

TĀTAKI AUCKLAND UNLIMITED REPORT

Albert-Eden Local Economic Overview 2022



Tātaki Auckland Unlimited Report

1

Introduction

2

People and Households

Demographics
Incomes

3

Skills

Education
Qualifications

4

Local Economy

Growth
Employment
Sectors
Occupations

5

Places

Employment zones
Town centres

Glossary



1: Introduction

This data report provides details of the socio-economic data that was analysed in the production of the [Local Economic Summary and TAU Advice 2022](#) report provided to the local board.

About this report

This data report provides detail of the demographic make-up of the local board area, the general economic well-being of households in the area, the qualifications residents have and the types of jobs they do.

In addition, the nature of employment opportunities that are available locally and how these have changed over time is included.

How the area's economy has performed relative to the wider Tāmaki Makaurau Auckland region provides an indicator of how the local economy is performing. However, it should be noted that for many of the more residential local board areas, the bulk of employment opportunities may well be in neighbouring areas that are home to the region's larger industrial and commercial zones.

A section on the main town centres in the local board area shows how the centres have performed relative to the region over the last five years, noting however, that the COVID-19 pandemic has had a significant impact over the latter half of that period.

Data in this report are drawn from several publicly available sources as well as privately compiled data sources (Infometrics, Marketview).

- Population data is primarily drawn from the 2018 Census, as well as official estimates that have been subsequently released by Statistics New Zealand and published by Infometrics.
- Labour force data comes from the Household Labour Force Survey (HLFS).
- Education data is primarily sourced from the Ministry of Education's Education Counts website.
- Employment and GDP data for different sectors is sourced from Infometrics and is provided at local board level. Data on key economic places within local board areas (e.g., an industrial precinct) draws on Statistics New Zealand's Business Demographics data, which is available at the Statistical Area 2 (SA2) level, a smaller geographic level than the local board level. Differences in the way these data sets are reported produces some discrepancies between the data, but these are not significant within the context of this report.
- Town Centre spend data was sourced from Verisk Marketview.

The summary and advice report provides the key data about the local economy from this report and identifies potential areas of focus for the local board to consider through the 2023 Local Board Plan consultation and development stages. It also includes some actions the local board may wish to consider for inclusion in the next Local Board Plan. Some of these actions will be ones the local board already supports through work being undertaken with a range of council departments and council-controlled organisations (CCOs).

2: People and Households

Albert-Eden is one of Auckland’s most populous local board areas with a population of just over 100,000 people that is forecast to increase to over 130,000 by 2048. The area has an ethnically diverse population with migrants from China and India as well as a wide range of other nationalities.

Albert-Eden is one of Auckland’s more prosperous areas. The Auckland Prosperity Index report showed Albert-Eden is home to highly skilled residents and has a younger age profile than most other local board areas.

POPULATION SUMMARY (CENSUS, HLFS)

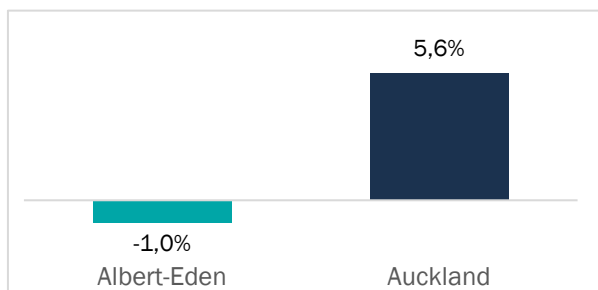
	Albert-Eden	Auckland/Share
Population (2021)	102,400	6.0%
Population growth (2016-2021)	-1.0%	5.6%
Median Age (2021)	35.1	35.6
Labour force (2022)	57,500	983,800
Labour force participation (2022)	76%	72%
Home ownership (2018)	41%	45%

Population

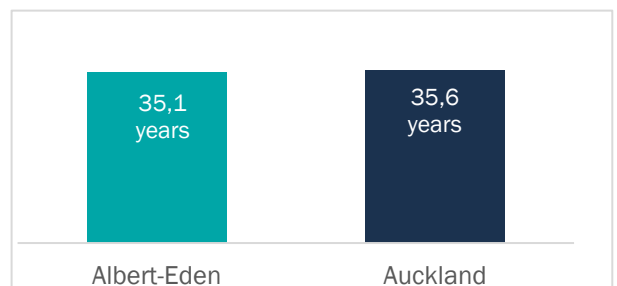
The Albert-Eden Local Board area has experienced a small negative population growth in recent years. Between 2016 and 2021 the population declined by -1.0 per cent compared to a population growth of 5.6 per cent regionally (Infometrics 2021)¹.

Medium population projections suggest that Albert-Eden could be home to 130,600 residents by 2048, an increase of 28,200. This equates to a 1.0 per cent per annum increase or 1,044 additional residents per year between 2021 and 2048 (NZ Statistics).

POPULATION GROWTH (INFOMETRICS 2016-2021)



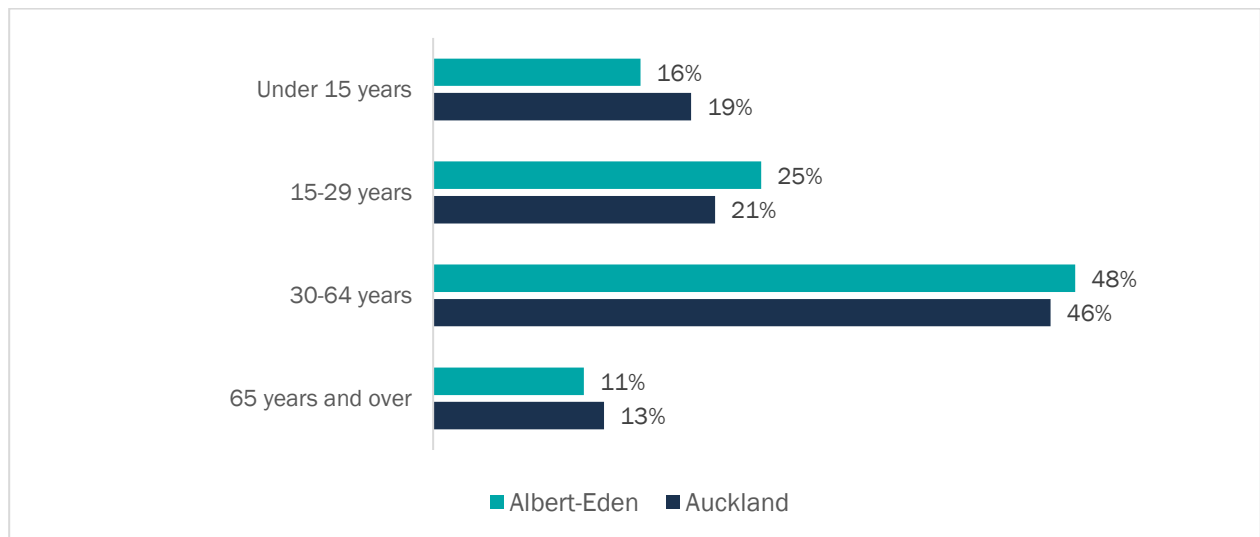
MEDIAN AGE (INFOMETRICS 2021)



¹ Infometrics population estimates

Albert-Eden has a similar median age to the region, but its working age population is larger than the regional average. There are proportionately fewer young people and fewer people of retirement age.

AGE STRUCTURE (INFOMETRICS 2021)

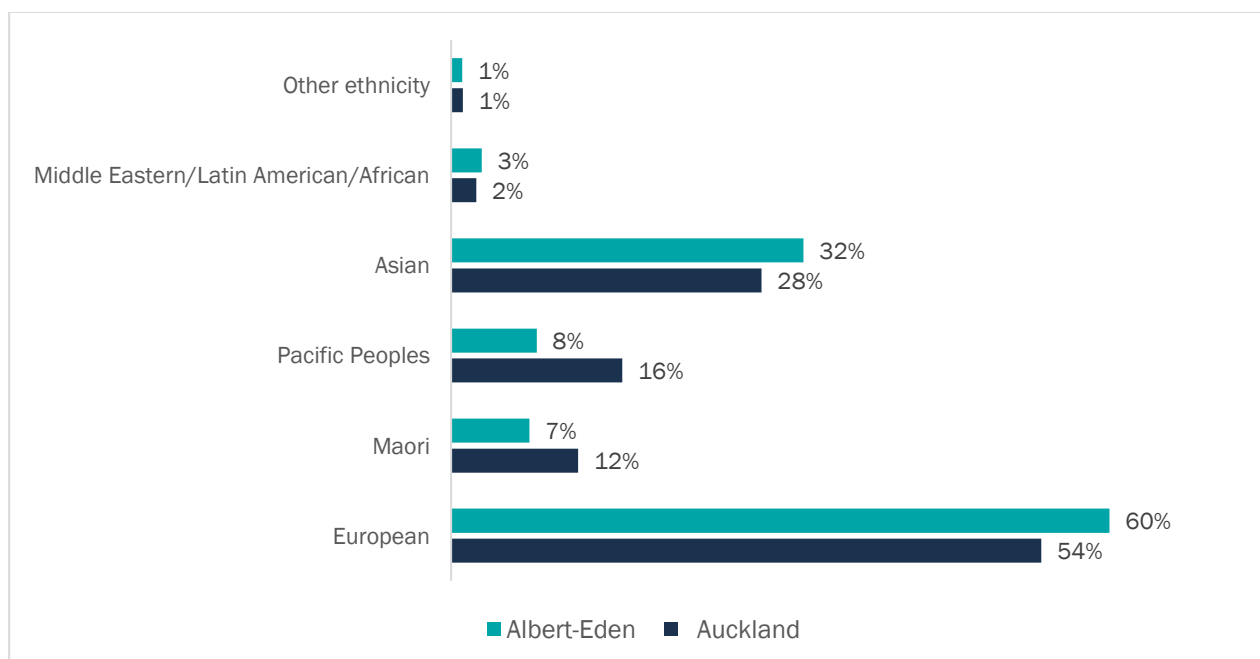


Ethnicity

Albert-Eden’s population is predominantly of European ethnicity (60 per cent), more so than the regional profile, where Europeans make up 54 per cent of the population. While Albert-Eden has fewer Māori and Pacific residents than the region, there are more people of Asian ethnic origin. Chinese (15 per cent) and Indian (10 per cent) make up most of the Asian population.

