

WHAU LOCAL BOARD

STATE OF AUCKLAND DEMOGRAPHIC REPORT CARD

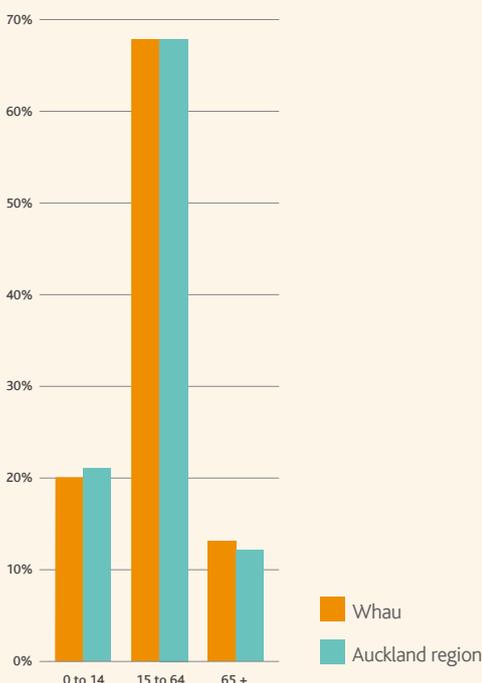
This local board includes the suburbs of New Lynn, Avondale, New Windsor, Blockhouse Bay, Green Bay and Kelston.

The main business centres are located around Rosebank Road, Avondale and New Lynn.

In 1965, New Lynn became home to New Zealand's first retail shopping mall, LynnMall. The recent double tracking and trenching of the western rail line through New Lynn will be the catalyst for redevelopment and expansion of LynnMall and the surrounding retail, business and residential areas.

Other features of this area include the Avondale Racecourse, which hosts the popular Avondale Sunday Markets, Titirangi Golf Course and several large parks and reserves.

Age groups (2013)



APRIL 2014



POP
72,594
(2013 CENSUS)

QUICK FACTS

5%
OF REGIONAL POPULATION

34.9 YRS
MEDIAN AGE

22,220
EMPLOYEES WORK IN THE LOCAL BOARD AREA (2013)

45%
EUROPEAN

35%
ASIAN

18%
PACIFIC

9%
MĀORI

42%
BORN OVERSEAS

\$63,900
MEDIAN HOUSEHOLD INCOME

57%
OF RESIDENTS EMPLOYED

26 SCHOOLS, RANGE FROM DECILE 1 TO 8 (2014)

5,831 BUSINESSES IN THE LOCAL BOARD AREA (2013)

WHAU LOCAL BOARD AREA



POPULATION

Between the 2006 and 2013 censuses, the population increased by 5 per cent, slower than the regional growth rate of 8 per cent during that time.

In 2013 the median age was 34.9 years, similar to the regional median of 35.1 years.

This area is home to many relatively new migrants from overseas. Just under half (42%) of Whau residents were born overseas, and of this group, 42 per cent had been in New Zealand for less than ten years. The largest group of people born overseas were from the People's Republic of China, followed by India, Fiji, Samoa and England.

HOUSEHOLDS

In 2013, there were 23,931 households in Whau, 5 per cent of the regional count.

The median household income was \$63,900 – lower than the regional median at \$76,500.

Home ownership rates in this local board are similar to the regional average – in 2013, 60 per cent of households owned the dwelling they lived in (this includes 10% who owned it in a family trust), compared with 61 per cent regionally. The remaining 40 per cent of households rented, and of these, the majority (78%) rented from private landlords.

About a quarter (28%) of households were couples with children, and a further 10 per cent were sole parents with children. One in five (20%) households were one-person households.

EDUCATION AND EMPLOYMENT

Just under half (45%) of residents aged 15 years and over were employed full-time and a further 12 per cent employed part-time. Of those employed, 84 per cent were paid employees.

Around 39 per cent were managers or professionals and a further 14 per cent were employed as clerical and administrative workers.

In 2013, 24 per cent of residents aged 15 years and over had gained a bachelor's degree or higher, compared to 25 per cent regionally, 19 per cent had no educational qualifications, compared with 25 per cent across the region.

BUSINESS IN THE LOCAL BOARD

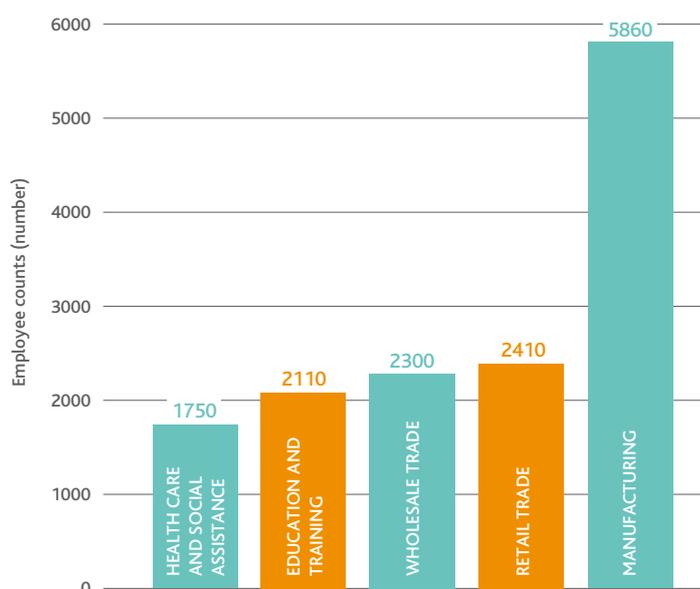
As at February 2013, the Whau local board area accounted for 4 per cent of all employment and 4 per cent of all businesses in Auckland.

Manufacturing is the largest employer in the area, with 5,860 employees (26% of the local board employment), and 480 businesses.

While the largest numbers of people who worked in Whau were employed in manufacturing, the largest number of businesses were in the rental, hiring and real estate services (15%), followed by construction (13%), retail trade and professional and technical services (10% each).

During the period from 2006 to 2013, employment in the local board area decreased by 7 per cent, losing 1,580 employees (compared to 6% growth across the region). Although still the largest employer, there has been loss in the numbers of jobs in manufacturing during this time, as well as other sectors. There were however, increases in jobs in other sectors such as health care and social assistance.

Top five employment sectors (2013)



All data presented here is from the 2013 Census of Population and Dwellings, unless stated otherwise. School data is provided by Auckland Council, using Ministry of Education information. 'Business in the local board' data is from Statistics New Zealand's Business Demographic data. A school's decile rating indicates the extent to which it draws its students from low socio-economic communities. Decile 1 schools are the 10 per cent of schools with the highest proportion of students from low socio-economic communities. Decile 10 schools are the 10 per cent of schools with the lowest proportion of these students. The census allows respondents to select more than one ethnic identity, hence the ethnicity percentages may total more than 100.

FIND OUT MORE

This report card is part of a series prepared by the Auckland Council's Research, Investigations and Monitoring Unit, which undertakes monitoring and research to provide information and evidence to inform the council's activities and reporting.

More report cards can be found at: aucklandcouncil.govt.nz/stateofauckland. The report card series includes reporting on freshwater, terrestrial, marine, air, soil, capacity for growth, demographics and quality of life.

► **For more information:** e-mail monitoring@aucklandcouncil.govt.nz visit the 2013 census Auckland results website, www.censusauckland.co.nz or call us on 09 301 0101.