

TĀTAKI AUCKLAND UNLIMITED REPORT

Kaipātiki Local Economic Overview 2022



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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

Kaipātiki is a diverse local board area with a population of 92,400 that is forecast to increase to 104,700 by 2048. The area has an ethnically diverse population with many residents of Chinese and South Korean origins.

While Kaipātiki has a relatively small jobs and business base, skilled residents have easy access to employment opportunities in neighbouring areas. Kaipātiki is well connected, has high household prosperity and its residents have a high skills base.

POPULATION SUMMARY

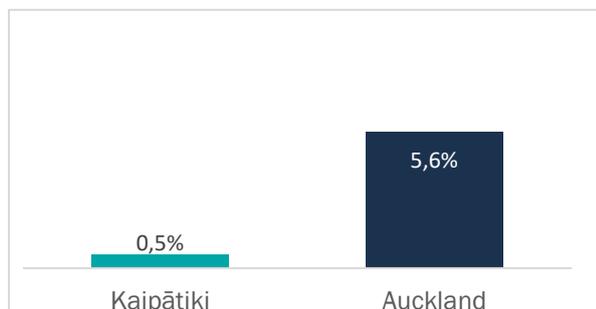
	Kaipātiki	Auckland/Share
Population (2021)	92,400	5.4%
Population growth (2016-2021)	0.5%	5.6%
Median Age (2021)	35.8	35.6
Labour force (2022)	60,000	983,800
Labour force participation (2022)	80%	72%
Home ownership (2018)	46%	45%

Population

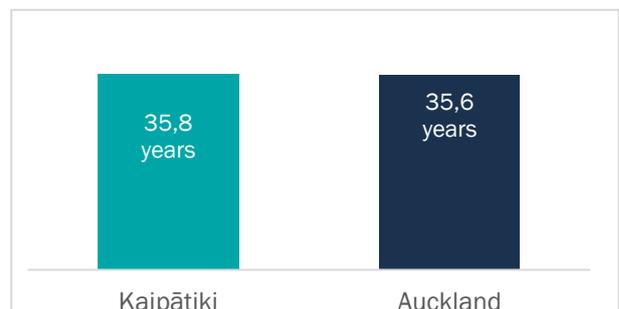
The Kaipātiki Local Board area has experienced slow population growth in recent years when compared to the rest of the region. Between 2016 and 2021 growth was 0.5 per cent compared to 5.6 per cent regionally (Infometrics 2021)¹.

Medium population projections suggest that Kaipātiki could be home to 104,700 residents by 2048, an increase of 12,300. This equates to a 0.5 per cent per annum increase or 456 additional residents per year between 2021 and 2048 (NZ Statistics).

POPULATION GROWTH (INFOMETRICS 2016-2021)



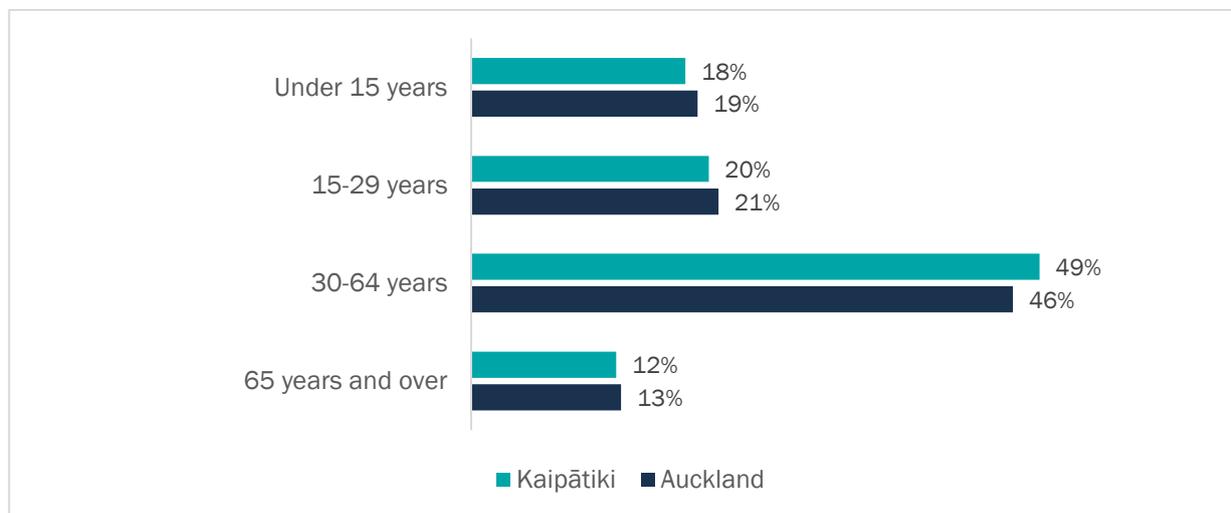
MEDIAN AGE (INFOMETRICS 2021)



¹ Infometrics population estimates

Kaipātiki has a similar median age to the region, but its working age population is slightly larger than that of the regional average and there are proportionately fewer young people.

AGE STRUCTURE (INFOMETRICS 2021)

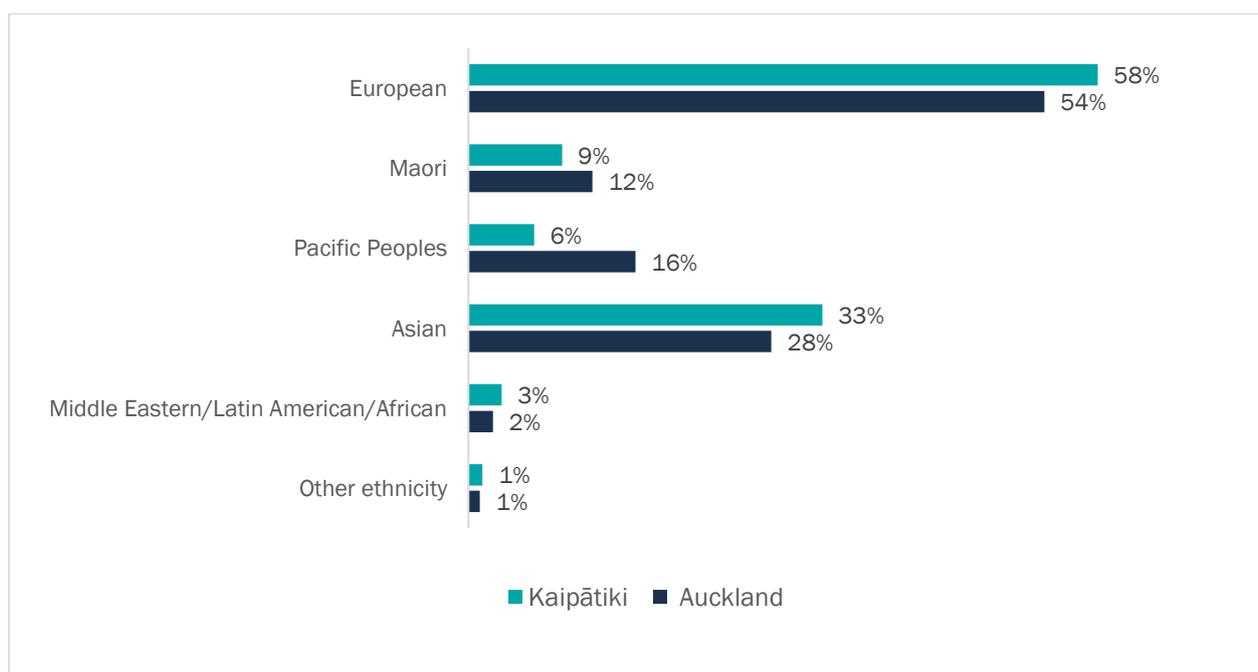


Ethnicity

Kaipātiki’s population is predominantly of European ethnicity (58 per cent), more so than the regional profile where Europeans make up 54 per cent of the population. While Kaipātiki has fewer Māori and Pacific residents than the region, there are more people of Asian ethnic origin. Of the Asian population, Chinese are the largest group but there are also significant Korean, Indian and Filipino populations.

Kaipātiki has a large proportion of residents born overseas (46 per cent) compared to the region (42 per cent). Of the people born overseas 26 per cent had been in New Zealand for less than five years, a similar proportion as the regional average (24 per cent).

