

# Pacific People in Self-employment in Auckland

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# Pacific people in self-employment in Auckland

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## Executive summary

Pacific people have an important role in Auckland's current and future social and economic landscape.

Pacific is the third largest ethnic group in Auckland – the 2013 Census recorded 194,958 Pacific people representing 15 per cent of the total Auckland population. The comparative youthfulness of this broad group suggests that continued strong population growth is likely to remain in the years to come. Statistics New Zealand projects that by 2038, the Pacific population will increase to 373,100 and will make up 18 per cent of the Auckland population.

Analysis of the 2013 Census data suggests that the current young age structure, relatively low labour participation rate, lower educational levels and over-representation in employment in low-skilled jobs highlight both challenges and opportunities for the economic and social prospects of present and future Pacific generations. Over the last decade, casualisation of the workforce and other changes in the broad economy, technology and labour market regulations have allowed greater levels of flexibility in employment, but this has resulted in fewer full-time and permanent jobs, and has changed the nature of employment for many, including Pacific workers. This changing nature of work, coupled with the growing and youthful Pacific population in Auckland, signifies the potential gains that self-employment (with or without employees) might achieve. Pacific people who are self-employed or who are employers play an important role in providing economic opportunities for the aiga (extended family) and more broadly for the community. This in turn raises the economic and social well-being of Pacific people and community in Auckland as well as the region's economy.

The Auckland Plan goal is an economy that is equitable, inclusive and built on innovation: 'A prosperous, culturally diverse city, that is innovative and capitalises on its knowledge, skills and creativity is attractive to entrepreneurial workers and enhances liveability'<sup>1</sup>. Specifically in relation to Pacific people, the Thriving Communities Action Plan states for council to 'improve our support for professional development opportunities for social entrepreneurs, including young, Māori and Pasefika social entrepreneurs'<sup>2</sup>. Auckland Tourism, Events and Economic Development (ATEED) believes there are a number of priorities that can significantly impact Auckland's economic growth and one of them is for Auckland to be seen as 'an Innovation Hub of the Asia-Pacific rim offering a world leading eco-system for the establishment of innovation based entrepreneurs, attracting talent from across the region, including the creation of new opportunities for Māori and Pacific Island business start-ups'<sup>3</sup>.

This report draws on results from the 2013 Census to provide a profile of Pacific people aged 15 years and over in Auckland who stated they were either self-employed and not employing others ('self-employed'), or were an employer of other persons in their own business ('employers'). This analysis will help inform broader Auckland Council research on Pacific entrepreneurship which aims to provide insights into the characteristics of Pacific businesses including the issues, practices and outcomes in order to enhance the effectiveness of initiatives aimed at promoting Pacific businesses in Auckland. The key findings are summarised below:

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<sup>1</sup> Auckland Council (2012). *The Auckland Plan*. p. 151.

<sup>2</sup> Auckland Council (2014). *The Thriving Communities Action Plan*. p.22.

<sup>3</sup> Auckland Tourism, Events and Economic Development (2014). *Statement of Intent for Auckland Tourism, Events and Economic Development 2015-18*. p.6.

There is considerable potential to increase the numbers and proportion of Pacific people who are self-employed, or employers. In 2013, these two groups combined made up a small proportion of total Pacific people in employment, with 4 per cent self-employed and only 1 per cent stating they were employers. This compares much lower than the total Auckland employed population at 13 per cent and 6 per cent respectively.

The workplace location of Auckland's Pacific self-employed and employers show high concentrations in central and south Auckland business areas. This is similar to total Pacific people in employment. The place of residence of Pacific self-employed and employers feature strongly in areas with high Pacific populations. However, when compared to total Pacific people in employment they are less likely to live in south Auckland and more likely to live in central Auckland. Just over a third live in the Southern Initiative (TSI) area of Auckland where half of the Pacific working age population live. The data shows that both Pacific self-employed and employers are older, have higher levels of qualifications and higher incomes compared to total Pacific people in employment. This could suggest over time that younger Pacific people in employment might become self-employed or employers, and have higher personal income.

The industry profile of Pacific self-employed and employers in Auckland is somewhat skewed towards secondary industries. They are more likely to be employed in construction and professional, scientific and technical services than total Pacific people in employment and are less likely to be in the manufacturing industry. Pacific self-employed and employers in TSI area are more industrial-oriented compared to the larger Auckland area. This may partly reflect the profile of Pacific people in the area with many in lower-skilled jobs and lower proportions with a formal qualification compared to the total Pacific population in Auckland.

As the largest Pacific group in Auckland, Samoan peoples also make up the largest number of Pacific people who are self-employed and employers, followed by Tongan, Cook Islands Māori, Fijian and Niuean. Fijian self-employed and employers are more likely to have their workplace in north Auckland, to be older (aged 45 to 64 years), to have a personal income level of \$70,001 or more, to be born overseas and to live outside of TSI area compared to total Pacific self-employed and employers. Pacific self-employed and employers living in central and north Auckland have higher median personal incomes than total Pacific people who are self-employed and employers in Auckland overall. Those living in south Auckland have lower median personal incomes. Pacific self-employed and employers residing in central Auckland are more likely to have a level 7 certificate, bachelor degree and higher qualification, whereas those in south Auckland are more likely to have an overseas secondary school qualification compared to total Pacific self-employed and employers overall. Over half were born overseas, with a third having lived in New Zealand for over 30 years or two-thirds for over 15 years (for both Pacific self-employed and employers).

There has been strong growth in the number of Pacific who are self-employed or employers since the 2001 Census, at 27 per cent and 17 per cent respectively – and proportionately greater than Auckland as a whole at 18 per cent and 6 per cent respectively. Comparatively, TSI area grew faster for employers by 27 per cent, and about the same for self-employed at 25 per cent. There was an increase in the proportion of Pacific workers in part-time employment since 2001, as well as those aged 45 years and over, with a level 7 certificate, bachelor degree or higher qualification and with a personal income level of \$70,001 or more. As previously highlighted, this may reflect the casualisation of work, an ageing working population (resulting in an increase of older people transitioning into part-time or temporary jobs) and the general increase in Pacific people with a formal education overall.

The industry profile of Pacific people who are self-employed and employers is also changing, with decreasing proportions employed in the secondary industries since the 2006 Census and increasing proportions in the service industries, in both Auckland and TSI area. This may reflect the general decrease in secondary industries and increase in service industries in Auckland's overall industry profile and an increasing proportion of Pacific people overall, including self-employed and employers, with a formal qualification as seen above.

By understanding the characteristics of Pacific people in self-employment, local and central government will be better placed to develop policy to increase the levels of Pacific people who are self-employed and employers in Auckland. Such policy could address structural inequalities such as education and income disparities to help get Pacific people into self-employment and those without employees to grow and become employers, or become opportunity entrepreneurs who are seen to be more innovative and their businesses generate wealth.



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# 1.0 Introduction

## 1.1 Purpose

The Auckland Plan goal is an economy that is equitable, inclusive and built on innovation: 'A prosperous, culturally diverse city, that is innovative and capitalises on its knowledge, skills and creativity is attractive to entrepreneurial workers and enhances liveability'. Specifically in relation to Pacific people, the Thriving Communities Action Plan states for council to 'improve our support for professional development opportunities for social entrepreneurs, including young, Māori and Pasifika social entrepreneurs'. Auckland Tourism, Events and Economic Development (ATEED) believes there are a number of priorities that can significantly impact Auckland's economic growth and one of them is for Auckland to be seen as 'an Innovation Hub of the Asia-Pacific rim offering a world leading eco-system for the establishment of innovation based entrepreneurs, attracting talent from across the region, including the creation of new opportunities for Māori and Pacific Island business start-ups'.

This report draws on results from the 2013 Census to provide detailed information on Pacific people aged 15 years and over in Auckland who stated they were either self-employed and not employing others ('self-employed'), or were an employer of other persons in their own business ('employers').

This analysis will help to inform broader research being undertaken by Auckland Council on Pacific entrepreneurship.<sup>4</sup> This broader research aims to provide insights into the issues, practices and outcomes for Pacific businesses in order to enhance the effectiveness of initiatives aimed at promoting Pacific businesses (including those in self-employment) in Auckland. Pacific people who are self-employed, or who are employers of others, play an important role in providing economic opportunities for the aiga (extended family), for their wider community, and for Auckland's economy overall.

## 1.2 Definition and data

All data used in this report is from the New Zealand Census of Population and Dwellings. The criteria are those who nominated at least one Pacific ethnic group on their form; were usually resident in Auckland; aged 15 years and over; and whose employment status in the seven days prior to Census was 'self-employed without employees' or 'an employer of other persons in their own business'.<sup>5</sup>

Statistics New Zealand define each of these two groups as follows – a person who is self-employed and without employees operates their own economic enterprise or engages independently in a profession or trade (including partnerships) and hires no employees. The self-employed can be defined in terms of the criteria of economic risk and control. Most or all of the following characteristics are indicative of self-employed people: they control their own work environment; make decisions on when, where and what hours they work; how much they get paid and when they take holidays. They invest their own money in the enterprise and provide the major

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<sup>4</sup> Tuatagaloa, P. (2017). *Exploring Pacific Entrepreneurship: the characteristics and experiences of Pacific entrepreneurs in Auckland*. Report forthcoming.

<sup>5</sup> The 2013 New Zealand Census of Population and Dwellings captures data on the job (for pay, profit or income or in the family business or farm) that the individual worked 'the most hours in', for the 7 day period prior to census day (week ended Sunday 3 March 2013). This question was the same in 2006 and 2001.

assets and equipment for the job. An employer is defined as a self-employed person who hires one or more employees.<sup>6</sup>

In some parts of this report, Auckland's 21 local board areas have been aggregated into four broad geographic areas; north Auckland, west Auckland, central Auckland and south Auckland. A map showing these areas and the corresponding local board areas is provided in Appendix 1.

Industry sectors at ANZSIC Level 1 are also combined into four broad sectors; goods producing, retail, wholesale and distribution, producer services and public and other services in some parts of the report. The corresponding ANZSIC Level 1 sectors are provided in Appendix 2.

Comparisons with results from the 2001 and 2006 censuses have been made where available, although it should be noted that the inter-censal gap between the 2013 Census and the previous one was seven years, rather than the usual five year period.

### 1.3 Pacific people in Auckland

The broad term 'Pacific people' refers to a diverse group that hail from more than 20 Pacific island countries and territories. This group is comprised of distinct populations with diverse political structures, socio-economic status, languages and culture. At the 2013 Census, there were 57 distinct groups under the Pacific people ethnic group classification<sup>7</sup> living in New Zealand, in total 295,941 Pacific people (7% of the total New Zealand population).

Although Pacific communities have settled throughout New Zealand, most have made Auckland their home (194,958 Pacific people representing 15% of the total Auckland population) with large numbers living in the southern and western parts of the urban area.

Over half of Auckland's Pacific population live in the Southern Initiative (TSI) area (101,940 people or 52%). The largest group live in the Māngere-Ōtāhuhu Local Board area (39,045 persons, or 20% of Auckland's Pacific people) followed by the Ōtara-Papatoetoe (31,671 or 16%) and Manurewa Local Board areas (25,020 or 13%).

Auckland's Pacific population is predominantly made up of people who identify as Samoan (95,916 persons or 49%), Tongan (46,971 or 24%) and Cook Islands Māori (36,549 or 19%). Niuean (18,555 or 10%) and Fijian (8,493 or 4%) make up the fourth and fifth largest Pacific groups in Auckland. Tokelauan (1,959 or 1%) and other smaller Pacific groups (5,586) altogether make up 4 per cent of Auckland's Pacific population.<sup>8</sup>

The Pacific population in Auckland is now predominantly New Zealand born (60%) and are younger than all of the other main ethnic groups, including Māori. The median age for Pacific people is 22.6 years, compared to 39.4 years for European and 35.3 years for the Auckland population overall. The comparative youthfulness of the Pacific population suggests continued strong growth in New Zealand and in particular Auckland, where two-thirds of the Pacific population reside, is likely to remain in the years to come. Statistics New Zealand projects that by

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<sup>6</sup> Statistics New Zealand 2013 Census Information by variable: <http://www.stats.govt.nz/Census/2013-census/info-about-2013-census-data/information-by-variable/status-in-employment.aspx>

<sup>7</sup> This is based on Statistics New Zealand's Level 4 ethnicity classification <http://www.stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/ethnicity.aspx>.

<sup>8</sup> Note that these groups are not necessarily exclusive: some people may have identified with more than one ethnicity in the census.

2038, the Pacific population will increase to 373,100 and will make up 18 per cent of the Auckland population<sup>9</sup>.

Analysis of the 2013 Census data however suggests that the current young age structure, relatively low labour participation rate, lower educational levels and over-representation in employment in low-skilled jobs highlight both challenges and opportunities for the economic and social prospects of present and future Pacific generations<sup>10</sup>. Over the last decade, casualisation of the workforce and other changes in the broad economy, technology and labour market regulations have allowed greater levels of flexibility in employment, but this has resulted in fewer full-time and permanent jobs, and has changed the nature of employment for many, including Pacific workers. This changing nature of work, coupled with the growing and youthful Pacific population in Auckland, signifies the potential gains that self-employment (with or without employees) might achieve.

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<sup>9</sup> Statistics New Zealand (2015). *Subnational Ethnic Population Projections 2013-2038*.

