

TĀTAKI AUCKLAND UNLIMITED REPORT

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# Manurewa 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](mailto: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 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

Manurewa is one of Auckland’s most populous local board areas with a population of 107,300 that is forecast to increase to 127,600 by 2048. The area has an ethnically diverse population with many residents from Samoa and India. Manurewa also has a very young population.

Manurewa is one of Auckland’s less prosperous areas. The Auckland Prosperity Index report showed Manurewa is home to a lower skilled labour force than most other local board areas. With few knowledge-intensive industries in the area and a reliance on commuting to other areas for work, the workforce has lower access to good employment opportunities.

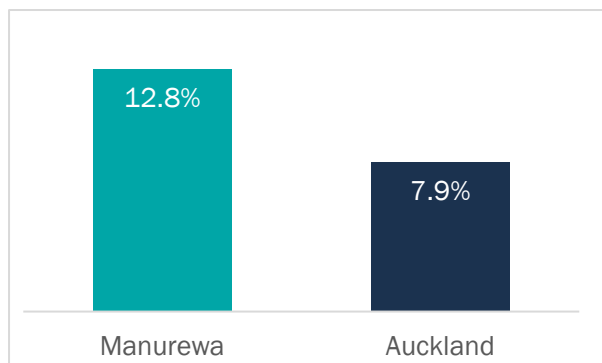
### POPULATION SUMMARY

	Manurewa	Auckland/Share
Population (2021)	107,300	6.3%
Population growth (2016-2021)	12.8%	7.9%
Median Age (2021)	30.6	35.6
Labour force (2022)	51,000	983,800
Labour force participation (2022)	66%	72%
Home ownership (2018)	36%	45%

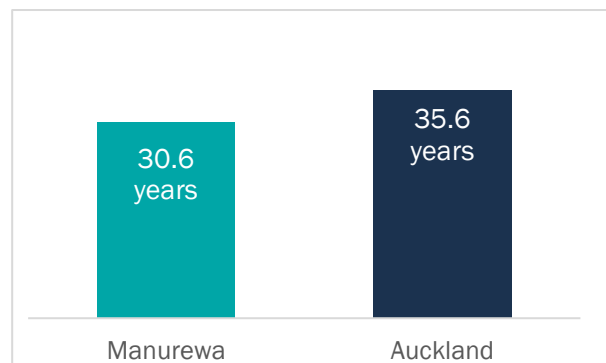
### Population

The Manurewa Local Board area has experienced rapid population growth in recent years. Between 2016 and 2021, population growth was 12.8 per cent compared to 7.9 per cent regionally (Infometrics 2021)<sup>1</sup>.

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



#### MEDIAN AGE (INFOMETRICS 2021)

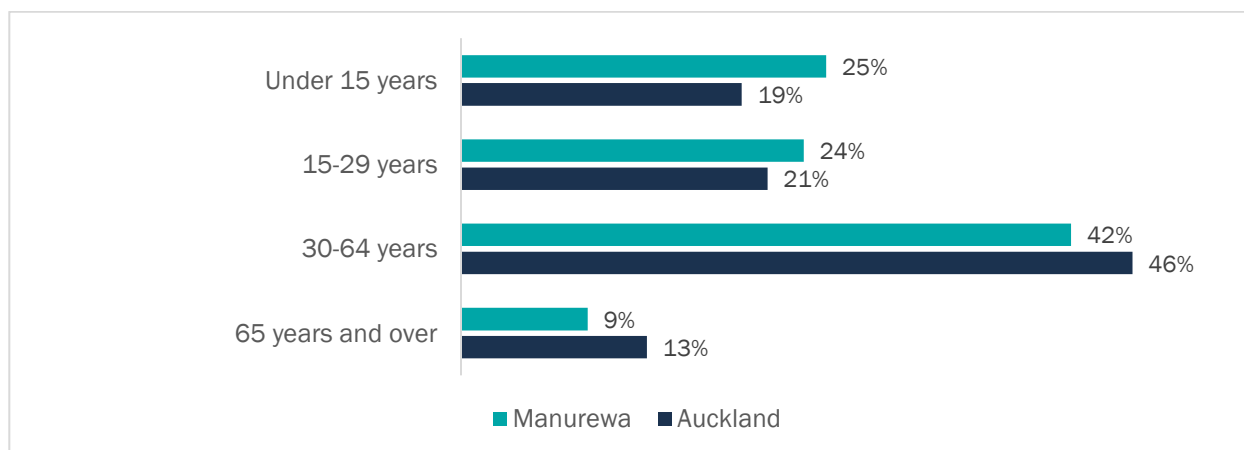


<sup>1</sup> Infometrics population estimates

Medium population projections suggest that Manurewa could be home to 127,600 residents by 2048, an increase of 20,300. This equates to a 0.7 per cent per annum increase or 752 additional residents per year between 2021 and 2048 (NZ Statistics).

Manurewa has a young population with a lower median age than the region, and its working age population is slightly below the regional average. There are proportionately more young people and fewer people of retirement age.

### AGE STRUCTURE (INFOMETRICS 2021)

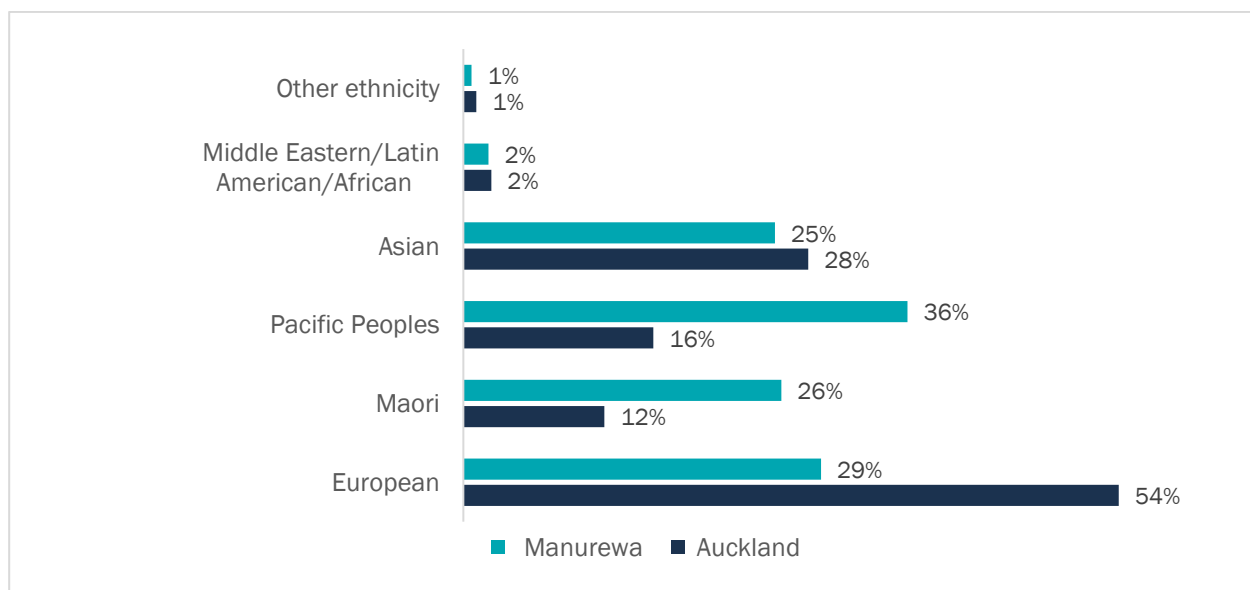


### Ethnicity

Manurewa’s population is predominantly of Pacific ethnicity (36 per cent), more so than the regional profile, where Pacific People make up 16 per cent of the population. Twenty per cent of the population are of Samoan origin. Manurewa also has more Māori residents than regionally with over a quarter of the population identifying as Māori. Asian people make up a quarter of residents with a significant Indian population, while twenty-nine per cent are of European origin.

Manurewa has a large proportion of residents born overseas (37 per cent), although smaller than the regional average of 42 per cent. Of people born overseas, 19 per cent had been in New Zealand for less than five years, compared to 24 per cent for the region.

