

TĀTAKI AUCKLAND UNLIMITED REPORT

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# Henderson-Massey Local Economic Overview 2022



## TĀTAKI AUCKLAND UNLIMITED REPORT

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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

Henderson-Massey is Auckland’s second most populous local board area with a population of 129,600 that is forecast to increase to 172,900 by 2048. The area has a ethnically diverse population with 38 per cent of its residents having been born overseas.

Henderson-Massey is one of Auckland’s less prosperous areas. The Auckland Prosperity Index report showed that the Henderson-Massey economy is diverse, but the level of skills held by the workforce and proportion of jobs that are highly skilled is low. Combined, these have an impact on household incomes.

### POPULATION SUMMARY

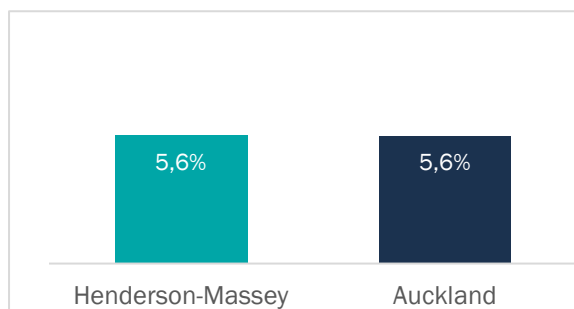
	Henderson-Massey	Auckland/Share
Population (2021)	129,600	7.6%
Population growth (2016-2021)	5.6%	5.6%
Median Age (2018)	33.9	35.6
Labour force (2022)	76,500	983,800
Labour force participation (2022)	71%	72%
Home ownership (2018)	43%	45%

### Population

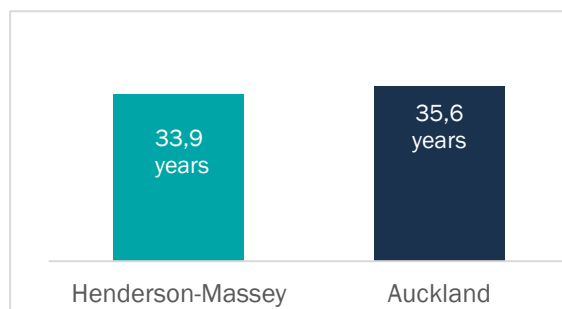
The Henderson-Massey Local Board area has experienced average population growth in recent years when compared to the Auckland region. Between 2016 and 2021, population growth was with 5.6 per cent the same as that of the region (Infometrics 2021)<sup>1</sup>.

Medium population projections suggest that Henderson-Massey could be home to 172,900 residents by 2048, an increase of 43,000. This equates to a 1.2 per cent per annum increase or 1,604 additional residents per year between 2021 and 2048 (Statistics NZ).

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



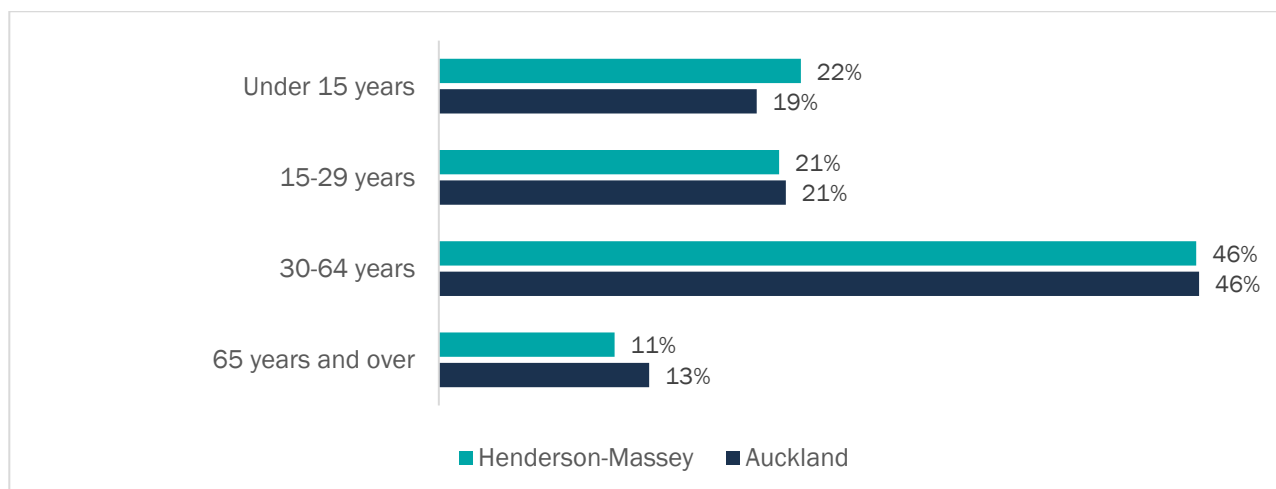
#### MEDIAN AGE (INFOMETRICS 2021)



Henderson-Massey has a slightly lower median age compared to the region, as is its working age population. There are proportionately more young people and fewer people of retirement age.

<sup>1</sup> Infometrics population estimates

### AGE STRUCTURE (INFOMETRICS 2021)

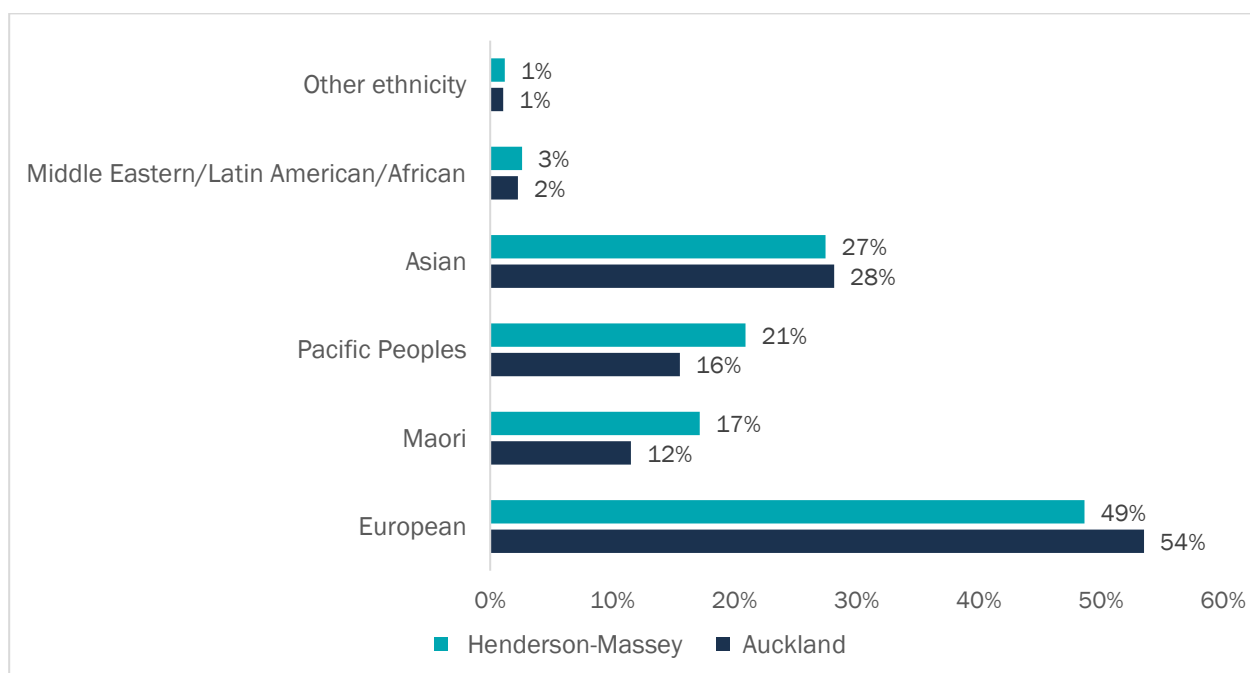


### Ethnicity

People of European ethnicity make up 49 per cent of Henderson-Massey's population, less so than the regional profile, where Europeans make up 54 per cent of the population. There are more Māori and Pacific residents than the regional average. There are also a significant number of people of Asian ethnic origin. Samoans make up most of the Pacific Peoples population (11 per cent). Chinese (10 per cent) and Indian (nine per cent) make up most of the Asian population.

Henderson-Massey's proportion of residents born overseas (38 per cent) was less than the regional average of 42 per cent. Of people born overseas, 18 per cent had been in New Zealand for less than 5 years, less than the regions 18 per cent.

