

TĀTAKI AUCKLAND UNLIMITED REPORT

Ōrākei Local Economic Overview 2022



Tātaki Auckland Unlimited Report

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Note of Error October 2023

The previous published version of this report contained an error.

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

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



1: Introduction

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

About this report

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

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

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

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

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

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

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

2: People and Households

The Ōrākei Local Board area is one of Auckland’s most populous local board areas with a population of 89,100 that is forecast to increase to 114,500 by 2048.

Ōrākei is one of Auckland’s more prosperous areas. The Auckland Prosperity Index report showed Ōrākei is home to highly skilled residents. With ease of access to the city centre and fringe, the workforce has good employment opportunities.

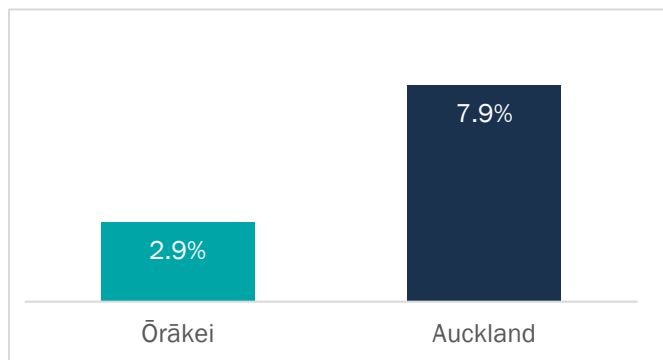
POPULATION SUMMARY

	Ōrākei Local Board	Auckland/Share
Population (2021)	89,100	5.2%
Population growth (2016-2021)	2.9%	7.9%
Median Age (2021)	40.7	35.6
Labour force (2022)	52,000	983,800
Labour force participation (2022)	76%	72%
Home ownership (2018)	53%	45%

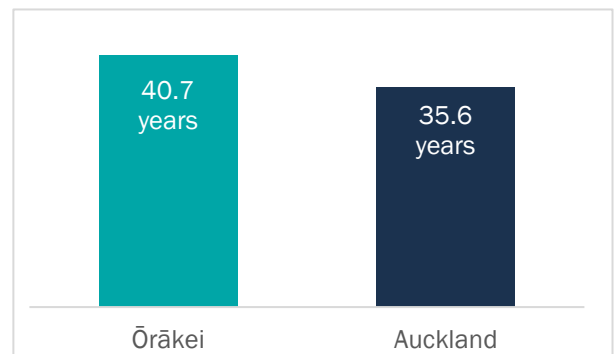
Population

The Ōrākei Local Board area has experienced slow population growth in recent years. Between 2016 and 2021, population growth was 2.9 per cent compared to 7.9 per cent regionally (Infometrics 2021)¹.

POPULATION GROWTH (INFOMETRICS 2016-2021)



MEDIAN AGE (INFOMETRICS 2021)

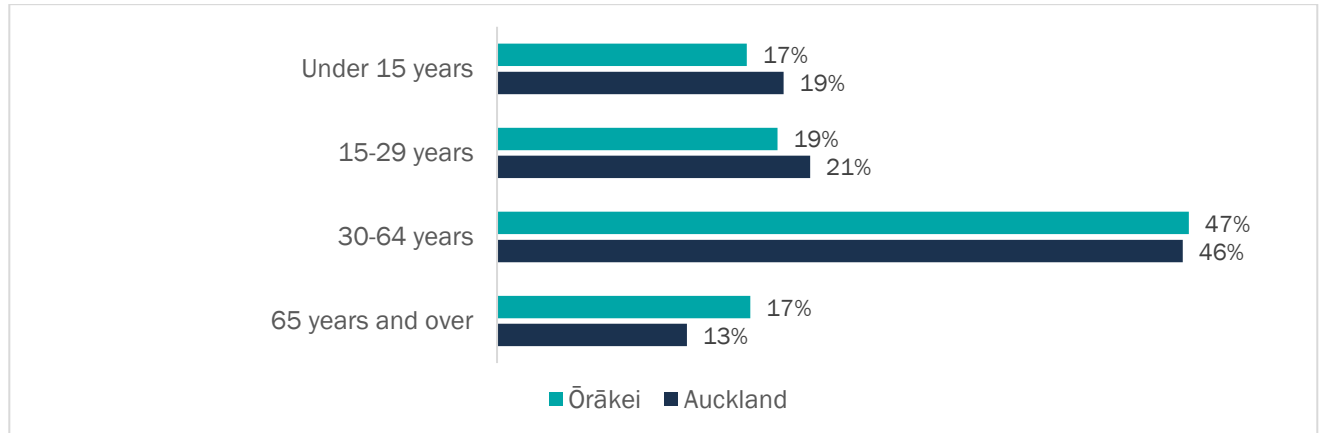


Medium population projections suggest that the Ōrākei Local Board area could be home to 114,500 residents by 2048, an increase of over 25,000. This equates to a 1.1 per cent per annum increase or 941 additional residents per year between 2021 and 2048 (NZ Statistics).

¹ Infometrics population estimates

The Ōrākei Local Board area has a higher median age of 40.7 years compared to the regional average of 35.6. 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)

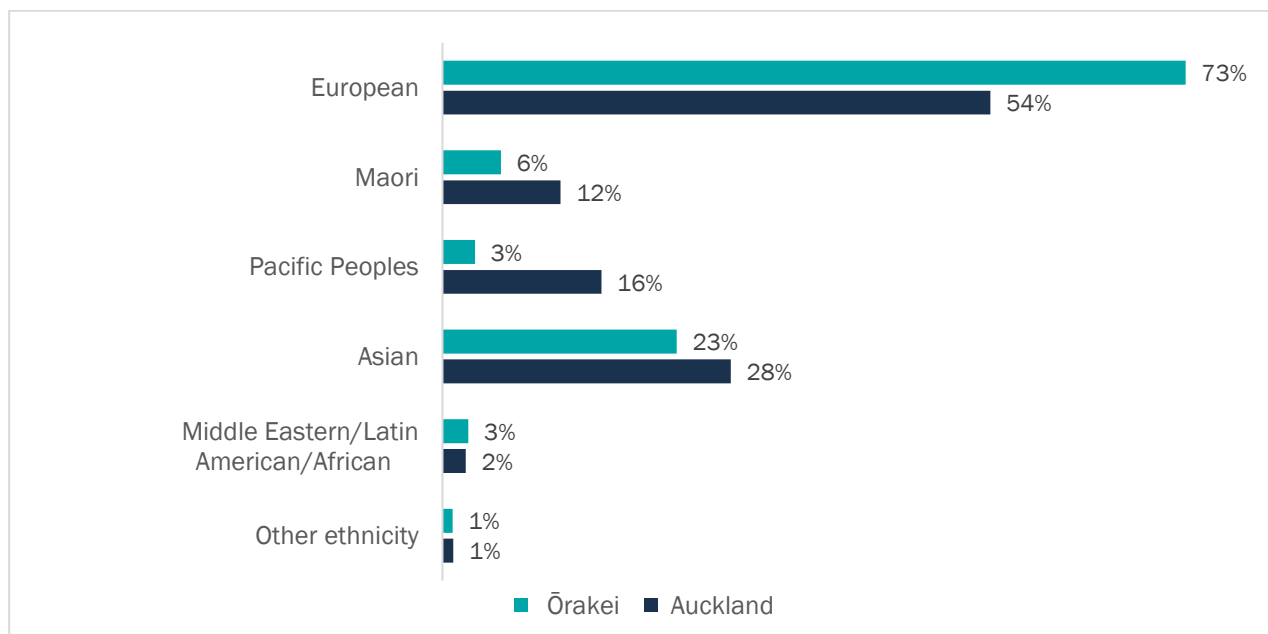


Ethnicity

The Ōrākei Local Board area's population is predominantly of NZ European ethnicity (73 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. The Ōrākei Local Board area has fewer Māori and Pacific residents than the regional average.

The Ōrākei Local Board had 38 per cent of its residents born overseas compared to 42 per cent in the Auckland region. Of people born overseas, 26 per cent had been in New Zealand for less than five years, similar to the Auckland region (24 per cent).

