

# Howick 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

Howick is Auckland’s most populous local board area with a population of 154,500 that is forecast to increase to 190,900 by 2048. The area has an ethnically diverse population with significant Chinese and Indian populations.

The Auckland Prosperity Index shows Howick residents have high skills and incomes, resulting in prosperous households. However, jobs in Howick are typically low skilled and low wage, meaning most residents work outside the area.

### POPULATION SUMMARY

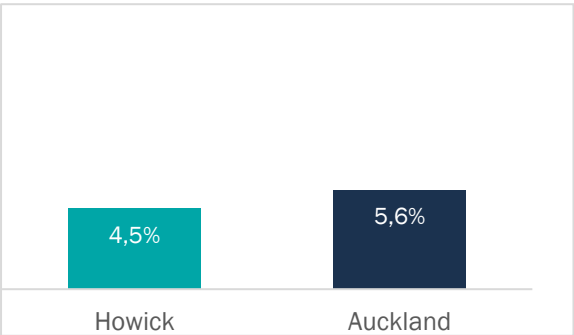
	Howick	Auckland/Share
Population (2021)	154,500	9.0%
Population growth (2016-2021)	4.5%	5.6%
Median Age (2021)	38.2	35.6
Labour force (2022)	77,400	983,800
Labour force participation (2022)	70%	72%
Home ownership (2018)	48%	45%

### Population

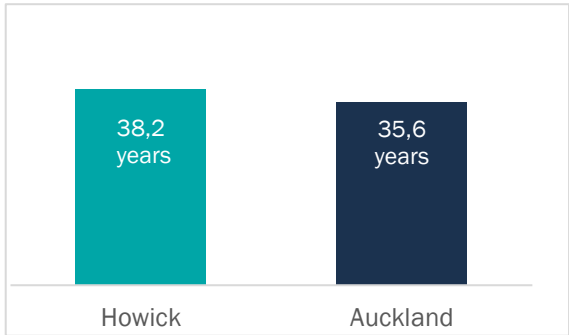
The Howick Local Board area has experienced population growth at a rate similar to the region in recent years. Between 2016 and 2021, population growth was 4.5 per cent compared to 5.6 per cent regionally (Infometrics 2021)<sup>1</sup>.

Medium population projections suggest that Howick could be home to 190,900 residents by 2048 an increase of 36,400. This equates to a 0.9 per cent per annum increase or 1,348 additional residents per year between 2021 and 2048 (Statistics NZ).

#### POPULATION GROWTH (INFOMETRICS 2017-2021)



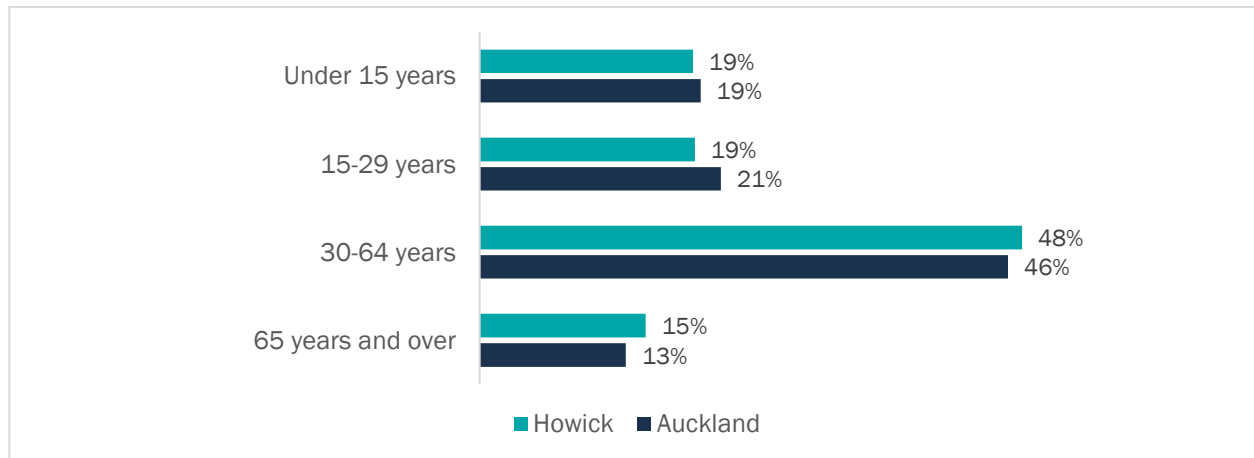
#### MEDIAN AGE (INFOMETRICS 2021)



<sup>1</sup> Infometrics population estimates

Howick has a slightly older median age than the region and its working age population is similar to the regional average. There are proportionately more people of retirement age.

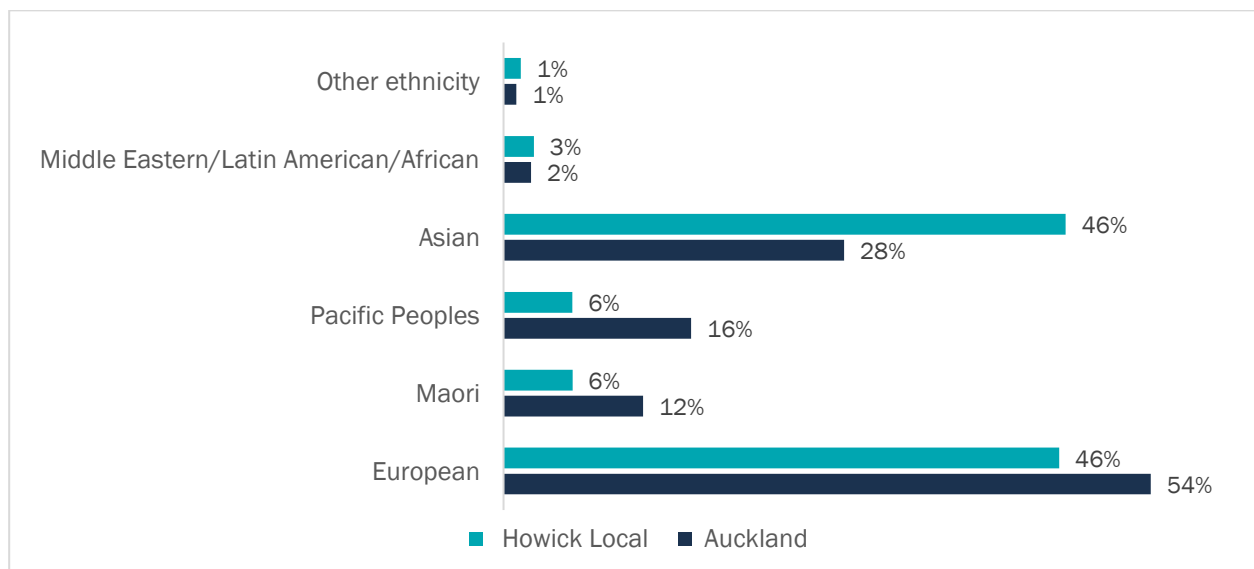
#### AGE STRUCTURE (INFOMETRICS 2021)



#### Ethnicity

Howick's population is diverse with many people of European (46 per cent) and Asian ethnicity (46 per cent). Howick has fewer Māori and Pacific residents than the region as a whole. Over a quarter of residents are of Chinese origin. Howick has a large proportion of residents born overseas (54 per cent) compared to the 42 per cent for the region. Of people born overseas, 20 per cent had been in New Zealand for less than five years compared to the regions 24 per cent.

#### ETHNIC MAKE-UP (CENSUS 2018)



#### Languages

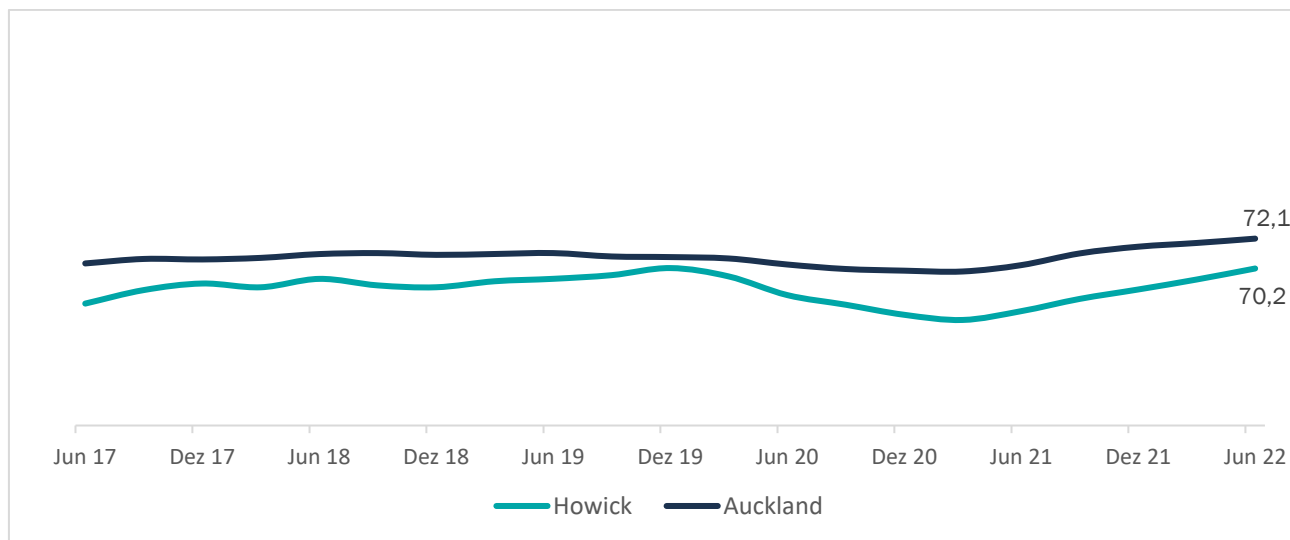
With a diverse population there are a wide range of languages in use in Howick. Ninety per cent of residents are able to speak English, lower than the Auckland average (93 per cent).

