

TĀTAKI AUCKLAND UNLIMITED REPORT

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# Waitākere Ranges 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

Waitākere Ranges is one of Auckland’s least populous local board areas with a population of 55,900 that is forecast to increase to 61,100 by 2048.

Waitākere Ranges is one of Auckland’s more prosperous areas with many residents attracted by the scenery provided by the ranges and the lifestyle of the small beach communities. The Auckland Prosperity Index report showed Waitākere Ranges has the highest self-employment rate in Auckland, high levels of home ownership, relatively affordable rentals, and low unemployment.

The area also has the lowest ratio of jobs to residents, meaning most people have to commute elsewhere for employment.

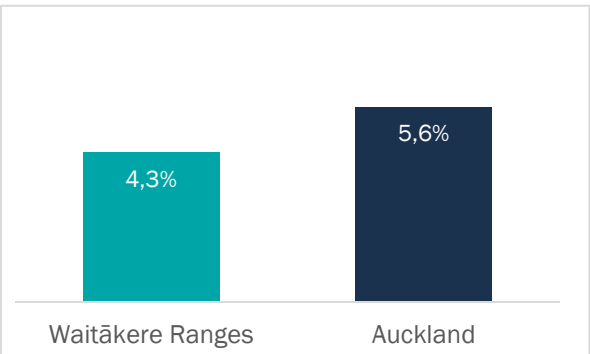
### POPULATION SUMMARY

	Waitākere Ranges	Auckland
Population (2021)	55,900	3.3%
Population growth (2016-2021)	4.3%	5.6%
Median Age (2021)	37.2	35.6
Labour force (2022)	36,600	983,800
Labour force participation (2022)	72%	72%
Home ownership (2018)	57%	45%

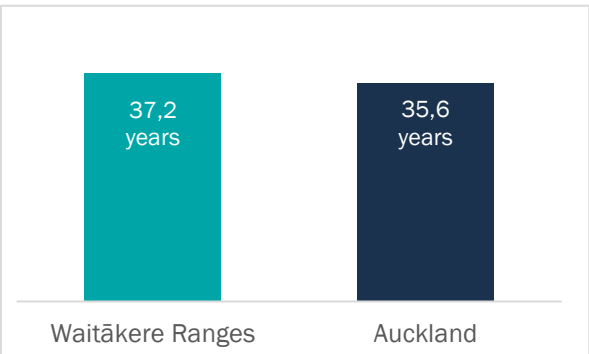
### Population

The Waitākere Ranges Local Board area has experienced low population growth in recent years when compared to the region. Between 2016 and 2021, population growth was 4.3 per cent compared to 5.6 per cent regionally (Infometrics 2021)<sup>1</sup>.

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



#### MEDIAN AGE (INFOMETRICS 2021)

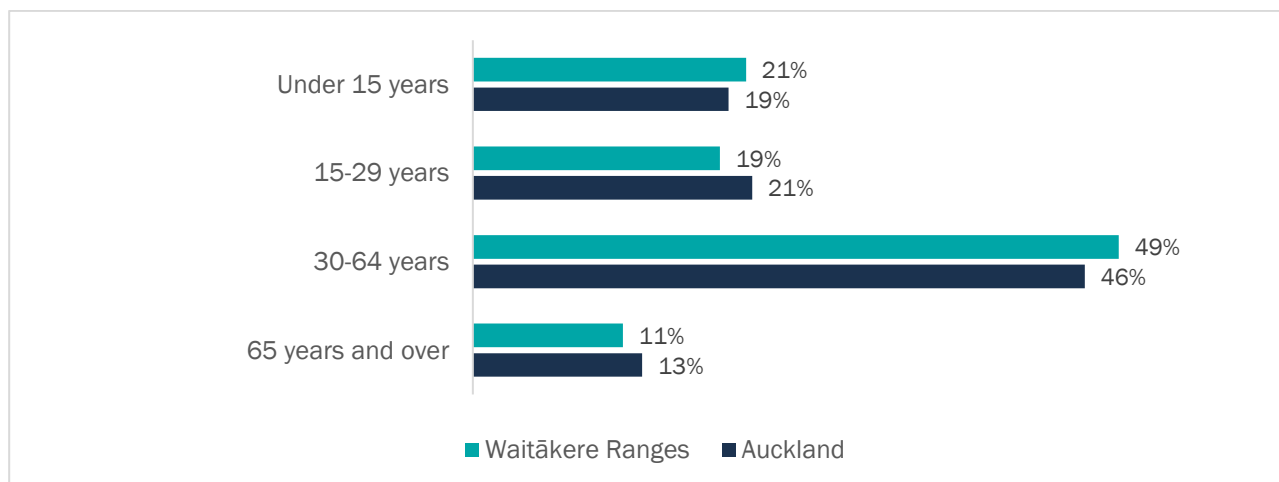


Medium population projections suggest that Waitākere Ranges could be home to 61,100 residents by 2048. An increase of 5,200 (NZ Statistics).

<sup>1</sup> Infometrics population estimates

Waitākere Ranges has a higher median age than the region, but its working age population is slightly larger than the regional average and there are proportionately more young people and fewer people of retirement age.

#### AGE STRUCTURE (INFOMETRICS 2021)

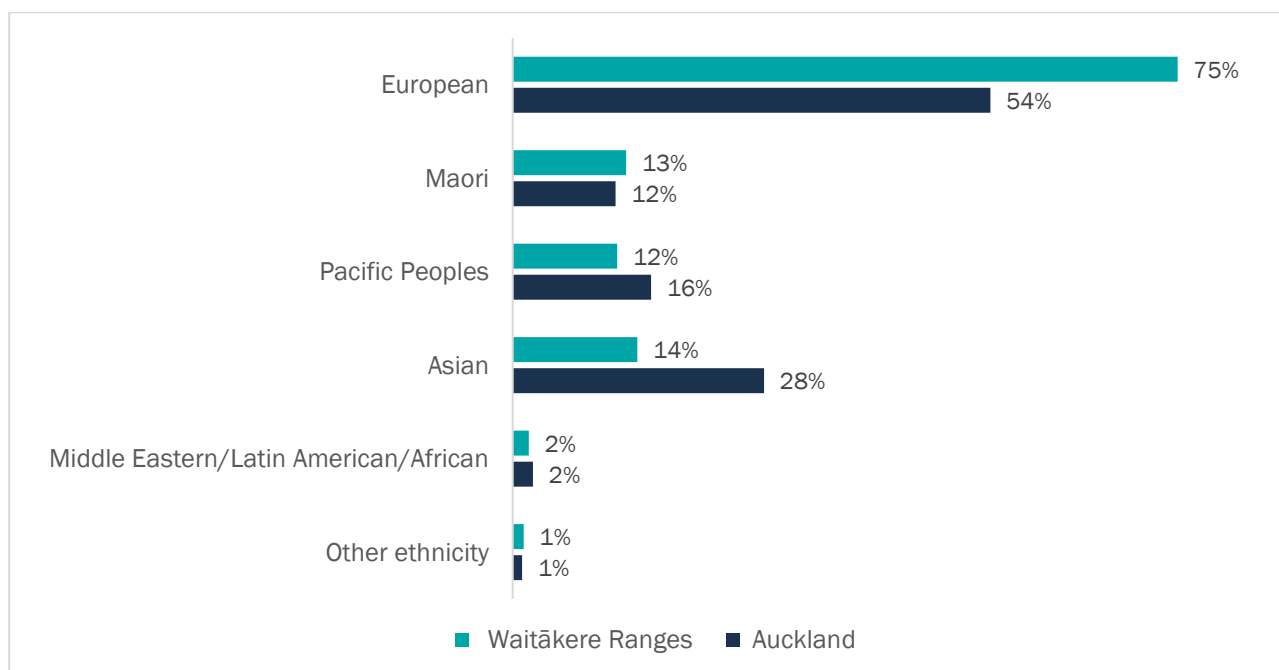


#### Ethnicity

The Waitākere Ranges population is predominantly of European ethnicity (75 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. Waitākere Ranges also has a number of Māori, Pacific and Asian residents.

