TĀTAKI AUCKLAND UNLIMITED REPORT

# Maungakiekie-Tāmaki Local Economic Overview 2022

## TĀTAKI AUCKLAND UNLIMITED REPORT



aucklandnz.com/business

# 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 sources 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

Maungakiekie-Tāmaki is one of Auckland's most populous local board areas with a population of 83,100 that is forecast to increase to 123,000 by 2048. The area has an ethnically diverse population with many residents from Tonga, Samoa, China and India.

Maungakiekie-Tāmaki is one of Auckland's less prosperous areas. The Auckland Prosperity Index report showed while there are plentiful jobs (over 100,000) in the area, few are in knowledge-intensive industries. The area's lower skills base means household prosperity is low.

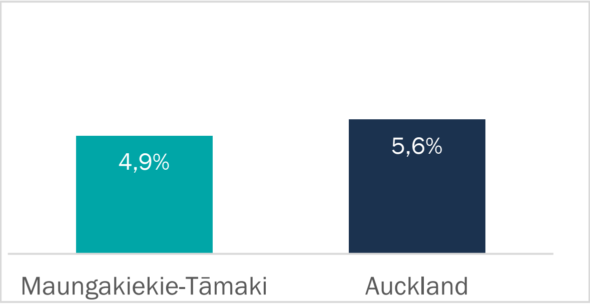
**POPULATION SUMMARY**

| | Maungakiekie-Tāmaki | Auckland/Share |
|---|---|---|
| Population (2021) | 83,100 | 4.8% |
| Population growth (2016-2021) | 4.9% | 5.6% |
| Median Age (2021) | 34.0 | 35.6 |
| Labour force (2022) | 53,200 | 983,800 |
| Labour force participation (2022) | 71% | 72% |
| Home ownership (2018) | 34% | 45% |

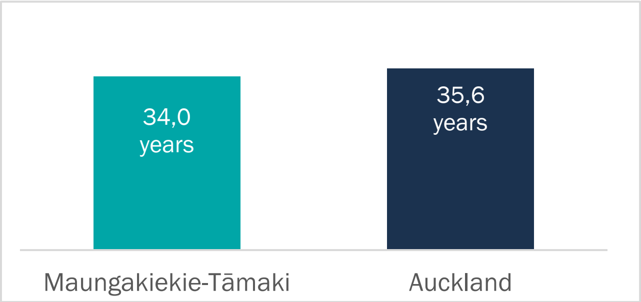
## Population

The Maungakiekie-Tāmaki Local Board area has experienced population growth just below the regional average in recent years. Between 2016 and 2021, population growth was 4.9 per cent compared to 5.6 per cent regionally (Infometrics 2021)[1].

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




**MEDIAN AGE (INFOMETRICS 2021)**

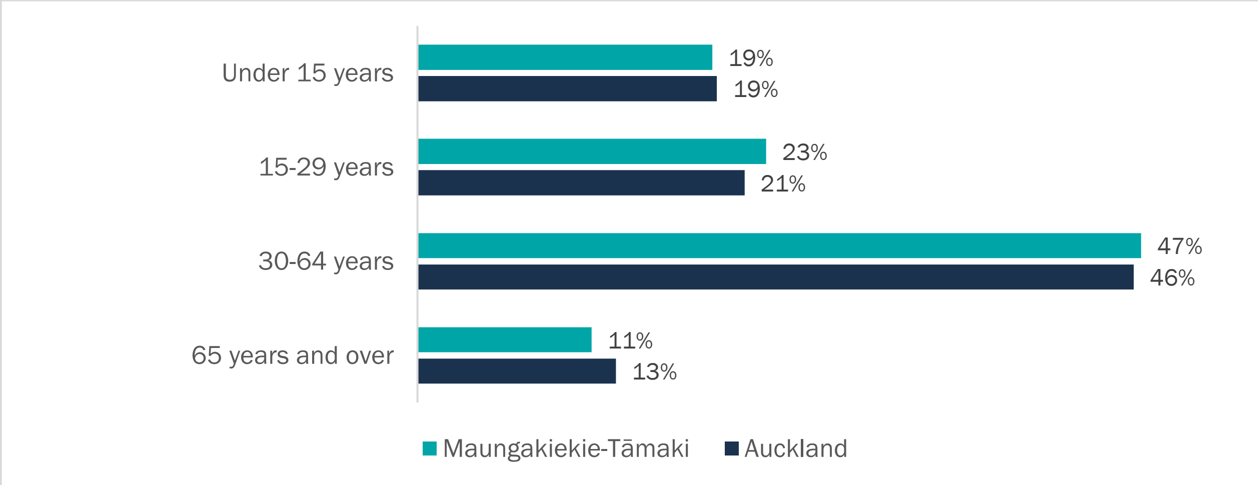



Medium population projections suggest that Maungakiekie-Tāmaki could be home to 123,000 residents by 2048, an increase of 39,900. This equates to a 1.8 per cent per annum increase or 1,478 additional residents per year between 2021 and 2048 (NZ Statistics).

[1] Infometrics population estimates

Maungakiekie-Tāmaki has a median age and working age population similar to the regional average. There are slightly fewer people of retirement age compared to the region.

**AGE STRUCTURE (INFOMETRICS 2021)**

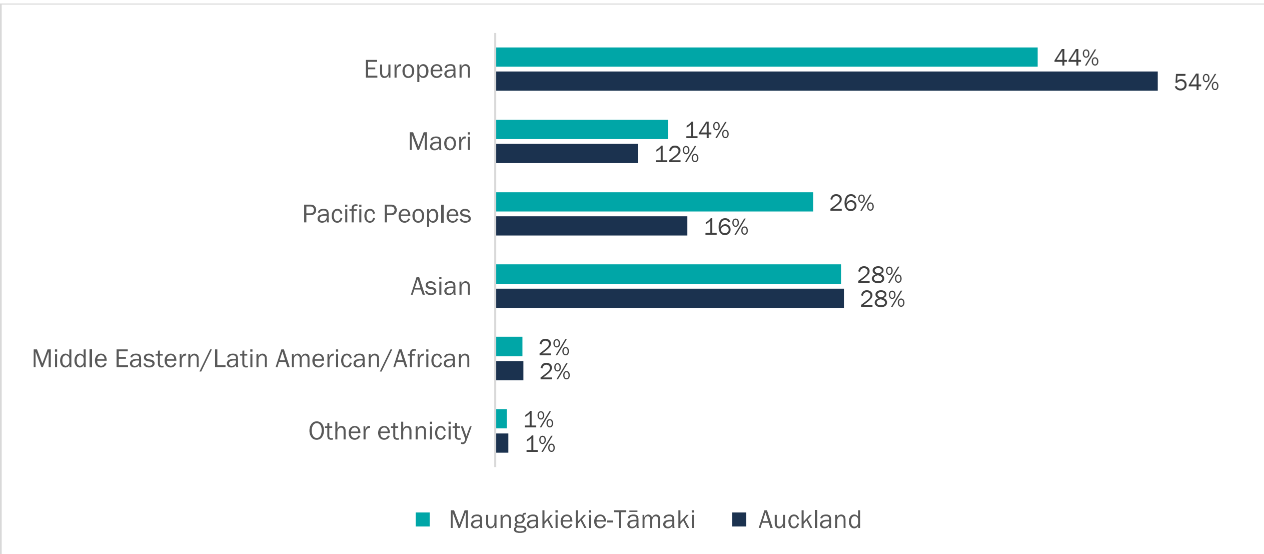



## Ethnicity

Maungakiekie-Tāmaki's population is predominantly of European ethnicity (44 per cent) but less so than the regional profile, where Europeans make up 54 per cent of the population. Maungakiekie-Tāmaki's has more Pacific and Māori residents than the regional average. Samoans, Tongans and Cook Islanders are the main groups of Pacific Peoples. Asian people make up a just over a quarter of residents, the same as the region. Most of those are of Indian origin.

Maungakiekie-Tāmaki has a large proportion of residents born overseas (42 per cent), the same percentage as the region. Of people born overseas, 26 per cent had been in New Zealand for less than five years compared to 24 per cent for the region.

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




## Languages

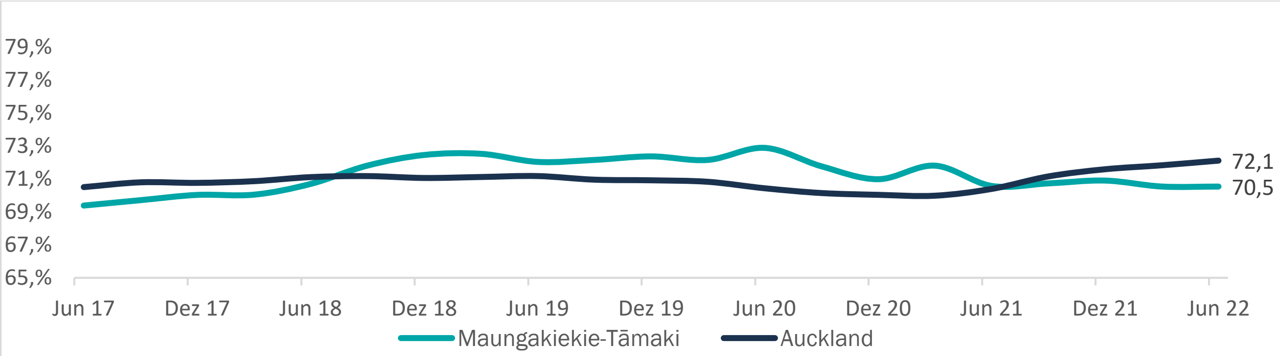
With a diverse population, there are a wide range of languages in use in Maungakiekie-Tāmaki. Ninety-two per cent of residents are able to speak English compared to the 93 per cent for the region.