### ETHNIC MAKE-UP (CENSUS 2018)





## Languages

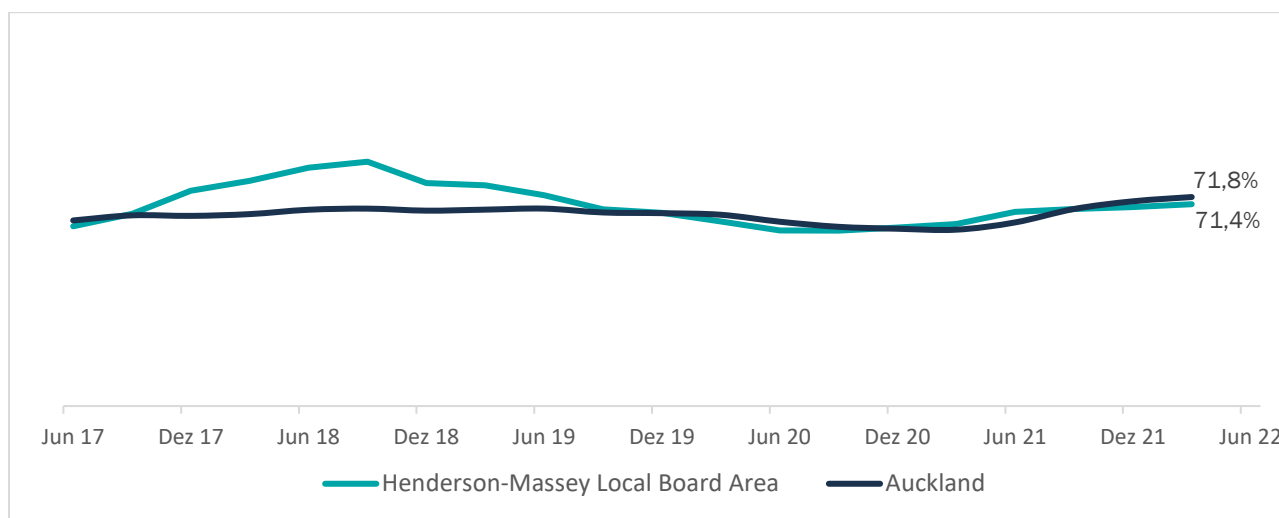
With a diverse population, there are a wide range of languages in use in Henderson-Massey. Ninety-two per cent of residents can speak English compared to 93 per cent regionally.

## 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.

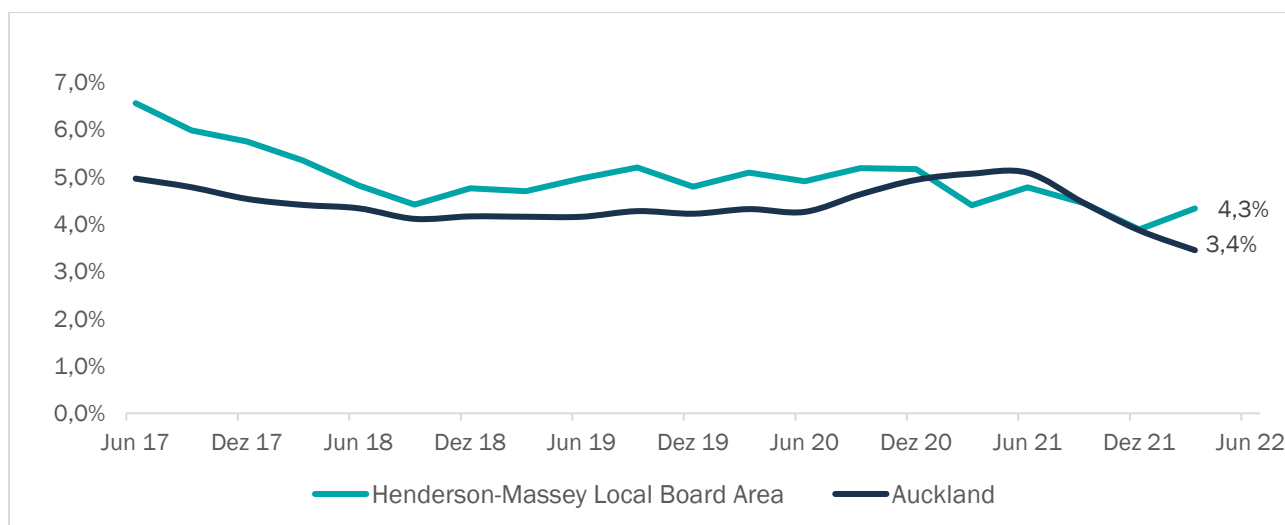
The labour force participation rate in Henderson-Massey in the last five years has been similar to the Auckland region.

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



Unemployment, measured by the Household Labour Force Survey in Henderson-Massey, has remained slightly higher than the Auckland average over the last five years.

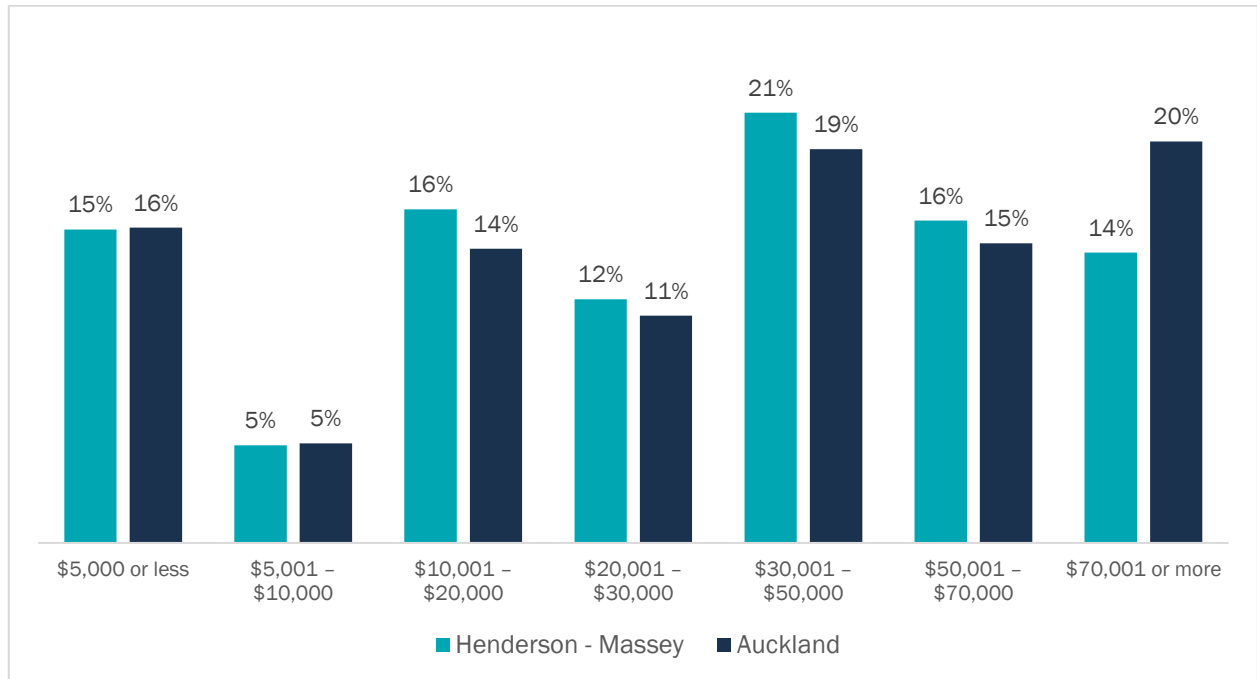
### UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



## Income

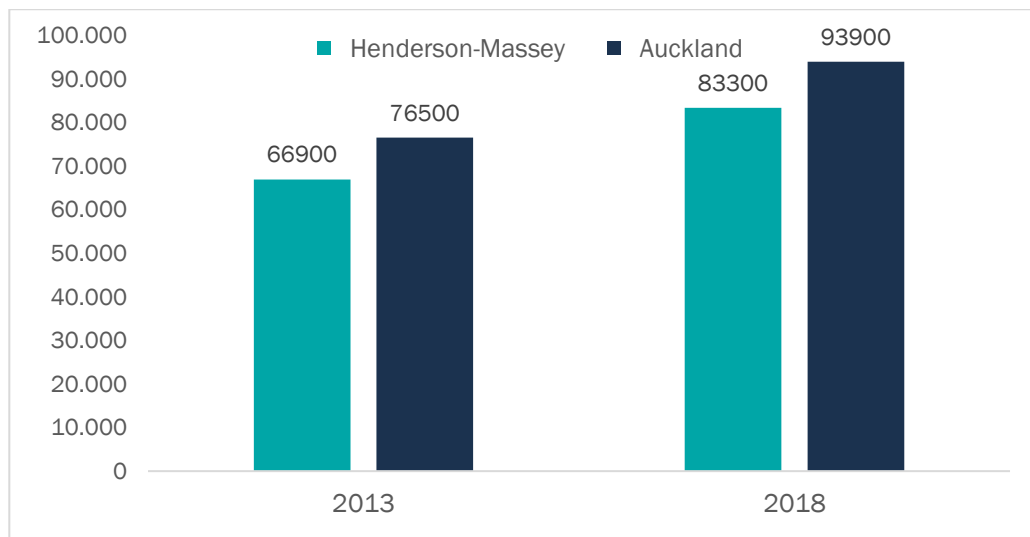
Analysis of individual income levels in 2018 shows that there was a lower proportion (14 per cent) of persons earning a high income (over \$70,000 per year) in Henderson-Massey compared to the region (20 per cent).

### INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Henderson-Massey was \$83,300, lower than the Auckland median of \$93,900.

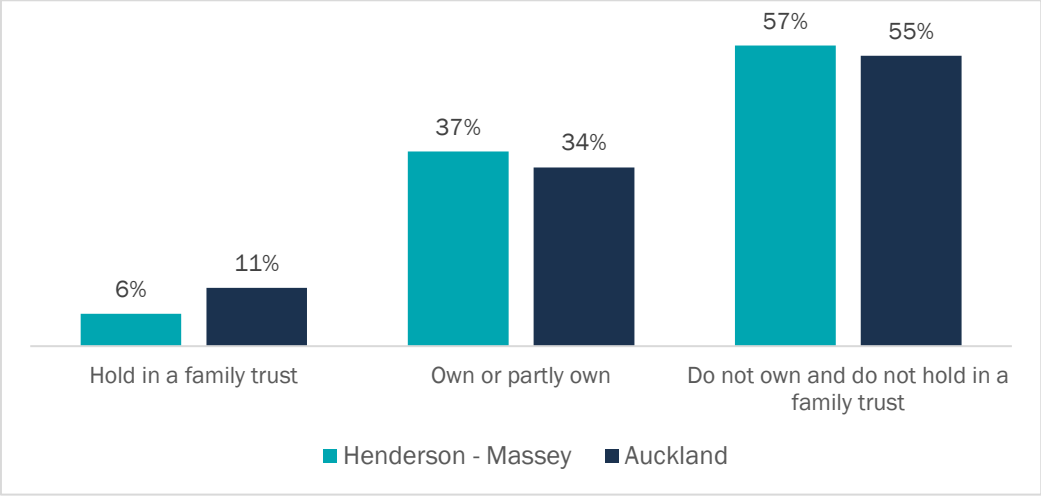
### MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



In 2018, 11 per cent of people in Henderson-Massey derived self-employment or business income, above the rate across all Auckland (14 per cent).

Home ownership in Henderson-Massey is lower than the regional average; in 2018, 43 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



Household Prosperity

Henderson-Massey is one of many local board areas with lower household incomes and higher levels of unemployment that feature as less prosperous areas within the *Auckland Prosperity Index* (2018 and 2020)<sup>2</sup>.

These areas are a focus of attention from Auckland Council and other agencies looking to improve economic well-being. Predominantly located in South and West Auckland, there are some geographically targeted initiatives, seeking to tackle the uneven distribution of economic prosperity across the region. In addition, some regional initiatives, focused on supporting particular communities, see the focus of their delivery in parts of South and West Auckland, where those communities live.

Tātaki Auckland Unlimited is delivering Project Ikuna, an initiative connecting eligible employers and education providers to upskill Auckland’s Pacific workforce in sectors and jobs likely to be affected by automation and other technological change.

Community and Social Innovation (CSI) hosts a number of interventions with economic development outcomes with the aim of reducing the wealth gap between communities. Key projects are:

- **AMOTAI** - a supplier diversity initiative, supporting Māori and Pasifika enterprises to overcome barriers to government contracts so that economic equity is accelerated for minority and indigenous businesses.
- **Māori & Pasifika Trades Training** – a training initiative that aims to create quality employment opportunities for Māori and Pasifika through training in trades that are in high demand in the region.
- **UpTempo** – a workforce innovation initiative that aims to improve Pasifika access to higher paid jobs through a whole of family approach to workforce development.
- **Youth Economy** – a team within CSI supporting enhanced economic wellbeing and prosperity for youth in South and West Auckland by increasing access to high-quality careers and pathways.

<sup>2</sup> <https://www.aucklandnz.com/business/economy-and-sectors/market-news-and-trends/aucklands-prosperity-index-reports>



### 3: Skills

Henderson-Massey has a less well qualified labour force with a lower proportion of residents educated to degree level or higher and more residents with no qualifications. Fewer school leavers from Henderson-Massey leave with NCEA Level 2 or Level 3.

#### 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.

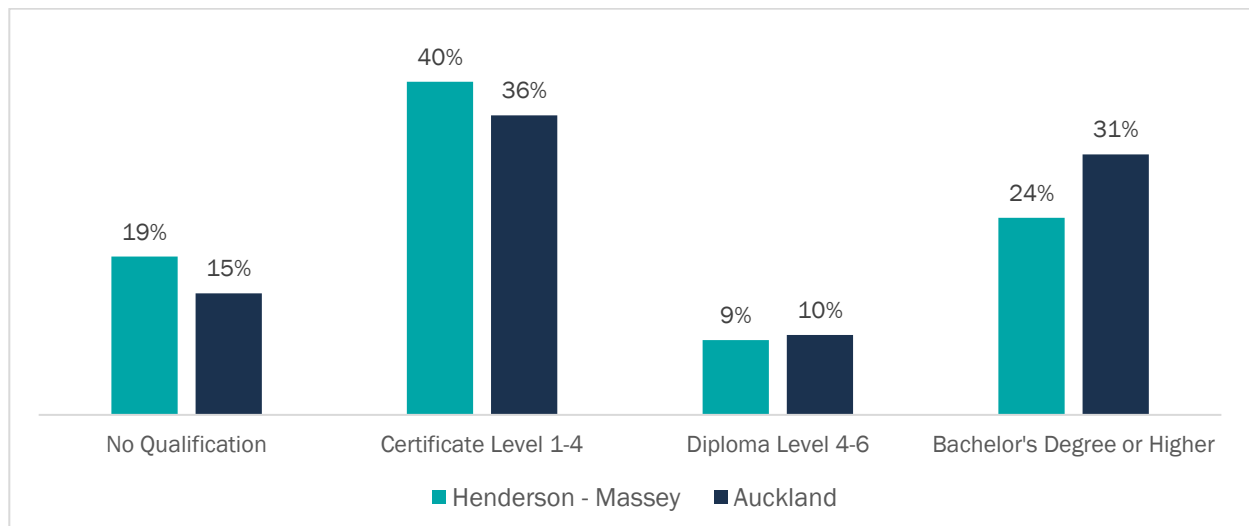
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as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

#### RESIDENTS' HIGHEST QUALIFICATIONS (CENSUS 2018)



In 2018, 24 per cent of adult residents in Henderson-Massey had gained a bachelor's degree or higher, a lower proportion than the Auckland region (31 per cent), 19 per cent of residents had no qualifications compared to the 15 per cent across the region<sup>3</sup>.

<sup>3</sup> Highest qualification is derived for people aged 15 years and over

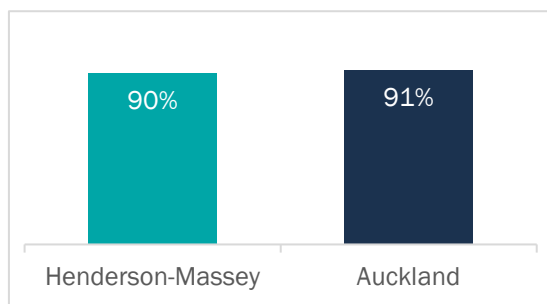
## Educational attainment

NCEA is the national school leavers qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 10 per cent of school leavers in Henderson-Massey did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

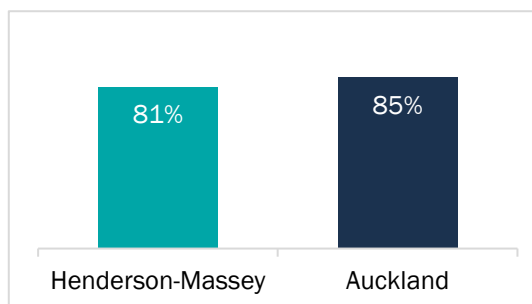
In 2021, 19 per cent of school leavers in Henderson-Massey did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is more than the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

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

#### LEVEL 1



#### LEVEL 2

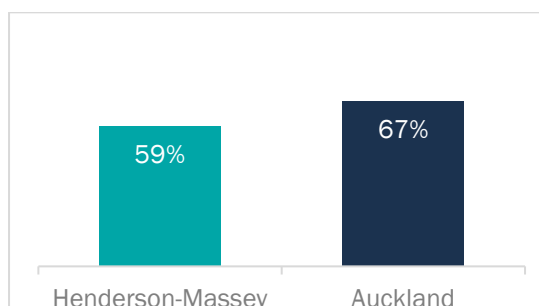


### NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	92.0%	83.0%
Māori	78.0%	61.7%
Pacific	88.1%	78.0%
Asian	97.7%	93.6%
Middle East, Latin American, African	0.0%	0.0%
Other	0.0%	0.0%
<b>Total Local Board</b>	<b>89.8%</b>	<b>80.6%</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. Fifty-nine per cent of Henderson-Massey 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)

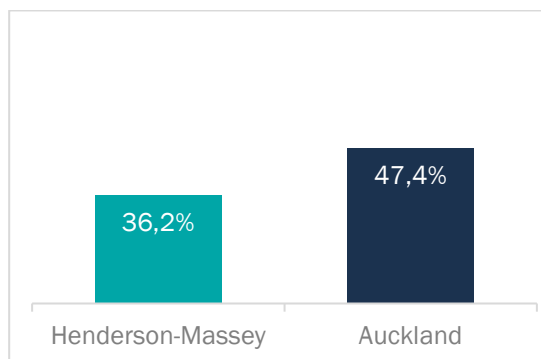
Percentage achieving NCEA 3	Henderson-Massey	AKL region %
Māori	39.3%	43.5%
Pacific	54.7%	54.2%
Asian	77.7%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	59.1%	69.8%
<b>Total</b>	<b>58.5%</b>	<b>67.2%</b>

Fewer school leavers moved on to degree level study within a year of leaving school. Thirty-six percent of Henderson-Massey school leavers did this, much lower than the Auckland average of 47 per cent. A higher proportion moved into certificate and diploma level study, but overall fewer (66 per cent) enrolled in any form of tertiary education, lower than the regional average (69 percent).

