TĀTAKI AUCKLAND UNLIMITED REPORT

Hibiscus and Bays Local Economic Overview 2022

Tātaki Auckland Unlimited Report

<u>Note of Error October 2023</u>

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

aucklandnz.com/business

1: Introduction

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

About this report

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

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

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

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

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

- Population data is primarily drawn from the 2018 Census, as well as official estimates that have been subsequently released by Statistics New Zealand and published by Infometrics.
- Labour force data comes from the Household Labour Force Survey (HLFS).
- Education data is primarily sources from the Ministry of Education's Education Counts website.
- Employment and GDP data for different sectors is sourced from Infometrics and is provided at local board level. Data on key economic places within local board areas (e.g., an industrial precinct) draws on Statistics New Zealand's Business Demographics data, which is available at the Statistical Area 2 (SA2) level, a smaller geographic level than the local board level. Differences in the way these data sets are reported produces some discrepancies between the data, but these are not significant within the context of this report.
- Town Centre spend data was sourced from Verisk Marketview.

The summary and advice report provides the key data about the local economy from this report and identifies potential areas of focus for the local board to consider through the 2023 Local Board Plan consultation and development stages. It also includes some actions the local board may wish to consider for inclusion in the next Local Board Plan. Some of these actions will be ones the local board already supports through work being undertaken with a range of council departments and council-controlled organisations (CCOs).

2: People and Households

Hibiscus and Bays is Auckland's third most populous local board area with a population of 114,500 that is forecast to increase to 132,400 by 2048.

Hibiscus and Bays is one of Auckland's more prosperous areas. The Auckland Prosperity Index report showed that while Hibiscus and Bays has a low number of jobs located in the local board area, it has a high rate of self-employment and a growing business base. A high home ownership rate also supports high household prosperity.

POPULATION SUMMARY

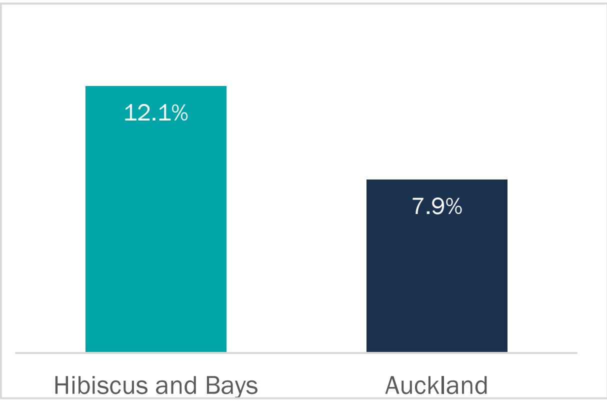
	Hibiscus and Bays	Auckland/Share
Population (2021)	114,500	6.7%
Population growth (2016-2021)	8.4%	7.9%
Median Age (2018)	41.6	35.6
Labour force (2022)	73,100	983,800
Labour force participation (2022)	73%	72%
Home ownership (2018)	57%	45%

Population

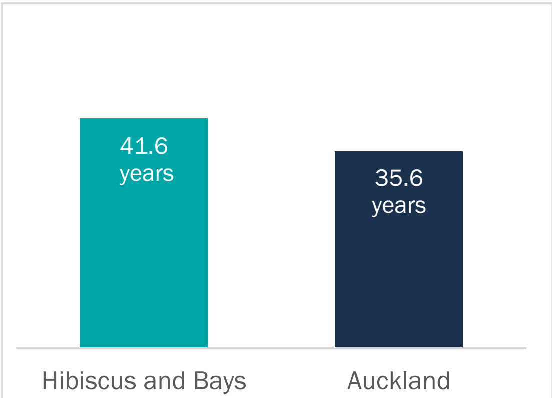
The Hibiscus and Bays Local Board area has experienced rapid population growth in recent years with its population increasing by 12.1 per cent between 2016 and 2021 (Infometrics 2021)[1].

Medium population projections suggest that Hibiscus and Bays could be home to 132,400 residents by 2048, an increase of 17,900 people. This equates to a 0.6 per cent per annum increase or 663 additional residents per year between 2021 and 2048 (NZ Statistics).

POPULATION GROWTH (INFOMETRICS 2016-2021)



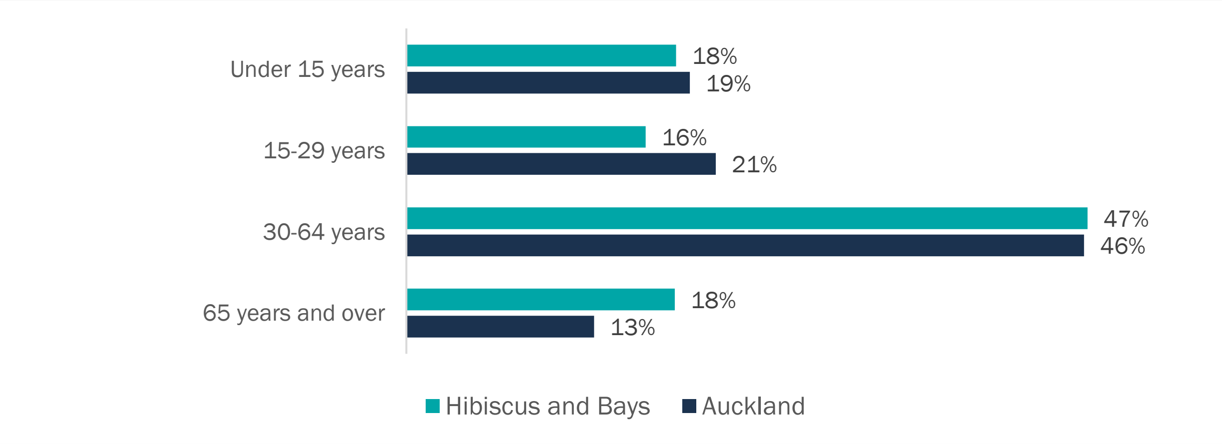
MEDIAN AGE (INFOMETRICS 2021)



[1] Infometrics population estimates

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

AGE STRUCTURE (INFOMETRICS 2021)

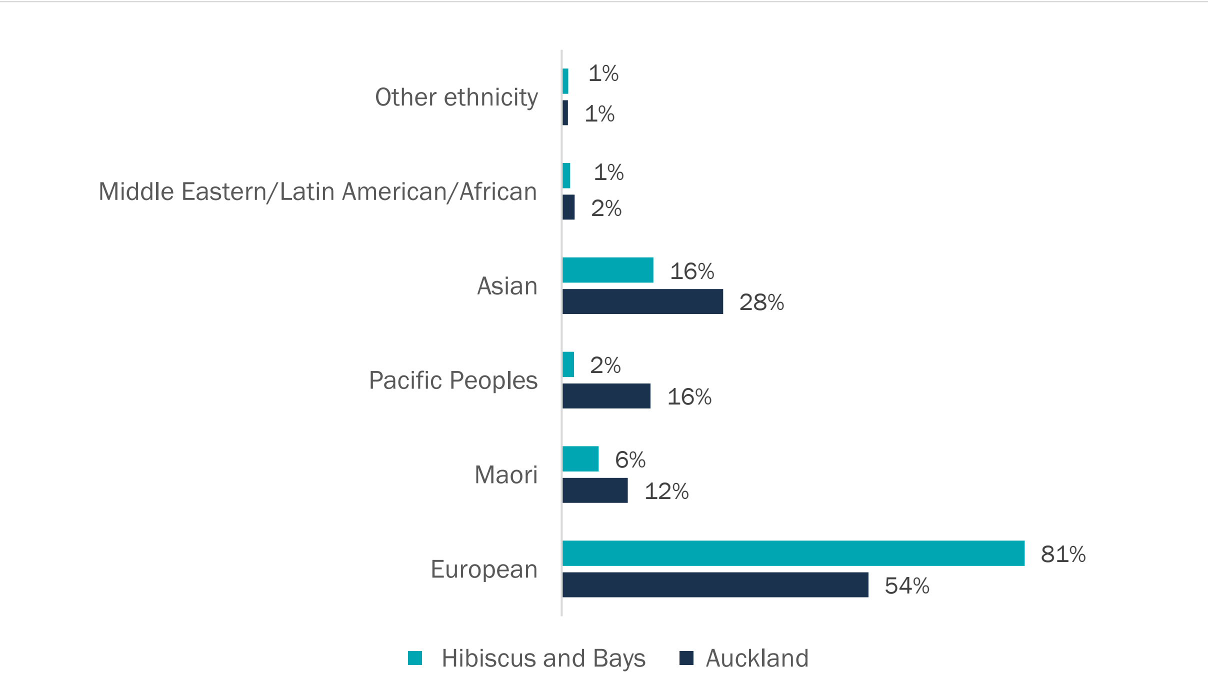


Ethnicity

Hibiscus and Bays' population is predominantly of European ethnicity (81 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. While Hibiscus and Bays has fewer Māori and Pacific residents than the region, there is a sizeable population of people of Asian ethnic origin, these are predominantly of Chinese origin.

