

TĀTAKI AUCKLAND UNLIMITED REPORT

Whau 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

Whau is one of Auckland’s most ethnically diverse local board areas with a population of 85,400 that is forecast to increase to 115,900 by 2048.

Whau is one of Auckland’s less prosperous areas. The Auckland Prosperity Index report showed skills base of the workforce in Whau is low, as is the proportion of local jobs that are highly skilled or in knowledge intensive industries. This results in low household incomes.

POPULATION SUMMARY

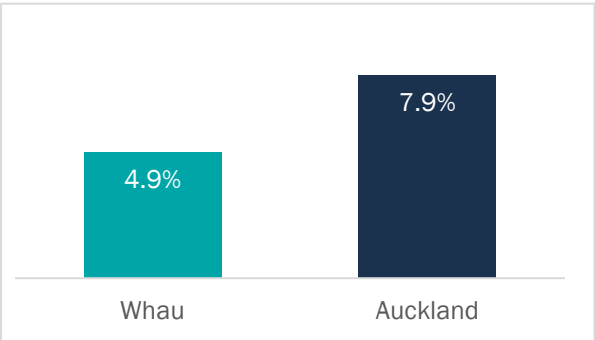
	Whau	Auckland/Share
Population (2021)	85,400	5.0%
Population growth (2016-2021)	4.9%	7.9%
Median Age (2021)	35.5	35.6
Labour force (2022)	59,800	983,800
Labour force participation (2022)	74%	72%
Home ownership (2018)	41%	45%

Population

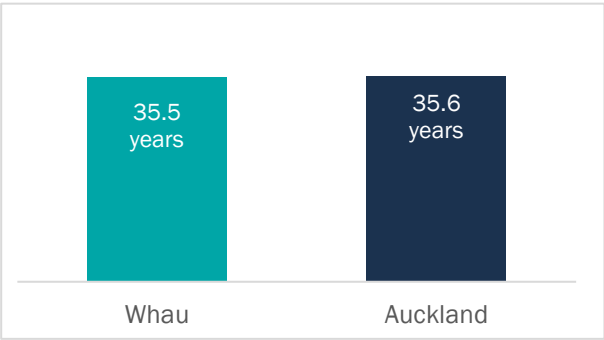
The Whau Local Board area has experienced average population growth in recent years compared to the region. Between 2016 and 2021, population growth was 4.9 per cent compared to 7.9 per cent regionally (Infometrics 2021)¹.

Medium population projections suggest that Whau could be home to 115,900 residents by 2048. An increase of 30,500. This would represent an annual increase of 1,130 residents, which is a 1.3% annual population growth (NZ Statistics).

POPULATION GROWTH (INFOMETRICS 2016-2021)



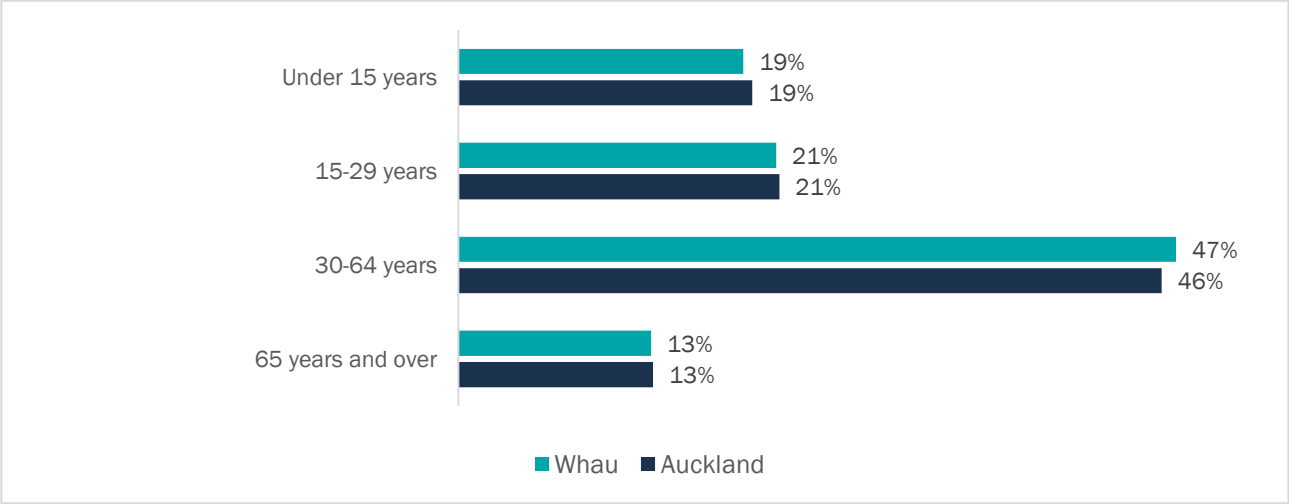
MEDIAN AGE (INFOMETRICS 2021)



¹ Infometrics population estimates

Whau has a similar median age to the region and its age profile in all the age bands is broadly in line with that of the region.

AGE STRUCTURE (INFOMETRICS 2021)

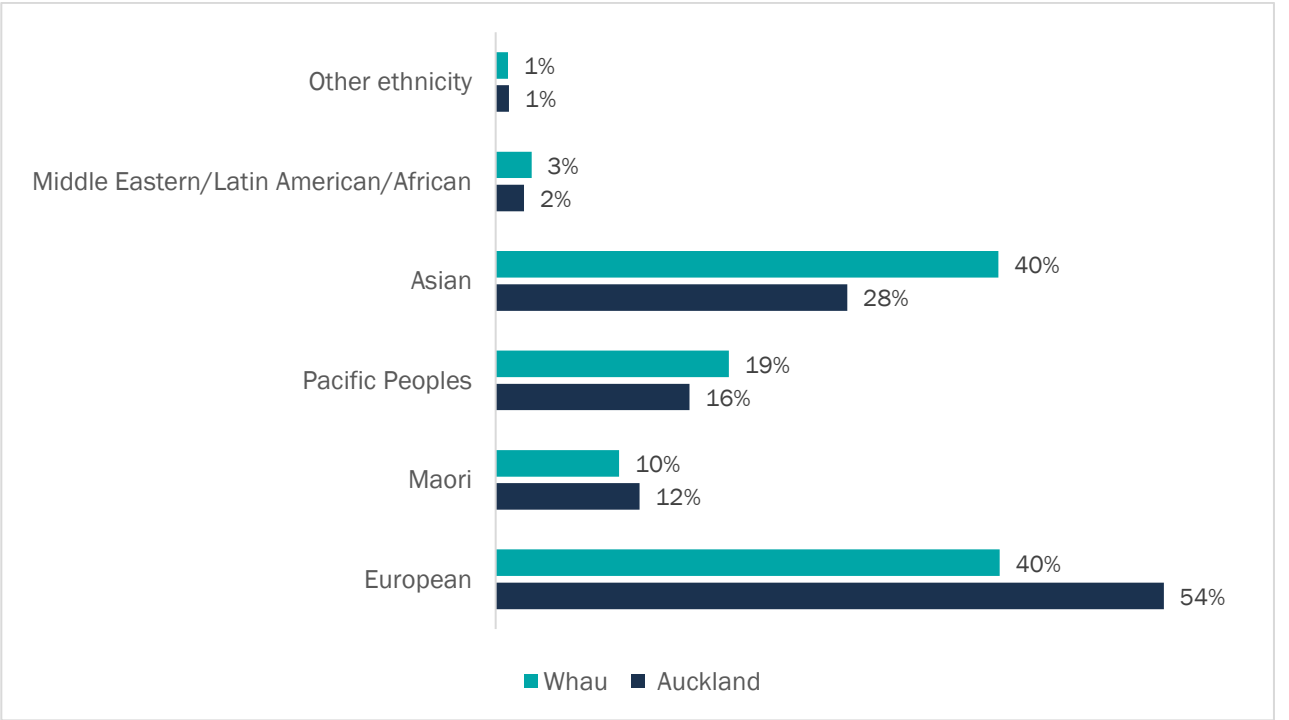


Ethnicity

Whau’s population is predominantly of European and Asian ethnicity (both 40 per cent). Asian ethnicities are 12 per cent higher in Whau than the Auckland average (28 per cent). There are sizeable Indian, Chinese and Samoan populations in Whau.

Whau also has a significant number of Pacific residents. Whau has a large proportion of residents born overseas (48 per cent) compared to the regional average of 42 per cent. Of people born overseas, 24 per cent had been in New Zealand for less than five years, which is on par with the regional average.

