

TĀTAKI AUCKLAND UNLIMITED REPORT

---

# Franklin

## Local Economic Overview 2022



## TĀTAKI AUCKLAND UNLIMITED REPORT

1

**Introduction**

2

**People and Households**

Demographics  
Incomes

3

**Skills**

Education  
Qualifications

4

**Local Economy**

Growth  
Employment  
Sectors  
Occupations

5

**Places**

Employment zones  
Town centres

**Glossary**



# 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

The Franklin Local Board area is one of Auckland’s least densely populated local board areas with a population of 82,800 that is forecast to increase to 146,900 by 2048.

The Franklin Local Board area is one of Auckland’s more prosperous areas. The Auckland Prosperity Index report showed that Franklin has an older age profile than most other local board areas. With few knowledge-intensive industries in the area and limited access to the city centre and fringe, the workforce has lower access to good employment opportunities.

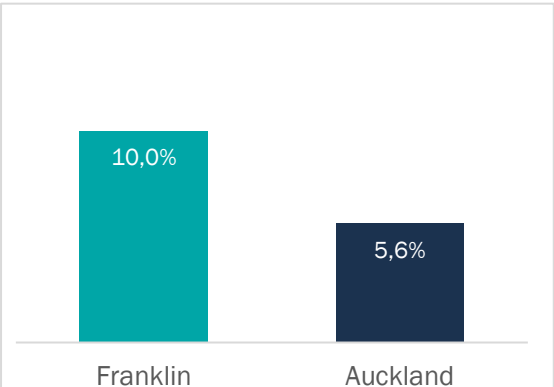
### POPULATION SUMMARY

	Franklin	Auckland/Share
Population (2021)	82,800	4.8%
Population growth (2016-2021)	10.0%	5.6%
Median Age (2021)	40.5	35.6
Labour force (2022)	59,700	983,800
Labour force participation (2022)	72%	72%
Home ownership (2018)	58%	45%

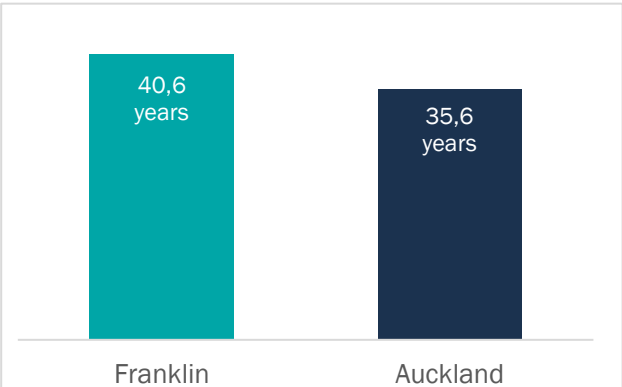
### Population

The Franklin Local Board area has experienced faster population growth than the region in recent years. Between 2016 and 2021, population growth was 10 per cent compared to 5.6 per cent regionally (Infometrics 2021)<sup>1</sup>.

#### POPULATION GROWTH (INFOMETRICS 2016-2021)



#### MEDIAN AGE (INFOMETRICS 2021)

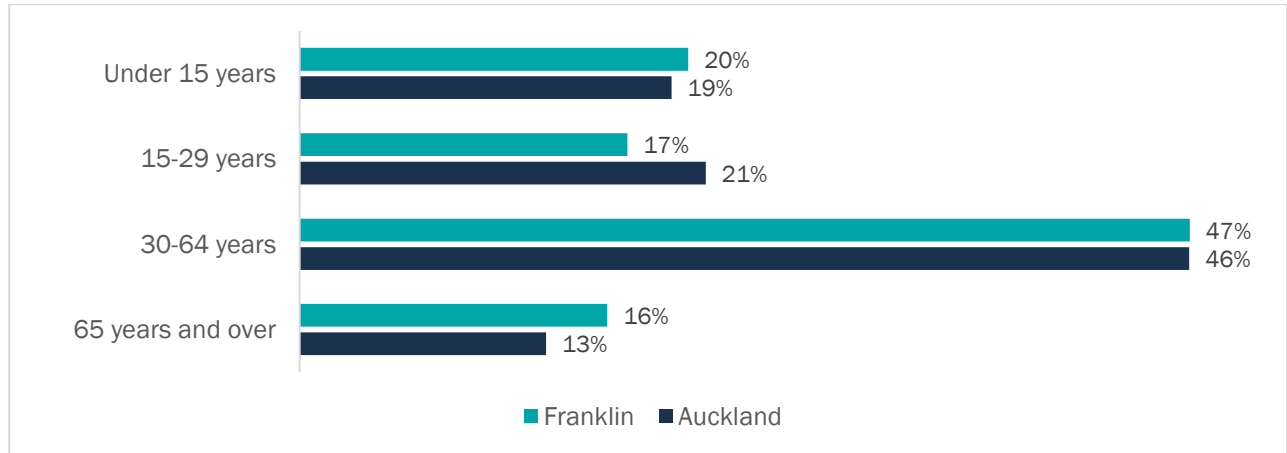


Medium population projections suggest that Franklin could be home to 146,900 residents by 2048, an increase of 64,100. This equates to a 2.9 per cent per annum increase or 2,374 additional residents per year between 2021 and 2048. Franklin local board has the highest projected population growth rate in the region (Statistics NZ).

<sup>1</sup> Infometrics population estimates

The Franklin Local Board area has a higher median age than the region, while its working age population is slightly lower in the younger working age band when compared to the regional average and there are proportionately more young people and more people of retirement age.

### AGE STRUCTURE (INFOMETRICS 2021)

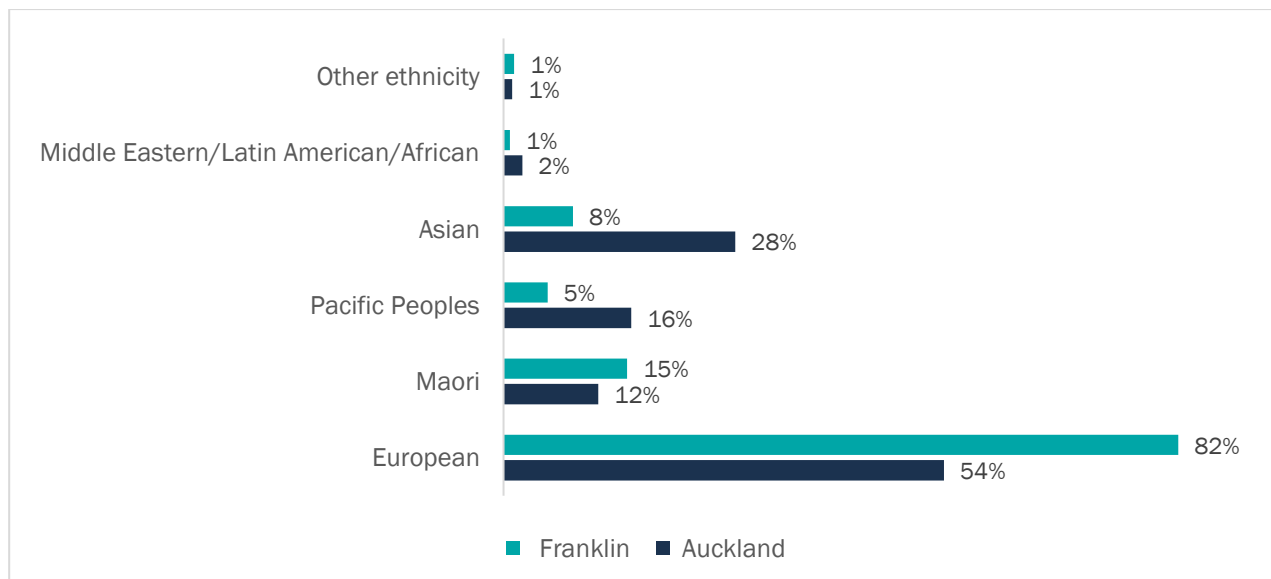


### Ethnicity

The Franklin Local Board area's population is predominantly of European ethnicity (82 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. Franklin also has more Māori residents than the regional average. Indians make up the largest group of Asian Franklin residents (3.9 per cent of the Franklin population).

The Franklin Local Board area has a number of residents born overseas (22 per cent), though this is lower than the Auckland average (42 per cent). Sixteen per cent of people born overseas had been in New Zealand for less than five years, less than the region 24 per cent.