Hibiscus and Bays has a large proportion of residents born overseas (41 per cent), similar to the region as a whole (42 per cent). Of people born overseas, 23 per cent had been in New Zealand less than five years, similar to the region (24 per cent).

ETHNIC MAKE-UP (CENSUS 2018)



Languages

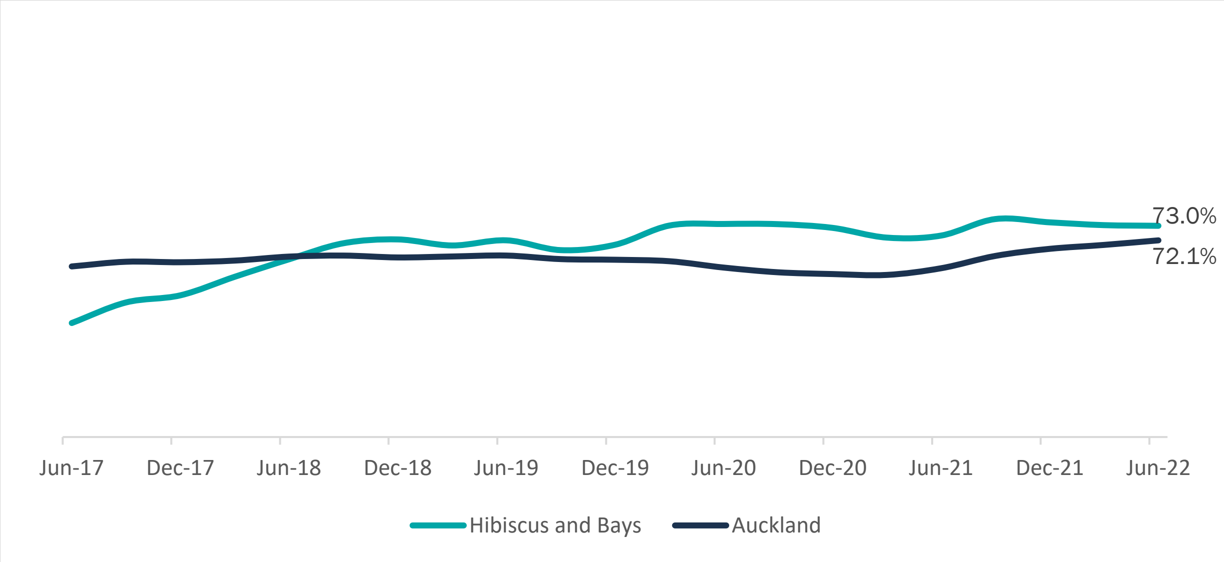
With a diverse population, there are a wide range of languages in use in Hibiscus and Bays. Ninety-five per cent of residents are able to speak English compared to 93 per cent across the region.

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.

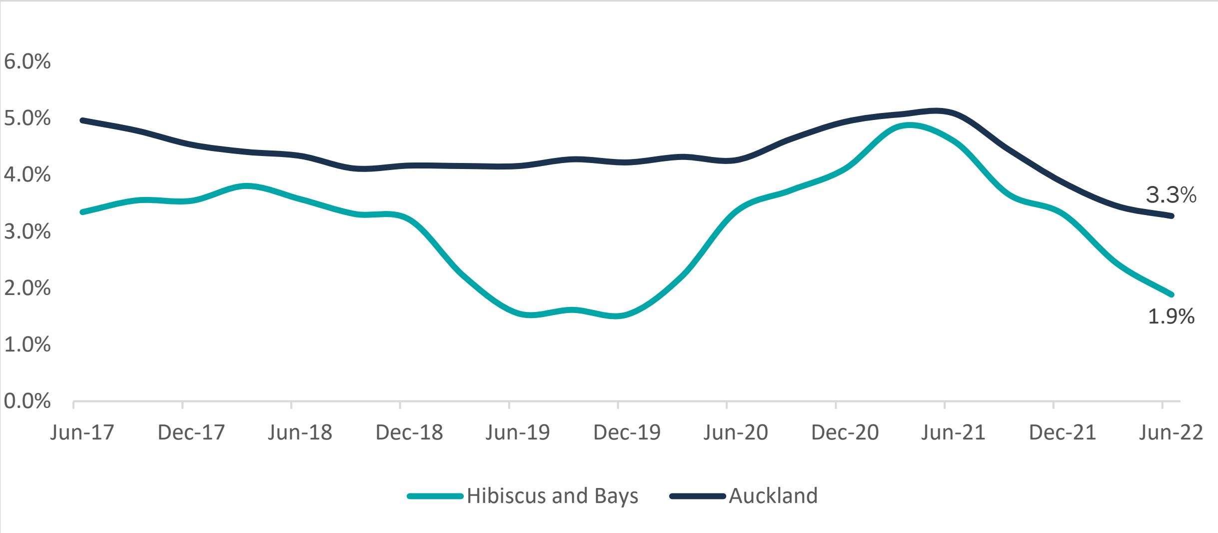
The labour force participation rate in Hibiscus and Bays is 73 per cent, slightly higher than the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Hibiscus and Bays, has remained below the Auckland average over the last five years.

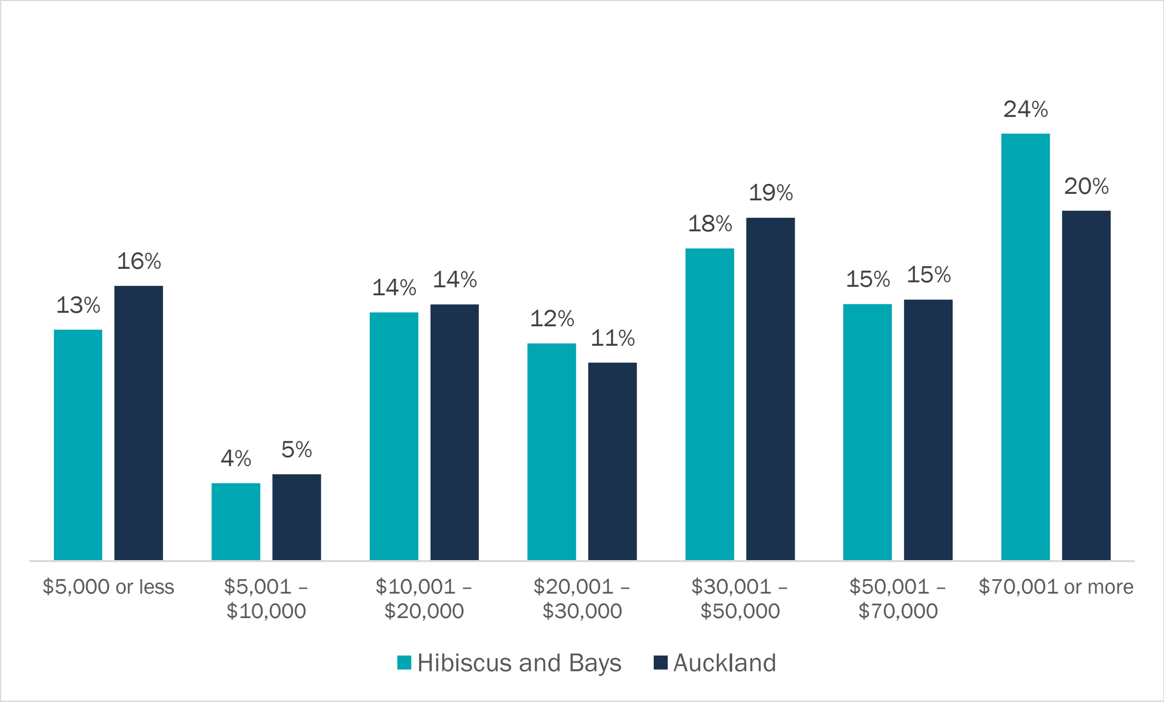
UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

Analysis of individual income levels in 2018 shows that there was a higher proportion (24 per cent) of persons earning a high income (over $70,000 per year) in Hibiscus and Bays compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