Waitākere Ranges has a relatively low proportion of residents born overseas (30 per cent) compared to the region (42 per cent). Of people born overseas, 15 per cent had been in New Zealand for less than five years, less than the regional average of 24 per cent.

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



## Languages

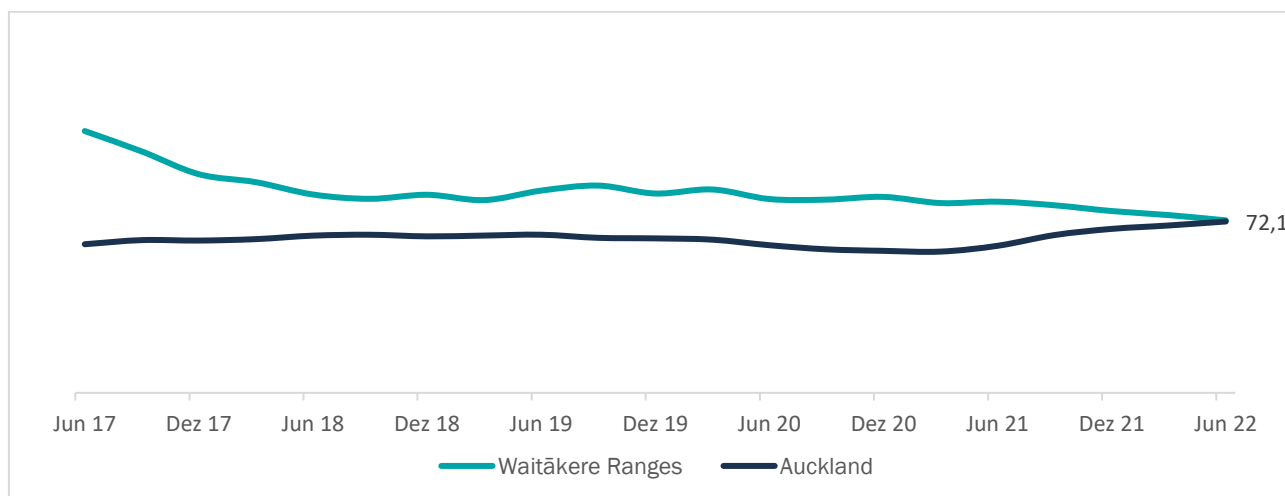
With a diverse population, there are a wide range of languages in use in Waitākere Ranges. Ninety-six per cent of residents are able to speak English compared to 93 per cent for the region.

## 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.

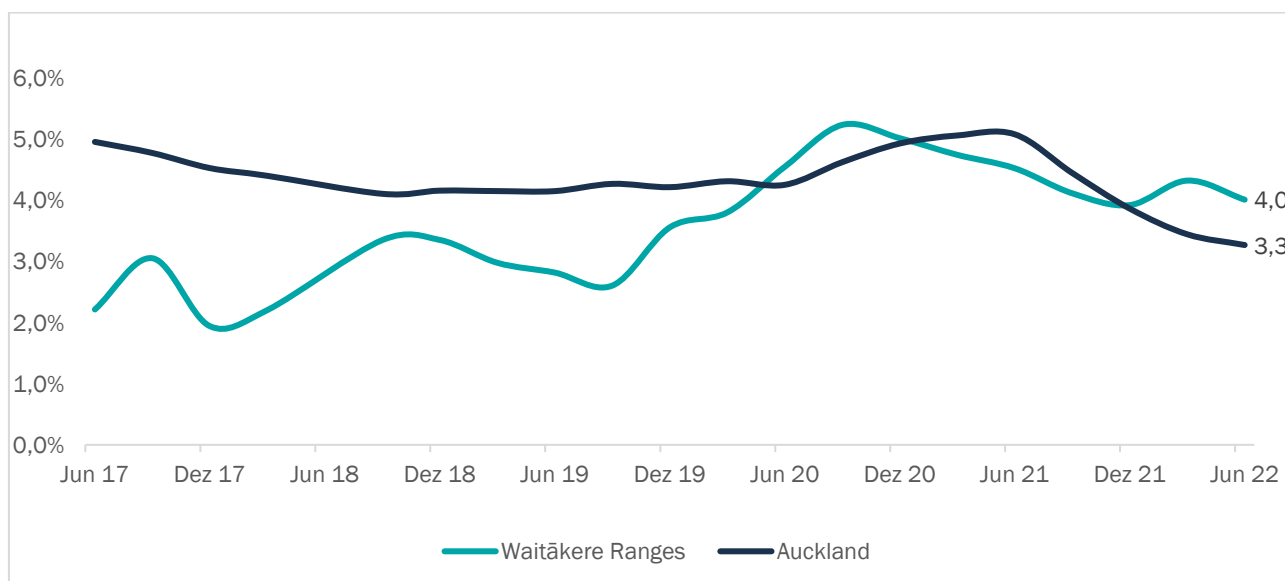
The labour force participation rate in Waitākere Ranges is at 72 per cent, the same as the Auckland rate.

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



Unemployment, measured by the Household Labour Force Survey in Waitākere Ranges, has remained predominately below the Auckland average over the last five year but in 2022 has increased above the regional rate.

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



## Income

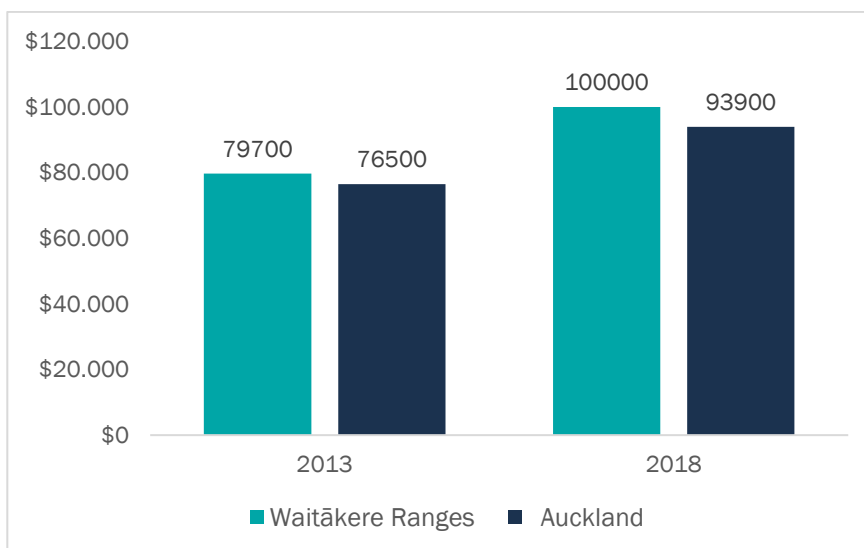
Analysis of individual income levels in 2018 shows that there was a higher proportion (23 per cent) of persons earning a high income (over \$70,000 per year) in Waitākere Ranges compared to the region (20 per cent).

### INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income was higher in Waitākere Ranges (\$100,000) than the region (\$93,900). The Waitākere Ranges is one of six local boards with a median household income of \$100,000 or more.

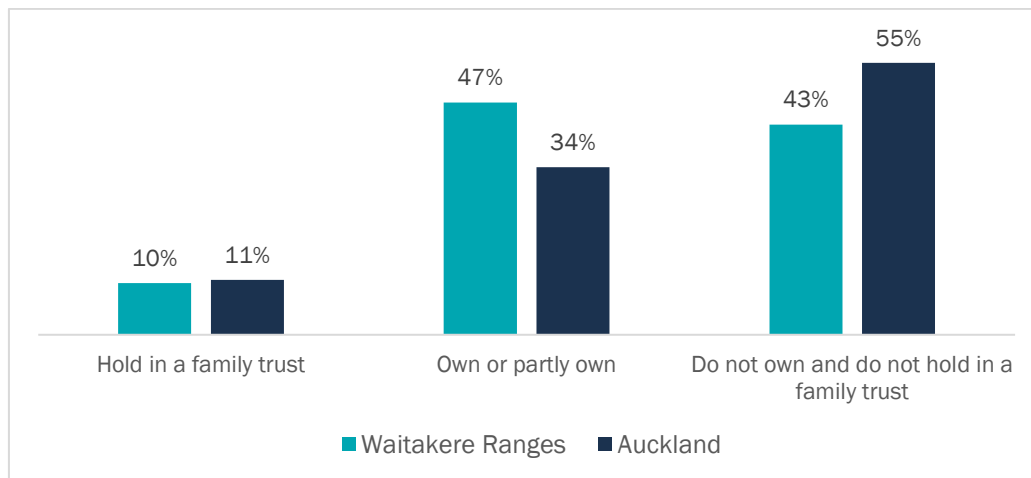
### MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



In 2018, 18 per cent of individuals in Waitākere Ranges derived self-employment or business income, above the rate across Auckland (14 per cent).

Home ownership in Waitākere Ranges is higher than the regional average; in 2018, 57 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

### HOME OWNERSHIP (CENSUS 2018)



### Household Prosperity

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

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

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

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

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

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



### 3: Skills

Waitākere Ranges has a well qualified labour force with a high proportion of residents educated to degree level or higher. Without a large college in the area, data for school leaver attainment for Waitākere Ranges does not accurately reflect how young people perform at school as most attend school in neighbouring local board areas.

#### 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.

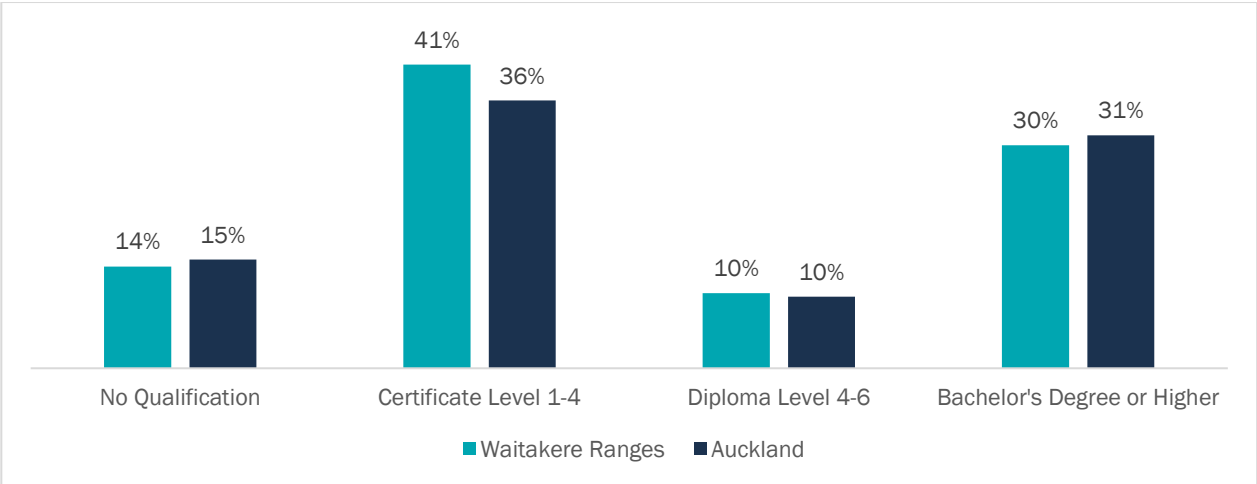
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 30 per cent of adult residents in Waitākere Ranges had gained a bachelor’s degree or higher, a similar proportion to the Auckland region (31 per cent). Fourteen per cent of residents had no educational qualifications compared with 15 per cent across the region<sup>3</sup>.

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

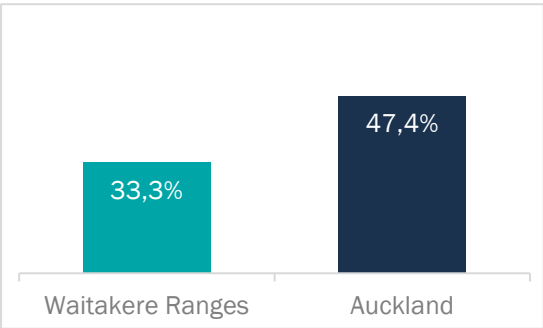
Educational attainment

There are no large secondary schools in the area. Just 24 students left school from the Waitākere Ranges in 2020, as most school age children attend school elsewhere. With such a small number it is difficult to make meaningful comparisons with the regional average.

