

TĀTAKI AUCKLAND UNLIMITED REPORT

Rodney Local Economic Overview 2022



Tātaki Auckland Unlimited Report

1 Introduction

2 **People and Households**
Demographics
Incomes

3 **Skills**
Education
Qualifications

4 **Local Economy**
Growth
Employment
Sectors
Occupations

5 **Places**
Employment zones
Town centres

Glossary

Note of Error October 2023

The previous published version of this report contained an error.

The population growth (2016-2021) figure in the table and chart in *Section 2: Population and Households* had been incorrectly calculated.

The error is corrected in this version. Inquiries to: john.norman@aucklandnz.com



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

Rodney is one of Auckland’s least populous local board areas with a population of 76,700 that is forecast to increase to 135,800 by 2048. Between 2016 and 2021, Rodney was the second fastest growing local board area, seeing a 16 per cent increase in population.

Rodney is a relatively prosperous area. The Auckland Prosperity Index report showed Rodney is home to highly skilled residents and high rates of home ownership and an older age profile. However, with distant access to the city centre and tertiary education institutions, the workforce has fewer education and employment opportunities than elsewhere in the city.

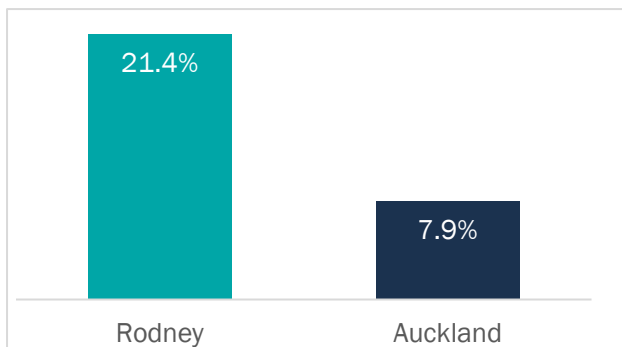
POPULATION SUMMARY

	Rodney	Auckland/Share
Population (2021)	76,700	4.5%
Population growth (2016-2021)	21.4%	7.9%
Median Age (2021)	41.7	35.6
Labour force (2022)	30,700	983,800
Labour force participation (2022)	75%	72%
Home ownership (2018)	61%	45%

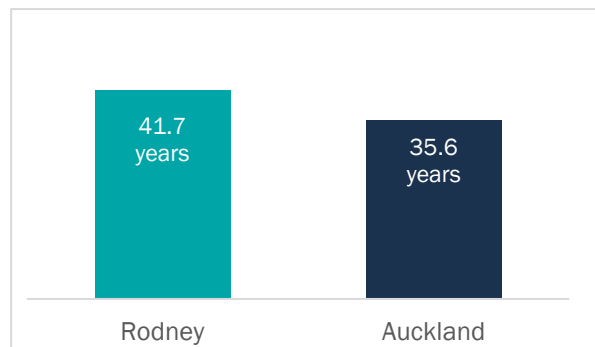
Population

The Rodney Local Board area has experienced rapid population growth in recent years. Between 2016 and 2021, population growth was 21.4 per cent compared to 7.9 per cent regionally (Infometrics 2021)¹.

POPULATION GROWTH (INFOMETRICS 2016-2021)



MEDIAN AGE (INFOMETRICS 2021)

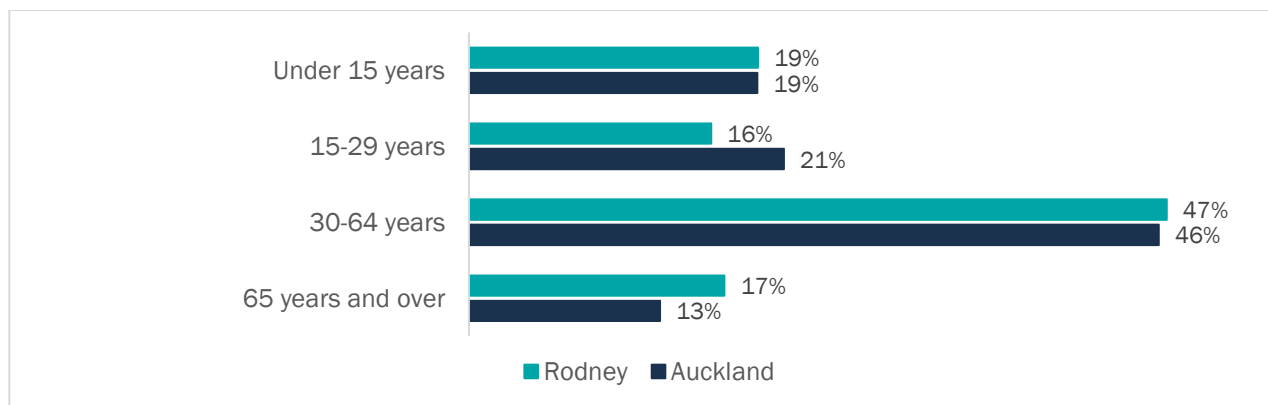


¹ Infometrics population estimates

Medium population projections suggest that Rodney could be home to 135,800 residents by 2048, an increase of 59,100. This equates to a 2.9 per cent per annum increase or 2,189 additional residents per year between 2021 and 2048. Rodney local board has the second highest projected population growth rate in the region (NZ Statistics).

Rodney has an older population than the regional average with fewer people in the younger working age category (15-29 years old) and more people of retirement age (65+). The median age in Rodney is 41.7 years old, compared to the Auckland regional median of 35.6.

AGE STRUCTURE (INFOMETRICS 2021)

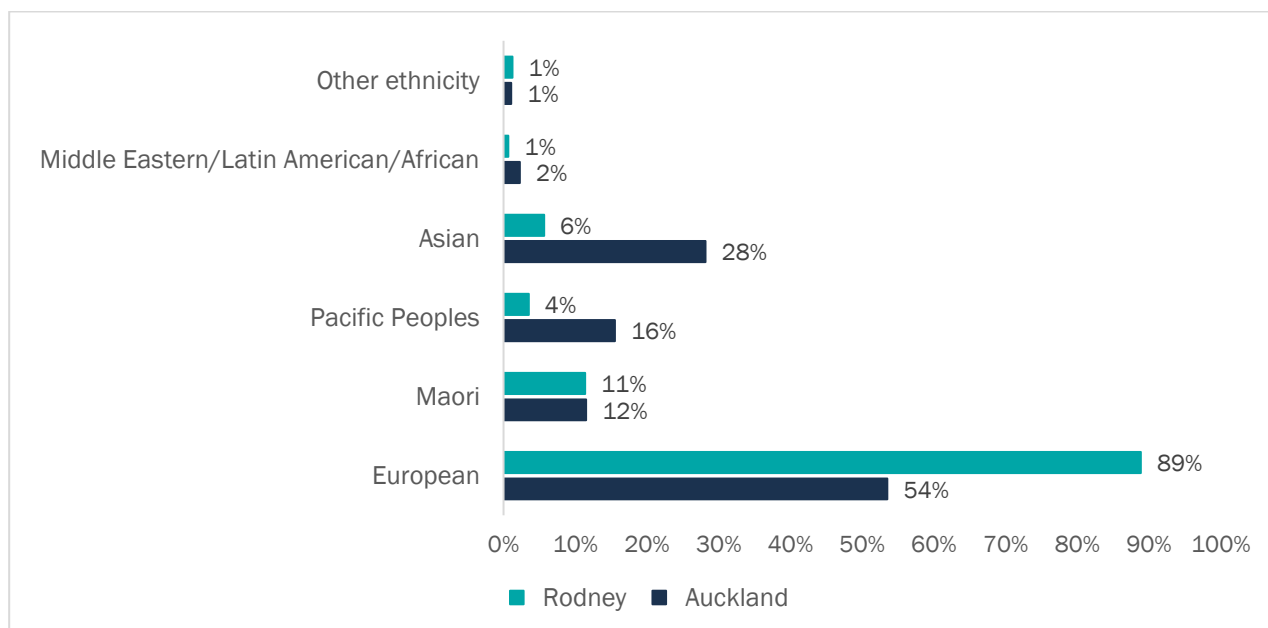


Ethnicity

Rodney’s population is predominantly of European ethnicity (89 per cent), much more so than the regional profile where Europeans make up 54 per cent of the population. While Rodney has a similar Māori population to that of the region there are fewer of Pacific and Asian ethnic origins.