Albert-Eden has a large proportion of residents born overseas (42 per cent), the same as the region (42 per cent). Of the residents born overseas, 31 per cent had been in New Zealand for less than five years, more than the regional average of 24 per cent.

ETHNIC MAKE-UP (CENSUS 2018)



Languages

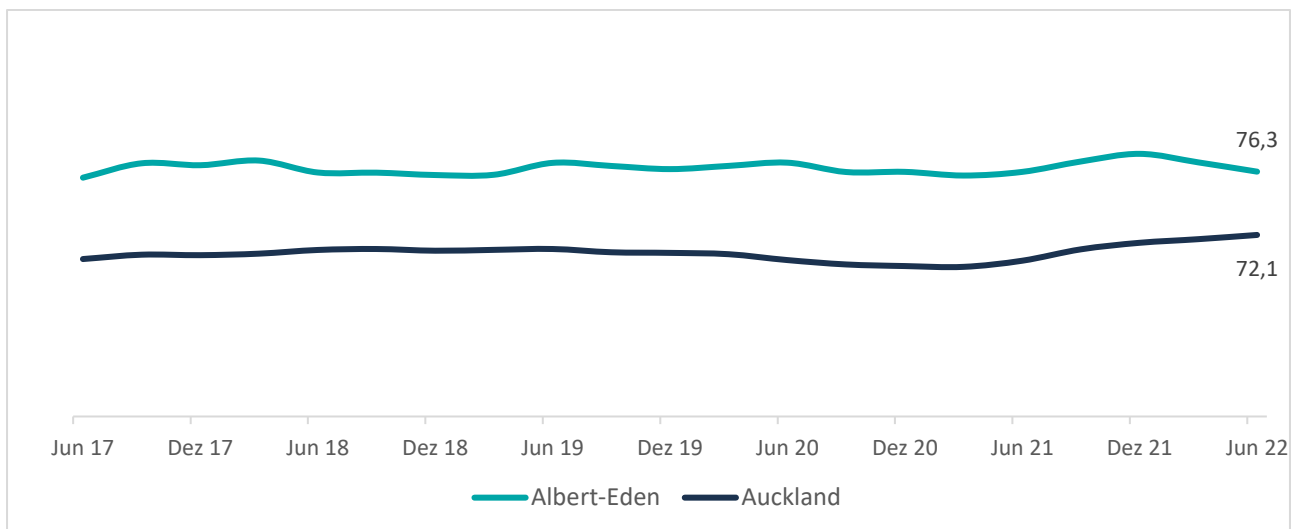
With a diverse population there are a wide range of languages in use in Albert-Eden. Ninety-four per cent of residents can speak English compared to the Auckland average of 93 per cent.

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.

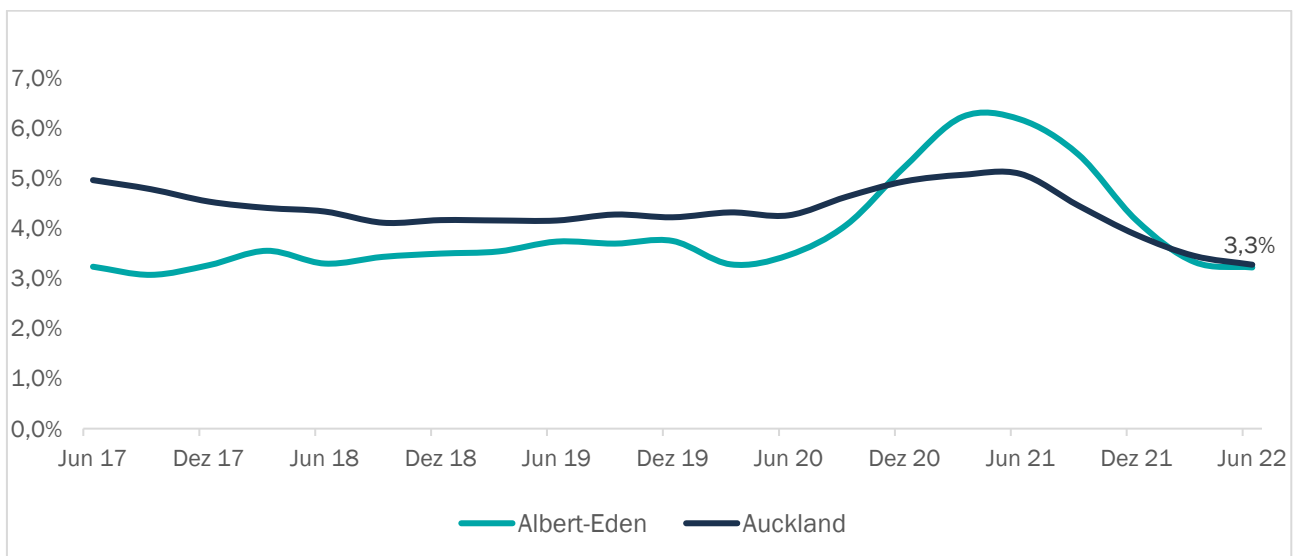
The labour force participation rate in Albert-Eden is 76 per cent, four per cent higher than the Auckland rate (72 per cent).

LABOUR FORCE PARTICIPATION RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Unemployment, measured by the Household Labour Force Survey in Albert-Eden, was the same as the Auckland region.

UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

In 2018, 17 per cent of people in Albert-Eden derived self-employment or business income, above the rate across all Auckland (14 per cent).

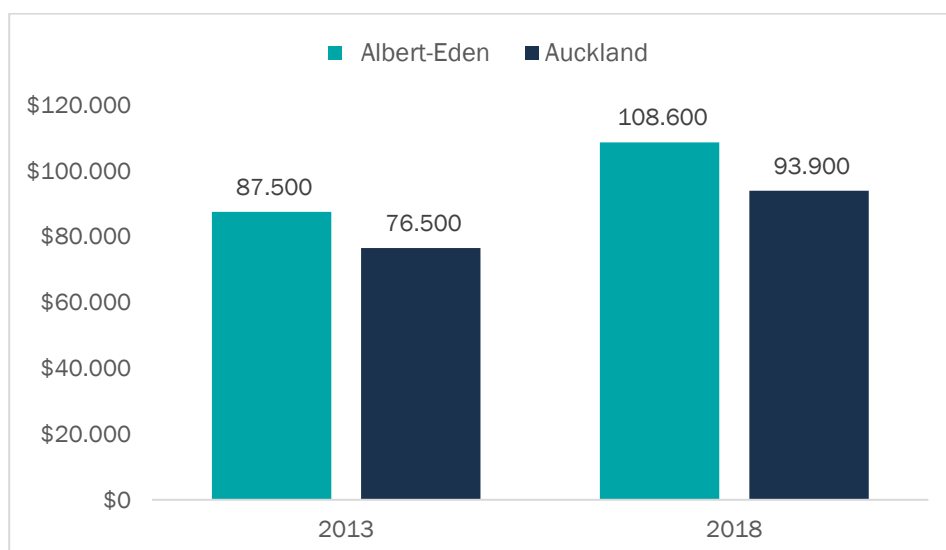
Analysis of individual income levels in 2018 shows that there was a higher proportion (25 per cent) of persons earning a high income (over \$70,000 per year) in Albert-Eden compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



