TĀTAKI AUCKLAND UNLIMITED REPORT

Waitematā 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

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1: Introduction

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

About this report

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

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

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

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

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

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

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

2: People and Households

Waitematā is one of Auckland's most populous local board areas with a population of 89,000 that is forecast to increase to 137,400 by 2048.

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

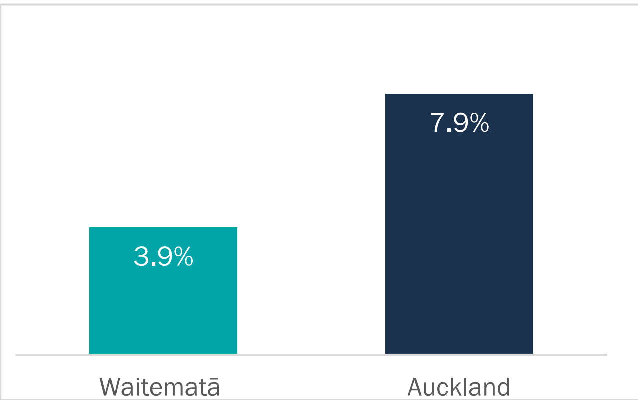
POPULATION SUMMARY

	Waitematā	Auckland/Share
Population (2021)	89,000	5.2%
Population growth (2016-2021)	3.9%	7.9%
Median Age (2021)	33.4	35.6
Labour force (2022)	55,900	983,800
Labour force participation (2022)	78%	72%
Home ownership (2018)	32%	45%

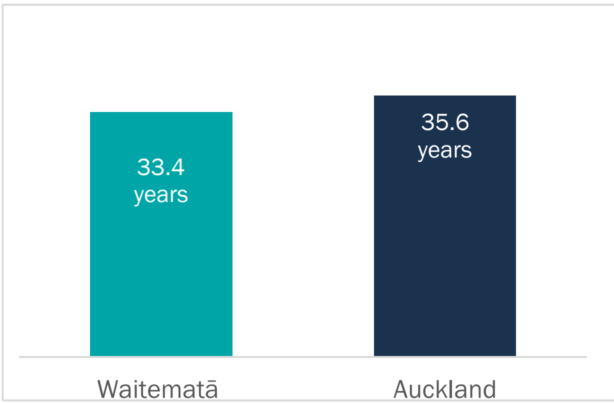
Population

The Waitematā Local Board area has experienced slower population growth in recent years. Between 2016 and 2021, population growth was 3.9 per cent compared to 7.9 per cent regionally (Infometrics 2021)[1].

POPULATION GROWTH (INFOMETRICS 2016-2021)



MEDIAN AGE (INFOMETRICS 2021)

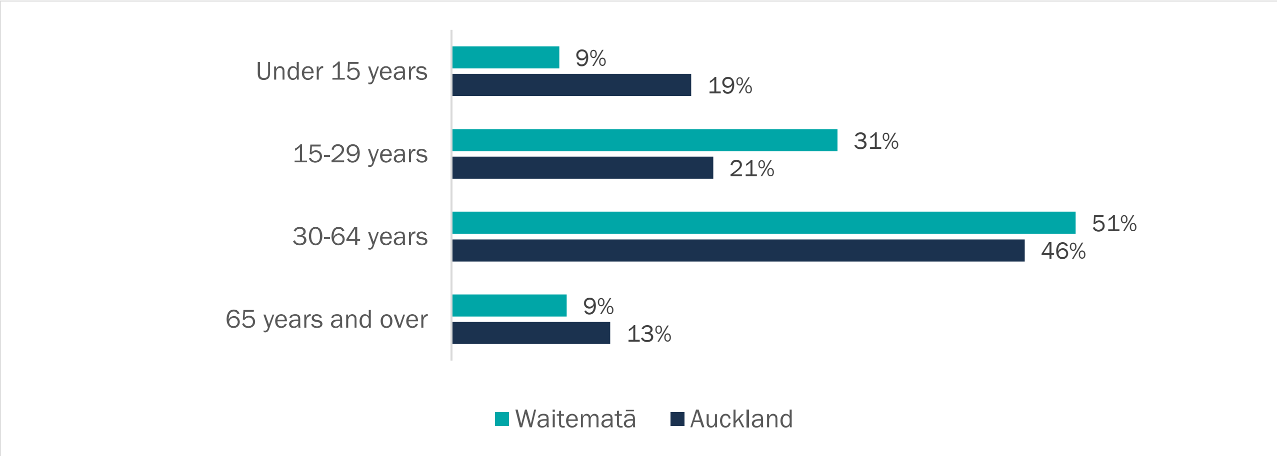


Medium population projections suggest that Waitematā could be home to 137,400 residents by 2048, an increase of 48,400. This equates to a 2.0 per cent per annum increase or 1,793 additional residents per year between 2021 and 2048 (NZ Statistics).

[1] Infometrics population estimates

Waitematā has a slightly younger median age compared to the region, but its working age population is much larger than the regional average, particularly people of working age 15-29 years old, and there are proportionately fewer young people and also fewer people of retirement age.

AGE STRUCTURE (INFOMETRICS 2021)

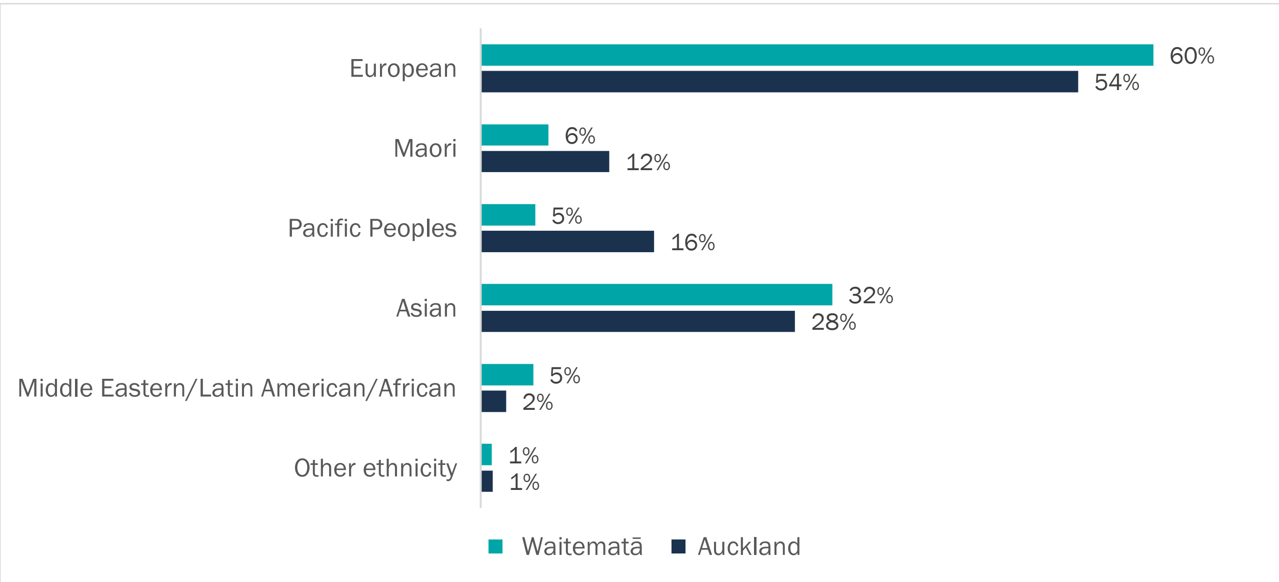


Ethnicity

Waitematā's population is predominantly of European ethnicity (60 per cent), more so than the regional profile, where Europeans make up 54 per cent of the population. While Waitematā has fewer Māori and Pacific residents than the region, there are more people of Asian ethnic origin. These people are predominantly of Chinese or Indian origin.

Waitematā has a large proportion of residents born overseas (52 per cent) compared to the Auckland region (42 per cent). Of those people born overseas, 53 per cent had been in New Zealand for less than five years, significantly more than the region (24 per cent), highlighting the popularity of the city centre as a location for recently arrived immigrants.

ETHNIC MAKE-UP (INFOMETRICS 2021)



Languages

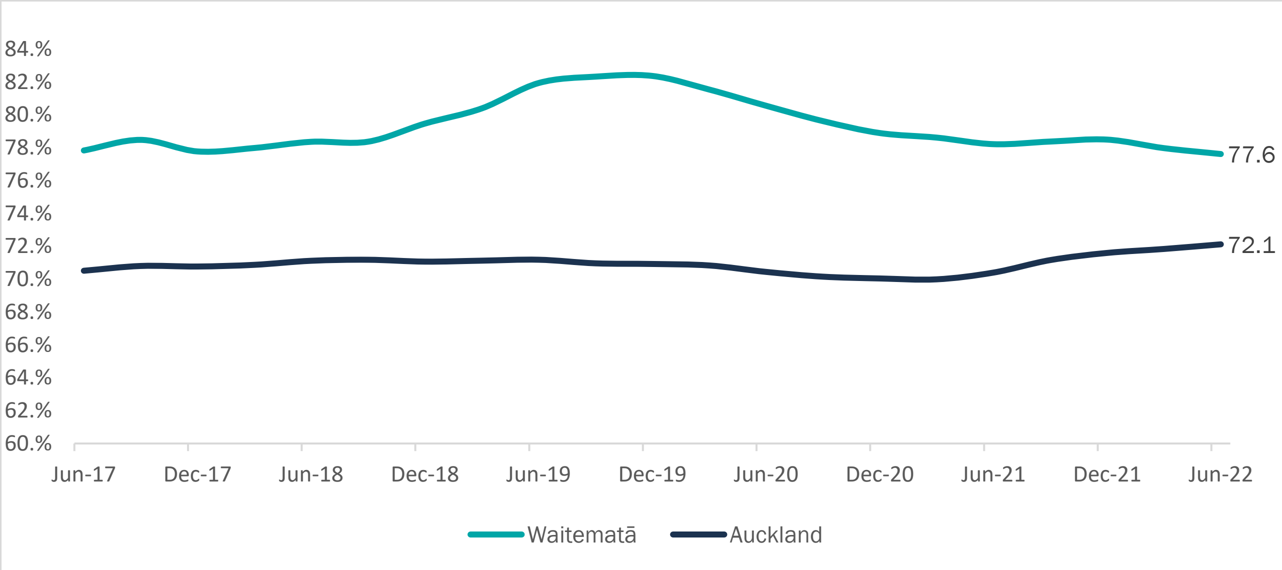
With a diverse population, there are a wide range of languages in use in Waitematā. Ninety-six per cent of residents are able to speak English compared to 93 per cent for the region.