Rodney has a smaller proportion of residents born overseas (24 per cent) compared to the region (42 per cent). Of people born overseas, 14 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

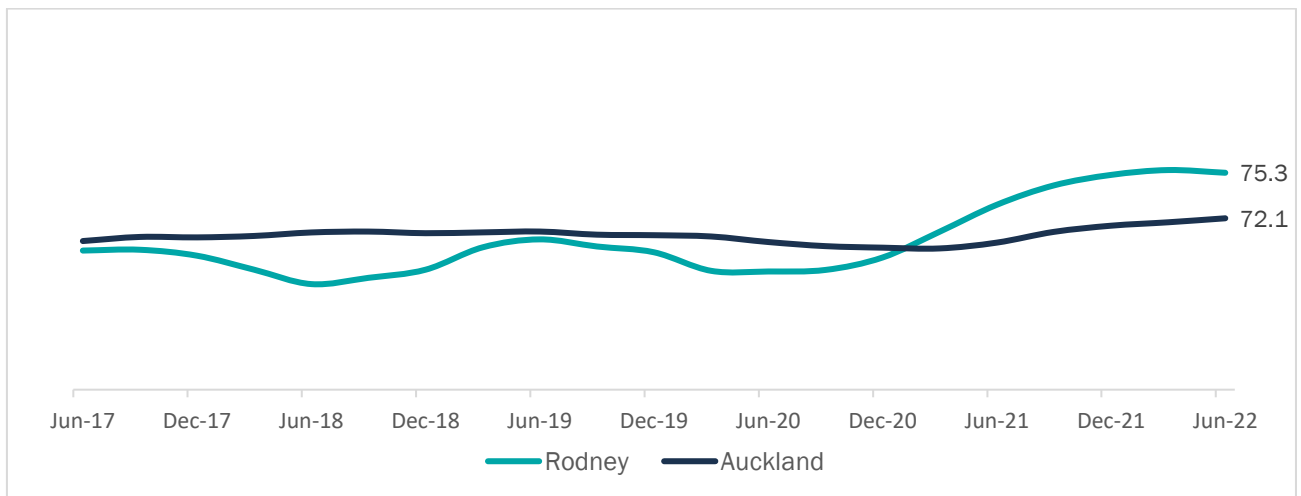
With a less diverse population than elsewhere in the region, 97 per cent of Rodney residents are able to speak English compared to 93 per cent for the region.

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.

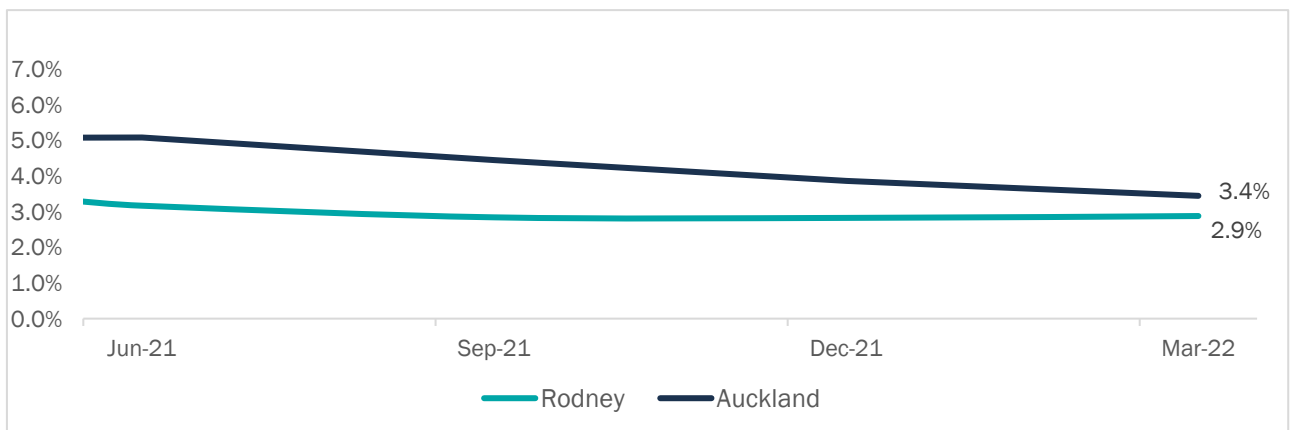
The labour force participation rate in Rodney is 76 per cent, much higher than the Auckland rate (72 per cent).

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



Due to the population size and survey methodology, Rodney's unemployment rate is not reported for every quarter. Unemployment, measured by the Household Labour Force Survey in Rodney, has been below the Auckland average between June 2021 and March 2022.

UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

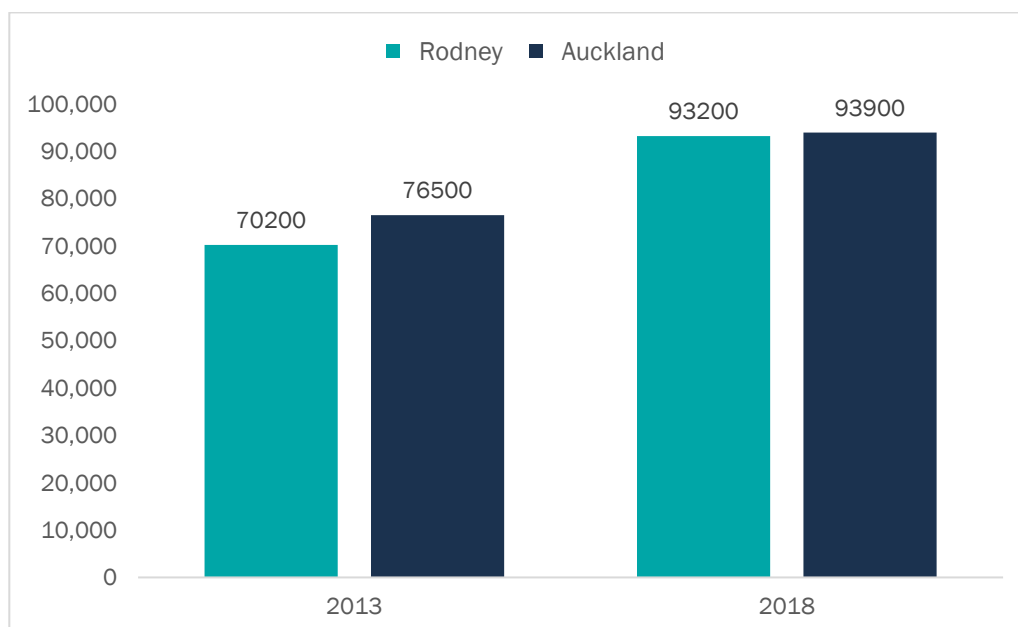
Analysis of individual income levels in 2018 shows that there was a higher proportion (23 per cent) of persons earning a high income (over \$70,000 per year) in Rodney compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



The median household income in Rodney (\$93,200) is just below that of the Auckland region (\$93,900).

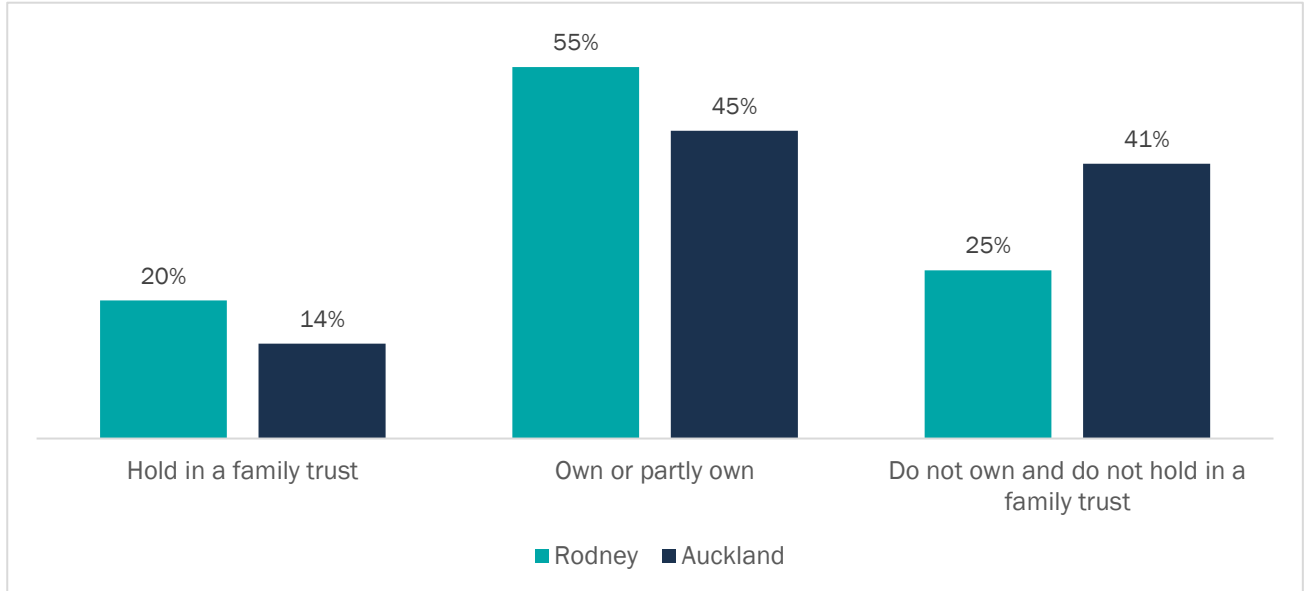
MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



