

AUCKLAND ECONOMIC OVERVIEWS

MANUREWA

LOCAL BOARD ECONOMIC OVERVIEW

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Introduction

What is local economic development

ATEED's goal is to support the creation of **quality jobs for all Aucklanders** and while Auckland's economy has grown in recent years, the benefits of that growth are not distributed evenly.

Local economic development brings together a range of players to build up the economic capacity of a local area and improve its economic future and quality of life for individuals, families and communities.

Auckland's economic development

Auckland has a diverse economy. While central Auckland is dominated by financial, insurance and other professional services, parts of south and west Auckland have strengths in a range of manufacturing industries.

In other areas, tourism is a key driver and provides a lot of local employment while there are also areas that are primarily residential where residents commute to the city centre or one of the industrial precincts for employment. The Auckland region also has a significant primary sector in the large rural areas to the north and south of the region.

The Auckland Growth Monitor¹ and Auckland Index² tell the story behind Auckland's recent economic growth.

While annual GDP growth of 4.3 per cent per year over the last five years is encouraging, we want our economy to be more heavily **weighted towards industries that create better quality jobs** and generate export earnings. To support this goal ATEED has a role in promoting the adoption of new technologies and innovation across the economy and at the same time attracting investment and supporting sectors such as screen, the visitor economy and international education that bring in revenues from overseas.

Although there is still a need to attract and retain larger employers to the city, helping local economies to grow requires an enhanced focus on existing small businesses which make up 97 per cent of all Auckland businesses. Businesses can be supported by raising their capability, encouraging business networking, connecting them to talent and facilitating access to export markets. ATEED help provide access to a range of business support programmes for established businesses that are looking for help in order to grow. There is also a need to continue to support entrepreneurship and business start-ups, particularly in less prosperous parts of the region.

In 2018 ATEED produced the Auckland Prosperity Index³, which highlighted how different parts of the region have felt the benefits of Auckland's continued economic growth. This has shaped the approach we have been asked to take in the region, focusing on those activities and industry sectors that will have the greatest impact on increasing investment in quality jobs – particularly where Auckland's **south and west** can benefit.

¹ <https://www.aucklandnz.com/business-and-investment/economy-and-sectors/auckland-growth-monitor>

² The Auckland Index can be found at [aucklandnz.com/auckland-index](https://www.aucklandnz.com/auckland-index)

³ <https://www.aucklandnz.com/business-and-investment/economy-and-sectors/market-news-and-trends/growing-prosperity-for-all-aucklanders>

Manurewa is one of the region's least prosperous local board areas with a higher level of unemployment. Fewer school leavers leave with NCEA Level 2 or 3 and fewer progress into Tertiary Education than regionally. The area has jobs in areas such as education, wholesale trade and healthcare but has a very low number of jobs in knowledge intensive industries.



Population growth

Population growth has been much higher than the regional average over the 2013-2018 Census period. The area predominantly has a Samoan and Tongan population with a sizable New Zealand European community.

Population growth 2013-2018

16.3%

Manurewa

11.0%

Auckland



Unemployment rate

Unemployment in the area has remained above the regional average over the last five years. However, the number of jobs in the area has grown at a faster rate than regionally.

Jobs in Knowledge Intensive Industries

21.0%

Manurewa

39.0%

Auckland



Significant employers

Education, wholesale trade and healthcare are the main employment sectors. Construction services, administrative and defence & safety services are also significant employers. Together these sectors provide about 48 per cent of local employment.



Local employment opportunities

There has been recent growth in the number of managerial construction jobs as well as education professionals, protective service workers and salespersons. Most people have to travel out of the area for work.

School leavers moving on to degree level study (2018)

15.8%

Manurewa

42.0%

Auckland



Education attainment

Educational attainment is low, this area has a low proportion of residents educated to degree level or higher. Fewer school leavers from this area leave with NCEA Level 2 and NCEA Level 3.

LOCAL BOARD ASPIRATIONS



In its current Local Board Plan the Manurewa Local Board seeks to ensure that Manurewa develops a prosperous local economy supporting local people. The local board's vision is that people have the opportunity to live, work and play close to home.



KEY OPPORTUNITIES

The local board could look to support the key employment area of Wiri as well as continue to support the business associations in attracting investment into their area, including from Māori and Pacific businesses. Increasing the proportion of knowledge intensive industries in the area would improve the availability of quality local jobs. Ensuring residents are able to travel easily to the employment locations outside of the local board area could be a key advocacy point and the local board can advocate and support the regeneration of Manukau as a key employment hub for Manurewa residents.



KEY CHALLENGES

The skills base of local residents is low meaning it is difficult to access quality job opportunities and lift household incomes.

People and Households

Manurewa is one of Auckland's most populous local board areas with a population of 95,670 that is forecast to increase to 105,500 by 2038. The area has an ethnically diverse population with many residents from Samoa and India. Manurewa also has a very young population.

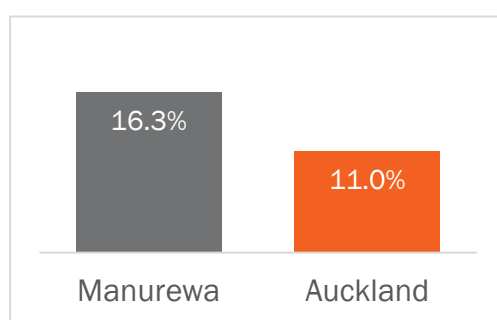
Manurewa is one of Auckland's less prosperous areas. The Auckland Prosperity Index report showed Manurewa is home to a lower skilled labour force than most other local board areas. With few knowledge-intensive industries in the area and a reliance on commuting to other areas for work, the workforce has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

	Manurewa	Auckland / Share of Auckland
Population (2018)	95,670	6.1%
Population growth (2013-2018)	16.3%	11.0%
Median Age (2018)	29.6	34.8
Labour force (2018)	47,900	867,090
Labour force participation (2018)	67%	71%
Home ownership (2018)	36%	45%

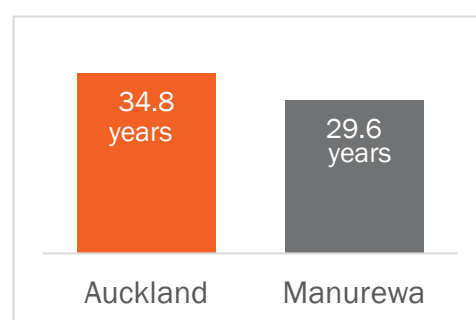
Population

The Manurewa Local Board area has experienced rapid population growth in recent years.

POPULATION GROWTH (2013-2018)



MEDIAN AGE



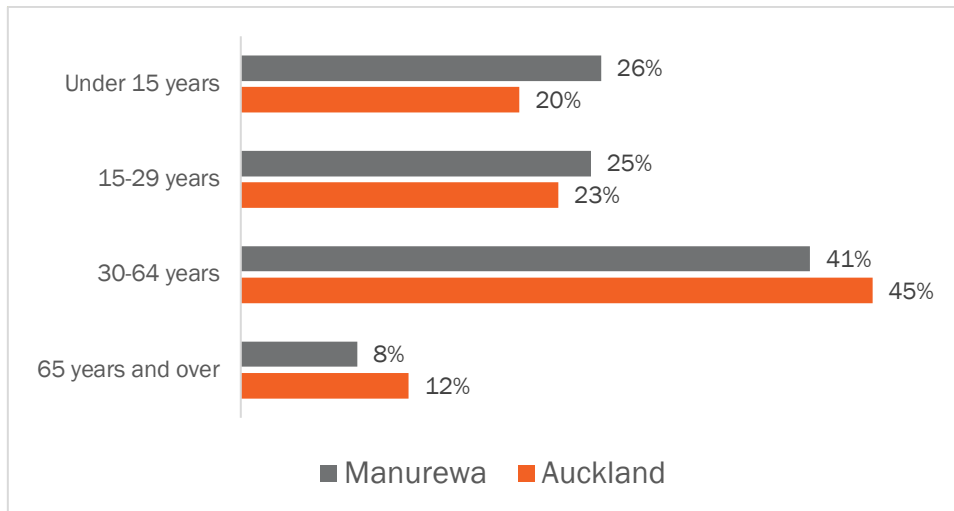
Between the 2013 and 2018 censuses population growth was 16.3 per cent compared to 11 per cent regionally making it Auckland's fourth fastest growing local board area. Medium population projections⁴ suggest that Manurewa could be home to 105,500

⁴ Source: Statistics New Zealand

residents by 2038 an increase of 10,000. This would be equivalent to over 500 extra residents a year between 2018 and 2038, a 0.5 per cent per annum. increase.