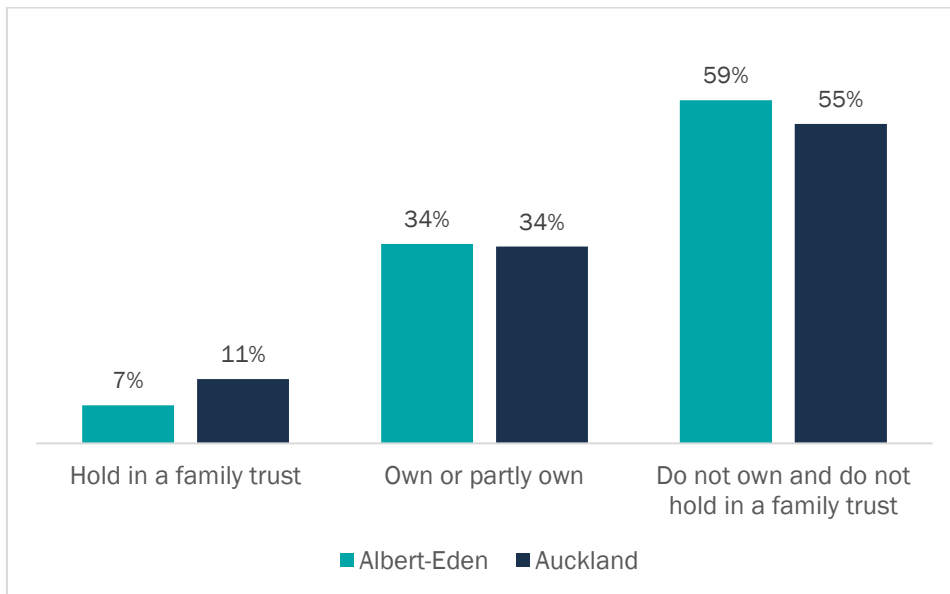
The median household income in Albert-Eden (\$108,600) is much higher than the regional average (\$93,900). It is the second highest in the region behind only the Orakei Local Board.

MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



Home ownership in Albert-Eden is lower than the regional average; in 2018, 41 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Albert-Eden has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from Albert-Eden leave with NCEA Level 2 or NCEA Level 3 and more progress in to tertiary education after completing school, than the regional average.

Skills and Workforce

An area's skills base contributes to the overall well-being and prosperity of its communities. Having the skills to access stable and well-paid employment also provides opportunities to respond in times of economic downturns or external shocks such as the COVID-19 pandemic or the Global Financial Crisis when typically, those in less secure employment and without higher skill levels tend to fare worst.

School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as well as for communities where increased skill levels would improve employment opportunities for residents.

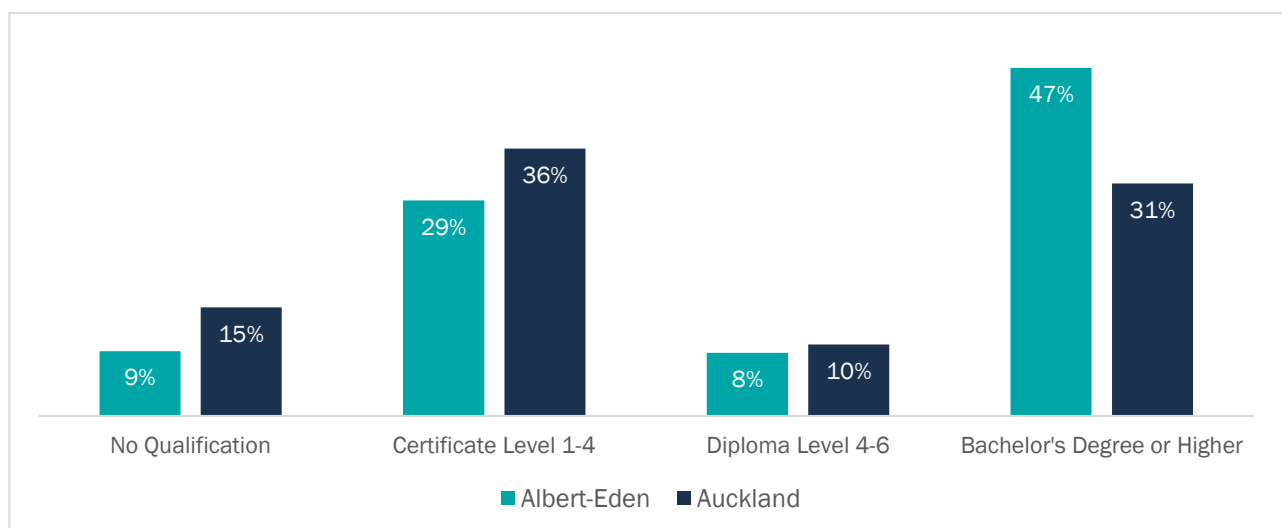
Qualifications

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: 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.

RESIDENTS' HIGHEST QUALIFICATIONS (CENSUS 2018)



In 2018, 47 per cent of adult residents in Albert-Eden had gained a bachelor’s degree or higher, a higher proportion than the Auckland region (31 per cent). Nine per cent of residents had no educational qualifications compared with 15 per cent across the region².

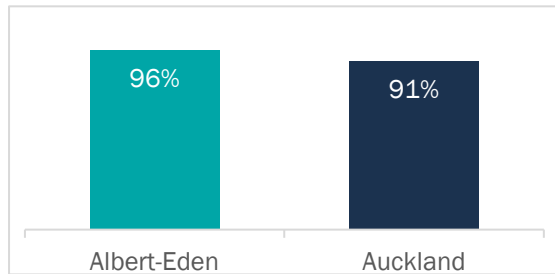
Educational attainment

NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, four per cent of school leavers in Albert-Eden did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

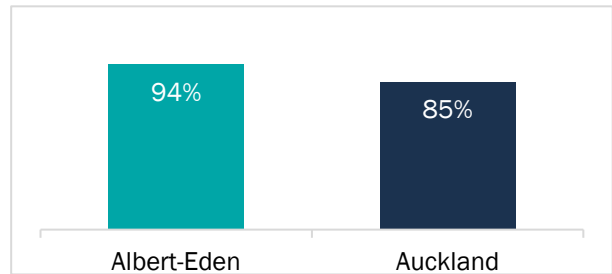
In 2021, only six per cent of school leavers in Albert-Eden did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2



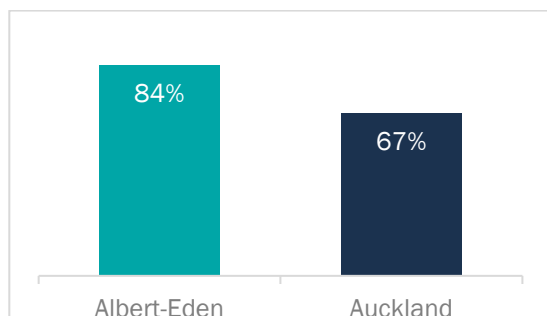
NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	97.5%	95.3%
Māori	91.1%	84.5%
Pacific	94.7%	91.6%
Asian	98.0%	96.4%
Middle East, Latin American, African	93.1%	94.4%
Other	100.0%	92.0%
Total Local Board	96.4%	93.9%
Total Auckland	91.2%	84.9%

² Highest qualification is derived for people aged 15 years and over

NCEA Level 3 is regarded as the minimum level required for university entry. Eighty-four per cent of Albert-Eden school leavers achieved this, higher than the Auckland average (67 per cent).

SCHOOL LEAVERS ATTAINING NCEA LEVEL 3 (MINISTRY OF EDUCATION 2021)



NCEA 3 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

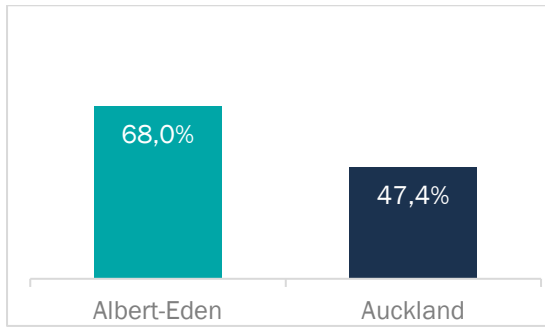
Percentage achieving NCEA 3	Albert-Eden	AKL region %
Māori	68.1%	43.5%
Pacific	74.8%	54.2%
Asian	90.7%	83.3%
Middle East, Latin American, African	74.1%	68.8%
Other	76.0%	73.7%
European	86.0%	69.8%
Total	84.0%	67.2%

More school leavers moved on to degree level study within a year of leaving school. Sixty-eight per cent of Albert-Eden school leavers did this, much higher than the Auckland average (47 per cent). A lower proportion moved into certificate and diploma level study, but overall, more (82 per cent) enrolled in some form of tertiary education higher than the regional average (69 per cent).

DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR AFTER LEAVING (MINISTRY OF EDUCATION 2021)

Local Board	Bachelors and above	Certificates & diplomas 3-7	Certificates 1-2	Not enrolled in tertiary education	Total Leavers
Albert-Eden	68.0%	13.6%	0.5%	17.9%	1,995
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2021)



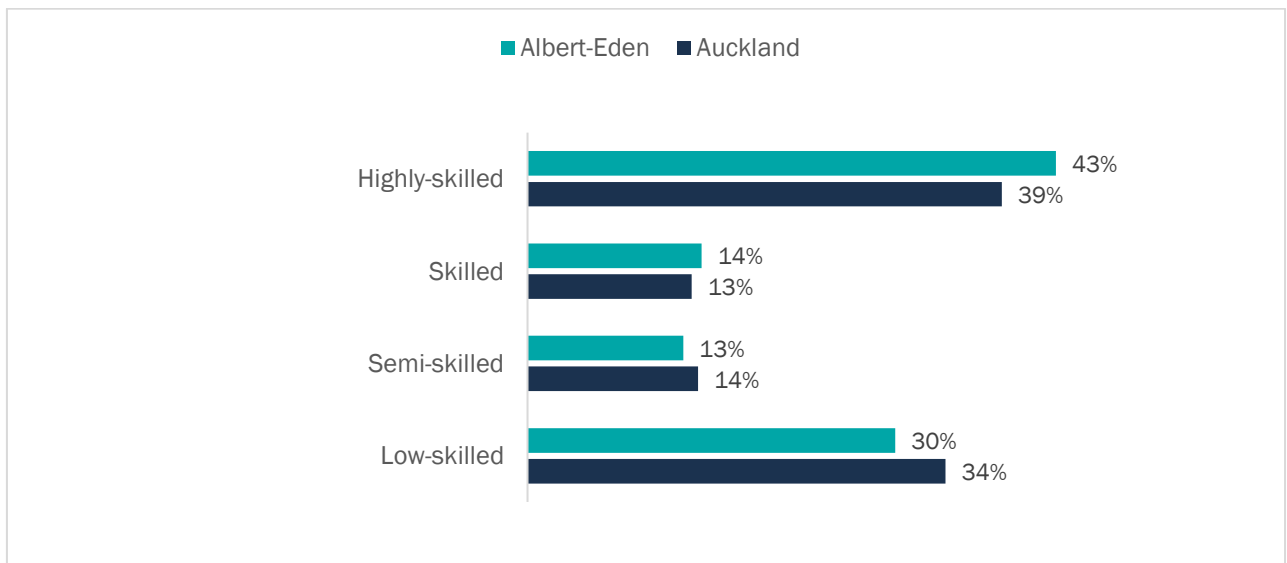
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor’s and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	53.3%	22.2%	0.9%	23.6%	212
Pacific	39.7%	23.1%	0.9%	36.3%	320
Asian	76.1%	8.2%	0.3%	15.4%	586
MELAA	45.3%	20.8%	0.0%	34.0%	53
Other	69.8%	11.3%	0.0%	18.9%	53
NZ European	74.0%	12.4%	0.4%	13.1%	1021

Occupations

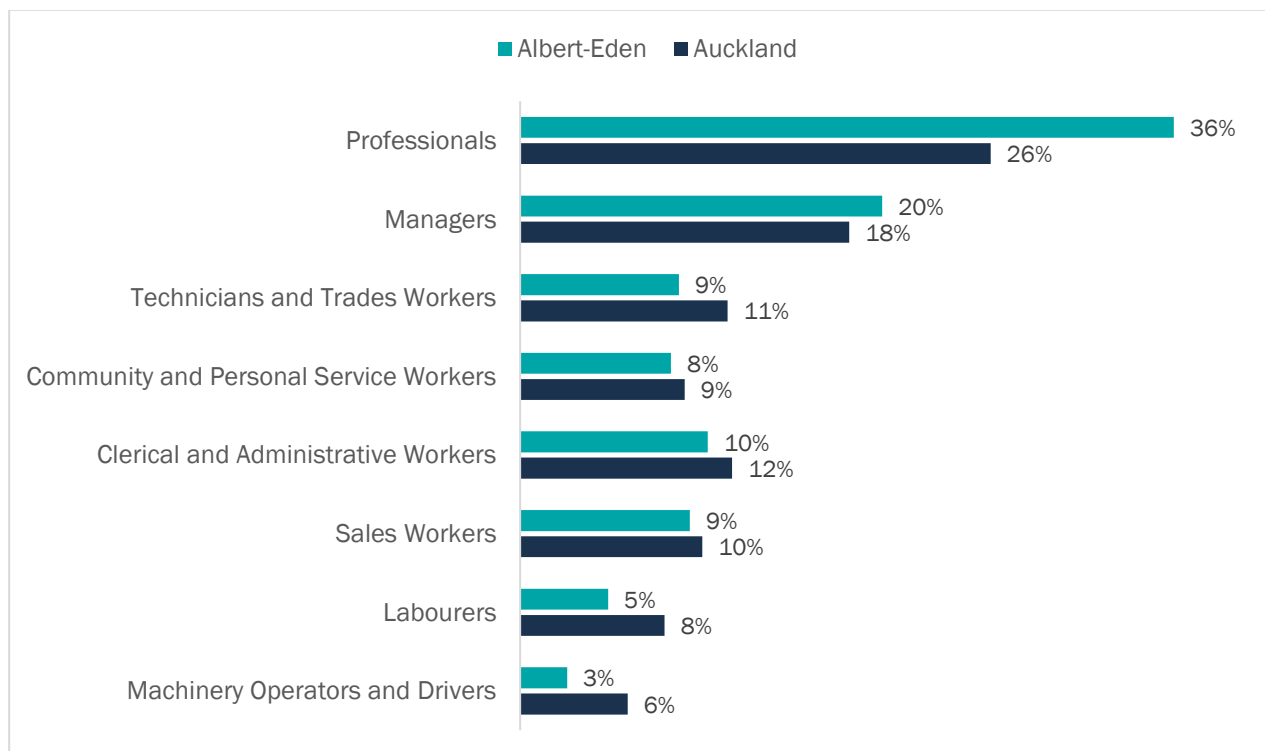
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

SKILL LEVEL OF JOBS LOCALTED IN ALBERT-EDEN (INFOMETRICS 2021)



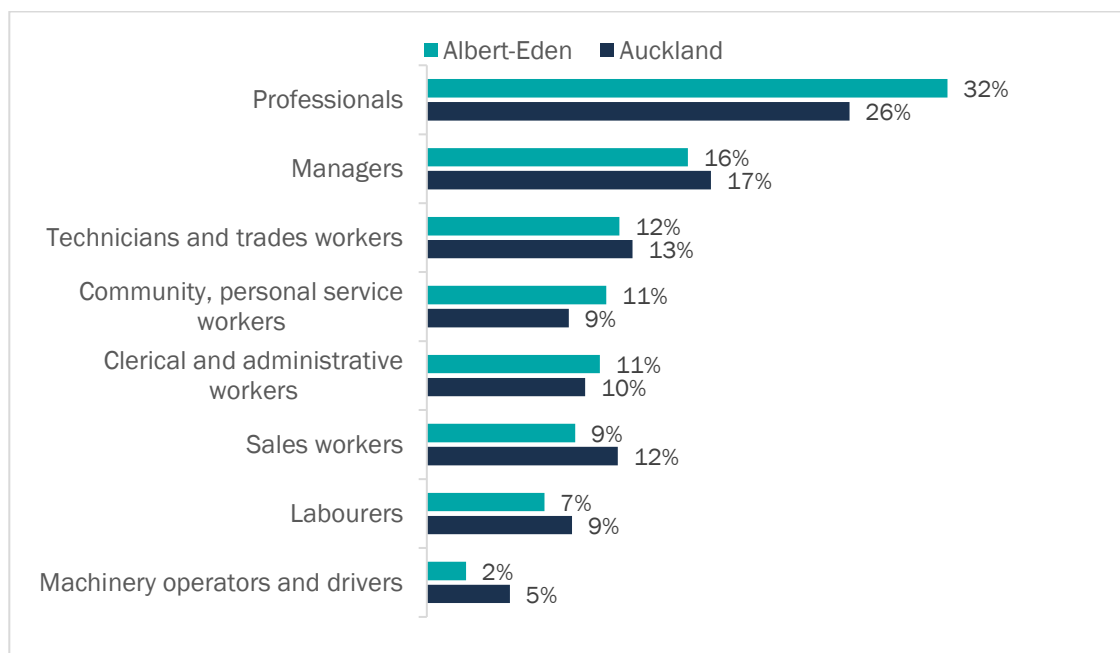
The Albert-Eden Local Board area had a higher proportion of employment in the skilled and higher-skilled levels (57 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a lower proportion of employment in the semi-skilled and low-skilled levels (43 per cent) compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN ALBERT-EDEN (CENSUS 2018)



Managers and professionals were the most popular occupational categories for Albert-Eden residents in 2018. There were a significantly higher proportion of professionals (36 per cent) compared to the wider Auckland region (26 per cent). There were fewer residents in the labourers and machinery operators and drivers' categories (eight per cent) compared to the wider Auckland region (14 per cent).

OCCUPATIONS IN ALBERT-EDEN BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Albert-Eden Local Board area, professionals were the largest occupational group (32 per cent), higher than the regional average (26 per cent). There were fewer sales workers, labourers and machinery operators and drivers jobs located in the area compared to the wider Auckland region.

Specialist managers³ were the largest occupational group in Albert-Eden, followed by educational professionals and health professionals.