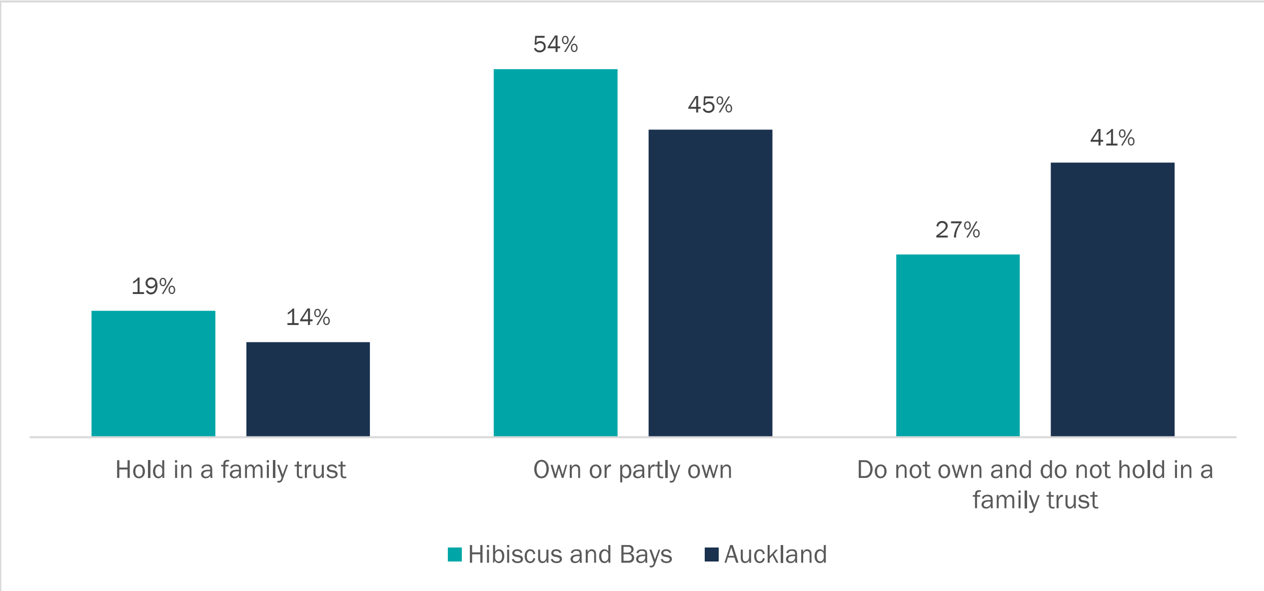
At the 2018 census, the median household income in Hibiscus and Bays was $96,600, higher than the Auckland median of $93,900.

MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)

In 2018, 18 per cent of households in Hibiscus and Bays derived self-employment or business income, above the rate across all Auckland households (14 per cent).

Home ownership in Hibiscus and Bays is higher than the regional average, in 2018, 73 per cent of households owned the dwelling they lived in, compared to 59 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Hibiscus and Bays has a well qualified labour force with a similar proportion of residents educated to degree level or higher as the region. While more school leavers from Hibiscus and Bays leave with NCEA Level 2 and a similar proportion leave with NCEA Level 3, fewer school leavers then progress into tertiary education compared to the region.

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.

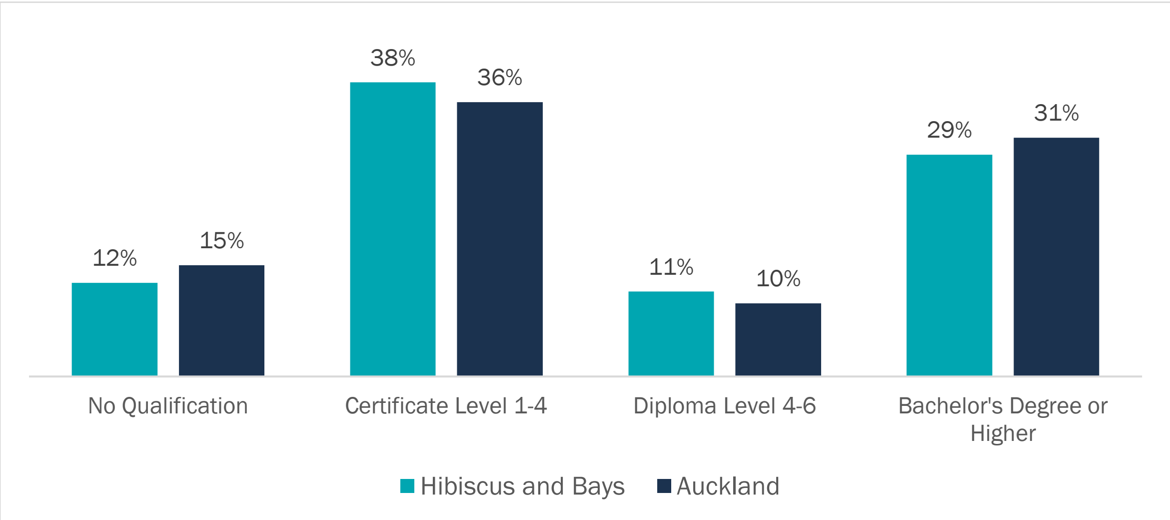
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 29 per cent of adult residents in Hibiscus and Bays had gained a bachelor's degree or higher, a slightly lower proportion than the Auckland region (31 per cent). Twelve per cent of residents had no educational qualifications compared with 15 per cent across the region[2].

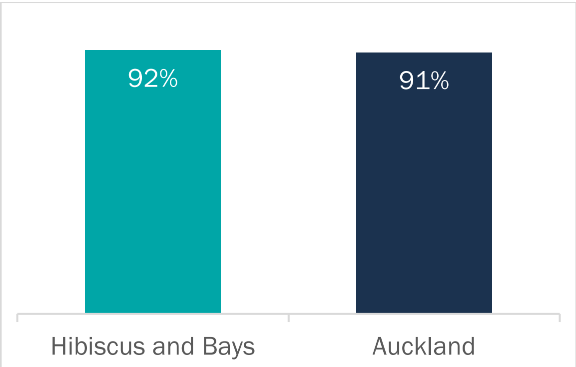
Educational attainment

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, eight per cent of school leavers in Hibiscus and Bays did not achieve the standard for NCEA level 1 compared to nine per cent regionally.

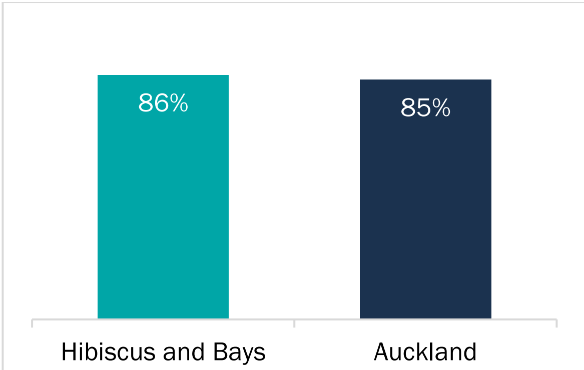
In 2021, 14 per cent of school leavers in Hibiscus and Bays did not achieve NCEA level 2, which provides the foundation skills required for employment. This is similar to the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2



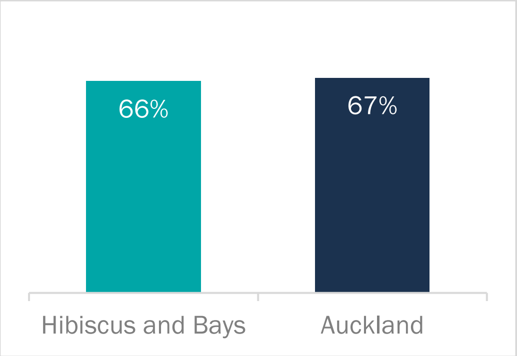
NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	92.2%	86.3%
Māori	82.0%	73.0%
Pacific	90.0%	87.1%
Asian	94.4%	92.1%
Middle East, Latin American, African	0.0%	0.0%
Other	0.0%	0.0%
Total Local Board	91.9%	86.4%
Total Auckland	91.2%	84.9%

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

NCEA Level 3 is regarded as the minimum level required for university entry. Sixty-six per cent of Hibiscus and Bays school leavers achieved this, a similar proportion as the Auckland average of 67 per cent.

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



NCEA 3 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

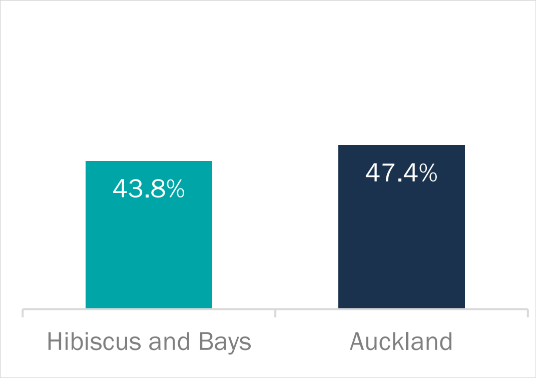
Percentage achieving NCEA 3	Hibiscus and Bays	AKL region %
Māori	51.4%	43.5%
Pacific	61.3%	54.2%
Asian	83.1%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	65.0%	69.8%
Total	**66.3%**	**67.2%**

Despite high levels of NCEA Level 3 attainment, fewer school leavers moved on to degree level study within a year of leaving school. Forty-four per cent of Hibiscus and Bays school leavers did this, lower than the Auckland average of 47 per cent. A similar proportion moved into certificate and diploma level study, but overall fewer (67 per cent) enrolled in any form of tertiary education, lower than the regional average (69 per cent).

