

AUCKLAND ECONOMIC OVERVIEWS

MAUNGAKIEKIE- TĀMAKI

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.

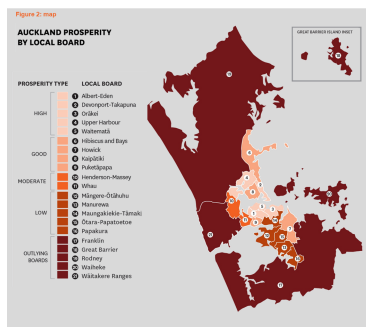
¹ <https://www.aucklandnz.com/business-and-investment/economy-and-sectors/auckland-growth-monitor>

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>

The role of local boards

At the **local level** ATEED works with local boards to support several areas of work:



- Growing local businesses through a range of initiatives to support start-ups and small and medium sized enterprises across the region
- Place based initiatives either working with Auckland's regeneration agency Panuku Development Auckland in its 'Transform and Unlock' areas as well as with smaller locally driven place-based initiatives
- Business environmental sustainability initiatives and the promotion of waste-minimisation and circular economy opportunities
- Providing economic intelligence: enhancing the evidence base and advice provided by ATEED at a local level. To provide a better understanding of the drivers of prosperity in a local area. While also providing the justification for the projects and initiatives delivered by the team.

Local boards have a mandate to advocate for and fund a range of activities on behalf of their local communities. The local boards of Auckland Council want thriving town centres and access to employment opportunities in their communities and when opportunities lie elsewhere, transport solutions so residents can easily access those opportunities. Local boards are in a unique position to understand their local economy, work with the local business community and advocate or catalyse activities for local economic development.

Through their advocacy role as well as through their empowering communities and locally driven initiatives budgets local boards can play a role in a range of ways. They can support:

- ‘Places’ by supporting the town centres and business associations that provide much of their local employment or working with Panuku Development Auckland and ATEED to regenerate their town centres and attract investment and jobs
- ‘People’ through support for community organisations that work with people distant from the labour market, they can support skills development for young people through a range of programmes like the Young Enterprise Scheme
- The business community programmes like the PopUp Business School that fill gaps where mainstream services don’t meet community need
- The sustainability of their local economies by helping promote business environmental sustainability and waste minimisation.

What is the Maungakiekie-Tāmaki local economic development overview?

This economic development overview of the Maungakiekie-Tāmaki Local Board area looks at:

- a range of indicators on Maungakiekie-Tāmaki's economy
- the drivers, trends and linkages that influence the local economy
- major private and public initiatives that will impact on the economy in Maungakiekie-Tāmaki
- opportunities and issues to growing business and jobs in Maungakiekie-Tāmaki

The economic development overview can be the first stage in guiding local boards as to what the key issues are in their area and where the local board should focus its efforts when considering the outcomes it would like to include in the 2020 Local Board Plan.

opportunities and incomes meaning not all sectors of the community are able to share in prosperity.

Maungakiekie-Tāmaki Local Board Economic Overview 2019

Summary

Maungakiekie-Tāmaki is a moderately prosperous local board area although there are areas within Maungakiekie-Tāmaki with high levels of deprivation. Maungakiekie-Tāmaki is a key employment area and has high levels of employment in occupations such as wholesale trade, professional and administrative services.



Population growth

Population growth has been lower than the regional average over the 2013-2018 Census period. The area predominantly has a New Zealand European population with a sizeable Tongan and Māori community.



Unemployment rate

Unemployment has been similar to the regional average over the last five years.



Significant employers

Wholesale trade, professional and administrative services are the main employment sectors. Construction, accommodation & food and healthcare are also significant employers. Together these six sectors provide almost 50 per cent of local employment.



Local employment opportunities

Over the five years 2013 to 2018, the fastest growing industries by GDP in the local board area were professional scientific & technical services, electricity, gas, water & waste services and retail trade.



Education attainment

Educational attainment is average, however, a much lower proportion of school leavers move on to degree level study upon leaving high school.



Residential developments

The Unitary Plan, along with the Auckland Plan, provides the policy framework by which development is enabled and assessed. Under this framework the area is likely to see higher density residential apartment. The Tāmaki Regeneration project is a significant urban regeneration project with over 7,500 homes to be built over the next 20 years at Point England, Glen Innes and Panmure.

Highly skilled jobs 2018

30.0%

Maungakiekie-Tāmaki

36.0%

Auckland

Jobs in Knowledge Intensive Industries

25.0%

Maungakiekie-Tāmaki

39.0%

Auckland

School leavers moving on to degree level study (2018)

23.0%

Maungakiekie-Tāmaki

42.0%

Auckland

LOCAL BOARD ASPIRATIONS



In its current Local Board Plan the Maungakiekie-Tāmaki Local Board seeks to ensure that Maungakiekie-Tāmaki develops a thriving local economy where the business community are supported, and the area is promoted as an excellent place to do business.

KEY OPPORTUNITIES



Support implementation of the Tāmaki Employment Precinct Strategy. The intent of this strategy is to encourage investment into the Tāmaki Employment Precinct and help businesses capture the economic opportunity that the Tāmaki regeneration programme provides. The aim is to create a thriving local economy with more diverse employment opportunities for residents over time.

KEY CHALLENGES



Maungakiekie-Tāmaki has a sizeable local economy with many jobs however, skills acquisition in the area is below the regional average which impacts on employment opportunities and incomes meaning not all sectors of the community are able to share in prosperity.

People and Households

Maungakiekie-Tāmaki is one of Auckland's most populous local board areas with a population of 76,284 that is forecast to increase to 115,200 by 2038. The area has an ethnically diverse population with many residents from Tonga, Samoa, China and India.

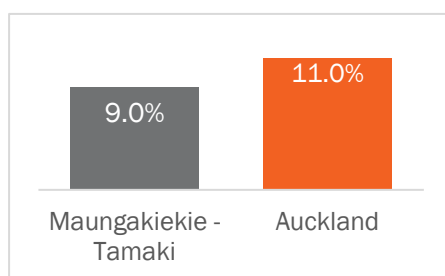
Maungakiekie-Tāmaki is one of Auckland's less prosperous areas. The Auckland Prosperity Index report showed while there are plentiful jobs in the area, with over 100,000 filled jobs in the area, few are in knowledge-intensive industries. The area's lower skills base means household prosperity is low.

	Maungakiekie-Tāmaki	Auckland / Share of Auckland
Population (2018)	76,284	4.9%
Population growth (2013-2018)	9.0%	11.0%
Median Age (2018)	33.1	34.8
Labour force (2018)	42,800	867,090
Labour force participation (2018)	72%	71
Home ownership (2018)	34%	45%

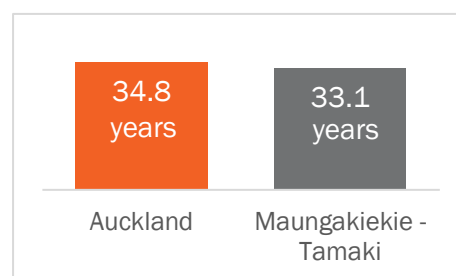
Population

The Maungakiekie-Tāmaki Local Board area has experienced population growth just below the regional average in recent years.

POPULATION GROWTH (2013-2018)



MEDIAN AGE

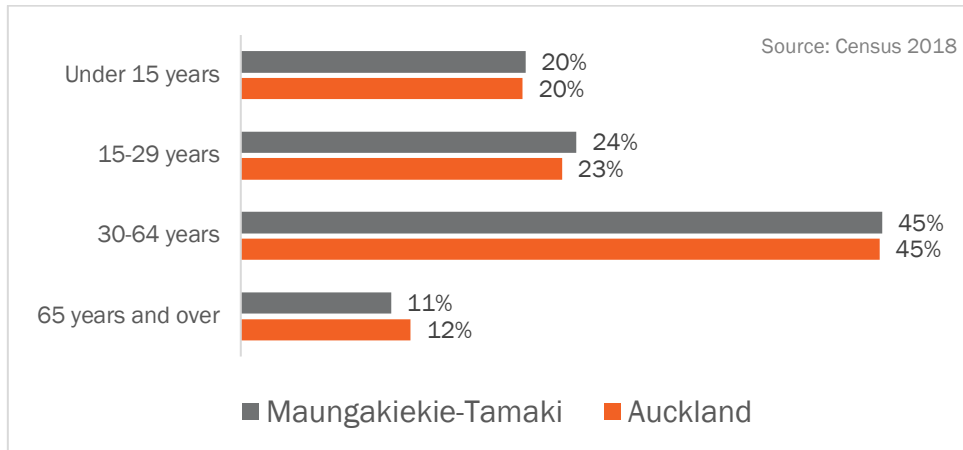


Between the 2013 and 2018 censuses population growth was nine per cent compared to 11 per cent regionally. Medium population projections⁴ suggest that Maungakiekie-Tāmaki could be home to 115,200 residents by 2038 an increase of 39,000.