TOP 10 OCCUPATIONS LOCATED IN ALBERT-EDEN (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	% of Albert-Eden Total
1	Specialist Managers	4,290	8.1%
2	Education Professionals	4,047	7.6%
3	Health Professionals	3,711	7.0%
4	Business, HR & Marketing Professionals	2,910	5.5%
5	Sales Assistants & Salespersons	2,557	4.8%
6	Carers & Aides	2,377	4.5%
7	Hospitality, Retail & Service Managers	2,077	3.9%
8	Design, Engineering, Science Professionals	2,009	3.8%
9	Chief Execs, General Managers, Legislators	1,887	3.6%
10	Sales Representatives & Agents	1,723	3.2%
	Sub-total of top 10 occupations	27,588	52.0%
	Total jobs	53,031	100%

Specialist managers, the largest occupational group in the Albert-Eden area, were the also the fastest growing occupational group adding 620 new jobs between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Specialist Managers	620
Design, Engineering, Science Professionals	381
Health Professionals	365
Construction Trades Workers	336
Cleaners & Laundry Workers	315

The clerical and office support workers occupational group lost 166 jobs between 2016-2021.

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Clerical & Office Support Workers	- 166
Sales Assistants & Salespersons	- 91

³ Specialist managers include managers in advertising, construction, ICT, business administration and education.

4: Local Economy

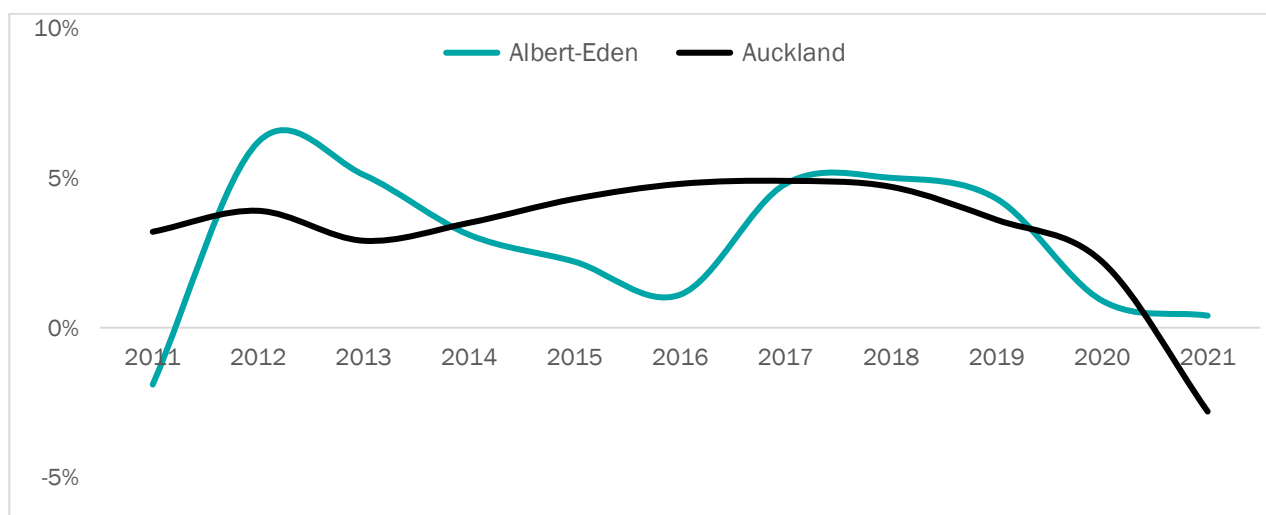
Albert-Eden has a strong local economy, driven by almost half of its jobs being in knowledge intensive industries, meaning residents have access to skilled, well-paying employment opportunities both locally and in nearby Central Auckland. The real estate and professional services sector generates a significant share of the area's GDP. Professional services, healthcare and education are the major providers of employment opportunities. There has been recent growth in the number of jobs in professional occupations as well as healthcare and construction.

Growth and employment trends

Between 2020-2021 Albert-Eden experienced GDP growth of 0.4 per cent, higher than the negative growth rate in the Auckland region of -2.8 per cent. In the five years to 2021 the Albert-Eden economy grew at an average annual rate of 3.1 per cent, higher than the 2.5 per cent in the Auckland region.

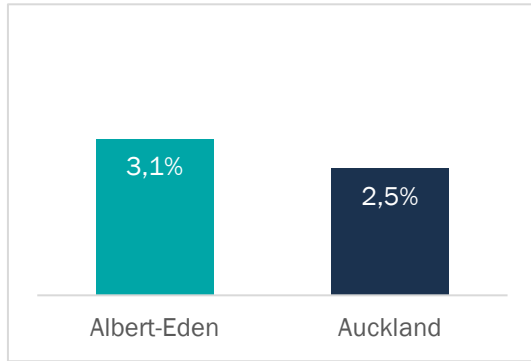
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers the period to end of the financial year in March 2021, so does not show the further impact of the second Level 4 lockdown period. Albert-Eden's GDP growth did not decline as much as the regional average.

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

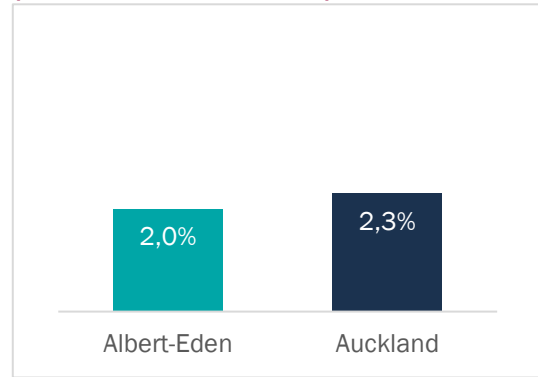


Employment in Albert-Eden increased by an average of 2.0 per cent per annum in the five years from 2016-2021, below the Auckland rate of 2.3 per cent. Over the last five years Albert-Eden's job numbers increased the most in professional, scientific and technical services (+1215 jobs), building construction (+777) and healthcare.

AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)



AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRICS 2016-2021)



The fastest growing sector by GDP percentage change between 2016-2021 was construction. This data relates to GDP growth rates, not the overall size of the sector.

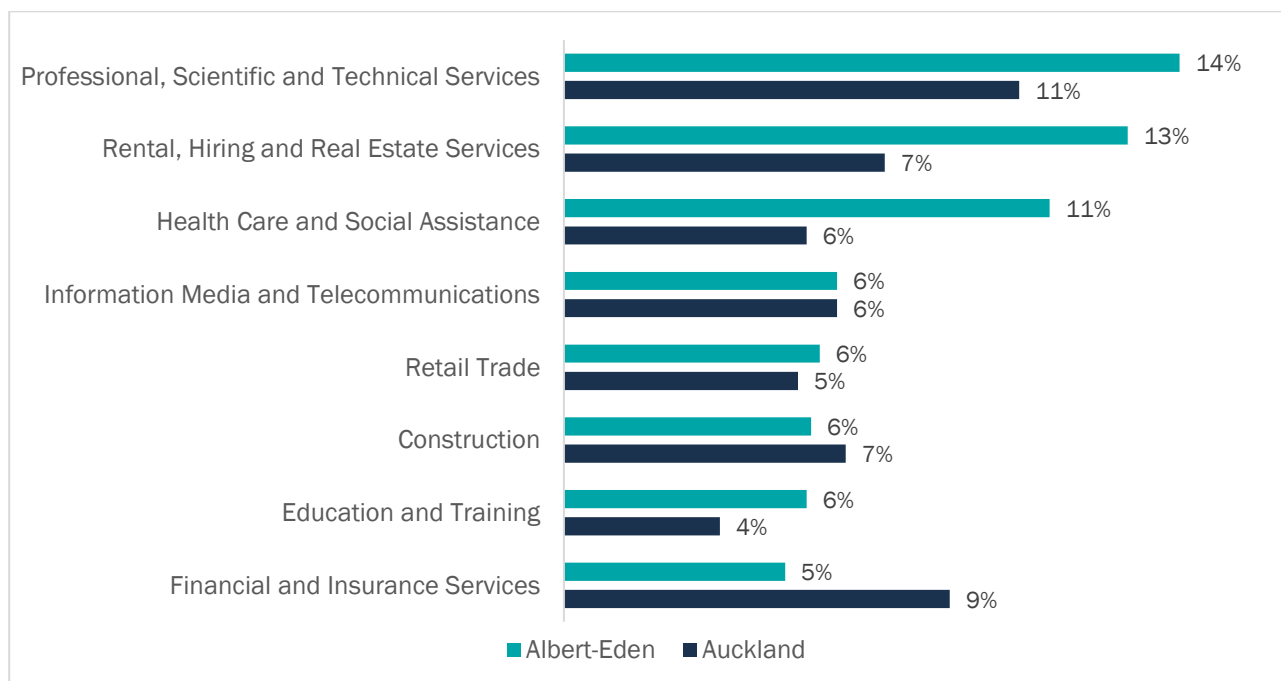
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)

Industry	Average p.a. change (2016-2021)
Construction	9.3%
Financial & Insurance Services	6.8%
Information Media & Telecommunications	5.5%
Professional, Scientific & Technical Services	5.2%
Owner-Occupied Property Operation	5.1%
Manufacturing	3.6%

