

PACIFIC RESEARCH

June 2021

A research report about Pacific people in Tāmaki
Makaurau for the Teu Le Vā – Auckland Unlimited
Pacific Work Programme.

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Key Pacific Data


244.0^k

Pacific people in
Auckland
2018
+25.1% on 2013




106.4^k

Pacific people employed in
Auckland
YE June 2019
+25.5% on 2016




\$672

Average weekly income of
Pacific people
2019
+10.6% on 2016




63.9[%]

Auckland's market share of
the total Pacific people in NZ
2018
+4.3% on 2013




67.0[%]

Auckland's market share of
Pacific people employed in NZ
YE June 2019




\$34.9^k

Average annual income of
Pacific people
2019
+13.3% on 2016



Key Findings

POPULATION

- Auckland is the largest Polynesian city in the world.
- In 2018, almost two thirds (63.9%) of the total New Zealand Pacific population were based in Auckland (up 25.1% compared to 2013 NZ Census).
- There are 243,966 Pacific people in Auckland (2018 NZ Census). This equates for 15.5% of the total Auckland population.
- Over half (54%) of Pacific people reside in South Auckland, while 19% live in West Auckland, 18% in Central Auckland and small proportions in North (6%) and East (3%) Auckland.
- The local board with the highest Pacific representation was Māngere-Ōtāhuhu (19%), followed by Ōtara-Papatoetoe (16%) and Manurewa (14%).
- Overall prosperity is mostly low (South Auckland) and moderate (West Auckland) in local board areas with the highest population of Pacific people.
- The largest group of Pacific people in Auckland were of Samoan descent (118,503), followed by Tongan (62,403) and Cook Island Māori (46,668).
- The Pacific population in Auckland is relatively young.

EMPLOYMENT

- For the year to June 2019, 106,400 Pacific people were employed in Auckland.
- Pacific people employed in Auckland make up 67.0% of all Pacific people in employment in New Zealand.
- Employment of Pacific people in Auckland has increased 6.0% in the last year and 25.5% in the last three years (YE June 2016).
- The main industry Pacific people work in is Trade and accommodation (29.1k), followed by Manufacturing (23.4k) and Professionals and Administration (23.1k).
- For 2019, the average hourly rate for Pacific people was \$25.03 per hour (up 10.0% on 2016), average weekly income was \$672 per week (up 12.0% on 2016) and average annual income was \$34.9k (up 13.3% on 2016). Although these findings are positive, Findings show that Pacific people earn significantly less than all ethnic groups across all income brackets.

EDUCATION

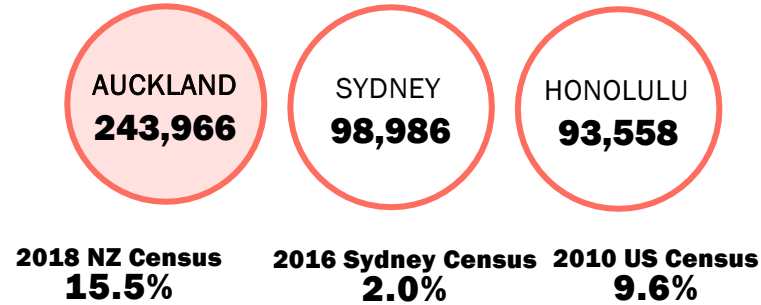
- In 2017, half of Pacific school leavers (51%) left school aged 18 years or over. In this age bracket, almost all (92.7%) left school with Level 2 or above qualification.
- Forty one percent of Pacific school leavers (1,626) left school aged 17, with 87.2% gaining Level 2 or above qualification.
- In 2017, just under half (47%) of Pacific school leavers were not enrolled in tertiary studies one year after leaving school.
- A quarter (26%) of Pacific school leavers were enrolled in Universities one year after leaving school. In comparison, 43% of non-Pacific school leavers were enrolled in Universities.
- Small proportions of Pacific school leavers enrolled in Polytechnics (7%) and industry training (including apprenticeships) (7%).



Teu Le Vā – Auckland Unlimited Pacific Work Programme

The Pacific economy in Auckland

The largest Polynesian city in the world



Source: Stats NZ, 2018 Census. 2016 Sydney Census. 2010 US Census.

244.0^k

Pacific people in Auckland
2018
+25.1% on 2013



Source: Stats NZ. 2018 Census.

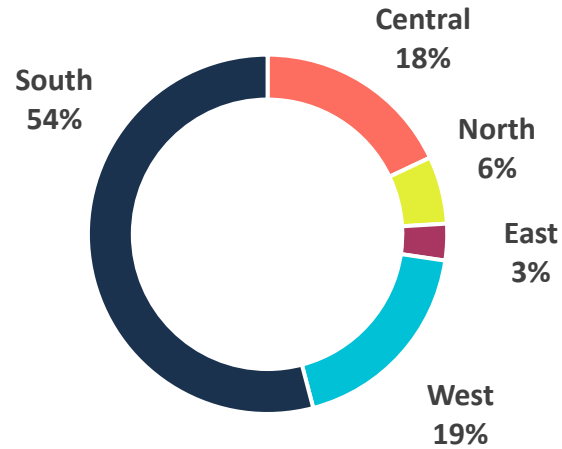
63.9%

Almost two thirds of NZ's
Pacific population live in
Auckland
2018
+4.3% on 2013



Source: Stats NZ. 2018 Census.

Pacific People by Auckland region



Source: Stats NZ. 2018 Census.