<sup>10</sup> Auckland Council (2015). *Pacific peoples in Auckland: results from the 2013 Census*. p.43.

## 2.0 Pacific people who are self-employed or employers

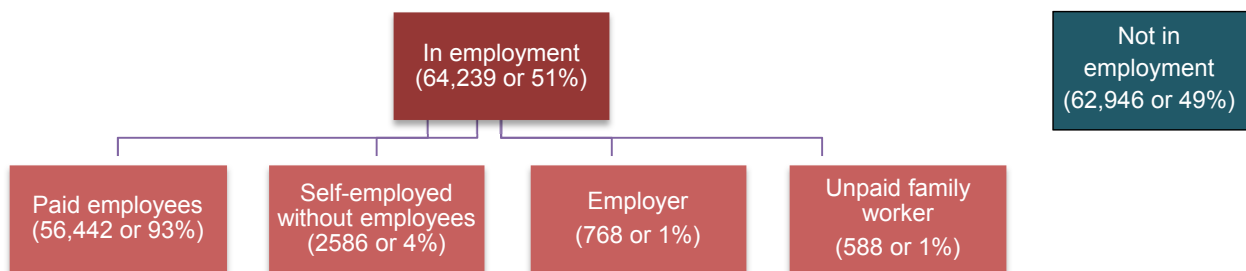
This section introduces Pacific people living in Auckland who were self-employed or employers in 2013. Firstly the numbers of this group are presented, followed by an overview of where they live as well as their workplace address. This is followed by a brief discussion of Pacific sub-groups and the industry sector they are employed in.

### 2.1 Employment status

In 2013, just over half of Pacific people in Auckland aged 15 years and over stated they were in paid employment (51%), compared to 62 per cent across the Auckland adult population overall (see Figure 1).

The majority of Pacific workers were involved in the labour force as paid employees (93%) (This is similar across all ethnic groups in Auckland). Pacific workers are less likely however than the overall working population of Auckland to be self-employed without employees, at 4 per cent compared with 13 per cent, or to be an employer, at 1 per cent compared to 6 per cent overall. Pacific people represented only 3 per cent of all those in self-employment in Auckland and only 2 per cent of total employers, compared to 10 per cent of total employed in Auckland.

**Figure 1: Employment status of Pacific people aged 15 years and over (2013)**



### 2.2 Location

In the census people can identify their place of residence (where they live) as well as their workplace address (where they work). Figure 2 presents the proportions of Pacific who were self-employed or who were employers by local board areas – by their workplace address on the left-hand side and by place of residence on the right-hand side. The workplace location and place of residence of all Pacific people who are in employment in Auckland is also provided for comparison. People sometimes do not specify their workplace address which is why the number of those by workplace address is lower than those by place of residence. The distribution of Pacific people who are self-employed by place of residence and workplace is depicted geographically in Figure 3 and for employers in Figure 4.

The workplace location of Pacific self-employed and employers are similar to total Pacific people in employment with the majority in central (39%, 36% and 40% respectively) and south (33%, 36% and 39% respectively) Auckland, which are key business areas in Auckland. The most Pacific self-employed and employers' workplaces are in the Waitematā Local Board area (16% and 15% respectively, similar to total Pacific employed 15%) which the Auckland central business district

(CBD) sits within, followed by another key business area the Maungakiekie-Tamaki Local Board area (10% and 11% respectively, but lower compared to total Pacific employed at 16%).

By place of residence, Pacific self-employed and employers feature mainly in areas with high Pacific populations. However, compared to total Pacific people employed, they have higher proportions living in north (10% and 12% compared to 6%) and central Auckland (26% and 26% compared to 20%) and lower proportions in south Auckland (43% and 43% compared to 53%), in particular in Māngere-Ōtāhuhu (both 13% compared to 19% total Pacific employed) and Ōtara-Papatoetoe (both 10% compared to 16% total Pacific employed) local board areas.

**Figure 2: Location (by local board area) of Pacific people who are self-employed, employers and total employed (%)**

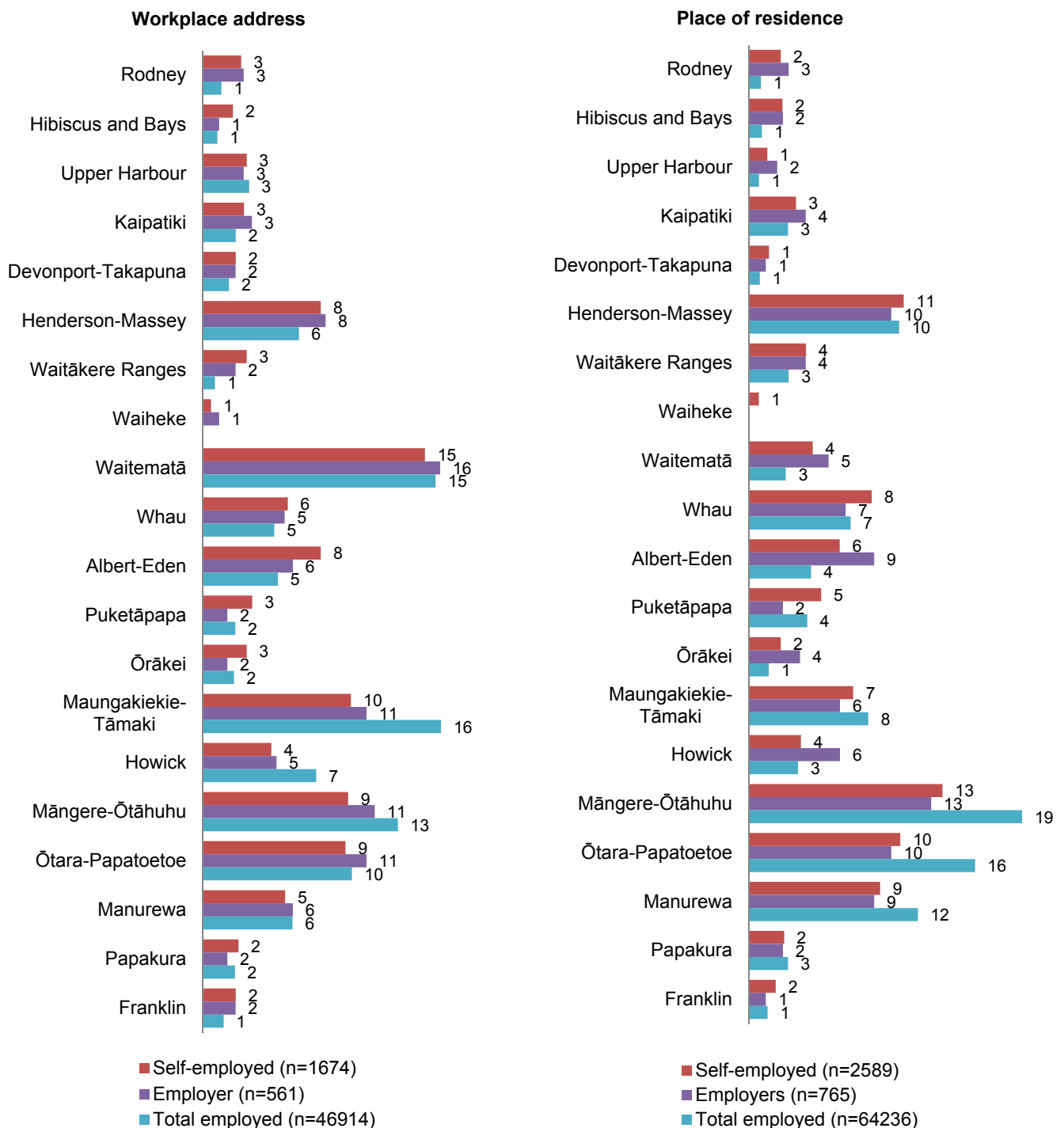
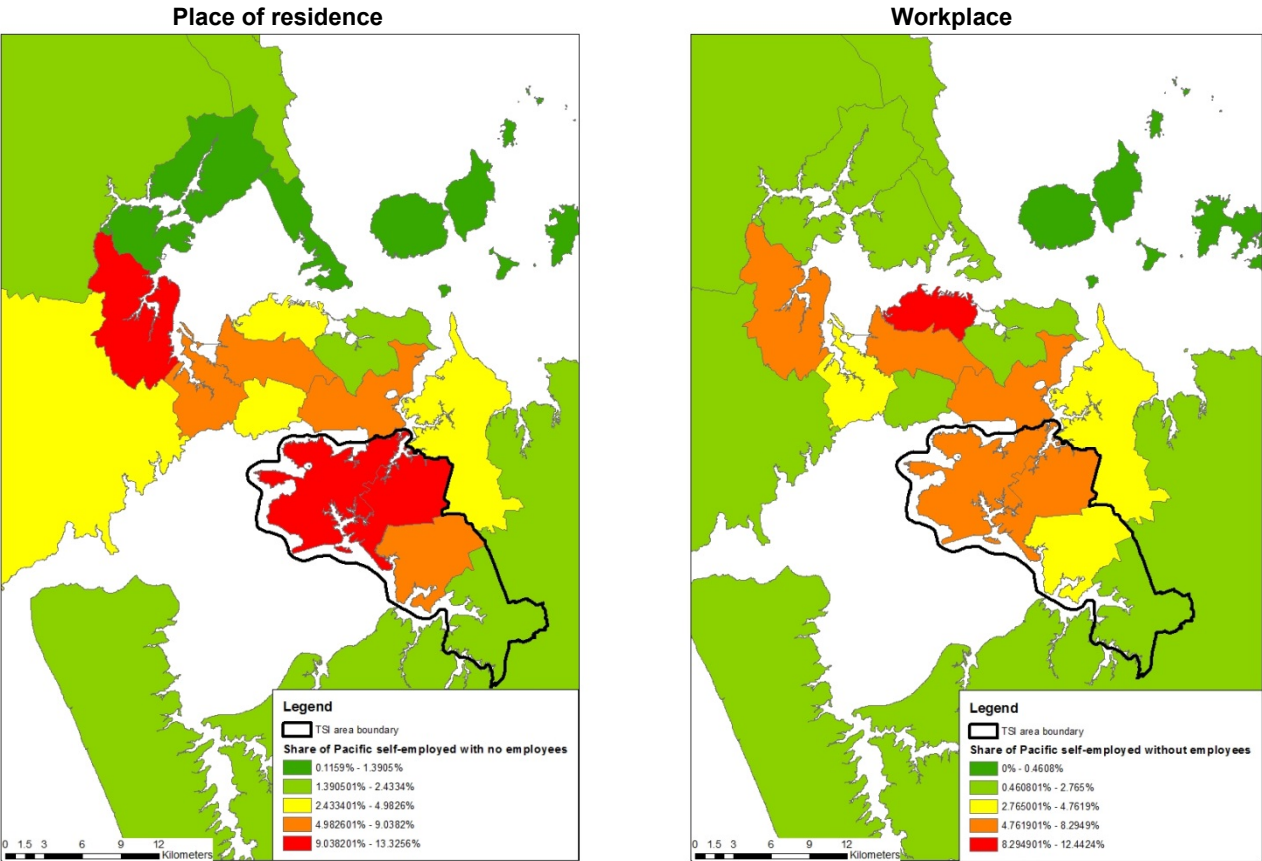
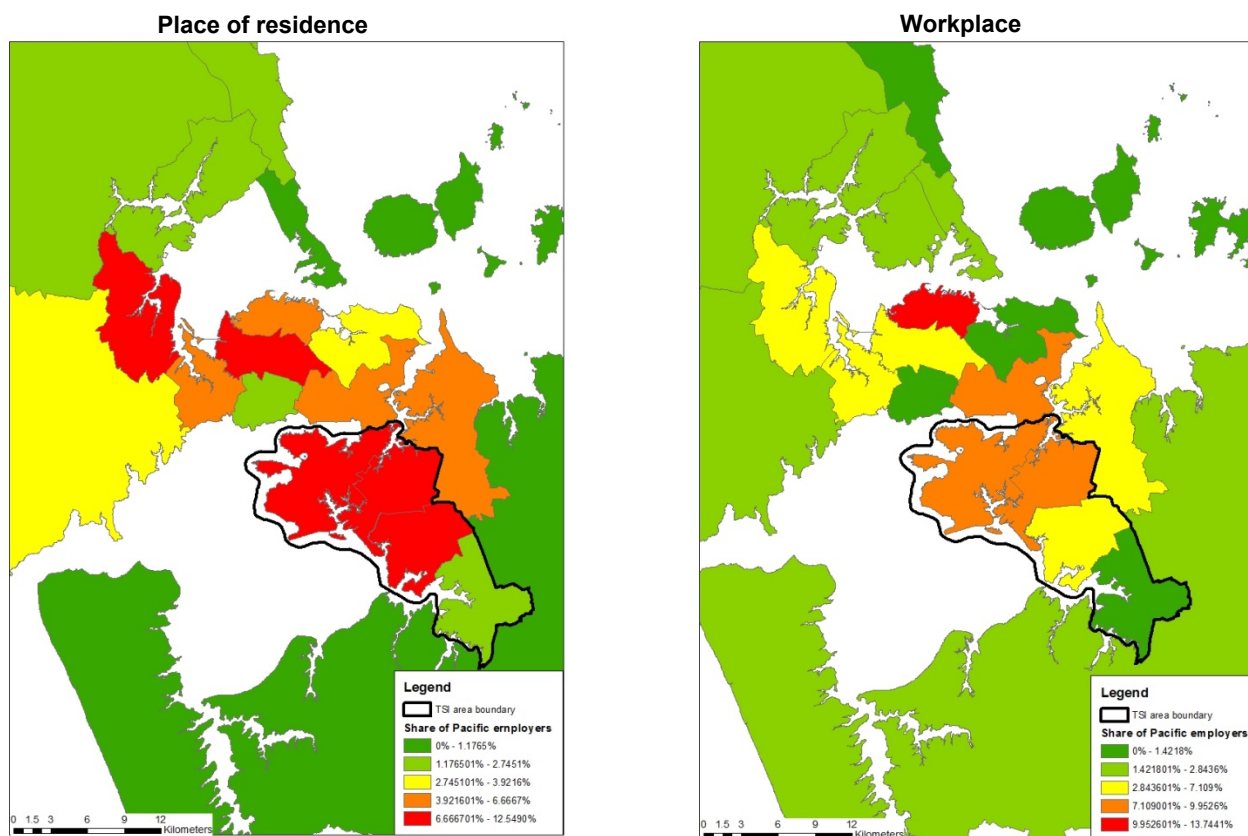


Figure 3: Distribution of Pacific self-employed by place of residence and workplace in Auckland



**Figure 4: Distribution of Pacific employers by place of residence and workplace in Auckland**



## 2.3 Ethnic groups

The numbers of self-employed and employers among the five largest Pacific groups in Auckland are presented in Table 1. The breakdown generally reflects the population size of these groups in Auckland, with the largest numbers identifying as Samoan. As shown, there are more than twice as many Samoans who are self-employed and employers than the second largest Pacific group, Tongan.