ETHNIC MAKE-UP (CENSUS 2018)



Languages

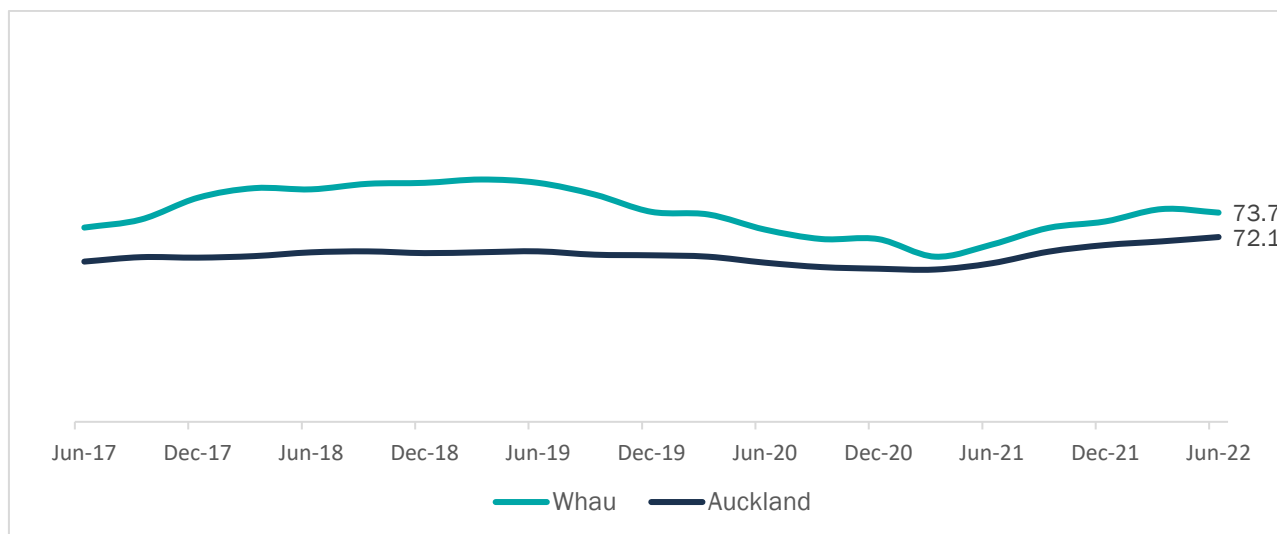
With a diverse population, there are a wide range of languages in use in Whau. Ninety-one per cent of residents are able to speak English compared to 93 per cent for the region.

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.

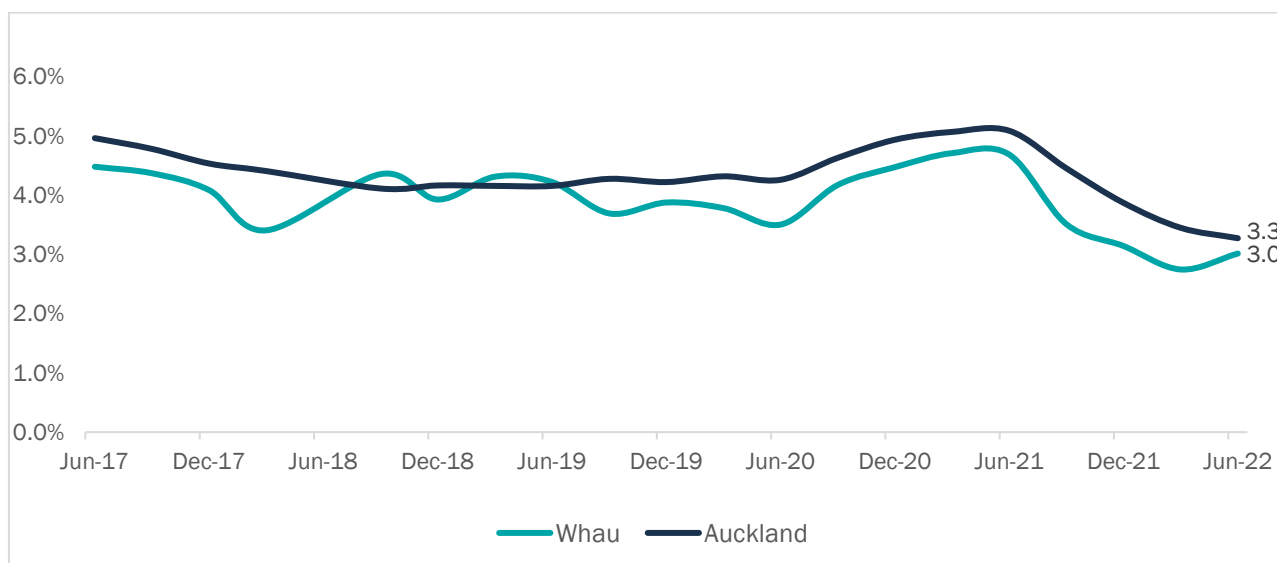
The labour force participation rate in Whau is 74 per cent, above the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Whau, has tracked below the Auckland average over the last five years.

UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

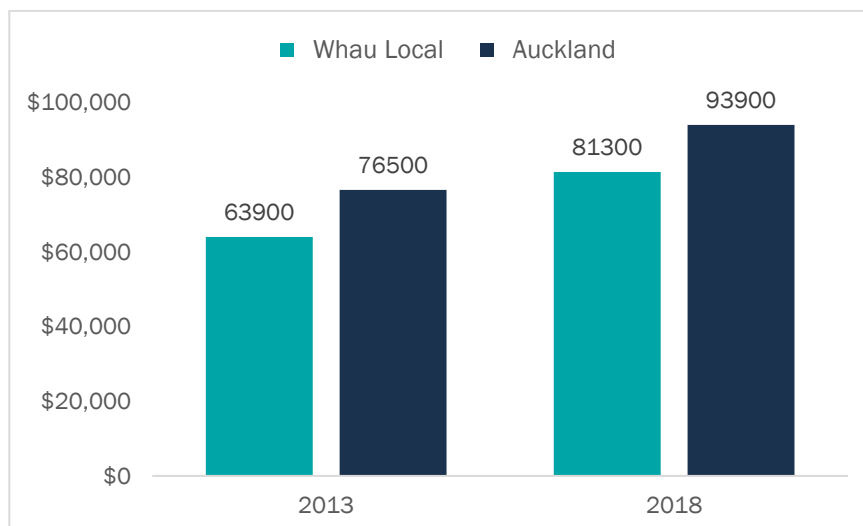
Analysis of individual income levels in 2018 shows that there was a lower proportion (14 per cent) of persons earning a high income (over \$70,000 per year) in Whau compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



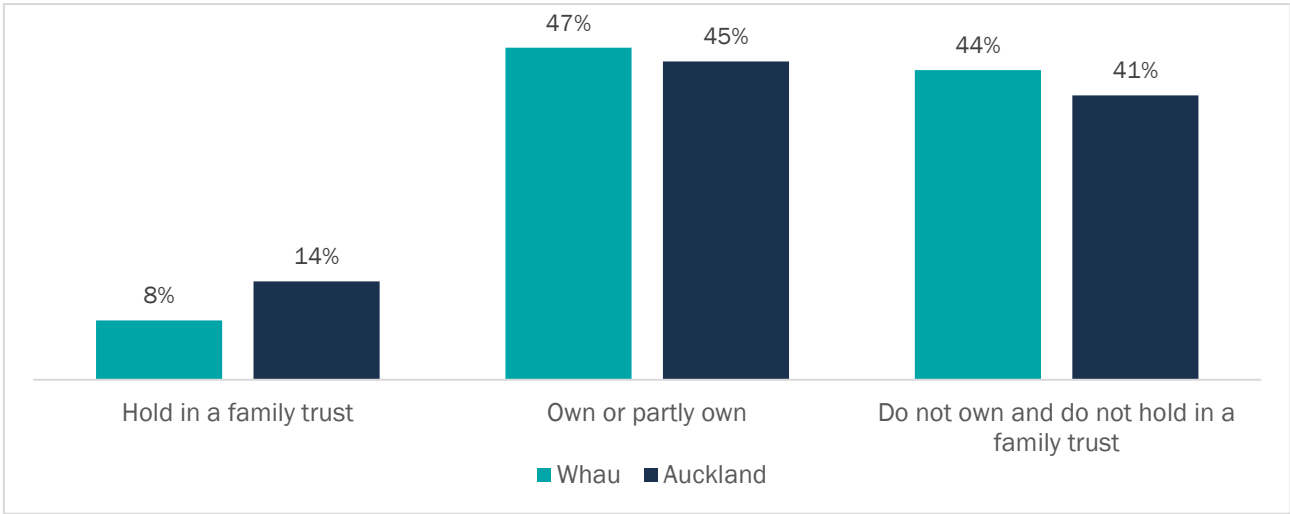
At the 2018 census, the median household income was significantly lower in Whau (\$81,300) than in the region (\$93,900). Excluding the Gulf Islands, Whau had the third lowest median level in the region.

MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



In 2018, 11 per cent of individuals in Whau derived self-employment or business income, below the rate across Auckland (14 per cent).

Home ownership in Whau is lower than the regional average; in 2018, 56 per cent of households owned the dwelling they lived in, compared to 59 per cent across Auckland.



HOME OWNERSHIP (CENSUS 2018)

Household Prosperity

Whau is one of many local board areas with lower household income levels and higher levels of unemployment that feature as less prosperous areas within the *Auckland Prosperity Index* (2018 and 2020)².

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.

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

3: Skills

Whau has a reasonably well qualified labour force. Slightly fewer school leavers from Whau leave with NCEA Level 2 or NCEA Level 3. Overall fewer school leavers enter some form of 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.

Tātaki Auckland Unlimited has partnered with Click Creative Tech Studios, a social enterprise co-working space set up to enable New Zealand's creative tech companies and individuals to rapidly up skill and become internationally focused while providing a local location to connect and learn from each other.

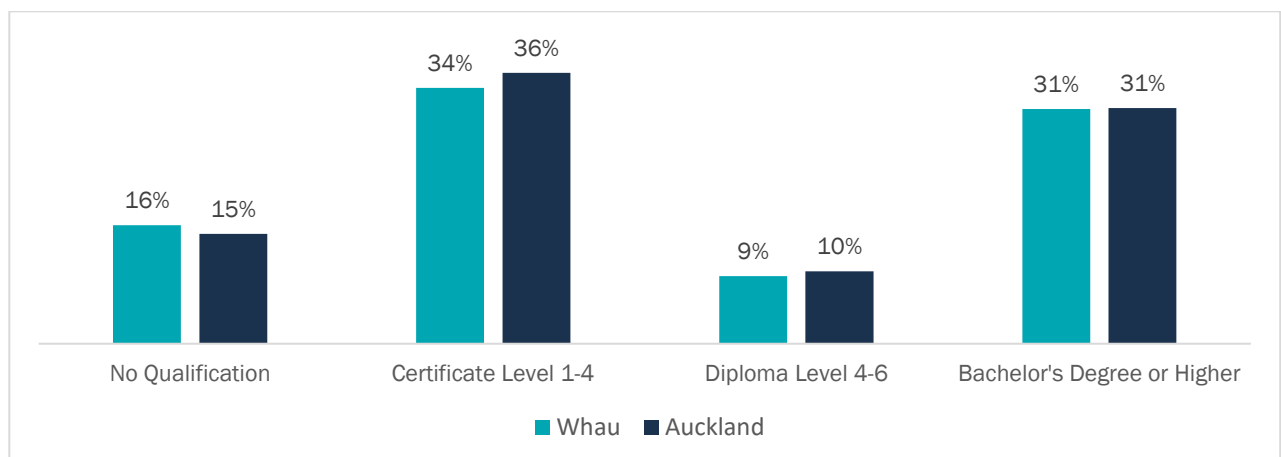
The studio has facilities for content creation, such as photography, audio, AR/VR and emerging tech equipment. They also offer virtual offices, mail collection, meet up spaces, offices, meeting rooms, and desks. Click Studios was designed by the industry for the industry. It is located 10 mins from Auckland city centre, just off the western motorway.

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 Whau had gained a bachelor's degree or higher, the same percentage as the Auckland region.

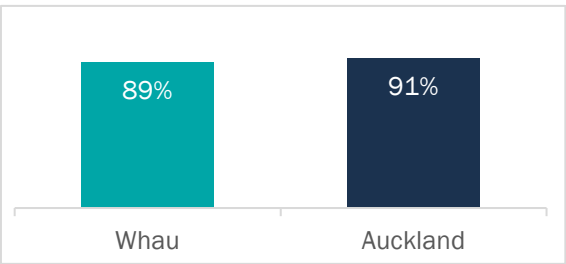
Educational attainment

NCEA is the national school leavers qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 11 per cent of school leavers in Whau did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

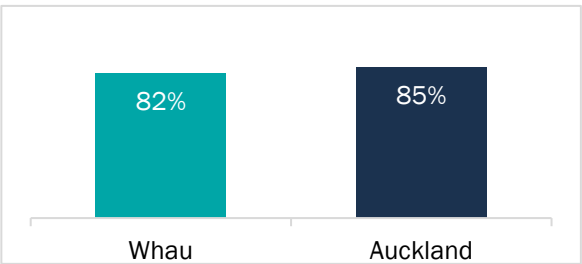
In 2021, 18 per cent of school leavers in Whau did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average, where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2

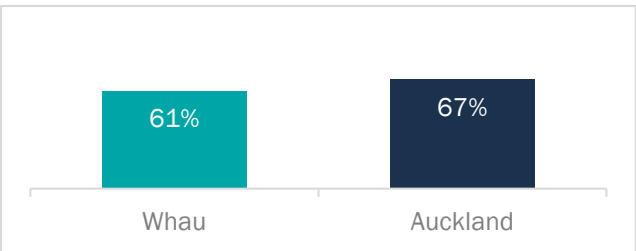


NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	91.8%	84.9%
Māori	67.1%	56.7%
Pacific	83.5%	73.0%
Asian	95.8%	94.1%
Middle East, Latin American, African	92.2%	84.4%
Other	83.3%	66.7%
Total Local Board	88.8%	81.9%
Total Auckland	91.2%	84.9%

NCEA Level 3 is regarded as the minimum level required for university entry. Sixty-one per cent of Whau school leavers achieved this, fewer 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)

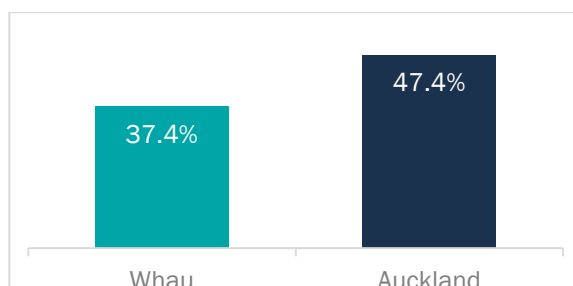
Percentage achieving NCEA 3	Whau	AKL region %
Māori	29.9%	43.5%
Pacific	45.1%	54.2%
Asian	85.3%	83.3%
Middle East, Latin American, African	65.6%	68.8%
Other	50.0%	73.7%
European	61.2%	69.8%
Total	61.0%	67.2%

Fewer school leavers moved on to degree level study within a year of leaving school. Thirty-seven per cent of Whau school leavers did this, a much smaller percentage than the Auckland average with 47 per cent. A higher proportion moved into certificate and diploma level study, but overall, more (63 per cent) enrolled in some form of tertiary education, however below 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
Whau	37.4%	22.6%	2.9%	37.1%	1,077
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