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

Local Boards	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Hibiscus and Bays	43.8%	21.6%	1.2%	33.4%	864
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



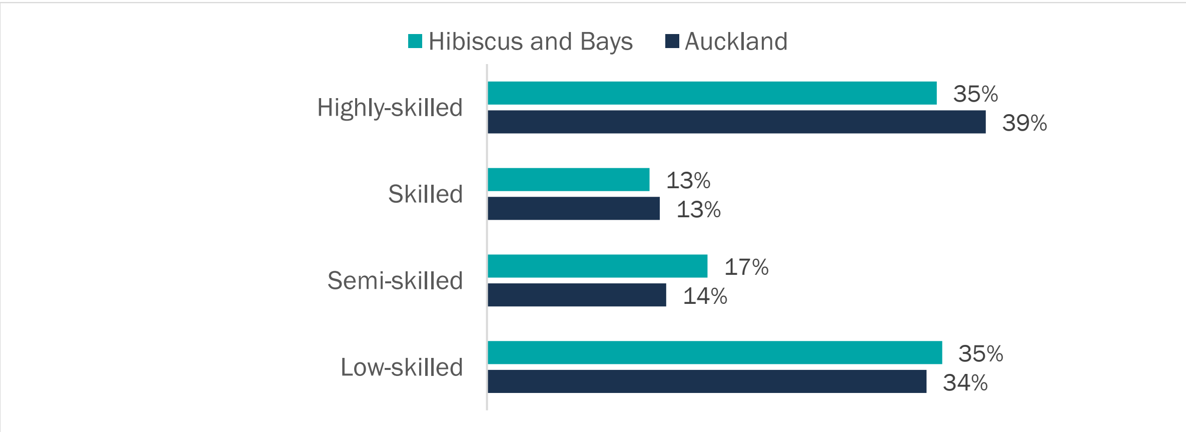
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	26.0%	14.0%	2.0%	58.0%	100
Pacific	-	-	-	-	-
Asian	73.0%	8.1%	4.1%	14.9%	74
MELAA	42.9%	17.9%	0.0%	39.3%	28
Other	-	-	-	-	-
NZ European	42.0%	23.4%	1.0%	33.7%	731

Occupations

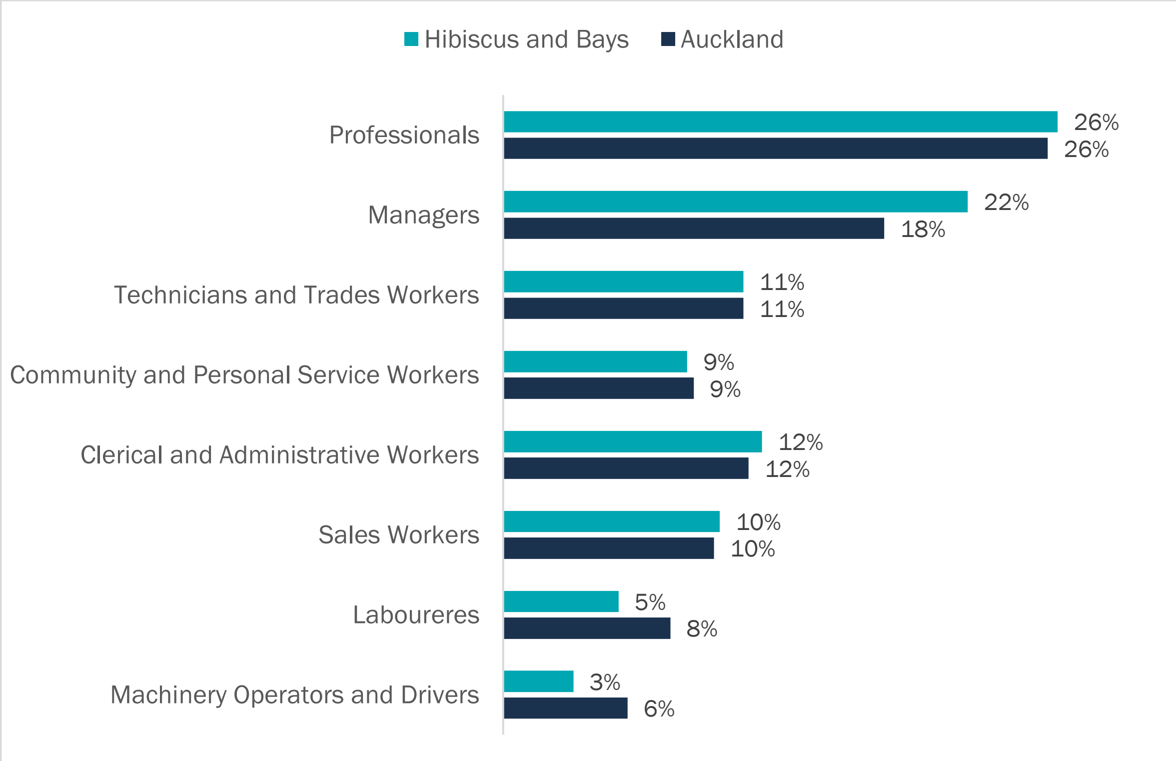
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN HIBISCUS AND BAYS (INFOMETRICS 2021)



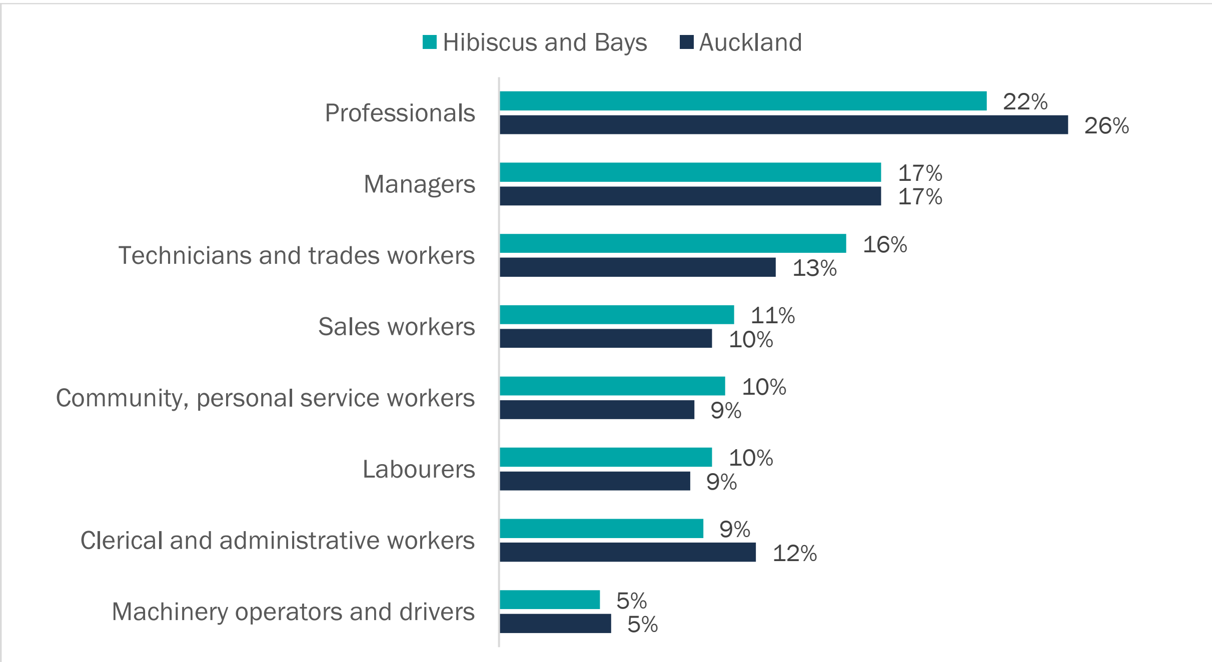
The Hibiscus and Bays local board area had a lower proportion of employment in the skilled and higher-skilled levels (48 per cent), compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (52 per cent), compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN HIBISCUS AND BAYS (CENSUS 2018)



Managers and professionals were the most popular occupational categories for Hibiscus and Bays residents in 2018 (48 per cent), which was higher than the wider Auckland region (44 per cent). Resident labourers and machinery operators and drivers (eight per cent) were lower than in the region (14 per cent). The other occupational groups of residents were broadly comparable to that of the region.

OCCUPATIONS IN HIBISCUS AND BAYS BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Hibiscus and Bays local board area, professionals were the largest occupational group (22 per cent), lower than the Auckland average (26 per cent). Technicians and trades workers jobs located in the area (16 per cent) were higher than the region (13 per cent).