ETHNIC MAKE-UP (CENSUS 2018)



Languages

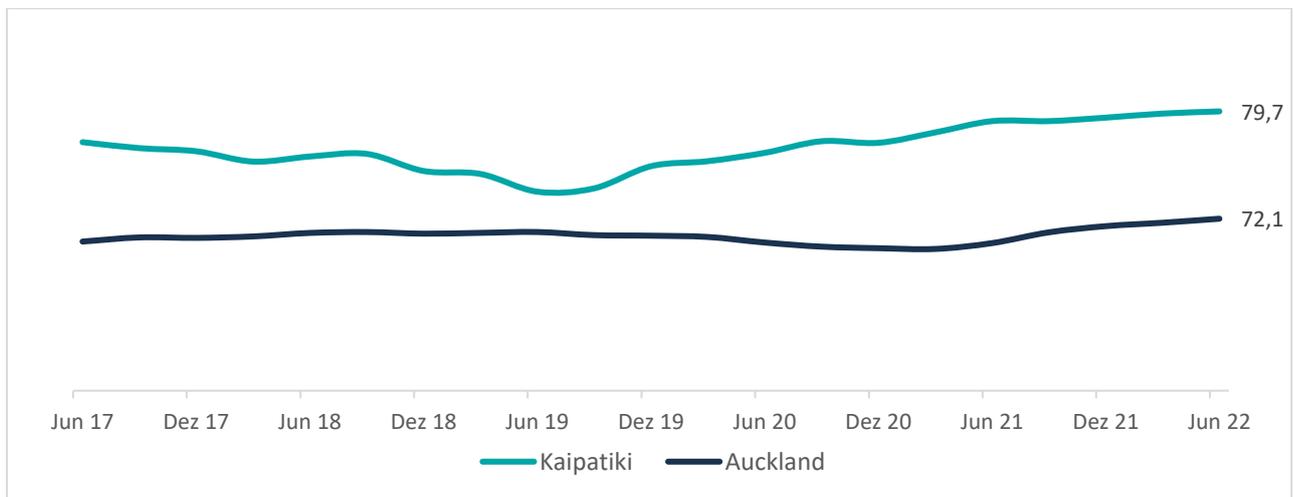
With a diverse population, there are a wide range of languages in use in Kaipātiki. Ninety-two per cent of residents are able to speak English compared to 93 per cent for the region.

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.

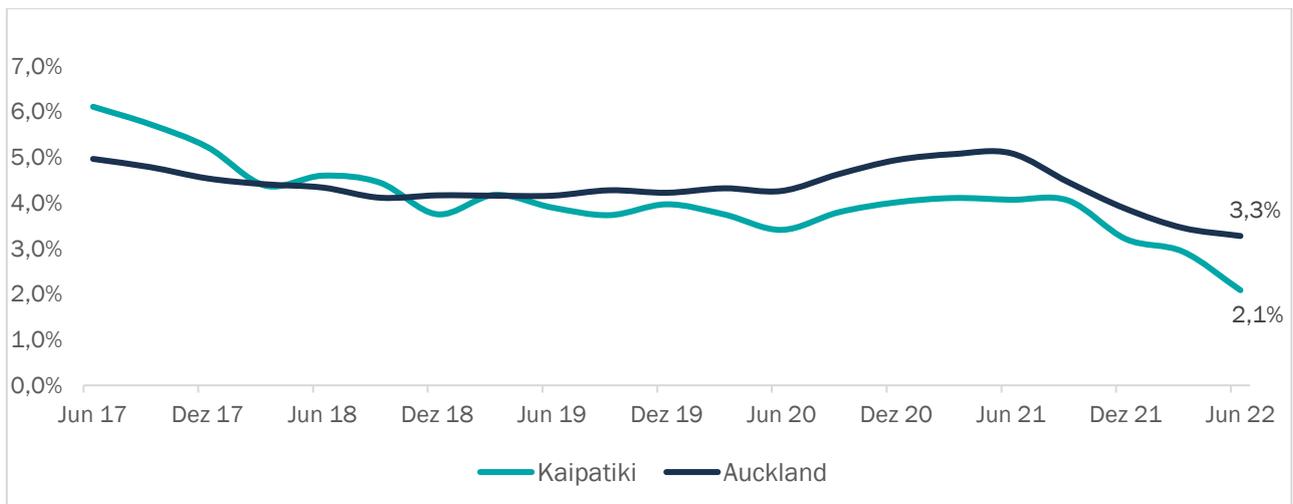
The labour force participation rate in Kaipātiki is 80 per cent, significantly higher than the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Kaipātiki, has consistently remained below the Auckland average over the last five years.

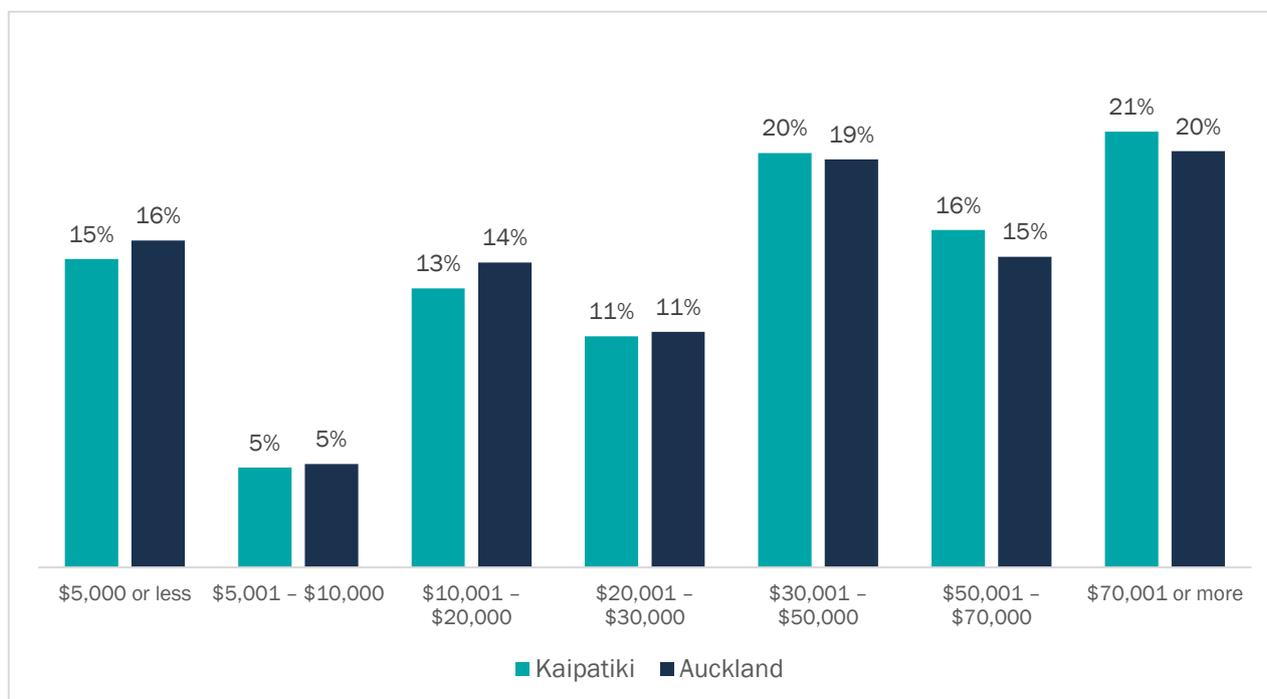
UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

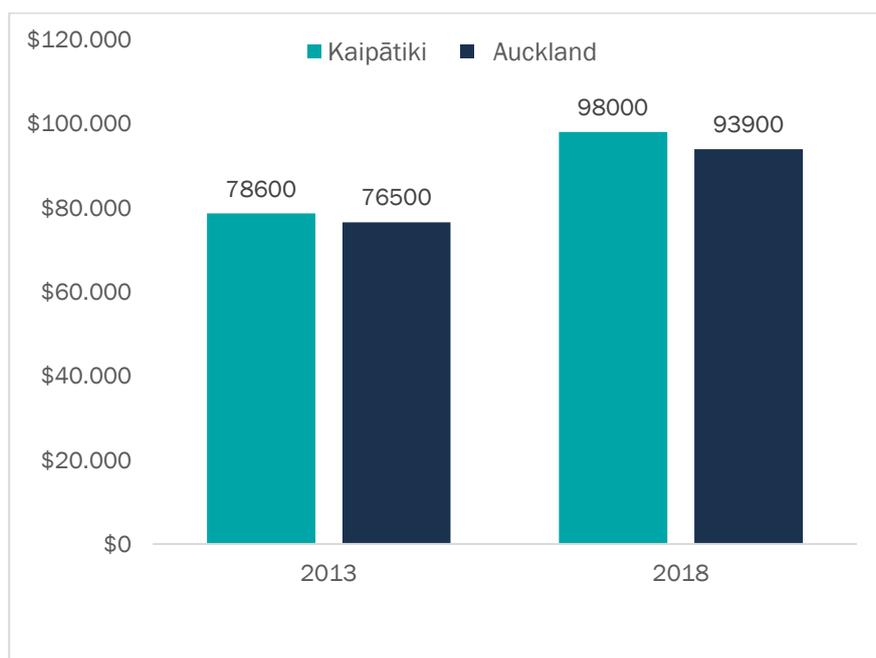
Analysis of individual income levels in 2018 shows that there was a slightly higher proportion (21 per cent) of persons earning a high income (over \$70,000 per year) in Kaipātiki compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Kaipātiki was \$98,000, higher than the Auckland median of \$93,900.