In 2018, 25 per cent of households in Rodney derived self-employment or business income, above the rate across all Auckland households (14 per cent).

Home ownership in Rodney is much higher than the regional average; in 2018, 75 per cent of households owned the dwelling they lived in, compared to 59 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Rodney has a well qualified labour force however, fewer school leavers from Rodney leave with NCEA Level 2 or NCEA Level 3 and fewer also progress into 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.

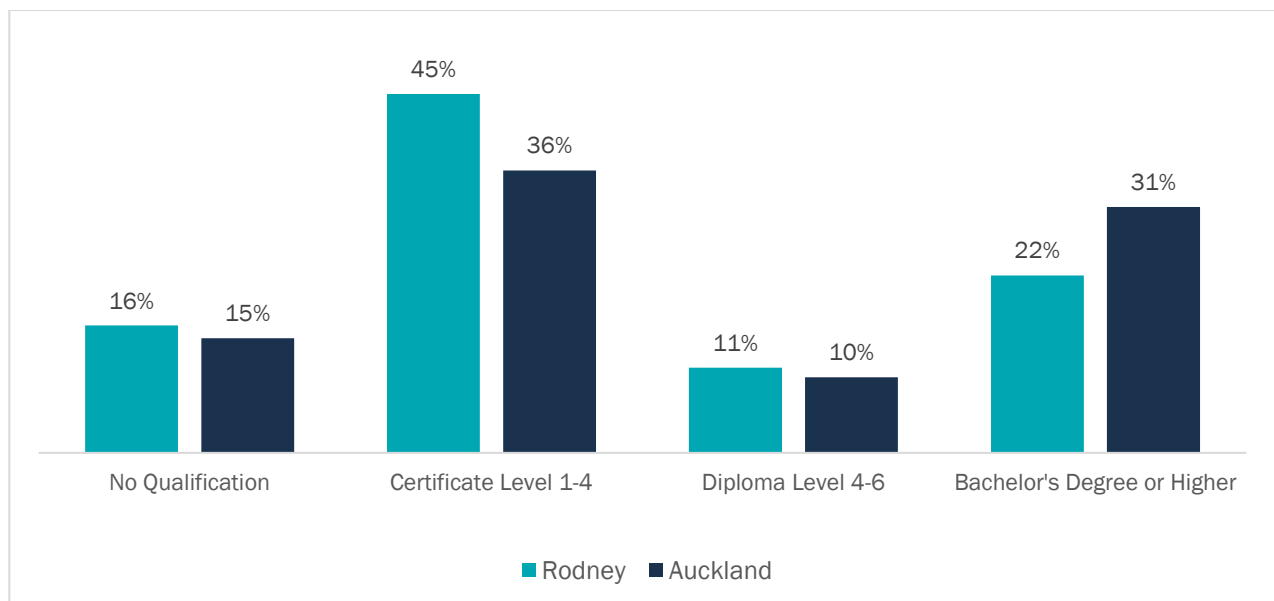
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 31 per cent of adult residents in Rodney 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 region².

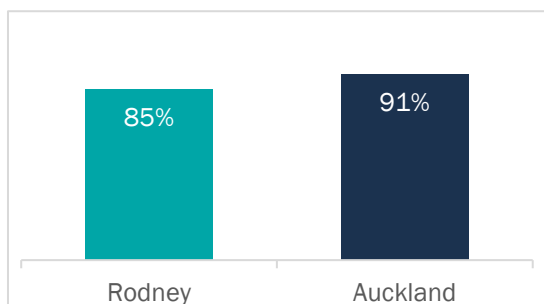
Educational attainment

NCEA is the national school leavers qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 15 per cent of school leavers in Rodney did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

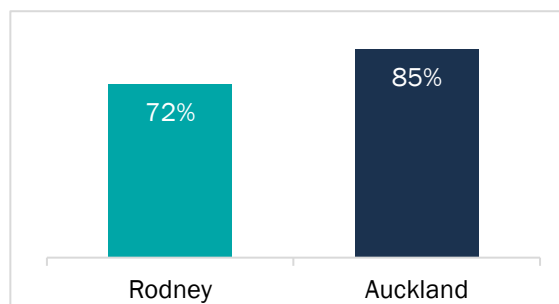
In 2021, 28 per cent of school leavers in Rodney did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average, where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2

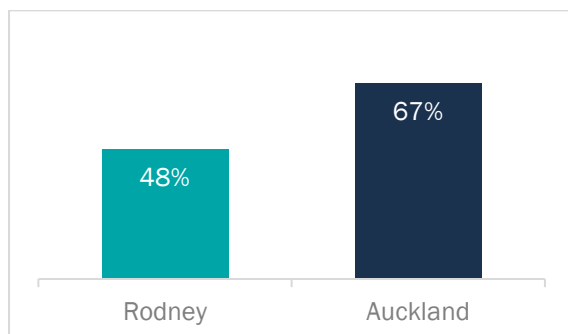


NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	88.2%	75.3%
Māori	71.8%	57.3%
Pacific	75.0%	54.5%
Asian	100.0%	90.0%
Middle East, Latin American, African	-	-
Other	-	-
Total Rodney	84.8%	72.3%
Total Auckland	91.2%	84.9%

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

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



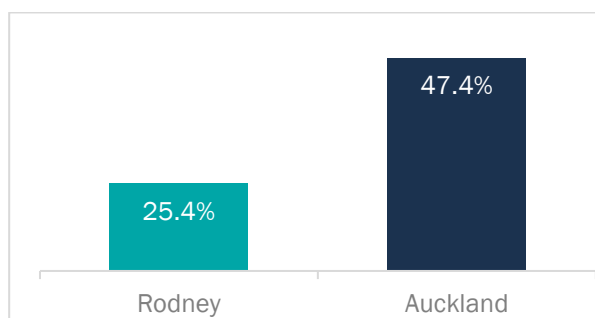
NCEA 3 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA 3	Rodney %	AKL region %
Māori	34.5%	43.5%
Pacific	31.8%	54.2%
Asian	65.0%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	49.6%	69.8%
Total	47.8%	67.2%

Fewer school leavers moved on to degree level study within a year of leaving school. Twenty-five per cent of Rodney's school leavers did this, much fewer than the Auckland average of 47 per cent. A higher proportion moved into certificate and diploma level study, but overall, 61 per cent enrolled in some form of tertiary education less 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
Rodney	25.4%	30.2%	5.3%	39.1%	414
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