Labour Force

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

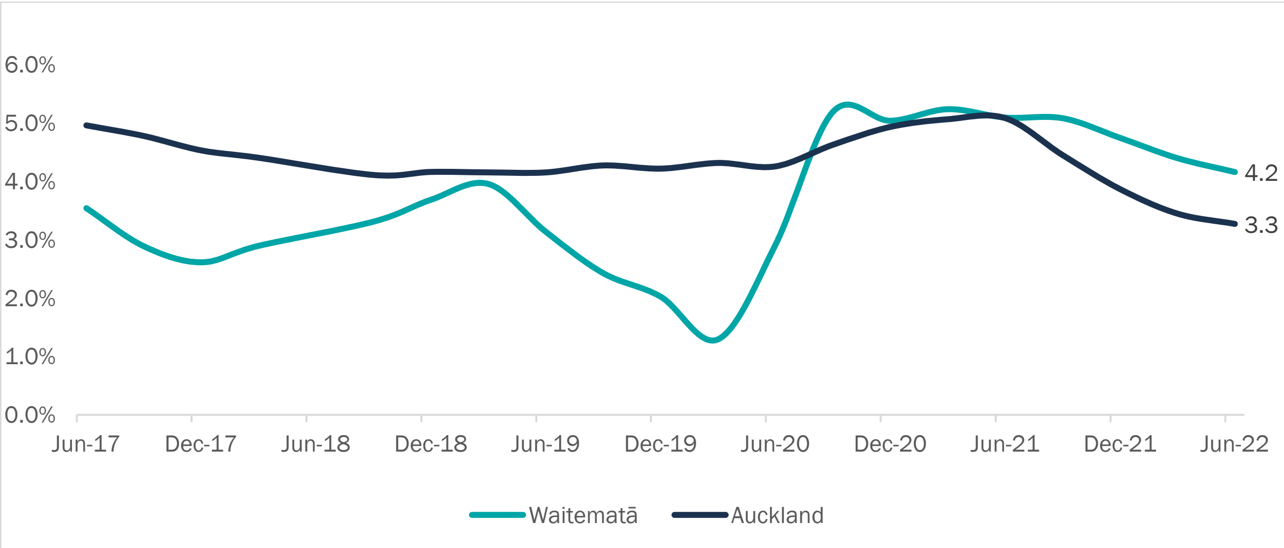
The labour force participation rate in Waitematā is 78 per cent, significantly higher than the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Waitemata, was below the Auckland average until June 2020 when it increased notable. In June 2022, it was nearly one per cent higher than the Auckland average.

UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



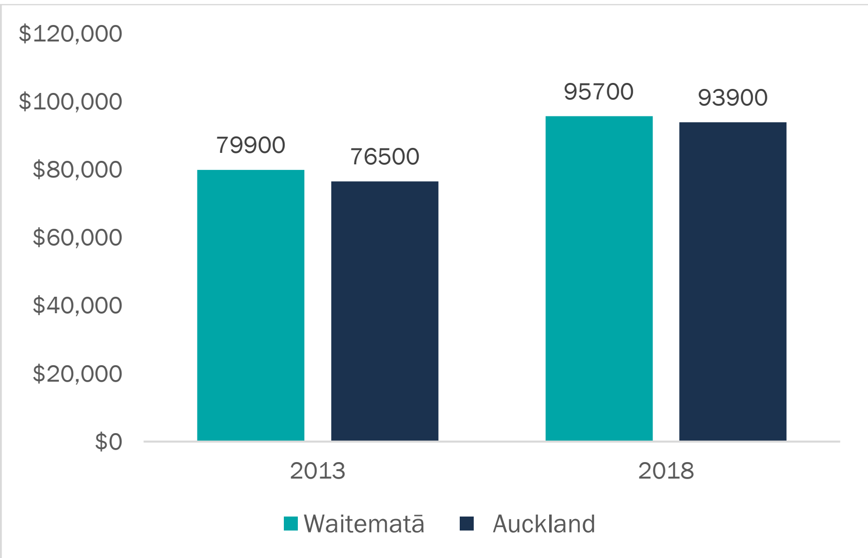
Income

Analysis of individual income levels in 2018 shows that there was a higher proportion (27 per cent) of persons earning a high income (over $70,000 per year) in Waitematā compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)

The median household income in the 2018 census was higher in Waitemata ($95,700) than the region ($93,900).

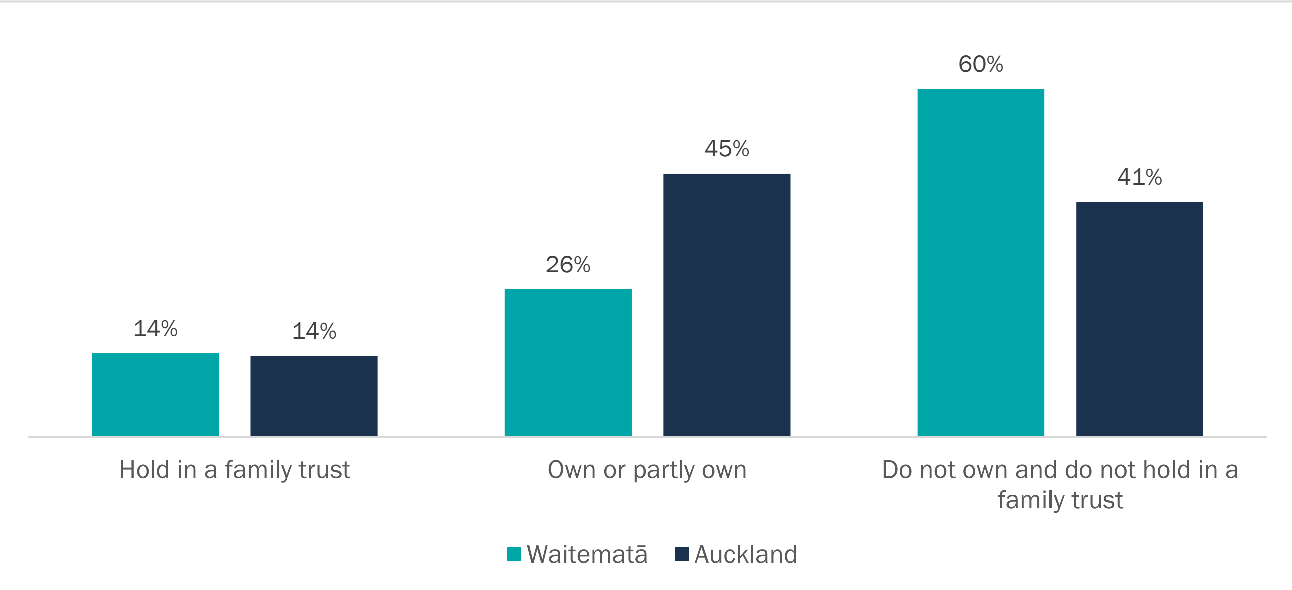
MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



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

Home ownership in Waitematā is well below the regional average. In 2018, 40 per cent of households owned the dwelling they lived in, compared to 59 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Waitematā has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from Waitematā leave with NCEA Level 2 or NCEA Level 3.

Skills and Workforce

An area's skills base contributes to the overall well-being and prosperity of its communities. Having the skills to access stable and well-paid employment also provides opportunities to respond in times of economic downturns or external shocks such as the COVID-19 pandemic or the Global Financial Crisis when typically, those in less secure employment and without higher skill levels tend to fare worst.

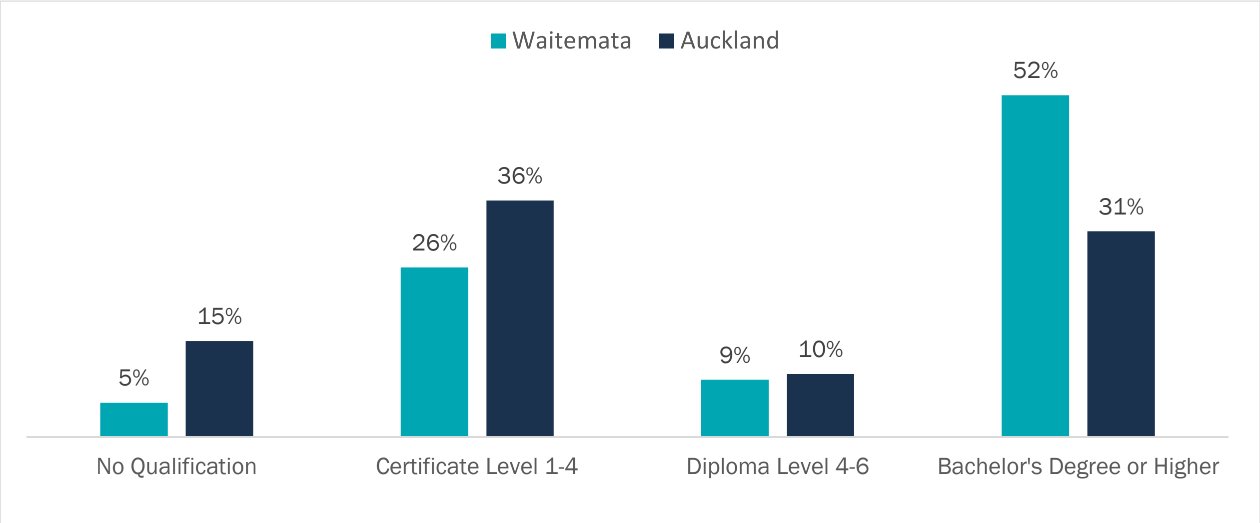
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as well as for communities where increased skill levels would improve employment opportunities for residents.