### ETHNIC MAKE-UP (CENSUS 2018)



## Languages

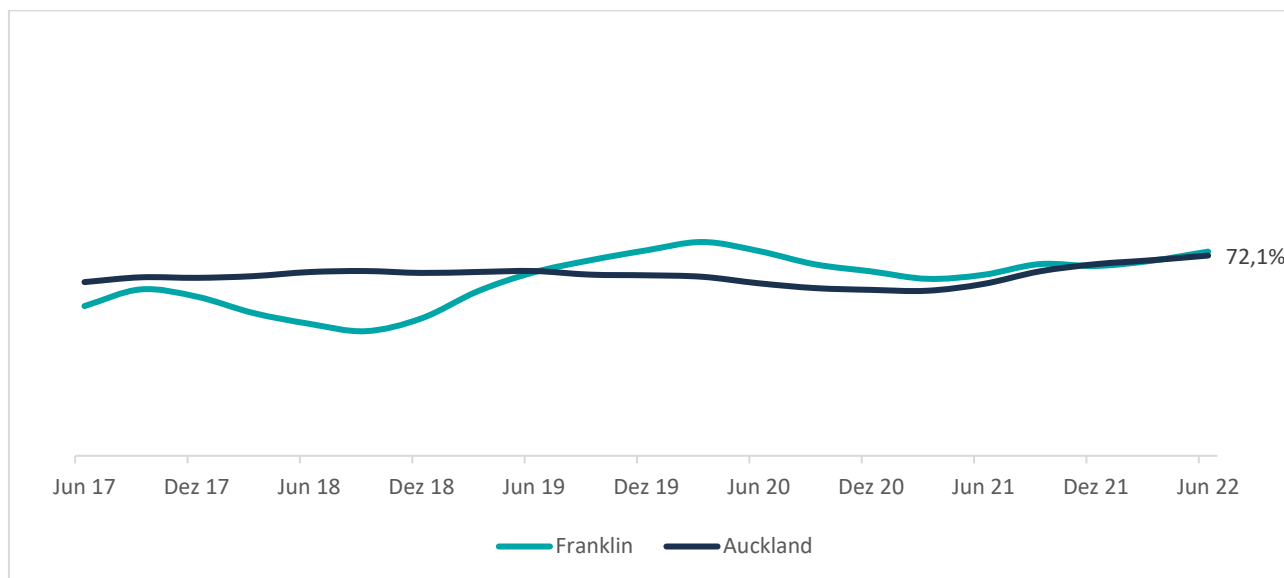
With a diverse population, there are a wide range of languages in use in the Franklin Local Board area, 97 per cent of residents are able to speak English compared to 93 per cent regionally.

## 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.

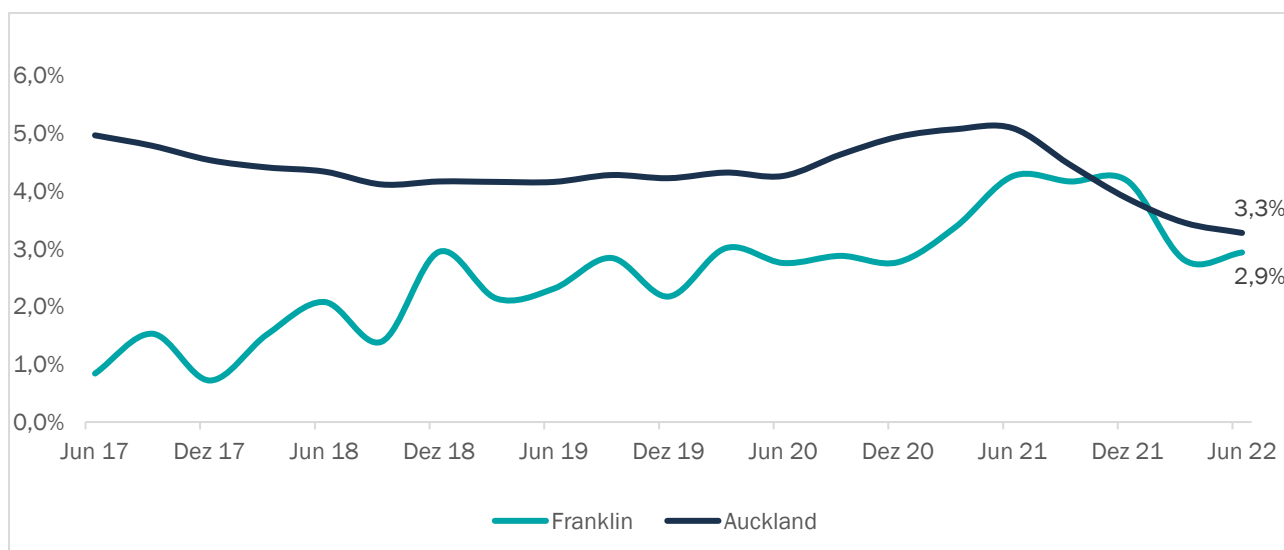
The labour force participation rate in Franklin is 72 per cent, equal to the Auckland region rate (72 per cent).

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



Unemployment measured by the Household Labour Force Survey in Franklin has remained below the Auckland average over the last five years except for a brief period around December 2021 when it was slightly higher than the Auckland average.

### UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)

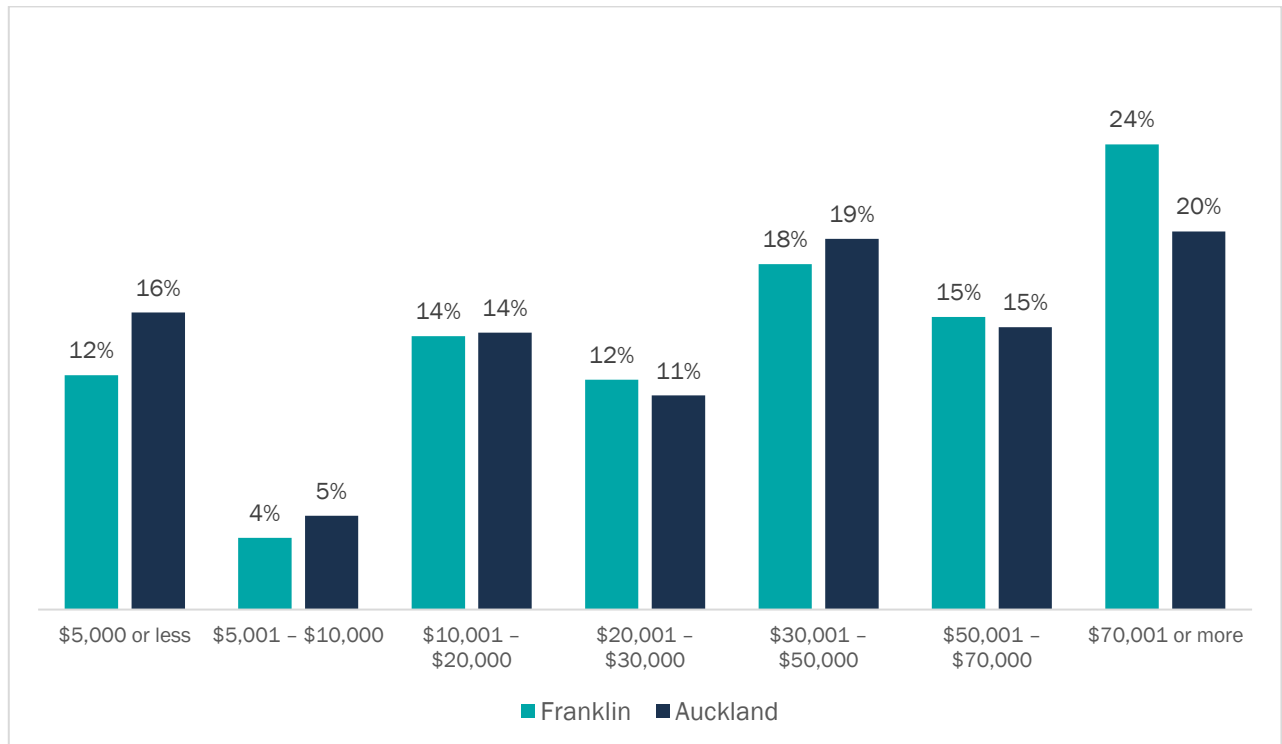


## Income

In 2018, 19 per cent of individuals in the Franklin Local Board area derived self-employment or business income, above the rate across Auckland (15 per cent).