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

AGE STRUCTURE (CENSUS 2018)

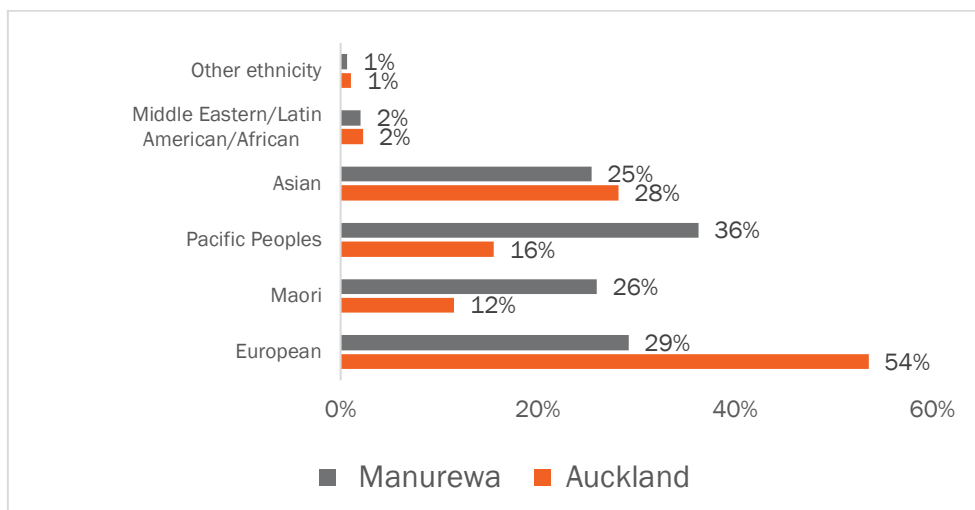


Source: Census 2018

Ethnicity

Manurewa's population is predominantly of Pacific ethnicity (36 per cent), more so than the regional profile where Pacific People make up 16 per cent of the population.

ETHNIC MAKE-UP (CENSUS 2018)



Twenty per cent of the population are of Samoan origin. Manurewa also has more Māori residents than regionally with over a quarter of the population identifying as Māori. Asian people make up a quarter of residents with a significant Indian population while twenty-nine per cent are of European origin.

Manurewa has a large proportion of residents born overseas (37 per cent) and 19 per cent of people born overseas had been in New Zealand less than five years.

Languages

With a diverse population there are a wide range of languages in use in Manurewa, ninety-two per cent of residents are able to speak English.

Labour Force

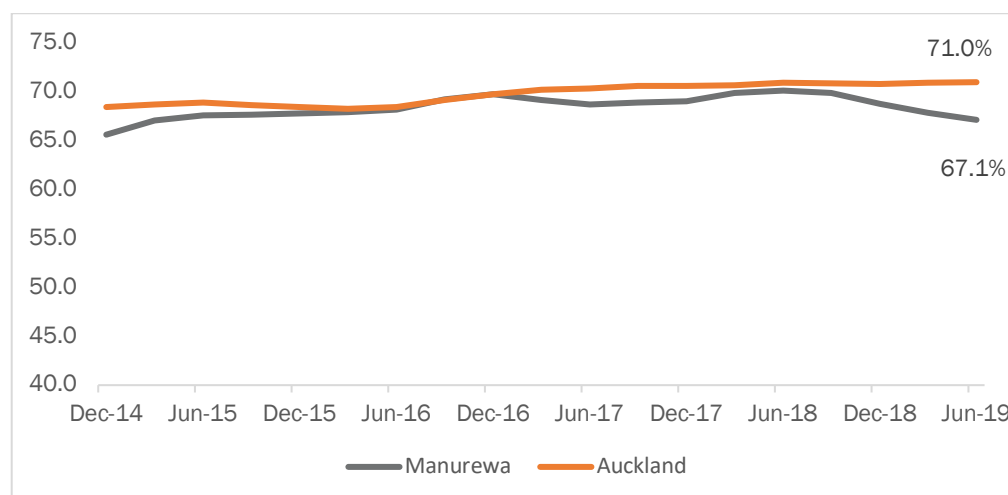
The labour force participation rate is a measure of an economy's active workforce. A high participation rate indicates more people in the area are actively engaged in the economy. The size of the labour force is critical to an area's ability to produce goods and services.

The labour force participation rate in Manurewa is 67 per cent, lower than the Auckland rate (71 per cent).

67%

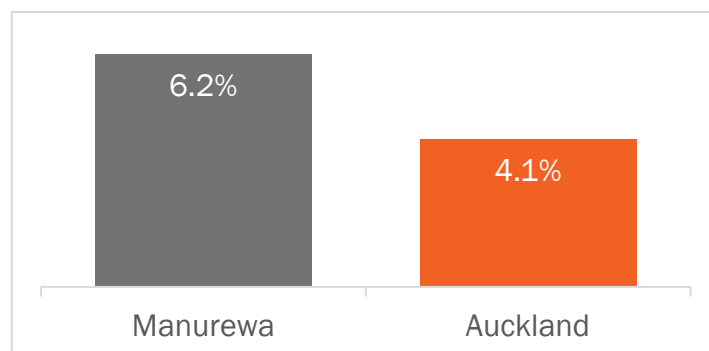
The labour force participation rate in Manurewa was 67 per cent in June 2019, lower than the Auckland rate (71 per cent)

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



The unemployment rate in the 2018 Census⁵ was 6.2 per cent in the Manurewa Local Board area, higher than the Auckland region unemployment rate of 4.1 per cent.

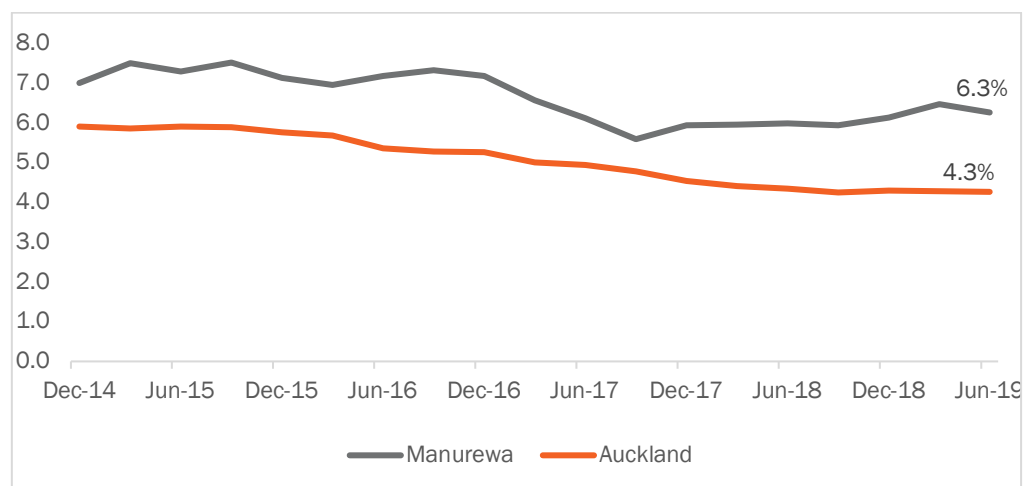
UNEMPLOYMENT RATE (CENSUS 2018)



⁵ Note the Census based unemployment rate differs from the rate reported by the Household Labour Force Survey as data collection methods differ and the Census rate is self-reported at the time of completion of the Census form.