## Labour Force

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

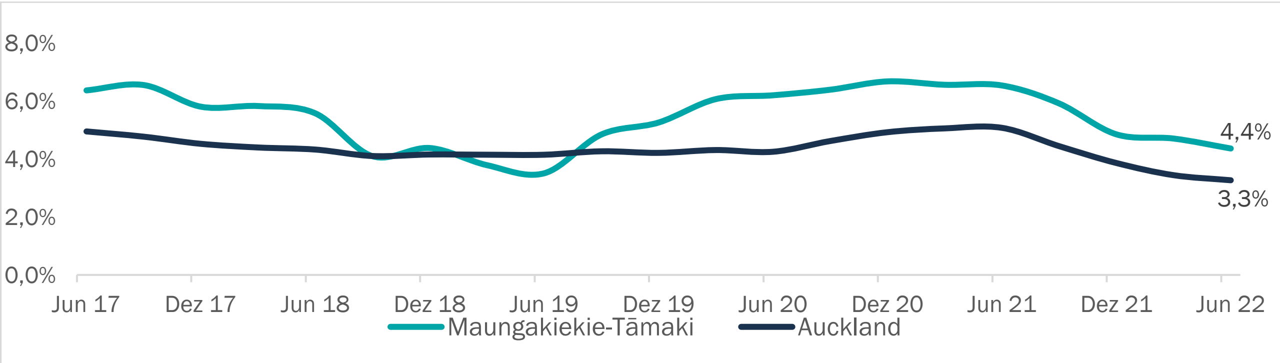
The labour force participation rate in Maungakiekie-Tāmaki is 71 per cent, just below the Auckland rate (72 per cent).

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




Unemployment, measured by the Household Labour Force Survey in Maungakiekie-Tāmaki, has remained consistently above the Auckland average over the last three years.

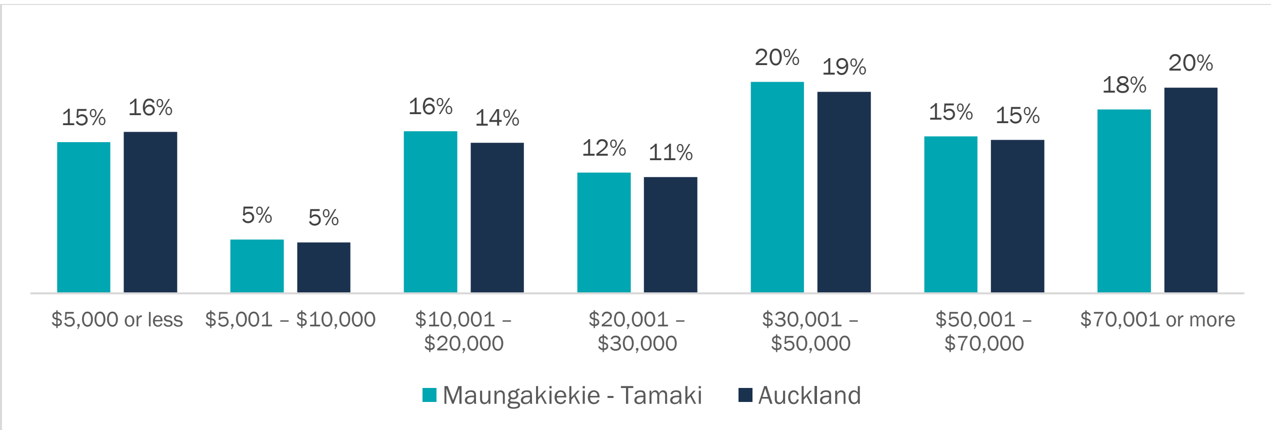
**UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)**




## Income

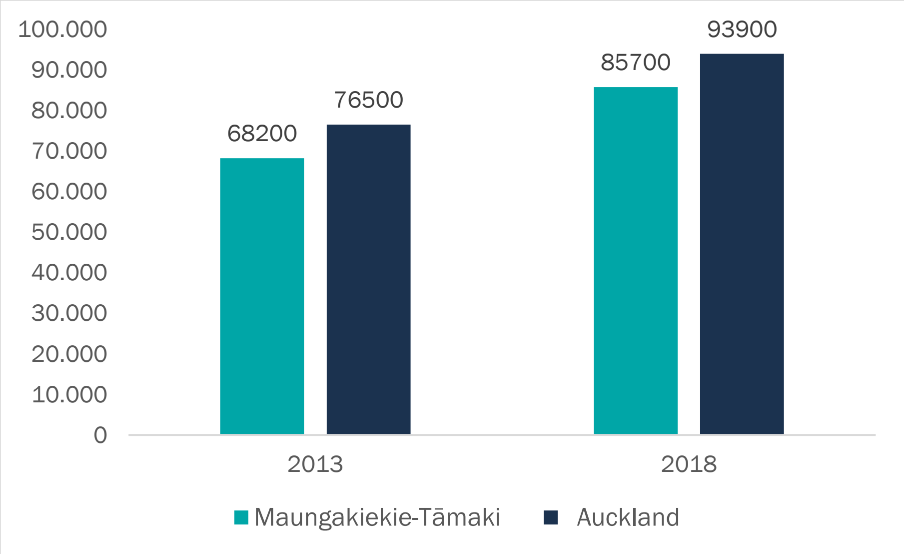
Analysis of individual income levels in 2018 shows that there was a lower proportion (18 per cent) of persons earning a high income (over $70,000 per year) in Maungakiekie-Tāmaki compared to the region (20 per cent).

**INDIVIDUAL INCOMES (CENSUS 2018)**



At the 2018 census, the median household income in Maungakiekie-Tāmaki was $85,700, lower than the Auckland median of $93,900.

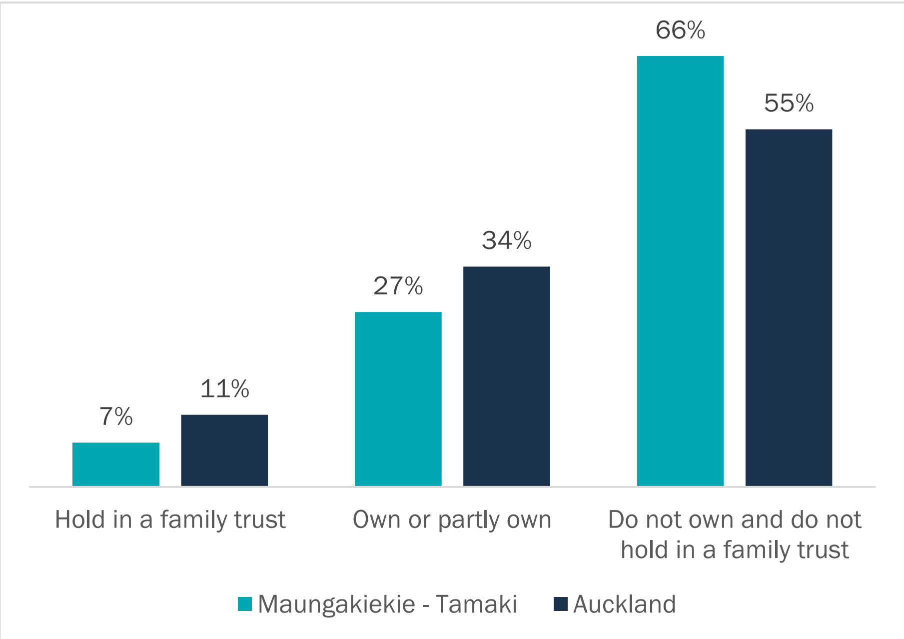
### MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)




In 2018, 10 per cent of individuals in Maungakiekie-Tāmaki derived self-employment or business income, below the rate across all Auckland households (14 per cent).

Home ownership in Maungakiekie-Tāmaki is lower than the regional average; in 2018, 34 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

### HOME OWNERSHIP (CENSUS 2018)



# 3: Skills

Maungakiekie-Tāmaki has a similarly qualified labour force as that of the region. Fewer school leavers from Maungakiekie-Tāmaki leave with NCEA Level 2 or NCEA Level 3. Fewer school leavers enter tertiary education upon leaving school.

## 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.

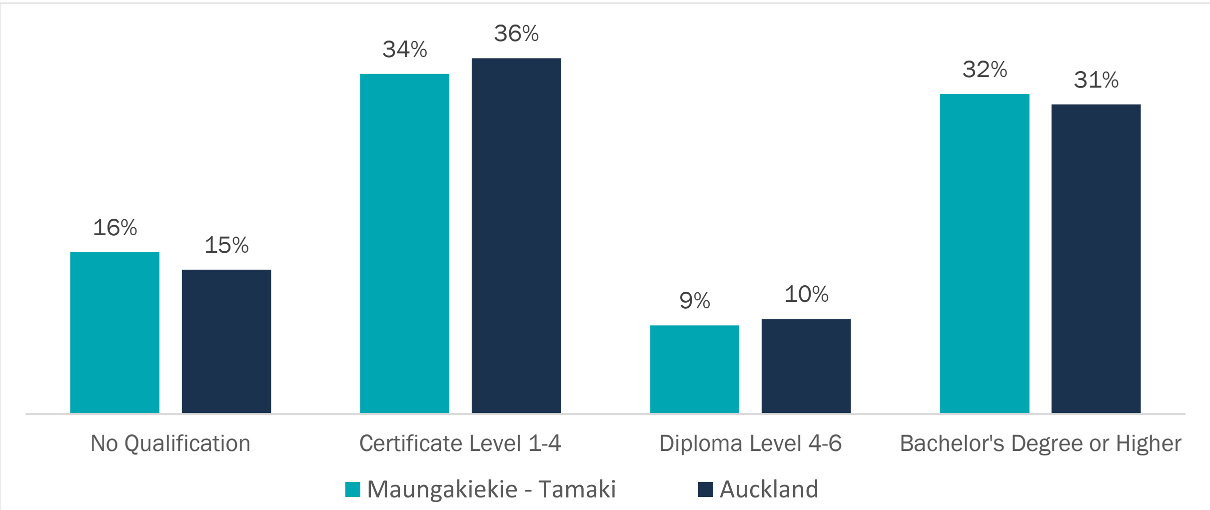
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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 Maungakiekie-Tāmaki had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Sixteen per cent of residents had no educational qualifications compared with 15 per cent across the region[2].