⁴ Source: Statistics New Zealand

Maungakiekie-Tāmaki has a similar median age to the region, but its working age population is slightly larger than the regional average and there are proportionately fewer people of retirement age.

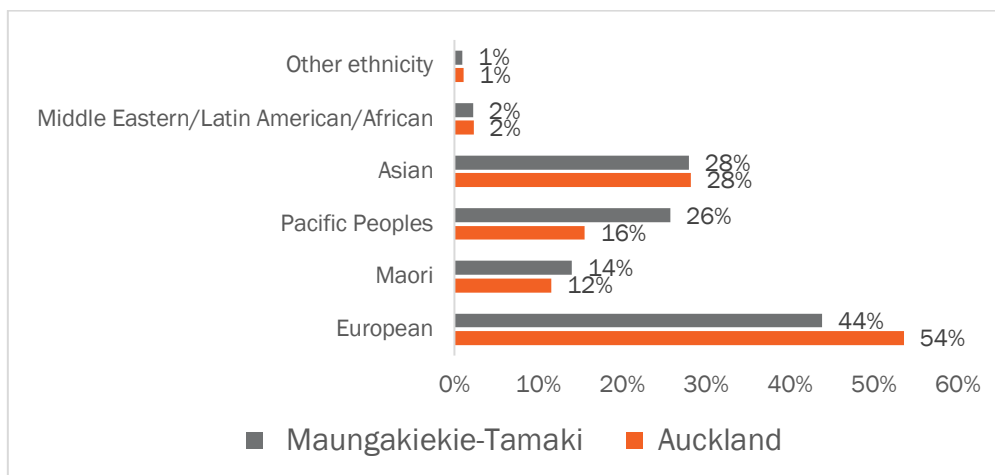
AGE STRUCTURE (CENSUS 2018)



Ethnicity

Maungakiekie-Tāmaki's population is predominantly of European ethnicity (44 per cent) but less so than the regional profile where Europeans make up 54 per cent of the population. Maungakiekie-Tāmaki's has more Pacific and Māori residents than the regional average. Samoans, Tongans and Cook Islanders are the main groups of Pacific Peoples. Asian people make up a just over a quarter of residents, the same as the region, most of those are of Indian origin.

ETHNIC MAKE-UP (CENSUS 2018)



Maungakiekie-Tāmaki has a large proportion of residents born overseas (42 per cent) and 25 per cent of people born overseas had been in New Zealand less than five years.

Languages

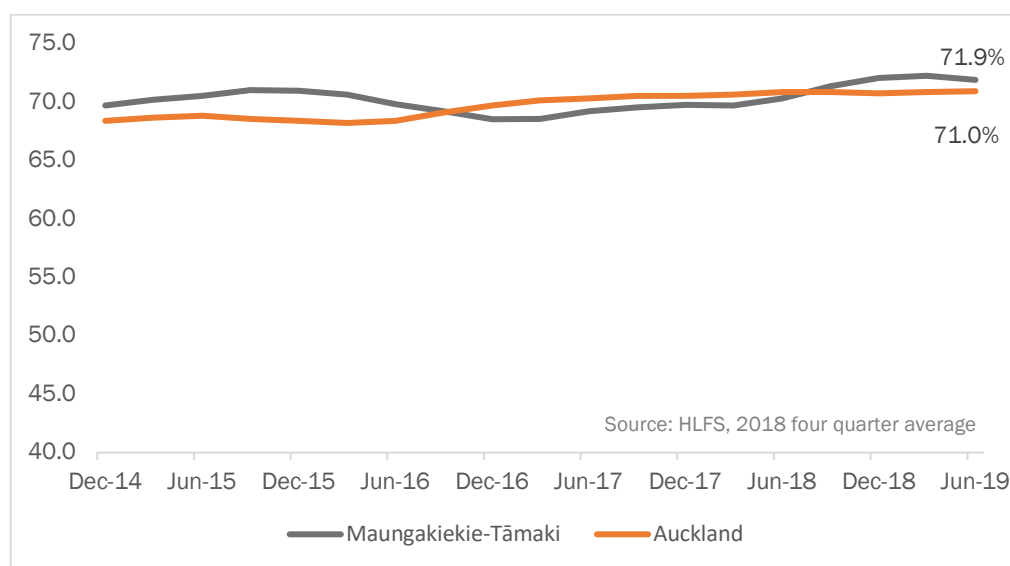
With a diverse population there are a wide range of languages in use in Maungakiekie-Tāmaki, 92 per cent of residents are able to speak English.

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 Maungakiekie-Tāmaki is 72 per cent, higher than the Auckland rate (71 per cent).

LABOUR FORCE PARTICIPATION RATE OVER TIME



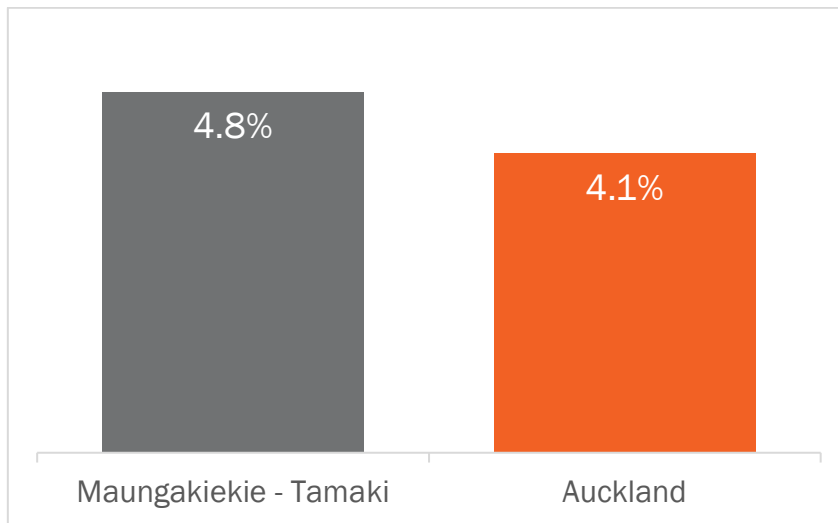
72%

The labour force participation rate in Maungakiekie-Tāmaki is 72 per cent, higher than the Auckland rate (71 per cent)

The unemployment rate in the 2018 Census⁵ was 4.8 per cent in the Maungakiekie-Tāmaki Local Board area, higher than the Auckland region unemployment rate of 4.1 per cent.

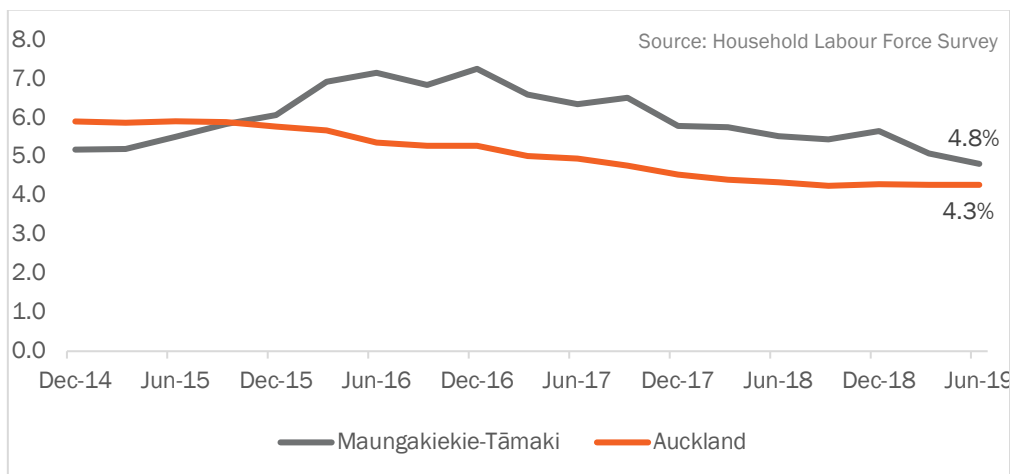
⁵ Note the Census based unemployment rate differs from the rate reported by the Household Labour Force Survey as data collection methods differ and the Census rate is self-reported at the time of completion of the Census form.