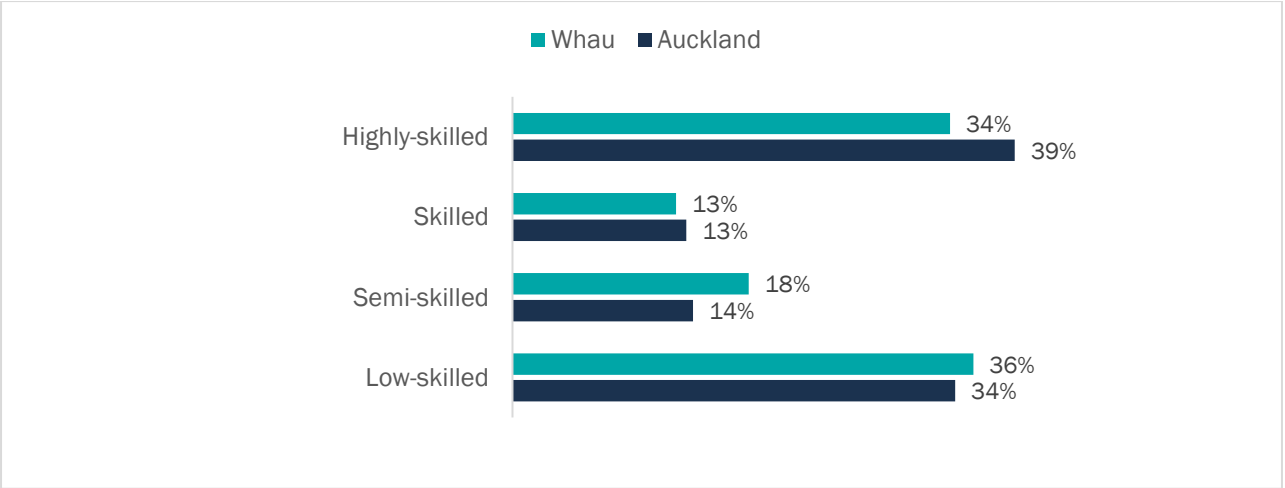
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	15.9%	25.0%	7.6%	51.5%	132
Pacific	20.5%	24.3%	4.3%	50.9%	375
Asian	58.8%	17.0%	0.4%	23.8%	277
MELAA	43.9%	22.0%	0.0%	34.1%	41
Other	-	-	-	-	-
NZ European	41.2%	24.0%	2.7%	32.2%	413

Occupations

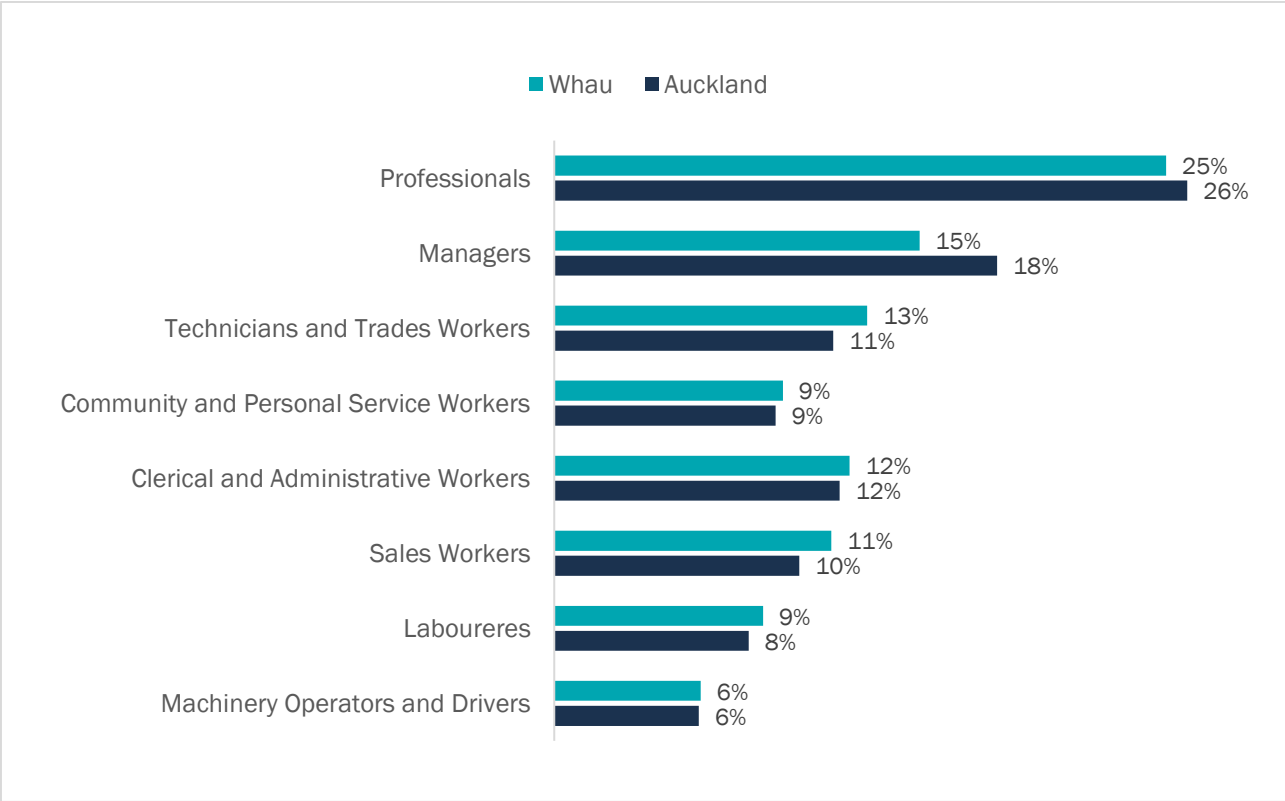
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN WHAU (INFOMETRICS 2021)



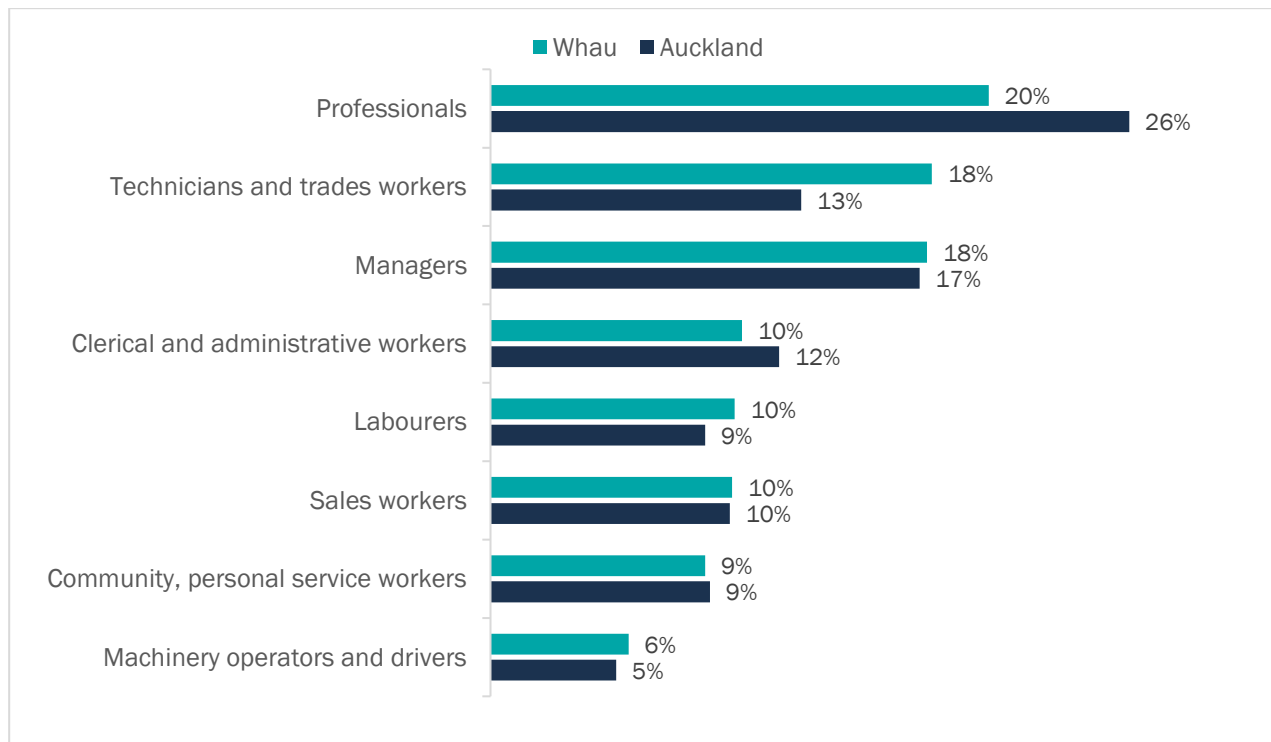
The Whau Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (47 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (54 per cent) compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN WHAU (CENSUS 2018)



Professionals and managers were the most popular occupational categories for Whau residents in 2018 (40 per cent), just below the wider Auckland regional average (44 per cent). The other occupational categories of residents were broadly in line with those of the wider Auckland region.

OCCUPATIONS IN WHAU BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Whau local board area, professionals were the largest occupational group (20 per cent), however below the wider Auckland regional average (26 per cent). Technicians and trades workers were the second largest category (18 per cent), five per cent above the Auckland average. The occupational structure of other jobs located in the local board area were broadly in line with that of region.