Industry mix

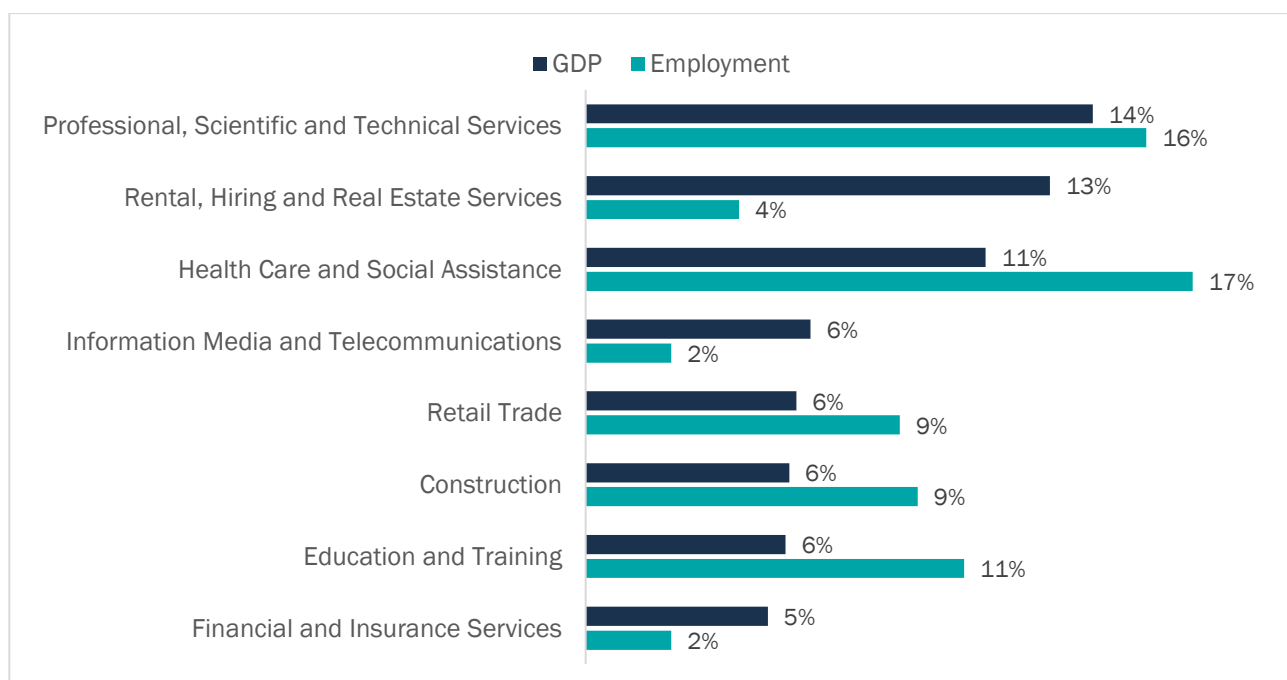
Albert-Eden's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Albert-Eden economy were professional, scientific and technical services, real estate services and healthcare.

BROAD INDUSTRY MIX BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



- **Professional, scientific and technical services** contributed 14 per cent of Albert-Eden's GDP and provided 16 per cent of the area's employment.
- **Rental, hiring and real estate services** contributed 13 per cent of Albert-Eden's GDP but provided only four per cent of the area's employment.
- **Healthcare** contributed 11 per cent of Albert-Eden's GDP and provided the most employment 17 per cent in the area.
- **Education and insurance services** contributed six per cent of Albert-Eden's GDP and provided 11 per cent of the area's employment.

TOP INDUSTRIES BY EMPLOYMENT AND GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



Healthcare, professional services, and education and training were the key employment sectors in Albert-Eden.

Looking at more detailed sub-sectors we see that accommodation and food services and construction services were also important employment sectors in the area.

TOP 10 INDUSTRIES BY EMPLOYMENT – 54 SECTOR CLASSIFICATION (INFOMETRICS 2021)

Rank	Industry	Jobs (2021)	% Albert-Eden Total
1	Healthcare & Social Assistance	9,005	17.0%
2	Professional, Scientific & Tech Services	8,336	15.7%
3	Education & Training	5,648	10.6%
4	Accommodation & Food Services	4,359	8.2%
5	Construction Services	2,884	5.4%
6	Other Services	2,703	5.1%
7	Other Store & Non-Store Retailing	2,446	4.6%
8	Property Operators & Real Estate Services	1,914	3.6%
9	Wholesale Trade	1,838	3.5%
10	Building Construction	1,796	3.4%
	Total top 10 industries	40,929	77.1%
	All other industries	12,105	22.9%
	Total employment	53,034	100%

The professional, scientific and technical services sector, the second largest employer in Albert-Eden, created the greatest number of new jobs between 2016-2021. The building construction and healthcare sector also experienced significant employment growth.

NEW JOBS BY SECTOR – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	New Jobs
Professional, Scientific & Tech Services	1,215
Building Construction	777
Healthcare & Social Assistance	728
Construction Services	615
Accommodation & Food Services	467
Administrative & Support Services	281

The information media services sector lost 236 jobs between 2016-2021.

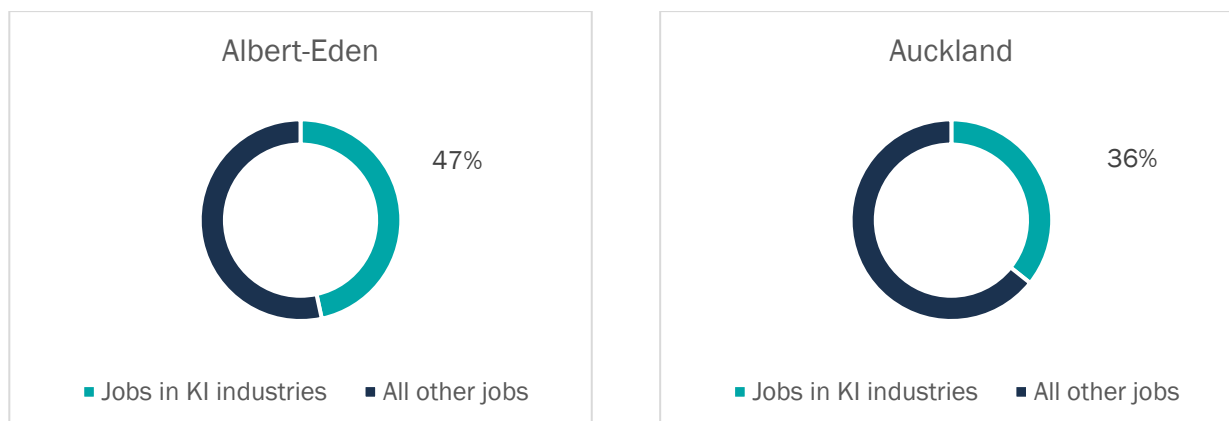
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Information Media Services	-236
Wholesale Trade	-171
Road Transport	-152

Knowledge intensive employment

Knowledge intensive industries⁴ represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Forty-seven per cent of jobs in Albert-Eden were in knowledge intensive industries, which was significantly higher than the regional average of 36 per cent.

JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES (INFOMETRICS 2021)



Sector strengths

This section uses location quotients to identify what industries an area may have a comparative advantage in. An area has a location quotient larger than one when the share of that industry in the area's economy is greater than the share of the same industry in the national economy.

A number of sectors are more strongly represented in Albert-Eden than they are in the region as a whole. Property operators & real estate services were a major contributor to GDP (12 per cent) and employment (1,914 jobs).

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Printing	2.6	35.7 (0.5%)	366
2	Arts & Recreation Services	2.1	173.6 (2.6%)	1,741
3	Property Operators & Real Estate Services	2.1	782.4 (11.7%)	1,914
4	Textile, Leather, Clothing, Footwear Manufacturing	2	29.2 (0.4%)	352

At a detailed industry level, music publishing has a very strong representation in the Albert-Eden area. It is a relatively small industry and generated only 0.1 per cent of the local GDP. Electronic information storage services, which also has a strong local presence, was a major contributor to GDP (4.2 per cent).

⁴ 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.