Qualifications

A skilled workforce drives a strong and resilient local economy and is critical for Auckland's future competitiveness.

The New Zealand Qualifications Framework (NZQF) has ten levels which are based on complexity, with Level 1, the least complex and Level 10, the most complex. All qualifications on the NZQF are assigned one of the ten levels and fit into a qualification type: certificate (Levels 1-4), diploma (Levels 5-6) or degree (Levels 7-10). Secondary school qualifications of National Certificates of Educational Achievement (NCEA) are gained at Levels 1-3.

RESIDENTS' HIGHEST QUALIFICATIONS (CENSUS 2018)



In 2018, 52 per cent of adult residents in Waitematā had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Five per cent of residents had no educational qualifications compared with 15 per cent across the region[2].

[2] Highest qualification is derived for people aged 1pa and over

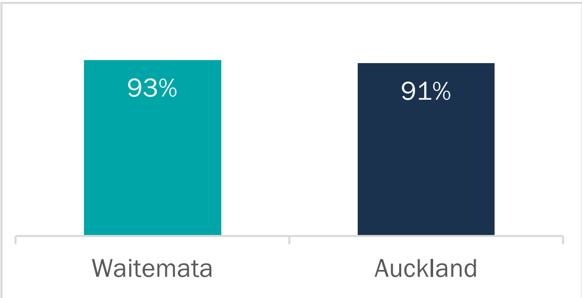
Educational attainment

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

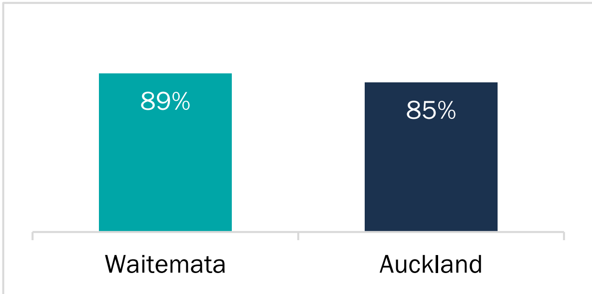
In 2021, only eleven per cent of school leavers in Waitematā did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average, where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2

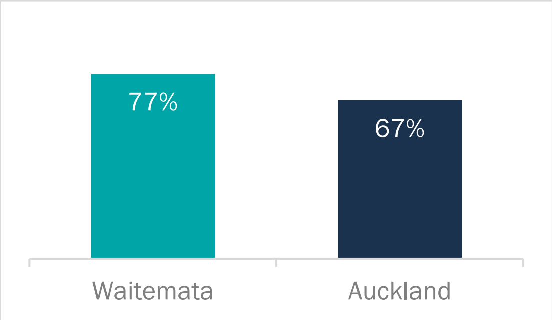


NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	94.5%	91.5%
Māori	91.2%	88.7%
Pacific	92.9%	89.4%
Asian	90.2%	86.5%
Middle East, Latin American, African	0.0%	0.0%
Other	0.0%	0.0%
Total Local Board	**92.7%**	**89.4%**
Total Auckland	**91.2%**	**84.9%**

NCEA Level 3 is regarded as the minimum level required for university entry. Seventy-seven per cent of Waitematā 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)

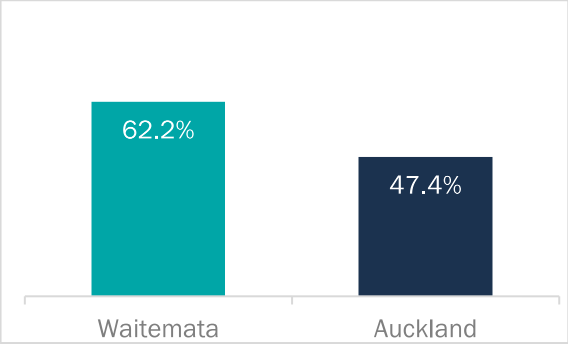
Percentage achieving NCEA 3	Waitematā	AKL region %
Māori	67.3%	43.5%
Pacific	75.5%	54.2%
Asian	79.1%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	79.3%	69.8%
Total	**76.8%**	**67.2%**

More school leavers moved on to degree level study within a year of leaving school. Sixty-two per cent of Waitematā school leavers did this, much more than the Auckland average of 47 per cent. A lower proportion moved into certificate and diploma level study, but overall, more (77 per cent) enrolled in some form of tertiary education than the regional average (69 per cent).

DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR AFTER LEAVING (MINISTRY OF EDUCATION 2020)

Local Board	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Waitematā	62.2%	13.1%	1.1%	23.5%	1,050
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2020)



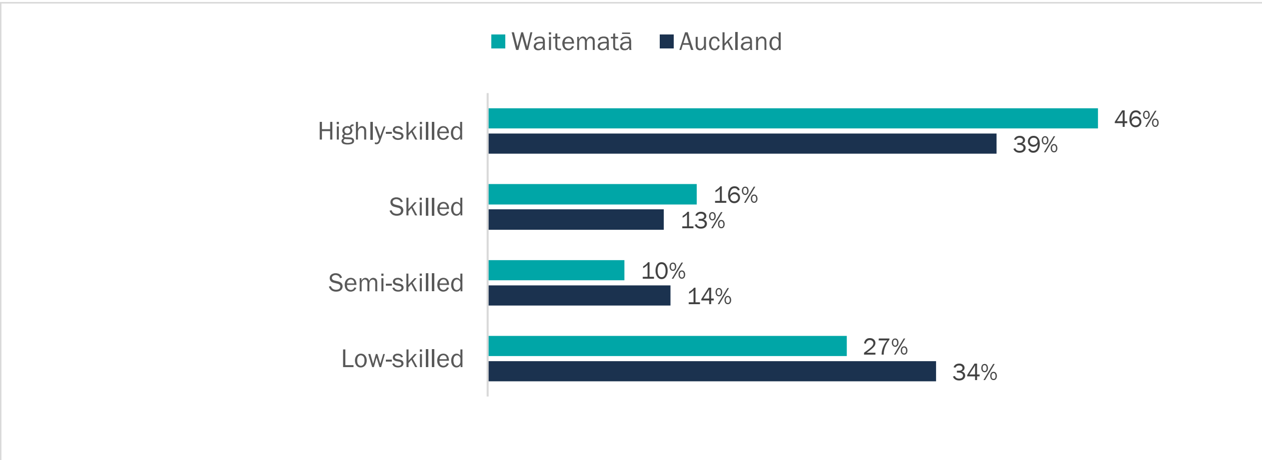
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	33.7%	21.9%	4.1%	40.2%	169
Pacific	47.9%	19.3%	1.8%	31.1%	280
Asian	73.2%	3.8%	0.0%	23.0%	209
MELAA	52.6%	26.3%	0.0%	21.1%	19
Other	-	-	-	-	
NZ European	71.0%	11.4%	0.7%	16.9%	534

Occupations

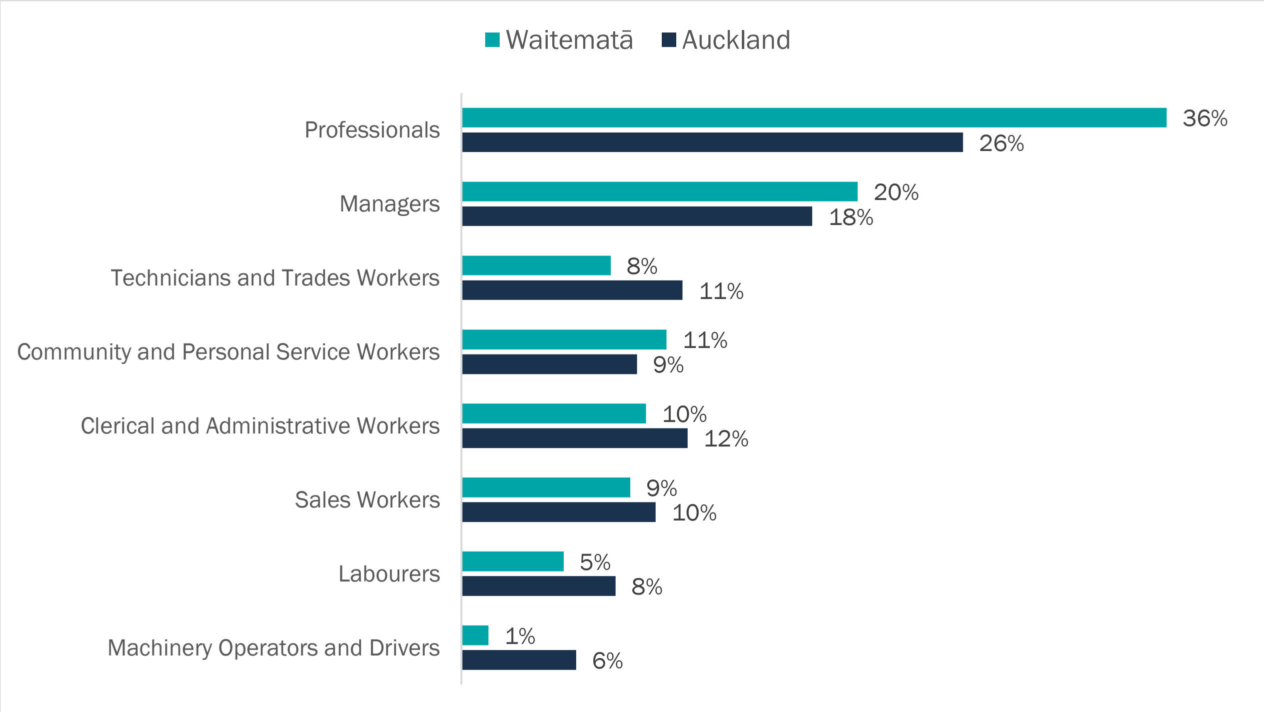
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN WAITEMATĀ (INFOMETRICS 2021)



The Waitematā local board area had a significantly higher proportion of employment in the skilled and higher-skilled levels (62 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a lower proportion of employment in the semi-skilled and low-skilled levels (37 per cent) compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN WAITEMATĀ (CENSUS 2018)



Professionals and managers were the most popular occupational categories for Waitematā residents in 2018. There were a significantly higher proportion of workers in professional and managerial occupations in Waitematā (56 per cent) compared to the wider Auckland region (44 per cent). There were a significantly lower proportion of labourers and machinery operators and drivers who were residents (six per cent) compared to the region (14 per cent).

