TĀTAKI AUCKLAND UNLIMITED REPORT

Upper Harbour Local Economic Overview 2022

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1: Introduction

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

About this report

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

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

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

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

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

- Population data is primarily drawn from the 2018 Census, as well as official estimates that have been subsequently released by Statistics New Zealand and published by Infometrics.
- Labour force data comes from the Household Labour Force Survey (HLFS).
- Education data is primarily 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

Upper Harbour is one of Auckland's less populous local board areas with a population of 71,300 but is growing rapidly and forecast to increase to 124,900 by 2048. The area has an ethnically diverse population with many residents from the Asian region.

Upper Harbour is one of Auckland's more prosperous areas. The Auckland Prosperity Index report showed Upper Harbour is home to highly skilled residents and has a younger age profile than most other local board areas. With knowledge-intensive industries in the area and ease of access to the city centre and fringe, the workforce has good employment opportunities.

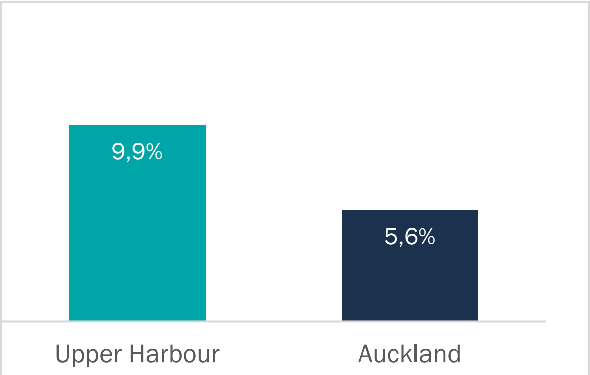
POPULATION SUMMARY

	Upper Harbour Local Board	Auckland
Population (2021)	71,300	4.2%
Population growth (2016-2021)	9.9%	5.6%
Median Age (2021)	37.0	35.6
Labour force (2022)	38,500	983,800
Labour force participation (2022)	72%	72%
Home ownership (2022)	49%	45%

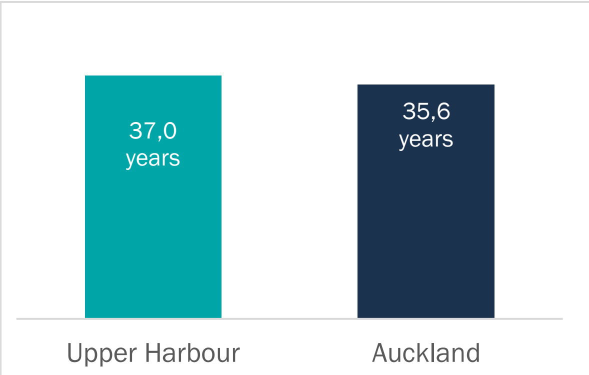
Population

The Upper Harbour local board area has experienced rapid population growth in recent years. Between 2016 and 2021, population growth was 9.9 per cent compared to 5.6 per cent regionally (Infometrics 2021)[1].

POPULATION GROWTH (INFOMETRICS 2016-2021)



MEDIAN AGE (INFOMETRICS 2021)

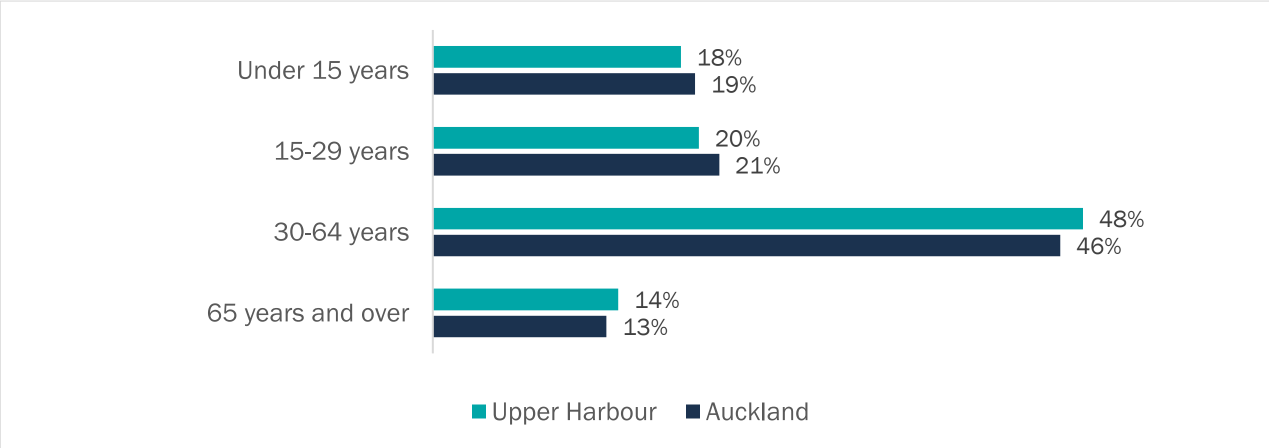


[1] Infometrics population estimates

Medium population projections suggest that Upper Harbour could be home to 124,900 residents by 2048, an increase of almost 53,600. This equates to a 2.8 per cent per annum increase or 1,985 additional residents per year between 2021 and 2048. The Upper Harbour local board has the third highest projected population growth rate in the region (Statistics NZ).

Upper Harbour has a higher median age compared to the region. Its share of working age population is slightly bigger than that of the regional and there are proportionately fewer young people.

AGE STRUCTURE (INFOMETRICS 2021)

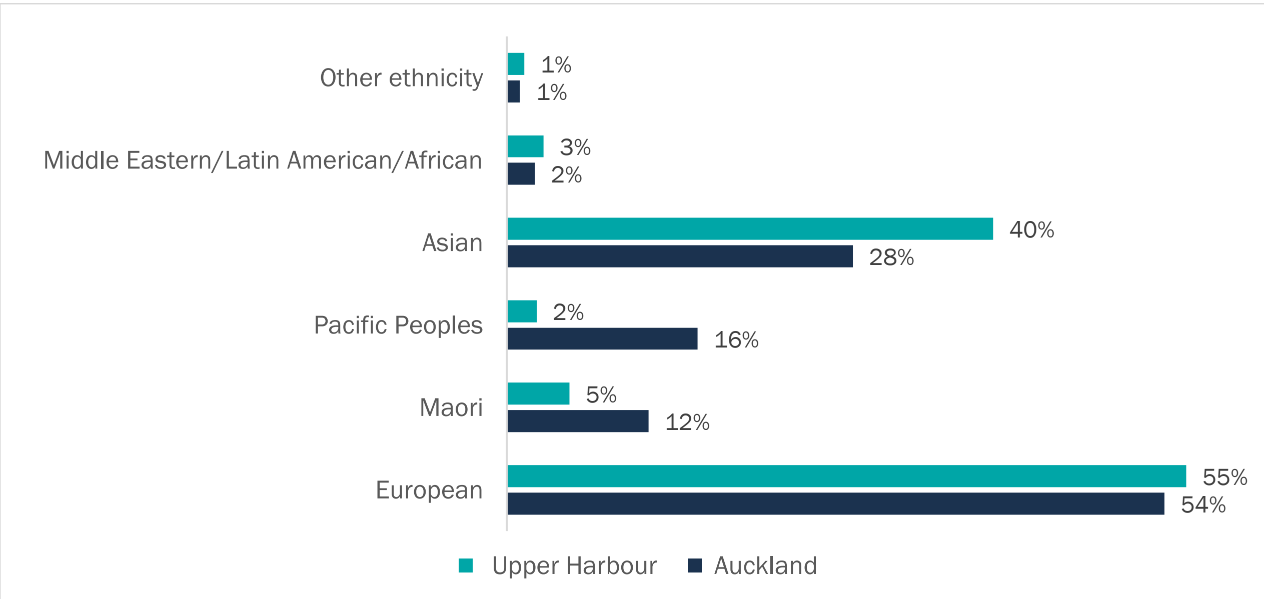


Ethnicity

Upper Harbour's population is predominantly of European ethnicity (55 per cent), slightly more so than the regional profile, where Europeans make up 54 per cent of the population. While Upper Harbour has fewer Māori and Pacific residents than the region, there are more people of Asian ethnic origin (40 per cent). Most of the Asian population are of Chinese origin, although there are many of Korean origin, too.

Upper Harbour has a large proportion of residents born overseas (51 per cent) compared to the regional average (42 per cent). Of people born overseas, 25 per cent had been in New Zealand for less than five years, similar to the regional proportion (24 per cent).