## 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.

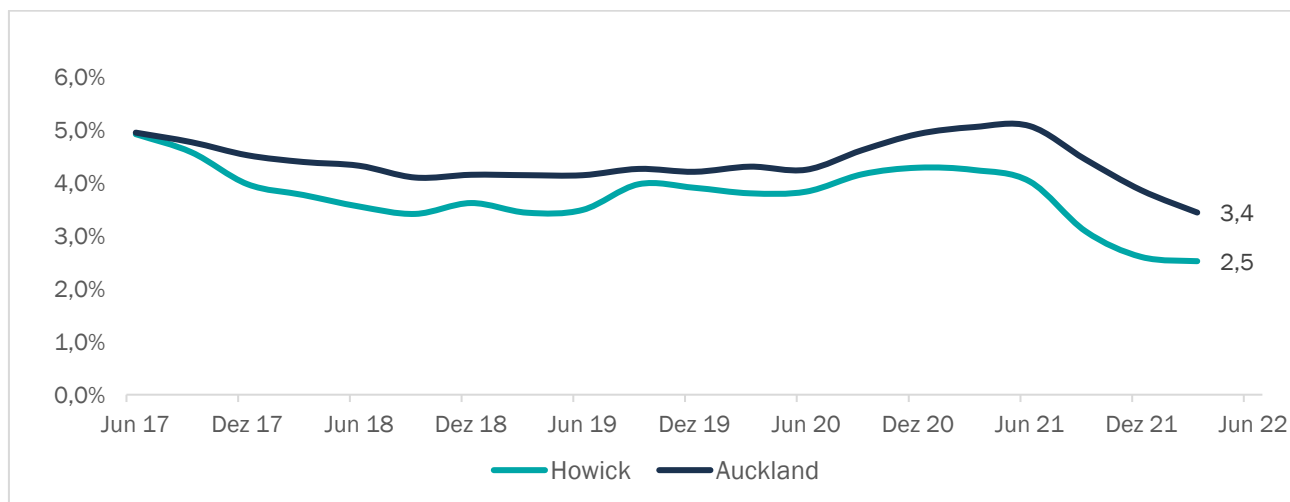
The labour force participation rate in Howick is 70 per cent, below the Auckland regional rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Howick, has remained consistently below the Auckland average over the last five years and has fallen at a similar rate as the region.

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

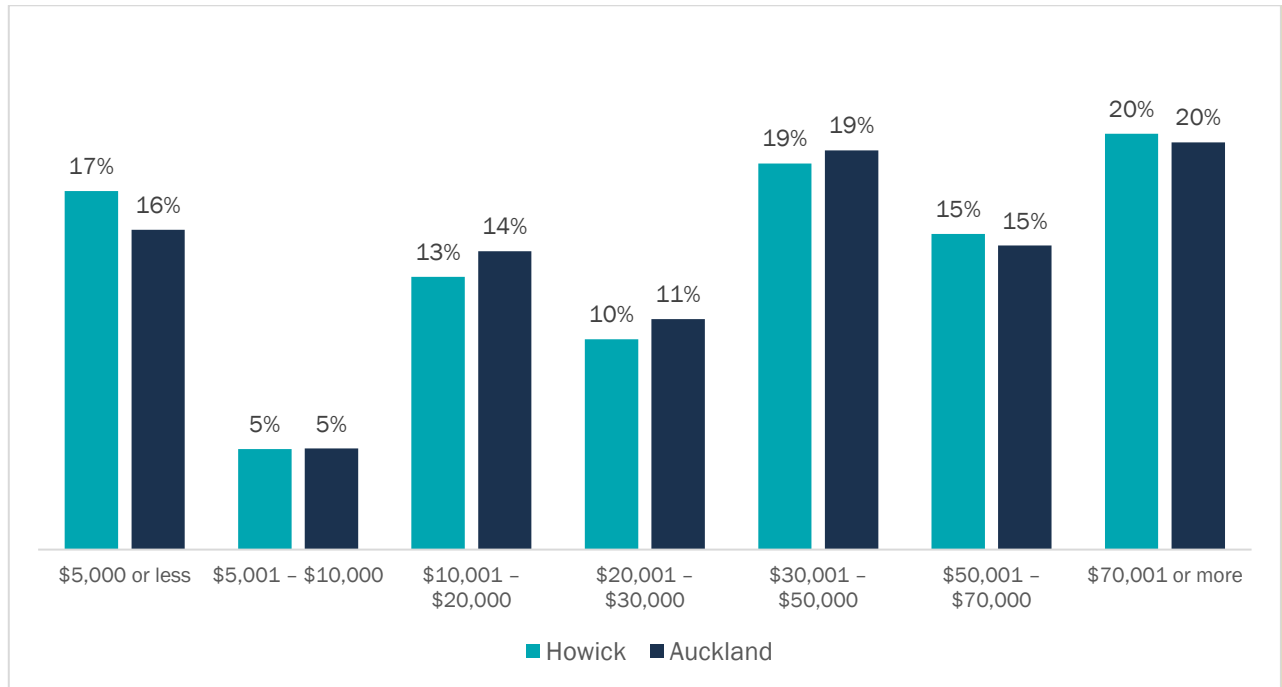


## Income

Analysis of individual income levels in 2018 shows that there was the same proportion (20 per cent) of persons earning a high income (over \$70,000 per year) in Howick compared to the region (20 per cent). Overall, the income profile is similar to the region.

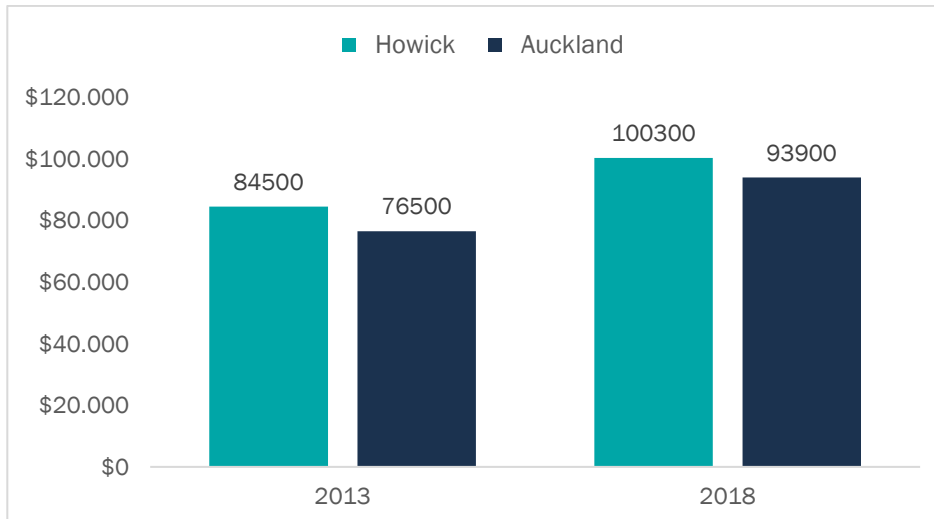


### INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Howick was \$100,300, higher than the Auckland median of \$93,900.