Specialist managers[3] were the largest occupational group with 9.1 per cent of the total number of jobs in Hibiscus and Bays. Education professionals were the second largest occupational group.

TOP 10 OCCUPATIONS LOCATED IN HIBISCUS AND BAYS (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	% of Hibiscus and Bays Total
1	Specialist Managers	2,443	9.1%
2	Education Professionals	2,015	7.5%
3	Sales Assistants & Salespersons	1,636	6.1%
4	Construction Trades Workers	1,321	4.9%
5	Carers & Aides	1,188	4.4%
6	Hospitality, Retail & Service Managers	1,080	4.0%
7	Business, HR & Marketing Professionals	1,012	3.8%
8	Health Professionals	970	3.6%
9	Chief Execs, General Managers, Legislators	956	3.6%
10	Other Labourers	797	3.0%
	Sub-total of top 10 occupations	**13,418**	**50.0%**
	Total jobs	**26,826**	**100%**

Specialist managers, the largest occupational group, was also the fastest growing, adding 608 new jobs between 2016-2021. During this period, all occupations in Hibiscus and Bays added jobs, none lost jobs.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Specialist Managers	608
Construction Trades Workers	447
Education Professionals	238
Sales Assistants & Salespersons	235
Chief Execs, General Managers, Legislators	157

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

4: Local Economy

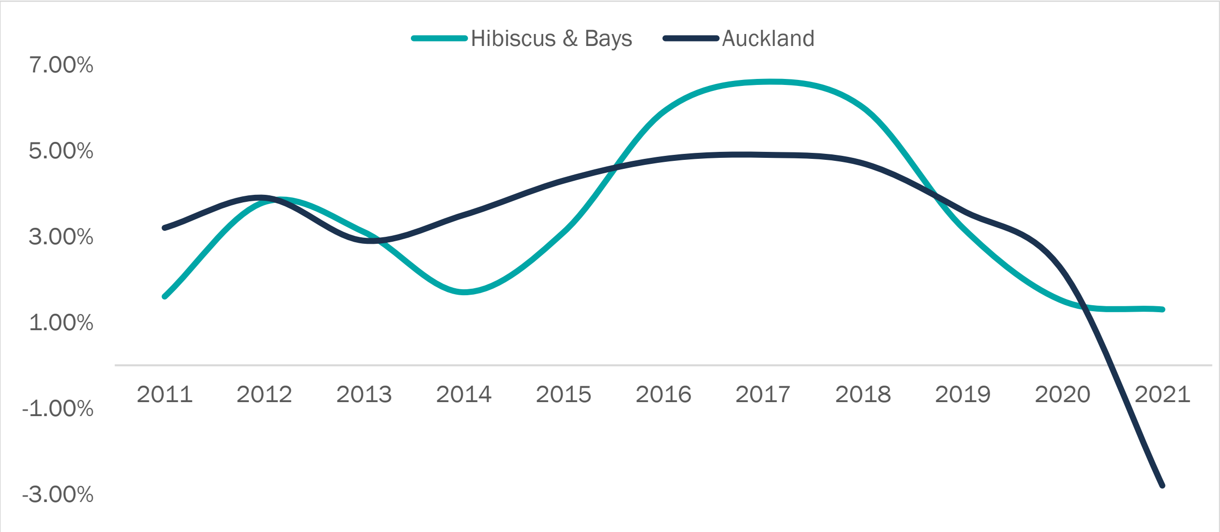
Hibiscus and Bays has a strong local economy driven by a large proportion of its GDP and jobs being in the construction sector. The retail trade and the healthcare sectors also make significant contributions to the GDP and employment of the area. There has been recent growth and new job creation in the construction and retail trade sectors. Twenty-seven per cent of jobs in Hibiscus and Bays were in knowledge intensive industries, which was lower than the regional average of 36 per cent.

Growth and employment trends

Between 2020-2021 the GDP rate in Hibiscus and Bays increased by 1.3 per cent, higher than the Auckland regional rate which declined by -2.8 per cent. In the five years 2016-2021 the Hibiscus and Bays economy grew at an average annual GDP rate of 3.7 per cent, higher than the 2.5 per cent in the Auckland region.

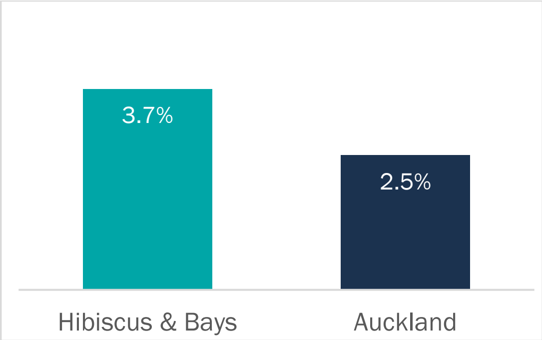
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year, lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

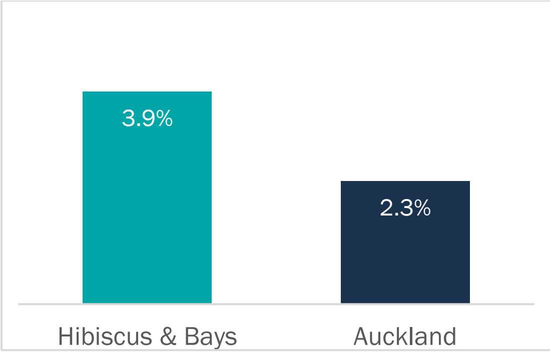


Employment in Hibiscus and Bays increased by an average of 3.9 per cent per annum in the five years 2016-2021, above the Auckland regional rate of 2.3 per cent. Over the last five years Hibiscus and Bays job numbers increased the most in construction (+1,677 jobs), retail trade (+517) and administration and support services (+384).

AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)



ANNUAL EMPLOYMENT GROWTH (INFOMETRICS 2016-2021)



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

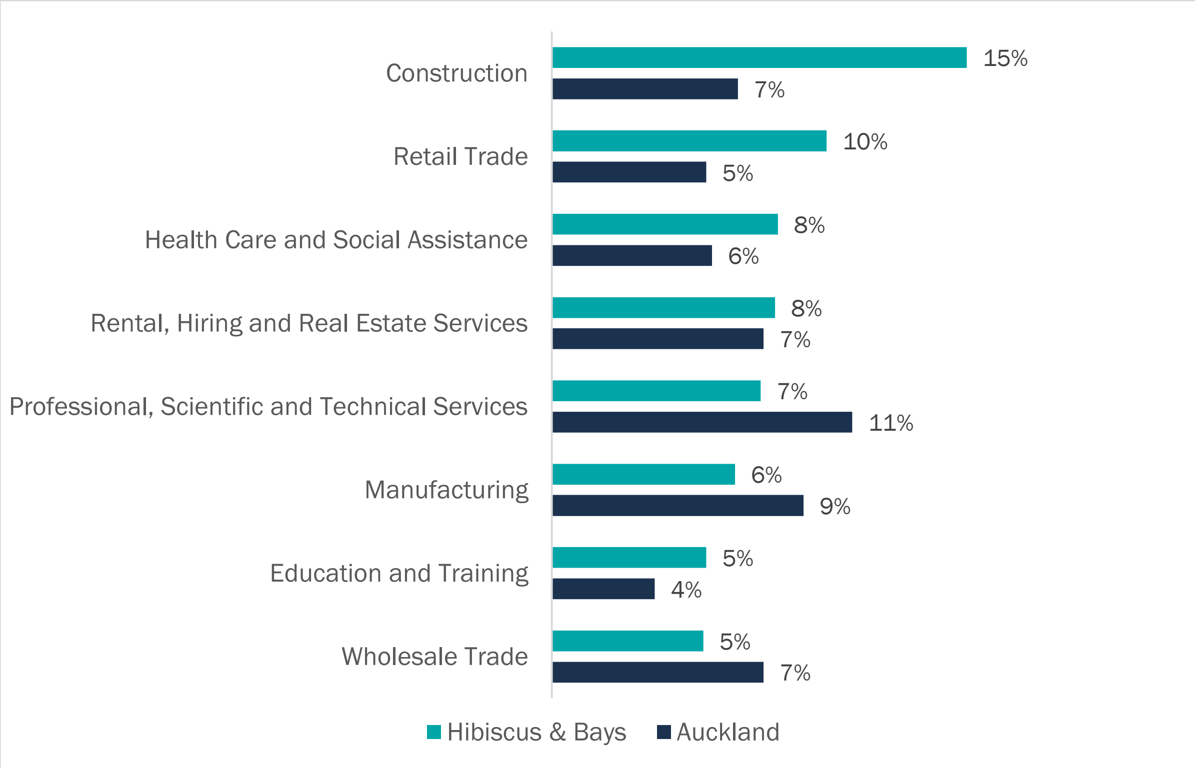
FASTEST GROWING INDUSTRIES BY GDP ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Wholesale Trade	8.6%
Financial & Insurance Services	7.3%
Retail Trade	6.7%
Construction	6.4%
Public Administration & Safety	6.1%
Agriculture, Forestry & Fishing	5.8%
Information Media & Telecommunications	5.2%