ETHNIC MAKE-UP (CENSUS 2018)



Languages

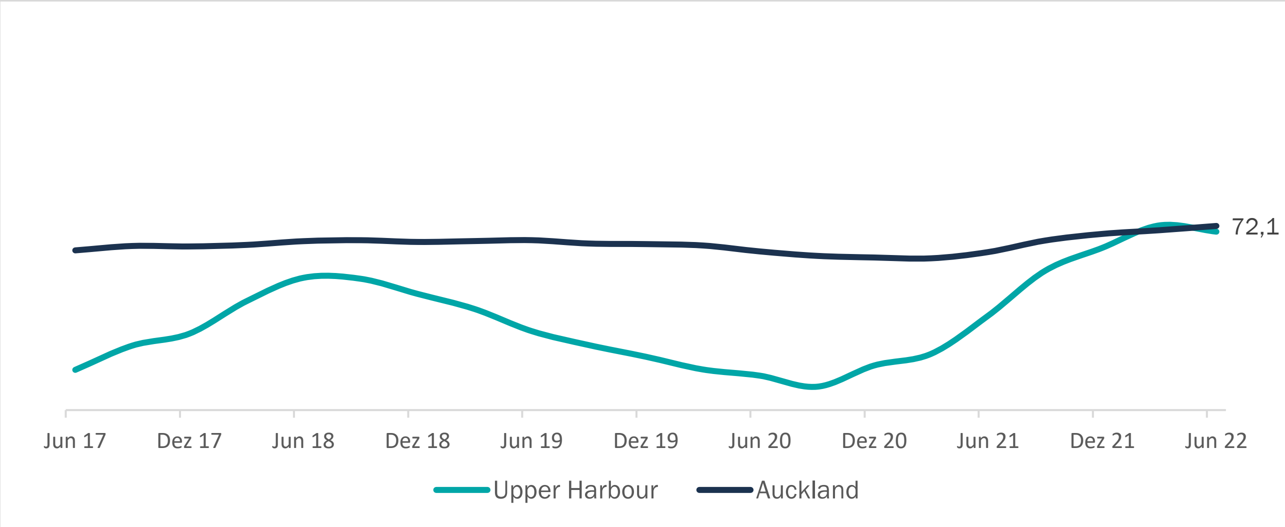
With a diverse population, there are a wide range of languages in use in Upper Harbour. Ninety per cent of residents are able to speak English compared to 93 per cent regionally.

Labour Force

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

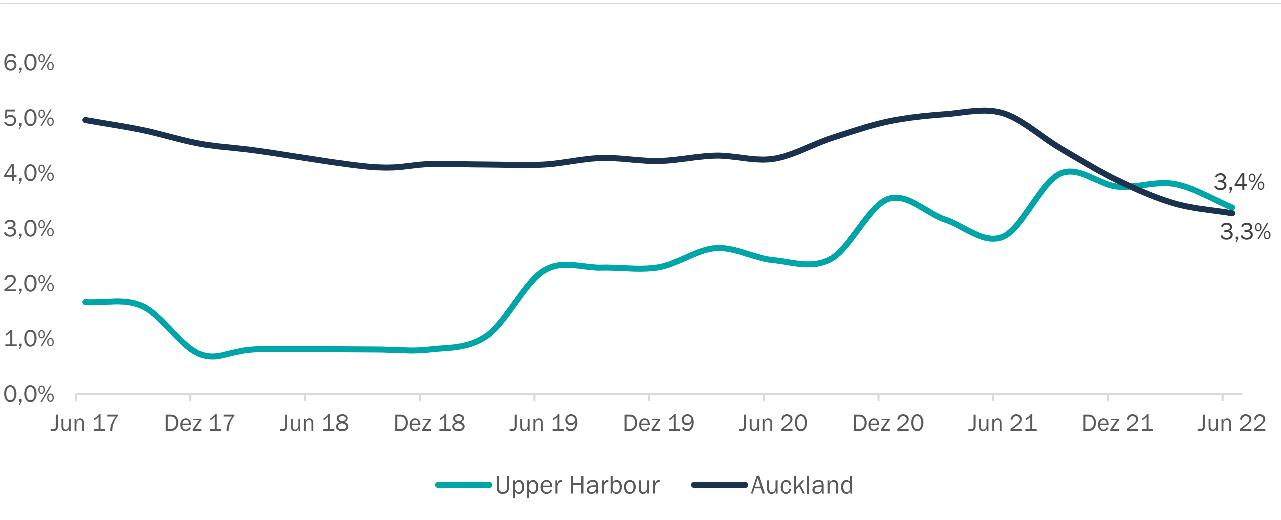
The labour force participation rate in Upper Harbour is at 72 per cent, the same as the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Upper Harbour, has remained below the Auckland average for most of the last five years. In March 2022 it increased to be just above the Auckland average.

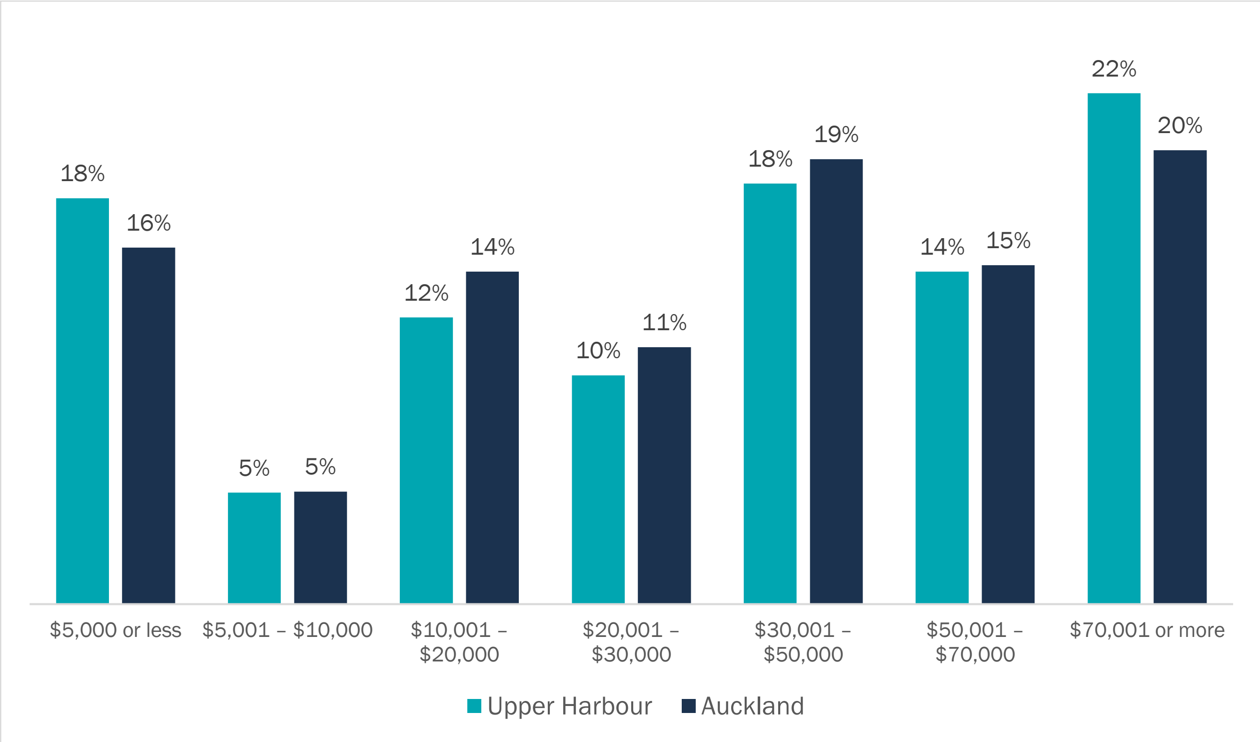
UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

