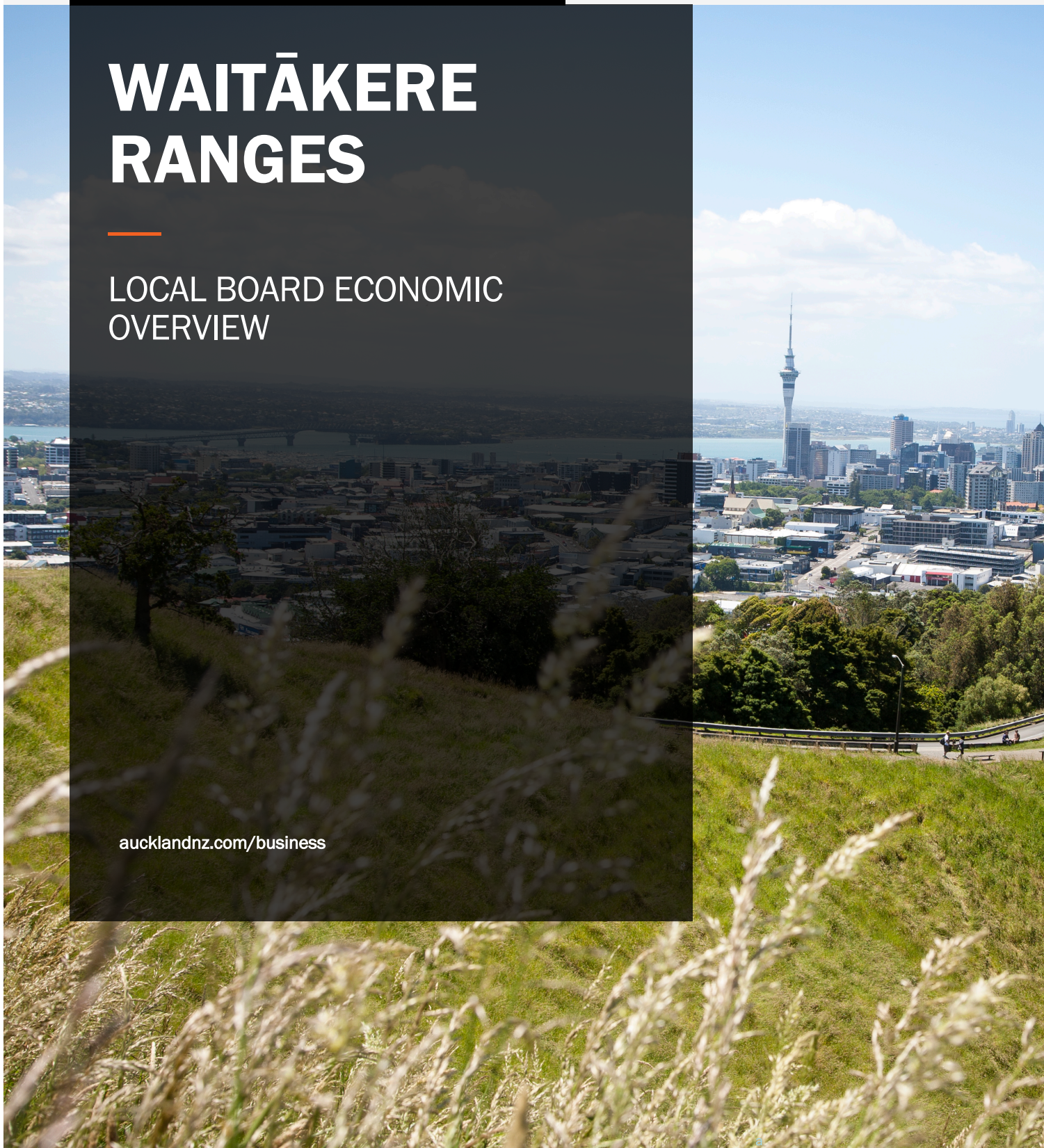


AUCKLAND ECONOMIC OVERVIEWS

# WAITĀKERE RANGES

LOCAL BOARD ECONOMIC  
OVERVIEW

[aucklandnz.com/business](http://aucklandnz.com/business)



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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 Monitor<sup>1</sup> and Auckland Index<sup>2</sup> 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 Index<sup>3</sup>, 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.

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

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

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



Waitākere Ranges has the highest self employment rate in Auckland. The area has high levels of home ownership, relatively affordable rentals and low unemployment. Healthcare, education and construction services are the main employment sectors and these sectors provide some high quality employment opportunities.



### Population growth

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



### Unemployment rate

Unemployment has been lower than the regional average over the last five years.



### Significant employers

Healthcare, education and construction services are the main employment sectors. Administration, accomodation & food and professional services are also significant employers. Together these six sectors provide about 52 per cent of local employment.



### Local employment opportunities

Over the five years 2013-2018, the fastest growing industries by GDP in the local board area were wholesale trade, administrative & support services and transport, postal & warehousing.



### Transport

The completion of the city rail link between Britomart and Mount Eden train station is set to have a significant impact on the area reducing journey times from the main residential centres of Glen Eden and Swanson into the city.



### Residential developments

The Unitary Plan, along with the Auckland Plan, provides the policy framework by which development is enabled and assessed and this is reflected in the level of residential development in the Waitākere Ranges Local Board area with Glen Eden seeing housing intensification and Swanson also seeing new residential developments.

### Population growth 2013-2018

7.6%

Waitākere Ranges

11.0%

Auckland

### Jobs in Knowledge Intensive Industries

25.0%

Waitākere Ranges

39.0%

Auckland

### School leavers moving on to degree level study (2018)

38.1%

Waitākere Ranges

42.0%

Auckland

## LOCAL BOARD ASPIRATIONS



In its current Local Board Plan the Waitākere Ranges Local Board seeks to ensure that Glen Eden, as the area's only town centre, is supported to improve and host more events that will help contribute to economic growth.

## KEY OPPORTUNITIES



With a low level of local jobs, the local board can advocate to ensure improved transport connections to areas of employment. The local board can also support initiatives that provide residents the skills to establish their own locally based business. Development of the screen sector in Auckland's west and north provides employment opportunities.

## KEY CHALLENGES



Waitākere is relatively affluent although the area has limited access to local employment opportunities. Improved connectivity with the central city will open up opportunities for people to access employment as well as encourage more people and businesses to locate in the area.

## People and Households

Waitākere Ranges is one of Auckland’s least populous local board areas with a population of 52,095 that is forecast to increase to 58,900 by 2038.

Waitākere Ranges is one of Auckland’s more prosperous areas with many residents attracted by the scenery provided by the ranges and the lifestyle of the small beach communities. The Auckland Prosperity Index report showed Waitākere Ranges has the highest self-employment rate in Auckland, high levels of home ownership, relatively affordable rentals and low unemployment.

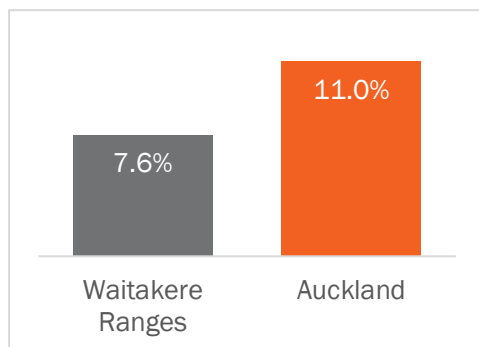
The area also has the lowest ratio of jobs to residents meaning most people have to commute elsewhere for employment.