ETHNIC MAKE-UP (CENSUS 2018)



Languages

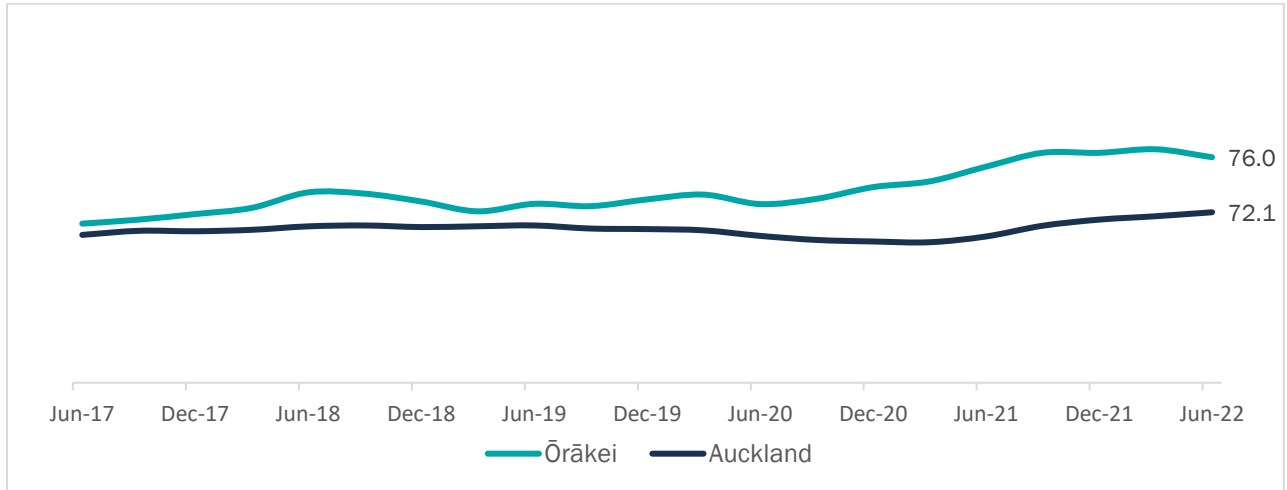
With a less diverse population than elsewhere in the region. Ninety-seven per cent of Ōrākei Local Board residents are able to speak English compared to the 93 per cent for the region.

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.

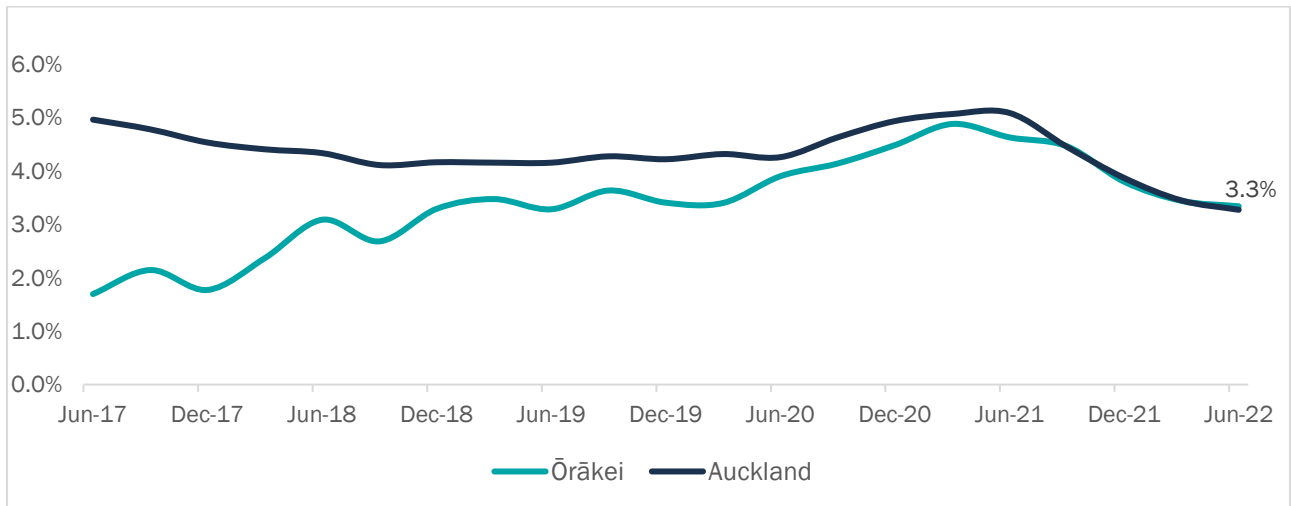
The labour force participation rate in the Ōrākei Local Board area is 76 per cent, four per cent higher than the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in the Ōrākei Local Board area, has remained below or similar to the Auckland average over the last five years.

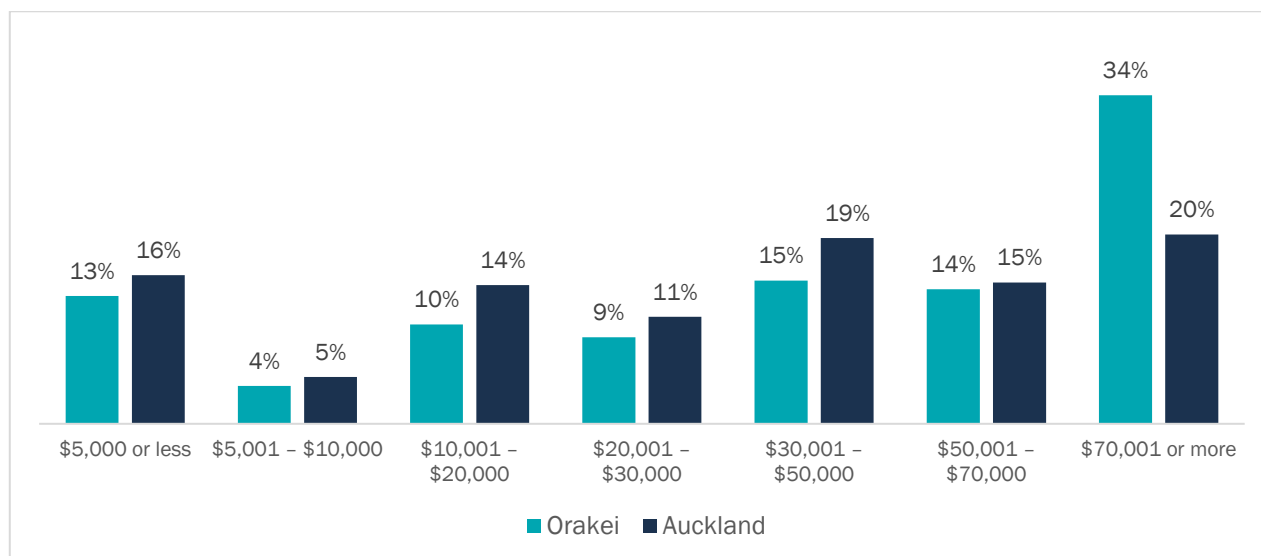
UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

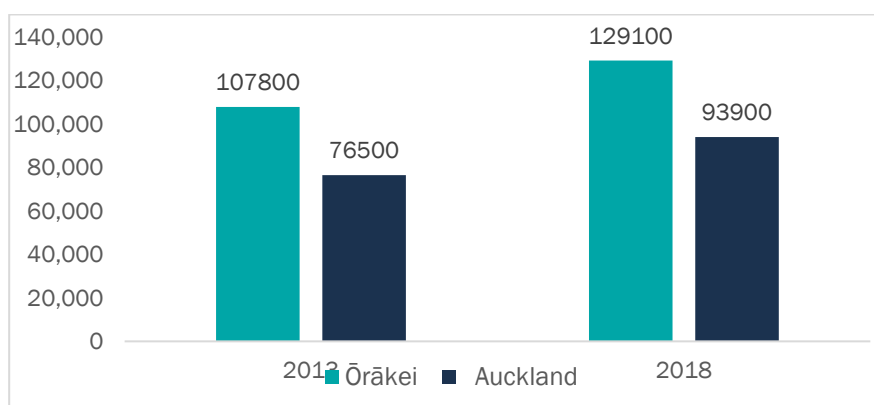
Analysis of individual income levels in 2018 shows that there was a higher proportion (34 per cent) of persons earning a high income (over \$70,000 per year) in the Ōrākei Local Board area compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Ōrākei was with \$129,100 the highest in the region, significantly higher than the Auckland median of \$93,900.