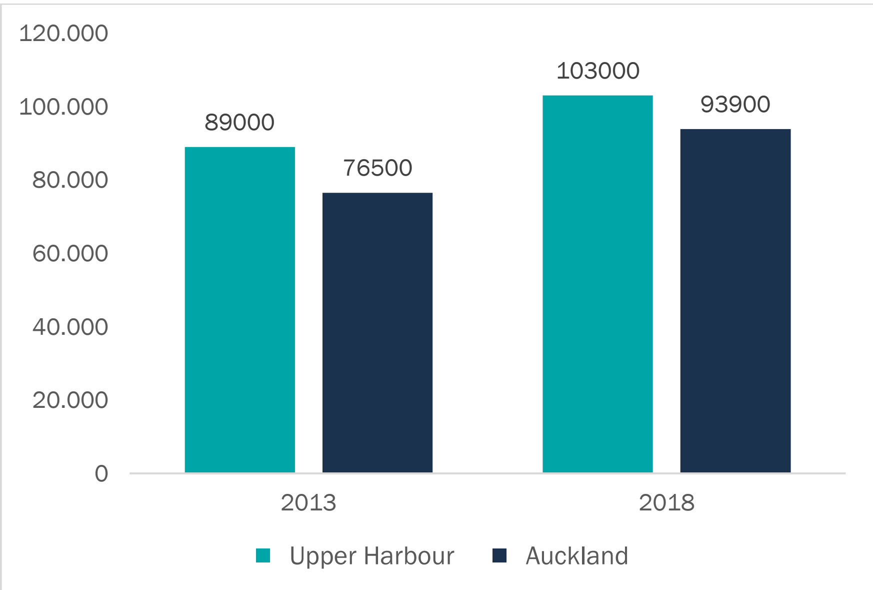
Analysis of individual income levels in 2018 shows that there was a higher proportion (22 per cent) of persons earning a high income (over $70,000 per year) in Upper Harbour compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



In the 2018 census, the median household income was significantly higher in Upper Harbour ($103,000) than the region ($93,900).

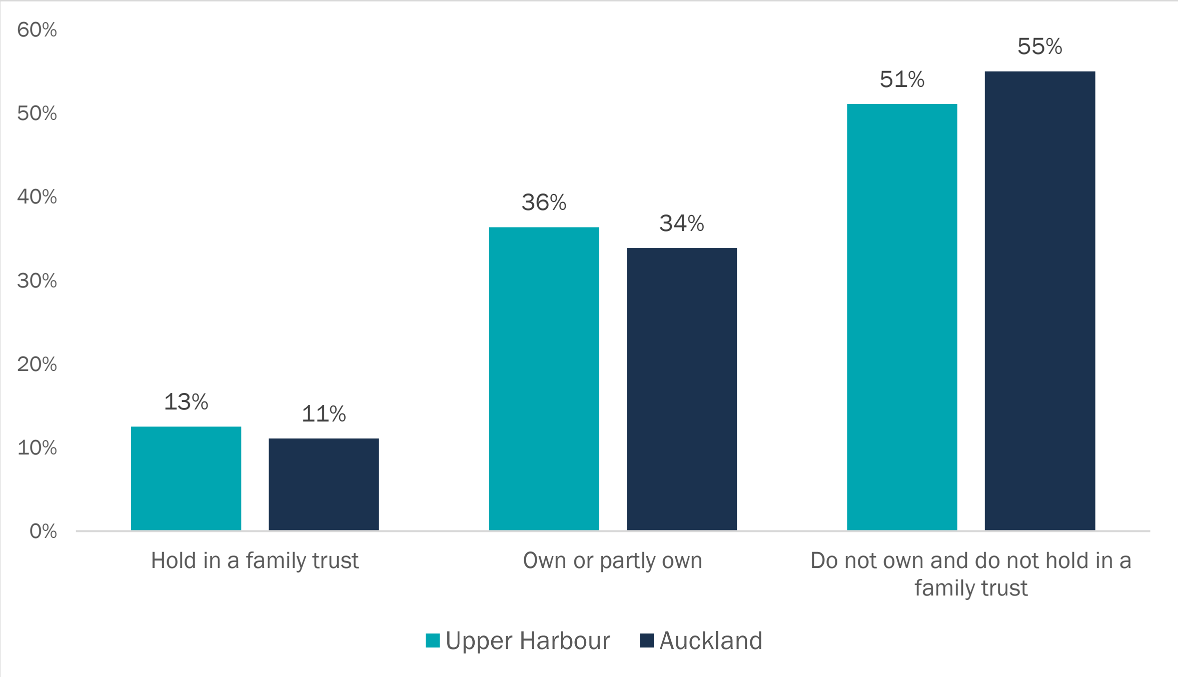
MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



In 2018, 17 per cent of households in Upper Harbour derived self-employment or business income, above the rate across all Auckland households (14 per cent).

Home ownership in Upper Harbour is above the regional average; in 2018, 49 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Upper Harbour has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from Upper Harbour leave with NCEA Level 2 or NCEA 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.

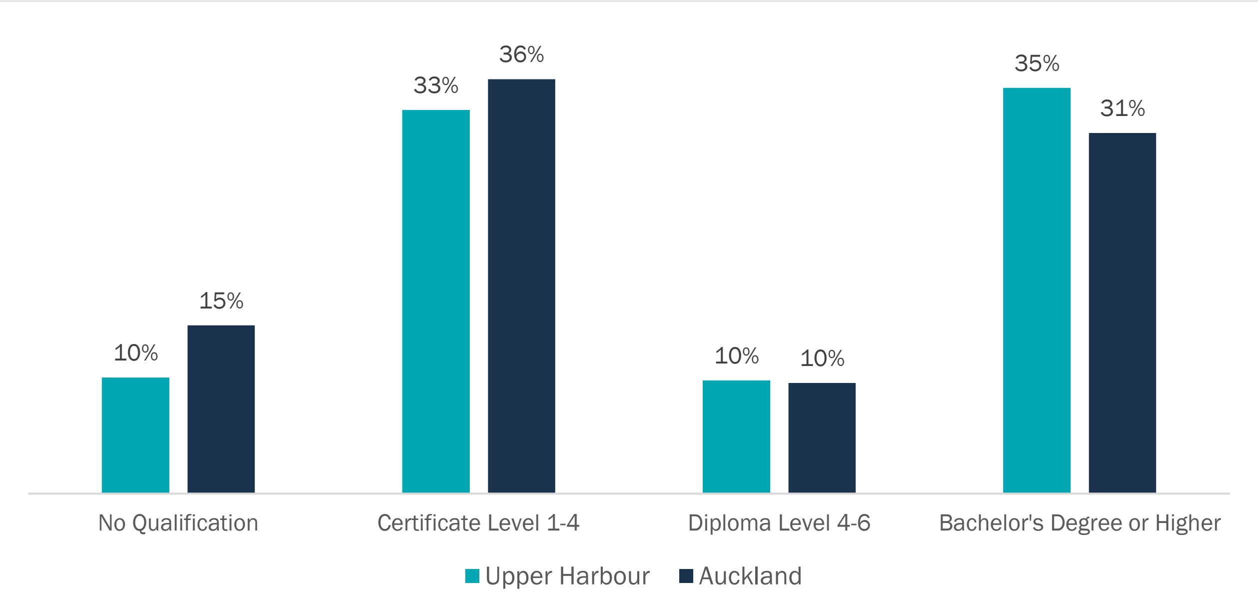
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 35 per cent of adult residents in Upper Harbour had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Ten per cent of residents had no educational qualifications compared with 15 per cent across the region.

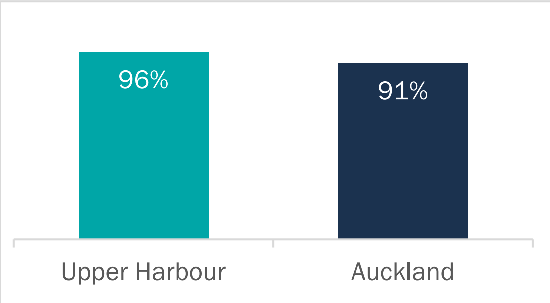
Educational attainment

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 Upper Harbour did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

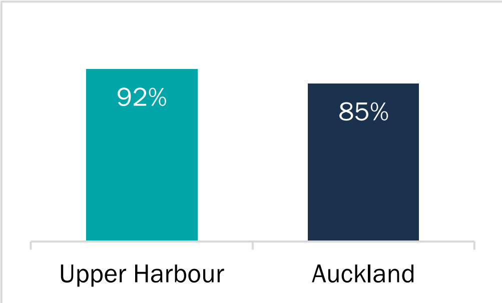
In 2021, only eight per cent of school leavers in Upper Harbour did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2

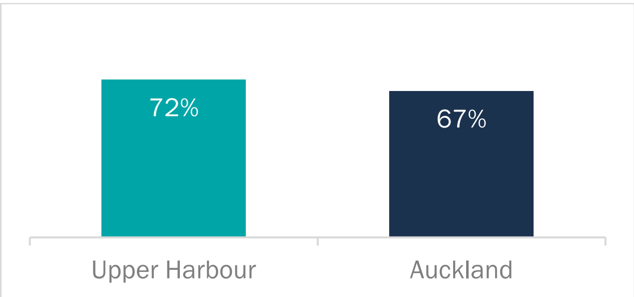


NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	96.3%	91.3%
Māori	88.9%	83.3%
Pacific	88.1%	80.6%
Asian	98.4%	96.5%
Middle East, Latin American, African	95.0%	91.7%
Other	100.0%	100.0%
Total Local Board	**96.3%**	**91.8%**
Total Auckland	**91.2%**	**84.9%**

NCEA Level 3 is regarded as the minimum level required for university entry. Seventy-two per cent of Upper Harbour school leavers achieved this, more than the Auckland average (67 per cent).