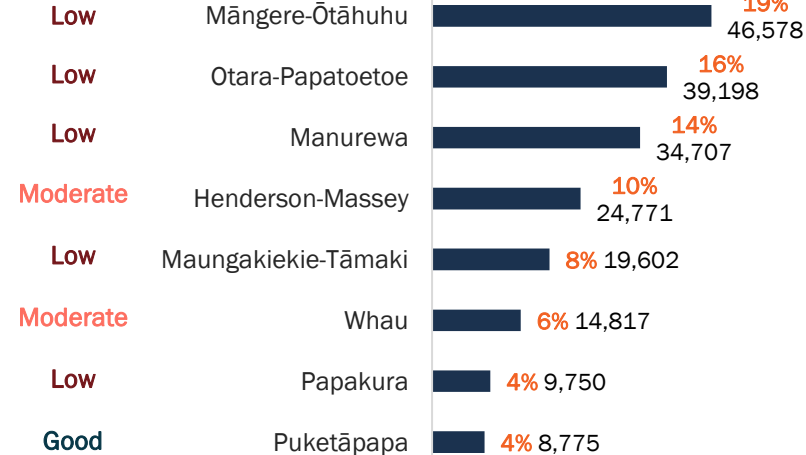
Pacific People by ethnicity – Auckland vs. Global

Rank	Ethnicity	Population		
		in Auckland	in rest of New Zealand	in the Islands
1	Samoan	118,503	64,218	195,979*
2	Tongan	62,403	19,986	97,662
3	Cook Island Māori	46,668	33,864	12,703
4	Niuean	23,088	7,779	1,166
5	Fijian	11,202	8,520	884,887*
6	Tokelauan	2,406	6,270	1,499*
7	Other Pacific Islands	9,018	9,111	N/a
Total Pacific Peoples		243,966	137,676	N/a

Sources: Stats NZ, 2018 Census. Cook Islands 2016 Census. Tonga 2016 Census. Niue 2011 Census. Fiji 2017 Census. Samoa 2016 Census. Tokelau 2017 Census.

*Nb. Samoa, Fiji and Tokelau 'in the islands' population totals include ALL ethnic groups.

Prosperity



Source: Auckland Unlimited 2020 Prosperity Index

Pacific People by Local Board

32.3%

A third of the Pacific
population in
Auckland is aged
0-14 years



Pacific People by Age

Rank	Local Board	Median Age
1	Māngere-Ōtāhuhu	24.5
2	Ōtara-Papatoetoe	24.2
3	Manurewa	22.0
4	Henderson-Massey	23.3

Source: Stats NZ. 2018 Census.

Source: Stats NZ. 2018 Census.

The Pacific economy in Auckland

Employment of Pacific People

106.4^k

Pacific people employed in Auckland
YE June 2019
+25.5% on 2016

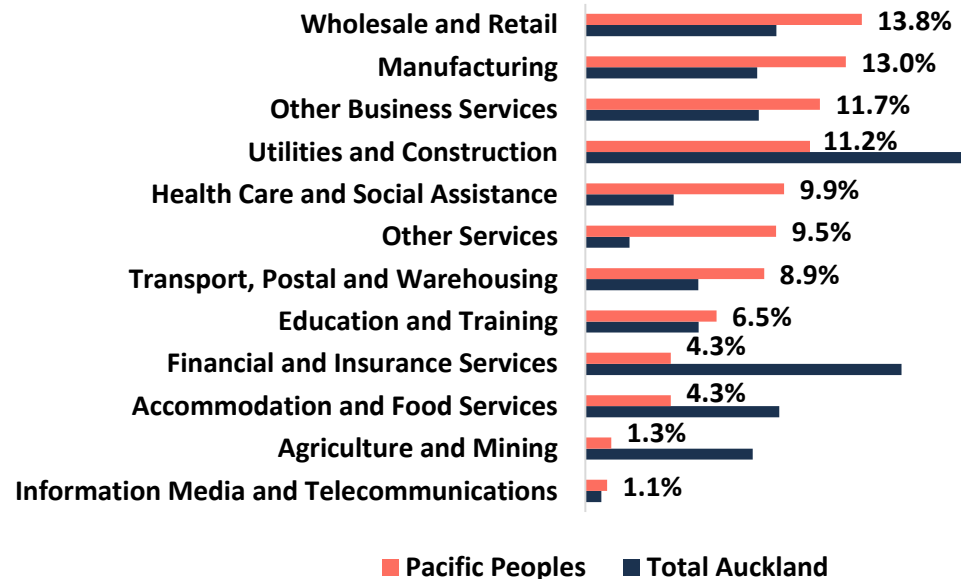

67%

Auckland's market share of Pacific people employed in NZ
YE June 2019



Source: MBIE. Pacific Peoples in the Labour Market Snapshot. YE June 2019.

Pacific People - Employment by industry



Source: Auckland Council, Rimu. Household Labour Force Survey. YE June 2019.

Income of Pacific People vs. all ethnic groups

\$25.⁰³

Average hourly rate of Pacific people
2019
+10.0% on 2016


\$672

Average weekly income of Pacific people
2019
+12.0% on 2016


\$34.9^k

Average annual income of Pacific people
2019
+13.3% on 2016


\$30.⁴⁸

Average hourly rate of all ethnicities
2019
+8.4% on 2016


\$1,161

Average weekly income of all ethnicities
2019
+8.4% on 2016

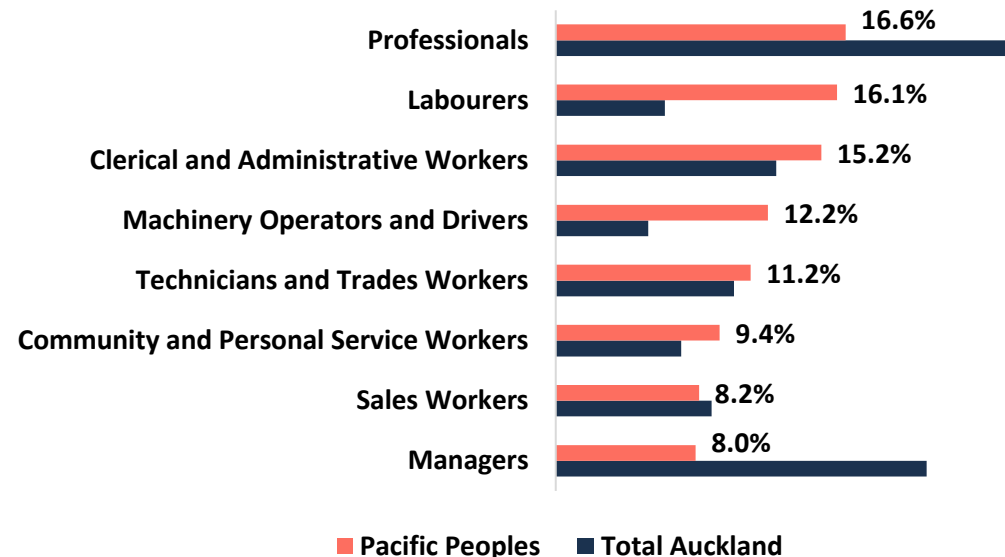

\$47.7^k

Average annual income of all ethnicities
2019
+10.6% on 2016



Source: Stats NZ. 2018 Census.