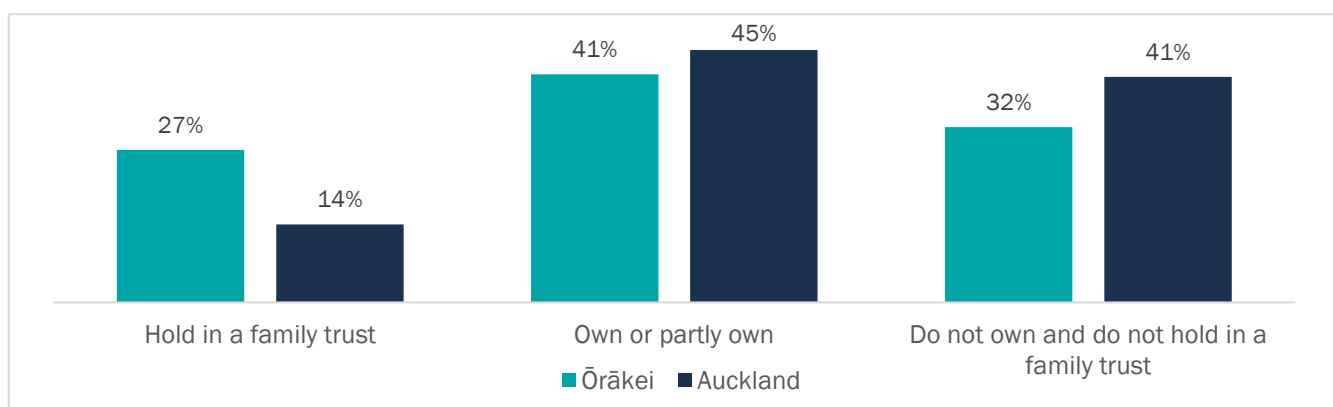
MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



In 2018, 20 per cent of households in Ōrākei derived self-employment or business income, above the rate across all Auckland households (14 per cent).

Home ownership in the Ōrākei Local Board area is higher than the regional average; in 2018, 68 per cent of households owned the dwelling they lived in, compared to 59 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

The Ōrākei Local Board area has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from the Ōrākei Local Board area 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.

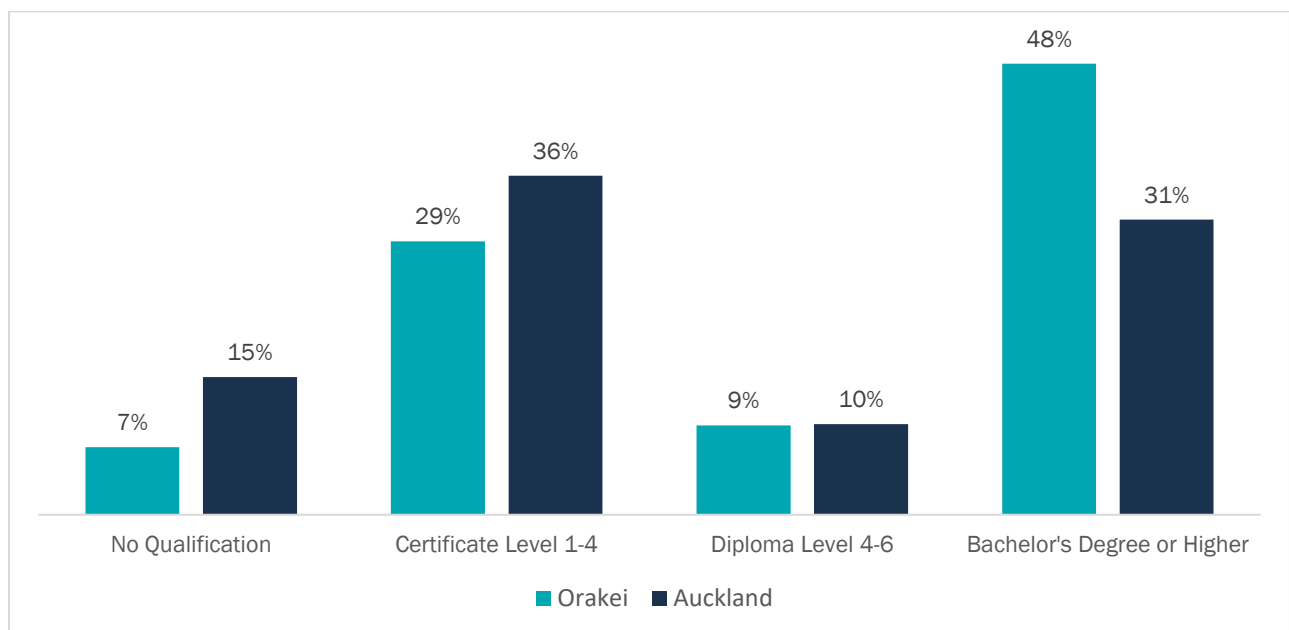
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages both for key sectors that struggle to find suitably skilled staff as 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, 48 per cent of adult residents in the Ōrākei Local Board area had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Seven per cent of residents had no educational qualifications compared with 15 per cent across the region².

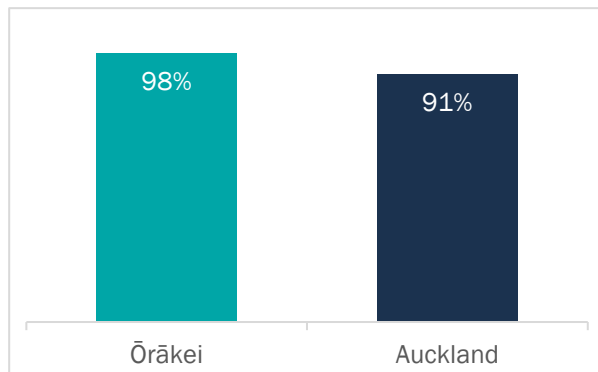
Educational attainment

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

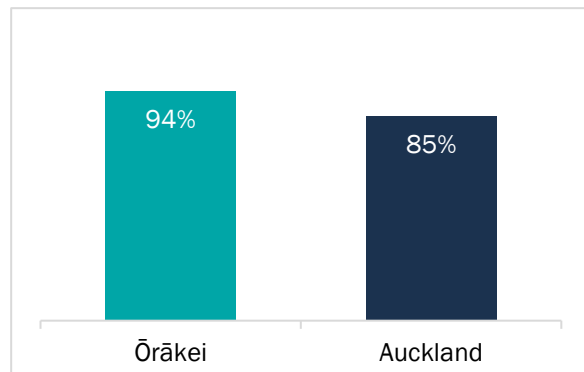
In 2021, only six per cent of school leavers in Ōrākei did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average, where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2



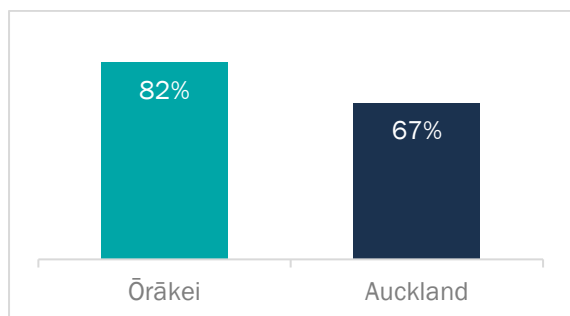
NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	99.0%	95.6%
Māori	91.9%	82.8%
Pacific	97.6%	92.7%
Asian	96.9%	93.8%
Middle East, Latin American, African	90.6%	81.3%
Other	90.9%	90.9%
Total Local Board	97.9%	93.9%
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. Eighty-two per cent of Ōrākei 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)

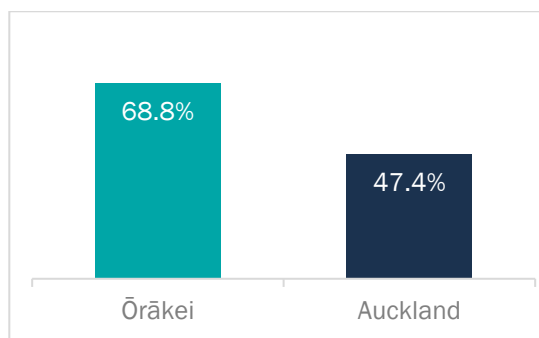
Percentage achieving NCEA 3	Ōrākei %	AKL region %
Māori	68.7%	43.5%
Pacific	70.7%	54.2%
Asian	85.2%	83.3%
Middle East, Latin American, African	75.0%	68.8%
Other	81.8%	73.7%
European	84.2%	69.8%
Total	81.9%	67.2%

More school leavers moved on to degree level study within a year of leaving school. Sixty-nine per cent of 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 (83 per cent) enrolled in some form of tertiary education, above the regional average (69 per cent).