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



NCEA 3 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

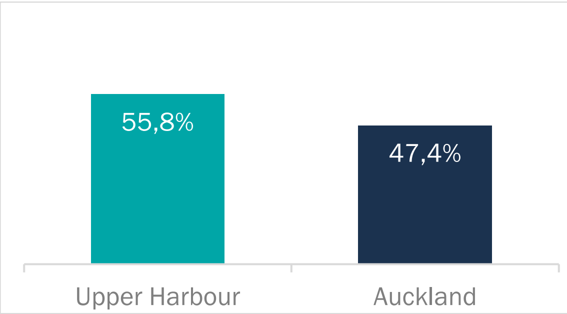
Percentage achieving NCEA 3	Upper Harbour	AKL region %
Māori	61.1%	43.5%
Pacific	62.7%	54.2%
Asian	77.7%	83.3%
Middle East, Latin American, African	70.0%	68.8%
Other	76.9%	73.7%
European	71.5%	69.8%
Total	**71.6%**	**67.2%**

More school leavers moved on to degree level study within a year of leaving school. Fifty-six per cent of Upper Harbour school leavers did this, much more than the Auckland average of 42 per cent. A lower proportion moved into certificate and diploma level study, but overall, more (73 per cent) enrolled in some form of tertiary education than the regional average (69 per cent).

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

Local Board	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Upper Harbour	55.8%	15.8%	1.1%	27.3%	1,352
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



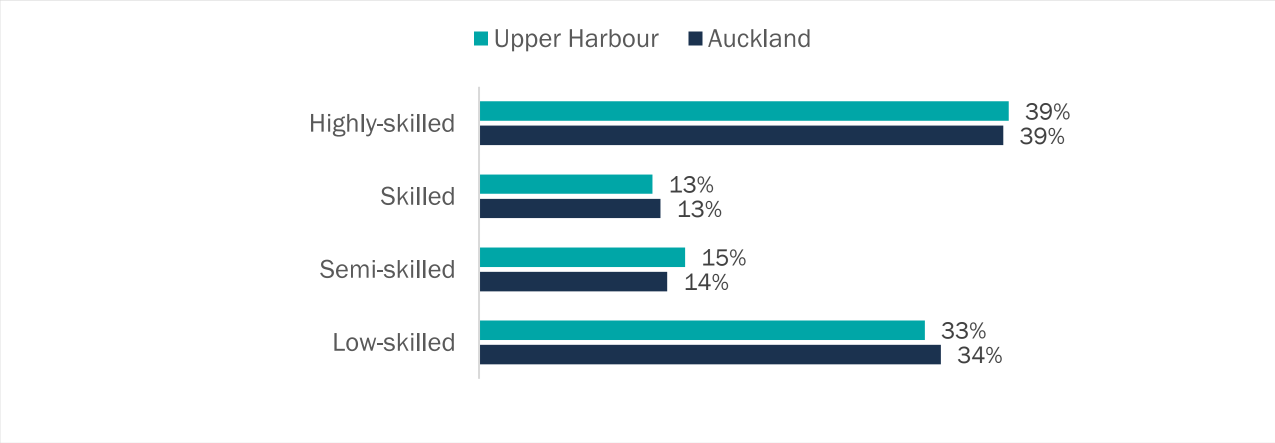
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	33.9%	25.7%	3.7%	36.7%	109
Pacific	26.0%	24.0%	4.0%	46.0%	50
Asian	73.2%	7.1%	0.0%	19.7%	325
MELAA	-	-	-	-	-
Other	-	-	-	-	-
NZ European	55.0%	16.6%	1.3%	27.1%	1000

Occupations

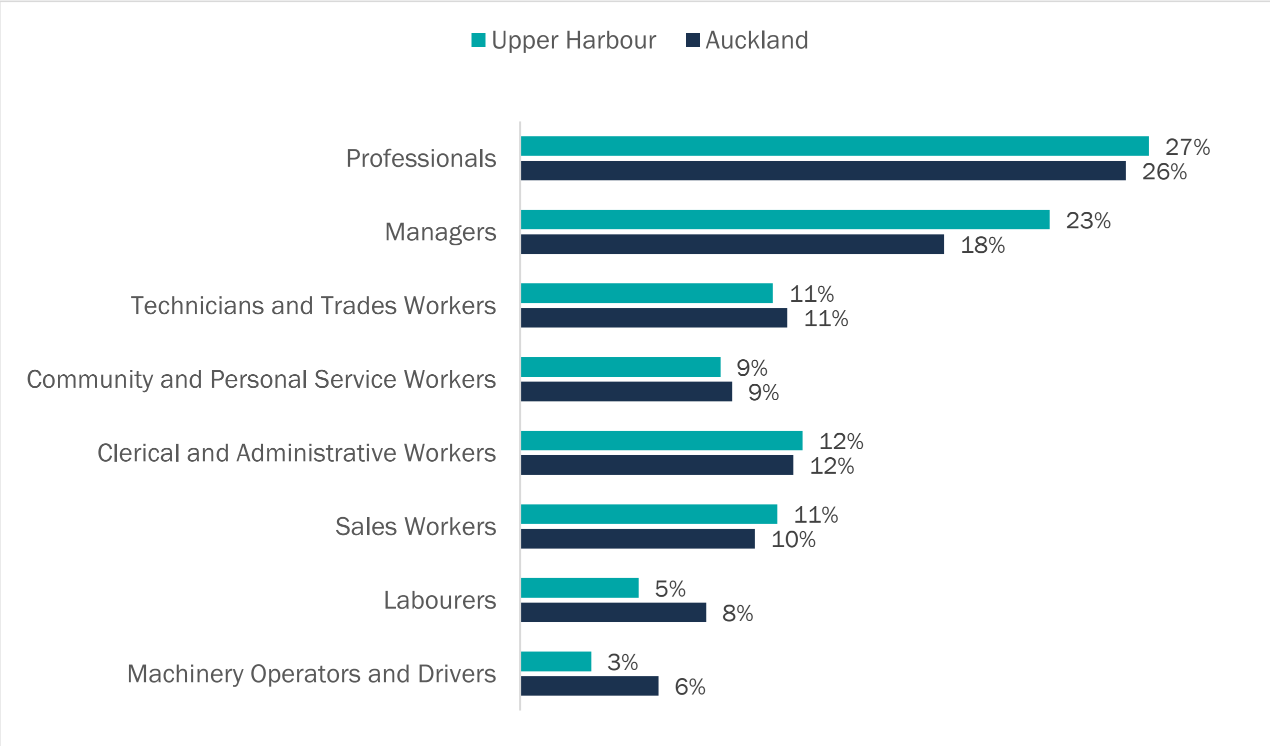
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN UPPER HARBOUR (INFOMETRICS 2021)