Pacific People - Employment by occupation



Source: Auckland Council, Rimu. Household Labour Force Survey. YE June 2019.

The Pacific economy in Auckland

Pacific People – Qualifications

	European	%	Māori	%	Pacific	%	Asian	%
Bachelor or Higher	121,830	57.1%	24,480	30.8%	15,070	44.6%	33,430	68.5%
Bachelor	84,525	39.6%	18,805	23.7%	12,175	36.0%	22,965	47.0%
Grad	5,915	2.8%	785	1.0%	480	1.4%	1,565	3.2%
Honours/Post Grad	18,295	8.6%	2,705	3.4%	1,455	4.3%	5,600	11.5%
Masters	9,525	4.5%	1,600	2.0%	755	2.2%	2,425	5.0%
Doctorate	3,570	1.7%	585	0.7%	205	0.6%	875	1.8%
Total Students	213,395		79,470		33,795		48,830	

Pacific People – Course completion & Participation rates

	Bachelors degrees	Graduate certificates/diplomas	Honours & postgrad. cert/dips.	Masters	All Levels	Participation rate (20-24 yrs)
European	88%	90%	93%	92%	85%	32.9%
Māori	81%	85%	83%	86%	73%	28.1%
Pacific	73%	78%	80%	83%	72%	30.6%
Asian	87%	90%	92%	93%	87%	29.2%

Source: Ministry of Education. Education counts, 2017.

Pacific People – Bachelor Degree Types

Rank	Bachelor Degree by Type	Pasifika	%
1	Society and Culture	6,760	32.2%
2	Management and Commerce	3,280	15.6%
3	Health	2,830	13.5%
4	Natural and Physical Sciences	2,395	11.4%
5	Creative Arts	2,265	10.8%
6	Education	1,500	7.1%
7	Engineering and Related Technologies	440	2.1%
8	Architecture and Building	235	1.1%
9	Agriculture, Environmental and Related Studies	205	1.0%

- In 2017, almost half (44.6%) of Pacific students (15,070) studied a Bachelor degree or higher qualification with 36.0% studying a Bachelor degree.
- The general participation rate for Pacific people aged 20-24 was 30.6%.
- Across all levels, course completion rates were high for Pacific people (72%). Almost three quarters (73%) of Pacific students completed a Bachelor degree, 78% a Graduate certificate or diploma, 80% an Honours degree and 83% a Masters degree.
- The most popular type of Bachelor degree for Pacific people was Society and Culture (32.2%), followed by Management and Commerce (15.6%) and Health (13.5%).
- For Pacific people, the top disciplines within Society and Culture to study were Human Welfare Studies and Services, Language and Literature, Studies in Human Society, Behavioural Science and Law.

Purpose:	Enriching cultural and economic life in Tāmaki Makaurau.				
Strategic outcomes:	Enhancing AKL as a culturally vibrant city for all.	Expanding economic opportunities for all Aucklanders.	Providing an effective social, economic, cultural and environmental return on Auckland Unlimited’s investment.	Enhancing AKL’s local, national and global reputation and appeal.	Increasing capital invested into AKL for economic and cultural outcomes.
Teu Le Vā vision:	That Auckland Unlimited supports Pacific People to have economic choice and are living socially and economically prosperous lives.				
Alignment:	1) Enhance Auckland as a culturally vibrant city for all, 2) Expand economic opportunities for all Aucklanders, 3) An effective social, economic, cultural and environmental return on Auckland Unlimited’s investments, 4) Enhance Auckland’s local, national and global reputation and appeal, and 5) Increase capital invested into Auckland for economic and cultural outcomes.				
Approach:	Workstream 1: Organisational Culture: Supporting the development of cultural understanding within Auckland Unlimited.		Workstream 2: Pathways: Creating opportunity for Pacific People to access quality jobs.		Workstream 3: Business, Enterprise and Innovation: Supporting Pacific businesses to be sustainable, capable and prosperous.
Programme examples:	<ul style="list-style-type: none"> - Cultural Intelligence Workshops: Team participation in workshops designed by MIT Pasifika team. - Cross-Council agencies Pacific ‘Diversity and Inclusion’ Working Group – Leverage Teu Le Vā work programme to support the stand-up of this rōpū. - Pasifika Festival – maximizing exposure, impact and organisational collaboration. - Teu Le Vā – Leverage to provide economic development direction of initial Auckland Council Pacific Responsiveness framework, now adopted as the Auckland Council Ara Moana Strategy. 		<ul style="list-style-type: none"> - Alo Vaka (Auckland Pacific Skills Shift) - Flagship Pacific focused workforce programme led by the Skills & Workforce team. - TupuToa – Māori and Pacific graduate internship programme. Third year of partnership and continually expanding across the organisation. - Henderson Creative Precinct – currently led by the Investment and Innovation Precincts team. Includes Skills & Workforce component in partnership with MSD. - South Auckland Recovery – Eco Park (SARP) – cross-Council collaboration. - Prosperity Plan – cross-Council collaboration. 		<ul style="list-style-type: none"> - The Pacific Business Trust (PBT) – Memorandum of Understanding signed in July 2021, to work better together to support Pacific businesses, entrepreneurs and start-ups. - The Pacific Business Trust Awards – (bi-yearly) Sponsor - Regional Business Partner Network (RBP) – continue to create awareness of this programme and its purpose to support businesses and entrepreneurs. - GRIDMKN/ Manukau and Tāmaki Innovation Hub – Both part of the regional Innovation Hub strategy to enable businesses to connect and collaborate. - Moana Pasifika – Agreement to have Mt Smart Stadium as home for this team from 2022 – 2028. - Pasifika Festival – Support local Pacific businesses.
What does success look like?	<ul style="list-style-type: none"> - Auckland Unlimited has built a reputation amongst government agencies and knowledge institutions as a credible source of research, evaluation of Pacific economic development data and insights. - Auckland Unlimited recognised by its peers for its leadership in Pacific economic development. - Growth of the Pacific business-community jobs. 		<ul style="list-style-type: none"> - Funding received from Central Government for APSS. - Shift attendee satisfaction perception of Pasifika Festival. - Improved training and employment opportunities for Pacific people as a result of participating in respective Auckland Unlimited (partnership) programmes. 		<ul style="list-style-type: none"> - Number of businesses signed up to Auckland Unlimited programmes/ interventions and circularity / sustainability initiatives. - Positive feedback from Pacific businesses involved in Auckland Unlimited programmes. - Leverage Pasifika Festival to host national and international guests; deliver Pacific related business events, and to talanoa topical issues.