**Table 1: Number of Pacific people who are self-employed and employers for the five main Pacific groups**

Pacific group	Self-employed	Employer
Samoan	1,338	360
Tongan	474	150
Cook Islands Māori	366	105
Fijian	219	90
Niuean	192	66

The workplace location (by aggregated local board areas) of those who stated they were self-employed or employers for the five main Pacific groups is shown in Figure 5 (corresponding local board areas for the broad geographic areas are provided in Appendix 1).

For the self-employed, the workplace locations of most Pacific groups were similar to total Pacific self-employed. Some notable differences when compared to total Pacific self-employed:

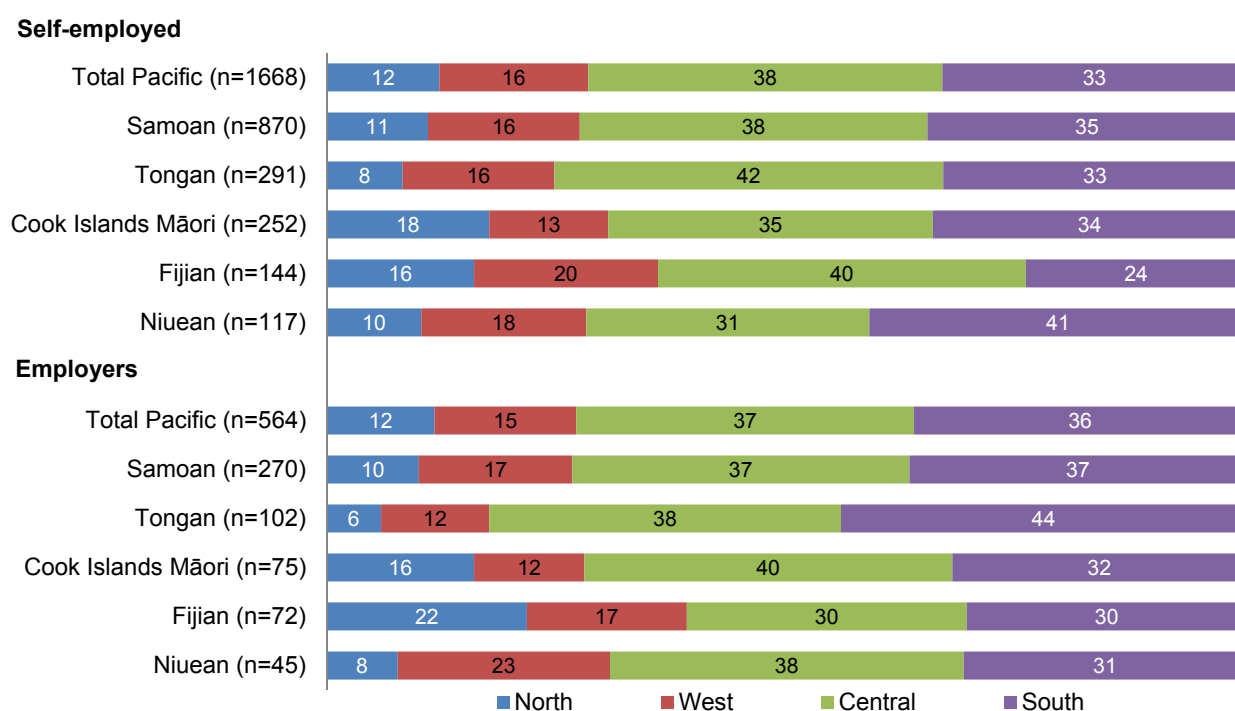


- a higher proportion of Cook Island Māori are located in north Auckland (18% compared to 12%)
- a lower proportion of Fijian self-employed are located in south Auckland (24% compared to 33%)
- a higher proportion of Niuean self-employed are located in south Auckland (41%) and a lower proportion in central Auckland (31% compared to 38%).

On the other hand when compared to total Pacific employers:

- a lower proportion of Tongan employers are located in north Auckland (6% compared to 12%) and a higher proportion in south Auckland (44% compared to 36%)
- a higher proportion of Fijian employers are located in north Auckland (22%) and lower proportions in south (30%) and central (30% compared to 37%) Auckland
- a higher proportion of Niuean employers are located in west Auckland (23% compared to 15%).

**Figure 5: Workplace location (by aggregated local board area) of Pacific people who are self-employed and employers for the five main Pacific groups (%)**



## 2.4 Industry sector

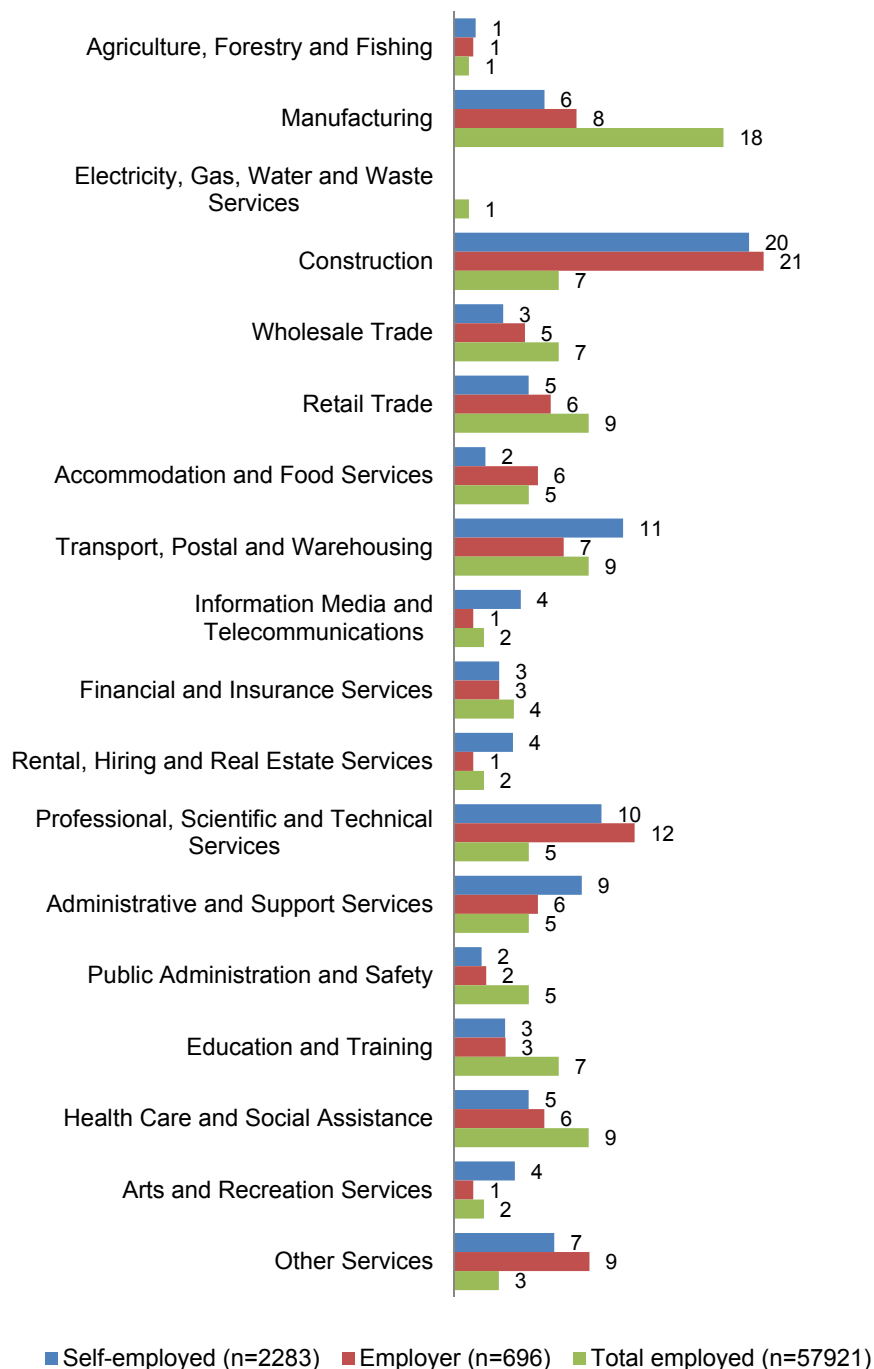
This section looks at the breakdown of Pacific who are self-employed or employers by industry sector at ANZSIC Level 1. The breakdown by industry sector of total Pacific people in employment in Auckland is also provided for comparison.

As Figure 6 shows in 2013 there are relatively larger proportions of Pacific self-employed and employers in the construction sector (20% and 21% respectively), compared to total Pacific people in employment (7%). Higher proportions of Pacific people who are self-employed and employers are in the broad 'producer services' sector (30% and 23% respectively) compared to total Pacific

people in employment (18%) – mostly in professional, scientific and technical services and administrative and support services.

There are relatively smaller proportions of Pacific self-employed and employers in the manufacturing sector (6% and 8% respectively) compared to total Pacific people in employment (18%). There are also smaller proportions of Pacific self-employed and employers in retail, wholesale trade and distribution industries (22% and 24% respectively) and public and other services industries (21% and 22% respectively) compared to total Pacific people in employment in these industries (30% and 26% respectively).

**Figure 6: Pacific people who are self-employed, employers and total employed by industry sector (ANZSIC Level 1) (%)**



The two industries with the largest number of self-employed or employers, across the five largest Pacific groups in Auckland, are listed in Table 2. Across all five ethnic groups, the largest proportions worked in the construction sector, for both self-employed and employers.

**Table 2: Top two industry sectors at ANZSIC Level 1 for Pacific people who are self-employed and employers for the five main Pacific groups**

**Self-employed**

<b>Samoan</b>	<b>Tongan</b>	<b>Cook Islands Māori</b>	<b>Fijian</b>	<b>Niuean</b>
Construction (17%)	Construction (24%)	Construction (21%)	Construction (14%)	Construction (28%)
Transport, postal and warehousing (13%)	Administrative and support services (9%)	Professional, scientific and technical services (10%)	Transport, postal and warehousing (13%)	Professional, scientific and technical services (9%)

**Employers**

<b>Samoan</b>	<b>Tongan</b>	<b>Cook Islands Māori</b>	<b>Fijian</b>	<b>Niuean</b>
Construction (17%)	Construction (27%)	Construction (18%)	Construction (27%)	Construction (33%)
Professional, scientific and technical services (13%)	Professional, scientific and technical services (11%)	Manufacturing (12%)	Professional, scientific and technical services (13%)	Professional, scientific and technical services (14%)

Note: The percentages in the brackets display the proportion for each Pacific group.

## 3.0 Demographics of Pacific people who are self-employed and employers

This section presents a demographic overview of Pacific people in Auckland who are self-employed or employers. This includes an overview of age, educational qualifications, income, place of birth, and for those born overseas, years since arrival in New Zealand.

### 3.1 Age

The majority of Pacific people in self-employment or who are employers are aged between 25 to 64 years (89% and 90% respectively). Compared to total Pacific people in employment, they are:

- less likely to be aged 15 to 24 years (7% and 6% respectively compared to 20%)
- more likely to be aged 45 to 64 years (41% and 44% respectively compared to 31%).

This could be the result of people entering self-employment (with and without employees) at a later age once they have saved sufficient capital, or an increasing number of older people transitioning into self-employment or owning their own business as a result of the ageing workforce population.