### ETHNIC MAKE-UP (CENSUS 2018)



## Languages

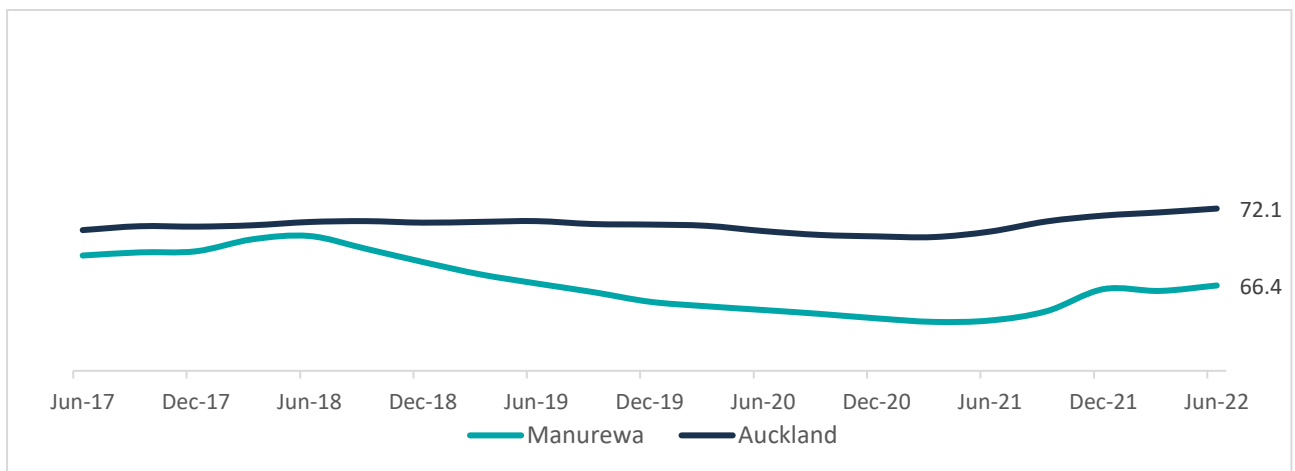
With a diverse population, there are a wide range of languages in use in Manurewa. Ninety-two per cent of residents are able to speak English compared to 93 per cent for the region.

## 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.

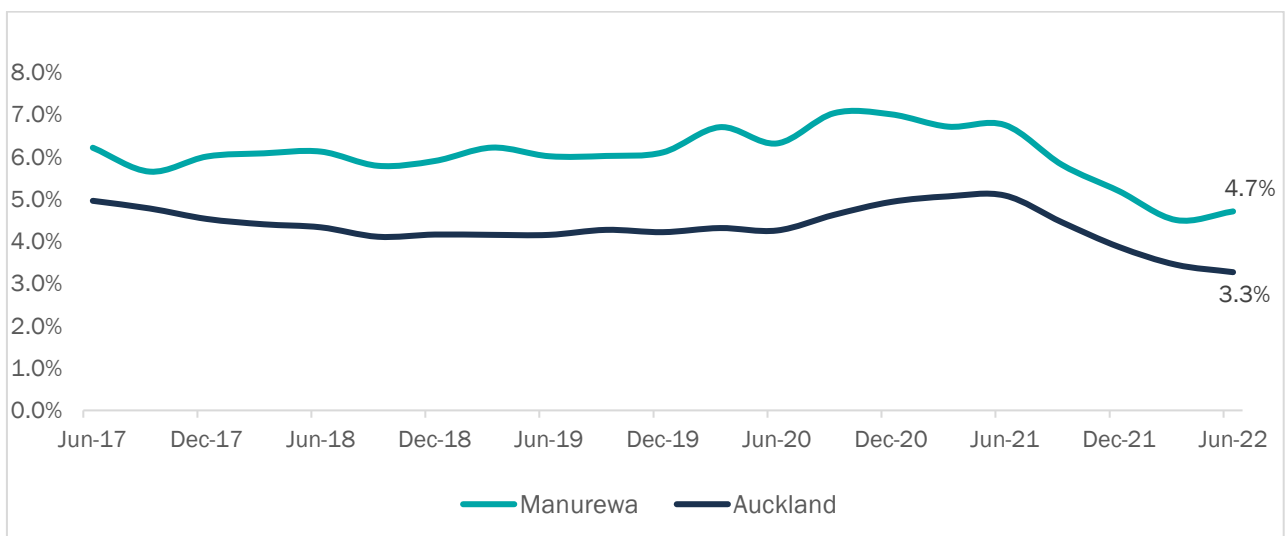
The labour force participation rate in Manurewa is 66 per cent, significantly below the Auckland regional rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Manurewa, has remained above the Auckland average over the last five years, it has reduced since June 2021, but is still 1.4 per cent higher than the Auckland average.

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



## Income

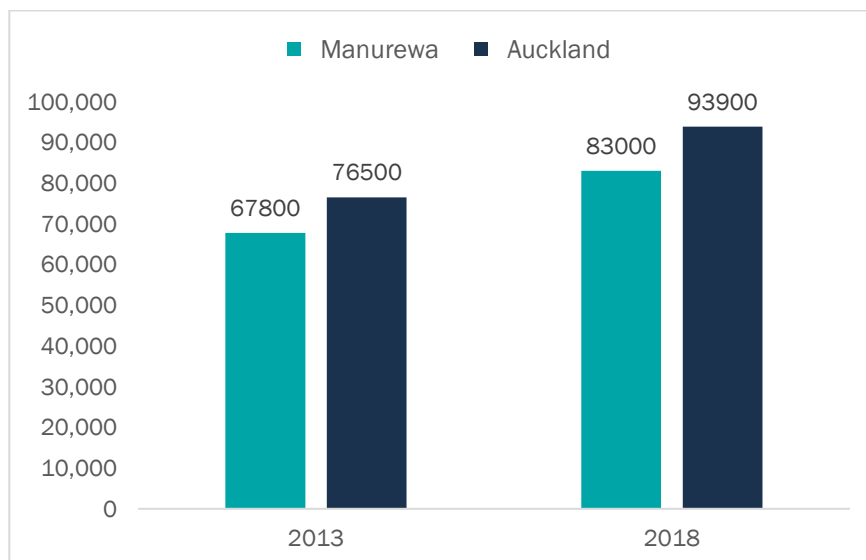
Analysis of individual income levels in 2018 shows that there was a much lower proportion (10 per cent) of persons earning a high income (over \$70,000 per year) in Manurewa compared to the region (20 per cent).

### INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Manurewa was \$83,00, lower than the Auckland median of \$93,900. Excluding the Gulf Islands, Manurewa has the fourth lowest median household income in the region.

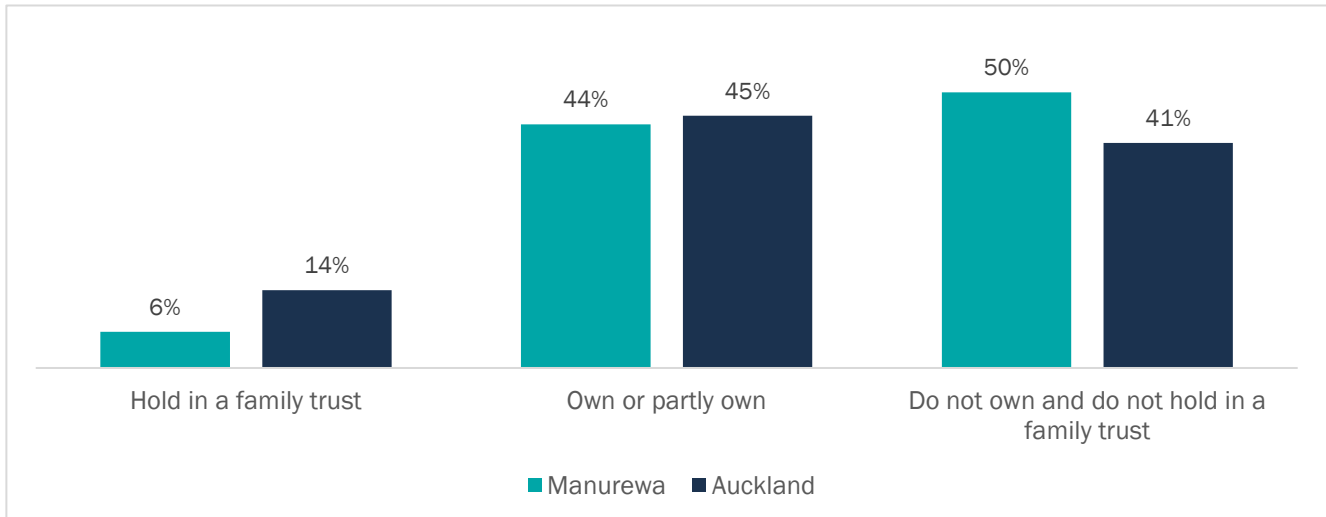
### MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



In 2018, seven per cent of households in Manurewa derived self-employment or business income, much lower than the rate across all Auckland households (14 per cent).