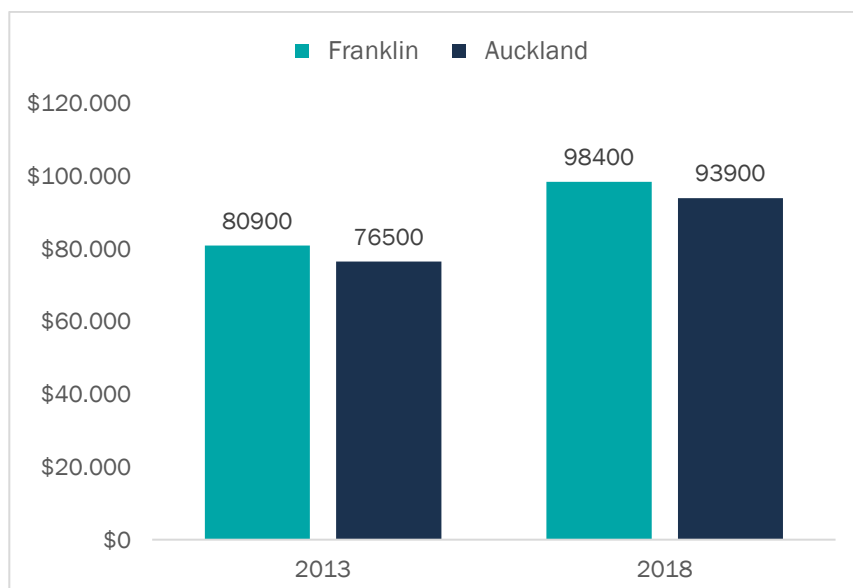
Analysis of individual income levels in 2018 shows that there was a higher proportion (24 per cent) of persons earning a high income (over \$70,000 per year) in Franklin compared to the region (20 per cent).

### INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Franklin was \$98,400, higher than the Auckland median of \$93,900.

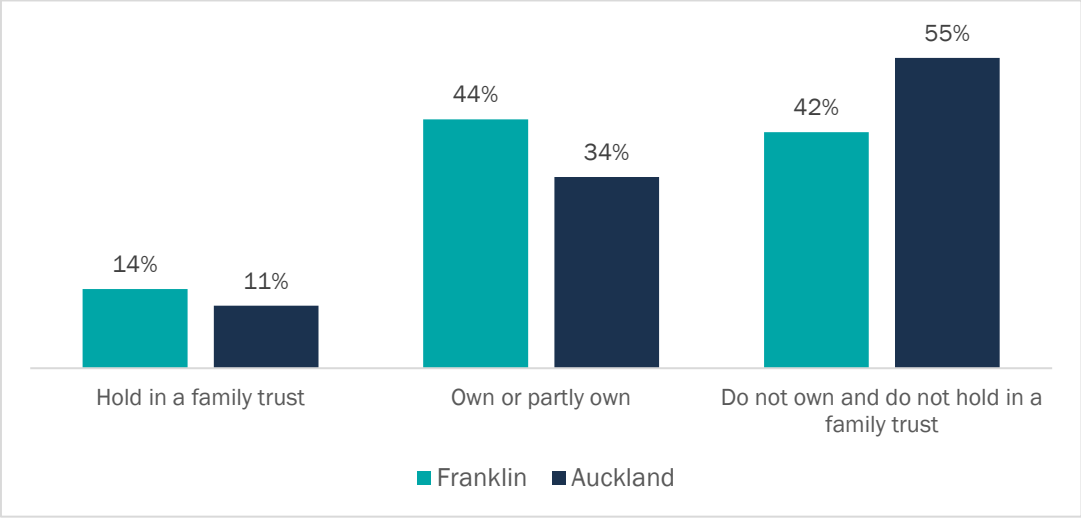
### MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



### Home Ownership

Home ownership in Franklin was higher than the regional average; in 2018, 58 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

#### HOME OWNERSHIP (CENSUS 2018)





### 3: Skills

The Franklin Local Board area has a moderately well qualified labour force with a high proportion of residents having some form of qualification however, fewer are educated to degree level or higher.

Fewer school leavers from Franklin leave with NCEA Level 2 or NCEA Level 3 and Franklin school leavers are less likely to progress into tertiary education on leaving school. Those that did were most likely to start certificate and diploma level courses.

#### 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.

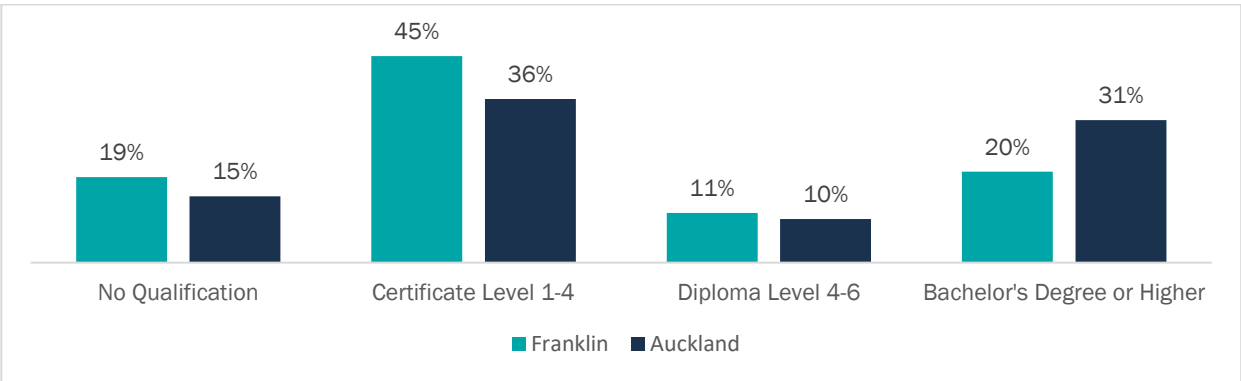
#### Qualifications

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, 20 per cent of adult residents in the Franklin Local Board area had gained a bachelor’s degree or higher, a lower proportion than the Auckland region (31 per cent). Nineteen per cent of residents had no educational qualifications compared with 15 per cent across the region<sup>2</sup>.

<sup>2</sup> Highest qualification is derived for people aged 15 years and over

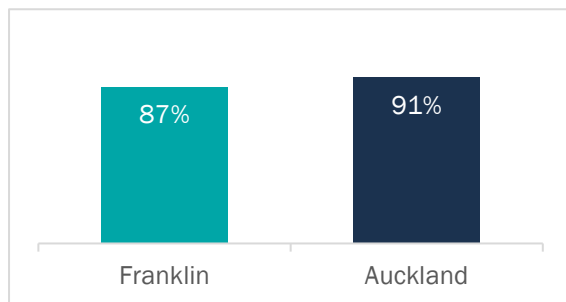
## Educational attainment

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 13 per cent of school leavers in the Franklin Local Board area did not achieve the standard for NCEA Level 1, compared to nine per cent regionally.

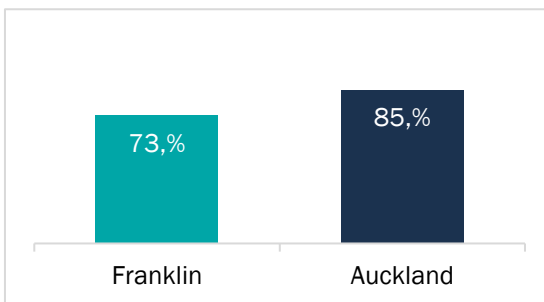
In 2021, 27 per cent of school leavers in the Franklin Local Board area did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is more than the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

### STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

#### LEVEL 1



#### LEVEL 2

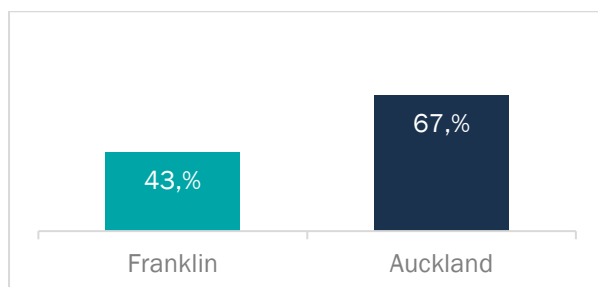


### NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	89.9	75.7
Māori	72.0	58.8
Pacific	87.6	77.5
Asian	98.2	92.9
Middle East, Latin American, African	0.0	0.0
Other	0.0	0.0
<b>Total Local Board</b>	<b>86.5</b>	<b>72.5</b>
<b>Total Auckland</b>	<b>91.2</b>	<b>84.9</b>

NCEA Level 3 is regarded as the minimum level required for university entry. Forty-three per cent of Franklin school leavers achieved this, lower 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)

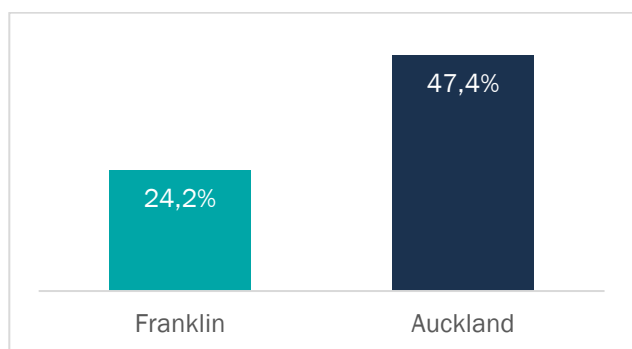
Percentage achieving NCEA 3	Franklin	AKL region %
Māori	26.4%	43.5%
Pacific	48.8%	54.2%
Asian	82.1%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	41.4%	69.8%
<b>Total</b>	<b>43.2%</b>	<b>67.2%</b>