Unemployment measured by the Household Labour Force Survey in Manurewa has remained above the Auckland average over the last five years but has fallen as the regional rate has fallen.

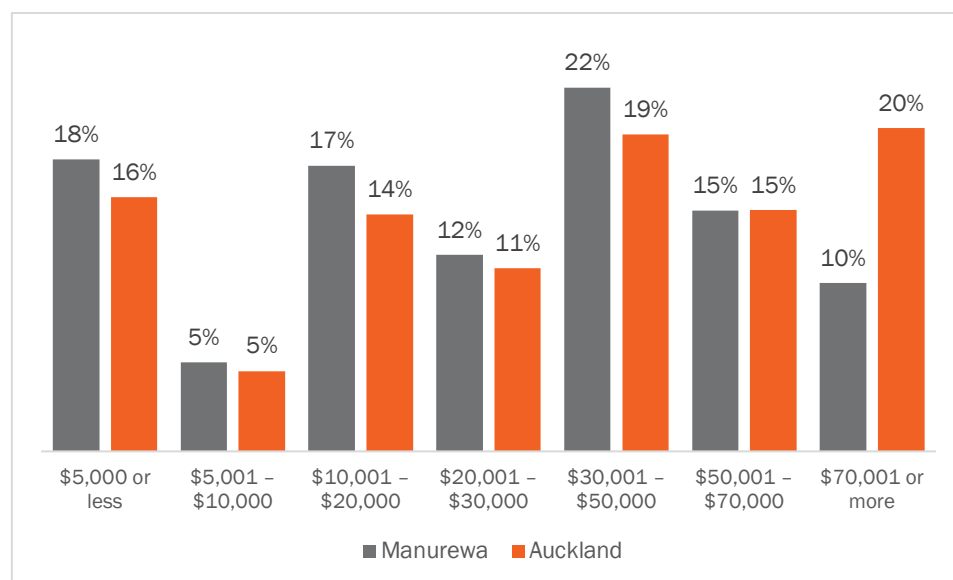
UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY)



Incomes

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

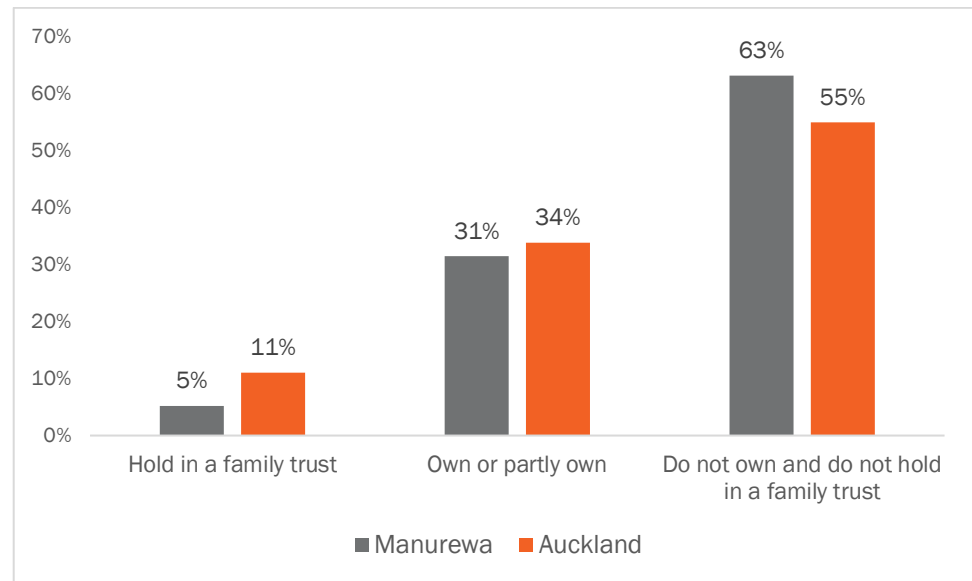
INDIVIDUAL INCOMES (CENSUS 2018)



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

Home ownership in Manurewa is lower than the regional average; in 2018, 36 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



Skills

Manurewa has a less well qualified labour force than the Auckland average with a low proportion of residents educated to degree level or higher. Fewer school leavers from Manurewa leave with NCEA Level 2 or NCEA Level 3.

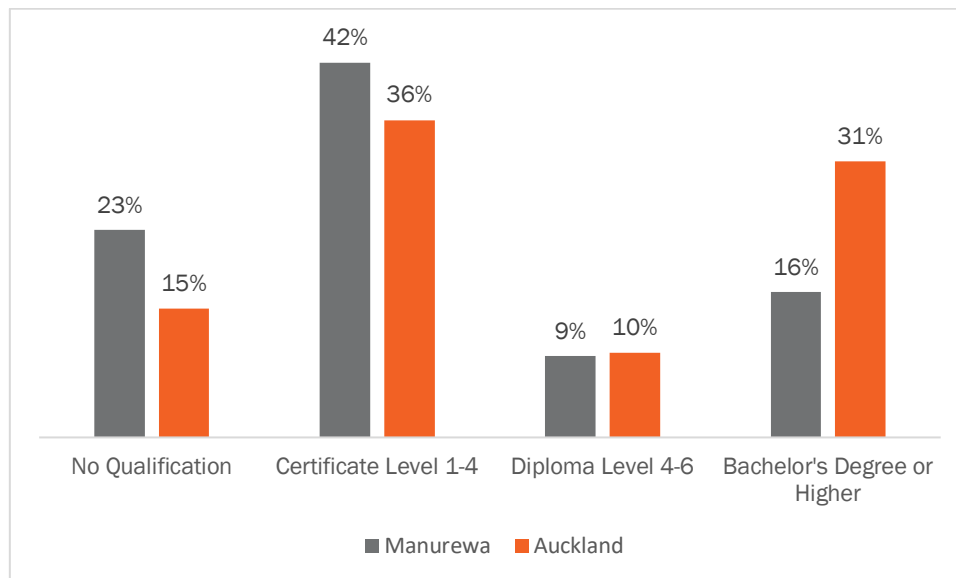
Qualifications

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: a 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.

Achieving a school level qualification significantly improves a school leaver's employment prospects and people with higher level qualifications are less likely to experience unemployment. The unemployment rate fell substantially in 2017 for people with higher-level qualifications. The rate was 2.4 per cent in 2017 for those with a bachelor's degree or postgraduate qualification, down from 2.9 per cent in 2016. For people with no qualification, the unemployment rate was more than three times larger, at 8.4 per cent. The unemployment rate for people with a level 4 to 6 diploma or certificate did not alter greatly from 2016 to 2017. It was 3.5 per cent in 2017.⁶

RESIDENTS' HIGHEST QUALIFICATIONS (CENSUS 2018)



⁶ https://www.educationcounts.govt.nz/statistics/indicators/main/education-and-learning-outcomes/unemployment_rates_by_highest_qualification

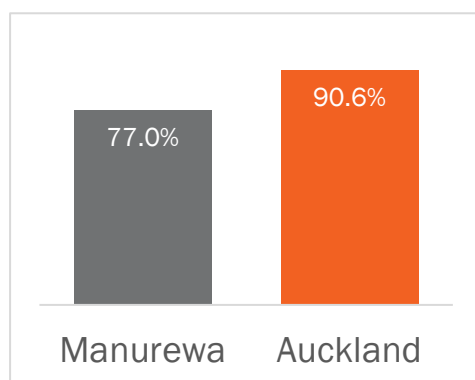
In 2018, 16 per cent of adult residents in Manurewa had gained a bachelor's degree or higher, a much lower proportion than the Auckland region 31 per cent). Twenty-three per cent of residents had no educational qualifications compared with 15 per cent across the region⁷.