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

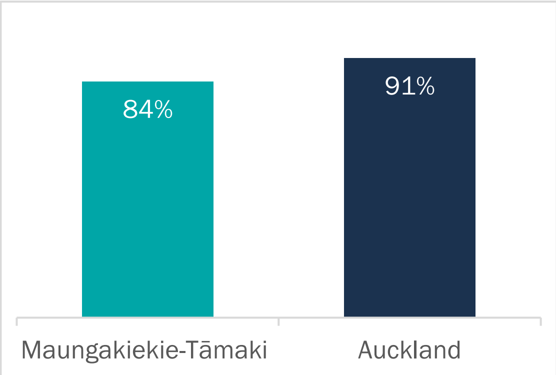
## Educational attainment

NCEA is the national school leavers qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 16 per cent of school leavers in Maungakiekie-Tāmaki did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

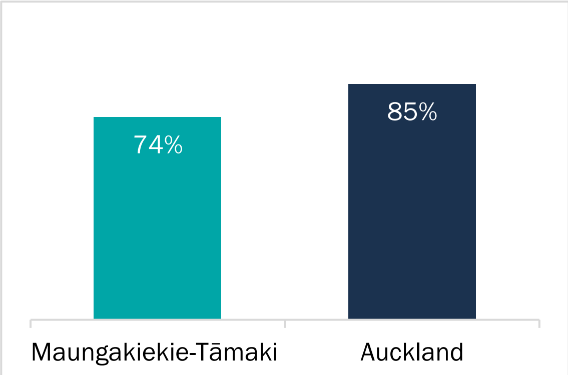
In 2021, 26 per cent of school leavers in Maungakiekie-Tāmaki did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is more than the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

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

**LEVEL 1**




**LEVEL 2**

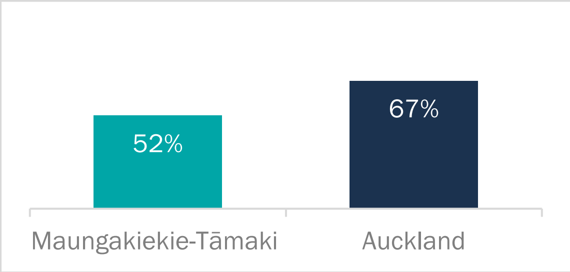



**NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)**

| Percentage achieving NCEA | Level 1 | Level 2 |
|---|---|---|
| European | 76.2% | 62.2% |
| Māori | 73.9% | 58.0% |
| Pacific | 86.8% | 78.7% |
| Asian | 95.3% | 88.7% |
| Middle East, Latin American, African | 88.9% | 77.8% |
| Other | 100.0% | 85.7% |
| **Total Local Board** | **83.9%** | **74.4%** |
| **Total Auckland** | **91.2%** | **84.9%** |

NCEA Level 3 is regarded as the minimum level required for university entry. Fifty-two per cent of Maungakiekie-Tāmaki school leavers achieved this, fewer 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)

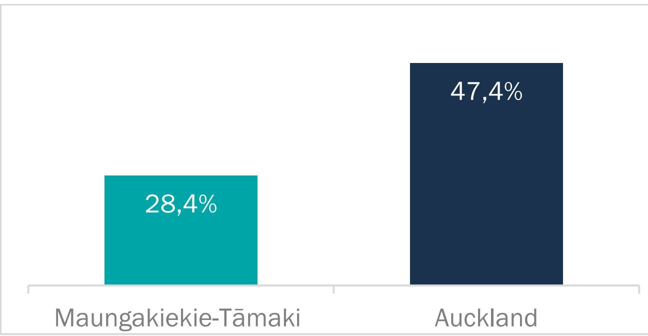
| Percentage achieving NCEA 3 | Maungakiekie-Tāmaki | AKL region |
|---|---|---|
| Māori | 36.2 | 43.5 |
| Pacific | 52.7 | 54.2 |
| Asian | 76.4 | 83.3 |
| Middle East, Latin American, African | 44.4 | 68.8 |
| Other | 71.4 | 73.7 |
| European | 44.1 | 69.8 |
| **Total** | **51.6** | **67.2** |

Fewer school leavers moved on to degree level study within a year of leaving school. Twenty-eight per cent of Maungakiekie-Tāmaki school leavers did this, much below the Auckland average of 47 per cent. A higher proportion moved into certificate and diploma level study, but overall fewer (51 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 |
|---|---|---|---|---|---|
| Maungakiekie-Tāmaki | 28.4% | 18.5% | 4.2% | 48.9% | 524 |
| Auckland | 47.4% | 19.6% | 2.0% | 31.0% | 19,033 |

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



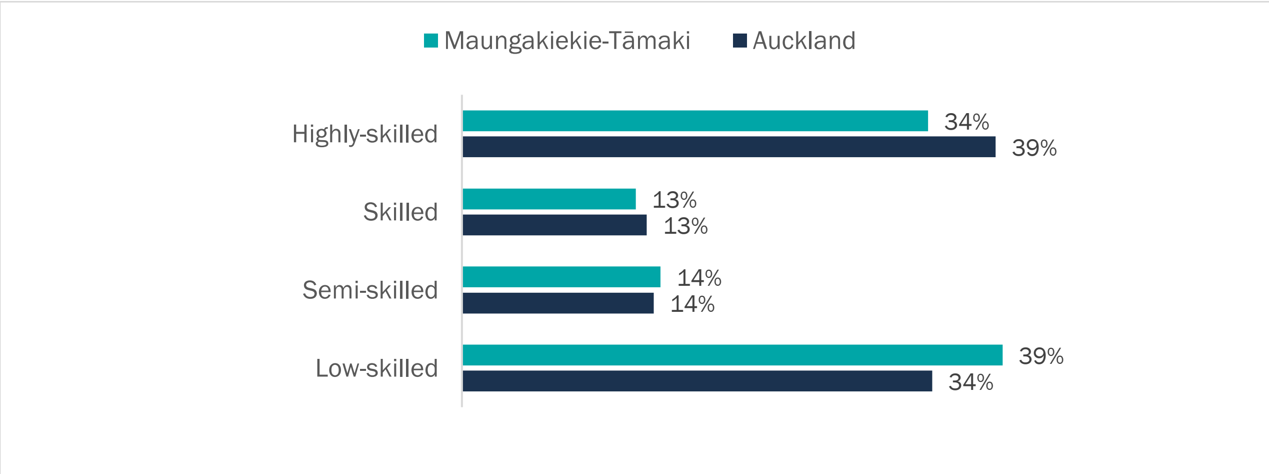
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR ETHNICITY (MINISTRY OF EDUCATION 2021)

| Ethnicity | Bachelor's and above | Certificates & diplomas levels 3-7 | Certificates Levels 1-2 | Not enrolled in tertiary education | Total Leavers |
|---|---|---|---|---|---|
| Māori | 13.3% | 26.7% | 5.8% | 54.2% | 120 |
| Pacific | 22.9% | 17.3% | 3.8% | 56.0% | 266 |
| Asian | 50.8% | 15.0% | 0.8% | 33.3% | 120 |
| MELAA | 33.3% | 22.2% | 22.2% | 22.2% | 9 |
| Other | 16.7% | 25.0% | 0.0% | 58.3% | 12 |
| NZ European | 29.9% | 19.6% | 6.5% | 43.9% | 107 |

## Occupations

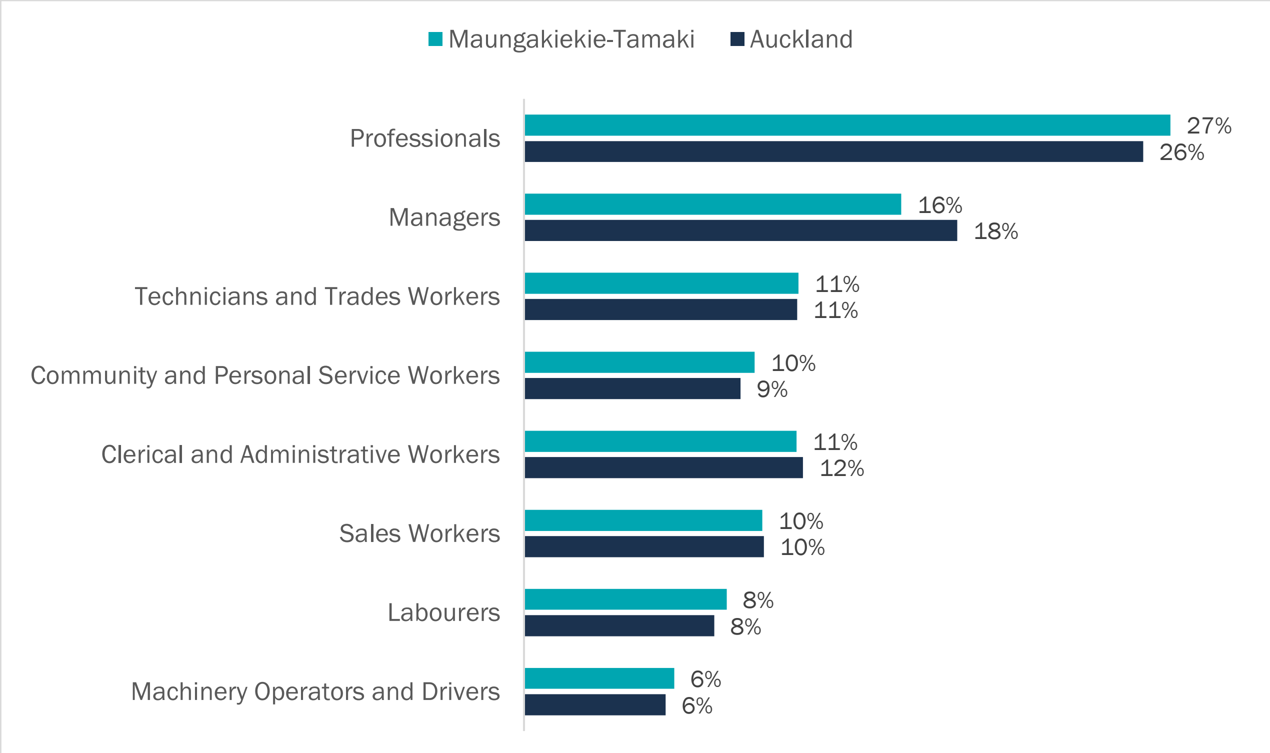
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN MAUNGAKIEKIE-TĀMAKI (INFOMETRICS (2021)