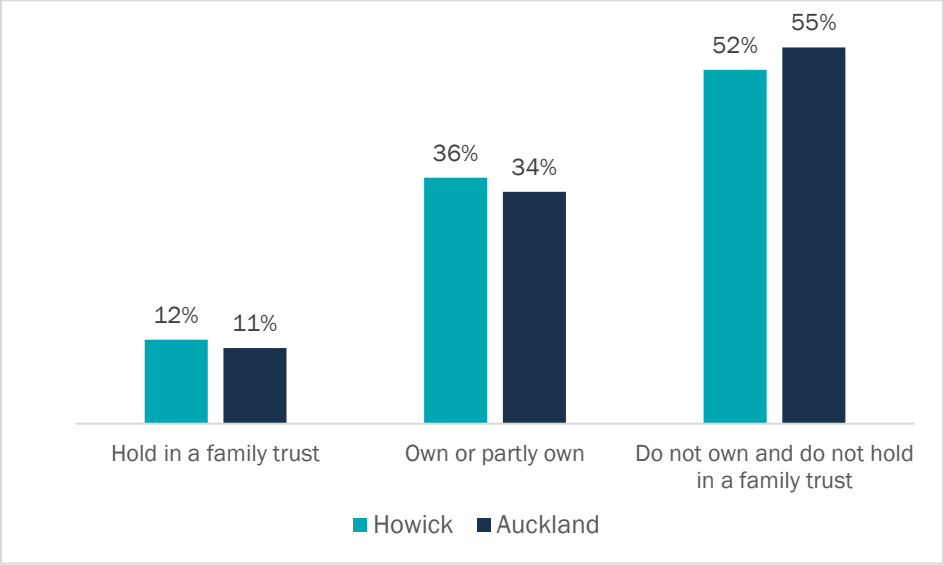
### MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



In 2018, 15 per cent of people in Howick derived self-employment or business income, above the rate across all Auckland (14 per cent).

Home ownership in Howick is higher than the regional average; in 2018, 48 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)





## Skills

Howick has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from Howick leave with NCEA Level 2 or NCEA Level 3 compared to the regional average.

### 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.

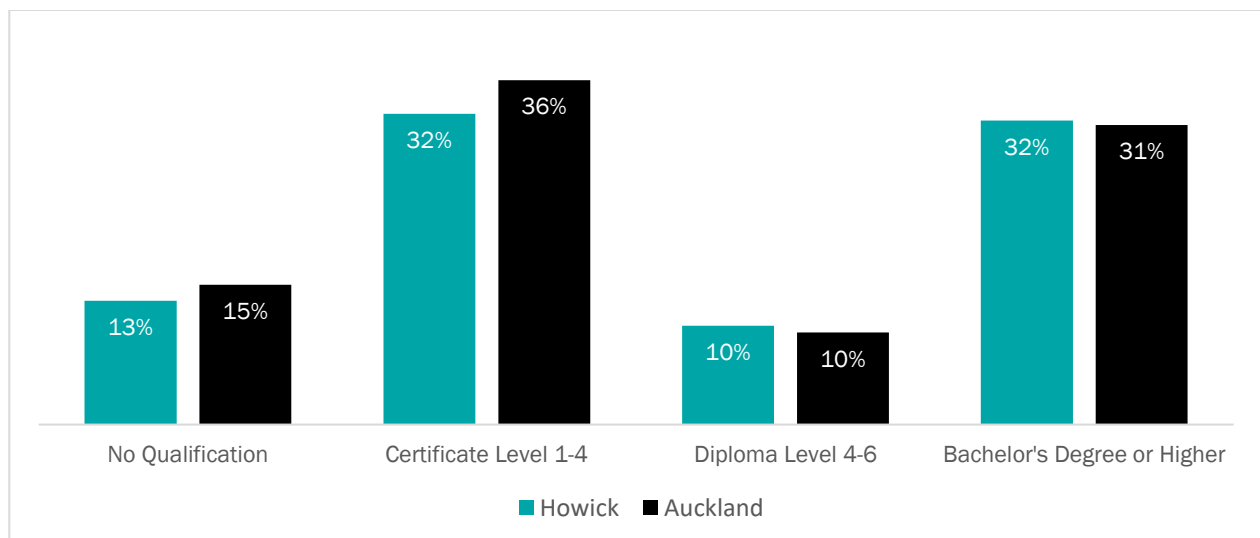
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages both for key sectors that struggle to find suitably skilled staff as 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, 32 per cent of adult residents in Howick had gained a bachelor's degree or higher, a higher proportion than in the Auckland region (31 per cent). Thirteen 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

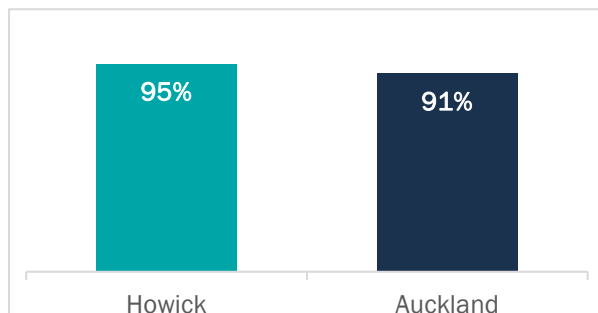
## Educational attainment

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

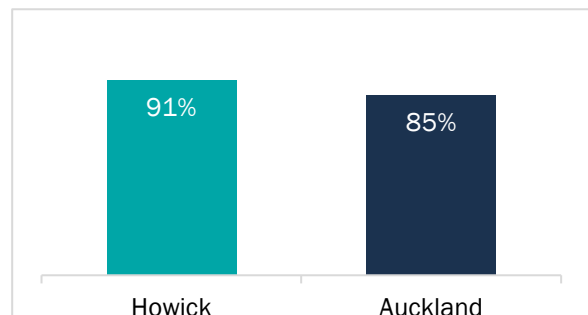
In 2021, only nine per cent of school leavers in Howick did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

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

#### LEVEL 1



#### LEVEL 2

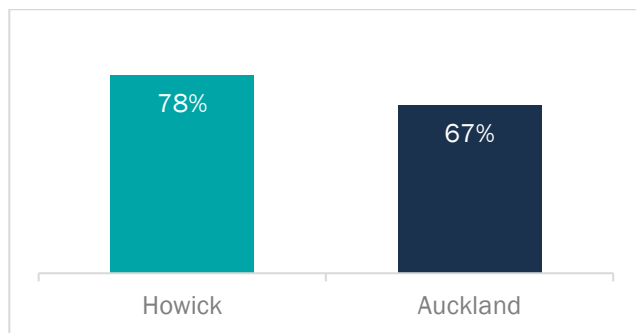


### NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	94.8%	89.7%
Māori	84.5%	74.3%
Pacific	91.7%	84.5%
Asian	97.5%	96.1%
Middle East, Latin American, African	92.4%	88.6%
Other	100.0%	100.0%
<b>Total Local Board</b>	<b>95.2%</b>	<b>91.1%</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. Seventy-eight per cent of Howick school leavers achieved this, 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)

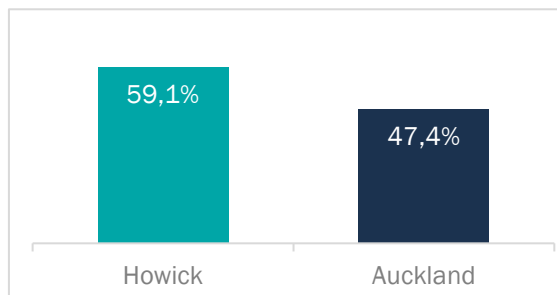
Percentage achieving NCEA 3	Howick	AKL region %
Māori	53.1%	43.5%
Pacific	63.9%	54.2%
Asian	88.5%	83.3%
Middle East, Latin American, African	72.2%	68.8%
Other	75.0%	73.7%
European	73.0%	69.8%
<b>Total</b>	<b>77.5%</b>	<b>67.2%</b>

More school leavers moved on to degree level study within a year of leaving school. Fifty-nine per cent of Howick school leavers did this, much higher than the Auckland average (47 per cent). More (78 per cent) enrolled in some form of tertiary education, higher than the regional average (69 per cent).

### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR AFTER LEAVING (MINISTRY OF EDUCATION 2020)

Local Board	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Howick	59.1%	18.6%	0.7%	21.7%	2,634
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

### SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2020)



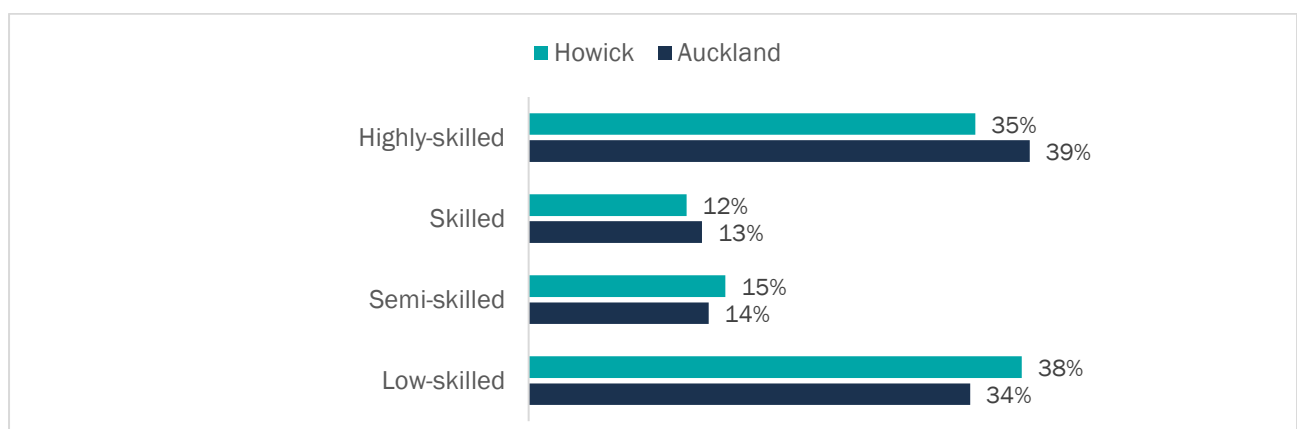
### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	33.5%	32.6%	3.1%	30.8%	227
Pacific	31.3%	27.6%	0.4%	40.7%	275
Asian	73.3%	9.9%	0.3%	16.5%	1,011
MELAA	59.6%	15.2%	0.0%	25.3%	99
Other	57.1%	14.3%	0.0%	28.6%	7
NZ European	54.3%	23.2%	0.9%	21.6%	1,316