Fewer school leavers moved on to degree level study within a year of leaving school. Twenty-four per cent of Franklin school leavers did this, much lower than the Auckland average of 47 per cent. Sixty per cent enrolled in some form of tertiary education lower 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
Franklin	24.2%	33.1%	3.1%	39.7%	650
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



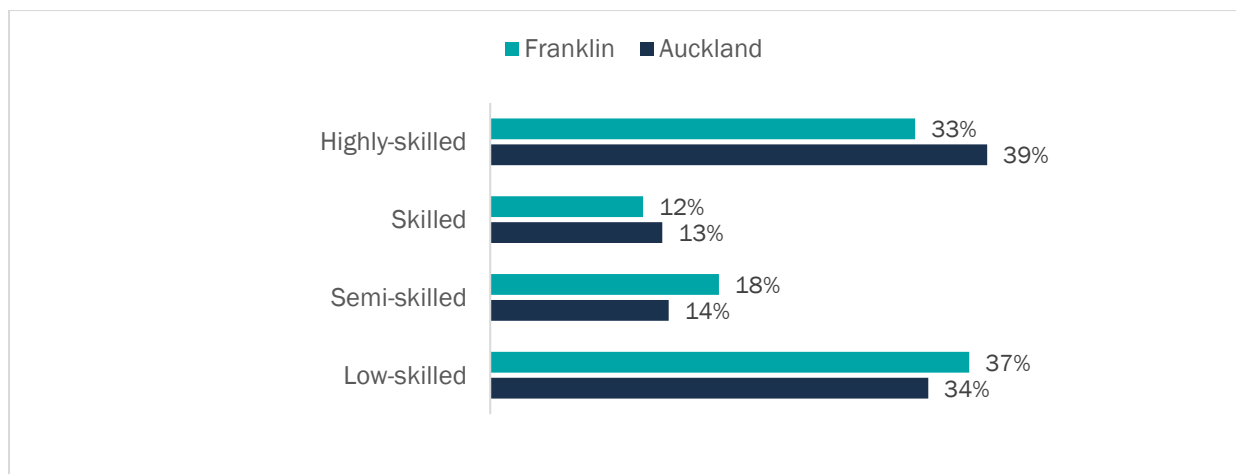
### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	13.3%	25.9%	7.6%	53.2%	158
Pacific	18.2%	30.7%	2.3%	48.9%	88
Asian	43.8%	31.3%	0.0%	25.0%	48
MELAA	-	-	-	-	-
Other	-	-	-	-	-
NZ European	26.6%	35.5%	1.9%	36.0%	470

## Occupations

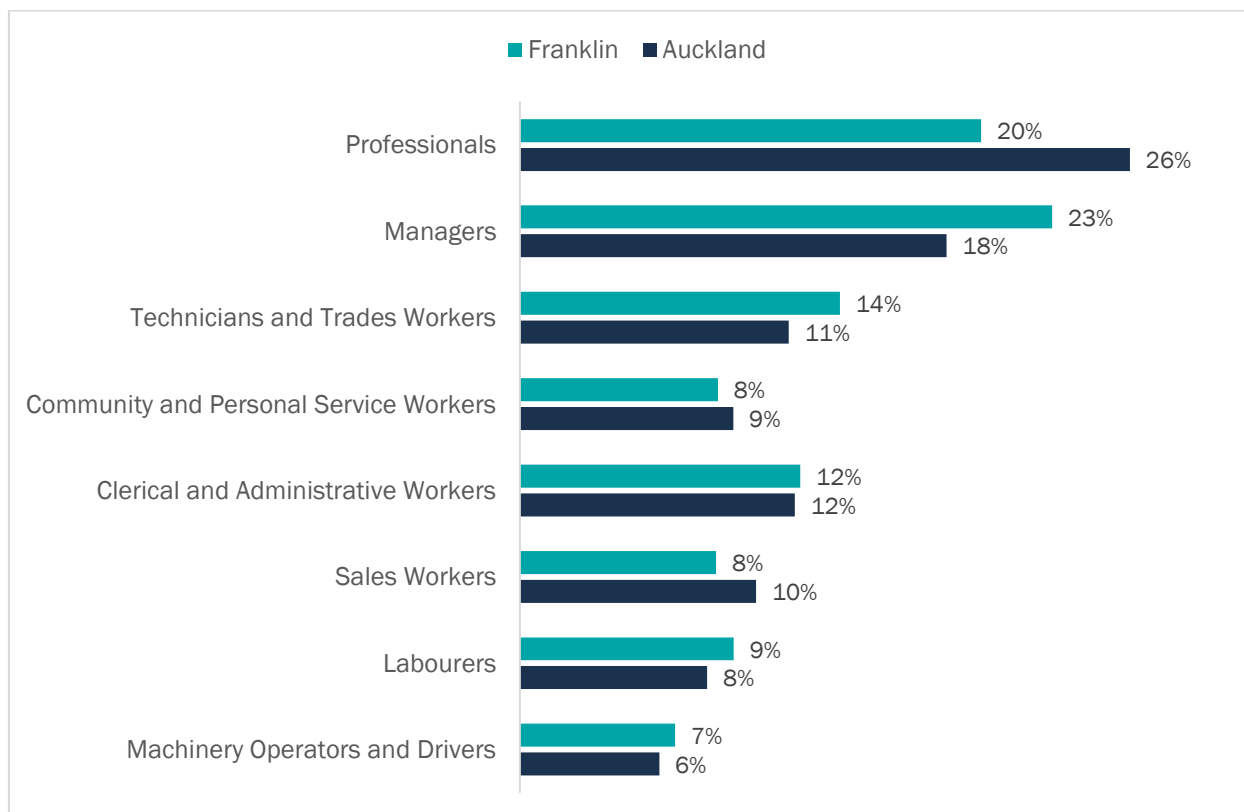
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

### EMPLOYMENT BY SKILL LEVEL IN FRANKLIN BUSINESSES (INFOMETRICS 2021)



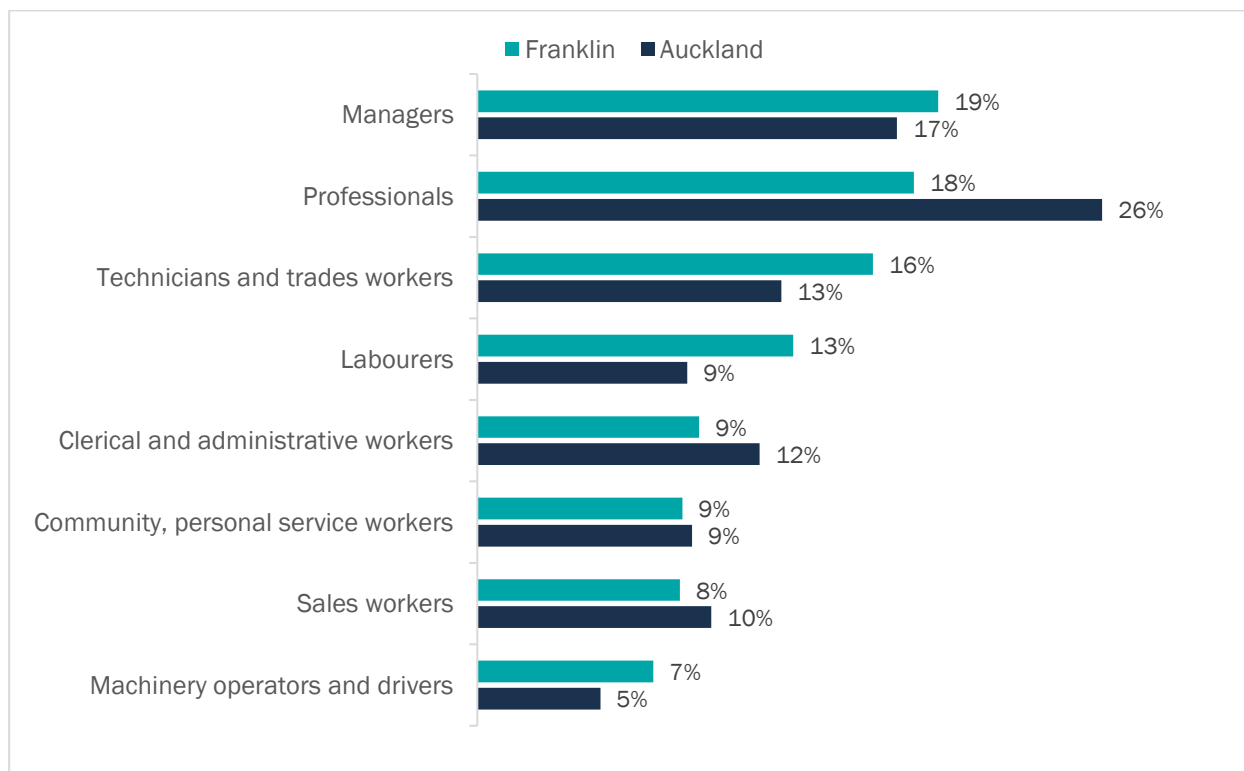
The Franklin Local Board area had a lower proportion of employment in the skilled and higher-skilled level (45 per cent), compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled level (55 per cent), compared to the wider Auckland region (48 per cent).