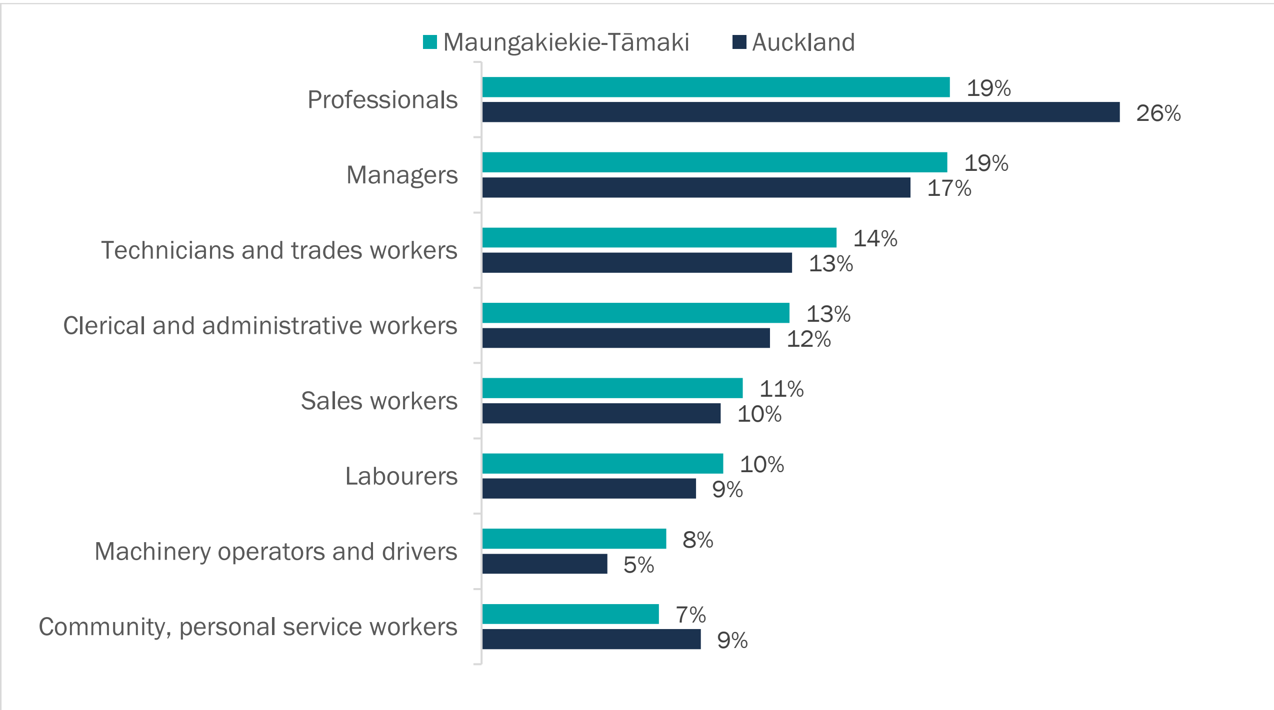

The Maungakiekie-Tāmaki Local Board had a lower proportion of employment in the skilled and higher-skilled levels (47 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (53 per cent) compared to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

## OCCUPATIONS OF RESIDENTS LIVING IN MAUNGAKIEKIE-TĀMAKI (CENSUS 2018)




Professionals and managers were the most popular occupational categories for Maungakiekie-Tāmaki residents in 2018 (43 per cent), similar to the regional average (44 per cent). All the other occupational groups of residents were broadly in line with those of the region.

## OCCUPATIONS IN MAUNGAKIEKIE-TĀMAKI BASED BUSINESSES (INFOMETRICS 2021)




Of the jobs located in the Maungakiekie-Tāmaki Local Board area, professionals and managers were the largest occupational groups. Resident machinery operators and drivers (eight per cent) were above the regional average (five per cent). The other occupational groups were broadly in line with that of the wider Auckland region.

Specialist managers[3] were the largest occupational group in Maungakiekie-Tāmaki, almost double the number of jobs of the second largest occupational group, business professionals.

### TOP 10 OCCUPATIONS LOCATED IN MAUNGAKIEKIE-TĀMAKI (INFOMETRICS 2021)

| Rank | Occupation | Jobs (2021) | Share of Maungakiekie Total |
|---|---|---|---|
| 1 | Specialist Managers | 10,874 | 10.6% |
| 2 | Business, HR & Marketing Professionals | 5,620 | 5.5% |
| 3 | Sales Assistants & Salespersons | 5,558 | 5.4% |
| 4 | Chief Execs, General Managers, Legislators | 4,531 | 4.4% |
| 5 | Sales Representatives & Agents | 4,119 | 4.00 |
| 6 | Design, Engineering, Science Professionals | 3,535 | 3.5% |
| 7 | Hospitality, Retail & Service Managers | 3,482 | 3.4% |
| 8 | Automotive & Engineering Trades Workers | 3,465 | 3.4% |
| 9 | Other Labourers | 3,216 | 3.1% |
| 10 | Construction Trades Workers | 3,089 | 3.0% |
| | **Sub-total of top 10 occupations** | **47,489** | **46.3%** |
| | **Total jobs** | **102,273** | **100%** |

Specialist managers, the largest occupational, were also the fastest growing between 2016-2021, adding 729 new jobs.

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

| Sector | New Jobs |
|---|---|
| Specialist Managers | 729 |
| Design, Engineering, Science Professionals | 531 |
| Education Professionals | 529 |
| Construction Trades Workers | 422 |
| Business, HR & Marketing Professionals | 392 |
| Carers & Aides | 300 |

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

The cleaners and laundry workers occupational group lost 486 jobs between 2016-2021.

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

| Sector | Jobs Lost |
|---|---|
| Cleaners & Laundry Workers | -486 |
| Sales Representatives & Agents | -239 |
| General Clerical Workers | -206 |
| Other Technicians & Trades Workers | -161 |
| Inquiry Clerks & Receptionists | -142 |

# 4: Local Economy

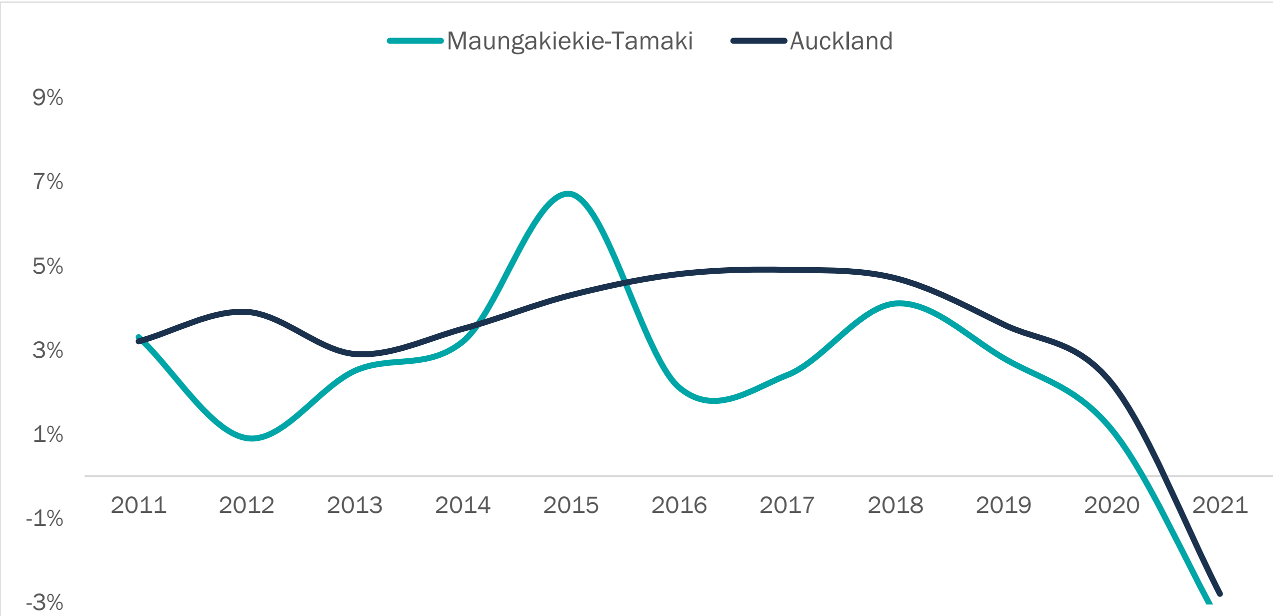
Maungakiekie-Tāmaki has a strong local economy driven by a large proportion of its GDP generated by the wholesale trade and manufacturing sectors. The wholesale trade sector is the largest employer in the area. The construction and retail sectors created the greatest number of new jobs in recent years and were also both in the top three sectors for fastest growth by GDP between 2016-2021. Twenty-five per cent of jobs in Maungakiekie-Tāmaki were in knowledge intensive industries which was 11 per cent below the regional average of 36 per cent.