Home ownership in Manurewa is lower than the regional average; in 2018, 50 per cent of households owned the dwelling they lived in, compared to 59 per cent across Auckland.

### HOME OWNERSHIP (CENSUS 2018)



### Household Prosperity

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

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

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

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

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

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



## 3: Skills

Manurewa has a less well qualified labour force than the Auckland average with a low proportion of residents educated to degree level or higher. Fewer school leavers from Manurewa 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.

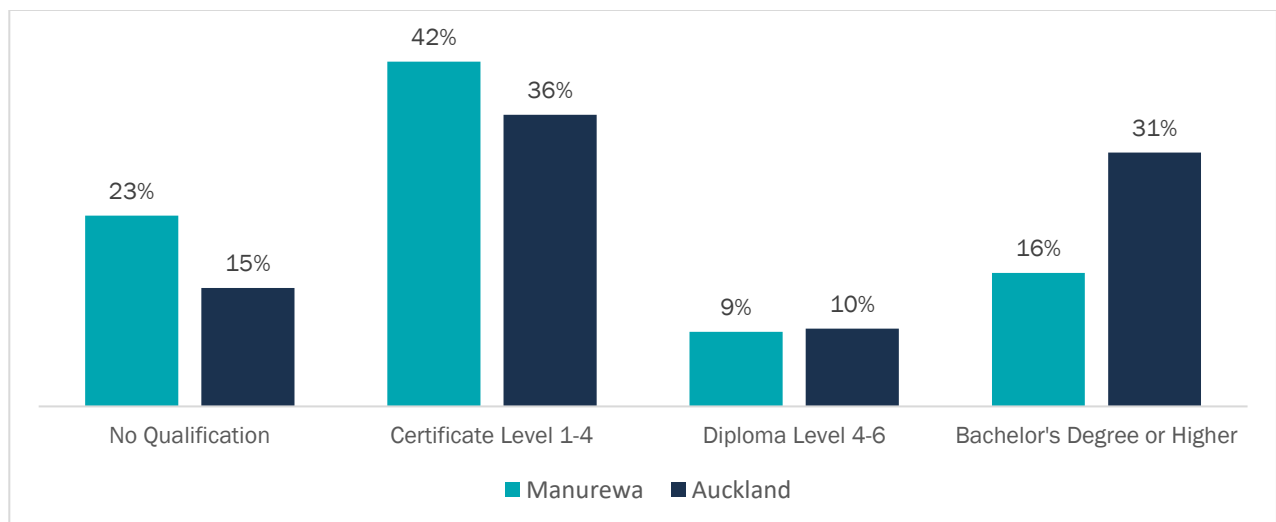
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 16 per cent of adult residents in Manurewa had gained a bachelor's degree or higher, a much lower proportion than the Auckland region with 31 per cent. Twenty-three per cent of residents had no educational qualifications compared with 15 per cent across the region<sup>3</sup>.

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

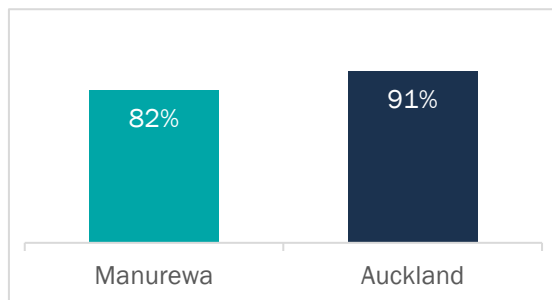
## Educational attainment

NCEA is the national school leavers qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 18 per cent of school leavers in Manurewa did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

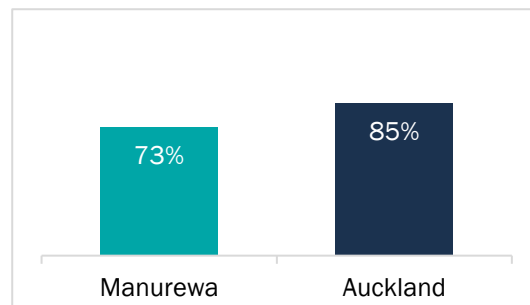
In 2021, 27 per cent of school leavers in Manurewa did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is more than the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

### NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

#### LEVEL 1



#### LEVEL 2

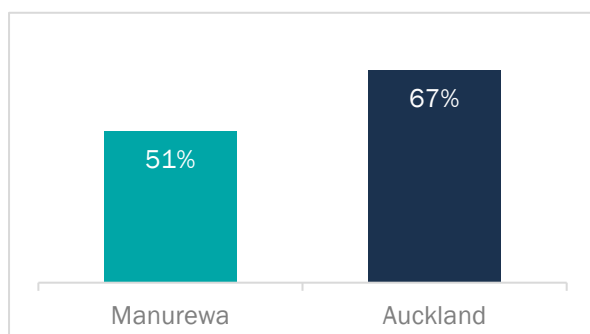


### NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	82.4%	74.4%
Māori	72.5%	60.9%
Pacific	83.8%	74.5%
Asian	90.4%	85.4%
Middle East, Latin American, African	-	-
Other	-	-
<b>Total Local Board</b>	<b>82.3%</b>	<b>73.2%</b>
<b>Total Auckland</b>	<b>91.2%</b>	<b>84.9%</b>

NCEA level 3 is regarded as the minimum level required for university entry. Fifty-one percent of Manurewa school leavers achieved this, fewer than 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)

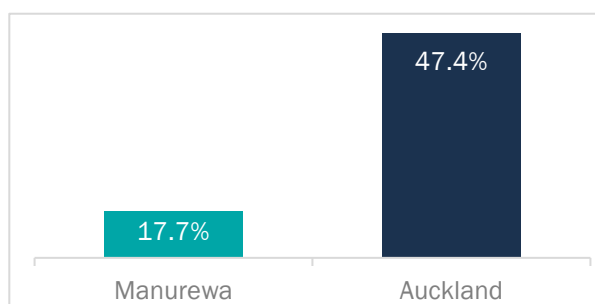
Percentage achieving NCEA 3	Manurewa	AKL region
Māori	36.9	43.5
Pacific	54.0	54.2
Asian	65.0	83.3
Middle East, Latin American, African	-	68.8
Other	-	73.7
European	53.6	69.8
<b>Total</b>	<b>50.7</b>	<b>67.2</b>

Fewer school leavers moved on to degree level study within a year of leaving school. Eighteen per cent of Manurewa school leavers did this, much lower than the Auckland average of 47 per cent. A higher proportion moved into certificate and diploma level study, but overall fewer (48 per cent) enrolled in some form of tertiary education compared to the regional average (69 per cent).

### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR (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
Manurewa	17.7%	25.9%	4.7%	51.6%	948
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



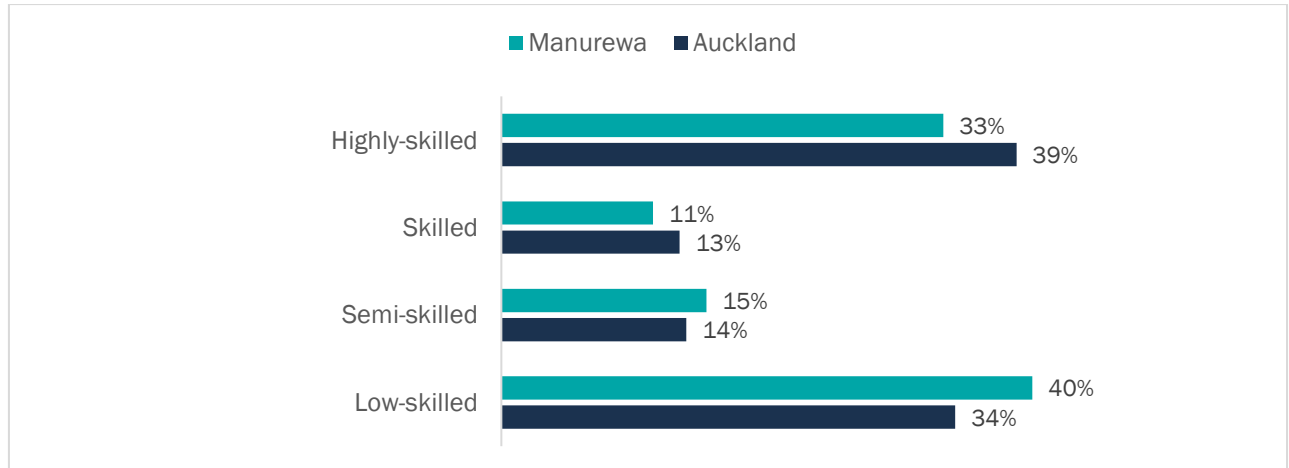
### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	7.9%	22.2%	7.9%	62.1%	343
Pacific	14.4%	26.2%	3.1%	56.3%	478
Asian	38.8%	30.2%	0.0%	30.9%	139
MELAA	31.8%	40.9%	9.1%	18.2%	22
Other	-	-	-	-	-
NZ European	28.1%	26.6%	4.7%	40.6%	128

## Occupations

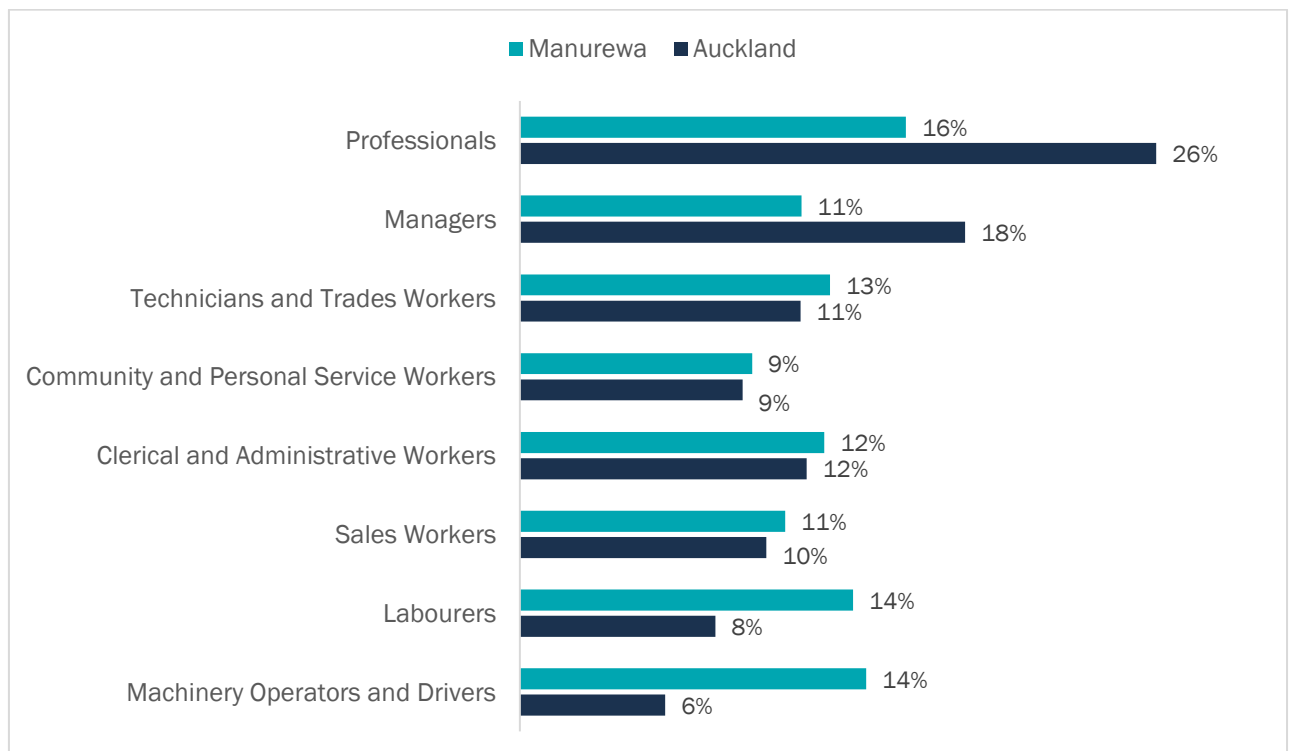
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

### EMPLOYMENT BY SKILL LEVEL IN MANUREWA BUSINESSES (INFOMETRICS 2021)



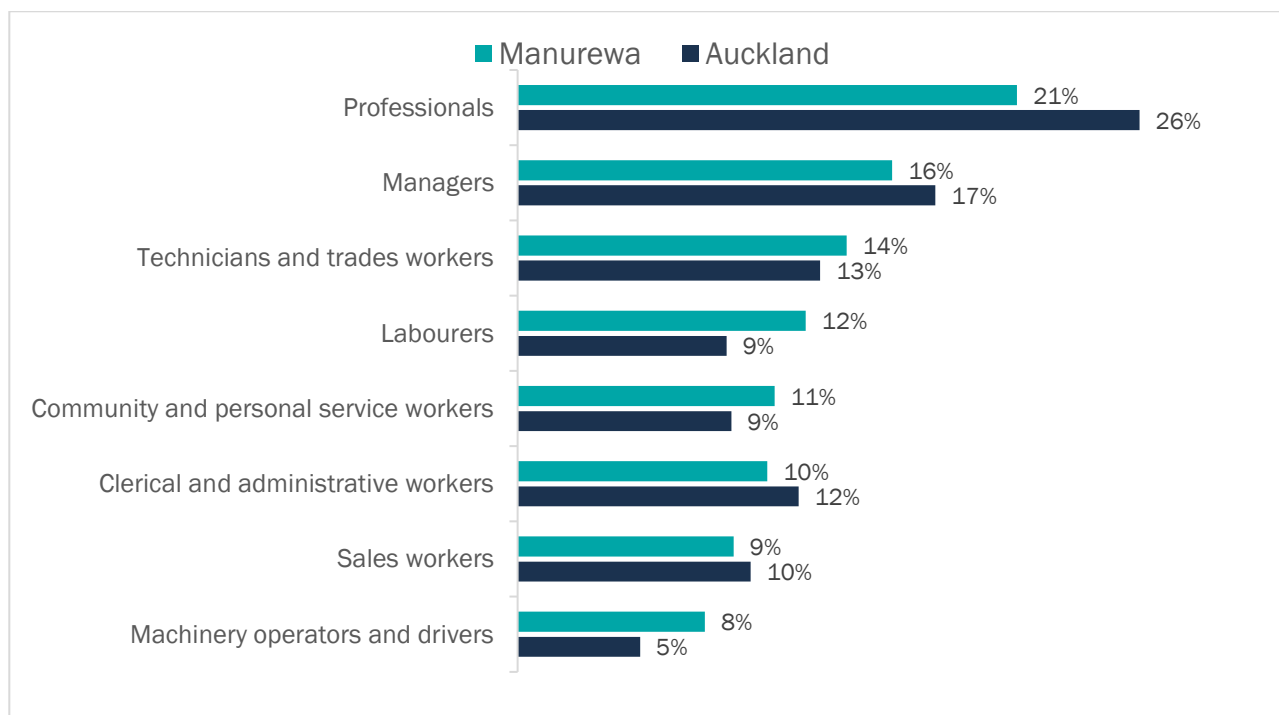
The Manurewa Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (44 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (55 per cent) compared to the wider Auckland region (48 per cent).