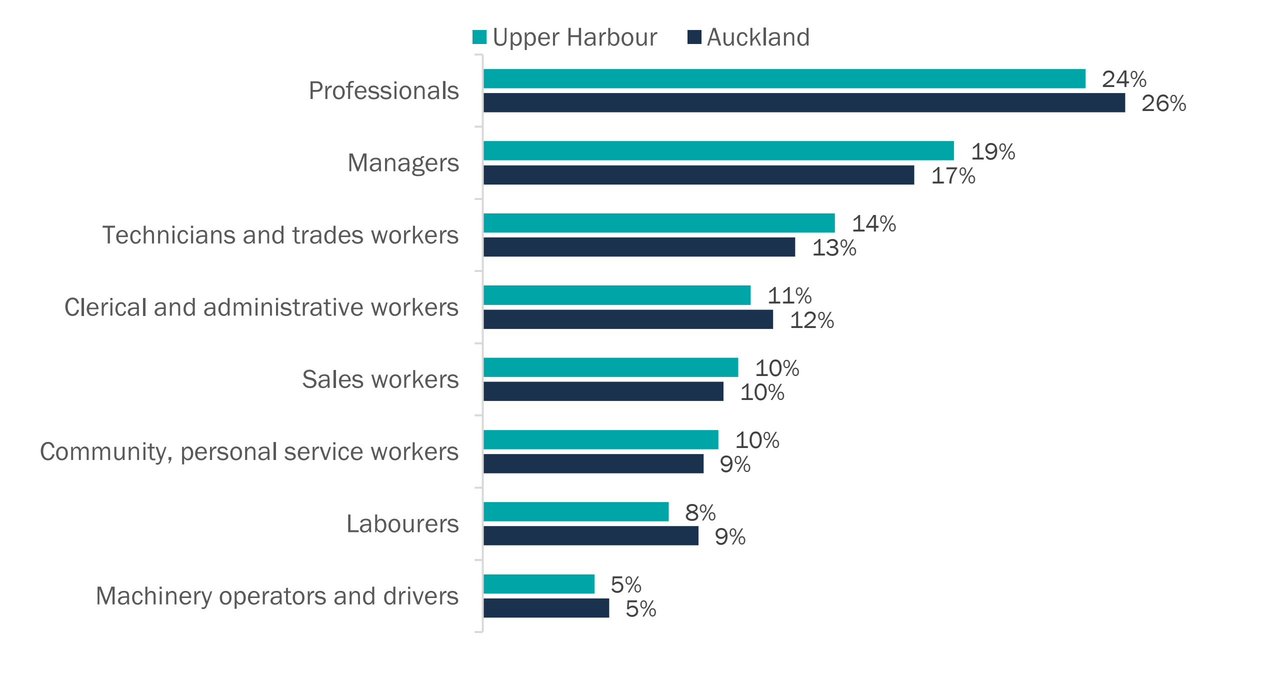
The Upper Harbour Local Board area had the same proportion of employment in the various skill level categories as the wider Auckland region.

OCCUPATIONS OF RESIDENTS LIVING IN UPPRT HARBOUR (CENSUS 2018)



Professionals and managers were the most popular occupational categories for Upper Harbour residents in 2018 (50 per cent), higher than the wider Auckland regional average (44 per cent). There were fewer labourers and machinery operators and drivers compared to the region.

OCCUPATIONS IN UPPER HARBOUR BASED BUSINESSES (INFOMETRIC 2021)



Of the jobs located in the area, professionals were the largest occupational group (24 per cent), slightly smaller than the wider Auckland regional average (26 per cent). The other occupations in the local board area were broadly in line with that of the wider Auckland region.

Specialist managers[2] were the largest occupation group in Upper Harbour, almost double the number of the second largest group, sales assistants and salespersons.

TOP 10 OCCUPATIONS LOCATED IN UPPER HARBOUR (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Upper Harbour total
1	Specialist Managers	6,069	10.8%
2	Sales Assistants & Salespersons	3,213	5.7%
3	Business, HR & Marketing Professionals	3,079	5.5%
4	Education Professionals	2,991	5.3%
5	ICT Professionals	2,473	4.4%
6	Chief Execs, General Managers, Legislators	2,420	4.3%
7	Design, Engineering, Science Professionals	2,050	3.7%
8	Construction Trades Workers	2,002	3.6%
9	Hospitality, Retail & Service Managers	1,915	3.4%
10	Sales Representatives & Agents	1,914	3.4%
	Sub-total of top 10 occupations	**28,126**	**50.1%**
	Total jobs	**56,102**	**100%**

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

Specialist managers, the largest occupational group, were also the fastest growing group, adding 1,046 new jobs between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Specialist Managers	1,046
Construction Trades Workers	484
Design, Engineering, Science Professionals	475
Sports & Personal Service Workers	369
Education Professionals	306
Business, HR & Marketing Professionals	300
Construction & Mining Labourers	263
Skilled Animal & Horticultural Workers	242
Office Managers & Program Administrators	241
ICT Professionals	237

A number of occupational groups lost jobs between 2016-2021, but the numbers were relatively small.

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
General Clerical Workers	-77
Protective Service Workers	-39
Road & Rail Drivers	-39
Clerical & Office Support Workers	-21
Personal Assistants & Secretaries	-21

4: Local Economy

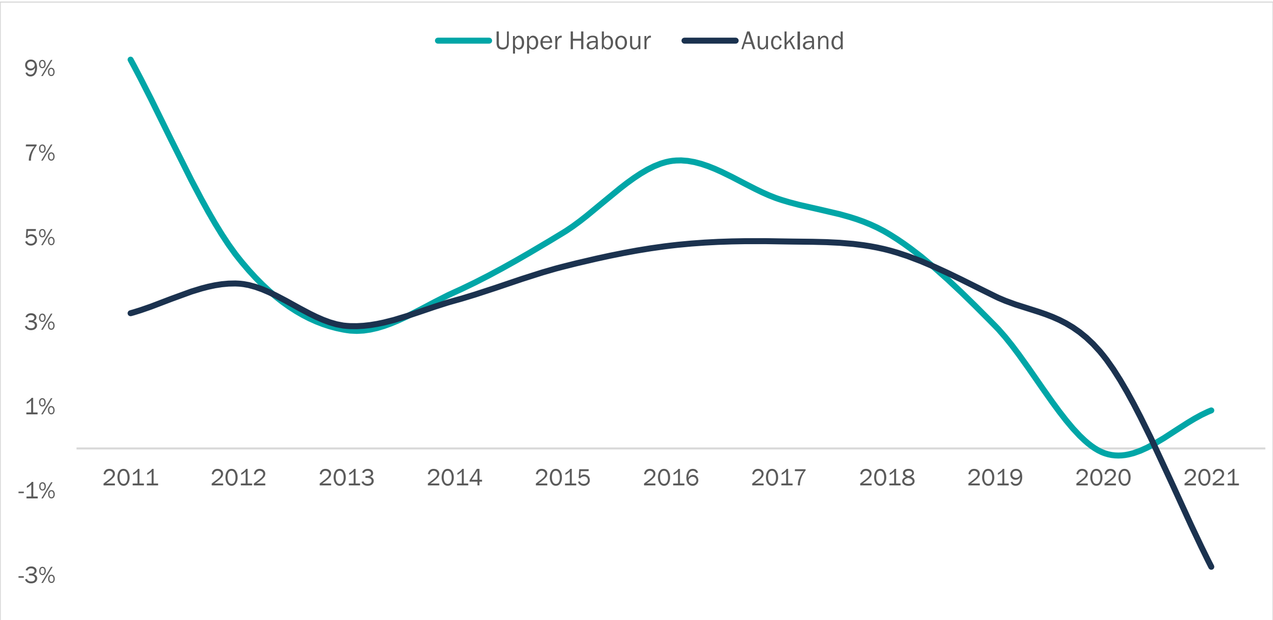
Upper Harbour has a strong local economy driven by the wholesale trade and professional services sector. The construction and manufacturing sector also provide a large number of local jobs. In the previous five years, the largest number of new jobs have been added in the construction sector, more than three times the number of the second largest provider, the professional services sector. Thirty-three per cent of jobs in Upper Harbour were in knowledge intensive industries which was similar to the regional average, meaning residents have access to skilled, well-paying employment opportunities, both locally and in nearby Central Auckland which can be accessed via the Northern Busway link.

Growth and employment trends

Between 2020-2021, Upper Harbour experienced GDP growth of 0.9 per cent, more than the negative Auckland regional growth rate of -2.8 per cent. In the five years to 2021, the Upper Harbour economy grew at an average annual rate of 2.9 per cent, faster than the Auckland regional rate of 2.5 per cent.

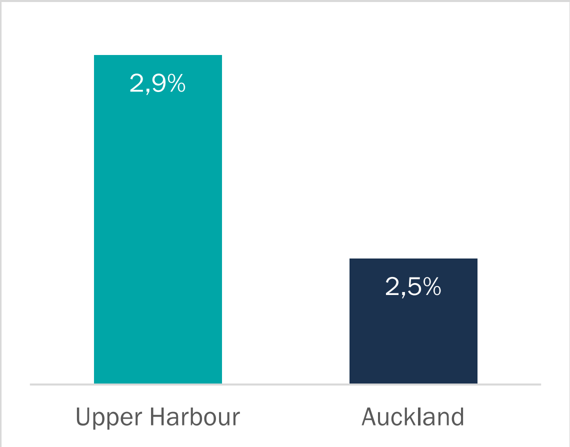
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers the period to end of the financial year in March 2021, so does not show the further impact of the second Level 4 lockdown period. Upper Harbour GDP growth recovered more strongly than the regional average during and after the lockdown period.