### Growth and employment trends

Between 2020-2021, Maungakiekie-Tāmaki experienced a negative GDP growth of -3.5 per cent, compared to the negative growth rate in the Auckland region of -2.8 per cent. In the five years to 2021, the Maungakiekie-Tāmaki economy grew at an average annual rate of 1.4 per cent, lower than the 2.5 per cent in the Auckland region.

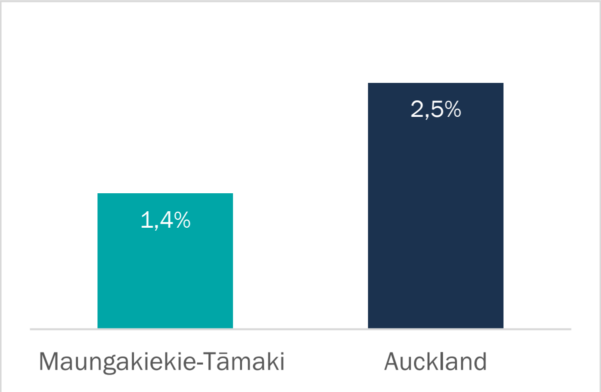
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers the period to the end of the financial year in March 2021 so does not show the further impact of the second Level 4 lockdown period. Maungakiekie-Tāmaki's GDP growth declined at a similar rate as the regional average during the lockdown period.

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

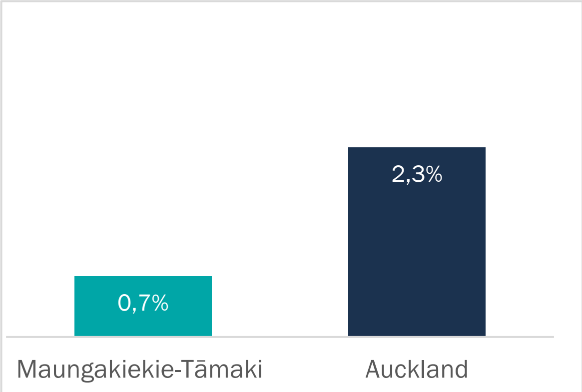


Employment in Maungakiekie-Tāmaki increased by an average of 0.7 per cent per annum in the five years from 2016 -2021, below the Auckland rate of 2.3 per cent. Over the last five years Maungakiekie-Tāmaki job numbers increased the most in construction services (+1,361 jobs), other store and non-store retailing (+961) and building construction (+904).

**AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)**




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




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

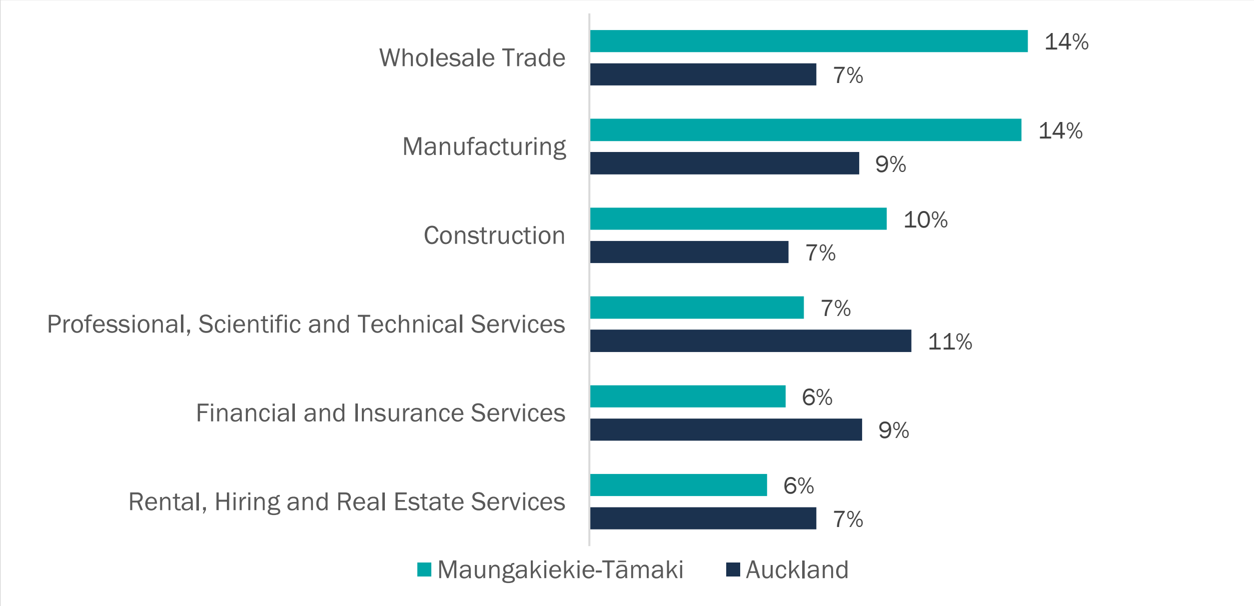
**FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)**

| Industry | Average p.a. change (2016-2021) |
|---|---|
| Information Media & Telecommunications | 6.4% |
| Retail Trade | 6.2% |
| Construction | 4.4% |
| Arts & Recreation Services | 4.0% |
| Healthcare & Social Assistance | 3.8% |
| Professional, Scientific & Technical Services | 3.4% |

## Industry mix

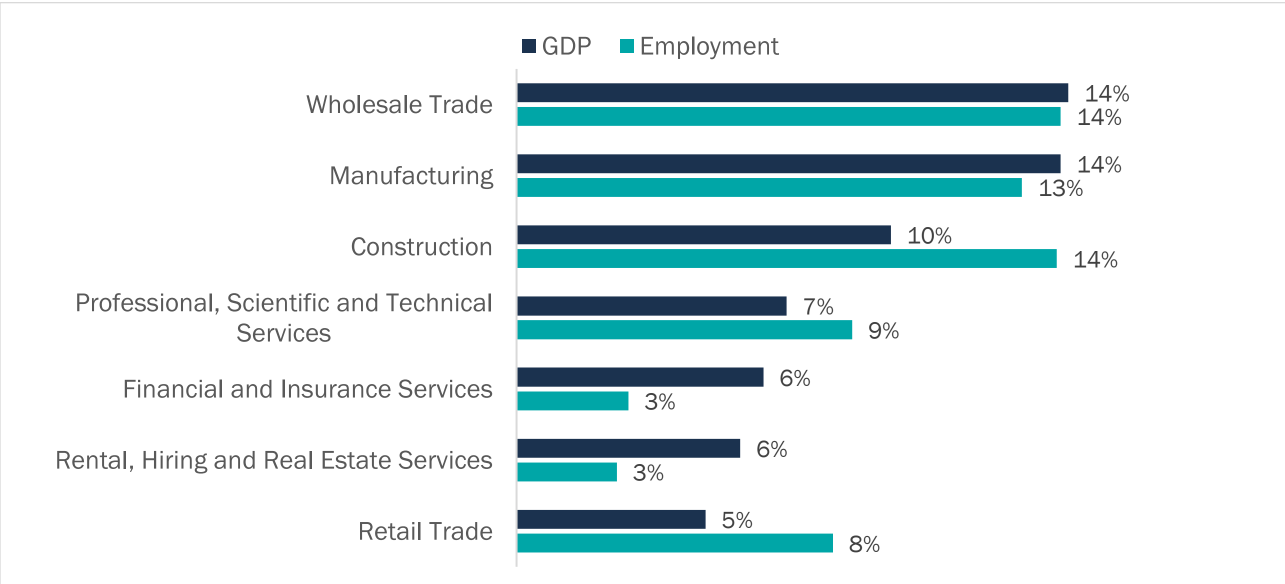
Maungakiekie-Tāmaki's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Maungakiekie-Tāmaki economy were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

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




- **Wholesale trade** contributed 14 per cent of Maungakiekie-Tāmaki's GDP and provided 14 per cent of the area's employment
- **Manufacturing** contributed 14 per cent of Maungakiekie-Tāmaki's GDP and provided 13 per cent of the area's employment
- **Construction** contributed 10 per cent of Maungakiekie-Tāmaki's GDP but provided 14 per cent of the area's employment
- **Professional, scientific and technical services** contributed seven per cent of Maungakiekie-Tāmaki's GDP and provided nine per cent of the area's employment

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




Wholesale trade, manufacturing and construction were the key employment sectors in Maungakiekie-Tāmaki.

Looking at more detailed sub-sectors, we see that professional services and administrative and support services were also important employment sectors in the area.

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

| Rank | Industry | Jobs (2021) | Share of M-T Total |
|---|---|---|---|
| 1 | Wholesale Trade | 14,448 | 14.1% |
| 2 | Professional, Scientific & Tech Services | 8,904 | 8.7% |
| 3 | Construction Services | 7,668 | 7.5% |
| 4 | Administrative & Support Services | 7,153 | 7.0% |
| 5 | Other Store & Non-Store Retailing | 5,525 | 5.4% |
| 6 | Healthcare & Social Assistance | 5,109 | 5.0% |
| 7 | Accommodation & Food Services | 4,871 | 4.8% |
| 8 | Heavy & Civil Engineering Construction | 3,989 | 3.9% |
| 9 | Education & Training | 3,481 | 3.4% |
| 10 | Other Services | 3,434 | 3.4% |
| | **Total top 10 industries** | **64,582** | **63.2%** |
| | **All other industries** | **37,691** | **36.8%** |
| | **Total employment** | **102,273** | **100%** |

The construction services sector added the largest number of new jobs between 2016-2021, followed by other store and non store retailing which essentially is all retail other than food retail.