**Figure 7: Age group of Pacific people who are self-employed, employers and total employed (%)**

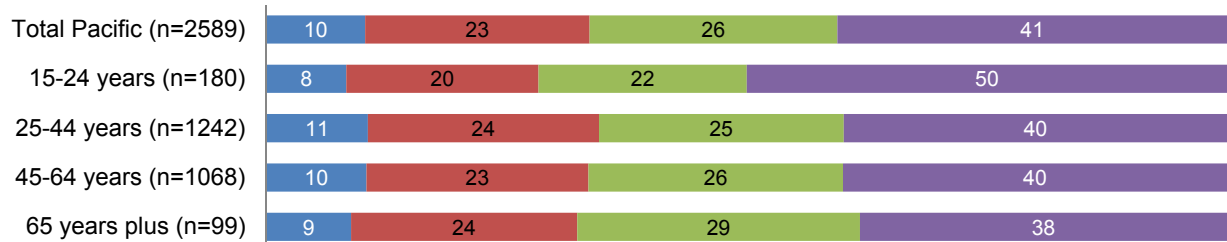


The place of residence (by aggregated local board areas) of Pacific self-employed and employers for each age group is shown in Figure 8. Pacific youth who are self-employed have a higher proportion living in south Auckland (50%) compared to total Pacific self-employed (41%). Compared to total Pacific employers:

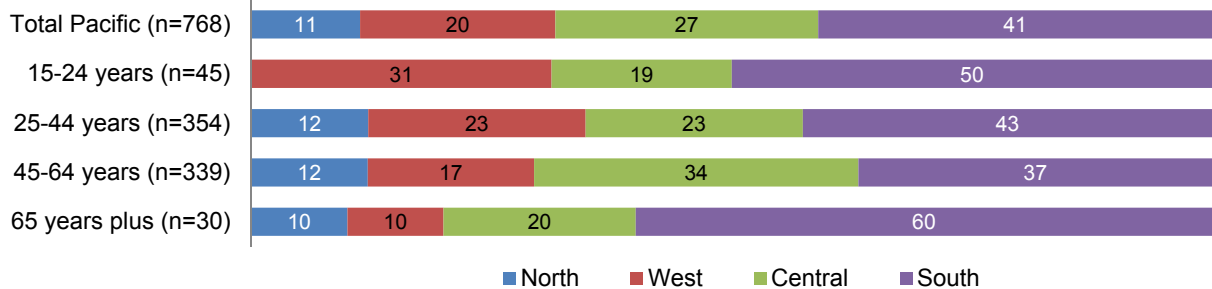
- a lower proportion of Pacific youth who are employers live in north (none compared to 11%) and central (19% compared to 27%) Auckland and a higher proportion live in west (31% compared to 20%) and south (half compared to 41%) Auckland
- a higher proportion of Pacific employers aged 45 to 64 years live in central (34%) Auckland
- a higher proportion of Pacific employers aged 65 years and over live in south Auckland (60%) and a lower proportion live in central (20%) and west (10%) Auckland.

**Figure 8: Place of residence (by aggregated local board area) of Pacific people who are self-employed and employers in each age group (%)**

**Self-employed**



**Employer**



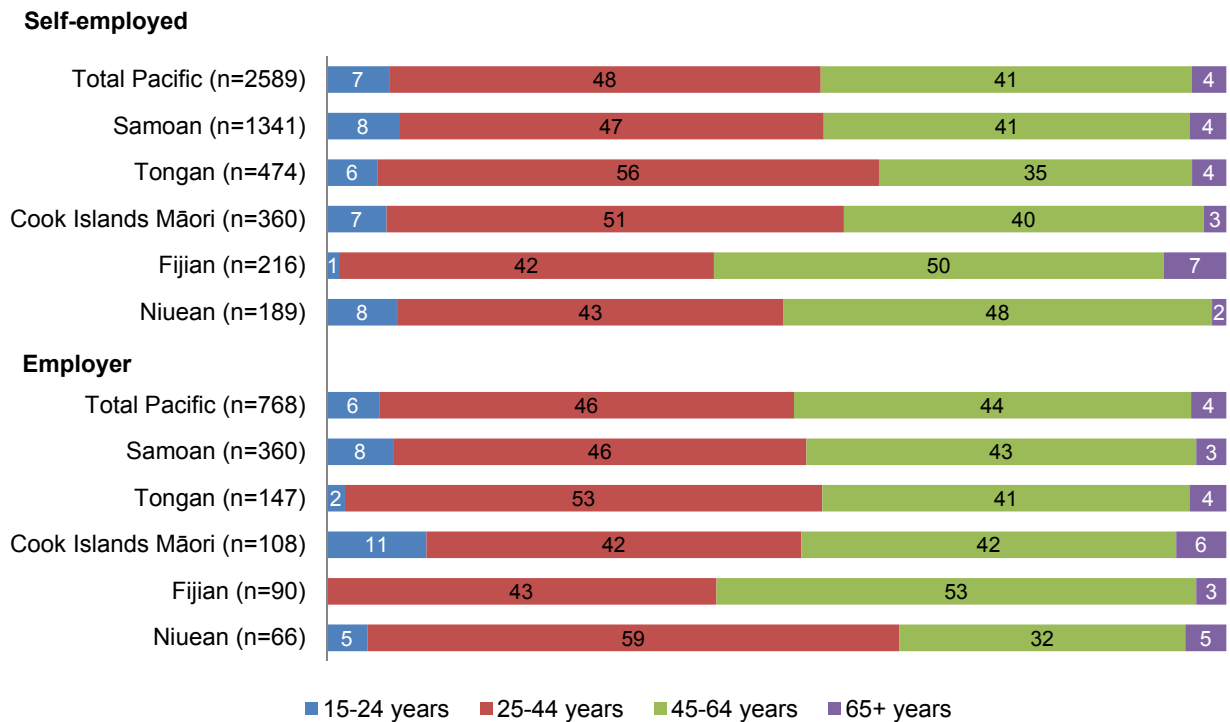
The age structure of the five main Pacific groups of self-employed and employers are depicted in Figure 9. Notable differences when compared to total Pacific self-employed are:

- a higher proportion of Tongan self-employed are aged 25 to 44 years (56% compared to 48%) and a lower proportion are aged 45 to 64 years (35% compared to 41%)
- a lower proportion of Fijian self-employed are aged 15 to 24 years (1% compared to 7%) and 25 to 44 years (42%) and a higher proportion are in the 45 to 64 age group (50%)
- a higher proportion of Niuean self-employed are also in the older age group 45 to 64 years (48%).

When compared to total Pacific employers:

- a higher proportion of Tongan employers are aged 25 to 44 years (53% compared to 46%)
- a higher proportion of Fijian employers are aged 45 to 64 years (53% compared to 44%) and none are aged 15 to 24 years compared to 6 per cent
- a higher proportion of Niuean employers are aged 25 to 44 years (59%) and a lower proportion are aged 45 to 64 years (32%).

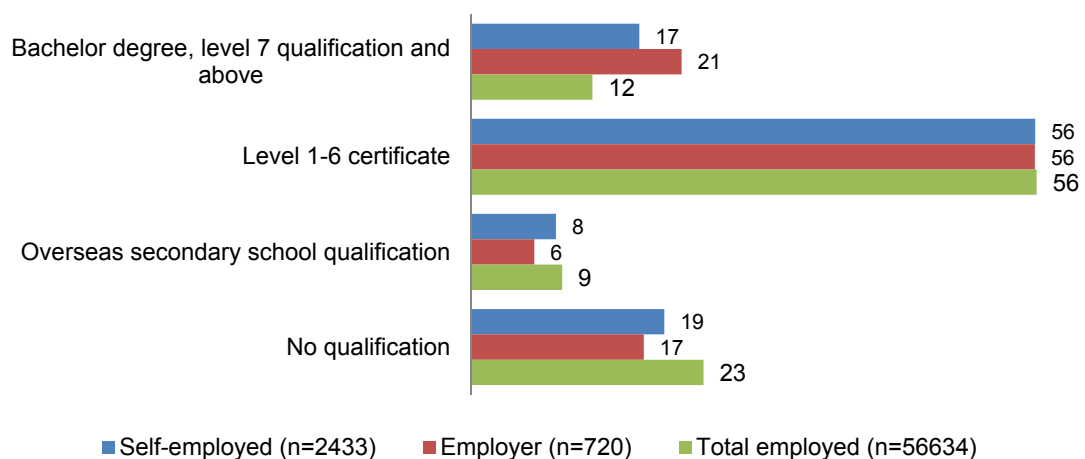
**Figure 9: Age group of Pacific people who are self-employed and employers for the five main Pacific groups (%)**



## 3.2 Education qualification

More than half of Pacific people in employment (including employers and self-employed) have a Level 1 to 6 certificate (56% for all three). Pacific people who are self-employed and employers have higher proportions with a level 7 certificate, bachelor degree or higher (17% and 21% respectively) compared to total Pacific people in employment (12%). They also have lower proportions with no qualifications (19% and 17% respectively) than total Pacific people employed (23%).

**Figure 10: Highest qualification levels of Pacific people who are self-employed, employers and total employed (%)**



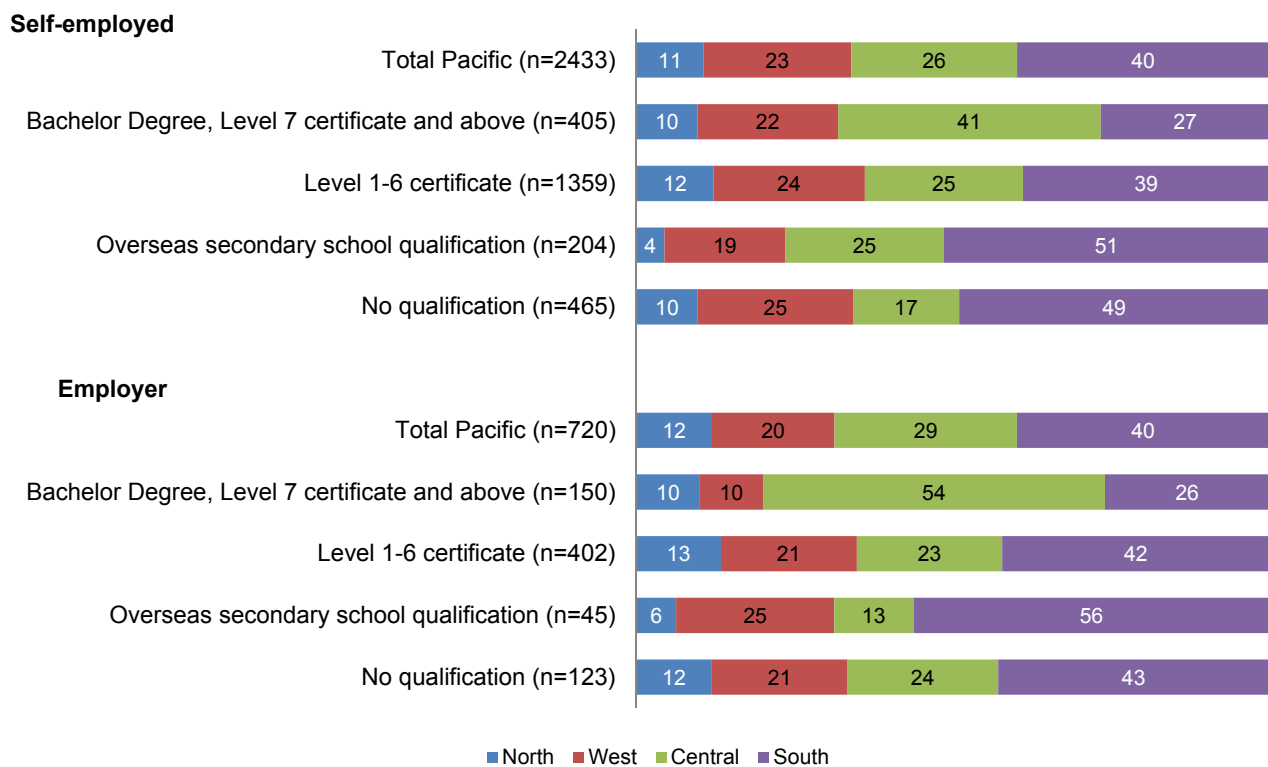
The place of residence (by aggregated local board areas) of Pacific self-employed and employers by qualification levels are depicted in Figure 11. When compared to total Pacific self-employed:

- a higher proportion of Pacific self-employed with a level 7 certificate, bachelor degree or higher qualification reside in central Auckland (41% compared to 26%) and a lower proportion live in south Auckland (22% compared to 40%)
- a higher proportion of Pacific self-employed with an overseas school qualification reside in south Auckland (51%) and a lower proportion live in north Auckland (4% compared to 11%)
- a higher proportion of Pacific self-employed with no qualifications reside in south Auckland (49%) and a lower proportion live in central Auckland (17%).

For employers when compared to total Pacific employers:

- a higher proportion of Pacific employers with a level 7 certificate, bachelor degree or higher qualification reside in central Auckland (54% compared to 29%) and a lower proportion live in south Auckland (26% compared to 40%) and west Auckland (10% compared to 20%)
- a lower proportion of Pacific employers with a level 1 to 6 certificate live in central Auckland (23%)
- a higher proportion of Pacific employers with an overseas school qualification reside in south Auckland (56%) and a lower proportion live in north Auckland (6% compared to 16%) and central Auckland (13%).