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

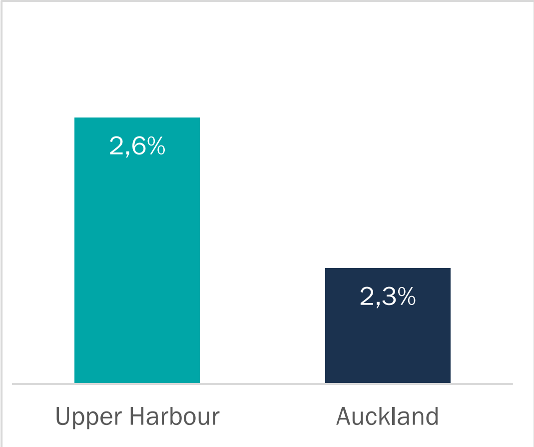


Employment in Upper Harbour increased by an average of 2.6 per cent per annum in the five years from 2016-2021, above the Auckland regional rate of 2.3 per cent. Over the last five years, Upper Harbour job numbers increased the most in construction (+2,323), professional, scientific and technical services (+605), and manufacturing (+563). Upper Harbour has experienced a decline in jobs in some sectors, including road transport (-177) and horticulture and fruit growing (-147).

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 arts and recreation services sector. The construction services sector grew at a rate slightly lower, but as a sector is much larger. This data relates to GDP growth rates, not the overall size of the sector.

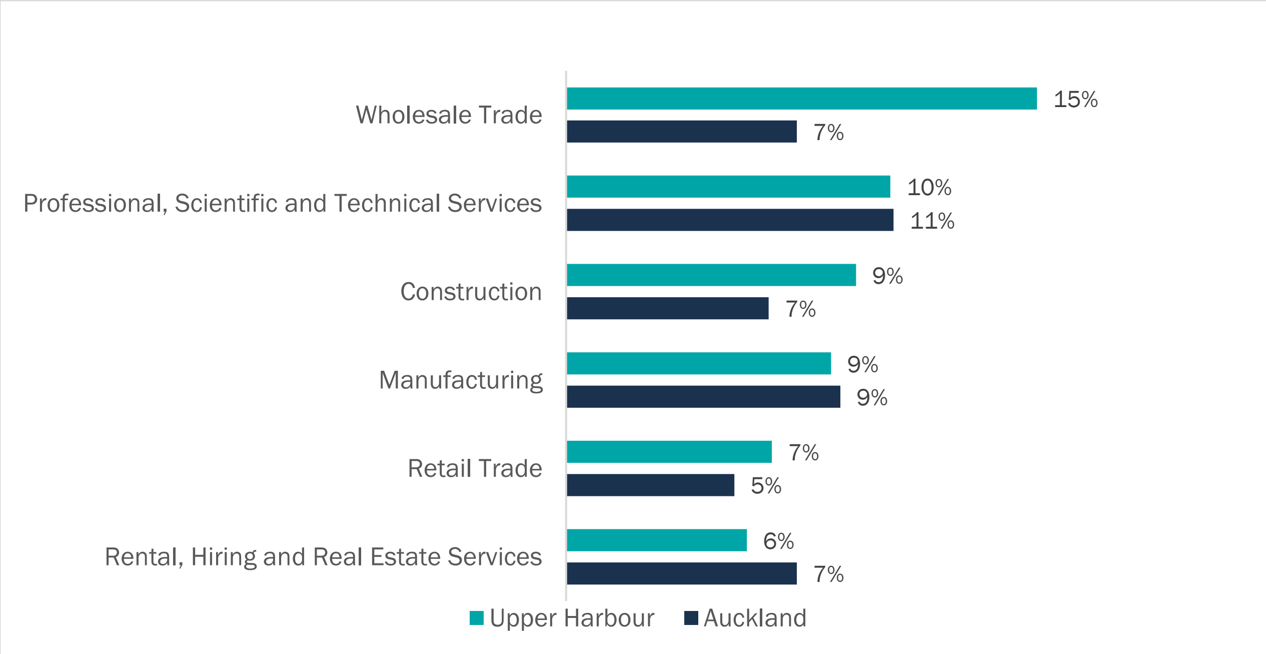
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Arts & Recreation Services	9.3%
Construction	8.8%
Financial & Insurance Services	7.7%
Retail Trade	5.8%
Accommodation & Food Services	4.1%
Professional, Scientific & Technical Services	4.0%

Industry mix

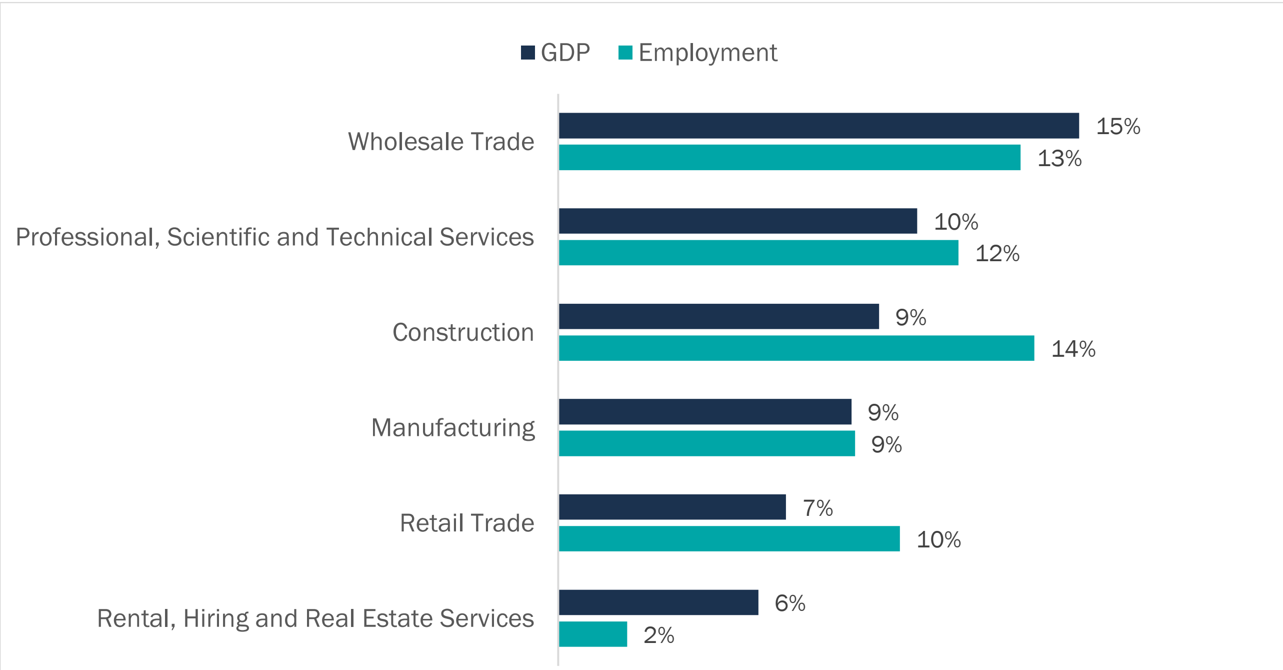
Upper Harbour's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Upper Harbour economy were wholesale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

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



- **Wholesale trade** contributed 15 per cent of Upper Harbour's GDP and provided 13 per cent of the area's employment.
- **Professional, scientific and technical services** contributed 10 per cent of Upper Harbour's GDP and provided 12 per cent of the area's employment.
- **Construction** contributed nine per cent of Upper Harbour's GDP but provided 14 per cent of the area's employment.
- **Rental, hiring and real estate services** notably provided six per cent of Upper Harbour's GDP but only two per cent of the area's employment.

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



Construction, wholesale trade, professional services and retail trade were the key employment sectors in Upper Harbour.

Looking at more detailed sub-sectors, we see that education and training, and other store and non-store retailing were also important employment sectors in the area.