	Waitākere Ranges	Auckland / Share of Auckland
Population (2018)	52,095	3.3%
Population growth (2013-2018)	7.6%	11%
Median Age (2018)	36.8	34.8
Labour force (2018)	30,000	876,100
Labour force participation (2018)	73%	71%
Home ownership (2018)	57%	45%

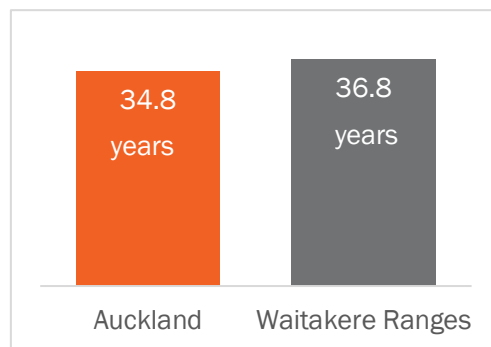
### Population

The Waitākere Ranges Local Board area has experienced, low population growth in recent years when compared to the region.

POPULATION GROWTH (2013-2018)



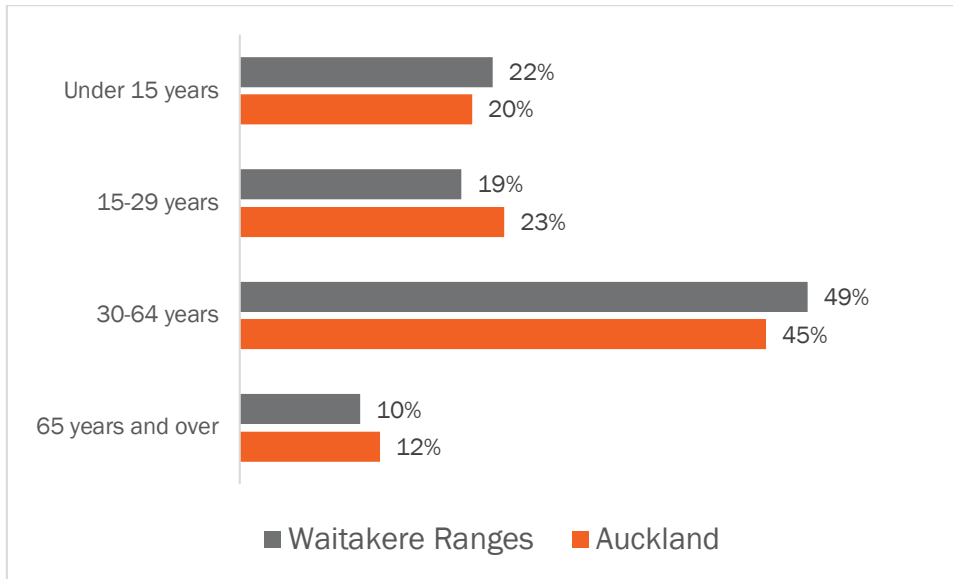
MEDIAN AGE (CENSUS 2018)



Between the 2013 and 2018 censuses population growth was 7.6 per cent compared to 11 per cent regionally. Medium population projections<sup>4</sup> suggest that Waitākere Ranges could be home to 58,900 residents by 2038 an increase of 7,000.

Waitākere Ranges has a higher median age than the region, but its working age population is slightly larger than the regional average and there are proportionately more young people and fewer people of retirement age.

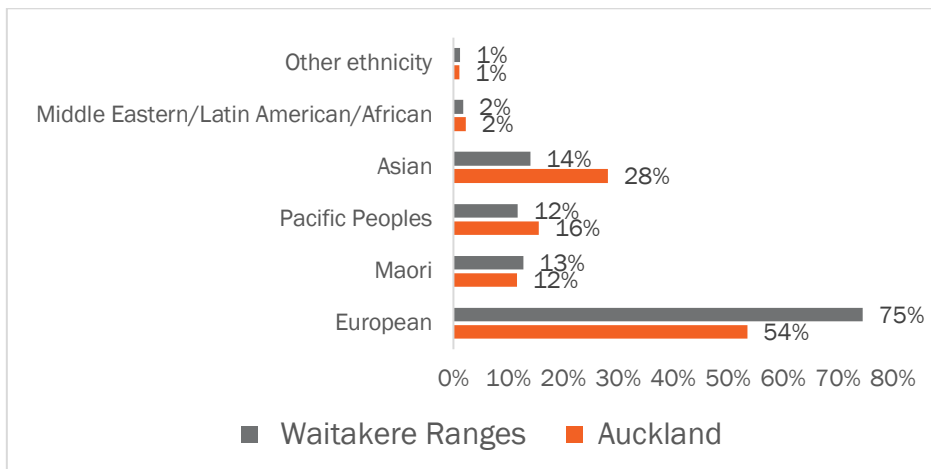
### AGE STRUCTURE (CENSUS 2018)



### Ethnicity

The Waitākere Ranges 'population is predominantly of European ethnicity (75 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. Waitākere Ranges also has a number of Māori, Pacific and Asian residents.

### ETHNIC MAKE-UP (CENSUS 2018)



<sup>4</sup> Source: Statistics New Zealand

Waitākere Ranges has a relatively low proportion of residents born overseas (30 per cent) compared to the region (42 per cent) and 15 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 Waitākere Ranges, 96 per cent of residents are able to speak English.

### Labour Force

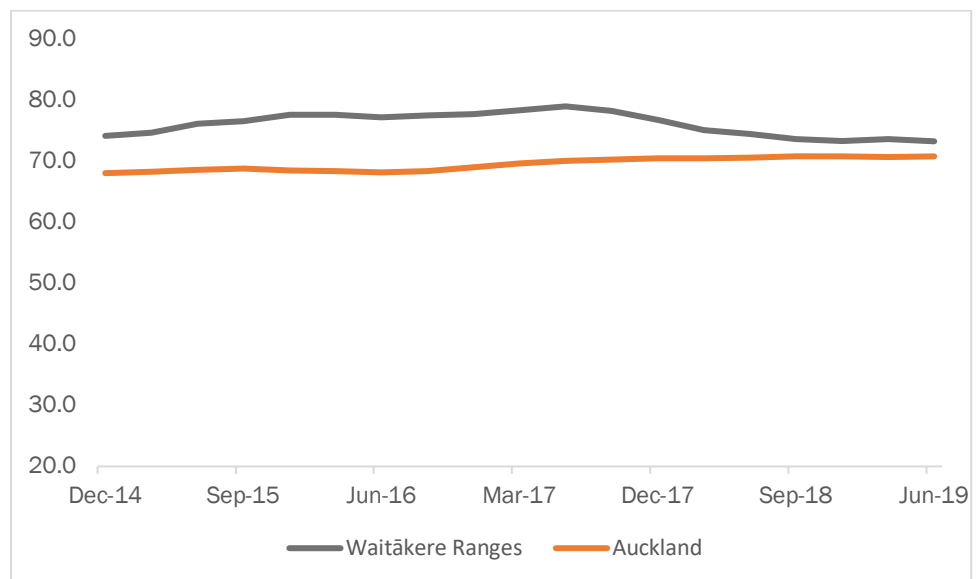
The labour force participation rate is a measure of an economy's active workforce. A high participation rate indicates more people in the area are actively engaged in the economy. The size of the labour force is critical to an area's ability to produce goods and services.