**Figure 11: Place of residence (by aggregated local board area) of Pacific people who are self-employed and employers for different qualification levels (%)**



### 3.3 Income

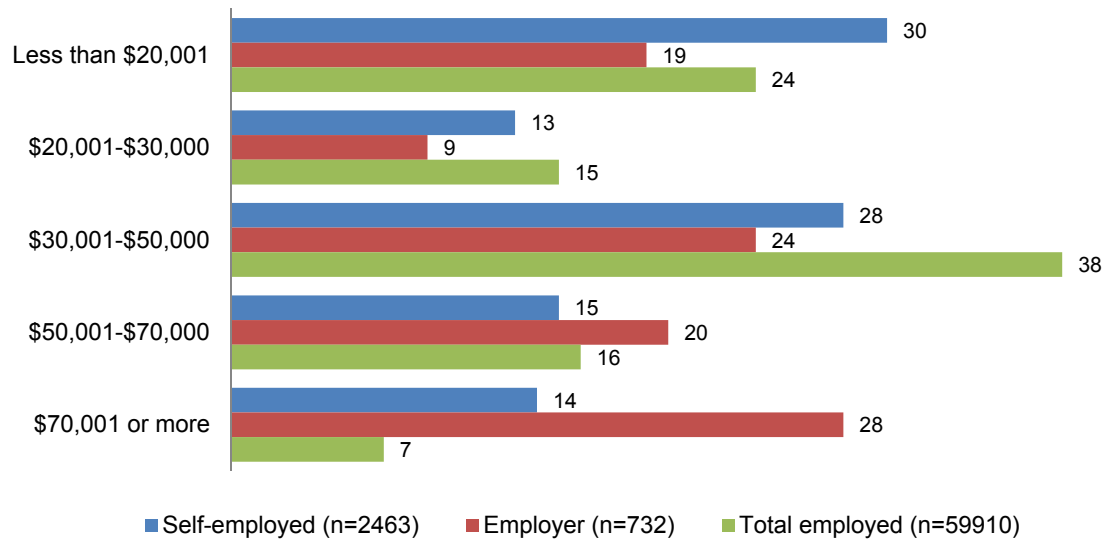
As shown in Figure 12, when compared to total Pacific people in employment, Pacific self-employed and employers are more likely to report personal income levels of \$70,001 or more (14% and 28% respectively compared to 7%) and less likely to report personal income levels of \$30,001 to \$50,000 (28% and 24% respectively compared to 38%).

It is also worth noting that larger proportions of Pacific self-employed reported personal income levels of less than \$20,001 (30%) compared to both Pacific employers (19%) and total Pacific people in employment (24%). Possible explanations for this could include that these self-employed are in the 'start-up' phase of their venture or may be operating only on a part-time basis, or are 'necessity entrepreneurs' who go into self-employment because other work options are absent or unsatisfactory and therefore may contribute little to a country's economic growth or innovation<sup>11</sup>.

<sup>11</sup> Gooder (2016). *Pacific Entrepreneurship Literature Review*. p.14.



**Figure 12: Personal income levels of Pacific people who are self-employed, employers and total employed (%)**



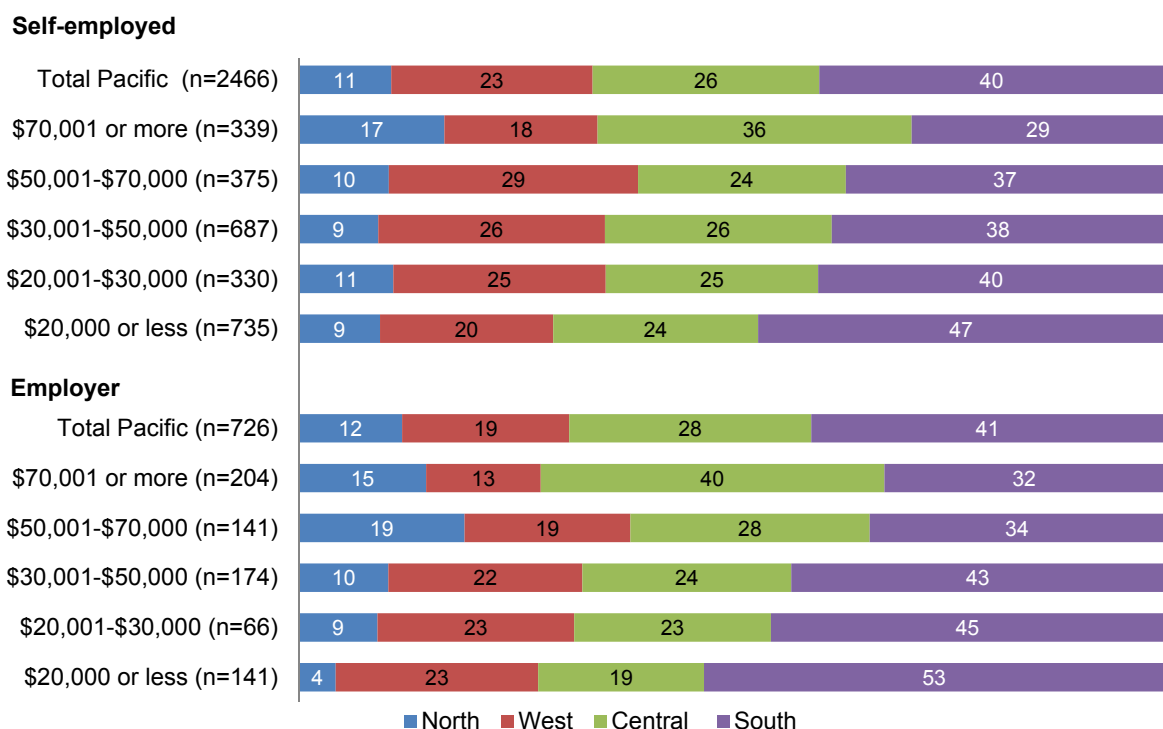
The place of residence (by aggregated local board area) of Pacific self-employed and employers by personal income levels are depicted in Figure 13. Notable differences when compared to total Pacific self-employed are:

- a high proportion of Pacific self-employed with personal income levels of \$70,001 or more reside in north Auckland (17% compared to 11%) and central Auckland (36% compared to 26%) and a lower proportion live in south Auckland (29% compared to 40%)
- a high proportion of Pacific self-employed with personal income levels of \$50,001 to \$70,000 in west Auckland (29% compared to 23%)
- a lower proportion of Pacific self-employed with personal income levels of \$20,000 or less live in south Auckland (47%).

When compared to total Pacific employers:

- a high proportion of Pacific employers with personal income levels of \$70,001 or more reside in central Auckland (40% compared to 28%) and a lower proportion live in south Auckland (32% compared to 41%) and west Auckland (13% compared to 19%)
- a high proportion of Pacific employers with personal income levels of \$50,001 to \$70,000 reside in north Auckland (19% compared to 12%) and a lower proportion live in south Auckland (34%)
- a high proportion of Pacific self-employed with personal income levels of \$20,000 or less reside in south Auckland (53%) and a lower proportion live in central (19%) and north Auckland (4%).

**Figure 13: Place of residence (by aggregated local board area) of Pacific people who are self-employed and employers by personal income levels (%)**



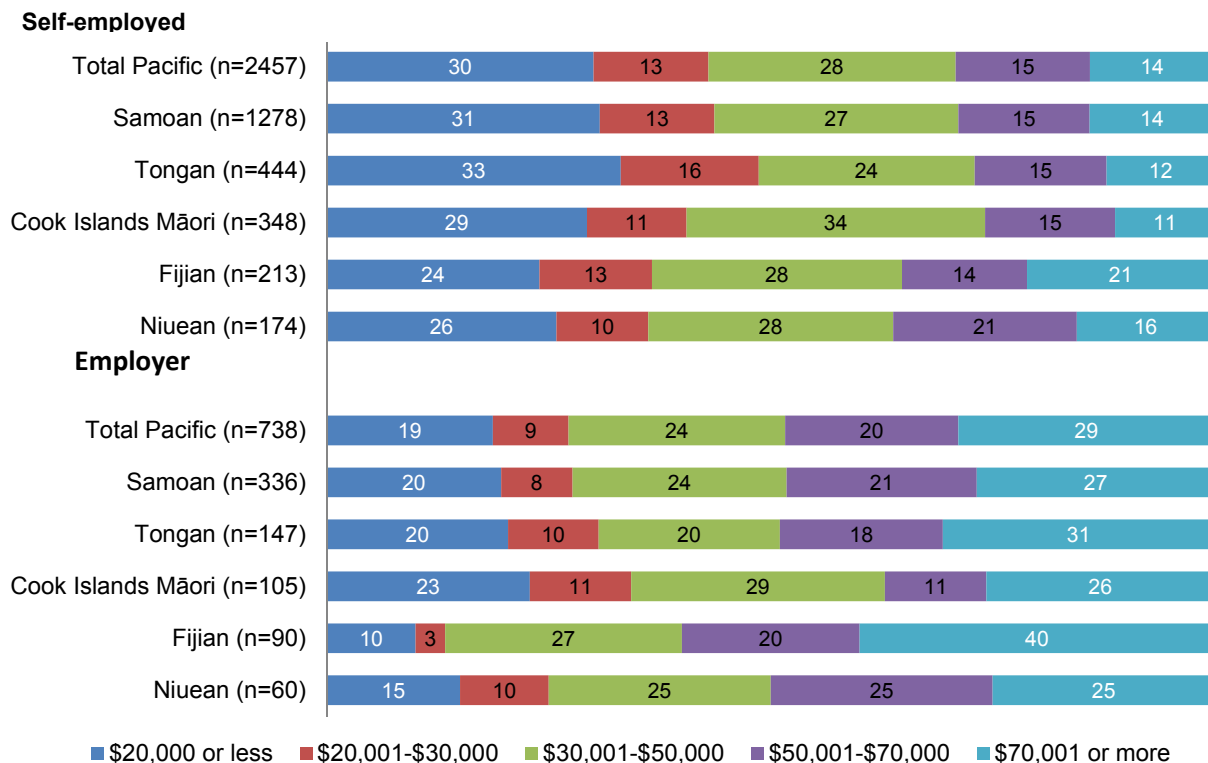
The personal income levels of the five main Pacific groups of self-employed and employers are depicted in Figure 14. Notable differences when compared to total Pacific self-employed are:

- a higher proportion of Cook Islands Māori self-employed have a personal income level of \$30,001 to \$50,000 (34% compared to 28%)
- a higher proportion of Fijian self-employed have a personal income level of \$70,001 or more (21% compared to 14%) and a lower proportion have a personal income level of \$20,000 or less (24% compared to 30%)
- a higher proportion of Niuean self-employed have a personal income level of \$50,001 to \$70,000 (21% compared to 15%).

When compared to total Pacific employers:

- a lower proportion of Cook Islands Māori self-employed have a personal income level of \$50,001 to \$70,000 (11% compared to 20%)
- a higher proportion of Fijian self-employed have a personal income level of \$70,001 or more (40% compared to 29%) and a lower proportion have a personal income level of \$30,000 or less (13% compared to 28%).

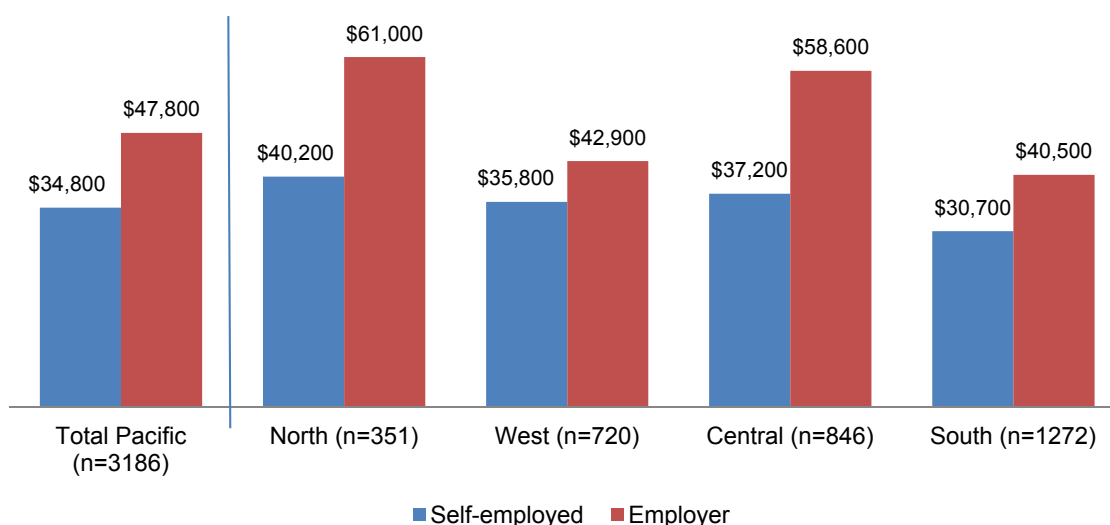
**Figure 14: Personal income levels of Pacific people who are self-employed and employers for the five main Pacific groups (%)**



The median personal income for Pacific employers in Auckland was \$47,800 per annum compared to \$34,800 per annum for self-employed. This compares to the median personal incomes of \$65,000 for total Auckland employers and \$38,700 for self-employed.

Pacific self-employed and employers residing in north and central Auckland have higher median personal incomes compared with total Pacific people employed and those residing in the south have lower median personal incomes (see Figure 15). Pacific employers have higher median personal incomes than Pacific self-employed across all areas in Auckland.

**Figure 15: Median personal incomes of Pacific people who are self-employed and employers by place of residence (by aggregated local board area) (%)**



### 3.4 Overseas born and years since arrival

Just over half (53%) of Pacific people who are self-employed or employers were born overseas, similar to all Pacific people in employment (see Figure 16). Higher proportions of Fijian (76% for both) and Tongan (65% and 60% respectively) self-employed and employers were born overseas compared to total Pacific self-employed and employers. However, countries with special entry requirements such as Cook Islands and Niue have lower proportions of self-employed and employers born overseas compared to total Pacific self-employed and employers (32% and 31% respectively and 37% and 24% respectively).