### OCCUPATIONS OF RESIDENTS LIVING IN MANUREWA (CENSUS 2018)



Professionals were the most popular occupation for Manurewa residents in 2018 (16 per cent). This was significantly below the regional average (26 per cent). There were a much higher proportion of residents in the labourers and machinery operators and drivers' occupations (28 per cent) compared to the wider Auckland region (14 per cent).

### OCCUPATIONS IN MANUREWA BASED BUSINESSES (INFOMETRIC 2021)



Of the jobs located in the Manurewa local board area, professionals were the largest occupational group (21 per cent), below the wider Auckland regional average (26 per cent). There were proportionally more labourers, community and personal service workers and machinery operators and drivers jobs located in the area than in the region.

Education professionals were the largest occupational group with 2,412 jobs, 8.6 per cent of the total jobs in Manurewa.

### TOP 10 OCCUPATIONS LOCATED IN MANUREWA (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	% of Manurewa Total
1	Education Professionals	2,412	8.6%
2	Specialist Managers	2,388	8.5%
3	Sales Assistants & Salespersons	1,422	5.1%
4	Carers & Aides	1,257	4.5%
5	Automotive & Engineering Trades Workers	1,229	4.4%
6	Chief Execs, General Managers, Legislators	1,050	3.8%
7	Business, HR & Marketing Professionals	1,032	3.7%
8	Other Labourers	964	3.4%
9	Cleaners & Laundry Workers	857	3.1%
10	Road & Rail Drivers	848	3.0%
	<b>Sub-total of top 10 occupations</b>	<b>13,459</b>	<b>48.1%</b>
	<b>Total jobs</b>	<b>27,971</b>	<b>100%</b>

The protective service workers occupational group added the greatest number of new jobs (+248), following the opening of the Auckland South Corrections Facility.

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

Sector	New Jobs
Protective Service Workers	248
Cleaners & Laundry Workers	243
Sales Assistants & Salespersons	241
Automotive & Engineering Trades Workers	184
Business, HR & Marketing Professionals	176
Specialist Managers	176

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

Sector	Jobs Lost
Machine & Stationary Plant Operators	- 42
Other Technicians & Trades Workers	- 11

## 4: Local Economy

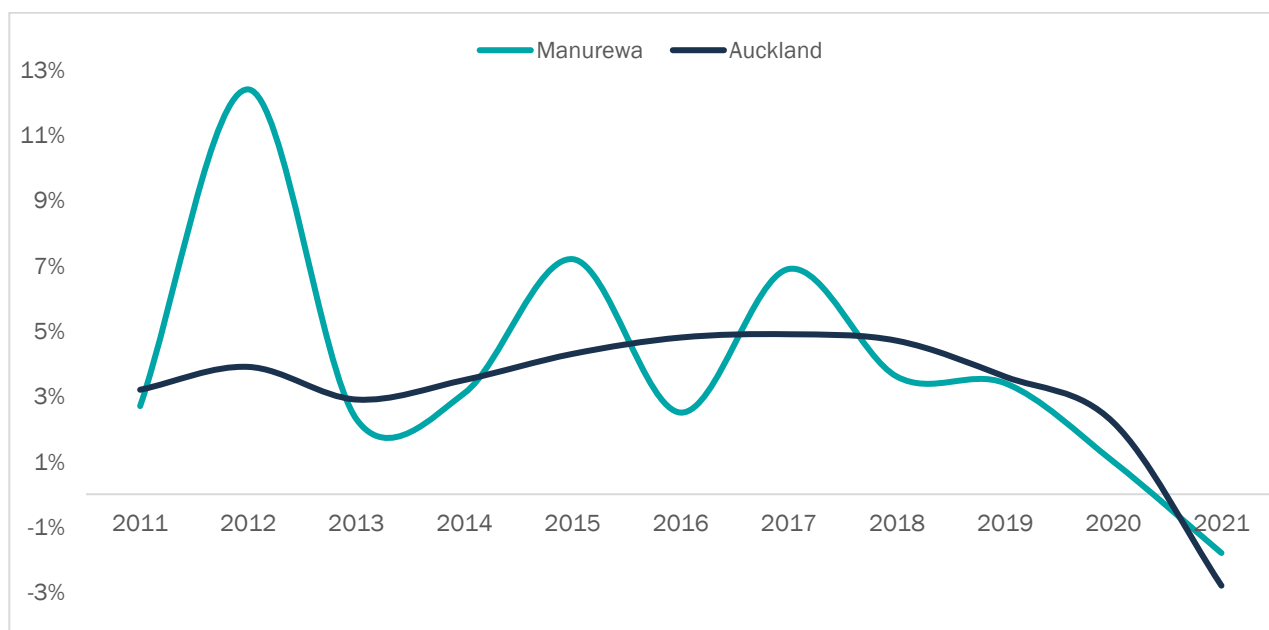
Manurewa has a strong local economy driven by a large proportion of its GDP and employment being in the manufacturing and wholesale trade sector. Much of this is within the Wiri Industrial precinct. The construction, healthcare and education sectors provide a significant number of employment opportunities in the area. There has been recent growth in the number of jobs in administration and support services and public administration and safety. Twenty-one per cent of jobs in Manurewa were in knowledge intensive industries, which was significantly lower than the regional average of 36 per cent.

### Growth and employment trends

Between 2020-2021, Manurewa experienced negative GDP growth of -1.8 per cent, less than the decline in the growth rate in the Auckland region of -2.8 per cent. In the five years to 2021 the Manurewa economy grew at an average annual rate of 2.6 per cent, slightly higher than the 2.5 per cent of the Auckland region.

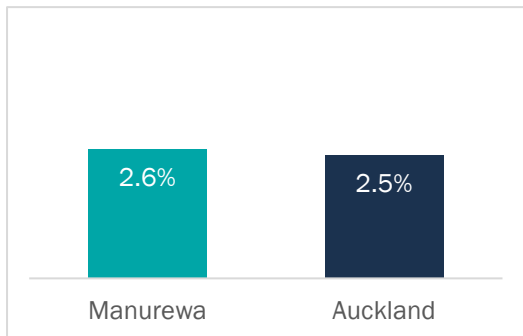
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

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

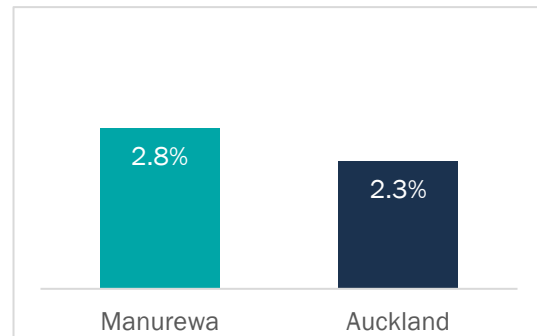


Employment in Manurewa increased by an average of 2.8 per cent per annum in the five years from 2016-2021, above the Auckland regional rate of 2.3 per cent. Over the last five years Manurewa job numbers increased the most in administration and support services (+739 jobs), central government administration (+628), defence and safety (+602) which is mostly in the correctional and detention services, and heavy and civil engineering construction (+451).