The labour force participation rate in Waitākere Ranges is 74 per cent, higher than the Auckland rate (71 per cent)

# 73%

The labour force [participation rate](#) in Waitākere Ranges was 73 per cent in June 2019, higher than the Auckland rate (71 per cent)

#### LABOUR FORCE PARTICIPATION RATE OVER TIME

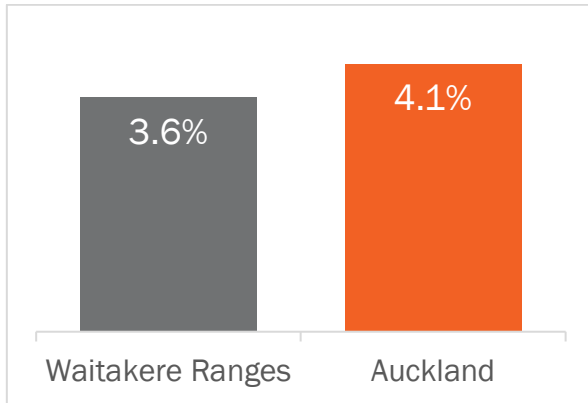


The unemployment rate in the 2018 Census<sup>5</sup> was 3.6 per cent in the Waitākere Ranges Local Board area, lower than the Auckland region unemployment rate of 4.1 per cent.

<sup>5</sup> 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.

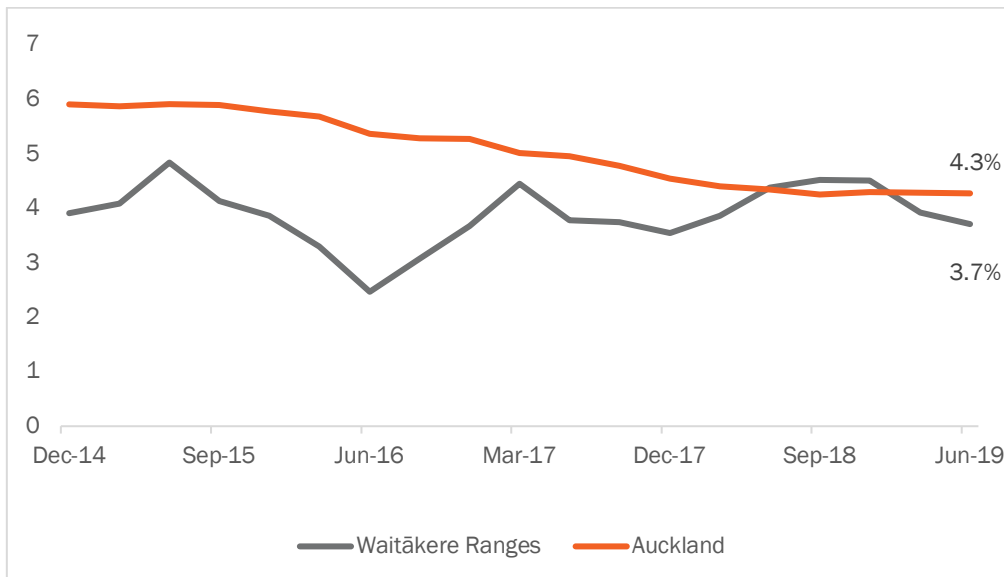


### UNEMPLOYMENT RATE (CENSUS 2018)



Unemployment measured by the Household Labour Force Survey in Waitākere Ranges has remained mostly below the Auckland average over the last five years.

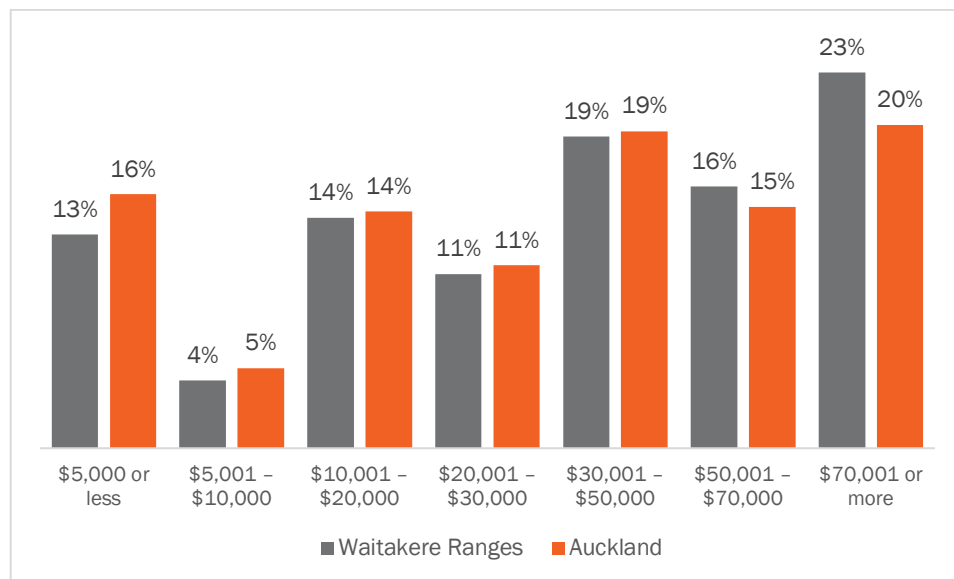
### UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY)



### Incomes

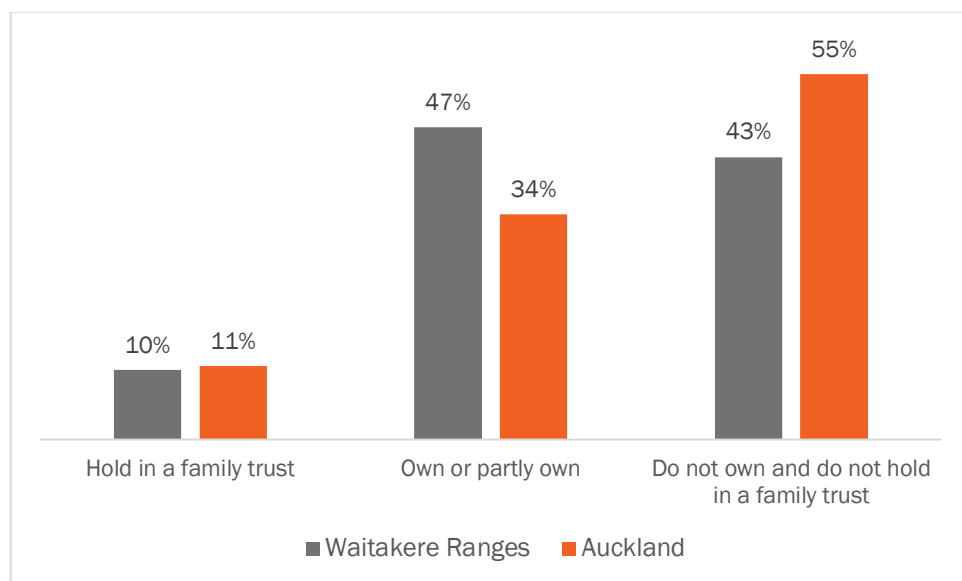
Analysis of individual income levels in 2018 shows that there was a higher proportion (23 per cent) of persons earning a high income (over \$70,000 per year) in Waitākere Ranges compared to the region (20 per cent).