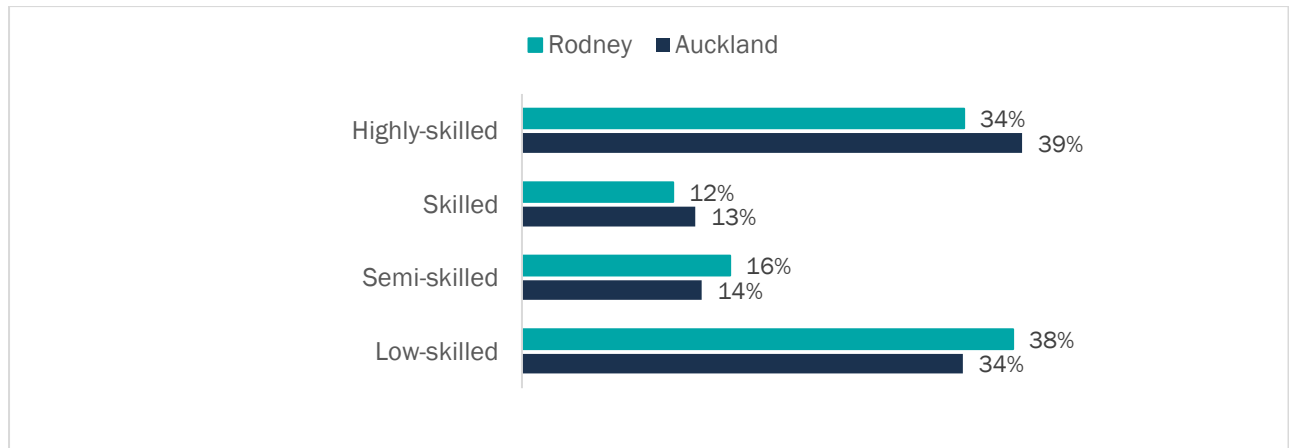
SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2021)**DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)**

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	19.0%	17.7%	11.4%	51.9%	79
Pacific	18.2%	30.3%	3.0%	48.5%	33
Asian	16.7%	41.7%	8.3%	41.7%	12
MELAA	-	-	-	-	
Other	-	-	-	-	
NZ European	27.0%	33.0%	3.2%	36.8%	348

Occupations

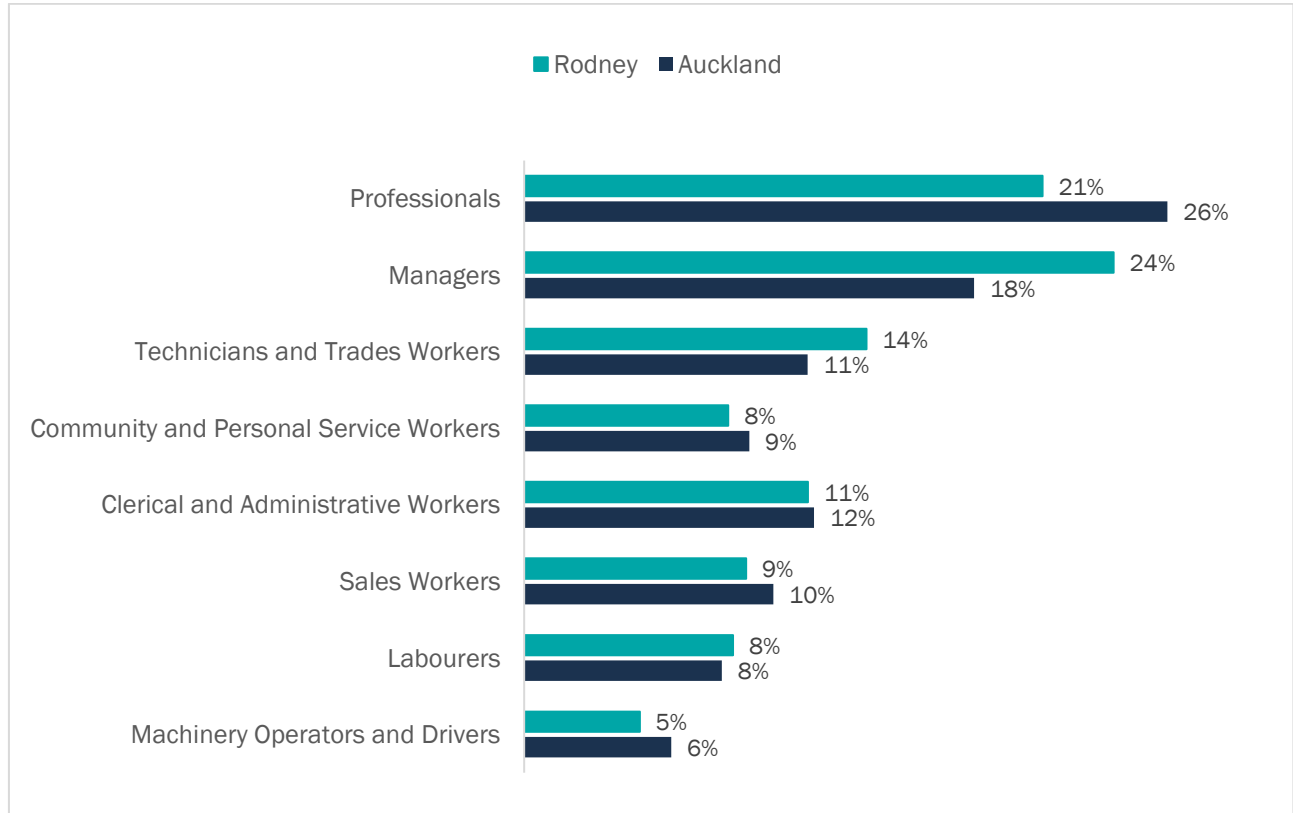
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN RODNEY (INFOMETRICS 2021)



The Rodney Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (46 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 (54 per cent) compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN RODNEY (CENSUS 2018)



Managers were the most popular occupational category for Rodney residents in 2018 (24 per cent), significantly above the regional average (18 per cent). There were more technicians and trades worker residents (14 per cent) compared to the region (11 per cent).

OCCUPATIONS IN RODNEY BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Rodney local board area, managers and professionals were the largest occupational groups (both 19 per cent). Managers were slightly above the Auckland average (17 per cent), while professionals were below the wider Auckland regional average (26 per cent). There were more technicians and trades workers, labourers and machinery operators and drivers' jobs in the area compared to the regional average.

Specialist managers² were the largest occupational group in Rodney, followed by educational professionals and carers and aides.

TOP 10 OCCUPATIONS LOCATED IN RODNEY (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Rodney Total
1	Specialist Managers	1,782	8.0%
2	Education Professionals	1,360	6.1%
3	Carers & Aides	954	4.3%
4	Sales Assistants & Salespersons	947	4.3%
5	Farmers & Farm Managers	902	4.1%
6	Construction Trades Workers	830	3.7%
7	Farm, Forestry & Garden Workers	829	3.7%
8	Chief Execs, General Managers, Legislators	785	3.5%
9	Hospitality, Retail & Service Managers	747	3.4%
10	Business, HR & Marketing Professionals	729	3.3%
	Sub-total of top 10 occupations	9,865	44.4%
	Total jobs	22,135	100%

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

The two largest occupational groups in employment terms, specialist managers and education professionals, were also the fastest growing in employment terms, adding 535 new jobs between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMATRICS 2016-2021)

Sector	New Jobs
Specialist Managers	297
Education Professionals	238
Carers & Aides	212
Road & Rail Drivers	206
Construction Trades Workers	152

Farm based occupations experiences a decline in job numbers between 2016-2021.

OCCUPATIONS WITH DECLINING JOBS (INFOMATRICS 2016-2021)

Sector	Jobs Lost
Farmers & Farm Managers	-179
Arts & Media Professionals	-94
Farm, Forestry & Garden Workers	-73