Auckland Pacific People – Population Data

AUCKLAND – The largest Polynesian city in the world


1st

Largest Polynesian city in the world

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AUCKLAND
243,966

SYDNEY
98,986

HONOLULU
93,558

2018 NZ Census
15.5%
Of Total Auckland Population

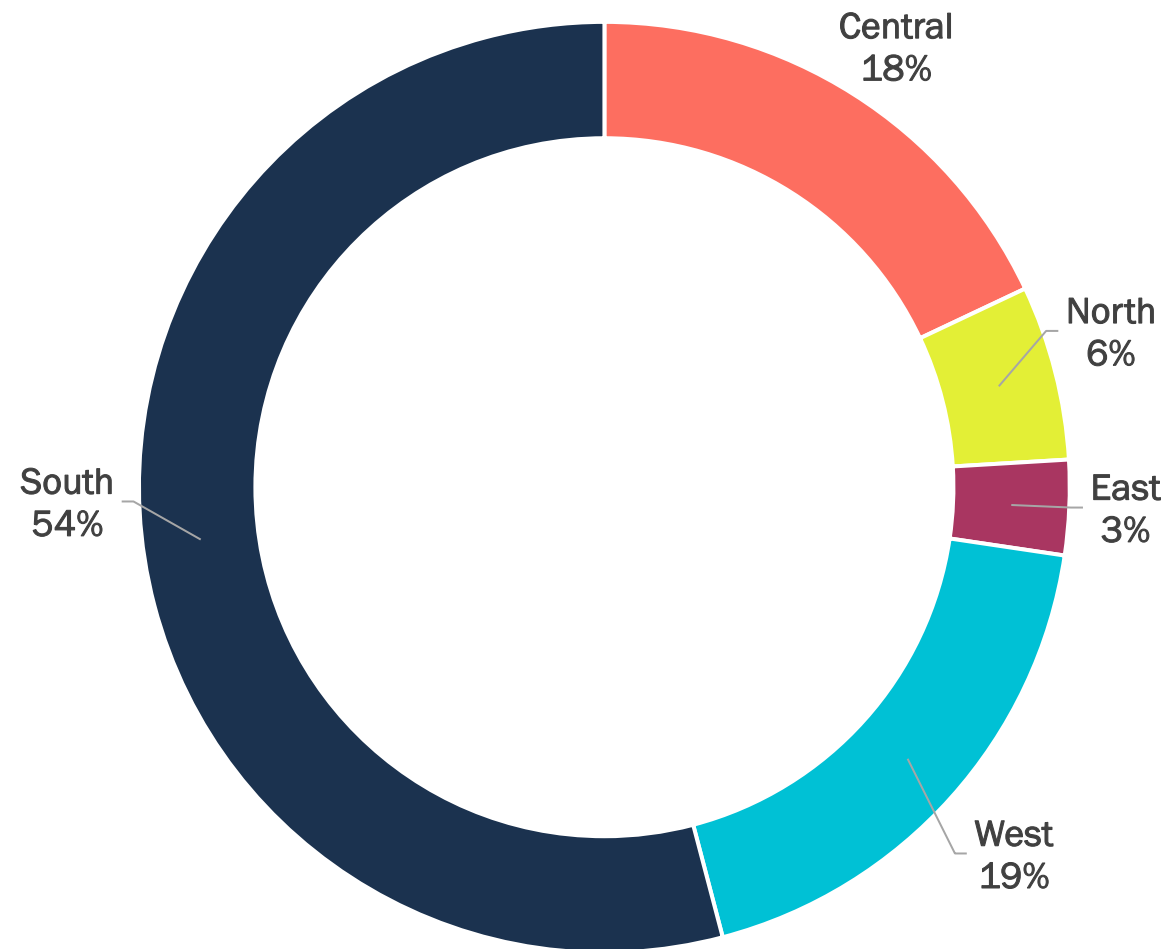
2016 Sydney Census
2.0%
Of Total Greater Sydney Population

2010 US Census
9.6%
Of Total Hawaii Population

Pacific people Population – by Auckland Region

- According to the New Zealand 2018 Census, almost two thirds (63.9%) of the total New Zealand Pacific population are based in Auckland (up 25.1% compared to 2013 Census results).
- 243,966 Pacific people live in Auckland.
- Over half (54%) of Pacific people reside in South Auckland, while 19% live in West Auckland, 18% in Central Auckland and small proportions in North (6%) and East (3%) Auckland.

