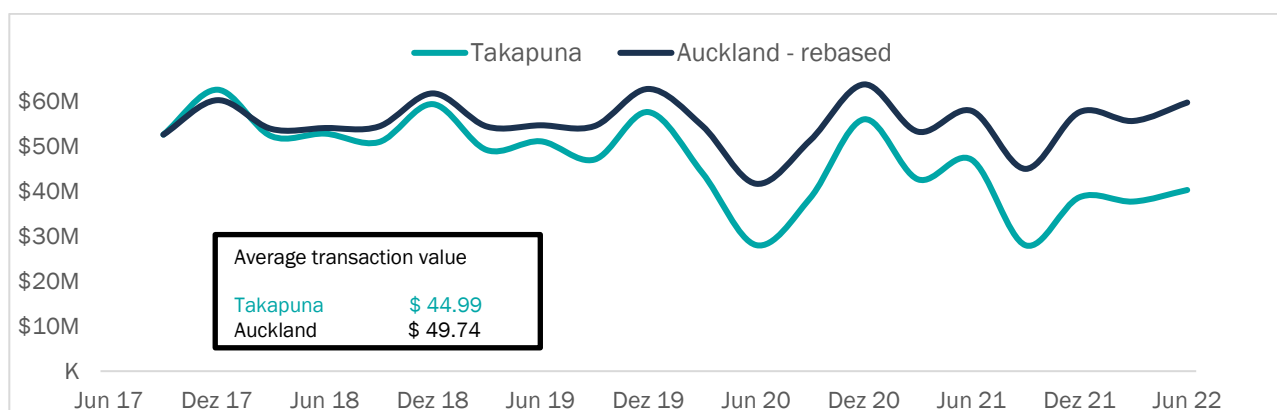
Spending in Takapuna between 2017-2022 declined by -23.4 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Takapuna was \$44.99, below the Auckland average of \$49.74. (Marketview 2022)

TAKAPUNA BID SPENDING GROWTH (2017-2022)



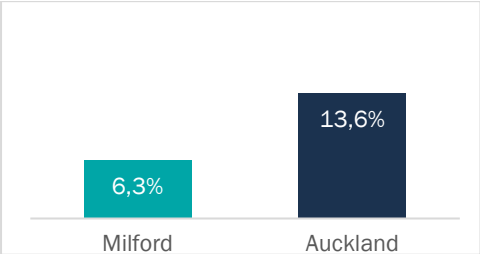
Spending in Takapuna has been at a lower rate with larger declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021, compared to the Auckland region.

TAKAPUNA BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



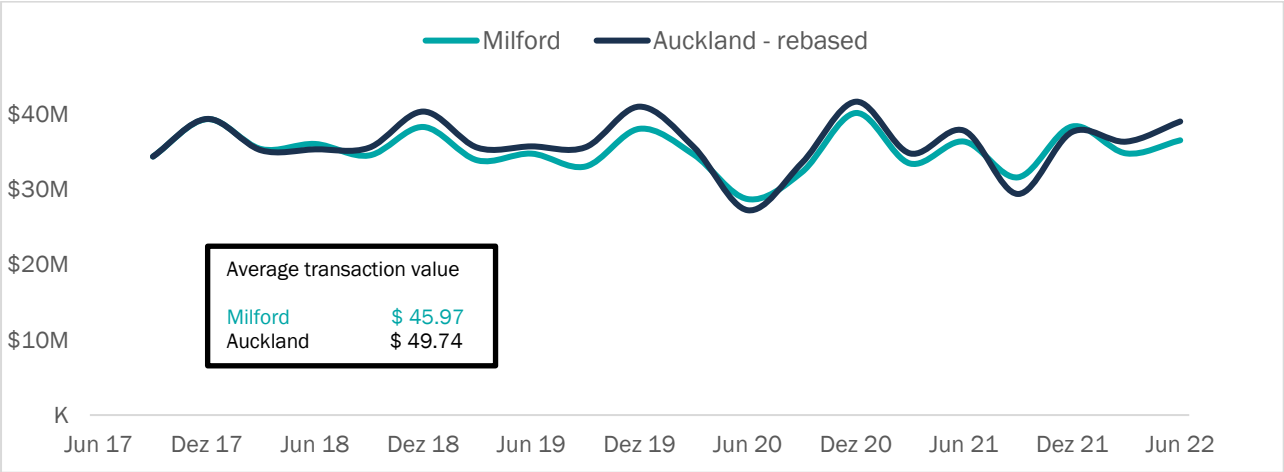
Spending in Milford between 2017-2022 grew with 6.3 per cent at a lower rate, compared to growth of 13.6 per cent regionally. The average transaction value in Milford was \$45.97, below the Auckland average of \$49.74. (Marketview 2022)

MILFORD BID SPENDING GROWTH (2017-2022)



Spending in Milford has been at a similar rate as that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

MILFORD BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



Glossary

Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006)	This is the official industrial classification used by Statistics New Zealand. The classification system aims to reflect the structure of Australian and New Zealand industries and enable comparability with other countries' statistics.
Business areas	Business areas reported are those Statistical Areas in the Annual Business Demographics data with the largest numbers of employees working in the area. In some cases, the business areas cross local board boundaries.
Employment	The head count of salary and wage earners is sourced from taxation data. Unless stated, this does not include those who are self-employed.
GDP	Gross domestic product is the total market value of goods and services produced in the local board area, minus the cost of goods and services used in the production process. GDP for each local board was estimated by Infometrics Ltd using 2010 prices.
Labour force participation	The labour force is defined as all persons aged 15 years and over who are looking for work, or are employed, either full time, part time or casually.
Population	The population for the local board area is the usual resident population count from the 2018 Census of Population and Dwellings. This figure may be lower than the previously published estimated 2018 population figures from Statistics New Zealand.
Productivity	The New Zealand Productivity Commission defines productivity as <i>'the efficiency with which resources – such as labour and capital – are converted into outputs of goods and services'</i> .
Unemployment rate	The unemployment rate is the number of people aged 15 years and over who did not have a paid job, were available for work, and were actively seeking work, as a percentage of the labour force.

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FEEDBACK.**

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Head of Economic Places

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