## Occupations

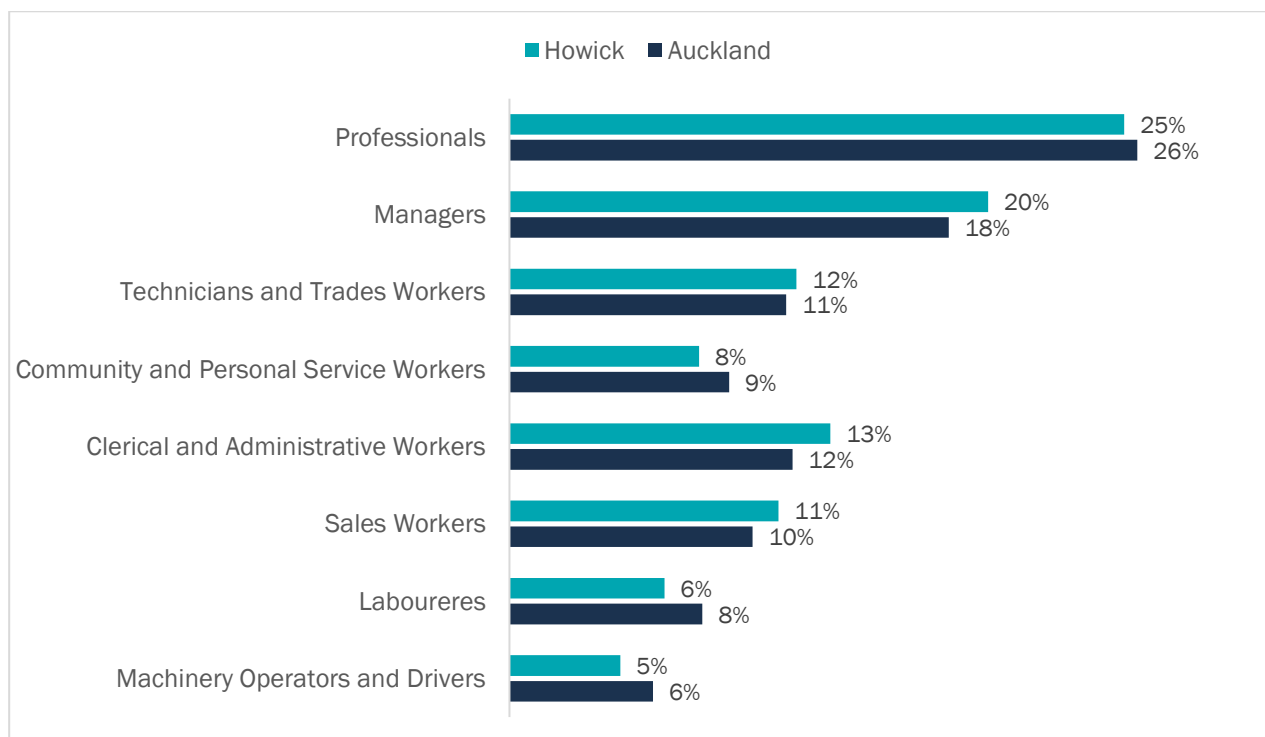
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

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



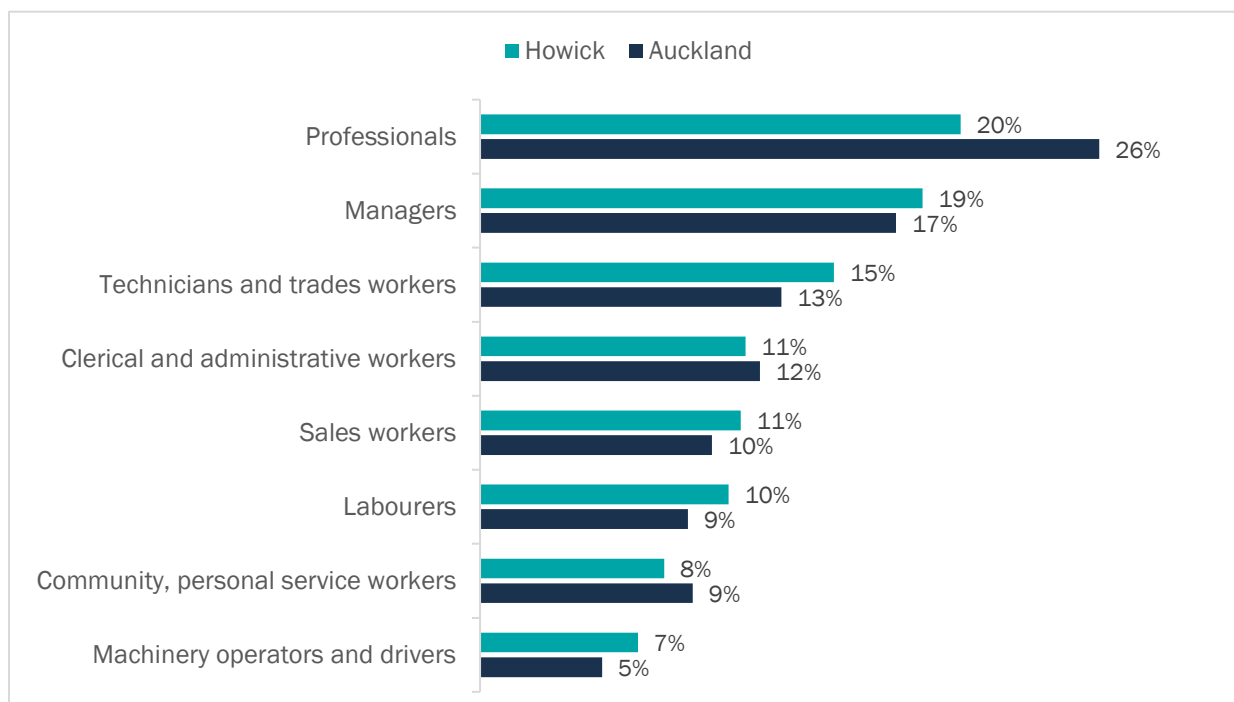
The Howick Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (47 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (53 per cent) compared to the wider Auckland region (48 per cent).

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



Professional and manager occupations were the most popular occupational categories for Howick residents in 2018 (45 per cent), in line with the regional average (44 per cent). There were fewer labourers' resident in the area (six per cent) compared to the wider Auckland region (eight per cent). The other occupational groups of residents were broadly in line with that of the region.

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



Of the occupations located in the Howick, professionals were the largest occupational group (20 per cent), however, smaller than the wider Auckland region average (26 per cent). There were more technicians and trades workers jobs in the area (15 per cent) compared to the region (13 per cent).

Specialist managers<sup>3</sup> were the largest occupational group, with 7,216 jobs, which was significantly more than the second ranked occupation, sales assistants and salespersons.

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

Rank	Occupation	Jobs (2021)	Share of Howick Total
1	Specialist Managers	7,216	10.3%
2	Sales Assistants & Salespersons	4,230	6.0%
3	Education Professionals	3,878	5.5%
4	Business, HR & Marketing Professionals	3,546	5.1%
5	Chief Execs, General Managers, Legislators	2,868	4.1%
6	Design, Engineering, Science Professionals	2,608	3.7%
7	Hospitality, Retail & Service Managers	2,603	3.7%
8	Sales Representatives & Agents	2,435	3.5%
9	Automotive & Engineering Trades Workers	2,316	3.3%
10	Construction Trades Workers	2,289	3.3%
	<b>Sub-total of top 10 occupations</b>	<b>33,989</b>	<b>48.5%</b>
	<b>Total jobs</b>	<b>70,094</b>	<b>100%</b>

Between 2016-2021, all occupations in Howick contributed jobs to the local economy. Specialist Managers, the largest occupational group also was the fastest growing, adding 1,454 new jobs.