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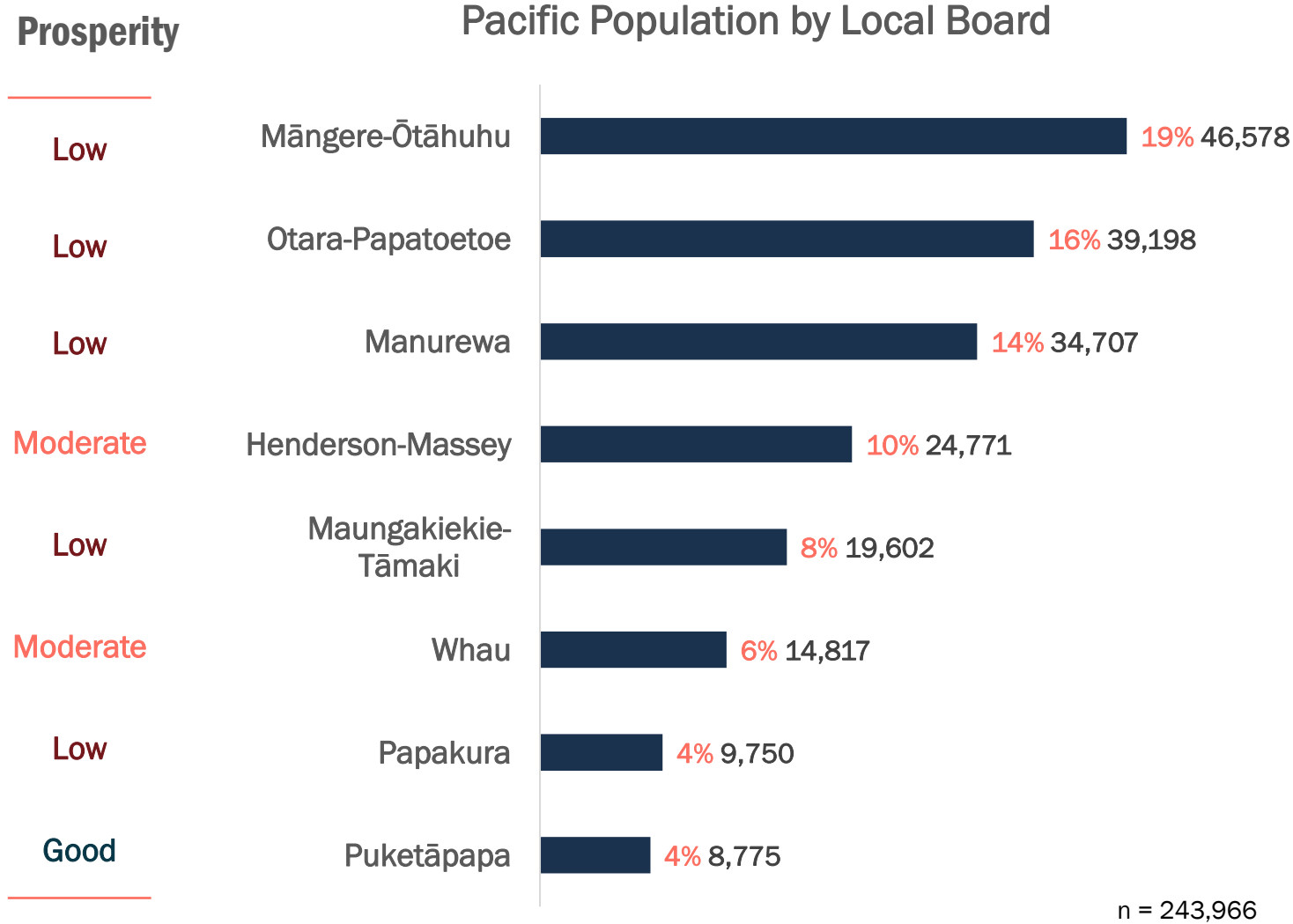


n = 243,966

Pacific people in Auckland by Local Board and Prosperity

- In 2018, the local board with the highest Pacific representation was Māngere-Ōtāhuhu (19%), followed by Ōtara-Papatoetoe (16%) and Manurewa (14%).
- In conjunction with Auckland Unlimited’s 2020 Prosperity Index, findings show that overall prosperity is mostly low (South Auckland) and moderate (West Auckland) in local board areas with the highest population of Pacific people.

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Pacific people in Auckland by Ethnicity

- In 2018, there were 243,966 Pacific people living in Auckland.
- This equates for 15.5% of the total population in Auckland.
- The largest group of Pacific people in Auckland were of Samoan descent (118,503), followed by Tongan (62,403) and Cook Island Māori (46,668).
- Pacific people make up a higher proportion (15.5%) of the total population in Auckland than New Zealand Māori (11.5%).

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Ethnicity	Number of people	Percentage of population
Pacific Peoples	243,966	15.5%
Samoan	118,503	7.5%
Tongan	62,403	4.0%
Cook Island Māori	46,668	3.0%
Niuean	23,088	1.5%
Fijian	11,202	0.7%
Māori	184,194	11.5%

Growth of Pacific people in Auckland by ethnicity

- The Pacific population in Auckland has grown significantly in 2018 (up 25.1% on 2013).
- For 2018, the Tongan population in Auckland shows the most growth (up 32.9%), followed by the Fijian (up 31.9%) and Cook Island Māori groups (up 27.7%).
- Māori have also seen significant growth in 2018, up 29.0% on 2013.

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Ethnicity	Population in Auckland 2013	Population in Auckland 2018	5 year change
Pacific Peoples	194,958	243,966	25.1%
Samoan	95,916	118,503	23.5%
Tongan	46,971	62,403	32.9%
Cook Island Māori	36,549	46,668	27.7%
Niuean	18,555	23,088	24.4%
Fijian	8,493	11,202	31.9%
Māori	142,767	184,194	29.0%

Pacific people by Ethnicity - Global

- Pacific people in Auckland make up 15.5% of all Pacific people in New Zealand (NZ Census, 2018).
- In 2018, there were more Cook Island Māori (46,668), Niuean (23,088) and Tokelauan (2,406) people living in Auckland than in the Cook Islands (12,703), Niue (1,166) and Tokelau (1,499).
- Interestingly, there were more Tokelauan people in the rest of New Zealand (6,270) compared to both Auckland and Tokelau.

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Ethnicity	Population in Auckland	Population in rest of New Zealand	Population in the Islands
Pacific Peoples	243,966	137,676	N/a
Samoan	118,503	64,218	195,979*
Tongan	62,403	19,986	97,662
Cook Island Māori	46,668	33,864	12,703
Niuean	23,088	7,779	1,166
Fijian	11,202	8,520	884,887*
Tokelauan	2,406	6,270	1,499*
Other Pacific Islands	9,018	9,111	N/a

*Nb. Samoa, Fiji and Tokelau 'in the islands' population totals include ALL ethnic groups.

Pacific people in Auckland by Age

- In 2018, almost a third (32.3%) of the Pacific population in Auckland was aged between 0 and 14 years.
- The number of Pacific people aged 20 to 29 years has increased from 2013 (15.4%) to 2018 (17.5%).
- Only 5.6% of the Pacific population in Auckland were aged 65 years or older.
- The median age for the top four local boards ranges from 24.5 and 22.0 years.
- These findings show that the Pacific population in Auckland is relatively young.