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2018, 23 per cent of school leavers in Manurewa did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

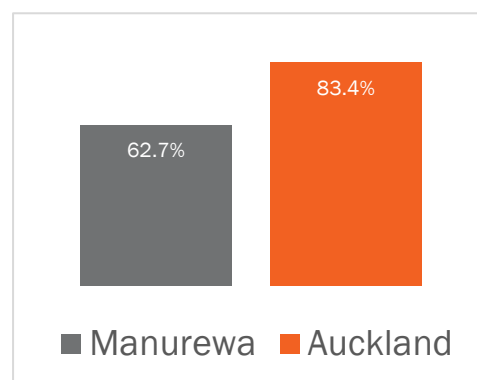
In 2018, 37 per cent of school leavers in Manurewa did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is more than the Auckland average where 16 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (2018)

LEVEL 1



LEVEL 2



NCEA 1 ATTAINMENT BY ETHNICITY (2018)

Percentage achieving NCEA	Level 1	Level 2
European	84.1%	66.9%
Māori	65.7%	47.7%
Pacific	79.0%	65.2%
Asian	96.4%	91.3%
Middle East, Latin American, African	93.8%	87.5%
Other	-	-
Total Local Board	84.1%	62.7%
Total Auckland	90.6%	83.4%

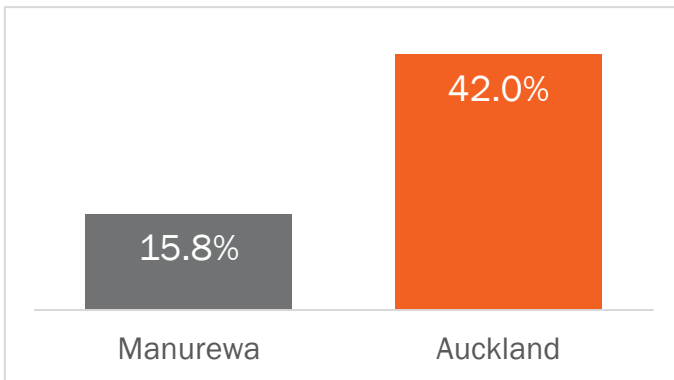
NCEA Level 3 is regarded as the minimum level required for university entry. Thirty-seven per cent of Manurewa school leavers achieved this, lower than the Auckland average of 63 per cent.

⁷ Highest qualification is derived for people aged 15 years and over

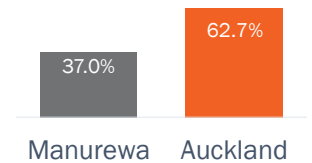
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR AFTER LEAVING

	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Manurewa	15.8%	27.0%	9.6%	47.6%	1165
Auckland	42.0%	20.9%	3.1%	34.1%	20,421

SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (2018)



School leavers attaining NCEA level 3 (2018)



Fewer school leavers moved on to degree level study within a year of leaving school. Sixteen per cent of Manurewa school leavers did this, much lower than the Auckland average of 42 per cent. A higher proportion moved into certificate and diploma level study, but overall fewer (52 per cent) enrolled in some form of tertiary education than the regional average (66 per cent).

Local Economy

Manurewa has a small local economy driven by manufacturing and wholesale trade while education and health also provide many local employment opportunities. Most people have to travel out of the area for work. There has been recent growth in the number of managerial construction jobs, education professionals, protective service workers and salespersons.

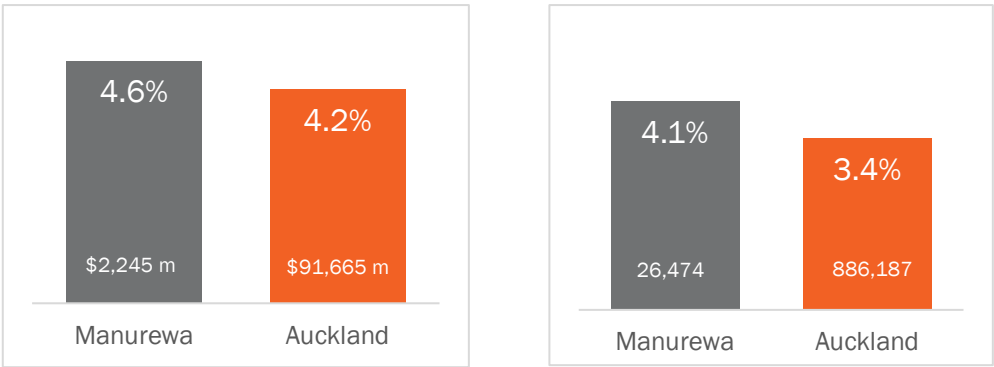
Growth and employment trends

In 2018, GDP in Manurewa experienced growth of 3.6 per cent, just below the growth rate in Auckland (3.9 per cent). In the five years to 2018 the Manurewa economy grew at an average annual rate of 4.1 per cent, just above the 3.4 per cent in the Auckland region.

Employment in Manurewa increased by an average of 4.1 per cent pa in the five years from 2013-2018, above the Auckland rate of 3.4 per cent. Over the last five years Manurewa job numbers increased the most in Professional, Scientific & Technical Services (+1,965 jobs), Accommodation & Food Services (+1,240) Construction Services (+925) and Building Construction (+842) sectors.

AVERAGE ANNUAL GDP AND EMPLOYMENT GROWTH

(source Infometrics)



Over the five years 2013-2018, the fastest growing industries by GDP in Manurewa were public administration and safety, administration and support services, rental, hiring and real estate services and retail.

FASTEST GROWING INDUSTRIES BY GDP 2013-2018

(source Infometrics)

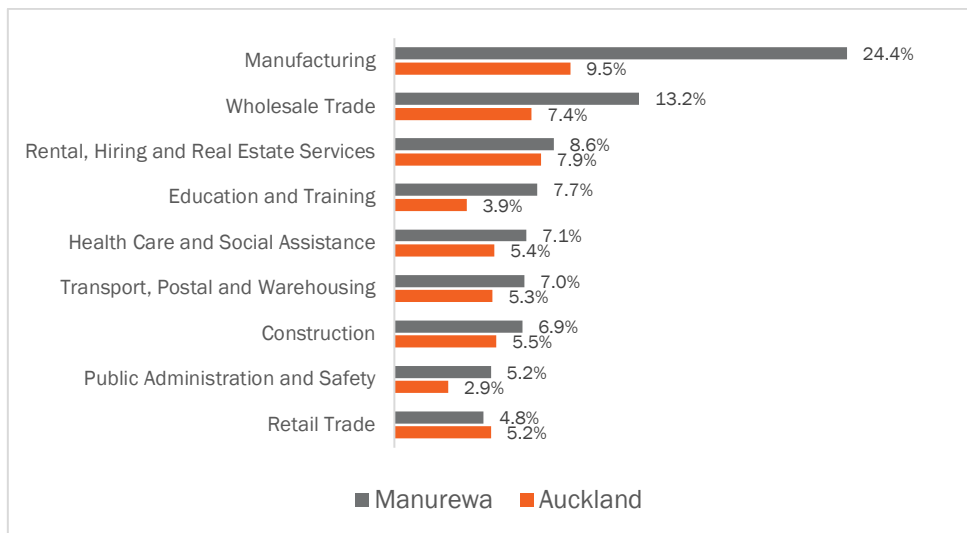
Industry	Average p.a. change
Public Administration & Safety	14.2%
Administrative & Support Services	12.8%
Rental, Hiring & Real Estate Services	11.3%
Retail Trade	8.9%

Industry mix

Manurewa's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors with a strong presence in the Manurewa economy are manufacturing and wholesale trade.