UNEMPLOYMENT RATE (2018 CENSUS)



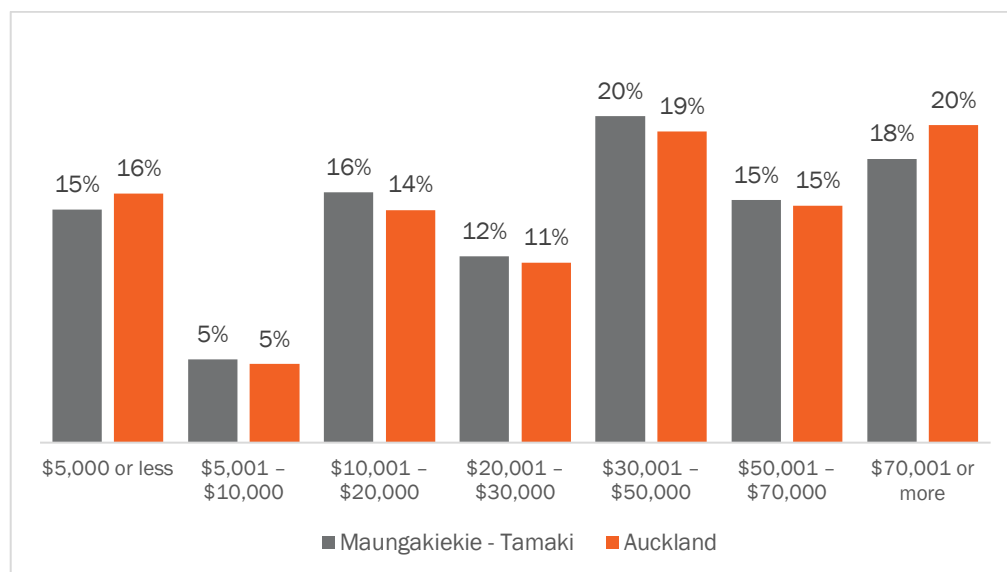
Unemployment measured by the Household Labour Force Survey in Maungakiekie-Tāmaki has remained similar to the Auckland average over the last five years.

UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY)

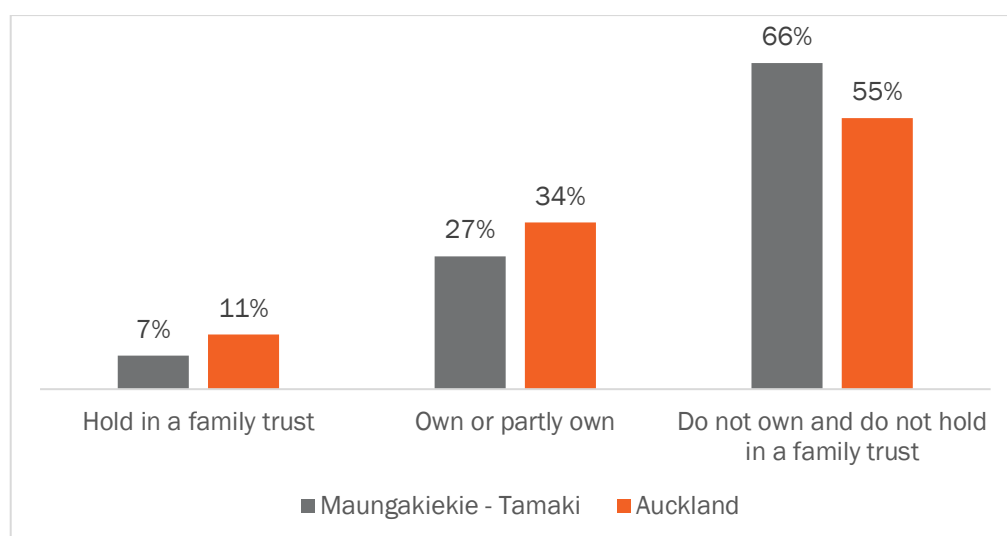


Incomes

Analysis of individual income levels in 2018 shows that there was a lower proportion (18 per cent) of persons earning a high income (over \$70,000 per year) in Maungakiekie-Tāmaki compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)

In 2018, 10 per cent of individuals in Maungakiekie-Tāmaki derived self-employment or business income, above the rate across all Auckland households (14 per cent).

HOME OWNERSHIP (CENSUS 2018)

Home ownership in Maungakiekie-Tāmaki is lower than the regional average; in 2018, 34 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

Skills

Maungakiekie-Tāmaki has a less well qualified labour force than the regional average with a lower proportion of residents educated to degree level or higher. Fewer school leavers from Maungakiekie-Tāmaki leave with NCEA Level 2 or NCEA Level 3. Fewer school leavers enter tertiary education upon leaving school.

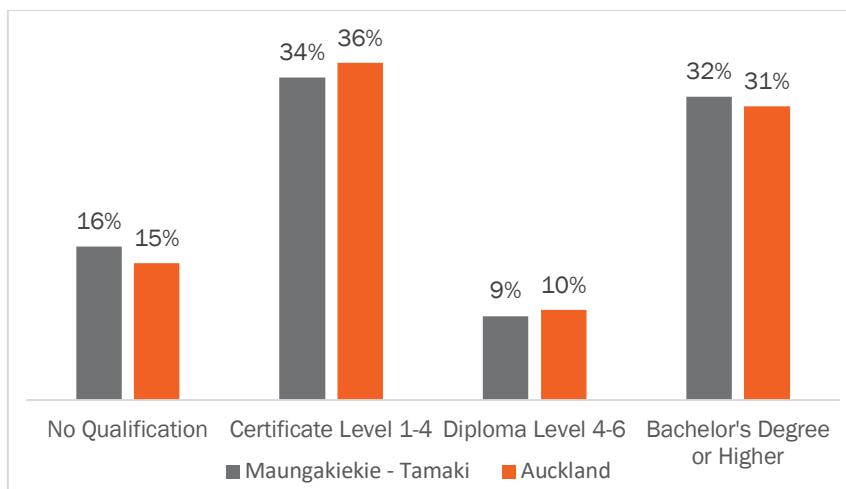
Qualifications

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 leavers 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

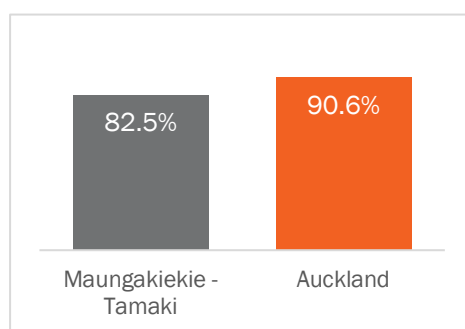
In 2018, 32 per cent of adult residents in Maungakiekie-Tāmaki had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Sixteen per cent of residents had no educational qualifications compared with 15 per cent across the region⁷.

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2017, 17 per cent of school leavers in Maungakiekie-Tāmaki did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

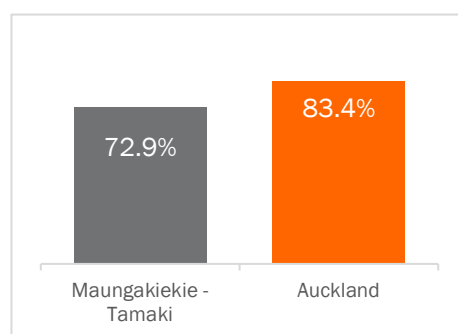
In 2018, 27 per cent of school leavers in Maungakiekie-Tāmaki did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is more than the Auckland average where 16 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (2018)

LEVEL 1



LEVEL 2



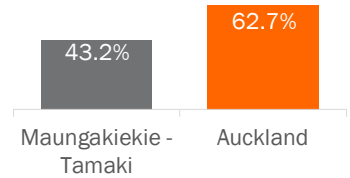
NCEA 1 ATTAINMENT BY ETHNICITY (2018)

age achieving NCEA	Level 1	Level 2
European	79.4%	71.8%
Māori	69.0%	50.3%
Pacific	84.4%	73.9%
Asian	91.3%	88.3%
Other	100%	100%
Middle East, Latin American, African	90.9%	90.9%
Total Local Board	82.5%	72.9%
Total Auckland	90.6%	83.4%

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

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

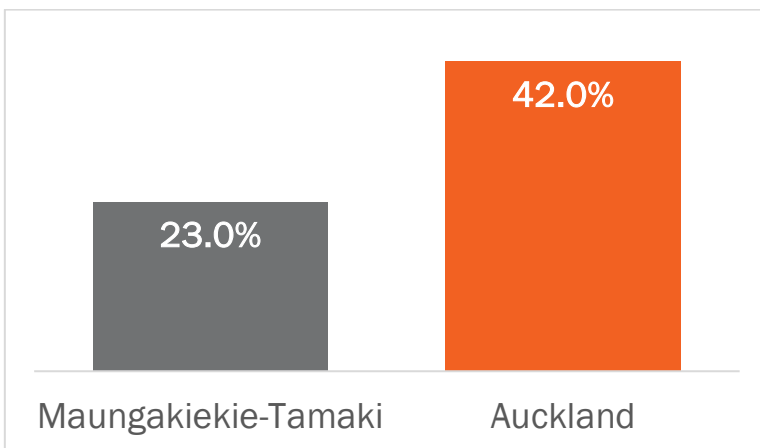
School leavers attaining NCEA level 3 (2018)



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
Maungakiekie-Tāmaki	23.0%	23.1%	5.4%	48.5%	683
Auckland	42.0%	20.9%	3.1%	34.1%	20,421

SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (2018)



Fewer school leavers moved on to degree level study within a year of leaving school. Twenty-three per cent of Maungakiekie-Tāmaki 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 (51 per cent) enrolled in some form of tertiary education than the regional average (66 per cent).