### INDIVIDUAL INCOMES (CENSUS 2018)



In 2018, 18 per cent of individuals in Waitākere Ranges derived self-employment or business income, above the rate across Auckland (14 per cent).

### HOME OWNERSHIP (CENSUS 2018)



Home ownership in Waitākere Ranges is higher than the regional average; in 2018, 57 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

## Skills

Waitākere Ranges has a well qualified labour force with a high proportion of residents educated to degree level or higher.

Without a large college in the area data for school leaver attainment for Waitākere Ranges does not accurately reflect how young people perform at school as most attend school in neighbouring local board areas.

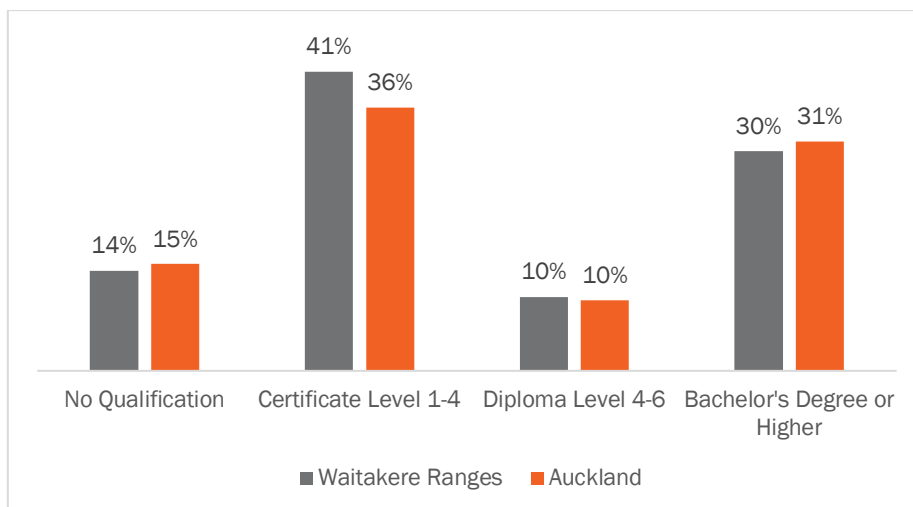
### Qualifications

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.<sup>6</sup>

#### RESIDENTS' HIGHEST QUALIFICATIONS (CENSUS 2018)



<sup>6</sup> [https://www.educationcounts.govt.nz/statistics/indicators/main/education-and-learning-outcomes/unemployment\\_rates\\_by\\_highest\\_qualification](https://www.educationcounts.govt.nz/statistics/indicators/main/education-and-learning-outcomes/unemployment_rates_by_highest_qualification)

In 2018, 30 per cent of adult residents in Waitākere Ranges had gained a bachelor's degree or higher, a lower proportion than the Auckland region (31 per cent). Fourteen per cent of residents had no educational qualifications compared with 15 per cent across the region<sup>7</sup>.

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics.

Just 21 students left school from Waitākere Ranges in 2018 as most school age children attend school elsewhere.

#### NCEA 1 & 2 ATTAINMENT BY ETHNICITY (2018)

Percentage achieving NCEA	Level 1	Level 2
European	100.0%	100.0%
Māori	-	-
Pacific	-	-
Asian	-	-
Middle East, Latin American, African	-	-
Other	-	-
<b>Total Local Board</b>	<b>90.9%</b>	<b>90.9%</b>
<b>Total Auckland</b>	<b>90.6%</b>	<b>83.4%</b>

NCEA Level 3 is regarded as the minimum level required for university entry. Sixty-eight per cent of Waitākere Ranges school leavers achieved this, higher than the Auckland average of 63 per cent.

#### 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
Waitākere Ranges	38.1%	19.0%	0.0%	42.9%	21
Auckland	42.0%	20.9%	3.1%	34.1%	20,421

<sup>7</sup> Highest qualification is derived for people aged 15 years and over

## Local Economy

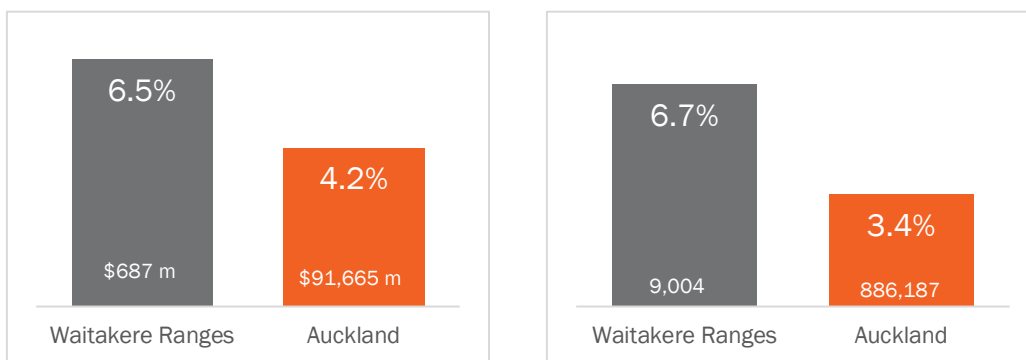
Waitākere Ranges has a small local economy driven by real estate and construction while health and education also provide many local employment opportunities. There has been recent growth in the number of jobs in health, administration and construction.

### Growth and employment trends

In 2018, GDP in Waitākere Ranges experienced growth of 1.2 per cent, lower than the growth rate in Auckland (3.9 per cent). In the five years to 2018 the Waitākere Ranges economy grew at an average annual rate of 6.5 per cent, above the 4.2 per cent in the Auckland region.

Employment in Waitākere Ranges increased by an average of 6.7 per cent pa in the five years from 2013-2018, below the Auckland rate of 3.4 per cent. Over the last 5 Waitākere job numbers increased the most in health (+414 jobs), administration (+318), and construction (+316).

#### AVERAGE ANNUAL GDP AND EMPLOYMENT GROWTH (2013-2018)



#### FASTEST GROWING INDUSTRIES BY GDP (ANZSIC LEVEL 1)

(source Infometrics)

Industry	Average p.a. change (2013-2018)
Wholesale Trade	20%
Administrative & Support Services	17%
Transport, Postal & Warehousing	12%
Information Media & Telecommunications	11%
Professional, Scientific & Technical Services	10%
Health Care & Social Assistance	10%
Construction	10%