### 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
Henderson-Massey	36.2%	26.8%	3.1%	33.9%	1,308
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



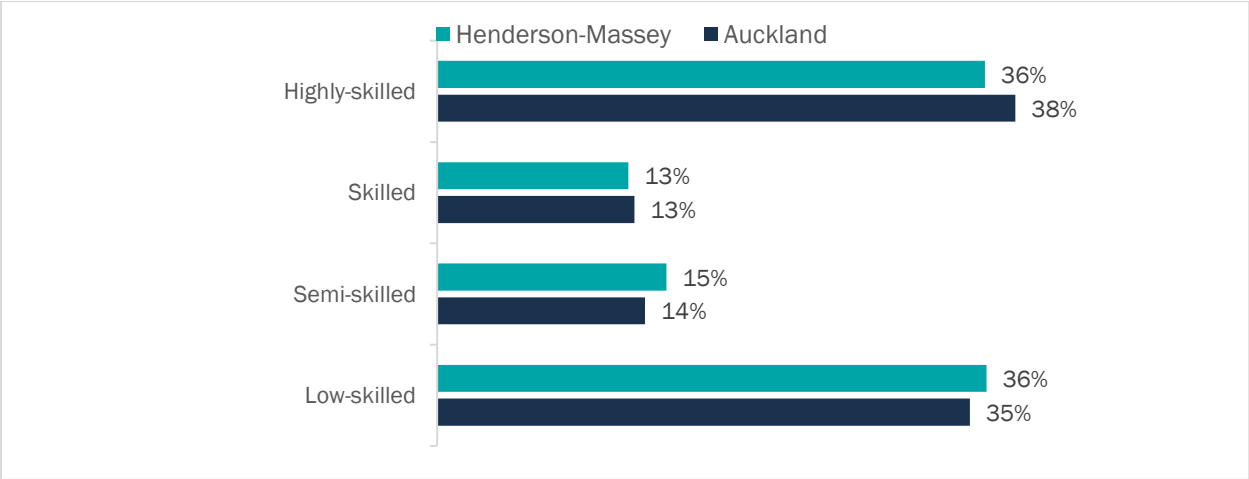
### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	17.8%	28.3%	5.9%	47.9%	286
Pacific	27.2%	25.1%	2.8%	44.9%	390
Asian	59.1%	24.5%	0.8%	15.6%	257
MELAA	-	-	-	-	-
Other	-	-	-	-	-
NZ European	35.7%	26.1%	3.4%	34.8%	647

Occupations

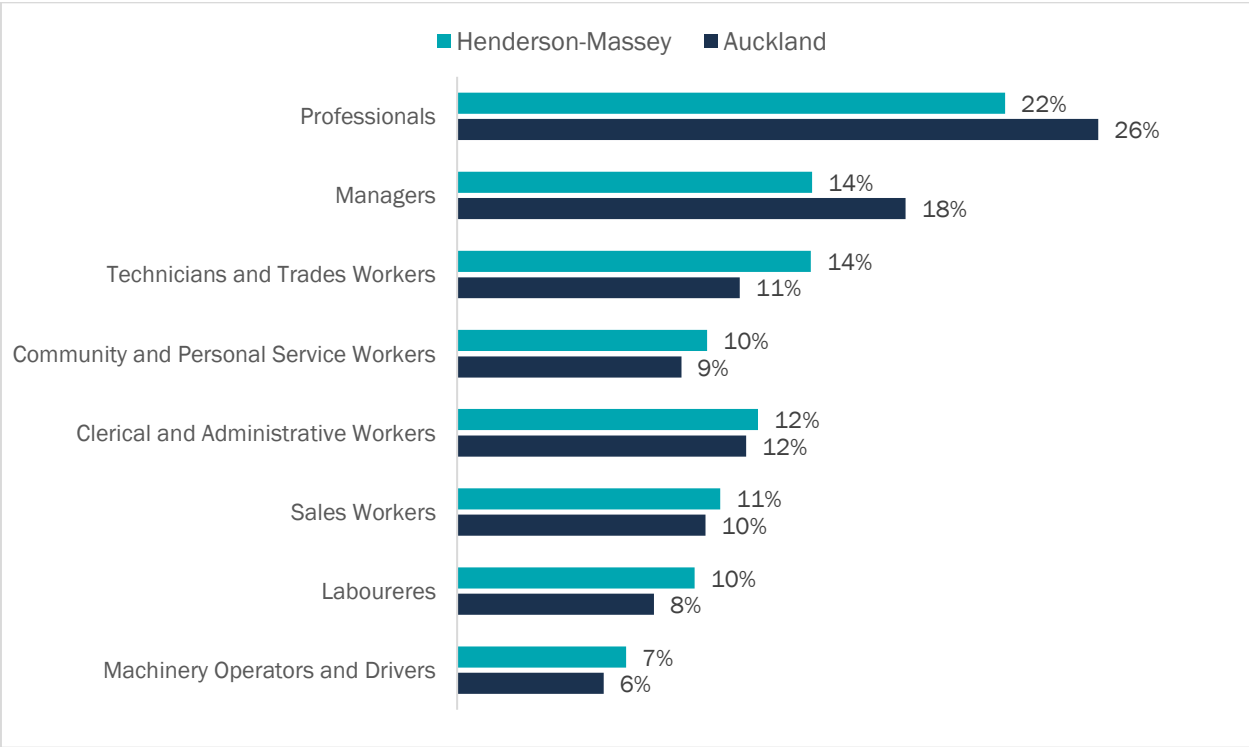
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN HENDERSON-MASSEY BUSINESSES (INFOMETRICS 2021)



The Henderson-Massey Local Board area had a slightly lower proportion of employment in the skilled and higher-skilled levels (49 per cent) compared to the wider Auckland region (51 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (51 per cent) compared to the wider Auckland region (49 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN HENDERSON-MASSEY (CENSUS 2018)



Professionals and managers were the most popular occupations for Henderson-Massey residents in 2018 (36 per cent), lower than the Auckland regional average (44 per cent). There were more technicians and trades workers resident in the area (14 per cent) compared to the region (11 per cent). The other occupational groups of residents were broadly in line with those of the region.

### OCCUPATIONS IN HENDERSON-MASSEY BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Henderson-Massey Local Board area, professionals were the largest occupational group (24 per cent), lower than the Auckland average (26 per cent). The occupational structure of other jobs located in the area were broadly in line with that of region.

Specialist managers<sup>4</sup> were the largest occupational group in Henderson-Massey followed by educational professionals.

### TOP 10 OCCUPATIONS LOCATED IN HENDERSON-MASSEY (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	% of Henderson-Massey Total
1	Specialist Managers	3,305	8.3%
2	Education Professionals	2,914	7.3%
3	Sales Assistants & Salespersons	2,518	6.3%
4	Health Professionals	2,196	5.5%
5	Carers & Aides	1,776	4.4%
6	Business, HR & Marketing Professionals	1,551	3.9%
7	Construction Trades Workers	1,519	3.8%
8	Hospitality, Retail & Service Managers	1,470	3.7%
9	Chief Execs, General Managers, Legislators	1,381	3.4%
10	Sales Representatives & Agents	1,202	3.0%
	<b>Sub-total of top 10 occupations</b>	<b>19,832</b>	<b>49.6%</b>
	<b>Total jobs</b>	<b>40,033</b>	<b>100.0%</b>

<sup>4</sup> Specialist managers include managers in advertising, construction, ICT, business administration and education.

Specialist managers<sup>5</sup>, the largest occupational group in Henderson-Massey were also fastest growing group, adding 703 new jobs between 2016-2021.

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

Sector	New Jobs
Specialist Managers	703
Construction Trades Workers	512
Health Professionals	486
Education Professionals	386
Road & Rail Drivers	236
Construction & Mining Labourers	229

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

Sector	Jobs Lost
Machine & Stationary Plant Operators	-46
Factory Process Workers	-28
General Clerical Workers	-12

<sup>5</sup> Specialist managers include managers in advertising, construction, ICT, business administration and education.