LOCAL SPECIALISMS (INFOMETRICS 2021)

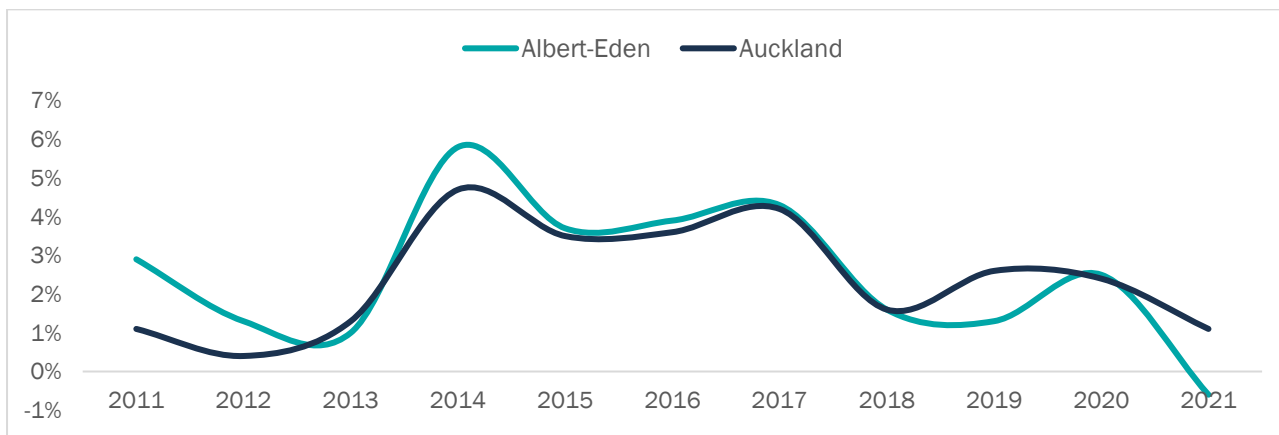
Rank	Industry	LQ	GDP(\$M)	Share
1	Music Publishing	37.5	6.7	0.1%
2	Electronic Information Storage Services	23.9	281.9	4.2%
3	Magazine & Other Periodical Publishing	19.2	53.7	0.8%
4	Creative Artists, Musicians, Writers & Performers	14.8	60.4	0.9%
5	Performing Arts Operation	13.9	26.9	0.4%

Businesses

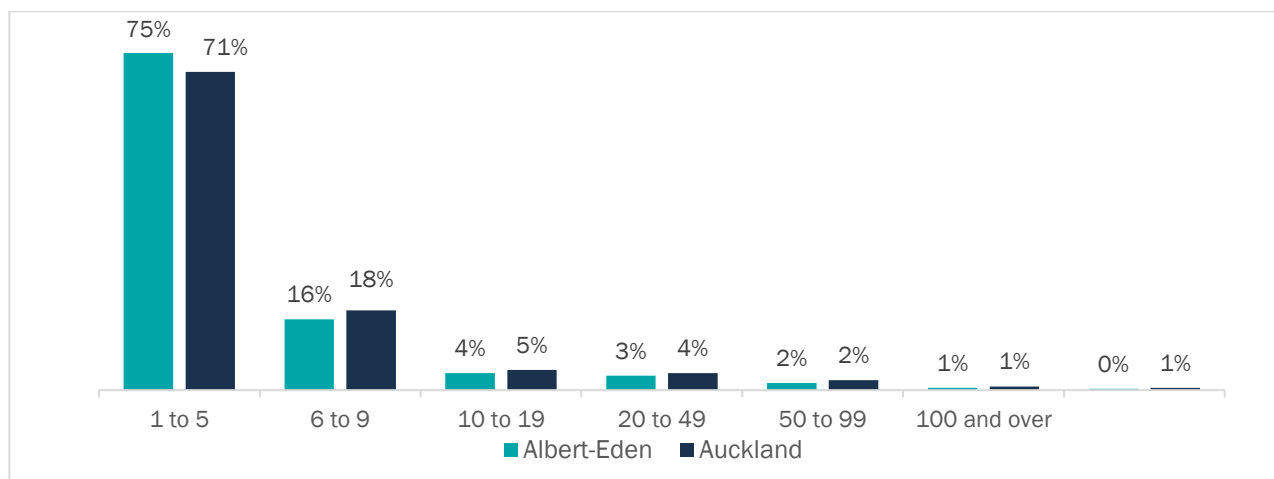
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed better under the restrictions with people having far fewer options when meeting their essential needs.

Auckland, as New Zealand’s gateway has been most affected and within the region there will be differing levels of impact depending on the sectoral make up of an area. The first Level 4 lockdown in Auckland was 25 March 2020. From this date for the remainder of the year and until the end of the financial year in March 2021 there were varying levels of restrictions. The number of business units in Albert-Eden fell at a greater rate than the Auckland regional average.

BUSINESS UNITS’ GROWTH PERCENTAGE YEARLY CHANGE (INFOMETRICS 2011-2021)

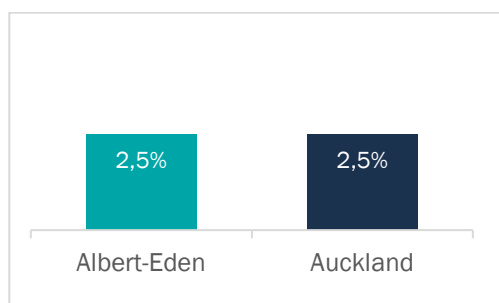


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021 there were 15,207 businesses in Albert-Eden, employing an average of 2.3 employees each, less than the Auckland average of 4.4 employees. The vast majority (91 per cent) of businesses in Albert-Eden have five employees or less, highlighting the importance of small enterprises in the local economy.

BUSINESS UNITS - 10 YEAR AVERAGE ANNUAL GROWTH (INFOMETRICS 2021)



The number of businesses units in Albert-Eden grew 2.5 per cent a year on average over the last decade, the same as the Auckland regional average. Growth in the number of businesses in an area reflects increased entrepreneurial activity and economic activity as entrepreneurs are prepared to take risks and start new ventures.

Tātaki Auckland Unlimited Activity

TAU have a number of areas of focus that include the technology, creative and screen sectors.

The screen sector is a significant contributor to regional GDP and is something local boards have a role in through the film permit approval process.

TAU's Creative Industries team have recently released *Create Auckland 2030*, a plan to enhance the creative economy in Tāmaki Makaurau, which was created with the sector [Create Auckland 2030 | Aucklandnz.com](https://www.aucklandnz.com/create-auckland-2030).

5: Economic Places

Employment in Albert-Eden is concentrated in a number of town centres and key road corridors such as Greenlane and Dominion Road, which include employment in hospitality and retail alongside professional services and education and health sector jobs. The mall and surrounding retail and services at St Lukes is also a large employment zone. Morningside and New North Road mixed use zones are also significant employment zones in manufacturing, wholesale, retail, construction and professional services.

Albert-Eden is a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 102,400 residents of Albert-Eden which has a labour force of 57,500. The local board area has a total of 53,034 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city, primarily central Auckland.

Eke Panuku have planned to develop a high-quality apartment building with at least 85 apartments on the corner of Dominion and Valley Roads.

Kainga Ora's Roskill Development which includes Ōwairaka, plans around 11,000 new, high-quality, healthy homes over the next 10 to 15 years as part of the Auckland Housing Programme. This will include approximately 3,000 state homes, 3,500 affordable homes and 3,500 homes for the open market.

Employment zones⁵

Employment in Albert-Eden is concentrated in a number of town centres and heavy and light industrial zones. The main employment zone in Albert-Eden is in Epsom and around Normanby Road. There is a strong concentration of jobs in Healthcare and Social Assistance, particularly in Epsom East.

EMPLOYMENT IN EPSOM AREA* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare & Social Assistance	3,840
Education & Training	718
Accommodation & Food Services	705
Professional, Scientific & Technical Services	433
Construction	417
Arts & Recreation Services	293
Rental, Hiring & Real Estate Services	274
Total All Sectors	7,790

Normanby Road has a number of Professional, Scientific and Technical Services jobs. The presence of the Ministry of Education provides employment in the Public Administration and Safety sector.

⁵ *Based on business demographics for SA2 areas

EMPLOYMENT IN NORMANBY ROAD AREA* (NZ STATISTICS 2021)

Sector	Jobs
Professional, Scientific & Technical Services	980
Public Administration & Safety	910
Information Media & Telecommunications	670
Education & Training	550
Construction	470
Total All Sectors	5,200

Education and training, and healthcare and social assistance are the main employers in the Mount St John area with a number of schools, colleges and an Auckland University Campus located in the area.

EMPLOYMENT IN MOUNT ST JOHN AREA* (NZ STATISTICS 2021)

Sector	Jobs
Education & Training	1,000
Healthcare & Social Assistance	840
Retail Trade	570
Professional, Scientific & Technical Services	560
Wholesale Trade	260
Accommodation & Food Services	210
Total All Sectors	4,200