OCCUPATIONS IN WAITEMATĀ BASED BUSINESSES (INFOMETRICS 2021)

Of the jobs located in the Waitematā local board area, professionals were the largest occupational group (35 per cent), larger than the wider Auckland regional average (26 per cent). Technicians and trades workers, and labourers (15 per cent) located in the area were fewer than the regional average for these two categories (22 per cent).

Business professionals and specialist managers were the largest occupational groups in Waitemata with more than 20 per cent of the total work force, which was more than 42,000 jobs.

TOP 10 OCCUPATIONS LOCATED IN WAITEMATĀ (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Waitematā Total
1	Business, HR & Marketing Professionals	22,333	10.3%
2	Specialist Managers	20,034	9.3%
3	ICT Professionals	13,377	6.2%
4	Design, Engineering, Science Professionals	10,882	5.0%
5	Sales Representatives & Agents	9,685	4.5%
6	Education Professionals	8,721	4.0%
7	Health Professionals	8,501	3.9%
8	Hospitality, Retail & Service Managers	8,401	3.9%
9	Sales Assistants & Salespersons	8,321	3.8%
10	Chief Execs, General Managers, Legislators	8,192	3.8%
	Sub-total of top 10 occupations	**118,447**	**54.7%**
	Total jobs	**216,525**	**100%**

Business professionals, the largest occupational group, was also the fastest growing and added the largest number of new jobs (+2,653) between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMETRIC 2016-2021)

Sector	New Jobs
Business, HR & Marketing Professionals	2,653
Specialist Managers	1,965
ICT Professionals	1,776
Health Professionals	1,732
Design, Engineering, Science Professionals	1,337
Legal, Social & Welfare Professionals	1,078

The general clerical workers occupational groups total number of jobs between 2016-2021 declined by -167.

OCCUPATIONS WITH DECLINING JOBS (INFOMETRIC 2016-2021)

Sector	Jobs Lost
General Clerical Workers	-167
Sports & Personal Service Workers	-97
Inquiry Clerks & Receptionists	-33

4: Local Economy

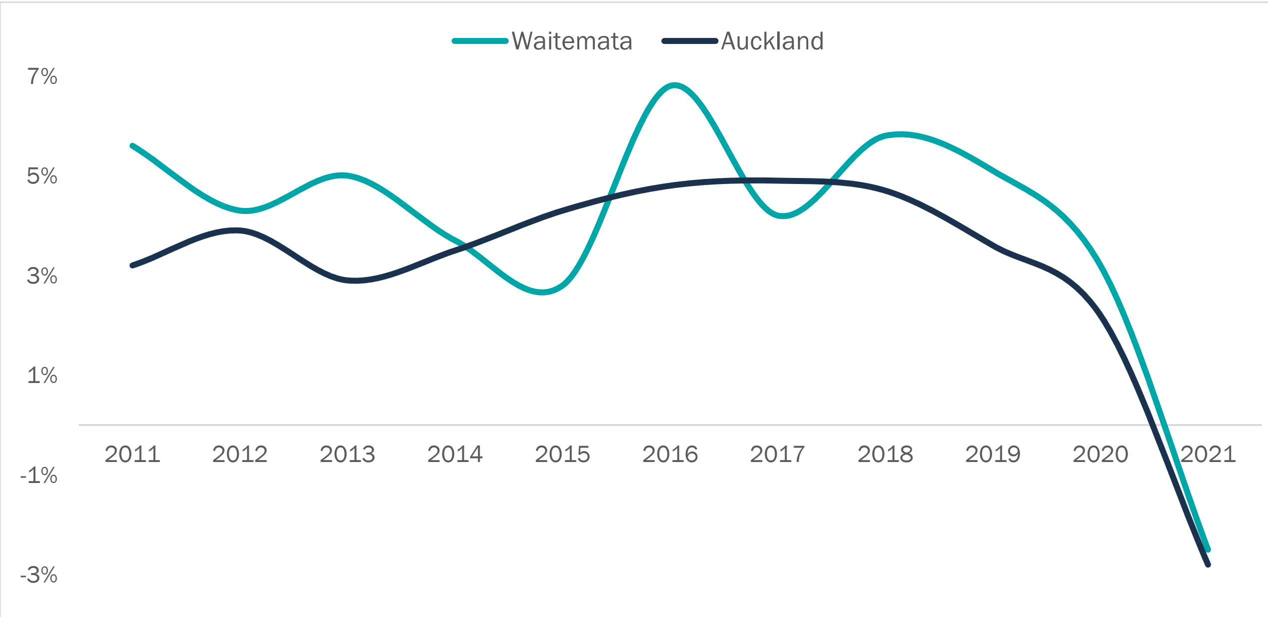
Waitematā has a strong local economy driven by the financial and professional services sector. Fifty-six per cent of jobs in Waitematā were in knowledge intensive industries, which was significantly above the regional average. Residents have access to skilled, well-paying employment opportunities in Central Auckland. Financial and insurance services is the largest contributor to GDP. Professional, scientific and technical services is the largest employer, providing a quarter of the jobs in the area. The information, media and telecommunications sector is also a significant contributor to GDP.

Growth and employment trends

Between 2020-2021, Waitematā experienced a decline in GDP of -2.5 per cent, slightly less than the Auckland regional rate of -2.8 per cent. In the five years to 2021, the Waitematā economy grew at an annual average rate of 3.1 per cent, faster than the 2.5 per cent in the Auckland region.

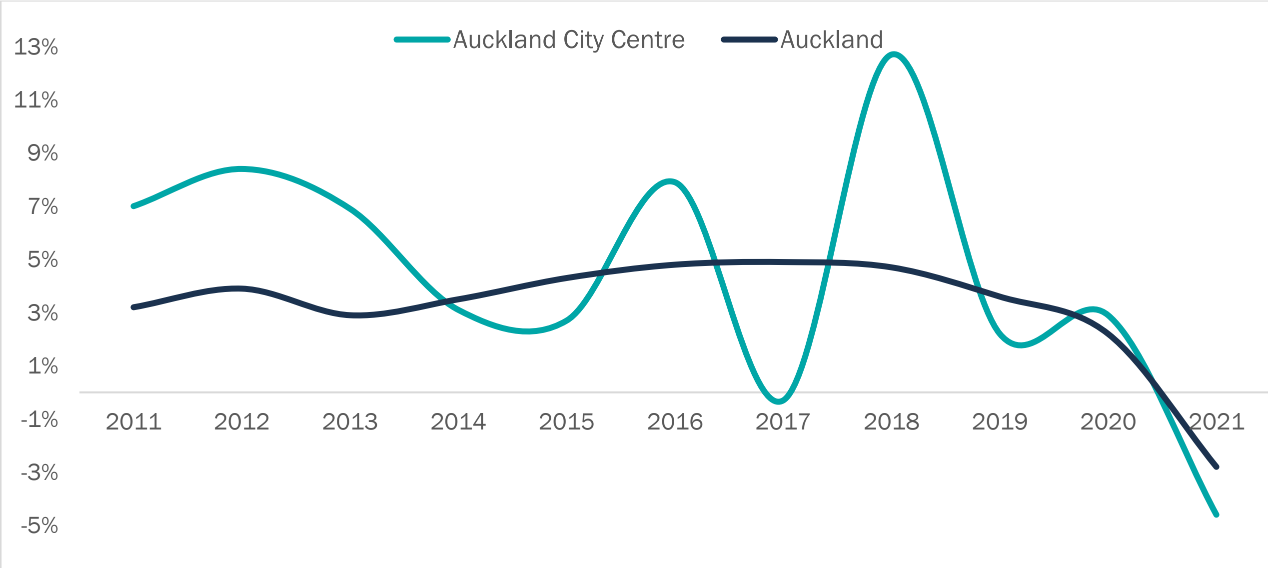
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)



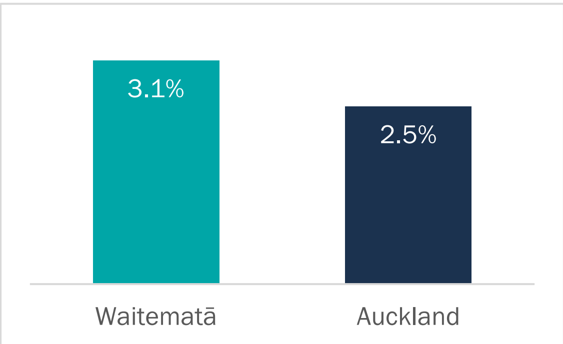
The impact of COVID-19 on the City Centre GDP growth was significant. After a small recovery at the end of 2019, during the lockdown periods, GDP growth declined by -4.6 per cent compared to the wider Auckland regional average, which saw a decline of -2.8 per cent.