BROAD INDUSTRY MIX BY GDP (ANZSIC LEVEL 1)

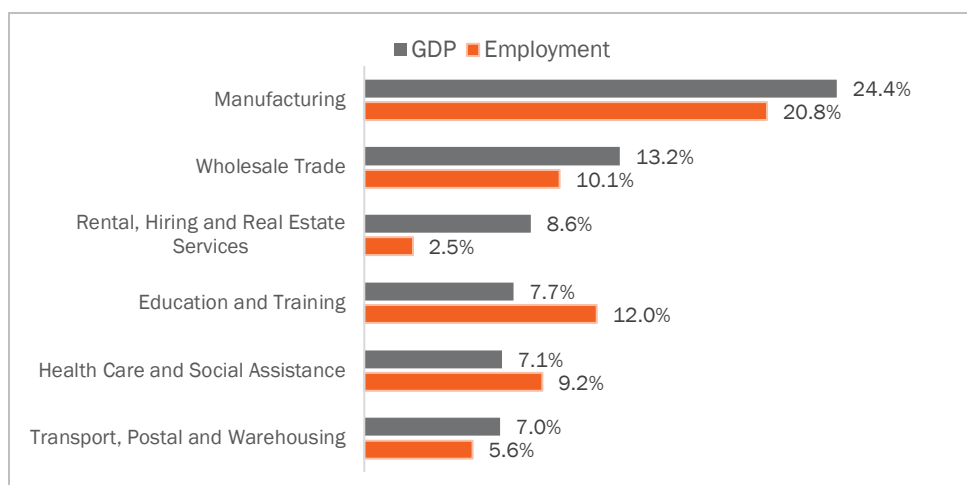
(source Infometrics)



- **Manufacturing** contributed 24 per cent of Manurewa's GDP and provided 21 per cent of the area's employment.
- **Wholesale trade** contributed 13 per cent of Manurewa's GDP and provided 10 per cent of the area's employment.
- **Rental, hiring & real estate services** contributed nine per cent of Manurewa's GDP and but only provided three per cent of the area's employment.
- **Education & training** contributed eight per cent of Manurewa's GDP and provided 12 per cent of the area's employment.

TOP INDUSTRIES BY EMPLOYMENT AND GDP (ANZSIC LEVEL 1)

(source Infometrics)



The main industries by employment are education, wholesale and health along with construction.

TOP 10 INDUSTRIES BY EMPLOYMENT – 54 SECTOR CLASSIFICATION (source Infometrics)

Rank	Industry	Jobs	% of Manurewa Total
1	Education & Training	3,173	12.0%
2	Wholesale Trade	2,671	10.1%
3	Health Care & Social Assistance	2,435	9.2%
4	Construction Services	1674	6.3%
5	Administrative & Support Services	1372	5.2%
6	Central Gov Admin, Defence & Safety	1269	4.8%
7	Fruit, Cereal & Other Food Product Manufacturing	1265	4.8%
8	Other Services	1242	4.7%
9	Other Store & Non Store Retailing	1013	3.8%
10	Road Transport	832	3.1%
Total top 10 industries		16,946	64%
All other industries		9,528	36%
Total employment		26,474	Source: Infometrics

Within those key employment sectors primary education and pre-school education are the greatest source of education jobs. Industrial and vehicle spare parts are the main source of wholesale trade jobs. Social assistance and residential care employment is the most significant source of health jobs while electrical services and painting and decorating are the main construction services sectors.

Construction service, administration and support and government administration have seen large increases in job numbers.

NEW JOBS BY SECTOR (2013 - 2018)

(source Infometrics)

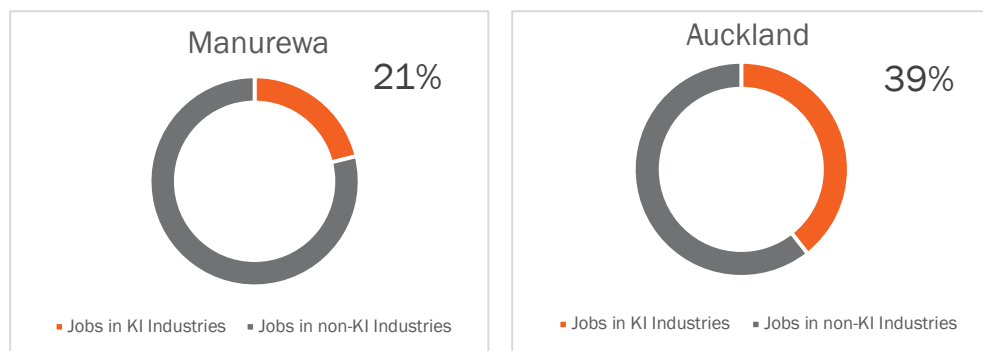
Sector	New Jobs
Construction Services	655
Administrative & Support Services	611
Central Gov Admin, Defence & Safety	571
Education & Training	402
Other Store & Non Store Retailing	349
Health Care & Social Assistance	324
Wholesale Trade	323

Knowledge-intensive industries

Knowledge intensive industries⁸ represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Twenty-one per cent of jobs in Manurewa are in knowledge intensive industries which is lower than the regional average of 39 per cent.

JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES

(source Infometrics)



Comparative Advantage

A number of sectors are more strongly represented in Manurewa than they are in the region as a whole. There are several manufacturing sectors that are particularly strongly represented in Manurewa including textiles, chemicals, food and meat manufacture and wood and paper products.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA

(source Infometrics)

Rank	Industry	Location Quotient	GDP (\$M)	Employees
1	Textile, Leather, Clothing, Footwear Manufacturing	6.0	40.5	690
2	Basic Chemical & Chemical Product Manufacturing	5.6	111.9	572
3	Fruit, Cereal & Other Food Product Manufacturing	4.7	94.5	1,265
4	Wood Product Manufacturing	4.3	29.1	356
5	Pulp & Paper Product Manufacturing	4.3	38.5	230
6	Meat & Meat Product Manufacturing	4.0	18.9	273
7	Water, Sewerage & Waste Services	3.3	22.8	236
5	Non-Metallic Mineral Product Manufacturing	3.0	33.8	255
6	Polymer Product & Rubber Product Manufacturing	3.0	53.3	403

⁸ 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 and technical occupations.

ATEED Sectors of Focus

Auckland has developed a core of specialist manufacturing industries and a talented, globally focused service sector.

These industries and sectors are grouped into advanced industries, tradeable industries and enabling industries. Together they drive growth and create employment in Auckland and are of particular interest to ATEED with regards support that can be provided to help their growth.

Food and beverage and advanced materials are sectors of focus for ATEED that are well represented in Manurewa. Transport and logistics is also concentrated in the area, with the presence of important state highways and the railway being significant assets to this sector.

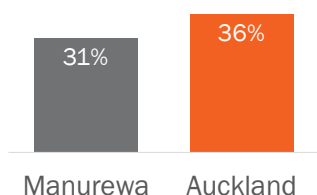
EMPLOYMENT IN ATEED FOCUS SECTOR (2018)

Share of Sector to Total	Auckland	Mangere-Otahuhu	+/- on MLB sector
Advanced Materials Related	0.0%	3.0%	80.9%
Commercial services	21.2%	8.5%	-60.1%
Construction and engineering	11.2%	10.0%	-10.2%
Education	7.6%	12.0%	58.7%
Food and Beverage	3.5%	6.4%	81.0%
Screen and creative	6.0%	0.9%	-84.4%
Technology	7.6%	4.2%	-44.7%
Tourism	6.2%	3.5%	-43.7%
Transport and Logistics	2.9%	5.3%	80.7%

Occupations ⁹

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. The skill level does not relate to the qualifications obtained by an individual, but to the range and complexity of the tasks they do at work. There is a lower proportion of highly skilled jobs in Manurewa (31 per cent) and higher proportion of low-skilled jobs (42 per cent) compared to the Auckland average (37 per cent).