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Rank	Local Board	Median Age
1	Māngere-Ōtāhuhu	24.5
2	Ōtara-Papatoetoe	24.2
3	Manurewa	22.0
4	Henderson-Massey	23.3



Auckland Pacific People – Employment Data

Regional Pacific people Employment

- For the year to June 2019, 106,400 Pacific people were employed in Auckland.
- Employment of Pacific people in Auckland has increased 6.0% in the last year and 25.5% in the last three years (YE June 2016).
- Pacific people employed in Auckland make up 67.0% of all Pacific people in employment in New Zealand.

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Region	June 2019	Annual change	3-year change
Auckland	106,400	6.0%	25.5%
Wellington	18,100	1.9%	23.8%
North Island (exc. Auckland and Wellington)	20,100	3.9%	7.8%
South Island	14,300	1.8%	26.3%
Total Pacific peoples in employment	158,900	4.4%	22.9%
Total New Zealand employment	2,656,000	1.7%	10.9%

Employment by Industry – New Zealand

- More than 160,000 Pacific people earn salaries and wages, working across all industries in New Zealand.
- The main industry Pacific people work in is Trade and accommodation (29.1k), followed by Manufacturing (23.4k) and Professionals and Administration (23.1k).

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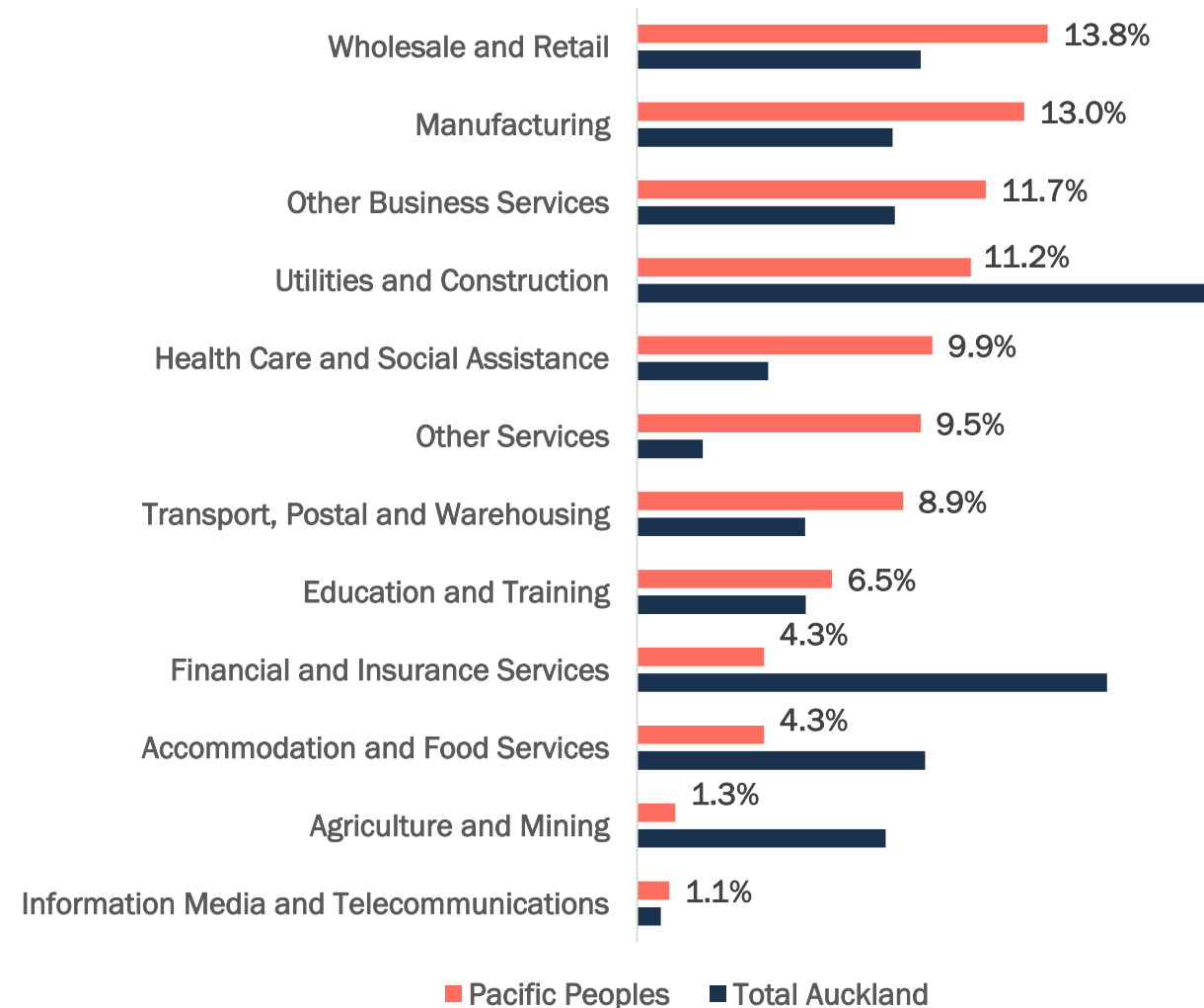
Industry	Employers	Employees	Total
Primary	196	7,809	8,004
Manufacturing	353	23,047	23,400
Construction	1,287	9,413	10,700
Trade and accommodation	517	28,583	29,100
Transport, postal and warehousing	492	9,408	9,900
Business services	444	7,256	7,700
Professionals and administration	981	22,119	23,100
Health	300	13,100	13,400
Other	682	33,665	34,347
Not elsewhere specified	357	3,843	4,200
Total	5,610	158,241	163,851

Employment by Industry – Auckland

- In the year to June 2019 in Auckland, the main industry Pacific people were employed in was Wholesale and Retail (13.8%), followed by Manufacturing (13.0%) and Other Business Services (11.7%).