Industry mix

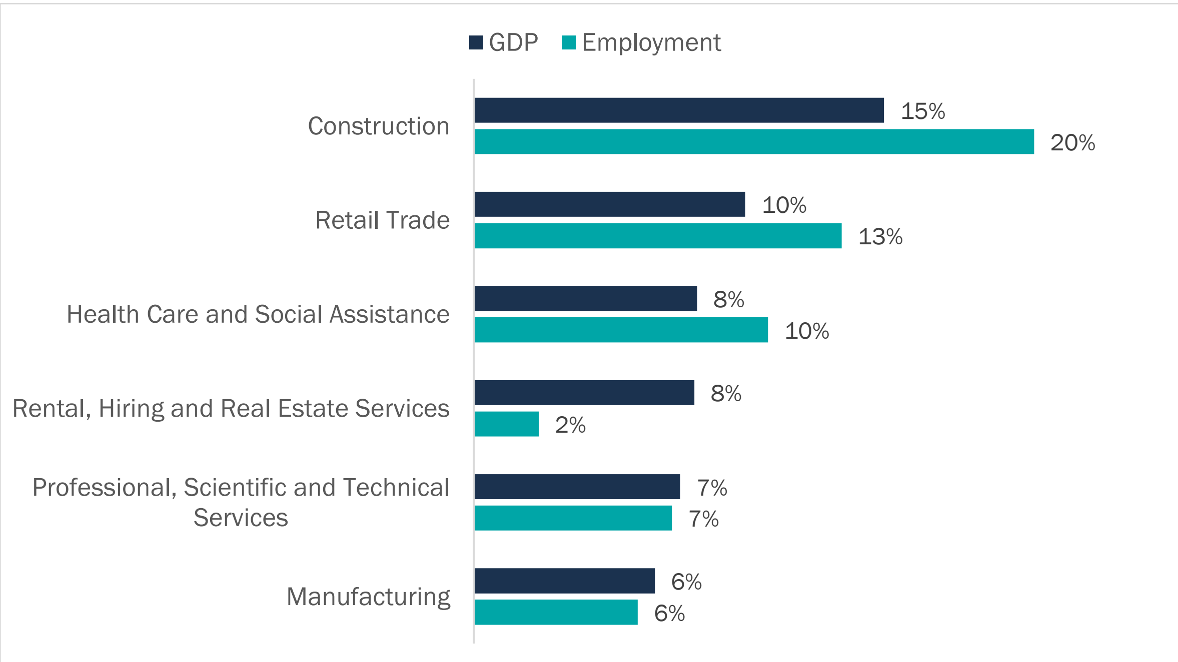
Hibiscus and Bays' future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Hibiscus and Bays economy were construction,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

BROAD INDUSTRY MIX BY GDP ANZSIC LEVEL (INFOMETRICS 2021)



- **Construction** contributed 15 per cent of Hibiscus and Bays' GDP and provided 20 per cent of the area's employment
- **Retail trade** contributed 10 per cent of Hibiscus and Bays' GDP and provided 13 per cent of the area's employment
- **Healthcare and social assistance** contributed eight per cent of Hibiscus and Bays GDP and provided 10 per cent of the area's employment
- **Rental, hiring and real estate services** contributed eight per cent of Hibiscus and Bays GDP but provided only two per cent of the area's employment

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



The key employment sectors in Hibiscus and Bays were construction, retail trade and healthcare and social assistance.

Looking at more detailed sub-sectors, we see that the construction services sector was the largest employer, followed by healthcare and social assistance. Aged residential care related employment was the most significant source of health jobs.

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

Rank	Industry	Jobs	Share of Hibiscus and Bays Total
1	Construction Services	3,105	11.6%
2	Healthcare & Social Assistance	2,781	10.4%
3	Education & Training	2,367	8.8%
4	Professional, Scientific & Tech Services	1,871	7.0%
5	Supermarket & Specialised Food Retailing	1,849	6.9%
6	Accommodation & Food Services	1,837	6.8%
7	Building Construction	1,806	6.7%
8	Other Store & Non-Store Retailing	1,463	5.5%
9	Administrative & Support Services	1,412	5.3%
10	Other Services	1,386	5.2%
	Total top 10 industries	**19,877**	**74.2%**
	All other industries	**6,949**	**25.8%**
	Total employment	**26,826**	**100%**

Many sectors saw significant growth from 2016-2021, particularly in the construction sector, although there was a decline in the heavy and civil engineering construction sector. There was also a decline in numbers employed in local government administration.

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

Sector	New Jobs
Construction Services	1,066
Building Construction	739
Administrative & Support Services	384
Supermarket & Specialised Food Retailing	363
Wholesale Trade	317
Central Gov Admin, Defence & Safety	260
Healthcare & Social Assistance	253

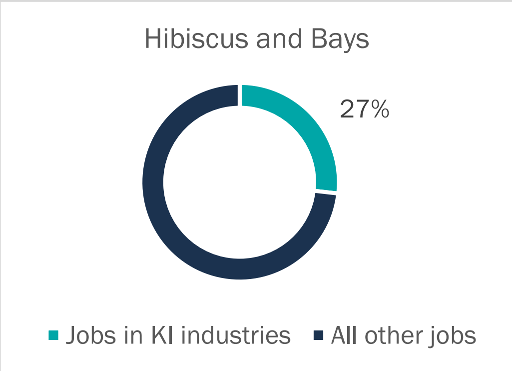
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

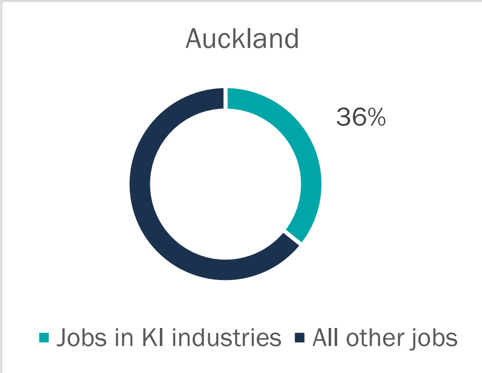
Sector	Jobs Lost
Local Government Administration	-144
Heavy & Civil Engineering Construction	-129

Knowledge intensive employment

Knowledge intensive industries[4] represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Twenty-seven per cent of jobs in Hibiscus and Bays were in knowledge intensive industries which was lower 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 Hibiscus and Bays than they are in the region as a whole. As a highly populated local board area it is perhaps unsurprising that the area has a concentration of food retailing. Similarly, many construction jobs are held by sole traders and small businesses registered at their homes.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP ($M)	Jobs
1	Supermarket & Specialised Food Retailing	3.1	142.3 (4.8%)	1,849
2	Building Construction	2.8	120.1 (4.1%)	1,806
3	Construction Services	2.4	242.7 (8.2%)	3,105

[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.

At a more detailed level, there are a number of specialised sectors in Hibiscus and Bays, all relatively small in terms of GDP contribution to the local economy.

LOCAL SPECIALISMS (INFOMETRICS 2021)

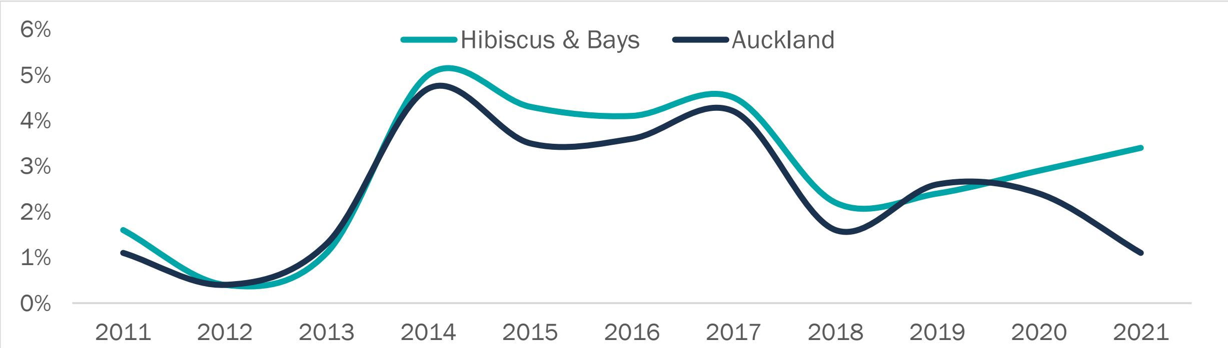
Rank	Industry	LQ	GDP ($M)	Share
1	Clothing & Footwear Repair	32.4	6.0	0.2%
2	Prefabricated Wooden Building Manufacturing	14.2	6.0	0.2%
3	Creative Artists, Musicians, Writers & Performers	11.7	20.6	0.7%
4	Entertainment Media Retailing	10.3	2.9	0.1%
5	Kitchen & Dining Ware Wholesaling	9.7	6.0	0.2%