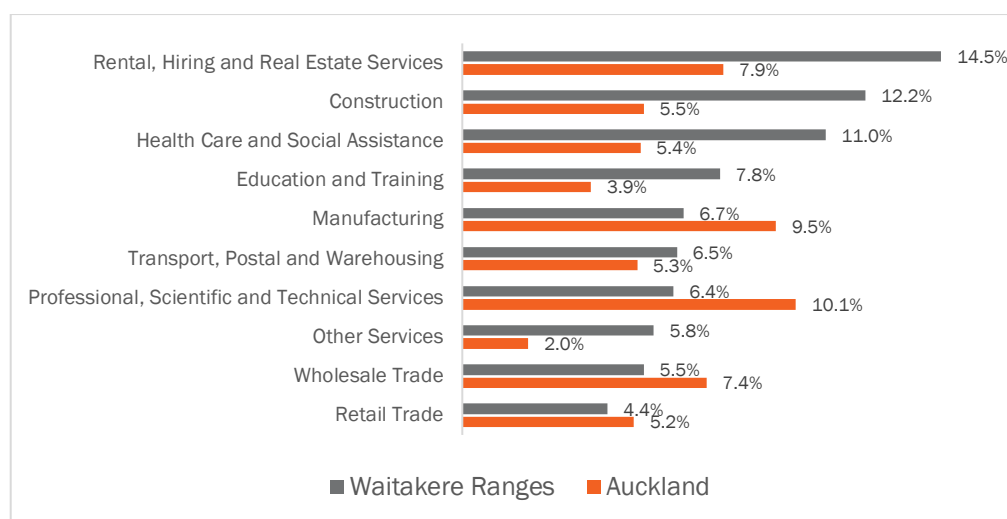
Over the five years 2013-2018, the fastest growing industries by GDP in Waitākere Ranges wholesale trade, administrative and support services and transport postal and warehousing.

### Industry mix

Waitākere Ranges’ 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 sector with a strong presence the Waitākere Ranges’ economy are rental, hiring and real estate services, professional, scientific & technical services, health and education.

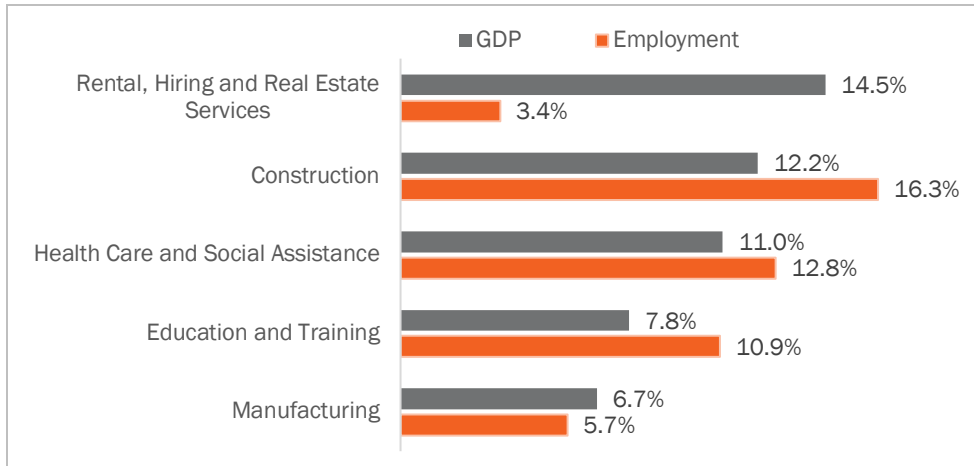
#### BROAD INDUSTRY MIX BY GDP (ANZSIC LEVEL 1)

(source Infometrics)



- **Rental, hiring & real estate services** contributed 15 per cent of Waitākere Ranges’ GDP but provided only three per cent of the area’s employment.
- **Construction** contributed 12 per cent of Waitākere Ranges’ GDP and provided 16 per cent of the area’s employment.
- **Health care & social assistance** contributed 11 per cent of Waitākere Ranges’ GDP and provided 13 per cent of the area’s employment
- **Education & training** contributed eight per cent of Waitākere Ranges’ GDP and provided 11 per cent of the area’s employment

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



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

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

Rank	Industry	Jobs	% of Waitākere Ranges Total
1	Health Care & Social Assistance	1157	12.8%
2	Education & Training	982	10.9%
3	Construction Services	888	9.9%
4	Other Services	684	7.6%
5	Administrative & Support Services	595	6.6%
6	Professional, Scientific & Tech Services	513	5.7%
7	Accommodation & Food Services	509	5.7%
8	Building Construction	478	5.3%
9	Road Transport	393	4.4%
10	Wholesale Trade	346	3.8%
<b>Total top 10 industries</b>		<b>6,545</b>	<b>72.7%</b>
<b>All other industries</b>		<b>2,459</b>	<b>27.3%</b>
<b>Total employment</b>		<b>9,004</b>	Source: Infometrics

Waitākere Ranges have seen the greatest employment growth over the last five years in health care & social assistance as well as administrative services and construction services also seeing large increases.

Within those key employment sectors social assistance related employment is the most significant source of health jobs while within education, sixty-five per cent of jobs are in primary education. Twenty-seven per cent of employment in construction services is in the electrical services sub-sector.

Health care & social assistance have seen the greatest employment growth over the last five years with administration and construction services also seeing large increases.

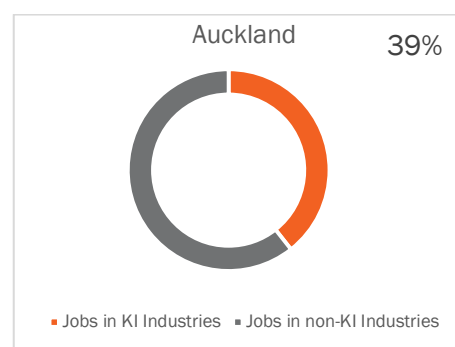
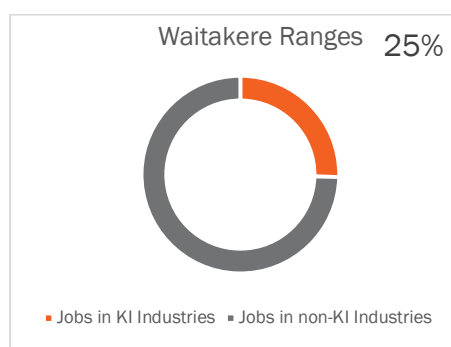
**NEW JOBS BY SECTOR – 54 SECTOR CLASSIFICATION (2013 - 2018)** (source Infometrics)

Sector	New Jobs
Health Care & Social Assistance	414
Administrative & Support Services	318
Construction Services	316
Wholesale Trade	204

**Knowledge-intensive industries**

**JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES**

(source Infometrics)



Knowledge intensive industries<sup>8</sup> 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 Waitākere Ranges are in knowledge intensive industries which is higher than the regional average of 39 per cent.

**Comparative Advantage**

A number of sectors are more strongly represented in Waitākere Ranges than they are in the region as a whole. Road transport and furniture manufacture being sectors that are more strongly represented in Waitākere Ranges. These sectors are relatively small.

**INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA**

(source Infometrics)

Rank	Industry	Location Quotient	GDP \$M	Employees
1	Road Transport	3.1	34	393
2	Furniture & Other Manufacturing	3	5.7	85
3	Water, Sewerage & Waste Services	2.9	9.9	104
4	Arts & Recreation Services	2.8	24.6	300
5	Building Construction	2.6	22.8	478

<sup>8</sup> Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific & technical occupations.



## 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.

Construction is one of the sectors of focus for ATEED that is well represented in Waitākere Ranges.