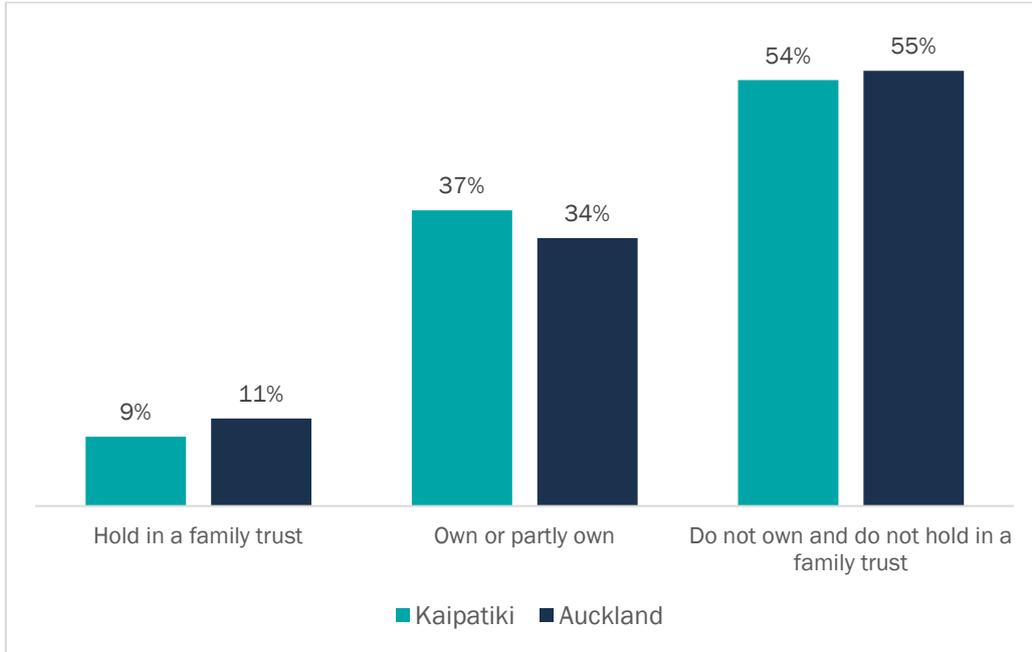
MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



In 2018, 14 per cent of households in Kaipātiki derived self-employment or business income, the same rate as across all Auckland households (14 per cent).

Home ownership in Kaipātiki is slightly higher than the regional average; in 2018, 46 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Kaipātiki has a well qualified labour force with a high proportion of residents educated to degree level or higher. However, slightly fewer school leavers from Kaipātiki leave with NCEA Level 3 and fewer enrol in tertiary education after leaving school.

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.

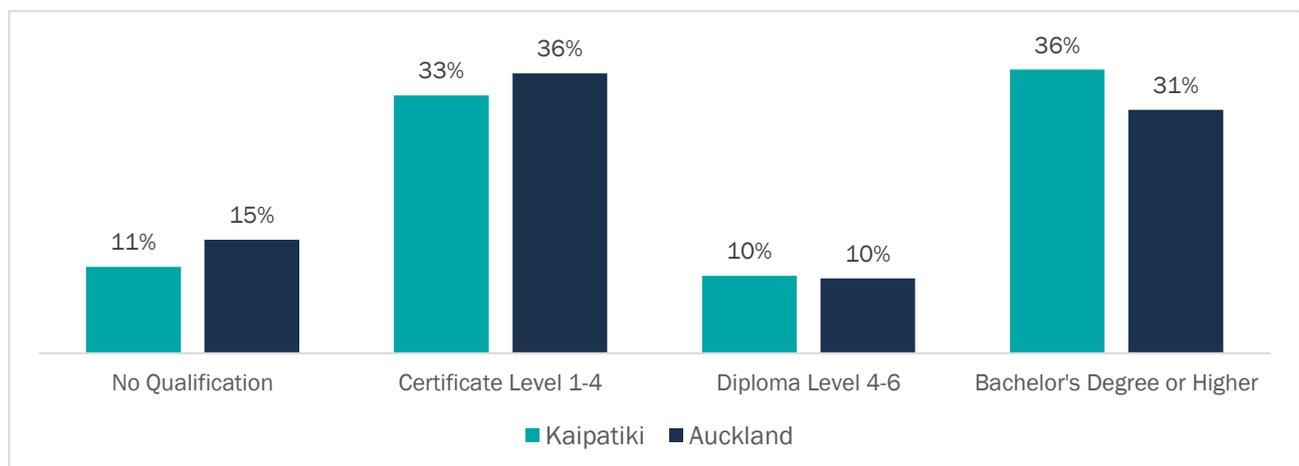
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as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

RESIDENTS' HIGHEST QUALIFICATIONS (CENSUS 2018)



In 2018, 36 per cent of adult residents in Kaipātiki had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Eleven per cent of residents had no educational qualifications compared with 15 per cent across the region².

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

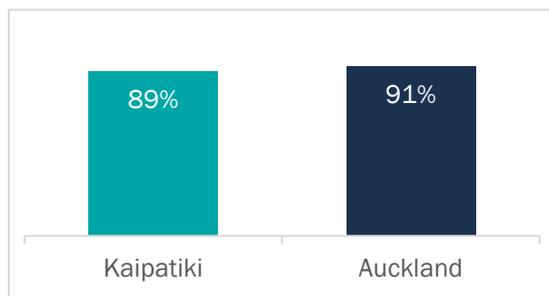
Educational attainment

NCEA is the national school leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 11 per cent of school leavers in Kaipātiki did not achieve the standard for NCEA Level 1, compared to nine per cent regionally.

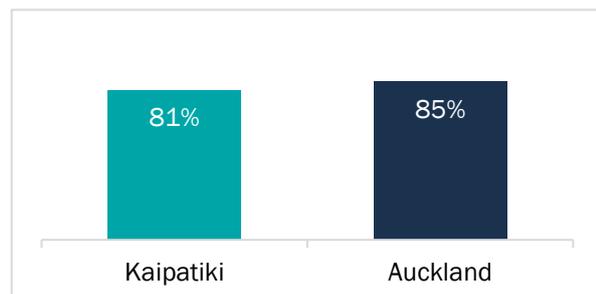
In 2021, 19 per cent of school leavers in Kaipātiki did not achieve NCEA level 2, which provides the foundation skills required for employment, compared to the region where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2

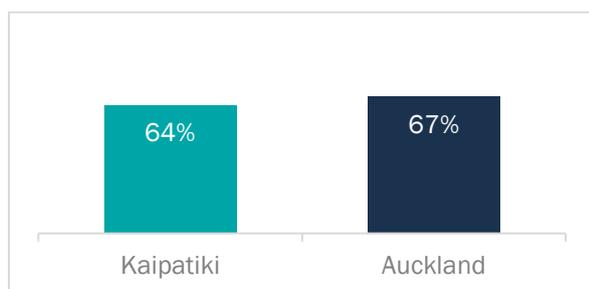


NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	91.1%	84.3%
Māori	81.8%	64.8%
Pacific	76.4%	61.8%
Asian	87.6%	81.4%
Middle East, Latin American, African	0.0%	0.0%
Other	0.0%	0.0%
Total Local Board	88.9%	80.8%
Total Auckland	91.2%	84.9%

NCEA Level 3 is regarded as the minimum level required for university entry. Sixty-four per cent of Kaipātiki school leavers achieved this, fewer than the Auckland average of 67 per cent.

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



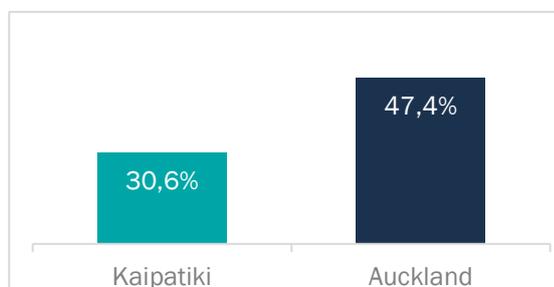
NCEA 3 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA 3	Kaipātiki	AKL region %
Māori	42.0%	43.5%
Pacific	38.2%	54.2%
Asian	68.0%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	66.2%	69.8%
Total	63.7%	67.2%

Fewer school leavers moved on to degree level study within a year of leaving school. Thirty-one per cent of Kaipātiki school leavers did this, below the Auckland average of 47 per cent. Overall, 55 per cent enrolled in some form of tertiary education lower than the regional average (69 per cent).

DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR AFTER LEAVING (MINISTRY OF EDUCATION 2020)

Local Board	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Kaipātiki	30.6%	21.8%	2.6%	45.0%	418
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

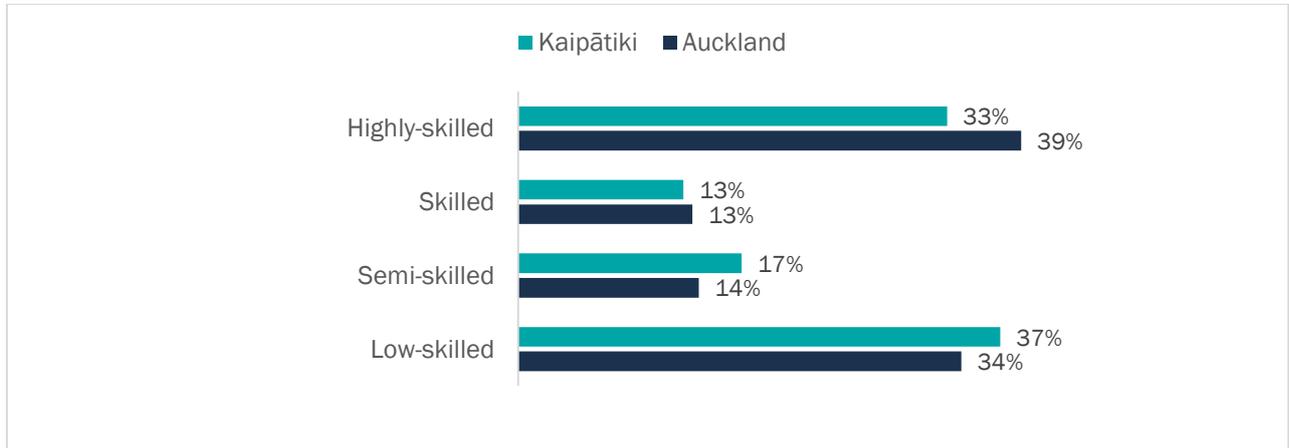
SCHOOL LEAVERS MOVING ON TO DEGREE LEVEL STUDY (MINISTRY OF EDUCATION 2020)**DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)**

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	15.2%	22.7%	7.6%	54.5%	66
Pacific	18.2%	30.3%	3.0%	48.5%	66
Asian	43.2%	17.0%	1.1%	38.6%	88
MELAA	-	-	-	-	-
Other	-	-	-	-	-
NZ European	29.5%	22.0%	3.4%	45.1%	264

Occupations

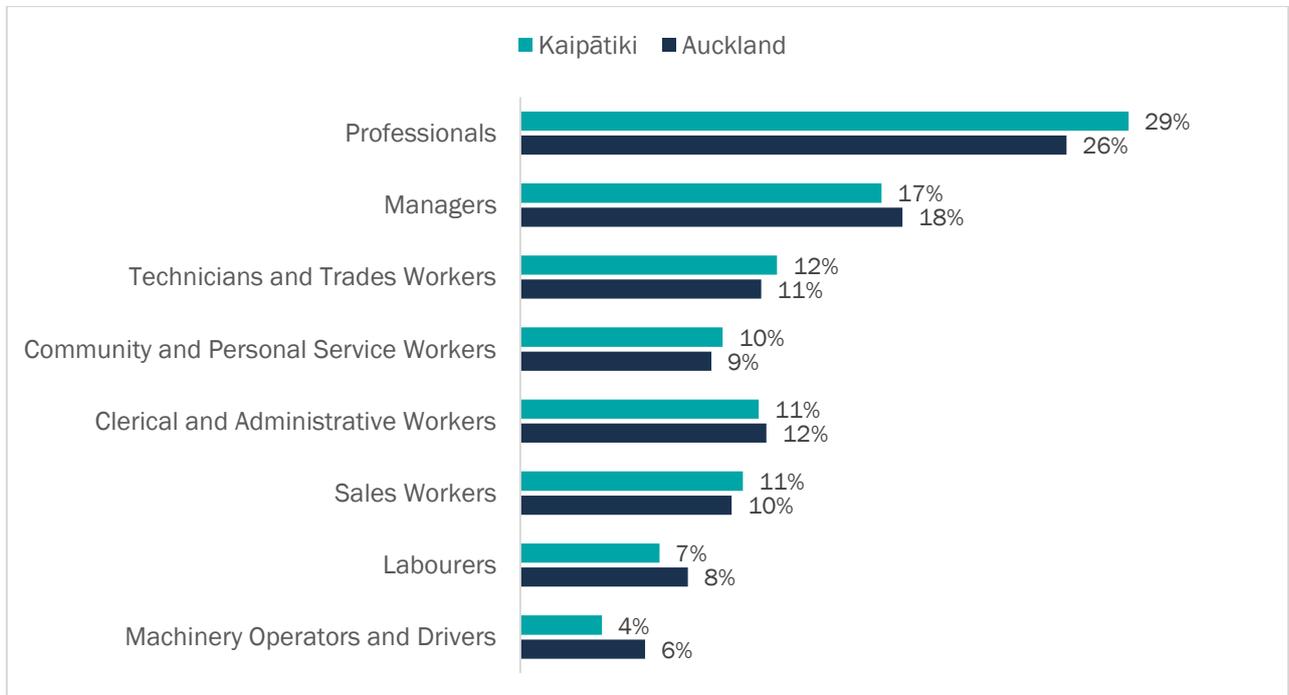
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels, based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL KAIPĀTIKI (INFOMETRICS 2021)



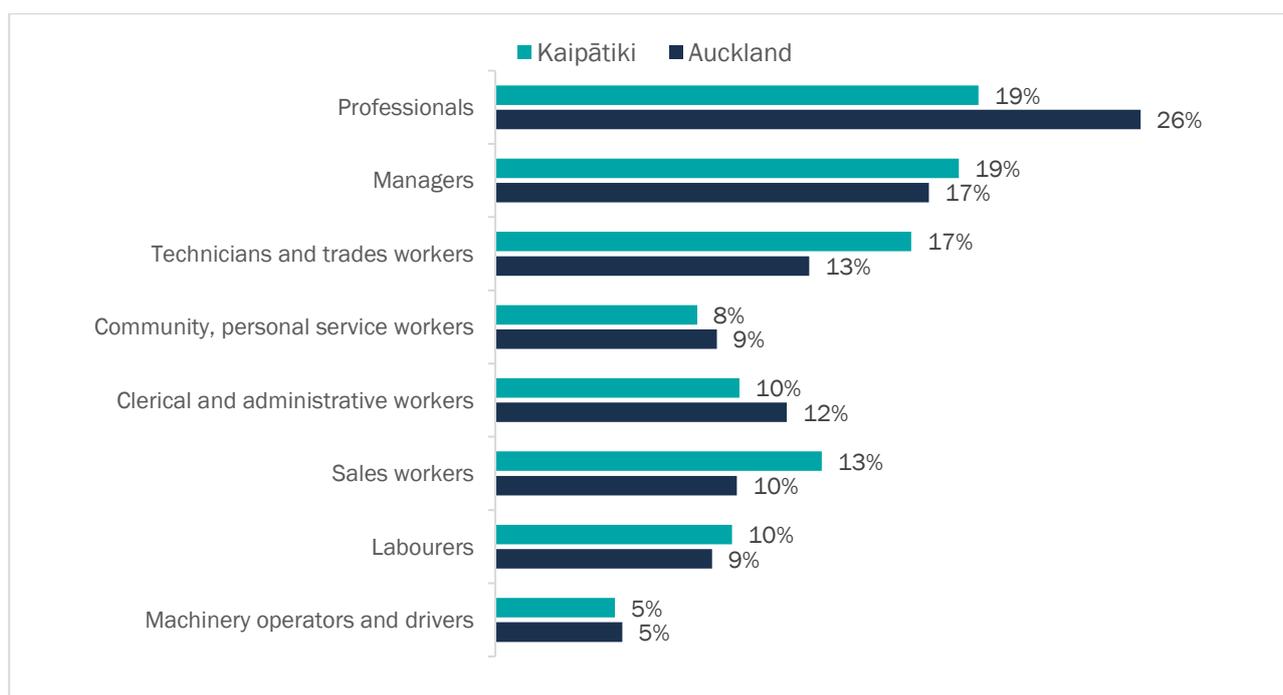
The Kaipātiki Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (46 per cent), compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (54 per cent), compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN KAIPĀTIKI (CENSUS 2018)



Professionals and managers were the most popular occupations for Kaipātiki residents in 2018 (46 per cent), above the regional average (44 per cent). There were fewer machinery operators and drivers' resident in the area (four per cent), compared to the region (six per cent). All the other occupations of residents were broadly in line with the region.