Businesses

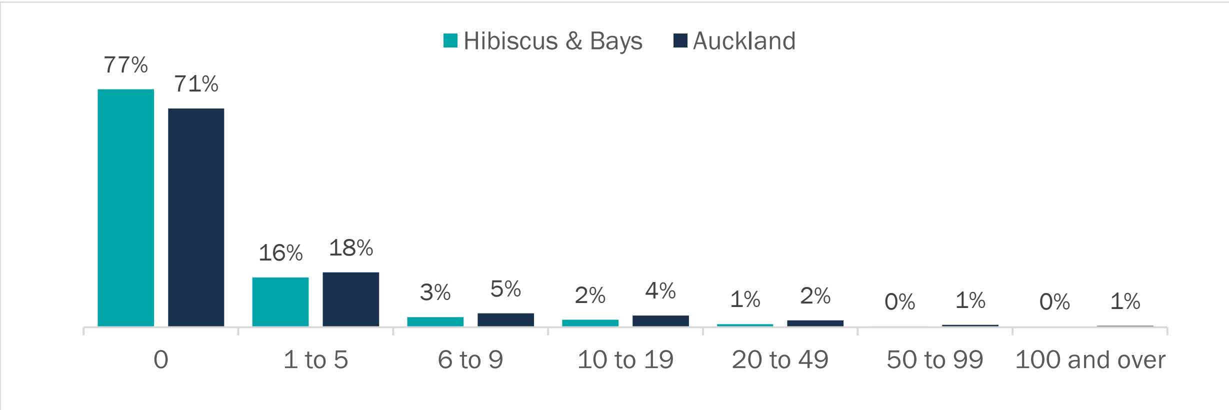
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed better under the restrictions with people having far fewer options when meeting their essential needs.

Auckland, as New Zealand's gateway, has been most affected and within the region there will be differing levels of impact depending on the sectoral make up of an area. The first Level 4 lockdown in Auckland was 25 March 2020. From this date for the remainder of the year and until the end of the financial year in March 2021, there were varying levels of restrictions. The number of business units in Hibiscus and Bays did not decline as was the case for the regional average.

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

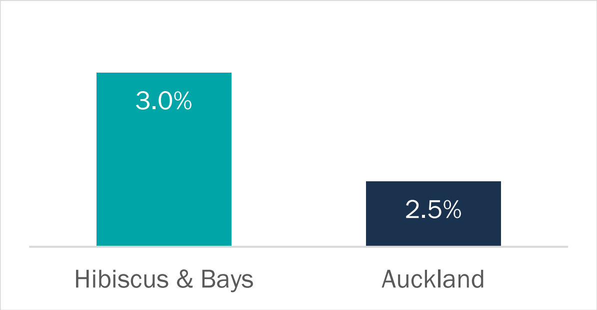


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021 there were 12,915 businesses in Hibiscus and Bays, employing an average of 2.1 employees each, less than the Auckland regional average of 4.4 employees. The vast majority (93 per cent) of businesses in Hibiscus and Bays 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 grew 3.0 per cent a year on average over the last decade, a higher 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 Hibiscus and Bays is concentrated in the town centres of Silverdale, Orewa and Brown's Bay, which include employment in hospitality and retail along side health sector jobs. There are more industrial areas around Silverdale where manaufactring and wholesale businesses are located and is the likely source of any employment growth as urban Auckland grows. Hibiscus and Bays also has a strong concentration of economic activity within the construction sector with building construction and construction services strongly represented in the Hibiscus and Bays Local Board area.

Hibiscus and Bays is predominantly made up of labour exporting suburban areas. There are 114,500 residents of Hibiscus and Bays which has a labour force of 73,100. The local board area has a total of 26,826 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city, primarily Upper Harbour and Central Auckland.

The Silverdale West Dairy Flat Industrial Area Structure Plan is a blueprint for transforming the Silverdale West and Dairy Flat area into an urbanised industrial area.

Eke Panuku with partner McConnell Property is developing a new subdivision in Whangaparaoa which will include 60 new homes.

Employment zones

Employment in Hibiscus and Bays is concentrated in a number of town centres and heavy and light industrial zones. The main employment zone in Hibiscus and Bays are Silverdale, Orewa, Whangaparoa and Browns Bay.

EMPLOYMENT IN SILVERDALE * (NZ STATISTICS 2021)

Sector	Jobs
Construction	1,350
Retail	1,303
Manufacturing	856
Healthcare & Social Assistance	340
Total All Sectors	**5,880**
* Based on business demographics for the SA2 area	

EMPLOYMENT IN OREWA * (NZ STATISTICS 2021)

Sector	Jobs
Accomodation & Food Serives	373
Retail	348
Public Administration & Safety	330
Professional, Scientific & Technical Services	283
Total All Sectors	**2,790**
* Based on business demographics for the SA2 area	

EMPLOYMENT IN BROWN'S BAY * (NZ STATISTICS 2021)

Sector	Jobs
Accomodation & Food Serives	360
Retail	360
Healthcare & Social Assistance	200
Other Services	180
Total All Sectors	**1,650**
* Based on business demographics for the SA2 area	

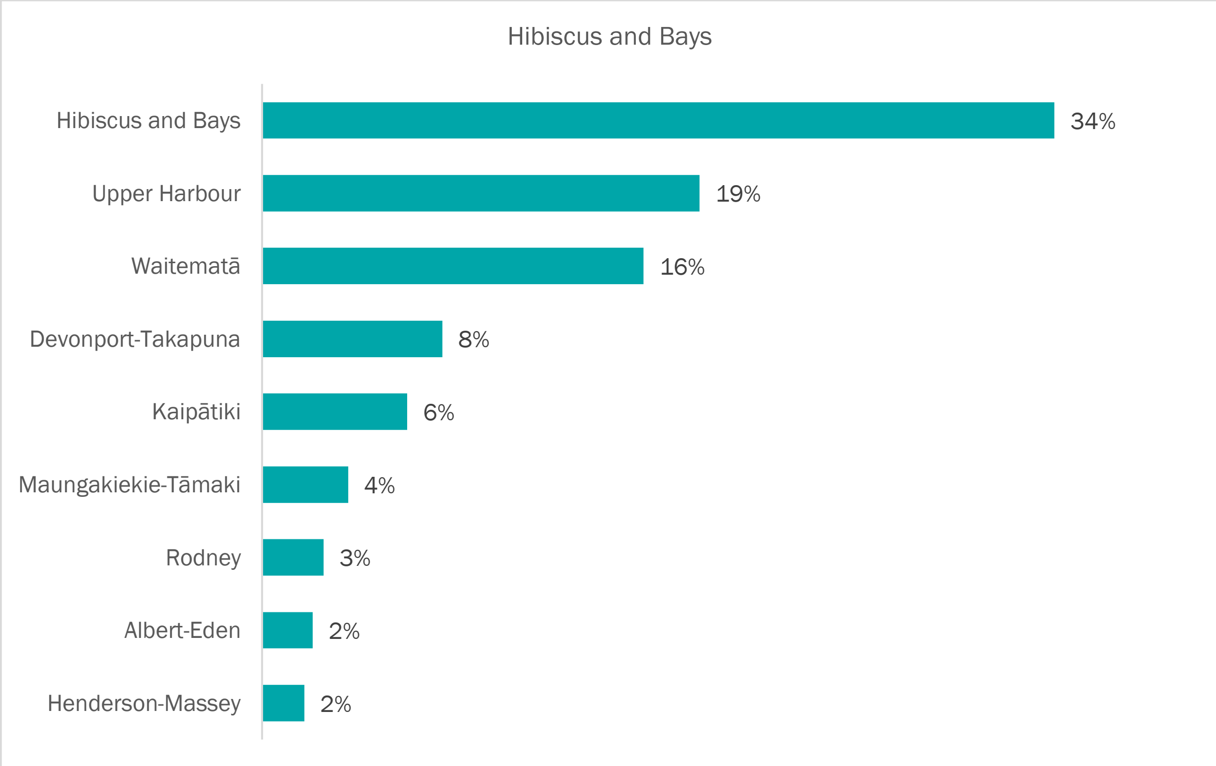
EMPLOYMENT IN WHANGAPARAOA * (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	300
Construction	150
Accommodation and Food Services	140
Other Services	120
Manufacturing	90
Total All Sectors	**1,200**
* Based on business demographics for the SA2 area	

Commuting

In 2018, a significant percentage (34 per cent) of Hibiscus and Bays residents worked within the local board area. The most popular destinations for work outside of Hibiscus and Bays were Upper Harbour (19 per cent) and Waitemata (16 per cent).