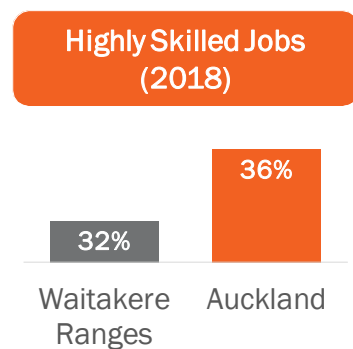
### EMPLOYMENT IN ATEED FOCUS SECTOR (2018)

Share of Sector to Total	Auckland	Waitākere Ranges	+/- on W-R sector
Advance Materials Related	1.7%	1.0%	-37.5%
Commercial services	21.2%	8.3%	-60.8%
Construction and engineering	11.2%	18.4%	64.6%
Education	7.6%	10.9%	44.2%
Food and Beverage	3.5%	1.5%	-58.5%
Screen and creative	6.0%	5.1%	-15.2%
Technology	7.6%	3.5%	-54.0%
Tourism	6.2%	5.6%	-8.5%
Transport and Logistics	2.9%	1.9%	-35.5%

## Occupations <sup>9</sup>

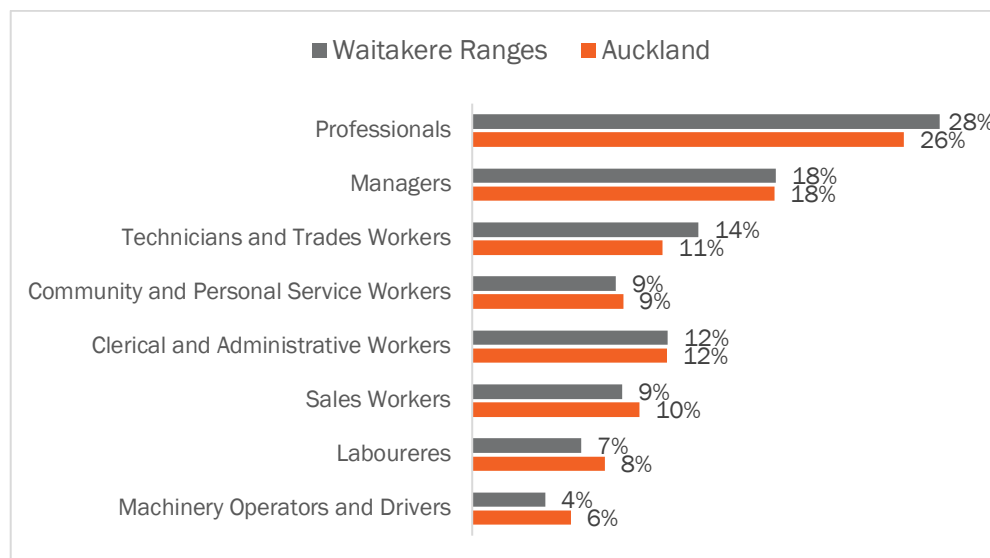
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job. The skill level does not relate to the qualifications 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 Waitākere Ranges (32 per cent).

Managers and professional occupations were the most popular occupational categories for Waitākere Ranges residents in 2013<sup>8</sup>. Compared to the region, there are a higher proportion of workers in professional occupations in Waitākere Ranges.



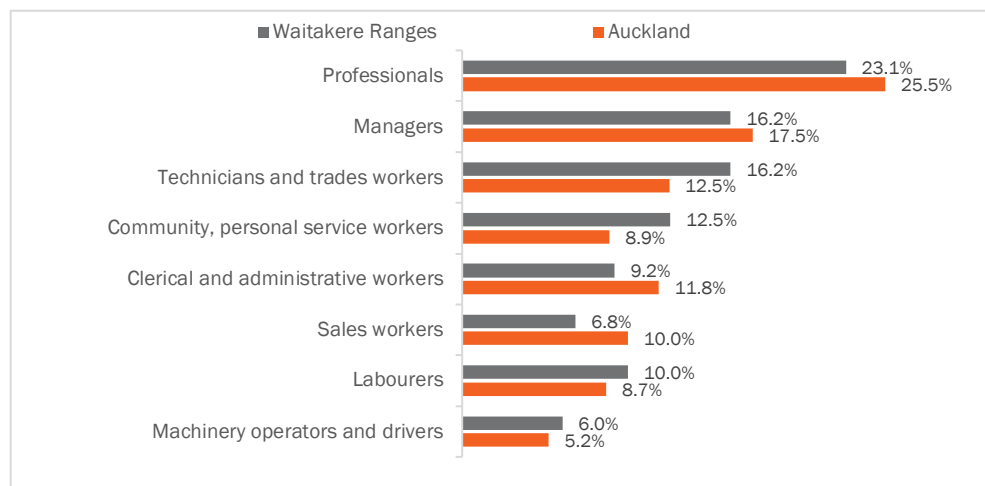
<sup>9</sup> The 2018 Census provides details of the occupations of residents of the local board area whereas Infometrics data provides details of occupations within businesses located in the local board area.

### OCCUPATIONS OF WAITĀKERE RANGES RESIDENTS (CENSUS 2018)



Of the jobs located in the Waitākere Ranges Local Board area, professionals are the largest occupational group (23 per cent), lower than the Auckland average (26 per cent). There is a larger proportion of technicians and trades people as well as labourers than the regional average.

### OCCUPATIONS IN WAITĀKERE RANGES BASED BUSINESSES (2018) Source: Infometrics



Education professionals are the largest occupational group in Waitākere Ranges comprising 8.7 per cent of the jobs in the area, followed by specialist managers<sup>10</sup> (8.4 per cent) and carers and aides and construction workers (both 5.2 per cent).

<sup>10</sup> Specialist managers include managers in advertising, construction, ICT, business administration and education.

**TOP 10 OCCUPATIONS BY EMPLOYMENT 2018)**

(source Infometrics)

Rank	Occupations	Jobs	% of total jobs in Waitākere Ranges
1	Education Professionals	783	8.7%
2	Specialist Managers	752	8.4%
3	Carers & Aides	470	5.2%
4	Construction Trades Workers	468	5.2%
5	Road & Rail Drivers	338	3.8%
6	Chief Execs, General Managers, Legislators	317	3.5%
7	Sports & Personal Service Workers	314	3.5%
8	Sales Assistants & Salespersons	300	3.3%
9	Hospitality, Retail & Service Managers	295	3.30%
10	Business, HR & Marketing Professionals	279	3.10%
<b>Sub-total Top 10 occupations</b>		4,316	48.0%
<b>Total jobs</b>		9,004	Note, includes self-employed

Many occupations saw significant growth from 2013-2018, particularly for managers and trades in the construction sector. Personal services and carers and aides also grew as occupations.