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
Waitākere Ranges	33.3%	16.7%	0.0%	50.0%	24
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

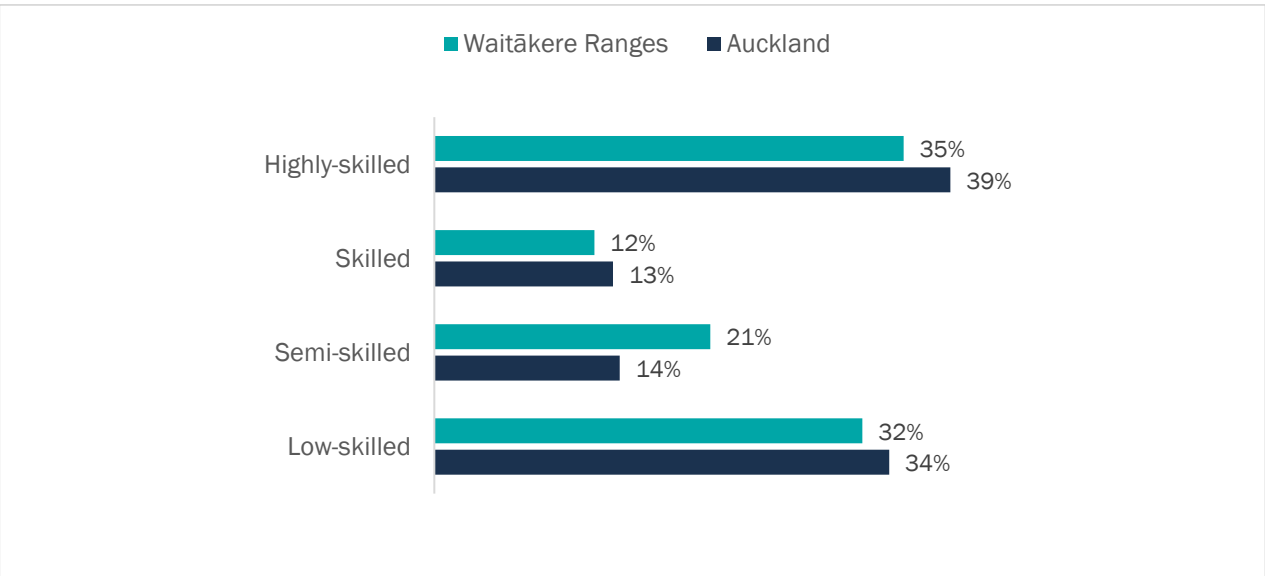
SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2021)



Occupations

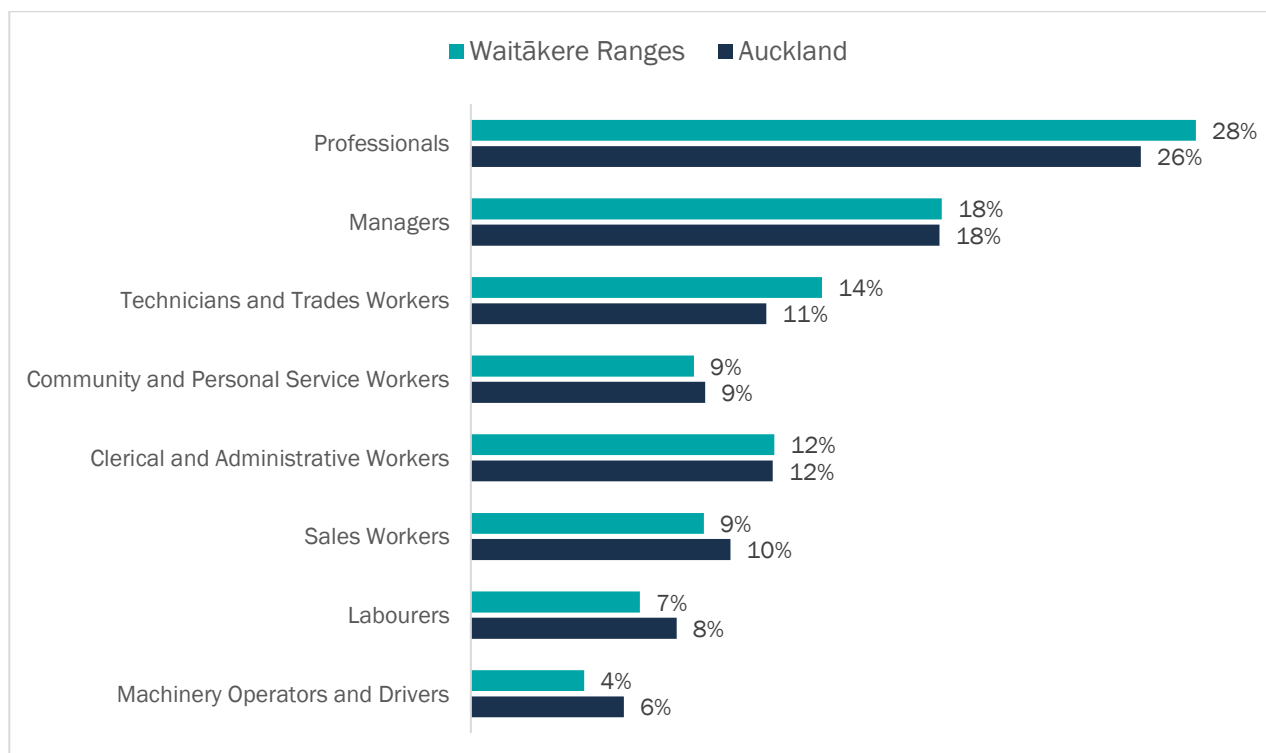
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN WAITĀKERE RANGES (INFOMETRICS 2021)



The Waitākere Ranges 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 WAITĀKERE RANGES (CENSUS 2018)



Professionals and managers were the most popular occupational categories for Waitākere Ranges residents in 2018 (46 per cent), similar to the wider Auckland regional average (44 per cent). Labourers and machinery operators and drivers' resident in the area (11 per cent) were relatively fewer than in the region (14 per cent).

### OCCUPATIONS IN WAITĀKERE RANGES BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Waitākere Ranges Local Board area, professionals were the largest occupational group (23 per cent), below the region average (26 per cent). Technicians and trade workers (16 per cent) were above the regional average (13 per cent). Community, personal services workers (14 per cent) were also above the regional average (nine per cent).

Education professionals were the largest occupational group, with a 9.1 per cent share of the total jobs (842) in the Waitākere Ranges area.

#### TOP 10 OCCUPATIONS LOCATED IN WAITĀKERE RANGES (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Waitākere Ranges Total
1	Education Professionals	842	9.1%
2	Specialist Managers	772	8.3%
3	Construction Trades Workers	535	5.8%
4	Carers & Aides	487	5.3%
5	Sports & Personal Service Workers	436	4.7%
6	Chief Execs, General Managers, Legislators	331	3.6%
7	Sales Assistants & Salespersons	324	3.5%
8	Road & Rail Drivers	323	3.5%
9	Business, HR & Marketing Professionals	317	3.4%
10	Hospitality, Retail & Service Managers	315	3.4%
	Sub-total of top 10 occupations	4,682	50.6%
	Total jobs	9,267	100%

Sports and personal service workers were the fastest growing occupational group, adding 218 new jobs between 2016-2021.

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

Sector	New Jobs
Sports & Personal Service Workers	218
Construction Trades Workers	174
Education Professionals	111
Specialist Managers	111
Business, HR & Marketing Professionals	80
Carers & Aides	78

The arts and media professionals occupational group lost 119 jobs between 2016-2021.