Local Economy

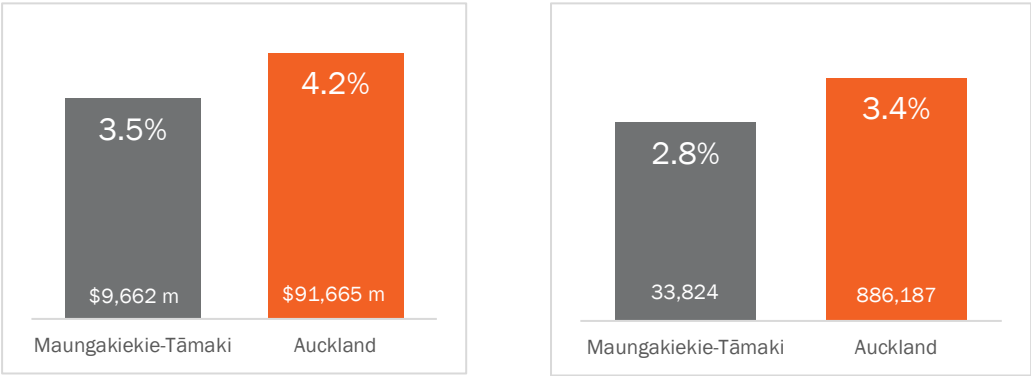
Maungakiekie-Tāmaki has a strong local economy driven by wholesale trade and manufacturing, while construction also creates a large number of local jobs. There has been recent growth in the number of jobs in both professional and managerial occupations.

Growth and employment trends

In 2018, GDP in Maungakiekie-Tāmaki experienced growth of 3.4 per cent from 2017, lower than the growth rate in Auckland (3.9 per cent). In the five years to 2018 the Maungakiekie-Tāmaki economy grew at an average annual rate of 3.5 per cent, lower than the 4.2 per cent in the Auckland region.

Employment in Maungakiekie-Tāmaki increased by an average of 2.8 per cent per annum in the five years from 2013 to 2018, below the Auckland rate of 3.4 per cent. Over the last five years Maungakiekie-Tāmaki job numbers increased the most in construction (+2,872 jobs), professional, scientific and technical services (+2,415 jobs) and accommodation and food services (+1421 jobs) sectors.

AVERAGE ANNUAL GDP AND EMPLOYMENT GROWTH (2013-2018) (source Infometrics)



FASTEST GROWING INDUSTRIES BY GDP (ANZSIC LEVEL 1) (source Infometrics)

Industry	Average p.a. change
Professional, Scientific & Technical Services	8.0%
Electricity, Gas, Water & Waste Services	7.1%
Retail Trade	7.0%
Accommodation & Food Services	6.8%
Health Care & Social Assistance	5.8%
Construction	5.7%

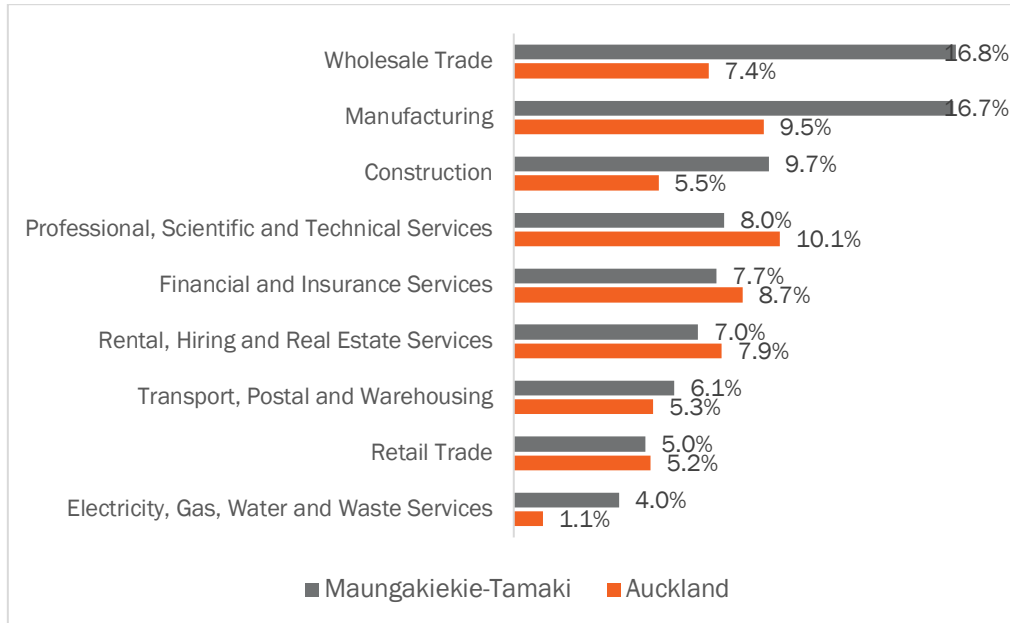
Over the five years 2013 to 2018, the fastest growing industries by GDP in Maungakiekie-Tāmaki were professional scientific and technical services, electricity, gas, water and waste services and retail trade.

Industry mix

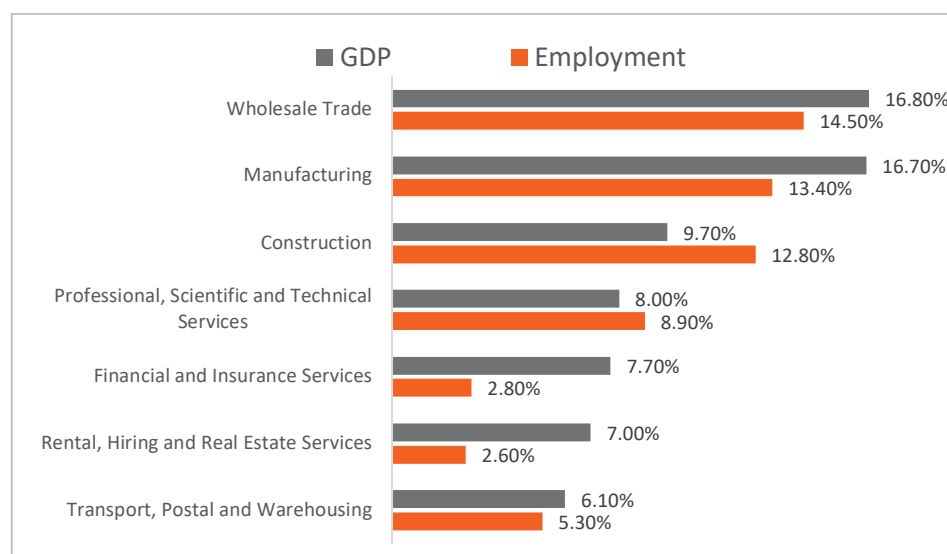
Maungakiekie-Tāmaki's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors with a strong presence in the Maungakiekie-Tāmaki economy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

BROAD INDUSTRY MIX BY GDP (ANZSIC LEVEL 1)

(source Infometrics)



- **Wholesale trade** contributed 17 per cent of Maungakiekie-Tāmaki's GDP and 15 per cent of the area's employment.
- **Manufacturing** contributed 17 per cent of Maungakiekie-Tāmaki's GDP and provided 13 per cent of the area's employment.
- **Construction** contributed 10 per cent of Maungakiekie-Tāmaki's GDP and provided 13 per cent of the area's employment.
- **Professional, Scientific & Technical Services** contributed eight per cent of Maungakiekie-Tāmaki's GDP and provided nine per cent of the area's employment.

TOP INDUSTRIES BY EMPLOYMENT AND GDP (ANZSIC LEVEL 1) (source Infometrics)

Wholesale trade, manufacturing and construction are the key employment sectors in Maungakiekie-Tāmaki.