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

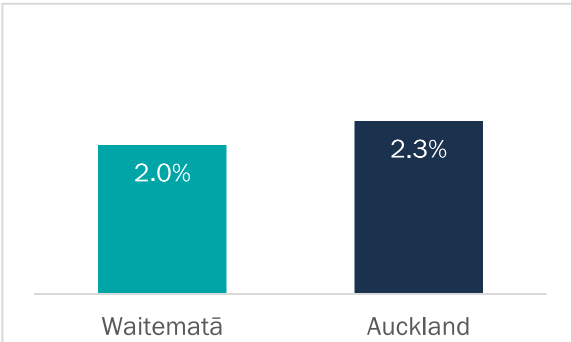


Employment in Waitematā increased by an average of 2.0 per cent per annum in the five years from 2016-2021, below the Auckland rate of 2.3 per cent. Over the last five years, Waitematā job numbers increased the most in professional, scientific and technical services (+4,639 jobs), finance (+2,284) and healthcare (+2,258). During the same period, Waitemata experienced a decline in employment in several sectors: insurance and superannuation funds (-602), and accommodation and food services (-591).

AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)



AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRICS 2016-2021)



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

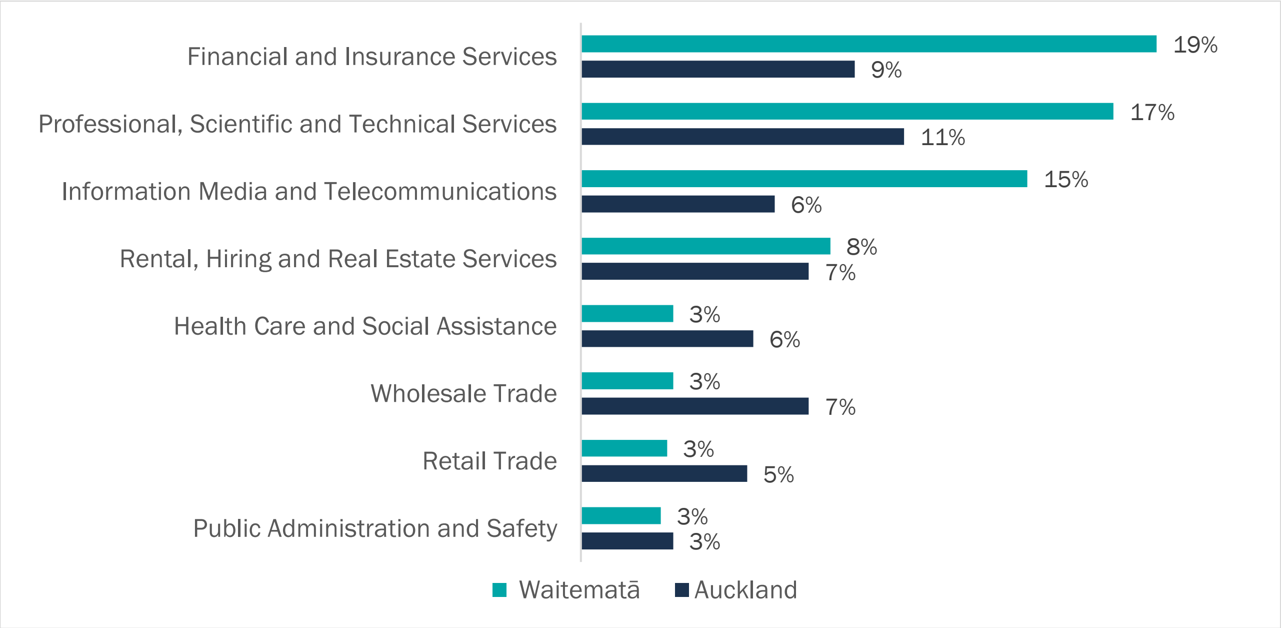
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)

Industry	Average p.a. change (2016-2021)
Construction	8.6%
Public Administration & Safety	5.9%
Retail Trade	5.7%
Healthcare & Social Assistance	5.1%
Manufacturing	4.0%
Financial & Insurance Services	3.9%
Professional, Scientific & Technical Services	3.7%

Industry mix

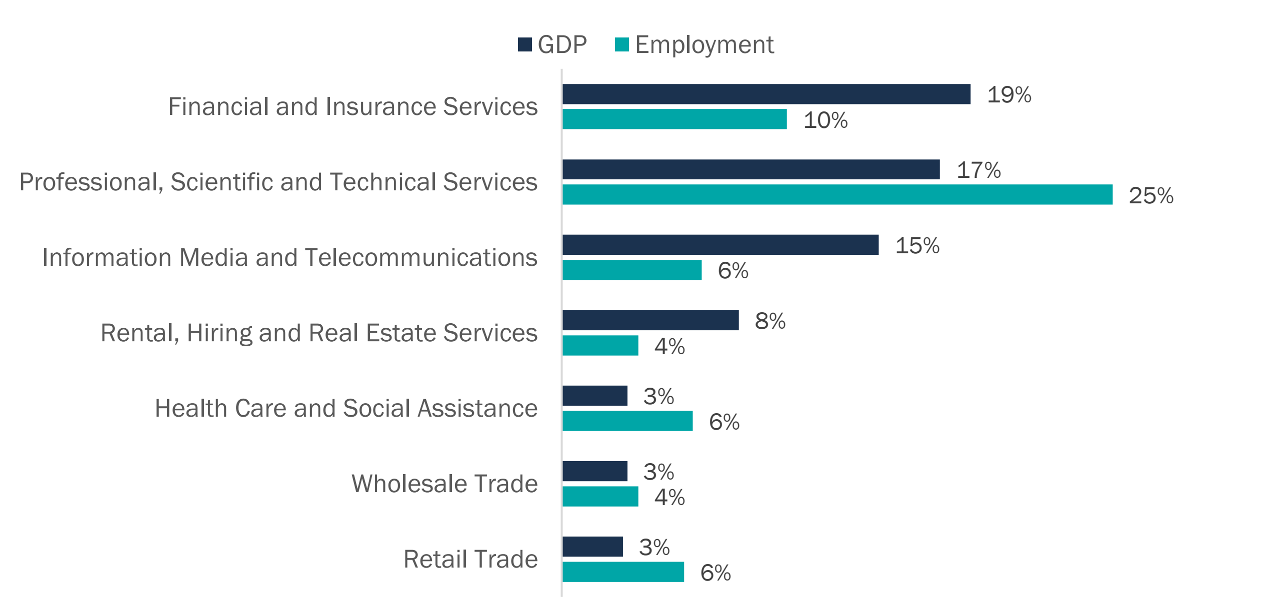
Waitematā's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Waitematā economy were financial and insurance services, professional services, and information media and telecommunications.

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



- **Financial and insurance services** contributed 19 per cent of Waitematā's GDP and provided 10 per cent of the area's employment.
- **Professional, scientific and technical services** contributed 17 per cent of Waitematā's GDP but provided a significant 25 per cent of the area's employment.
- **Information media and telecommunications** contributed 15 per cent of Waitematā's GDP but provided only six per cent of the area's employment.
- **Rental, hiring and real estate services** contributed eight per cent of Waitematā's GDP but provided only four per cent of the area's employment.

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



Professional services and financial and insurance services were the key employment sectors in Waitemata.

Looking at more detailed sub-sectors, we see that administration and support services, accommodation and food services, and education and training were also key employment sectors.

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

Rank	Industry	Jobs (2021)	% Waitematā Total
1	Professional, Scientific & Tech Services	54,517	25.2%
2	Administrative & Support Services	16,755	7.7%
3	Accommodation & Food Services	14,609	6.7%
4	Education & Training	14,120	6.5%
5	Healthcare & Social Assistance	13,078	6.0%
6	Finance	12,103	5.6%
7	Other Store & Non-Store Retailing	9,219	4.3%
8	Wholesale Trade	7,654	3.5%
9	Central Gov Admin, Defence & Safety	7,116	3.3%
10	Telecoms, Internet & Library Services	6,993	3.2%
	Total top 10 industries	**156,164**	**72.0%**
	All other industries	**60,361**	**28.0%**
	Total employment	**216,525**	**100.0%**

Professional services, the largest sector, and the finance sector experienced the greatest employment growth between 2016-2021.

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

Sector	New Jobs
Professional, Scientific & Tech Services	4,639
Finance	2,284
Healthcare & Social Assistance	2,258
Central Gov Admin, Defence & Safety	2,177
Construction Services	1,593
Other Store & Non-Store Retailing	1,292
Property Operators & Real Estate Services	1,290

The insurance and superannuation funds sector was one of the few sectors related to finance that lost jobs between 2016-2021.

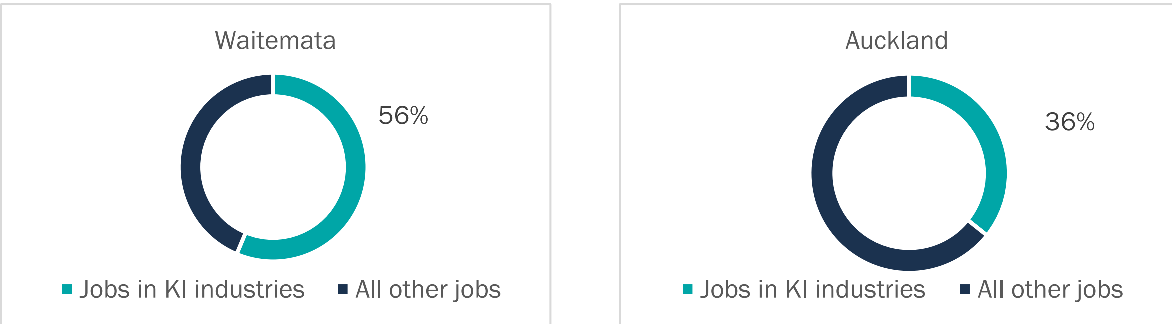
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Insurance & Superannuation Funds	-602
Accommodation & Food Services	-591
Wholesale Trade	-212

Knowledge intensive employment

Knowledge intensive industries[3] represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Fifty-six per cent of jobs in Waitematā were in knowledge intensive industries, which was significantly above the regional average of 36 per cent.

JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES (INFOMETRICS 2021)



[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.