#### AVERAGE ANNUAL GDP GROWTH (INFOMETRIC 2016-2021)



#### AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRICS 2016-2021)



The fastest growing sector by GDP percentage change between 2016-2021 was public administration and safety. 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)

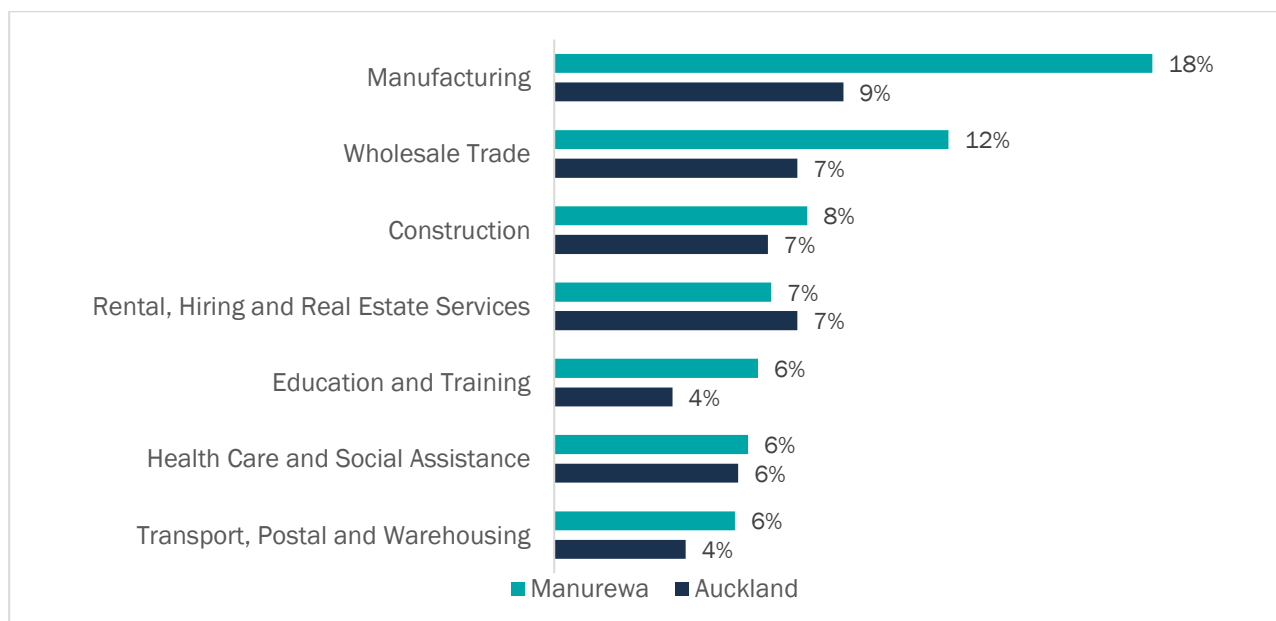
Industry	Average p.a. change (2016-2021)
Public Administration & Safety	10.3%
Administrative & Support Services	8.3%
Construction	8.2%
Accommodation & Food Services	7.9%
Retail Trade	7.3%
Electricity, Gas, Water & Waste Services	6.8%

#### Industry mix

Manurewa'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 Manurewa economy were manufacturing, wholesale trade and construction.

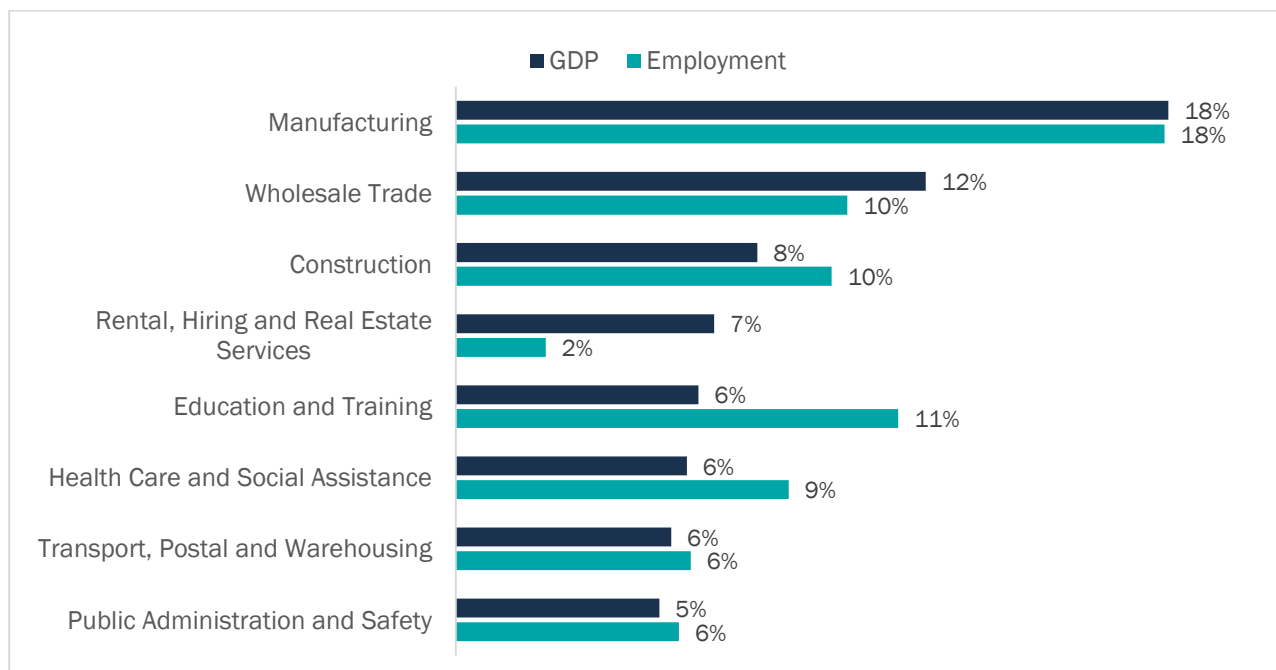


### BROAD INDUSTRY MIX BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



- **Manufacturing** was Manurewa's largest contributor to GDP at 18 per cent and employment also at 18 per cent
- **Wholesale trade** contributed 12 per cent of Manurewa's GDP and provided 10 per cent of the area's employment
- **Construction** contributed eight per cent of GDP and provided 10 per cent of the area's employment
- **Education and training** contributed six per cent of GDP but provided 11 per cent of the area's employment

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



The key employment sectors in Manurewa were manufacturing, education and training, wholesale trade, and construction.

Looking at more detailed sub-sectors, we see that the education and training sector employed the largest number of people. Healthcare and administrative and support services were also key sectors.

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

Rank	Industry	Jobs (2021)	% of Manurewa Total
1	Education & Training	3,155	11.3%
2	Wholesale Trade	2,798	10.0%
3	Healthcare & Social Assistance	2,381	8.5%
4	Administrative & Support Services	1,765	6.3%
5	Construction Services	1,706	6.1%
6	Central Gov Admin, Defence & Safety	1,556	5.6%
7	Other Services	1,408	5.0%
8	Other Store & Non-Store Retailing	1,265	4.5%
9	Fruit, Cereal & Other Food Product Manu	1,262	4.5%
10	Accommodation & Food Services	1,032	3.7%
	<b>Total top 10 industries</b>	<b>18,328</b>	<b>65.5%</b>
	<b>All other industries</b>	<b>9,643</b>	<b>34.5%</b>
	<b>Total employment</b>	<b>27,971</b>	<b>100.0%</b>

Several sectors experienced job growth between 2016-2021. The administrative and support services sector experienced the greatest growth, adding 739 new jobs.

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

Sector	New Jobs
Administrative & Support Services	739
Central Gov Admin, Defence & Safety	602
Heavy & Civil Engineering Construction	451
Wholesale Trade	366
Other Store & Non-Store Retailing	358
Accommodation & Food Services	343
Construction Services	304

Several manufacturing sectors lost jobs between 2016-2021.

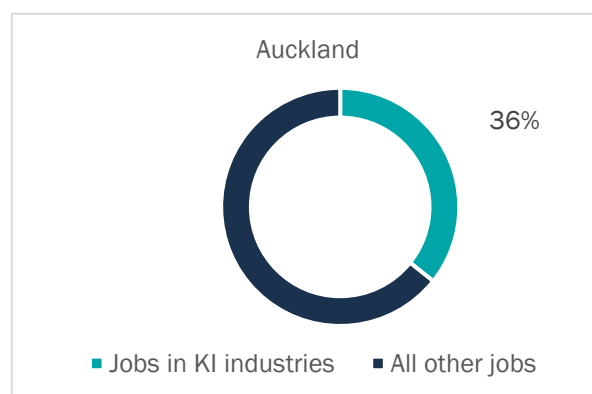
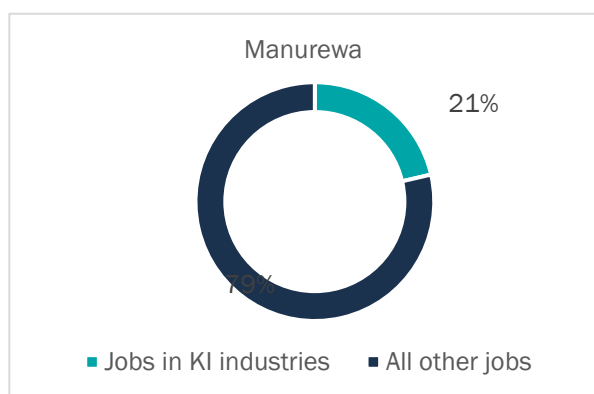
## SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Textile, Leather, Clothing, Footwear Manufacturing	-194
Wood Product Manufacturing	-156
Building Construction	-153
Printing	-124

### Knowledge intensive employment

Knowledge intensive industries<sup>4</sup> represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Twenty-one per cent of jobs in Manurewa 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.