OCCUPATIONS IN KAIPĀTIKI BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Kaipātiki Local Board area, professionals were the largest occupational group (19 per cent), below the regional average (26 per cent). Kaipātiki had a higher proportion of people employed as technicians and trades workers (17 per cent) compared to the region (13 per cent).

Specialist managers³ were the largest occupational group with 10.1 per cent of the total number of jobs in the area, followed by sales assistants and salespersons (8.1 per cent).

TOP 10 OCCUPATIONS LOCATED IN KAIPĀTIKI (INFOMETRIC 2021)

Rank	Occupation	Jobs (2021)	% Kaipātiki Total
1	Specialist Managers	3,268	10.1%
2	Sales Assistants & Salespersons	2,620	8.1%
3	Education Professionals	2,043	6.3%
4	Hospitality, Retail & Service Managers	1,374	4.2%
5	Construction Trades Workers	1,360	4.2%
6	Business, HR & Marketing Professionals	1,295	4.0%
7	Chief Execs, General Managers, Legislators	1,273	3.9%
8	Automotive & Engineering Trades Workers	1,067	3.3%
9	Sales Representatives & Agents	1,066	3.3%
10	Carers & Aides	1,056	3.3%
	Sub-total Top 10 occupations	16,422	50.7%
	Total jobs	32,404	

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

Between 2016-2021, specialist managers were the fastest growing occupation in the area with 219 new positions created.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Specialist Managers	219
Electrotech & Telecoms Trades Workers	92
ICT Professionals	91
Carers & Aides	85

The road & rail drivers occupational group lost 131 jobs between 2016-2021.

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Road & Rail Drivers	-131
Clerical & Office Support Workers	-62
Cleaners & Laundry Workers	-54

4: Local Economy

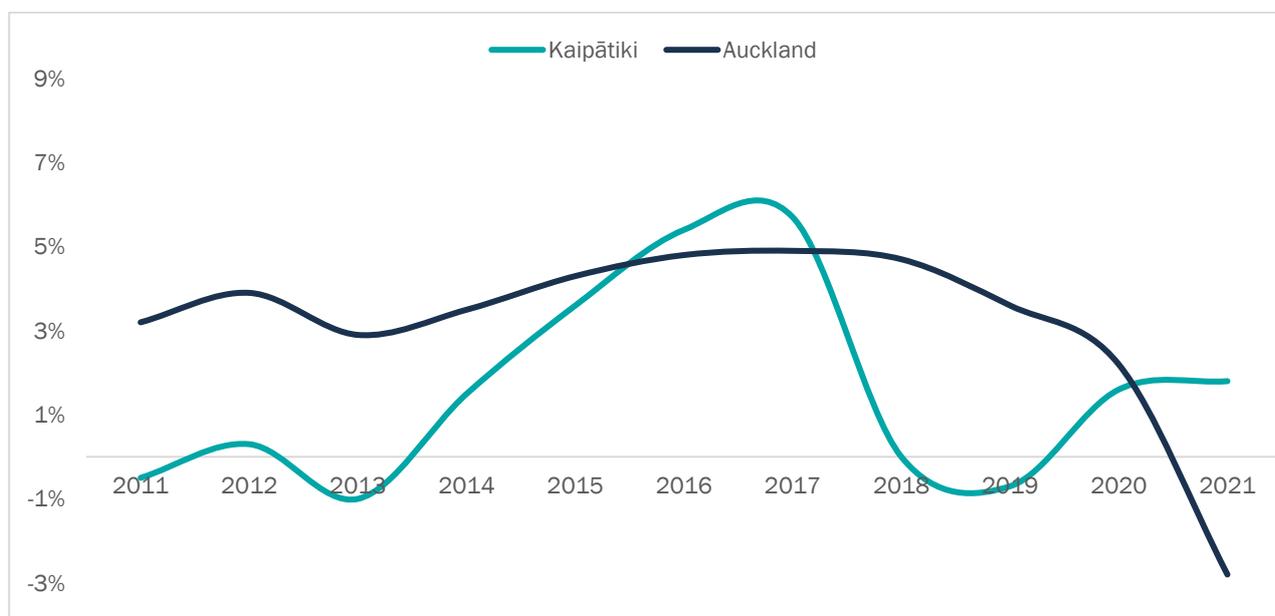
Kaipātiki has a strong local economy, driven by the GDP and employment contribution of its three largest sectors, retail trade, construction and manufacturing. The wholesale trade, healthcare and education sectors also make a significant contribution to employment in the local area. In the past five years the greatest number of new jobs were created in construction and accommodation and food services. Nineteen per cent of jobs in Kaipātiki were in knowledge intensive industries, which is significantly below the regional average of 36 per cent.

Growth and employment trends

Between 2020-2021, Kaipātiki experienced GDP growth of 1.8 per cent, above the Auckland regional growth rate, which declined by -2.8 per cent. In the five years to 2021, the Kaipātiki economy grew at an average annual rate of 1.6 per cent, slower than the 2.5 per cent of the Auckland region.

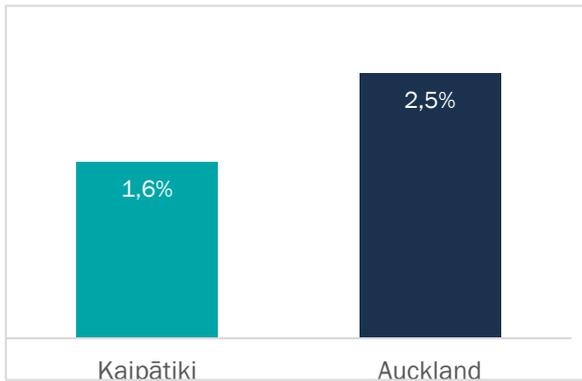
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year, lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers 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. Kaipātiki's GDP growth did not decline to the same extent as the regional average during the lockdown period.

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

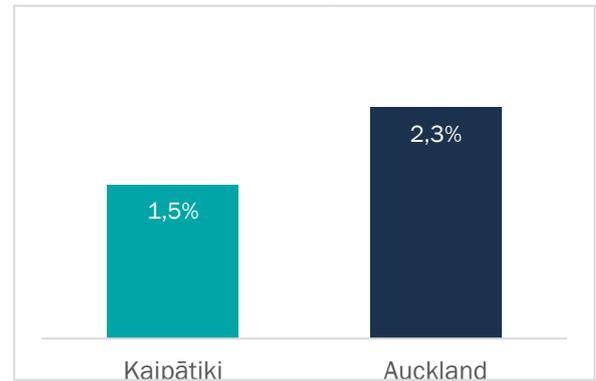


Employment in Kaipātiki increased by an average of 1.5 per cent per annum in the five years from 2016-2021, below the Auckland regional rate of 2.3 per cent. Over the last five years, Kaipātiki job numbers increased the most in construction services (+1,055 new jobs), building construction (+724) and accommodation and food services (+592).

**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 the financial and insurance services sector. This data relates to GDP growth rates, not the overall size of the sector.

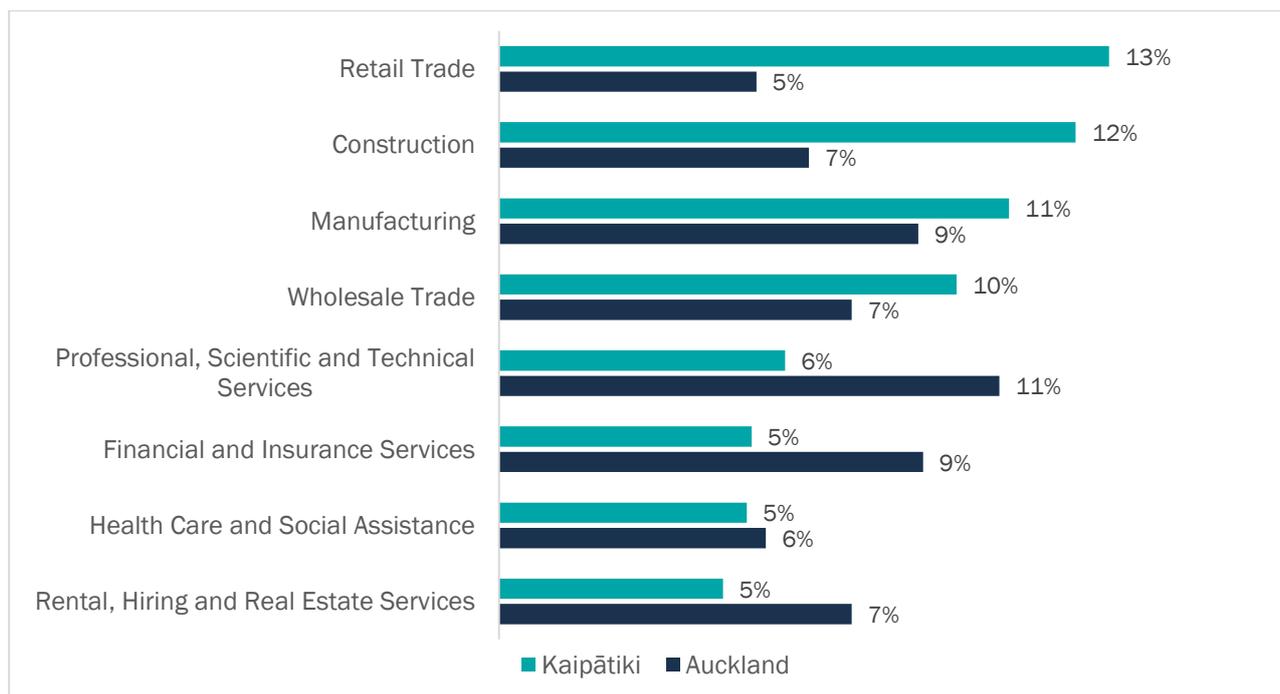
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Financial & Insurance Services	10.2%
Construction	7.5%
Electricity, Gas, Water & Waste Services	7.4%
Accommodation & Food Services	5.4%
Retail Trade	3.2%
Healthcare & Social Assistance	2.6%
Administrative & Support Services	2.2%
Arts & Recreation Services	2.0%