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

Rank	Industry	Jobs (2021)	Share of Upper Harbour total
1	Wholesale Trade	7,499	13.4%
2	Professional, Scientific & Tech Services	6,483	11.6%
3	Construction Services	4,666	8.3%
4	Education & Training	4,469	8.0%
5	Other Store & Non-Store Retailing	4,150	7.4%
6	Healthcare & Social Assistance	3,709	6.6%
7	Administrative & Support Services	2,934	5.2%
8	Central Gov Admin, Defence & Safety	2,601	4.6%
9	Accommodation & Food Services	2,515	4.5%
10	Building Construction	2,164	3.9%
	Total top 10 industries	**41,190**	**73.5%**
	All other industries	**14,912**	**26.5%**
	Total employment	**56,102**	**100.0%**

The fastest growing sectors in employment terms in Upper Harbour were construction services and building construction, creating a significant number of new jobs (+2,323), between 2016-2021.

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

Sector	New Jobs
Construction Services	1,273
Building Construction	1,050
Professional, Scientific & Tech Services	605
Arts & Recreation Services	505
Accommodation & Food Services	504
Healthcare & Social Assistance	366
Other Store & Non-Store Retailing	361

The road transport, horticulture and information media services sectors lost jobs between 2016-2021.

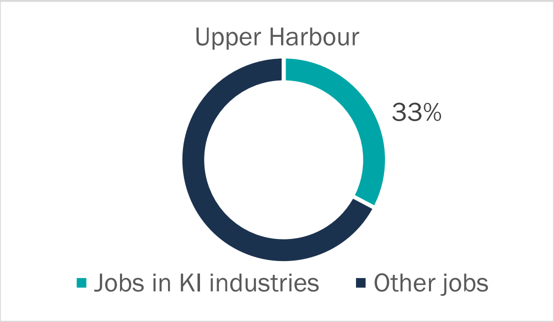
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

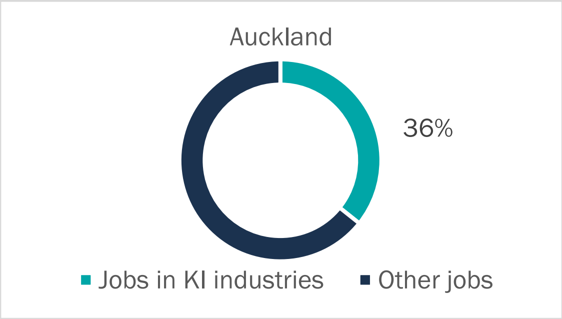
Sector	Jobs Lost
Road Transport	-177
Horticulture & Fruit Growing	-147
Information Media Services	-118

Knowledge intensive employment

Knowledge intensive industries[3] represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Thirty-three per cent of jobs in Upper Harbour were in knowledge intensive industries which was similar to 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 Upper Harbour than they are in the region as a whole. The printing sector is strongly represented but is relatively small in terms of GDP creation. Wholesale trade is a key sector which contributed significantly to the area's GDP (15.1 per cent) and provided a large number of local jobs (7,499).

[3] 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 (INFOMETRICS 2021)

Rank	Industry	LQ	GDP ($M)	Jobs
1	Printing	5.2	74.9 (1.1%)	768
2	Wholesale Trade	3	1064.5 (15.1%)	7,499
3	Polymer Product & Rubber Product Manufacturing	2.3	76.4 (1.1%)	529
4	Other Store & Non-Store Retailing	1.7	349.6 (5.0%)	4,150
5	Machinery & Other Equipment Manufacturing	1.7	154.6 (2.2%)	1,060

At the detailed sector level, there is a high concentration of professional and scientific goods wholesaling in the area, which made a significant GDP contribution.

LOCAL SPECIALISMS (INFOMETRICS 2021)

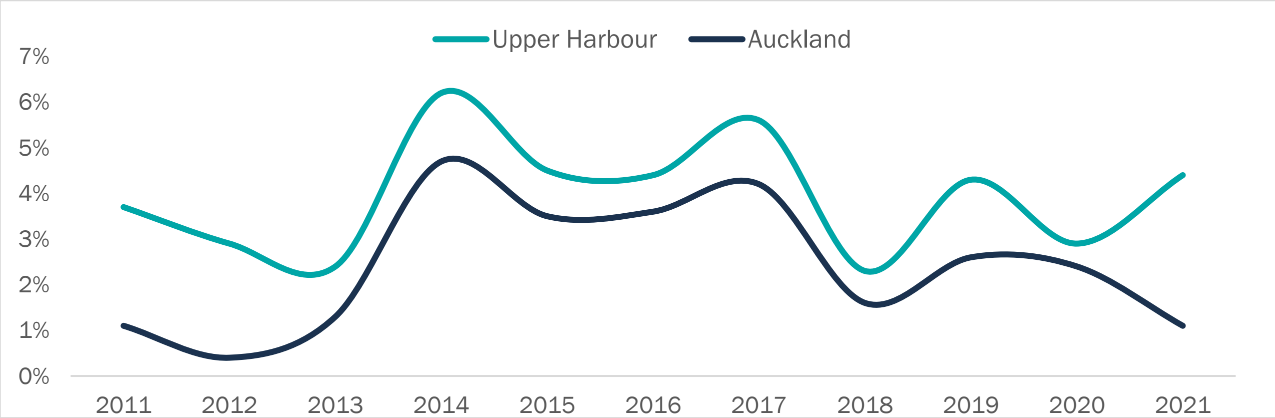
Rank	Industry	LQ	GDP ($M)	Share
1	Book Publishing	19	42.3	0.6%
2	Other Professional & Scientific Equipment Manufacturing	12	35.3	0.5%
3	Professional & Scientific Goods Wholesaling	10.9	105.9	1.5%
4	Computer & Computer Peripherals Wholesaling	10.3	84.7	1.2%
5	Paper Stationery Manufacturing	10.2	7.1	0.1%

Businesses

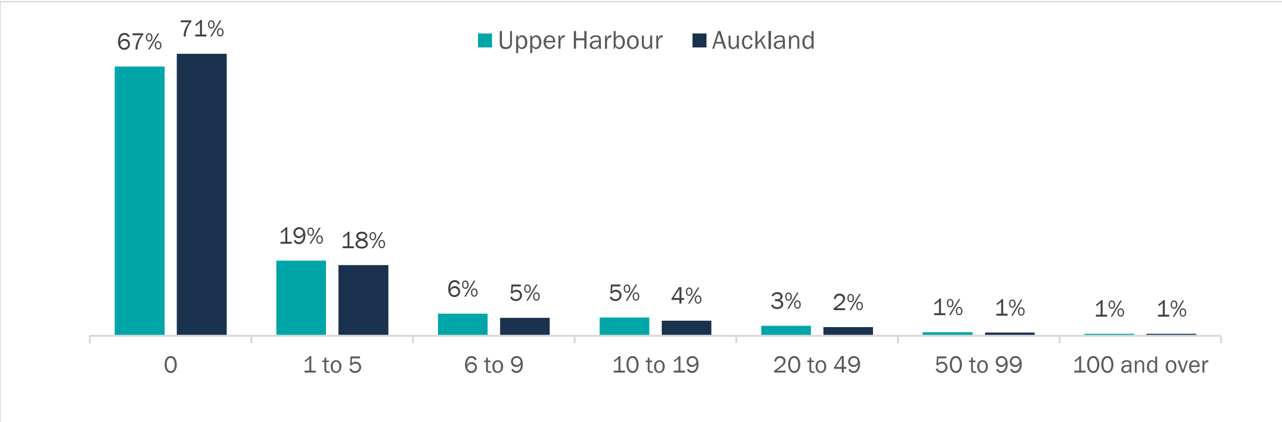
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Upper Harbour have recovered more quickly than the regional average.

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

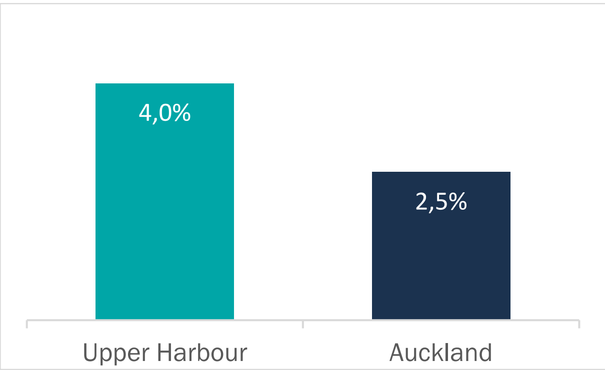


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 12,453 businesses in Upper Harbour, employing an average of 4.5 employees each, more than the Auckland average of 4.4 employees. The vast majority (86 per cent) of businesses in Upper Harbour have five employees or less, highlighting the importance of small enterprises in the local economy. The size of business units is considered to be an indicator of innovation with larger firms having the capacity and structures to support innovation.