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 Waitematā than they are in the region as a whole. Insurance, telecommunications, and finance being sectors that are particularly strongly represented in Waitematā.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP ($M)	Jobs
1	Insurance & Superannuation Funds	4.6	1,440.2 (4.0%)	4,375
2	Telecoms, Internet & Library Services	4.3	4,141.4 (11.5%)	6,993
3	Finance	3.1	4,292.4 (11.9%)	12,103
4	Information Media Services	2.9	1,071.2 (3.0%)	6,830
5	Auxiliary Finance & Insurance Services	2.6	984.6 (2.7%)	5,723
6	Rail, Water, Air & Other Transport	2.6	285.0 (0.8%)	2,252
7	Professional, Scientific & Tech Services	2	6,215.5 (17.3%)	54,517

At the detailed sector level, telecommunications businesses are strongly represented in the area, which is not surprising as several large companies are located in the central city.

LOCAL SPECIALISMS (INFOMETRICS 2021)

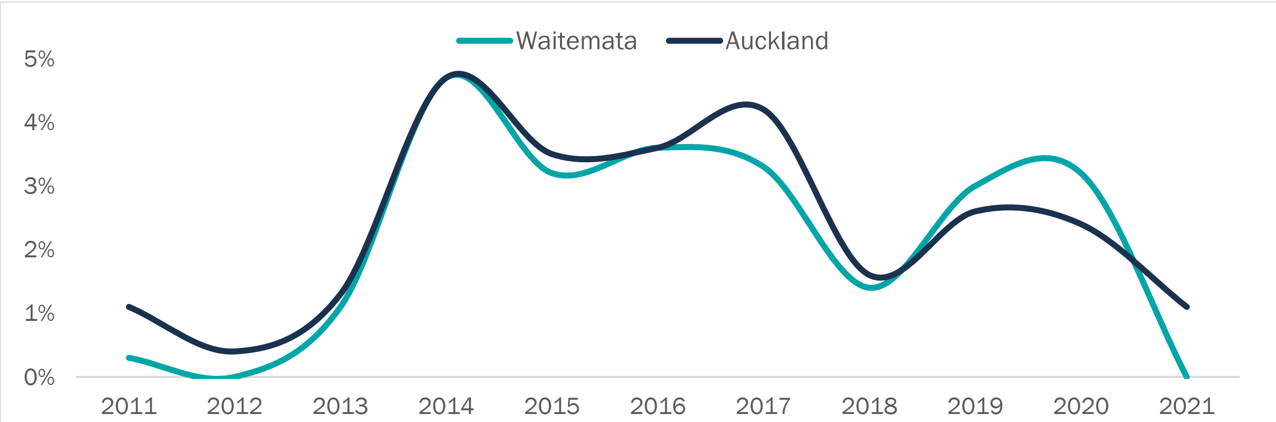
Rank	Industry	LQ	GDP ($M)	Share
1	Free-to-Air Television Broadcasting	8	216.1	0.6%
2	Performing Arts Venue Operation	7.5	72.0	0.2%
3	Health Insurance	7.1	216.1	0.6%
4	Casino Operation	6.2	144.0	0.4%
5	Other Telecommunications Network Operation	5.4	1,152.4	3.2%
6	Rail Passenger Transport	5.3	72.0	0.2%
7	Wired Telecommunications Network Operation	5	1,980.7	5.5%

Businesses

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

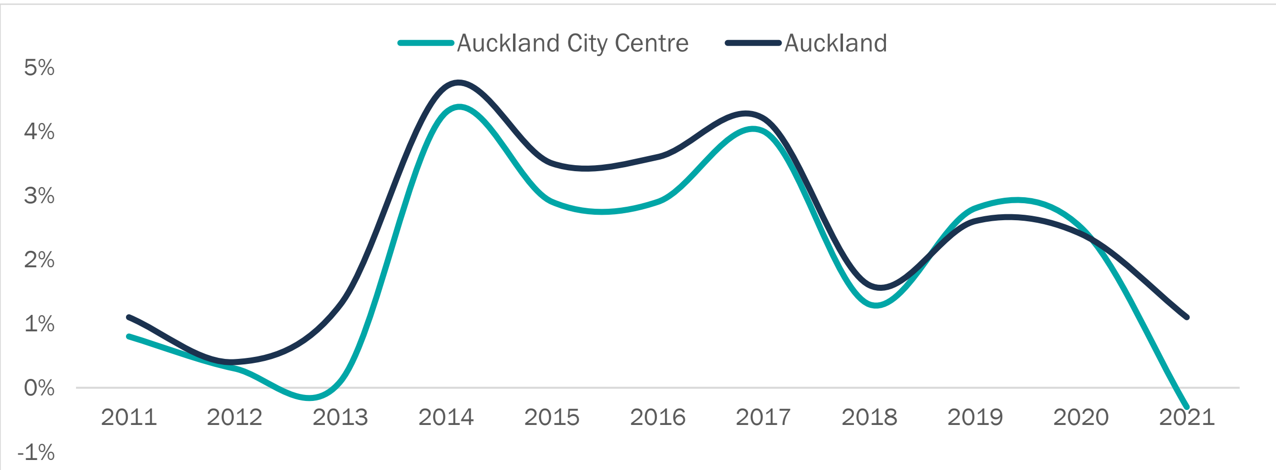
Auckland, as New Zealand's gateway, has been most affected and within the region there will be differing levels of impact depending on the sectoral make up of an area. The first Level 4 lockdown in Auckland was 25 March 2020. From this date for the remainder of the year and until the end of the financial year in March 2021, there were varying levels of restrictions. The number of business units in Waitemata fell at a greater rate than the Auckland regional average.

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

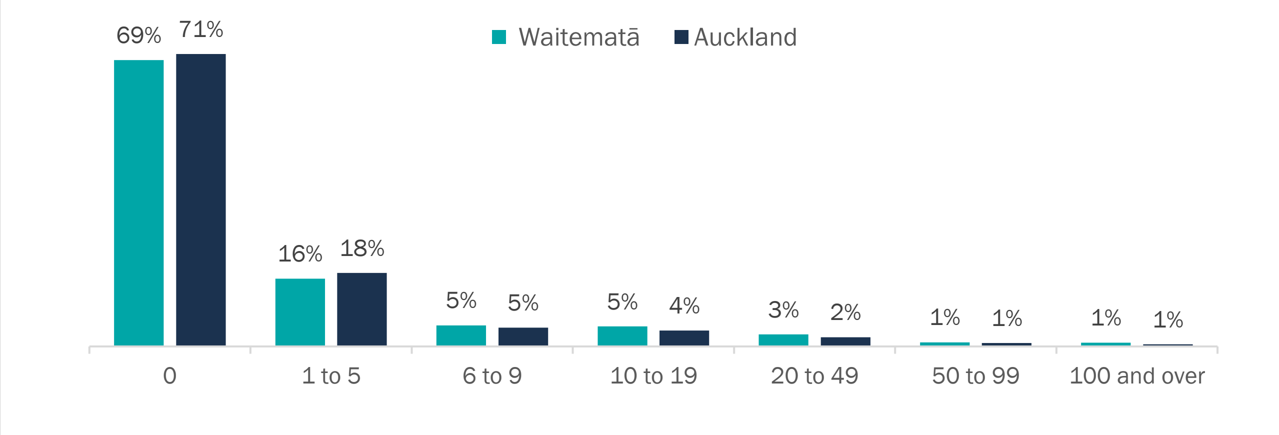


Business unit growth for the City Centre declined significantly as a result of the lockdown disruptions.

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

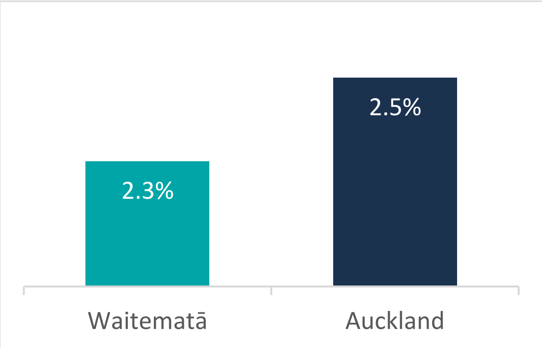


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 31,845 businesses in Waitematā, employing an average of 6.8 employees each, more than the Auckland average of 4.4 employees. The vast majority (85 per cent) of businesses in Waitematā 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 Waitematā grew by 2.3 per cent a year on average over the last decade, slower 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 Waitematā is concentrated in the Auckland City Centre, Newmarket, Eden Terrace, Grafton and Parnell. Professional services dominate in each of these locations, except Grafton, where Auckland Hospital is the major employer and the healthcare sector provides the majority of jobs.

Waitematā is a mix of labour importing commercial areas and a small number of labour exporting suburban areas. There are 89,000 residents of Waitematā, which has a labour force of 55,900. The local board area has a total of 216,525 jobs located within it. As a result, the area is a major importer of a labour from other parts of the city.

Eke Panuku are leading the coordination of the CCOs' to deliver the next phase of city centre development. The City Centre Masterplan is a 20-year vision that sets the direction for the projects transforming the heart of the city and waterfront, creating a more liveable, vibrant, and connected city centre.

Development over the last few years has included the transformed Quay Street, opening the city to the Waitematā Harbour, a rejuvenated Karangahape Road, and new green spaces in Wynyard Quarter.

The city centre continues to grow at a rapid pace. When City Rail Link's Aotea Station opens, the surrounding midtown area will transform into a bustling hub with the revitalisation of Albert, Queen, Wellesley and Victoria Streets, and the Myers Park Underpass upgrade. Also planned is a new inner-city park for Wynyard Quarter, the first of its size developed in the last 100 years.

Employment Zones

Employment in Waitematā is concentrated in the city centre though the city fringe area including Ponsonby, Parnell, Grafton, Grey Lynn and Freeman's Bay. In addition, Newmarket and Eden Terrace are also home to a significant number of jobs. Many of New Zealand's largest businesses are headquartered in Waitematā.