**Figure 16: Overseas born Pacific people who are self-employed and employers, and for the five main Pacific groups (%)**



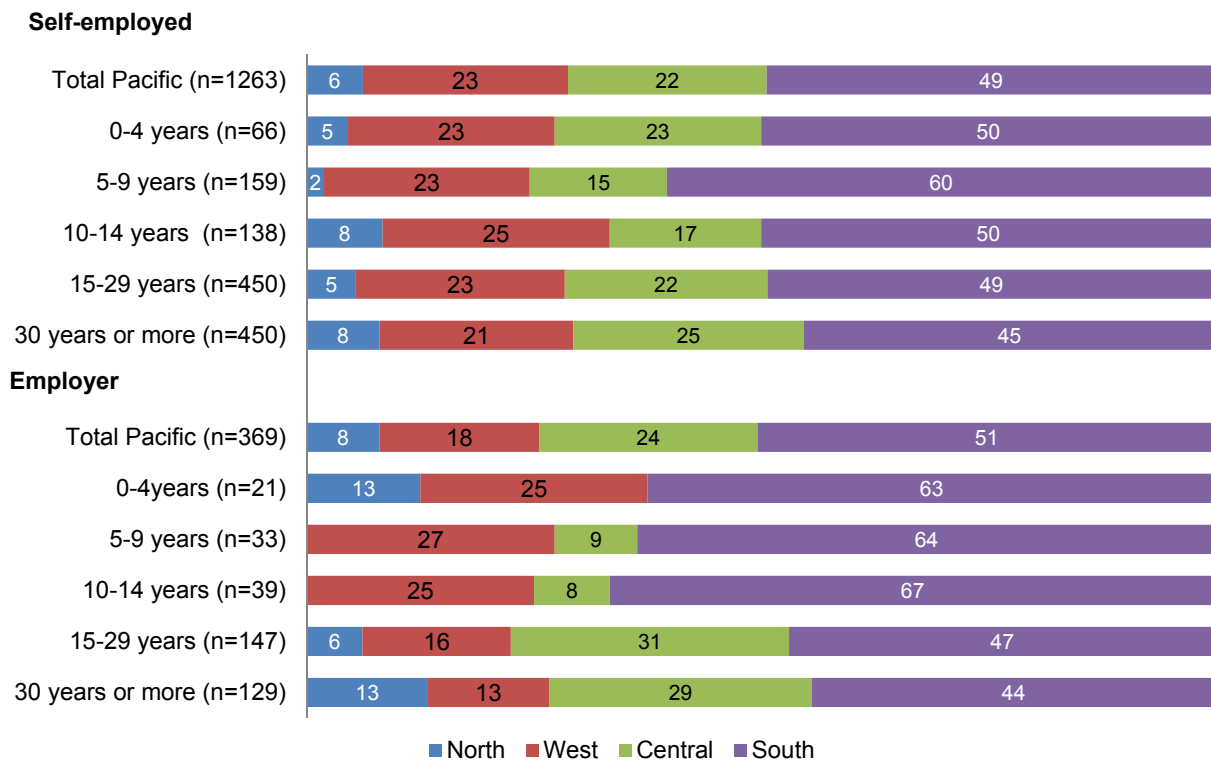
Over a third of Pacific self-employed and employers born overseas have lived in New Zealand for 30 years or more, a similar proportion to those who have lived in New Zealand for 15 to 29 years. A small proportion of Pacific people born overseas who are self-employed and employers have recently arrived in the country (i.e. have lived in New Zealand for less than four years) (5% and 6% respectively).

The place of residence (by aggregated local board area) for overseas born Pacific self-employed and employers by the number of years since arrival in New Zealand is shown in Figure 17. Half of all Pacific self-employed and employers born overseas (49% and 51% respectively) reside in south Auckland. Much higher proportions of Pacific self-employed that arrived in the last 5 to 9 years (60%) live in south Auckland compared to total Pacific self-employed and lower proportions live in central Auckland (15% compared to 22%).

For Pacific employers when compared to total Pacific employers:

- Pacific employers who arrived in New Zealand 30 or more years ago have lower proportions living in south Auckland (44% compared to 51%) and west Auckland (13% compared to 18%)
- Pacific employers who arrived in New Zealand 15 to 29 years ago have higher proportions living in central Auckland (31%)
- Pacific employers who arrived 5 to 9 years and 10 to 14 years ago also have lower proportions in north Auckland (none for both compared to 8%)
- Pacific employers who arrived in the last 4 years, 5 to 9 years and 10 to 14 years ago have higher proportions living in south Auckland (63%, 64% and 67% respectively) and west Auckland (25%, 27% and 25% respectively) and lower proportions in central Auckland (none, 9% and 8% respectively).

**Figure 17: Place of residence (by aggregated local board area) of overseas born Pacific people who are self-employed and employers by years since arrival in New Zealand (%)**



## 4.0 Changes over time - 2001, 2006 and 2013

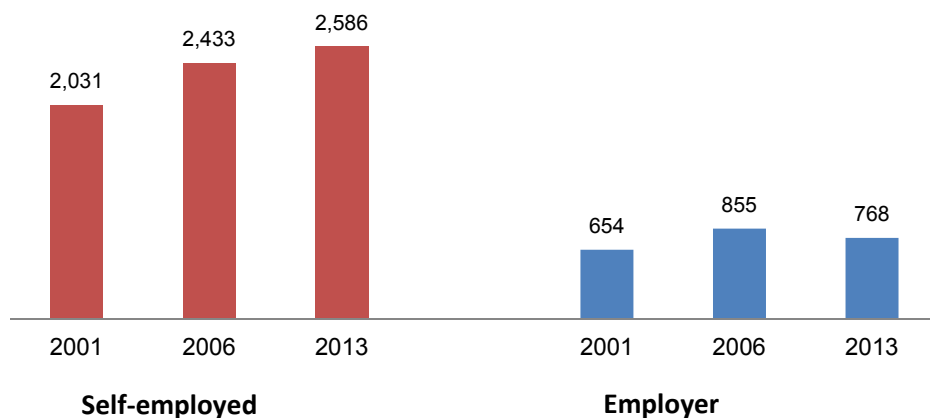
This section looks at the changes in Pacific people who are self-employed and employers in Auckland over the past three censuses, 2001, 2006 and 2013. These include changes in the numbers of people in each group, in those who are in full-time and part-time employment, the industry sectors they are employed in, their age and highest levels of educational qualifications as well as reported incomes.

### 4.1 Numbers in each group

The number of Pacific in Auckland who were self-employed or employers grew strongly between 2001 and 2013, most notably for self-employed by 27 per cent and employers by 17 per cent. This strong growth was largely the result of a surge in numbers between the 2001 and 2006.

For Pacific employers, this increase more than offset the decline between the 2006 and 2013 censuses, resulting in an overall increase between the 2001 and 2013 censuses. This slowdown and decline between the 2006 and 2013 censuses could be the result of the global financial crisis which had a significant impact on the labour market including those in self-employment and employers.

**Figure 18: Number of Pacific people who are self-employed or employers, 2001, 2006 and 2013**



## 4.2 Work and labour force status

The majority of Pacific self-employed and employers stated they worked on a full-time basis (72% and 80% respectively), which is a similar finding across all other ethnic groups and Auckland as a whole. Pacific employers are more likely to work full-time than Pacific self-employed in the last three censuses. However, the proportion of Pacific people in self-employment and employers working on a full-time basis is declining, from 76 per cent in 2001 to 72 per cent in 2013 for self-employed and from 81 per cent to 80 per cent for employers (see Table 3). This may in part reflect the casualisation of work, as mentioned earlier, as well as an increasing number of older people transitioning into part-time or temporary jobs as a result of the ageing workforce population.

**Table 3: Number of Pacific people who are self-employed and employers in full-time and part-time employment, 2001, 2006 and 2013**

	Self-employed		Employers	
	Full-time	Part-time	Full-time	Part-time
2001	1,536 (76%)	495 (24%)	525 (81%)	123 (19%)
2006	1,848 (76%)	585 (24%)	708 (83%)	147 (17%)
2013	1,851 (72%)	735 (28%)	618 (80%)	153 (20%)

## 4.3 Industry sector

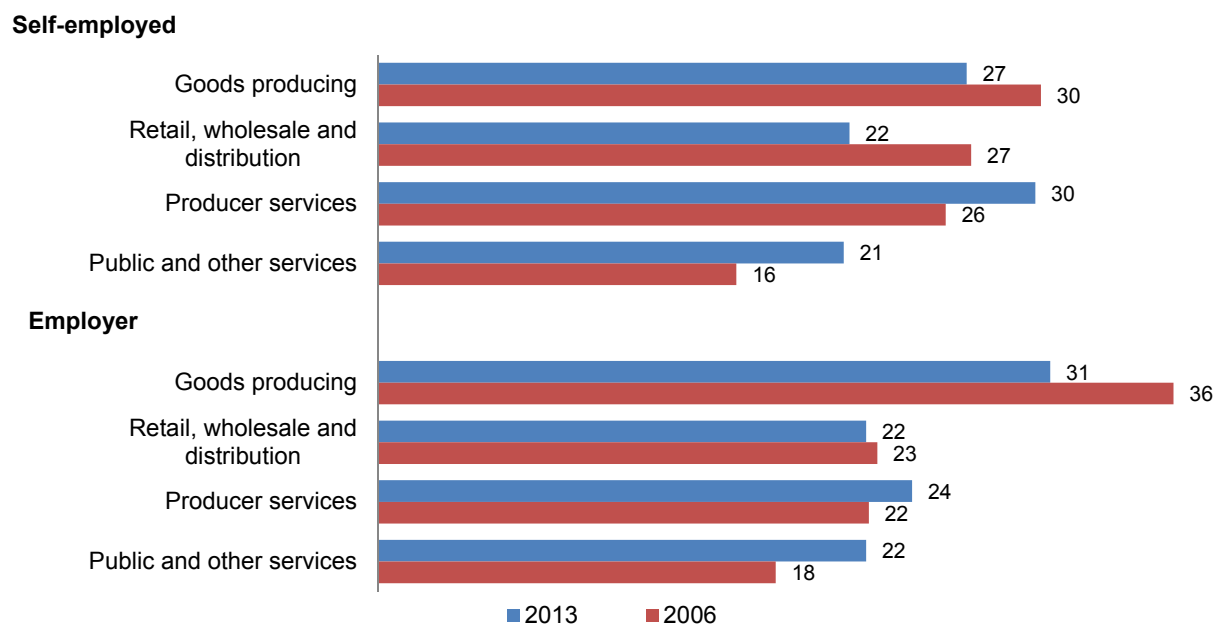
Figure 19 shows the proportion of Pacific people who are self-employed or employers by four broad industry categories, as at 2006 and 2013. A breakdown of these broad categories by ANZSIC Level 1 is provided in Appendix 2.

As shown, there has been an increase in the proportion of self-employed Pacific people in the services sectors and a decline in both the goods producing and retail, wholesale and distribution sectors in 2013 compared to 2006. This was largely the result of declines in the proportion of self-employed Pacific people in the transport, postal and warehousing (from 16% to 11%) and manufacturing (from 8% to 6%) industries. The same was also observed for Pacific people who are employers. The largest declines were in construction (from 25% to 21%) and manufacturing (from 11% to 9%) with increases in other services (by 3%), financial and insurance services (2%) and health care and social assistance (2%).

These changes in the profile of Pacific self-employed and employers in Auckland could partly reflect the decrease in secondary industries and increase in service industries in Auckland's industry profile. The increase in the proportion of Pacific self-employed and employers in the services industries may also reflect an increase in the proportion of this group of Pacific people with a formal qualification from 74 per cent to 81 per cent and from 79 per cent to 83 per cent respectively between 2001 and 2013.



**Figure 19: Pacific people who are self-employed and employers by (broad) industry sectors, 2006 and 2013**

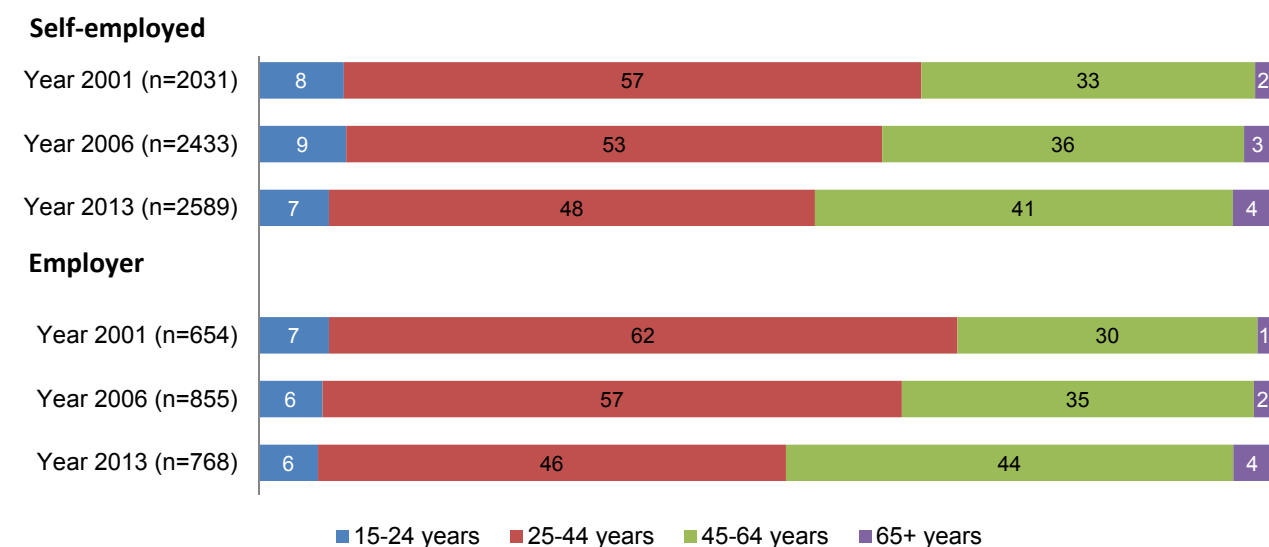


## 4.4 Age composition

The last three censuses show increasing proportions of Pacific people who are self-employed and employers in older age groups. For example, the proportion of those aged 45 years and over had increased from 35 per cent and 31 per cent in 2001 to 45 per cent and 48 per cent respectively in 2013.