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

Sector	Jobs Lost
Arts & Media Professionals	-119
Clerical & Office Support Workers	-13
Cleaners & Laundry Workers	-11

## 4: Local Economy

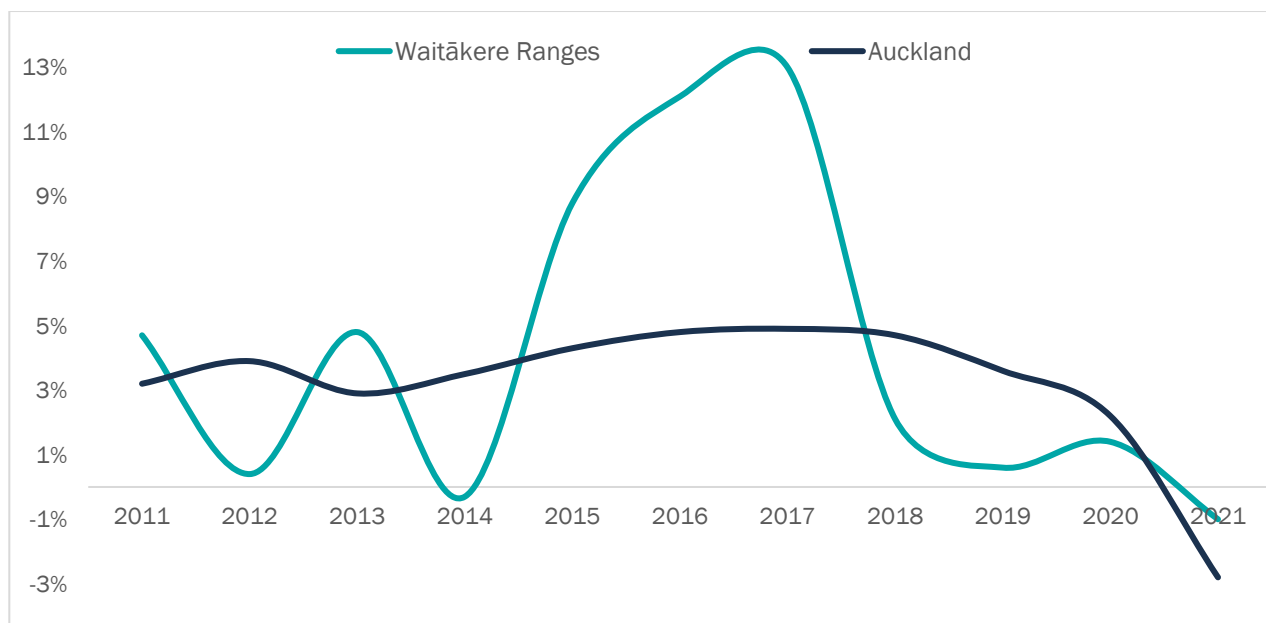
Waitākere Ranges has a small local economy driven by the GDP contribution of the construction and real estate sectors. Construction provides nearly a fifth of all local jobs with significant numbers also provided by the healthcare and education sectors. There has been recent growth in the number of jobs in the administration services and the construction sector. Twenty-four per cent of jobs in Waitākere Ranges were in knowledge intensive industries, which was below the regional average of 36 per cent.

### Growth and employment trends

Between 2020-2021, GDP in Waitākere Ranges declined by -1.0 per cent, less than the decline in the Auckland region of -2.8 per cent. In the five years to 2021, the Waitākere Ranges economy grew at an average annual rate of 3.1 per cent, above the 2.5 per cent in the Auckland region.

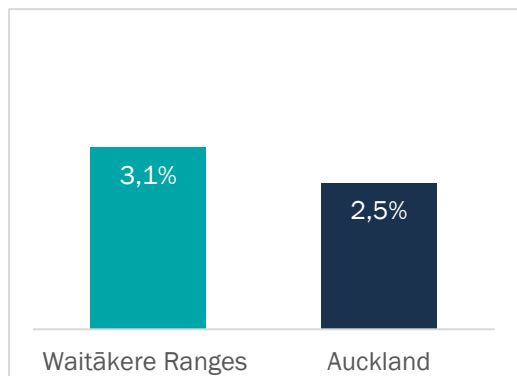
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year, lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

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

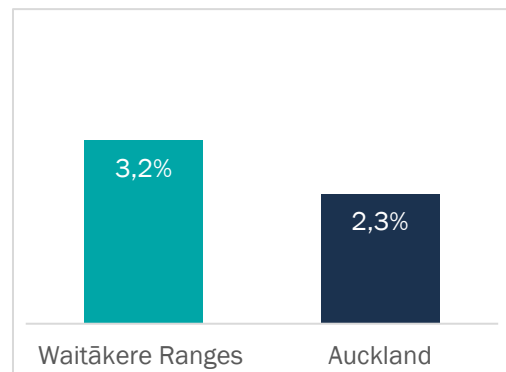


Employment in Waitākere Ranges increased by an average of 3.2 per cent per annum in the five years from 2016-2021, above the Auckland rate of 2.3 per cent. Over the last 5 years, Waitākere Ranges job numbers increased the most in administration and support services (+352), construction services (+342) and wholesale trade (+245). Over the same period, arts and recreation services lost jobs (-148).

#### 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 wholesale trade. 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)
Wholesale Trade	17.7%
Information Media & Telecommunications	13.8%
Electricity, Gas, Water & Waste Services	12.6%
Administrative & Support Services	10.2%
Professional, Scientific & Technical Services	5.7%
Retail Trade	5.2%
Public Administration & Safety	5.0%

### Industry mix

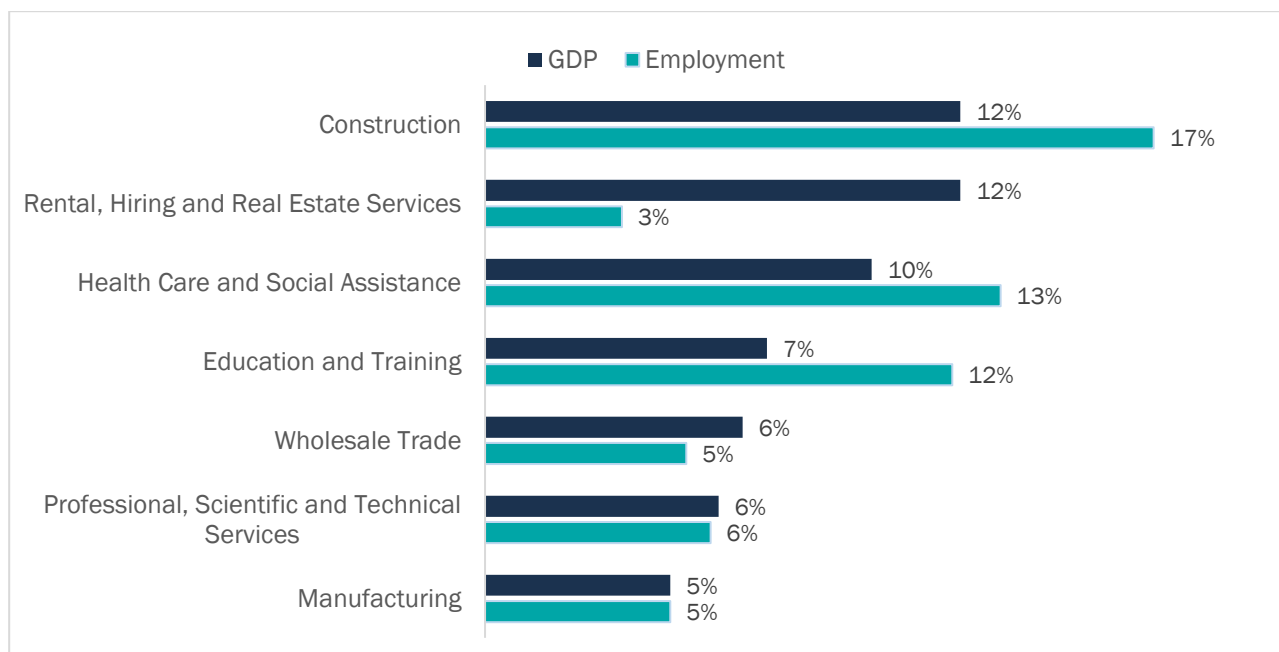
Waitākere Ranges future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Waitākere Ranges economy were real estate services, construction, and healthcare.