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Pacific people - Employment by industry

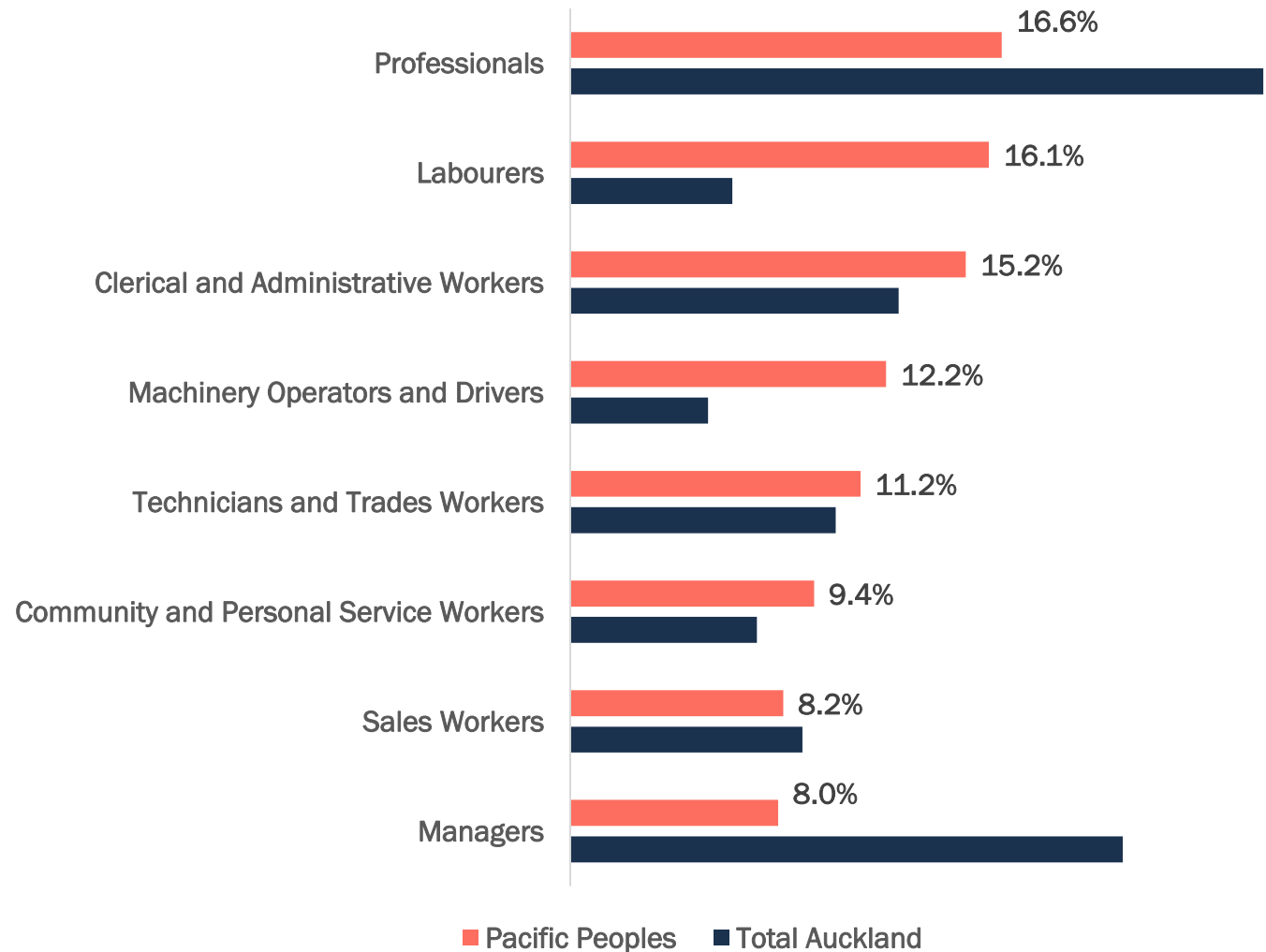


Employment by Occupation – Auckland

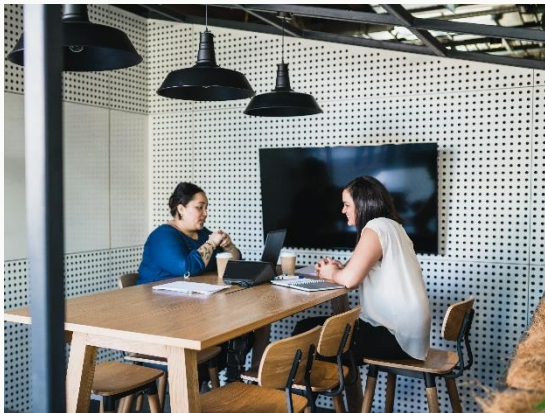
- In the year to June 2019, the most common occupation held by Pacific Island people in Auckland was 'Professional' (16.6%) , followed by 'Labourer' (16.1%) and 'Clerical and Administrative Worker' (15.2%).
- Pacific Peoples in skilled occupations total 58,100 workers in the year to June 2019, an increase of 5,100 workers (up 9.5%) from a year ago.
- Eight percent of Pacific people held management positions in Auckland at this time.

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Pacific people - Employment by occupation



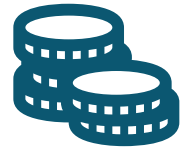
Pacific People vs. All Ethnic Groups - Income in Auckland



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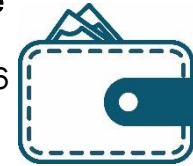
\$25.⁰³