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



The number of businesses units in Upper Harbour grew by 4.0 per cent a year on average over the last decade, faster 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 Upper Harbour is concentrated in a number of town centres and the industrial and commercial zone of North Harbour that sits either side of State Highway 1. The mall and surrounding retail and servcies at Albany is also a large employment zone.

Upper Harbour is a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 71,300 residents of Upper Harbour, which has a labour force of 38,500. The local board area has a total of 56,102 jobs located within it. As a result, the area is a net importer of a labour from other parts of the city.

Eke Panuku's Airfields development is turning 20 hectares of Auckland Council land in the heart of Hobsonville Point into new housing, including affordable homes and a mix of other uses.

The Whenuapai Structure Plan sets out the framework for transforming Whenuapai from a semi-rural environment to an urbanized community over the next 10 to 20 years.

Employment Zones

Employment in Upper Harbour is concentrated in the light industrial zone of North Harbour to the south of Albany, which contains manufacturing, construction, and professional service jobs as well as a significant number of jobs in wholesale trade.

EMPLOYMENT IN NORTH HARBOUR* (NZ STATISTICS 2021)

Sector	Jobs
Wholesale Trade	5,600
Construction	3,900
Manufacturing	3,650
Professional, Scientific & Technical Services	2,750
Administrative & Support Services	2,000
Retail Trade	1,450
Education & Training	1,050
Healthcare & Social Assistance	940
Transport, Postal & Warehousing	660
Financial & Insurance Services	640
Total All Sectors	**25,700**
* Based on business demographics for the SA2 area	

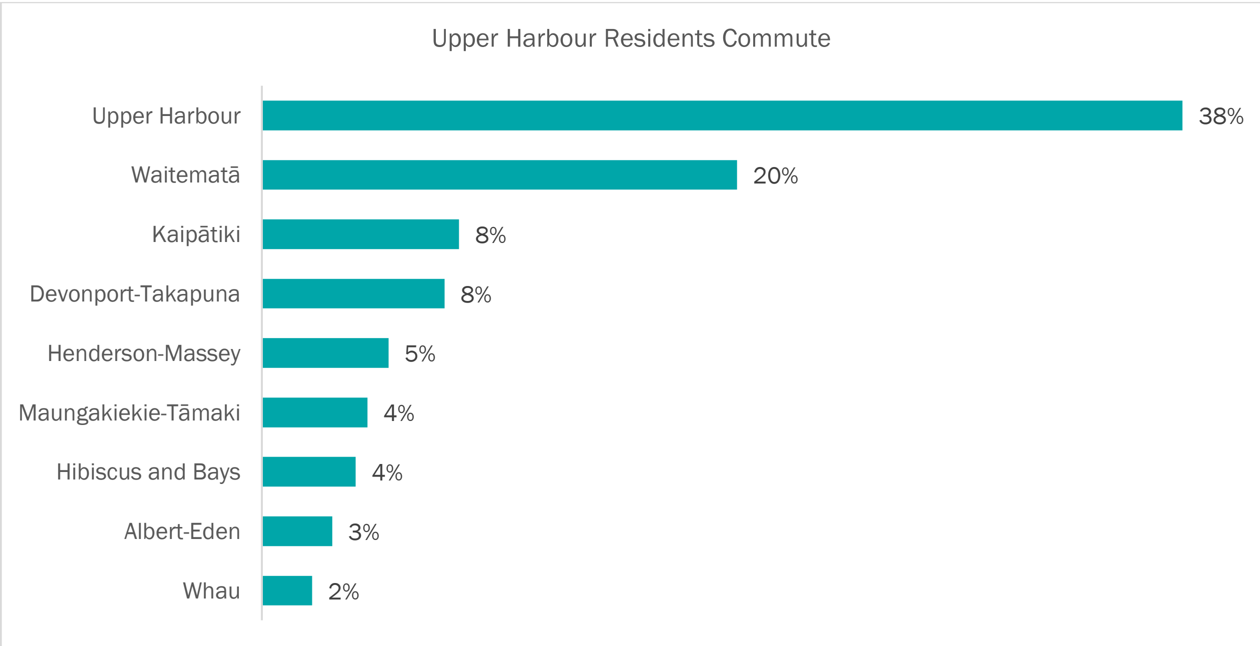
EMPLOYMENT IN ALBANY* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	3,085
Education & Training	1,850
Financial & Insurance Services	1,456
Healthcare & Social Assistance	1,015
Accommodation & Food Services	910
Professional, Scientific & Technical Services	650
Wholesale Trade	414
Total All Sectors	**10,960**
* Based on business demographics for the SA2 area	

Commuting

In 2018, a significant proportion (38 per cent) of Upper Harbour residents worked within their local board area. The most popular areas travelled to for work outside of Upper Harbour were Waitemata (20 per cent) and Kaipatiki (eight per cent).

TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM UPPER HARBOUR (CENSUS 2018)[4]



[4] Richard Paling Consulting 2018

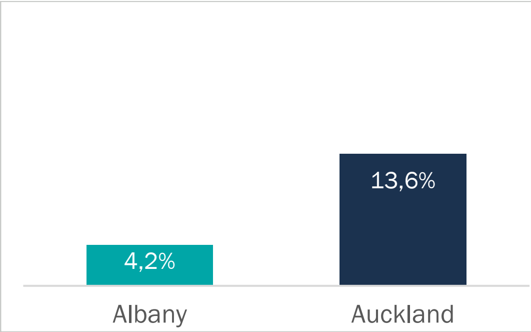
Town Centres

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 in Upper Harbour is Albany.

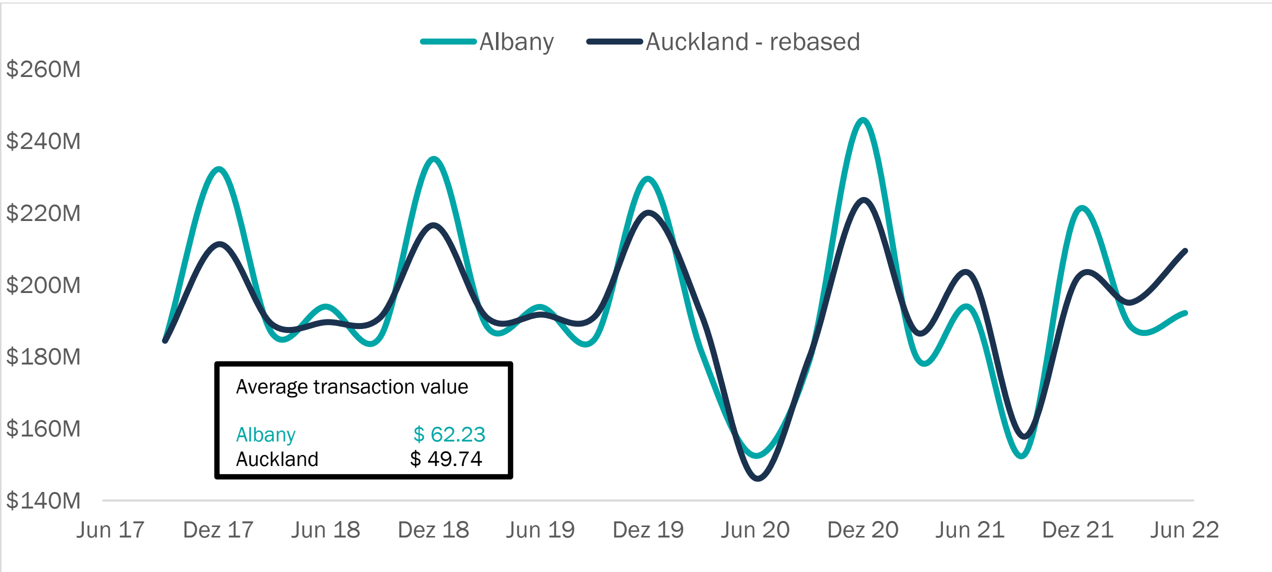
Spending in Albany between 2017-2022 grew at a lower rate of 4.2 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Albany was $62.23, above the Auckland average of $49.74. (Marketview 2022)

ALBANY BID SPENDING GROWTH (2017-2022)



Spending in Albany 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.

ALBANY 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.

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