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

Sector	New Jobs
Specialist Managers	1,454
Business, HR & Marketing Professionals	812
Design, Engineering, Science Professionals	719
Construction Trades Workers	574
Sales Assistants & Salespersons	531
Chief Execs, General Managers, Legislators	477
Road & Rail Drivers	449
Automotive & Engineering Trades Workers	421

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

## 4: Local Economy

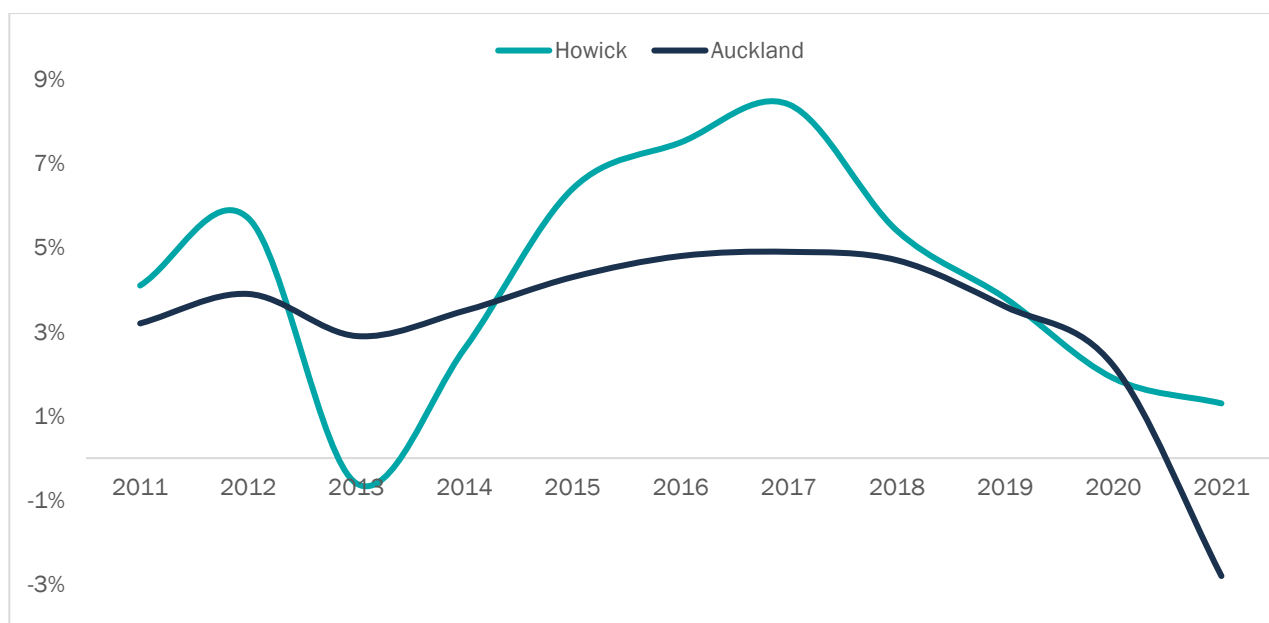
Howick has a strong local economy driven by a large proportion of its GDP and jobs being in the manufacturing sector. The wholesale trade and construction sector also make a significant contribution to the GDP and employment. The administrative and support services, and machinery and other equipment manufacturing sectors created the largest number of new jobs for the area over the past five years. Twenty-six per cent of jobs in Howick were in knowledge intensive industries, which was lower than the regional average of 36 per cent.

### Growth and employment trends

Between 2020-2021, Howick experienced GDP growth of 1.3 per cent, higher than the negative growth rate of the Auckland region of -2.8 per cent. In the five years to 2021, the Howick economy grew at an average annual rate of 4.1 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. Howick's GDP growth did not decline as much as the regional average during the lock down period.

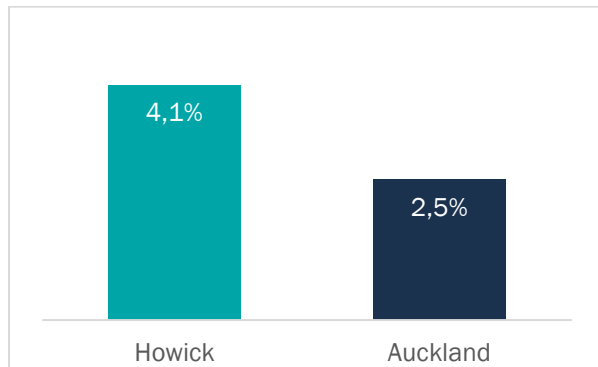
#### GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)



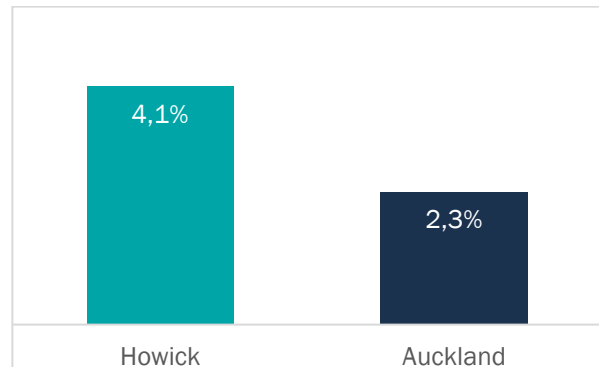
Employment in Howick increased by an average of 4.1 per cent per annum in the five years from 2016-2021, above the Auckland rate of 2.3 per cent. Over the last five years, Howick job numbers increased the most in administrative and support services (+1,734 jobs), machinery and other equipment manufacturing (+1,595) and accommodation and food services (+1,142).



### AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 216-2021)



### AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRIC 2016-2021)



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

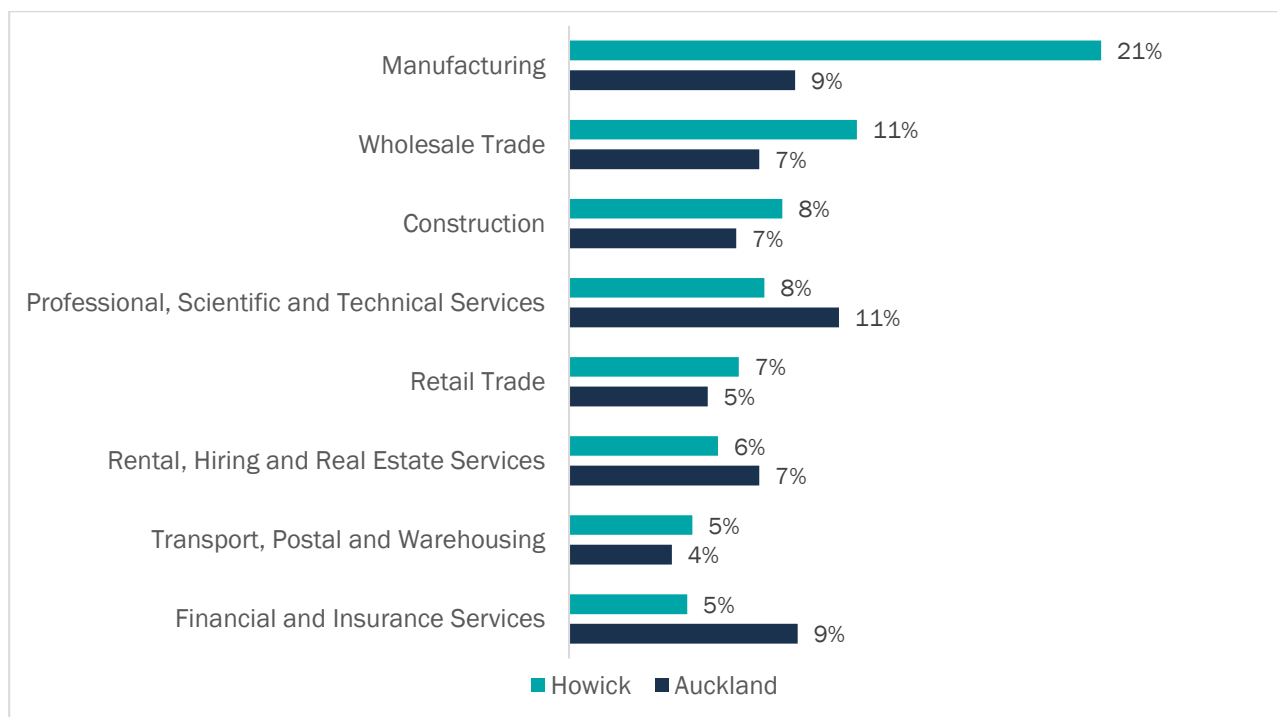
### FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Financial & Insurance Services	10.4%
Construction	7.9%
Retail Trade	6.2%
Administrative & Support Services	5.5%
Accommodation & Food Services	5.1%
Professional, Scientific & Technical Services	4.8%