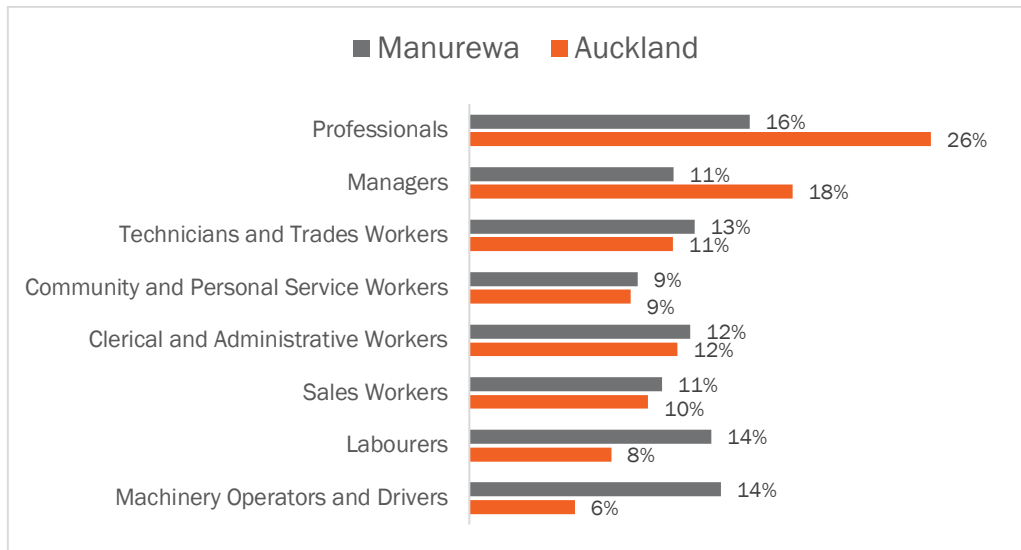
Highly Skilled Jobs (2018)



⁹ The 2018 Census provides details of the occupations of residents of the local board area whereas Infometrics data provides details of occupations within businesses located in the local board area.

OCCUPATIONS OF MANUREWA RESIDENTS (2018)

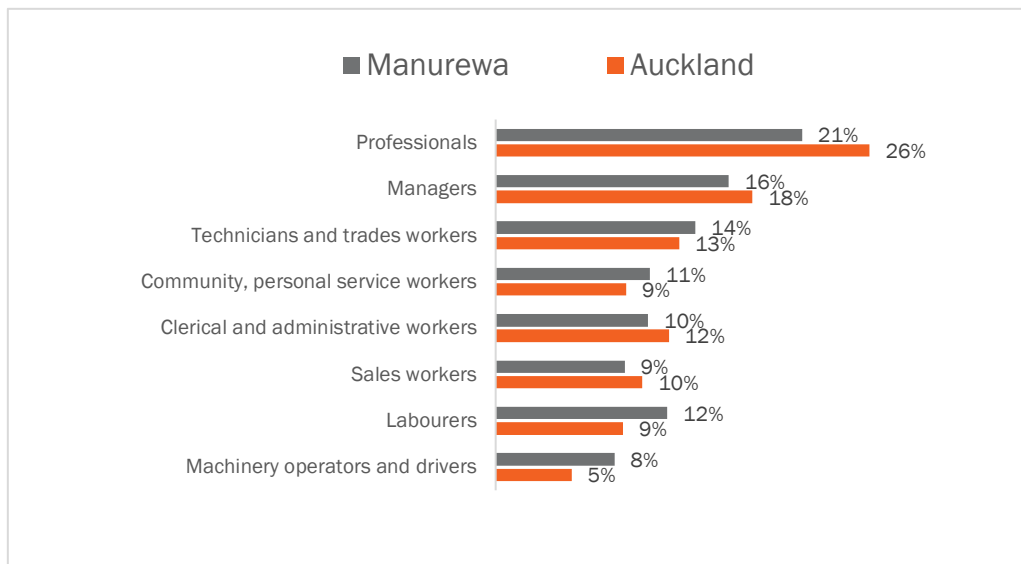
(source Infometrics)



Professional occupations were the most popular occupational categories for Manurewa residents in 2018 but at a much lower rate than seen elsewhere in the region. Compared to the region, there are a much higher proportion of workers in labouring and machinery operating in Manurewa.

OCCUPATIONS IN MANUREWA BASED BUSINESSES (2018)

(source Infometrics)



Of the jobs in Manurewa, professionals are the largest occupational group (21 per cent), lower than the Auckland average (26 per cent). There are more jobs as labourers in Manurewa than seen in the region as a whole.

Education professionals are the largest occupational group in Manurewa, followed by specialist managers¹⁰ and sales assistants.

TOP 10 OCCUPATIONS BY EMPLOYMENT IN MANUREWA (2018) (source Infometrics)

Rank	Occupations	Jobs	% of total jobs in Manurewa
1	Education Professionals	2,453	9.3%
2	Specialist Managers	2,343	8.8%
3	Sales Assistants & Salespersons	1273	4.8%
4	Carers & Aides	1251	4.7%
5	Automotive & Engineering Trades Workers	1151	4.3%
6	Chief Execs, General Managers, Legislators	1025	3.9%
7	Other Labourers	926	3.5%
8	Business, HR & Marketing Professionals	920	3.5%
9	Sales Representatives & Agents	784	3.0%
10	Road & Rail Drivers	765	2.9%
Sub-total Top 10 occupations		26,912	48.7%
Total jobs		12,891	<small>Note, includes self-employed</small>

Many occupations saw significant growth from 2013-2018, particularly managers in the construction sector and educational professionals.

FASTEST GROWING OCCUPATIONS 2013-2018 (source Infometrics)

Occupation	New Jobs
Specialist Managers	411
Education Professionals	391
Protective Service Workers	259
Sales Assistants & Salespersons	249
Carers & Aides	247

Business size¹¹

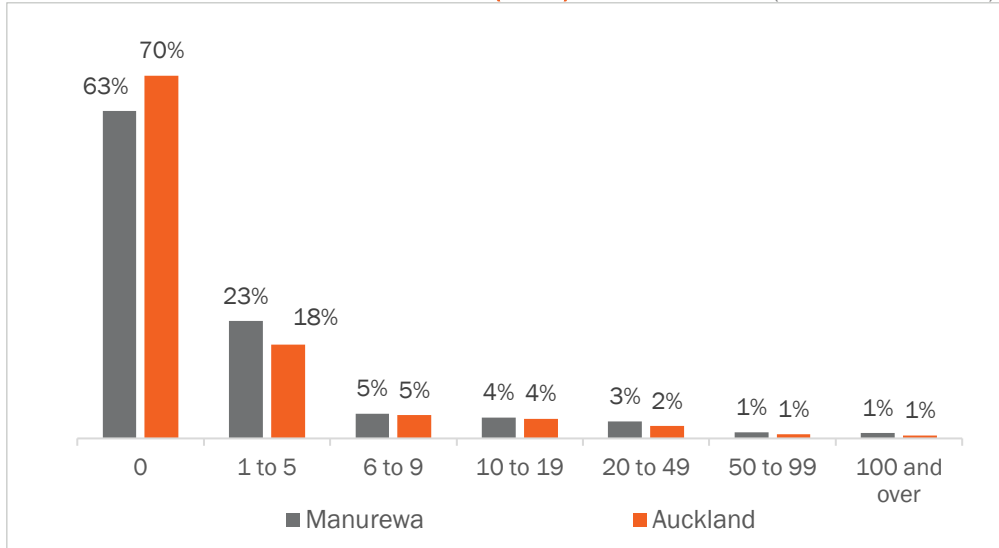
In 2018 there were 4,929 businesses in Manurewa employing an average of 5.4 employees each, larger than the Auckland average 4.5 employees. The number of businesses grew 1.9 per cent a year on average over the last decade, the same as the growth rate for the Auckland region.