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

| Sector | New Jobs |
|---|---|
| Construction Services | 1,361 |
| Other Store & Non-Store Retailing | 961 |
| Building Construction | 904 |
| Education & Training | 730 |
| Professional, Scientific & Tech Services | 596 |
| Healthcare & Social Assistance | 595 |
| Heavy & Civil Engineering Construction | 592 |

The administration and support services sector, which is the fourth largest employer, lost 1,448 jobs between 2016-2021.

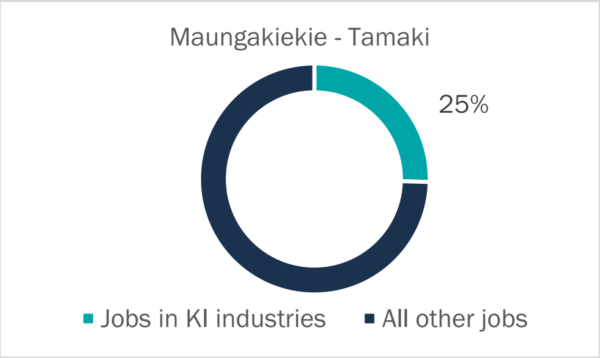
**SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)**

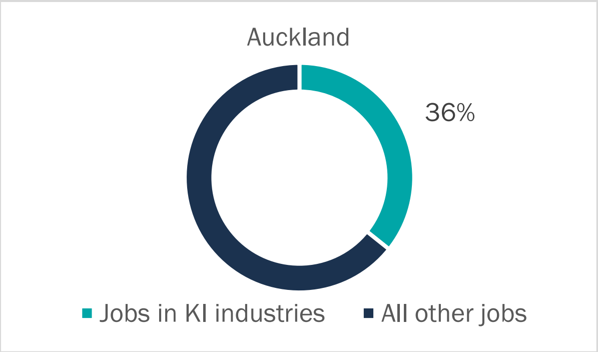
| Sector | Jobs Lost |
|---|---|
| Administrative & Support Services | -1,448 |
| Accommodation & Food Services | -731 |
| Printing | -314 |
| Fabricated Metal Product Manufacturing | -290 |
| Machinery & Other Equipment Manufacturing | -213 |

## Knowledge intensive employment

Knowledge intensive industries[4] represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Twenty-five per cent of jobs in Maungakiekie-Tāmaki were in knowledge intensive industries which was 11 per cent below the regional average of 36 per cent.

**JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES (INFOMETRICS 2016-2021)**




## 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.

Manufacturing industries are strongly represented Maungakiekie-Tāmaki, but these are relatively small in terms of GDP. The wholesale trade sector dominates the local economy, it contributed 14.3 per cent of the area's GDP and 14,448 jobs.

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

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

| Rank | Industry | LQ | GDP ($M) | Jobs |
|---|---|---|---|---|
| 1 | Pulp & Paper Product Manufacturing | 3.4 | 144.6 (1%) | 637 |
| 2 | Primary Metal & Metal Product Manufacturing | 3.0 | 98.1 (0.7%) | 525 |
| 3 | Non-Metallic Mineral Product Manufacturing | 2.9 | 180.1 (1.2%) | 1,127 |
| 4 | Wholesale Trade | 2.8 | 2072.8 (14.3%) | 14,448 |
| 5 | Polymer Product & Rubber Product Manufacturing | 2.8 | 192 (1.3%) | 1,357 |
| 6 | Heavy & Civil Engineering Construction | 2.4 | 628.4 (4.3%) | 3,989 |

At the detailed sector level, the cable and other subscription programming businesses are strongly represented in the area, they generated $159 million GDP.

### LOCAL SPECIALISMS (INFOMETRICS 2021)

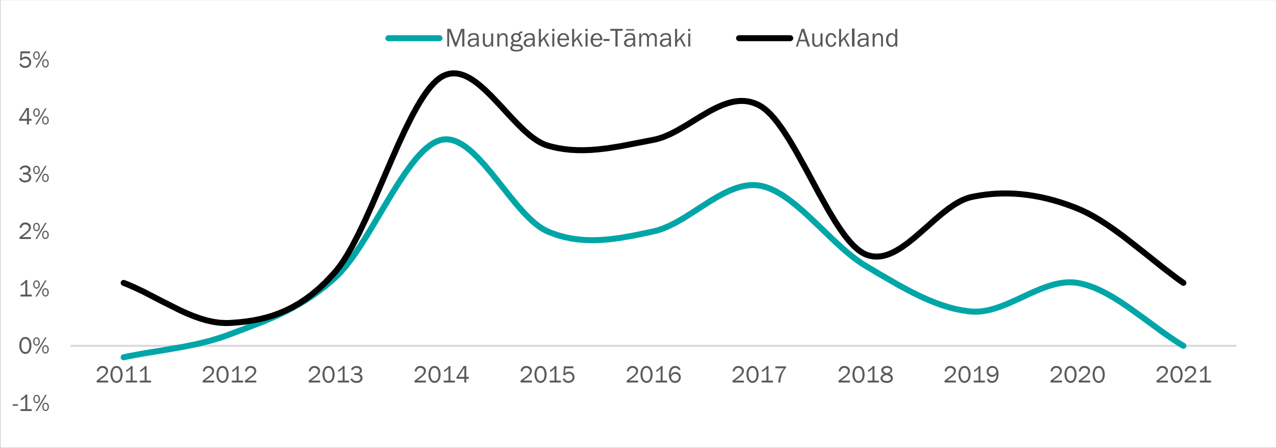
| Rank | Industry | LQ | GDP($M) | Share |
|---|---|---|---|---|
| 1 | Cable & Other Subscription Programming | 20.0 | 159.1 | 1.1% |
| 2 | Paper Bag & Sack Manufacturing | 18.8 | 28.9 | 0.2% |
| 3 | Non-Ferrous Metal Casting | 14.0 | 14.5 | 0.1% |
| 4 | Plaster & Gypsum Product Manufacturing | 13.8 | 28.9 | 0.2% |
| 5 | Other Basic Non-Ferrous Metal Product Manufacturing | 12.6 | 0.0 | 0.0% |
| 6 | Industrial Gases Manufacturing | 11.0 | 28.9 | 0.2% |

## Businesses

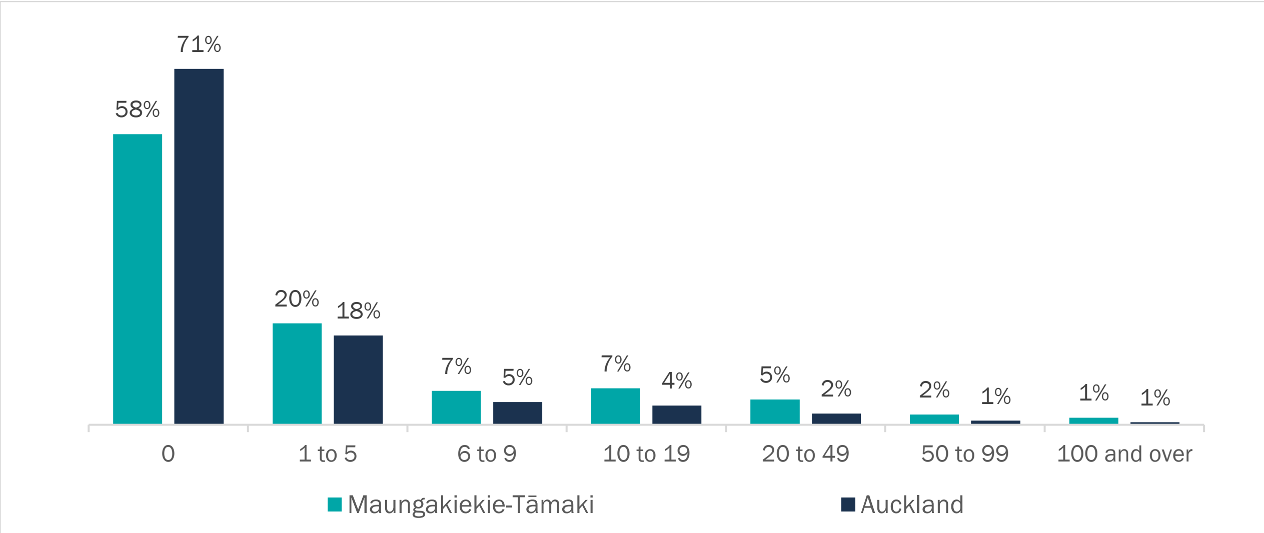
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed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

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

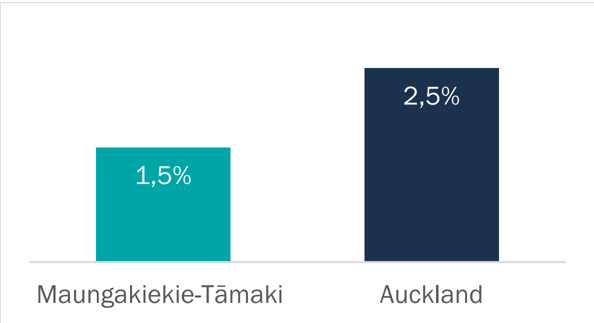



**BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)**




In 2021, there were 11,112 businesses in Maungakiekie-Tāmaki, employing an average of 9.2 employees each, more than the Auckland regional average of 4.4 employees. The vast majority (78 per cent) of businesses 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 in Maungakiekie-Tāmaki grew by 1.5 per cent a year on average over the last decade. A lower rate 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 Maungakiekie-Tāmaki is concentrated in a number of significant industrial zones and town centres. Penrose and Mount Wellington together are home to over 50,000 jobs. This makes the area a very significant source of employment for the Auckland region.

Maungakiekie-Tāmaki has several large employment zones. There are 83,100 residents in Maungakiekie-Tāmaki, which has a labour force of 53,200. The local board area has a total of 102,273 jobs located within it. As a result, the area is a net importer of a labour from other areas of the city.