## 4: Local Economy

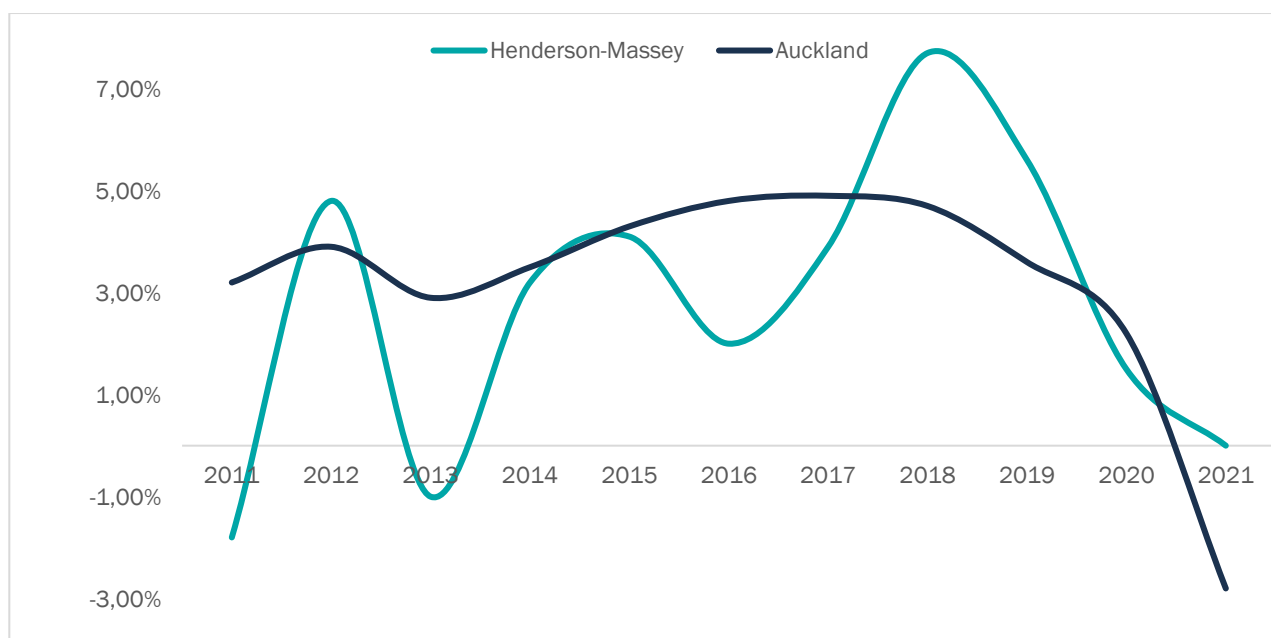
Henderson-Massey has a fairly strong local economy driven by a large proportion of its jobs being in the construction and healthcare sector. The manufacturing and construction sectors are the largest drivers of GDP. Construction has created the largest number of new jobs in the previous five years. Healthcare and education and training have also contributed to new employment creation in the local area. The number of jobs in knowledge intensive industries is just below the regional average.

### Growth and employment trends

Between 2020-2021 Henderson-Massey experienced zero GDP growth, compared to the negative growth rate in the Auckland region of -2.8 per cent. In the five years to 2021, the Henderson-Massey economy grew at an average annual rate of 3.7 per cent, higher than the 2.5 per cent of the Auckland region.

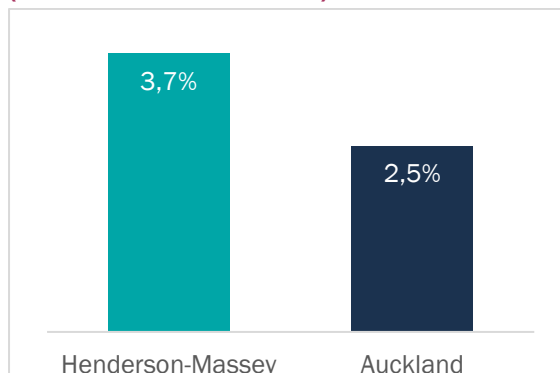
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

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

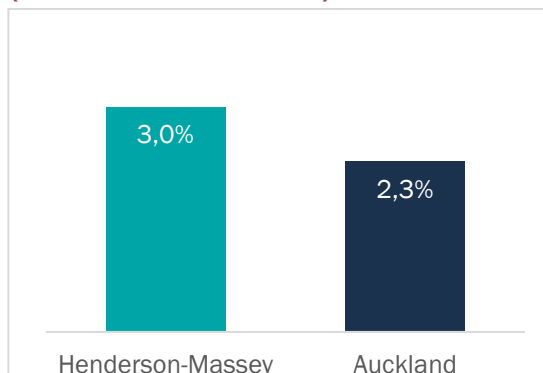


Employment in Henderson-Massey increased by an average of 3.0 per cent per annum from 2016–2021, higher than the Auckland rate of 2.3 per cent. Over the last five years Henderson-Massey job numbers increased the most in construction services (+1,448), building construction (+767) and healthcare and social assistance (+737).

### 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 the construction sector. This data relates to GDP growth rates, not the overall size of the sector.

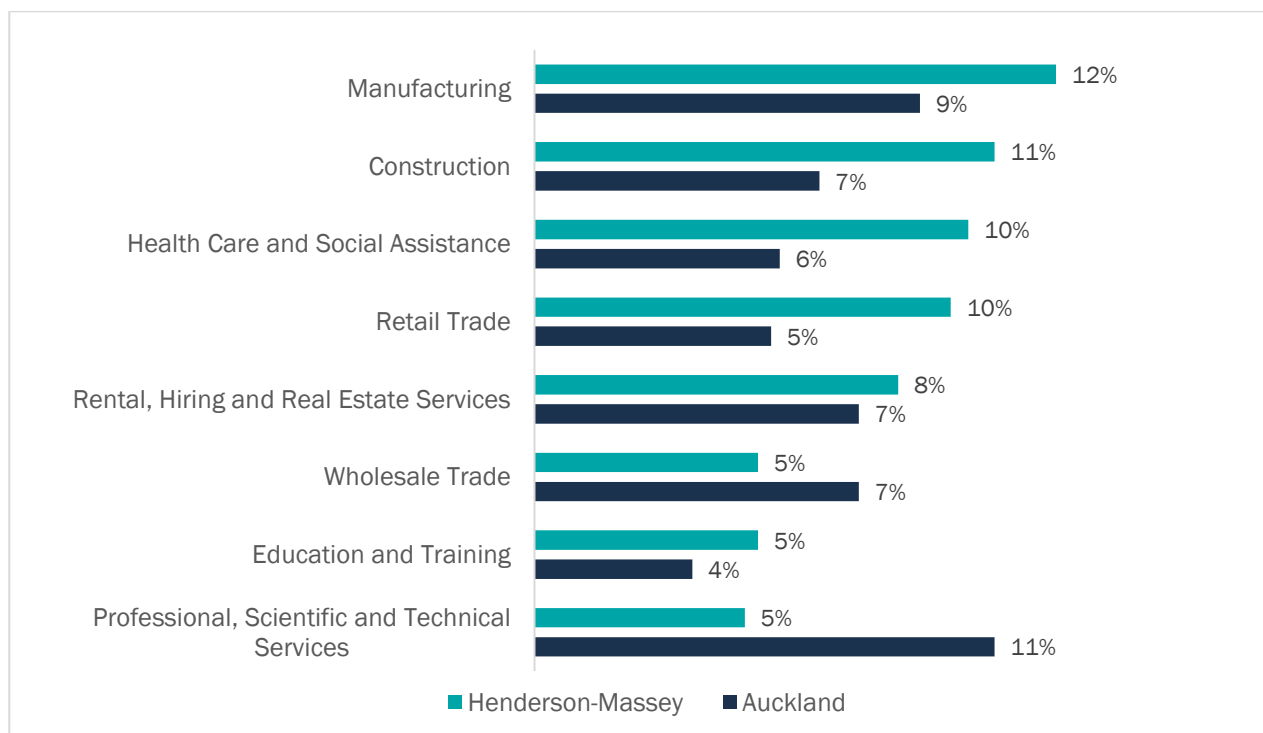
### FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Construction	10.5%
Rental, Hiring & Real Estate Services	9.0%
Professional, Scientific & Technical Services	5.8%
Retail Trade	5.5%
Information Media & Telecommunications	4.5%
Healthcare & Social Assistance	4.1%