4: Local Economy

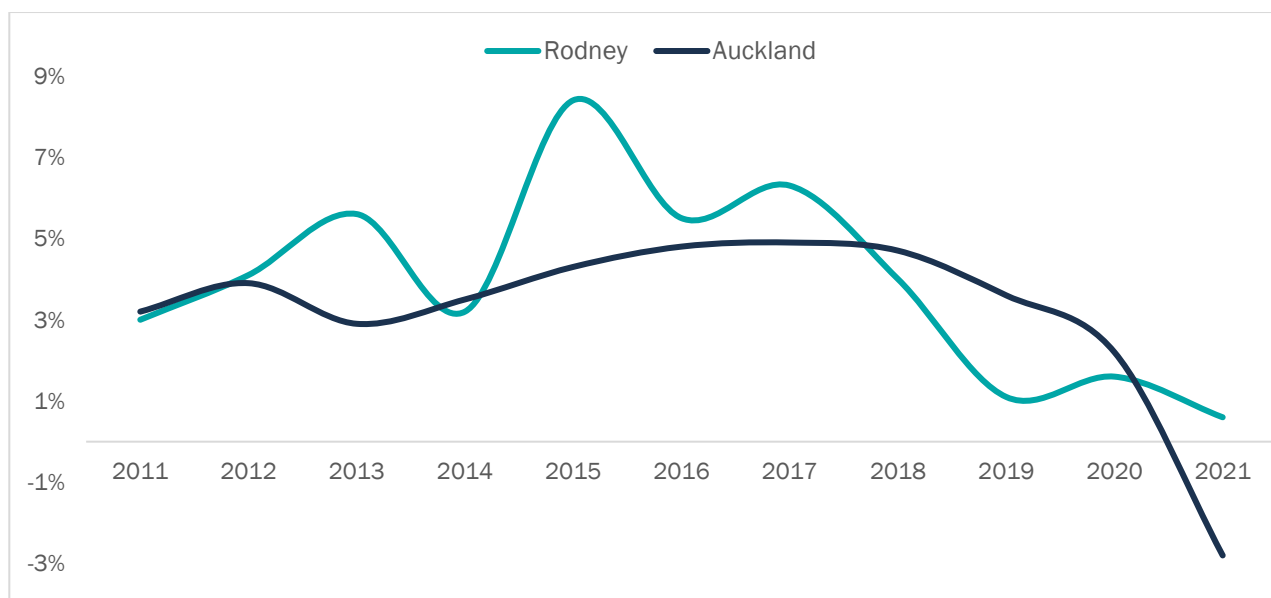
Rodney has a strong local economy with the largest contributors to GDP being the construction and manufacturing sector. The largest employer is the construction sector, providing almost double the number of jobs as the second largest employer in the area, the healthcare sector. The area has approximately half the number of jobs in knowledge intensive industries compared to the Auckland region. The largest number of new jobs created in the previous five years has been in the construction sector.

Growth and employment trends

Between 2020-2021, Rodney experienced GDP growth of 0.6 per cent, higher than the negative growth rate in the Auckland region of -2.8 per cent. In the five years to 2021, the Rodney economy grew at an average annual rate of 2.7 per cent, above the 2.5 per cent of the Auckland region.

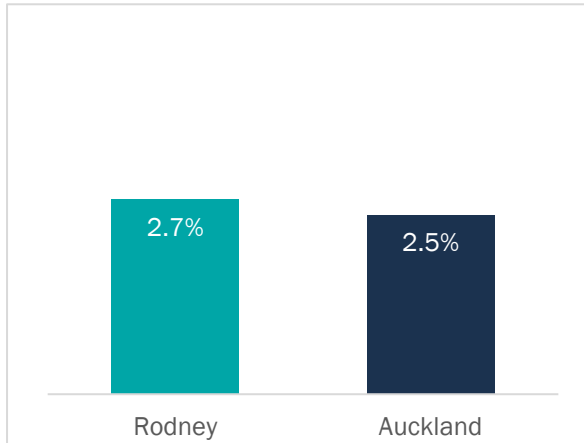
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

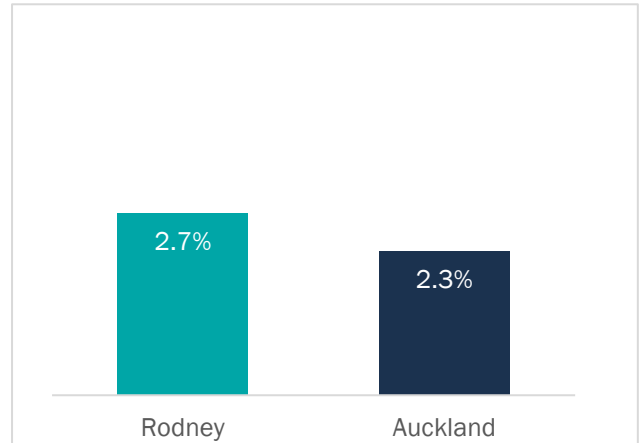


Employment in Rodney increased by an average of 2.7 per cent per annum in the five years from 2016-2021, slightly more than the Auckland regional rate of 2.3 per cent. Over the last five years, Rodney job numbers increased the most in construction services (+739), healthcare and social assistance (+422), and professional, scientific and technicians (+393). In the same period, employment declined in the following sectors: arts and recreation services (-202), and sheep, beef cattle and grain farming (-163).

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 information media and telecommunications which grew on average by 16 per cent p.a.. This data relates to GDP growth rates, not the overall size of the sector.

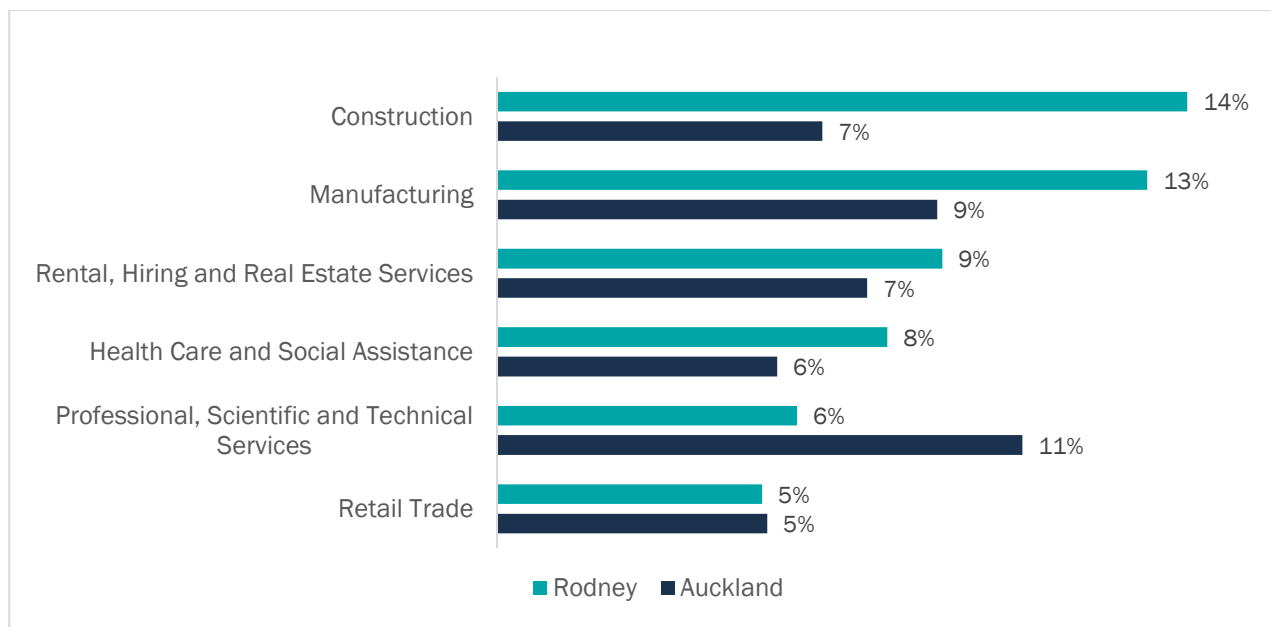
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Information Media & Telecommunications	16.4%
Professional, Scientific & Technical Services	9.3%
Construction	6.6%
Administrative & Support Services	6.0%
Other Services	5.5%
Healthcare & Social Assistance	5.2%