This could also be the result of broad population ageing with an increasing number of older people transitioning into self-employment or becoming employers.

**Figure 20: Age group of Pacific people who are self-employed and employers, 2001, 2006 and 2013 (%)**



## 4.5 Highest educational qualification

The proportion of Pacific people who were self-employed or employers and who had a bachelor degree, or level 7 qualifications or higher increased from 7 per cent and 13 per cent respectively in 2001 to 17 per cent and 21 per cent in 2013.

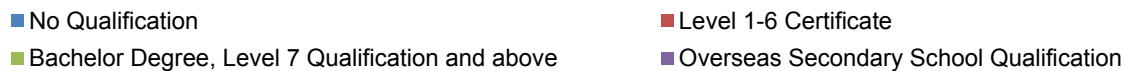
Alternatively, the proportion of those with an overseas secondary school qualification decreased (from 13% and 11% in 2001 to 8% and 6% respectively in 2013) for both self-employed and employers.

**Figure 21: Highest qualification levels of Pacific people who are self-employed and employers, 2006 and 2013 (%)**

### Self-employed



### Employer

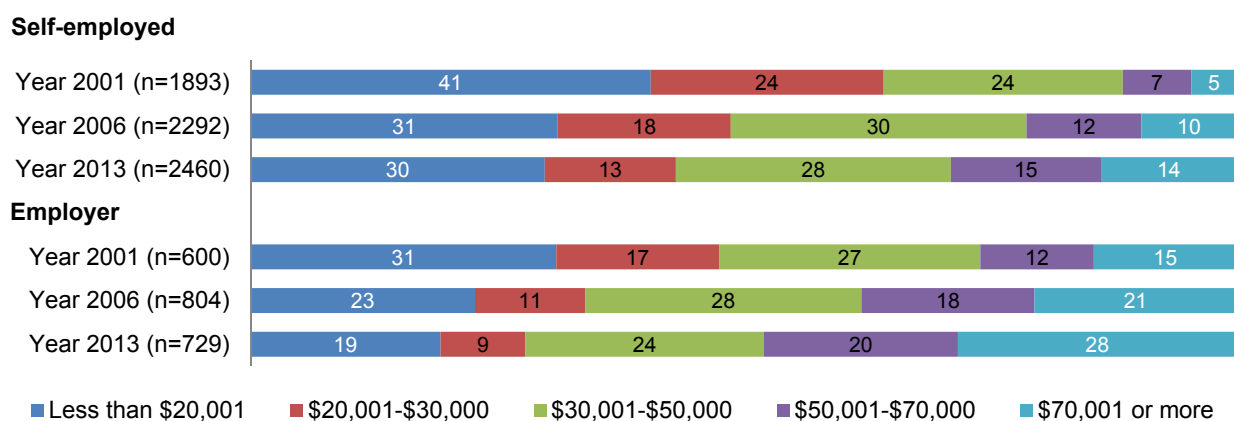


## 4.6 Personal income

The proportion of Pacific peoples who were self-employed or employers and who reported personal incomes of \$70,001 or more increased from 5 per cent and 15 per cent in 2001 to 14 per cent and 28 per cent in 2013 respectively (Figure 22). This could be partly a result of the increasing proportion of Pacific self-employed and employers who have higher qualification levels (level 7 certificate, degree or higher) and moving into the professional services sector as previously mentioned.

The median incomes of Pacific people who are employers increased by nearly \$16,000 (from \$31,900 in 2001 to \$47,800 in 2013) and for self-employed by just over \$10,000 (from \$24,200 to \$34,800) during the same period.

**Figure 22: Personal income levels of Pacific people who are self-employed and employers, 2001, 2006 and 2013 (%)**



## 5.0 The Southern Initiative area

The Southern Initiative (TSI) is one of two significant place-based initiatives in the Auckland Plan. It covers the four local board areas of Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Manurewa, and Papakura. This is an area with significant economic opportunity yet high social need. The purpose of TSI is to plan and deliver a long-term programme of co-ordinated investment and actions to bring about transformational social, economic, and physical change. This initiative is an opportunity to improve the quality of life and wellbeing of local residents, dramatically reduce growing disparities, and increase business investment and employment opportunities, for the benefit of all of Auckland and New Zealand<sup>12</sup>.

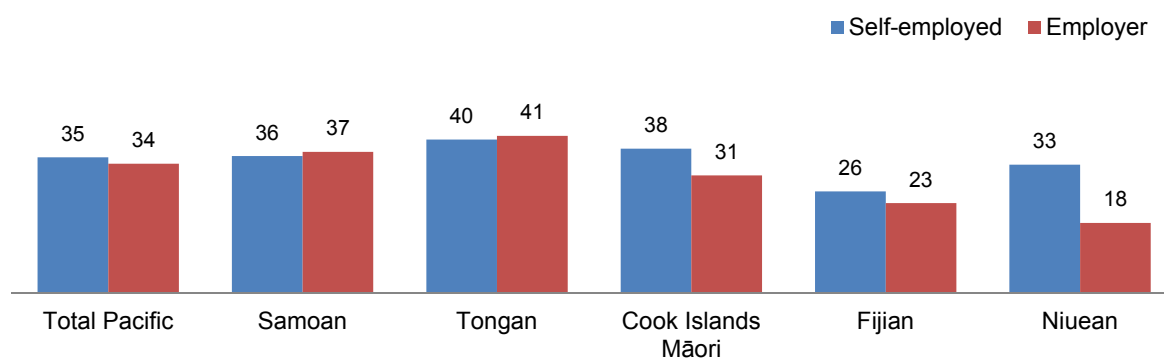
In 2013, more than half (101,940 or 52%) of Auckland's total Pacific population lived in TSI area, constituting 40 per cent of the TSI area population. Although Pacific made up the second largest proportion of the working age population (95,202 or 31%) living in TSI area, Pacific self-employed made up 14 per cent (or 912) of total self-employed living in TSI and 10 per cent (or 255) of total employers living in TSI area.

### 5.1 Pacific groups

Just over a third of all Pacific self-employed (35%) and employers (34%) reside in the TSI area, which is relatively low considering just under half (48%) of the Pacific working age live in the area.

The breakdown of Pacific people living in TSI area who are self-employed or employers reflects the profile for Auckland as a whole. Those who identify as Samoan are the largest group of self-employed and employers (477 and 132 respectively) followed by Tongan (189 and 60 respectively) and Cook Islands Māori (135 and 33 respectively). Tongans have a higher proportion of self-employed (40%) and employers (41%) residing in TSI, compared to total Pacific self-employed and employers (see Figure 21). On the other hand a lower proportion of Fijian people who are self-employed (26%) and employers (23%) reside in TSI compared to total Pacific self-employed and employers.

**Figure 23: Pacific people who are self-employed and employers residing in TSI for the five main Pacific groups (%)**



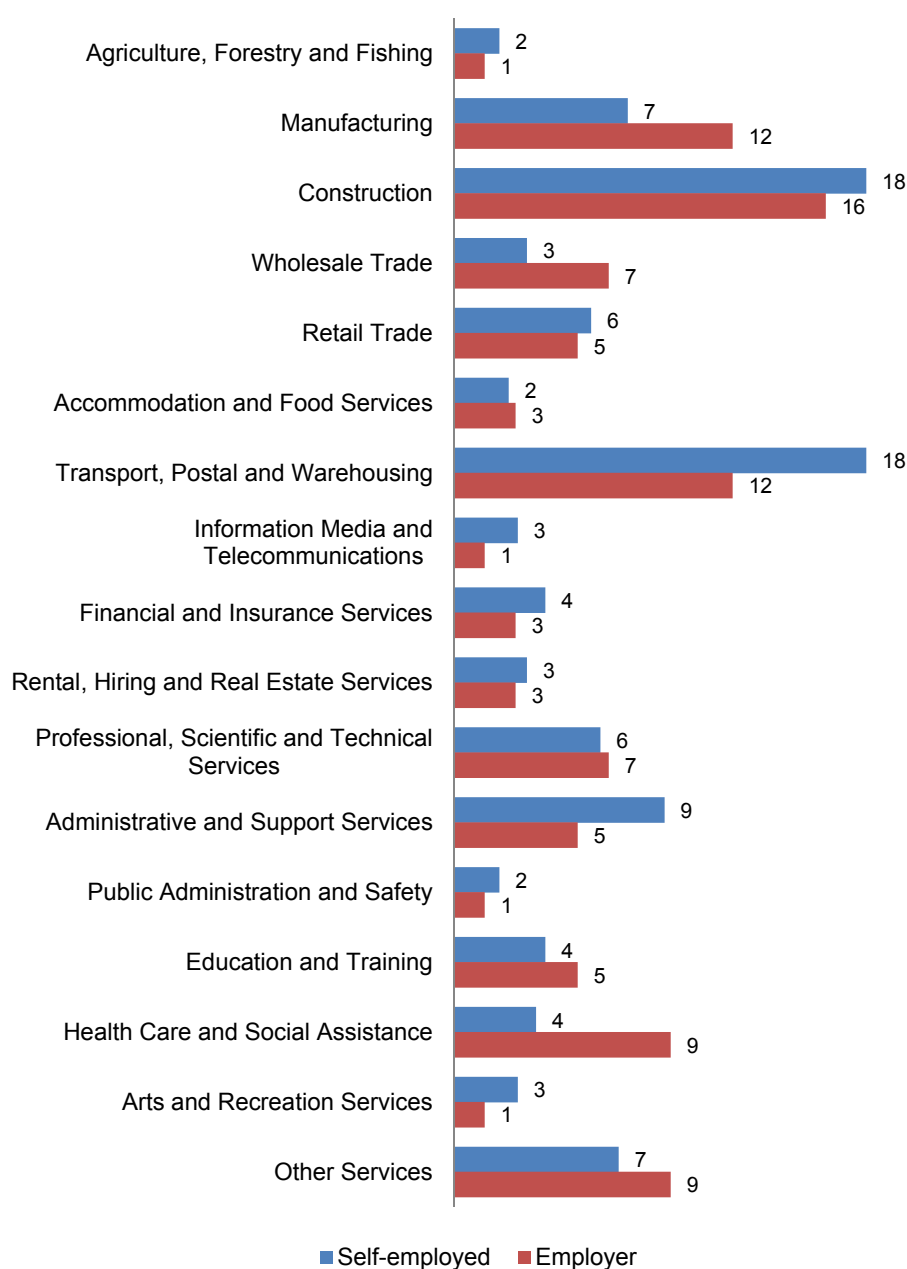
<sup>12</sup> More details about the Southern Initiative can be read at the Auckland Plan page at <http://theplan.theaucklandplan.govt.nz/aucklands-people/>.

## 5.2 Industry sector

The proportion of Pacific people who are self-employed and employers living in TSI area by industry sector is presented in Figure 24. The top three industries for self-employed are construction, transport, postal and warehousing and administrative and support services (45% in total). The same top two industry sectors are also the largest for Pacific self-employed in Auckland overall plus professional, scientific and technical services (41% in total).

For employers, the top three industries are construction (16%), manufacturing (12%) and transport, postal and warehousing (12%). This compares to construction (21%), professional, scientific and technical services (12%) and other services (9%) for Auckland as a whole.

**Figure 24: Pacific people who are self-employed and employers in TSI by industry ANZSIC Level 1 (%)**



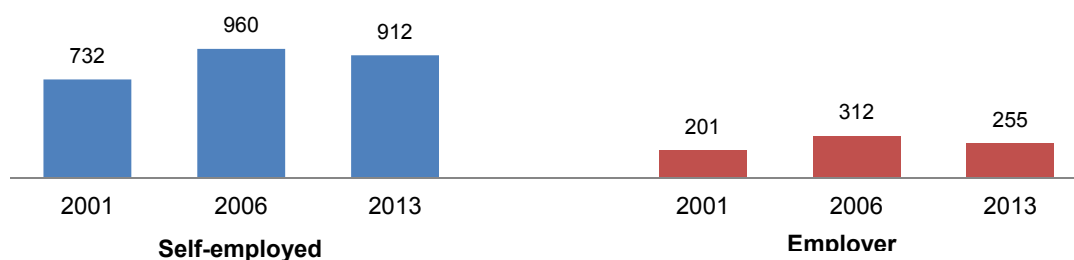
Over half of Pacific self-employed and employers in the transport, postal and warehousing industry (52% and 53%) reside in TSI area. This is translated into the sector's GDP contribution with TSI area contributing 46 per cent of Auckland's GDP in transport, postal and warehousing<sup>13</sup>. In contrast, for the professional, scientific and technical services industry only 21 per cent and 18 per cent of Pacific self-employed and employers respectively live in TSI area.