Average hourly rate of
Pacific people
2019
+10.0% on 2016



\$672

Average weekly income
of Pacific people
2019
+12.0% on 2016



\$34.9^k

Average annual income
of Pacific people
2019
+13.3% on 2016



\$30.⁴⁸

Average hourly rate of all
ethnicities
2019
+8.4% on 2016



\$1,161

Average weekly income of all
ethnicities
2019
+8.4% on 2016



\$47.7^k

Average annual income of all
ethnicities
2019
+10.6% on 2016



Labour demand - Pacific People in New Zealand



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13.9^k

People unemployed
YE June 2019
-2.6%
12.2% of total
unemployed in NZ



8.0%

Unemployment rate
YE June 2019
-0.5pp
3.9pp above NZ
average



60.2%

Employment rate
YE June 2019
-0.77pp
7.4pp below NZX
average



172^k



Total labour force
YE June 2019
+3.8%
6.2% of NZ's total labour force

263.8^k



Working age population
YE June 2019
-5.5%
6.7% of total WAP in NZ

65.5%



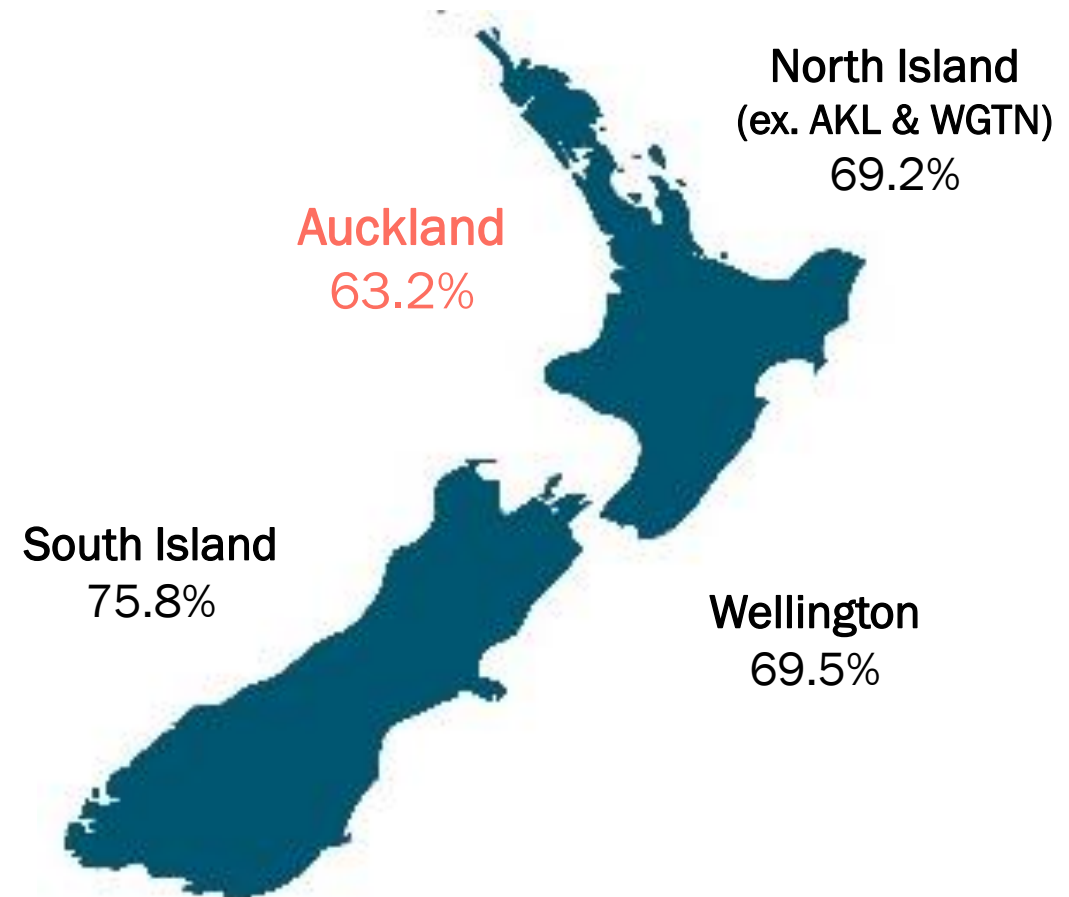
Labour force participation rate
YE June 2019
-1.1pp
5.0pp below NZ average

Pacific Peoples active in the labour market

- Most labour market outcomes for Pacific Peoples improved over the year to June 2019, except for the falls in the employment rate and labour force participation rate.
- Despite the fall in the employment rate, the number of Pacific Peoples in employment was up 6,700 to 158,900 workers over the year.
- The labour force participation rate (LFPR) decreased to 65.5%, down 1.1 percentage points (pp) from a year ago.
- The unemployment rate fell by 0.5pp from a year ago to 8.0%.
- The annual average NEET rate fell from 17.8% to 16.4% in the year to June 2019. About 12,100 Pacific Peoples youth were not in education, employment or training.

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Labour force participation rate



Auckland Pacific People – Education Data

Pacific School Leavers – Age and Level

- In 2017, half of Pacific school leavers (51%) left school aged 18 years or over. In this age bracket, almost all (92.7%) left school with a Level 2 or above qualification.
- Forty one percent of Pacific school leavers (1,626) left school aged 17, with 87.2% gaining Level 2 or above.

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Age left school	Age 15		Age 16		Age 17		Age 18+		Total
Group	Percentage	% with Level 2 or above	Percentage	% with Level 2 or above	Percentage	% with Level 2 or above	Percentage	% with Level 2 or above	
Māori	3.6%	31.8%	11.6%	45.7%	42.2%	85.0%	42.6%	92.5%	2,451
Pacific	1.5%	23.9%	6.0%	39.0%	41.1%	87.2%	51.4%	92.7%	3,959
Asian	0.3%	19.6%	2.2%	53.8%	37.2%	96.0%	60.3%	92.5%	4,211
European /Pākehā	0.7%	29.9%	6.4%	60.3%	42.2%	96.0%	50.6%	96.9%	8,767
									18,017

Pacific School Leaver Pathways

- In 2017, just under half (47%) of Pacific school leavers were not enrolled in tertiary studies one year after leaving school.
- A quarter (26%) of Pacific school leavers were enrolled in Universities one year after leaving school. In comparison, 43% of non-Pacific school leavers were enrolled in Universities.
- Small proportions of Pacific school leavers enrolled in Polytechnics (7%) and industry training (including apprenticeships) (7%).

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Industry	Pacific People	%	Non-Pacific People	%
Universities	1,230	26%	8,766	43%
Polytechnics	344	7%	1,282	6%
Wananga	19	0%	58	0%
Private Training Establishments	485	10%	1,560	8%
Youth Guarantee Fees Free places	317	7%	845	4%
Industry training, including apprenticeships	112	2%	951	5%
Not Enrolled in Tertiary	2,263	47%	6,959	34%
Total	4,770	100%	20,421	100%

Ngā mihi Thank you

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- With special thanks and acknowledgement to our colleagues,
for sharing their data and reports:

Tepine (TJ) Ariu - Pacific Policy Analyst, MBIE

Penelope Tuatagaloa – Research Economist Specialist,
Auckland Council