**FASTEST GROWING OCCUPATIONS 2013-2018**

(source Infometrics)

Occupation	New Jobs
Specialist Managers	208
Sports & Personal Service Workers	198
Construction Trades Workers	178
Carers & Aides	153
Road & Rail Drivers	117
Design, Engineering, Science Professionals	110
Education Professionals	107
Specialist Managers	208

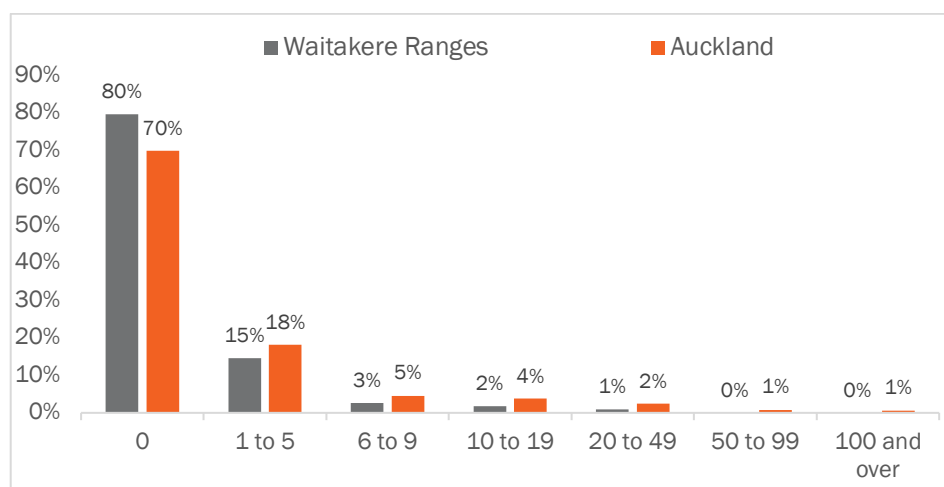
**Business size<sup>11</sup>**

In 2018 there were 4,896 businesses in Waitākere Ranges employing an average of 1.8 employees each, smaller than the Auckland average 4.5 employees. The number of businesses grew 1.5 per cent a year on average over the last decade, a slower average growth rate than the Auckland average of 1.9 per cent.

<sup>11</sup> Large businesses are defined as entities with 20 or more employees

**BUSINESS SIZE – NUMBER OF JOBS (2018)**

(source Infometrics)

**Future of Work in Waitākere Ranges**

In 2019 ATEED commissioned work<sup>12</sup> 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.

Waitākere Ranges Local Board is located in the west of the Auckland region close to important employment precincts in west Auckland, while many residents 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.

Health care & social assistance is an important employment sector in Waitākere Ranges with 13 per cent of jobs in the area. Education is also important and provides 11 per cent of the area's jobs. Construction is a key employer in almost all local board areas and represents 16 per cent of employment in Waitākere Ranges Local Board. Growth in these sectors is likely to positively impact on the Waitākere Ranges 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 outlying local board area, Waitākere Ranges has few jobs in these sectors. Forecast growth in these sectors is likely to include limited growth in Waitākere Ranges. Waitākere Ranges residents also have potential to access to the central city to access the growing number of professional service jobs there.

For Waitākere Ranges local board employment in Auckland's west is an important source of household jobs and income. Employment in the construction industry is forecast to increase by about 3,700, driven by increases in construction services, building

<sup>12</sup> Auckland Future Skills, Martin Jenkins (May 2019)

construction, and heavy and civil engineering construction. Other industries forecast to grow in west Auckland include education and training and healthcare & social assistance.

**INDUSTRIAL FORECAST FOR WEST AUCKLAND 2018-2019** (source Infometrics)

Industry	Employment 2018	Employment 2029	Change
Construction	8,175	11,913	3,738
Education & Training	5,696	7,415	1720
Health Care & Social Assistance	7,376	8,789	1412
Professional, Scientific & Technical Services	3,728	4,606	878
Accommodation & Food Services	4,144	5,006	862
Public Administration & Safety	2,536	3,262	726
Administrative & Support Services	2,834	3,527	693
Manufacturing	11,164	11,750	586

Manufacturing provides a significant proportion of employment opportunities in west Auckland. The west Auckland economy has almost double the share of manufacturing opportunities (17 per cent of west Auckland employment is in the manufacturing industry compared to nine per cent for the Auckland region). Manufacturing is also one of the largest employers of Māori in Auckland and will continue to be a source of employment opportunities.

**For Waitākere Ranges Auckland, while ensuring that residents have the skills they need to compete in the future economy will be important, there are wider issues relating to transport accessibility and connectivity to those parts of Auckland that have larger concentrations of employment opportunities.**

## Employment Zones

Employment in Waitākere Ranges is concentrated in a small number of town centres such as Glen Eden and Titirangi that are home to retail and hospitality businesses alongside professional services. There is a small but locally significant industrial area at Westech Place north of Glen Eden.

Waitākere Ranges is predominantly a labour exporting suburban area. There are 52,095 residents of Waitākere Ranges which has a labour force of 30,000. The local board area has a total of 9,000 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city.

### Employment Zones

Employment in Waitākere Ranges is concentrated in and around the main town centre of Glen Eden and a small industrial and commercial area to the north of the town centre.

#### EMPLOYMENT IN GLEN EDEN NORTH AREA\*

(source Infometrics)

Industry	Jobs
Health Care & Social Assistance	114
Wholesale Trade	100
Textile, Leather, Clothing & Footwear Manufacturing	82
Construction Services	77
<b>Total employment (all sectors)</b>	<b>716</b>
* Based on business demographics for the SA2 area	

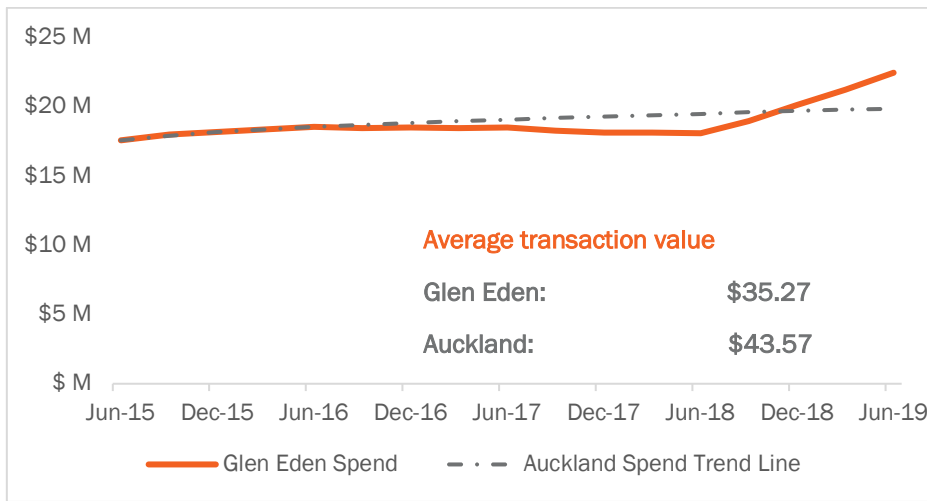
### Town Centres<sup>13</sup>

The main town centre employment zones in Glen Eden and Titirangi.

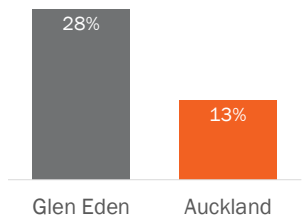
Spending in Glen Eden has grown at a faster rate than in Auckland as a whole, growing 28 per cent between June 2015 and June 2019 compared to 13 per cent regionally. The average transaction value in Glen Eden was \$35.27, below the Auckland average of \$43.57. The main growth in spending has been in fuel and automotive and is a result of a new petrol station opening up in the town centre. This accounted for most of the upturn in spending in 2018/19.