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

Local board	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Ōrākei	68.8%	13.6%	0.7%	16.8%	844
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



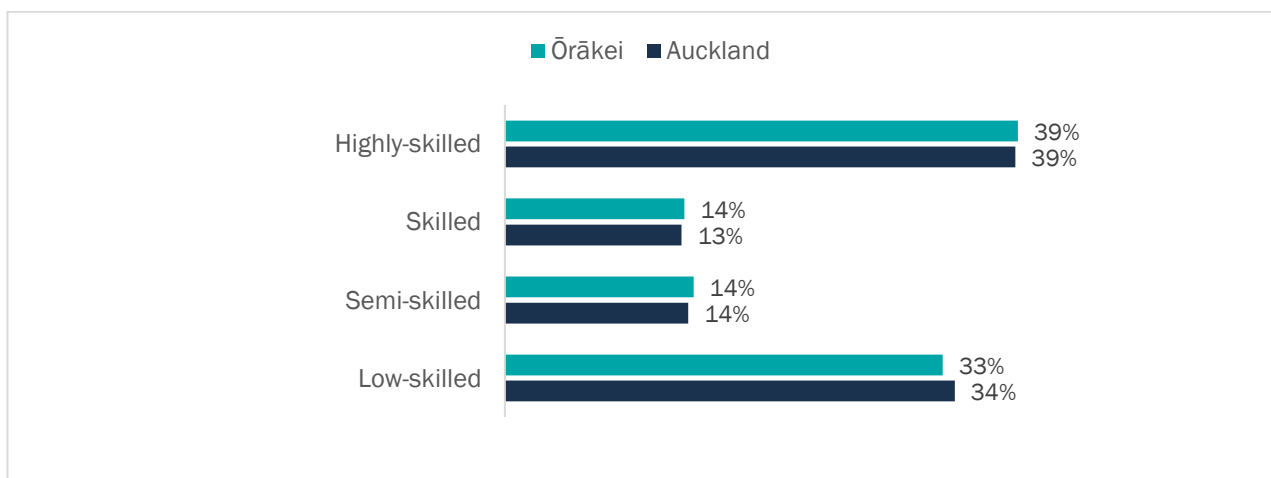
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	59.8%	22.0%	1.2%	17.1%	82
Pacific	46.7%	17.8%	1.1%	34.4%	90
Asian	78.0%	8.0%	0.0%	14.0%	150
MELAA	64.3%	7.1%	0.0%	28.6%	28
Other	42.1%	36.8%	0.0%	21.1%	19
NZ European	71.5%	13.6%	0.7%	14.3%	589

Occupations

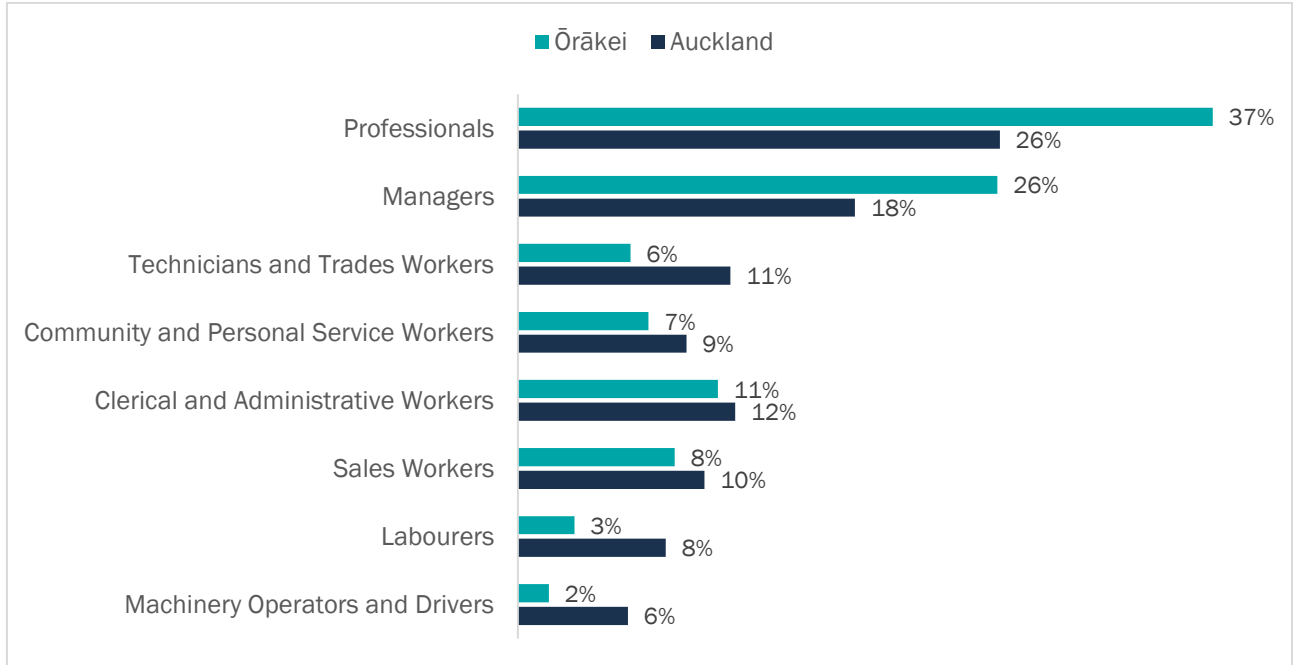
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN ŌRĀKEI (INFOMETRICS 2021)



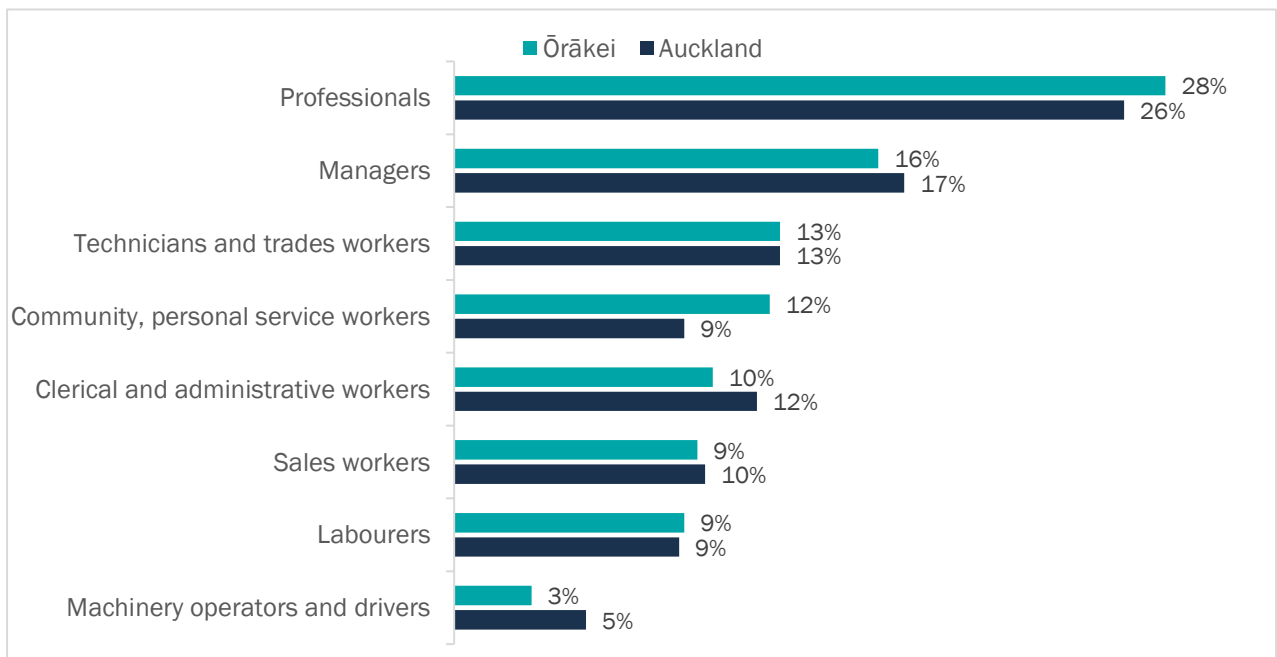
The Ōrākei Local Board area had a similar proportion of employment in the various skill categories as the wider Auckland region.