### Industry mix

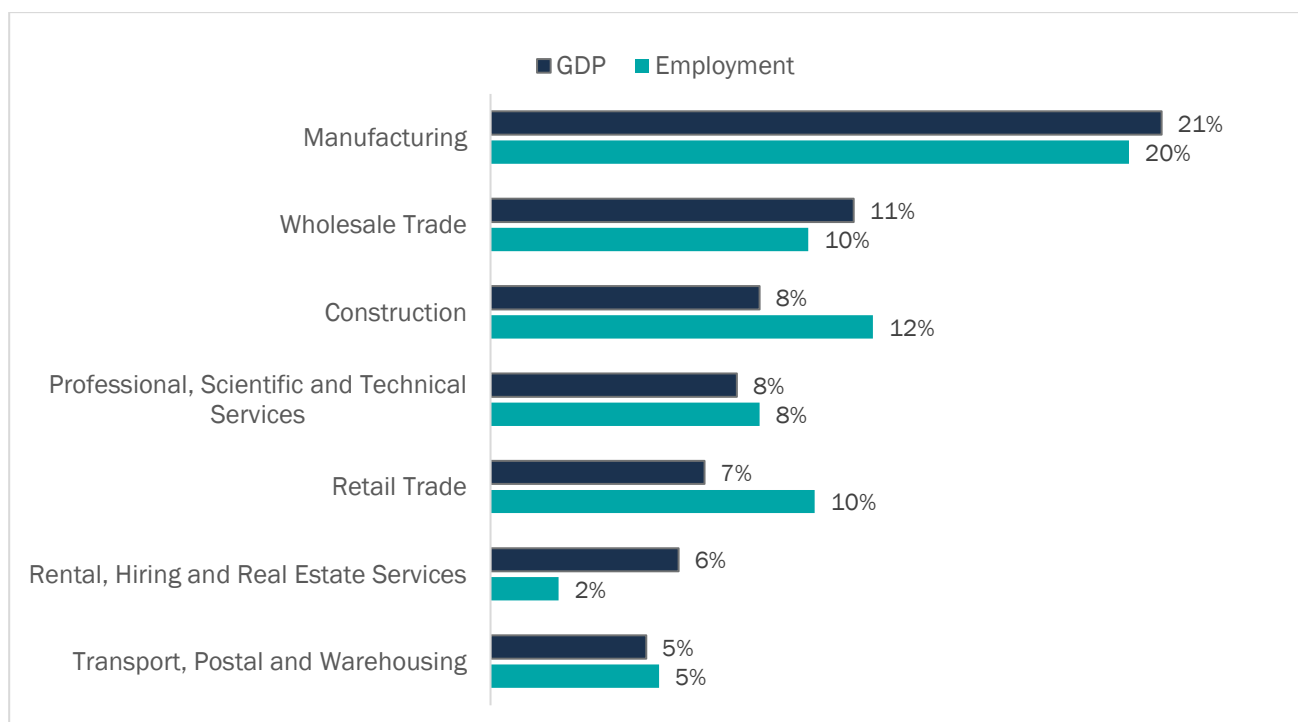
Howick's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Howick economy were manufacturing, wholesale trade, construction, and professional, scientific and technical services.

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



- **Manufacturing** contributed 21 per cent of Howick's GDP and provided 20 per cent of the area's employment
- **Wholesale trade** contributed 11 per cent of Howick's GDP and provided 10 per cent of the area's employment
- **Construction** contributed eight per cent of Howick's GDP and provided 12 per cent of the area's employment
- **Professional, scientific and technical services** contributed eight per cent of Howick's GDP and provided eight per cent of the area's employment

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



The key employment sectors in Howick were manufacturing, construction, retail trade and wholesale trade.

Looking at more detailed sub-sectors, we see that professional services was also a major employer with a number of head offices and management consultancies, both key sources of professional employment services. Machinery and other equipment manufacturing was the largest of the various manufacturing sectors.

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

Rank	Industry	Jobs (2021)	% of Howick Total
1	Wholesale Trade	6,840	9.8%
2	Professional, Scientific & Tech Services	5,849	8.3%
3	Machinery & Other Equipment Manufacturing	5,175	7.4%
4	Administrative & Support Services	5,099	7.3%
5	Accommodation & Food Services	4,791	6.8%
6	Education & Training	4,608	6.6%
7	Other Store & Non-Store Retailing	4,246	6.1%
8	Construction Services	3,798	5.4%
9	Healthcare & Social Assistance	3,164	4.5%
10	Building Construction	2,916	4.2%
	<b>Total top 10 industries</b>	<b>46,486</b>	<b>66.4%</b>
	<b>All other industries</b>	<b>23,608</b>	<b>33.6%</b>
	<b>Total employment</b>	<b>70,094</b>	<b>100.0%</b>

A number of sectors experienced job growth between 2016-2021. Administrative and support services, machinery and other equipment manufacturing, and accommodation and food services all grew employment by more than a thousand new jobs. Several sectors lost jobs between 2016-2021, but numbers were relatively small.

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

Sector	New Jobs
Administrative & Support Services	1,734
Machinery & Other Equipment Manufacturing	1,595
Accommodation & Food Services	1,142
Construction Services	922
Building Construction	851
Wholesale Trade	848
Professional, Scientific & Tech Services	759

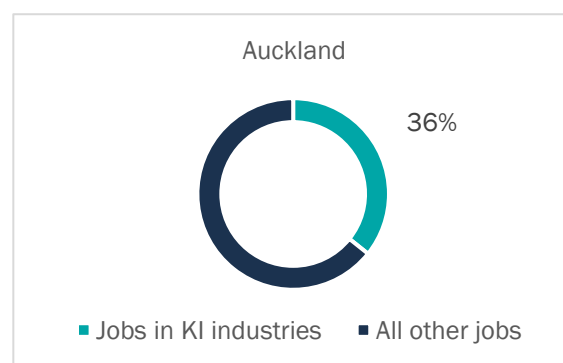
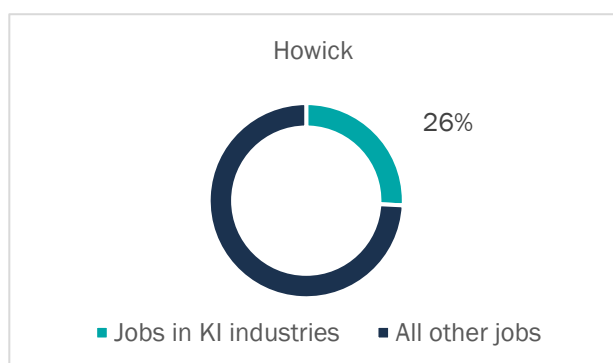
## SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION

Sector	Jobs Lost
Printing	-121
Property Operators & Real Estate Services	-113
Textile, Leather, Clothing, Footwear Manufacturing	-82

## 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. Twenty-six per cent of jobs in Howick were in knowledge intensive industries, which was 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.

There are several manufacturing sectors that are particularly strongly represented in Howick including machinery, chemicals, metal, mineral, and furniture products.

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

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Machinery & Other Equipment Manufacturing	6.3	719 (8.2%)	5,175
2	Basic Chemical & Chemical Product Manufacturing	4.2	204 (2.3%)	891
3	Fabricated Metal Product Manufacturing	2.4	166 (1.9%)	1,622
4	Non-Metallic Mineral Product Manufacturing	2.3	85.5 (1%)	547
5	Furniture & Other Manufacturing	2.3	58.6 (0.7%)	605

<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 the detailed sector level, medical and surgical equipment manufacturing is strongly represented in the Howick area. Fisher & Paykel Healthcare is located in the area and is a significant contributor to the local economy.

#### LOCAL SPECIALISMS (INFOMETRICS 2021)

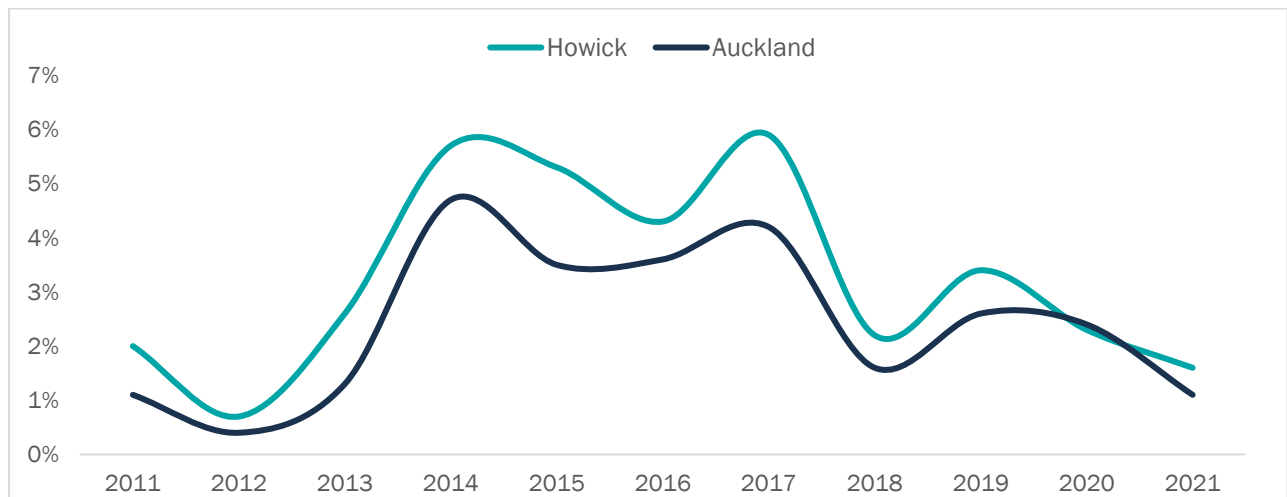
Rank	Industry	LQ	GDP (\$M)	Share
1	Automotive Electrical Components Manufacturing	32.7	8.8	0.1%
2	Whiteware Appliance Manufacturing	31.4	140.2	1.6%
3	Medical and Surgical Equipment Manufacturing	26.3	420.5	4.8%
4	Sanitary Paper Product Manufacturing	20.6	35.0	0.4%
5	Metal Furniture Manufacturing	11.5	17.5	0.2%