Specialist managers³ were the largest occupational group in Whau, followed by education professionals.

TOP 10 OCCUPATIONS LOCATED IN WHAU (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Whau Total
1	Specialist Managers	2,966	9.5%
2	Education Professionals	1,978	6.4%
3	Sales Assistants & Salespersons	1,717	5.5%
4	Automotive & Engineering Trades Workers	1,331	4.3%
5	Chief Execs, General Managers, Legislators	1,321	4.2%
6	Business, HR & Marketing Professionals	1,229	4.0%
7	Construction Trades Workers	1,197	3.8%
8	Carers & Aides	1,129	3.6%
9	Hospitality, Retail & Service Managers	1,128	3.6%
10	Design, Engineering, Science Professionals	1,017	3.3%
	Sub-total of top 10 occupations	15,013	48.2%
	Total jobs	31,117	100.0%

Specialist managers, the largest occupational group, were also the fastest growing, adding 483 new jobs between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Specialist Managers	483
Construction Trades Workers	361
Hospitality Workers	239
Cleaners & Laundry Workers	227
ICT Professionals	221
Business, HR & Marketing Professionals	214

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Road & Rail Drivers	-115
Clerical & Office Support Workers	-49
Machine & Stationary Plant Operators	-41
General Clerical Workers	-36

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

4: Local Economy

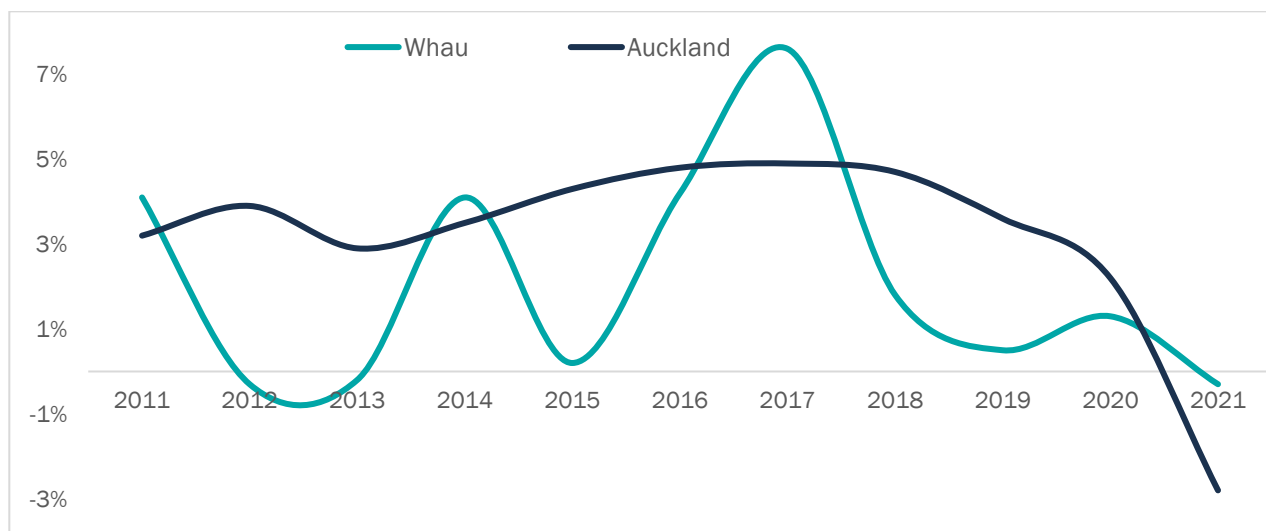
Whau has a diverse local economy driven by the manufacturing, wholesale and construction sectors. The manufacturing sector is the largest in the area and contributes one fifth of the GDP and one fifth of local jobs. In the past five years, the largest number of new jobs have been added in the the accommodation and food services sector. Twenty-two per cent of jobs in Whau were in knowledge intensive jobs, significantly below the Auckland average of 36 per cent.

Growth and employment trends

Between 2020-2021, Whau experienced a negative GDP growth of -0.3 per cent, less than the Auckland region, which declined by -2.8 percent. In the five years to 2021, the Whau economy grew at an average annual rate of 2.2 per cent, slower than the Auckland region average annual rate of 2.5 per cent.

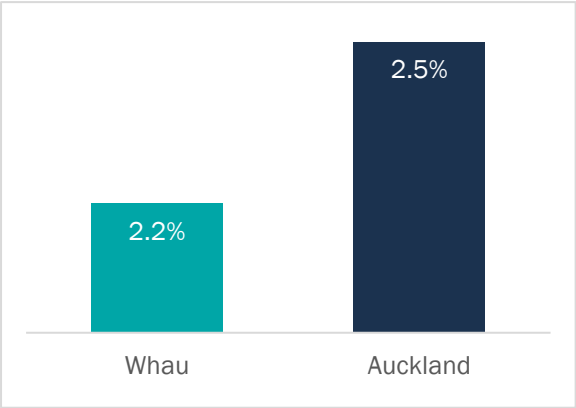
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers 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. Whau GDP growth declined at a lesser rate than the regional average during the lockdown period.

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

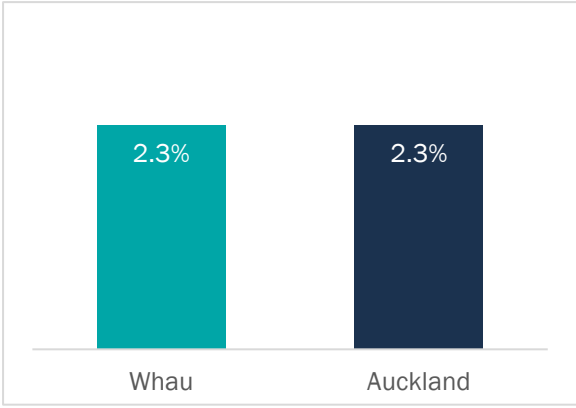


Employment in Whau increased by an average of 2.3 per cent per annum in the five years from 2016–2021; the same as the Auckland regional average. Over the same period, Whau job numbers increased the most in accommodation and food services (+905), construction services (+832) and professional services (+680). During this period, Whau also experienced declines in some sectors, including road transport (-268), polymer and product manufacturing (-222).

**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. This data relates to GDP growth rates, not the overall size of the sector.

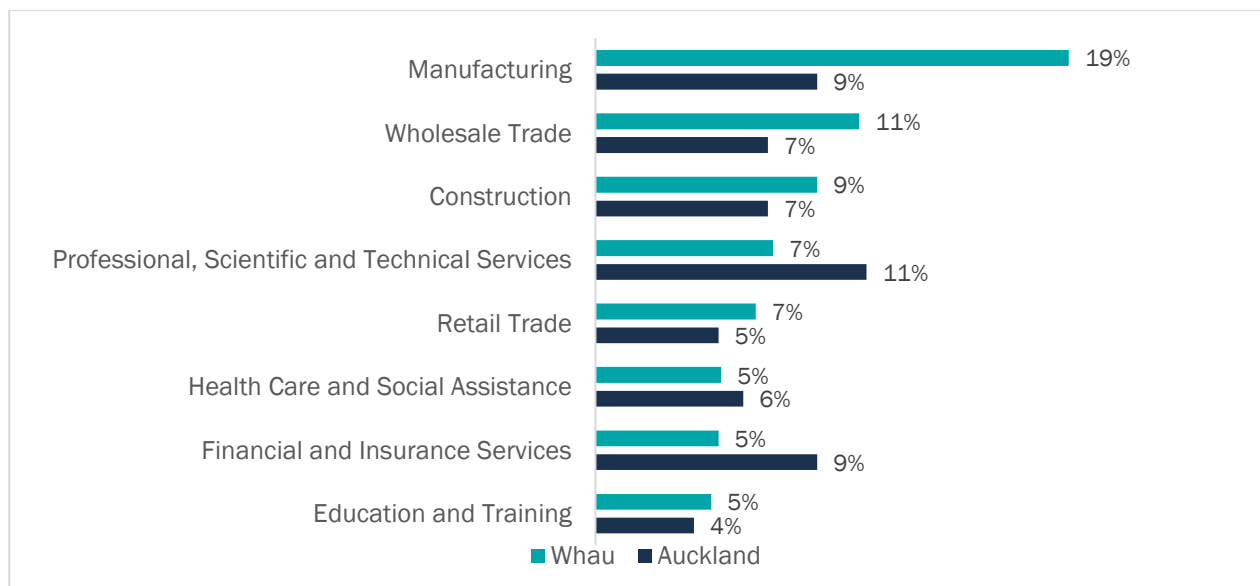
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)