OCCUPATIONS OF RESIDENTS LIVING IN ŌRĀKEI (CENSUS 2018)



Professionals and managers were the most popular occupational categories for Ōrākei residents in 2018 (63 per cent), a significantly higher share than the wider Auckland regional average (44 per cent). There were significantly less technicians and trades workers, labourers and machinery operator’s resident in the area, compared to the wider Auckland region.

OCCUPATIONS IN ŌRĀKEI BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Ōrākei Local Board area, professionals were the largest occupational group (28 per cent), larger than the wider regional average (26 per cent). There were more community, personal service workers located in the area (12 per cent) compared to the region average (nine per cent).

Education professionals were the largest occupational group in Ōrākei, followed closely by specialist managers³.

TOP 10 OCCUPATIONS LOCATED IN ŌRĀKEI (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Ōrākei total
1	Education Professionals	2,261	8.7%
2	Specialist Managers	2,098	8.0%
3	Health Professionals	1,709	6.5%
4	Carers & Aides	1,320	5.1%
5	Sales Assistants & Salespersons	1,289	4.9%
6	Hospitality, Retail & Service Managers	1,151	4.4%
7	Business, HR & Marketing Professionals	1,116	4.3%
8	Chief Execs, General Managers, Legislators	900	3.4%
9	Sales Representatives & Agents	793	3.0%
10	Hospitality Workers	778	3.0%
	Sub-total of top 10 occupations	13,415	51.3%
	Total jobs	26,132	100%

Between 2016-2021, the two largest occupational groups, specialist managers and educational professionals, grew at the fastest rate, adding the largest number of new jobs.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Specialist Managers	388
Education Professionals	339
ICT Professionals	287
Health Professionals	261
Construction Trades Workers	205

Several occupational groups lost a relatively small number of jobs between 2016-2021.

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Skilled Animal & Horticultural Workers	-75
Road & Rail Drivers	-70
Clerical & Office Support Workers	-46

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

4: Local Economy

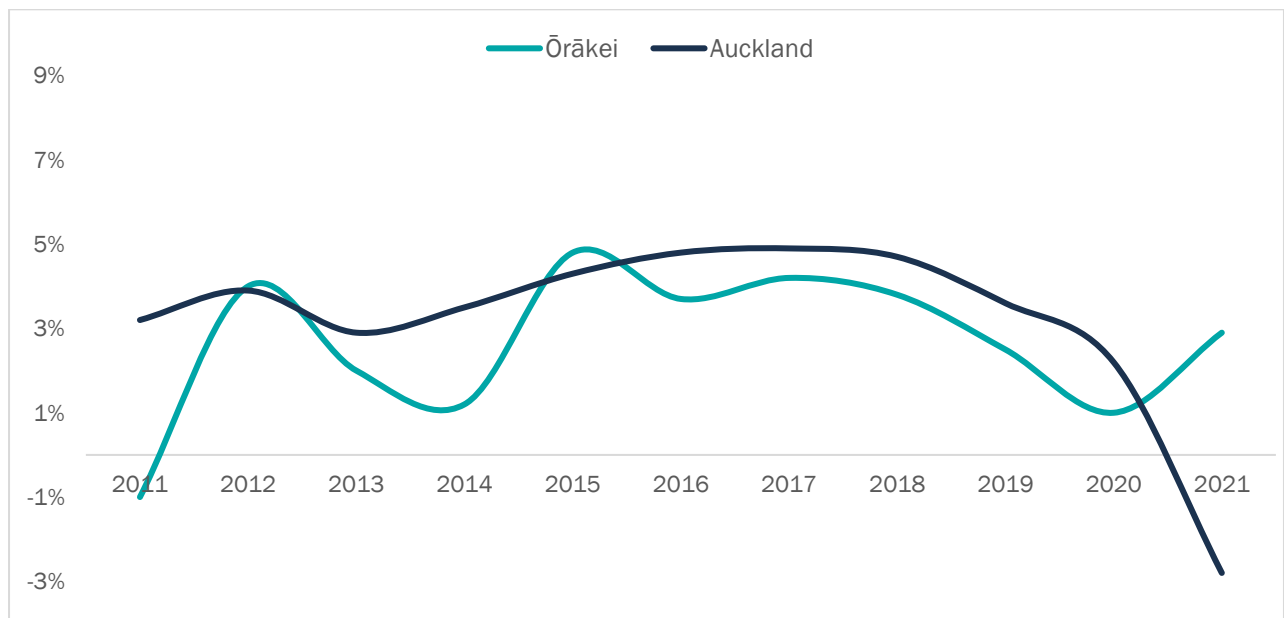
Ōrākei has a strong local economy driven by a large proportion of its jobs being in more knowledge intensive industries, meaning residents have access to skilled, well-paying employment opportunities both locally and in nearby Central Auckland. Healthcare, real estate services and professional services generate a significant share of the area’s GDP. Healthcare and education and training are the largest employers in the area. There has been recent growth in the number of jobs in the healthcare and education sectors.

Growth and employment trends

Between 2020-2021 Ōrākei experienced GDP growth of 2.9 per cent, higher than the negative growth rate in the Auckland region of -2.8 per cent. In the five years to 2021, the Ōrākei economy grew at an average annual rate of 2.9 per cent, higher than the 2.5 per cent in the Auckland region.

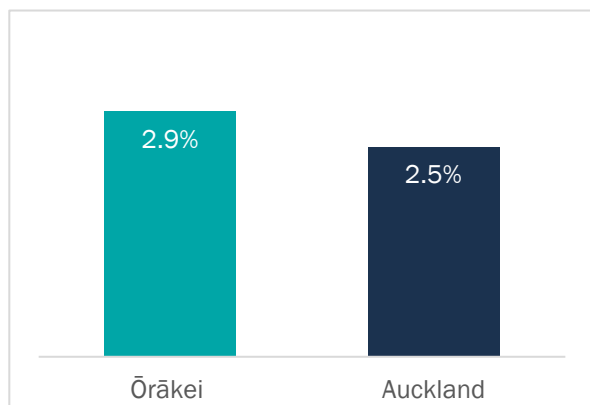
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year, lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

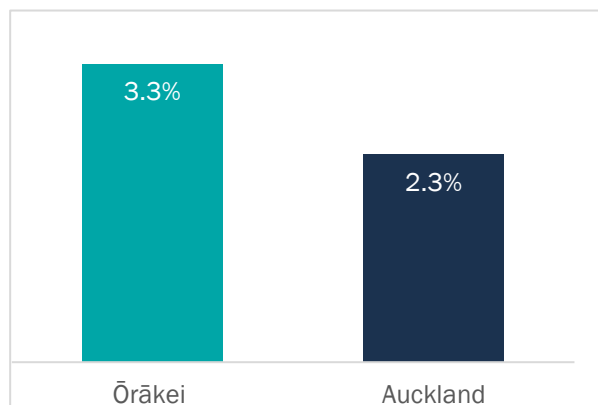


Employment in Ōrākei increased by an average of 3.3 per cent per annum in the five years from 2016-2021, above the Auckland rate of 2.3 per cent. Over the last five years Ōrākei job numbers increased the most in health care (+530 jobs), professional, scientific and tech services (+517) and education and training (+467).

AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)



AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRIC 2016-2021)



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

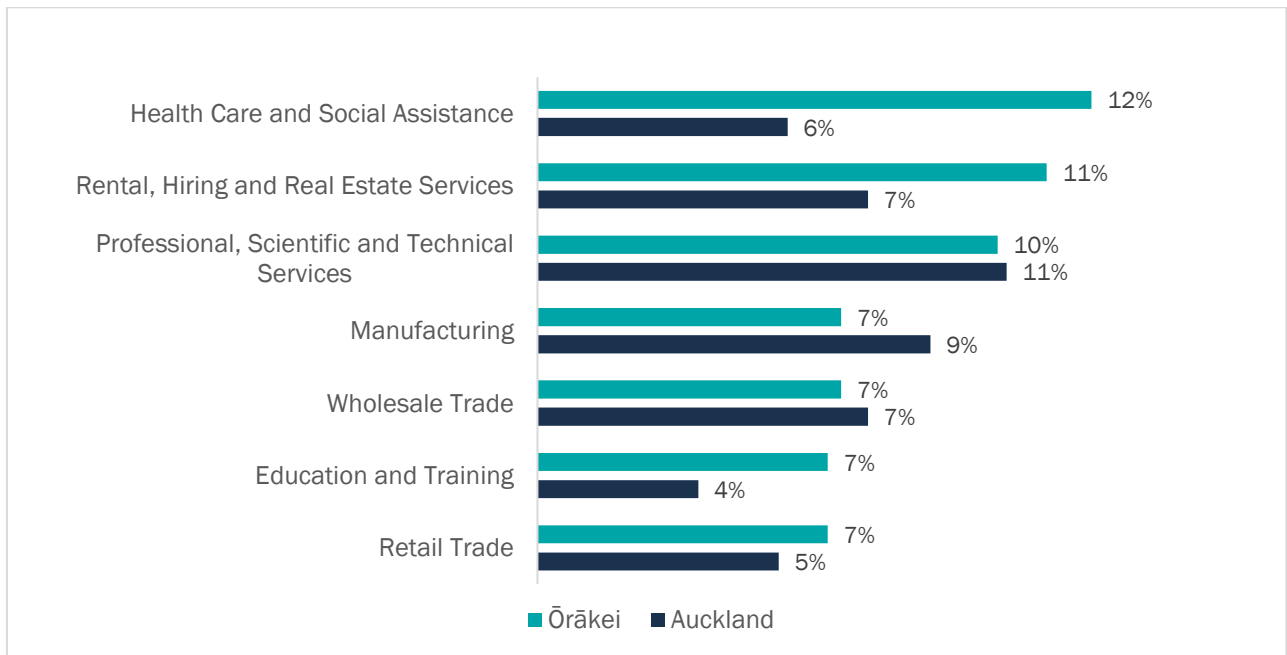
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Information Media & Telecommunications	9.7%
Retail Trade	7.5%
Wholesale Trade	7.1%
Professional, Scientific & Technical Services	6.2%
Arts & Recreation Services	6.0%
Construction	5.8%

Industry mix

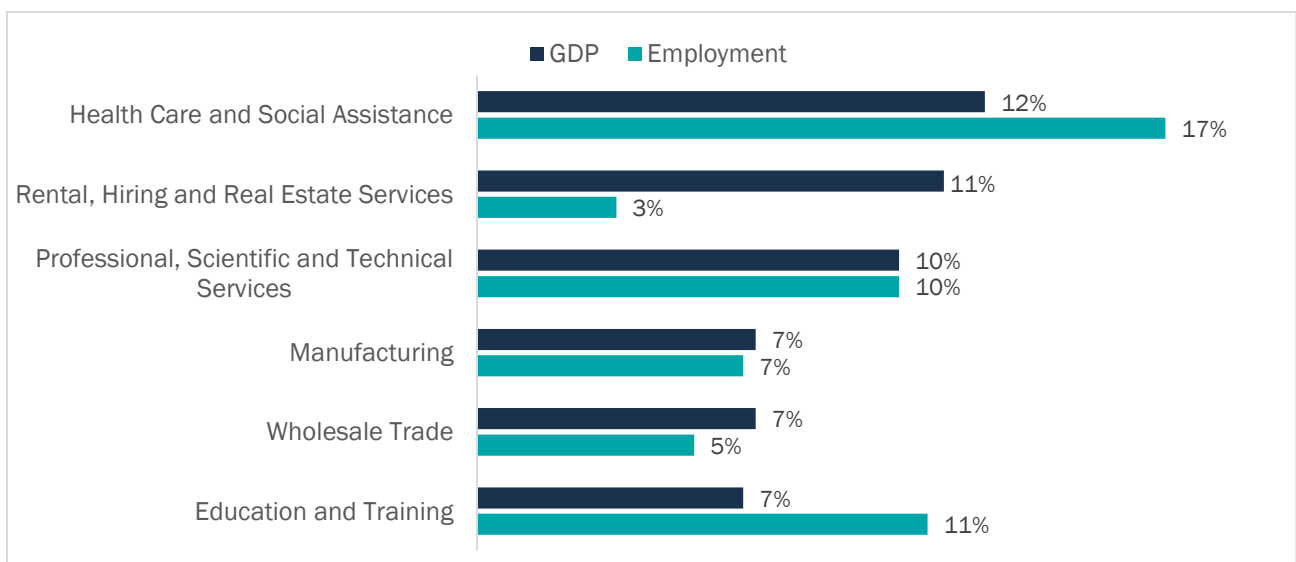
Ōrākei's future economic performance depends on its combination of a sufficiently diversified employment base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Ōrākei economy were healthcare and real estate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

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



- **Healthcare and social assistance** contributed 12 per cent of Ōrākei’s GDP and provided 17 per cent of the area’s employment.
- **Rental, hiring and real estate services** contributed 11 per cent of Ōrākei’s GDP but only provided three per cent of the area’s employment.
- **Professional, scientific and tech services** contributed 10 per cent of Ōrākei’s GDP and provided 10 per cent of the area’s employment.
- **Education and training** contributed seven per cent of Ōrākei’s GDP and but provided 11 per cent of the area’s employment.

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



Healthcare and social assistance, education and training, and professional, scientific and technical services were the key employment sectors in Ōrākei.

Looking at more detailed sub-sectors, we see that accommodation and food services and administration and support services were also important employment sectors in the area.

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

Rank	Industry	Jobs	Share of Ōrākei Total
1	Healthcare & Social Assistance	4,381	16.8%
2	Education & Training	2,881	11.0%
3	Professional, Scientific & Tech Services	2,688	10.3%
4	Accommodation & Food Services	2,563	9.8%
5	Administrative & Support Services	1,682	6.4%
6	Supermarket & Specialised Food Retailing	1,398	5.3%
7	Wholesale Trade	1,387	5.3%
8	Construction Services	1,354	5.2%
9	Other Services	1,184	4.5%
10	Other Store & Non-Store Retailing	931	3.6%
	Total top 10 industries	20,449	78.2%
	All other industries	5,683	21.8%
	Total employment	26,132	100.0%

The healthcare sector, the major employer was also the fastest growing sector in employment terms, adding 530 new jobs between 2016-2021. Professional services, educational and training and accommodation and food services sectors all added a significant number of new jobs.

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

Sector	New Jobs
Healthcare & Social Assistance	530
Professional, Scientific & Tech Services	517
Education & Training	467
Accommodation & Food Services	425
Construction Services	396
Supermarket & Specialised Food Retailing	368
Wholesale Trade	330

Several sectors lost a relatively small number of jobs between 2016-2021.

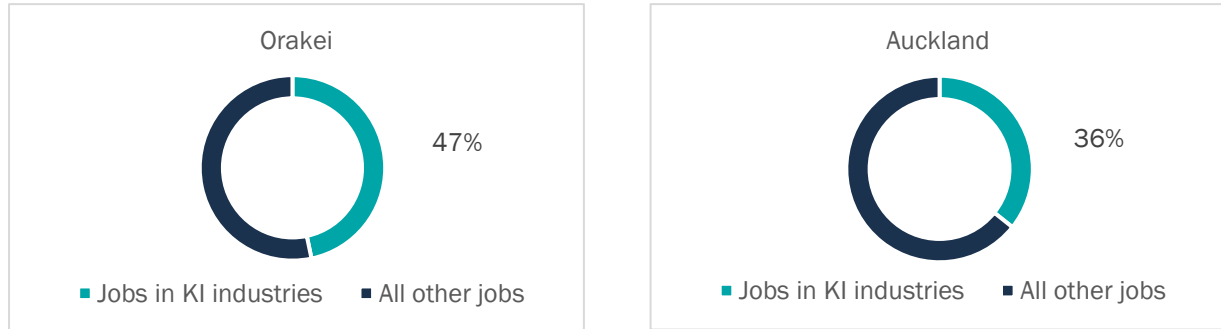
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Administrative & Sales Services	-141
Finance	-132
Road Transport	-131

Knowledge intensive employment

Knowledge intensive industries⁴ represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. **Forty-seven** per cent of jobs in Ōrākei were in knowledge intensive industries, which was significantly higher 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 strongly represented in Ōrākei. Supermarket retailing, chemical manufacture and arts and recreation services sectors are strongly represented in the Ōrākei Local Board area.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Supermarket & Specialised Food Retailing	2.3	107.3 (3.6%)	1,398
2	Basic Chemical & Chemical Product Manufacturing	2.3	38.2 (1.3%)	161
3	Arts & Recreation Services	2.2	78.8 (2.7%)	776

At the detailed sector level, specialist medical services are strongly represented in the area with a number of businesses concentrated around Green Lane East.