There are several manufacturing sectors that are particularly strongly represented in Manurewa including textiles, chemicals, food, paper, and rubber products.

### INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2016-2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Basic Chemical & Chemical Product Manufacturing	6.3	119 (3.5%)	568
2	Textile, Leather, Clothing, Footwear Manufacturing	4.9	36 (1.1%)	456
3	Pulp & Paper Product Manufacturing	4.4	43 (1.3%)	200
4	Fruit, Cereal & Other Food Product Manufacturing	4.2	112.5 (3.3%)	1,262
5	Polymer Product & Rubber Product Manufacturing	3.7	59.8 (1.8%)	412

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

At the detailed sector level, food manufacturing is strongly represented in Manurewa with the large companies Bluebird Foods and ETA Foods located in the area. Commercial vehicle wholesaling is strongly represented in Wiri industrial zone with the large companies Nissan NZ Ltd and UD Truck Distributors (NZ) Ltd located in the area.

### LOCAL SPECIALISMS (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Share
1	Potato Crisps & Corn Chips Manufacturing	90.9	30.5	0.9%
2	Commercial Vehicle Wholesaling	29.8	47.5	1.4%
3	Textile Floor Covering Manufacturing	29.2	17.0	0.5%
4	Veterinary Pharmaceutical & Medicinal Manufacturing	28.6	64.5	1.9%
5	Cereal, Pasta & Baking Mix Manufacturing	28.0	17.0	0.5%

### Screen Sector

With several world class film studios, Auckland is the major hub of screen activity in Aotearoa New Zealand, accounting for 74 per cent of national screen industry revenue and contributing \$1.2bn to Auckland's GDP annually.

The screen industry is vital to Auckland's economic recovery, as it generates employment opportunities across many associated industries, and attracts international investment with region specific economic benefits.

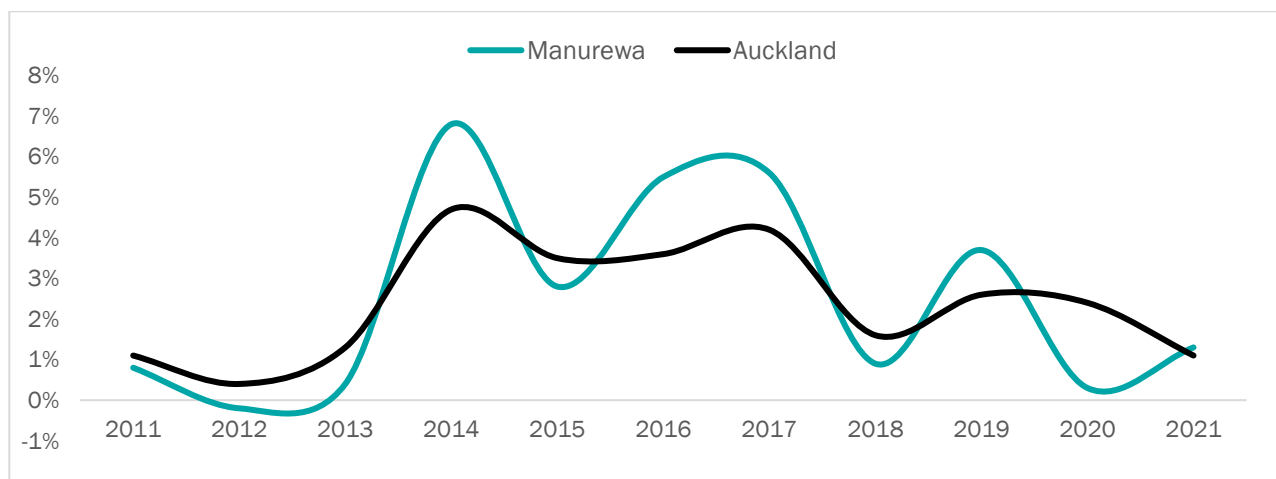
Local boards have a role as decision makers on film permit applications that relate to filming on their assets and receive 80 per cent of the permit fee which they can be reinvested back into their community. In addition, local businesses can benefit from the presence of film activity through the supply of goods and services to crews while they are filming.

### Businesses

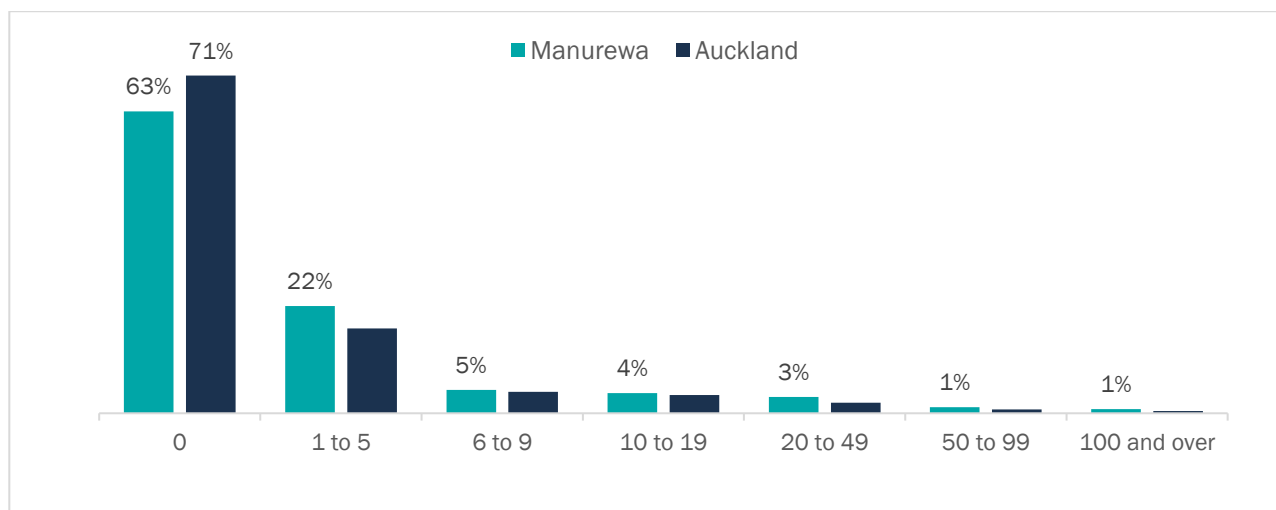
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Manurewa fell more sharply then recovered faster than the Auckland regional average.

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

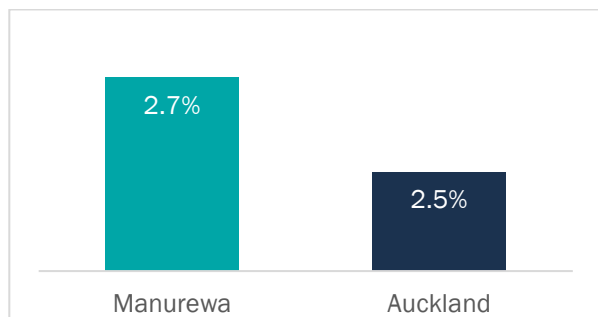


### BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2016-2021)



In 2021, there were 5,250 businesses in Manurewa, employing an average of 5.3 employees each, more than the Auckland average of 4.4 employees. The vast majority (85 per cent) of businesses in Manurewa 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 2.7 per cent a year on average over the last decade, higher 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 Manurewa is concentrated in the Wiri industrial zone and Manurewa town centre. The correctional facilities in Wiri are also a significant employer.

Manurewa is a mix of one significant labour importing industrial area and labour exporting suburban areas. There are 107,300 residents in Manurewa, which has a labour force of 51,000. The local board area has a total of 27,971 jobs located within it. As a result, the area is a net exporter of a labour to other parts of the city.