Industry mix

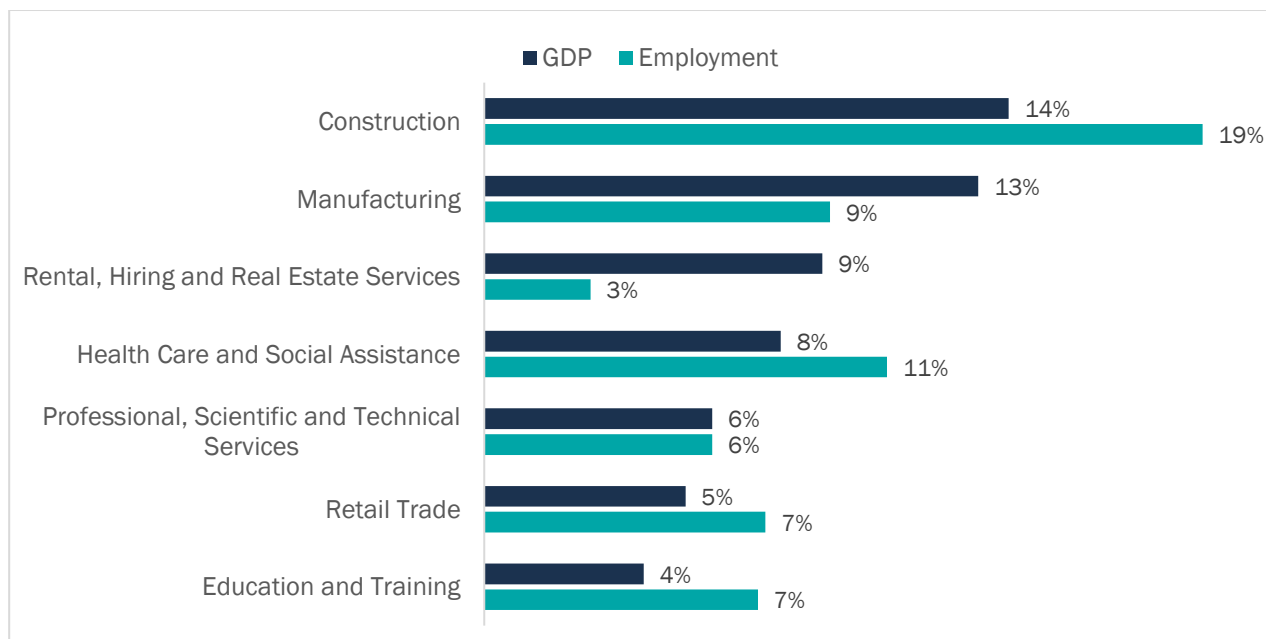
Rodney's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Rodney economy were construction, manufacturing,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

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



- **Construction** contributed 14 per cent of Rodney's GDP but provided 19 per cent of the area's employment
- **Manufacturing** contributed 13 per cent of Rodney's GDP but provided only nine per cent of the area's employment
- **Rental, hiring and real estate services** contributed nine per cent of Rodney's GDP but only provided three per cent of the area's employment
- **Healthcare and social assistance** contributed eight per cent of Rodney's GDP and 11 per cent of the area's employment

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



Construction, healthcare, and manufacturing were the key employment sectors in Rodney.

Looking at more detailed sub-sectors, we see that construction services was the largest employer (13 per cent). Accommodation, education and training, and professional 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 Rodney Total
1	Construction Services	2,820	12.7%
2	Healthcare & Social Assistance	2,354	10.6%
3	Accommodation & Food Services	1,621	7.3%
4	Education & Training	1,602	7.2%
5	Professional, Scientific & Tech Services	1,328	6.0%
6	Other Services	960	4.3%
7	Building Construction	928	4.2%
8	Horticulture & Fruit Growing	804	3.6%
9	Administrative & Support Services	776	3.5%
10	Other Store & Non-Store Retailing	737	3.3%
	Total top 10 industries	13,930	62.7%
	All other industries	8,205	37.3%
	Total employment	22,135	100.0%

The construction services sector, the major employer, also experienced the greatest growth of new jobs between 2016-2021.

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

Sector	New Jobs
Construction Services	739
Healthcare & Social Assistance	422
Professional, Scientific & Tech Services	393
Education & Training	306
Administrative & Support Services	281
Other Services	223
Road Transport	214

Several sectors lost jobs during the 2016-2021 period. Arts and recreation services and the farming sector lost a total of 521 jobs.

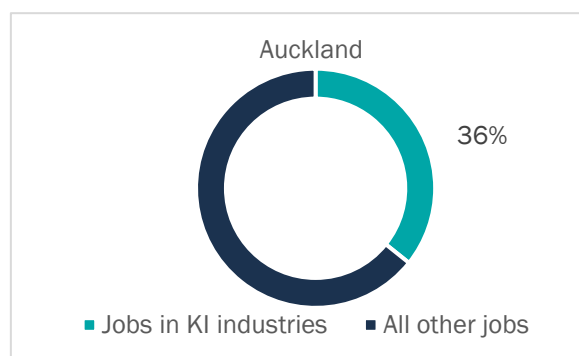
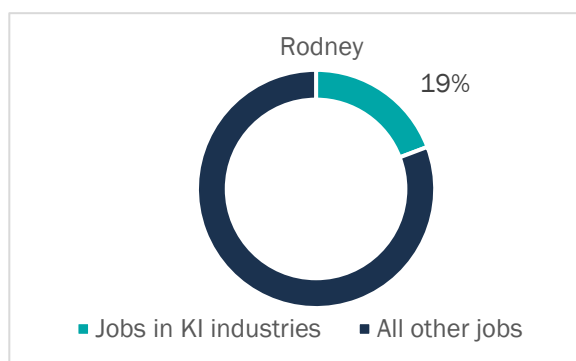
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2021)

Sector	Jobs Lost
Arts & Recreation Services	-202
Sheep, Beef Cattle & Grain Farming	-163
Horticulture & Fruit Growing	-95
Dairy Cattle Farming	-61

Knowledge intensive employment

Knowledge intensive industries³ represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Nineteen per cent of jobs in Rodney were in knowledge intensive industries which is almost half 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 Rodney than they are in the region as a whole. Beverage and tobacco manufacture is strongly represented due to the wine making area in and around Matakana.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Beverage & Tobacco Product Manufacturing	6.9	(5.6%) 141.3	384
2	Non-Metallic Mineral Product Manufacturing	3.4	(1.5%) 37.1	231
3	Construction Services	2.6	(8.7%) 220.8	2,820
4	Transport Equipment Manufacturing	2.4	(1.2%) 29.4	224

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.

At the more detailed sector level, it is not surprising to see the wine sector featuring due to the number of wine producers in rural Rodney, particularly around Matakana.

LOCAL SPECIALISMS (INFOMETRICS 2021)

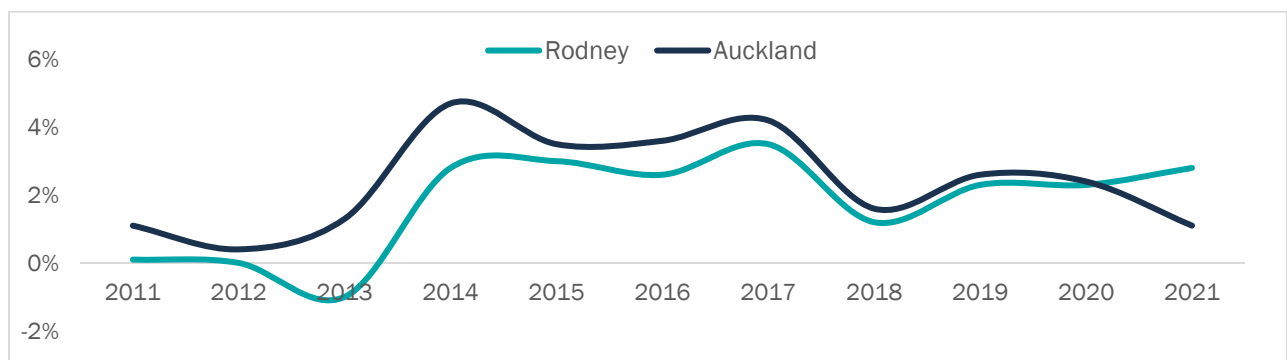
Rank	Industry	LQ	GDP (\$M)	Share/GDP
1	Confectionery Manufacturing	14.9	12.7	0.5%
2	Other Ceramic Product Manufacturing	14.4	10.2	0.4%
3	Creative Artists, Musicians, Writers & Performers	10.4	15.3	0.6%
4	Wine and Other Alcoholic Beverage Manufacturing	10.2	104.3	4.1%