Industry	Average p.a. change (2016-2021)
Information Media & Telecommunications	10.2%
Accommodation & Food Services	9.2%
Professional, Scientific & Technical Services	9.1%
Financial & Insurance Services	7.5%
Construction	6.9%

Industry mix

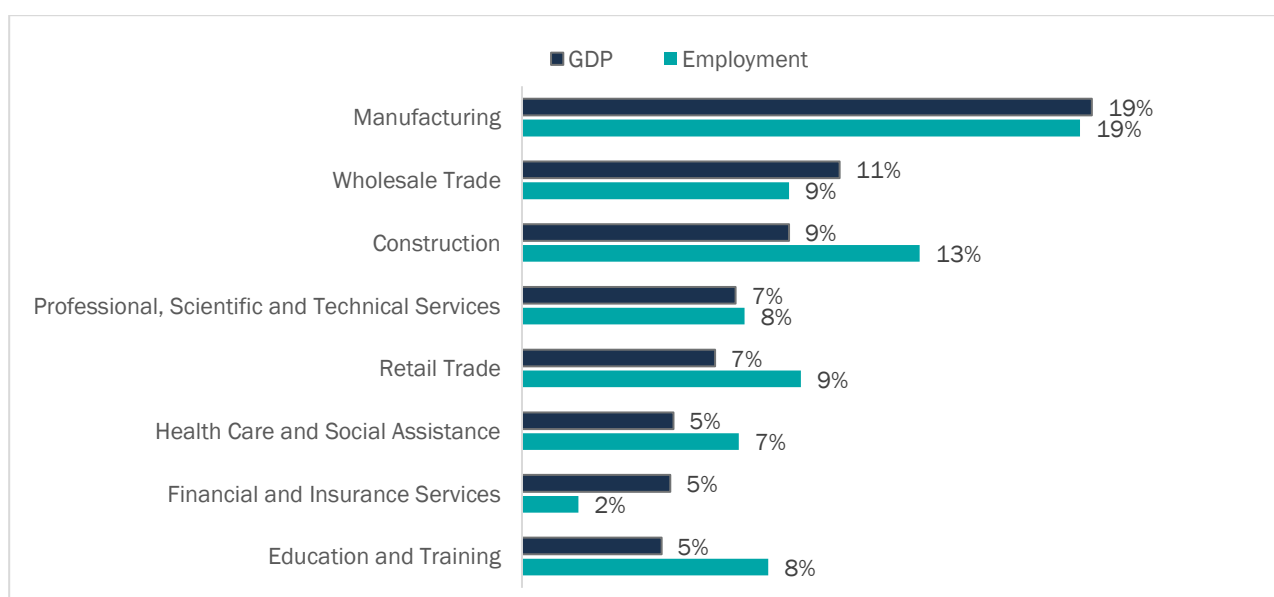
Whau's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Whau economy were manufacturing, wholesale trade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

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



- **Manufacturing** contributed 19 per cent of Whau's GDP and provided 19 per cent of the area's employment.
- **Wholesale trade** contributed 11 per cent of Whau's GDP and provided nine per cent of the area's employment.
- **Construction** contributed nine per cent of Whau's GDP and provided 13 per cent of the area's employment.

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



Manufacturing, construction, wholesale trade and retail trade were the key employment sectors in Whau.

Looking at more detailed sub-sectors, we see that construction services was the largest sector in employment terms. Education and training, and accommodation and food services were also key employment sectors.

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

Rank	Industry	Jobs (2021)	Share of Whau Total
1	Construction Services	2,955	9.5%
2	Wholesale Trade	2,786	9.0%
3	Education & Training	2,597	8.3%
4	Accommodation & Food Services	2,447	7.9%
5	Professional, Scientific & Tech Services	2,333	7.5%
6	Healthcare & Social Assistance	2,278	7.3%
7	Other Store & Non-Store Retailing	1,747	5.6%
8	Other Services	1,541	5.0%
9	Machinery & Other Equipment Manu	1,477	4.7%
10	Administrative & Support Services	1,211	3.9%
	Total top 10 industries	21,372	68.7%
	All other industries	9,745	31.3%
	Total employment	31,117	100.0%

Several sectors experienced employment growth between 2016-2021. Accommodation and food services and construction services added the greatest number of new jobs.

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

Sector	New Jobs
Accommodation & Food Services	905
Construction Services	832
Professional, Scientific & Tech Services	680
Building Construction	463
Administrative & Support Services	294

Several sectors experienced declining job number between 2016-2021.

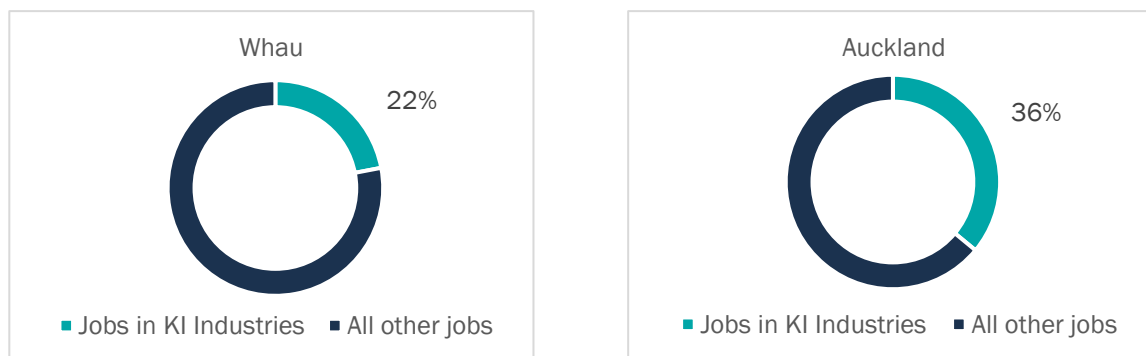
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Road Transport	-268
Polymer Product & Rubber Product Manufacturing	-222
Fruit, Cereal & Other Food Product Manufacturing	-196

Knowledge intensive employment

Knowledge intensive industries⁴ represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. **Twenty-two** per cent of jobs in Whau were in knowledge intensive industries, which was below 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 Whau than they are in the region as a whole. Manufacturing based in the Rosebank industrial area is a key employer. Machinery and Other Equipment Manufacturing is the largest employer within this sector.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Textile, Leather, Clothing, Footwear Manufacturing	6.5	52.5 (1.4%)	662
2	Polymer Product & Rubber Product Manufacturing	6.0	107.5 (2.9%)	753
3	Machinery & Other Equipment Manufacturing	4.3	211.6 (5.7%)	1,477
4	Fabricated Metal Product Manufacturing	4.0	117.6 (3.2%)	1154
5	Furniture & Other Manufacturing	4.0	43.0 (1.2%)	443

At the detailed sector level, paper, textile, appliance, rubber and material handling equipment manufacturing are all strongly represented in Whau, but their actual GDP contribution was relatively small, together less than one percent of total GDP.

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

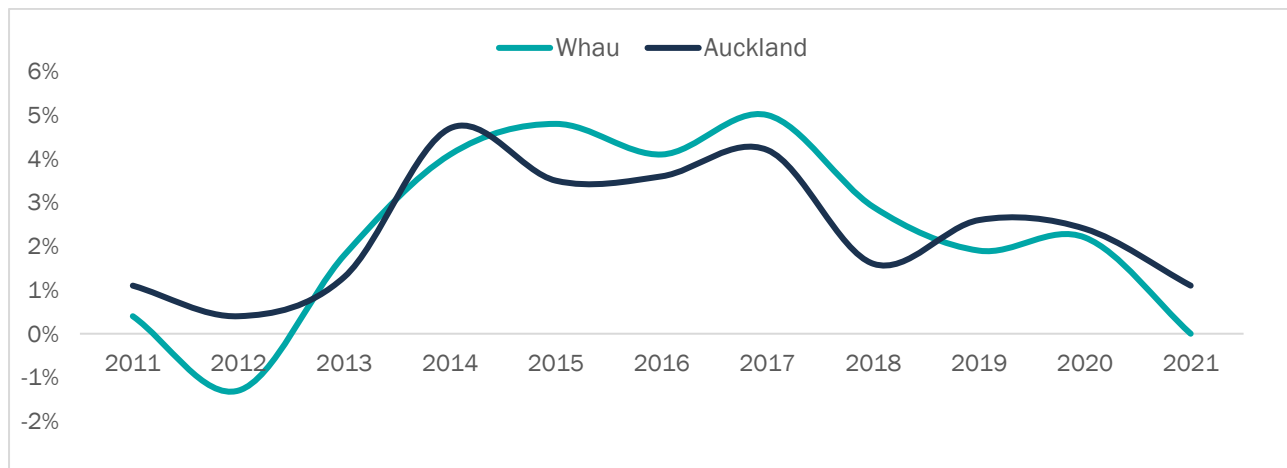
LOCAL SPECIALISMS (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Share
1	Paper Stationery Manufacturing	40.4	14.9	0.4%
2	Textile Floor Covering Manufacturing	37.5	22.4	0.6%
3	Other Domestic Appliance Manufacturing	32.3	26.1	0.7%
4	Synthetic Resin & Synthetic Rubber Manufacturing	32	26.1	0.7%
5	Lifting & Material Handling Equipment Manufacturing	23.1	22.4	0.6%