TRAVEL TO WORK PATTERNS – % OF TOTAL TRIPS FROM HIBISCUS AND BAYS (CENSUS 2018)[5]



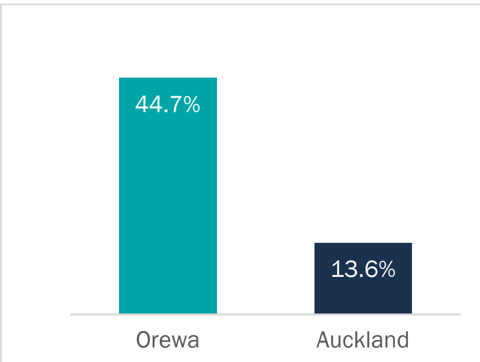
Town Centres

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 Hibiscus and Bays are Brown's Bay, Orewa and Silverdale.

Spending in Orewa between 2017-2022 grew at a significantly higher rate of 44.7 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Orewa was $46.78, below the Auckland average of $49.74. (Marketview 2022)

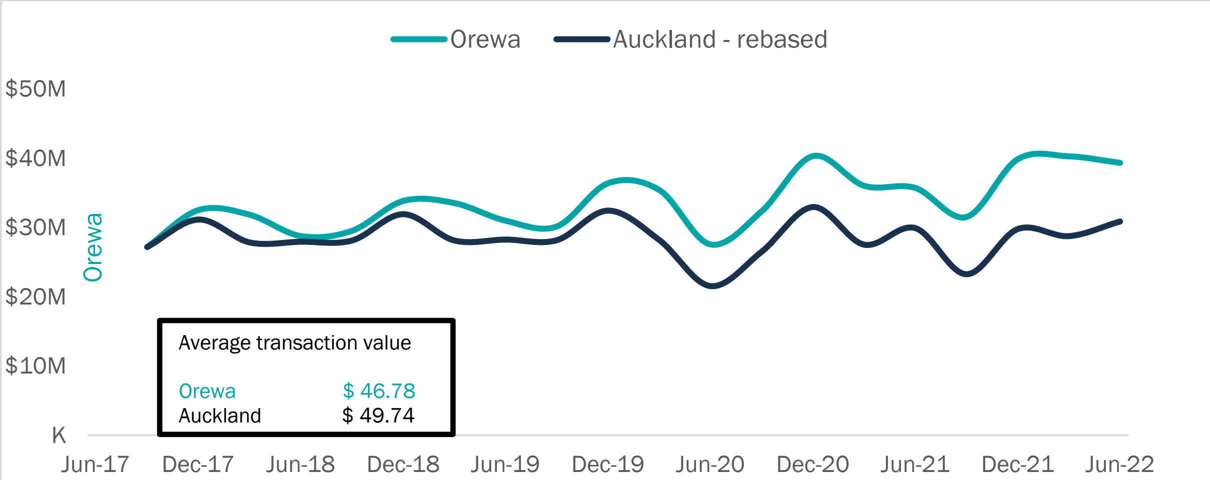
OREWA BID SPENDING GROWTH (2017-2022)



Spending in Orewa has been at a higher rate than 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.

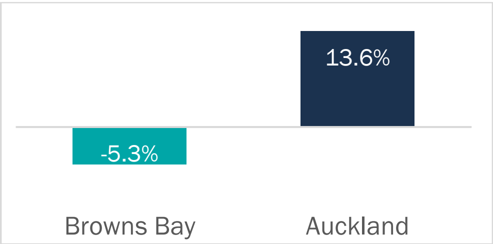
[5] Richard paling Consulting 2018

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



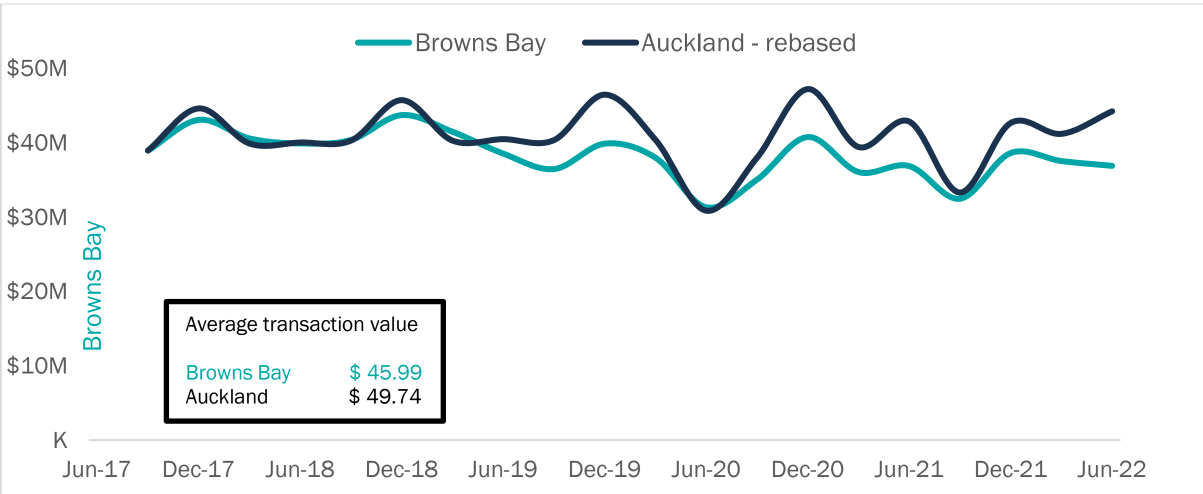
Spending in Browns Bay between 2017-2022 declined by -5.3 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Browns Bay was $45.99, below the Auckland average of $49.74. (Marketview 2022)

BROWNS BAY BID SPENDING GROWTH (2017-2022)



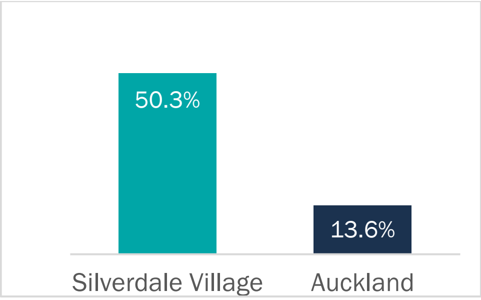
Spending in Browns Bay has been at a lower rate than that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

BROWNS BAY BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



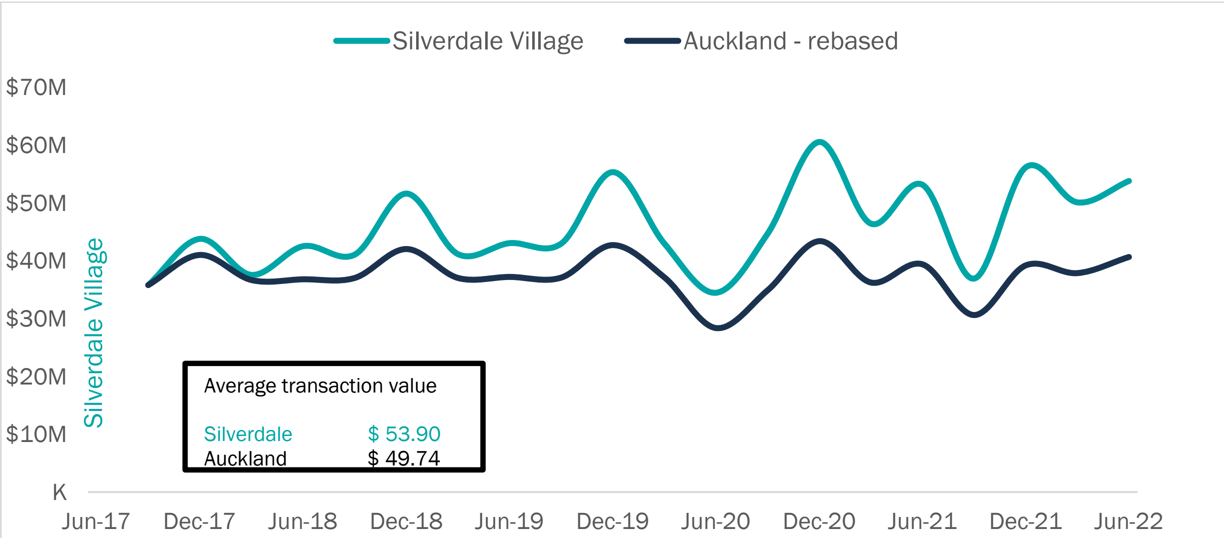
Spending in Silverdale Village between 2017-2022 grew at a significantly higher rate of 50.3 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Silverdale Village was $53.90, above the Auckland average of $49.74. (Marketview 2022)

SILVERDALE VILLAGE BID SPENDING GROWTH (2017-2022)



Spending in Silverdale Village 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.

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



Glossary

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

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