### Industry mix

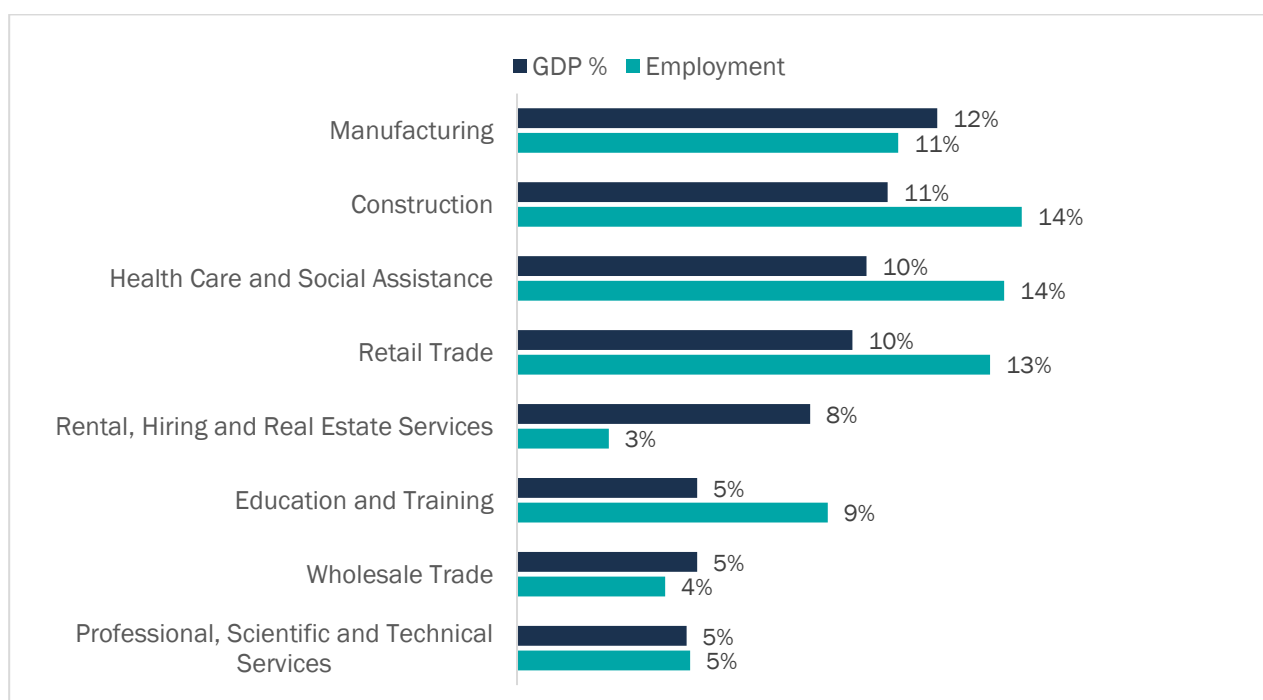
Henderson-Massey's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Henderson-Massey economy were manufacturing, construction, healthcare and retail trade.

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



- **Manufacturing** contributed 12 per cent of Henderson-Massey's GDP and provided 11 per cent of the area's employment
- **Construction** contributed 11 per cent of Henderson-Massey's GDP, but provided 14 per cent of employment
- **Healthcare and social assistance** contributed 10 per cent of Henderson-Massey's GDP and provided 14 per cent of the area's employment
- **Retail trade** contributed 10 per cent of Henderson-Massey's GDP and provided 13 per cent of the area's employment

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



The key employment sectors in Henderson-Masseys were construction, healthcare and retail trade.

Looking at more detailed sub-sectors, we see that the healthcare sector was the largest employer in Henderson-Massey. Hospital related employment was the most significant source of health jobs. Education and training, construction services and other store and non retailing also were key employers.

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

Rank	Industry	Jobs (2021)	% of Henderson-Massey Total
1	Healthcare & Social Assistance	5,542	13.8%
2	Education & Training	3,523	8.8%
3	Construction Services	3,421	8.5%
4	Other Store & Non-Store Retailing	3,081	7.7%
5	Accommodation & Food Services	2,066	5.2%
6	Professional, Scientific & Tech Services	1,962	4.9%
7	Supermarket & Specialised Food Retailing	1,831	4.6%
8	Other Services	1,727	4.3%
9	Wholesale Trade	1,678	4.2%
10	Administrative & Support Services	1,645	4.1%
	<b>Total top 10 industries</b>	<b>26,476</b>	<b>66.1%</b>
	<b>All other industries</b>	<b>13,557</b>	<b>33.9%</b>
	<b>Total employment</b>	<b>40,033</b>	<b>100%</b>

Several sectors experienced significant growth between 2016-2021. The construction sector experienced the greatest growth adding over 2,200 new jobs. Several sectors experienced a decline in job numbers.

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

Sector	New Jobs
Construction Services	1,448
Building Construction	767
Healthcare & Social Assistance	737
Education & Training	612
Central Gov Admin, Defence & Safety	401
Professional, Scientific & Tech Services	342

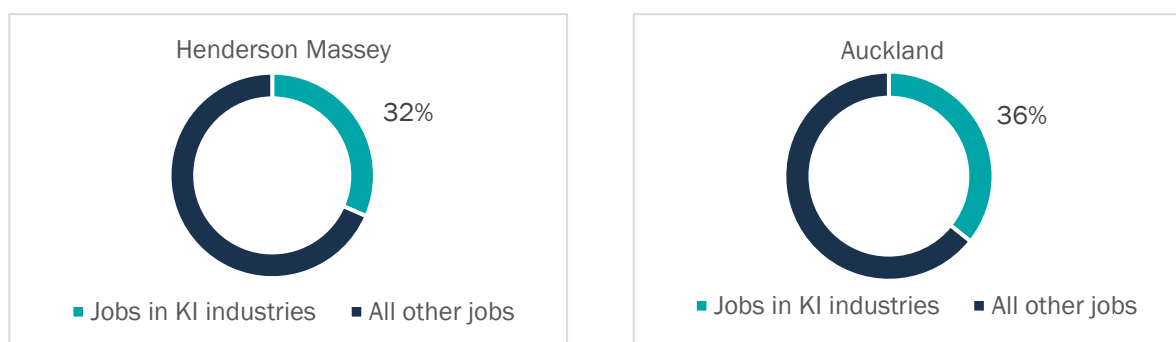
### SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Polymer Product & Rubber Product Manufacturing	-335
Local Government Administration	-259
Arts & Recreation Services	-168
Printing	-147
Textile, Leather, Clothing, Footwear Manufacturing	-108

### Knowledge intensive employment

Knowledge intensive industries<sup>6</sup> represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Thirty-two per cent of jobs in Henderson-Massey were in knowledge intensive industries which was slightly 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 Henderson-Massey than they are in the region as a whole. Several manufacturing sectors are strongly concentrated in the area.

### INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Basic Chemical & Chemical Product Manufacturing	4	104.8 (2.2%)	443
2	Information Media Services	2.7	130.0 (2.8%)	834
3	Meat & Meat Product Manufacturing	2.4	82.5 (1.8%)	836
4	Furniture & Other Manufacturing	2.2	29.8 (0.6%)	310

<sup>6</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 more detailed sector level, a number of sectors are strongly represented in Henderson-Massey and make an important contribution to the local economy. The human pharmaceutical and medicinal product manufacturing sector is the largest with Douglas Pharmaceuticals and a number of other smaller pharmaceutical businesses located in the area.

#### LOCAL SPECIALISMS (INFOMETRICS 2021)

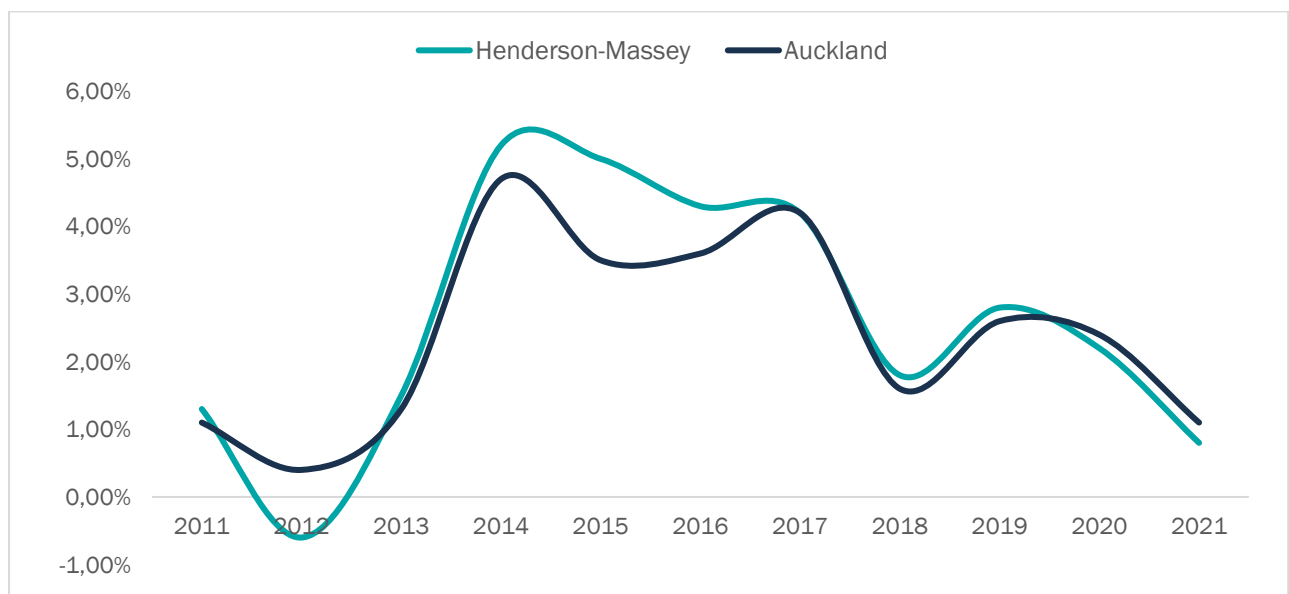
Rank	Industry	LQ	GDP (\$M)	Share
1	Other Converted Paper Product Manufacturing	15.8	14.0	0.3%
2	Poultry Processing	15.6	70.1	1.5%
3	Human Pharmaceutical & Medicinal Product Manufacturing	14.9	98.1	2.1%
4	Retail Commission Based Buying &/or selling	10.7	9.3	0.2%
5	Shipbuilding & Repair Services	10.7	9.3	0.2%