### OCCUPATIONS OF RESIDENTS LIVING IN FRANKLIN (CENSUS 2018)



Managers and professionals were the most popular occupational categories for Franklin residents in 2018. There were a higher proportion of managers, resident in the area (23 per cent), compared to the wider Auckland region (18 per cent). There were more technicians and trades workers resident in the area (14 per cent) than the region (11 per cent).

#### OCCUPATIONS IN FRANKLIN BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Franklin local board area, professionals and managers were the largest occupational group (37 per cent). This was lower than the wider Auckland region (43 per cent). Technicians and trades workers, and labourers jobs located in the area (29 per cent) were higher than the region (22 per cent).

Specialists' managers<sup>3</sup> were the largest occupational group, comprising 8.8 per cent of the total jobs in Franklin, followed by education professionals 5.7 per cent.

#### TOP 10 OCCUPATIONS LOCATED IN FRANKLIN (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	% of Franklin Total
1	Specialist Managers	2,701	8.8%
2	Education Professionals	1,729	5.7%
3	Sales Assistants & Salespersons	1,426	4.7%
4	Automotive & Engineering Trades Workers	1,266	4.1%
5	Business, HR & Marketing Professionals	1,228	4.0%
6	Construction Trades Workers	1,206	3.9%
7	Farm, Forestry & Garden Workers	1,114	3.6%
8	Chief Execs, General Managers, Legislators	1,078	3.5%
9	Other Labourers	1,043	3.4%
10	Hospitality, Retail & Service Managers	1,029	3.4%
	<b>Sub-total Top 10 occupations</b>	<b>13,820</b>	
	<b>Total jobs</b>	<b>30,586</b>	

Between 2016-2021 the professional occupations added the largest number of new jobs.

#### FASTEST GROWING OCCUPATIONS (INFOMETRIC 2016-2021)

Sector	New Jobs
Business, HR & Marketing Professionals	198
Specialist Managers	182
Automotive & Engineering Trades Workers	151
Health Professionals	117
Design, Engineering, Science Professionals	115

Farming occupational groups lost jobs between 2016-2021.

#### OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Farmers & Farm Managers	-130
Farm, Forestry & Garden Workers	-28

<sup>3</sup> Specialist managers include managers in advertising, construction, ICT, business administration and education.

## 4: Local Economy

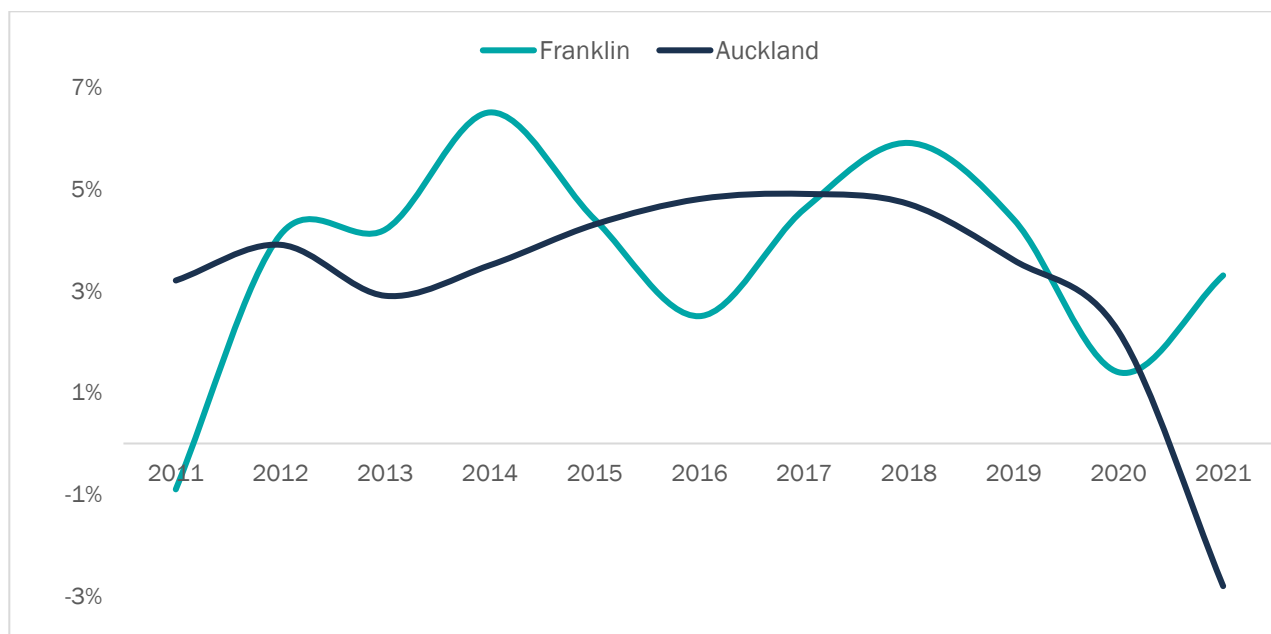
Franklin has a strong local economy, driven by growth in its construction, manufacturing and professional services sectors. Manufacturing and construction generate a significant share of the area's GDP and are the major employers. Agriculture, forestry and fishing, and the retail trade sector also provide a significant number of jobs in the area. There has been recent growth in the number of jobs in construction services, transport equipment manufacturing and professional services.

### Growth and employment trends

Between 2020-2021 GDP in Franklin experienced growth of 3.3 per cent, significantly higher than the Auckland regional average, which declined by -2.8 per cent. In the five years to 2021 the Franklin economy grew at an average annual rate of 3.9 per cent, higher than the 2.5 per cent in the Auckland region.

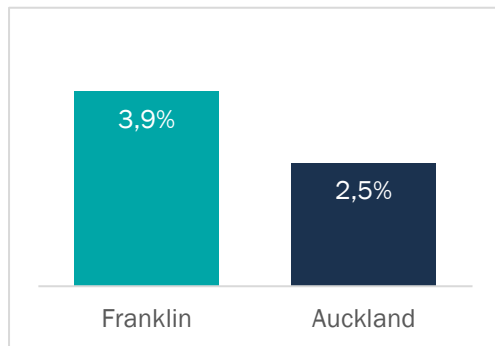
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers 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. Franklin's GDP growth did not decline to the same extent as the regional average and recovered strongly in the first quarter of 2021.

#### GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

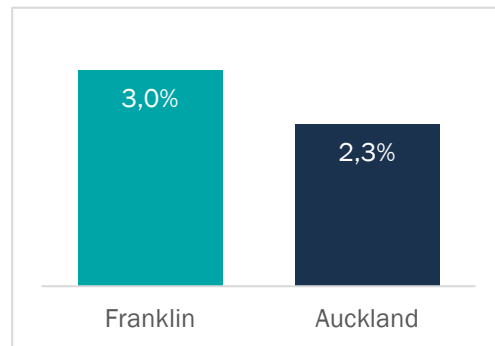


Employment in Franklin increased by an average of 3.0 per cent per annum in the years from 2016-2021, above the Auckland rate of 2.3 per cent. Over the last five years, Franklin job numbers increased the most in construction services (+542), transport equipment manufacturing (+534) and professional, scientific and technical services (+467 jobs).