LOCAL SPECIALISMS (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Share
1	Specialist Medical Services	20.4	85.7	2.9%
2	Liquor & Tobacco Product Wholesaling	13.1	26.6	0.9%
3	Metal Roof & Guttering Manufacturing	12	14.8	0.5%
4	Fish & Seafood Wholesaling	10.9	14.8	0.5%
5	Other Ceramic Product Manufacturing	9.1	8.9	0.3%

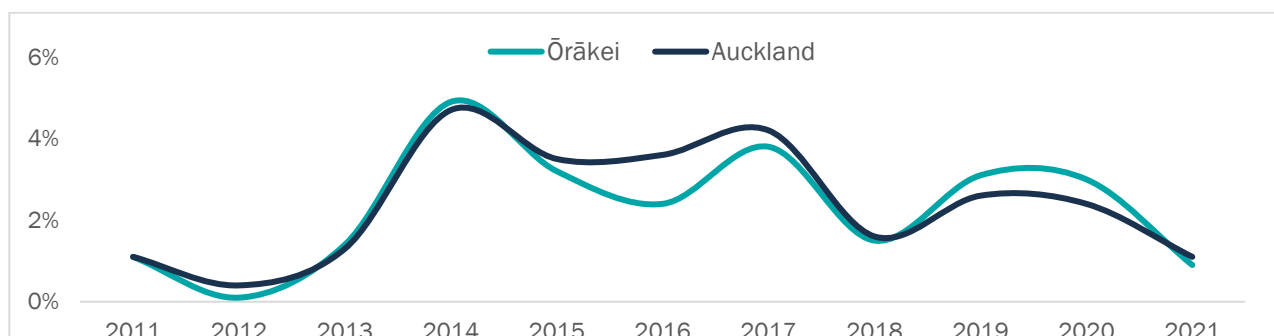
⁴ Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific & technical occupations.

Businesses

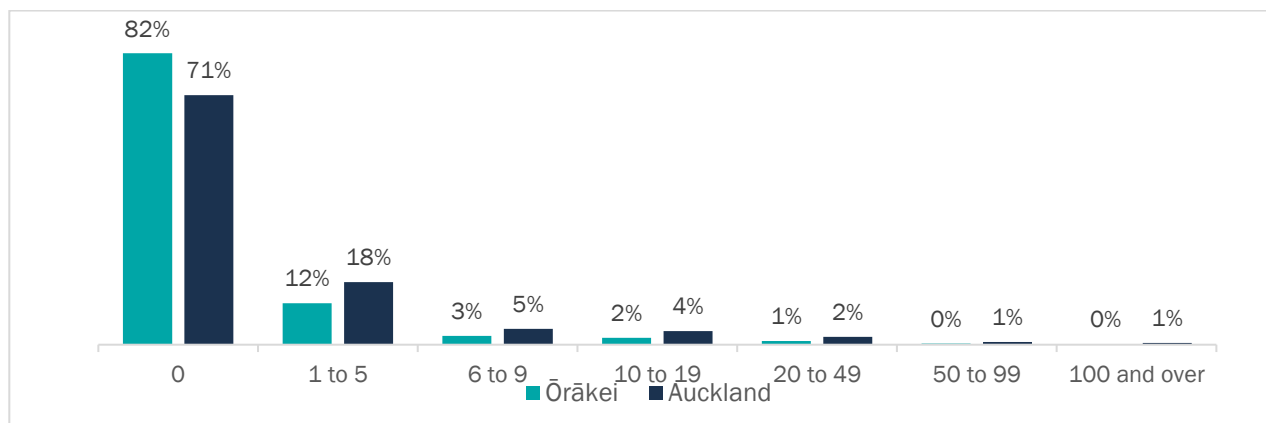
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Ōrākei fell at a similar rate as the Auckland regional average during the lockdown period.

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

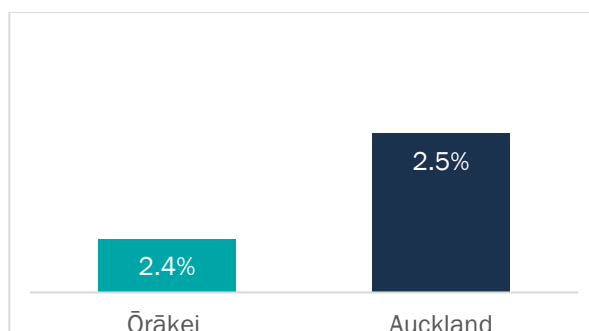


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 14,430 businesses in Ōrākei, employing an average of 1.8 employees each, less than the Auckland average of 4.4 employees. The vast majority (94 per cent) of businesses in Ōrākei 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 in Ōrākei grew by 2.4 per cent a year on average over the last decade, at a lower rate than the Auckland regional average (2.5 per cent).

5: Economic Places

Employment in the Ōrākei Local Board area is concentrated in a number of town centres, such as Remuera and Ellerslie which include employment in hospitality and retail alongside professional services and health sector jobs. Remuera and its surrounds also has significant employment in health and education. A significant employment area west of Ellerslie lies mainly in the neighbouring Maungakiekie-Tamaki Local Board area, while the Glen Innes Panmure Industrial zone also sits across both local board areas.

The Ōrākei Local Board area is primarily a labour exporting suburban area. There are 89,160 residents in the Ōrākei Local Board area, which has a labour force of 52,000. The local board area has a total of 26,132 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 the Ōrākei Local Board area is concentrated in a number of town centres. Healthcare and education establishments provide a large number of jobs.

EMPLOYMENT IN REMUERA* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare & Social Assistance	1,115
Education & Training	1,098
Retail Trade	790
Professional, Scientific & Technical Services	469
Construction	419
Accommodation & Food Services	419
Other Services	247
Manufacturing	193
Total All Sectors	5,710
* Based on business demographics for the SA2 area	

EMPLOYMENT IN ELLIESLIE* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare & Social Assistance	1,410
Professional, Scientific & Technical Services	390
Wholesale Trade	210
Administrative & Support Services	203
Accommodation & Food Services	185
Construction	175
Total All Sectors	3,510
* Based on business demographics for the SA2 area	