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



- **Construction** contributed 12 per cent of Waitākere Ranges GDP and provided 17 per cent of the area's employment.
- **Rental, hiring and real estate services** contributed 12 per cent of Waitākere Ranges GDP but provided only three per cent of the area's employment.
- **Healthcare and social assistance** contributed 10 per cent of Waitākere Ranges GDP and provided 13 per cent of the area's employment.
- **Education and training** contributed seven per cent of Waitākere Ranges GDP and provided 12 per cent of the area's employment.

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



Construction, healthcare and social assistance, and education and training were the key employment sectors in Waitakere Rangers Local Board.

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

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

Rank	Industry	Jobs (2021)	Share of Waitākere Ranges Total
1	Healthcare & Social Assistance	1,189	12.8%
2	Education & Training	1,077	11.6%
3	Construction Services	1,047	11.3%
4	Administrative & Support Services	751	8.1%
5	Other Services	579	6.2%
6	Accommodation & Food Services	554	6.0%
7	Professional, Scientific & Tech Services	522	5.6%
8	Wholesale Trade	462	5.0%
9	Building Construction	415	4.5%
10	Road Transport	381	4.1%
	<b>Total top 10 industries</b>	<b>6,977</b>	<b>75.2%</b>
	<b>All other industries</b>	<b>2,299</b>	<b>24.8%</b>
	<b>Total employment</b>	<b>9,276</b>	<b>100.0%</b>

Administrative and support services and construction services experienced the greatest job growth between 2016-2021.

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

Sector	New Jobs
Administrative & Support Services	352
Construction Services	342
Wholesale Trade	245
Healthcare & Social Assistance	200
Education & Training	164
Professional, Scientific & Tech Services	87
Water, Sewerage & Waste Services	73



Between 2016-2021 the arts and recreation services sector lost 148 jobs.

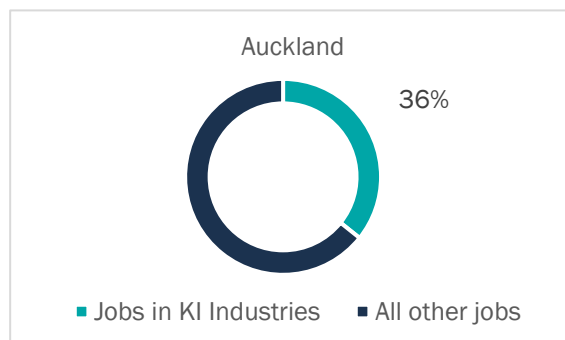
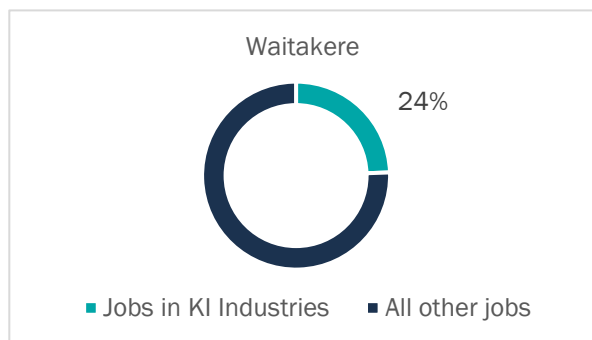
#### SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Arts & Recreation Services	-148
Other Services	-66
Building Construction	-28
Supermarket & Specialised Food Retailing	-28

#### 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-four** per cent of jobs in Waitākere Ranges were in knowledge intensive industries which was less than the regional average of 36 per cent.

#### JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES (INFOMETRICS 2021)



#### Sector strengths

This section uses location quotients to identify what industries an area may have a comparative advantage in. An area has a location quotient larger than one when the share of that industry in the area's economy is greater than the share of the same industry in the national economy.

A number of sectors are more strongly represented in Waitākere Ranges than they are in the region as a whole. Furniture manufacture, water, sewerage and waste services being sectors that are strongly represented, although these sectors are relatively small.

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

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Furniture & Other Manufacturing	3.3	10.0 (1.0%)	103
2	Water, Sewerage & Waste Services	3.0	14.5 (1.4%)	138
3	Printing	2.5	5.2 (0.5%)	56
4	Road Transport	2.3	34.4 (3.3%)	381
5	Construction Services	2.3	81.8 (7.9%)	1,047

<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, travel agency and tour arrangement services are strongly represented in Waitakere Ranges. They contributed \$18.6 million GDP to the local economy.

#### LOCAL SPECIALISMS (INFOMETRICS 2021)

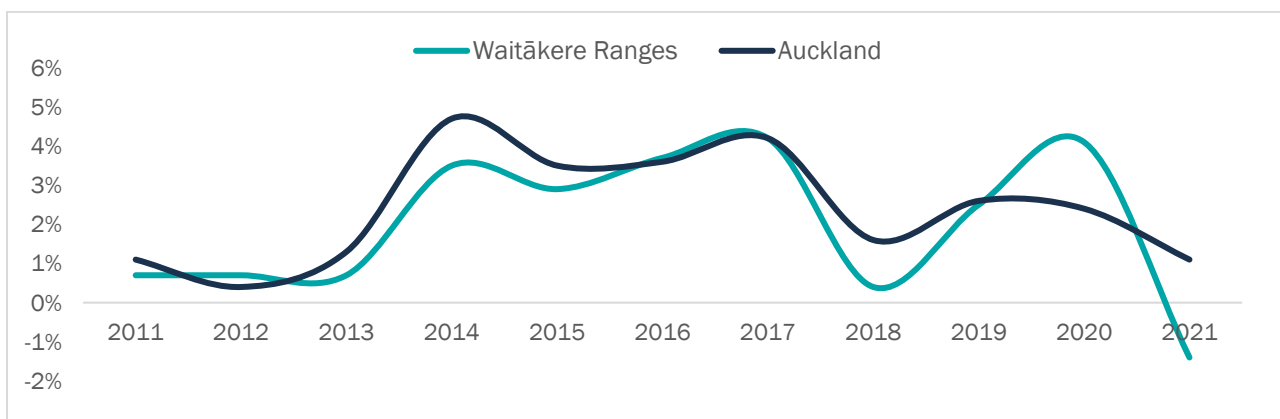
Rank	Industry	LQ	GDP (\$M)	Share
1	Travel Agency & Tour Arrangement Services	19.7	18.6	1.8%
2	Water Supply	13	10.3	1.0%
3	Other Personal Services	12	13.4	1.3%
4	Urban Bus Transport (Including Tramway)	10.7	23.8	2.3%
5	Other Non-Metallic Mineral Product Manufacturing	9.8	5.2	0.5%