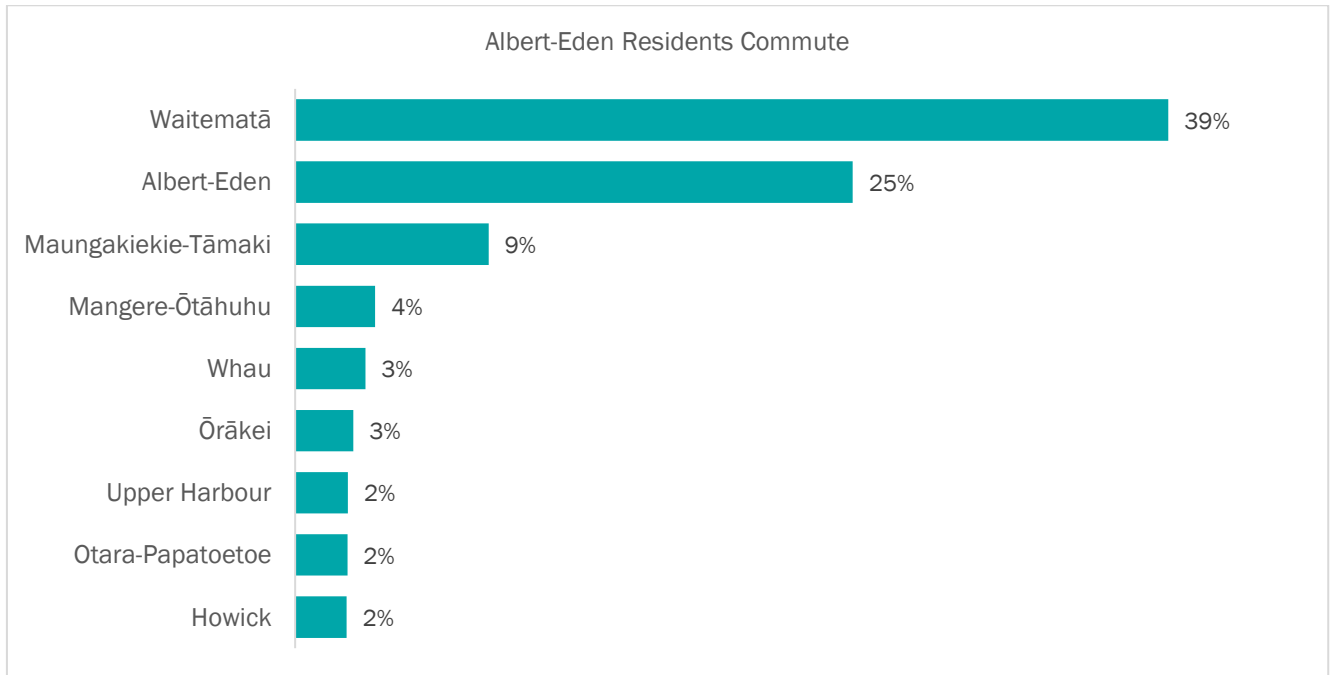
EMPLOYMENT IN MORNINGSIDE AREA* (NZ STATISTICS 2021)

Sector	Jobs
Wholesale Trade	360
Manufacturing	350
Retail Trade	320
Professional, Scientific & Technical Services	280
Construction	240
Accommodation & Food Services	210
Total All Sectors	2,150

Commuting

In 2018, a significant proportion (39 per cent) of Albert-Eden residents worked within the Waitemata local board area. This was four times more than the next most popular destination for work outside of the Albert-Eden area, Maungakiekie-Tamaki (nine per cent). One quarter of all residents lived and worked in the local area (25 per cent).

TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM ALBERT-EDEN (CENSUS 2018)⁶



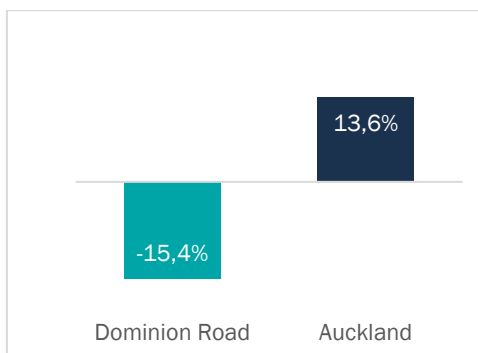
Town Centres

Many town centres faced challenges prior to the COVID-19 pandemic, but the impact of Auckland’s lockdowns to limit the outbreaks of COVID-19 cases has posed significant challenges for retail centres across the region.

The main town centre zones in Albert-Eden are Dominion Road and St Lukes.

Spending in Dominion Road between 2017-2021 has not grown at the same rate as in Auckland as a whole, with a declining growth rate of -15.4 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Dominion Road was \$50.28, just above the Auckland average of \$49.74. (Marketview 2022)

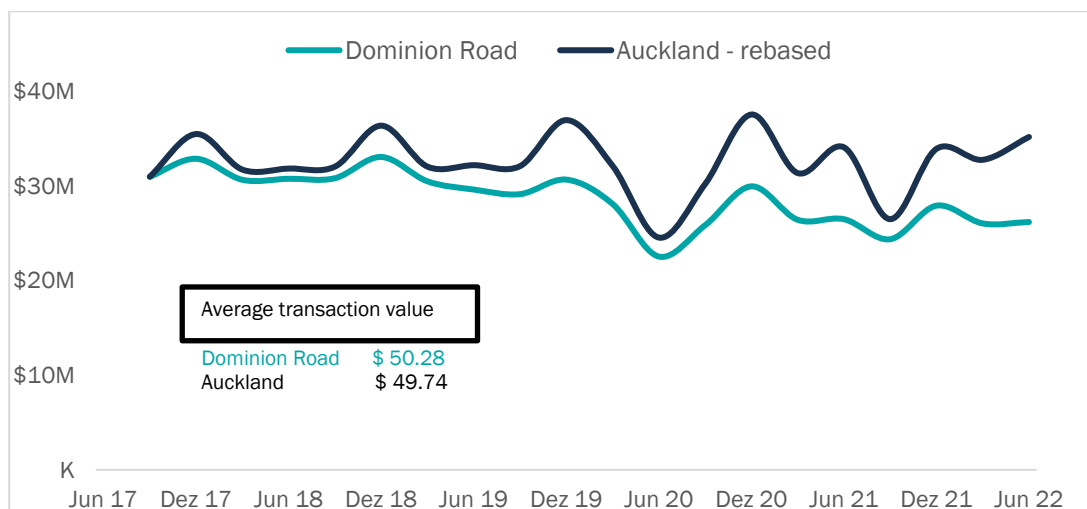
DOMINION ROAD BID SPENDING GROWTH (2017-2022)



Spending in Dominion Road has been at a lower rate than that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

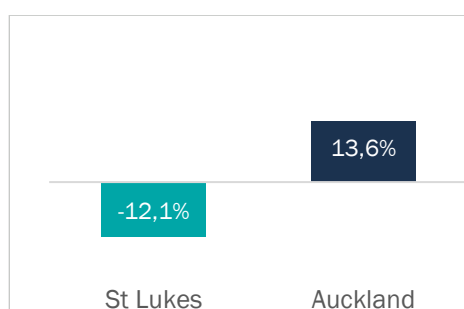
⁶ Richard Paling Consulting 2018

DOMINION ROAD BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



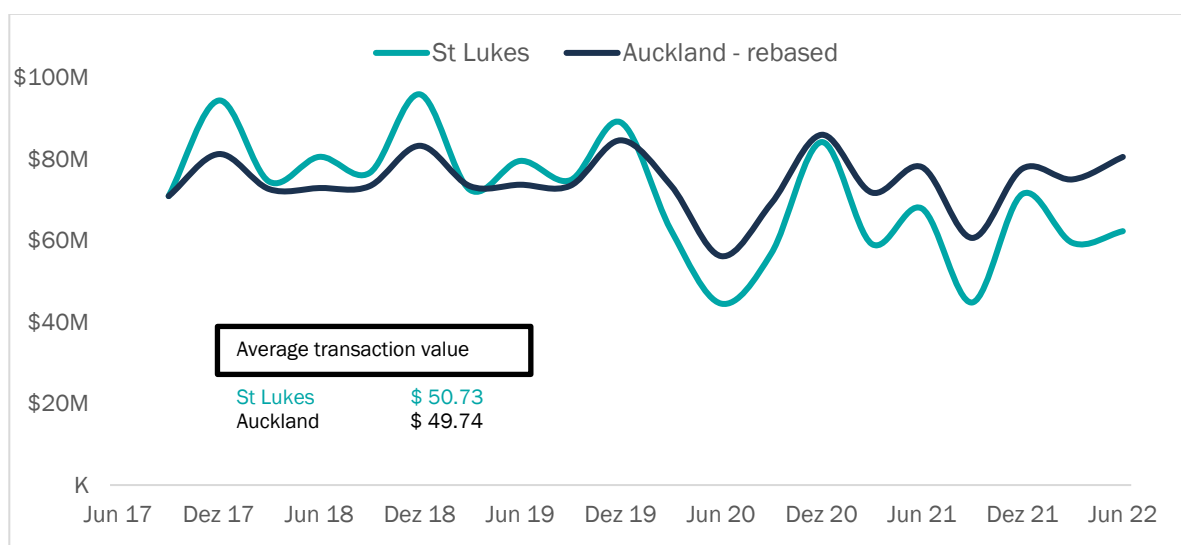
Spending in St Lukes between 2017-2021 has not grown at the same rate as in Auckland as a whole, with a declining growth rate -12.1 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in St Lukes was \$50.73, above the Auckland average of \$49.74. (Marketview 2022)

ST LUKES SPENDING GROWTH (2017-2022)



Spending in St Lukes has been at a lower rate than that of the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

ST LUKES SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



Glossary

Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006)	This is the official industrial classification used by Statistics New Zealand. 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	The head count of salary and wage earners is sourced from taxation data. Unless stated, this does not include those who are 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 the previously published estimated 2018 population figures from Statistics New Zealand.
Productivity	The New Zealand Productivity Commission defines productivity as ' <i>the efficiency with which resources – such as labour and capital – are converted into outputs of goods and services</i> '.
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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