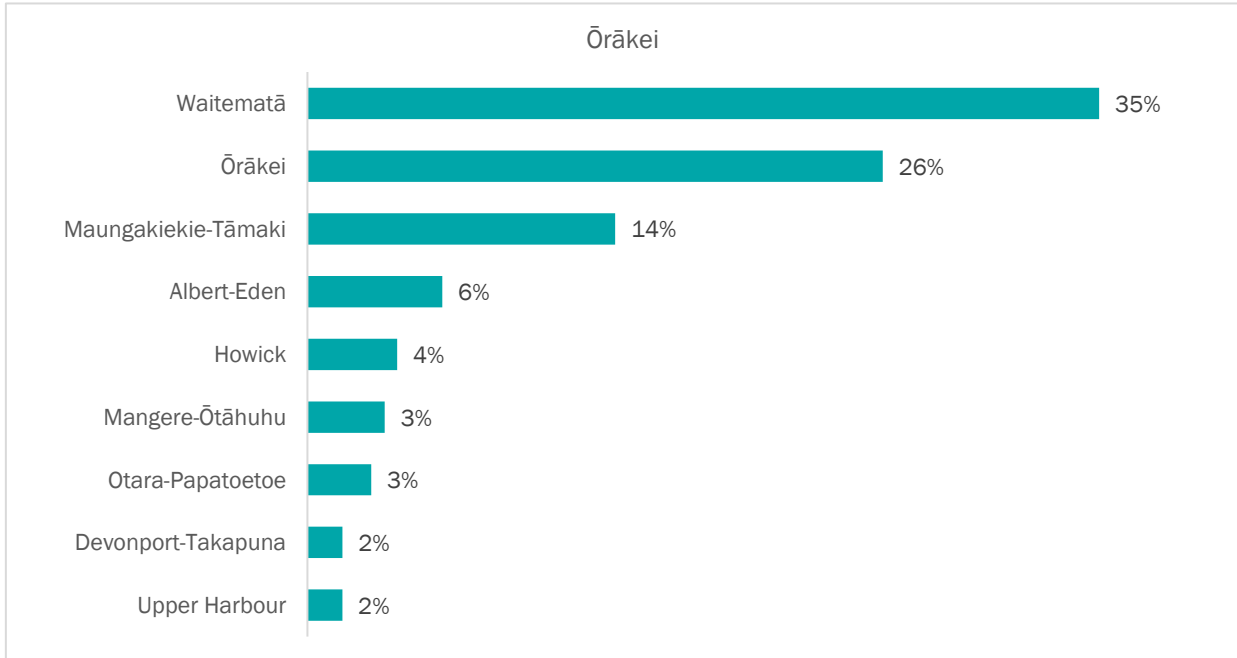
EMPLOYMENT IN PANMURE / GLEN INNES INDUSTRIAL* (NZ STATISTICS 2021)

Sector	Jobs
Manufacturing	1,450
Retail Trade	910
Wholesale Trade	760
Construction	290
Transport, Postal & Warehousing	240
Public Administration & Safety	220
Accommodation & Food Services	210
Total All Sectors	5,100
* Based on business demographics for the SA2 area	

Commuting

In 2018, 28 per cent of Ōrākei residents worked within the local board area. A significant proportion of residents (35 per cent) travelled to the Waitemata local board area (city centre) for work.

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



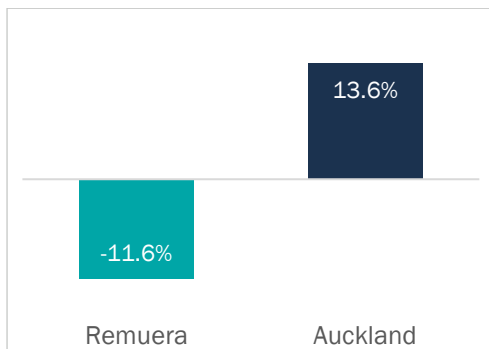
Town Centres

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 the Ōrākei Local Board area are Remuera and Ellerslie. Smaller centres exist at St Heliers, Mission Bay, Stonefield’s and Meadowbank.

Spending in Remuera between 2017-2022 declined by -11.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Remuera was \$59.89, above the Auckland average of \$49.74. (Marketview 2022)

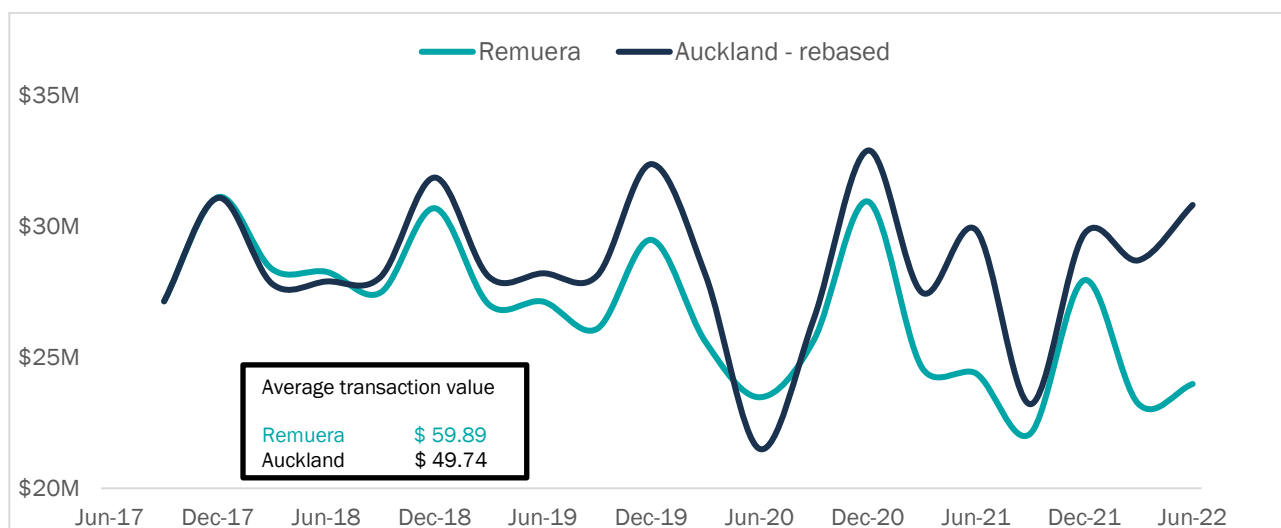
REMUERA BID SPENDING GROWTH (2017-2022)



⁵ Richard Paling Consulting 2018

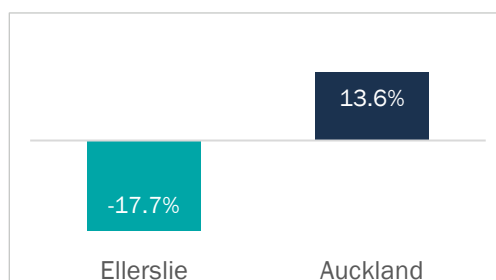
Spending in Remuera has been at a lower rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



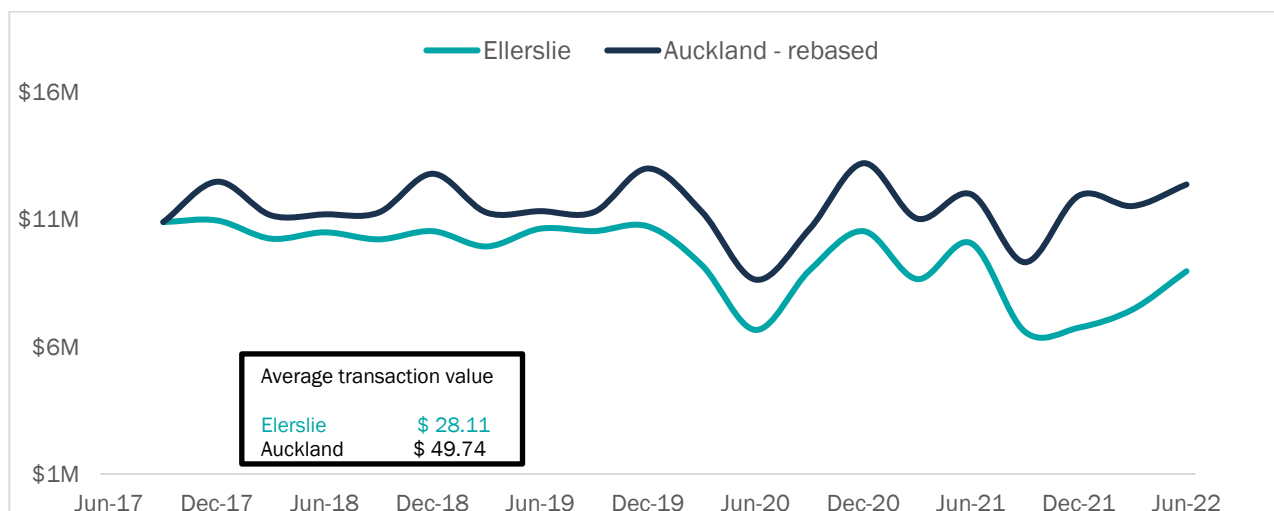
Spending in Ellerslie between 2017-2022 declined by -17.7 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Ellerslie was \$28.11, below the Auckland average of \$49.74. (Marketview 2022)

ELLERSLIE BID SPENDING GROWTH (2017-2022)



Spending in Ellerslie has been at a lower 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.

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



Glossary

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

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