#### Businesses

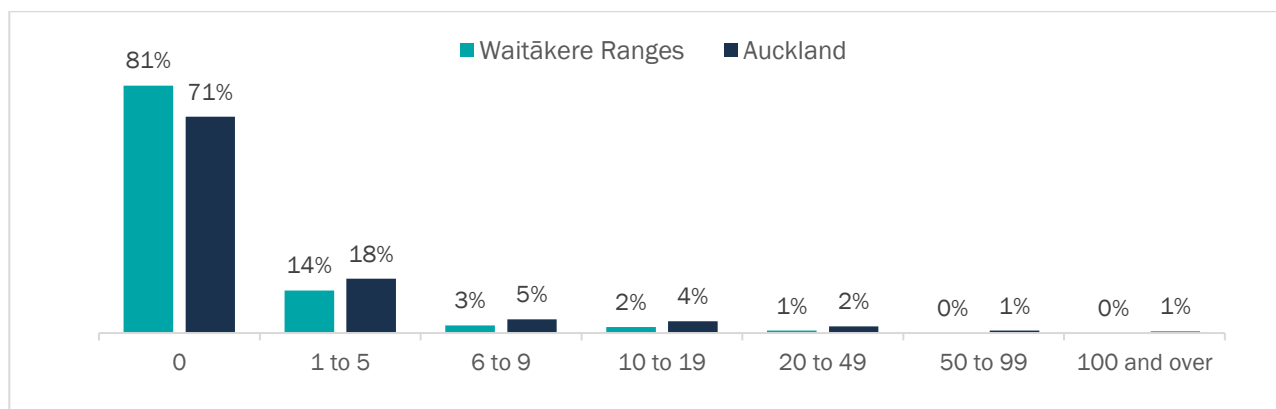
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed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

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

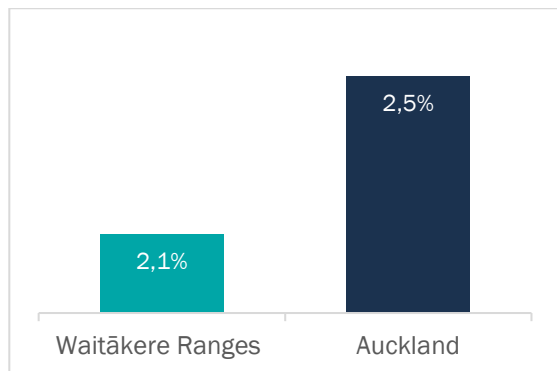


### BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 5,109 businesses in Waitākere Ranges, employing an average of 1.8 employees each, less than the Auckland average of 4.4 employees. **The vast majority (95 per cent) of businesses in Waitākere Ranges have five employees or less**, highlighting the importance of small enterprises in the local economy.

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



The number of businesses units in Waitākere Ranges grew by 2.1 per cent a year on average over the last decade, less 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.

The number of businesses grew by 2.1 per cent a year on average over the last decade, slightly below the Auckland average of 2.5 per cent.

## 5: Economic Places

Employment in Waitākere Ranges is concentrated in a small number of town centres such as Glen Eden and Titirangi that are home to retail and hospitality businesses alongside professional services. There is a small but locally significant industrial area at Westech Place north of Glen Eden.

Waitākere Ranges is predominantly a labour exporting suburban area. There are 55,900 residents in Waitākere Ranges, which has a labour force of 36,600. The local board area has a total of 9,276 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city.

### Employment Zones

Employment in Waitākere Ranges is concentrated in and around the main town centre of Glen Eden and a small industrial and commercial area to the north of the town centre.

#### EMPLOYMENT IN GLEN EDEN NORTH AREA\* (NZ STATISTICS 2021)

Sector	Jobs
Manufacturing	110
Wholesale Trade	95
Construction	65
Education & Training	65
<b>Total employment (all sectors)</b>	<b>520</b>
*Based on business demographics for the SA2 area	

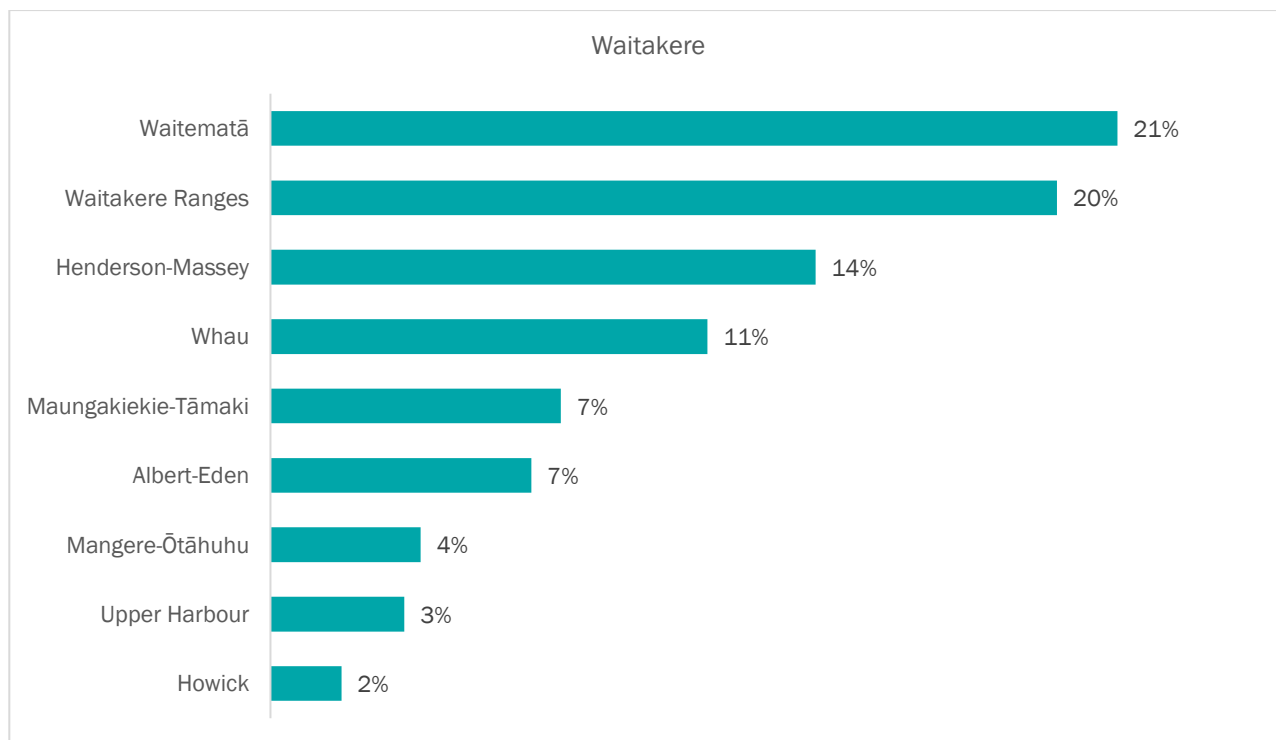
#### EMPLOYMENT IN GLEN EDEN CENTRAL AREA\* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	170
Construction	95
Accommodation & Food Services	85
Other Services	65
<b>Total employment (all sectors)</b>	<b>750</b>
*Based on business demographics for the SA2 area	

## Commuting

In 2018, 20 per cent of Waitākere Ranges residents worked within their local board area. A significant proportion of residents travelled out of the area for work. The most popular areas travelled to were Waitemata (21 per cent) and Henderson-Massey (14 per cent).