Looking at more detailed sub-sectors we see that accommodation and food services as well as administrative and support services are also important employment sectors in the area.

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

Rank	Industry	Jobs	% of Maungakiekie-Tāmaki Total
1	Wholesale Trade	14,962	14.5%
2	Professional, Scientific & Tech Services	9,157	8.9%
3	Administrative & Support Services	8,128	7.9%
4	Construction Services	7,353	7.1%
5	Accommodation & Food Services	6,432	6.2%
6	Other Store & Non-Store Retailing	5,052	4.9%
7	Health Care & Social Assistance	4,762	4.6%
8	Heavy & Civil Engineering Construction	3,738	3.6%
9	Other Services	3,646	3.5%
10	Education & Training	3,173	3.1%
Total top 10 industries		66,403	64.3%
All other industries		37,033	35.7%
Total employment		103,437	Source: Infometrics

Looking at more detailed sub-sectors electrical and hardware are the main employment sub-sectors within wholesaling. Within professional services, 38 per cent of jobs are in head office management. Labour supply and building cleaning are important administrative support service employers.

Professional, scientific and technical services have seen the greatest employment growth over the last five years with construction services, accommodation and food and

wholesale trade also seeing large increases. Printing and several manufacturing services saw jobs decline.

NEW JOBS BY SECTOR – 54 SECTOR CLASSIFICATION

(source Infometrics)

Sector	New Jobs (2013- 2018)
Professional, Scientific & Tech Services	2,415
Construction Services	1426
Accommodation & Food Services	1421
Wholesale Trade	1314
Health Care & Social Assistance	974
Other Store & Non Store Retailing	945
Heavy & Civil Engineering Construction	885
Education & Training	710
Building Construction	560
Administrative & Support Services	549

SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (2013 - 2018)

Occupation	Jobs Lost
Printing	-192
Furniture & Other Manufacturing	-184
Telecommunications, Internet & Library Services	-133
Meat & Meat Product Manufacturing	-126
Rail, Water, Air & Other Transport	-118
Textile, Leather, Clothing, Footwear Manufacturing	-100

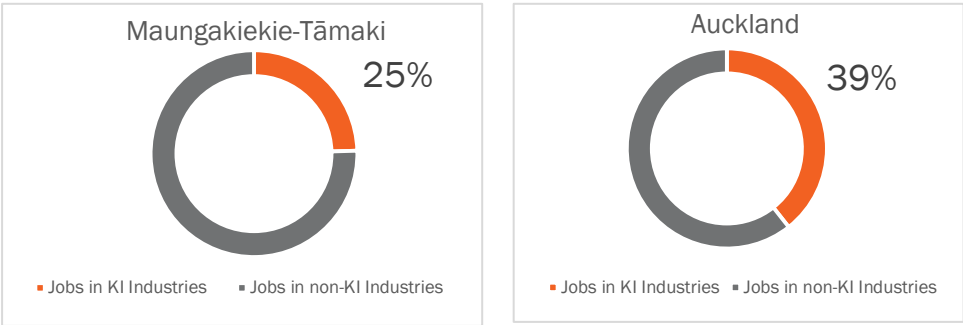
Knowledge-intensive industries

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-five per cent of jobs in Maungakiekie-Tāmaki are in knowledge intensive industries, which is lower than the regional average of 39 per cent.

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.

JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES

(source Infometrics)



Comparative Advantage

A number of sectors are more strongly represented in Maungakiekie-Tāmaki than they are in the region as a whole.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA

(source Infometrics)

Rank	Industry	Location Quotient	GDP (\$M)	Employees
1	Primary Metal & Metal Product Manufacturing	3.6	83	564
2	Wholesale Trade	3.3	1627.9	14,962
3	Non-Metallic Mineral Product Manufacturing	3.3	144.4	1108
4	Pulp & Paper Product Manufacturing	3.2	95.8	570
5	Polymer Product & Rubber Product Manufacturing	3.1	182	1403

Metal, paper and polymer manufacturing being sectors that are particularly strongly represented in Maungakiekie-Tāmaki. Wholesale trade is also represented strongly and is a very significant sector in employment terms.

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.

Advanced materials is one of the sectors of focus for ATEED that is well represented in Maungakiekie-Tāmaki as are food and beverage and transport and logistics.

EMPLOYMENT IN ATEED FOCUS SECTOR (2018)

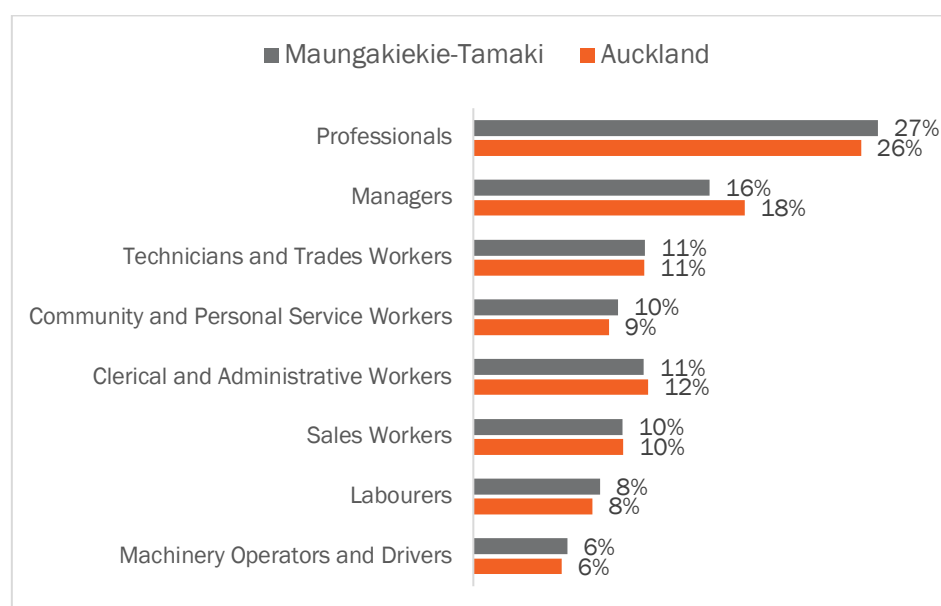
Share of Sector to Total	Auckland	M-T	+/- on M-T sector
Advanced Materials Related	1.7%	4.0%	139.1%
Commercial services	21.2%	19.0%	-10.5%
Construction and engineering	11.2%	13.5%	20.9%
Education	7.6%	3.1%	-59.4%
Food and Beverage	3.5%	5.6%	57.4%
Screen and creative	6.0%	3.9%	-34.4%
Technology	7.6%	8.5%	11.3%
Tourism	6.2%	4.4%	-28.5%
Transport and Logistics	2.9%	4.3%	45.0%

Occupations ⁹

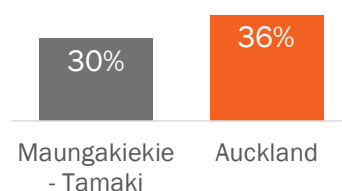
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job. The skill level does not relate to the qualifications obtained by an individual, but to the range and complexity of the tasks they do at work. Maungakiekie-Tāmaki has a higher proportion of low-skilled jobs (42 per cent) and lower proportion of high-skilled jobs (30 per cent), compared to the Auckland average.

Managers and professional occupations were the most popular occupational categories for Maungakiekie-Tāmaki residents in 2018. Compared to the region, there is a slightly higher proportion of workers in managerial occupations in Maungakiekie-Tāmaki.

OCCUPATIONS OF M-T RESIDENTS (CENSUS 2018)



Highly Skilled Jobs (2018)

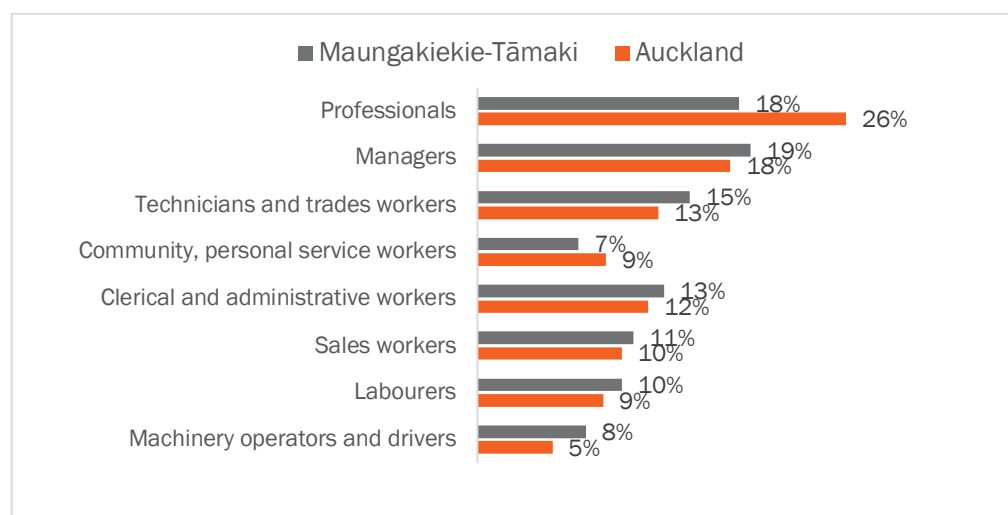


⁹ The 2018 Census provides details of the occupations of residents of the local board area whereas Infometrics data provides details of occupations within businesses located in the local board area.