Businesses

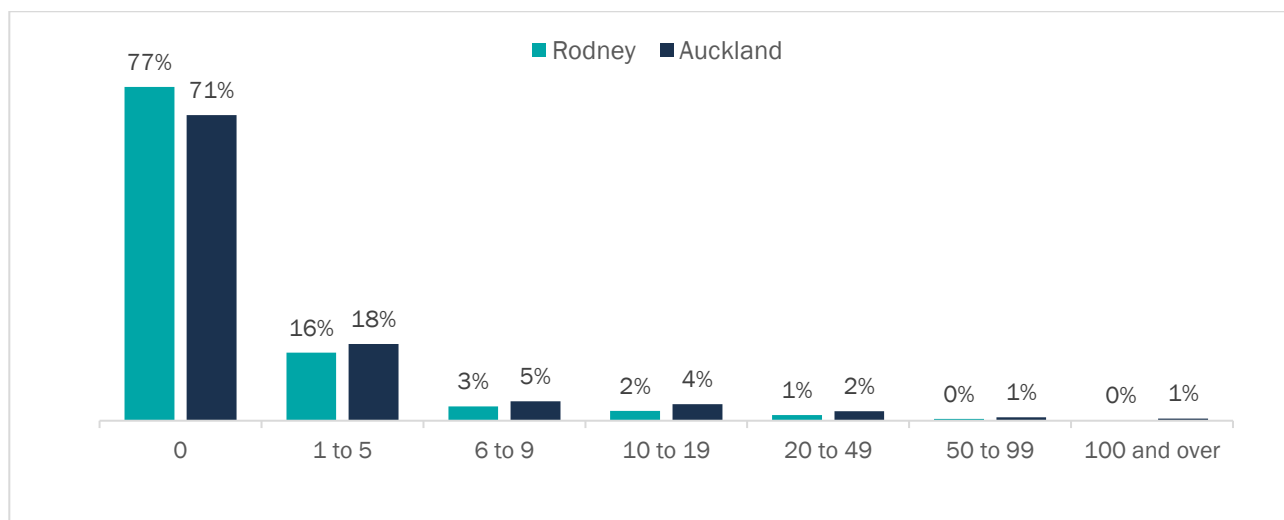
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Rodney did not decline during the lockdown period.

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

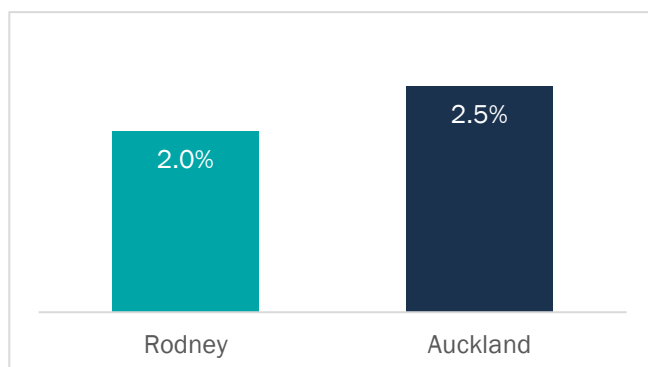


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 10,797 businesses in Rodney, employing an average of 2.1 employees each, less than the Auckland average of 4.4 employees. The vast majority (93 per cent) of businesses in Rodney have five employees or fewer, highlighting the importance of small enterprises in the local economy.

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



The number of businesses in Rodney grew 2.0 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 Rodney is concentrated in a number of town centres as well as a significant number of more dispersed jobs in horticulture and agriculture. Rodney is a mix of labour importing town centres and labour exporting rural and suburban areas.

Rodney is a mix of labour importing town centres and labour exporting rural and suburban areas. There are 76,700 residents in Rodney, which has a labour force of 30,700. The local board area has a total of 22,135 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city.

Warkworth is a satellite town and rural area, north of central Auckland. The area is home to just over **4,000 jobs**, making it a modest employment precinct, but locally very significant. The precinct has grown in the two decades to 2021, adding almost **1,500 new jobs**. The Warkworth Structure Plan sets out a pattern of land uses and the supporting infrastructure network for the future urban growth of Warkworth.

A structure plan for an industrial zone at Silverdale / Dairy Flat provides for up to 9,000 additional jobs in the area.

Employment Zones

Employment in Rodney is concentrated in a number of town centres that contain some commercial and industrial activity as well as a significant number of more dispersed jobs in horticulture and agriculture.

Warkworth and Kumeū-Huapai are the main employment areas with construction being an important sector in both. Food retail and education to serve the local population is important in Warkworth.

EMPLOYMENT IN WARKWORTH* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	710
Manufacturing	400
Construction	350
Healthcare & Social Assistance	350
Education & Training	315
Accommodation & Food Services	230
Professional, Scientific & Technical Services	175
Total employment (all sectors)	3,250
*based on business demographics for the SA2 area	

EMPLOYMENT IN KUMEU / HUAPAI* (NZ STATISTICS 2021)

Sector	Jobs
Construction	530
Retail Trade	260
Professional, Scientific & Technical Services	260
Manufacturing	130
Accommodation & Food Services	130
Education & Training	130
Total employment (all sectors)	1,900
*based on business demographics for the SA2 area	

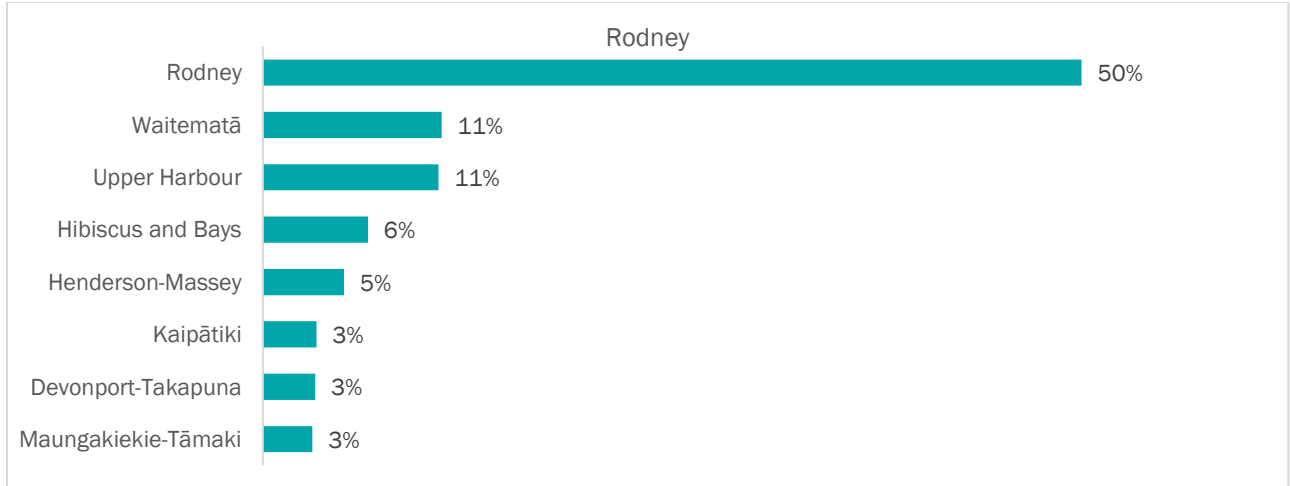
EMPLOYMENT IN WELSFORD* (NZ STATISTICS 2021)

Sector	Jobs
Transport, Postal & Warehousing	180
Education & Training	130
Construction	95
Accommodation & Food Services	95
Total employment (all sectors)	900
*based on business demographics for the SA2 area	

Commuting

In 2018, a significant proportion (50 per cent) of Rodney residents worked within the Rodney local board area. The most popular areas travelled to for work outside of Rodney were Waitemata (11 per cent) and Upper Harbour (11 per cent).

TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM RODNEY (CENSUS 2018)⁴



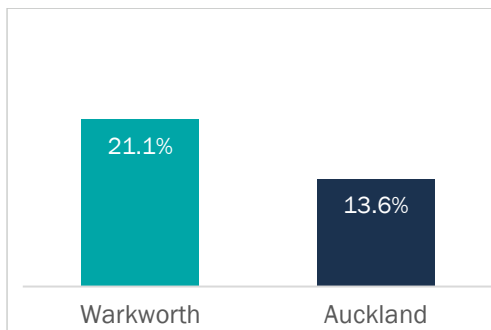
Town Centres

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 Rodney are Warkworth, Wellsford, Kumeū / Huapai and Matakana.