When compared to Auckland as a whole, TSI area has a more industrial-oriented profile of Pacific self-employed and employers. This may partly reflect the profile of Pacific people in the area with many in lower-skilled jobs and lower overall proportion with a formal qualification (71%) compared to the total Auckland Pacific population (83%).

### 5.3 Numbers in each group

The number of Pacific people who are self-employed and employers living in TSI area experienced an overall growth of 25 per cent and 27 per cent respectively. This compared to a 27 per cent growth for total Pacific self-employed and 17 per cent for total Pacific employers in Auckland. The strong growth in Pacific self-employed (31%) and Pacific employers (55%) between 2001 and 2006 more than offset the declines between 2006 and 2013 – 5 per cent for Pacific self-employed and 18 per cent for Pacific employers.

**Figure 25: Number of Pacific people who are self-employed or employers in TSI area, 2001, 2006 and 2013**



<sup>13</sup> More details can be found via the interactive map at:

<http://www.aucklandcouncil.govt.nz/EN/AboutCouncil/businessandeconomy/Pages/economicprofiles.aspx>. Data sourced from Infometrics.

## 5.4 Work and labour force status

The proportion of Pacific self-employed and employers living in TSI area in full-time employment has declined slightly since the 2001 Census, similar to Auckland overall. In 2013 the proportion of Pacific self-employed and employers working on a full-time basis decreased from 73 per cent in 2001 to 71 per cent and for employers from 76 per cent to 73 per cent.

**Table 4: Number of Pacific people who are self-employed and employers in full-time and part-time employment in TSI, 2001, 2006 and 2013**

Census	Pacific self-employed		Pacific employers	
	Full-time	Part-time	Full-time	Part-time
2001	534 (73%)	195 (23%)	153 (76%)	48 (24%)
2006	711 (75%)	243 (25%)	243 (78%)	69 (22%)
2013	648 (71%)	261 (29%)	186 (73%)	69 (27%)

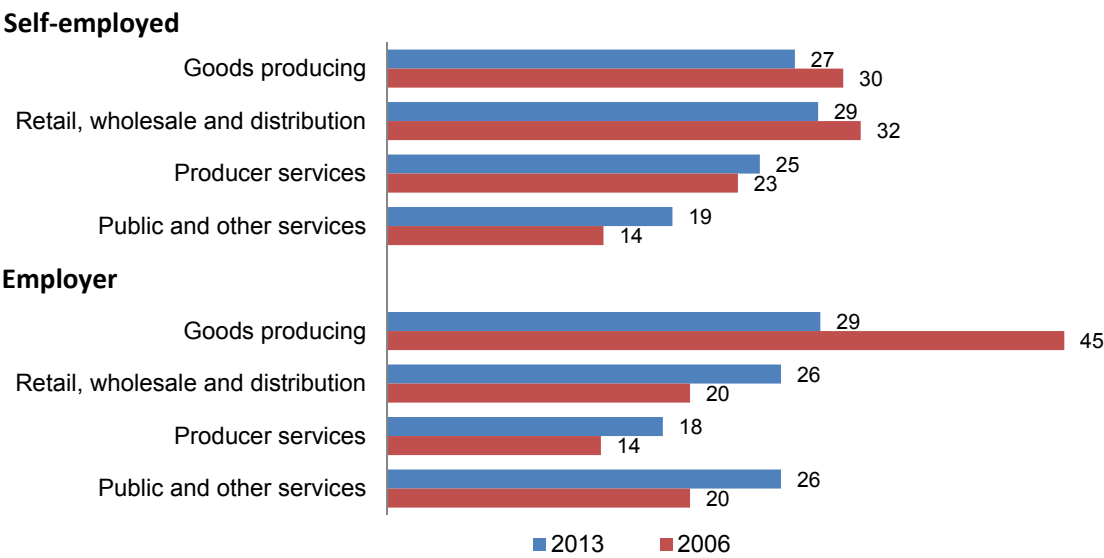
## 5.5 Industry sector

The proportions of Pacific people who are self-employed or employers living in TSI area by industry sectors (combined into four broad categories) is shown in Figure 26 for 2006 and 2013. For Pacific self-employed in TSI, the top two industries transport, postal and warehousing and construction remained the same in 2013 as in 2006 whereas administrative and support services replaced manufacturing as the third largest industry. For Pacific employers, the top three industries of construction, manufacturing and transport, postal and warehousing remained the same in 2013 as in 2006.

As shown, there has been an increase in the proportion of self-employed Pacific people in the services sectors and a decline in both the goods producing and retail, wholesale and distribution sectors in 2013 compared to 2006. For employers there was a marked decline in the proportion of Pacific employers in the goods producing sectors since 2006. This was largely the result of the decline in the proportion of Pacific employers in the construction sector (from 29% to 16%). On the other hand there has been increasing proportions in the health care and social assistance (from 4% to 9%) and wholesale trade (from 2% to 7%) sectors during this period.

The changes in the industry profile of Pacific self-employed and employers in TSI area may reflect the general decrease in secondary industries and increase in service industries in Auckland's overall industry profile. They may also reflect the change in the overall proportion of people aged 15 years and over in TSI area with a formal qualification, which increased from 65 per cent in 2006 to 71 per cent in 2013.

**Figure 26: Pacific people who are self-employed and employers by (broad) industry sectors in TSI, 2006 and 2013**





## 6.0 Conclusion

There is considerable potential to increase the numbers of Pacific people in self-employment in Auckland given the small proportion of this group in the 2013 Census; 5 per cent of those in employment compared to 19 per cent for the total Auckland employed population.

The data show some interesting characteristics of this group compared to total Pacific people who are employed. Pacific people in self-employment are less likely to reside in south Auckland and are more likely to be employed in the construction sector. They are also older and have higher levels of both qualifications and incomes. This might suggest that younger Pacific people in employment might eventually enter into self-employment or become employers, and in addition have higher personal incomes.

Over time some key changes were also observed. Whilst the majority of Pacific people who are self-employed and employers are still in full-time employment this is declining which increasing proportions in part-time. This could reflect the casualisation of work as well as an increasing number of older people transitioning into part-time or temporary jobs as a result of the ageing workforce population. The changing industry profile of this group reflects the general decrease in secondary industries and increase in service industries in Auckland's overall industry profile. It may also reflect the increasing proportion of Pacific people with a formal qualification in Auckland during this time. For those residing in TSI area there has been a sharp decline in the proportion of Pacific employers in the construction sector and increasing proportions in the health care and social assistance and wholesale trade sectors.

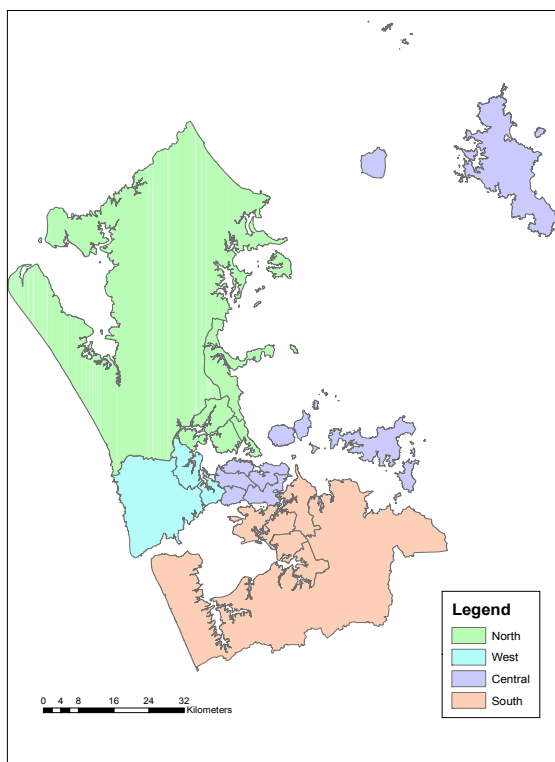
By understanding the characteristics of Pacific people in self-employment, local and central government will be better placed to develop policy to increase the levels of Pacific people who are self-employed and employers in Auckland. Such policy could address structural inequalities such as education and income disparities to help get Pacific people into self-employment and those without employees to grow and become employers, or become opportunity entrepreneurs<sup>14</sup> who are seen to be more innovative and their businesses generate wealth.

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<sup>14</sup> The literature identifies an 'opportunity entrepreneur' as someone who sees a gap in the market/a perceived business opportunity. See Gooder (2016) *Pacific Entrepreneurship Literature Review*. p.14.

## Appendix 1: Aggregated local board areas

Local Board Area	Aggregated Area
Devonport-Takapuna	North
Hibiscus and Bays	North
Kaipātiki	North
Rodney	North
Upper Harbour	North
Henderson-Massey	West
Waitākere Ranges	West
Whau	West
Albert-Eden	Central
Great Barrier	Central
Maungakiekie-Tāmaki	Central
Ōrākei	Central
Puketāpapa	Central
Waiheke	Central
Waitematā	Central
Māngere-Ōtāhuhu	South
Manurewa	South
Ōtara-Papatoetoe	South
Papakura	South
Franklin	South
Howick	South



## Appendix 2: Broad industry sector with corresponding ANZSIC Level 1

<b>A. Goods producing</b>
Agriculture, forestry, and fishing
Mining
Manufacturing
Electricity, gas, water, and waste services
Construction
<b>B. Retail, wholesale and distribution</b>
Wholesale trade
Retail trade
Accommodation and food services
Transport, postal, and warehousing
<b>C. Producer services</b>
Information media and telecommunications
Financial and insurance services
Rental, hiring, and real estate services
Professional, scientific, and technical services
Administrative and support services
<b>D. Public and other services</b>
Public administration and safety
Education and training
Health care and social assistance
Arts and recreation services
Other services

## Appendix 3: Industry sector (ANZSIC Level 2), 2013

Industry	Self-employed	Employer
Agriculture	21	6
Forestry and Logging	6	0
Fishing, Hunting and Trapping	3	3
Agriculture, Forestry and Fishing Support Services	3	0
Food Product Manufacturing	30	9
Beverage and Tobacco Product Manufacturing	3	3
Textile, Leather, Clothing and Footwear Manufacturing	18	9
Wood Product Manufacturing	9	3
Printing	9	3
Basic Chemical and Chemical Product Manufacturing	3	0
Polymer Product and Rubber Product Manufacturing	6	6
Non-Metallic Mineral Product Manufacturing	6	6
Primary Metal and Metal Product Manufacturing	3	0
Fabricated Metal Product Manufacturing	24	15
Transport Equipment Manufacturing	0	3
Machinery and Equipment Manufacturing	18	3
Furniture and Other Manufacturing	9	3
Water Supply, Sewerage and Drainage Services	3	0
Waste Collection, Treatment and Disposal Services	6	3
Building Construction	192	42
Heavy and Civil Engineering Construction	15	12
Construction Services	240	93
Basic Material Wholesaling	6	6
Machinery and Equipment Wholesaling	9	6
Motor Vehicle and Motor Vehicle Parts Wholesaling	6	3
Grocery, Liquor and Tobacco Product Wholesaling	18	9
Other Goods Wholesaling	24	6
Commission Based Wholesaling	9	0
Motor Vehicle and Motor Vehicle Parts Retailing	6	6
Food Retailing	33	6
Other Store-Based Retailing	63	27
Non Store Retailing and Retail Commission Based Buying and/or Selling	12	0
Accommodation	15	3
Food and Beverage Services	33	36
Road Transport	153	24
Air and Space Transport	0	3
Other Transport	9	0
Postal and Courier Pick-up and Delivery Services	78	9
Transport Support Services	18	12
Warehousing and Storage Services	3	3

<b>Industry</b>	<b>Self-employed</b>	<b>Employer</b>
Publishing (except Internet and Music Publishing)	12	3
Motion Picture and Sound Recording Activities	54	6
Broadcasting (except Internet)	12	3
Telecommunications Services	15	3
Internet Service Providers, Web Search Portals and Data Processing Services	6	0
Library and Other Information Services	3	0
Finance	24	3
Insurance and Superannuation Funds	18	6
Auxiliary Finance and Insurance Services	30	15
Rental and Hiring Services (except Real Estate)	9	3
Property Operators and Real Estate Services	84	9
Professional, Scientific and Technical Services (except Computer Systems Design and Related Services)	192	75
Computer Systems Design and Related Services	36	9
Administrative Services	72	24
Building Cleaning, Pest Control and Other Support Services	123	15
Public Administration	27	9
Defence	3	0
Public Order, Safety and Regulatory Services	12	9
Preschool and School Education	30	12
Tertiary Education	15	0
Adult, Community and Other Education	36	12
Hospitals	12	3
Medical and Other Health Care Services	60	21
Residential Care Services	6	6
Social Assistance Services	36	12
Heritage Activities	3	0
Artistic Activities	45	3
Sport and Recreation Activities	45	6
Gambling Activities	3	0
Repair and Maintenance	51	39
Personal and Other Services	105	27



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