<sup>13</sup> 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

**GLEN EDEN SPEND AND AVERAGE TRANSACTION VALUE (2015-2019)**



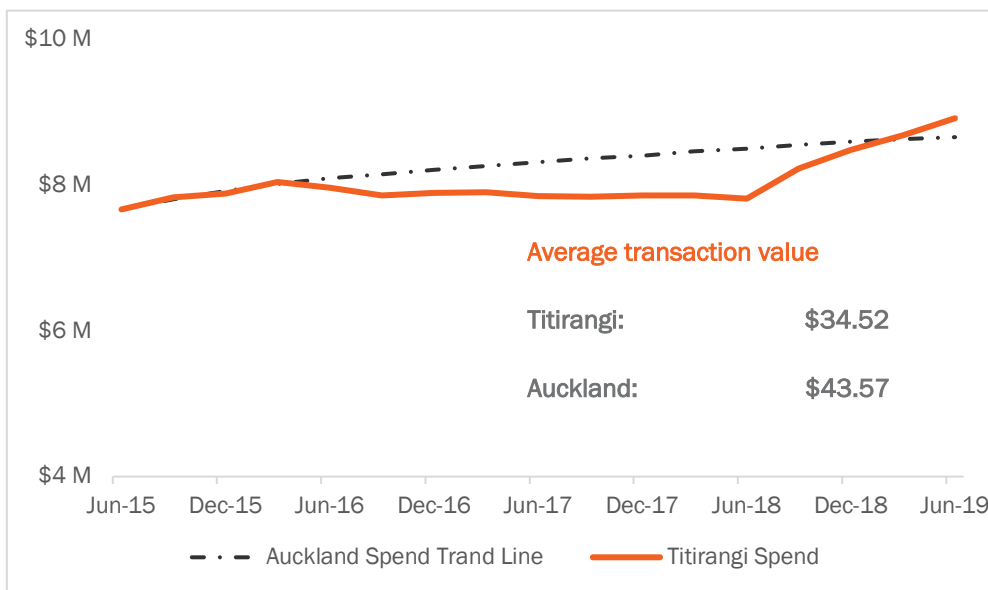
**Spending growth 2015-2019 (four quarter average)**



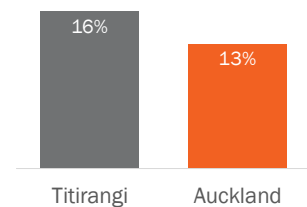
Spending in Titirangi has not grown at the same rate as in Auckland as a whole, growing 16 per cent between June 2015 and June 2019 compared to 13 per cent regionally.

The average transaction value in Titirangi was \$34.52, below the Auckland average of \$43.57.

**TITIRANGI 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 Waitākere Ranges Local Board area with Glen Eden seeing housing intensification. The completion of the city rail link between Britomart and Mount Eden train station is set to have a significant impact on the area reducing journey times from the main residential centre of Glen Eden in to the city.

### 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 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.

One development area is included in Waitākere Ranges that is expected to see major growth in the short and medium term.

Glen Eden will be a 30-minute rail journey from the city centre once the City Rail Link is complete. This will increase its attractiveness as an area for redevelopment with potential spill-over from development already occurring at New Lynn and Henderson. Current



development underway includes a development of 168 apartments near the Glen Eden rail station. <sup>14</sup>.

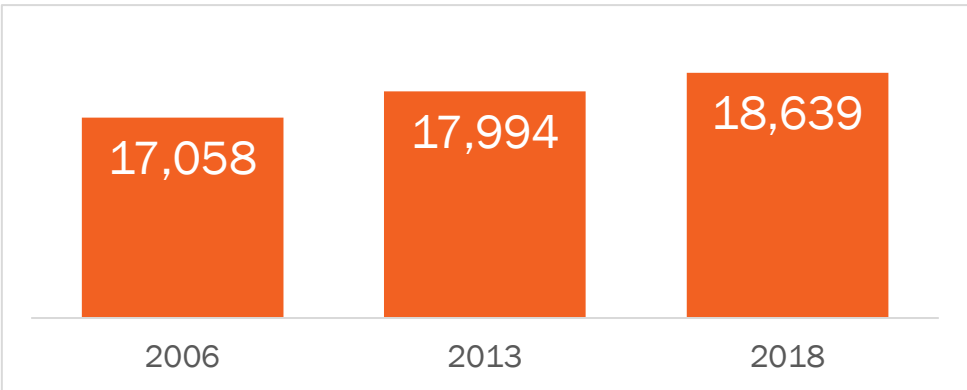
Glen Eden is expected to add significant numbers of houses to the area over the next 30 years but no contribution to additional employment.

Development Area	Phasing	Expected Dwelling Growth 2018-2048	Anticipated Employment Growth 2018-2048
Glen Eden	4-10 years	1550	-20

**New building consents**

There were 174 new dwellings consented in 2018, which was 2.2 per cent of the 7,824 issued in the Auckland region. The number of new dwellings consented has been steady over the last decade. A significant development in Glen the centre of Glen Eden is currently under construction and will add to the population of that town centre.

**NUMBER OF PRIVATE DWELLINGS (OCCUPIED & UNOCCUPIED)**



**645**

Additional dwellings

There were 645 additional dwellings in Waitākere Ranges in the 2018 Census compared to 2013.

At the 2018 Census there were 1329 unoccupied dwellings and 90 under construction.

**Future Developments**

The City Rail Link, a 3.5 km underground link between Britomart Transport Interchange and Mount Eden with the addition of stations at Aotea Square and K Road with significantly improve train frequency and journey times to the city centre and west Auckland. This will improve access from both Glen Eden and Swanson which are both currently experiencing residential growth.

<sup>14</sup> Auckland Plan, Development Strategy (2018)

## 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 Waitākere Ranges Local Board seeks to ensure that Waitākere Ranges Glen Eden as the area's only town centre is supported to improve and host more events that will help contribute to economic growth.

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 some thoughts 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

Waitākere is relatively affluent although the area has limited access to local employment opportunities. Improved connectivity with the central city will open up opportunities for people to access employment as well as encourage more people and businesses to locate in the area.

## ECONOMIC DEVELOPMENT OPPORTUNITIES

LED work stream	Potential area of focus in Waitākere Ranges Local Board area
<b>Sustainable businesses</b>	Support a business environmental sustainability programme - identifying the needs of local business through a short one on one engagement, working with interested businesses through coaching sessions to establish a sustainability action plan and encouraging participant to monitor their progress.
<b>Places</b>	Work with the Glen Eden BID and Auckland Council arts and events teams to continue to improve the town centre to attract more visitors and new shops and services.
<b>Enterprise</b>	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).  Support the Young Enterprise Scheme that provides a business experience for local schools.
<b>Economic intelligence</b>	Update of Prosperity Index to keep local board informed of socio-economic picture in their area.
<b>Leveraging local opportunities</b>	Significant activity in the screen sector in Auckland will provide opportunities for people involved in the sector particularly in the west and north west of the region.

## Glossary

<b>Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006)</b>	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.
<b>Business Areas</b>	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.
<b>Employment</b>	Head count of salary and wage earners sourced from taxation data. Unless stated, does not include self-employed.
<b>GDP</b>	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.
<b>Labour force participation</b>	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.
<b>Population</b>	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.
<b>Productivity</b>	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.
<b>Unemployment rate</b>	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.

## GET IN TOUCH

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