EMPLOYMENT IN AUCKLAND CITY CENTRE AREA* (NZ STATISTICS 2021)

Sector	Jobs
Professional, Scientific & Technical Services	30,290
Financial & Insurance Services	17,173
Accommodation & Food Services	10,100
Public Administration & Safety	8,540
Administrative & Support Services	8,185
Education & Training	7,825
Information Media & Telecommunications	6,465
Retail Trade	4,328
Transport, Postal & Warehousing	3,813
Healthcare & Social Assistance	3,357
Total employment (all sectors)	**114,400**
*Based on business demographics for the SA2 area	

EMPLOYMENT IN GRAFTON AREA* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare and Social Assistance	9,600
Education and Training	2,050
Professional, Scientific and Technical Services	700
Public Administration and Safety	580
Total employment (all sectors)	**13,600**
*Based on business demographics for the SA2 area	

EMPLOYMENT IN PONSONBY AREA* (NZ STATISTICS 2021)

Sector	Jobs
Professional, Scientific and Technical Services	2,320
Construction	1,200
Accommodation and Food Services	880
Information Media and Telecommunications	700
Retail Trade	690
Total employment (all sectors)	**8,900**
*Based on business demographics for the SA2 area	

EMPLOYMENT IN PARNELL AREA* (NZ STATISTICS 2021)

Sector	Jobs
Professional, Scientific and Technical Services	4,230
Accommodation and Food Services	1,300
Wholesale Trade	1,121
Healthcare and Social Assistance	1,075
Construction	700
Total employment (all sectors)	**13,680**
*Based on business demographics for the SA2 area	

EMPLOYMENT IN NEWMARKET* (NZ STATISTICS 2021)

Sector	Jobs
Professional, Scientific & Technical Services	3,650
Retail Trade	2,950
Administrative & Support Services	1,850
Wholesale Trade	1,700
Electricity, Gas, Water & Waste Services	1,600
Financial & Insurance Services	1,550
Accommodation & Food Services	1,350
Information Media & Telecommunications	730
Education & Training	720
Healthcare & Social Assistance	600
Total employment (all sectors)	**19,200**
*Based on business demographics for the SA2 area	

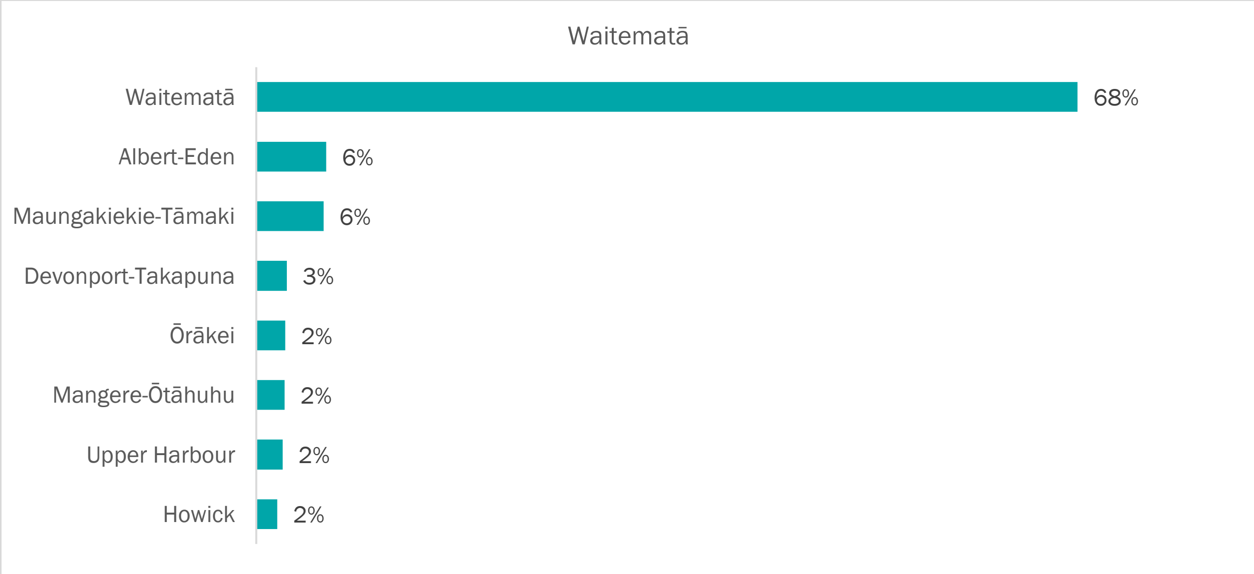
EMPLOYMENT IN EDEN TERRACE AREA* (NZ STATISTICS 2021)

Sector	Jobs
Administrative & Support Services	2,500
Professional, Scientific & Technical Services	2,000
Information Media & Telecommunications	1,000
Other Services	770
Construction	670
Wholesale Trade	580
Manufacturing	460
Total employment (allsectors)	**10,200**
*Based on business demographics for the SA2 area	

Commuting

In 2018, a significant proportion (68 per cent) of Waitemata residents worked within their local board area. The most popular areas travelled to for work outside of Waitemata were Albert-Eden (six per cent) and Maungakeikei-Tamaki (six per cent).

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



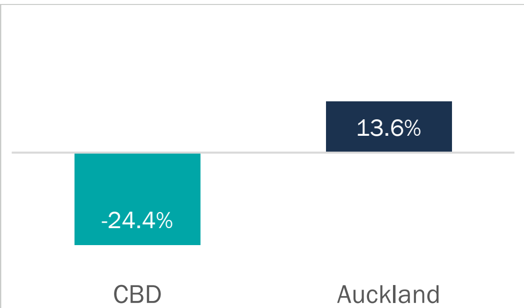
Town Centres

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 Waitemata Local Board are Auckland City Centre, Newmarket, Ponsonby, Parnell and Karangahape Road.

Spending in Auckland City Centre between 2017-2022 declined by 24.4 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Auckland City Centre was $50.45, just above the Auckland average of $49.74. (Marketview 2022)

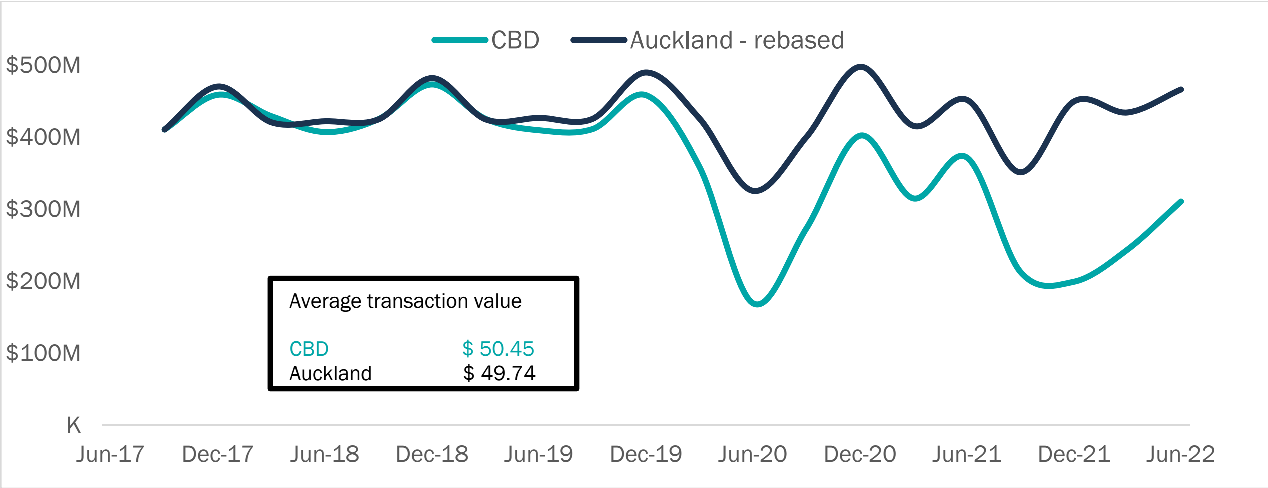
AUCKLAND CITY CENTRE (HEART OF THE CITY) BID SPENDING GROWTH (2017-2022)



[4] Richard Paling Consulting 2018

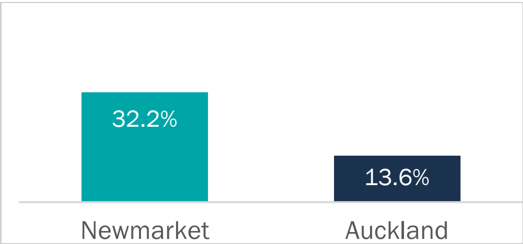
Spending in the CBD has been at a lower rate, with more significant declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021 than the wider Auckland region.