#### 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.

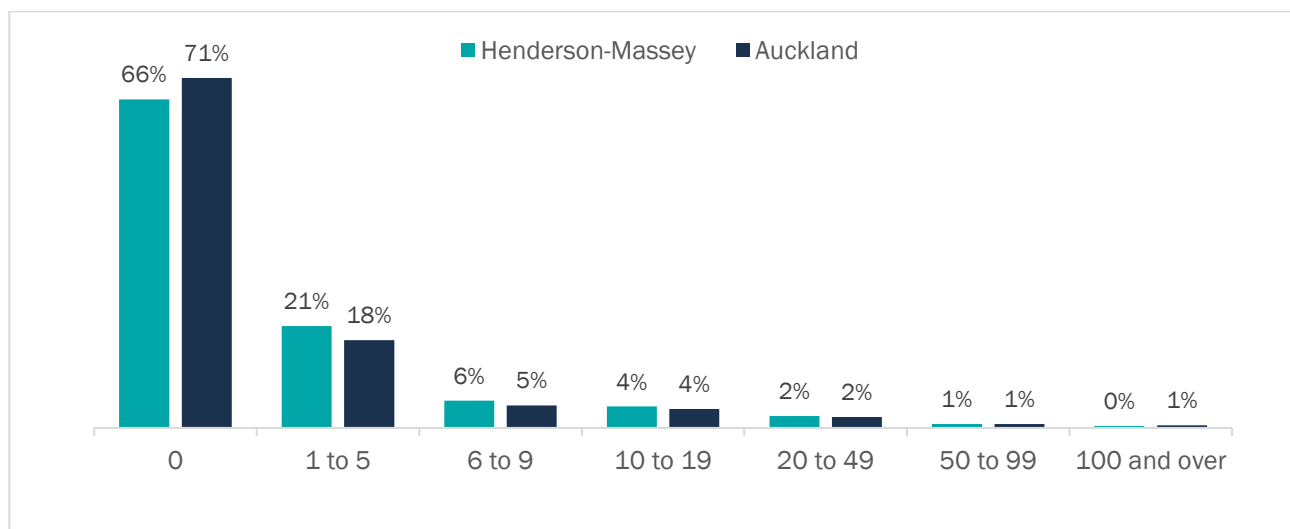
Auckland, as New Zealand's gateway has been most affected and within the region there will be differing levels of impact depending on the sectoral make up of an area. The first Level 4 lockdown in Auckland was 25 March 2020. From this date for the remainder of the year and until the end of the financial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

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



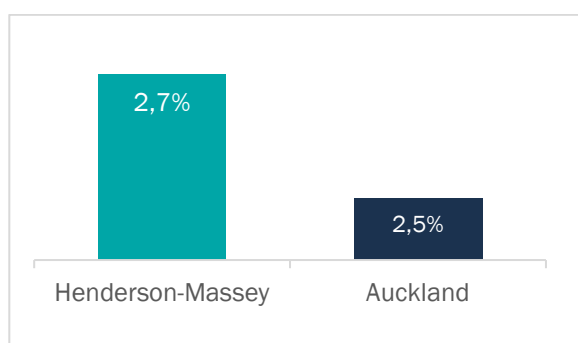


### BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 9,642 businesses in Henderson-Massey, employing an average of 4.2 employees each, less than the Auckland average of 4.4 employees. The vast majority (87 per cent) of businesses in Henderson-Massey have five employees or less, highlighting the importance of small enterprises in the local economy.

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



The number of businesses units in Henderson-Massey grew 2.7 per cent a year on average over the last decade, higher 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 Henderson-Massey is concentrated in a number of town centres and key road corridors such as Lincoln Road which include employment in hospitality and retail alongside professional services and health sector jobs. The development at Westgate and surrounding retail and services is also a large employment zone.

Henderson-Massey is a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 129,600 residents of Henderson-Massey, which has a labour force of 76,500. The local board area has a total of 40,033 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city, primarily central Auckland.

Eke Panuku is involved in several developments in Henderson. Henderson Green is a housing development that has turned unused council land into a mix of housing to provide much needed new homes for people, close to key local destinations.

### Employment zones

The main employment zone in Henderson-Massey is to the north and east of Henderson along Lincoln Road and at Central Park Drive. This area also includes Waitakere Hospital and several education institutions. Henderson 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 manufacturing presence. There are significant numbers of manufacturing jobs in the industrial area adjacent to the town centre, heading out to the west and Auckland Film Studio is also located in this area. The newly developed Westgate town centre alongside the previous development at Westgate includes a new library and Community Centre.

#### EMPLOYMENT IN LINCOLN ROAD / CENTRAL PARK DRIVE\* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare & Social Assistance	2,325
Manufacturing	1,799
Retail Trade	1,510
Education & Training	1,005
Wholesale Trade	913
<b>Total All Sectors</b>	<b>11,090</b>
* Based on business demographics for the SA2 area	

**EMPLOYMENT IN HENDERSON CENTRAL AREA\* (NZ STATISTICS 2021)**

Sector	Jobs
Manufacturing	1,848
Public Administration & Safety	1,256
Retail Trade	1,211
Healthcare & Social Assistance	1,072
Education & Training	689
<b>Total All Sectors</b>	<b>9,543</b>
* Based on business demographics for the SA2 area	

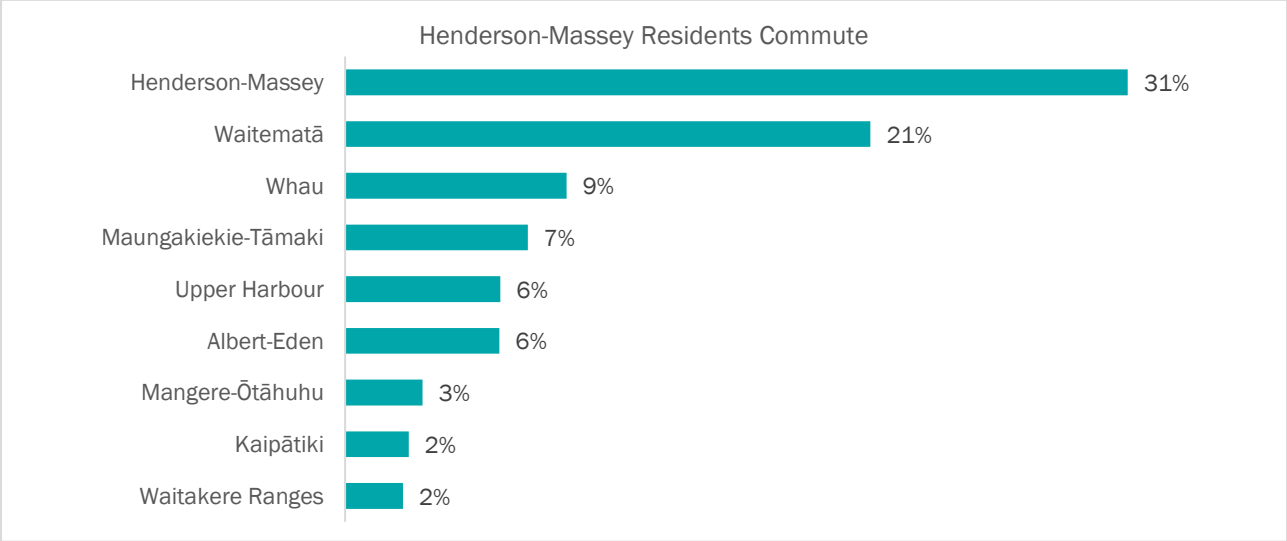
**EMPLOYMENT IN WESTGATE AREA\* (NZ STATISTICS 2021)**

Sector	Jobs
Retail Trade	1,550
Accommodation & Food Services	370
Construction	190
Wholesale Trade	120
<b>Total All Sectors</b>	<b>3,420</b>
* Based on business demographics for the SA2 area	

Commuting

In 2018, a significant percentage (31 per cent) of Henderson-Massey residents worked within the local board area. The most popular destinations for work outside of the area were Waitemata (21 per cent) and Whau (nine per cent).

TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM HENDERSON-MASSEY (CENSUS 2018) <sup>7</sup>



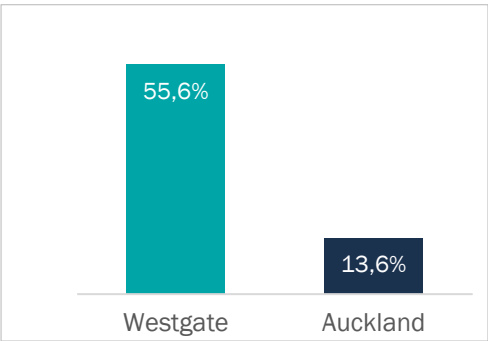
Town Centres

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 Henderson-Massey are Westgate, Henderson, and Te Atatu.