Kainga Ora's has a housing development in Oranga, a small residential suburb near the employment hubs of Greenlane and Penrose. It is close to Onehunga town centre and plans to construct around 500 new state homes. Come completion, approximately 1,100 new homes will have been built.

The Tāmaki Regeneration Company, New Zealand's largest inner city urban regeneration project, covers some 880 hectares across the inner eastern Auckland suburbs of Glen Innes, Point England and Panmure.

Eke Panuku has a project at Clifton Court, in the heart of Panmure, which is set to become a new public space. Also, they are leading the urban regeneration of Onehunga, facilitating the creation of high-quality public spaces, plentiful housing options, improved public transport and better connections to the Manukau Harbour.

## Employment zones

Employment in Maungakiekie-Tāmaki is concentrated in a number of heavy and light industrial zones and several town centres. It is a very significant employment area for the Auckland region.

The main employment zones in Maungakiekie-Tāmaki are the industrial and commercial areas of Penrose (includes West Ellerslie) and Mount Wellington, where significant manufacturing, wholesale and warehousing and construction jobs are located. There are also a number of jobs in Onehunga, Panmure and Glen Innes. Penrose is Auckland's largest industrial area and contributes the greatest share of regional GDP (five per cent) after the city centre and Manukau city centre.

### EMPLOYMENT IN PENROSE AREA* (NZ STATISTICS 2021)

| Sector | Jobs |
|---|---|
| Administrative & Support Services | 5,600 |
| Wholesale Trade | 5,600 |
| Manufacturing | 4,640 |
| Construction | 4,430 |
| Professional, Scientific & Technical Services | 3,950 |
| Accommodation & Food Services | 3,020 |
| Transport, Postal & Warehousing | 2,000 |
| Public Administration & Safety | 1,900 |
| Healthcare & Social Assistance | 1,810 |
| Retail Trade | 1,780 |
| **Total all sectors** | **40,600** |
| * Based on business demographics for the SA2 area | |

### EMPLOYMENT IN MT WELLINGTON AREA* (NZ STATISTICS 2021)

| Sector | Jobs |
|---|---|
| Wholesale Trade | 6,371 |
| Manufacturing | 3,569 |
| Construction | 3,008 |
| Administrative & Support Services | 1,653 |
| Professional, Scientific & Technical Services | 1,535 |
| Transport, Postal & Warehousing | 1,336 |
| Retail Trade | 1,325 |
| Healthcare & Social Assistance | 1,149 |
| Public Administration & Safety | 1,062 |
| Education & Training | 1,015 |
| **Total all sectors** | **23,400** |
| * Based on business demographics for the SA2 area | |

### EMPLOYMENT IN ONEHUNGA INDUSTRIAL AREA * (NZ STATISTICS 2021)

| Sector | Jobs |
|---|---|
| Manufacturing | 2,100 |
| Wholesale Trade | 1,400 |
| Construction | 900 |
| Transport, Postal & Warehousing | 850 |
| Administrative & Support Services | 560 |
| Professional, Scientific & Technical Services | 480 |
| Healthcare & Social Assistance | 430 |
| Retail Trade | 420 |
| Public Administration & Safety | 390 |
| Other Services | 300 |
| **Total All Sectors** | **4,200** |
| * Based on business demographics for the SA2 area | |

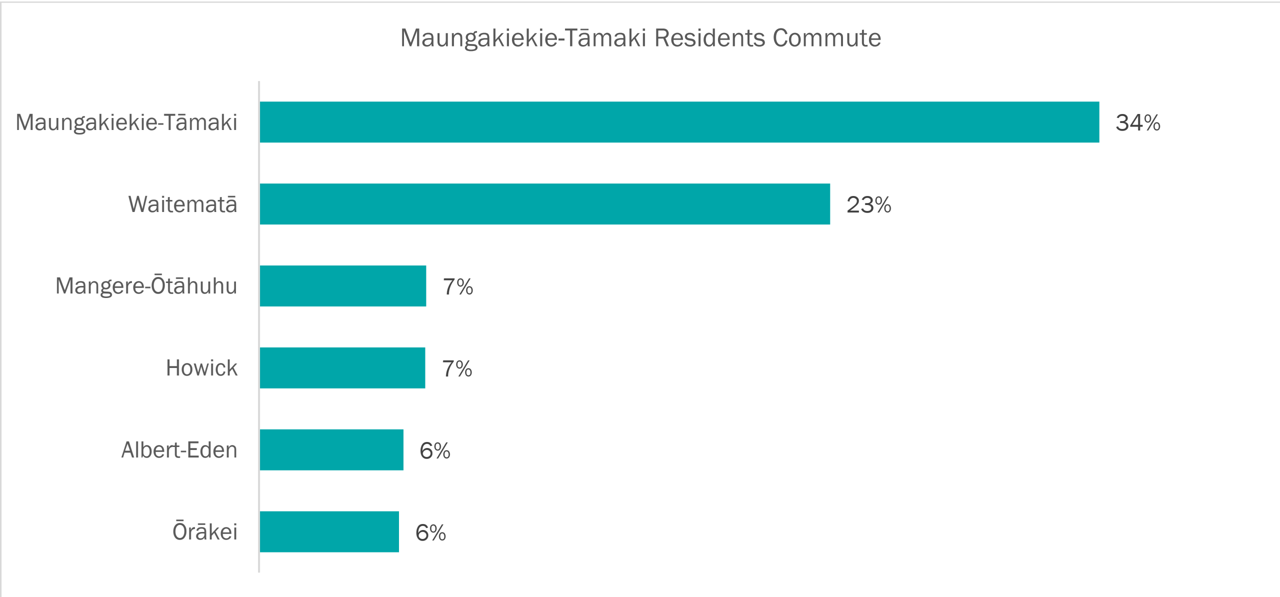
**EMPLOYMENT IN PANMURE GLEN INNES INDUSTRIAL* (NZ STATISTICS 2021)**

| Sector | Jobs |
|---|---|
| Manufacturing | 1,450 |
| Retail Trade | 910 |
| Wholesale Trade | 760 |
| Construction | 290 |
| Transport, Postal & Warehousing | 240 |
| Public Administration & Safety | 220 |
| Accommodation & Food Services | 210 |
| **Total All Sectors** | **5,122** |
| * Based on business demographics for the SA2 area | |

## Commuting

In 2018, a significant percentage (34 per cent) of Maungakiekie-Tāmaki residents worked within the local board area. The most popular destinations for work outside of the area were Waitemata (23 per cent), Mangere-Otahuhu (seven per cent) and Howick (seven per cent).

**TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM MAUNGAKIEKIE-TĀMAKI (CENSUS 2018)**



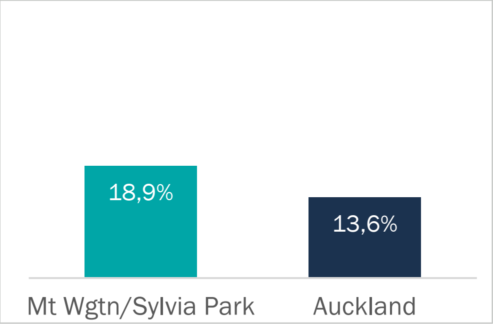

## Town Centres

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 Maungakiekie-Tāmaki are Mount Wellington/Sylvia Park, Onehunga, Panmure and Glen Innes.

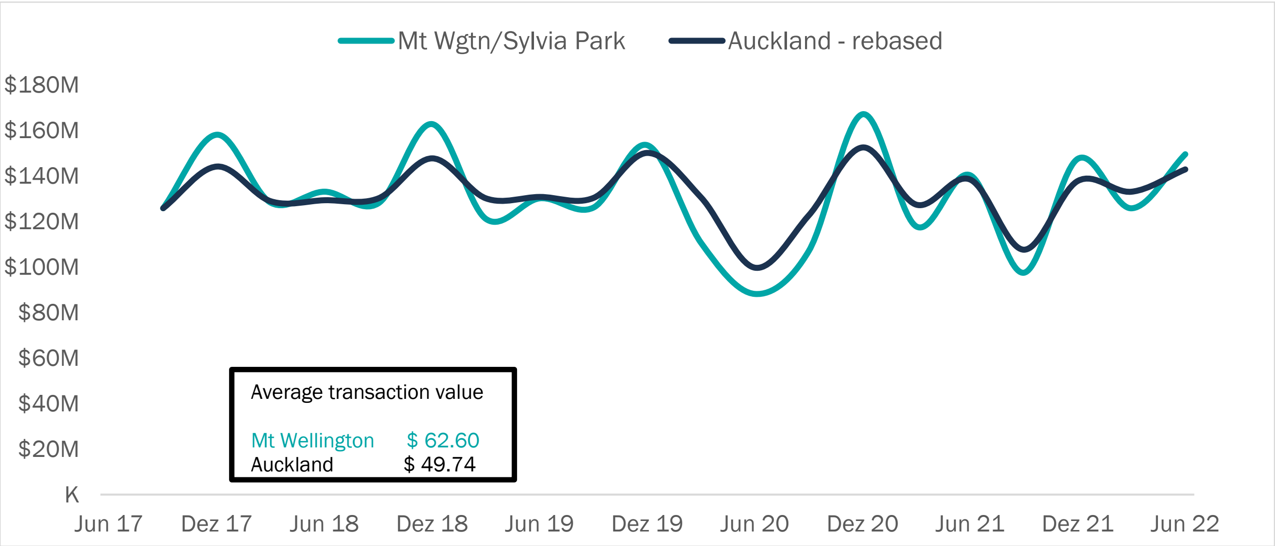
Spending in Mount Wellington/Sylvia Park between 2017-2022 grew by 18.9 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Mount Wellington/Sylvia Park was $62.80, well above the Auckland average of $49.74. (Marketview 2022)