Of the jobs located in Maungakiekie-Tāmaki, managers are the largest occupational group (19 per cent), higher than the Auckland average (18 per cent). Professional occupations are under-represented in Maungakiekie-Tāmaki, with this occupation making up 18 per cent of jobs compared with 26 per cent for the wider region.

OCCUPATIONS IN M-T BASED BUSINESSES (2018)

(source Infometrics)



Specialist managers¹⁰ are the largest occupational group in Maungakiekie-Tāmaki, followed by business, HR & marketing professionals and sales assistants & salespersons.

TOP 10 OCCUPATIONS BY EMPLOYMENT (2018)

(source Infometrics)

Rank	Occupations	Jobs	% of total jobs in Maungakiekie-Tāmaki
1	Specialist Managers	10,782	10.4%
2	Business, HR & Marketing Professionals	5,567	5.4%
3	Sales Assistants & Salespersons	5,542	5.4%
4	Chief Execs, General Managers, Legislators	4,668	4.5%
5	Sales Representatives & Agents	4,399	4.3%
6	Hospitality, Retail & Service Managers	3,695	3.6%
7	Automotive & Engineering Trades Workers	3,671	3.5%
8	Design, Engineering, Science Professionals	3,338	3.2%
9	Other Labourers	3,236	3.1%
10	Road & Rail Drivers	3,083	3.0%
Sub-total Top 10 occupations		47,981	46.4%
Total jobs		103,437	Note, includes self-employed

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

Many occupations saw significant growth from 2013-2018, particularly for specialist managers and business, HR & marketing professionals. The only occupation where there was a decline in the number of people employed in Maungakiekie-Tāmaki was for cleaners & laundry workers.

NEW JOBS BY SECTOR – 54 SECTOR CLASSIFICATION (2013 - 2018) (source Infometrics)

Occupation	New Jobs
Specialist Managers	320
Business, HR & Marketing Professionals	192
Education Professionals	130
Sales Assistants & Salespersons	124
Design, Engineering, Science Professionals	121

OCCUPATIONS WITH DECLINING JOBS 2013-2018

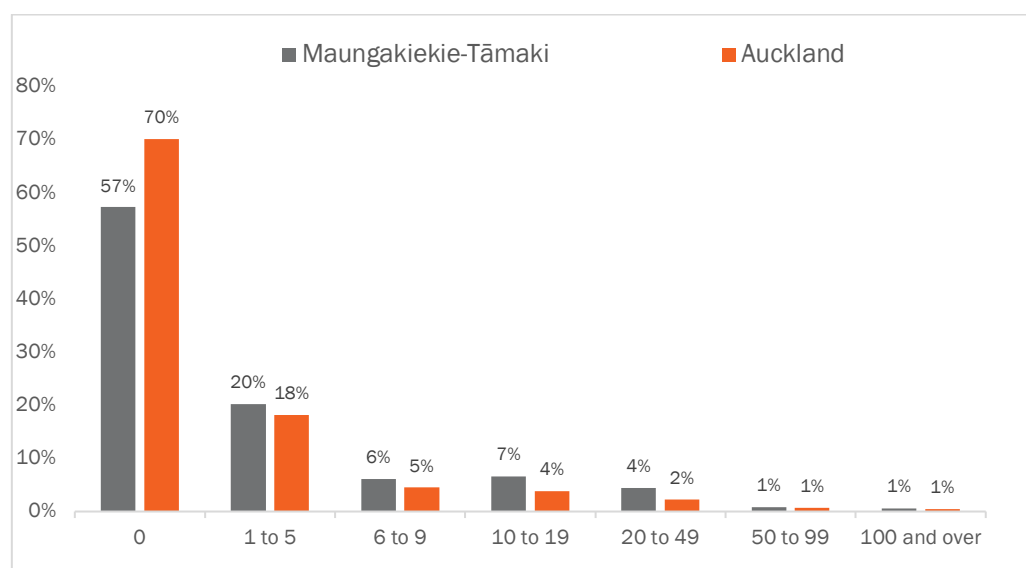
Occupation	New Jobs
Cleaners & Laundry Workers	-47

Business size¹¹

In 2018 there were 10,878 businesses in Maungakiekie-Tāmaki employing an average of 9.5 employees each, larger than the Auckland average 4.5 employees. The number of businesses grew 1.1 per cent a year on average over the last decade, a slower average growth rate than the Auckland average of 1.9 per cent.

BUSINESS SIZE – NUMBER OF JOBS (2018)

(source Infometrics)



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

Future of Work in Maungakiekie-Tāmaki

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.

Maungakiekie-Tāmaki Local Board is located centrally in the Auckland region. It is a major employment area and is also close to other important employment precincts in south Auckland. 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 a less important employment sector in Maungakiekie-Tāmaki than elsewhere in the region with just three per cent of jobs in the area. Health care and social assistance is also not as important as elsewhere and provides five per cent of the area's jobs. This is a result of the large numbers of employment the area has in its industrial areas that drive the local economy. Growth in these two sectors is likely to have a small impact on the Maungakiekie-Tāmaki work force.

Construction is a key employer in almost all local board areas and represents 13 per cent of employment in Maungakiekie-Tāmaki Local Board. Growth in construction is likely to positively impact on the Maungakiekie-Tāmaki 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 a fairly central local board area with a strong and diverse employment base, Maungakiekie-Tāmaki has a number of jobs in these sectors. Forecast growth in these sectors is likely to include some growth in Maungakiekie-Tāmaki. Maungakiekie-Tāmaki residents have reasonable access to the central city to access the growing number of professional service jobs there a number of residents that commute into the city centre.

For Maungakiekie-Tāmaki local board, employment in Auckland's south is an important source of household jobs and income. In the South Auckland labour market construction stands out as the industry of greatest projected 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.

¹² Auckland Future Skills, Martin Jenkins (May 2019)

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.

The Maungakiekie-Tāmaki economy is made up of largely professional, managerial and technical jobs with significant number of the types of jobs forecast to grow in the region such as construction managers, business professionals, design and engineering professionals and chief executives.

Employment Zones

Employment in Maungakiekie-Tāmaki is concentrated in a number of significant industrial zones and town centres. Penrose and Mount Wellington together are home to over 50,000. This makes the area a very significant source of employment for the Auckand region.

Maungakiekie-Tāmaki has several large employment zones. There are 76,284 residents of Maungakiekie-Tāmaki which has a labour force of 42,800. The local board area has a total of 103,437 jobs located within it. As a result, the area is a net importer of a labour from other parts of the city.

Employment Zones

Employment in Maungakiekie-Tāmaki is concentrated in a number of heavy and light industrial zones and several town centres. It is a very significant employment area for the Auckland region.

The main employment zones in Maungakiekie-Tāmaki are the industrial and commercial areas of Penrose and Mount Wellington where significant manufacturing, wholesale and warehousing and construction jobs are located. There are also a number of jobs in Onehunga, Panmure and Glen Innes.

Penrose is Auckland’s largest industrial area and contributes the greatest share of regional GDP (five per cent) after the city centre and Manukau city centre.