### TRAVEL TO WORK PATTERNS – SHARE OF TOTAL TRIPS FROM WAITĀKERE RANGES (CENSUS 2018)<sup>5</sup>



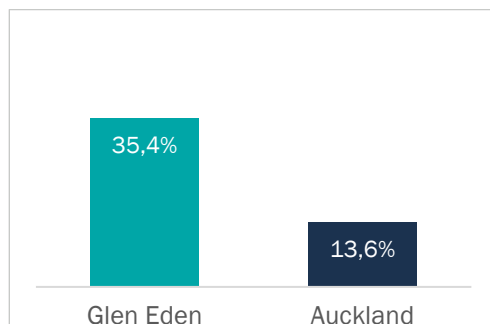
## Town Centres

Many town centres faced challenges prior to the COVID-19 pandemic but the impact of Auckland's lockdowns to limit the outbreaks of COVID-19 cases has posed significant challenges for retail centres across the region.

The main town centre employment zones in Waitakere Ranges Local Board are Glen Eden and Titirangi.

Spending in Glen Eden between 2017-2022 grew at a higher rate of 35.4 per cent, compared to the growth of 13.6 per cent regionally. The average transaction value in Glen Eden was \$36.48, below the Auckland average of \$49.74. (Marketview 2022)

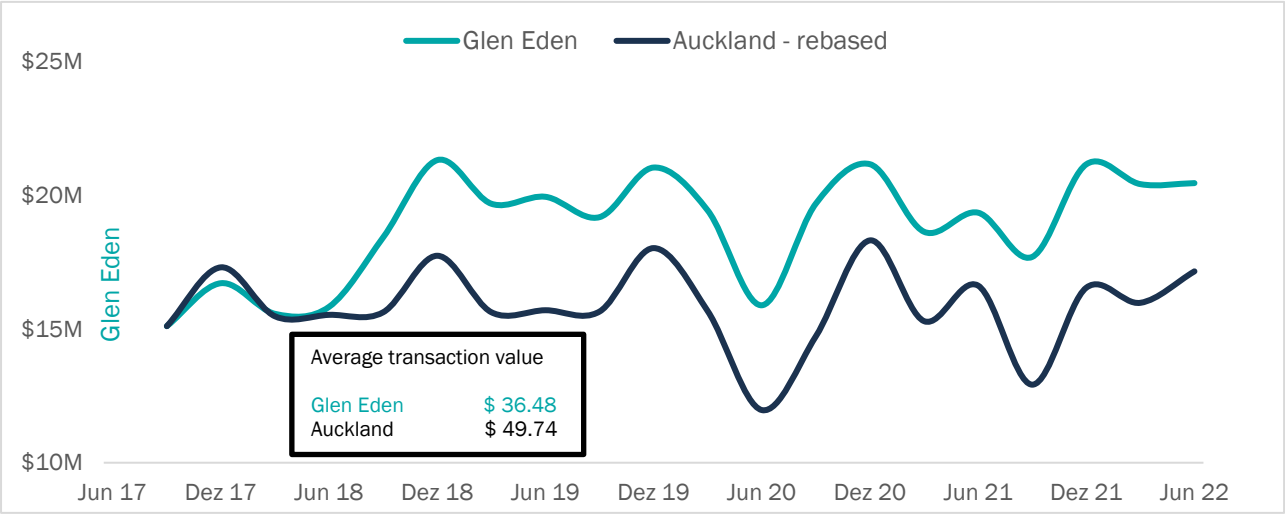
### GLEN EDEN BID SPENDING GROWTH (2017-2022)



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

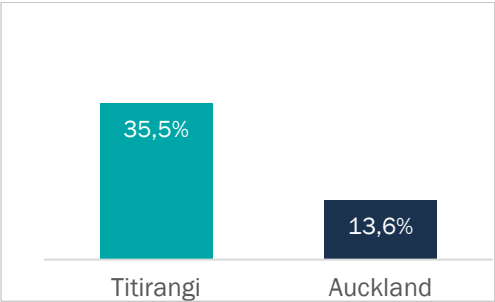
Spending in Glen Eden has been at a higher rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



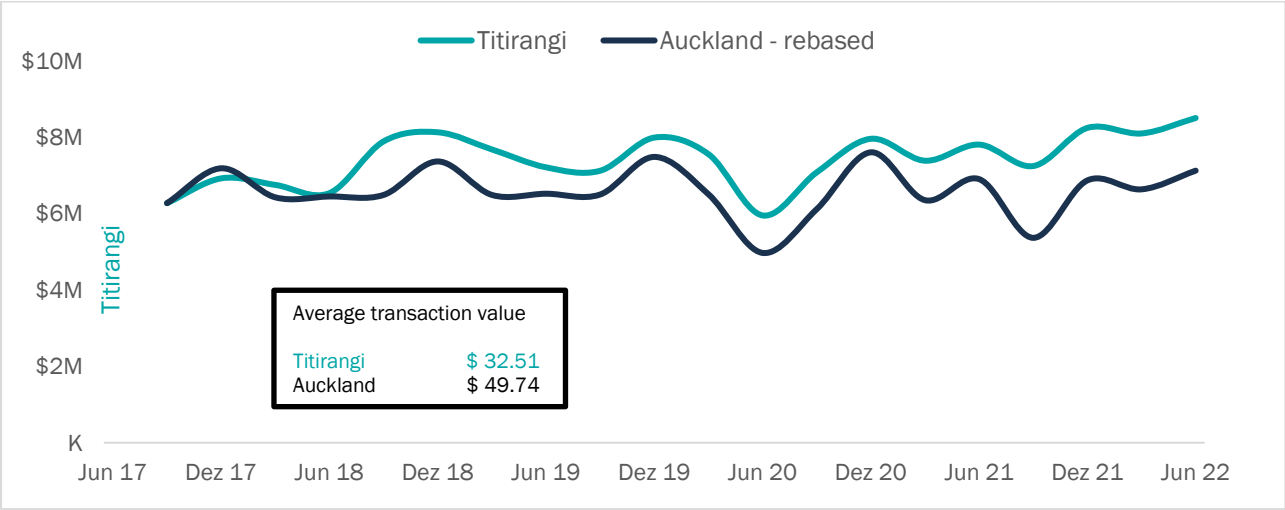
Spending in Titirangi between 2017-2022 grew at a higher rate of 35.5 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Titirangi was \$32.51, below the Auckland average of \$49.74. (Marketview 2022)

TITIRANGI SPENDING GROWTH (2017-2022)



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

TITIRANGI 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 A WELCOME COMMENT AND FEEDBACK

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John Norman  
Head of Economic Places

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