AUCKLAND CITY CENTRE (HEART OF THE CITY) BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



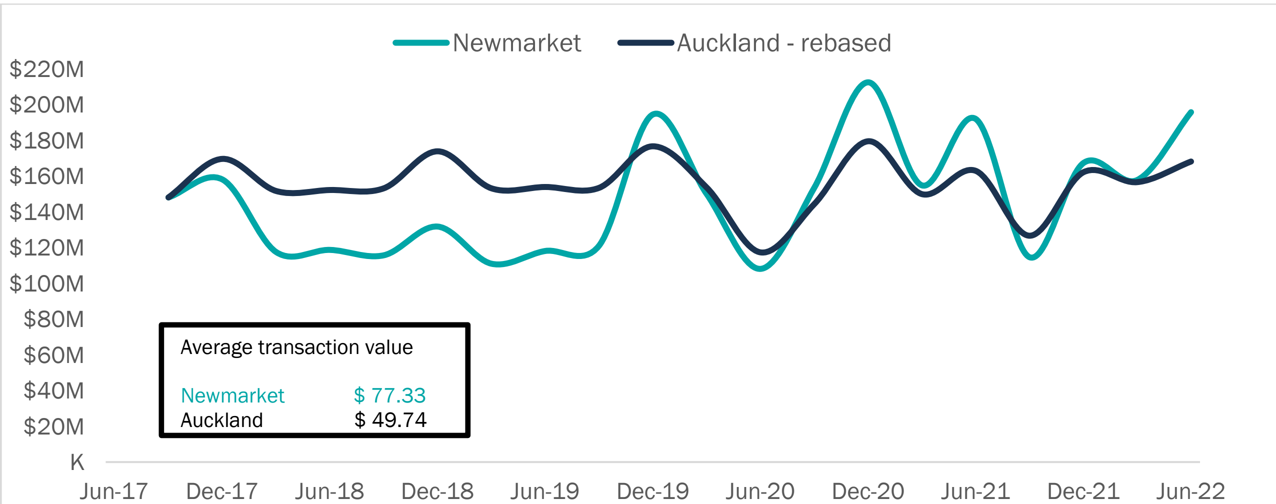
Spending in Newmarket between 2017-2022 grew at a higher rate of 32.2 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Newmarket was $77.33, significantly above the Auckland average of $49.74. (Marketview 2022)

NEWMARKET BID SPENDING GROWTH (2017-2022)



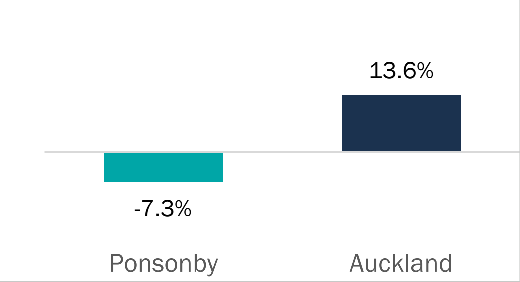
Spending in Newmarket has been at a higher rate than the region since June 2019. The declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021 were similar to the region, although the recovery in spending has been above the wider Auckland region.

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



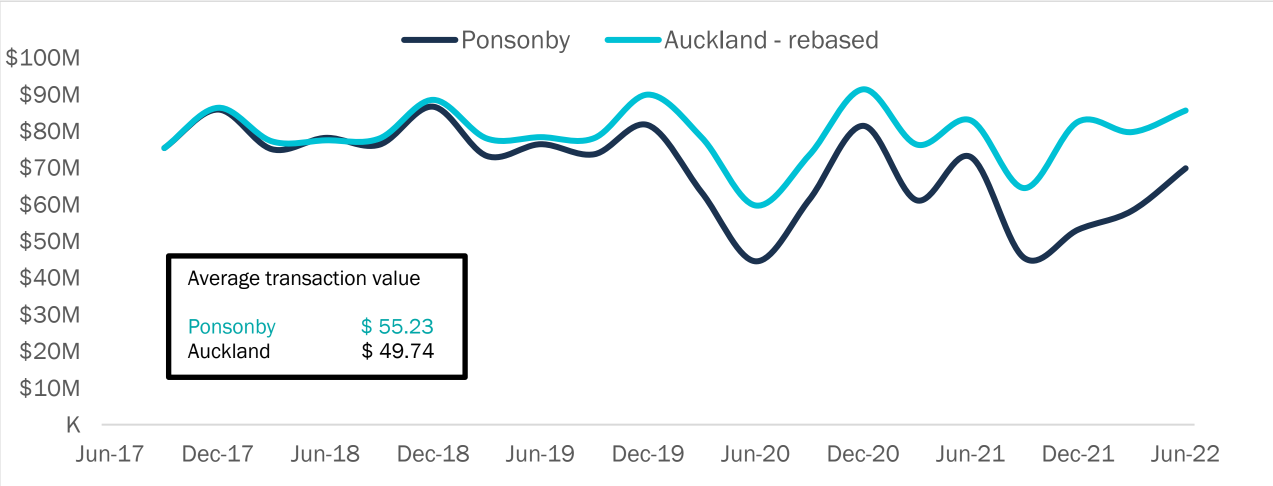
Spending in Ponsonby between 2017-2022 declined by 7.3 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Ponsonby was $55.23, above the Auckland average of $49.74. (Marketview 2022)

PONSONBY CITY CENTRE BID SPENDING GROWTH (2017-2022)



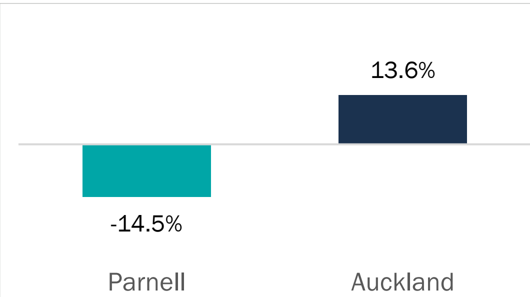
Spending in Ponsonby has been at a higher rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



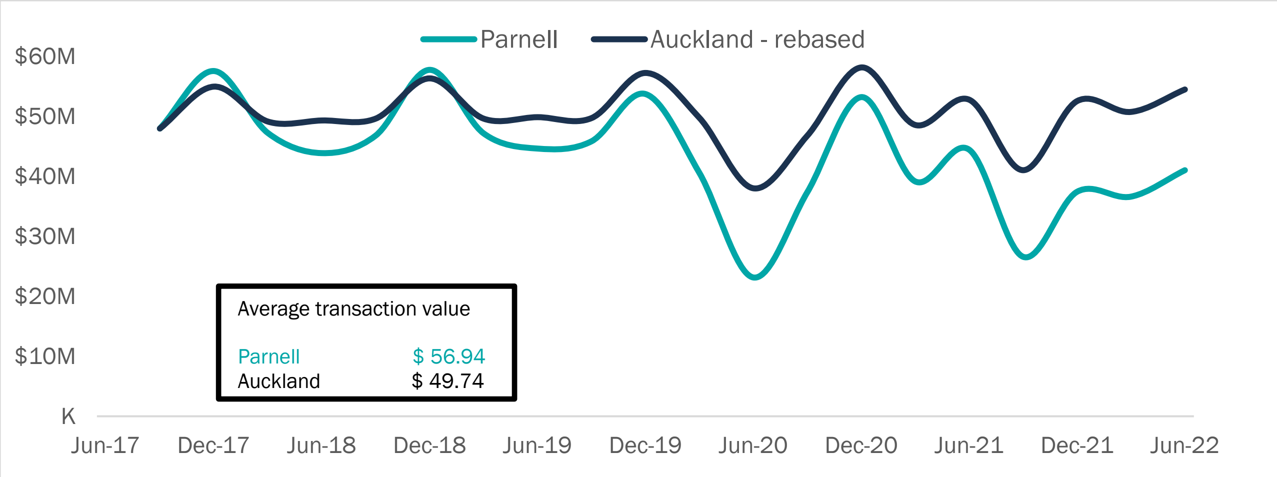
Spending in Parnell between 2017-2022 declined by -14.5 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Parnell was $56.94, above the Auckland average of $49.74. (Marketview 2022)

PARNELL BID SPENDING GROWTH (2017-2022)



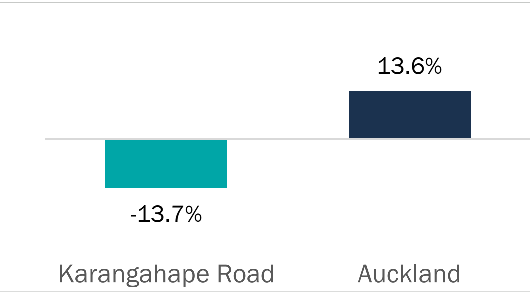
Spending in Parnell has been at a lower rate than the wider Auckland region, with more significant declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



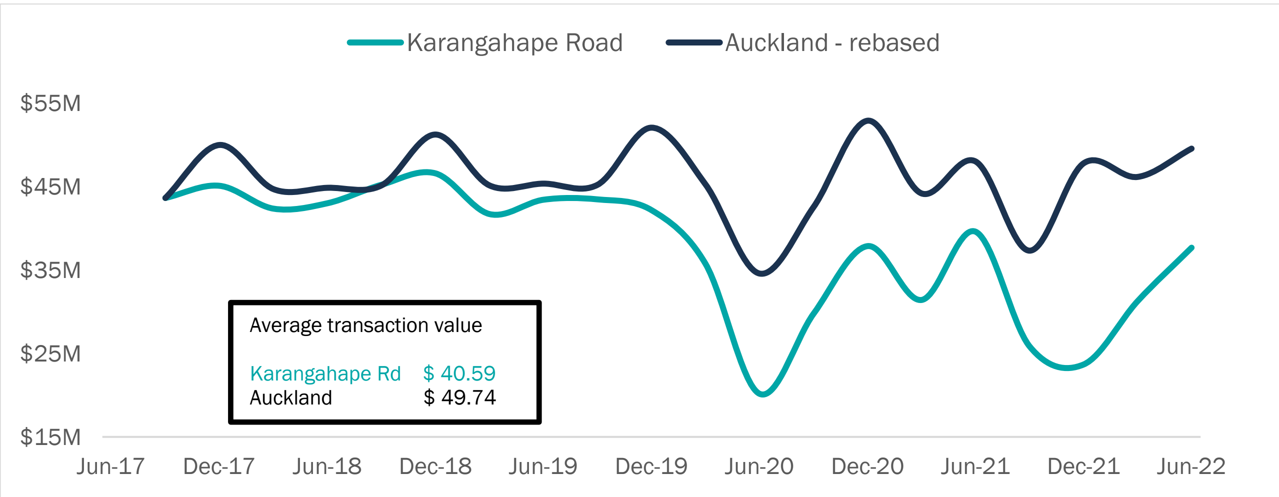
Spending in Karangahape between 2017-2022 declined by 13.7 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Karangahape was $40.59, below the Auckland average of $49.74. (Marketview 2022)

KARANGAHAPE BID SPENDING GROWTH (2017-2022)



Spending in Karangahape Road has been at a lower rate than the wider Auckland region, with more significant declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

KARANGAHAPE 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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