## MOUNT WELLINGTON/SYLVIA PARK BID SPENDING GROWTH (2017-2022)



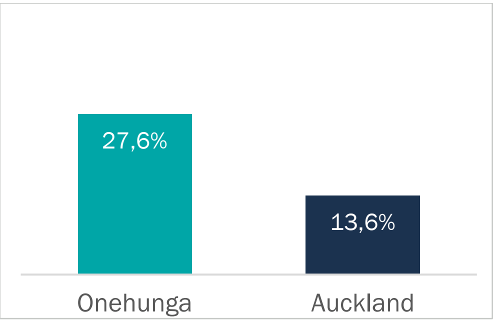

Spending in Mount Wellington/Sylvia Park has been at a similar rate as the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

## MOUNT WELLINGTON/SYLVIA PARK BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



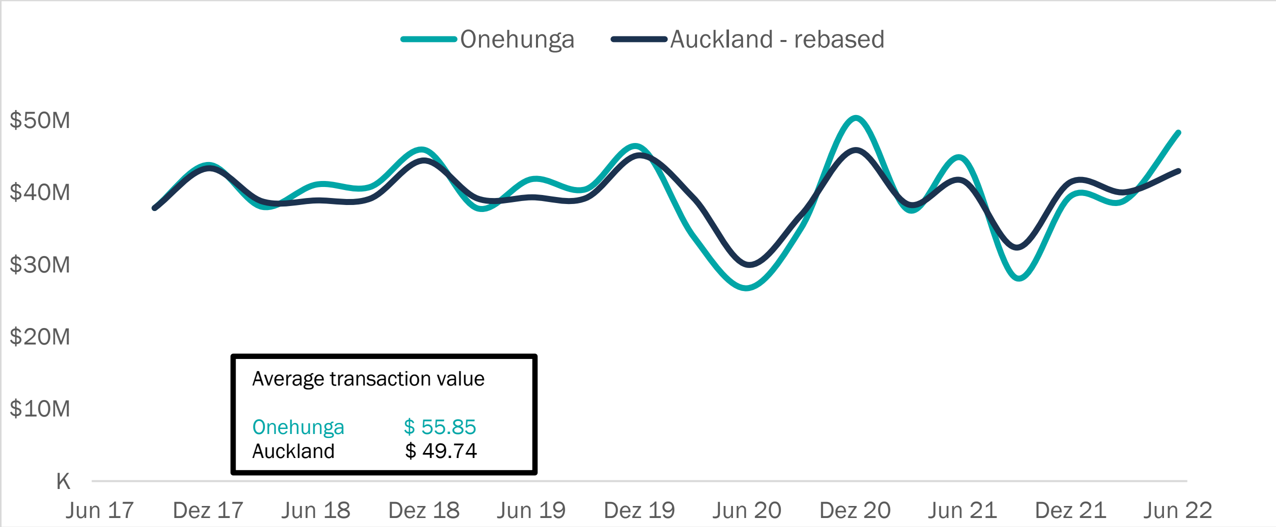

Spending in Onehunga between 2017-2022 increased by 27.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Onehunga was $55.85, above the Auckland average of $49.74. (Marketview 2022)

## ONEHUNGA BID SPENDING GROWTH (2017-2022)



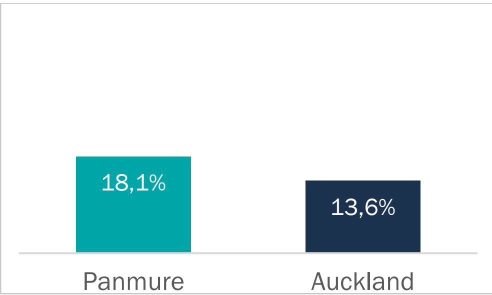

Spending in Onehunga has been at a similar rate as the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



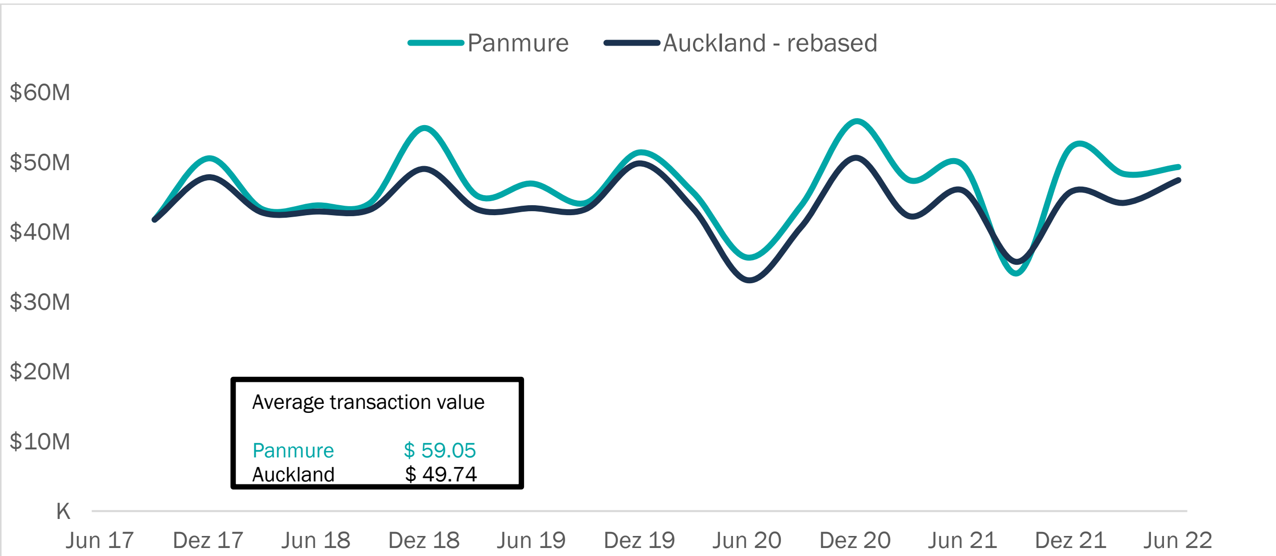

Spending in Panmure between 2017-2022 increased by 18.1 cent, compared to growth of 13.6 per cent regionally. The average transaction value in Panmure was $59.05, above the Auckland average of $49.74. (Marketview 2022)

## PAMMURE BID SPENDING GROWTH (2017-2022)



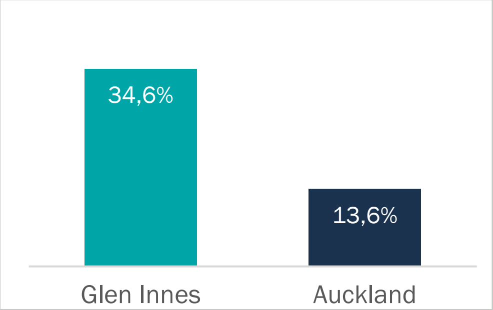

Spending in Panmure has been at a similar rate as the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



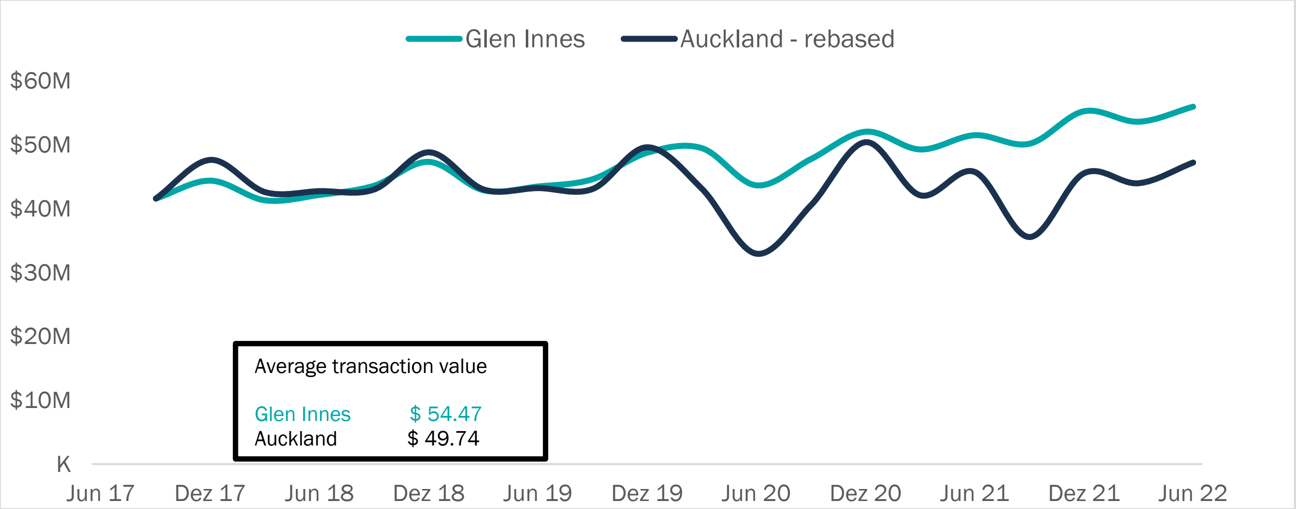
Spending in Glen Innes between 2017-2022 increased by 34.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Glen Innes was $54.47, above the Auckland average of $49.74. (Marketview 2022)

### GLEN INNES BID SPENDING GROWTH (2017-2022)




Spending in Glen Innes has been at a similar rate as that of the region but did not decline as significantly during the COVID-19 lockdown periods of Mar 2020 – May 2020 and Aug 2021 – Oct 2021 as the region.

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



# Glossary

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

## GET IN TOUCH

## TĀTAKI AUCKLAND UNLIMITED WELCOME COMMENT AND FEEDBACK.

John Norman
Head of Economic Places

E john.norman@aucklandnz.com

aucklandnz.com/business