### Employment zones

Employment in Manurewa is concentrated in Wiri which has a mix of manufacturing, wholesale trade, transport, postal and warehousing and commercial activities as well as some 'big box' retail. There are around 18,000 jobs in Wiri, making it a regionally significant employment zone. Further employment is located in the main town centre of Manurewa.

Heavy and civil engineering and food product manufacturing are the two key sectors in Wiri.

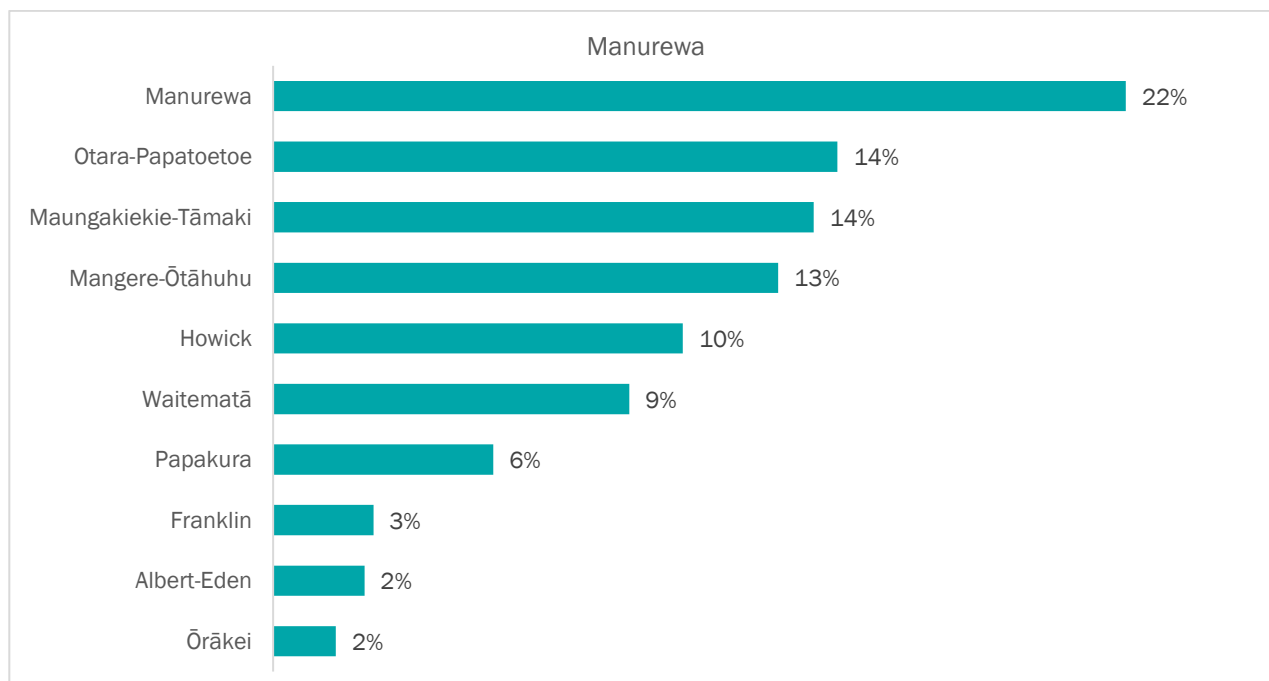
#### EMPLOYMENT IN WIRI\* (NZ STATISTICS 2021)

Sector	Jobs
Wholesale Trade	2,300
Construction	1,935
Transport, Postal & Warehousing	1,562
Healthcare & Social Assistance	1,440
Administrative & Support Services	1,430
Food Product Manufacturing	1,253
Education & Training	880
Retail Trade	776
Professional, Scientific & Technical Services	590
Other Services	480
<b>Total All Sectors</b>	<b>17,920</b>
* Based on business demographics for the SA2 area	

## Commuting

In 2018, a significant percentage (22 per cent) of Manurewa residents worked within the local board area. The most popular destinations for work outside of Manurewa were Otara-Papatoetoe (14 per cent), Maungakiekie-Tāmaki (14 per cent) and Mangere-Ōtāhuhu (13 per cent).

### TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM MANUREWA (CENSUS 2018)<sup>5</sup>



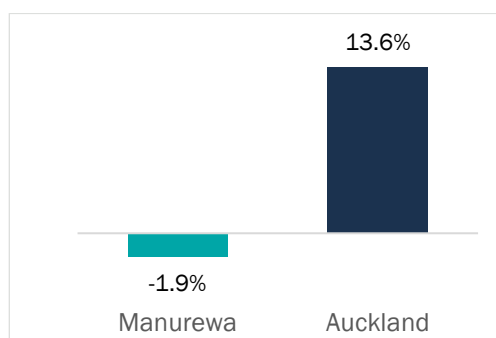
## Town Centres

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

The main town centre employment zone in the Manurewa Local Board area is Manurewa town centre.

Spending in Manurewa between 2017-2022 declined by -1.9 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Manurewa was \$35.21, below the Auckland average of \$49.74. (Marketview 2022)

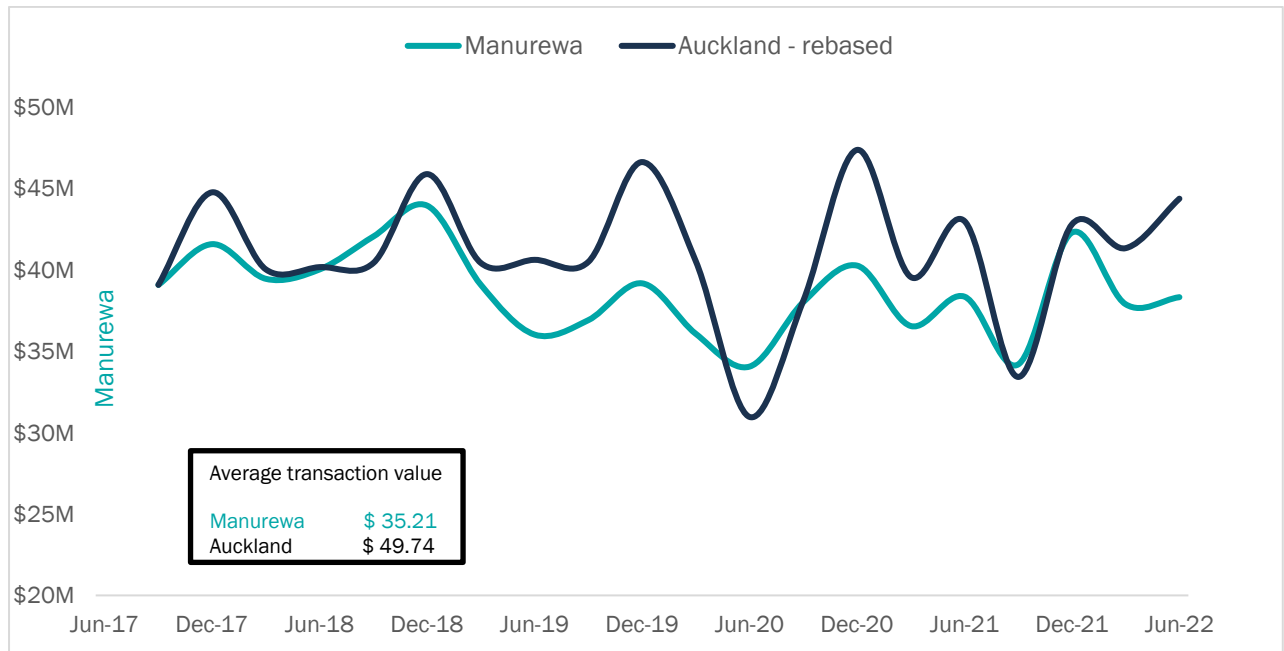
### MANUREWA BID SPENDING GROWTH (2017-2022)



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

Spending in Manurewa has been at a lower rate compared to 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

**MANUREWA BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)**





## Glossary

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

## GET IN TOUCH

**TĀTAKI AUCKLAND UNLIMITED WELCOME COMMENT AND FEEDBACK.**

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