#### Businesses

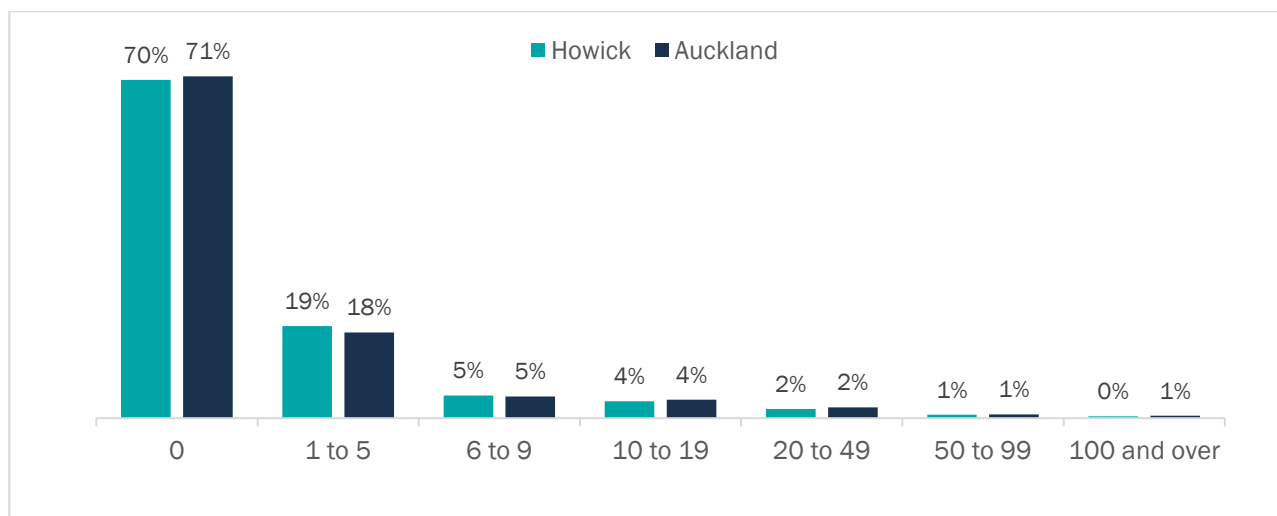
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Howick fell at a similar rate as the Auckland regional average.

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

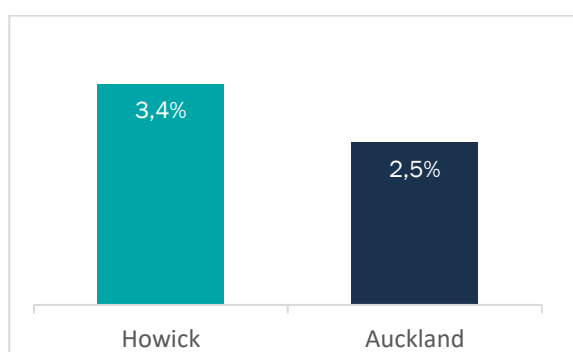


### BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 18,531 businesses in Howick, employing an average of 3.8 employees each, less than the Auckland average of 4.4 employees. The vast majority (89 per cent) of businesses in Howick has 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 grew by 3.4 per cent a year on average over the last decade, higher than the Auckland regional average of 2.5%. 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 Howick is concentrated in a number of town centres as well as the regionally significant industrial areas of East Tamaki / Highbrook. There are also a number of jobs in the Botany Junction business zone. Howick is a mix of labour importing commercial and industrial areas and labour exporting suburban areas.

There are 154,000 residents of Howick, which has a labour force of 77,400. The local board area has a total of 70,094 jobs located within it. As a result, the area is a net exporter of a labour to other parts of the city.

Eke Panuku are developing Ormiston town centre, which will be the heart of the Flat Bush area and will eventually service a population the size of Gisborne.

Auckland Transport's project AMETI (Auckland Manukau Eastern Transport Initiative) is creating a dedicated busway connecting Panmure, Pakuranga and Botany Town Centre.

### Employment zones

Employment in Howick is concentrated in the East Tamaki industrial zone, which is partly in neighbouring Otara-Papatoetoe as well as Highbrook. This area is one of Auckland's largest industrial zones with over 30,000 people working there. There is also employment in the main town centres of Howick, Botany as well as in the adjacent area of Botany Junction, which has a mix of industrial and commercial.

#### EMPLOYMENT IN EAST TAMAKI\* (NZ STATISTICS 2021)

Sector	Jobs
Machinery & Equipment Manufacturing	5,600
Construction	2,700
Transport, Postal & Warehousing	2,550
Administrative & Support Services	2,250
Machinery & Equipment Wholesaling	1,750
Retail Trade	1,550
Other Goods Wholesaling	1,400
Basic Material Wholesaling	1,300
Professional, Scientific & Technical Services	1,250
Food Product Manufacturing	1,200
<b>Total All Sectors</b>	<b>30,400</b>
* Based on business demographics for the SA2 area	



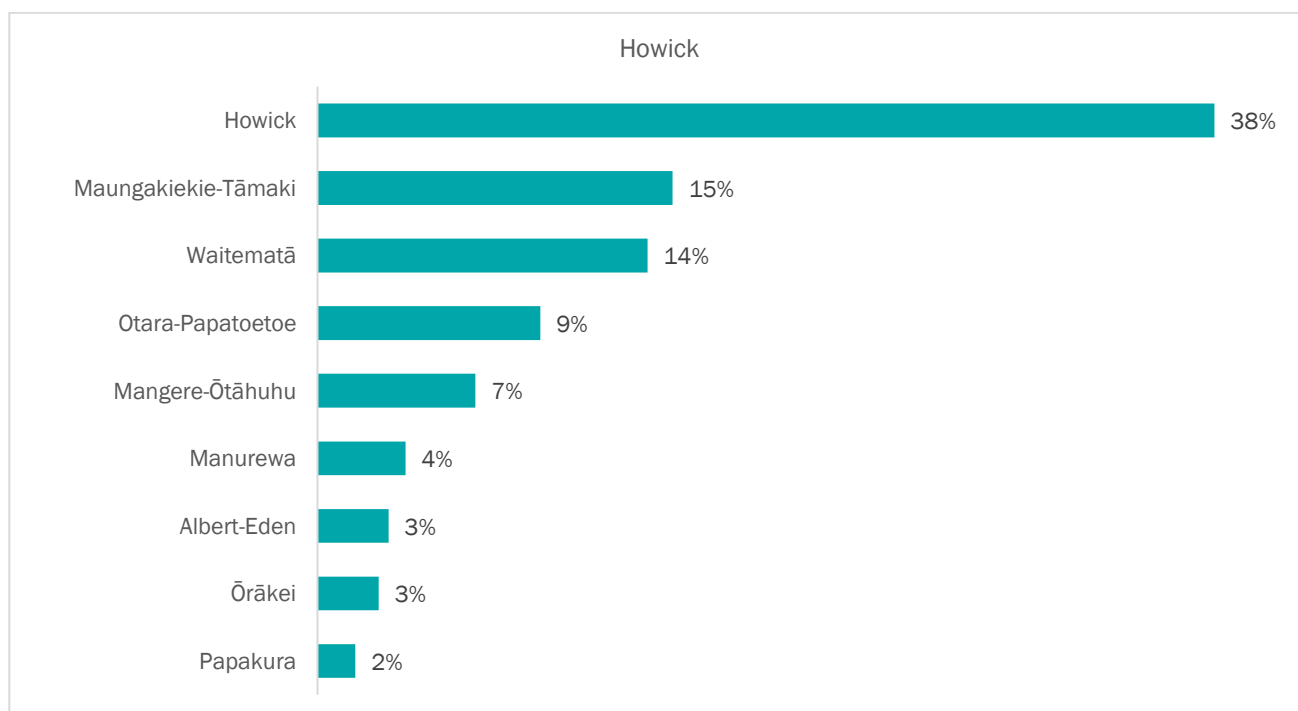
### EMPLOYMENT IN BOTANY JUNCTION\* (NZ STATISTICS 2021)

Sector	Jobs Lost
Administrative & Support Services	1,800
Professional, Scientific & Technical Services	1,000
Retail Trade	780
Construction	730
Wholesale Trade	730
Food Product Manufacturing	550
Electricity, Gas, Water & Waste Services	510
<b>Total All Sectors</b>	<b>9,100</b>
* Based on business demographics for the SA2 area	

### Commuting

In 2018, a significant percentage (38 per cent) of Howick residents worked within the local board area. The most popular destinations for work outside of the area were Maungakiekie-Tāmaki (15 per cent) and Waitemata (14 per cent).