Industry mix

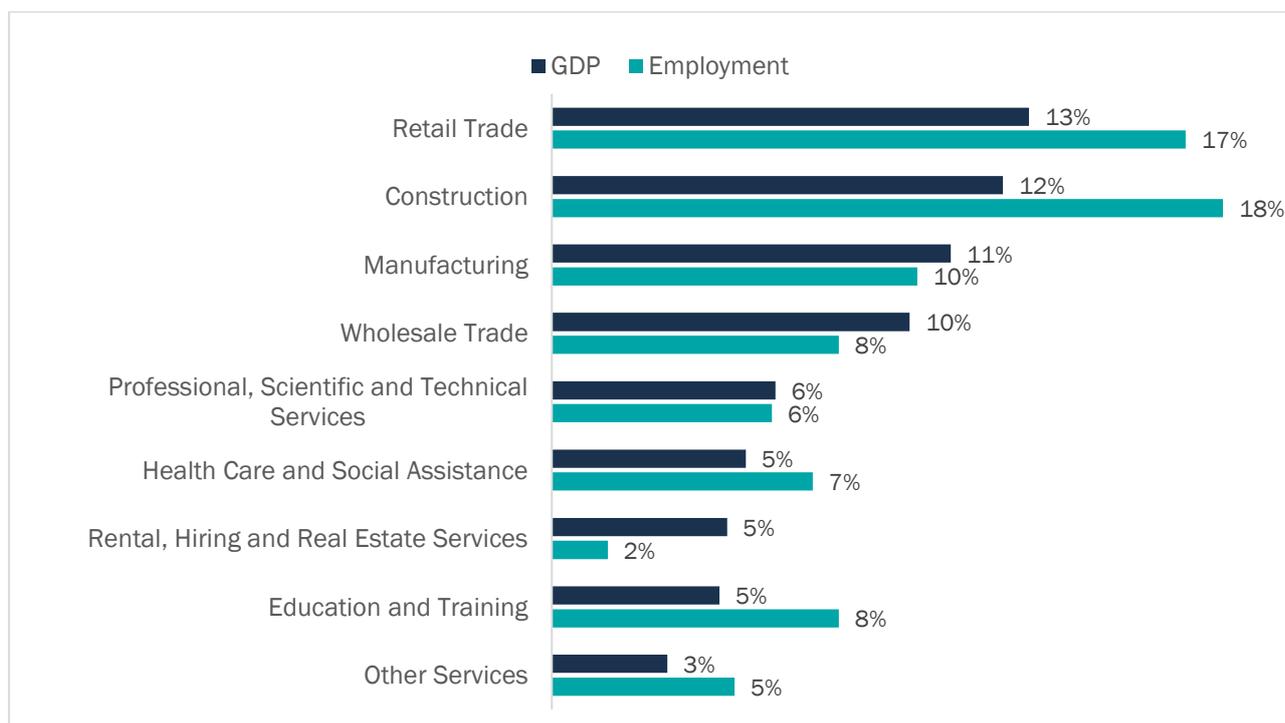
Kaipātiki's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Kaipātiki economy were retail trade, construction, and manufacturing.

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



- **Retail trade** contributed 13 per cent of Kaipātiki's GDP and provided 17 per cent of the area's employment
- **Construction** contributed 12 per cent of Kaipātiki's GDP and provided 18 per cent of the area's employment
- **Manufacturing** contributed 11 per cent of Kaipātiki's GDP and provided 10 per cent of the area's employment
- **Wholesale trade** contributed 10 per cent of Kaipātiki's GDP but provided only eight per cent of the area's employment

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



The key employment sectors in Kaipātiki were construction, retail trade and manufacturing.

Looking at more detailed sub-sectors, we see that construction services was the largest employer (12 per cent). Also, other store and non-store retailing provided more than 10 per cent of local jobs. Education and training and wholesale trade were also key sectors.

Within those key employment sectors, department stores related employment was the most significant source of retail jobs. Landscape construction and electrical services were the main construction sector sub-sectors. Primary education and higher education were the main sources of education jobs.

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

Rank	Industry	Jobs (2021)	% Kaipātiki Total
1	Construction Services	3,880	12.0%
2	Other Store & Non-Store Retailing	3,314	10.2%
3	Education & Training	2,504	7.7%
4	Wholesale Trade	2,482	7.7%
5	Accommodation & Food Services	2,387	7.4%
6	Healthcare & Social Assistance	2,257	7.0%
7	Professional, Scientific & Tech Services	1,910	5.9%
8	Administrative & Support Services	1,900	5.9%
9	Building Construction	1,862	5.7%
10	Other Services	1,580	4.9%
	Total top 10 industries	24,076	74.4%
	All other industries	8,328	26.6%
	Total employment	32,404	100%

The construction services sector, the largest employer in the area, was also the fastest growing sector, adding 1,055 new jobs between 2016-2021. Accommodation and food services and administration and support services also grew at a significant rate.

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

Sector	New Jobs
Construction Services	1,055
Building Construction	724
Accommodation & Food Services	592
Administrative & Support Services	417
Finance	208

The road transport and professional, scientific and technical services sectors, both lost over 200 jobs between 2016-2021.

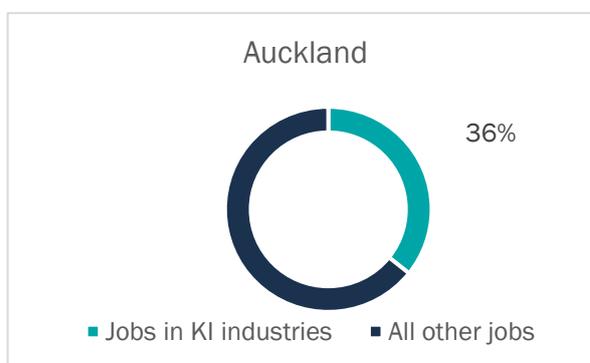
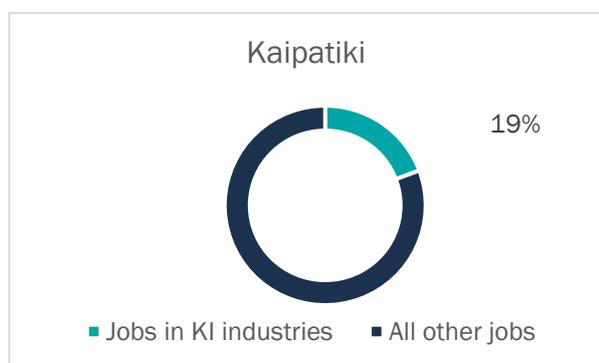
SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Road Transport	-273
Professional, Scientific & Technical Services	-203
Central Gov Administration, Defence & Safety	-108

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. **Nineteen** per cent of jobs in Kaipātiki were in knowledge intensive industries, which was significantly lower 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 Kaipātiki than they are in the region as a whole. The largest, other store and non-store retailing is strongly concentrated in the local area with a number of large malls and big box retailers.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Furniture & Other Manufacturing	4.2	44.7	462
2	Motor Vehicle, Parts & Fuel Retailing	3.3	88.4	892
3	Basic Chemical & Chemical Product Manufacturing	3	60.7	268
4	Other Store & Non-Store Retailing	2.6	279.4	3,314
5	Printing	2.6	19.1	195
6	Fabricated Metal Product Manufacturing	2.5	70.3	682

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.