¹⁰ Specialist managers include managers in advertising, construction, ICT, business administration and education.

¹¹ Large businesses are defined as entities with 20 or more employees

BUSINESS SIZE - NUMBER OF EMPLOYEES (2018)

(source Infometrics)



Future of Work in Manurewa

In 2019 ATEED commissioned work¹² to examine the likely future skills needs of the Auckland economy as changing population demographics, emerging technologies and the growth of new industries changes the nature of employment and the skills needed.

Manurewa Local Board is located in the south the Auckland region close to important employment precincts in south Auckland, while residents can also access employment opportunities in the central city area.

Population growth and changing consumer demand will influence growth in particular sectors. The Auckland Future Skills report indicates that Auckland can expect to see growth across most industries with notable growth in construction, professional services, health care, food service and education. Construction in particular is expected to grow by approximately 56,000 jobs over the next 10 years.

Education is an important employment sector in Manurewa with eight per cent of jobs in the area. Health care and social assistance is also important and provides seven per cent of the area's jobs. Construction is comprised of many small businesses often registered at the owner's home. The sector is a key employer in almost all local board areas and represents seven per cent of employment in Manurewa Local Board. **Growth in these sectors is likely to positively impact on the Manurewa work force.**

Professional services jobs include accounting, legal, architectural, engineering and management consulting services are forecast to grow 28 per cent (31,000 jobs) over the next ten years and **much of this growth is likely to be in the central city where these jobs are strongly concentrated.**

As an largely residential and industrial local board area Manurewa has few jobs in these sectors. Forecast growth in these sectors is likely to include limited growth in Manurewa. While Manurewa residents have reasonable access to the central city to access the

¹² Auckland Future Skills, Martin Jenkins (May 2019)

growing number of professional service jobs there, currently very few commute into the city centre.

For Manurewa Local Board, employment in Auckland's south is an important source of household jobs and income. Over 80 per cent of Manurewa residents work in the employment zones of the south. In the South Auckland labour market construction stands out as the industry of greatest projected growth with an expected gain of close to 15,000 jobs over the next ten years. This is a significantly larger increase than in any other industry for south Auckland and therefore an important sector that will create new jobs for residents.

INDUSTRIAL FORECAST FOR SOUTH AUCKLAND 2018-2019

Industry	Employment 2018	Employment 2029	Change
Construction	24,482	39,348	14,866
Transport, Postal and Warehousing	24,326	29,303	4,976
Professional, Scientific and Technical Services	17,614	22,385	4,772
Administrative and Support Services	15,252	19,545	4,293
Education and Training	15,252	19,281	4,029
Accommodation and Food Services	13,221	16,922	3,701
Public Administration and Safety	11,247	14,930	3,683
Health Care and Social Assistance	19,922	23,358	3,436
Manufacturing	33,944	36,660	2,716

Source: Infometrics

Other industries forecast to grow in south Auckland include:

- Transport, postal and warehousing – increase of 4,976, driven mainly by air and space transport, road freight transport and freight forwarding services
- Professional, scientific and technical services – increase of 4,772 employed
- Administrative and support services – 4,293 increase in total employed
- Education and training – 4,029 increase in total employed, primarily preschool and school education.

As a labour exporting area with strong industrial base at Wiri, Manurewa residents need to commute to employment opportunities in neighbouring south Auckland employment zones. Obtaining the skills to find employment in growing areas of construction, education and as technicians will be important to accessing quality employment opportunities in the future.

Employment Zones

Employment in Manurewa is concentrated in Manurewa town centre, the Wiri industrial zone. The correctional facilities in Wiri are also a significant employer.

Manurewa is a mix of labour importing industrial areas and labour exporting suburban areas. There are 95,670 residents in Manurewa which has a labour force of 54,200. The local board area has a total of 26,474 jobs located within it. As a result, the area is a net exporter of a labour to other parts of the city.

Employment Zones

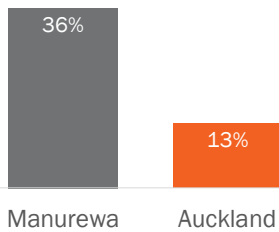
Employment in Manurewa is concentrated in Wiri which has a mix of manufacturing, wholesale trade transport and warehousing and commercial activities as well as some 'big box' retail. There are around 17,000 jobs in Wiri making it a regionally significant employment zone. Further employment is located in the main town centre of Manurewa.

EMPLOYMENT IN WIRI*

(source Infometrics)

Industry	Jobs
Wholesale Trade	2,565
Fruit, Oil, Cereal and Other Food Product Manufacturing	1363
Administrative and Support Services	1120
Road Transport	1072
Health Care and Social Assistance	935
Education and Training	832
Heavy and Civil Engineering Construction	812
Central Government Administration, Defence and Public Safety	800
Professional, Scientific and Technical Services	733
Other Services	731
Fabricated Metal Product Manufacturing	724
Construction Services	636
Textile, Leather, Clothing and Footwear Manufacturing	605
Postal, Courier Transport Support, and Warehousing Services.	547
Total employment (all sectors)	16,974
* Based on business demographics for the SA2 area	

Spending growth 2015-2019 (four quarter average)

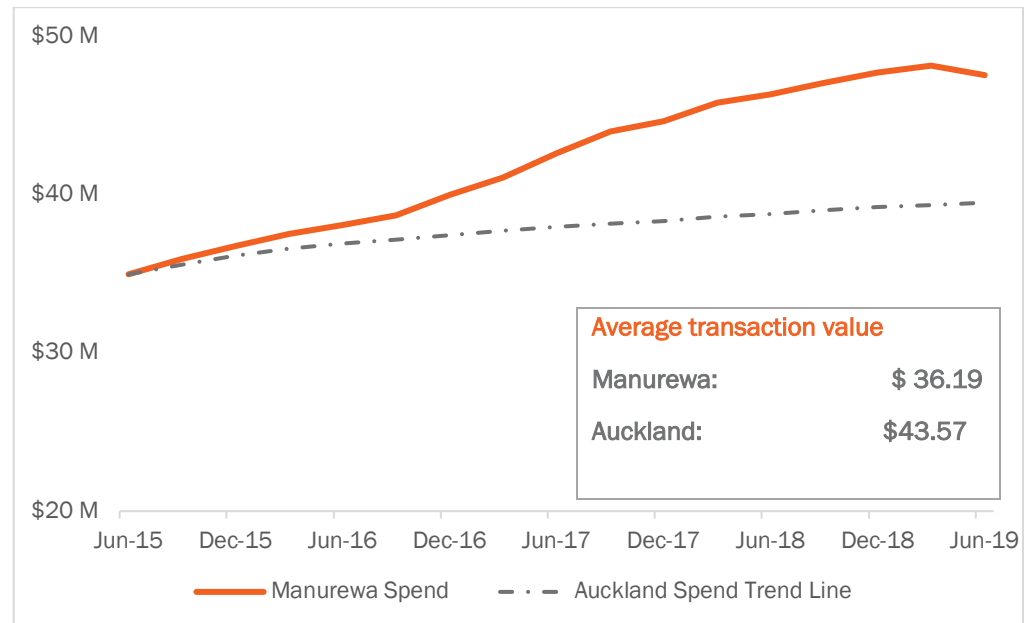


Town Centres¹³

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

Manurewa has seen 36 per cent growth in spending over between the period from June 2015 to June 2019 compared to 13 per cent regionally. The average transaction value in Manurewa was \$36.19, below the Auckland average of \$43.57.