#### 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 financial and insurance services (14.9 per cent). 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)

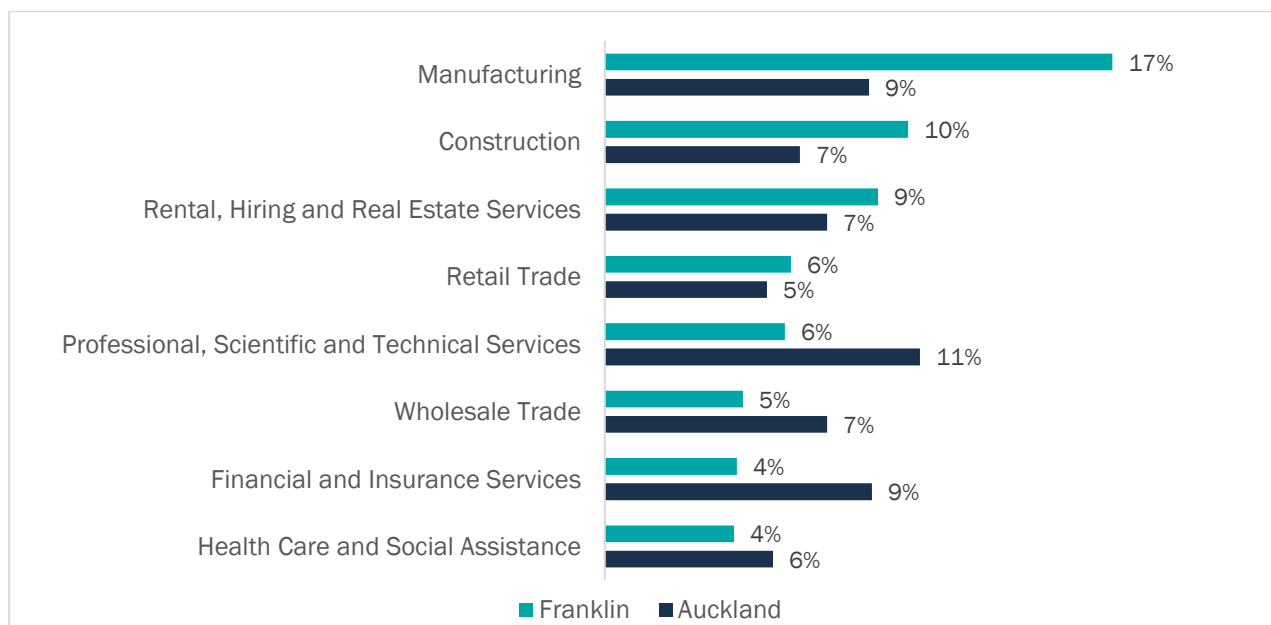
Industry	Average p.a. change (2016-2021)
Financial & Insurance Services	14.9%
Professional, Scientific & Technical Services	8.0%
Retail Trade	7.2%
Public Administration & Safety	6.2%
Other Services	5.3%
Construction	4.2%
Manufacturing	4.1%

#### Industry mix

Franklin'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 Franklin economy were manufacturing and construction.

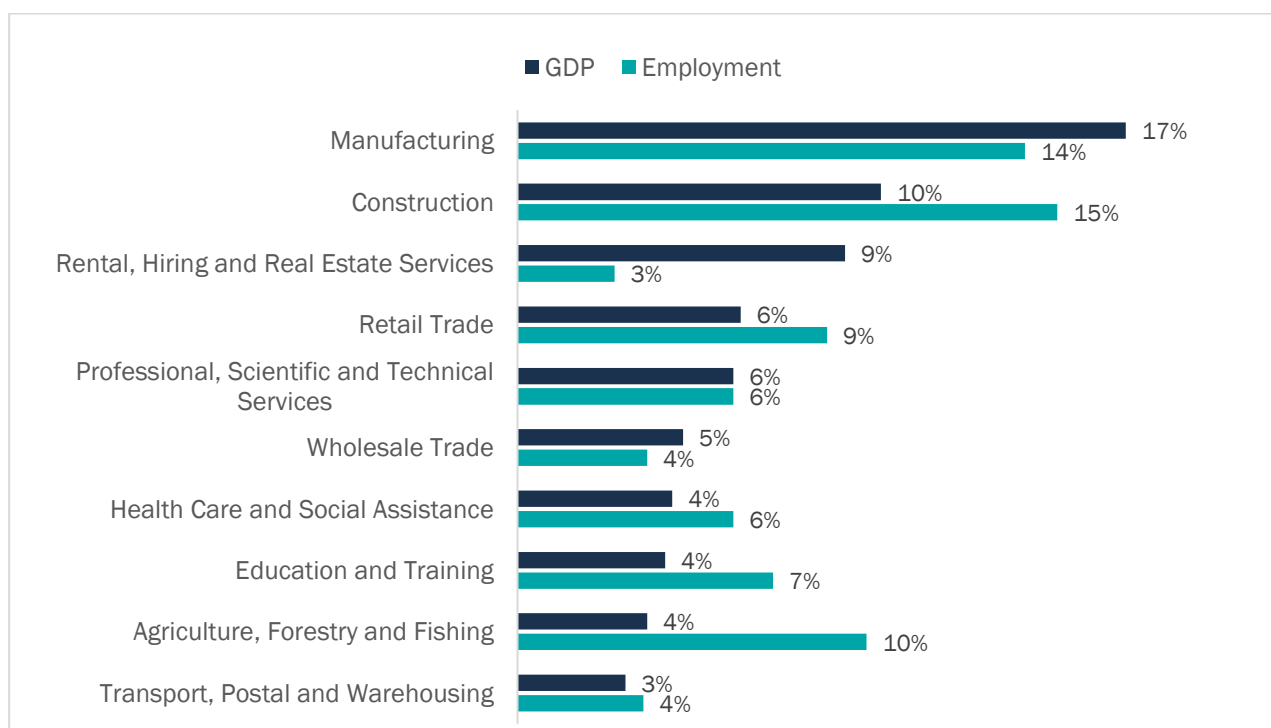


### BROAD INDUSTRY MIX BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



- **Manufacturing** contributed 17 per cent of Franklin's GDP and provided 14 per cent of the area's employment.
- **Construction** contributed 10 per cent of Franklin's GDP but provided 15 per cent of the area's employment.
- **Rental hiring and real estate services** contributed nine per cent of Franklin's GDP but provided only three per cent of the area's employment.
- **Agriculture, forestry and fishing** contributed four per cent of Franklin's GDP but provided close to 10 per cent of the area's employment.

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



The key employment sectors in Franklin were construction, manufacturing and agriculture, forestry and fishing.

Looking at more detailed sub-sectors, we see that the construction services sector was the largest employer. Most construction services employment was in the site preparation and plumbing sub-sectors. Education and training, professional services, healthcare and accommodation and food services were also important sectors for the local economy.

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

Rank	Industry	Jobs (2021)	% Franklin Total
1	Construction Services	2,680	8.8%
2	Education & Training	2,175	7.1%
3	Professional, Scientific & Tech Services	1,845	6.0%
4	Healthcare & Social Assistance	1,824	6.0%
5	Accommodation & Food Services	1,789	5.9%
6	Building Construction	1,614	5.3%
7	Administrative & Support Services	1,517	5.0%
8	Horticulture & Fruit Growing	1,428	4.7%
9	Primary Metal & Metal Product Manufacturing	1,274	4.2%
10	Other Services	1,268	4.1%
	<b>Total top 10 industries</b>	<b>17,414</b>	<b>57.1%</b>
	<b>All other industries</b>	<b>13,172</b>	<b>42.9%</b>
	<b>Total employment</b>	<b>30,586</b>	<b>100%</b>

The construction services sector, which was the largest employer in the area, also experienced the greatest employment growth.

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

Sector	New Jobs
Construction Services	542
Transport Equipment Manufacturing	534
Professional, Scientific & Tech Services	467
Building Construction	354
Supermarket & Specialised Food Retailing	311
Other Services	295
Accommodation & Food Services	292
Road Transport	278

The farming and agricultural sectors saw decreases in employment.

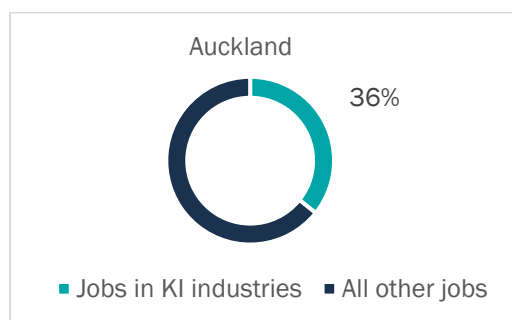
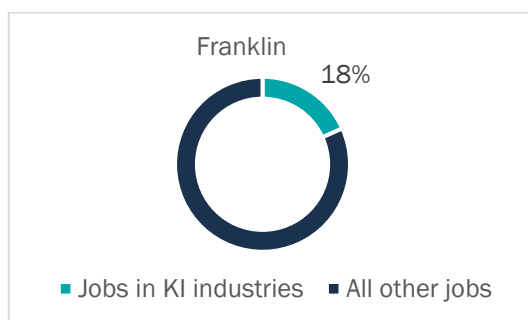
#### SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Sheep, Beef Cattle & Grain Farming	-300
Horticulture & Fruit Growing	-220
Meat & Meat Product Manufacturing	-99

#### Knowledge intensive employment

Knowledge intensive industries<sup>4</sup> represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Eighteen per cent of jobs in Franklin were in knowledge intensive industries, which was much lower 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 Franklin than they are in the region as a whole. The manufacturing sector has a strong presence in the area. The primary metal manufacturing sector has the strongest concentration, not surprising as NZ Steel Limited is located in the area.

#### INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Primary Metal & Metal Product Manufacturing	27.6	218.5 (6.1%)	1,274
2	Transport Equipment Manufacturing	7.3	125.4 (3.5%)	941
3	Non-Metallic Mineral Product Manufacturing	3.9	60.9 (1.7%)	353
4	Fishing & Aquaculture	3.3	17.9 (0.5%)	167
5	Poultry, Deer & Other Livestock Farming	2.3	10.7 (0.3%)	514
6	Building Construction	2.1	107.5 (3.0%)	1,614

<sup>4</sup> 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 a detailed industry level NZ Steel, located at Glenbrook, dominates the local economy. With Ardmore Airport, located within the area, the aircraft manufacturing and repair services sector is also strongly represented.

### LOCAL SPECIALISMS

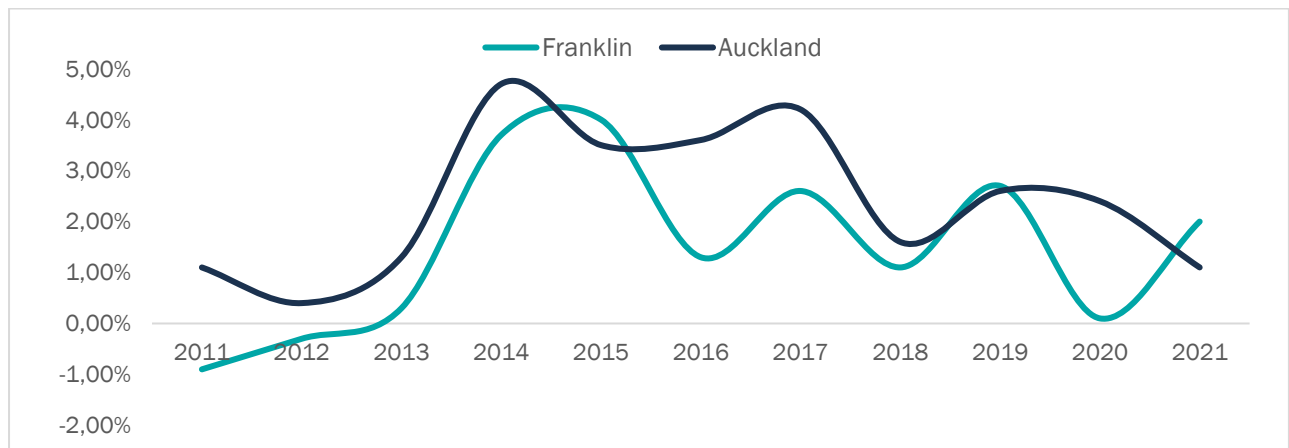
Rank	Industry	LQ	GDP (\$M)	Share
1	Iron Smelting & Steel Manufacturing	75.3	218.5	6.1%
2	Aircraft Manufacturing & Repair Services	17.2	93.1	2.6%
3	Prefabricated Metal Building Manufacturing	12.7	7.2	0.2%
4	Industrial Gases Manufacturing	10.1	7.2	0.2%
5	Concrete Product Manufacturing	9.6	43.0	1.2%

### Businesses

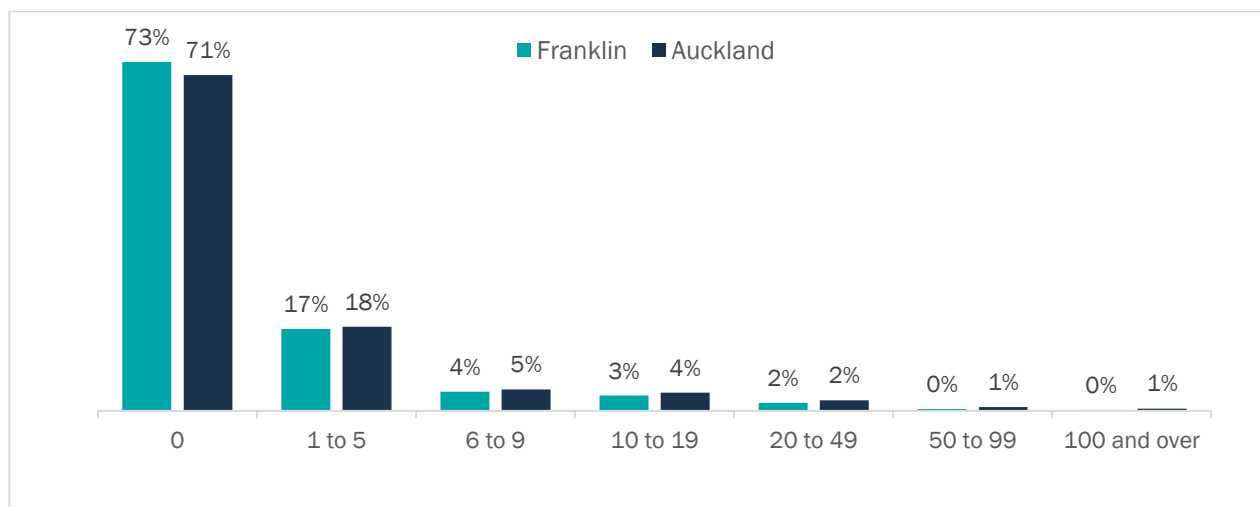
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Franklin have recovered strongly from the lows of the lockdown period in 2020.

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

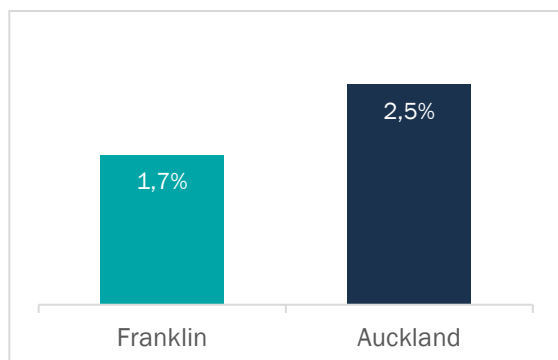


### BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 10,800 businesses in Franklin, employing an average of 2.8 employees each, smaller than the Auckland average of 4.4 employees. **The vast majority (90 per cent) of businesses in Franklin 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 Franklin grew by 1.7 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 Franklin is concentrated in a number of town centres as well as at the steel mill in Glenbrook. As a largely rural area, a lot of employment is dispersed across the local board area. Franklin also has a strong concentration of economic activity within the horticulture sector that produces much of Auckland's and New Zealand's fruit and vegetables, thanks to the area's climate and elite soils. This activity also generates significant export earnings.

Franklin is a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 82,800 residents in Franklin which has a labour force of 59,700. The local board area has a total of 30,586 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city.

Eke Panuku has created a masterplan that features a tight-knit cluster of projects to drive targeted change in Pukekohe. Upgrading Roulston Park project is in progress.

Auckland Council's Planning Committee adopted the Pukekohe-Paerata Structure Plan in 2019. The plan sets out a pattern of land use and the supporting infrastructure network for the future urban growth of Pukekohe-Paerata. The Drury-Opāheke Structure Plan sets out a pattern of land uses and the supporting infrastructure network for the future urban growth of Drury.

### Employment zones

Employment in Franklin is concentrated in a number of town centres and the heavy industrial zone at Glenbrook, where steel is produced. The main employment zone in Franklin is in Pukekohe where a high number of jobs in retail, health and education are located. There are also a number of jobs in retail in Waiuku.

#### EMPLOYMENT IN PUKEKOHE AREA\* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	1,388
Healthcare & Social Assistance	905
Education & Training	870
Construction	745
Manufacturing	741
Accommodation & Food Services	672
Wholesale Trade	643
Professional, Scientific & Technical Services	544
<b>Total employment (all sectors)</b>	<b>8,080</b>
* Based on business demographics for the SA2 area	