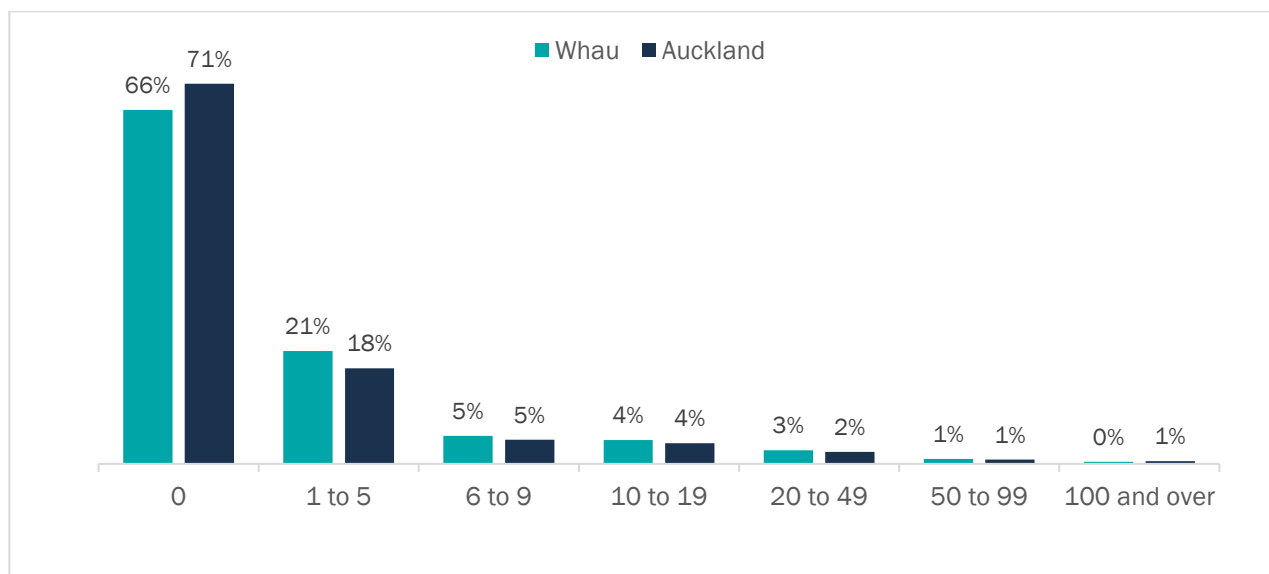
Businesses

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 Whau fell at a slightly greater rate than the Auckland regional average.

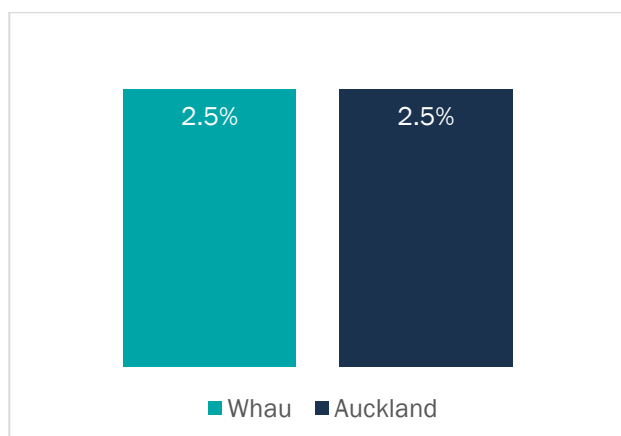
BUSINESS UNITS' GROWTH PERCENTAGE YEARLY CHANGE (INFOMETRICS 2011-2021)

BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 7,551 businesses in Whau, employing an average of 4.1 employees each, less than the Auckland average of 4.4 employees. **The vast majority (87 per cent) of businesses in Whau 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 Whau grew by 2.5 per cent a year on average over the last decade, the same as 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 Whau is concentrated in a number of town centres and a sub-regionally significant light and heavy industrial precinct on Rosebank Road.

Whau has a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 85,400 residents of Whau, which has a labour force of 59,800. Most employment is in Rosebank Road (9,000 jobs) and New Lynn (7,000). The local board area has a total of 31,117 jobs located within it. As a result, the area is a net exporter of a labour to other parts of the city.

Eke Panuku has several developments in Avondale. The town centre will be at the heart of the regeneration. The Crayford Street West project was completed in July 2022. Racecourse Parade, a new carpark will support Avondale's upcoming library, community hub and upgraded town square.

Employment Zones

Employment in Whau is concentrated in a number of town centres as well as the Rosebank Road industrial precinct. Rosebank Road is a significant light and heavy industrial area with over 9,000 jobs and significant employment in manufacturing, wholesale trade, administration, and construction services.

EMPLOYMENT IN ROSEBANK INDUSTRIAL AREA* (NZ STATISTICS 2021)

Sector	Jobs
Manufacturing	3,550
Wholesale Trade	1,756
Administrative & Support Services	1,053
Construction	885
Professional, Scientific & Technical Services	608
Retail Trade	235
Financial and Insurance Services	200
Transport, Postal & Warehousing	183
Total employment (all sectors)	9,270
*Based on business deographics for SA2 area	

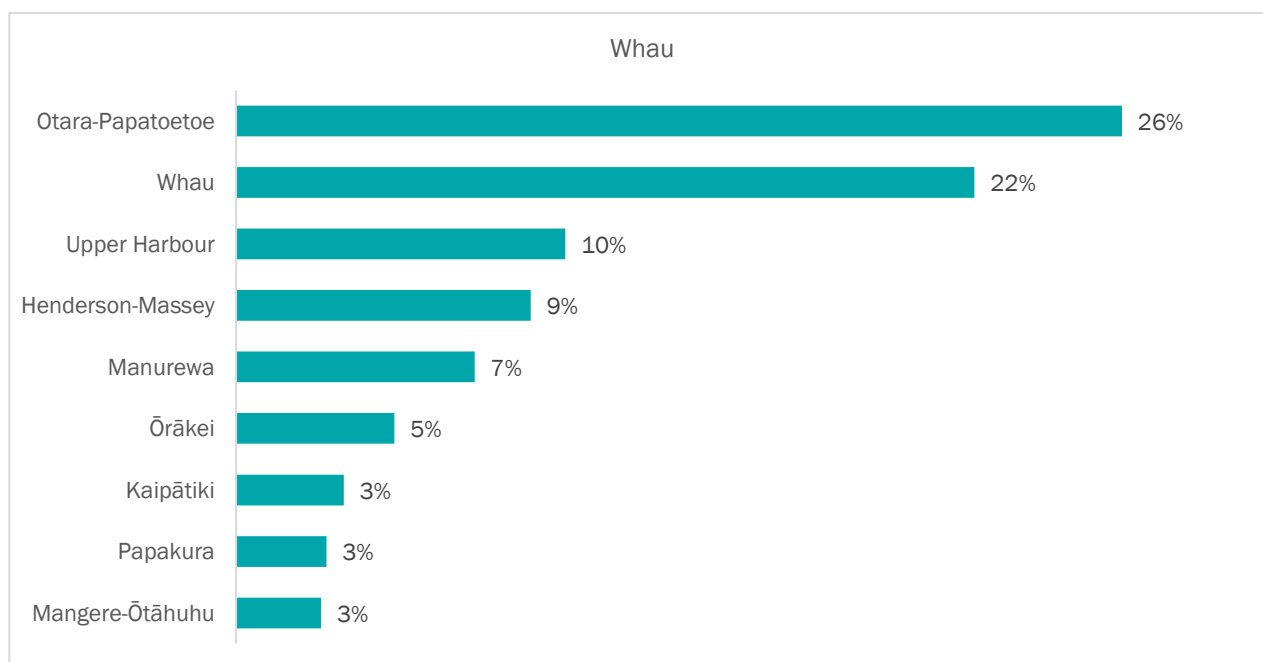
EMPLOYMENT IN NEW LYNN AREA* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	1,914
Accommodation & Food Services	845
Healthcare & Social Assistance	749
Education & Training	585
Other Services	573
Construction	521
Manufacturing	500
Total employment (all sectors)	7,390
*Based on business demographics for SA2 area	

Commuting

In 2018, 22 per cent of Whau residents worked within their local board area. A significant proportion of residents travelled out of the area for work, with the most popular areas travelled to were Otara-Papatoetoe (26 per cent) and Upper Harbour (10 per cent).

TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM WHAU (CENSUS 2018)⁵



⁵ Richard Paling Consulting 2018

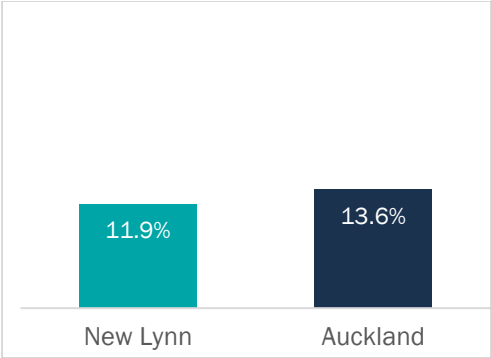
Town Centres

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

The main town centre employment zones in Whau are New Lynn and Avondale.

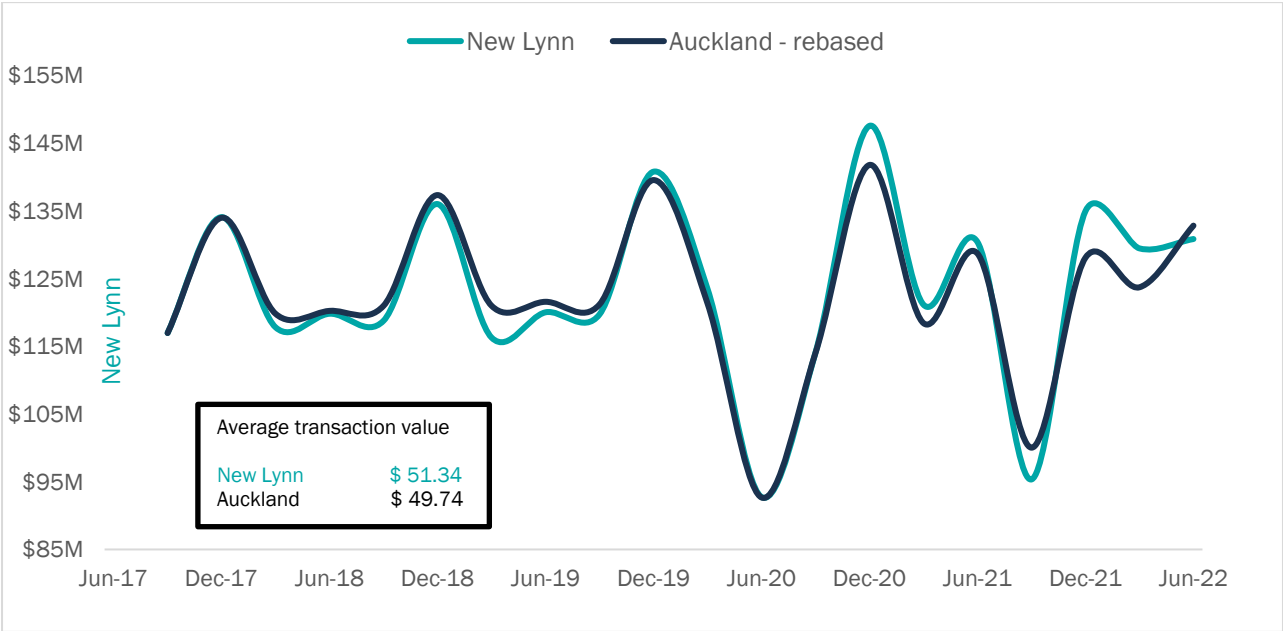
Spending in New Lynn between 2017-2022 grew by 11.9 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in New Lynn was \$51.34, above the Auckland average of \$49.74. (Marketview 2022)

NEW LYNN BID SPENDING GROWTH (2017-2022)



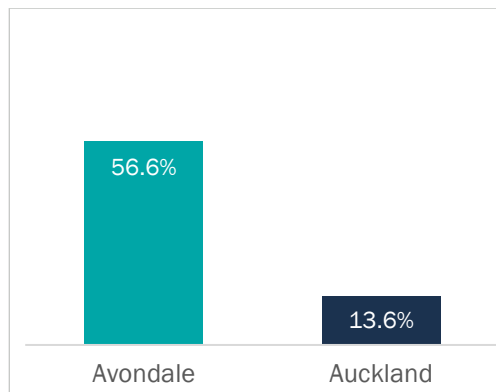
Spending in New Lynn has been at a similar rate as that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

NEW LYNN BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



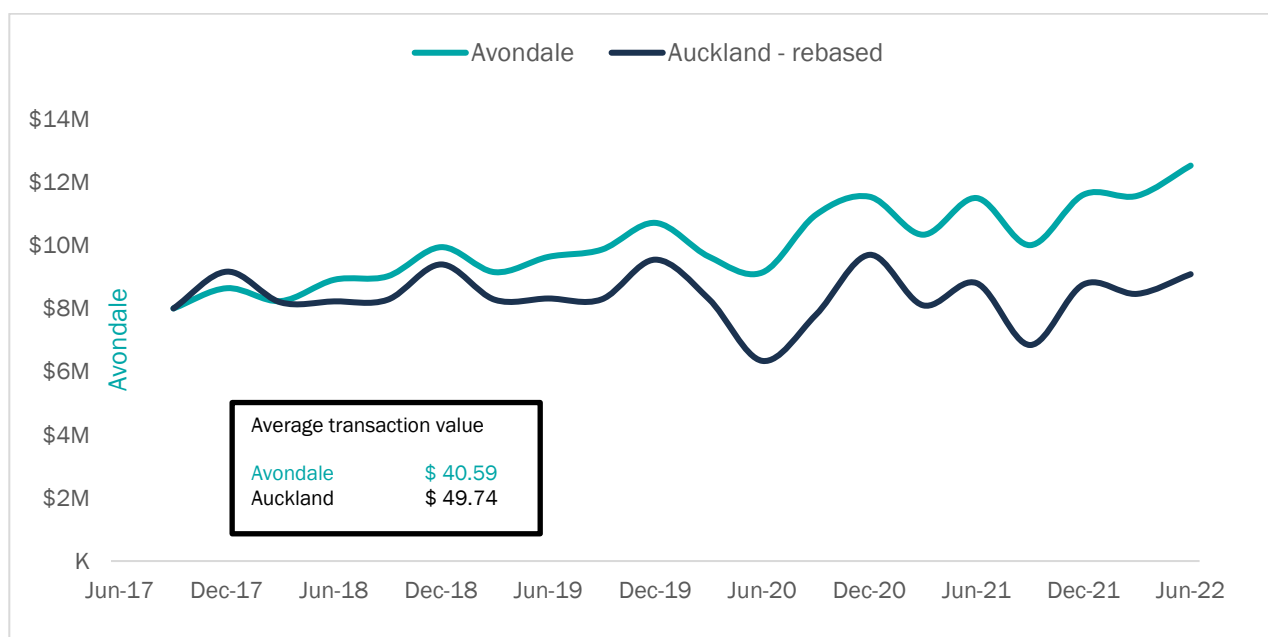
Spending in Avondale between 2017-2022 grew at a significantly higher rate of 56.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Avondale was \$40.59, below the Auckland average of \$49.74. (Marketview 2022)

AVONDALE BID SPENDING GROWTH (2017-2022)



Spending in Avondale 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.

AVONDALE 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.

GET IN TOUCH

TĀTAKI AUCKLAND UNLIMITED AND NZIER WELCOME COMMENT AND FEEDBACK ON THE ECONOMIC INSIGHTS SERIES.

John Norman
Head of Economic Places

E john.norman@aucklandnz.com