Spending in Warkworth between 2017-2022 increased by 21.1 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Warkworth was \$65.23, significantly above the Auckland average of \$49.74. (Marketview 2022)

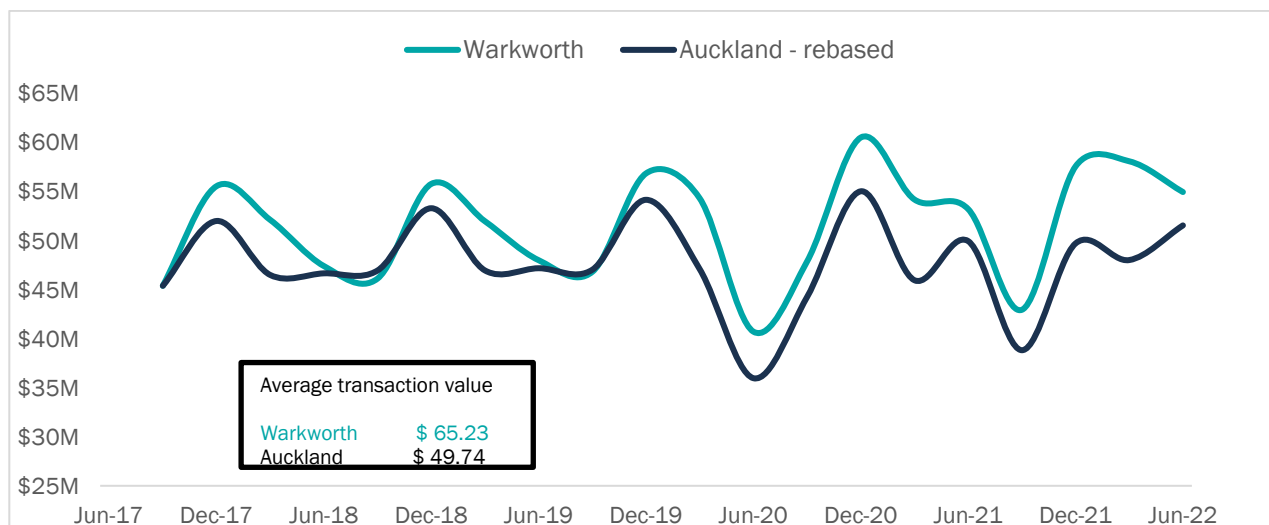
WARKWORTH BID SPENDING GROWTH (2017-2022)



⁴ Richard Paling Consulting 2018

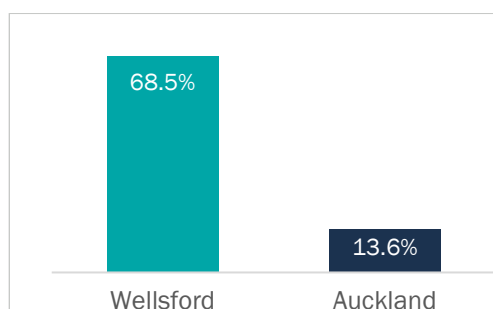
Spending in Warkworth has been at a higher rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

WARKWORTH BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



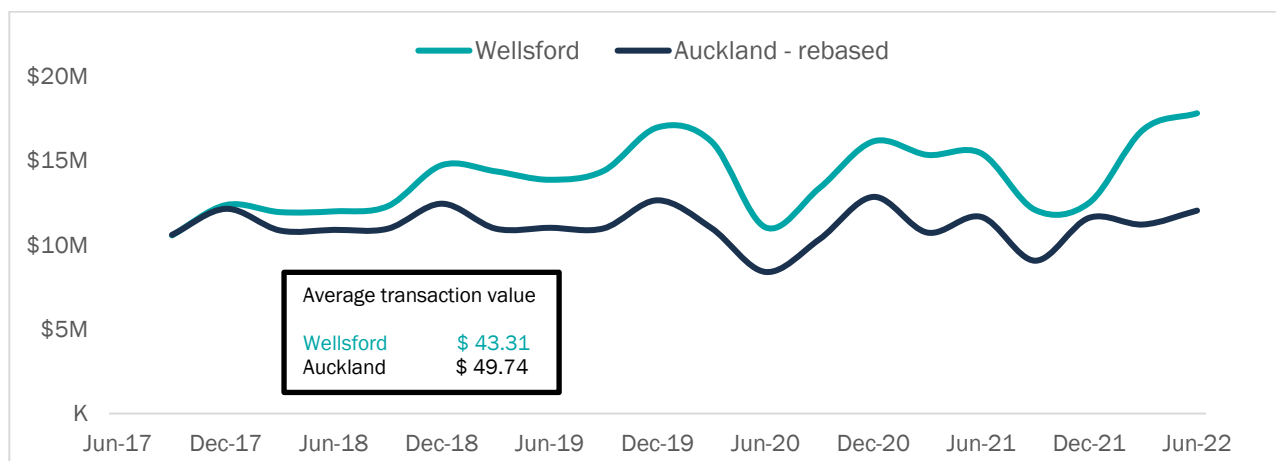
Spending in Wellsford between 2017-2022 increased by 68.5 per cent, significantly more compared to the growth of 13.6 per cent regionally. The average transaction value in Wellsford was \$43.31, below the Auckland average of \$49.74. (Marketview 2022)

WELLSFORD BID SPENDING GROWTH (2017-2022)



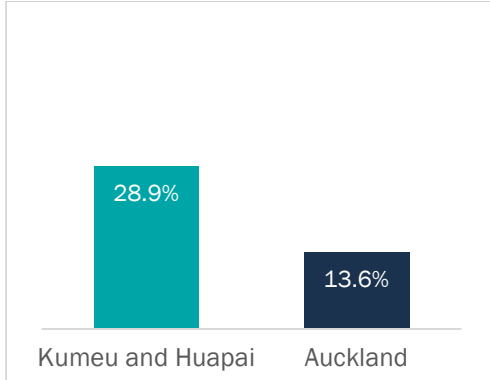
Spending in Wellsford has been at a higher rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

WELLSFORD BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



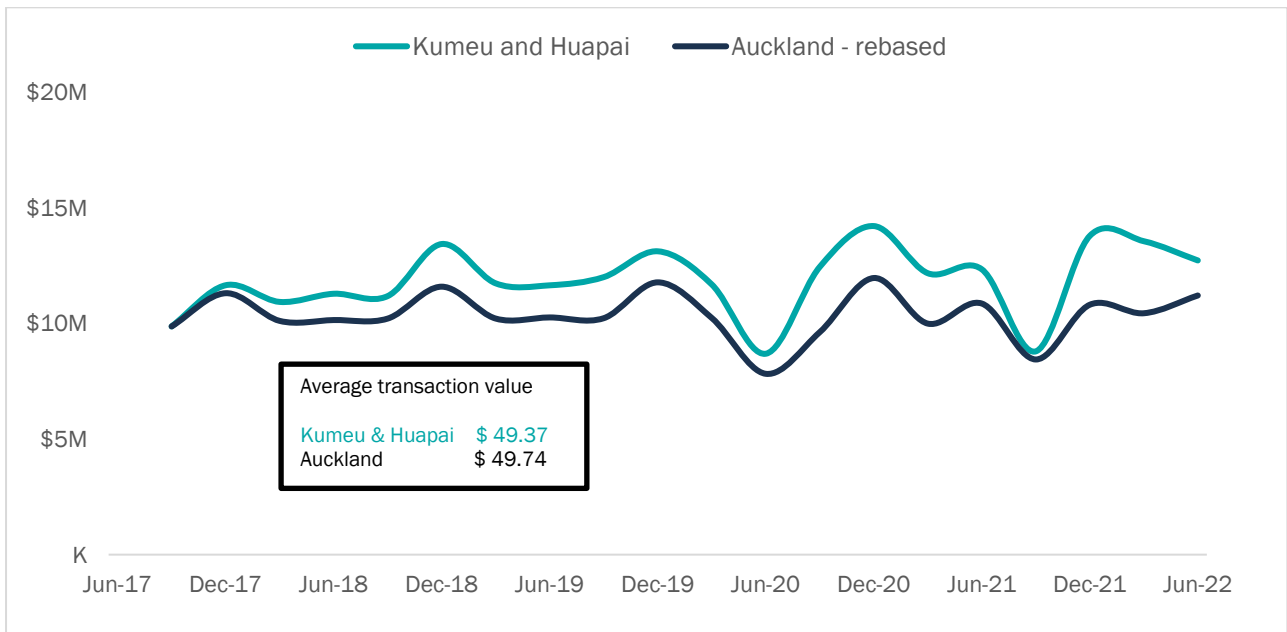
Spending in Kumeū / Huapai between 2017-2022 increased by 28.9 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Kumeū / Huapai was \$49.37, similar to the Auckland average of \$49.74. (Marketview 2022)

KUMEŪ/HUAPAI BID SPENDING GROWTH (2017-2022)



Spending in Kumeū / Huapai 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.

KUMEŪ/HUAPAI 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 ' <i>the efficiency with which resources – such as labour and capital – are converted into outputs of goods and services</i> '.
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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