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



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

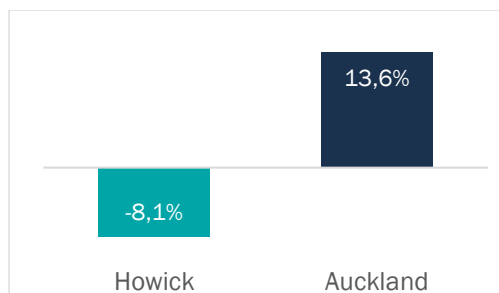
## Town Centres

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 the Howick Local Board area are Howick Village, Botany and Highland Park.

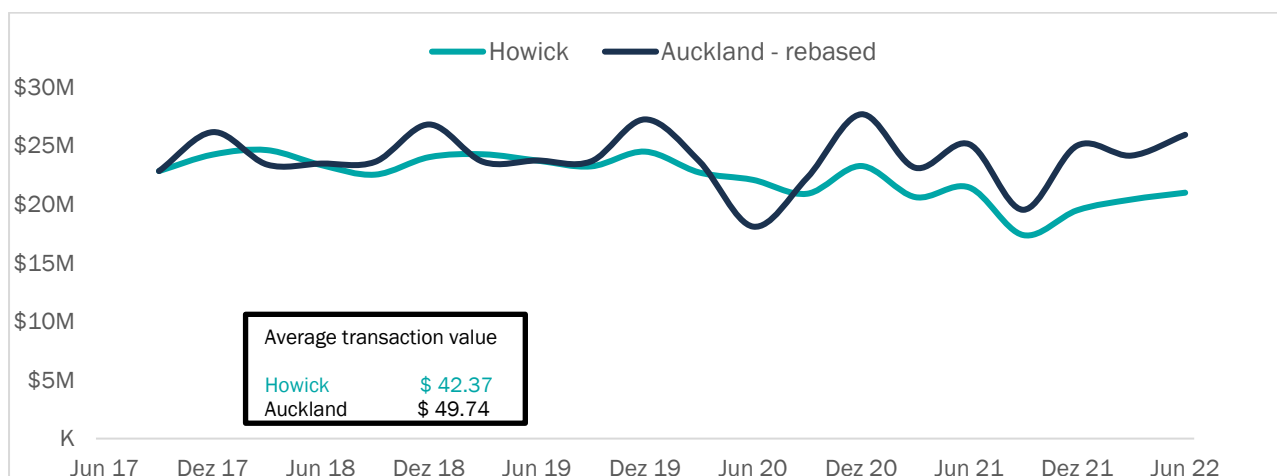
Spending in Howick Village between 2017-2022 declined by 8.1 cent, compared to growth of 13.6 per cent regionally. The average transaction value in Howick Village was \$42.37, below the Auckland average of \$49.74.

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



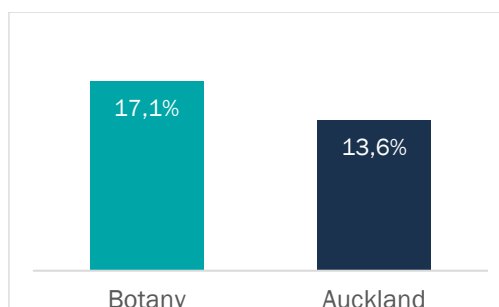
Spending in Howick has been at a lower rate than the region and has not recovered at the same rate as other town centres after the declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



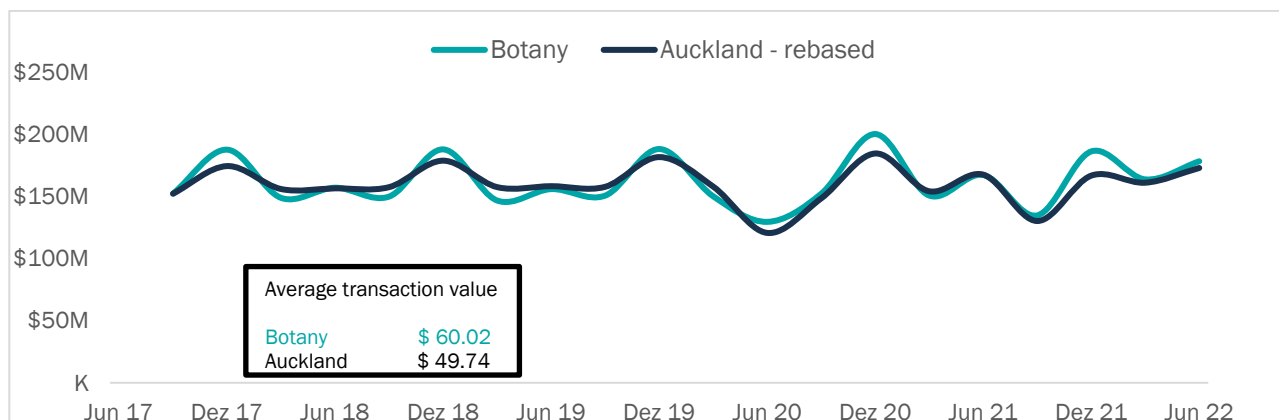
Spending in Botany between 2017-2022 grew by 17.1 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Botany was \$60.02, above the Auckland average of \$49.74. (Marketview 2022)

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



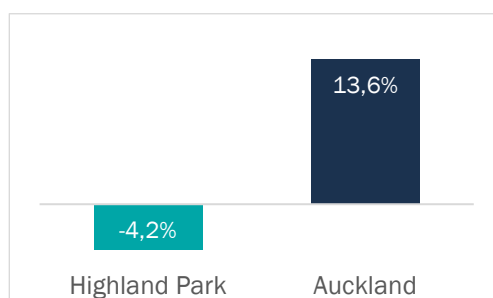
Spending in Botany has been at a similar rate as that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



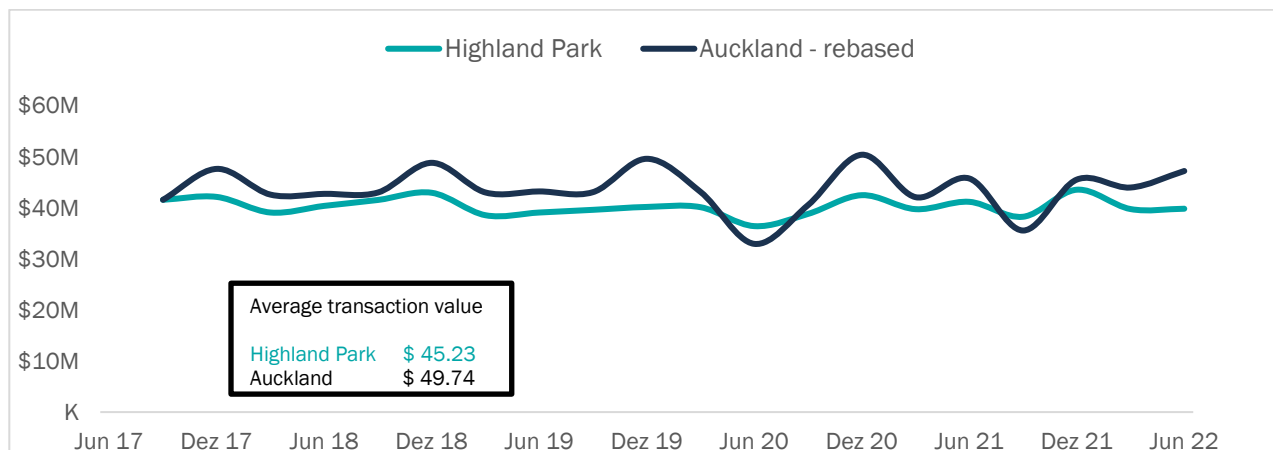
Spending in Highland Park between 2017-2022 declined by 4.2 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Highland Park was \$45.23, below the Auckland average of \$49.74. (Marketview 2022)

#### HIGHLAND PARK BID SPENDING GROWTH (2017-2022)



Spending in Highland Park has been at a lower rate than the region and has not recovered to the same extent as the other town centres in the region, following the declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

#### HIGHLAND PARK 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.**

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