Spending in Westgate between 2017-2022 grew at a significantly higher rate of 56.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Westgate was \$69.71, significantly higher than the Auckland average of \$49.74. (Marketview 2022)

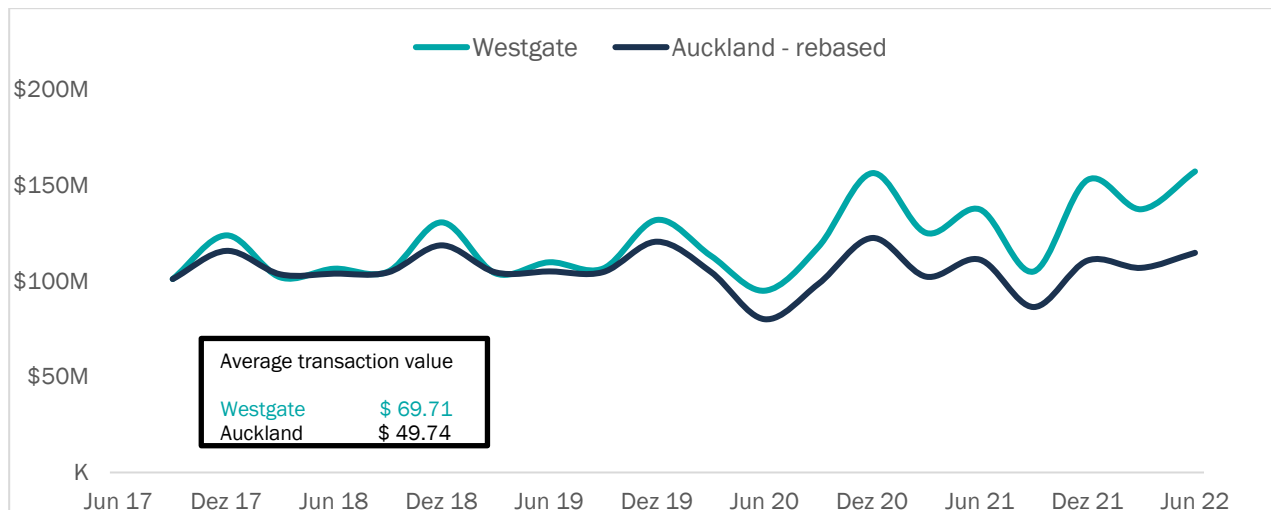
WESTGATE BID SPENDING GROWTH (2017-2022)



<sup>7</sup> Richard Paling Consulting 2018

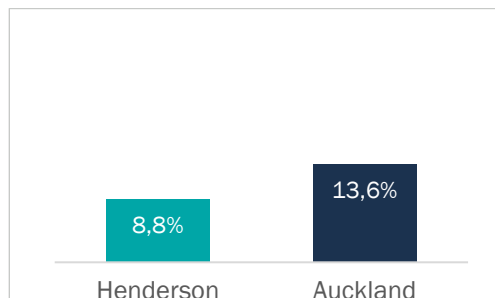
Spending in Westgate has been at a higher rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021. Since 2022 spending has recovered strongly and is significantly higher than the region.

#### WESTGATE SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



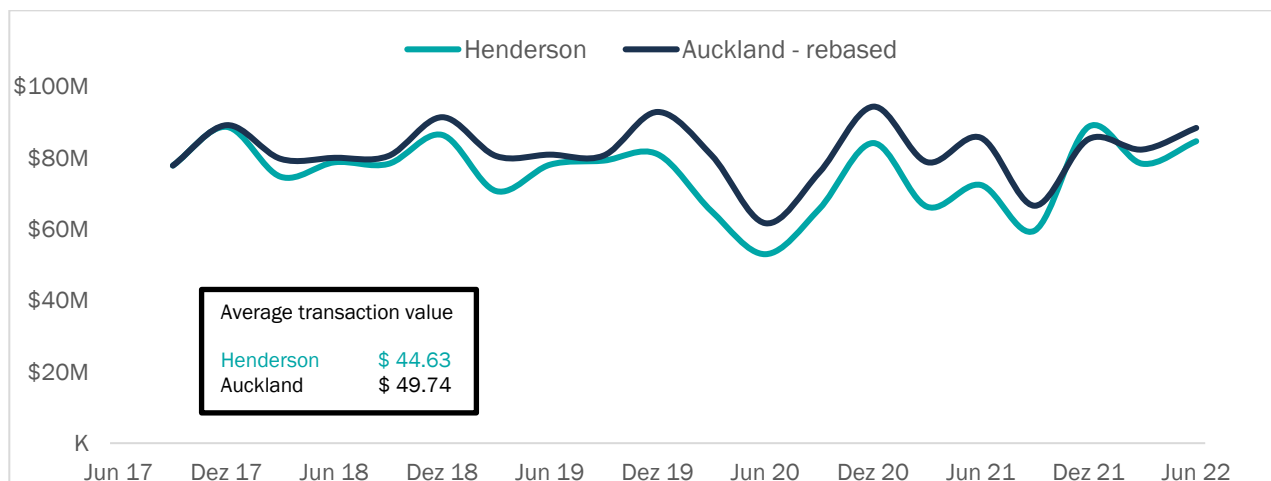
Spending in Henderson between 2017-2022 grew by 8.8 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Henderson was \$44.63, below the Auckland average of \$49.74. (Marketview 2022).

#### HENDERSON SPENDING GROWTH (2017-2022)



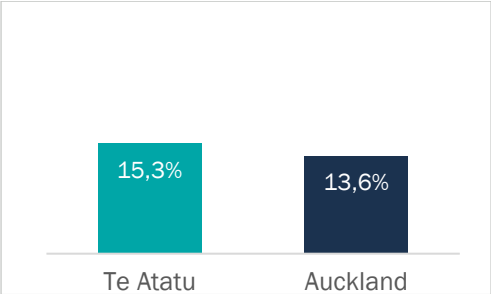
Spending in Henderson has been at a lower rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

#### HENDERSON SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



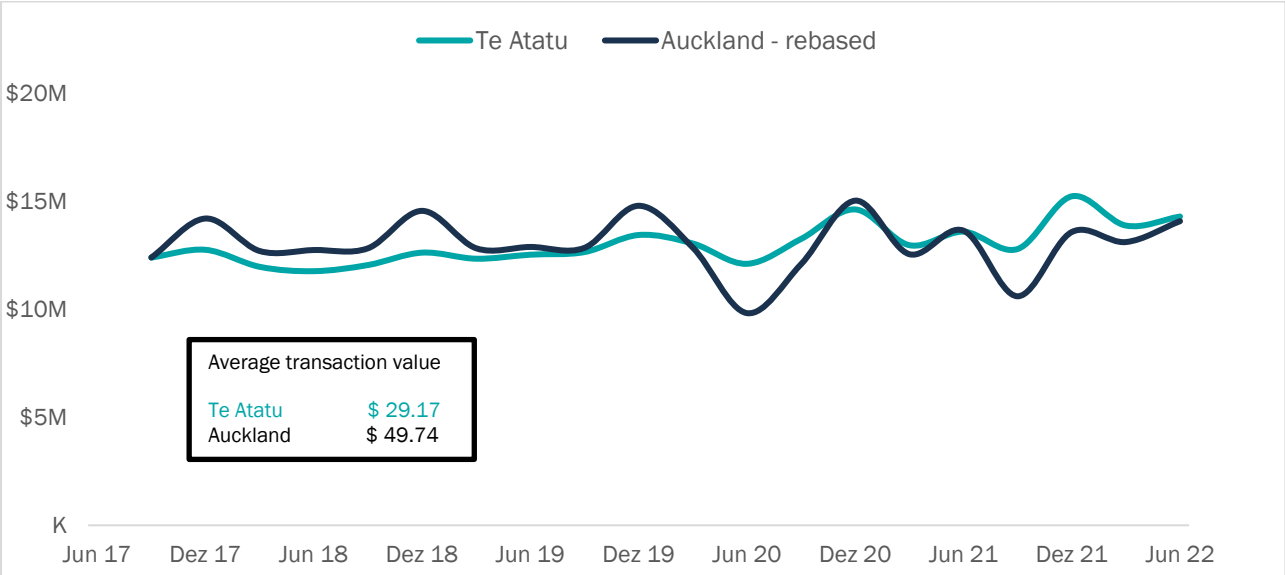
Spending in Te Atatu between 2017-2022 grew by 15.3 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Te Atatu was \$29.17, significantly below the Auckland average of \$49.74. (Marketview 2022)

TE ATATU BID SPENDING GROWTH (2017-2022)



Spending in Te Atatu has been at a similar rate as the region. However, it did not experience the significant declines of the region during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

TE ATATU 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.

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