EMPLOYMENT IN PENROSE AREA*

(source Infometrics)

Industry	Jobs
Wholesale Trade	5,399
Construction Services	4,471
Administrative and Support Services	4,068
Professional, Scientific and Technical Services	3,413
Information Media Services	2,015
Heavy and Civil Engineering Construction	1971
Other Services	1644
Postal, Courier Transport Support, and Warehousing Services.	1450
Road Transport	1324
Building Construction	1047
Total employment (all sectors)	37,750
* Based on business demographics for the SA2 area	

EMPLOYMENT IN MOUNT WELLINGTON AREA*

(source Infometrics)

Industry	Jobs
Wholesale Trade	7,783
Construction Services	1930
Professional, Scientific and Technical Services	1655
Administrative and Support Services	1456
Building Construction	1322
Health Care and Social Assistance	1098
Heavy and Civil Engineering Construction	1073
Road Transport	1044
Total employment (all sectors)	25,752
* Based on business demographics for the SA2 area	

EMPLOYMENT IN ONEHUNGA INDUSTRIAL AREA*

(source Infometrics)

Industry	Jobs
Wholesale Trade	1517
Construction Services	1267
Road Transport	842
Fabricated Metal Product Manufacturing	719
Administrative and Support Services	566
Machinery and Other Equipment Manufacturing	557
Total employment (all sectors)	9,929
* Based on business demographics for the SA2 area	

EMPLOYMENT IN PANMURE / GLEN INNES INDUSTRIAL*

(source Infometrics)

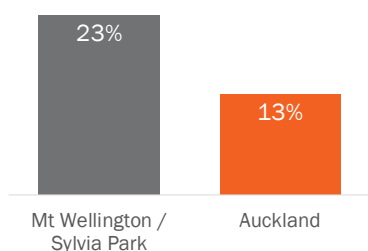
Industry	Jobs
Wholesale Trade	801
Supermarket, Grocery Stores and Specialised Food Retailing	527
Fruit, Oil, Cereal and Other Food Product Manufacturing	353
Administrative and Support Services	335
Central Government Administration, Defence and Public Safety	334
Total employment (all sectors)	5,530
* Based on business demographics for the SA2 area	

Town Centres ¹³

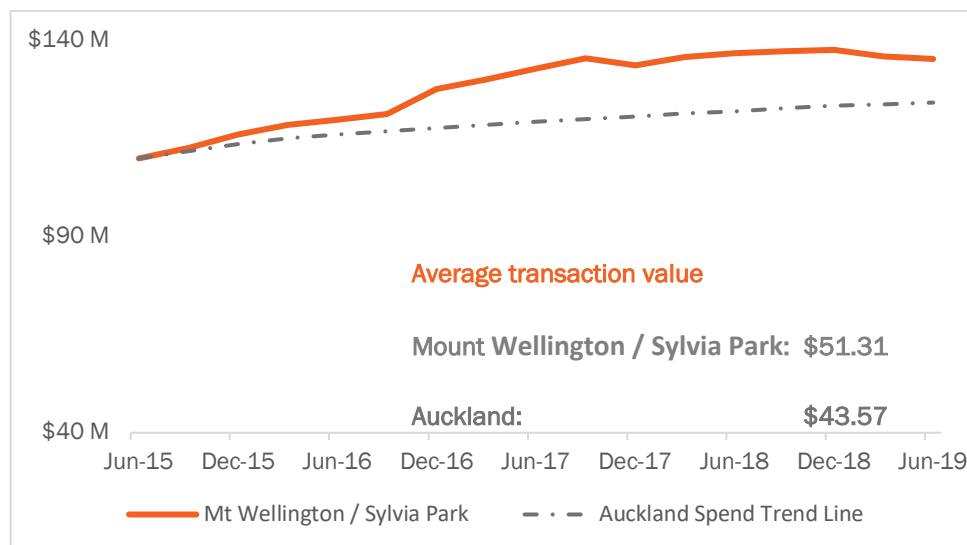
The main town centre employment zones in **Maungakiekie-Tāmaki** are Mount Wellington / Sylvia Park, Onehunga, Panmure and Glen Innes.

Spending in Mount Wellington / Sylvia Park has grown above the rate in Auckland as a whole, growing 23 per cent between June 2015 and June 2019 compared to 13 per cent regionally. The average transaction value in Mount Wellington / Sylvia Park was \$51.31, above the Auckland average of \$43.57.

Spending growth 2015-2019 (four quarter average)

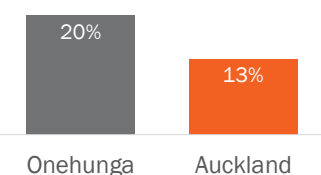


MT WELLINGTON/SYLVIA PARK SPEND AND AVERAGE TRANSACTION VALUE (2015-2019)

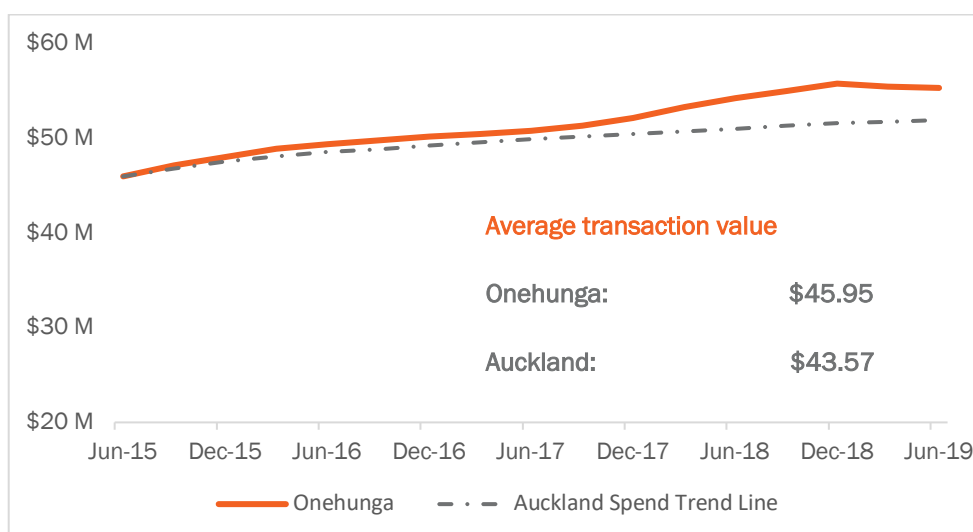


Spending in Onehunga has grown above the rate in Auckland as a whole, growing 20 per cent between June 2015 and June 2019 compared to 13 per cent regionally. The average transaction value in Onehunga was \$45.95, above the Auckland average of \$43.57.

Spending growth 2015-2019 (four quarter average)



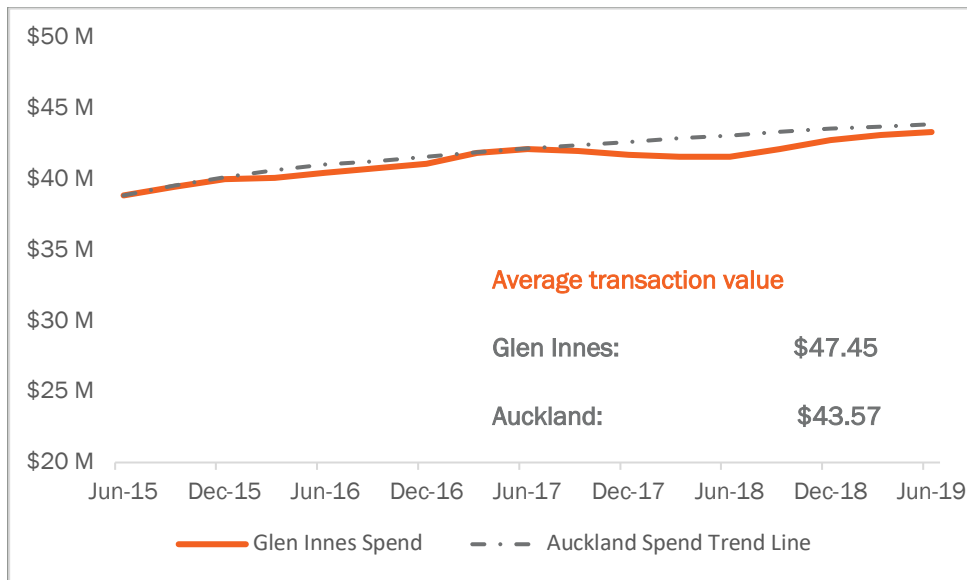
ONEHUNGA PARK SPEND AND AVERAGE TRANSACTION VALUE (2015-2019)



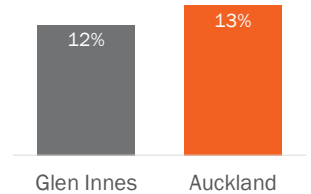
¹³ Town centre spend data is provided by Marketview and is derived from credit and debit card transactions. Area with higher levels of cash payments may have spending slightly under reported.

Spending in Glen Innes has risen in line with the rate in Auckland as a whole, growing 12 per cent between June 2015 and June 2019 compared to 13 per cent growth regionally. The average transaction value in Glen Innes was \$47.45, above the Auckland average of \$43.57.