Kaipātiki has some large individual businesses located in the area and the related sectors show a strong representation in the local area, compared to the wider region. The NZ Sugar Company Ltd, Pauling Industries (cosmetics) and Canon NZ Ltd are all located in the area. The actual contribution to overall GDP is relatively small in all of these sectors.

LOCAL SPECIALISMS (INFOMETRICS 2021)

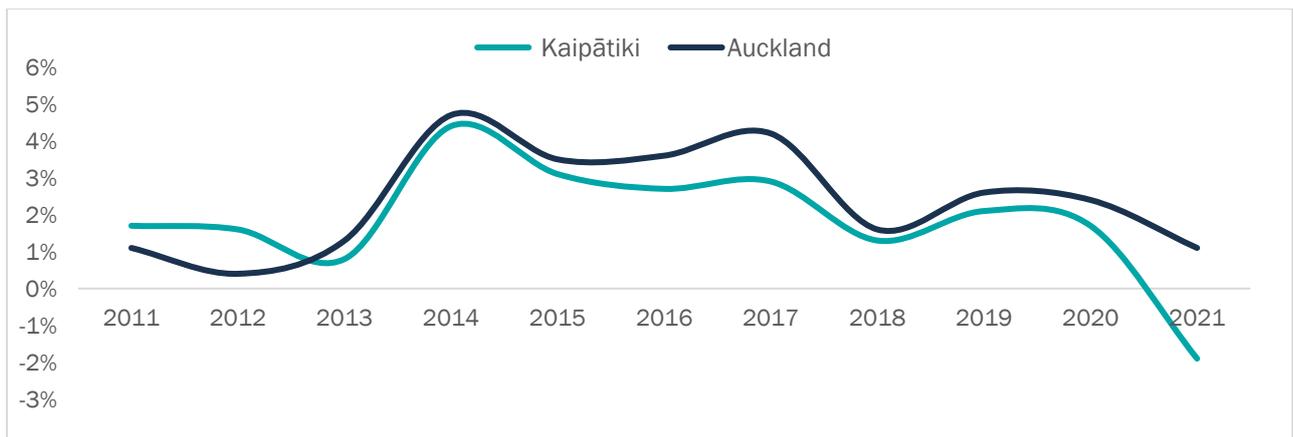
Rank	Industry	LQ	GDP(\$M)	Share
1	Sugar Manufacturing	87.9	14.6	0.4%
2	Cosmetic and Toiletry Preparation Manufacturing	20	47.6	1.3%
3	Photo, Optical & Ophthalmic Equipment Manufacturing	16.9	3.7	0.1%
4	Book and Magazine Wholesaling	15.6	14.6	0.4%
5	Internet Access Services	9	69.5	1.9%

Businesses

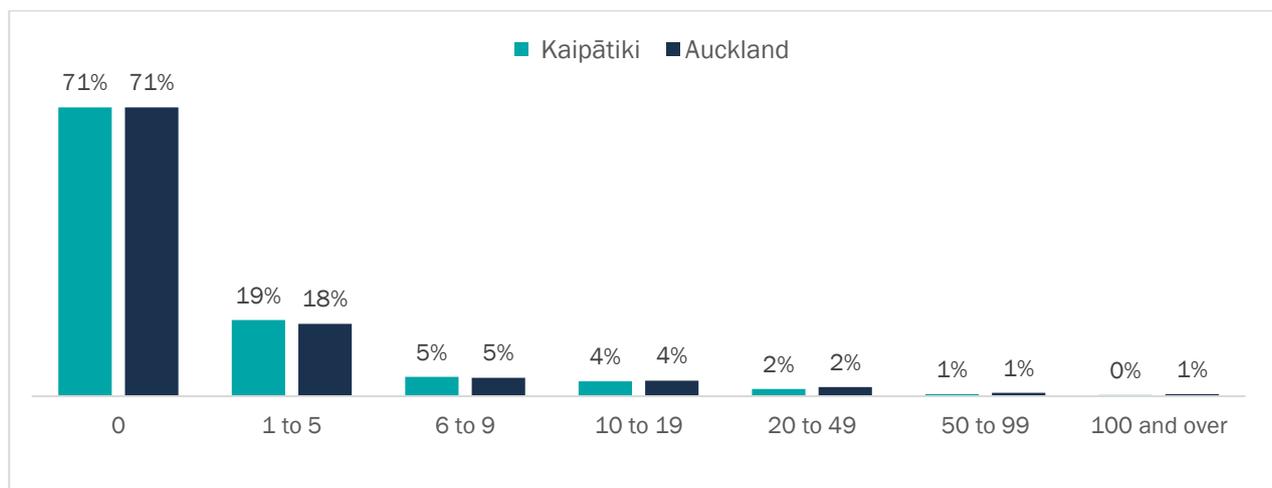
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Kaipātiki fell at a greater rate than the Auckland regional average.

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

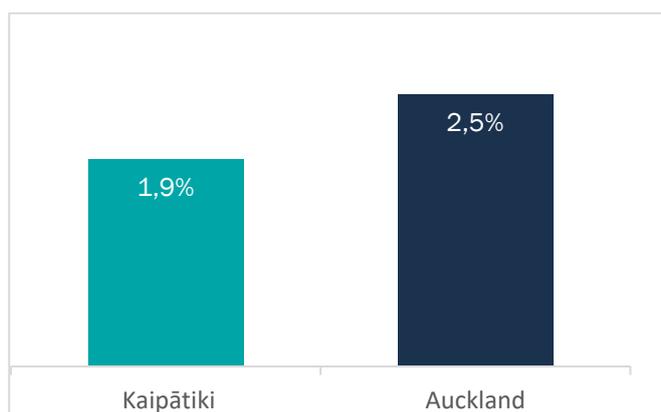


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 9,801 businesses in Kaipātiki, employing an average of 3.3 employees each, less than the Auckland average of 4.4 employees. The vast majority (90 per cent) of businesses in Kaipātiki 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 grew by 1.9 per cent a year on average over the last decade, less than the Auckland regional average of 2.5 per cent. 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.

5: Economic Places

Employment in Kaipātiki is concentrated in a number of town centres as well as in the employment zone in the Wairau Valley.

Kaipātiki is a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 92,400 residents of Kaipātiki, which has a labour force of 60,000. The local board area has a total of 32,404 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city, primarily central Auckland.

Kainga Ora's Northcote Development will see approximately a third of the 1700 new homes in the development sold on the open market. A further third will be sold to KiwiBuild buyers; and the final third will be retained by Housing New Zealand and rented to their clients.

Eke Panuku has a major project in Northcote, developing Te Ara Awataha, a 1.5km green corridor located in the heart of the new Northcote town centre and housing redevelopment.

Employment zones

Employment in Kaipātiki is concentrated in a number of town centres and the light industrial zone at Wairau Valley, where big box retail, manufacturing, construction, and wholesale trade are key employers.

The main town centres in Kaipātiki are Glenfield and Birkenhead, where a high number of jobs in retail and accommodation and food services are located. Adjacent to those centres, schools and healthcare providers are important employers.

EMPLOYMENT IN WAIRAU VALLEY AREA* (NZ STATISTICS 2021)

Sector	Jobs
Retail	2,650
Manufacturing	2,100
Construction	1,850
Wholesale Trade	1,100
Healthcare & Social Assistance	650
Professional, Scientific & Technical Services	500
Total employment (all sectors)	10,900
* Based on business demographics for the SA2 area	

EMPLOYMENT IN GLENFIELD AREA* (NZ STATISTICS 2021)

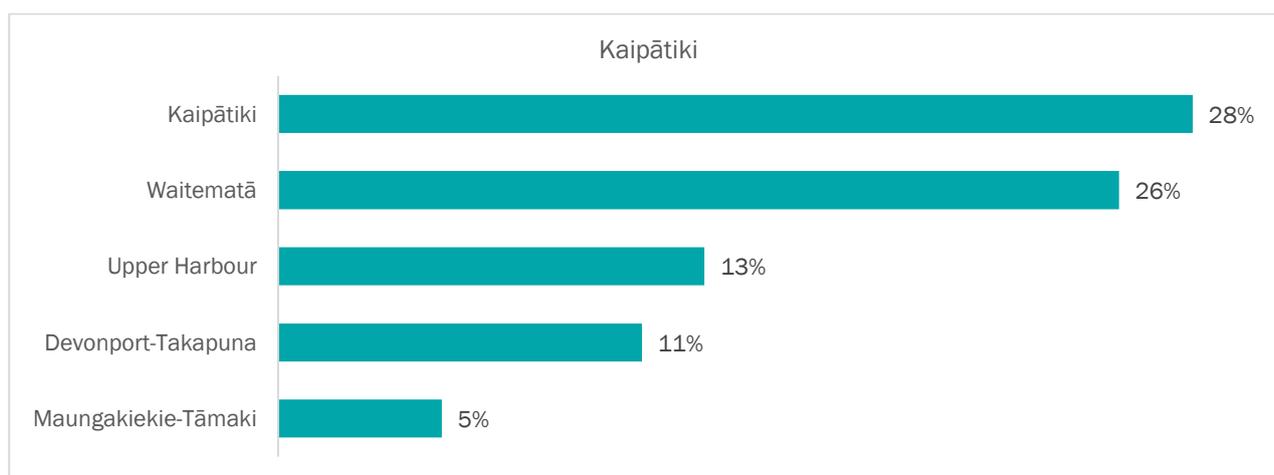
Sector	Jobs
Retail	620
Education & Training	505
Construction	390
Accommodation & Food Services	351
Total employment (all sectors)	3,030
* Based on business demographics for the SA2 area	

EMPLOYMENT IN BIRKENHEAD AREA* (NZ STATISTICS 2021)

Sector	Jobs
Healthcare & Social Assistance	560
Accommodation & Food Services	363
Retail	297
Professional, Scientific & Technical Services	297
Total employment (all sectors)	2,680
* Based on business demographics for the SA2 area	

Commuting

In 2018, 28 per cent of Kaipātiki residents worked within the local board area. The most popular destinations for work outside the area were Waitemata (26 per cent) and Upper Harbour (13 per cent).

TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM KAIPĀTIKI (CENSUS 2018)⁵

⁵ Richard Paling Consulting 2018

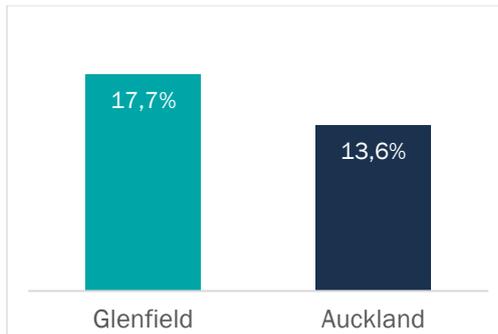
Town Centres

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 employment zones in Kaipātiki are Glenfield and Birkenhead.

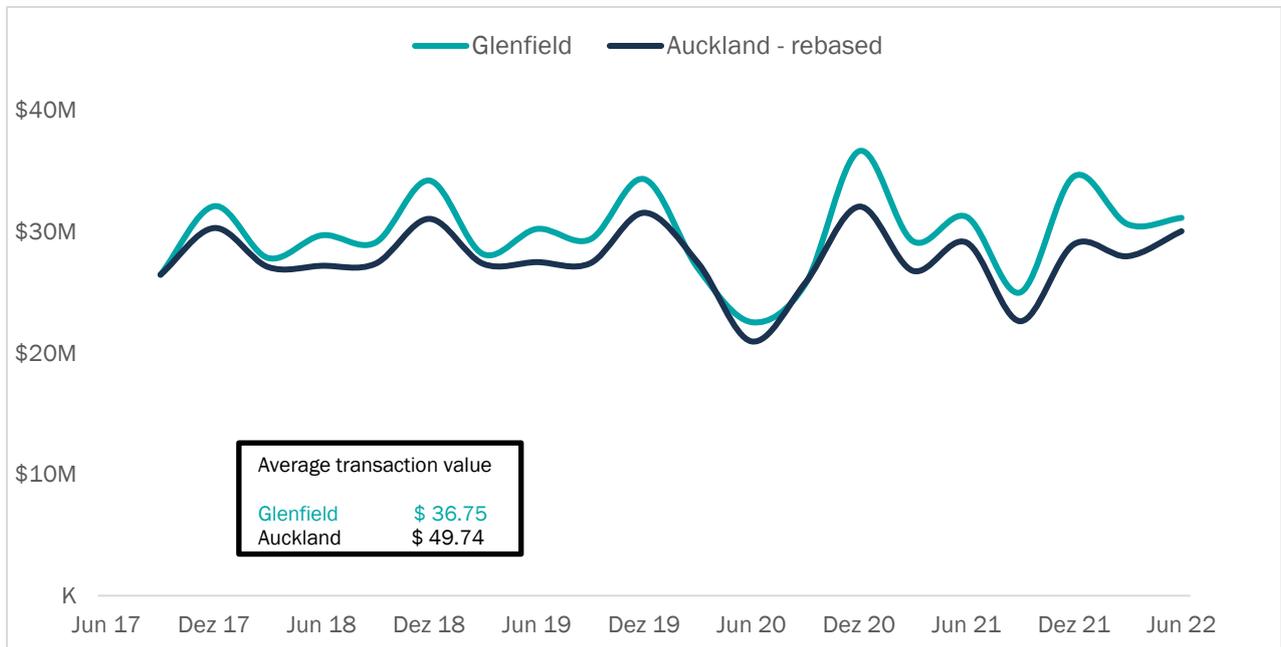
Spending in Glenfield between 2017-2022 grew by 17.7 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Glenfield was \$36.75, below the Auckland average of \$49.74. (Marketview 2022)

GLENFIELD BID SPENDING GROWTH (2017-2022)



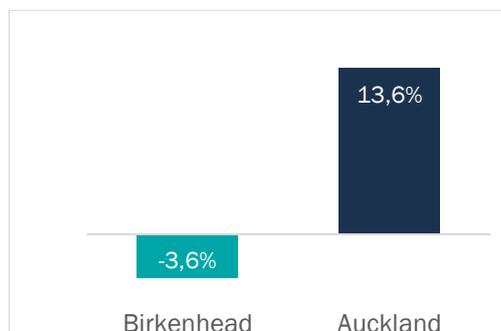
Spending in Glenfield has been at a slightly higher rate than the region and has followed a similar pattern with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

GLENFIELD BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



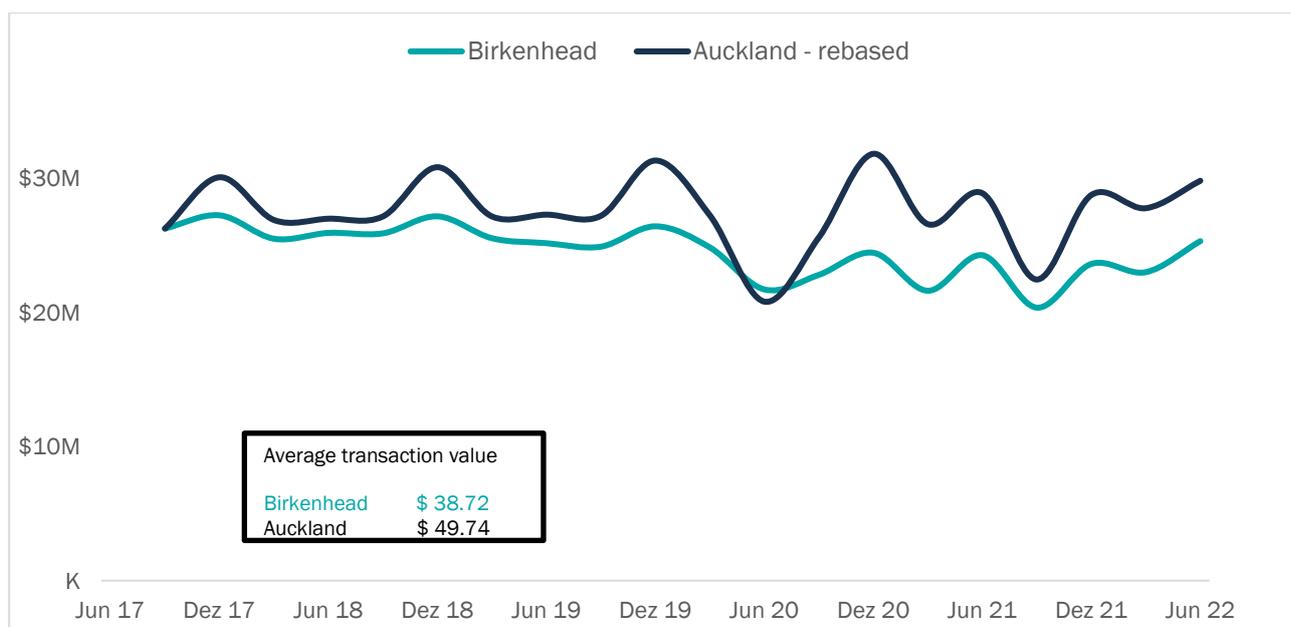
Spending in Birkenhead between 2017-2022 declined by -3.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Birkenhead was \$38.72, below the Auckland average of \$49.74. (Marketview 2022)

BIRKENHEAD BID SPENDING GROWTH (2017-2022)



Spending in Birkenhead has been at a lower rate than in 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.

BIRKENHEAD BID 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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TĀTAKI AUCKLAND UNLIMITED WELCOME COMMENT AND FEEDBACK.

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