MANUREWA SPEND AND AVERAGE TRANSACTION VALUE (2015-2019)



¹³ Town centre spend data is provided by Marketview and is derived from credit and debit card transactions. Area with higher levels of cash payments may have spending slightly under reported

Development Trends

Auckland has been undergoing a period of rapid growth facilitated by the development of the Auckland Unitary Plan. This is reflected in the level of residential development in the Manurewa Local Board area.

Context

The refreshed **Auckland Plan (2018)** sets the spatial vision for Auckland's future development through to 2050 to identify the type of city Auckland will become and how it will accommodate its housing, economic, social and environmental needs. The Auckland Plan identifies that Auckland may need another **313,000 dwellings** and up to **263,000 extra jobs** by 2050 requiring a plan for where and how people will live and how they will access jobs, facilities and services.

Within the Auckland Plan is the **Auckland Development Strategy** which shows how Auckland will physically grow and change over the next 30 years. It takes account of the outcomes Auckland wants to achieve, as well as population growth projections and planning rules in the Auckland Unitary Plan.

The **Unitary Plan (2017)** was developed to set the planning rules for:

- what can be built and where
- how to create a higher quality and more compact Auckland
- how to provide for rural activities
- how to maintain the marine environment.

The **Development Strategy** outlines key nodes and development areas where the bulk of new development of housing, employment and civic services will be located and how that can be connected by efficient transport links. Beyond the city centre the key nodes of growth are in the south (**Manukau**), north (**Albany**) and northwest (**Westgate**). **Rural nodes** in **Pukekohe** and **Warkworth** will service their surrounding rural communities and will support significant business and residential growth.

Development areas are spread across the region. Expected growth is identified if it is expected in any of the next three decades. In addition to areas identified for development most other urban areas will experience some development and change. This could be in the form of subdivision, or the redevelopment of existing buildings/land parcels at higher densities.

Two development areas are included in **Manurewa**, each expecting to see growth in the medium to longer term (2028-2048). Manurewa sits on the southern rail line and it has a well-used train station and transport interchange. The Auckland Unitary Plan provides for significant Terrace Housing and Apartment Buildings zoning around the Manurewa town centre, with a lesser amount around Clendon local centre.

The Crown has large land holdings in both Clendon and Manurewa and there is the potential for larger scale redevelopment in the area in the longer term¹⁴.

¹⁴ Auckland Plan, Development Strategy (2018)

These areas are expected to add significant numbers of houses to the area over the next 30 years as well as a modest contribution to employment.

Development Area	Phasing	Expected Dwelling Growth 2018-2048	Anticipated Employment Growth 2018-2048
Manurewa	11-30 years	990	290
Clendon	11-30 years	660	290

1062

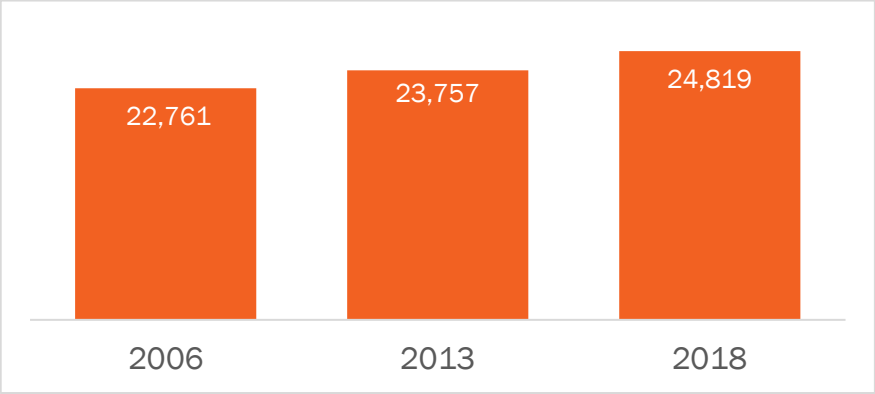
Additional dwellings

There were 1062 additional dwellings in Manurewa in the 2018 Census compared to 2013.

New dwellings

There were 279 new dwellings consented in 2018, which was 3.6 per cent of the 7,824 issued in the Auckland region. The number of new dwellings consented has been increasing steadily since 2011.

NUMBER OF PRIVATE DWELLINGS (OCCUPIED & UNOCCUPIED)



At the 2018 Census there were 1206 unoccupied dwellings and 126 under construction. Between 2013 and 2018 Censuses there were 1062 additional dwellings in Manurewa an increase of 4.5 per cent compared to a 6.5 per cent increase across the region.

Future Developments

Rail freight upgrades to Wiri could ease congestion through the area while Mill Road upgrade will also provide for public transport and cycling, easing commuting through the area and improving access to employment zones.

Economic Development Opportunities

In its current Local Board Plan the Manurewa Local Board seeks to ensure that Manurewa develops a prosperous local economy supporting local people. The local board's vision is that people have the opportunity to live, work and play close to home.

ATEED are able to provide support to local boards or groups of local boards in a number of ways, including:

Business environmental sustainability

- Promote sustainable business practices in key areas such as waste minimisation. Identifying the needs of local business through needs assessments and providing implementation options.
- Provide businesses access to sustainable business coaching and sustainability seminars.

Places

- Work alongside Panuku Development Auckland in its Transform and Unlock areas to help identify and realise economic development opportunities in those areas.
- Support local boards with specific place-based initiatives to help revitalise areas and build on their unique characteristics in order to promote enhanced economic outcomes.

Enterprise

- Manage delivery of local business programmes that provide access to business skills where mainstream services don't meet community need (e.g. PopUp Business School)
- Support youth enterprise initiatives (e.g. Young Enterprise Scheme)

Economic analysis and research

- Support local boards to understand strengths, opportunities and challenges in their areas by providing analysis of available data.
- Commissioning work to understand particular issues or opportunity a local area may have and how and identify appropriate actions.

Leveraging local opportunities

- Support local boards to consider how they may best support local businesses to capitalise on opportunities that may arise as a result of major events or development projects in the region.

The table below provides our advice as to where ATEED's local delivery can help the local board deliver against its objectives. Where related initiatives that are delivered by other parts of the Auckland Council family these are noted.

ATEED has been directed by Council to focus its resources on economic development initiatives in the less prosperous areas in **West and South Auckland**.

ISSUES

Manurewa has a very diverse community and is one of the less affluent parts of the region with higher levels of unemployment and low household incomes. Educational attainment is lower than the regional average and many young people struggle to find employment,

ECONOMIC DEVELOPMENT OPPORTUNITIES

LED work stream	Potential area of focus in Manurewa Local Board area
Places	Work with businesses to continue to improve the quality of town centres.
Enterprise	<p>Consider co-funding (with ATEED and other local boards) enterprise support programmes that meet the needs of the community that are currently not met by mainstream regional programmes (such as PopUp Business School).</p> <p>Support growth of locally owned and operated Maori and Pacific owned businesses.</p> <p>Support the Young Enterprise Scheme that provides a business experience for local schools.</p>
Economic intelligence	Update of Prosperity Index to keep local board informed of socio-economic picture in their area.

Glossary

Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006)	This is the official industrial classification used by Statistics NZ. 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	Head count of salary and wage earners sourced from taxation data. Unless stated, does not include 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 previously published estimated 2018 population figures from Statistics New Zealand.
Productivity	The NZ Productivity Commission defines productivity as the efficiency with which resources – such as labour and capital – are converted into outputs of goods and services.
Unemployment rate	The unemployment rate is the number of people aged 15 years and over who did not have a paid job, were available for work, and were actively seeking work, as a percentage of the labour force.

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