GLEN INNES SPEND AND AVERAGE TRANSACTION VALUE (2015-2019)

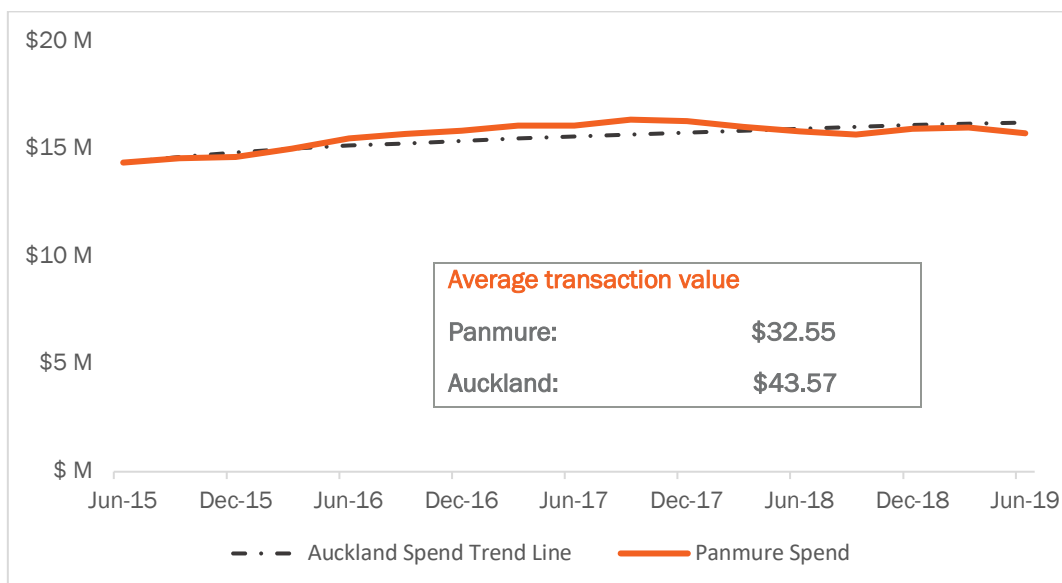


Spending growth 2015-2019
(four quarter average)

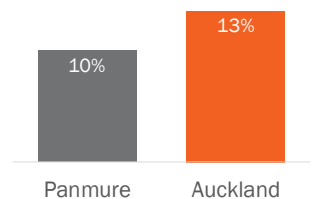


Spending in Panmure has not grown at the same rate as in Auckland as a whole, growing just 10 per cent between June 2015 and June 2019 compared to 13 per cent regionally. The average transaction value in Panmure was \$32.55, below the Auckland average of \$43.57.

PANMURE SPEND AND AVERAGE TRANSACTION VALUE (2015-2019)



Spending growth 2015-2019
(four quarter average)



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 Maungakiekie-Tāmaki local board area.

The Tāmaki Regeneration is a significant urban regeneration project with over 7,500 to be built over the next 20 years at Point Engad, Glen Innes and Panmure.

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.

The **Unitary Plan (2017)** was developed to help Auckland meet its economic and housing needs by setting 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.

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 **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 on 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.

Five development areas are included in Maungakiekie-Tāmaki. Panmure and Glen Innes are currently the focus of the urban transformation led by the Tāmaki Redevelopment Company. Panmure has also significant development opportunity in the town centre with the new Panmure Interchange. There is also potential for accessibility to increase further once linkages to the station are improved and AMETI is complete.

Sylvia Park centre is the location of Auckland's largest shopping centre, with plans for further expansion. It has significant potential for redevelopment through the Auckland

Unitary Plan. There are good connections to other parts of the city and the region. The area is in close proximity to large employment areas of Penrose, Ellerslie and Greenlane, and there is potential for business areas surrounding the centre to redevelop into higher value business as the area evolves.

Ōnehunga is within 10km of Auckland Airport and has good accessibility to the city centre with a rail station near its centre. Recent investment has been made in the area and the area continues to be a focus for public investment and regeneration through Panuku Development Auckland.

These areas are expected to add significant numbers of houses to the area over the next 30 years as well as a significant contribution to employment¹⁴

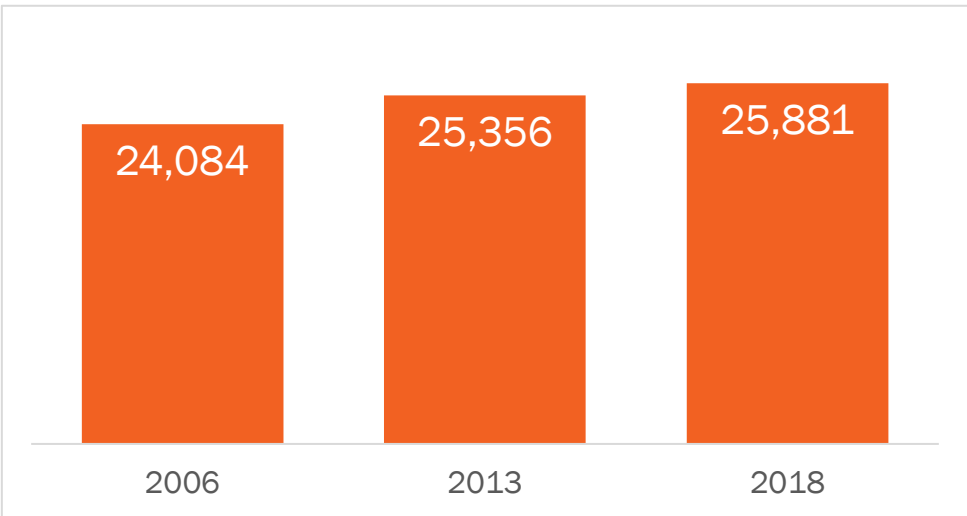
Development Area	Phasing	Expected Dwelling Growth 2018-2048	Anticipated Employment Growth 2018-2048
Panmure	1-3 years	1780	740
Glen Innes	1-3 years	3,590	450
Tāmaki*	1-3 years	960	3,90
Sylvia Park	4-10 years	5,210	4,030
Onehunga	1-3 years	3,890	350

* as defined in the development strategy, effectively Mount Wellington

Number of Dwellings

There were 272 new dwellings consented in 2018, which was 3.5 per cent of the 7,824 issued in the Auckland region. The number of new dwellings consented has been at increasing steadily since 2012 and the areas will continue to grow as the Tāmaki Regeneration continues and the market responds to opportunities in other development areas.

NUMBER OF PRIVATE DWELLINGS (OCCUPIED & UNOCCUPIED)



525

Additional dwellings

There were 525 additional dwellings in Maungakiekie-Tāmaki in the 2018 Census compared to 2013.

At the 2018 Census there were 1401 unoccupied dwellings and 330 under construction.

¹⁴ Auckland Plan, Development Strategy (2018)

Between 2013 and 2018 Censuses there were just 525 additional dwellings in Maungakiekie-Tāmaki an increase of 2.1 per cent compared to a 6.5 per cent increase across the region.

Future Developments

Maungakiekie-Tāmaki is home to the **Tāmaki Regeneration Company** delivering the largest urban regeneration project in New Zealand, with over 10,500 new homes being built in Glen Innes, Panmure and Point England over the next 25 years. It aims to open up home ownership for thousands of people and create training, employment and business pathways.

Economic Development Opportunities

The Auckland Region aim: Develop an economy that delivers opportunity and prosperity for all Aucklanders and New Zealand

In its current Local Board Plan the Maungakiekie-Tāmaki Local Board seeks to ensure that Maungakiekie-Tāmaki develops a thriving local economy where the business community are supported, and the area is promoted as an excellent place to do business.

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 ATEEDs 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

Maungakiekie-Tāmaki has a sizeable local economy with many jobs however skills acquisition in the area is below the regional average which impacts on employment opportunities and incomes meaning not all sectors of the community are able to share in prosperity.

ECONOMIC DEVELOPMENT OPPORTUNITIES

LED work stream	Potential area of focus in Maungakiekie-Tāmaki Local Board area
Sustainable businesses	Work with the business community to encourage and support local sustainable business practices and initiatives
Places	Support the regeneration programs in Onehunga, Panmure and Tāmaki.
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 implementation of the Tāmaki Employment Precinct Strategy to encourage investment into the Tāmaki Employment Precinct and help businesses capture the economic opportunity that the Tāmaki regeneration programme provides.</p>
Economic intelligence.	Update of Prosperity Index to keep local board informed of socio-economic picture in their area.
Leveraging local opportunities	Leverage the Tāmaki regeneration project to upgrade the Glen Innes town centre, enhance local parks and reserves and upgrade infrastructure.

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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