**EMPLOYMENT IN GLENBROOK AREA\* (NZ STATISTICS 2021)**

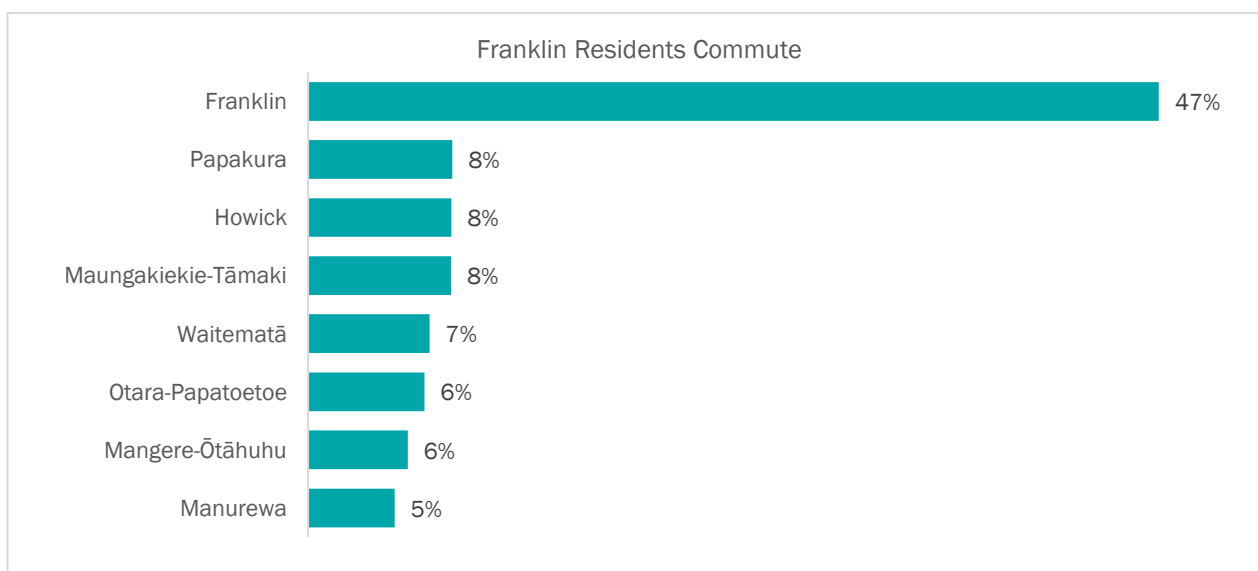
Sector	Jobs
Manufacturing	1,050
Agriculture, Forestry & Fishing	140
Transport, Postal & Warehousing	120
<b>Total employment (all sectors)</b>	<b>1,650</b>
* Based on business demographics for the SA2 area	

**EMPLOYMENT IN WAIUKU AREA\* (NZ STATISTICS 2021)**

Sector	Jobs
Retail Trade	486
Construction	85
Professional, Scientific & Technical Services	75
<b>Total employment (all sectors)</b>	<b>1,180</b>
* Based on business demographics for the SA2 area	

**Commuting**

In 2018, a significant percentage (47 per cent) of Franklin residents worked within the local board area. The most popular destinations for work outside of Franklin were Papakura, Howick, and Maungakiekie-Tamaki.

**TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM FRANKLIN (CENSUS 2018)<sup>5</sup>**

<sup>5</sup> Richard Paling Consulting 2018

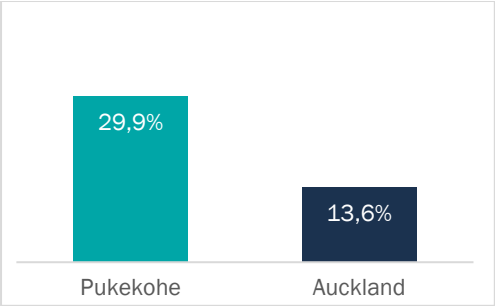
Town Centres

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 Franklin are Pukekohe and Waiuku.

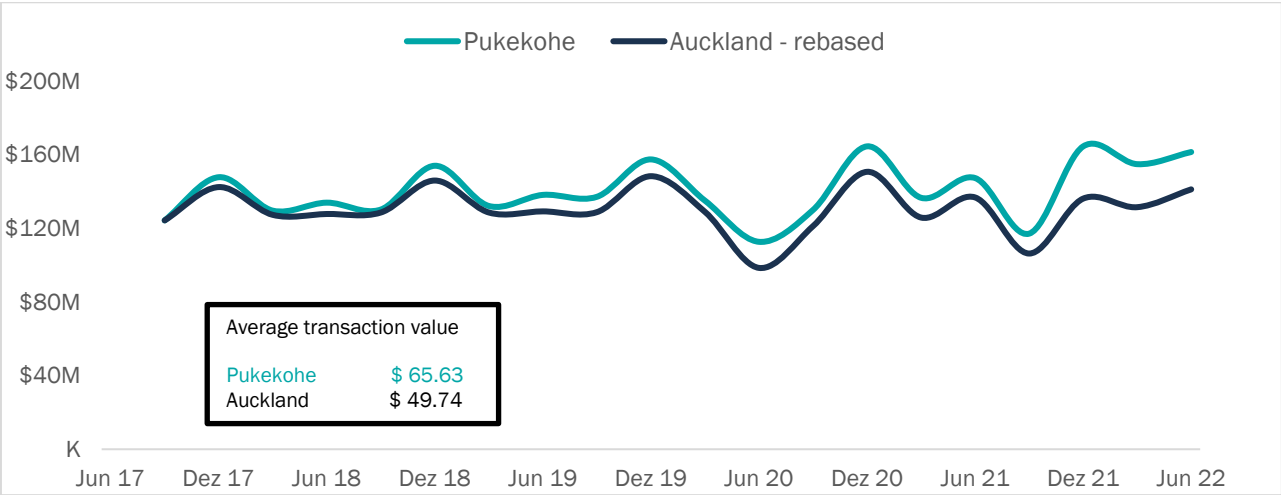
Spending in Pukekohe between 2017-2022 grew with 29.9 per cent at a higher rate, compared to growth of 13.6 per cent regionally. The average transaction value in Pukekohe was \$65.63, higher than the Auckland average of \$49.74. (Marketview 2022)

PUKEKOHE BID SPENDING GROWTH (2017-2022)



Spending in Pukekohe has been at a higher rate than the region with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021. The recovery in spending since October 2021 has been significantly higher than the Auckland region.

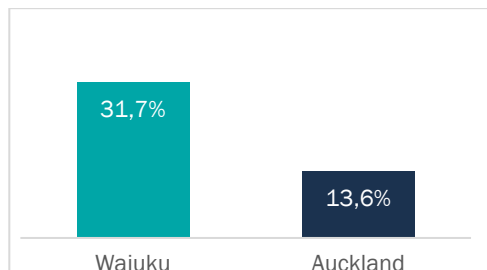
PUKEKOHE BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)





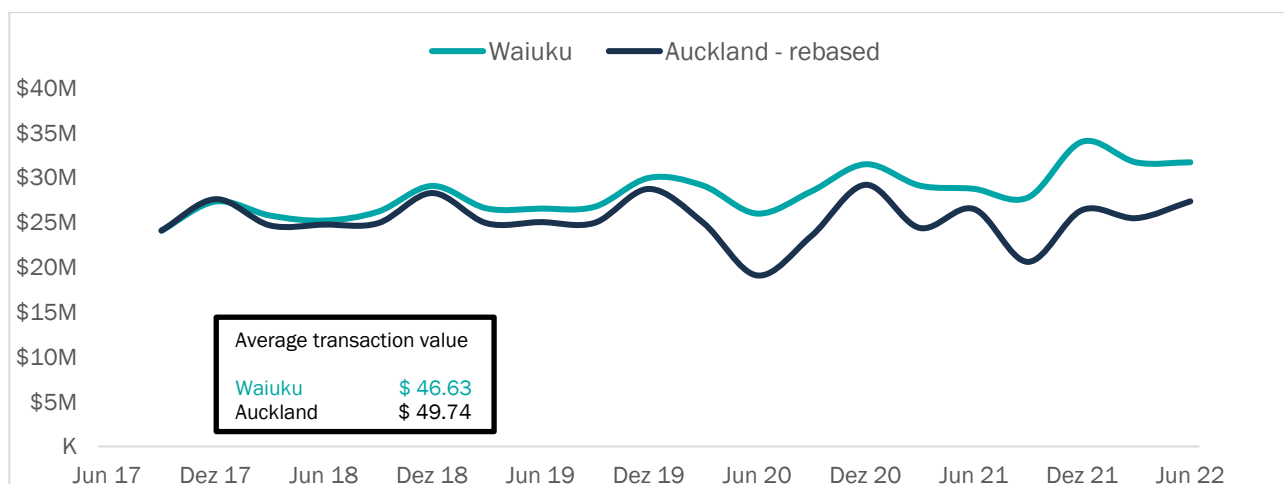
Spending in Waiuku between 2017-2022 grew with 31.7 per cent at a higher rate, compared to growth of 13.6 per cent regionally. The average transaction value in Waiuku was \$46.63, lower than the Auckland average of \$49.74. (Marketview 2022)

#### WAIUKU BID SPENDING GROWTH (2017-2022)



Spending in Waiuku has been at a higher rate than the region, and the declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021 were not as severe.

#### WAIUKU BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



## Glossary

<b>Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006)</b>	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.
<b>Business areas</b>	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.
<b>Employment</b>	The head count of salary and wage earners is sourced from taxation data. Unless stated, this does not include those who are self-employed.
<b>GDP</b>	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.
<b>Labour force participation</b>	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.
<b>Population</b>	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.
<b>Productivity</b>	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> .
<b>Unemployment rate</b>	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.

## GET IN TOUCH

**TĀTAKI AUCKLAND UNLIMITED WELCOME COMMENT AND  
FEEDBACK.**

---

John Norman  
Head of Economic Places

E [john.norman@aucklandnz.com](mailto:john.norman@aucklandnz.com)

